

AMSOIL®

► DEALER EDITION

MAGAZINE

AUGUST 2018



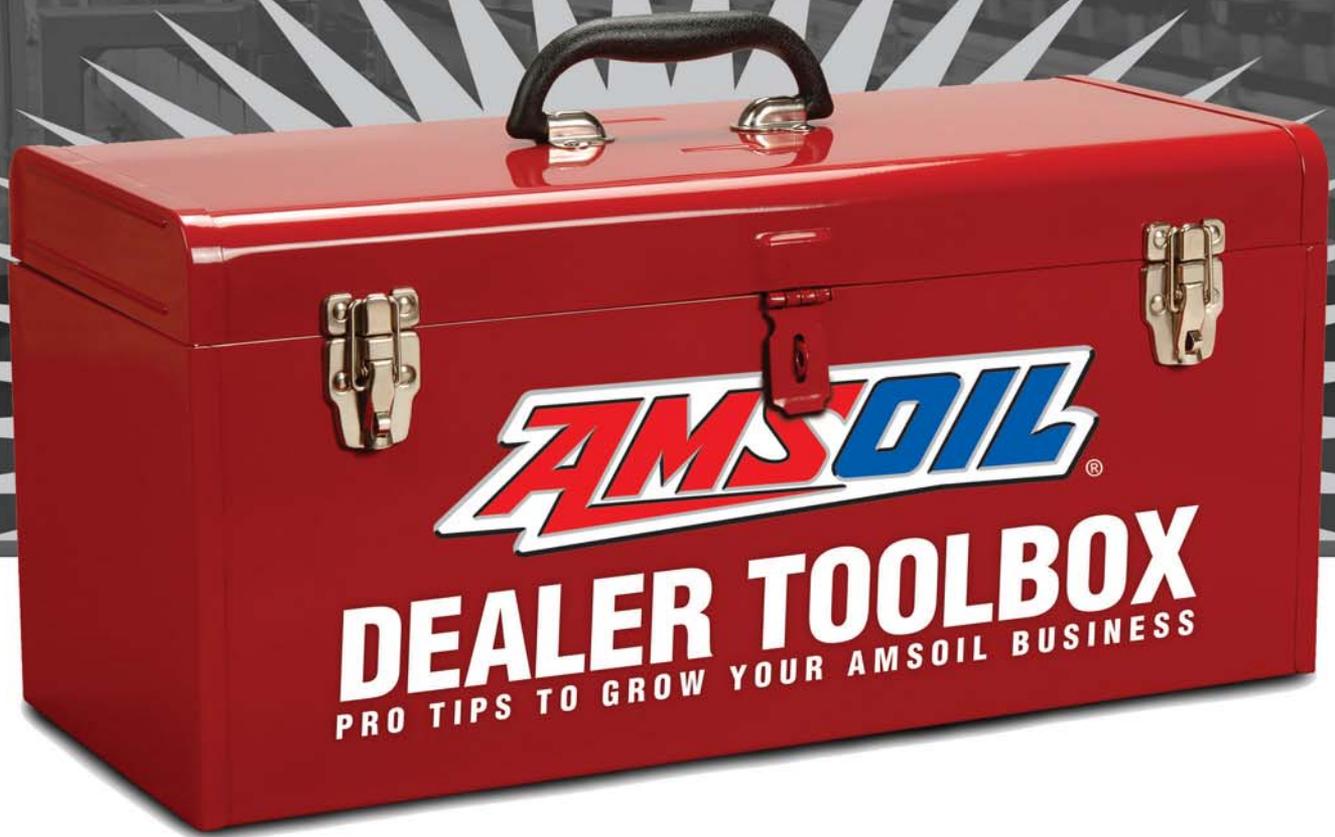
LESS MESS - LESS WASTE - LESS FRUSTRATION

MAKING IT EASY: THE NEW SEVERE GEAR® EASY-PACK

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?zo= A Powerful Addition to Your Dealer Toolbox

Reach out to prospective AMSOIL customers and Dealers with a personalized Dealer-number transferring link. It's the easiest and fastest way to follow up on potential orders, purchases and applications.

EXAMPLE MESSAGE:

Bob, it was good to meet you at the gun show. Use this link to get your AMSOIL P.C. account started.

www.amsoil.com/pc?zo=123456

Let me know if you have any questions. Thanks.

John Doe

Independent AMSOIL Dealer
999.888.7777
jdoe@test.com
jdoilsite.com

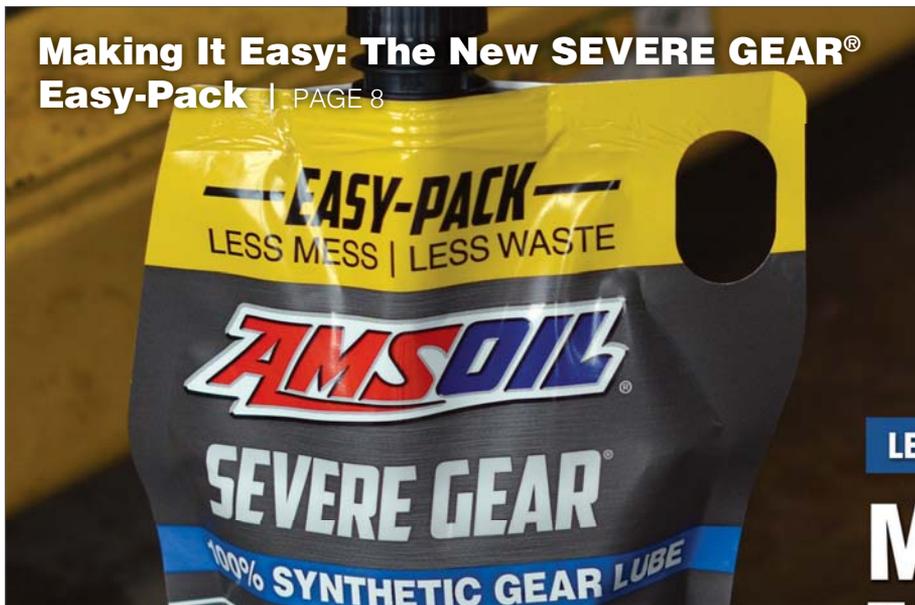
HOW TO USE YOUR DEALER-NUMBER TRANSFERRING LINKS:

1. Get the mobile phone number or email address of the prospective customer/Dealer to follow up with him or her.
2. Find and copy the URL of the AMSOIL.com webpage relevant to the prospect's particular interest.
3. At the end of the webpage URL, type ?zo= and your Dealer number.
4. Send this Dealer-number transferring link to your prospective customer/Dealer via text message or email.

WHY USE DEALER-NUMBER TRANSFERRING LINKS?

- Point potential customers and Dealers directly to relevant product info, program applications and more in one easy click.
- Your Dealer number will be linked when they visit any page on AMSOIL.com (up to 30 days). That means you'll get credit for referring them when they make purchases or submit applications.

For more information, search for the word "transferring" to access the article "**How do I create a Dealer-number transferring link to another page on amsoil.com?**" in the Knowledgebase, accessible from the Quick Links on the Dealer Zone dashboard.



Making It Easy: The New SEVERE GEAR® Easy-Pack | PAGE 8

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Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

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THE COVER



Our revolutionary new SEVERE GEAR easy-pack greatly eases the task of changing differential fluid, making life easier for installers and do-it-yourselfers.



From the President

Typically I have my monthly message to you done well in advance. This month, however, I'm writing just after the completion of the AMSOIL 45th Anniversary Convention. If you weren't here, you missed a memorable event. The speakers delivered motivational and informative presentations that any Dealer would find valuable. These weren't just pros talking about abstract concepts and collecting a paycheck on the way out of town; they had substance to their talks, and plenty of laughs, too.

