AMSOIL® MAGAZINE

▸ DEALER EDITION

FEBRUARY 2021

SNEAK PEEK:

NEW DEALER TRAINING COMING IN MARCH

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NEW CAN-AM ATV/UTV KITS NOW AVAILABLE

Since the introduction of our ATV/UTV Oil Change Kits, which are recommended for most Polaris* ATVs and UTVs, Dealers and customers have been asking for oil-change kits for Can-Am* machines. We're happy to announce the wait is over. New Can-Am ATV/UTV Oil Change Kits (CK1, CK2, CK3) are available Feb. 1 and provide the ideal combination of AMSOIL protection and convenience for owners of most Can-Am ATVs and UTVs.

Why Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil?
In its owner's manuals, Can-Am recommends 5W-40 synthetic-blend oil for "general-purpose" use. However, it recommends additional viscosities depending on ambient conditions. For example, enthusiasts can opt for 0W-40 in cold temperatures for faster start-up protection, or 10W-50 in warm temperatures for increased resistance to heat. Because AMSOIL Formula 4-Stroke Powersports 0W-40 delivers exceptional all-weather protection, it's the lone viscosity we offer in our Can-Am Oil Change Kits. Its premium synthetic base oils and 0W rating mean it flows quickly in cold weather for excellent startup protection. In hot conditions, it resists oxidation and forms a durable lubricating film to deliver excellent wear protection. It delivers the best of both worlds all season long.

Perfect for retailers
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 ATV/UTV Products Dealer Sales Brief in the Dealer Zone under the Learning Center tab.

CK1

- 4 quarts of Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil
- Oil filter
- O-ring & washers

APPLICATIONS
- Maverick* X3

CK2

- 2.5 quarts of Formula 4-Stroke Powersports 0W-40 Synthetic Motor Oil
- Oil filter
- O-ring & washers

APPLICATIONS
- Outlander* 500-1000 • Renegade* 500-1000 • Commander* 800-1000 • Defender* HD8 & HD10 • Maverick 800-1000 • Traxter* HD8 & HD10

CK3

- 3.5 quarts of Formula 4-Stroke Powersports 0W-40 Synthetic Motor Oil
- Oil filter
- O-ring & washers

APPLICATIONS
- Defender HD5 • Outlander 400-450
- Traxter HD5

To find the correct AMSOIL ATV/UTV Oil Change Kit for your ATV or UTV, consult the ATV and UTV Product Guides at AMSOIL.com/guides.

Can-Am Oil Change Kits

U.S. PRICING

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
CK1	EA	1 Kit	10.91	49.59	52.10	66.95	70.80
CK2	EA	1 Kit	8.46	38.45	40.40	51.95	54.45
CK3	EA	1 Kit	10.58	48.10	50.55	64.95	68.35

CANADA PRICING

Stock #	Units	Pkg./Size	Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP
CK1C	EA	1 Kit	10.91	65.95	69.25	89.05
CK2C	EA	1 Kit	8.46	51.25	53.85	69.25
CK3C	EA	1 Kit	10.58	63.95	67.25	86.40

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THE COVER

Big changes are on the horizon for Dealer training. We're helping new Dealers jumpstart their businesses with training that delivers the basics in a quick, mobile-friendly format.

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From the President

In late 2017 we conducted an extensive Dealer survey to hear directly from you what you liked and didn't like about AMSOIL. The results were clear on many fronts – you wanted additional advertising support on a national level, more and different recognition, more training and increased professionalism among Dealers, more direction for new and existing Dealers and less complexity across the board. We took your feedback to heart and went to work addressing these issues. We're simplifying wherever possible, we've greatly increased our television and online advertising, we are running a steady stream of promotions and we introduced a successful Dealer Onboarding Program. The list goes on. More than three years later, we've made steady progress addressing the items you highlighted, and I hope you have benefited from our efforts.

Of course, we're not done – not even close. Next month we are unveiling our new Dealer Basic Training. It is, as the name implies, basic, but that is by design. It will augment our Onboarding Program to help new Dealers set out on the right path by covering the basics of our programs, how they earn money, sales concepts, products and some general rules of the road. Dealer Basic Training is yet another substantial investment in Dealer business, and it's a cornerstone of our efforts to strengthen and secure the Dealer opportunity for the next 50 years. It will increase knowledge and professionalism in the field, and it will drive increased sales for all.

