

AMSOIL[®]

► DEALER EDITION

MAGAZINE

FEBRUARY 2020



NEW V-TWIN OIL CHANGE KITS EXPAND MARKET COVERAGE

| PAGE 8

How to Use AMSOIL Performance Tests to Increase Sales | PAGE 10

Maximum ATV/UTV Protection & Convenience

New AMSOIL Synthetic ATV/UTV Powertrain Fluid (AUPT) replaces Synthetic ATV/UTV Front Drive Fluid (AUFD), which is discontinued and available while supplies last. Synthetic ATV/UTV Powertrain Fluid is primarily recommended by AMSOIL for transmission/differentials, hubs and front drives in Polaris* ATVs and UTVs, replacing two different original equipment manufacturer (OEM) fluids for the ideal combination of convenience and protection.

- **High-performance** alternative to Polaris Demand Drive Fluid* and Polaris AGL Synthetic Gearcase Lubricant and Transmission Fluid*
- **Protection** for demanding chores and terrain
- **Protects** heavily loaded, high-torque gears
- **Designed** to prevent clutch chatter
- **Flexible** easy-pack for clean, fast installation



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New V-Twin Oil Change Kits Expand Market Coverage | PAGE 8

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THE COVER

The popular V-Twin Oil Change Kit is now available in four varieties instead of one. Kits deliver added convenience that customers appreciate.

LETTERS TO THE EDITOR

CERTIFICATION PROGRAM

I just finished reading the December 2019 *AMSOIL Magazine*. The letter titled "Certification Program" by Joe Tatro caught my attention and rekindled my displeasure with some of the certification policy changes that have occurred. Similar to Joe, I was T-1 Certified and Commercial & Fleet Certified. I started using AMSOIL products back in 1974 during my motorcycle racing days. I became a Dealer in 1984, as that was the only way to purchase product at wholesale back then. A few years later I became a Lifetime Dealer, which was cheap then, as a way to save money over time. I remember very vividly back then that when one became a Dealer through a sponsoring Dealer, it was highlighted that there WERE NO minimum purchase, sponsorship, certification or website-hosting requirements and one was free to use their Dealership as a business or just for personal use as one saw fit. Even though I became a Dealer as a way to get product for my own use, I also wanted to learn and have enough knowledge about synthetic lubricants so I could talk intelligently with anyone that wanted to know more about them, thus the reason I took the time to become certified. Then one day new policies came out trying to turn everyone into a full-time business, and in order to stay certified, one now had to meet new monthly sponsoring and purchase requirements. "NOT FAIR," I say. I have absolutely no issue with the company doing things to encourage growth with those that CHOOSE to use their Dealerships as a full-time business. But in this case, fairness would have been the company using the time-honored practice of "grandfathering" for us long-time customers that don't want a business, but were proud of our certifications. Of course, today there is the P.C. Program for someone like me, but back then there was no such animal. In closing, AMSOIL would do well to remember the type of customer that made them a success during the early days of the company and not hold them to standards that did not exist then. One wonders what is next; will personal-use Dealers have to convert to P.C. status? Will commissions be eliminated for personal-use Dealers? I know one thing; if anything along those lines happens, I will be history!

Harold W. Noll

First off, I'd like to thank Joe Tatro for his letter to the editor in the December 2019 *AMSOIL Magazine*. What I don't like is the typical corporate response he got. He hit the nail on the head for what all of us struggling Dealers are thinking about the new requirements for getting any kind of help from corporate in building our Dealerships. Yes, I know there are tons of videos and information in the Dealer Zone for us, which I've been through. That's one reason I love AMSOIL, for all the information we are provided compared to anyone else on the market.

I have been a Dealer since 2006. I know our products, and I'm very familiar with our programs for Retail, P.C. and Dealer. I've yet to work with any commercial accounts, but it's very similar to retail, so I'm sure I could help them out also.

I have yet to see anyone sign up via any of my links with my ZO# attached or via my website hosted by Empowerkit. I know this because of my reports that I check every day for new customers. While I am getting new customers assigned from AMSOIL, that doesn't help with my requirement to maintain my Customer-Certified status. The four customers that I have so I could be Customer Certified, I had to practically beg and convince them to sign so I could get some help from AMSOIL in growing my customer base. Luckily they were friends that understood my dilemma and I didn't look like an idiot in front of a stranger, begging for business. I don't beg; I give people the info they need and hope they come back.

I was going to bring this up after the DJ Convention, but I've been busy. You know, trying to find customers. I understand that DJs and above have the biggest customer base and bring in the most money for AMSOIL, so of course they get some special treatment. It looks like some good info was passed down about products and programs. I don't know for sure because all I know is what was shared on social media from those that were there. Evidently the new info was a secret. Don't you think everyone would benefit from anything corporate has to put out? I'm sure there may have been some kind of link emailed out, but those get lost so fast in the Dealer Zone and buried. I'm wanting to know when

AMSOIL is going to start holding some actual training for those of us that know the products and programs, but are struggling to build our business, and serious about it. I attended the last two regular conventions in Superior and was able to get in on the last AU in 2014. It would be nice if some sales training would be held around the country, not in Vegas, where us lowly Dealers could afford to go. Also, the hotel "special deals" shouldn't cost 3x as much as a normal hotel. I understand the reasoning that a lot of Dealers are "in name only," but a lot of us are not. We have our vehicles wrapped, wear shirts and such everywhere we go, hand out cards and are trying to no avail.

As it is now, with the program and the way Joe and a lot of us Dealers that are actually trying to build a business, we aren't as important as we are made to feel. Pretty soon, the only Dealers that AMSOIL will have will be the handful in the back of the magazine each and every month. Yes, a few new faces are lucky enough to make the cut, but most of them have been in there for years and years. Some of us little guys that have been doing this for 15 years, and can't seem to find enough people to say "yes" to be a new account or buy, are going to drop off due to frustration and then where's the Dealer network? The only Dealers getting "help" from corporate to grow are the ones that already have new customers coming in hand over fist each week with their web links and social media and being lucky enough to be in an area wanting to spend the money on AMSOIL. They don't need any more help, but are being handed new customers left and right.

I'm not saying the big timers don't deserve extra recognition for their accomplishments; I hope to get some recognition some day too. What I am saying is pretty soon us little guys that are struggling are going to say "forget it," even though our passion runs deep for the product and what we already have in it with our current downtime. I am not willing to drop my Dealership, let down the few customers and accounts I do have and let my upline have them.

One last note: I have recently started going to networking events to try and reach out to more people and get some

LETTERS TO THE EDITOR

more training on sales tactics from others. Even though the networking and sales training events are good, we are a little different than other sales in our product and approach. I always have to explain and tailor the information a little. It would be nice for AMSOIL to do that training again.

Thank you for your time.