We kept with some traditional AMSOIL Convention events and held tours of our manufacturing facilities and an outstanding expo in AMSOIL Arena, but we also broke with tradition and introduced a new feature: an AMSOIL festival. This was the highlight of the event for many Dealers, and I can see why. The fun atmosphere led to easy conversation between old friends and new, Dealers and corporate staff. We practically had to be pushed out the door by event staff when the night was through.

That's really the best part of these events – the fellowship. Interacting with people from all over North America who share similar interests and experiences, hearing their

success stories and feeling the overall positivity was energizing. It's refreshing to be around so much passion. It's contagious! I was proud to be in the room with so many people who still recognize their AMSOIL Dealership as a ground-floor opportunity with no ceiling. It really can be whatever you make it. Many Dealers are working toward the goal of earning enough to make a boat payment or pay for an annual vacation. Others are working toward full-time businesses and financial freedom. No matter your goals or dreams, it's up to you to reach them. Those of you who attended the Convention heard it numerous times: Go ahead and dream, but do something about those dreams.

Right now you have an excellent opportunity to boost your business with three outstanding new aerosol products and the new easy-pack SEVERE GEAR® packaging. Development of the easy-pack took tremendous effort. Technical Product Manager Matt Erickson put his engineering background to good use as he and the rest of the team spent months solving this puzzle. The easy-pack might resemble some other packaging you've seen before,

but I can assure you it's entirely unique – especially for gear lube applications. This is another AMSOIL first, and one that's sure to have fast followers in the marketplace, so act fast. The introduction of the easy-pack was another highlight of the Convention, with humorous videos, detailed explanations and an effective demonstration stand at the expo. The combination should have left no easy-pack questions unanswered by the event's end.

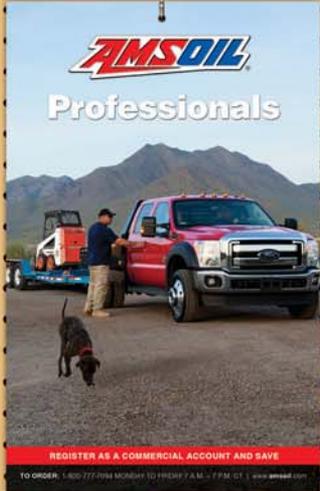
There was one unanswered question, however, that came up a handful of times. Many Dealers wanted to know who owns AMSOIL INC. now. Well, the situation was complex after Al Amatuzio's passing, so it was difficult to explain. But I'm proud to announce that as of July 1, 2018, I am the sole owner of AMSOIL INC., and I'm looking forward to growing this company with you in the years ahead.

Alan Amatuzio
President & CEO

AMSOIL MARKET CATALOGS – NEW TOOLS TO INCREASE YOUR SALES

Full-sized product brochures are expensive, and you need multiple versions to cover multiple product lines. That's why we replaced them with new AMSOIL market catalogs. They **reduce your costs, allow you to show prospects and customers more products and include pricing.** Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

Online Store: www.amsoil.com | Telephone: **1-800-777-7094** | EZ Online Order Form: my.amsoil.com



Professionals Catalog (G3469 U.S., G3474 Can.)

WHO'S IT FOR?

Current and prospective commercial accounts.

- Contractors
- Fleets
- Over-the-road truckers
- Heavy-duty off-road equipment operators
- Farmers/ranchers
- Landscapers

WHAT PRICING DOES IT SHOW?

Wholesale cost



Retail Program Catalog (G3520 U.S., G3521 Can.)

WHO'S IT FOR?

Current and prospective retail accounts.

- Independent mechanics
- Quick lubes
- Transmission shops
- Tire shops
- Hardware stores
- Auto parts stores
- Powersports dealerships

WHAT PRICING DOES IT SHOW?

Wholesale cost and MSRP



Automotive Catalog (G3549 U.S., G3550 Can.)

WHO'S IT FOR?

Current and prospective P.C.s and online/catalog customers.

- Auto enthusiasts
- Turbodiesel enthusiasts
- DIYers
- Classic car lovers
- European car owners

WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing



Powersports & Racing Catalog (G3511 U.S., G3512 Can.)

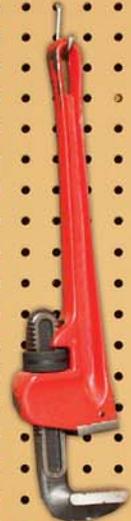
WHO'S IT FOR?

Current and prospective P.C.s and online/catalog customers.

- Motorcycle owners
- ATV/UTV enthusiasts
- Anglers
- Snowmobilers
- Dirt bike riders
- Racers

WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing



LETTERS TO THE EDITOR

COMPLETE OIL CHANGE KITS

I love the new Dealer website and especially the new option to purchase a Complete Oil Change kit online. One thing I noticed while shopping for my truck, while selecting the Complete Oil Change kit, it added seven quarts of oil. I normally purchase one gallon plus three quarts of oil; it's always a tad cheaper that route. Is there any way you could add this as a possible option under the Complete Oil Change kit? Thank you so much for understanding.

Very respectfully,

Chad Calahan

AMSOIL: *We're glad you like the new Dealer Zone and Complete Oil Change option, Chad. The Complete Oil Change option is a new tool, and we plan to continue adding functionality in order to further increase its value to Dealers and customers. We will keep your suggestion in mind when we start working on the next phase of this option.*

AMSOIL MAGAZINE

I enjoy reading the monthly *AMSOIL Magazine*. After I read them I usually pass them on to some of my customers. With all the Internet information it seems they have their own way of gathering information about *AMSOIL*.

Therefore, I think it would be a cost savings to *AMSOIL* if the monthly *AMSOIL Magazine* would be sent out every other month, instead of monthly. I believe that it would be great to also add a few more pages.

Maybe send a survey to all the Dealers and Preferred Customers to get their opinions.

Jim Day

AMSOIL: *We're glad to hear you enjoy it, Jim. We have conducted extensive Dealer and P.C. surveys over the past couple of years and both groups overwhelmingly support continued publication of *AMSOIL Magazine*. People certainly gather tons of information online, and we will be there when they do. While it is more expensive, direct mail is also more effective at generating a response industrywide,*

and we've found that to be true for us. As with anything, the key is to strike a balance amongst all the various modes of communication to ensure we reach people where they are. We will continue working on that as we progress and adjust things accordingly. Thanks again for the feedback.

SABER® PROFESSIONAL

Why are the single-serving SABER Professional packets (ATPPK) 1.5 oz. and not 1.3 oz.? The possible confusions are obvious, like two packets = 3.0 oz., which is more like 40:1 instead of 50:1.

Richard Conboy

AMSOIL: *Thank you for your question, Richard. Although a 100:1 mix ratio requires 1.3 oz. of oil per gallon of gas, our 1.5-oz. SABER pillow packs allow a little margin for those who fail to squeeze out every drop. Those who manage to squeeze out every drop will have an 80:1 ratio, which still delivers low smoke, low odor and excellent protection. For mixing larger quantities of gas, we offer several other package sizes that easily pair with various-size gas cans.*

DEALER FEES

As a Dealer, we pay a \$30 fee a year. For what? When I have people call and want product, they tell me they can buy it cheaper. I can walk into the same place and buy oils cheaper than paying \$30 a year and not have to pay shipping. Things don't add up.

