

AMSOIL[®]

► DEALER EDITION

MAGAZINE

FEBRUARY 2018

TOP NEW DEALERS OF 2017

| PAGE 10



Get More for Less with AMSOIL
Market Catalogs | PAGE 13

**YOU ASKED FOR IT,
AND HERE IT IS.**

**FREE
SHIPPING**

**DEALERS AND PREFERRED CUSTOMERS
NOW GET FREE SHIPPING ON
QUALIFYING ORDERS.**

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?

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of \$450 or more.**

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PREFERRED CUSTOMERS:

**Free shipping on orders of
\$100 or more (\$130 Can.).**

Orders less than those thresholds pay a flat shipping rate of \$8.99 (\$11.99 Can.).

The Class of 2017 | PAGE 10



TOP NEW DEALERS

FEATURES

- 8** New AMSOIL Dealer Zone
- 10** The Class of 2017
- 13** Get More for Less with AMSOIL Market Catalogs
- 14** Dealer: 'The Sky is the Limit'

DEPARTMENTS

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

ADVERTISEMENTS

- 2** Free Shipping
- 5** Go Ahead... Dream!
- 19** Dealer Certification - The First Step Toward Your Success
- 23** Performance and Protection That's Miles Ahead of the Rest.
- 24** Every Dealer Needs One

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Back Issues

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

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**THE COVER**

Congratulations to the top-performing new Dealers of 2017. Watch for these up-and-comers in the Monthly Leaders section of *AMSOIL Magazine* in the year ahead.



Alan Amatzio
Co-President & COO

Dean Alexander
Co-President

From the Presidents

This issue features the top-performing new Dealers of 2017. These Dealers just got started, and some of them have big plans for the future. They have varied backgrounds and ways of going to market, but they all have one thing in common: they started. They're each working their businesses their own way, and it sounds like they're having fun too.

There isn't much that makes us happier than hearing about Dealers who are making money and having fun while they're at it. With free shipping for Dealers and P.C.s, we expect to hear about more successful Dealers than ever in 2018. These improvements should result in more commissions for you. We've got other big things in the works too. We're working on more ways to simplify and support your efforts wherever we can.

The new market-based catalogs are a great example. We're simplifying

things for you by reducing the number of literature items you have to choose from, and we're improving things overall by adding product and pricing information. Now it's easy to determine which items you need when you're out prospecting. Oh, and it costs less too.

We've also got a new Dealer Zone in development. It is much simpler to find the information you need. It also provides new information and resources to help you run your business.

The biggest project of 2018 is our website redesign. We recently kicked off a major initiative to improve amsoil.com. The entire experience will be improved for all customer types, including those who visit us on mobile devices. One major upgrade will be the site's ability to display country-specific information, which means Canadians will see metric units of measure and

only products that are available in Canada. The site will also have a French-language translation option. We expect the new amsoil.com to be ready sometime around November 2018.

Meanwhile, we hope you're all making money and finding enjoyment along the way. Join us for the 45th Anniversary Convention this July so we can take a look at our exciting future, and have some fun, together.

Dean Alexander
Co-President

Alan Amatzio
Co-President & COO

PASSENGER CAR

AMSOIL
DIESEL

FORTY FIVE YEARS
— 2018 —
Go ahead...
AMSOIL
DREAM!

JULY 19 - 21, 2018

The AMSOIL 45th Anniversary Convention is on the horizon and now is the time to register for this exciting event. This year we're pleased to offer the AU Business Summit (July 18-19), an optional day-and-a-half of innovative sales and marketing training. Make your way to Duluth, Minn. this summer to learn from our corporate staff, network with other Dealers and celebrate 45 years of the AMSOIL Dealer Network.

Act before March 31, 2018 to receive discounted tickets and join other AMSOIL Dealers for a unique blend of training, fellowship and fun.

REGISTRATION

Through March 31, 2018: \$139

April 1, 2018 until the Convention: \$149

AU Business Summit: \$25

To register or review lodging information, go to the Dealer Zone homepage and click on the "Go Ahead... Dream!" banner at the center of the page or simply visit amsoil45.eventbrite.com. Space is limited for the AU Business Summit, so register early.



**NETWORK MARKETING
FUNDAMENTALS WITH
TODD FALCONE**

High-energy speaker, author and trainer Todd Falcone will share network marketing tips through his comedic, yet direct approach.

LETTERS TO THE EDITOR

DECALS

I agree 100% with the letter from Bill Phelan [October *AMSOIL Magazine*]. I was speaking with my neighbor from a few doors down while he was mulching the front lawn and leaves. I mentioned to him about AMSOIL Small-Engine Oil. He asked what it was and where to buy it. My Chevy* Equinox* has four of the 13-inch decals on it, it's parked on the street and he's asking where.

If we can buy decals like "AMSOIL Sold Here" or "AMSOIL Synthetic Lubricants Available Here," these would allow us to add our email and phone information to our vehicle windows. I'd buy them with AMSOIL printed about 16 inches long like the static decal. I also have a spot reserved for the aluminum sign when it comes back. I use my vehicle for my day job and can't apply the AMSOIL vehicle graphics kits.

Best regards,

Jeff Hartt

***AMSOIL:** Thank you for your letter, Jeff. Be sure to check out the latest Apparel and Promotional Items Catalog (G1650) for these new items and more. We're also investigating our options for adding customizable decals to the Print Center, which will allow you to add your contact information to an AMSOIL decal.*

AVIATION OILS

Has AMSOIL ever considered producing aviation oils, hydraulic fluids and products? I am an A&P mechanic for business jets and live in the Air Capitol, Wichita, Kan., and I think our products would go over good in the aviation industry, especially with the piston engine and now diesel piston products. Besides, AMSOIL was started from aviation oils. How about we provide oils to the industry?

Martin Cranford

***AMSOIL:** Thank you for your suggestion, Martin. We offered aviation oils in the early days of the company, but exited this market due to high competition, low sales and high insurance costs. We are currently taking a fresh look at the aviation market to determine if there are any opportunities for Dealers there in the future. If it looks good, you can bet*

we'll have an announcement of some fresh aviation products here in AMSOIL Magazine.

APPROVED OILS LIST

I am a longtime Dealer since 2009, and my AMSOIL business is small, but I have lost my best customer, German Autocraft Inc., due to the European vehicle manufacturers oil list they use as approved oils in their autos. I contacted a longtime customer about his last order being so long ago and asked him if there were any issues I could help with. He told me it was nothing to do with me – that I have been great on my end – but the high-end vehicles he works on have approved oil lists. They say the oils on the list are all that are allowed to be used in their autos, and AMSOIL is not on the list. So he has stopped using AMSOIL due to the possibility of a lawsuit if he does use it and something happens. He suggested that AMSOIL should contact these manufacturers and try to have them test and approve AMSOIL and get on the list. I would appreciate it if this can be considered.

Roger Holloway

***AMSOIL:** Our European Car Formula is on a number of major manufacturers' approved oil lists, including VW*, BMW*, Mercedes-Benz* and Porsche*. We also recommend it in many other European applications. Keep in mind that it is against Federal law for a manufacturer to deny warranty coverage based solely on the brand of lubricant used. Make sure your customers and accounts know that we back them up with our warranty, too, and they can use and install European Car Formula in high-end European vehicles with full confidence. See www.amsoil.com/warrantysecure for more information.*

ALTRUM NEWSLETTER

I have been a Dealer almost 42 years and was just informed yesterday that all Dealers do not receive all monthly newsletters. One of my Dealers said he did not know anything about the ALTRUM products. He said he had never received the ALTRUM newsletter, so I called AMSOIL. They told me unless he shows interest in ALTRUM, he will not get the newsletter. This is a cop out. He pays

his dues; he should get all the benefits, including all mailings, or he is getting shortchanged. He pays for it; he should get it. The company is shortchanging everyone that does not get all the benefits of both AMSOIL and ALTRUM. You need to sharpen your pencils and stop shortchanging the Dealers. This will increase the profits of the company and Dealers. Thank you for printing this in the *AMSOIL Magazine*.