And sales are increasing, led by Preferred Customer activity online. We are bringing in record numbers of P.C.s who are taking advantage of our promotions and fast, free shipping. Our strategies are aligning with consumer buying habits and our advertisements are bringing in more new customers every day. We have a talented group working on digital advertising and online engagement to ensure our marketing dollars are well-spent and we're targeting the right people with effective ads. You might not have a team to work on your online efforts, but it is important for you to choose an online strategy and execute it. You don't have to spend a bundle of cash on digital advertisements or web development; you can start by creating social media accounts for your business. They are free and can help drive customers in your direction. Then get set up on Google My Business so you're easy to find when people look for AMSOIL nearby. You can also bid on long-tail search terms to target local searches for AMSOIL and take advantage of one of the Dealer website packages we offer through EmpowerKit.

All Dealers take different approaches to running their Dealerships, including their online activity. That's one of the great things about this opportunity. There's no singular right answer; you just have to choose an online strategy that works for you. Whatever path you take with your business, make sure an online component is included to maximize your ability to attract new customers and earn sales.

Dean Alexander
Board Chair & Interim President

THE NEXT50
Commitment • Collaboration • Success

Big Protection for Smaller Diesel Vehicles

New AMSOIL 100% Synthetic Diesel Oil provides outstanding protection, performance and fuel economy for smaller American diesel pickups, vans, cars and SUVs. **It delivers up to 6X better wear protection than required by a leading industry standard.**[1]

- Outstanding protection during heavy use and abuse and in extreme temperatures
- Helps extend engine life and reduce maintenance costs and downtime
- Helps maintain power and fuel efficiency for superior engine performance
- Outstanding turbocharger and emissions-system protection
- Superior engine cleanliness
- Minimizes oil consumption
- Meets or exceeds the latest specifications for smaller diesel vehicles

Applications

Use in diesel pickups, vans, cars and SUVs that require any of the following specifications:

0W-20 (DP020): GM dexosD
5W-30 (DP530): GM dexosD, dexos2; Chrysler MS-11106; Ford WSS-M2C214-B1; ACEA C3

Not for use in applications that require an API CK-4 (or prior) specification.

[1]Based on third-party testing in the OM646LA cam wear test using 0W-20 as worst-case representation.

LETTERS TO THE EDITOR

ENVIRONMENTAL BENEFITS

I suggest that AMSOIL take more credit for the many environmental benefits of using our products versus the conventional oil options. This could be highlighted by the advertising department to help sell our products to the many people who are concerned about the environmental footprint of using lubrication products.

For example, as you know, people who put many miles on their vehicles each year who use Signature Series don't have to change oil for up to 25,000 miles/one year. Conventional oils (and some synthetics) recommend changing oil no more than 5,000 miles. My vehicle takes six quarts of oil each oil change. That means that if I travel 25,000 miles I will use 30 quarts of conventional oil, or just six quarts of AMSOIL Signature Series. That is a huge environmental difference!

Another example is our SABER® Professional Synthetic 2-Stroke Oil. If mixed at the 100:1 ratio it is at least half the ratio of conventional oil mixes. Not only is it half the oil used, it is also half the smoke produced and released into the air.

Perhaps you have already explained the environmental benefits of using AMSOIL products in previous advertising. If so, I apologize. I am convinced that we are missing a portion of the population that would appreciate knowing that they have a more environmentally friendly option in AMSOIL lubricants. This may also open up additional advertising options in conservation/environmental newsletters/magazines.

Thank you for considering this suggestion.