Scott Carr

While reviewing the December 2019 *AMSOIL Magazine*, I came across an interesting letter from a Dealer who was expressing some disappointment with the new Certification Program. After reading both the Dealer's comments and your response a few times, I thought it may be helpful to provide you with some feedback.

While I have been a Dealer for some time, I have not yet taken full advantage of the business side of the AMSOIL opportunity, although I have recently taken steps toward additional certifications (you get credit for that). With that in mind, it's my opinion that I see AMSOIL pivoting clearly to a new direction of encouraging and supporting an active Dealer community through a variety of methods. New products, new programs, new features and a host of new communications show this new direction, and even though I lack activity in this area, it is exciting to see such commitment.

To in no way diminish the perspective of this Dealer and the changes to the Certification Program's impact on his business, I would offer that you are spot-on with your rebuttal. The changes just aren't that big a deal and you make that politely clear when you remind him of just what is being asked: \$10 every six months and four customers a year? Egad!! You could have certainly hit us harder than that. (I especially liked the "we're handing out free money" response.. good stuff).

Even if I were as disappointed as this person is with the changes, I would still have to defend its apparent unfairness with the numerous ways that AMSOIL addresses each of these concerns with numerous videos, documents and other training resources. Want to make sure

that you earn that \$10? Here are some ways to make sure you do that (I even liked how you gave us examples of how "not" to do it!). Want to make sure that you have the traffic to bring in four extra customers a year? Here are a number of proven methods to do that. Want some goals to go with that new level? Here are a number of ways to do that as well. Want some help? Here are a number of ways to get it. You leave no portion of these new expectations unaddressed and/or unanswered.

Change affects everyone differently, or so I'm told, and this is no different. To my thinking, the Dealer community was correct when it properly graded itself as lacking when it pointed out that uninformed or inadequately trained Dealers are a PROBLEM. Personally, at this point, I have no business recommending fluids for large gensets, but at the same time how would I feel if one of my Dealers gave out some bad advice to a customer that cost them an engine/transmission/gearbox? Not only would our reputation as Dealers suffer, but so would the AMSOIL reputation as a company and as a product. That's a better example of unfairness to my way of thinking.

Please keep up the excellent work with all that you are doing and even if this person's perspective doesn't change, you can always borrow mine if you need some balance.

Thank you for all that you do.

Randy Williams

I am writing in support of the comments and concerns expressed by Joe Tatro in the December 2019 "Letters To The Editor." I share Joe's frustration with the new certification requirement of registering four new customers each year. I find this requirement both challenging and discouraging.

In your response to Joe you stated that, "it's important we connect customers with Dealers who are knowledgeable and active." I consider myself to be a fairly knowledgeable and active Dealer (over \$10,000 sales in the last year), and I love AMSOIL. However, I find it difficult to maintain four new customers each year.

I would like to encourage AMSOIL to reconsider the certification requirement of four new customers each year and replace the requirement with a smaller number (perhaps two new customers each year). I think the end result of encouraging Dealers to continue to grow their business will be the same with a more attainable goal for maintaining certification with less frustration.

Thank you for your consideration of this request. Also, thank you for what you do.

Wayne A. Edgerton

I felt I must respond to a December *AMSOIL Magazine* letter from Mr. Joe Tatro. I would have to agree, in part, with this letter. I have been a Dealer for almost 8 years, and did all the courses and all the other requirements to become certified. Then, all of a sudden, the rules changed. Although I'm not currently certified, and apparently not considered "knowledgeable and active" by AMSOIL, I generated over \$16,000 in sales in the past year. Yet, I'm not deserving of an "assigned customer" that very well could have come from my own website. Doesn't sound too fair to me!

Jim Anderson

AMSOIL: Thank you, everyone, for expressing your feedback on the Certification Program. Please see the "From the President" column on pp. 6-7 for a personal response from AMSOIL President & CEO Alan Amatuzio.

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



From the President

In the December issue of *AMSOIL Magazine*, Joe Tatro's letter expressed an opinion that customers generated by AMSOIL should be distributed to all Dealers equally, thereby helping small Dealers and not favoring more successful Dealers who have more time and resources. It is not often that a letter to the editor generates multiple responses from other Dealers, and this is an important topic, so I want to talk more about our position on Customer Certification. Joe, I want you and Dealers like you to know that I value your feedback and understand where you're coming from. There are a few misconceptions I'd like to clear up and some realities I want to make clear.

Several of the responses we received that were not in favor of the Customer-Certified criteria referenced how things were 10, 20 or more years ago. I appreciate

those sentiments, but the fact is times have changed and unless we evolve with the realities of today, we'll be forgotten. I don't want AMSOIL to be forgotten, and I'm not satisfied with simply continuing to exist. I want this company to grow and thrive, and I want you to be part of that.

Dealer Jim Anderson is alarmed that he won't receive an assigned customer, even though it might have come from his own website. That's not how it works, Jim. Any customers who come from your website to amsoil.com and make a purchase are assigned to you. Customer-Certified Dealers are assigned customers who come to amsoil.com from other sources, like Google or Bing. We put several measures in place to ensure Dealers are credited for any purchases made by customers they generate.

Dealer Wayne Edgerton encouraged us to consider a lower requirement

to attain Customer-Certified status and suggested two new customers each year might be better. We do offer alternative paths to qualification, Wayne, and you can qualify with only two new qualified customers in the past 12 months if you also have been a Dealer for less than a year, or have 24 or more active buying customers or have more than \$10,000 in personal purchases plus five or more active buying customers. Our goal with the alternative qualification methods was to provide paths to Certification for new Dealers, Dealers with established customer bases who focus on training and home-warehouse Dealers.

Dealer Harold Noll mentioned there were no minimum purchase, sponsorship, certification or website-hosting requirements in the past, and that Dealers were free to use their Dealerships as businesses or for personal use.

That all remains true today, Harold, although anyone who is not a Lifetime Dealer would save money by becoming a Preferred Customer. Still, you're welcome to maintain a Dealership strictly for personal use if you choose, and there are no minimum purchase, sponsorship, certification or online requirements for you to have a Dealership. You also remain Co-op Certified, Harold. That was not taken from you and you still qualify for the benefits that status confers. Your letter stated that you don't want a business. That's perfectly fine, and it also gets right to the heart of the issue. There are many Dealers like you who have earned Certifications through the years but don't actively work their businesses. When we gain a new customer and connect that customer with a Dealer who isn't actively working his business, that customer has a bad experience and is unlikely to give AMSOIL another chance. We cannot do that.

We are spending a lot of money building our brand (our image and reputation) and generating customers. These are two closely related but independent efforts. Our brand is affected by everything labeled "AMSOIL" – the quality of our oil, our customer service, our Dealers and more. It takes years to build a brand, but it only takes one bad experience to destroy it in the mind of a consumer. That's why it is imperative that we protect it. When your brand is strong, it helps you generate new customers, and all customers should be cherished. Without them, none of us has a paycheck. When we are fortunate enough to generate new customers with our marketing efforts, we assign these customers a servicing Dealer.

