

# AMSOIL<sup>®</sup>

► DEALER EDITION

MAGAZINE

DECEMBER 2019

## SYNTHETIC OIL: AN ORIGIN STORY

| PAGE 8



# NO MATTER THE SLED, AMSOIL HAS YOU COVERED



- **Prevents** piston scuffing
- **Fights** exhaust power valve deposits
- **Outstanding** cold-flow (-69°F)

#### TARGET MARKET

- Hardcore enthusiasts
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- Snowmobile dealerships and other shops that cater to snowmobilers



- **Easy** start
- **Low** smoke
- **Excellent** wear protection

#### TARGET MARKET

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- Those who desire the convenience of using one oil for snow and marine applications
- Vintage sled owners
- Cost-conscious customers



- **Maximizes** power
- **Burns** cleanly
- **Outstanding** piston & bearing protection

#### TARGET MARKET

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- Competition sleds
- Heavily modified engines

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**FEATURES**

- 8 Synthetic Oil: An Origin Story
- 12 2019 Year in Review
- 14 Championship Engine Builder Trusts Only AMSOIL

**DEPARTMENTS**

- 4 From the President
- 6 Letters to the Editor
- 7 Tech Talk
- 16 Monthly Leaders
- 20 Centerlines and Updates
- 22 Insight on Sales

**ADVERTISEMENTS**

- 2 No Matter the Sled, AMSOIL Has You Covered
- 5 Make Your Life Easy
- 19 Protect Your AMSOIL Business
- 23 New 2020 Calendars Available Now
- 24 Preserve Horsepower and Performance at Every Fill

**THE COVER**

AMSOIL founder Al Amatzio poses for a photograph with his revolutionary synthetic motor oil.





# From the President

Guess what? As an AMSOIL Dealer, you are in business. I suspect many Dealers don't view themselves as businesspeople. So, what does being in business mean? It means you intend to sell a service or a product and get paid for it. You are making a "PROFIT." Yes, I said it – profit. Making money from someone else makes some people feel uneasy. Nonsense. Profit is the incentive that drives innovation and excellence. Do you think Henry Ford invented the assembly line for the greater good of the human race, or was it because he could make cars faster and cheaper so he could make more money? I wonder if he realized his invention revolutionized the world and helped win WWII. The world is better today because people such as Henry Ford, Steve Jobs, Bill Gates, JD Rockefeller and Al Amatuzio pursued profit.

You, as an AMSOIL Dealer, have decided to pursue profit, whether it is big or small. Congratulations! Like the crack of a pistol at the starting line, you are off to win the race. Just like a race, it is not easy and you are not alone. Other people are competing against you – they want to earn money too – and winning is everything because second place earns nothing. Know this: your

competitors don't like you or AMSOIL and they want to see you fail. They will do whatever they can to help you fail, from spreading rumors about the quality of AMSOIL products to discrediting our go-to-market distribution strategy. We don't play their game, but we do reveal the facts when they falsely advertise the performance of their products.

Being in business is akin to being in a fight; only winning in business is measured by each successful sale. That is the objective. You need to arm yourself with knowledge from which you can confidently speak to customers to win their business. If you are more knowledgeable, treat customers better and have a better product (which you do) than the competition, you will greatly improve the likelihood of winning business. But first, you must be determined, and you must devote time to your business.

I know what you're thinking: *I don't have any more time.* I understand and I'm not minimizing what life throws your way. Today may be tough, but a little at a time will make tomorrow easier. Are you familiar with the term "opportunity cost?" It's the loss of potential gain when choosing one alternative over another. Here's an example: How much

does it cost you to watch an hour of TV? Is it free? The hour spent watching TV could have been spent, like money, on other things with a greater return on investment, such as digging into the Dealer Zone to learn or exercising for better health. Your time is limited and how you choose to spend it comes at a cost. Spend your time wisely and if it's important enough to you, your AMSOIL business will get more of your time. Does all of what I wrote here sound like a lot? Maybe for you it is and that is OK. As the owner/operator of your business, you have the choice to run it to fit your lifestyle.

Whether you are a full-time Dealer or are part-time seeking supplemental income, we are in this together. I am counting on you to lead the charge in the field, generate new, satisfied customers, deliver outstanding customer service and represent AMSOIL professionally. As my business partner, you can count on me doing everything in my power to help us win.

**Alan Amatuzio**  
President & CEO

# MAKE YOUR LIFE EASY



If you don't treat your fuel before storing seasonal equipment, you're going to have a tough time getting it started next spring. Make your life easy with Gasoline Stabilizer.

## GASOLINE STABILIZER (AST)

- **Helps** keep fuel from deteriorating
- **Protects** against varnish and gum buildup
- **Fights** ethanol corrosion

### Gasoline Stabilizer

#### U.S. PRICING

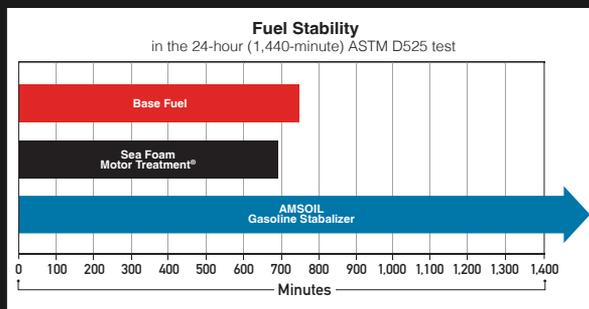
Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
ASTCN	EA	(1) 16-oz. Bottle	6.61	9.55	10.00	12.60	13.15
ASTCN	CA	(6) 16-oz. Bottles	39.64	54.30	57.05	74.95	78.15

#### CANADA PRICING

Stock #	Units	Pkg./Size	Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP
ASTCNC	EA	(1) 473-ml. Bottle	6.61	12.45	13.10	16.50
ASTCNC	CA	(6) 473-ml. Bottles	39.64	71.10	74.70	98.40

## AMSOIL Improves Stability

AMSOIL provides fuel stability that Sea Foam\* Motor Treatment can't match, helping maintain startability and protect against the formation of varnish and gum.<sup>z</sup>



<sup>z</sup>Based on independent testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in the ASTM D525 using test fuel containing no oxidation-stability improving additives. \*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

## AMSOIL Fights Corrosion

AMSOIL provides corrosion protection Sea Foam\* Motor Treatment can't match, helping maintain power and performance and keeping metal looking like new even when subjected to salt water.<sup>x</sup>



<sup>x</sup>Based on independent testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in a modified NACE TM0172 using synthetic sea water per ASTM D665 part B. \*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

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# LETTERS TO THE EDITOR

## BILINGUAL PACKAGING

I know this is a mixed subject; however, I don't agree with it. I read in the July magazine that bilingual labeling is going to appear in the distribution centers. I don't want to take away the heritage of different ethnic groups, as most of us fit that category. This is the USA; those who want to live and work here need to conform to our standard no matter who they are. By printing anything in the bilingual language we are enabling the affected ones not to learn English. This is not right and has cost thousands and probably millions to print whatever bilingually.

Not a fan of this – thank you for your time.

**David Morrell**

*AMSOIL: Thank you for your letter, David. As announced in the February 2019 "From the President" column, we are packaging our new Ea® Oil Filters in bilingual English/French boxes to meet the requirements of both the U.S. and Canada, allowing sales in both countries and keeping costs down.*

## CERTIFICATION PROGRAM

I just read the "From the President" section of the July *AMSOIL Magazine*. I have very mixed emotions regarding the recent changes to the Certification Program. I understand the idea behind it is to encourage growth, but it seems the growth is at the expense of smaller Dealerships, who are precisely the ones who could really use that help.

I was, at one time, considered "Customer Certified." I studied the AMSOIL University courses and passed all the course requirements. I also recommended to the Dealers in my group that they do the same, as it was a relatively simple way to occasionally have new accounts assigned to them and give a boost to their Dealerships. Now, suddenly, that simple option is no longer available to them, and has also been taken away from me.

