

# AMSOIL®

► DEALER EDITION

## MAGAZINE

FEBRUARY 2019



# CLUTCH PERFORMANCE

ENSURE YOUR DIRT BIKE RESPONDS WHEN ASKED TO DELIVER

| PAGE 8

The Most Versatile Product in the AMSOIL Lineup | PAGE 10

# WHY BUY XL SYNTHETIC MOTOR OIL?

**DO YOU DRIVE IN HOT TEMPERATURES?**



**25 percent more cleaning power<sup>1</sup>**

**DO YOU HAVE LONG COMMUTES?**

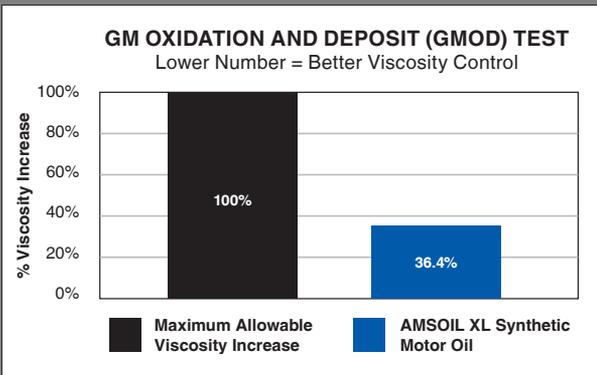


**Extra protection** that lasts up to 12,000 miles or 1 year, whichever comes first

**DO YOU WANT EXTRA ENGINE PROTECTION?**



**64% more protection** against oil breakdown<sup>2</sup> than required by the GM dexos1<sup>®</sup> Gen 2 specification



<sup>2</sup>Based on independent testing of AMSOIL XL 5W-30 motor oil in the GMOD engine test required for the GM dexos1 Gen2 specification.

**DOES YOUR VEHICLE HAVE A TURBOCHARGER?**



Achieved **100 percent protection** against low-speed pre-ignition (LSPi)<sup>3</sup>.

<sup>1</sup>vs. AMSOIL OE Synthetic Motor Oil <sup>2</sup>Based on independent testing of AMSOIL XL 5W-30 motor oil in the GMOD engine test required for the GM dexos1 Gen2 specification. <sup>3</sup>Based on zero LSPi events in five consecutive tests of AMSOIL XL 5W-30 Motor Oil in the LSPi engine test required by the GM dexos1 Gen 2 specification. <sup>4</sup>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.





## Clutch Performance: Ensure Your Dirt Bike Responds When Asked to Deliver | PAGE 8

### FEATURES

- 8 Clutch Performance: Ensure Your Dirt Bike Responds When Asked to Deliver
- 10 The Most Versatile Product in the AMSOIL Lineup
- 11 Converting Leads into Loyal AMSOIL Customers
- 12 Reach New Customers with AMSOIL MP
- 13 ?zo= Grow Your Business with this Simple Tactic
- 14 New Options, New Supplier and Reduced Pricing for AMSOIL Vehicle Graphics

### 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 Why Buy XL Synthetic Motor Oil?
- 5 Anxious for Spring?
- 19 Become a Certified Dealer
- 23 AMSOIL Market Catalogs – New Tools to Increase Your Sales
- 24 For The Ultimate Cold-Weather Protection, Trust AMSOIL

### STAFF

#### Editor

Terry Johnsen

#### Associate Editor

Joel Youngman

#### Staff Writers

Kathy Anderson  
John Baker  
Dan McClelland  
Jamie Trembath  
Joel Youngman

#### Graphic Design Manager

Jeff Spry

#### Senior Graphic Designer

Luke Boynton

#### Content Contribution

Brett Granmo  
Len Groom  
Mark Nyholm

#### Editorial Contribution

Mark Nyholm  
Dan Peterson

#### Back Issues

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

#### On the Web

[www.amsoil.com](http://www.amsoil.com)

#### President & CEO

Alan Amatzio

#### Board Chair

Dean Alexander

© 2019, AMSOIL INC.

All rights reserved.

Printed by Arrowhead Printing  
Duluth, MN USA.

#### Letters to the Editor

AMSOIL INC.  
Communications Department  
The AMSOIL Building  
925 Tower Ave.  
Superior, WI 54880  
[letters@amsoil.com](mailto:letters@amsoil.com)



### THE COVER

Motor oil plays a significant role in clutch performance. Our products are dialed-in for smooth shifts, consistent clutch feel and long clutch life so guys like Christian Craig have an edge and the confidence to win.



# From the President

Last month's edition of *AMSOIL Magazine* was packed with important information. I have been reflecting on the details shared on the Dealer survey results, our global wind turbine business and the forthcoming update to labels on our products sold in Canada. Business is far different from what it was 45 years ago when AMSOIL began. Most Americans wouldn't have dreamed of buying a Japanese vehicle. Now Toyota\* is one of the best-selling vehicle brands in the United States. Toyota and other foreign brands overcame some of the bias against foreign-made vehicles in the U.S. by opening assembly plants in the U.S. Now nine models of Toyota vehicles are assembled in the United States, and Toyota builds more vehicles in Canada than any other automaker. Many parts, however, are still manufactured in other countries.

It's unfortunate all those jobs can't remain here, but it truly is a global economy now. The reality is, there are chemicals and other raw materials we require to manufacture our products that we cannot purchase in the USA. There are no domestic equivalents. What should we do, stop introducing new products or sacrifice performance? Never!

In fact, you've probably noticed that some of our Ea<sup>®</sup> Oil Filters are made in China, as is some AMSOIL-branded clothing. I'm sure many of you don't care for that one bit and neither do I. Manufacturing availability is the issue. Our filtration partners have no American factories that can make those filters to our specifications. So it's either have them made elsewhere or don't offer those filters. The same goes for clothing items. If you look at the tag on whatever you are wearing right now, you'll likely find it is made overseas. It is not possible for us to offer only U.S.-made products whether clothes, filters or other items. I know some skeptics are thinking cost is driving the decision. Not true. Availability, quality and variety are more important than cost.

Last month we also told you about the expansion of our Canadian-labeled offerings. It's been a long time coming, and I'm glad we're able to take this step for our Canadian Dealers. While the concept of bilingual AMSOIL labels is not new in Canada, it is in the U.S. That is about to change. We are introducing a handful of new Ea Oil Filters soon, and we want Canadian Dealers to have access to them; however, we need the combined

volume of Canadian and U.S. sales to meet the minimum requirements. Volume projections for the U.S. or Canada alone are insufficient to support separate packaging. Therefore, our solution is to make one filter box that meets the requirements of both countries and features English and French. We've included a sample for you to review on page 20. We are not alone in making this move. I have noticed many other filter brands with bilingual packaging. We have always been wary of bilingual packaging, but offered it when it made sense, and that's what we'll continue to do.