Douglas Fay

***AMSOIL:** Thanks for being with us for 42 years. We appreciate your loyalty and all of your efforts through the years. Very few companies can claim to have relationships with folks who are loyal for more than four decades. We're flattered.*

We have never mailed the ALTRUM News to all Dealers; the way it is set up today is the way it's been since the beginning. We only promise Dealers a copy of AMSOIL Magazine, so we are not shortchanging anyone. That's the last thing we want to do. The simple truth is, most Dealers have little to no interest in ALTRUM, and forcing it on them will only degrade our relationship and waste money. We have made efforts to increase awareness of ALTRUM products over the past year by featuring an ALTRUM message in the Centerlines area of AMSOIL Magazine regularly. We even insert a copy of ALTRUM News in AMSOIL Magazine occasionally to ensure all Dealers have the opportunity to learn about it. Anyone who purchases ALTRUM products is added to the ALTRUM News mailing list, and back-issues of ALTRUM News are available for all to see at altrumonline.com. We will also add anyone to the ALTRUM News mailing list upon request.

Email letters to:
letters@amsoil.com

Or, mail them to:
AMSOIL INC.
Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

Letters are subject to editing for length and clarity; please include your name, address and phone number.



Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

Racing oil versus regular oil

Racing oil must be the best choice for my daily driver, right?

Here's a line of reasoning I hear sometimes from gearheads and other enthusiasts:

- 1) Racing engines are more severe than my engine.
- 2) Racing engines use racing oil.
- 3) Therefore, I should use racing oil in my vehicle for best protection.

It's true that your average racing engine creates operating conditions more severe than the average passenger car engine. However, that's not to say that modern engines aren't tough on oil. The last couple years, we've been telling you about the toll today's engines take on motor oil.

The turbocharged, direct-injection engines in modern vehicles generate increased heat and contaminants compared to their predecessors. Motor oil bears the brunt of the added stress. That's why industry motor-oil specifications keep growing tougher and automakers are increasingly recommending synthetic oils to meet these strict performance specs.

Racing, however, is a whole different animal. The powerful, modified engines in racing vehicles produce extreme heat and pressures your average car or truck simply will never see. Scott Douglas's 900-hp Pro 4x4 race truck can produce engine temperatures in excess of 300°F (149°C). Engine temperatures in a typical passenger car/light truck fall somewhere between 195°F and 220°F (90°C - 104°C). The difference is even more striking when you consider that the rate of motor oil oxidation (chemical breakdown) doubles for every 18°F (10°C) increase in oil temperature.

The tremendous shearing forces the oil bears as it's squeezed between the interfaces of the pistons/rings and cam lobes/lifters pose another problem. The pressure can tear apart the molecular structure of the oil, reducing its viscosity and film strength.

Racing oil has to be formulated differently to protect these demanding engines. Even so, it doesn't mean you should order a case of AMSOIL DOMINATOR® Synthetic Racing Oil for your car.

Why? For starters, racing oils are changed frequently. Most professionals change oil every couple races, if not more frequently. For that reason, racing oils are formulated with a lower total base number (TBN) than passenger car motor oils. TBN is a measure of the oil's detergency properties and its ability to neutralize acidic byproducts. Oils with longer drain intervals have higher TBNs. AMSOIL Signature Series Synthetic Motor Oil features a TBN of 12.5 to enable its 25,000-mile/one-year drain interval. In contrast, DOMINATOR Synthetic Racing Oil has a TBN of 8 since we recommend changing it more often. As great as it performs on the track, DOMINATOR is not what you want in your engine when you're driving thousands of miles and several months between oil changes.

Second, you want to use an oil in your daily driver that excels in several performance areas:

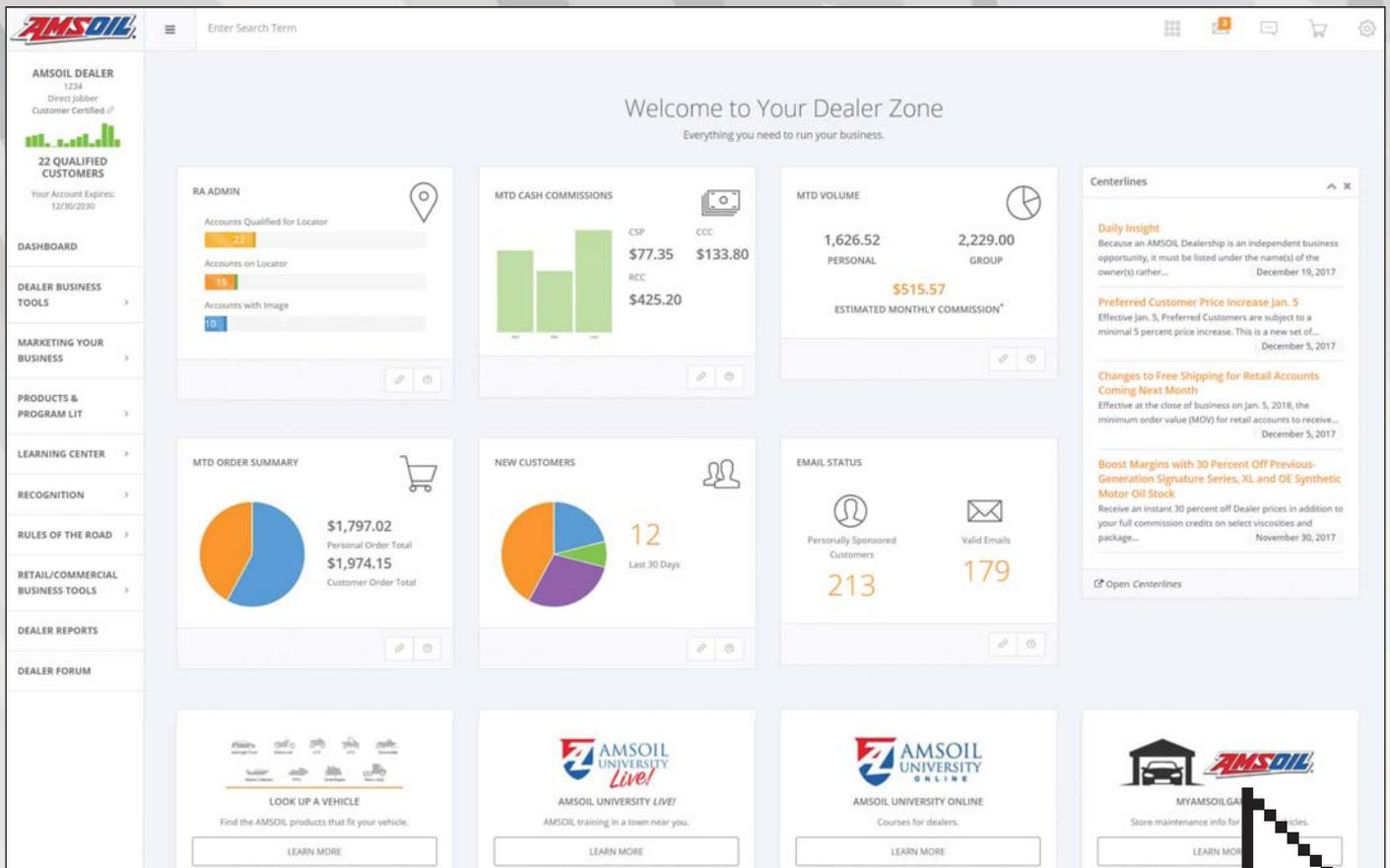
- Wear protection
- Long oil life
- Maximum fuel economy
- Engine cleanliness
- Corrosion protection
- Oxidation resistance
- Easy cold-temp starts

Motor oil additives produce many of these benefits. For example, anti-oxidant additives fight high heat and extend oil service life. Anti-wear additives interact with the metal surfaces of engine parts and guard against metal-to-metal contact. Many additives form layers on metal surfaces. That being the case, they compete with each other for space, so to speak, like pigs competing for room at the trough.