Wayne A. Edgerton

AMSOIL: *Thank you for your suggestion, Wayne. We occasionally tout the environmental benefits of our products, but we've learned over the years that the protection and performance benefits of AMSOIL products resonate stronger with the enthusiasts in our target market, so we do not put the environmental benefits front-and-center. If you have customers interested in the environmental benefits of our products, we suggest using the AMSOIL Environmental Responsibility brochure (G1059). Generally speaking, however, our experience has proven that more success is had by leading conversations and advertisements with our products' protection and performance attributes.*

OLDER PRODUCTS

Periodically, AMSOIL will change the label on product bottles as was recently done on the European Oils. Once the label changes, people want the latest formulation and the latest box. Whether true or false, the perception is that the older label or boxed product is inferior to the newer one. One of the ways a Dealer sells that old label is to put it on sale or offer a discount, which appears to be a violation of the AMSOIL MAP policy. AMSOIL has sold these old labels and old boxes, made the profit and the Dealer or account can be stuck with them if their customer insists on the newer product labels and boxes. Has anyone at AMSOIL considered this? AMSOIL makes offers to all of its customer types to drive sales. AMSOIL offers free shipping, free products, Preferred Customer renewal discounts and free accessories like pumps for purchasing drums. Dealers and retail accounts need the same flexibility as AMSOIL to offer sale prices and discounts to drive sales too, particularly to move obsolete inventory.

I am asking AMSOIL to update the MAP policy to allow authorized Dealers and accounts to discount obsolete product so that some customer will find value in it versus paying full price for current product. For purposes of this update, obsolete means product whose labels or boxes have been updated by AMSOIL due to a new formulation, an updated specification or any other update to the label or box. How would AMSOIL like it if I asked them to buy back obsolete product instead of allowing discounts on obsolete product? Why should Dealers and accounts be stuck with obsolete inventory that no one is willing to pay the same price for as current inventory? Thank you for your consideration.

Thank you,

Erroll Ivery

AMSOIL: *Thank you for your letter, Erroll. You may sell both new and older products at the prices you see fit. The MAP policy only prohibits advertising products below MSRP.*

VACUUM-PUMP OIL

I recently purchased a home freeze dryer and was surprised AMSOIL doesn't make a vacuum-pump oil. The home freeze dryer market is exploding. Buying another brand of oil felt like cheating on my spouse.

These units are expensive and require frequent oil changes. People are waiting three months for delivery. This might seem like a niche market, but it's the same oil every auto shop's A/C machine uses. Also every hospital has at least one large vacuum pump.

I know I'd buy a case today if it was available. I hope AMSOIL will consider this. There is a need, and someone is going to fill it.

Sincerely,

Eric Terrill

AMSOIL: *We appreciate your loyalty, Eric. There are many vacuum-pump designs on the market, with various vacuum levels that can be roughly divided into low, medium and high. The key to vacuum-pump oil is its vapor pressure. AMSOIL PC Series Synthetic Compressor Oil can be successfully used in low and medium vacuum applications, but high-vacuum applications require lubricants with lower vapor pressure, achieved through a distillation process. The additional equipment and processing required to produce high-vacuum-pump oil would increase its cost well over widely available (and already expensive) conventional products. Combined with the limited market size and the need to produce several viscosities to adequately cover the market, we have chosen not to develop a high-vacuum-pump oil at this time.*

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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.

The top three issues oil analysis uncovers

Find and solve engine issues before they become expensive problems.

Allen Bender | OIL ANALYZERS INC. MANAGER

We've all heard the famous axiom: An ounce of prevention is worth a pound of cure. It's especially true when it comes to vehicle maintenance, and few tools are more effective than used oil analysis. While oil analysis can identify all kinds of potential issues, I want to focus on the top three things we usually find and how it can help your customers save time and money.

Coolant contamination

Cooling-system problems account for up to 40 percent of all engine failures. Unfortunately, the cooling system is often neglected since coolant doesn't require maintenance as often as motor oil or other lubricants.

Coolant can contaminate the motor oil due to a number of problems, such as a bad head gasket, a faulty oil cooler or oil-cooler gaskets, or a cracked block or cylinder. In the case of a cracked block or cylinder, you're probably going to discover the issue pretty quickly. That's not necessarily the case with a leaking head gasket or bad oil cooler. In these cases, coolant can infiltrate the oil slowly and imperceptibly. You may check the coolant reservoir and oil regularly without noticing anything abnormal.