I'd like to know what you think about selling bilingual labels in the U.S. In fact, I'd like to know what you think about including Spanish on some labels. These days, it's not unusual to see several languages on the back labels of products sold in the U.S. What is your opinion? Let me know at [letters@amsoil.com](mailto:letters@amsoil.com).

**Alan Amatzio**  
President & CEO

# Anxious for Spring?

So are the professional landscapers in your area. Spring means mowing lawns, maintaining grounds and making money.

It's also a great opportunity for your Dealership. But first you need to register landscapers as commercial accounts.

Showing business owners how AMSOIL saves them money is a great place to start. SABER® Professional Synthetic 2-Stroke Oil (ATP), for example...

- **Cuts** two-stroke oil costs by 50 percent or more
- **Fights** carbon for increased efficiency
- **Maximizes** equipment life

The SABER Handout (G3564) is perfect for showing landscapers the benefits of SABER Professional, and now is the perfect time to approach landscapers as they gear up for the spring season. Don't forget to mention that commercial accounts qualify for **free shipping** on orders of \$350 (\$450 Can.) or more.

You just may land a new account in time for spring.



## SABER HANDOUT

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G3564	EA	Pack of 10	\$2.00	\$2.70

The SABER Handout fits perfectly inside the Commercial Program Catalog (G3469, G3474 Can.).

# LETTERS TO THE EDITOR

## PRODUCT COMPARISONS

I would like to see more product-to-product comparisons. For example, SABER® Professional has been compared to Echo\* and Lucas\* oils. Great. But then in the September *AMSOIL Magazine* we hear Signature Series Synthetic Motor Oil was 72% better than the GM dexos1® Gen 2 standard for protecting turbochargers. What this really tells me is GM dexos1 Gen 2 may be a very low standard. I'd like to know if Signature Series is 72% better than Mobil 1\*, Quaker State\* or Pennzoil\* in protecting turbochargers. A typical objection every salesman has heard, no matter what product he is selling, is "we have been using 'X' for years and are happy with it." Here is where a comparison comes in that sells the product. On a positive note, your picture comparisons "AMSOIL vs. Leading Oil Brand" are excellent. A second possibility might be "AMSOIL vs. Third Largest Selling Brand of Oil."

**Richard Conboy**

**AMSOIL:** Thank you for your feedback, Richard. We publish claims that compare against industry standards due to their objectivity and legitimacy as widely recognized industry benchmarks. Comparing against industry standards lets consumers know AMSOIL doesn't do bare minimum and can be quite persuasive in winning new customers. You'll be happy to know we have also recently launched a number of product-to-product comparisons, which can be found in the Performance Tests area of [amsoil.com](http://amsoil.com) and in our latest catalogs, including the Factory-Direct (G100 U.S./G300 Can.), Commercial Program (G3469 U.S./G3474 Can.), Retail Program (G3520 U.S./G3521 Can.), Automotive (G3549 U.S./G3550 Can.) and Powersports & Racing (G3511 U.S./G3512 Can.) catalogs. You're correct that "I'm happy with my current choice" is among the most common sales objections. Check out AU Online for useful tips on how to counter this objection.

## AMSOIL CLOTHING

Since AMSOIL is spending time reformulating their clothing line, I hope you consider replacing most polyester clothing with natural fabrics, like 85-100% cotton. I'd also like to see one line of organic, non-GMO cotton offered. Natural fabrics allow the skin to breathe and are noticeably more comfortable

to wear. And most synthetic clothing is petroleum-based.

Sincerely,

**Gordon Kobayashi**

**AMSOIL:** Thanks for your suggestion, Gordon. We are currently looking at bringing on more clothing made with cotton and natural fibers, as well as a more "heat-friendly" line for wearing outdoors. As we are sourcing new items, we will take a look at options that fall under the "organic-cotton" category. We currently offer a number of items that feature athletic-type, moisture-wicking fabrics that help keep you cool and dry, and they have been very popular. However, we will do our best to include some new items that fit your suggestions.

## SOOT AND TIMING CHAINS

In the October issue of *AMSOIL Magazine*, there was an article on soot in the oil in the Turbo GDI engines and its effect on timing chains. Is this a problem in the normally aspirated and supercharged GDI engines as well, such as those in late model Jaguars\*? I have read that it is.

Thanks,

**Dale Armbrister**

**AMSOIL:** Good question, Dale. Soot accumulation in gasoline-engine motor oil depends on fuel injection type. Port fuel injection systems have not seen soot issues, while newer direct injection systems see high levels of soot. The amount of soot varies with engine design (injector design, aspiration type, etc.), but it is heavily affected by injector deposits. The more deposits, the less efficient the burn and the higher the soot levels. These deposits are different from the deposits found in port fuel injectors, but regular use of a high-quality fuel additive designed for direct injection, like AMSOIL P.i., will help minimize injector deposits.

## GREASE TAX

About 15 years ago I sold a 35-pound lug of grease (GLC35) to Montgomery Country Club. AMSOIL charged me \$.06/gallon for tax. The total was \$2.10. Alabama taxes grease by the gallon, which is incorrect as grease is sold by the pound. I see in the latest price listing that Alabama still taxes by the gallon.

I think AMSOIL should contact the tax people in Alabama and inform them of the proper way to tax grease. I live in Florida now, but this incorrect taxation may have an adverse effect on many of the Dealers in my former home state.

**Oliver A. Cork**

**AMSOIL:** Thank you for your letter, Oliver. Alabama excludes fuel and lubricants from sales and use tax, instead opting to apply an excise tax. The Alabama Lubricating Oil Excise Tax legislated rate is \$0.06 per gallon, but for grease, the weight (lbs.) is converted to gallons by dividing it by 8. Using this conversion, we actually charge a tax rate of \$0.27 on 35-lb. grease containers in Alabama.

## CUSTOMER SERVICE

I have been a Dealer for several years, and talk to the cheerful order-takers at least twice a month. I look forward to talking to them because they are so courteous and friendly. I would like to suggest that you recognize one or two of them by featuring them in *AMSOIL Magazine* each month with a photo, name and perhaps how long they have been with AMSOIL so we Dealers can put a smiling face with the name of the person we are speaking with.