Racing oils are often formulated with a heavy dose of friction modifiers to add lubricity for maximum horsepower and torque. The boosted level of additives meant to increase protection and performance during a race doesn't leave room in the formulation for additives found in passenger car motor oils that help maximize fuel economy, fight corrosion or improve cold-weather protection. In effect, the ravenous pigs at the trough leave no room for their brethren, resulting in a less well-rounded formulation.

Achieving the tasks of a passenger car motor oil requires a finely balanced formulation. Too much or too little performance in one area can negatively affect other areas – and the oil's overall protection and performance. The list of tasks required of a racing oil, however, is much shorter.

The right tool for the right job is an axiom with which you're familiar. The same holds for motor oil. It's best to leave racing oil to competition engines and use a properly formulated passenger car motor oil for your daily vehicle.



NEW AMSOIL DEALER ZONE

The AMSOIL Dealer Zone is undergoing major renovations to become a better tool for Dealers to grow their businesses. The newly remodeled website (launching March 2018) will feature better navigation, more visibility of sales and reports and better insight into your customer base. All of the content will be organized in a simplified format that makes it easier to manage your AMSOIL Dealership.

The new Dealer Zone is laid out in a more responsive design with your Dealer sales and reports front and center on the dashboard when you log in. Dealer business and marketing tools, literature, retail/commercial business tools and the Dealer Forum are linked right from the homepage. You'll also have access to content you're already familiar with, including the Product Guides, AU Online, MyAMSOILGarage and Centerlines, to help you stay on top of what's happening at AMSOIL.

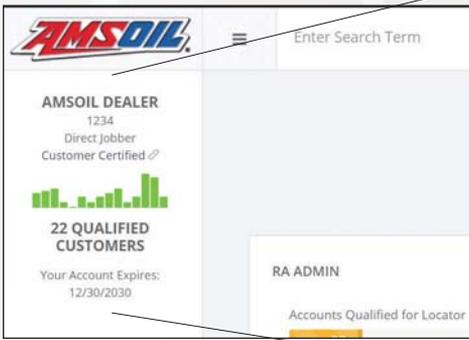
The most notable change being made to the Dealer Zone is improved navigation. In addition to the simplified design, we're improving the search function and

adding a site map to route you anywhere you need to go. The new Dealer Zone will also feature a streamlined contact form to direct you to the proper personnel for answers to any questions you may have.

Our goal is to have the AMSOIL Dealer Zone set up to be the most convenient way of monitoring and managing your business. As part of our objective to grow and enhance the Dealer network, we want you to have clear access to the tools and information you need to serve your customers and accounts. We've listened to your requests for improvement, and we're developing the changes you want to see. These

upgrades will help the Dealer Zone become an even more valuable tool for operating your AMSOIL Dealership.

The previous version of the Dealer Zone will continue to be accessible for 90 days during the transition to the new layout. This will allow you to quickly access the tools and information you need in their familiar places, but make sure to use this time to get acquainted with the new Dealer Zone so you're ready to go when the existing Dealer Zone is closed.



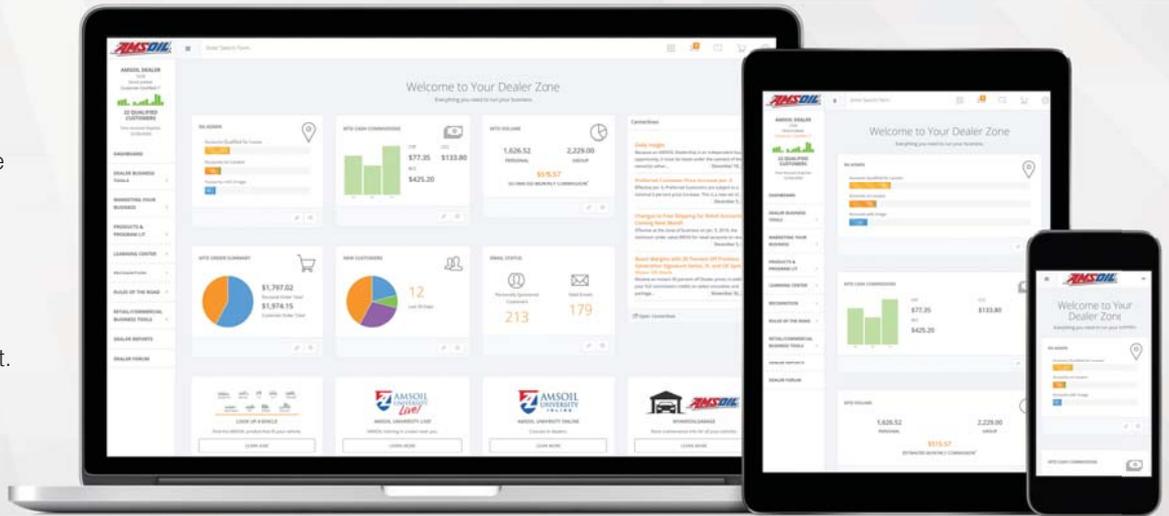
AMSOIL DEALER
1234
Direct Jobber
Customer Certified

22 QUALIFIED CUSTOMERS

Your Account Expires: 12/30/2030

Your Dealer Certification level is listed in the top left corner. We'll also list the number of qualified customers you have so if you aren't Locator or Customer Certified, you'll know how many qualified customers you need to unlock these benefits.

The new Dealer Zone will be optimized for all types of mobile devices. It will be much more convenient for you to navigate on your smart phone or tablet.



AMSOIL DEALER
Direct Jobber
Your Account Expires: 12/30/2030

Ordering

Dashboard / Dealer Business Tools / Ordering

Start an Order

- PLACE ORDER
- CO-OP CREDIT ORDER
- EZ DEALER ORDER
- EZ ACCOUNT ORDER
- OIL CHANGE REMINDER KIT
- OIL CHANGE REMINDER DECAL

Shipping Information

Active registered wholesale customers have terms, conditions and ordering procedures specific to their account type. Click on the proper account type below for full shipping and handling details.

- G2602 U.S. Commercial Account Ordering Information
- G2603 U.S. Retail Account Ordering Information
- G2604 U.S. Dealer/Preferred Customer Ordering Information
- GR602 Canada Commercial Account Ordering Information

Recently Purchased

- AMSOIL 2017 Calendar
- XL 5W-30 Synthetic Motor Oil
- AMSOIL Ea Oil Filters
- AMSOIL Ea Oil Filters

PLACE ORDER

Ordering history for your account (re-order items & check order status).

Order Number	Reference	Order Date	Order Total	Status
16677250		12/15/2017	\$3.69	Shipped
1698950		12/6/2017	\$33.76	Shipped
16942850		12/5/2017	\$9.95	Shipped

The new Dealer Zone will feature convenient "Recently Purchased" information.

THE CLASS OF 2017

Every year new AMSOIL Dealers join our ranks. Here's a look at the top-performing Dealers who started their businesses in 2017.

MOST NEW CUSTOMERS — U.S.

Dealers Josh and Brandy Childers of Middletown, Ohio registered their first customer in March 2017.

Childers has always worked in the automotive and heavy-duty machinery industries. His current job is building tractors. "I've always had a wrench in my hand building something," Childers said.

He is also a student of lubrication and plans to become a Certified Lubrication Specialist.