That's the beauty of oil analysis; it sees what your eyes miss. Regularly taking oil samples as part of an oil-analysis program provides ample opportunity to spot coolant contamination. The maintenance manager can pull the vehicle from service and investigate the problem before the engine fails. I don't know a single business owner who'd rather reactively send out a tow truck and have a vehicle fixed than prepare for it beforehand.

Excessive wear metals

Everything eventually wears out, but we can dramatically slow engine wear with superior lubricants and proper maintenance.

Here again, oil analysis helps spot issues before they morph into expensive problems. Regularly testing engine oil or other lubricants allows the maintenance manager to establish historic trends against which to compare future lubricant samples. This allows him to ensure normal wear metals, such as iron, aluminum and lead, follow historic trends with no abrupt spikes. If a report comes back with an alarmingly high lead level, for example, it may point to a main bearing wearing out. Abnormally high silicon might be a sign of a faulty air intake that's letting dirt infiltrate the engine.

This information provides time to investigate the issue and make the required repairs before it becomes a full-blown problem.

Fuel dilution

This is another common issue oil analysis often uncovers. Fuel dilution occurs when gasoline or diesel fuel washes past the piston rings and contaminates the oil in the crankcase. Excessive fuel can reduce the oil viscosity to the point where it cannot support the load in the engine or build a sufficient film to keep parts separated. Oil that has lost viscosity fails to provide adequate wear protection. In extreme cases, it can also create varnish and sludge that can clog tiny oil passages, like those found in variable-valve-timing solenoids, causing engine problems.

Several factors cause fuel dilution, like excessive idling, frequent short trips or leaking fuel injectors. It can also be characteristic of some engines, particularly turbocharged direct-injection (TDI) engines. In fact, we've seen a rise in cases of fuel dilution the past few years as TDI engines gain widespread use among automakers looking for every fuel-economy gain they can find.

I've said it already, but I'll say it again – oil analysis can identify fuel dilution and help managers plan a solution before it claims the engine. Regular reports allow users to establish a "normal" level of fuel dilution for the engine. Samples that deviate from acceptable historic levels indicate it's time to take action.

These are just three issues oil analysis can help solve. It's also the best way to maximize oil-change intervals and ensure you're getting every possible mile or hour out of your oil. If you haven't already, talk about the benefits of oil analysis with your commercial accounts and other customers. Use it as a tool when prospecting for customers to position yourself as a partner who can help uncover ways to benefit the business. Find out more at www.oaitesting.com. You can also get details about the Oil Analysis Co-op Program for commercial accounts in the Dealer Zone (Commercial Business Tools>Tools to Help You Succeed).

SNEAK PEEK: NEW DEALER TRAINING COMING IN MARCH

One of our top goals this year as we continue to work toward securing the next 50 years of the Dealer network is to provide you more training. Dealers have frequently told us they want and expect more training about our products, programs and the skills needed to sell.

To fulfill your requests for more training and promote a professional, knowledgable Dealer network, we've created new Dealer Basic Training, which will be available in AU Online in the Dealer Zone (my.AMSOIL.com) March 1.

Dealer Basic Training goals

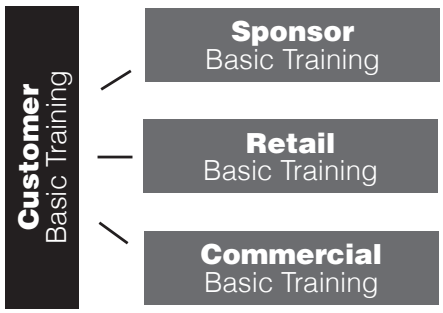
- Enhance overall Dealer knowledge and professionalism
- Help Dealers learn about AMSOIL products, AMSOIL programs and sales skills
- Support sponsors in training new Dealers
- Eventually required for **new** Dealers prior to registering retail or commercial accounts or sponsoring other Dealers (effective Sept. 1)
- Satisfy Dealer requests for more training and direction

How new training will work

Video has become the most popular way to consume content. For that reason, **new Dealer Basic Training will be video-based.** We've created the following four training modules:

- **Customer Basic Training** – Introduces Dealers to AMSOIL, explains how to prospect for and register online/catalog customers and Preferred Customers (P.C.s), shows how to use the Dealer Zone and more. **It's a prerequisite to the other three modules.**
- **Sponsor Basic Training** – Explains your responsibilities as a sponsoring Dealer, shows how to prospect for and register other Dealers, identifies key tools for sponsors and more.
- **Retail Basic Training** – Explains how to prospect for and register retail accounts, reviews the Retail Program, covers the sales process and more.
- **Commercial Basic Training** – Explains how to prospect for and register commercial accounts, conveys commercial benefits, highlights commercial markets on which to focus and more.