Thank you,

**Donald Bresnick**

**AMSOIL:** Thanks for the kind words, Donald. We do have an excellent staff in Customer Service, and they work hard at providing a positive experience for people who call. We'll take your suggestion under advisement. However, if you have not yet attended an AMSOIL convention, we encourage you to do so. Meeting corporate staff and fellow Dealers is a bonus on top of learning tons about building your business and having lots of fun.

Email letters to:  
[letters@amsoil.com](mailto: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. Unsigned letters will not be published.



**Mark Nyholm** | TECHNICAL MANAGER, HEAVY DUTY AND MECHANICAL R&D

## The AMSOIL Ea® Oil Filter Line Continues to Grow

But here's why we may not offer a filter for your vehicle.

I field a lot of questions here at AMSOIL. One that comes up from time to time is, "Why doesn't AMSOIL offer an Ea Oil Filter for my vehicle?"

Quite often, the person asking drives a niche vehicle, like a 1949 Nash\* or something equally obscure. While it's a cool ride, I suspect the owner has a tough time finding all kinds of parts for his car, let alone an oil filter. One of the occupational hazards of driving a rare or classic vehicle is finding parts, including an oil filter.

The good news is, our line of Ea Oil Filters covers 92.5 percent of North American passenger cars and light trucks on the road today. That's pretty good coverage, if you ask me. And we recently introduced seven new filters (see Centerlines of the November *AMSOIL Magazine*.)

But what about the remaining 6.5 percent? Why can't we simply introduce a few filters to cover those vehicles, too?

To do that, we'd need to add more than 130 filters to our lineup. That's not as easy as it sounds for a few reasons.

One, only a select few filter manufacturers in the world are capable of making our filters. We partner with specific manufacturers who build our filters according to our exacting specifications. Since we use only high-performance media, not all manufacturers maintain production lines capable of making our filters. That means they'd have to add special tooling that can be expensive.

Another reason is potential sales volume. Adding new production lines and retooling a plant makes sense when sales justify the capital

investment, but that's simply not the case in this situation.

Most of the vehicles for which we don't offer an Ea Oil Filter are pre-1990s vehicles or specialty European cars. As you can imagine, the potential sales volume for those filters doesn't justify their introduction.

For example, here are some of the vehicles for which we don't offer an Ea Oil Filter and the numbers currently registered in North America:

- 1985-87 Ford\* Ranger and Bronco II (336)
- 1969-77 Jaguar\* XJ6 (684)
- Up to 1965 Austin Healy\* (2)

In some cases, we don't cover newer vehicles. The 2014-15 Chevrolet\* Cruze\* diesel is one example. However, Chevy only built 12,173 diesel Cruzes, and we'd have to sell a filter to almost every one to make it worthwhile to introduce one for that vehicle.

Not only that, but in the case of many new vehicles, the engine design can change from one model year to the next, meaning the filter size changes, too. The 2016-17 Chevy Cruze diesel, for example, takes a different filter than the 2014-15 model year. And Chevy only built about 7,000 Cruzes in 2016 and 2017. Again, the potential sales volume simply doesn't add up to make business sense.

You might ask, when do we introduce new Ea Oil Filters? Well, we review our filter line annually to ensure the optimum lineup for maximum vehicle coverage. We add filters based on several criteria. For example, if we

receive several filter requests for a specific vehicle. We ask ourselves if that vehicle fits our core market. Is it for a car or truck, or is it for a log splitter or pressure washer? The answer helps determine the likelihood we introduce a new filter one day.

We also look at sales of our WIX and MANN oil filters for those applications. To ensure you can sell a filter to just about anyone who asks, we partner with WIX and MANN to cover the 6.5 percent of the North American vehicle market for which we don't offer an Ea Oil Filter. WIX and MANN filters offer excellent performance, and you can be confident you're taking care of your customers when they buy one.

If the sales numbers for those filters for a particular application are strong, then we'll look into introducing an Ea Oil Filter. If the sales are low and declining, there simply isn't a good reason to act.

I love cool old cars as much as the next guy, but creating an oil filter for them isn't as simple as it might seem. Fortunately, we cover the vast majority of the market so you can sell to just about anyone who asks.



# Clutch Performance: Ensure Your Dirt Bike Responds When Asked to Deliver

**Confident clutch feel** is the number-one benefit we list on AMSOIL Synthetic Dirt Bike Oil labels. It's also the primary value proposition featured in our dirt bike ads. But what does it mean and how do you use that information to sell more oil?

## DIRT BIKE CLUTCH BASICS



The **clutch basket** ① is attached to the engine. **Friction plates** ② are attached to the clutch basket via splines along their circumference.

The **hub** ③ is attached to the transmission. **Steel plates** ④ are attached to the hub via splines on their inside opening.



The hub fits inside the clutch basket and the friction and steel plates are woven together, connecting the two components and creating one assembly.

The **pressure plate** ⑤ squeezes the friction and steel plates together, binding the engine to the transmission and moving the bike. Squeezing the clutch lever relieves pressure, allowing the friction and steel plates to separate and rotate independently. Now the engine can idle without the bike moving.



Riding effectively demands confidence. It's true whether you're GEICO/AMSOIL/Honda professional Christian Craig or a weekend warrior haunting the trails near home. Confidence stems from experience with the bike and familiarity with the terrain. But it also derives from knowing your bike is going to respond the way you want for the entire ride. Riders want progressive, repeatable clutch-lever feel from the time they let out the clutch until they cross the finish line.

Take, for example, the start of a typical motocross race. Riders want firm, positive clutch-lever feel as they rev the engine in anticipation of the gate dropping. When the gate drops, they want the bike to hook-up smoothly and with consistent power so they can grab the holeshot. Again, as they work up through the gears, clutch-lever feel should be crisp and consistent, not sloppy and loose. It's no different on the trails around home. Each time riders maneuver around an obstacle on the trail or accelerate down a straightaway, they want consistent, crisp shifts.

### OIL IS KEY

The transmission lubricant plays a vital role in clutch feel. To see why, you need to know how a dirt bike clutch works.

The clutch connects the engine and transmission via a series of alternating friction and steel plates (see images at left). When the rider squeezes the clutch lever, the pressure plate separates the steel and friction plates, allowing them to rotate independently. This allows the bike to idle without moving.

As the rider lets out the clutch lever, the pressure plate squeezes together the friction and steel plates. This binds the engine to the transmission and moves the bike.

The transition from the friction and steel plates spinning independently to becoming bound together is an example of dynamic friction. Once the plates are locked together and spinning in unison, they're subject to the principles of static friction.