His knowledge gives him a lot of credibility in the numerous Facebook groups he is part of, Childers said. In fact, he does about 90 percent of his business through those groups. He shares his personal experiences with AMSOIL products and answers questions about specific problems. He posts oil analysis information to back up his recommendations. "Oil analysis is the key to marketing," Childers said. He maintains a separate group for his Dealers, who are spread out across the country. And he is available "24/7." "I'll give them (group members) as much information as they'll let me give them," Childers said.

He recommends that new Dealers create Facebook business pages. It allows people to learn about the products without having to interact until they are ready, Childers said. "It's also a great way for customers to leave reviews about products and their interactions with me," he said.



Childers is looking for independence. He plans to be working his AMSOIL business full time by the time he is 50 years old.

He has learned a lot from his Direct Jobber, Andrei Pop, who encouraged him to learn as much as he could about AMSOIL products and building his AMSOIL business. "He has bent over backwards to teach me what he knows," Childers said.

His advice for new Dealers is to stay focused. "Success is all about perseverance," Childers said. "Keep your eye on the goal and keep moving even if you fall. It's also about having good people around you to support you. Learn everything you can from the guys that walked the road before you, and know that you can do it."

MOST NEW CUSTOMERS — CAN.

Dealer Mark Fleury of Brampton, Ontario, Canada registered the most new customers in Canada. He is also number one in the Most New Dealers and the Highest Sales to New Customers categories.



Fleury's experience is in the trucking industry, and his passion is motorcycles. Sideline from his work and his passion by an injury, Fleury was looking for something to do when a Dealer talked to him about AMSOIL and the Dealership opportunity. He registered as a Dealer soon after. "I've never looked back," Fleury said. "I love it."

Fleury said he attends a lot of car shows. He displays every AMSOIL product and makes himself available to talk with anyone who approaches. "People will come to the tent that says 'AMSOIL,'" Fleury said. "They either want products or they want to ask questions."

His philosophy for gaining customers is to listen to what they have to say. "Let them tell you their story," he said. "Then you guide them to the right program for them."

Making a connection with any potential customer is his first goal. "I introduce myself to every new customer and listen to what they have to say," Fleury said. "I am not here initially to sell product; I am here to build relationships. A friend of mine years ago said to me, 'The best salesman is not the one who talks, but the one who listens.' I firmly believe this and embrace it. I try to give that 'personal touch' that seems to be missing in our ever-busy world. I stay in constant contact with all of my accounts, whether they are commercial, retail, Dealers, Preferred Customers or retail purchasers."

Fleury has customers who regularly come to his home to pick up their products. He said he pitches the Preferred Customer Program to them, but most of them like the arrangement as it is. "They want that personal touch," he said.

He plans to expand his customer base and increase his online activity this year, as well as attend a greater variety of shows.

MOST NEW DEALERS — U.S.

Dealer Jim Cushman of Huntley, Ill. is also number one in the Most New Catalog Customers category.

Cushman researched AMSOIL products when he was looking for an oil for his 2014 Shelby* GT500*, with a supercharged 5.8L engine making about 800 hp. He uses AMSOIL Signature Series 5W-50 Synthetic Motor Oil in the car.

"I wanted a high-performance oil in my high-performance engine," Cushman said.

He has a high-performance engine and parts business, which made becoming an AMSOIL Dealer a natural choice. "I knew that it was a good fit as a car guy," Cushman said. "The surprise was the connection upline and downline – we've become friends. We have fun."

He said he's in contact with his upline group and downline groups every day. "It's as much a people business as a product business," Cushman said.

Most of his business is conducted online through his Facebook business page. "There's absolutely a tremendous amount of growth potential," Cushman said.

The online format is the most effective for him at this life stage of juggling his businesses and helping to raise two small children. "The nice thing about AMSOIL is there's no right or wrong way to go about it," Cushman said. "It's something I can grow organically without having to babysit it all the time."

Cushman likes to maintain a balance of account types. He plans to expand his outreach to include attending car shows in a couple years. His goal for 2018 is to become a Direct Jobber.

As with other successful Dealers, Cushman took the Dealer Certification classes through AU Online early on; he visits the AMSOIL Dealer Zone every day, sometimes multiple times, making use of the resources provided by AMSOIL.



HIGHEST SALES TO COMMERCIAL ACCOUNTS — U.S.

Dealer Kendal McCollum of Temperance, Mich. is a general equipment mechanic who puts in about 50 hours a week at his regular job.

At home, he repairs and builds engines as both a hobby and a source of income. Becoming an AMSOIL Dealer was a natural fit with his interests. "I saw this as the perfect opportunity to manage another income for funding my projects/builds," McCollum said.

He quickly realized his employer was a great candidate to become his first commercial account. "This way I manage the account while I'm already at work," McCollum said.

He promotes his business and AMSOIL products on social media accounts, he said.

McCollum said he is still new to the Dealer business, but he sees a lot of opportunity for growth. He envisions his own hot rod shop in the future, where he will be able to continue to sell AMSOIL products.

Although starting an AMSOIL business may seem overwhelming, McCollum encourages other new Dealers to open their eyes to opportunities all around them. "Think about every auto shop, lawnmower shop, small business or dealership you drive by every day; all of those places may need an easier solution and a great product. Instead of someone looking for a great product, it can walk right through their front door and be as simple as a few words, and you have another great opportunity. Most people don't even know that this kind of thing exists, and all it takes is for them to be aware. So strike up a conversation; it could be the opportunity of a lifetime."



HIGHEST SALES TO COMMERCIAL ACCOUNTS — CAN.

Randy Young of Harriston, Ontario, Canada is number one in Highest Sales to Commercial Accounts – Canada.

Young became an AMSOIL customer a number of years ago, using the products in heavy-duty applications in his diesel engine dump truck. Over time, Young started using AMSOIL bypass filtration on his truck and realized it was a great money-saver.

His connections with other truckers in the gravel-hauling business led him to direct his sponsor, Dave Whittaker, to other potential new customers. Whittaker encouraged Young to register as a Dealer and gain those contacts as his own customers. So, in 2017, Young became an AMSOIL Dealer.

With 25 years of experience and contacts in the trucking business, along with his knowledge as a mechanic, Young has a lot of credibility with his target customers. "Most of them are guys like me – single truck owners," Young said.

His niche seems to be selling the bypass filtration system, Young acknowledged. "I'm proving it by using it," Young said. "It's exciting to help people save money and protect their equipment."

Young was in the midst of making a living when the AMSOIL opportunity came along. "I like talking to people," Young said. "The money's a nice extra, but the product is so superior and most don't even know about it."

The AMSOIL logo, featuring the brand name in a stylized, italicized font with a red and blue color scheme.

INTRODUCING THE

CLASS OF 2017

HIGHEST SALES TO NEW CUSTOMERS — U.S.

Dealer Ted Long of Goliad, Texas is number one in Highest Sales to New Customers — U.S.

Long is retired from his day job, so he has a lot of freedom to work his AMSOIL business. "I attribute my business growth to the support from my sponsor/Direct Jobber Larry Crider and a whole lot of hard work," he said.

He attends gun and trade shows a couple times a month, where he focuses on gaining new customers. "I maintain contact with my customers," he said. He makes it a point to be available and help them in whatever ways he can.

He takes advantage of social media some and he even does cold-calling on potential customers sometimes. "In five years I intend to have my business at a level where I am earning a comfortable living from this business alone," Long said.

