

# AMSOIL®

► DEALER EDITION

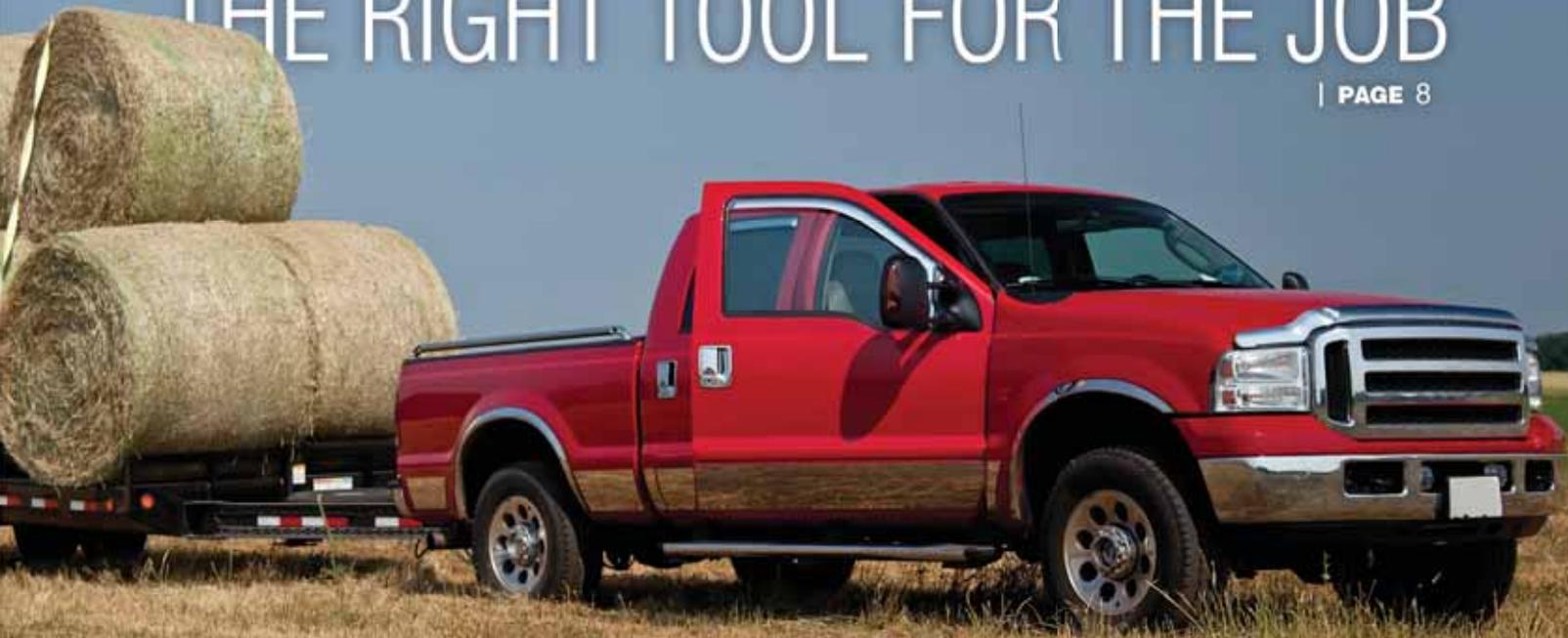
MAGAZINE

DECEMBER 2018

# SEVERE GEAR®:

## THE RIGHT TOOL FOR THE JOB

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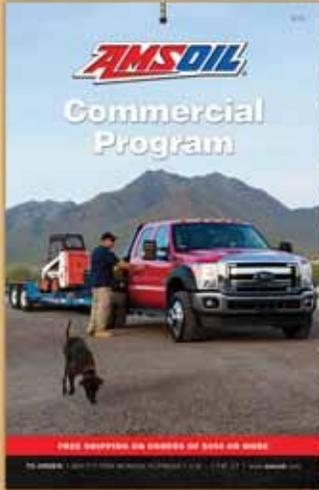


A Closer Look at Bypass Filtration | PAGE 12

# 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](http://www.amsoil.com) | Telephone: **1-800-777-7094** | EZ Online Order Form: [my.amsoil.com](http://my.amsoil.com)



## Commercial Program 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

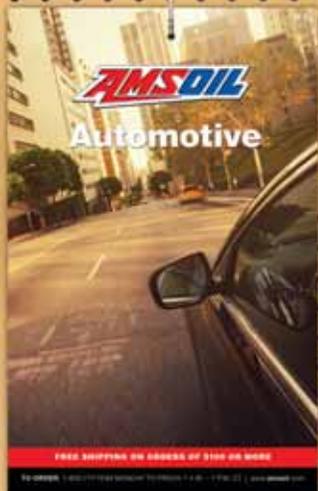


## Retail Program Catalog (G3520 U.S., G3521 Can.)

**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

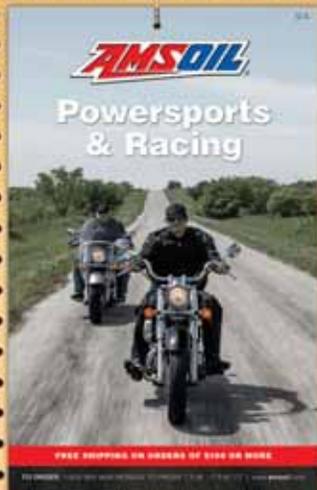


## Automotive Catalog (G3549 U.S. G3550 Can.)

**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





**SEVERE GEAR®: The Right Tool for the Job**

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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**

Know people who tow? They need SEVERE GEAR®, and the easy-pack makes differential maintenance easier.





# From the President

Competition has increased dramatically in the lubricants industry and the synthetic sector specifically. I guess you have to be careful what you wish for. In the early days of AMSOIL we were fighting for recognition that synthetic oil was better than conventional oil. Now that that's an accepted fact, we are fighting against competing synthetics on the market. One of the ways we do that is by providing you with value-added products beyond motor oil. It always surprises me when I hear one of our V-twin customers say he didn't know we had automotive products, or one of our automotive customers reveal that he was unaware of our two-stroke options. In a competitive marketplace you have to use every tool available to you, and that means making sure your customers are informed of all the great products AMSOIL offers.

Wouldn't all those people be shocked to learn we also make firearm cleaner, glass cleaner and fuel additives? The breadth of our product line can be a source of untapped potential for your business. The supplementary products in the AMSOIL product line often serve to open doors to new customers or increase sales to existing customers. One of my favorite supplementary categories is bypass filtration. Our bypass systems are second to none and they offer an outstanding opportu-

nity for you. They deliver real value to customers by removing wear particles down to 2 microns and increasing the amount of oil in the system, both of which increase engine life. Our bypass systems deliver AMSOIL-level performance, and yet they're priced well below the majority of competing systems on the market. You're going to read more about bypass filtration in this issue of *AMSOIL Magazine*, and I hope you'll act on the information presented to boost your business.

SEVERE GEAR® Gear Lube is another great example of a product that is easily overlooked by Dealers and customers, but can be a powerful tool for growing your business. Differential maintenance is commonly neglected by the general public, but enthusiasts, racers and others in the AMSOIL family recognize its importance and address their differentials regularly. The easy-pack is getting a lot of attention industrywide, and many Dealers are using that to their advantage.

Regency Direct Jobber Doug Crawford out of Oklahoma City has had great success approaching shops with the easy-pack. He's used it to increase sales to his existing installers, and he's used it to land a few new accounts. Doug has also had luck using it as a door-opener with commercial prospects. He said the reactions have been over the top, with

everything from "Are you kidding me?" to "Why didn't I think of that?"

One of the keys for Doug has been having an easy-pack in hand when he calls on potential new accounts. He hands them the easy-pack, and every one of them has given it a squeeze. Doug has a video queued up to demonstrate ease of use and schedules a time to follow up.

We couldn't agree more with Doug's approach. In fact, we've been working on something to help you gain new retail accounts using an easy-pack sample and a promotional offer. You can expect details on that soon, and I hope you take advantage. Doug tells the Dealers in his group "Do not take the potential positive impact the easy-pack can provide for granted." He is spot-on. Right now you have an industry-exclusive package to sell. It won't be long, however, until the competition catches on and introduces something similar. Make sure you've made the most of this opportunity before that happens.