I was surprised that I was removed from the program, basically just because I was suddenly considered not to be a successful enough Dealer. All along I believed that once I was qualified, it would be permanent, and never heard or read anything to indicate that was not the

case. If you're going to offer this type of assistance to Dealers, it should be much more equally and evenly available among all Dealers, not just those who have reached a point where they can afford the time, money and other resources that some of us can't at this point in our AMSOIL careers.

Recognition for excellence in the business is great and necessary, but forced inequality simply for the sake of corporate profit isn't. This new policy is bad for morale and seemingly designed to help AMSOIL corporate profits, at the expense of the many Dealers who have helped the company grow over the years.

I love the AMSOIL business, mostly because the opportunity is, or at least was, equal across the board, as long as you were willing to learn and try your best, not necessarily only because you had a bigger, more successful Dealership than some other Dealers.

Finally, although I never personally met him, I seriously wonder whether Al Amatuzio would have agreed with this new and unequal policy change.

**Joe Tatro**

*AMSOIL: We appreciate hearing your perspective, Joe. We implemented changes to the Certification Program for the benefit of our customers; it's important we connect customers with Dealers who are knowledgeable and active. Dealers told us in the 2017 Dealer survey that less knowledgeable and inactive Dealers were hurting their ability to earn sales. Increasing the requirements to achieve Customer-Certified status is one way we addressed that issue.*

*While we increased the requirements, we feel we kept them at the bare-minimum level to allow small, part-time Dealers to remain eligible as long as they're working their businesses. To be Customer Certified you need to review the Certification course material, earn at least \$10 every six months and register four new customers a year. Those are low hurdles for any active Dealer. You mentioned the new requirements were implemented "simply for the sake of corporate profit." The program distributes buying customers and commissions to Dealers even though they didn't generate the customers – we're handing out free money and do not earn any additional*

*profit. The program was developed to be inclusive of Dealers of all sizes, but rewards those who generate more customers and sales. It is absolutely a fair and equal opportunity – everyone is held to the same standard. With the Assigned-Customer Multiplier, the more you do, the more you get. Shouldn't Dealers who generate more sales be rewarded for their contributions? Those Dealers didn't start out with more; they started at the same place you did and worked their way up.*

*We fully understand the contributions of all the Dealers in the network and appreciate them. The Dealer opportunity stands today stronger than ever. We have better programs, more and better products, better marketing and better service. And it remains true that anyone can work his or her way to the top at any time – our highest-ranking Dealer started his business in 2009. Rewarding hard work and excellence and giving everyone a chance? We are confident Al would be proud.*

## BMW\* SPECS

I was wondering if AMSOIL has any plans to release 0W-20 oils to BMW's LL-01 FE, LL-14 FE+ and/or LL-17 FE+ specifications? With the return of the Supra\* using the B58\* engine, there might be more of an interest in aftermarket oil from tuners; plus this engine is in many other cars.

Thanks,

**Anthony Sevigny**

*AMSOIL: Thanks for your question, Anthony. We have been closely monitoring this market and plan to develop a product, but do not have details or a timeline to share just yet. Stay tuned.*

Email letters to:  
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Or, mail them to:  
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**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.



**Matt Erickson** | DIRECTOR, TECHNICAL PRODUCT MANAGEMENT

## Minimal oil and maximum heat

Here's why the upper cylinder is one of the toughest areas of an engine to lubricate and protect.

One of the toughest areas of your engine to lubricate – and one for which we haven't had a product until recently – is the upper part of the cylinder. The market has several additives that promise to protect the upper cylinder. In fact, Dealers and customers have been asking us for a similar product for quite a while. I'm happy to say we've delivered on that request. We worked hard testing numerous formulations before introducing Upper Cylinder Lubricant (UCL), which delivers the protection AMSOIL customers demand.

Before talking about Upper Cylinder Lubricant's benefits, let's talk about the inherent difficulties to lubricating the upper cylinder. Most stock automotive pistons have three rings. The top two press tightly against the cylinder wall and form a seal to build compression and prevent combustion chamber gases from contaminating the oil.

The third ring, called the "oil" ring, removes oil from the cylinder wall and returns it to the sump to prevent it from burning during combustion and increasing oil consumption. The "upper cylinder" can be defined as the area above the oil ring when the piston is at top dead center. Since the area is above the oil ring, it receives little to no lubrication. In the old days, leaded gasoline lubricated this area. Since leaded gas was abolished, it's been left to engineers to combat wear the best they can through piston-ring and cylinder design.

In this scenario, you end up with lack of lubrication in a critical area. Without lubrication, the piston rings and cylinder wall can wear, creating a gap between them. This allows pressurized gases to escape the combustion chamber, which

Product Line Fitment	P.i. Performance Improver	Upper Cylinder Lubricant
Cleans Injectors	✓	✓
Cleans Pistons	✓	
Cleans Combustion Chamber	✓	
Cleans Valves	✓	
Fights Ethanol		✓
Lubricates		✓
Capless Compatible	✓	✓
Treat Rate	30 gallons	25 gallons
Usage Interval	Every 4,000 miles	Every tank

contaminates the oil and reduces power. It also allows oil to enter the combustion chamber and burn, increasing oil consumption and harmful deposits.

That's where Upper Cylinder Lubricant steps in. It provides added lubricity to the upper cylinder, helping fight piston-ring and cylinder wear. It helps maintain engine compression and horsepower. In addition, the valve guides benefit from receiving lubrication on the combustion side, helping them to move freely and the valves to seat properly.

The product's lubricity also aids in protecting fuel injectors and pumps, helping ensure excellent performance and long life. It delivers **18 percent more lubricity than Lucas\*** and **20 percent more than Sea Foam\*** for better retention of horsepower and fuel economy<sup>1</sup>.

In addition, Upper Cylinder Lubricant helps clean fuel injectors, which maximizes fuel economy. It also contains inhibitors that coat metal surfaces, controlling moisture and

stopping corrosion before it starts. This is especially important given the prevalence of ethanol in most gasoline sold today since ethanol attracts moisture and hastens corrosion.

You might be wondering, "But, what about AMSOIL P.i. (API)?" P.i. is a deep-cleaning additive. It contains potent detergent additives that attack and clean stubborn deposits on fuel injectors, piston tops, rings, port-fuel-injected intake valves and the rest of the combustion chamber. But for all its great benefits, P.i. doesn't provide the lubrication or corrosion protection of Upper Cylinder Lubricant.

The table breaks down what each additive does and how often to use it. For best performance, use both products. Add Upper Cylinder Lubricant to every tank to provide needed lubricity, corrosion protection and injector cleanliness. Then use P.i. every 4,000 miles to clean the other areas of the combustion chamber. The products work in tandem to protect your vehicles and keep them running for the long haul.

<sup>1</sup>Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline.

# Synthetic Oil: An Origin Story

Research into alternatives to petroleum oils began long before Nazi Germany invaded Poland in 1939. But not until WWII choked off Germany's crude-oil supplies and dramatically revealed petroleum oil's failings on the front lines did a clear incentive to develop synthetic oil emerge. Coincidentally, as Germany's soldiers went backward on the battlefield, its scientists drove synthetic-oil technology forward in the laboratory. More than two decades later, a fighter pilot from Duluth, Minn., would take up the mantle and bring synthetic oil to the automotive world. Here's the story of how a technology forged in the world's bloodiest conflict arrived in the vehicles we drive today.

Much must have weighed heavily on the minds of German and Russian soldiers as Germany's 6th Army besieged Stalingrad, Russia on Aug. 23, 1942. Hitler had targeted the industrial city since it produced artillery and served as an important shipping route to the country's eastern regions. Perhaps as importantly, he prized the city because it bore the name of his adversary – Joseph Stalin.