Unfortunately, we have no way of knowing which Dealers will cherish their customers, which Dealers are inactive and which Dealers will not even answer the

phone. Before we had minimum Certification requirements in place, we sometimes assigned customers to Dealers who were inactive or uncaring. This was a horribly expensive mistake that did substantial damage to our brand. Today, with the Customer-Certification Program in place, we have taken one small step toward ensuring we are connecting the customers we cherish with Dealers who have demonstrated that they are actively working their businesses and keeping their customers happy. I'm not suggesting that any of you who wrote to us don't have the necessary knowledge or don't take care of your customers, but we have no way of knowing without imposing some minimum standards.

Dealer Randy Williams, who was in support of the Customer-Certification Program, thought that requiring only four new customers a year was surprisingly low. Other Dealers commented that the program was not fair, and implied that different Dealers are being held to different standards. Not so. All Dealers abide by the same set of rules without exception. You are running an independent business and you have to navigate your own path to success. If what you're trying is not working, try something else. Learn a new approach, focus on a different market or use a different channel. It's not easy, and I won't pretend to have all the answers; all I can provide is encouragement and examples of what has worked for others.

An AMSOIL Dealership is an opportunity to generate income. It is not an entitlement to receive customers or any form of compensation from AMSOIL. We want all Dealers to make good money. We are incentivized to do everything in our control to help you make money – if you are making more money, that means you are

selling more oil, which means AMSOIL is making more money too. That is why we continue to invest in better websites, better training materials, better advertising and better programs. But we cannot just distribute these expensive, cherished customers to all Dealers and *hope* they will be treated properly. Hope is not a strategy. We must connect them with Dealers who have demonstrated that they possess basic product and program knowledge AND are actively working their businesses and serving existing customers.

My explanation should help everyone understand the reasoning behind our decisions, our program changes and our future direction. This is not about corporate greed – our profits remain the same whether the smallest Dealer or the largest Dealer makes the sale. This is about making hard decisions to ensure the long-term success of AMSOIL so that we can provide you with a thriving business long into the future. More changes will occur in the months and years ahead, and all of them will be in service to our two main goals: 1. Help Dealers be more successful and 2. Ensure AMSOIL remains strong for many years to come.

Lastly, whether they appreciated the Certification Program or opposed it, each letter-writer's passion for AMSOIL is evident. I am very grateful for that and I am thankful for each of you. I hope you will be inspired to push forward, make use of the tools and corporate support we provide and join me as we grow together.



Alan Amatzio
President & CEO

NEW V-TWIN OIL CHANGE KITS EXPAND MARKET COVERAGE

The AMSOIL V-Twin Oil Change Kit was an instant success following its introduction in August 2016. It combines everything needed to perform an AMSOIL oil change on most Harley-Davidson* motorcycles in one convenient package.

Dealers and retailers, however, have asked for kits with black AMSOIL Motorcycle Oil Filters instead of chrome. They've also requested kits recommended for newer Harley motorcycles with the Milwaukee-Eight* engine that requires five quarts of oil instead of four.

Available Feb. 4, our three new V-Twin Oil Change Kits satisfy these requests. The original kit designated with product code HDCK is still available with updated packaging to match the other three kits. You can now buy the same kit with a black filter instead of chrome using product code HDBK.

Two additional kits that include an extra quart of oil are also now available for bikes with the Milwaukee-Eight engine, which takes five quarts of oil. The kit designated with product code HDMC contains a chrome filter, while the kit with product code HDMB contains a black filter.

Notify your customers of the availability of these new kits. Use their introduction as an opportunity to call on your current retail accounts to start a conversation that could lead to a sale. For more market insights, see the V-Twin Dealer Sales Brief in the Dealer Zone under the Learning Center tab.



HDCK



HDBK



HDMC



HDMB

Kits designated with product codes **HDCK and HDBK** are recommended for **most 1999-2016 Harley-Davidson** motorcycles.

- (4) quarts of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil
- (1) AMSOIL Motorcycle Oil Filter (**kit HDCK contains a chrome filter; kit HDBK contains a black filter**)
- (1) Drain-plug O-ring

Kits designated with product codes **HDMC and HDMB** are recommended for **most 2017-present Harley-Davidson** motorcycles.

- (5) quarts of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil
- (1) AMSOIL Motorcycle Oil Filter (**kit HDMC contains a chrome filter; kit HDMB contains a black filter**)
- (1) Drain-plug O-ring

V-Twin Oil Change Kits

U.S. PRICING			Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
Stock #	Units	Pkg./Size					
HDCK	EA	1 Kit	36.64	53.10	55.80	71.70	76.00
HDBK	EA	1 Kit	35.16	50.95	53.50	68.60	73.10
HDMC	EA	1 Kit	43.71	63.35	66.55	85.55	90.75
HDMB	EA	1 Kit	41.88	60.70	63.75	81.95	87.15

CANADA PRICING			Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP
Stock #	Units	Pkg./Size				
HDCK	EA	1 Kit	36.64	70.15	73.70	94.75
HDBK	EA	1 Kit	35.16	67.70	71.10	91.45
HDMC	EA	1 Kit	43.71	84.05	88.30	113.55
HDMB	EA	1 Kit	41.88	80.55	84.60	108.75

To find the correct AMSOIL V-Twin Oil Change Kit for your bike, consult the Motorcycle Product Guide:
www.amsoil.com/lookup/motorcycle



SPRING OIL-CHANGE SEASON IS HERE

We're celebrating with multiple promotions running over the next few months.

Why Promotions?

Promotions are proven to increase sales to new and existing customers alike. We introduced regular promotions for Preferred Customers in 2017, and they have delivered outstanding results. Since then we have conducted a handful of promotions for retail and commercial accounts that have also performed well. Promotions are an excellent tool to help you convert new customers and accounts who just need a little incentive to start purchasing. They're also effective for generating additional sales to existing customers and accounts through exposure to new products and specials. Effective promotions typically result in more orders overall, increased order size and increased commissions for Dealers.

Watch the Dealer Zone and your Message Center as we roll out our new spring promotions for retail accounts and other customers over the coming months.

DEALER ACTION PLAN

Create a list of potential retail accounts that could benefit from a current promotion – aim to match the right product with the right customer at the right time. Reach out digitally or deliver the promotional material in person. Use the “special deal” as an opportunity to touch base with your customers and introduce them to new additions to the AMSOIL lineup or products they might not know we offer.

HOW TO USE AMSOIL PERFORMANCE TESTS TO INCREASE SALES

Dealers frequently request more ways to differentiate AMSOIL products from competitors. In fact, it was a top priority listed in our 2017 Dealer survey. To satisfy your requests, we've steadily introduced more performance tests that show the superior performance of AMSOIL products compared to competing products and leading industry standards. You can find all current test results at amsoil.com/performance-tests.aspx.