Sheila Carnahan

AMSOIL: *Thank you for your letter, Sheila. Dealers and retail accounts both receive free shipping with orders of \$350 (\$450 Can.) or more. While a retail account can sell *AMSOIL* products at whatever price it chooses, we can assure you that the wholesale prices paid by Dealers and accounts are the lowest prices at which we sell products. Selling products below that price sounds a bit suspect, but if the account doesn't mind taking a loss, it's their prerogative.*

EUROPEAN VEHICLES

The May Tech Talk column on European cars struck me with interest as I have two friends that have been to Germany and rented a Ford* and a VW*.

While they traveled they received 50+ Ford and 70+ VW mpg, with one gentleman willing to buy one and ship it to the States. He couldn't because U.S. EPA standards wouldn't allow it. So if the Europeans are more strict than the U.S., what gives?

We have loose regulations (NOT) at 30 mpg, and Europeans are tighter and get 50-70 mpg? It's not just the oil. Is that why VW got hit with huge fines – because the cars they brought here were more efficient, yet the EPA pushed back? It makes one wonder why nobody else is covering this.

Bruce McGraw

AMSOIL: *Because European emissions requirements are more stringent than U.S. requirements, their vehicles often receive better fuel economy. However, the actual tests that measure fuel economy and emissions differ between Europe and the U.S. And because they use different units to measure fuel economy, it is important to ensure the numbers are properly converted before comparing the two. While it is possible to import vehicles from Europe, it is not easy because there are many additional U.S. regulations beyond fuel economy that they must meet. These regulations include, for example, rules regarding the height of headlights.*

Email letters to:
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Or, mail them to:
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Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



Don't let extreme heat sideline your bike

Motorcycles are meant to be ridden, not pushed.

Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

As you near the town of Sturgis, S.D., the epicenter of biker culture for more than a week every August, traffic slows to a crawl. A mile or two later, you start seeing riders pulled over on the shoulder. Some stand idly by their bikes, some push them down the road as the blazing sun beats down upon them.

Here's what often happens. As heat intensifies, motor oil loses viscosity and becomes thinner. The oil can become so thin that the engine loses oil pressure, causing the oil-pressure gauge to bottom out. The rider may notice increased valvetrain and gear noise as parts clatter together. Any rider worth his or her salt knows that you don't run your engine with no oil pressure, so he or she shuts it down and sits alongside the highway (or pushes the bike) until the engine cools enough to restore oil pressure.

Air-cooled V-twins get plenty hot on their own, but riding in slow-moving traffic makes it worse. Crawling along barely above idle doesn't generate sufficient airflow to cool the engine. Add to that the blazing sun reflecting off the asphalt, and it's a recipe for trouble. In extreme dyno testing designed to create heat, we've seen cylinder temperatures in a 2012 Harley-Davidson* Street Bob* as high as 383°F (195°C).

It's up to the motor oil to protect the engine despite the intense heat. However, oil becomes thinner as it heats up, and if it becomes too thin, it can fail to form a lubricant film of sufficient thickness and strength to prevent metal components from contacting during engine operation and wearing out. Once the lubricant film

fails, it falls on the anti-wear additives to prevent wear. They form a sacrificial layer on components to keep them from contacting. But additives are designed to deplete with time and use. Once they wear out, your engine isn't protected in this scenario.

Although heat is a bigger challenge for air-cooled engines, extreme heat can also negatively affect liquid-cooled bikes, even though they run much cooler. How much cooler? Testing of a liquid-cooled Indian* Scout* in our mechanical lab revealed cylinder temperatures averaged 200°F (93°C), far cooler than the Harley running the same test. That's because a liquid-cooled motor relies on a jacket of coolant/water surrounding the cylinders to absorb heat and carry it to the radiator, where it dissipates into the atmosphere. Water/coolant is a more effective heat-transfer medium than air, which you can clearly see in the cylinder-temperature difference between the two bikes.

Even so, engine and oil temperature will still increase along with ambient heat, so it's just as important to use a good motorcycle oil in liquid-cooled engines.

The rate at which oil oxidizes, or chemically breaks down, doubles for every 18°F (10°C) increase in lubricant temperature. Oxidation occurs when oxygen molecules attack oil molecules and result in a chemical reaction that leads to harmful byproducts, like sludge and varnish. The faster the oil oxidizes, the sooner it wears out and requires changing.

Liquid-cooled engines may run cooler and help prevent overheating, but in

case you hadn't noticed, riders are fiercely loyal to their bikes. Their big air-cooled V-twin is an extension of their personality, and they aren't about to trade it in for another brand just because it's hot outside.

This situation perfectly illustrates the importance of selling AMSOIL products as solutions to your customers' problems. AMSOIL Synthetic V-Twin Motorcycle Oil uses high-quality synthetic base oils that naturally resist thinning due to extreme heat and mechanical activity better than conventional base oils. As a result, it forms a thick, strong lubricating film on engine components despite the intense heat. Although any oil will become thinner in extreme heat, riders who use AMSOIL Synthetic V-Twin Motorcycle Oil won't see their oil-pressure gauges bottom out, providing the confidence they need to keep riding after others have shut down their bikes and started pushing. With AMSOIL, your customers don't have to buy a different bike, they just have to buy a better motorcycle oil.

MAKING IT EASY: THE NEW SEVERE GEAR® EASY-PACK

The new SEVERE GEAR easy-pack makes the job of changing differential fluid faster and cleaner, and eliminates the need for a pump. This latest AMSOIL innovation helps you provide your customers with an all-in-one solution to challenging gear lube installations.

Enthusiasts pride themselves on finding their own solutions to tough problems. When there's no manual, they roll up their sleeves and make it work. But even the most inventive gearhead inevitably throws down an oily rag and wonders why the process has to be so difficult. Changing gear lube is often one of those frustrating tasks.

Differentials Require Service

A clean, high-quality gear lube helps prevent the howls and whines that can occur from extended periods of metal-to-metal contact. It provides differentials and transmissions with crucial protection – particularly against the rigors of towing and hauling – and it should be changed on a schedule to protect your pickup. Unfortunately, changing this vital fluid doesn't come without challenges.

Tight Squeeze

Removing the cover on your “pumpkin” and draining the fluid might not be difficult, but installing new fluid requires the ability to push liquid uphill. Unless the pickup is lifted, differentials are packed in high and tight. Reaching fill holes is difficult, and you cannot tip the bottles at an angle that allows the fluid to run into the differential with the help of gravity.

Troublesome Current Solutions

That's why most gear lube is sold in conical plastic bottles. The idea is that you'll be able to squeeze the gear lube from the bottle and force it into your diff. Unfortunately, those bottles are rigid and hard to squeeze. You cannot get all of the fluid out of the bottle, so you end up buying more than you truly need to get the job done. Pumps are an improvement, but even those can be leaky or require a third hand to operate without major spillage.

The Mess

No matter your method (pump or conical bottle), it seems impossible to service differentials without making a big mess.

The AMSOIL Solution

The new AMSOIL easy-pack eliminates all of the old obstacles.

Easily access hard-to-reach fill holes. The packaging is flexible. Just bend it until the nozzle is pointing where you need it to be and insert it into the fill hole.

Easily squeeze out entire contents. Empty the easy-pack into your differential with no waste and no mess.



SEVERE SERVICE APPLICATIONS

AMSOIL SEVERE GEAR 100% Synthetic EP Gear Lube is excellent for severe applications. Higher horsepower, towing and hauling capabilities of modern vehicles make pickups, SUVs, vans and delivery/utility vehicles especially prone to severe service. While the demands on today's vehicles have multiplied, their differentials remain largely unchanged, making gear lube more important than ever.