Maybe the Germans were thinking about their defeat earlier that winter in a failed attempt to take Moscow. Maybe the Russians had in mind Hitler's proclamation that, upon taking Stalingrad, he'd have all the city's men killed and its women deported. Whatever the case, surely none of the soldiers or civilians had petroleum oil and its propensity to solidify in the cold on their minds.

However, as the fighting wore on through the winter, petroleum oil's shortcomings emerged as one of several reasons the Germans lost the Battle of Stalingrad. Despite early gains by Germany throughout the late summer and fall, the Russians refused to surrender. By late November, they'd trapped what was left of Germany's 6th Army in a defensive ring around the city. Then Russia's brutal winter set in. Hitler refused to surrender even as his soldiers slowly starved and ran out of provisions. Adding to the catastrophe, the army's tanks, aircraft and other military vehicles refused to start due to petroleum oil solidifying in the bitter cold.

The battle ended in February 1943 as Hitler's first publicly acknowledged failure of the war. It signaled a major defeat for the Axis powers. And it provided dramatic evidence of the inadequacy of petroleum motor oil to perform in temperature extremes.

## The birth of synthetic oil

Decades before the Battle of Stalingrad, scientists had been searching for an alternative to petroleum oil. In fact, French chemist Charles Friedel and his American collaborator, James Mason Crafts, first produced synthetic hydrocarbon oils in 1877. In 1913, German scientist Friedrich Bergius developed a hydrogenation process for producing synthetic oil from coal dust. Twelve years later, his countrymen, Franz Fisher and Hans Tropsch, developed a process for converting a mixture of carbon monoxide and hydrogen into liquid hydrocarbons. In America, meanwhile, Standard Oil Company of Indiana tried to commercialize synthetic oil in 1929, but lack of demand doomed the attempt. That didn't stop Standard Oil researcher F.W. Sullivan from publishing a paper in 1931 that disclosed a process for the polymerization of olefins to form liquid products. At about the same time, German chemist Hermann Zorn independently discovered the same process. Their discoveries laid the groundwork for the eventual widespread use of synthetic oil.

For the time being, however, conventional petroleum oil remained the dominant technology. The distillation process used to make conventional lubricants hasn't changed much since then. Formulators start with crude oil, which contains wax and a mishmash of elements, such as sulfur, nitrogen, oxygen and various metals. Many materials inherent to crude oil must be removed through refinement to increase the oil's usability. Refiners do this by applying heat, pressure and other catalysts to separate crude oil into different groups, called fractions. Further processing results in many of the products we use today, such as kerosene, gasoline, diesel fuel and lubricating oils used to make conventional motor oil.



### The limitations of distillation

As soldiers on the front lines discovered, however, conventional lubricants have inherent limitations. Distillation cannot completely remove impurities detrimental to lubrication, such as waxes that solidify in the cold and prevent engines from starting. Nor can it remove the lighter, unstable molecules that evaporate due to high heat. The extreme conditions of warfare exposed the limitations of conventional oil. It became obvious the world needed a better oil.

### Necessity drives synthetics forward

Synthetic lubricants were the answer. Unlike their conventional counterparts, synthetic oils are “built,” not distilled. This means formulators start with individual molecules, typically ethylene if formulating polyalphaolefin (PAO)-based synthetic oil, and build the lubricant from the ground up in the laboratory.

To illustrate, think of crude oil like a pile of LEGO\* blocks haphazardly connected to form various shapes of different sizes (see inset). Each block represents a different molecule, including elements such as carbon, sulfur, nitrogen or oxygen. Distillation separates the blocks into piles based on size. Larger blocks form a pile, medium blocks form another pile and so on. Each pile is analogous to a crude-oil fraction. The fraction containing smaller, lighter molecules is used to make products like kerosene and gasoline. Larger molecules become tar. Medium molecules become products that include base oils.

Distillation cannot prevent irregular molecules or molecules unsuited for lubrication from contaminating the fraction intended for lubricating oils, reducing the finished product’s performance.

The process used to make synthetic oil solves this problem by removing contaminants. Formulators start with a crude-oil fraction, or a pile of LEGO blocks to continue the analogy. They use different chemical processes to “crack” the blocks into individual LEGO bricks, deconstructing each larger molecule into its constituent parts. They’re left with different molecules, like LEGO bricks spread out on a table.

They select only the pure, uniform materials best suited for lubricating an engine, which is typically ethylene when manufacturing synthetic lubricants. Using organic synthesis, chemists use ethylene to build larger molecules, called alphaolefins. Then they use alphaolefins to build polyalphaolephins (PAO). “Poly” simply means “many.” The final product is a PAO synthetic base oil used to make synthetic motor oil.

# HOW THEY'RE MADE

## SYNTHETIC & CONVENTIONAL MOTOR OIL



The LEGO shapes represent the mishmash of different molecules in crude oil, including contaminants like sulfur, nitrogen and metals.

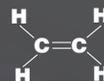
To make synthetic base oils, chemists hydrocrack molecules to “break” them into fundamental parts, similar to disassembling LEGO shapes into individual bricks.



Distillation separates molecules by weight into fractions used to make conventional base oils and other products, like gasoline.



REFINERY



Then they select only materials suited for lubrication, typically ethylene, discarding the contaminants and irregular molecules.



Formulators mix additives with base oils to make conventional oil. Distillation, however, cannot remove all impurities and irregular molecules, limiting the oil’s performance.



Via organic synthesis, they build alphaolefins, like making one large uniform LEGO block out of many smaller bricks. These are further built into polyalphaolefins (PAO) used to make synthetic oil.

Removing contaminants and building pure, uniform molecules vastly improves the performance of synthetic oil.

By building the finished product from only pure, uniform molecules, synthetic oils remain fluid in sub-zero cold for easier starts and better startup protection, resist evaporation in extreme heat, provide better wear protection and last longer. Given their superiority, it's easy to see why synthetics had been gaining popularity even before the war.

But the tipping point didn't come until the war choked off supplies of petroleum oil to several countries, notably Germany, France and Japan. The Stalingrad disaster coupled with lack of crude oil forced Nazi Germany to undertake an intense effort to find alternatives to petroleum oil. Zorn and his colleagues investigated a wide range of synthetic base-fluid chemistries, many originating from coal and other biobased sources. Germany evaluated more than 3,500 synthetic esters between 1938 and 1944. Their superior performance made them the focus of Germany's synthetic-lubricant technology during the closing years of the war.

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By 1968, Al Amatuzio was commercially selling synthetic motor oil for automotive use.

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In America, meanwhile, W.A. Zinsman led a more limited research program into synthetics at the Naval Research Laboratory between 1942 and 1945. The result was the development of the first diester synthetic base oils.

### **Synthetics take flight**

The increased performance demands of aircraft engines helped drive development of synthetic oil during the war. But the emergence of aviation gas turbine engines at the end of WWII and during the post-war era brought synthetics to the forefront. Conventional oils were incapable of providing the extreme-temperature protection required of jet aircraft. Only synthetics could deliver the protection needed to withstand supersonic flight.

### **Born to fly**

One person who'd come to understand this firsthand was Al Amatuzio, Lieutenant Colonel and squadron



commander in the Minnesota Air National Guard. Stationed in Duluth, Minn., Amatuzio had experienced the benefits of synthetic lubricants in his squadron's jet aircraft.

Amatuzio had taken an interest in aviation from a young age as he watched the Sikorsky mail plane fly over his neighborhood on its way to Lake Superior's St. Louis Bay. At 12, a short ride in a Piper Cub\* cemented his love of aircraft.

In 1942, Amatuzio answered America's call during WWII. He attended Naval Air Corps training until the Navy closed the program. After the war and eager to again pursue his dream of flying, Amatuzio joined the Air Force. He helped usher in the era's new jet-aircraft technology by flying the F80 Shooting Star.