You can also find many performance tests in the Factory-Direct Catalog (G100, G300 Can.), in our market catalogs, on product data bulletins and elsewhere. We continue to introduce new performance results all the time.

We want Dealers to use our performance tests as often as possible to help gain new customers and increase sales. To achieve that end, we've revamped the AMSOIL Performance Tests webpage to make sharing performance tests easier. All performance tests are now available as jpeg files for easier downloading and sharing. You can save them to your device, post them on social media or your website, or send them directly to customers. Remember – don't overwhelm prospects with technical jargon and don't lead with performance claims. First, pique the person's curiosity about AMSOIL products by asking pointed questions and use our performance tests to help them overcome objections. Use only current information posted on amsoil.com. Once a performance test is archived, stop using it in your sales efforts. If Dealers fail to comply, we'll have to place tighter restrictions on viewing comparative test results for legal reasons. Here are a few ideas for using performance tests to boost sales.

SHARE ON SOCIAL MEDIA

AMSOIL performance tests make perfect social-media content. Post results along with a short message and a link to the product in the AMSOIL Online Store with your Dealer number attached.

TO DOWNLOAD AMSOIL PERFORMANCE TESTS:

- Visit amsoil.com/performance-tests.aspx
- Click the performance test you want
- Download it to your device



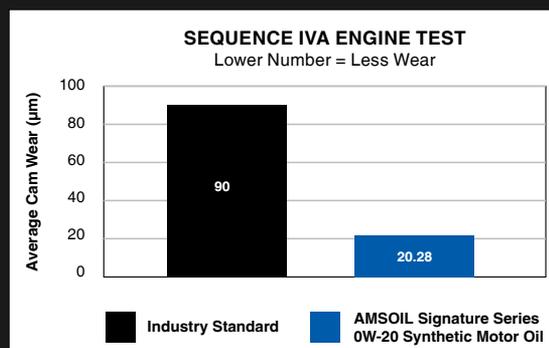
Yolo Car Parts

2 hrs

How much power do you need? How about all of it. AMSOIL Signature Series Synthetic Motor Oil blows the doors off the industry standard when it comes to protecting against horsepower loss and wear. Check it out here: <https://www.amsoil.com/shop/by-product/motor-oil/gasoline/?zo=YourDealerNumberHere>

Signature Series Fights Wear

75% more engine protection against horsepower loss and wear.^A

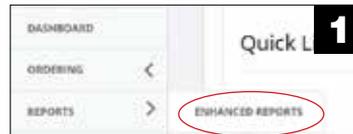


^ABased on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.

SEND TO EXISTING CUSTOMERS

In the July 2019 *AMSOIL Magazine*, we explained how to mine the customer data in your Dealer Zone enhanced reports to create customized messages. Performance tests make excellent email content for customers or prospects who have agreed to hear from you. Here's how to do it.

- 1) Log in to the Dealer Zone and **click Reports>Enhanced Reports** in the left-hand navigation menu.
- 2) This opens a screen with several reports that provide customer data. Find your "Active Personal Customers" report and **click the "All" category**.



- 3) **Click any customer name** to reveal his or her Order Summary and contact information.

4) Send the customer a message tailored to his or her order history.

For example, if he or she has ordered synthetic motor oil but has never purchased an AMSOIL Oil Filter, send the Oil Filter performance test to encourage a purchase.

Account #	Name	Qual Status	Qual Date	12 Mo Sales*	Email	Reg Type	PC Points
1111111	Billy Robots	Qualified	03/2019	\$1,807.95	Yes	Auto	1580
1111111	Gary Lord of Pickles	Qualified	08/2017	\$989.25	Yes	Auto	57
1111111	Armanda Ningface	Ineligible		\$5740.15	Yes	5 yr	2285
1111111	Mark Johnson	Ineligible		\$5725.35	Yes	5 yr	234
1111111	Kara Ragebourne	Qualified	09/2019	\$723.30	Yes	6 mo	303
1111111	Bruce Bruce	Qualified	05/2019	\$710.75	Yes	Auto	709

BOOKMARK AND SHARE

It's a great idea to **bookmark amsoil.com/performance-tests.aspx on your connected device** so you can quickly show performance tests to prospects or customers. They help pique curiosity about AMSOIL products and can help convince someone on the fence to place an order.

Say your auto-enthusiast co-worker has shown interest in AMSOIL synthetic motor oil but is hesitant to try it in his turbodiesel pickup. Send him results that show Signature Series Max-Duty Synthetic Diesel Oil's outstanding turbo cleanliness. Tie the oil's performance to his desire to achieve maximum performance and life from his turbocharged engine. Prospects often want to see hard data that distinguishes AMSOIL from competitors, and having our performance tests at the ready lets you answer their questions and, hopefully, earn a sale.

Keeps Turbos Clean

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil provides protection boosted to the max, delivering up to **60% better turbo cleanliness¹** and withstanding the extra demands you place on the turbo when pulling heavy loads or updating the tune for maximum horsepower.



¹Based on specification standards of CAT C13 2nd Ring Top Land Carbon testing.

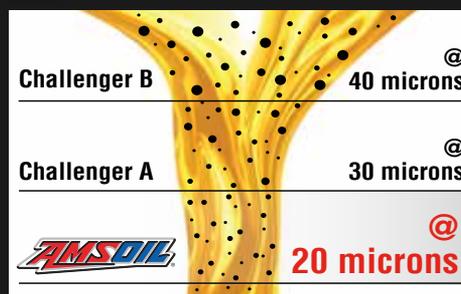
From: Yolo Car Parts
To: Billy Robots
Subject: 99% filtering efficiency

Hi Billy,

Thanks for using AMSOIL synthetic motor oil. Did you know AMSOIL makes oil filters, too? AMSOIL Oil Filters deliver 99% efficiency at 20 microns, outperforming competing filters. Check out the test results, and don't forget to order: <https://www.amsoil.com/shop/by-product/filters-and-by-pass-systems/oil/?zo=YourDealerNumberHere>

99% Efficiency at 20 Microns

Filtering particles >20 microns fights engine wear.^{AA}



^{AA}In accordance with industry-standard ISO SO 4548-12.

Have a great day,

Yolo Car Parts

HOW LUBRICANTS WORK

A lubricant's primary functions are friction and wear reduction, but lubricants also play other important roles in an engine.

To better understand specifically how lubricants work, it's important to understand why they're used, what kinds of lubrication exist and what specific applications require lubrication.

The Seven Functions of Lubrication

A lubricant must satisfy seven functions.

Minimize Friction

The most common and essential function of lubricants is to minimize friction and wear between components. Lubricants form an oil film on the surface of metals to reduce friction. Reduced friction prevents heating and abrasion on the friction surface.