Merry Christmas, everyone. I hope you all have a wonderful holiday season.

**Alan Amatuzio**  
President & CEO

# SIGNATURE SERIES CLEANS UP THE COMPETITION

In the Total Base Number (TBN) Test, AMSOIL Signature Series 5W-30 Synthetic Motor Oil demonstrated the highest TBN of all oils tested, proving it helps keep engines cleaner, longer.

In general, the higher an oil's TBN, the better its ability to neutralize contaminants such as combustion by-products and acidic materials. Higher TBN oils neutralize a greater amount of acidic material, which results in longer oil life and cleaner engines.

TBN levels decrease as the oil remains in service. When the level reaches a point where it can no longer protect against corrosion, the oil must be changed.

## The TBN Test

The Total Base Number Test (ASTM D2896) uses a series of chemical reactions to measure the alkaline additives in a motor oil. We recognize the value of formulating motor oils with high TBN, and AMSOIL Signature Series Synthetic Motor Oil features the highest TBN of the oils tested.

## The AMSOIL Advantage

AMSOIL synthetic lubricants feature a large dose of quality additives that consistently deliver high TBN for the life of the oil. They neutralize acidic contaminants and keep them in suspension to maximize engine protection. AMSOIL lubricants use detergent and dispersant additives to significantly reduce sludge and carbon deposit formation. In the Total Base Number Test (ASTM D2896), AMSOIL Signature Series 5W-30 Synthetic Motor Oil demonstrated the highest TBN of the oils featured in the test, helping it deliver reliable protection for extended drain intervals.

## Targeted Application

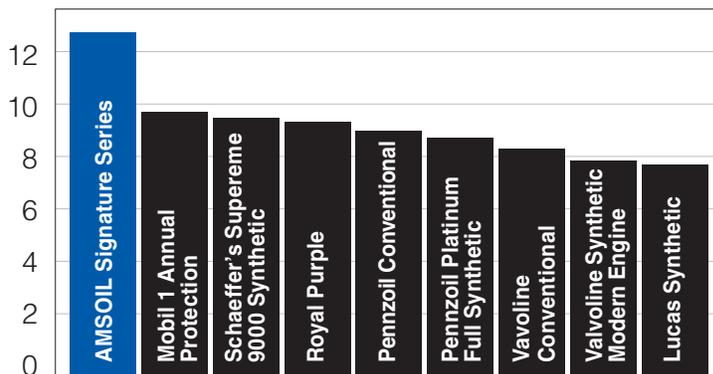
Gasoline motor oils typically have lower TBN than diesel oils, which must contend with high contaminant loading from soot and sulfur.



## Signature Series Neutralizes Acids

AMSOIL Signature Series is fortified with a heavy treatment of detergent additive and it delivers **30% more** acid neutralizing power<sup>E</sup> than Mobil 1, and **36% more** than Royal Purple, helping engines to stay cleaner, longer.

**ACID NEUTRALIZING POWER**  
Represented By Total Base Number (TBN) in ASTM D2896



<sup>E</sup>Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Royal Purple High Performance 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased 05/03/18.

# LETTERS TO THE EDITOR

## MOTORCYCLE COOLANT

I was at a motorcycle shop this past week that had a display of coolant for motorcycles. A quart sells for \$11. I never thought to ask the cost of the product. I am also not sure if there would be a large need for it. It might be worth looking into.

Thank you,

**Terry Riney**

**AMSOIL:** Thank you for your suggestion, Terry. Great minds think alike - we are currently investigating the possibility of adding motorcycle coolant.

## SMARTPHONE APP

Just wondering if we'll have a smartphone app to use in the near future? It would be a great addition to the already plentiful tools available to your hardworking Dealers.

Thank you,

**Jason Hall**

**AMSOIL:** Thank you for your question, Jason. While we do not have plans to launch an independent mobile app, we are hard at work improving the user experience on mobile devices through our web-based applications, which support Dealers regardless of their device type or web browser. These improvements can be seen in both the refreshed Dealer Zone launched earlier this year and the recent update to the mobile-focused Product Guides (myapps.amsoil.com). We are also refreshing our website with a new ecommerce platform. Built with mobile devices in mind, it enhances the way visitors interact with their profiles, browse the site and make purchases through checkout. These changes will take effect in the weeks ahead. We welcome your feedback and will continue to evaluate the right technology solutions for supporting Dealers online.

## POWERSPORTS & RACING CATALOG

In regards to the release of the new market catalogs, I'm concerned with the Powersports & Racing edition. Seriously, the first thing that marketing came up with for powersports and racing is a V-twin cruiser? It seems evident that marketing was disconnected and pulled the first image of a stereotypical American motorcyclist that they found. This cover entirely ignores the direct relationship

AMSOIL has with several forms of racing and teams: GNCC, Arenacross, Monster Energy Supercross, AMSOIL Championship Snocross, AMSOIL Sprint Car National Championship, King of the Hammers, TORC, the GEICO/AMSOIL/Honda racing team, and Scott Douglas and Tim Tremblay for multiple championships in their racing disciplines. The cover for the Powersports & Racing catalog should showcase AMSOIL understanding, involvement and dedication in the segment. This catalog has become an ongoing chuckling joke whenever it is pulled out because the cover is so far off the mark. If the little guy is to be successful, we need material appropriate for the segments we are trying to grow business in.

**Tricia Dutcher**

**AMSOIL:** Thanks for your feedback, Tricia. We chose to feature a V-twin motorcycle on the cover of the Powersports & Racing Catalog because the V-twin segment is our largest in the powersports and racing markets by a large margin. Dealers have enjoyed great success gaining V-twin customers over the past several years, and it's an area we want to continue to highlight. We also enjoy excellent brand awareness in the market and serve as the Official Oil of the most popular bike rallies in North America, including Sturgis, Daytona Bike Week and Laconia Motorcycle Week. In addition, our racing emphasis is changing, and there are some recent changes to the racing landscape. TORC and Arenacross no longer exist, and Tim Tremblay is no longer a part of AMSOIL-sponsored Scheuring Speed Sports. Even so, racing remains a big part of our strategy and we'll continue to highlight our racing partnerships inside the pages of the catalog, and future editions will certainly highlight some of the areas you mentioned.

## TURBOCHARGER PROTECTION

Reading the September AMSOIL Magazine, I find some discrepancy in this comparison: "Signature Series protects turbochargers 72% better than required by GM dexos1® Gen 2." This seems to be an unfair comparison in that Signature Series is recommended for up to 25,000-mile (40,000-km) change intervals. On the GM\* website, the new vehicle maintenance offer that is included with new vehicle purchases offers two years or 48,000 km (30,000 miles), or 12,000 km (7,500 miles) between

oil changes. It seems in this case, the comparison is more apples to oranges. I say this because GM dexos1 Gen 2 appears to be more comparable to AMSOIL OE than to Signature Series, based on the recommended oil change interval.

Also, on the ACDelco\* website, the Vehicle Chassis Dynamometer Fuel Economy test is cited and this test is not mentioned in the AMSOIL Magazine promotion.

Can you help me to be a little less confused?

Best regards,

**Jeff Hartt**

**AMSOIL:** Thanks for your letter, Jeff. The GM Turbo Coking Test parameters are fixed and do not vary depending on oil quality or drain intervals, and we are not comparing Signature Series to the GM oils. We are establishing that Signatures Series is a superior product that far exceeds the stringent requirements of the GM Turbo Coking Test by a whopping 72%. This is important because many new vehicles have turbochargers, which operate very hot and are subject to failure from damaging deposits. AMSOIL Signature Series greatly reduces or even eliminates the possibility of turbocharger failure from carbon/varnish build-up in the bearing region. Turbocharger failure from deposits is a problem, which is why this test was introduced. Vehicle owners with turbochargers should be aware of the expensive risk they take by using substandard oils. Regarding the GM Vehicle Fuel Economy test, fuel economy testing is notoriously unreliable and inconsistent. Additionally, formulating oils to excel in fuel economy tests conflicts with oil durability and engine protection. Fuel economy tests are heavily influenced by low viscosity and poor shear stability, neither of which is good for engine protection. Therefore, we see no value in that test.