Motor oil plays a vital role in both areas. The formulation influences dynamic friction, which is best thought of as clutch feel. Oils with

## THEIR OIL

*Discoloration and wear*

## AMSOIL

*No discoloration and good overall condition*

incorrect frictional properties can result in inconsistent or loose clutch feel. This negatively affects your ability to confidently start quickly and grab the holeshot in a race or maneuver around obstacles on the trail. The oil also contributes to the holding power, or static friction, between the plates once the clutch lever has been let all the way out. Oils with incorrect frictional properties can allow the plates to slip in some circumstances, which you'll feel as lost power to the ground. This is more common in motorcycles. A powerful V-twin riding up a hill, for example, can generate sufficient load to cause the clutch plates to slip and the bike to surge.

The oil's additive chemistry has the greatest effect on performance. Friction modifiers, added to some passenger car/light truck motor oils to maximize fuel economy, can decrease the coefficient of friction within the clutch pack and result in excessive slippage. Extreme-pressure additives, commonly used in gear lubes to protect against shock loads and intense pressures, can cause excessive clutch slippage and related damage.

The key is to use a lubricant specifically formulated for wet clutches. AMSOIL Synthetic Dirt Bike Oil (DB40, DB50, DB60) and Synthetic Dirt Bike Transmission Fluid (DBTF) contain no friction modifiers or extreme-pressure additives. They're dialed-in with the correct frictional properties to promote smooth shifts and consistent clutch feel while guarding against wear for long clutch life.

### HOW DOES AMSOIL SYNTHETIC DIRT BIKE OIL STAND UP?

In an extreme simulated-start test, AMSOIL Synthetic Dirt Bike Oil continued to deliver consistent clutch feel following 32 simulated race starts, while a leading original equipment manufacturer (OEM)-branded oil demonstrated inconsistent clutch-lever action and poor clutch feel after 16 starts. The clutch plates lubricated with AMSOIL Synthetic Dirt Bike Oil remained clean and in good overall condition, while the plates using the OEM oil revealed discoloration and wear. AMSOIL Synthetic Dirt Bike Oil's superior performance delivers the confidence that your bike will perform consistently in all types of riding conditions.

### WHAT'S THE DIFFERENCE BETWEEN AMSOIL SYNTHETIC DIRT BIKE OIL AND AMSOIL SYNTHETIC DIRT BIKE TRANSMISSION FLUID?

AMSOIL Synthetic Dirt Bike Oil is the primary recommendation for lubricating the clutch in some dirt bikes. But Synthetic Dirt Bike Transmission Fluid is the primary recommendation in other bikes. What gives? This can confuse customers and Dealers.

While Synthetic Dirt Bike Oil delivers excellent clutch protection and confident clutch feel, some riders, particularly owners of bikes that use a separate sump for the transmission fluid, prefer to use a dedicated transmission fluid instead of a multi-purpose motor oil. AMSOIL Synthetic Dirt Bike Transmission Fluid fulfills that need, helping you reach more customers.

If your customers are satisfied using AMSOIL Synthetic Dirt Bike Oil, there's no need to change anything. You should know, however, that Synthetic Dirt Bike Transmission Fluid is the primary recommendation for two-stroke bikes since they use a separate sump. As such, many two-stroke riders look for lubricants specifically labeled for the transmission.

Synthetic Transmission Fluid is formulated strictly with the clutch and transmission in mind. It has a lower viscosity than Synthetic Dirt Bike Oil, which offers more aggressive clutch feel.

For specific product recommendations, use the Motorcycle Product Guide at [www.amsoil.com](http://www.amsoil.com).



# THE MOST VERSATILE PRODUCT IN THE AMSOIL LINEUP

**Signature Series 5W-30 Max-Duty Synthetic Diesel Oil (DHD)** is a top-tier, versatile oil formulated with special technology that the competition can't match.

It presents wide applicability and the ultimate in protection, performance and convenience, helping mixed fleet managers simplify inventory. Its extended-drain capability further maximizes convenience and minimizes downtime for fleet managers with busy schedules.

- **Excellent multi-use product** – ideal for mixed fleets

## **Gasoline vehicles, diesel vehicles, small engines and hydraulics**

Signature Series 5W-30 Max-Duty meets the latest diesel and gasoline specifications, including API CK-4 and API SN PLUS. It is backward-compatible, providing outstanding protection in both new and old diesel and gasoline applications and the ultimate in convenience. It is also ideal for new and old small engines and hydraulic applications specifying an SAE 30 viscosity.

- **6X more** engine protection<sup>1</sup>
- **Delivers** up to 60 percent better turbo cleanliness<sup>2</sup>
- **Meets** specs that competing oils don't meet, including ACEA E6, MB 228.51, MAN 3677, MTU Type 3.1, Ford\* WSS-M2C214-B1, Deutz\* DQC IV-10LA and API SN PLUS
- **Combines** the wear protection benefits of a 15W-40 with the fuel economy benefits of a 5W-30

Signature Series 5W-30 Max-Duty's low viscosity minimizes drag associated with higher-viscosity oils, allowing the engine to operate more freely, maximizing power and fuel economy without sacrificing protection.

- **Combats** LSPI (low-speed pre-ignition)
- **Low-phosphorus** formulation provides excellent protection for catalytic converters
- **Outstanding** cold-temperature performance (Pour Point: -43°C [-45°F])
- **Extra** protection for extended drain intervals

## **Why should I upgrade to an API CK-4 diesel oil (such as AMSOIL Signature Series or Heavy-Duty Synthetic Diesel Oil)?**

Diesel oils meeting the latest API CK-4 specification represent a serious upgrade in protection and performance compared to oils formulated for previous API diesel oil specifications (like CI-4+ and CJ-4):

- **More** piston-scuffing protection for reduced wear
- **Better** thermal control to resist oil thickening, aid in cooling and reduce wear
- **Improved** shear stability for maximum resistance to oil consumption and wear
- **Enhanced** aeration control, promoting oil-pump efficiency, wear protection and heat resistance
- **Upgraded** protection and lower cost than Series 3000 Synthetic Diesel Oil



# CONVERTING LEADS INTO LOYAL AMSOIL CUSTOMERS

Through the Leads Nurturing Program, we send people who've requested information a series of emails designed to introduce them to AMSOIL, answer common AMSOIL questions and ultimately convert them into buying customers.

When potential customers, accounts or Dealers ask to receive information about AMSOIL products and programs, they are opted in to the AMSOIL email nurturing program. This program is designed to send out a series of emails based on information the lead provides. For example, someone who indicates an interest in snowmobiles will receive general-interest emails followed by emails about snowmobiles and AMSOIL products ideal for maintaining snowmobile power and performance. The ultimate goal is to convert as many leads as possible to loyal AMSOIL customers, increasing sales and helping Dealers build their businesses.