Clean

Lubricants maintain internal cleanliness by suspending contaminants within the fluid or by preventing the contaminants from adhering to components. Base oils possess a varying degree of solvency that assists in maintaining internal cleanliness. Solvency is the ability of a fluid to dissolve a solid, liquid or gas. While the solvency of the oil is important, detergents and dispersants play a key role. Detergents are additives that prevent contaminants from adhering to components, especially hot components such as pistons or piston rings. Dispersants are additives that keep contaminants suspended in the fluid. Dispersants act as a solvent, helping the oil maintain cleanliness and prevent sludge formation.

Cool

Reducing friction minimizes heat in moving parts, which lowers the overall operating temperature of the equipment. Lubricants also absorb heat from contact surface areas and transport it to a location to be safely dispersed, such as the oil sump. Heat transferability tends to be a trait of the base oil's viscosity – lighter oils tend to transfer heat more readily.

Seal

Lubricants act as a dynamic seal in locations such as piston rings and cylinder contact areas to prevent contamination.

Dampen Shock

A lubricant can cushion the blow of mechanical shock. A highly functional lubricant film can resist rupture and absorb and disperse these energy spikes over a broad contact area. As the mechanical shock to components is dampened, wear and damaging forces are minimized, extending the component's overall operating life.

The oil pick-up tube screen is virtually free of sludge.



Protect

A lubricant must have the ability to prevent or minimize internal component corrosion. Lubricants accomplish this either by chemically neutralizing corrosive products or by creating a barrier between the components and the corrosive material.

Transfer Energy

Because lubricants are incompressible, they can act as an energy-transfer medium, such as in hydraulic equipment or valve lifters in an automotive engine.

AMSOIL synthetic lubricants are carefully crafted to deliver exceptional results in their intended applications. Their balanced formulations fulfill all critical lubricant functions while emphasizing what matters most: friction and wear reduction.

Signature Series Cleans

AMSOIL Signature Series Synthetic Motor Oil has 50% more detergents^D to help keep oil passages clean and promote oil circulation. It provides 90% better protection against sludge^{DD}.

^Dvs. AMSOIL OE Motor Oil

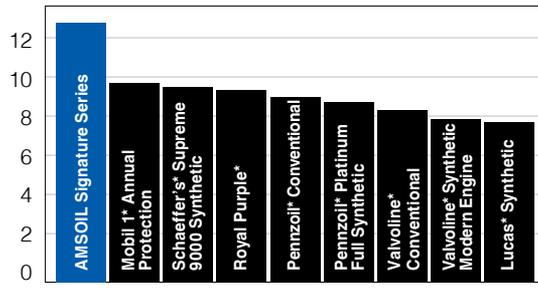
^{DD}Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification.

Signature Series Neutralizes Acids

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

ACID NEUTRALIZING POWER

Represented By Total Base Number (TBN) in ASTM D2896



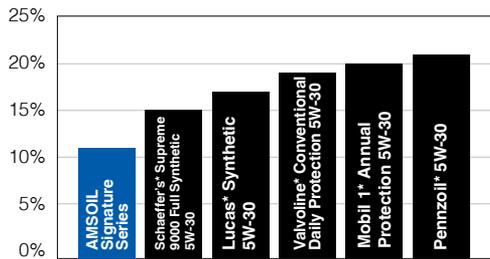
^EBased upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Royal Purple High Performance 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased 05/03/18. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

Signature Series Fights Viscosity Breakdown

AMSOIL fights viscosity breakdown **better than the competition^O**, providing superior protection of pistons, cams and bearings.

VISCOSITY BREAKDOWN

Represented By % Viscosity Lost In The Kurt Orbahn Test



^OBased on independent testing of AMSOIL Signature Series, Schaeffer's Supreme 9000 Full Synthetic, Lucas Synthetic, Valvoline Conventional Daily Protection, Mobil 1 Annual Protection and Pennzoil 5W-30 in the Kurt Orbahn Test. Oils purchased on 5/3/18. *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.

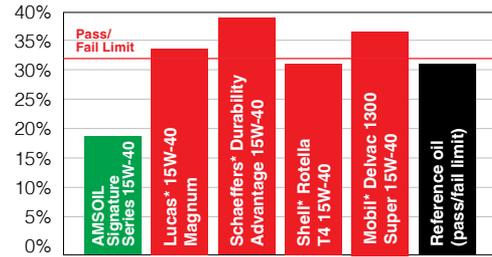
Protects Against Rust

Provides up to **2X better** rust protection.^K

Test results describe and represent properties of oils that were acquired on the dates listed in Table 1 (see www.amsoil.com/rusttest.aspx). Results do not apply to any subsequent reformulations of such oils or to new oils introduced after completion of testing. All oils were available to consumers at the time of purchase. Testing was completed in November 2017.

NMMA FC-W RUST TEST

Lower Number = Less Wear



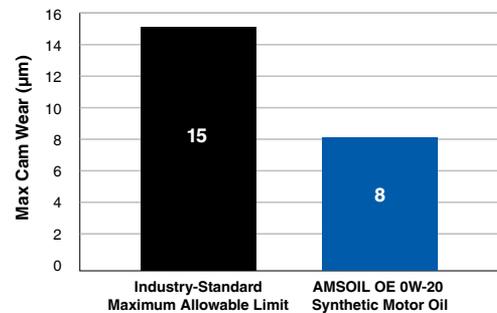
^KBased on industry standard testing using the NMMA FC-W Rust Test. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

OE Protects Against Wear

Provides **47 percent more** wear protection.^G

PEUGEOT TU3M WEAR TEST

Lower Number = Less Wear



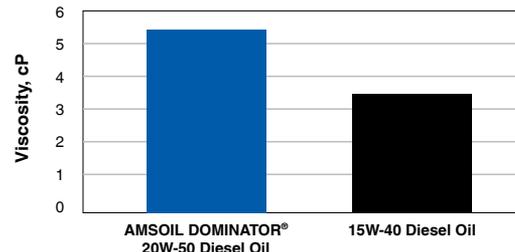
^GBased on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.

DOMINATOR® Protects Better

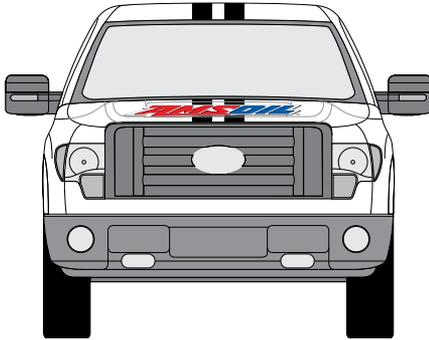
DOMINATOR Competition Diesel Oil delivers **50% more** film thickness^Q to withstand high cylinder pressures and protect against wear.

HIGH-TEMPERATURE/HIGH-SHEAR (HTHS) VISCOSITY

Higher = Better Wear Protection



^QCompared to the 3.5 cP HTHS limit for SAE 15W-40.