He encourages new Dealers to work hard and to stretch themselves beyond their own experience. "Do not be afraid to try things outside of your comfort zone, and listen to the advice from your upline; they have been there already. Always remember that anything worth having is worth working for," Long said.



the leading competitive brand from our limited-supply automotive shop. With this switch from AMSOIL to another brand I started hearing an amplified valvetrain ticking. Needless to say, I quickly did better research into AMSOIL and found the right AMSOIL [product] for the truck shortly after this change. I ended up draining a fresh change to the Signature Series coupled with an AMSOIL filter, and the truck ran so much better. Ever since this experience I have been hooked to AMSOIL, furthering my interest and knowledge in the product, straight to the point of becoming a Dealer.

"I also have my dad, a Class A Mechanic, to thank as he points all of his 'pistonhead' friends in my direction when it comes to the best engine protection and fuel additives."

Atkinson uses his interest and knowledge of vehicles of all types as a common interest point to strike up conversations with potential new customers. "I have a great passion for project cars, race cars, tuners, trucks, hot rods or anything with a motor, so when I see one fueling up or grabbing groceries, I'll find myself getting knee deep in conversation about their car projects. Once they see my shared passion for cars we end up chatting about AMSOIL."

Atkinson uses Instagram to showcase his vehicles. "I have a 1991 Toyota MR2* show/project car that I share via Instagram," he said. "I have used my social media to advertise AMSOIL products. Along with my list of personal vehicles and my immediate family all sharing that same gearhead passion, my page is full of interesting vehicles, in which all have one thing in common — AMSOIL protection and performance additives."

Atkinson takes advantage of the resources available to him online. "I am constantly on the AMSOIL Dealer Zone reviewing the products and going through training tools," he said. "The more fluent I am with product knowledge the better I can help my clients."

He plans to expand his website this year, attend more car shows and continue to talk with people wherever he sees an opportunity.

"In the coming years, I would love to try to sponsor small racing events that include a local side-by-side/UTV race," Atkinson said. "I feel it would be a great way to advertise AMSOIL products through the showing of an unorthodox race event where fans watch small side-by-sides driving erratic and launching themselves through the air with AMSOIL banners wrapping their roll cages."

Knowledge of AMSOIL products is key to success as a Dealer, he said. "The only advice I can give to other Dealers is to keep researching the products to better understand how AMSOIL benefits the show cars, dirt bikes or even all the way to your lowly chainsaw. Having that knowledge really shows the customers that you know and believe in the products. People get a sense of trust when you show your shared passion and knowledge for the automotive industry."

HIGHEST SALES TO RETAIL ACCOUNTS — CAN.

Dealer Jim MacIsaac of Deer Lake, Newfoundland, Canada has been in sales all of his life. He retired when he sold his sales agency in 2002. After a while he decided he wanted something to do that would bring in some money. He researched AMSOIL products online and it fit in with his knowledge of automotive and industrial sales, and he registered as a Dealer.

He focuses on retail accounts by doing "lots of seed-planting," he said, meaning he knocks on doors and visits businesses. He spends the time to get to know these potential customers and their needs and then follows up with them.

*All trademarked names 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.



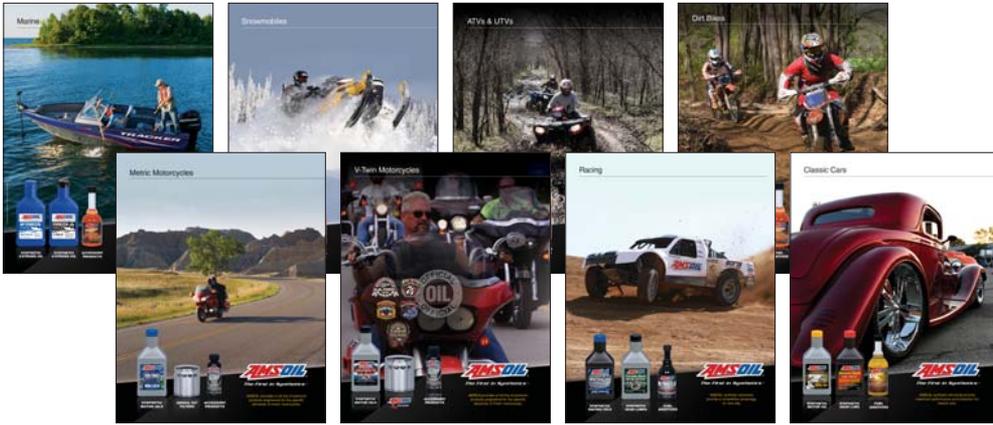
MOST NEW CATALOG CUSTOMERS — CAN.

Dealer Brad Atkinson of Fort Erie, Ontario, Canada comes from a long line of gearheads.

His early experience with AMSOIL products is a story that helps him in his business. "I was using AMSOIL in a little Toyota* pickup with about 300,000 km (186,411 miles) on the motor," Atkinson said. "When it came time to do an oil change, I just grabbed



Roughly \$10



Roughly \$1



AMSOIL Market Catalogs
**REDUCE INVENTORY
 & SAVE YOU MONEY**

GET MORE FOR LESS WITH AMSOIL MARKET CATALOGS

You've piqued your prospective customer's curiosity about AMSOIL products and helped him discover a need for high-quality synthetic lubricants. Now it's time to showcase the value of AMSOIL products and help him identify the solutions they provide.

Depending on the prospect, there are several ways to highlight the appropriate AMSOIL products. Traditionally, Dealers have used our printed brochures to showcase product performance and value in a range of markets, including auto/light truck, diesel, motorcycle and more.

Now there's a better way

Managing an inventory of printed material that's updated frequently can be expensive and inconvenient. Plus, full-sized brochures are inconvenient for your prospects to carry around at a trade show or other event.

New AMSOIL Market Catalogs

To help you maximize efficiency and reduce literature inventory and expenses, we've been consolidating our many brochures into all-encompassing market catalogs. The catalogs speak to each segment of a particular market and include a full selection of products relevant to that market. Current options are shown here. Each catalog contains the appropriate product pricing for the intended audience, as well as information on becoming either an AMSOIL Preferred Customer, commercial account or retail account, depending on the catalog.

Eases Complexity and Saves Money

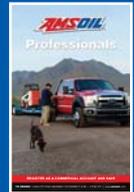
Each catalog replaces multiple application brochures, reducing hassle and cutting your expenses. In the past, for example, to meet the needs of someone assessing the value of AMSOIL products for his fleet of powersports equipment, you'd need to spend almost \$10 on eight different brochures that contained fewer products and no pricing. Now, you can show the prospect all the info he needs in the Powersports & Racing Catalog for just \$0.90 (\$1.25 Can.).

If you want to show the complete AMSOIL product line, you can still use the Retail Catalog (G100, G300 Can.).

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

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

Geared toward contractors, fleets, over-the-road truckers, heavy-duty off-road equipment operators and farmers/ranchers. Promotes the benefits of registering as an AMSOIL commercial account. Contains wholesale pricing.



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

Designed for motorcycle, marine, dirt bike, ATV/UTV, snowmobile and racing enthusiasts. Promotes the benefits and savings of registering as an AMSOIL P.C. Contains catalog/online pricing.



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

Targeted toward installers, independent garages, auto parts stores and other potential retail accounts. Explains the benefits of registering as an AMSOIL retail account. Contains wholesale pricing. (Canadian version currently in development and available soon. Watch the Dealer Zone for an announcement in February.)



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

Designed for auto enthusiasts, turbodiesel owners and others who are passionate about driving, competing and taking care of their vehicles. Promotes the benefits and savings of registering as an AMSOIL P.C. Contains catalog/online pricing. (Currently in development and available soon. Watch the Dealer Zone for an announcement in February.)



Dealer: 'The Sky is the Limit'

Direct Jobber Will Mangan of Havertown, Pa. discovered AMSOIL products when he was searching for a solution to an oil problem.

"At the time, I had a vehicle that was consuming oil," Mangan said. "I found when I used AMSOIL, the oil consumption was reduced about 75 percent. At the time, I had never even heard of AMSOIL. Just gave it a try after visiting a NAPA auto parts store and the rest is history."