## WHEN LEADS BECOME CUSTOMERS

We handle the follow-up with leads, and those who purchase products are then assigned to Customer-Certified Dealers. With thousands of leads coming in every week, you want to make sure you're eligible to be assigned customers when they convert. You'll also want to increase your odds with the Assigned-Customer Multiplier. See page 19 for details.

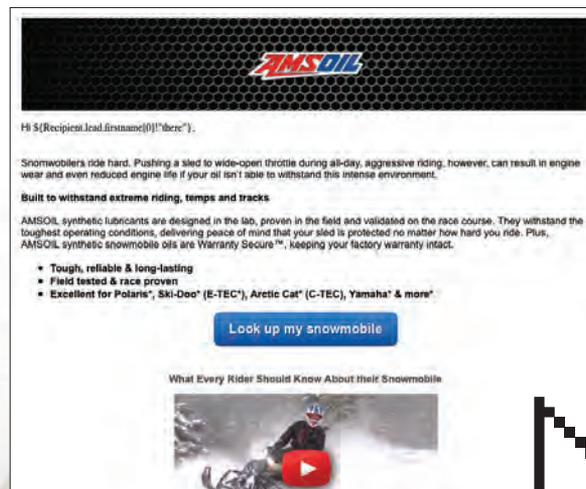
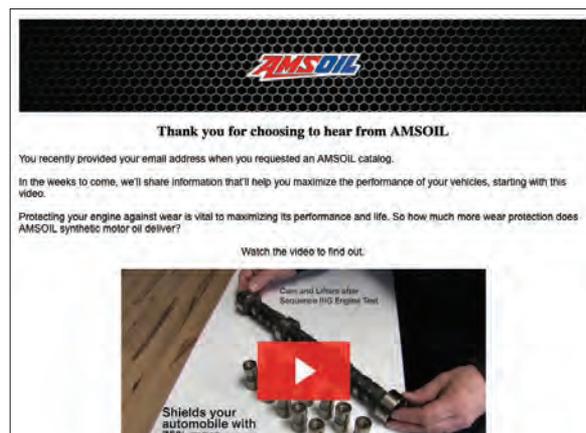
This process reduces your workload, allowing you more time to service existing customers and accounts and recruit new ones. It also ensures customers receive consistent service and relevant information, and helps AMSOIL and Dealers stay compliant with changing legal issues surrounding communication with prospective customers.

At right are a couple examples of the emails we send out to help Dealers attract more customers.

You can find more examples of emails we send in the Dealer Zone (Marketing Your Business>Leads Nurturing). While AMSOIL handles the Leads Nurturing Program, we also encourage you to use emails in your own leads-nurturing and customer retention efforts.

## TIPS FOR EMAILING LEADS

- Only email people who directly submit their contact information to you to receive marketing communications. Your email provider will take action if your messages are consistently marked as spam.
- Provide within each email a way to opt-out of future emails.
- Be careful not to email leads too often.
- To avoid duplication of information, don't email leads who are already in the AMSOIL Leads-Nurturing Program.
- Personalize your nurturing emails with a picture and up-to-date contact information.
- Make it clear that you are an independent AMSOIL Dealer.



# Reach New Customers with AMSOIL MP

AMSOIL Metal Protector (AMP) is a high-performance, easy-to-use spray-on product that effectively lubricates, displaces moisture, protects against corrosion and penetrates to free corroded parts. With countless applications in the home, garage and business, it's an outstanding door-opener with potential new customers.

## FEATURES AND BENEFITS

- Lubricates – silences squeaks, doesn't gum up mechanisms
- Penetrates – frees corroded parts
- Displaces moisture – helps prevent corrosion
- Cleans
- Sprays into hard-to-reach places
- Compatible with metal, plastic and painted surfaces

## USES

- Dry and protect electrical systems from corrosion (both salt- and freshwater corrosion)
- Silence squeaking doors
- Loosen bolts and mechanical parts frozen by rust and corrosion
- Lubricate rollers of chairs to help them move quieter and smoother
- Lubricate adjustable camera tripods so they'll move smoothly and precisely
- Prevent locks from freezing and de-ice frozen locks
- Dry wet distributors in stalled cars
- Keep lockout hubs on four-wheel-drive vehicles free to rotate
- Lubricate office equipment
- Protect cables exposed to the weather
- Remove glue or stickers from windows or bumpers
- Protect marine engine components during off-season storage

Metal Protector will be available in 4-oz. spray cans March 5.



*"It solved my problem with seized locks on my truck topper."*

**Daniel B.**

*"Works for anything that is outside in the elements. I use it on all yard locks, doors and gates in my substations. I also use it on my locks, handles, slides and latches of my work/utility truck. WD-40\* works nice initially, but will attract dirt/dust and won't last long. All my co-workers have noticed how 'free' everything operates on all my equipment. There is nothing better."*

**Brian O.**

*"I gave a can to our local locksmith, and he loves it."*

**Michael H.**

*"It also works good for cleaning rubber on race cars."*

**Gene T.**

*"I use MP to spray my boat motor to prevent rust during winter storage. Great results. The boat has been used in salt water for six years and the motor still looks new."*

**John M.**

# ?ZO= GROW YOUR BUSINESS WITH THIS SIMPLE TACTIC

Last May we unveiled our new “Runs on Freedom” decal. It reminds enthusiasts that original equipment manufacturers (OEMs) can't require them to use the OEM brand of lubricants in their vehicles or equipment to maintain their new-vehicle warranties. Not only is it a scare tactic meant to boost sales of the OEMs' lubricants, it's illegal unless the OEM provides the lubricants free-of-charge. The decal reminds enthusiasts that they have the freedom to choose how they maintain their vehicles and equipment.

The decal was such a hit, we made a 10-pack available for purchase (G3568). However, your customers can still claim a free decal at [amsoil.com/warranty](http://amsoil.com/warranty). We produced a short, public-service-style video on the page that reminds them of their freedom to choose whichever brand of lubricants they deem best for their vehicles and equipment. We've strategically promoted the video on social media to coincide with the introduction of new-model-year motorcycles, snowmobiles and other powersports equipment. In this way we help inoculate enthusiasts against the scare tactics they may encounter at the dealership. The decal is our way of saying “thank you” for standing on the side of consumer freedom.



Remind customers of their freedom to use the oil they deem best. And tell them how to get their **FREE** decal.