### **"If it works that well in aircraft...?"**

Seeing synthetic oil in action, Amatuzio wondered why it wasn't used in automobile engines. He reasoned that the same performance benefits could be applied to the vehicles and equipment people depended on every day for work and fun.

When Amatuzio began researching synthetic oil in the 1960s, motor oil quality was poor and engines didn't last long. Then-modern oils were susceptible to breakdown in high heat and contributed greatly to hard-starting in cold weather. Oil industry giants thought conventional oils were good enough and thought synthetic oil was unnecessary for passenger cars.

Amatuzio undertook an intense period of research and development. He experimented with various formulations. He studied chemistry and learned about additives. In 1966, Amatuzio had formulated his first synthetic motor oil.

To test his formulation, he asked one of his pilots to use it in his brand-new 1966 Ford\* station wagon.

Throughout the late 1960s, Amatuzio continued to develop and sell synthetic oils under a variety of names. By 1968, he was commercially selling his synthetic motor oil. He incorporated "Life-Lube, Inc." on May 23, 1969 and continued to commercially sell various synthetic motor oil formulations.

By 1970, Amatuzio had settled on a single formulation and had renamed his company "AMZOIL" – an amalgamation of his name and "oil" – which he'd later change to "AMSOIL."

Still serving in the Air National Guard, Amatuzio ran his company in his spare time, working from his basement and warehousing product in his garage.

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AMSOIL Synthetic Motor Oil became the world's first synthetic motor oil to meet API service requirements. It outperformed conventional petroleum motor oils on all counts, heralding a new age in lubricant performance and engine life.

---

His financial resources, however, didn't match his energy, and he nearly bankrupted himself leading his fledgling company. Since no one believed in his idea, no one would lend him money. And few motorists were willing to pay for synthetic motor oil no matter how profound its performance benefits since it cost several times more than conventional motor oil.

### **The world's first API-qualified synthetic motor oil**

The omission of two important sets of letters on each can of oil also slowed sales: API and SAE. To earn the trust of motorists, AMSOIL Synthetic Motor Oil needed to meet the industry performance standards established by the American Petroleum Institute (API) and Society of Automotive Engineers (SAE).

In 1972, Amatuzio sent AMSOIL Synthetic Motor Oil to an accredited third-party laboratory, where it was subjected to a battery of industry tests.

The result? AMSOIL Synthetic Motor Oil became the world's first synthetic motor oil to meet API service requirements. It outperformed conventional petroleum motor oils on all counts, heralding a new age in lubricant performance and engine life.

### Resistant to change

From day one, synthetic motor oil was foreign to the Big Oil companies and automotive manufacturers of the time. AMSOIL Synthetic Motor Oil was guaranteed for 25,000 miles/one year, and other oil companies viewed such performance as detrimental to continuous sales. They didn't want synthetic oil, nor did they believe cars needed it. They were satisfied with the status quo, and Amatuzio was ridiculed for peddling his "fake oil."

Eventually Mobil,\* the king of the oil industry, acquiesced and introduced its synthetic oil in 1974. The automotive industry also slowly warmed up to synthetic motor oil's benefits. Largely in response to the energy crisis of the late 1970s, automakers began to introduce smaller, hotter-running, highly efficient engines that delivered more power and greater fuel economy than their predecessors. Synthetic lubricants gained popularity thanks to their ability to withstand the intense heat, pressure and stress of modern high-tech engines. Chevron\* introduced a synthetic oil in 1990, while Valvoline\* followed suit in 1992. Eventually, every major oil manufacturer introduced a synthetic oil of its own.

The same companies that had deemed conventional oil "good enough" a few decades earlier soon embraced synthetic lubricants as an enabler of higher levels of performance not thought of years before.

### Hall of fame induction

The seismic shift in thinking, however, started three decades earlier when Amatuzio wondered why we weren't using synthetic oil in our cars and trucks and set to work changing the status quo. His contributions to the synthetic-lubricant industry were validated in 1994 when he was inducted into the *Lubricants World* Hall of Fame, an honor that confirmed his status as a pioneer and thought-leader. His company had grown into a world leader in synthetics and had since introduced several other industry firsts to the market, including the first synthetic gear lube for automotive use, the first synthetic diesel oil and the first 100:1 synthetic two-stroke oil.

Today, more than 50 years after Amatuzio began commercially selling synthetic motor oil, AMSOIL INC. has solidified its status as the premier manufacturer of synthetic lubricants in the world. AMSOIL products are available in more than 60 countries, lubricate approximately half the wind turbines in North America and represent the only choice of millions of discerning enthusiasts across the U.S. and Canada.

SPECIAL SECTION

THE LUBRICANTS WORLD

# HALL OF FAME

## Amsoil's Albert J. Amatuzio Pioneered Synthetic Motor Oil

**Ellis Founded Valvoline.**  
In 1866-68, Dr. Ellis received four patents for steam heat distillation of lubricants. In 1867 he developed a high viscosity petroleum based synthetic oil which met the high standards of George Corlies, the great engine inventor. So good was it on engine valves that Corlies suggested Ellis name it Valvoline. He did so and patented the Valvoline process in 1868. His company, Continuous Oil, changed its name to Valvoline Oil Co. in 1902. For more on Ellis, see *The Oil Daily* Aug. 6, 1990, page B9.

**Everest: Mobil's Granddaddy**  
At a time when carters of leather and machinery owners distrustful petroleum-based lubricants, Hiram Bond Everest solicited testimonials from local fire departments to improve their market acceptance. He successfully pioneered many marketing techniques, including self-stamped reply cards, direct sales to consumers, and "traveling representatives" for his company, Vacuum Oil Co., the forerunner of Mobil Corp. For more on Everest, see *The Oil Daily* Aug. 12, 1991, page 8.

**Kier: First American Refiner**  
In 1846, Samuel M. Kier was making medicine from the unwanted oily byproduct of his father's salt wells when he wondered if the substance could be used for illumination or lubrication. J.C. Booth, a Philadelphia chemist, suggested that Kier distill the sticky substance. Setting up a shop outside Pittsburgh, Kier ultimately distilled a product priced \$1 a gallon less than whale oil and, ultimately, produced a far lubricant stock. For more on Kier, see *The Oil Daily* Oct. 6, 1988, page B-5.

**Cooper Pioneered Synlubes**  
An almost mythic figure, Cooper is known in some circles as the granddaddy of the lubricant additives business. He founded Edwin Cooper & Co. Ltd., which was acquired by Ethyl Corp. in 1975 from Burnah Castrol. This was the forerunner of Ethyl Petroleum Additives Inc. Cooper pioneered the development and manufacture of synthetic lubricants almost a hundred years ago. Many of his accomplishments are probably apocryphal. For more on Cooper, see *The Oil Daily* Aug. 6, 1990, page B11.

Lt. Col. Albert J. Amatuzio served as an award-winning jet fighter pilot for over 25 years, and had ample opportunity to witness synthetic lubricants in action. Synthetic oils are used exclusively in jet engines because of three extraordinary performance characteristics: an ability to reduce friction and wear on engine components, an ability to function dependably at severe temperature extremes, and an ability to withstand rigorous and lengthy engine operation without chemical breakdowns. Recognizing that these same lubricant characteristics would prove invaluable in combustion engines, Al Amatuzio formulated the first synthetic motor oil to meet API service requirements for automobile engines. The new lubricant performed like no other before it.



When the first can of Amsoil 10W-40 appeared on the market in 1972, it signaled the birth of an entire industry. In only two decades, Amsoil synthetic oils have expanded the boundaries of lubrication science and redefined the performance possibilities of modern machinery and engines. Amsoil Inc. was founded on Al Amatuzio's desire for technical innovation, his commitment to higher quality, and his belief that consumers would respond to a superior product. The company has remained true to these ideals; its history is a checklist of revolutionary products that have withstood the test of time. As the pioneer corporation in the field of synthetic lubrication, Amsoil sees its commitment to excellence as an historic responsibility, and A.J. Amatuzio's vision and enthusiasm continue to drive the company forward.