That was in 2013. Since then, Mangan has actively grown his AMSOIL Dealership while working a full-time job as a magnetic resonance technologist at a hospital near Philadelphia.

"I have always been interested in human anatomy, which is why I got into radiology," Mangan said. "But, at the end of the day, I love cars just as much, and AMSOIL has given me a path to remain in the automotive industry and even glimpse the future of being my own boss and providing for my family. In the future, I will have more time to spend with my wife and kids, and they are truly what drives me to be a better Dealer and person."

His AMSOIL customers and downline Dealers provide motivation for Mangan to reach for success.

"Being able to help people bring products to their businesses that really help them grow their businesses brings joy to being an AMSOIL Dealer," Mangan said. "I love helping people protect their investments – car, truck, ATV or business."

Mangan also appreciates the many freedoms of having his own business and is aiming for the future of his dreams.

"Obviously, I'm also driven by the financial freedom that AMSOIL can give," Mangan said, "(in addition to) no boss, no set hours, no quotas. This has caused me to want to become a full-time Dealer. I think about it more than my full-time job, which I am very passionate about. But AMSOIL fits my future much better.

"It's also rewarding to get something in return for your hard work. The sky is the limit as an AMSOIL Dealer. The harder you work, the better it gets. That doesn't play true with all jobs. Knowing how my Dealership can grow over time motivates me to work hard. Helping business owners and other Dealers use AMSOIL to generate income is also very rewarding."

"Being able to help people bring products to their businesses that really help them grow their businesses brings joy to being an AMSOIL Dealer. I love helping people protect their investments – car, truck, ATV or business."

Mangan's early experiences buying AMSOIL products at retail prices – first from a store and then through a Dealer – inform his choices today as he builds his account portfolio.

"I always give customers the option to buy wholesale," Mangan said. "I think it's important to let them make a choice.

Initially, I did not know about the Dealer opportunity or the option to become a P.C. It's because of this I choose to give all of my customers the option and they make the call. I think it's good to have a diversified downline which contains all types of accounts."

He grows his business with a straightforward approach. "I just work the business as much as possible," Mangan said. "I call current or potential customers and try to help them, and the rest just unfolds. I would like to become a full-time AMSOIL Dealer and quit my day job.

"More important, I want to help my Dealers and account holders find success with AMSOIL. Whether they want to be full-time Dealers or just make some extra cash, I want to get them there."

His approach to retaining customers is geared toward their unique needs.

"I don't think there is one simple answer for (customer retention)," he said. "To keep accounts, I try to meet their needs. It's also nice to send reminders via email or text." Sometimes he'll call a customer who hasn't made a purchase in a while.

"I am in touch with my customers as often as they would like me to be," Mangan said. "Some accounts call me numerous times per month and some not very often. Some accounts I visit monthly in person. It really varies depending on the type of account and each individual. I just make sure all of my customers have my direct contact information, and they know I am available whenever they need help."

He advises other Dealers to write down their goals and keep them visible. "There are so many ways to grow an AMSOIL business," he said. "Routes that work for one person may not work for another. Find what works for you and repeat it. If something isn't working, try something new.

“Knowing how my Dealership can grow over time motivates me to work hard.”

“Most important, maintain consistency over a long period of time. Remain active in your business. Whether it’s a few days a week or a few days per month, be consistent. Consistency wins in the long run.”

Mangan developed his love for all things automotive at an early age. “My dad was always very good about maintaining his equipment,” he said. “As a kid, he used to take me to car shows. It was because of him I developed an interest in cars and working with my hands. Growing up, he was always changing oil in something. He always saw the importance of protecting his investments in his equipment. His ethics rubbed off on me over the years. If not for him, I don’t think I would know how to change my own oil or even have an interest to. I probably wouldn’t be an AMSOIL Dealer either, and he wouldn’t be using the products with me. Now that he is retired, he may pursue the Dealer opportunity as well.”

His experience with AMSOIL may be one of his best selling points. “When we had three cars, I had to change oil four times a year for each one,” Mangan said. “At the time, I was doing around 12 or more oil changes per year. Now, with Signature Series Synthetic Motor Oil, I do three oil changes per year. One for each car. Looking back to before AMSOIL, it really was crazy changing oil in December in 15-degree weather.

“My dad feels the same way. He wishes he had found AMSOIL years ago. Signature Series really is a blessing for people who want to do their own maintenance. It’s my favorite AMSOIL product.”

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TOWING SERVICE AVAILABLE**
MONROE

Mangan (left) keeps in touch with his customers, and they know he is available if they need help.





MONTHLY LEADERS

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



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



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



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



Tom & Sheila Shalin
Georgia
4-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Total Organization
FOURTH
Personal Group Sales



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



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



Thomas R. Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBER
FIRST
Commercial Account Sales
FIFTH
Retail Account Sales



David B. Richardson
Ohio
MASTER DIRECT JOBBER
SECOND
Commercial Account Sales



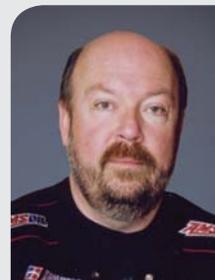
James J. Allen
Ohio
REGENCY GOLD DIRECT JOBBER
THIRD
Commercial Account Sales



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



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



Victor Usas
Ontario
PREMIER DIRECT JOBBER
SECOND
Retail Account Sales



Ted Pickul
Florida
PREMIER DIRECT JOBBER
EIGHTH
Retail Account Sales



Herschel L. Gates
Florida
EXECUTIVE DIRECT JOBBER
NINTH
Retail Account Sales



David Huff
North Carolina
PREMIER DIRECT JOBBER
FIRST
New Qualified Customers



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBER
FOURTH
 Total Organization
EIGHTH
 Personal Group Sales



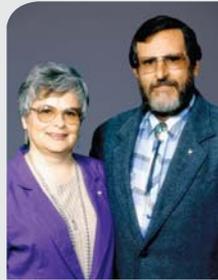
George & Shirley Douglas
Tennessee
4-STAR REGENCY PLATINUM DIRECT JOBBERS
FIFTH
 Total Organization



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



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Total Organization
SIXTH
 Personal Group Sales
SEVENTH
 Commercial Account Sales
TENTH
 Retail Account Sales



Paul & Nancy Greenberg
New Mexico
REGENCY GOLD DIRECT JOBBERS
SEVENTH
 Personal Group Sales



David & Maureen Vlodarchyk
Ontario
4-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Personal Group Sales



Timothy Henke
Florida
DIRECT JOBBER
FOURTH
 Commercial Account Sales



Charles B. Gibson
Virginia
DIRECT DEALER
FIFTH
 Commercial Account Sales



Douglas Bottamiller
Maryland
EXECUTIVE DIRECT JOBBER
NINTH
 Commercial Account Sales



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



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBER
FOURTH
 Retail Account Sales



David G. Douglas
Michigan
EXECUTIVE DIRECT JOBBER
SIXTH
 Retail Account Sales



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



Michael J. Mathe
Tennessee
REGENCY SILVER DIRECT JOBBER
THIRD
 New Qualified Customers
SECOND
 New Customer Sales



Vijay Parany
Ontario
1-STAR REGENCY PLATINUM DIRECT JOBBER
SIXTH
 New Qualified Customers
FIFTH
 New Customer Sales



MONTHLY LEADERS

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



Joann & Robert Smythe
Texas
PREMIER DIRECT JOBBERS
SEVENTH
New Qualified Customers



Will Mangan
Pennsylvania
PREMIER DIRECT JOBBER
EIGHTH
New Qualified Customers
SIXTH
New Customer Sales



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



Donald Speers
Alberta
DIRECT JOBBER
FOURTH
New Customer Sales



Thomas & Cheryl Brown
Tennessee
DIRECT JOBBERS
SEVENTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Lowell W. Schimek
Arizona
PREMIER DIRECT JOBBER



Matthew Smith
Iowa
DIRECT JOBBER
Sponsor:
James A. Johnson
Direct Jobbers:
Ray & Kathy Yaeger



Harry Lux
Pennsylvania
DIRECT JOBBER
Sponsor:
Chuck Gutleber
Direct Jobber:
Chuck Gutleber



Garry & Merle Hegg
Saskatchewan
DIRECT DEALERS
Sponsor:
John J. Carleton
Direct Jobber:
LaDonna Harrison & LaVel Rude

DEALER CERTIFICATION – THE FIRST STEP TOWARD YOUR SUCCESS

The Certification Program (formerly known as “T1 Certification”) provides powerful support from AMSOIL to help you build your business. As shown below, there are three separate categories at which you can qualify, each of which unlocks a new set of benefits. Certification is the first step toward accessing all of the support benefits AMSOIL provides.