OPTION 1

BOOST BUSINESS WITH THE AMSOIL VEHICLE GRAPHICS PROGRAM

As more vehicles with official AMSOIL graphics appear on North American roadways, more people associate the image with AMSOIL Dealers and know that AMSOIL products can be obtained from anyone driving them.

AMSOIL VEHICLE GRAPHICS PROVIDE...

- Professional appearance
- Instant recognition as an AMSOIL Dealer
- More business opportunities
- Quality pre-printed vinyl graphics
- Affordable installation

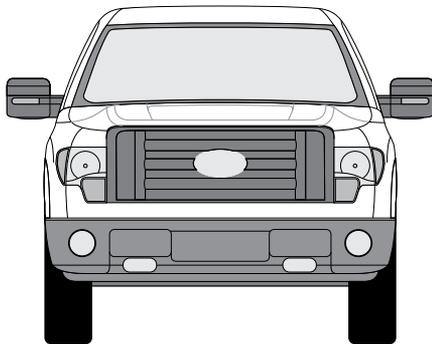
Having a personalized vehicle graphics kit with the AMSOIL logo and your contact information will help you establish a professional image, attract new customers and promote your Dealership wherever your car or

truck takes you. These professionally designed graphics packages let potential customers know that AMSOIL products can be obtained directly from you as an AMSOIL Dealer. You'll stand out to potential customers and boost business for all AMSOIL Dealers.

Last year we partnered with Turbo Images to bring you more affordable options to customize your vehicle graphics kits. These AMSOIL graphics kits include all logos, stripes and other non-white graphics as pre-spaced vinyl decals that can be installed on most

makes and models of white, silver or light-colored pickups, but may also fit other vehicles.

To order your AMSOIL vehicle graphics kit, 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.



OPTION 2

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

To apply for co-op, submit the invoices from Turbo Images and the installer, photos of your vehicle with graphics installed and a signed AMSOIL Vehicle Graphics Co-op Agreement (G3064) to vehiclegraphicscoop@amsoil.com.

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).

“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



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.



Dave M. Mann
Michigan
7-STAR REGENCY PLATINUM DIRECT JOBBERS
FIRST
Total Organization
FIRST
Personal Group Sales



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



Ches & Natasha Cain
South Dakota
4-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
Total Organization
SECOND
Personal Group Sales



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



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
Total Organization
NINTH
Personal Group Sales
SEVENTH
Commercial Account Sales



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



Gene & Danae Fine
Oregon
4-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
Personal Group Sales



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



Payton Zierolf
Wyoming
DIRECT JOBBERS
SECOND
Commercial Account Sales
FIRST
New Customer Sales



David & Linda Trekell
Texas
EXECUTIVE DIRECT JOBBERS
SIXTH
Commercial Account Sales



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



Clarence & Joyce Parde
Nebraska
EXECUTIVE DIRECT JOBBERS
TENTH
Commercial Account Sales



Victor Usas
Ontario
EXECUTIVE DIRECT JOBBERS
SIXTH
Retail Account Sales



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBERS
SEVENTH
Retail Account Sales



Alfred & Catherine Dawes
North Carolina
DIRECT JOBBERS
EIGHTH
Retail Account Sales



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



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



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



Vijay Parany
British Columbia
1-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Total Organization
EIGHTH
 Personal Group Sales



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



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



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



Michael H. Ellis
Michigan
5-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
 Commercial Account Sales



Merv Nolt
Ohio
DIRECT JOBBERS
FIFTH
 Commercial Account Sales



Greg & Joan Desrosiers
Alberta
3-STAR REGENCY PLATINUM DIRECT JOBBERS
SECOND
 Retail Account Sales



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



James E. Gates
Florida
EXECUTIVE DIRECT JOBBERS
FIFTH
 Retail Account Sales



David & Tracey Cottrell
Ontario
DIRECT JOBBERS
NINTH
 Retail Account Sales



Victor & Linda Sorlie
Texas
EXECUTIVE DIRECT JOBBERS
TENTH
 Retail Account Sales



Eben Rockmaker
Nevada
EXECUTIVE DIRECT JOBBERS
FIRST
 New Qualified Customers
SIXTH
 New Customer Sales



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.



Eric & Valerie Johnson
Virginia
MASTER DIRECT JOBBERS
SECOND
New Qualified Customers
FOURTH
New Customer Sales



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



Ashley Carte
Ohio
REGENCY DIRECT JOBBER
FOURTH
New Qualified Customers
EIGHTH
New Customer Sales



Will Mangan
Pennsylvania
MASTER DIRECT JOBBER
FIFTH
New Qualified Customers
NINTH
New Customer Sales



Joshua Childers
Ohio
MASTER DIRECT JOBBER
SEVENTH
New Qualified Customers
FIFTH
New Customer Sales



Michael J. Mathe
Tennessee
REGENCY GOLD DIRECT JOBBER
EIGHTH
New Qualified Customers
SEVENTH
New Customer Sales



Don & Mary Smith
Iowa
MASTER DIRECT JOBBERS
TENTH
New Qualified Customers
TENTH
New Customer Sales

HIGHER LEVELS OF RECOGNITION



Larry & Debra Fandrich
Colorado
REGENCY DIRECT JOBBERS



Ashley Carte
Ohio
REGENCY DIRECT JOBBER



Bruno Ranger
Quebec
MASTER DIRECT JOBBER



Eric & Valerie Johnson
Virginia
MASTER DIRECT JOBBERS



Aaron & Wendy Brownwell
Indiana
DIRECT DEALERS
Sponsors:
Rowland & Rosemary Norris III
Direct Jobbers:
Rowland & Rosemary Norris III



Francis J. Mottola
Pennsylvania
DIRECT DEALER
Sponsor:
Brian K. Neidig
Direct Jobbers:
Ray & Kathy Yaeger



Matt Erickson | DIRECTOR, TECHNICAL PRODUCT MANAGEMENT

What does “cold” mean to an engine?

Your engine is far more sensitive to cold ambient conditions than you might think.

What is “cold”?

The answer depends on your physiology and environment. For us northerners who expect six-month winters, the word “cold” doesn’t enter our vocabulary until the temperature drops below zero. And, even in the midst of a brutal cold snap, a day of sunshine and -10°F (-23°C) temps can feel comfortable after wind chills of -50°F (-46°C) or colder.

Head down south and the definition of “cold” changes. A 60°F (16°C) day can feel cold after months of triple-digit summer temperatures. Of course, some people are more susceptible to cold than others. Without fail, every time we have a snowstorm around here, you’ll see a guy at the gas station or grocery store in shorts and flip-flops right next to someone wrapped in a winter coat and scarf.

The definition of “cold” is different for each person. It’s also different for your engine.

Cold-flow matters to all drivers

We often tout the excellent cold-flow properties of AMSOIL synthetic lubricants on these pages and in our marketing material. Drivers down south may be tempted to ignore that benefit, but it applies in those environments, too.