Email letters to:  
**letters@amsoil.com**

Or, mail them to:

**AMSOIL INC.**  
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**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.



**Allen Bender** | OIL ANALYZERS INC. MANAGER

## How to use oil analysis to boost sales

Hard data can help turn a prospect into a customer.

AMSOIL Dealers often ask me how oil analysis can help their businesses. My frequent conversations with a range of customers have yielded a few insights I'd like to share with you.

First, I should offer a primer on oil analysis. Oil analysis – fluid analysis, really, since we can test much more than just motor oil – involves chemically analyzing lubricant samples to help determine engine, component or lubricant condition. It's far more cost effective than tearing down an engine to ascertain condition. Oil analysis also maximizes drain intervals, saving even more money.

### Use data from your own vehicle

Many AMSOIL Dealers use data generated from their personal vehicles to satisfy customers who simply want proof that AMSOIL synthetic motor oil guards against wear and is capable of extending drain intervals. The Dealer takes an oil sample at the original equipment manufacturer (OEM)-recommended drain interval to establish a baseline. Then, assuming all is well with the vehicle, the Dealer continues using the oil and taking periodic samples as the miles accumulate in order to show the customer how well the oil is performing. This can work very well if your vehicle is free of mechanical defects. If a defect surfaces and allows, for example, fuel or dirt to contaminate the oil, the report can still be used as a sales tool by showing how oil analysis uncovered an issue that could have become a serious problem if it had not been caught.

### Support our oil-change recommendations

Other customers may be unaware of how or why oil degrades with time. This is especially true with RV owners. An oil analysis report can be a handy tool when explaining to a person who drives his RV 2,000 miles per year why AMSOIL synthetic motor oil should not be left in the engine for six or seven years – which is only 12,000-14,000 miles in this case. The oil analysis report reveals water contamination, fuel dilution and base number, all of which can change, even when the vehicle sits idle. That's why Signature Series Synthetic Motor Oil includes a one-year service-interval limitation, regardless of miles driven.

### Start a business conversation

Some Dealers want to know how to approach large fleets. Dealers know that fleets often use oil analysis and want to impress the fleet manager with the opportunity to prove their performance claims. In my experience, fleet managers hear lots of claims, but pay more attention to someone with a plan to support those claims. If the fleet manager is interested in saving money (usually the best motivation for change) he may be convinced to try new lubricants in a small number of vehicles. Taking samples from these test units and a similar number of existing units provides the opportunity to see a difference in oil performance. When comparing existing protection levels and drain intervals to the units using AMSOIL synthetic lubricants, oil analysis provides hard numbers so managers can calculate the advantages. Even a small advantage can be considerable when multiplied by a large number of units.

Oil Analyzers Inc. offers additional advantages. For one, we are more familiar with AMSOIL products than any other facility. The samples are tested at an independent facility, but we have more information for the interpretation of the results than anywhere else.

There is also the convenience of receiving oil analysis reports by mail, email or fax. Most people want their reports by email since time is valuable, even when the report reveals everything is OK. When the report shows something is wrong, time becomes even more important.

Submitting sample information is also an area we're expanding to increase customer convenience. New customers submit oil samples with vehicle or equipment information written on the form that comes with the sample kit. This is how the lab acquires the information to set-up a new account and enters each vehicle or piece of equipment. However, once the component exists in our system, customers can submit information for future oil samples online, speeding the process. This also eliminates the potential for errors from reading written information. We all know how frustrating it is to read some people's handwriting. We also have apps available so oil sample information can be sent with your smartphone.

Regardless of the size of your Dealership or your experience, oil analysis can help earn new customers and grow sales. For more information, check the Oil Analyzers Inc. website at [www.oaitesting.com](http://www.oaitesting.com) or call us at 877-458-3315.

# SEVERE GEAR®:

## THE RIGHT TOOL FOR THE JOB

Modern differentials handle more heat and stress than ever before. AMSOIL SEVERE GEAR® Synthetic Gear Lube protects against the devastating effects of high-heat, severe-service operation.

Your vehicle's differential is likely not top of mind while hauling snowmobiles or ATVs for a fun weekend on the trails. Unfortunately, towing is in the severe service category and places extreme stress on your drivetrain. Today's vehicles produce substantially more horsepower, torque and towing capacity than their predecessors, yet the design of differential gears and bearings remains largely unchanged. Many differentials even use less gear lube and lower viscosities than before in an effort to reduce drag and increase fuel economy. In essence, less gear lube is responsible for providing more protection.

### Fighting the Grind

Differential designs have inherent weaknesses. In a traditional automotive differential, the pinion gear concentrates intense pressure on the ring gear. As the gear teeth mesh, they slide against one

another, separated only by a thin layer of lubricant. The repeated stress the lubricant film bears can shear gear lubes, causing permanent viscosity loss. Once sheared, the fluid film weakens, ruptures and allows metal-to-metal contact, eventually leading to gear and bearing failure. The situation is amplified by severe-service applications like towing.

### Thermal Runaway

The extreme pressures and temperatures placed on gear lubricants can lead to a serious issue called thermal runaway. As temperatures in the differential climb, some gear lubes lose viscosity and load-carrying capacity. When extreme loads break the lubricant film, metal-to-metal contact occurs, increasing friction and heat. This increased friction and heat, in turn, results in further viscosity loss, which further increases friction and heat.



As heat continues to spiral upward, viscosity continues to spiral downward. Thermal runaway is a vicious cycle that leads to irreparable equipment damage from extreme wear, and ultimately catastrophic gear and bearing failure.



## AMSOIL SEVERE GEAR Synthetic Gear Lube

SEVERE GEAR excels in protecting gears and bearings from the rigors of severe-service operation. By design, it resists breakdown from high heat, preventing acids and carbon/varnish formation. Its wax-free construction also improves cold-flow properties, improving fuel economy and cold-weather performance.

- **Superior** film strength
- **Controls** thermal runaway
- **Protects** against rust and corrosion
- **Helps** reduce operating temperatures
- **Maximum** efficiency
- **Long** oil, seal and equipment life
- **Flexible** easy-pack for clean, fast installation

### Dealer Action Plan

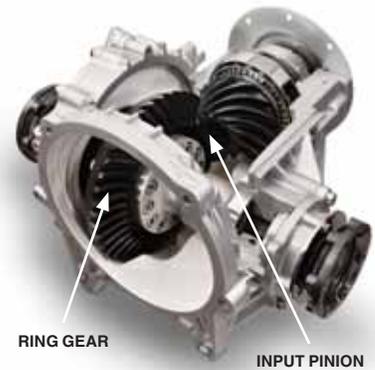
Keep your customers informed about the importance of differential maintenance and recommend gear oil changes. AMSOIL SEVERE GEAR Synthetic Gear Lube is multi-functional and formulated for the applications your customers use every day.

Follow the vehicle owner's manual recommendations for initial (break-in) gear oil change. Consult the AMSOIL Product Guide to find the proper viscosity for your vehicle.

Bring SEVERE GEAR easy-pack samples to sales calls to help gain prospects' attention. Use the videos on our YouTube channel ([youtube.com/amsoilinc](https://www.youtube.com/amsoilinc)) to demonstrate its ease of use and durability.

### Forgotten Gears

Approximately 22 components make up the average differential. To operate efficiently they require clean, properly-formulated gear oil, yet maintenance is often overlooked.



### WHAT ENTHUSIASTS ARE SAYING ABOUT SEVERE GEAR:

The specialty shop that rebuilt my Ford\* F-150's\* rear-end said to use it if I didn't want to see him again. I have not been back and its been 4 years of hard towing of a camp trailer. I can say it stays clean like no other oil I have used.