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## SYNTHETIC OIL TIMELINE



- 1877** Friedel and Crafts produce synthetic hydrocarbons.
- 1913** Friedrich Bergius synthesizes oil from coal dust.
- 1925** Fisher and Tropsch develop a process for industrializing synthetic oil production.
- 1929** Standard Oil Co. of Indiana tries unsuccessfully to sell synthetic oil commercially.
- 1931** Sullivan and Zorn independently discover process for polymerization of olefins.
- 1937** Polyalphaolefins are first synthesized.
- 1943** Gelled conventional oil due to bitter cold dooms Germans at the Battle of Stalingrad, intensifying efforts to produce synthetic oil.
- Post-War** Jet engines replace turboprops, driving the growth of synthetics.
- Mid-1960s** Lt. Col. Al Amatuzio begins researching synthetic lubricants for use in automotive engines.
- 1968** Amatuzio is commercially selling synthetic oil under company "Life-Lube, Inc."
- 1972** AMSOIL Synthetic Motor Oil becomes the world's first synthetic motor oil to meet API requirements.
- 1974** Mobil introduces its synthetic oil, Mobil 1.

# 2019 YEAR IN REVIEW

This year brought many changes to our product line, programs and policies. Here's a look back at some of the highlights of 2019.

## NEW DIESEL INJECTOR CLEAN + CETANE BOOST

Diesel Injector Clean + Cetane Boost (ADS) combines the superior detergency and improved lubricity of Diesel Injector Clean with the increased horsepower and cetane of Cetane Boost in one convenient package, providing the full potency and benefits of both products at an affordable price.

## MORE OPTIONS AND REDUCED PRICING FOR AMSOIL VEHICLE GRAPHICS

We partnered with a new vehicle graphics supplier, Turbo Images, and introduced different options to allow Dealers to take advantage of the Vehicle Graphics Program with less expense.

## MORE CANADIAN-SPECIFIC LABELS ROLLING OUT

We introduced Canadian-specific labels throughout the line of AMSOIL products. These labels feature both English and French as well as metric units of measure.

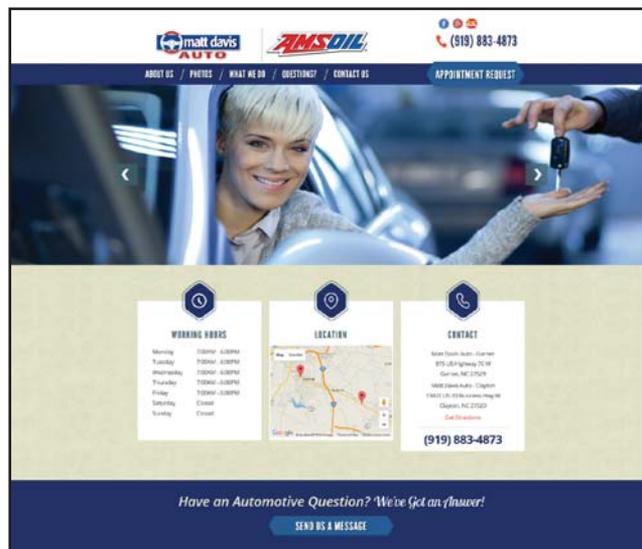
## MORE AMSOIL PRODUCTS AVAILABLE IN THE AWARD-WINNING EASY-PACK

The revolutionary AMSOIL easy-pack packaging makes changing fluid cleaner and faster, and eliminates the need for a pump. Our easy-pack product lineup expanded to offer additional viscosities of SEVERE GEAR® Synthetic Gear Lube, Synthetic ATV/UTV Transmission and Gear Lube, Synthetic Marine Gear Lube, Signature Series Synthetic Automatic Transmission Fluid and Manual Transmission & Transaxle Gear Lube.



## NEW AMSOIL REPAIR-SHOP WEBSITE PROGRAM

AMSOIL partnered with Repair Shop Websites to deliver professional, effective and hassle-free websites to automotive repair shops that Dealers serve. Through the AMSOIL Repair-Shop Website Program, repair-shop accounts can get a professionally designed website personally tailored for their business at only a fraction of the cost.



## ALL-NEW CLOTHING AND PROMOTIONAL ITEMS LINEUP

We overhauled many of our clothing and promotional offerings, gave the catalog a fresh look and introduced a number of changes to benefit Dealers. The new lineup features large, consistent logos, clothing and promotional items made in the USA and items you can personalize with your name and business information.



## UPDATED RETAIL CO-OP PROGRAM LAUNCH

With the new Retail Co-op Program, retail accounts are awarded co-op credit based on the total amount of their purchases in the previous year. Instead of earning and losing credit every month, your accounts have the full lump sum to use each year right off the bat, and they have the whole year to decide how to spend it. This updated program is easier to explain and understand, and it gives your accounts more buying power with the co-op program.

## NEW 24-STORE POLICY FOR RETAIL ACCOUNTS

We updated our policies to allow a business with up to 24 stores to qualify for a single retail account to service all outlets. Expanding to a 24-store policy eases business complexity and opens new opportunities to help you gain more retail accounts.

## MINIMUM ADVERTISED PRICE (MAP) POLICY

The new MAP policy prohibits Dealers or retailers from advertising discounted pricing on AMSOIL products, whether sold alone, bundled with other products or sold as part of an installed service (e.g. oil changes). This policy prevents larger retailers from gaining an unfair advantage over independent Dealers and smaller retailers, helping to ensure the viability of selling AMSOIL products for all Dealers and retail accounts.

## UPPER-CYLINDER LUBRICANT INTRODUCED

Upper Cylinder Lubricant's (UCL) unique additives provide lubrication to fight piston-ring and cylinder wear, maximizing engine compression and horsepower. It delivers **18 percent more lubricity than Lucas\*** and **20 percent more than Sea Foam\*** for better retention of horsepower and fuel economy.<sup>1</sup>

## NEW 5W-30 VISCOSITY JOINS SYNTHETIC SMALL-ENGINE OIL FAMILY

New 5W-30 Synthetic Small-Engine Oil (AES) rounds out the synthetic small-engine oil family. It's recommended primarily for snowblowers and generators, bringing the excellent benefits of AMSOIL Synthetic Small-Engine Oil to applications that call for a 5W-30 viscosity oil.

## NEW SIGNATURE SERIES 10W-30 MAX-DUTY SYNTHETIC DIESEL OIL

Signature Series 10W-30 Max-Duty Synthetic Diesel Oil (DTT) is ideal for customers looking for premium protection and the improved fuel efficiency afforded by a 10W-30.

<sup>1</sup>Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline.

# Championship Engine Builder Trusts Only AMSOIL

More than 1,080 miles covering six states separate Jesse Prather Motorsports, in Topeka, Kan., from Virginia International Raceway. And yet Jesse Prather's influence at the track in October for the Sports Car Club of America's (SCCA) annual "Runoffs" was unmistakable as an estimated 20 cars had one of his motors under its hood. In 2017, that number was 32. And two of those cars won national championships that year.

That's all to say that Jesse Prather is a big name in SCCA road-racing circles, particularly for competitors at the Runoffs, the SCCA's biggest event. Many of them source their engines from Prather's shop, where he puts his wealth of racing experience to work. Although Prather has raced himself, winning three SCCA national championships, and has built race cars, today he mostly builds high-performance engines. He's developed a niche building Mazda\* engines, but he also builds Honda,\* BMW\* and other foreign-made engines.

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"It's not about being loyal to a certain company – it's about what works. I trust AMSOIL exclusively with all my racing engines."

---

No doubt his father's experience racing British sports cars for parts of three decades played a part in Prather's career. Prather's father opened a racing shop in Kansas around 1990, where Jesse worked for 10 years. It was there he started working on Mazdas.