While true that oil thickens more in winter weather and causes increased starting difficulty, an engine is considered “cold” after it’s sat long enough to cool to ambient temperature, typically overnight. As it cools, oil viscosity increases (it thickens). When it’s time to start your vehicle in the morning, the thicker oil doesn’t flow through the engine

as readily as it does when it’s at operating temperature. Cold, thick oil can be slow to flow through the tiny oil passages throughout your engine, like those in the camshaft shown here. It’s during this time that vital engine parts can operate without lubrication, increasing wear.



Oil that has thickened overnight can fail to quickly flow through tiny oil passages, even in summer.

Poor lubricant cold-flow properties can also affect variable valve timing (VVT) systems. Engines equipped with VVT have solenoids with tiny openings through which the oil flows and acts as a hydraulic fluid to actuate VVT components. Oil that fails to properly flow through these tiny passages reduces VVT performance and can trigger a check-engine light.

Lower pour points = better protection

An oil’s pour point reflects how well it flows at low temperatures and how well it protects against cold-start wear. This is vital considering most wear occurs at startup.

Pour point is defined as the lowest temperature at which a motor oil will continue to flow under prescribed conditions. The Pour Point Test (ASTM D97) spells out the standard procedure for determining an oil’s pour point. The sample is slowly cooled and tilted sideways every time the temperature drops 5°F (3°C). The pour point is the lowest temperature at which the oil still flows. Oils with lower pour points flow more readily at startup, providing critical lubrication faster for reduced wear and maximum engine life. Whether you’re in northern Wisconsin in February or Arizona in August, this is important if you want to protect your engine.

AMSOIL offers better startup lubrication

AMSOIL synthetic lubricants provide better cold-flow properties than conventional oils and most other synthetic oils. Our synthetic base oils don’t contain the waxes inherent to conventional oils. As a result, they provide increased fluidity during cold starts. This translates into oil that flows almost immediately through your engine, protecting it against wear. That’s a great selling point no matter how you define “cold.”

February Close-Out

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

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Feb. 17 for Family Day.

New AMSOIL E-Commerce Platform

We've adopted a new e-commerce platform at amsoil.com and launched a Canadian-specific amsoil.ca designed to create a best-in-class online shopping experience. While the new amsoil.com site looks familiar, additional features have been added to make it easier for customers and accounts to find and purchase the right products. Canadian customers should be redirected to amsoil.ca to make their purchases. All Dealer-number transfer links will continue to function as they have in the past and will also work on amsoil.ca.

Understand Copyright and Licensing

Make sure you have the right to use music, photos and other digital assets when you post online. AMSOIL must decline some Dealers' requests for copyrighted images due to licensing agreements with photographers. Some licenses expire over time or are based on the number of times an item is reproduced. Keep your website up to date and ensure it only contains content you have permission to use to avoid trouble.



- **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

All-New Product Line

We've had an exciting year introducing our all-new ALTRUM product line with updated ingredients and new packaging.

We're on the way to 19 products altogether, which means the good stuff is set to keep coming your way this year.

ALTRUM Supreme Digestive Enzymes (ALDE) has joined the ranks of the other new products available. It is a potent proprietary combination of digestive enzymes produced through controlled fermentation of select microbial species and is stable throughout the pH range of the GI tract.*

Another recent newcomer, ALTRUM C-500 Plus, brings you 500 mg of vitamin C, a water soluble nutrient well known for its vital role in the immune system.* This versatile vitamin also plays an important role in the production of collagen (a structural protein in connective tissue) and is therefore important for skin, bone and joint health.*

In addition to new packaging and formulas, many of the new supplements feature lower prices, along with a greater number of servings per bottle. As an example, Prostate Health contains a 45-day supply instead of 30 when taking the recommended dose of two soft-gels per day. Our bottles now tell you the "Best If Used By" date, which tells you how long they're at their highest quality and freshness.

The new ALTRUM supplements are available in singles or cases of 12, with the exception of Chocolate Whey Protein Powder, which comes in cases of six. (Visit www.altrumonline.com for complete product details and pricing.)

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



*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



Limited Quantities Available

FXR Jacket

Constructed with a wind- and water-resistant 290g polyester tri-laminate Omni-Stretch™ shell and removable FXR Thermal Dry™ Active Liner with 200g Thermal Flex™ Fill. Snowproof and moisture-resistant FXR Dry Vent™ System, durable YKK® Vislon front zipper with inner placket, YKK hand pocket zippers with fleece lining, YKK side body vent zippers, removable/adjustable hood, hook and loop adjustable cuffs, reflective screens, Lycra cuff extensions on removable inner liner, shock cord adjustable bottom hem, fade-free sublimation prints.

FXR Jacket

Stock#	Size	U.S. Dealer	Can. Dealer
G3647	S-XL	195.00	257.60
G3647	XX-XXX	215.00	284.00



Black Watch Cap

100% acrylic knit watch cap. One size fits most.

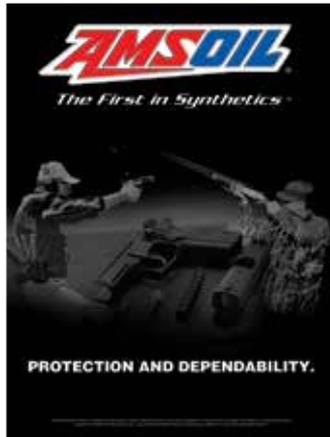
Black Watch Cap

Stock#	U.S. Dealer	Can. Dealer
G3585	15.00	20.00

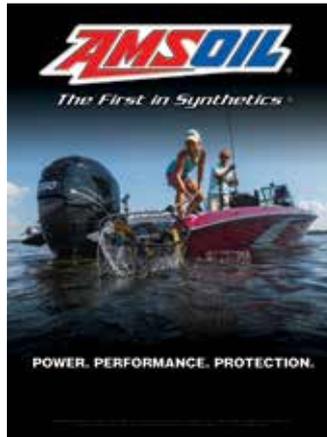
Powersports



Firearm



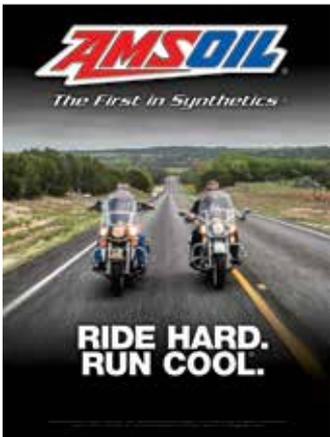
Marine



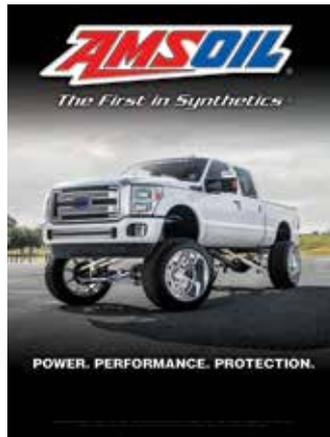
18" x 24" Poster Pack

Includes six different posters.