Each module is comprised of several videos roughly 2-3 minutes in length, each of which provides vital information about a different area of the business. Videos build on each other and are designed to be viewed in order within each module. Because Customer Basic Training provides foundational information, you must complete it first.



Afterward, however, you're free to complete the other three modules in any order. After viewing the final video in a module, you're required to complete a simple knowledge check of about 15 questions to demonstrate you've learned the basics. A module should take only about an hour to complete. You can watch videos on your phone, tablet or other device anytime, anywhere. Dealer Basic Training is designed to fit your schedule and business goals.

Eventually required of new Dealers

We think this training is so important that we plan to make it required of new Dealers who register on or after Sept. 1, 2021 before they can sponsor other Dealers or register retail or commercial accounts. Dealers who want to grow their businesses through sponsoring or registering these account types must have a solid foundation of knowledge to better serve their Dealers and customers and maximize their own success. At that time, new Dealers will still be able to register Preferred Customers and online/catalog customers, in addition to selling directly to family, friends and similar customers. But those who want to take the next step in their businesses will be required to complete training first. Nothing will change for existing Dealers, however. We'll provide more details in the months ahead.

For now, instruct your new Dealers to complete Dealer Basic Training. Complete the training yourself so you understand what they're learning. You may even pick up some helpful information that will help grow your business.

We'll have more on new Dealer Basic Training next month.

THE NEXT 50

Commitment • Collaboration • Success

New Dealer Basic Training

Available March 1 in AU Online in the Dealer Zone

- Mobile-friendly
- Complete anytime, anywhere on your device
- Increase professionalism
- Gain insight into our products and programs
- Build your sales skills

CUSTOMER BASIC TRAINING (PREREQUISITE)

Introduces Dealers to AMSOIL, explains how to prospect for and register online/catalog customers and Preferred Customers (P.C.s), shows how to use the Dealer Zone and more.

- Welcome video
- Product-training videos
- Dealer professionalism
- Customer interactions and targeting prospects
- P.C. & Online/Catalog Programs
- How to use AMSOIL catalogs
- How to use AMSOIL vehicle lookups
- Customer Certification requirements
- Using Dealer reports

SPONSOR BASIC TRAINING

Explains your responsibilities as a sponsoring Dealer, shows how to prospect for and register other Dealers, identifies key tools for sponsors and more.

- What makes a great sponsor?
- How to use joinAMSOIL.com
- How to register a Dealer
- Tips for onboarding new Dealers
- Starting conversations with your new Dealers
- Building a Dealer community
- Motivating and recognizing Dealers

RETAIL BASIC TRAINING

Explains how to prospect for and register retail accounts, reviews the Retail Program, talks about the sales process and more.

- Explains our retailer categories – retail stores, powersports stores, installers
- How to prospect for and sell to retail accounts
- Retail Program benefits (co-op programs, discounts)
- MAP and 24-store policies
- Understanding the retail locator
- Product recommendations
- Using the Retail Zone
- Understanding retail reports

COMMERCIAL BASIC TRAINING

Explains how to prospect for and register commercial accounts, conveys commercial benefits, highlights commercial markets on which to focus and more.

- Commercial focus – contractors, fleets and agriculture
- Commercial registration
- Commercial discounts
- Using oil analysis to benefit accounts
- Dispensing Equipment Co-op Program
- Product recommendations
- Servicing commercial accounts
- Using the Commercial Zone
- Understanding Commercial reports

WHAT NOW?