## Take advantage of the promo

Several Dealers have had success sending prospects and customers

directly to [amsoil.com/warranty](http://amsoil.com/warranty) with their Dealer number attached to the URL. This way, their Dealer number stays with the visitor for up to 30 days as they navigate [amsoil.com](http://amsoil.com) and, hopefully, make a purchase.

We encourage all Dealers to use Dealer-number transferring links to direct prospects and customers to their areas of interest on [amsoil.com](http://amsoil.com). This helps people find what they're looking for immediately while crediting you with any sales.

If you've never created a Dealer-number transferring link, sending people to [amsoil.com/warranty](http://amsoil.com/warranty) is a great place to start; you're not pressuring them into making a purchase and you're offering the promise of a free decal. Follow the directions at right to create the link. Then send it, along with a short message similar to the examples here, to your prospect.

## Example messages

Do you know someone who has reservations about using AMSOIL products due to warranty concerns? Send him a simple message like the following:

- “Like I said earlier, the OEM can't require you to use its brand of oil to maintain your warranty. The video here explains why. While there, don't forget to claim your free decal.”

[www.amsoil.com/warranty?zo=123456](http://www.amsoil.com/warranty?zo=123456)

Another tactic is to post the link on your social media sites with a short message about warranty coverage.

- The snowmobile, motorcycle, ATV or other equipment manufacturer can't require you to use its oil to maintain your new-equipment warranty. Find out more here – and get your free Runs on Freedom decal.

[www.amsoil.com/warranty?zo=123456](http://www.amsoil.com/warranty?zo=123456)

## HOW TO USE DEALER-NUMBER TRANSFERRING LINKS:

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

## WHY USE DEALER-NUMBER TRANSFERRING LINKS?

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

Visit the Dealer Zone for more information (Learning Center > Dealer-Number Transferring Links).



# Vehicle Graphics Work

An American Trucking Association Study showed the power of vehicle graphics.

# 90%

notice vehicle graphics

# 98%

said fleet graphics created a positive image for the company

# 96%

said fleet graphics had more impact than billboards

# 75%

developed an impression about a company and its products

# 29%

would base a buying decision on the impression

“At least once or twice a week someone tells me how good my truck looks. I make sure to give anyone who comments a catalog and a label with my information. I’m picking up all kinds of customers that I probably wouldn’t otherwise have.”

**David Douglas**  
Executive Direct Jobber

# NEW OPTIONS, NEW SUPPLIER AND REDUCED PRICING FOR AMSOIL VEHICLE GRAPHICS

A professionally designed and installed graphics package instantly boosts a Dealer’s credibility and professionalism in the eyes of potential customers and accounts.

One of the most frequent comments received by AMSOIL is, “I don’t know where to buy AMSOIL products.” Since AMSOIL products aren’t available at big-box retailers, it’s important that Dealers promote their independent Dealerships so customers can find them. AMSOIL vehicle graphics are one way that you can get the word out about your business. By having a personalized vehicle graphics kit with the AMSOIL logo and your contact information, you’ll attract new customers, establish a professional image and promote your Dealership wherever your car or truck takes you.

## WHAT’S NEW

We’ve recently partnered with a new vehicle graphics supplier, Turbo Images. Turbo provides high-quality vinyl graphics at much lower cost. We’ve also introduced a new introductory-level option with fewer graphic components to allow Dealers to take advantage of this program with less expense. Both kits are designed to apply to full-size pickups, but will also work with other vehicle types in some cases. In others, Turbo can develop a version that will work, but the cost for one-off versions will be higher.

The ordering process has also changed. Simply download the form from the Marketing Your Business section of the Dealer Zone (Marketing Your Business>Advertising), enter the necessary information and follow the instructions at the bottom of the form. The customer-service team at Turbo will take it from there, ensuring all the information is accurate and helping arrange installation.

## CO-OP AVAILABLE

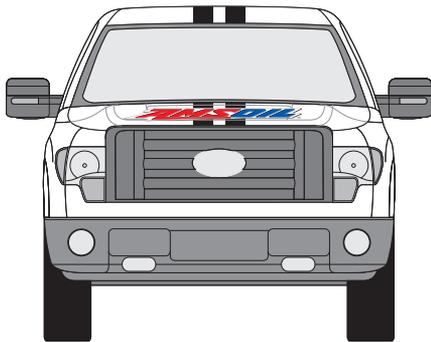
AMSOIL offers co-op support to help cover the cost of vehicle graphics. Qualified Dealers can be reimbursed for 50 percent of the cost of materials and installation, up to \$1,000. The following qualifications must be met to receive co-op support.

- Dealer must be Co-op Certified
- Vehicle must be white, silver or similar light color
- Vehicle must be 10 years old or newer; vehicles older than 10 years will be considered on a case-by-case basis
- Dealer must agree to keep vehicle graphics in place for at least three years
- Dealer must agree not to modify or add to the graphics
- Dealer must agree to keep vehicle as clean as possible and drive safely at all times

## BRAND RECOGNITION

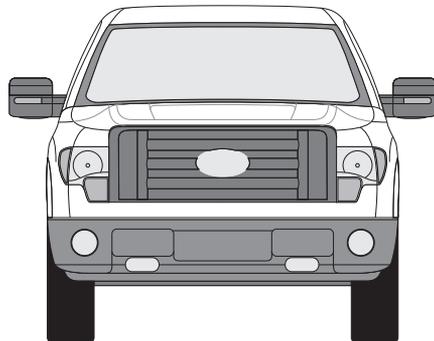
Professionally designed graphics packages let potential customers know that AMSOIL products can be obtained from anyone driving a vehicle with those graphics. Vehicle graphics also improve awareness of AMSOIL and increase business for all AMSOIL Dealers. As more vehicles with official AMSOIL graphics appear on North American roadways, more people will associate the image with AMSOIL Dealers.

For more information on the AMSOIL Vehicle Graphics Program and full co-op details, navigate to the Vehicle Graphics page in the Dealer Zone (Marketing Your Business >Advertising) or see the AMSOIL Vehicle Graphics Program brochure (G3064).