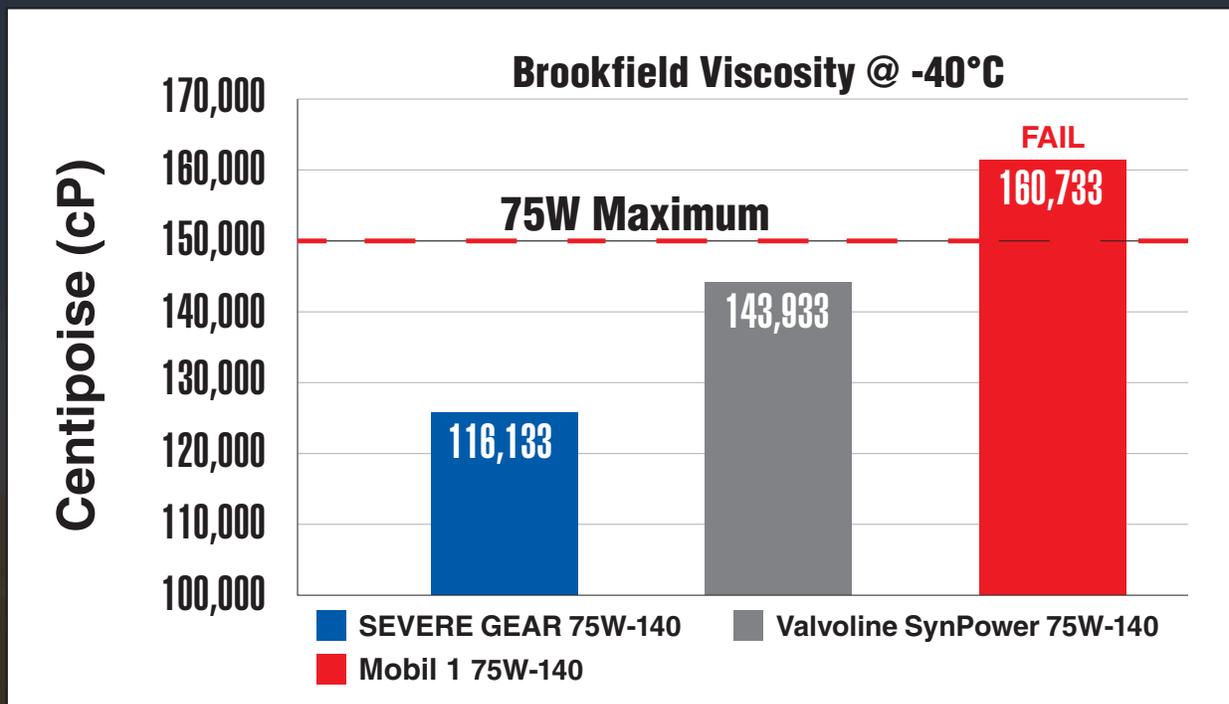
**Mayberry**  
Vacaville, CA



# FOR THE **ULTIMATE** COLD-WEATHER PROTECTION, **TRUST AMSOIL**

Some gear lubes fail to meet basic low-temperature requirements.

Mobil 1 75W-140 Gear Oil, for example, failed to meet the requirements of the industry standard<sup>s</sup>. AMSOIL SEVERE GEAR<sup>®</sup>, on the other hand, **delivers 20% more cold-temperature protection** than the standard requires. It delivers better cold-temperature protection than Mobil 1 and Valvoline SynPower.



<sup>s</sup>Based upon results of samples of Mobil 1 75W-140 and Valvoline SynPower 75W-140 purchased in 2018 and tested in ASTM D2983 by an independent testing facility in May 2018. Samples sent blind to eliminate bias.



# NAVIGATING EUROPEAN MOTOR OIL SPECIFICATIONS

It's important to use the right motor oil for your European vehicle, but the sea of specifications can make it a challenge. AMSOIL European Car Formula finds the sweet spot of emission-system compatibility and complete engine protection for every application.

The European Automobile Manufacturers' Association (ACEA) establishes lubricant standards for Europe, similar to the American Petroleum Institute (API) in the United States. ACEA recognizes that European engines differ from U.S. engines in both design and operating conditions. European OEMs often maintain their own motor oil performance specifications and play a larger role in their development than their U.S. counterparts. Volkswagen\* drivers, for example, must use an oil that meets the requirements of VW's own performance specs. The same holds for Mercedes\*, BMW\*, Porsche\* and other European vehicles.

Many European vehicles available in North America today feature gasoline and diesel engines with emissions systems that are highly sensitive to the SAPS content of motor oil. These advanced emissions systems require lower SAPS formulations to properly function for a long period of time. The required formulations match the exacting engine oil specifications of ACEA and European OEMs to ensure they are compatible with current emissions systems while still providing engine protection.

## EUROPEAN CAR FORMULA SYNTHETIC MOTOR OIL

- **Engineered** to meet or exceed European manufacturers' specifications
- **Balanced** formulations that consider the needs of modern exhaust treatment devices
- **Excellent** protection for gasoline and diesel engines
- **Fights** sludge for superior engine cleanliness

SAPS are common oil additives that provide desirable performance properties, including **detergency** and **protection against wear and oxidation**. Different engines require different SAPS levels – it's not one-size-fits-all.

# S A

**SULFATED ASH**

**PROS:** Helps reduce wear, neutralizes acids and maintains engine cleanliness

**CONS:** Ash can build up in the DPF (diesel particulate filter) and block the flow of exhaust through the filter

# P

**PHOSPHORUS**

**PROS:** Anti-wear agent and oxidation inhibitor

**CONS:** Can reduce catalytic converter life

# S

**SULFUR**

**PROS:** Anti-wear and extreme-pressure protection – can also be a component of corrosion inhibitors, friction modifiers and antioxidants

**CONS:** Heightens possibility of catalyst poisoning because sulfur is preferentially absorbed by the catalyst sites

## Frequently Asked Questions

**Q: Why do European vehicles require special oil?**

**A:** The sensitive emissions-control devices featured in most modern European vehicles require unique oil properties to ensure proper operation. Plus, longer drain intervals common with European vehicles require a more robust oil and European OEM specifications tend to be more strict than industry specs. This requires more advanced (and typically expensive) motor oil technology delivered almost exclusively by synthetics.

**Q: Do higher levels of SAPS mean better motor oil?**

**A:** No. SAPS levels are not an indicator of quality. All four AMSOIL European Car Formula Synthetic Motor Oil formulations deliver the optimal performance and protection for their respective applications.

**Q: How do I know which oil to use in my vehicle?**

**A:** As always, select the oil that lists the specification recommended by the vehicle manufacturer and be confident that the vehicle's engine and emissions system are protected. The **Product Guides** at [amsoil.com](http://amsoil.com) are a quick and easy way to determine the right products for your vehicle.



# A CLOSER LOOK AT BYPASS FILTRATION

AMSOIL Bypass Systems offer top-of-the-line protection for customers and excellent earning potential for Dealers.

Bypass oil filtration features a secondary filter with the purpose of eliminating nearly all contaminants from engine oil. Bypass filters have high capacities and eliminate much smaller particles than full-flow filters. They reduce engine wear and increase oil volume, but their high efficiencies mean they also have higher restriction and must be used in conjunction with a full-flow filter.

## How it Works

Bypass filters operate by filtering oil on a "partial-flow" basis. They draw approximately 10 percent of the oil pump's capacity at any one time and trap the extremely small, wear-causing contaminants that full-flow filters can't remove. Bypass filters have a high

pressure differential, causing the oil to flow through them very slowly and allowing for the removal of smaller contaminants, including soot. It is called bypass filtration because the oil flows from the bypass filter back to the sump, bypassing the engine. This continual process eventually makes all the oil analytically clean, reduces long-term wear and can extend oil drain intervals.

## AMSOIL Bypass Filtration Benefits

- Significantly Extended Engine Life**  
 The majority of engine wear is caused by particles in the 5-20 micron range. Because AMSOIL Ea® Bypass Filters effectively remove contaminants down to 2 microns, engines receive the ultimate in wear protection. Less

engine wear keeps the engine in better condition, extending its life.

- Efficient Small-Particle and Soot Removal**

The high-efficiency Ea Bypass Filter element is 98.7 percent effective at removing particles down to 2 microns, helping extend engine life. It is also a very effective soot-removal device.

- Reduced Maintenance Costs**

AMSOIL Bypass Systems provide a dramatic increase in engine protection, helping avoid costly repairs associated with engine wear.

- Improved Oil Cooling**

By installing an additional filter, the engine system has the capacity to hold more oil. With increased oil capacity, the oil filtration system contains more fluid through which it can disperse heat from the engine. This allows the engine and the oil to run cooler.