If you're not Certified, why not? Get started in AU Online in the Dealer Zone today.

NEW DEALER CERTIFICATION CATEGORY	FORMER T1 CERTIFICATION CATEGORY	WHAT DO YOU GET?	WHAT ARE THE REQUIREMENTS TO QUALIFY?	IF I WAS ALREADY T1 CERTIFIED, DO I NEED TO DO SOMETHING DIFFERENT?
Co-op Certified	T1 Certified	Access to all AMSOIL co-op programs	<ul style="list-style-type: none"> Complete the coursework and pass the Dealer Certification exam in AU Online 	<ul style="list-style-type: none"> No. If you already passed the T1 Certification exam, you are Co-op Certified.
Locator Certified	T1 Qualified	Placement on the AMSOIL Dealer Locator	<ul style="list-style-type: none"> Be Co-op Certified Log into the Dealer Zone at least once a week <p style="text-align: center;">And</p> <ul style="list-style-type: none"> Earn a minimum of \$10 in commissions + 1 new customer in the last six months <p style="text-align: center;">Or</p> <p>Earn a minimum of \$10 in commissions + have at least 5 current, personally sponsored customers in the last six months</p>	<ul style="list-style-type: none"> No. You just need to continually meet the Locator Certification criteria.
Customer Certified	T1 Qualified	Eligibility to be assigned buying customers from AMSOIL	<ul style="list-style-type: none"> Be Locator Certified <p style="text-align: center;">And</p> <p><u>New Dealers (<1 year)</u></p> <ul style="list-style-type: none"> Have 2 or more new qualified* customers <p><u>Existing Dealers (>1 year)</u></p> <ul style="list-style-type: none"> Have 4 or more new qualified* customers in the last 12 months <p style="text-align: center;">Or</p> <ul style="list-style-type: none"> Have 24 active buying customers**+ 2 new qualified* customers in the last 12 months <p style="text-align: center;">Or</p> <ul style="list-style-type: none"> More than \$10,000 in personal purchases + 5 or more active buying customers**+ 2 or more new qualified* customers in the past 12 months 	<ul style="list-style-type: none"> Yes. There is a new set of criteria to receive buying customers from AMSOIL. You need to continually meet this criteria to be assigned buying customers.

*Excluding assigned customers

**Includes Dealers, P.C.s and accounts

February Close-Out

The last day to process February orders in the U.S. and Canada is the close of business on Wednesday, Feb. 28. 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 February business will be accepted until 3 p.m. Central Time on Tuesday, March 6. All transfers received after this time will be returned.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Feb. 19 for Family Day.

Updated Requirements for Retail Accounts to Appear on the AMSOIL Locator

We've updated the minimum purchase amounts for your retail accounts to remain active on the AMSOIL Locator at www.amsoil.com. Your retail accounts must purchase a minimum of \$350 (\$450 Canada) of product within the previous three months. They can meet any of the following purchase requirements to remain active on the AMSOIL Locator:

U.S.	Canada
\$350 in the previous 3 mos.	\$450 in the previous 3 mos.
\$700 in the previous 6 mos.	\$900 in the previous 6 mos.
\$1,050 in the previous 9 mos.	\$1,350 in the previous 9 mos.
\$1,400 in the previous 12 mos.	\$1,800 in the previous 12 mos.

The minimum purchase amount to receive a free Merchandising Kit for qualifying accounts has also increased to \$350 (\$450 Canada). These minimal increases allow us to continue offering these benefits while contending with increasing raw-material costs and rising freight costs due to truck driver shortages and a reduction in routes and capacity of rail transportation.

The "3 Great Perks for New AMSOIL Retail Accounts" sell sheet is now available in separate U.S. (G3375) and Canadian (G8375) documents.

ATV/UTV Oil Change Kits Coming in March

New AMSOIL ATV/UTV Oil Change Kits will be available in March. Each of the three kits contains AMSOIL 5W-50 Synthetic ATV/UTV Motor Oil and a filter for performing an oil change on select Polaris* ATVs and UTVs, including the Ranger*, Sportsman* and RZR*. Check out the March *AMSOIL Magazine* for details.

Stock# Units		Description (recommended for...)	Comm. Credits	U.S. Dealer	U.S. MSRP	U.S. P.C.	U.S. Catalog	Can. Dealer	Can. MSRP	Can P.C.
PK1	EA	1 Oil Change Kit (ACE* 900; GENERAL* 1000; 2013+ RANGER* 900 & 1000; 2013+ RZR* 900 & 1000)	20.44	29.62	40.00	31.15	42.55	39.40	53.15	41.40
PK2	EA	1 Oil Change Kit (ATP* 330, 500; Hawkeye* 300, 400; Magnum* 325, 330, 500; RANGER* 400; 2016 and previous RANGER* 500; Scrambler* 500, 850, 1000; Sportsman* 300, 400, 450, 500, 550, 570, 850, 1000; Trail Blazer* 330; Trail Boss* 325, 330; Xplorer* 500)	17.87	25.90	35.00	27.20	37.10	34.45	46.55	36.20
PK3	EA	1 Oil Change Kit (ACE* 500, 570; 2017+ RANGER* 500; RANGER* 570, 700, 800; RZR* 570, 800; Sportsman* 600, 700, 800)	16.84	24.41	33.00	25.65	35.10	32.50	43.90	34.15



- **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

Better Joint Nutrition With Deep Greens* — Superfood Phytonutrient

We all know that a healthy lifestyle includes a diet rich in a variety of vegetables. The nutrients in vegetables provide the building blocks that keep our bodies running smoothly.

However, it's sometimes difficult to eat the recommended five daily servings our bodies need to replenish those nutrients.

ALTRUM Superfood Phytonutrient Support provides concentrated vegetables in a deep-greens formula to help support healthy, normal function and structure throughout the body. This supplement provides nutritional support for such things as joint comfort and ease of mobility,* antioxidant activity for cell protection* and overall good general health.*

Superfood Phytonutrient Support contains nine super vegetable concentrates, including broccoli, tomato, spinach, carrot, cauliflower, kale, beet, Brussels sprout and celery.

Suggested Use: Two to four tablets daily for adults and children over 6 years of age. May be taken with meals or a full glass of water.

**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.*



Superfood Phytonutrient					
Stock #	Units	Pkg./Size	Wt. Lbs.	Wholesale Price	Comm. Credits
DPN01	EA	(1) 75 ct.	0.3	12.70	12.10
DPN01	CA	(6) 75 ct.	1.8	72.60	72.60

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

P.C. Quotes Using EZ Dealer Order Form

With the recent differentiation between Preferred Customer and Dealer pricing, we have modified the EZ Dealer Order Form by adding a Preferred Customer option under the "Generate Quick Quote" functionality. Dealers may now generate quotes for Dealers, P.C.s, retail accounts and commercial accounts.