# OPTION 1

\$375 PLUS INSTALLATION



# OPTION 2

\$100 PLUS INSTALLATION



# 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  
**SIXTH**  
New Qualified Customers  
**SECOND**  
New Customer Sales



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



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



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



**Vijay Parany**  
*Ontario*  
**1-STAR REGENCY PLATINUM DIRECT JOBBER**  
**NINTH**  
Total Organization  
**NINTH**  
Personal Group Sales  
**NINTH**  
New Customer Sales



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



**Kirk Olson**  
*Colorado*  
**DIRECT JOBBER**  
**THIRD**  
Commercial Account Sales



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



**Victor Usas**  
*Ontario*  
**PREMIER DIRECT JOBBER**  
**SECOND**  
Retail Account Sales



**Douglas Huculak**  
*Saskatchewan*  
**REGENCY GOLD DIRECT JOBBER**  
**THIRD**  
Retail Account Sales



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



**Russell Rougier, Jr.**  
*New Hampshire*  
**PREMIER DIRECT JOBBER**  
**FOURTH**  
New Qualified Customers



**Justin Peszko**  
*Virginia*  
**PREMIER DIRECT JOBBER**  
**SEVENTH**  
New Qualified Customers



**Eben Rockmaker**  
*Nevada*  
**DIRECT DEALER**  
**EIGHTH**  
New Qualified Customers



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



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



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



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



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



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



**Merv Nolt**  
*Ohio*  
**DIRECT JOBBERS**  
**SIXTH**  
 Commercial Account Sales



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



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



**David G. Douglas**  
*Michigan*  
**EXECUTIVE DIRECT JOBBERS**  
**EIGHTH**  
 Retail Account Sales



**Douglas Bottamiller**  
*Maryland*  
**EXECUTIVE DIRECT JOBBERS**  
**NINTH**  
 Retail Account Sales



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



**Michael J. Mathe**  
*Tennessee*  
**REGENCY SILVER DIRECT JOBBERS**  
**NINTH**  
 New Qualified Customers  
**FOURTH**  
 New Customer Sales



**Will Mangan**  
*Pennsylvania*  
**EXECUTIVE DIRECT JOBBERS**  
**TENTH**  
 New Qualified Customers  
**SEVENTH**  
 New Customer Sales



**Mark A. Froling**  
*California*  
**DIRECT JOBBERS**  
**FIFTH**  
 New Customer Sales



# HIGHER LEVELS OF RECOGNITION



**Michael P. Scott**  
Minnesota  
MASTER DIRECT JOBBER



**Kevin Arlotti**  
California  
EXECUTIVE DIRECT JOBBER



**Kevin & Bonnie Miley**  
Virginia  
DIRECT DEALERS  
**Sponsor:**  
Bryant Fields  
**Direct Jobber:**  
Bryant Fields



**Eben Rockmaker**  
Nevada  
DIRECT DEALER  
**Sponsors:**  
Tom & Colleen Georgalos  
**Direct Jobbers:**  
Tom & Colleen Georgalos

## FREE SHIPPING & REDUCED PRICES

The AMSOIL Print Center offers customizable business cards, advertisements, vehicle decals and more to promote your Dealership. It's a great way to professionally market your business without breaking the bank.

To deliver even more value, we've negotiated reduced prices across the board on all Print Center items. And orders ship FREE.\*

To order, log in to the Dealer Zone at [my.amsoil.com](http://my.amsoil.com) and click the Print Center icon under Quick Links.

\*Excludes Canada, Alaska and Hawaii



**We've negotiated lower prices on everything in the AMSOIL Print Center. Plus, orders now ship FREE!\***

**BUSINESS CARDS • ADVERTISEMENTS • VEHICLE DECALS • VEHICLE MAGNETS  
REFRIGERATOR MAGNETS • BANNERS • SHOOTING TARGETS • MORE!**



GAIN CERTIFICATION. GAIN CUSTOMERS.

# BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

**CUSTOMER CERTIFIED**

RECEIVE BUYING CUSTOMERS FROM AMSOIL

APPEAR ON THE AMSOIL LOCATOR AT AMSOIL.COM

ELIGIBLE FOR CO-OP ASSISTANCE

**CO-OP CERTIFIED**

**LOCATOR CERTIFIED**

**CUSTOMER CERTIFIED**

## CO-OP CERTIFIED

- Complete the Dealer Certification Program in AMSOIL University Online

## LOCATOR CERTIFIED

- Be Co-op Certified
  - Earn a minimum of \$10 in commissions in the last 6 months
- PLUS**
- Have 1 or more new Dealers, Preferred Customers, retail or commercial accounts in the last 6 months

### OR

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

## CUSTOMER CERTIFIED

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

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

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

## NEW FEATURE:

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

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

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

**February Close-Out**

The last day to process February orders in the U.S. and Canada is the close of business on Thursday, 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 Wednesday, March 6. All transfers received after this time will be returned.

**Holiday Closings**

The Edmonton and Toronto distribution centers will be closed Monday, Feb. 18 for Family Day.



**Updated Labels for Shock Therapy® Suspension Fluid**

Shock Therapy Suspension Fluid now features updated labels and packaging. Shock Therapy Medium #10 (STM) with updated labels is already available in a handful of distribution centers, while Shock Therapy Light #5 (STL) featuring updated labels will become available this spring as current inventory is depleted. Formulations and pricing remain unchanged. Each formulation also preserves its original color (Light #5 = green; Medium #10 = blue) to help Dealers and customers differentiate between the two. In addition, we've introduced an online cross-reference to aid in product recommendations. It's available at [amsoil.com/shockfluidcrossreference](http://amsoil.com/shockfluidcrossreference).



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

**Support Your Immune System With Ultra Probiotics\***

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

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

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



Ultra Probiotics (DUP)					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C. Price
DUP01	EA	(1) 60-ct.	33.94	35.65	37.45
DUP01	CA	(6) 60-ct.	203.50	203.50	213.70

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

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



15,000-Mile Change Interval  
Intervalle de vidange de  
24 000 kilomètres

**Ea15K38**

**Bilingual Filter Boxes**

To allow sales in both the U.S. and Canada, new Ea® Oil Filters are sold in bilingual English/French filter boxes. Share your thoughts on bilingual labels and packaging by emailing [letters@amsoil.com](mailto:letters@amsoil.com).



**AMSOIL**  
*The Best in Synthetics*

**OUTSTANDING WEAR PROTECTION. AMAZING HEAT RESISTANCE. ALL IN ONE CONVENIENT KIT.**

# EVERYTHING YOU NEED, **EXCEPT THE LEATHER.**

The AMSOIL V-Twin Oil Change Kit (HDCK) combines everything needed to perform an AMSOIL oil change on most 1999-2016 Harley-Davidson\* motorcycles in one package.

- (4) quarts of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
- (1) chrome AMSOIL Ea<sup>®</sup> Motorcycle Oil Filter (EaOM134C)
- (1) O-ring for the drain plug

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

\* Harley-Davidson owns the trademark rights to Harley-Davidson and the motorcycle models listed. No affiliation or endorsement claim, express or implied, is made by their use.