APPLICATIONS

Towing, hauling, steep-hill driving, commercial use, plowing, racing, off-road use, frequent stop-and-go operation, extreme ambient temperatures, dusty conditions, frequent water contact

VEHICLES

Light-, medium- and heavy-duty trucks, buses, heavy equipment, tow trucks, 4x4s, race cars, tractors, motor homes

DEALER ACTION PLAN

- The SEVERE GEAR easy-pack is perfect for repair shops. Explain how the product could improve the efficiency of their shops.
- Sell enthusiasts on the convenience of the flexible packaging and how it eliminates the need to improvise special tools or purchase pumps.
- Highlight the easy-pack's unique place in the market and its potential to spark interest that could result in new customers.

For further insight into the gear lube market, consult the SEVERE GEAR Dealer Sales Brief in the Resources Library of AU Online in the Dealer Zone.



THE OLD WAY: MORE MESS • MORE WASTE • MORE FRUSTRATION



NEW SEVERE GEAR® EASY-PACK: LESS MESS • LESS WASTE • LESS FRUSTRATION



SVGPK

SVOPK

AMSOIL SEVERE GEAR 75W-90 and 75W-140 100% Synthetic Gear Lube (SVG, SVO) continue to provide the same great performance.

- **High** film strength for high-load demands
- **Reduces** friction and provides the ultimate protection against wear
- **Helps** maintain efficiency
- **Well-suited** for towing, hauling, racing, commercial use or other severe duty
- **Durable** easy-pack makes the job cleaner and faster

Updated labels and packaging? Yes

Formulation change? No

New stock numbers? No. The new package type will be indicated by "PK" after the product code.

Price change? No

Traditional quart packaging still available? Yes

AMSOIL SEVERE GEAR 100% Synthetic EP Gear Lube Data Bulletin

Stock #	Qty.	U.S.	Can.
G2043	25	4.10	5.60



Easy As 1-2-3

Our new easy-pack provides the solution to tricky gear lube installations. AMSOIL SEVERE GEAR 75W-90 and 75W-140 100% Synthetic Gear Lube (SVG, SVO) are now offered in a durable, all-in-one package that makes installation as easy as opening it, inserting the nozzle into the fill hole and squeezing.



Flexible easy-pack helps you access tough-to-reach fill holes.

FREE SHIPPING, NEW DISCOUNT SCHEDULE FOR COMMERCIAL ACCOUNTS

Effective Aug. 1, free shipping and a simplified discount schedule provide significant benefits for commercial accounts and their servicing Dealers.

Free Shipping

Registering and selling products to commercial accounts can be just as challenging (if not more) as selling to retail accounts. Now we're removing one more hurdle in the sales process by extending free shipping to commercial accounts. In the current marketplace, free shipping can be the difference between landing a lucrative new account or hoping for better luck next time.

AMSOIL Dealers can now approach any prospective customer type with the benefit of free shipping.



How Does it Work?

Commercial accounts receive free shipping for orders totaling \$350 (\$450 Can.) or more. If the order total is less than \$350 (\$450 Can.), a flat shipping rate of \$11.99 (\$13.99 Can.) will apply. For accounts that prefer to pick up their orders at an AMSOIL distribution center, there is still no charge to do so.

Free shipping is available for commercial accounts in the contiguous U.S. and Canada. It is not available in Alaska or Hawaii at this time. Additional charges may still apply if accounts require lift-gate, call-before-delivery or other special services. Interline fees will also still apply for shipping to remote areas of Canada (visit <https://www.amsoil.com/store/InterlineFeeLookup> for more information). Updated AMSOIL Commercial Account Ordering Information documents (G2602 U.S./G8602 Canada) are posted in the Dealer and Commercial Account Zones.

Benefits

Free shipping is a valuable benefit for commercial accounts and their servicing Dealers.

- In addition to reducing costs, free shipping eliminates the confusion of calculating freight expenses.
- Accounts will be encouraged to order larger quantities and selections of AMSOIL products to meet the \$350 (\$450 Can.) minimum order for receiving free shipping, increasing sales and their servicing Dealers' commissions.
- Free shipping helps keep AMSOIL Dealers on a level playing field with market competition.

Simplified Commercial Discounts

We've also simplified the discount process and made it easier for accounts to receive higher discounts faster. There's no more math or long equations involved in calculating discounts.

Better yet, accounts receive a locked-in discount for the entire year.

At the beginning of each year, an account's discount is locked-in based on its purchases over the previous 12 months. Accounts that purchase enough to qualify for a discount are granted that discount immediately, and continue receiving that discount for the remainder of the year.

U.S. Discount Levels

Spend Level	Discount
\$5,000 - \$9,999.99	5%
\$10,000 or more	10%

Canada Discount Levels

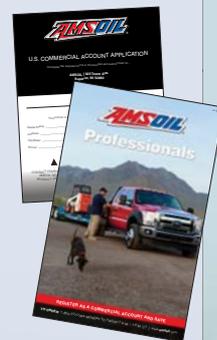
Spend Level	Discount
\$6,000 - \$11,999.99	5%
\$12,000 or more	10%

In addition, new accounts will receive an annualized rate for purchases so they can earn their discounts at the end of the year regardless of when they registered.

Commercial Account Kit (G1007 U.S., G8107 Can.)

We've overhauled and simplified the Commercial Account Kit into an all-in-one booklet and catalog that include everything needed to establish a commercial account:

- Welcome letter explaining the steps needed to complete the application process
- Commercial Account Application
- Uniform Sales Tax Certificate
- Confidential Credit Application
- Commercial Account Ordering, Freight & Discount Information
- Professionals Catalog



The booklet also covers all the great benefits of registering as a commercial account, including free shipping and purchase discounts. The front cover includes an area for your contact information and business card should you choose to leave the booklet behind for the prospect to complete.

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G1007 (G8107 in Canada)	EA	1 kit	\$5.00	\$6.60



Three Powerful New Aerosols

Launching Aug. 8, AMSOIL Mudslinger, Engine Degreaser and Glass Cleaner deliver performance that customers can see immediately.

Mudslinger

AMSOIL Mudslinger (AMS) provides a protective, non-stick layer of armor against the accumulation of mud, dirt and snow on ATVs, UTVs and dirt bikes. It makes removing mud and dirt with low-pressure water easy while protecting against UV rays and keeping equipment looking pristine.

- **Provides** a protective layer of armor against mud, dirt and snow
- **Eases** clean-up after riding
- **Restores**, cleans and shines plastic, fiberglass and painted surfaces
- **Provides** a protective layer to counteract the damaging effects of UV rays
- **Pleasant** cherry scent

Mudslinger Data Bulletin

Stock #	Qty.	U.S.	Can.
G3565	25	4.10	5.60

Engine Degreaser

Clean engines not only run cooler and more efficiently, but are easier to work on, look great and improve resale value. AMSOIL Engine Degreaser (AED) is a professional-strength formula packed with powerful degreasing solvents that quickly and easily remove the toughest grease, dirt and grime from engine surfaces. Just spray it on and wash off with water.

- **Removes** the toughest grease, dirt and grime
- **Leaves** no residue
- **Easy** to use
- **Powerful** stream
- **Safe** on all engine components

Engine Degreaser Data Bulletin

Stock #	Qty.	U.S.	Can.
G3566	25	4.10	5.60

Glass Cleaner

AMSOIL Glass Cleaner (AGC) provides a professional-strength formula that effectively cuts through grease and grime faster than other leading glass cleaners. Its foaming action doesn't run or drip, and leaves no streaks or haze.