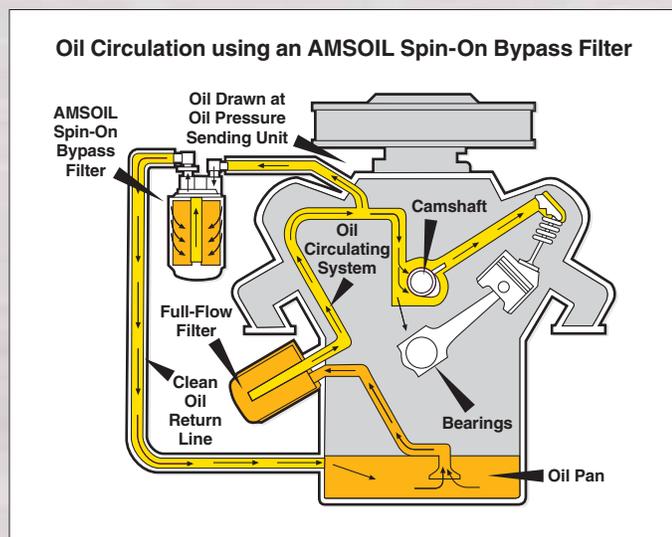
- Extended Drain Intervals**

Ea Bypass Filters can help users extend their oil drain intervals. Make sure to use oil analysis when extending oil drain intervals.

## Outstanding Protection at an Affordable Price

AMSOIL Bypass Systems provide an outstanding opportunity for you to get a foot in the door with potential commercial accounts. Customers receive premium-quality bypass filtration at an affordable price, while you earn significant commissions and the opportunity for even more sales.

Competing single-remote bypass systems designed for Ford\*, GM\* and RAM\* turbodiesel vehicles range in price from \$250 to more than \$700, with an average largely over \$450. Most AMSOIL Single-Remote and Dual-Remote Bypass Systems carry an MSRP below the market average.



## New Bypass Filter Systems

Stock #	Units	Description	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	Can. Wholesale	Can. P.C.	Can. MSRP
BMK21	EA	Universal Single-Remote Bypass Kit	166.65	222.20	233.31	288.90	290.65	294.30	309.02	382.65
BMK22	EA	DUAL-GARD® Bypass Kit	175.53	250.75	263.29	326.00	329.05	332.25	348.86	431.95
BMK23	EA	Universal Dual-Remote Bypass Kit	168.35	240.50	252.53	312.65	316.45	318.75	334.69	414.35
BMK26	EA	Ford 7.3L Dual-Remote Bypass Kit	216.30	309.00	324.45	401.70	408.35	409.60	430.08	532.50
BMK27	EA	GM 6.6L Dual-Remote Bypass Kit	216.30	309.00	324.45	401.70	407.90	409.60	430.08	532.45
BMK28	EA	Ford 6.7L Dual-Remote Bypass Kit	216.30	309.00	324.45	401.70	407.85	409.55	430.03	532.45
BMK30	EA	Heavy-Duty Bypass Kit	196.80	262.40	275.52	341.15	346.50	347.75	365.14	452.10
BMK31	EA	Ford 6.0/6.4L Single-Remote Bypass Kit	273.00	390.00	409.50	507.00	509.65	516.65	542.48	671.60
BMK32	EA	GM 6.6L Single-Remote Bypass Kit	262.50	375.00	393.75	487.50	490.30	496.80	521.64	645.80
BMK33	EA	Ford 6.7L Single-Remote Bypass Kit	262.50	375.00	393.75	487.50	490.35	496.80	521.64	645.80
BMK34	EA	Cummins* 5.0/5.9/6.7L Single-Remote Bypass Kit	210.00	300.00	315.00	390.00	392.45	397.45	417.32	516.65



Competing heavy-duty bypass systems range in price from \$650 to more than \$850. The premium-quality AMSOIL Heavy-Duty Bypass System (BMK30) and DUAL-GARD® Bypass System (BMK22) have MSRPs almost half the market average.

AMSOIL offers complete bypass systems for certain popular applications that include all components necessary for installation (including parts, hose, filters and installation instructions). We also offer universal bypass

systems that can be customized with different additional parts to fit specific applications.

### Easy Installation

AMSOIL Bypass Oil Filtration Systems are relatively easy to install and easy to maintain. Do-it-yourself installation instructions are provided.

### Durable Construction

AMSOIL Bypass Systems and Ea Bypass Filters are built tough to withstand the most severe operating conditions.

## DEALER ACTION PLAN

Bypass oil filtration is becoming more prevalent on larger diesel engines, with many original equipment manufacturers (OEMs) discovering its ability to provide improved oil filtration for prolonged engine life. Discuss the benefits of Ea Bypass Filters with owners of the following:

- Over-the-road trucks
- Heavy equipment
- Farm equipment
- Turbodiesel pickups
- Commercial vehicles

Link your website to the AMSOIL Bypass Oil Filtration Systems webpage at [www.amsoil.com/bypass](http://www.amsoil.com/bypass).

### Why You Should Sell AMSOIL Bypass Systems

- **Outstanding** sales opportunity – excellent pricing, limited competition
- **Get your foot in the door** with new customers and accounts
- **Earn sales** even if you can't get past objections to buying lubricants
- **Repeat** filter sales
- **Earn** great commissions (see example below)

### Example

Let's say you sell a Ford\* 6.7L Dual-Remote Bypass System (BMK28) to a commercial account. You earn \$45.63 in account cash commissions, as well as 67.98 in account commission credits. If, for example, you're at 17% on the commission schedule, you earn an additional \$11.56, for a total of \$57.19.

Stock No.	Units	Pkg./Size	Wholesale Cost	Account Cash Commissions	Account Commission Credits	Total Earnings
[1] BMK28	EA	[1] Ford 6.7L Dual-Remote	\$309.00	\$45.63	67.98 (\$11.56 @ 17%)	\$57.19

If this commercial account uses five Ford 6.7L diesel trucks in its business, and wants to outfit them all with bypass systems, your cash commissions jump to \$228.15, while your commission credits jump to 339.90. If these additional commission credits boost you up to 20% on the commission schedule, you earn an additional \$67.98, for a total of \$296.13.

Stock No.	Units	Pkg./Size	Wholesale Cost	Account Cash Commissions	Account Commission Credits	Total Earnings
[5] BMK28	EA	[5] Ford 6.7L Dual-Remote	\$1,545.00	\$228.15	339.90 (\$67.98 @ 20%)	\$296.13

You earn even more commissions through sales of additional products, including diesel oil and repeat bypass and full-flow filter sales. In this example, your cash commissions jump to \$355.80, while your commission credits jump to 534.95. If you're at 20% on the commission schedule, you earn an additional \$106.99, for a total of \$462.79.

Stock No.	Units	Pkg./Size	Wholesale Cost	Account Cash Commissions	Account Commission Credits	Total Earnings
[5] BMK28	EA	[5] Ford 6.7L Dual-Remote	\$1,545.00	\$228.15	339.90 (\$67.98 @ 20%)	\$296.13
[5] DEO1G	CA	[5] 4 Gallons	\$633.00	\$88.85	139.25 (\$27.85 @ 20%)	\$116.70

#### Replacement Filters

[5] EAO26	EA	[5] Oil Filters	\$80.75	\$12.85	17.75 (\$3.55 @ 20%)	\$16.40
[5] EABP100	EA	[5] Bypass Oil Filters	\$172.90	\$25.95	38.05 (\$7.61 @ 20%)	\$33.56

<b>TOTALS</b>			<b>\$2,431.65</b>	<b>\$355.80</b>	<b>534.95 (\$106.99 @ 20%)</b>	<b>\$462.79</b>
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# Dealer: 'Write that Plan' for Success

Direct Jobber Larry Crider runs a successful AMSOIL Dealership in Corpus Christi, Texas. His advice? "Write that plan!"

"Every really successful businessman I've ever met has a plan," Crider said. "It doesn't matter if it's written down or just in your head. You must be able to clearly articulate what your plan is and how you intend to implement that plan."

"Decide exactly what you want to accomplish and how you want to accomplish it. Decide how much time you can spend on your AMSOIL business and treat it like a business, not as a hobby."