- New Dealer Basic Training will be available in AU Online in the Dealer Zone (my.AMSOIL.com) starting March 1. Begin your training as soon as possible.
- If you're currently working on coursework in AU Online, continue to do so. While some courses will be updated or removed by March, most will still be available.
- If you have questions, contact training@AMSOIL.com.

PURSUING LANDSCAPER ACCOUNTS

Although it's still winter, landscaping season is right around the corner, and equipment maintenance is on the minds of landscape professionals across the nation.

Lawn and landscape contractors provide lawn-maintenance, landscaping, irrigation, hardscape, tree-removal, snow-removal and other services. Because they often perform maintenance and make maintenance decisions during the offseason, now is the ideal time to call upon them to gauge their interest in upgrading to AMSOIL products.

CONVERTING PROSPECTS TO CUSTOMERS

Highlighting the benefits of SABER® Professional Synthetic 2-Stroke Oil (ATP) is a great way to get in the door. Minimize the literature you bring on your first visit to the Commercial Program Catalog (G3469, G3474 Can.) and the SABER Professional Handout (G3564). Use the Handout to bookmark the catalog pages that highlight SABER Professional's performance.

Create Curiosity

There are two goals at this stage of the process: 1) piquing the prospect's interest by demonstrating your focus on solving his or her problems and 2) securing permission for more time to meet later. Keep your first interaction simple; you may only have a few minutes, and it takes time to build trust. Briefly introduce yourself and the AMSOIL brand. Sharing stories of how you've helped other businesses is a great opener.

Discover Needs

In this phase, you and the prospect work together to discover whether he or she has a need for AMSOIL products. Ask open-ended questions that steer the conversation toward problems they might be experiencing. It may take several calls before you've built enough trust for the prospect to give you the time to ask questions about the challenges he or she faces and the effect lost time, increased costs and other hassles have on the business.

Assessment

In the Assessment phase, you've uncovered the challenges the prospect faces. Now it's time to present the AMSOIL products that solve the problems so he or she can assess whether they're right for the business. This is the stage to introduce product claims and testimonies that demonstrate AMSOIL superiority and build the prospect's confidence in AMSOIL.

Ongoing Service

Upon receiving a customer order, determine what level of ongoing service you will provide. Will they require frequent visits? Or is checking in every few weeks acceptable? A concrete plan will help you meet their expectations and create happy and loyal customers.

For more information on selling to landscape accounts, consult the Commercial Products Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs).

More AMSOIL Products for Landscapers

Synthetic Water-Resistant Grease (GWR)
Provides outstanding water-washout and spray-off resistance for applications frequently exposed to water, mud, snow or ice.

Quickshot® (AQS)
Effectively addresses performance issues related to ethanol, water and dirty pump gas in two- and four-stroke gasoline-powered engines and powersports equipment fuel systems, restoring peak performance.

Semi-Synthetic Bar and Chain Oil (ABC)
Delivers excellent lubrication and protection, helping extend the life of bar and chain applications

Zero-Turn Mowers

SYNTHETIC SMALL-ENGINE OIL (AES, ASE, ASF)

- **Tough formulation preserves engine power** by fighting wear and deposits that reduce engine compression
- **Promotes long component life** through excellent severe-service protection of pistons, bearings and gears, which reduces maintenance
- **Maintains engine cleanliness** by resisting extreme heat and oil consumption

AMSOIL 10W-30 Synthetic Small Engine Oil 125 Hours

Leading Oil Brand 125 Hours

Preventing Exhaust-Valve Sticking
Following 125 hours of severe-service testing in a Honda* 5-hp engine, 10W-30 Synthetic Small-Engine Oil kept the valve guides in the engine pictured on the left clean and functional. In contrast, using a leading oil brand, the engine pictured on the right failed due to exhaust valve sticking. During engine disassembly, heavy deposits prevented test administrators from removing the valve.