- **Quickly** cuts through grease and grime
- **Does not drip or run;** stays where you spray it
- **Leaves** no streaks or haze
- **Ammonia-free** and safe on all glass, including tinted windows
- **Works** great on countertops, glass, mirrors and appliances

Glass Cleaner Data Bulletin

Stock #	Qty.	U.S.	Can.
G3567	25	4.10	5.60



Mudslinger								
Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	
AMSSC	EA	(1) 12-oz. Spray Can	4.93	7.65	8.00	9.90	10.50	
AMSSC	CA	(12) 12-oz. Spray Cans	59.16	87.00	91.35	117.60	124.35	

Engine Degreaser								
Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	
AEDSC	EA	(1) 15-oz. Spray Can	4.25	6.60	6.90	8.55	9.00	
AEDSC	CA	(12) 15-oz. Spray Cans	51.00	75.00	78.75	101.40	106.80	

Glass Cleaner								
Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	
AGCSC	EA	(1) 19-oz. Spray Can	2.28	3.55	3.70	4.65	4.85	
AGCSC	CA	(12) 19-oz. Spray Cans	27.34	40.20	42.25	54.60	56.65	

Mudslinger, Engine Degreaser and Glass Cleaner are not available in Canada.



SIGNATURE SERIES MOTOR OIL PROTECTS ENGINES FROM LOW-SPEED PRE-IGNITION

LSPI can destroy pistons and connecting rods, bringing an engine to a standstill in seconds. Original equipment manufacturers (OEMs) like General Motors (GM)* have addressed the issue by designing tests to gauge a motor oil's ability to prevent these destructive events. **Signature Series achieved 100 percent protection against LSPI¹** in the industry-standard test.

OEMs have been aggressively downsizing engines to meet strict fuel-economy and emissions standards while improving power and torque. Most new engines today use some combination of turbochargers, direct-fuel injection and variable valve timing to make more power than their larger counterparts while delivering improved fuel economy.

This scenario seems like all upside for drivers. But today's smaller, hotter-running engines pose significant challenges to lubricants. The latest is a phenomenon called low-speed pre-ignition (LSPI), also known as "super knock," which can destroy pistons and connecting rods.

What Is LSPI?

LSPI is another version of engine knock, which has been around since engines were invented. In this case, it occurs

under low-speed, high-torque conditions in turbocharged gasoline direct-injected engines – like when you're taking off from a stoplight. LSPI is the spontaneous ignition of the fuel/air mixture prior to spark-triggered ignition. This form of pre-ignition is more destructive than typical engine knock.

No Magic Bullet

Just as your engine relies on a balanced network of components to function, the motor oil needed to protect it requires additives with the right qualities at the right quantities. While adding more of one ingredient or reducing another seems simple enough, small composition changes can have big impacts. We were determined to find a solution to the LSPI problem without sacrificing the performance of Signature Series in any way.





Example of piston damage due to an LSPI event observed during the testing of a competitor's motor oil. The red arrows indicate sections of the ring land that have broken away from the piston.

GM LSPI Test

OEMs like GM have addressed the issue by designing tests to determine a motor oil's ability to prevent LSPI. The GM LSPI Test records the number of peak pressure events during high-load operation in a turbocharged engine over a five-hour period. Passing the test is required to meet the GM dexos1® Gen 2 specification.

Perfect Score

We armed Signature Series with an advanced detergent system that protects against harmful deposits and LSPI. **Signature Series Motor Oil achieved 100 percent protection against LSPI** in the engine test required by the GM dexos1 Gen 2 specification – zero occurrences were recorded throughout five consecutive tests.

API SN PLUS Specification

API SN PLUS is a recently released specification that was requested by the automobile industry to protect passenger vehicles from LSPI. AMSOIL anticipated this change, and the current formulations of Signature Series, XL and OE synthetic motor oil all meet or exceed the specification. Look for updated product labels featuring the new API "donut" in the near future.

Your customers can be confident that AMSOIL synthetic motor oils protect their modern engines against LSPI, helping their vehicles deliver years of reliable service. For more information on the dangers of LSPI, visit www.amsoil.com/lspi.

*Achieved **100%** Protection Against LSPI¹*

TEST PARAMETERS

Engine	GM 2.0L EcoTec, LHU
Duration	Five hours
Measures	Number of peak pressure pre-ignition events
Simulates	Turbocharged vehicle operating in high torque and at low speed
Requirement	At least three of the five total tests with zero peak pressure LSPI events and no tests with more than two peak pressure events

GRADY ORGANIZATION INDUCTED INTO HALL OF FAME



Regency Platinum Direct Jobber Pat Grady of Broken Arrow, Okla. and his parents, Norbert and Mary Grady, were among the early believers in the dream that motivated AMSOIL Founder A.J. Amatuzio 45 years ago.

At that time, Amatuzio was presenting his revolutionary idea of synthetic motor oil for vehicles. He not only had a difficult time gaining traction in the industry, he needed a way to spread the word and get the product out to consumers.

Hall-of-Fame Dealer Shirley Green often gets credit for recommending network marketing to Amatuzio and helping to develop the first sales plan. That's true, but the Gradys played an important role too.

The Gradys and Greens were involved in another successful multi-level-marketing (MLM) company at the time. They also worked together over many cups of coffee on the sales plan that convinced Amatuzio to sell through independent Dealers. And, on July 7, 1973, Amatuzio flew to Wichita, Kan. to launch the sales plan and register Shirley Green as the first AMSOIL Dealer. Shirley didn't waste any time. She registered her parents the next day and helped them register Norbert and Mary Grady as the third Dealership.

Pat remembers meeting with the Greens that day. Shirley showed Pat the \$9 sales kit. "Is this all I get for \$9?" he asked. "Shirley said, 'Yes, that \$9 offers you a million-dollar opportunity. It's yours if you want to work for it,'" Pat recalled. "She was excited about the birth of something greater than all of us could have anticipated. She was so right about it being a million-dollar opportunity."

Everyone went to work except Pat. Typical of a father from that era, Norb eventually told Pat to register and order a case of oil. "It was sort of an order," Pat said. He recalled Norb saying, "This is the best thing since Post Toasties, and you're not going to miss out."

Even with a three-week late start, Pat was one of the earliest Dealers to qualify as a Direct Dealer in December 1973 and as a Direct Jobber in February

1974. "I'm really glad my father was so persuasive about me becoming a Dealer," Pat said.

Norb and Mary began spreading the AMSOIL "gospel" everywhere they went. Through the next 20 years they wore out three motor homes, traveling border to border and coast to coast holding Dealer meetings, sponsoring and training Dealers. They built a very large and successful business. They also helped many downline Dealers, including Hall-of-Fame members Harold and Marcile Hartman and their Hall-of-Fame Dealers, Lee and Dorothy Hanson. There are many other Dealers and Direct Jobbers in their organization too. Many became great friends and all contributed to their success. The Grady organization also includes the first Dealers who expanded sales into Canada.

Pat ran his AMSOIL business from his home base because he had a full-time day job. He attended various shows and did much of his early business in Wichita, Kan.

By 1976, there were several Direct Jobbers in the Wichita area, which made it feel too crowded. He took a job with another company and relocated to Tulsa, Okla., which was "virgin AMSOIL country," he said.

Through the past 40 years, Pat has done it all. He's worked hundreds of shows, state fairs and corporately sponsored events. Like many of the most successful Dealers, he has adapted by using all of the different marketing programs and business models to gain new customers, accounts and Dealers. He still operates a fully stocked warehouse that draws many new customers and provides great service to existing customers. And, like his parents, he has worked with downline DJs and Dealers in his group and even done numerous events with Dealers from other organizations.

He married Donna Daman, his "best friend," in 1997, and she has been a powerful force in the success of the Grady family AMSOIL business. In fact, some of their customers ask for her specifically. "She's far prettier and much nicer," Pat said.

Mary Grady died in 1993, and Norb died in 1997. After the death of his father, the successful AMSOIL business his parents had built passed on to Pat. Years before, his parents had established a trust and a will to assure his smooth succession to the business.