"If you can only give it a few hours per week, then make the most of those hours every time they are available. Be consistent."

Crider started his Dealership 30 years ago. "Every year I think about what I want to accomplish over the next 12 months and then break that down into monthly goals," Crider said. "I even have a sign hanging on the wall of my office right next to me that says, 'What have you done today to further your goals?' It's right by my computer monitor and nags me to get things done."

## It Started at the Race Track

Crider's introduction to AMSOIL was in the summer of 1988 at a race event

in San Antonio, Texas, where he met AMSOIL Direct Jobber Mike Westwood.

"My own race car was powered by an extremely modified type one Volkswagen\* engine and had really high cylinder head temperatures," Crider said. "Mike assured me it would lower the temps. So I bought enough of the SAE 40 weight racing oil and the gear lube that AMSOIL made at that time for my car and a friend's Formula Atlantic race car."

The difference between the Castrol\* 20W-50 oil and the AMSOIL SAE 40 oil was apparent immediately, Crider said.

"With a simple oil change the engine was noticeably quieter," he said. "Where the big high-lift camshaft could be heard clattering around in the crankcase with the Castrol, now it was stunningly quiet, and subsequent runs at the track showed a temperature drop of almost 40 degrees."

Crider was impressed, but the clincher for him was the AMSOIL performance in his friend's Formula Atlantic car the following weekend. After running some practice laps, they installed the AMSOIL SAE 40 in the car's engine and transmission. After about three laps on the track, Crider's friend came back to report he had picked up almost 550 rpms. That was equivalent to about "6 mph, or three or four car lengths on the

straight just from changing lubricants," Crider said.

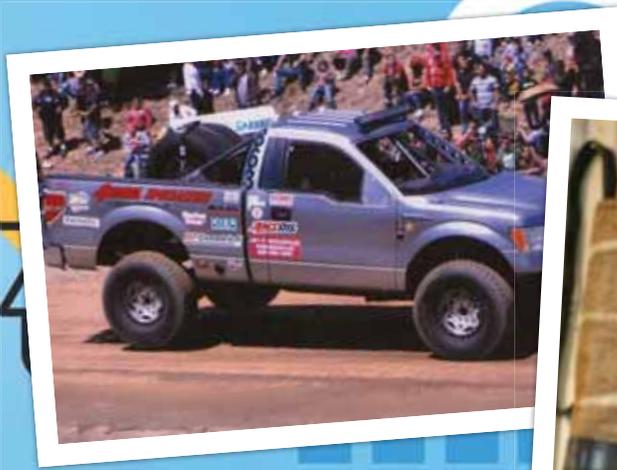
During the race that day, Crider's friend knocked the bottom off the right-hand side pod, tearing the bottom off the radiator. But he kept going because he'd never led a race before. "By the final lap, the engine was severely overheated and losing power, but he finishes, and when he coasts back to the pits it's so hot the paint on the engine was scorched," Crider said.

Later, they tore down the engine, which Crider declared an "anchor." He advised his friend it was time for a new one. They did find a cracked head that needed replacing, Crider said. "But the bottom end, including the cylinders, was in great shape," he recalled. They replaced the head, milled the deck and put it back together with new rings and bearings. "Two weeks later, that very engine was racing again," Crider said.

That was when Crider looked up Westwood and said, "Sign me up, Mike."

## Working Trade Shows, Cultivating Businesses

Crider's niche is trade shows. "My primary form of advertising is trade shows," Crider said. "For starters, I'm at my best in front of people. I'm a people person and that comes out when I'm talking to prospects at shows. More



than that, though, is I just love working shows. To me they are fun and don't even seem like work. For that matter, being an AMSOIL Dealer doesn't seem like work. This is fun to me."

Crider focuses on retail and commercial accounts. "I love working with businesses in general, and I do think that I have a particular knack with retailers," he said. "A number of these business owners I've met at trade shows, but I also do a lot of prospecting.

"The thing to remember with cold calling is that you must be ready for questions, any question, and be able to give a credible-sounding answer immediately because you might not get another shot. You must sound like not just an expert, but 'The Expert.'"

That means Dealers need to constantly educate themselves on all aspects of the AMSOIL business, Crider said.

### **Sales Come Through Confidence, Resilience, Process**

Potential customers respond to confidence, Crider said. "I've been told that I have a tendency to blow into a business like a tornado, look everyone in the eye and say, 'which one of you is the boss?' You're probably picking up the fact that I'm not shy about it, and, frankly, you cannot be shy about it. You must exude confidence and have an air of success to you because prospects pick up on that, and people like to work with winners."

In addition to advising his new Dealers to project an air of confidence even if they aren't really feeling it, Crider said it's important to move forward when a prospect is not interested.

"Develop a thick skin when it comes to being told no, because you're going to be told no," Crider said. "Just say 'next' and move on to the next prospect. Consistency is always the key to success. Keep at it, and you will find yesses in the midst of the nos."

Crider said he tells newer Dealers that the key to making a sale is to know and develop their process.

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*"Decide how much time you can spend on your AMSOIL business and treat it like a business, not as a hobby."*

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"I tell my downline all the time that selling should not be a random thing," Crider said. "Selling is a process and needs to be treated as such. Every sale starts with a question, either the prospect asking you a question or you initiating things by asking the prospect a question. You follow your process to the end which, hopefully, ends in a sale. People who have watched me at a trade show have even commented on how I do it the exact same way every single time regardless of the product involved."

It's not unusual for it to take a number of visits to take an account from simply registering to placing an order, Crider

said. "I read somewhere that the average sale in the U.S. market must be asked for five times," Crider said. "Where salesmen fail is they ask once or twice and give up. So you have to be persistent."

He talked about a large oil field fracking company that he and his downline Dealer, Tim Kroeger, set their sites on. "After many dog and pony shows from Alice, Texas to Midland, Texas, to phone meetings with their location in North Dakota and their home office in Louisiana, we got them, and I've got to say that was a huge sense of accomplishment."

Customer service is the key to keeping customers, Crider said.

"I'm huge on customer service, and call or go see in person all my accounts regularly," he said. Some accounts like to be contacted as often as twice a month, he said. Others don't need that much attention.

"Many years ago, my father, who was enormously successful with an oil field service business, told me 'Larry, sales is not about companies and products; sales is about people. Take care of your customers in a personal way, be their friend to the extent possible and they'll keep buying because they like you and trust you to take care of them.'"



# MONTHLY LEADERS

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



**Bill & Donna Durand**  
*Wisconsin*  
**7-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FIRST**  
Total Organization  
**SECOND**  
Personal Group Sales



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



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



**Carol H. Bell**  
*Texas*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SEVENTH**  
Total Organization



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



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



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



**Thomas Weiss**  
*North Dakota*  
**REGENCY PLATINUM DIRECT JOBBER**  
**FIRST**  
Commercial Account Sales  
**THIRD**  
Retail Account Sales  
**EIGHTH**  
New Customer Sales



**Valon Sapp**  
*Texas*  
**DIRECT DEALER**  
**SECOND**  
Commercial Account Sales



**Allan Loew**  
*Wisconsin*  
**REGENCY DIRECT JOBBER**  
**SIXTH**  
Commercial Account Sales



**Michael H. Ellis**  
*Michigan*  
**5-STAR REGENCY PLATINUM DIRECT JOBBER**  
**SEVENTH**  
Commercial Account Sales



**Merv Nolt**  
*Ohio*  
**DIRECT JOBBER**  
**NINTH**  
Commercial Account Sales



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



**James E. Gates**  
*Florida*  
**PREMIER DIRECT JOBBER**  
**SEVENTH**  
Retail Account Sales



**Thomas H. Kirby**  
*Michigan*  
**2-STAR REGENCY PLATINUM DIRECT JOBBER**  
**NINTH**  
Retail Account Sales



**Leonard & Marcie Pearson**  
*Washington*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
 Total Organization  
**NINTH**  
 Personal Group Sales



**Sherree E. Schell**  
*Idaho*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FIFTH**  
 Total Organization  
**FIFTH**  
 Personal Group Sales



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



**Greg & Joan Desrosiers**  
*Alberta*  
**3-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**TENTH**  
 Total Organization  
**FOURTH**  
 Retail Account Sales