"A customer wanted me to build a rotary engine for his RX-7,\* and it just kind of snowballed from there," Prather said. His success behind the wheel laid the



**Prather's credentials have positioned him as the top builder of Mazda racing engines in the country.**

foundation for his success as an engine builder. "[When you win], people want to know where you're getting your equipment from. I built it all myself, so that's how I started this business."

Today, Prather runs his own business, and AMSOIL products are a huge part. In fact, every engine that leaves Jesse Prather Motorsports is shipped with AMSOIL Break-In Oil (BRK) inside the crate. It was this product that drew Prather to AMSOIL several years ago. "I was looking for an oil that would seat rings properly, but that I could also run hard on the dyno," said Prather. "With a lot of the break-in oils out there at that time, you couldn't run the engine hard on the dyno because it couldn't take the heat that we put them through on initial break-in."

Engine break-in is vital to building a championship racing engine. If the piston rings don't seat properly against the cylinder wall, engine compression can suffer, reducing horsepower.

In Prather's case, engine design posed additional challenges. "We used forged pistons with thin rings to reduce drag in the bottom end of the engine," he said. "I used to always have a lot of trouble getting these rings to break-in to the

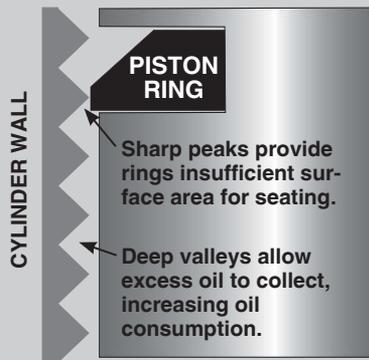
cylinder wall." Prather tried several techniques to solve the problem, but AMSOIL Break-In Oil proved most successful. "Now the rings seat in the first 10-15 minutes versus having to run an engine 2-3 hours before the rings seat – and sometimes they'd never seat," he said. "Every single engine I ship has AMSOIL Break-In Oil shipped in the crate with the engine. It's a required step to using a Jesse Prather Motorsports racing engine."

Prather's use of AMSOIL products doesn't end after break-in. He recommends AMSOIL DOMINATOR® Synthetic Racing Oil in his engines due to its excellent wear protection and heat resistance. "Even after running fairly high oil temperatures during a race, the oil does a good job absorbing the contaminants we put it through," said Prather.

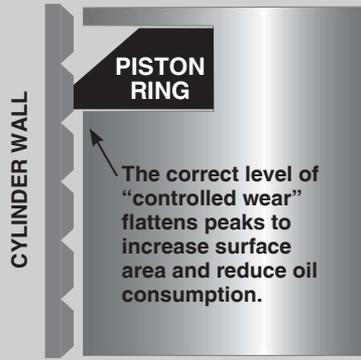


**Jesse Prather of Jesse Prather Motorsports**

### New Cylinder



### Broken-In Cylinder



## WHAT DOES IT MEAN TO “BREAK-IN” AN ENGINE?

The primary goal during engine break-in is to **seat the rings against the cylinder wall**. Properly seated rings increase compression, resulting in maximum horsepower; reduce oil consumption; and prevent hot combustion gases from entering the crankcase and contaminating the oil. A break-in oil must allow the correct level of “controlled wear” between the cylinder wall/ring interface while maintaining protection on other critical engine parts.

Most customers have their engines rebuilt after two years or 20 hours. It's then that he sees DOMINATOR's excellent performance first-hand. “When I get these motors back, I see that the bearings have been protected. We don't have bearing scuffing. We don't have bearing deterioration. I don't see extensive wear in some of the chain-driven camshafts. I don't see excessive wear on the bore or on the pistons. It's amazing; it just works. And we abuse it. This oil gets abused day in and day out.”

Prather's use of AMSOIL extends beyond the motor. He uses Synthetic Manual Transmission and Transaxle Gear Lube (MTG) in all synchronizer-equipped transmissions. He also uses SEVERE GEAR® Synthetic Gear Lube in the differentials and some transmissions not equipped with synchros. As Prather says, wear protection is the key to a good differential fluid, particularly in high-demand racing applications that undergo tremendous pressure. And SEVERE GEAR meets his demands. “Even up to

300°F (149°C), SEVERE GEAR doesn't break down; it continues to protect. It can take the heat and it still protects those gears,” said Prather.

Prather makes sure his customers know just how well AMSOIL performs. “I tell them it does the best job protecting their engine, period. I've been around racing for 40 years, and I tell them it works the best for what we're doing with these cars. I've seen the least amount of wear in the engines and the best protection of any other oil I've ever used, and I've used a lot over the years.”

While Prather has notched plenty of wins on the track, he derives more satisfaction from seeing his customers win. “I've had a customer win a national championship every year for the last multiple years,” he said. “And that really is what drives me to keep pushing.”

As with many AMSOIL users, Prather's initial positive experience with one AMSOIL product convinced him to try others. He now uses AMSOIL products in everything he owns with an engine. “I've expanded into using AMSOIL in all my engines, from my lawnmowers, to my RV, to my skidsteer, to all my family's vehicles. I use it exclusively. I don't have any other oils in my shop,” he said.

And the reason he uses it, as his customers have found out, is that it simply works. “That's all that matters to an engine builder. It's not about being loyal to a certain company – it's about what works. I trust AMSOIL exclusively with all my racing engines,” said Prather.



## CHAMPIONSHIP-WINNING ENGINE BUILDER JESSE PRATHER'S TOP THREE AMSOIL PRODUCTS.

### BREAK-IN OIL (BRK)

“The rings seat in the first 10-15 minutes versus having to run an engine 2-3 hours...”

### SEVERE GEAR SYNTHETIC GEAR LUBE

“Even up to 300°F (149°C), SEVERE GEAR doesn't break down; it continues to protect.”

### DOMINATOR SYNTHETIC RACING OIL

“It's amazing; it just works. And we abuse it. This oil gets abused day in and day out.”



**Use of AMSOIL Break-In Oil is a required step when buying a Jesse Prather Motorsports engine.**



# 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  
**TENTH**  
New Qualified Customers  
**NINTH**  
New Customer Sales



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



**Leonard & Marcie Pearson**  
*Washington*  
5-STAR REGENCY PLATINUM DIRECT JOBBERS  
**SEVENTH**  
Total Organization



**Sherree E. Schell**  
*Idaho*  
4-STAR REGENCY PLATINUM DIRECT JOBBER  
**EIGHTH**  
Total Organization  
**SEVENTH**  
Personal Group Sales



**Ray & Kathy Yaeger**  
*Wisconsin*  
5-STAR REGENCY PLATINUM DIRECT JOBBERS  
**NINTH**  
Total Organization  
**FIFTH**  
Personal Group Sales  
**THIRD**  
Retail Account Sales



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



**John O. Brown**  
*Arizona*  
PREMIER DIRECT JOBBER  
**SECOND**  
Commercial Account Sales



**David B. Richardson**  
*Ohio*  
MASTER DIRECT JOBBER  
**THIRD**  
Commercial Account Sales



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



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



**Greg and Joan Desrosiers**  
*Alberta*  
3-STAR REGENCY PLATINUM DIRECT JOBBERS  
**FIFTH**  
Retail Account Sales



**Peter & Diana Lotito**  
*North Carolina*  
REGENCY GOLD DIRECT JOBBERS  
**TENTH**  
Retail Account Sales



**David & Robin Huff**  
*North Carolina*  
REGENCY SILVER DIRECT JOBBERS  
**FIRST**  
New Qualified Customers  
**TENTH**  
New Customer Sales



**Eric & Valerie Johnson**  
*Virginia*  
EXECUTIVE DIRECT JOBBERS  
**THIRD**  
New Qualified Customers  
**EIGHTH**  
New Customer Sales



**Ches & Natasha Cain**  
*South Dakota*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
 Total Organization  
**THIRD**  
 Personal Group Sales  
**SIXTH**  
 New Customer Sales