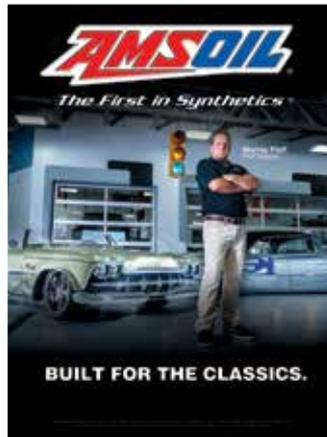
Stock#	Qty.	U.S. Dealer	Can. Dealer
G3658	1 pack	15.00	20.00



V-Twin Motorcycle



Diesel



Passcar

*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.



Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

Approach commercial prospects at the right time

Knowing when to reach out to someone is as important as knowing what to say.

When pursuing potential commercial accounts, how and when you interact with people often determines your success. Do you understand the challenges the business faces? How might AMSOIL products solve those challenges? Are you talking with a decision-maker on his or her schedule?

Deciding when to reach out to a prospect can make or break the conversation. Landscape contractors offer a perfect example. Landscapers make excellent prospects since Dealers can find them in just about any area of the U.S. and Canada. In addition, the benefits AMSOIL products provide align well with their need to save every penny they can as they try to overcome increased costs and low-ball competition.

Most landscapers in the U.S. and Canada are extremely busy from April to October. The season may differ in your area depending on climate. During the season, landscapers are stretched thin trying to keep up with their busy schedules. It may be nearly impossible to have a face-to-face conversation with a decision-maker. You may be tempted to leave behind a business card and a Commercial Program Catalog (G3469, G3474 Can.). But they'll likely get lost in the shuffle and be ineffective.

As the season winds down in late October and November, landscapers are usually trying to catch up. They're also figuring out what worked well – and what didn't – over the last season. They may be repairing equipment they hadn't had time to fix earlier. In the north, they may also be gearing up for

snow removal and other winter work. This is a good time to stop at these businesses since you may be able to pick up clues about the problems AMSOIL products can help solve.

By late January and February, landscapers are preparing for the upcoming season. They're considering whether to replace or repair equipment, changing lubricants and performing other maintenance work. This is the perfect time to call on these businesses. Be prepared with any information you gathered at the end of the previous season. This is also a good time to provide product samples. Ask for meetings now because, by March, most landscapers have decided on their lubricant brand and are already creating purchase agreements.

This month, make it a point to call on a few landscape contractors in your area. Now's the ideal time to establish a commercial account that can pay dividends for years. Here are a few benefits to share with prospects as you try to secure new accounts:

- **Extensive Product Line** – AMSOIL offers a product for just about any vehicle or piece of equipment landscapers use. SABER® Professional Synthetic 2-Stroke Oil (ATP) is a great door opener since it can provide an immediate performance boost compared to other two-stroke oils. Plus, when mixed at 100:1, it cuts oil costs up to 50 percent compared to conventional 50:1 mix ratios.

Likewise, 20W-50 Zero-Turn Synthetic Hydrostatic Transmission Fluid (AHF) can have an immediate effect on zero-turn mower responsiveness, which increases worker efficiency. It often costs less than 20W-50 motor oils some landscapers use in zero-turn transmission applications.

Don't forget Synthetic Small-Engine Oil (AES, ASE, ASF). While most manufacturers call for service intervals of 75-100 hours, Synthetic Small-Engine Oil provides extended service intervals of up to 200 hours/one year, providing reserve protection when equipment gets neglected and helping save time and money. It also delivers bulletproof protection in the toughest conditions.

- **Wholesale Pricing** – AMSOIL commercial accounts pay the lowest possible prices for AMSOIL products, saving money.
- **Free Shipping** – Commercial accounts get free shipping on orders of \$350 or more (\$450 Can.).
- **Discounts** – Commercial accounts earn discounts based on their annual purchases. See the Commercial Program Guide (G3563) for details.

There are several convincing reasons for landscapers and other businesses to become AMSOIL commercial accounts. The most convincing, however, is your personalized, outstanding service. Talk to prospects at the right time and highlight the right benefits to increase your success. For more market insights, see the Commercial Products Dealer Sales Brief in the Dealer Zone (Learning Center).



PRODUCT SPOTLIGHT: ZERO-TURN MOWERS

- AMSOIL Synthetic Small-Engine Oil
- AMSOIL 20W-50 Synthetic Hydrostatic Transmission Fluid



What are they?

- Synthetic Small-Engine Oil (AES, ASE, ASF) is a **commercial-grade formulation** designed to **maintain power** and promote **long equipment life**
- 20W-50 Synthetic Hydrostatic Transmission Fluid's (AHF) high-zinc formula fights wear and resists thinning, helping **maintain mower speed and responsiveness** better than motor oils

What do they do?

- **Help** landscapers and other professionals complete jobs on time and up to standards
- **Reduce** time and money spent maintaining equipment
- **Maximize** equipment life and profitability

Who are they for?

- **Lawn and landscape contractors** who depend on small engines to make a living
- **Do-it-yourself (DIY) homeowners** who take pride in the care and appearance of their yards

With spring approaching, contact your commercial accounts and make sure they're stocked up on AMSOIL products for their mowers and other small engines.

"Our zero-turn mowers are running day in and day out. They're faced with severe-duty service five to six days a week for seven to eight hours nonstop. The premium lubrication qualities provided by AMSOIL products are essential, and we perform oil changes and grease points every 200 to 250 hours."

Tim Wilson
LandCare Innovations

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

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February 2020

HEAVY-DUTY DEGREASER NOW AVAILABLE AT A LOWER PRICE

Heavy-Duty Degreaser (ADG) has been reformulated to provide the same great performance at a lower price. Effective Feb. 4, it is available at a lower price with higher commissions.

- Dissolves oil, tar and grime
- Removes sticky residue • Works fast
- Low-VOC formula • Non-foaming

Applications

- Metal surfaces • Oil-stained concrete
- Adhesive-coated surfaces • Heavy-duty equipment • Gears and chains • Powersports equipment • Farm equipment and more

Where should I use Heavy-Duty Degreaser and where should I use Engine Degreaser?

Heavy-Duty Degreaser and Engine Degreaser both offer outstanding degreasing benefits, but feature different formulas fine-tuned for their intended purpose. Heavy-Duty Degreaser is a multi-purpose, citrus-based degreaser that is safer on plastic, paint and rubber. Engine Degreaser is a proprietary formula designed specifically to remove dirt and grime from modern vehicle engines.



Heavy-Duty Degreaser is not available in Canada.

Heavy-Duty Degreaser

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
ADGSC	EA	(1) 15-oz. Spray Can	7.51	10.50	11.05	13.60	14.20
ADGSC	CA	(12) 15-oz. Spray Cans	90.09	119.80	125.80	161.75	168.50