**Dan Peterson** | SENIOR VICE PRESIDENT, DEALER SALES AND MARKETING

We get a lot of questions from AMSOIL Dealers every day. We try to anticipate them and do our best to push out information with changes to our programs to help you answer your own questions. More and more of our AMSOIL Dealers born in the digital age expect this immediacy and are not willing to wait to talk with someone on the phone. That is so 2010!

We folks who grew up having telephone conversations every day may chuckle at this trend and make light of the changes in society, but we cannot refuse to embrace the good parts of the digital age. It is solidly upon us and we all need to adjust and figure out how to live with the changes and capitalize on the opportunities.

One way we're helping you do that is through a big change that just launched in January. We're focusing much of our efforts on expanding sales to Preferred Customers (P.C.s) and catalog customers because doing so strengthens the long-term health of the Dealer opportunity. It also provides a way to market to lots of people without selling through big-box stores and national chains – something we're committed to avoiding to protect your opportunity to earn sales. This base of customers is important to us since we can build a more direct relationship with them. These loyal AMSOIL customers can help Dealers and AMSOIL INC. grow together.

As such, we've made significant changes to our tactics to focus on P.C.s and catalog customers. First, in January 2018, we began paying

## Our latest feature to help grow your business

The new Assigned-Customer Multiplier rewards your hard work.

for digital advertising for the word "AMSOIL" in Google searches. As a result, we created a pool of customers who are simply looking to buy AMSOIL products through [www.amsoil.com](http://www.amsoil.com) directly. When these interested leads convert to buying customers, we assign them to existing Customer-Certified AMSOIL Dealers. We want to award these buying customers to Dealers who are engaged and focused on running their businesses. That way, the Dealer is handed a buying customer to add to his or her customer base and the customer receives service from an active and knowledgeable Dealer. It's a win-win.

Last month, we introduced the new Assigned-Customer Multiplier that will become a core part of our Marketing Plan. If you missed it, here's how it works:

All Customer-Certified Dealers are in a randomly ordered pool. Once assigned a customer, you move to the bottom of the rotation. If you reach a total of 12 new qualified customers within the past 12 months we'll give you an extra listing in the rotation. Then, we'll add you again for every eight additional new qualified customers you bring in a 12-month period. The more new qualified customers you bring in every year, the more buying customers you will be assigned from AMSOIL. Think of the compounding

effect that will have on your commissions. While there are no guarantees, the chart shows what you might expect.

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

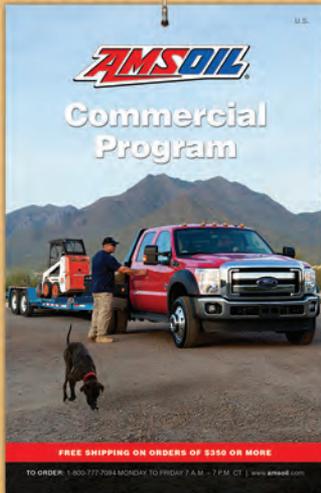
In essence, the Assigned-Customer Multiplier means the more customers you bring into your business through your personal efforts, the more customers we will assign you. It's that simple. Check out the Dealer Zone (Learning Center>Dealer Certification) for more details.

Introducing new customers to the AMSOIL brand is critical to our collective success. We want to reward your hard work and efforts to grow your business through this new program. We hope you spend more time on your business and that more Dealers are able to go full-time and enjoy the freedom associated with being their own bosses.

# AMSOIL MARKET CATALOGS – NEW TOOLS TO INCREASE YOUR SALES

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

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



## Commercial Program Catalog

(G3469 U.S., G3474 Can.)

### WHO'S IT FOR?

Current and prospective commercial accounts.

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

### WHAT PRICING DOES IT SHOW?

Wholesale cost



## Retail Program Catalog

(G3520 U.S., G3521 Can.)

### WHO'S IT FOR?

Current and prospective retail accounts.

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

### WHAT PRICING DOES IT SHOW?

Wholesale cost and MSRP



## Automotive Catalog

(G3549 U.S. G3550 Can.)

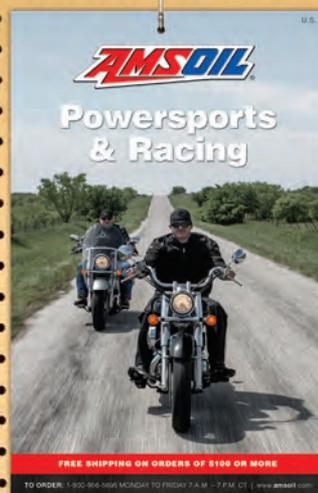
### WHO'S IT FOR?

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

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

### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing



## Powersports & Racing Catalog

(G3511 U.S., G3512 Can.)

### WHO'S IT FOR?

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

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

### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing





ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)

Have you spoken with your accounts about Signature Series 5W-30 Max-Duty Synthetic Diesel Oil? Providing premium protection for gasoline vehicles, diesel vehicles, small engines and hydraulics, it's the most versatile product in the AMSOIL lineup. <https://www.amsoil.com/shop/find/product/DHD>



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSRT STD  
US POSTAGE  
PAID  
AMSOIL



Referral # 517071

Main Street Oil

20177 Main Street

Lannon, Wisconsin, 53046

Phone: 262-853-7900

[info@MainStreetOil.com](mailto:info@MainStreetOil.com)

[www.MainStreetOil.com](http://www.MainStreetOil.com)

AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA  
© 2019, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

[www.amsoil.com](http://www.amsoil.com)

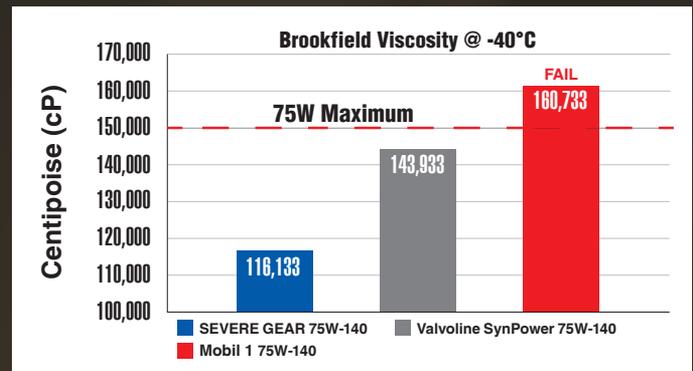
February 2019



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

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

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



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

\*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.