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



**Carol H. Bell**  
*Texas*  
**5-STAR REGENCY PLATINUM DIRECT JOBBER**  
**SIXTH**  
 Total Organization  
**EIGHTH**  
 Personal Group Sales  
**SIXTH**  
 Commercial Account Sales



**Mylo & Patty Twingstrom**  
*Minnesota*  
**2-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**TENTH**  
 Total Organization



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



**Michael H. Ellis**  
*Michigan*  
**5-STAR REGENCY PLATINUM DIRECT JOBBER**  
**NINTH**  
 Personal Group Sales  
**FOURTH**  
 Commercial Account Sales



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



**John Coffey**  
*Virginia*  
**DIRECT JOBBER**  
**EIGHTH**  
 Commercial Account Sales



**Norman & Doreen Rinehart**  
*Texas*  
**REGENCY SILVER DIRECT JOBBERS**  
**TENTH**  
 Commercial Account Sales



**Michael P. Scott**  
*Minnesota*  
**REGENCY DIRECT JOBBER**  
**SIXTH**  
 Retail Account Sales



**James E. Gates**  
*Florida*  
**EXECUTIVE DIRECT JOBBER**  
**EIGHTH**  
 Retail Account Sales



**David G. Douglas**  
*Michigan*  
**EXECUTIVE DIRECT JOBBER**  
**NINTH**  
 Retail Account Sales



**Justin & Jennie Peszko**  
*Virginia*  
**MASTER DIRECT JOBBERS**  
**FOURTH**  
 New Qualified Customers  
**THIRD**  
 New Customer Sales



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



**Ashley Carte**  
*Ohio*  
**DIRECT JOBBER**  
**SEVENTH**  
 New Qualified Customers  
**FIFTH**  
 New Customer Sales



# MONTHLY LEADERS

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**Mark A. Hinson**  
*North Carolina*  
**DIRECT JOBBER**  
**EIGHTH**  
New Qualified Customers



**Michael J. Mathe**  
*Tennessee*  
**REGENCY GOLD DIRECT JOBBER**  
**NINTH**  
New Qualified Customers  
**FOURTH**  
New Customer Sales



**Eben Rockmaker**  
*Nevada*  
**EXECUTIVE DIRECT JOBBER**  
**SEVENTH**  
New Customer Sales



# HIGHER LEVELS OF RECOGNITION



**Payton Zierolf**  
*Wyoming*  
**DIRECT JOBBER**  
**Sponsor:**  
*Kaden L. Donnay*  
**Direct Jobbers:**  
*James & Jean Lanning*



**James & Kim Steinmetz**  
*Wisconsin*  
**DIRECT JOBBERS**  
**Sponsor:**  
*Kevin Petersen*  
**Direct Jobbers:**  
*William & Janice Waech*



**Bob T. Sneed**  
*Idaho*  
**DIRECT JOBBER**  
**Sponsors:**  
*Richard & Vera Martin*  
**Direct Jobber:**  
*Chalmer Miller*



**Brett & Tammy Camacho**  
*California*  
**DIRECT JOBBERS**  
**Sponsors:**  
*Martin & Amy Kamimoto*  
**Direct Jobbers:**  
*Roland & Irene Chan*



**Lee & Caroline Walch**  
*Alberta*  
**DIRECT DEALERS**  
**Sponsors:**  
*Denis & Lin Guenette*  
**Direct Jobbers:**  
*Denis & Lin Guenette*



**Greg L. Croteau**  
*Oregon*  
**ACCOUNT DIRECT**  
**Sponsors:**  
*Tuija & Michael Cassidy*  
**Direct Jobbers:**  
*Tuija & Michael Cassidy*



# PROTECT YOUR AMSOIL BUSINESS

**Do you have a plan for who will manage your AMSOIL business when you're no longer able to?**

- Ensure your successor receives **maximum value** from the business you worked hard to build.
- Ensure your customers keep receiving the **excellent service** they have been provided.
- **Protect** the AMSOIL brand.

Start thinking about how you plan to move your Dealership forward for generations to come. New policies are now in place to help establish a good plan.

Visit the Succession Planning page in the AMSOIL Dealer Zone (Rules of the Road>Succession Planning) to learn more.



*The First in Synthetics®*

### December Close-Out

The last day to process December orders in the U.S. and Canada is the close of business on Tuesday, 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 Monday, Jan. 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 Dec. 24-25 for Christmas and Wednesday, Jan. 1 for New Year's Day. The Toronto Distribution Center will be closed Thursday, Dec. 26 for Boxing Day.

### 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.

### Dealer-Number Transferring Links

The easiest and fastest way to follow up on potential purchases and applications is to reach out with a personalized Dealer-number transferring link. These links allow you to direct prospective customers and Dealers to the information they need on [amsoil.com](http://amsoil.com) while also keeping them connected to you as a Dealer.

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](http://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. If the URL already contains a question mark (?), use an ampersand to attach your Dealer number (`&zo=` and your Dealer number).
5. Send this Dealer-number transferring link to your prospective customer/Dealer via text message or email.

### EAO38 Oil Filter Discontinued

The AMSOIL EAO38 Oil Filter is discontinued and available while supplies last. Effective January, the AMSOIL Auto/Light-Truck Lookup will recommend the EA15K51 Oil Filter in its place. The WIX 51361 oil filter is also available for the corresponding applications.

### New ATV/UTV 100% Synthetic Powertrain Fluid Available Jan. 7

New ATV/UTV 100% Synthetic Powertrain Fluid (AUPT) will be available Jan. 7. It replaces ATV/UTV Front Drive Fluid (AUFD), which is discontinued and available while supplies last. ATV/UTV Powertrain Fluid is custom engineered for heavily loaded transmission/differentials, front drives and hubs on ATVs and UTVs. Its shear-stable formulation protects high-torque gears while cooling critical components and resisting the effects of extreme use. Available only in easy-packs, ATV/UTV Powertrain Fluid is recommended by AMSOIL for use in Polaris\* RANGER,\* RZR,\* GENERAL\* and Sportsman\* transmission/differentials, front drives and hubs calling for Demand Drive Fluid\* or AGL Synthetic Gearcase Lubricant and Transmission Fluid.\* It's also for use in ATVs and UTVs that require wet-brake-compatible fluid, including those made by Kawasaki,\* Yamaha\* and Argo.\*

### Spray Grease Formula Update

Our Spray Grease (GSP) formula has been updated to meet VOC (volatile organic compounds) requirements. Its performance, product code and package size remain unchanged, while its price has slightly increased.

### Spray Grease

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
GSPSC EA	(1)	10-oz. Spray Can	4.48	6.95	7.30	9.00	9.45
GSPSC CA	(12)	10-oz. Spray Cans	53.72	79.00	82.95	106.65	112.05

- **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

### New Product Line Continues to Grow

The introduction of the all-new ALTRUM supplements continues with Energy Support (ALES) joining the ranks of the other upgraded products now available. (Get all the details about these new products in the December *ALTRUM News*.)

In addition to new packaging and formulas, many of the new supplements feature lower prices and a greater number of servings per bottle. For example, Prostate Health contains a 45-day supply instead of 30 when taking the recommended dose of two soft-gels per day. Our bottles now show "Best If Used By" dates, which indicate how long the supplements are at their highest quality and freshness.

Watch for announcements here in *AMSOIL Magazine*, *ALTRUM News*, in the *ALTRUM Focus* email newsletter and in Centerlines in the Dealer Zone.



Order: 1-800-777-7094 | [www.altrumonline.com](http://www.altrumonline.com)

# BOOST BUSINESS WITH THE NEW AMSOIL RETAIL PROGRAM

More value. More buying power. Less confusion.

## ✔ New Merchandising Kits

Retail accounts choose their own free merchandising item that best suits their retail outlet.