Because he inherited his parents' business, some think of Pat as a second-generation Dealer. "I was a pioneer too, but only three weeks behind those first Dealers," Pat said.

The years of experience Pat had building his own AMSOIL business helped him to shepherd the large organization he inherited from his parents. He is glad to have been part of both the first and second generations of growth in the business. "The word 'synthetic' is a household word now and it is much easier to build an AMSOIL business with all the tools, programs and personnel that has been put into place," Pat said.

On July 7, 1998 (AMSOIL Day), Pat quit his day job. "So, after 25 years of running a part-time AMSOIL business, it was now a full-time business," he said.

Pat has few regrets. "I wish those early pioneers would have had the opportunity to enjoy the modern-day knowledge and growth of synthetics," he said. "With the explosive growth over the last 20 years in synthetic oils, and the financial growth that we have experienced, I only wish my parents could have been around to see all that they accomplished."

GEORGE AND SHIRLEY DOUGLAS INDUCTED INTO HALL OF FAME



Four-star Regency Platinum Direct Jobbers George and Shirley Douglas have been inducted into the AMSOIL Hall of Fame.

Nobody will ever tell you that success as an AMSOIL Dealer is a “get-rich-quick” scheme. It takes persistence and dedication to build a successful business.

George and Shirley Douglas of Kingston, Tenn. opened their Dealership in 1981. At that time, George was a full-time aircraft mechanic and Shirley had a full-time job at an insurance office.

“We built it (AMSOIL business) the old-fashioned way – hard and persistent work,” George Douglas said. “We treated it as a full-time business from day one, even though Shirley and I had full-time jobs. I worked most of my 30-year career on the graveyard shift, which gave me flexible time to work the business around my sleep schedule.

“This also allowed us time to be involved in coaching our three daughters in several sports, school activities, plays, etc., and myself playing baseball and softball up into my 50s. We became very good multi-taskers.”

How it Started

Douglas’s interest in, and experience with, synthetic oil made him a natural for the AMSOIL business opportunity.

“In 1981, Delta pilot and AMSOIL DJ Ed Chambless approached me about a business opportunity while he was passing through the airport,” Douglas said. “When he told me the product was synthetic oil, it piqued my interest since I had been working on jet engines using synthetic oil since 1966 while in the USAF and then with the airline.”

Douglas’s earlier experience with an MLM company had sparked his interest in self-improvement books and public speaking. That was a good foundation for his success in AMSOIL, he said.

“Knowing the power of MLM and selling a product that we had a passion for sounded like a good opportunity, so we signed up immediately,” Douglas said. “Ed encouraged us to hold a Dealer meeting right away.”

“We became very good multi-taskers.”

Chambless planned to fly from Atlanta to Tennessee, where the Douglasses lived, and host their first meeting. “The air traffic strike happened, so we had to hold our own meeting,” Douglas said. “We signed up 17 new Dealers at our first meeting. We most likely wouldn’t have had that success if it wasn’t for the previous training we had with the other company.”

The Changing Landscape of Business

In the beginning, AMSOIL INC. was seen as an upstart synthetic oil company using an unproven marketing method.

But Douglas understood the value of the products and the power of a sound multi-level marketing plan, and was quick to apply good business practices. He also has embraced new methods of doing business.

“We have worked all the different business models through the years, changing some of our methods as

AMSOIL brought out new programs and changed the Marketing Plan in the mid-80s to what we now know as an MLM hybrid marketing system,” Douglas said. “We were one of the few Dealers ever to receive the Balanced Business award, which is 50 retail accounts, 50 commercial accounts and 100 Dealers.

“We have also served on the Leadership Council. We have worked all types of trade shows and still work one or two a year to use as training for new Dealers. We were one of the first Dealer groups to work the Internet.”

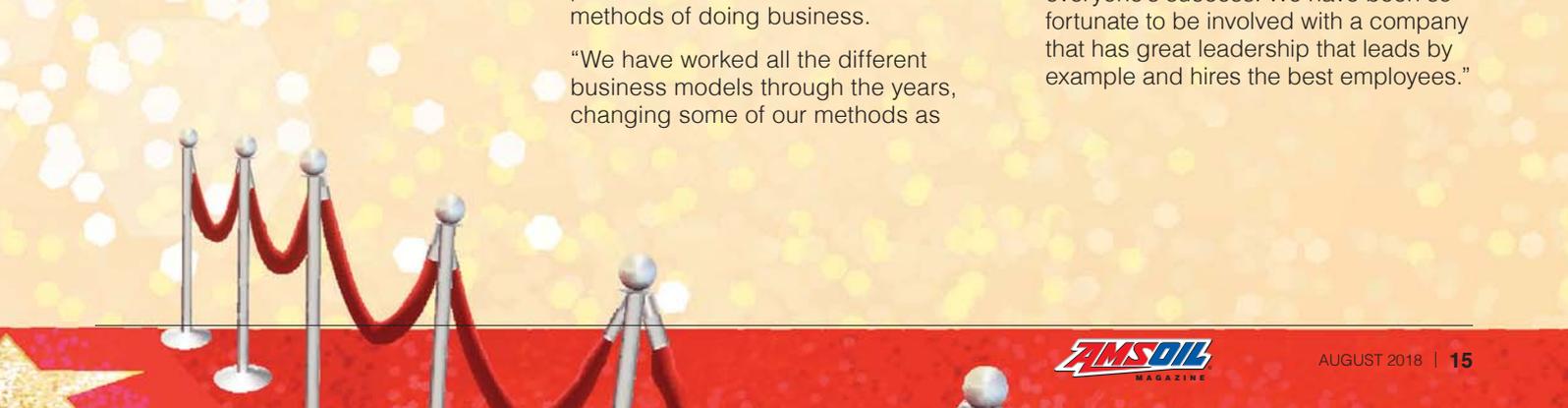
AMSOIL has become a multi-generational business for other members of the Douglas family.

George Douglas’s brothers, Frank and Gordon, also are successful AMSOIL Direct Jobbers, as is his nephew, Direct Jobber David Douglas, Gordon’s son. Early on, George Sr. was an active Dealer. “So at one time we had three generations active,” Douglas said.

AMSOIL Support Makes a Difference

Support from the company has played a significant role in their success, Douglas said. The staff in all departments of the company, from telephone ordering to warehouse workers and those involved in production, help Dealers succeed in their businesses, Douglas said.

“We see them as an extension of our office,” he said. “If one department isn’t doing their job well it impacts everyone’s success. We have been so fortunate to be involved with a company that has great leadership that leads by example and hires the best employees.”





MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found in the Dealer Recognition area under the Services menu in the Dealer Zone.