**Ray & Kathy Yaeger**  
*Wisconsin*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SEVENTH**  
 Personal Group Sales  
**FIRST**  
 Retail Account Sales



**Vijay Parany**  
*Ontario*  
**1-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**EIGHTH**  
 Personal Group Sales  
**EIGHTH**  
 Retail Account Sales  
**TENTH**  
 New Qualified Customers  
**SEVENTH**  
 New Customer Sales



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



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



**John O. Brown**  
*Arizona*  
**DIRECT JOBBERS**  
**FIFTH**  
 Commercial Account Sales  
**FIFTH**  
 New Customer Sales



**James Brown Jr.**  
*North Carolina*  
**PREMIER DIRECT JOBBERS**  
**TENTH**  
 Commercial Account Sales



**John & Dianne Moldowan**  
*Alberta*  
**REGENCY GOLD DIRECT JOBBERS**  
**SECOND**  
 Retail Account Sales  
**FIRST**  
 New Customer Sales



**Douglas Huculak**  
*Saskatchewan*  
**REGENCY GOLD DIRECT JOBBERS**  
**FIFTH**  
 Retail Account Sales



**Walter & Sineva Perera**  
*Ontario*  
**REGENCY SILVER DIRECT JOBBERS**  
**TENTH**  
 Retail Account Sales



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



**Doug & Penny Murphy**  
*District of Columbia*  
**DIRECT JOBBERS**  
**SECOND**  
 New Qualified Customers



# MONTHLY LEADERS

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



**Michael J. Mathe**  
*Tennessee*  
**REGENCY SILVER DIRECT JOBBER**  
**FIFTH**  
New Qualified Customers  
**SIXTH**  
New Customer Sales



**Will Mangan**  
*Pennsylvania*  
**EXECUTIVE DIRECT JOBBER**  
**SEVENTH**  
New Qualified Customers  
**NINTH**  
New Customer Sales



**Mylo & Patty Twingstrom**  
*Minnesota*  
**1-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**EIGHTH**  
New Qualified Customers



# HIGHER LEVELS OF RECOGNITION



**Erin & Stephanie Dreiling**  
*Kansas*  
**EXECUTIVE DIRECT JOBBERS**



**Timothy & Kathy Henke**  
*Florida*  
**PREMIER DIRECT JOBBERS**



**Bobby & Jennifer Taylor**  
*Texas*  
**ACCOUNT DIRECTS**  
**Sponsors:**  
*Tim & Teresa Vipond*  
**Direct Jobbers:**  
*Tim & Teresa Vipond*



**Albert & Wendy Boylak**  
*Saskatchewan*  
**DIRECT DEALERS**  
**Sponsor:**  
*Darren Kohls*  
**Direct Jobber:**  
*Darren Kohls*



**Pierre Desjardins**  
*Ontario*  
**DIRECT DEALER**  
**Sponsor:**  
*Sherree Schell*  
**Direct Jobber:**  
*Sherree Schell*



**Geff Smith**  
*Illinois*  
**DIRECT DEALER**  
**Sponsor:**  
*Craig & Brenda Hamrick*  
**Direct Jobber:**  
*Craig & Brenda Hamrick*

GAIN CERTIFICATION. GAIN CUSTOMERS.

# BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

CUSTOMER CERTIFIED

ELIGIBLE FOR CO-OP ASSISTANCE

CO-OP CERTIFIED

APPEAR ON THE AMSOIL LOCATOR AT AMSOIL.COM

LOCATOR CERTIFIED

RECEIVE BUYING CUSTOMERS FROM AMSOIL

CUSTOMER CERTIFIED

## CO-OP CERTIFIED

- Complete the Dealer Certification Program in AMSOIL University Online

## LOCATOR CERTIFIED

- Be Co-op Certified
- Earn a minimum of \$10 in commissions in the last 6 months

### PLUS

- Have 1 or more new Dealers, Preferred Customers, retail or commercial accounts in the last 6 months

### OR

- Have 5 or more active Dealers, Preferred Customers, retail or commercial accounts

## CUSTOMER CERTIFIED

- Be Locator Certified

### PLUS

- Have 4 or more new qualified customers within the past 12 months
- Have 2 or more new qualified customers in the past 12 months and meet one of the following alternative qualifications:
  - Have been a Dealer for less than one year
  - Have 24 or more active buying customers
  - Have more than \$10,000 in personal product purchases plus 5 or more active buying customers

### WHAT'S A "QUALIFIED CUSTOMER"?

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

## NEW FEATURE:

### Receive Even More Customers with the Assigned-Customer Multiplier

All Customer-Certified Dealers are in a randomly ordered pool. Once assigned a customer, you move to the bottom of the rotation. Effective Jan. 5, 2019, if you reach a total of 12 new qualified customers within the past 12 months we'll give you an extra listing in the rotation. Then, we'll add you again for every eight additional new qualified customers you bring in. The more new qualified customers you bring in every year, the more chances you'll have to be assigned buying customers from AMSOIL. Think of the compounding effect that will have on your commissions. While there are no guarantees, the chart at right shows what you might expect.

#Qualified Customers Past 12 Months	#Chances to Receive Assigned Customers	Probable #Customers Assigned Annually
Customer Certified	1	3 - 8
12	2	6 - 16
20	3	9 - 24
28	4	12 - 32
36	5	15 - 40

### December Close-Out

The last day to process December orders in the U.S. and Canada is the close of business on Monday, Dec. 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 December business will be accepted until 3 p.m. Central Time on Friday, Jan. 4. 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 Tuesday, Dec. 25 for Christmas Day and Tuesday, Jan. 1 for New Year's Day. The Toronto Distribution Center will be closed Wednesday, Dec. 26 for Boxing Day.

### Holiday Activities

The AMSOIL corporate headquarters will close at 12 p.m. Central Time on Friday, Dec. 14 for holiday activities. Limited Customer Service personnel will be available for orders, so please do not attempt to contact corporate staff via the toll-free ordering number during this time so as not to overload the limited staff. In addition, placing Dealer orders in advance of this date would be appreciated to aid in keeping the lines clear for customers.

### Holiday Shipping

Keep in mind that shipping companies are extra busy during the holiday season, possibly resulting in shipping delays. Plan accordingly and place orders earlier than normal to ensure they arrive on time.

### New P.i. Packaging Launch Delayed

In November, we announced the launch of a new label, formula and capless-compatible packaging for P.i. Performance Improver Gasoline Additive. The launch has been delayed due to a supply chain issue. We apologize for the inconvenience. Look for future availability announcements in the Dealer Zone and *AMSOIL Magazine*.



### Increase Snowmobile Oil Sales this Winter with the Snowmobile P-O-P Bottle Display

Snowmobile season is here. Help your retail accounts sell more snowmobile oil by equipping them with the Snowmobile P-O-P Bottle Display (G3314).

This 18.5" x 60" x 18" bottle display features eight shelves. Holds 48 quarts (six quarts per shelf).

Stock #	Description	Wt. Lbs.	U.S.	Can.
G3314	Snowmobile P-O-P Display	16.0	84.00	112.08



- **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

### CoQ-10 Supports Heart, Immune System and Energy

The benefits of Coenzyme Q-10 (also known as CoQ-10) are widely recognized as a standard of nutritional support for cardiovascular health.\*

More than 30 million people worldwide use this proven cell energizer to help strengthen the heart, support the immune system, keep gums healthy and feel renewed vitality and energy.

Unfortunately, our diets may lack the foods containing the necessary amount of CoQ-10. Additionally, science has determined that as we age we lose our ability to assimilate enough CoQ-10 from our foods, which possibly puts us at risk for serious health problems.

Suggested Use: One or more capsules daily. Coenzyme Q-10 can be an excellent complement to one of the ALTRUM Multis.



Co-Enzyme Q-10					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C. Price
DEQ01	EA	(1) 60-ct.	16.70	17.50	18.40
DEQ01	CA	(6) 60-ct.	100.20	100.20	105.25

\*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](http://www.altrumonline.com)

## Metal Protector Available in 4-oz. Spray Cans on Jan. 3

Ideal for tool boxes, tackle boxes and glove compartments, Metal Protector (AMP) will be available in convenient 4-oz. (118-ml.) spray cans on Jan. 3.