Two-Sided 3' x 2' Aluminum AMSOIL Sign



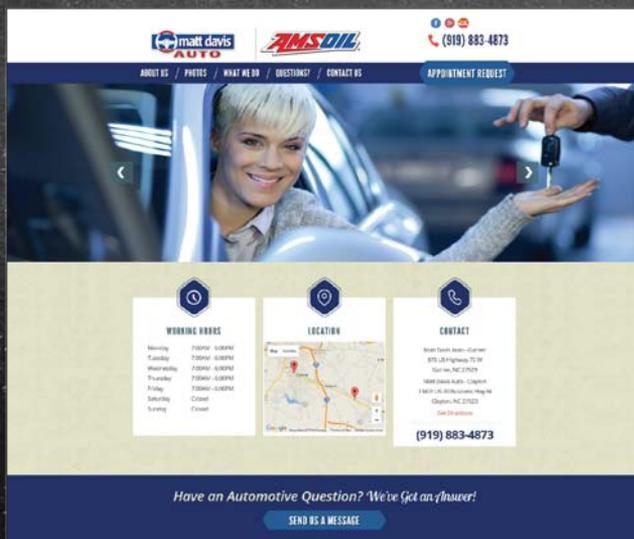
Mouse Pad



Retail Merchandising Kit  
Shelf not included



8' x 3' Vinyl AMSOIL Banner



## ✔ New Repair-Shop Website Program

Repair-shop accounts get a professionally designed website for their business at only a fraction of the cost.

## ✔ New Co-op Program

Co-op credit is received in one lump sum at the beginning of each year, giving your retail accounts more buying power right off the bat.

## ✔ New MAP Policy

Dealers and retailers are prohibited from advertising discounted pricing below current MSRP, ensuring a level playing field among all accounts.

For full policy details, refer to the Dealer Policies & Procedures (G4000) in the Dealer Zone under Product and Program Literature>Dealer Literature.



Steve LePage | DEALER DEVELOPMENT MANAGER

## Make a succession plan for your business

Safeguard your Dealership's legacy and ensure your customers are in good hands.

In business, staying ahead of the curve means planning for inevitabilities, and that applies to your AMSOIL business, too. So, who is going to manage your AMSOIL business when you're no longer able?

Eventually, you'll need to wind down your Dealership and either transfer it to an heir or sell it outright. Before that time comes, take steps to ensure your customers continue to receive the same excellent service you've been providing all along. Unfortunately, many Dealers do not have a plan, and years of hard work can go up in smoke as their customers become dissatisfied.

Our data shows that sales drop considerably within three months of a Dealer becoming unable to work his or her business due to poor health or death. For that reason, we've instituted policies to encourage Dealers to prepare for a speedy, seamless transition once they're unable to work their businesses. These changes are designed to help mitigate sales declines, protect the long-term stability of the Dealer network and ensure customers continue to receive superior service. They also ensure your heir or replacement acquires a healthy business that he or she will be proud to continue.

While Dealers have the right to bequeath their Dealership to a beneficiary, they must meet the following requirements to successfully transfer or sell a Dealership.

1. Since only registered AMSOIL Dealers may submit orders and earn commissions, **your heir or successor must be an AMSOIL**

**Dealer prior to taking possession of your Dealership.** The heir must also be **Customer-Certified.**

2. In addition, the Dealership being transferred must have **at least \$600 in earnings over the previous 12 months and have active customers.**

If a Dealer passes away, next of kin must notify AMSOIL within 30 days. The Dealership will be temporarily put on hold, which means it will be removed from the Dealer Locator and no longer eligible to receive assigned customers. AMSOIL will pay commissions for the month in which the death occurred but suspend future commissions. Personal purchases through a deceased Dealer's business will no longer be permitted. The Dealership's customers, however, may continue to place orders.

The estate's trustee must then submit legal documentation to AMSOIL identifying the heir. If the beneficiary is a Customer-Certified Dealer, AMSOIL will transfer any personally sponsored and assigned Dealers and customers. Assigned retail and commercial accounts will also transfer if the purchasing Dealer resides within 50 miles of the account or an acceptable plan to service customers is presented and accepted in writing for purchasing Dealers who reside up to 200 miles away from the account. If these requirements aren't met, these customers will be reassigned to a local Customer-Certified Dealer.

If the beneficiary is not a Customer-Certified Dealer at the time of the original Dealer's death, all personally sponsored Preferred Customers (P.C.s),

catalog customers and Dealers will be transferred to the upline Dealer. Assigned P.C.s and catalog customers are transferred to the upline Dealer if that upline Dealer is Customer-Certified. If not, they will be reassigned. Assigned retail and commercial accounts will transfer to the upline Customer-Certified Dealer if geographic requirements are met, or they will be reassigned to a local Customer-Certified Dealer.

The main point to remember is this: **Develop a succession plan for your Dealership.** Choose an heir now and register him or her as a Dealer. Help him or her become Customer-Certified. For details, visit Learning Center>Dealer Certification in the Dealer Zone.

While there, review the succession-planning policies in the AMSOIL Independent Dealer Policies & Procedures (G4000). Additional information on how to develop a succession plan is also available (Rules of the Road>Succession Planning).

This may not be a pleasant subject to discuss, but taking these steps can help make for a seamless transition should something happen to you. It's vital to ensuring your loyal customers continue to receive good support and your heir obtains a thriving business worthy of your legacy. If you have any questions about succession-planning, contact Brian Lammi or me at 1-800-777-7094.



# New 2020 Calendars Available Now

Each month of the new 2020 AMSOIL calendar features an AMSOIL influencer and the vehicles and equipment in which he or she uses AMSOIL products.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone (click the Print Center icon under Quick Links).

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.

## AMSOIL Print Center Pricing\* – Personalized

<b>11 – 49 calendars</b>	\$3.12 each
<b>50 – 99 calendars</b>	\$2.69 each
<b>100 – 249 calendars</b>	\$2.34 each
<b>250 – 499 calendars</b>	\$2.30 each
<b>500+ calendars</b>	\$1.98 each

\*Free shipping in the U.S.

## 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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Have a Merry Christmas and Happy New Year.  
Thank you for all your hard work in 2019, and we  
look forward to an exciting and prosperous 2020.  
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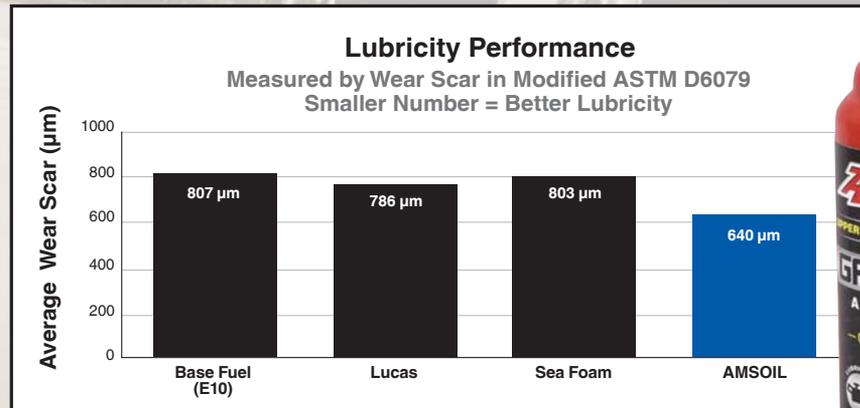
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December 2019

# PRESERVE HORSEPOWER AND PERFORMANCE AT EVERY FILL.

Your engine's top-end is sparsely lubricated and prone to the development of performance-robbing deposits. AMSOIL Upper Cylinder Lubricant's unique additives provide that missing lubrication to fight piston-ring and cylinder wear, **maximizing engine compression and horsepower.** It delivers **18 percent more lubricity than Lucas\*** and **20 percent more than Sea Foam\*** for better retention of horsepower and fuel economy.<sup>1</sup>



<sup>1</sup>Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. \*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use. All products advertised here are developed by AMSOIL for use in the applications shown.