Bill & Donna Durand
Wisconsin
7-STAR REGENCY PLATINUM DIRECT JOBBERS
FIRST
Total Organization
SECOND
Personal Group Sales
NINTH
New Qualified Customers



Dave M. Mann
Michigan
7-STAR REGENCY PLATINUM DIRECT JOBBERS
SECOND
Total Organization
FIRST
Personal Group Sales
FOURTH
New Qualified Customers
SECOND
New Customer Sales



Leonard & Marcie Pearson
Washington
5-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
Total Organization
EIGHTH
Personal Group Sales



Sherree E. Schell
Idaho
4-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Total Organization



Ches & Natasha Cain
South Dakota
3-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
Total Organization
THIRD
Personal Group Sales
TENTH
New Qualified Customers



Vijay Parany
Ontario
1-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
Total Organization
FIFTH
Personal Group Sales
EIGHTH
Commercial Account Sales
SEVENTH
New Qualified Customers
FOURTH
New Customer Sales



Thomas Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBERS
FIRST
Commercial Account Sales
FOURTH
Retail Account Sales



Michael H. Ellis
Michigan
5-STAR REGENCY PLATINUM DIRECT JOBBERS
SECOND
Commercial Account Sales
TENTH
New Customer Sales



Charles B. Gibson
Virginia
DIRECT DEALER
THIRD
Commercial Account Sales



James J. Allen
Ohio
REGENCY GOLD DIRECT JOBBERS
NINTH
Commercial Account Sales



Doyle & Diana Vaughan
Wyoming
REGENCY GOLD DIRECT JOBBERS
TENTH
Commercial Account Sales



John & Dianne Moldowan
Alberta
REGENCY GOLD DIRECT JOBBERS
FIRST
Retail Account Sales



Thomas H. Kirby
Michigan
2-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Retail Account Sales



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBERS
EIGHTH
Retail Account Sales



David & Robin Huff
North Carolina
REGENCY DIRECT JOBBERS
FIRST
New Qualified Customers



George & Shirley Douglas
Tennessee
4-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
 Total Organization
SEVENTH
 Personal Group Sales



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBERS
FIFTH
 Total Organization
SIXTH
 Personal Group Sales
NINTH
 Retail Account Sales



Tom & Sheila Shalin
Georgia
4-STAR REGENCY PLATINUM DIRECT JOBBERS
SIXTH
 Total Organization
FOURTH
 Personal Group Sales
SIXTH
 New Qualified Customers
FIFTH
 New Customer Sales



Keith & Betty Hartman
Kansas
2-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Total Organization



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
 Personal Group Sales
SIXTH
 Retail Account Sales



Kent & Trudy Whiteman
Utah
7-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Personal Group Sales
SECOND
 New Qualified Customers
FIRST
 New Customer Sales



David B. Richardson
Ohio
MASTER DIRECT JOBBERS
FOURTH
 Commercial Account Sales



David & Linda Trezell
Texas
EXECUTIVE DIRECT JOBBERS
FIFTH
 Commercial Account Sales



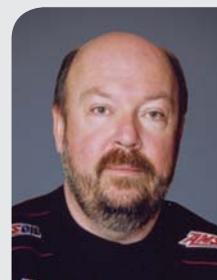
John O. Brown
Arizona
DIRECT JOBBERS
SEVENTH
 Commercial Account Sales



Matthew R. Rogers
Michigan
DIRECT JOBBERS
SECOND
 Retail Account Sales



Ray & Kathy Yaeger
Wisconsin
5-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
 Retail Account Sales



Victor Usas
Ontario
PREMIER DIRECT JOBBERS
FIFTH
 Retail Account Sales



Michael J. Mathe
Tennessee
REGENCY SILVER DIRECT JOBBERS
THIRD
 New Qualified Customers
SIXTH
 New Customer Sales



Will Mangan
Pennsylvania
PREMIER DIRECT JOBBERS
FIFTH
 New Qualified Customers
SEVENTH
 New Customer Sales



Jerry & Betty Wolford
Ohio
PREMIER DIRECT JOBBERS
EIGHTH
 New Customer Sales



MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found in the Dealer Recognition area under the Services menu in the Dealer Zone.



Bruno Ranger
Quebec
EXECUTIVE DIRECT JOBBER
NINTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Ron & Sandra Ward
Texas
REGENCY GOLD DIRECT JOBBERS



Douglas & Kimberly Crawford
Oklahoma
REGENCY DIRECT JOBBERS



Andrei D. Pop
Indiana
MASTER DIRECT JOBBER



Glen Kadelbach
Minnesota
EXECUTIVE DIRECT JOBBER



Erin & Stephanie Dreiling
Kansas
PREMIER DIRECT JOBBERS



Erin Hart
British Columbia
PREMIER DIRECT JOBBER



Taylor J. Thompson
Arizona
PREMIER DIRECT JOBBER



Chris Wilmoth
Virginia
DIRECT JOBBER
Sponsors:
Walter & Judy Ward
Direct Jobbers:
Robert & Diana Luck



R. Brian Bronner
Minnesota
DIRECT DEALER
Sponsors:
Don & Brenda Cole
Direct Jobbers:
Don & Brenda Cole



Ashley Carte
Ohio
DIRECT DEALER
Sponsors:
Glen & Stephanie Kadelbach
Direct Jobbers:
Glen & Stephanie Kadelbach



Ted Long
Texas
DIRECT DEALER
Sponsor:
Larry L. Crider
Direct Jobber:
Larry L. Crider



Kevin C. Prince
North Carolina
DIRECT DEALER
Sponsors:
William & Marjorie Desmond, Jr.
Direct Jobbers:
William & Marjorie Desmond, Jr.



Kevin P. Carey
Wisconsin
ACCOUNT DIRECT
Sponsor:
Linda J. Sturm
Direct Jobbers:
Bill & Donna Durand



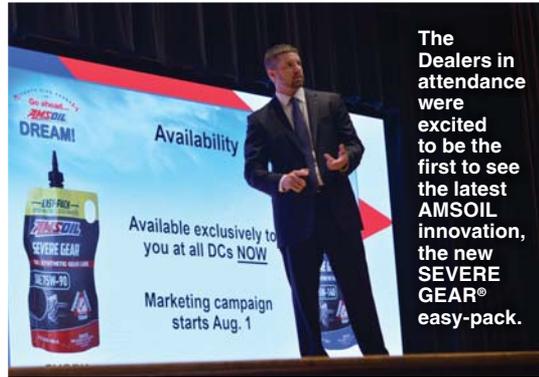
The food, live music and carnival games of the Friday festival were a hit and a good time was had by all.



45th Anniversary Convention: For the Good Times



Several Dealers were recognized for their outstanding achievements.



Availability
Available exclusively to you at all DCs NOW
Marketing campaign starts Aug. 1

The Dealers in attendance were excited to be the first to see the latest AMSOIL innovation, the new SEVERE GEAR® easy-pack.



Enthusiastic Dealers attended the AMSOIL Business-Building Summit and gained real-world sales and marketing strategies.



The finale of the 45th Anniversary Convention was the President's Dinner on Saturday night.



"The Oil is Right," our take on the classic game show, brought big laughs and prizes.

4995 6995 1995 2525

the oil is Right

August Close-Out

The last day to process August orders in the U.S. and Canada is the close of business on Friday, Aug. 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for August business will be accepted until 3 p.m. Central Time on Thursday, Sept. 6. All transfers received after this time will be returned.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Sept. 3 for Labor Day.

New Toyota*/Lexus* Filter Cap Wrench

Designed to install and remove AMSOIL Ea® Oil Filters in hard-to-reach locations, this easy-to-use 64-mm filter wrench (GA248) has a combination 3/8" square drive and hex drive for easy installation and removal. Designed with extra thick wall construction to help withstand the higher torques required for the Toyota and Lexus oil filters. Recommended for use with the following filters: Ea15K01, Ea15K02, Ea15K04 and Ea15K49.



Stock #	U.S.	Can.
GA248	7.00	9.30

Paper Dealer Registrations No Longer Accepted

Effective Aug. 1, paper Dealer registrations are no longer accepted from the field. Hard-copy applications (G18C, G18D, G18US & G18UC) were discontinued last year as part of our moving all registrations online.

The process to register new Dealers online has been streamlined. At an event or in the field, simply have a laptop, tablet or mobile device open to www.joinamsoil.com and you'll be one click from the application form. The substantially shortened process will help you quickly and easily register new Dealers.

BMK34 Now Recommended for Nissan* 5.0L Cummins* Application

The Cummins 5.0/5.9/6.7L Single-Remote Bypass System (BMK34) can now be used with the Nissan 5.0L Cummins application. The BK1104 aluminum filter adapter is required for installation. Check out amsoil.com/bypass for more information and installation videos.