Metal Protector effectively lubricates moving parts, silencing squeaks without gumming up mechanisms. It displaces moisture from fresh water or salt water to help prevent corrosion, and it is the product of choice for drying and protecting electrical and ignition systems. Metal Protector penetrates deep through rust and corrosion to restore movement of rusty parts.

- **Cuts** through rust and frees frozen components
- **Helps** protect against rust and corrosion, even in salt water
- **Displaces** water
- **Stops** squeaks
- **Cleans**
- **Sprays** into hard-to-reach places
- **Protects** electrical equipment
- **Lubricates** moving parts



## AMSOIL Outperforms Howes\*

Temperatures are cold, and diesel owners are concerned about keeping their fuel from gelling. Diesel All-In-One outperforms Howes and, unlike Howes, delivers a cetane boost. Check out the video on the Diesel All-In-One product page at [amsoil.com](http://amsoil.com) and share it with people to earn more sales.



### Four Easy Steps to Sharing the Diesel All-In-One Video

1. Get the email address or mobile phone number of your prospect.
2. Copy the URL for the Diesel All-In-One product page.
3. At the end of the URL, type `&zo=` and your Dealer number.
4. Send this Dealer-number transferring link through text or email with a short note to generate interest.

More information about using Dealer-number transferring links can be found in the "Marketing Your Business" area of the Dealer Zone.

### What you need to do

Tell your customers that AMSOIL is improving its website to ease navigation and ordering. But to receive shipping confirmation, order updates, product promotions and other information, they need to have an active, unique email address on file. Either you or your customers can call AMSOIL INC. at the number below to provide that information.

### How do I update an email address?

Call 1-800-777-7094, Monday - Friday, 7 a.m. - 7 p.m. CT and provide the information to the Customer Service Representative.

### AMSOIL Metal Protector

Stock #	Units	Description	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	Can. Wholesale	Can. P.C.	Can. MSRP
AMP4SC	EA	(1) 4-oz. Spray Can	2.54	4.15	4.35	5.40	5.65	-	-	-
AMP4SC	CA	(12) 4-oz. Spray Cans	30.45	47.00	49.35	63.45	66.15	-	-	-
AMPSC	EA	(1) 8.75-oz. Spray Can	3.24	5.25	5.55	6.85	7.20	6.60	6.90	8.55
AMPSC	CA	(12) 8.75-oz. Spray Cans	38.87	60.00	63.00	81.00	85.05	75.00	78.75	101.40

\*The 4-oz (118-ml.) spray cans are not available in Canada. Use product code CMPSC for the 8.75-oz. (259-ml.) spray cans in Canada.

## Improvements Coming to [www.amsoil.com](http://www.amsoil.com): Here's What You Need to Do

As previously announced, we're launching a refreshed [amsoil.com](http://www.amsoil.com) website in early 2019 and transitioning to a new ecommerce platform. Users will notice an improved shopping experience and a refreshed, more mobile-friendly interface. These changes will help support sales growth now and into the future.

### What does that mean to me and my customers?

Like most ecommerce platforms, **the new [amsoil.com](http://www.amsoil.com) will require a unique email address to identify each customer.**

This means all AMSOIL customers must have a unique email address on file with AMSOIL INC.

This requirement presents challenges to customers in either of the following situations:

#### • No email address on file with AMSOIL

Some customers order exclusively by telephone and have never provided an email address. In these situations, we will create a placeholder email address for the customer using the customer number and "@yyy.zzz." While doing so satisfies the requirements of the new [amsoil.com](http://www.amsoil.com), your customers won't receive important ordering information, product promotions and other updates from AMSOIL.

#### • Duplicate email addresses on file with AMSOIL

In some cases, one email address has been used for multiple customer accounts. For example, an auto parts store owner might have a retail account to buy for his store and a Dealership through which he sells to other businesses. In other cases, a Dealer may use his own email address for his Preferred Customers.

In these cases, we have attempted to identify the primary customer associated with each email address used with multiple accounts. We then created placeholder email addresses for the remaining accounts using the customer number and "@yyy.zzz". Again, while this satisfies system requirements, your customers won't receive important updates from AMSOIL or enjoy the best possible customer experience.

#### What AMSOIL is doing

We applied these changes and updated your customer reports in the Dealer Zone on Nov. 15, 2018. While this solution isn't ideal, it's necessary to launch the new [amsoil.com](http://www.amsoil.com) and position Dealers for increased sales as technology continues to evolve.



## Updated Commercial Program promises growth

Free shipping and simplified discounts are among the highlights.

**Eric Brandenburg** | REGIONAL SALES MANAGER

As announced in August, we've made several exciting updates to the Commercial Program. Some of your commercial accounts may notice changes once the new year begins, so I want to review the program to ensure you're up to speed.

### Free Shipping

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. Lift-gate fees and Canadian interline fees still apply, even when meeting the \$350 (\$450) threshold.

### Simplified Discounts

We've also simplified the discount process and made it easier for accounts to receive higher discounts faster. 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. Our goal is to help your accounts earn a

discount as soon as possible and make it easier for them to plan their spending.

To spread the word about these updates, we've increased communication to commercial accounts. We mail a letter at the beginning of the year that notifies accounts of their discount level.

To ensure you're in the loop, we've enhanced the reports in the Dealer Zone ([my.amsoil.com](http://my.amsoil.com)) to provide a better understanding of how your commercial accounts are performing and the discount they've earned. Find this information in the Active Personal Customers section of your Enhanced Reports. Simply click the CA section to view your accounts.

As great as they are, these improvements won't reach their potential without communication. This is a perfect opportunity to review your commercial account report and reach out to your customers. Ensure they understand the program. Let them know if they are close to reaching a new discount level. Inform them of their 2019 discount level. If they haven't reached a discount level, encourage additional orders so they eventually qualify for a discount.

While working in the field with Dealers, we often encounter business owners who only use AMSOIL products in a fraction of their vehicles. It may be because they aren't aware of alternate AMSOIL products or they may have different locations that have never been



approached. Getting to know your customers is key to uncovering their buying motivations and increasing sales. Ask pointed questions: What benefits do AMSOIL products provide? Do you use AMSOIL products in all your vehicles and equipment? Why not?

Offering product samples is an effective way to expand business. A small investment can lead to a big return with commercial accounts.

You may think you lack the technical expertise to service commercial accounts. Take advantage of AMSOIL Technical Services (715-399-TECH or [tech@amsoil.com](mailto:tech@amsoil.com)) to help you cross-reference products and determine the best recommendation for your accounts. Finding key touch points that benefit your customers helps show them you're not just there to take their order, you're there to help.

Growing your commercial business is a great way to expand. We now have a robust Commercial Program that, combined with your hands-on service, can help grow your current commercial accounts while attracting new ones.



# New 2019 Calendars Available Now

Each month of the new 2019 AMSOIL calendar features one AMSOIL-sponsored racer, builder or influencer and the products he uses.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone (Marketing Your Business > AMSOIL Print Center).

Non-personalized calendars are also available and may be personalized by adding your business card. Simply insert your business card in the slotted area and your contact info is visible for a full 12 months. No minimum-quantity orders required.

## AMSOIL Print Center Pricing\* - Personalized

<b>1 - 49 calendars</b>	\$2.62 each
<b>50 - 99 calendars</b>	\$2.19 each
<b>100 - 249 calendars</b>	\$1.84 each
<b>250 - 499 calendars</b>	\$1.80 each
<b>500+ calendars</b>	\$1.48 each

\* Shipping 1-5 calendars \$5, 6-25 calendars \$9, 26-75 calendars \$15, 76+ calendars FREE.

## AMSOIL Pricing\*\* - Non-Personalized

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.35
G1105-CA	10	15.00	20.00

\*\*Calendars subject to shipping charges.

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Free shipping helps you reduce costs, simplify business, earn new customers and retain current customers, ultimately boosting your bottom line. **A free way to improve your business.** Who doesn't like that?

**U.S. DEALERS,  
COMMERCIAL ACCOUNTS  
AND RETAIL ACCOUNTS:**

**Free shipping on orders of \$350 or more.**

Orders less than \$350 pay a flat shipping rate of \$11.99.

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