In a related change, P.C. prices have been added to the Product Pricing Lookup located in the Mobile Apps section of the Dealer Zone.

Canadian Interline Fee Changes

Loomis Express has changed the way interline fees are determined and expanded the number of Canadian postal codes that are subject to interline fees. Interline fees are applicable to small parcel shipments below 250 lbs., where the final destination address is classified by Loomis as remote or a beyond-delivery point. Due to the number of postal codes affected, a new lookup tool is available on the shipping information page at amsoil.com.

Briggs & Stratton Synthetic 4T Racing Oil Now Available for Resale in Canada

In 2011, we entered a partnership with leading small-engine manufacturer Briggs & Stratton to develop a motor oil specifically for the company's most demanding racing engines. Briggs & Stratton Synthetic 4T Racing Oil was the result.

Historically, Canadian Dealers could purchase limited quantities of the product for promotional purposes only and not for resale in Canada. We're happy to announce the elimination of that restriction. Canadian Dealers may now purchase Synthetic 4T Racing Oil for resale in Canada.



We've updated the product with a bi-lingual label to comply with Canadian law. While AMSOIL products with bi-lingual labels are typically available for sale only in Canada, we're making an exception in this case due to our partnership with Briggs & Stratton. For that reason, all bottles of Synthetic 4T Racing Oil now feature a bi-lingual label regardless of the country in which they're sold. This helps keep costs down and streamline distribution.

For product details, see the updated Briggs & Stratton Synthetic 4T Racing Oil product data bulletin (G3114).

Briggs & Stratton Synthetic 4T Racing Oil

Stock#	Units	Pkg./Size	Comm. Credits	U.S. Dealer	U.S. MSRP	U.S. P.C.	Can. Dealer	Can. MSRP	Can. P.C.
GBS2960	EA	1 Quart	6.72	10.71	14.99	11.25	14.25	19.94	14.95
GBS2960	CA	12 Quarts	80.59	128.47	179.86	134.90	170.94	239.32	179.40



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ONE MIX RATIO POWERS THEM ALL

Landscape professionals know what a hassle it is to maintain different fuel containers at different mix ratios. Offer them the convenience of one fuel container for all their two-stroke equipment needs.

SABER® Professional can be mixed at conventional mix ratios or, for maximum results, AMSOIL recommends the SABER Ratio™ (80:1, 100:1).

- **Saves Time & Money**
- **Low Smoke**
- **Stabilizes Fuel**

Landscape professionals will soon begin preparing for another season. **Now is the time to visit prospects and your existing accounts.**

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Telephone: **1-800-777-7094**

EZ Online Order Form: myaccount.amsoil.com



Dan Peterson | SENIOR VICE PRESIDENT, DEALER SALES AND MARKETING

Greetings from Superior, Wis. Although it's been sunny lately, boy has it been cold. Every year about this time I try to convince myself that winter can be more enjoyable – that I just need to get out, embrace the cold and bike in the -20°F (-29°C) weather. After a couple rides on the fat tire bike, I go home and scrape up enough frequent flier points to go thaw out in Florida.

Besides keeping warm, we've been busy figuring out how to make AMSOIL Dealer businesses more successful and, hopefully, more fun! We took the following challenge many of you noted in our recent Dealer survey seriously: "I want to have more fun working my AMSOIL business." We're working hard, having fun and looking for ways to help Dealers be more successful.

One strategy is free shipping for Dealers and Preferred Customers. Free shipping on qualifying orders makes it easier for you to do business and sign up more active P.C.s. We hope this is another step toward building the value proposition for folks serious about becoming an AMSOIL Dealer.

We've also revised the Dealer Certification Program (formerly "T1 Certification"). It now includes three levels: Co-op Certified, Locator Certified and Customer Certified. The benefits of each are summarized in Table 1. The requirements to qualify for the first two levels haven't changed. The criteria are spelled out – along with other details of these changes – on page 19 of your *AMSOIL Magazine*.

The major change is in the Customer Certified level.

TABLE 1

CO-OP CERTIFIED

- Eligible to participate in AMSOIL co-op programs

LOCATOR CERTIFIED

- Eligible to participate in AMSOIL co-op programs
- Show up on the AMSOIL Locator at www.amsoil.com

CUSTOMER CERTIFIED

- Eligible to participate in AMSOIL co-op programs
- Show up on the AMSOIL Locator at www.amsoil.com
- Receive new customers from AMSOIL

Changes to how we handle national advertising online (see the January *AMSOIL Magazine*) mean we're bringing more prospective customers in through amsoil.com. We take the lead on nurturing these prospects through our marketing processes. While we haven't assigned leads we generate online to Dealers for a couple years, we do assign each and every customer to an independent AMSOIL Dealer once they make a purchase. This relieves you of the burden of nurturing a prospect into a customer, which can be a lengthy process. Given the work involved with conversion, we need to assign buying customers to Dealers who are actively working their businesses and are able to provide the personalized service required to effectively retain these customers. To this end, we developed a new set of business activity markers (see Table 2)

to become Customer Certified and be assigned buying customers from amsoil.com. In addition to meeting these business activity markets, Dealers must also be Locator Certified. We think Dealers who meet these activity markers are best suited to serve new customers and provide them the best possible service. Getting in this pool should help Dealers accelerate their business development as we expect this pool to increase over the years with our investment in national online advertising.

TABLE 2

NEW DEALERS (<1 YEAR)

- 2 or more new qualified customers*

EXISTING DEALERS (>1 YEAR)

- 4 or more new qualified customers within the past 12 months*
- 24 or more active, buying customers and 2 or more new qualified customers in the past 12 months**
- More than \$10,000 in personal product purchases plus 5 or more buying customers and 2 or more new qualified customers in the past 12 months**

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

We realize all these changes can be confusing and will require some Dealers to modify their businesses. But, stick with us – we believe these changes will give us all the best path to success.

See you at the 45th Anniversary Convention in July!



PERFORMANCE AND PROTECTION THAT'S MILES AHEAD OF THE REST.

Signature Series Synthetic Motor Oil (ASM, ALM, AZO, ASL, ATM, AZF, AMR)

The new formulation blows the doors off the latest industry standards. Say hello to the best motor oil we've ever made.

- **75 percent** more wear protection¹
- **Guaranteed** protection for up to 25,000 miles or 1 year, whichever comes first
- Achieved **100 percent protection** against LSPI²

XL Synthetic Motor Oil (XLZ, XLM, XLF, XLT, XLO)

XL's boosted formulation delivers more cleaning power and promotes longer engine life.

- Extra protection that lasts up to **12,000 miles or 1 year**, whichever comes first
- Achieved **100 percent protection** against LSPI²

OE Synthetic Motor Oil (O EZ, OEM, OEF, OET)

100 percent synthetic engine protection for advanced automotive technology, including turbochargers and direct injection.

- **Protects** against wear
- **Fights** sludge and deposits
- Achieved **100 percent protection** against LSPI²

DEVOTED TO PROTECTION.™

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

¹Based on independent testing in the ASTM D6891 test using 0W-20 as worst-case representation.

²Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series, XL & OE 5W-30 motor oil in the LSPI engine test as required for the GM dexos1® Gen 2 specification.



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February 2018

Independent Auto Repair Shops Every AMSOIL Dealer Needs One

Approximately **75 percent** of American drivers are **DIFM** (Do-It-For-Me) customers. Having an excellent independent repair shop on your list of accounts can greatly benefit your business. A solid relationship with at least one installer helps you meet the needs of DIFM customers. It also creates more commissions and profit potential.

If you don't have an installer account, where will you send new customers who don't change their own oil?

For more information and training on how to secure accounts in this market, visit the Advanced Sales Concepts section in AU Online.