BMK30 Fittings List

To help ease installation of the Heavy-Duty Bypass System (BMK30), a list of fitting suggestions and locations for different heavy-duty engine applications is now available on the Heavy-Duty Bypass System webpage (https://www.amsoil.com/bypassfilters/instructions/BMK30_Fittings.pdf).



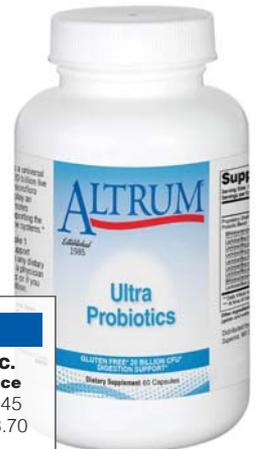
- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

Support Your Immune System With Ultra Probiotics*

Research continues to support the essential role probiotics play in promoting health by supporting the digestive and immune systems.*

Roughly 70 percent of the body's immune system comes from the gut. Probiotics can help keep a healthy balance of good and bad bacteria to maintain overall good health.*

ALTRUM Ultra Probiotics are universal probiotics that provide 20 billion live cells of beneficial microflora cultures in a single dose.* Ultra Probiotics are gluten-free and shelf-stable, which means they do not require refrigeration.*



Ultra Probiotics (DUP)					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C. Price
DUP01	EA	(1) 60-ct.	33.94	35.25	37.45
DUP01	CA	(6) 60-ct.	203.50	203.50	213.70

**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Order: **1-800-777-7094** | www.altrumonline.com



TIPS TO BOOST SALES OF SMALL-ENGINE OIL

Given their size and basic design compared to automotive engines, your customers may perceive small-engine lubrication requirements as simple. They may see no reason to use anything but inexpensive automotive oil in their mowers or other equipment.

The opposite is true.

Compared to most automotive engines, small engines experience...

- **Elevated** heat
- **Increased** contaminants
- **Neglected** maintenance
- **Exposure** to rust formation during storage
- **No oil filter** (some engines)

Not all automotive oils may be up to the task of protecting small engines.

AMSOIL Synthetic Small-Engine Oil, in contrast, is formulated with a heat-stable additive system and concentrated carbon cleaners to resist oil breakdown and power-robbing deposits. It contains potent anti-rust inhibitors to protect engines even when they're not running.

Help your customers keep their mowers and other equipment up and running, making money. Encourage them to switch to AMSOIL Synthetic Small-Engine Oil today.



Riding and Push Lawnmowers • Snowblowers • Generators • Pumps • Welders • Skid-Steers • Compressors • Many More



Jamie Prochnow | COMMERCIAL PROGRAM MANAGER

The P.C. Program offers unmatched value

Take advantage to grow your base of loyal customers.

Here in the Northland, summer is nearing its end, but enthusiasts are taking advantage of the sunshine and warm temperatures while they can. The boats are still on the water, the UTVs are on the trails and the dirt bikes are at the track. And, when fall and winter inevitably arrive, hunters will take to the woods with their firearms and snowmobiles will hit the trails.

Every one of these pieces of equipment can use AMSOIL products in some form. And each one has an owner who provides you opportunities to offer education about the important role AMSOIL lubricants play in protecting equipment. For many of them, our Preferred Customer (P.C.) Program offers the best value.

In the last couple years, AMSOIL has revamped the P.C. Program to make it more enticing for new customers and an easier sell for AMSOIL Dealers. With these changes, and because of your efforts, we're proud to say we have more P.C.s now than ever before. That growth is a powerful indicator of how important P.C.s are to both your Dealership and AMSOIL.

With all the changes to the P.C. Program and AMSOIL over the last year, I think it's a great time for a refresher on the P.C. Program and how it can help you gain more buying customers. If you happen to be at the boat launch, on the trail or at the track, you'll be armed with the right program information to appeal to anyone who shows interest in AMSOIL products.

Membership Fee and Pricing

AMSOIL P.C.s pay a nominal annual membership fee:

- \$20/year in the U.S.
- \$30/year in Canada

P.C.s save up to 25 percent off retail prices on AMSOIL products. Earlier this year, we adjusted P.C. pricing to 5 percent above Dealer pricing, which is a great savings for the best synthetic lubricants available. Plus, no other lubricant manufacturer offers a wholesale buying option. This move helped add value to the Dealer opportunity while alleviating concerns some retailers have with customers buying directly from AMSOIL at the same prices they pay. Most P.C.s recoup their membership fee with the savings on their first order.

Free Shipping

Free shipping has been a game-changer for AMSOIL P.C.s. Dealers have said for years that free shipping was necessary to attract new customers. Well, we listened, and you were right. By offering free shipping on orders of \$100 or more in the U.S. and \$130 or more in Canada, we have not only made a lot of customers happy, we've seen average order values climb. The bottom line is an increase in your bottom line.

Special Offers

Periodically we send P.C.s special promotions. This can be reduced flat-rate shipping for orders that don't qualify for free shipping or free product with a minimum order value. We hope you've noticed the same things we have – P.C.s who use these promotions purchase more and purchase more often. Better yet, the vast majority using the promotions receive a product they have never purchased before, thus introducing

them to more AMSOIL products, potentially boosting your sales.

P.C. Points

Preferred Customers receive P.C. points with each order. P.C. points don't expire (unless P.C.s let their membership expire) and can be redeemed on any order. The points are converted to dollars and taken off the total purchase price. This can include tax, product cost or membership renewal.

Free Gear & Referral Rewards

On top of everything else, we periodically send randomly selected P.C.s free gear, like AMSOIL sunglasses, a chamois or even a multi-tool. This is a cost we incur to give P.C.s that "Wow!" experience that keeps them coming back and drives retention. They also earn 500 bonus P.C. points for referring friends or family (who make a qualifying purchase) to the P.C. Program.

AMSOIL is known for its world-class products. We strive to create customer programs that match. We do our best to help you put your best foot forward and make the Dealer opportunity an exciting and profitable endeavor. The P.C. Program is a powerful tool in your toolbox, and we'll continue to try and make it better. The Dealer Zone (my.amsoil.com) provides the fastest and easiest way to register P.C.s (Business Tools > Registrations).

Thank you for all you do as AMSOIL Dealers. Happy selling!

GAIN CERTIFICATION. GAIN CUSTOMERS.

BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

CUSTOMER CERTIFIED

RECEIVE BUYING CUSTOMERS FROM AMSOIL

CUSTOMER CERTIFIED

APPEAR ON THE AMSOIL LOCATOR AT AMSOIL.COM

LOCATOR CERTIFIED

ELIGIBLE FOR CO-OP ASSISTANCE

CO-OP CERTIFIED

CUSTOMER CERTIFIED

- Be Locator Certified
- Meet one of the following qualifications:

New Dealers (<1 year)

- 2 or more new qualified* customers

Existing Dealers (>1 year)

- 4 or more new qualified* customers in the last 12 months

Or

- 24 active customers** who buy \$5 or more from AMSOIL INC. + 2 new qualified* customers in the last 12 months

Or

- \$10,000 personal purchases + 5 active customers** who buy \$5 or more from AMSOIL INC. + 2 or more new qualified* customers in the past 12 months

LOCATOR CERTIFIED

- Be Co-op Certified
- Have Internet access and an active email account
- Log into the Dealer Zone at least once weekly
- Earn a minimum of \$10 in commissions and at least 1 new customer in the last 6 months

CO-OP CERTIFIED

- Complete necessary coursework and pass the exam in AU Online

WHAT'S A "QUALIFIED CUSTOMER"?

Check out the new Customer Definition document in the Dealer Zone.

*Excluding assigned customers **Includes Dealers, P.C.s and accounts



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

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