SYNTHETIC HYDROSTATIC TRANSMISSION FLUID (AHF)

- **Helps maintain mower speed and responsiveness** due to excellent protection against wear and viscosity loss
- **Purpose-built** to withstand the unique demands of hydrostatic transmissions, unlike motor oils
- **Lasts up to 2X** original equipment manufacturer (OEM) recommendations, helping professionals save money and reduce downtime

String Trimmers

SABER® PROFESSIONAL SYNTHETIC 2-STROKE OIL (ATP)

- **Convenience** of one mix ratio for all equipment
- **Cuts costs by 50 percent or more** when mixed at 100:1
- **Clean, protected power** means equipment starts easier, runs better, lasts longer and boosts efficiency

AMSOIL SABER Professional 300 Hours

Leading Oil Brand 300 Hours

SABER Fights Carbon
Following 300 hours of professional-use testing in STIHL* string trimmers at the manufacturer mix ratio of 50:1, SABER Professional kept pistons and rings virtually free of carbon and wear (see the picture on the left), while use of a leading oil brand caused significant carbon buildup around the ring area (see the picture on the right). This engine is nearing the failure point.

New AMSOIL Powersports Antifreeze & Coolant:

COOL UNDER PRESSURE

Available Feb. 2, new Powersports Antifreeze & Coolant (PSAF) is designed to cool high-revving, hot-running powersports engines while providing excellent freeze protection, cooling-system cleanliness and compatibility with metals, gaskets and hoses. It is recommended for all powersports applications that call for an ethylene-glycol 50:50 premix engine coolant, including...

- Motorcycles • Dirt bikes • ATVs • UTVs
- Snowmobiles • Outboard motors
- Personal watercraft

Competitive powersports coolants often carry narrow application recommendations, meaning enthusiasts have to buy multiple coolants to service their machines. AMSOIL Powersports Antifreeze & Coolant offers the convenience of using one product for all your powersports equipment.

In addition, its long-life formulation lasts up to five years, which is longer than other coolants. Customers value the convenience of changing antifreeze and coolant less often. Because it's pre-mixed 50:50 with high-purity water, it also eliminates the hassle of measuring and mixing fluids.

Cools hot-running engines

Enthusiasts love to push the limits of their motorcycles, UTVs, snowmobiles and other powersports equipment. Riding hard or pushing to get the job done increases engine heat, which can damage plastic and hoses. In extreme cases, it can deform metal, causing extensive damage to engine parts. To avoid these problems, enthusiasts want a powersports antifreeze and coolant they can depend on to fight extreme heat and protect their engines throughout a long service interval for maximum convenience.

AMSOIL Powersports Antifreeze & Coolant's ethylene-glycol formulation meets original equipment manufacturer (OEM) recommendations while providing excellent boil-over protection up to 226°F (108°C). It cools hot-running, high-revving engines, helping prevent engine damage so enthusiasts can rest assured their engines are protected no matter how hard they push their machines. For enthusiasts in northern climates, it delivers freeze protection down to -35°F (-37°C) for excellent all-season protection.

Provides long five-year service life

AMSOIL Powersports Antifreeze & Coolant is borate-, nitrite- and phosphate-free, which maximizes coolant life since these components deplete quickly. It helps prevent harmful cooling-system scale and deposits, which aids in heat transfer and helps components last as designed.

Excellent compatibility

AMSOIL Powersports Antifreeze & Coolant protects most cooling-system metals in addition to gasket and hose materials. It is specially formulated for powersports cooling systems that contain increased aluminum. Not only does it maximize system life, it helps prevent leaks and is compatible with most other coolants.

Fights corrosion

Corrosion on cooling-system parts inhibits heat transfer and shortens component life. AMSOIL Powersports Antifreeze & Coolant is formulated with robust corrosion inhibitors that help prevent corrosion, cavitation and scale. It protects metal surfaces, helping them remain clean and long-lasting.

Quarts reduce waste

To help reduce waste, AMSOIL Powersports Antifreeze & Coolant is available in quarts only. For many applications, a gallon provides more coolant than needed, resulting in partially used containers lying around the garage. Quart packaging allows customers to purchase only what they need, reducing cost and the hassles of storage.

- Helps reduce engine temperatures
- Provides all-season protection for up to five years
- Mixed with high-purity water to help prevent scale and deposits
- Safe for most cooling-system metals, gaskets & hoses

POWERSPORTS ANTIFREEZE & COOLANT DATA BULLETIN

Stock #	Qty.	U.S.	Can.
G3720	25	4.10	5.60

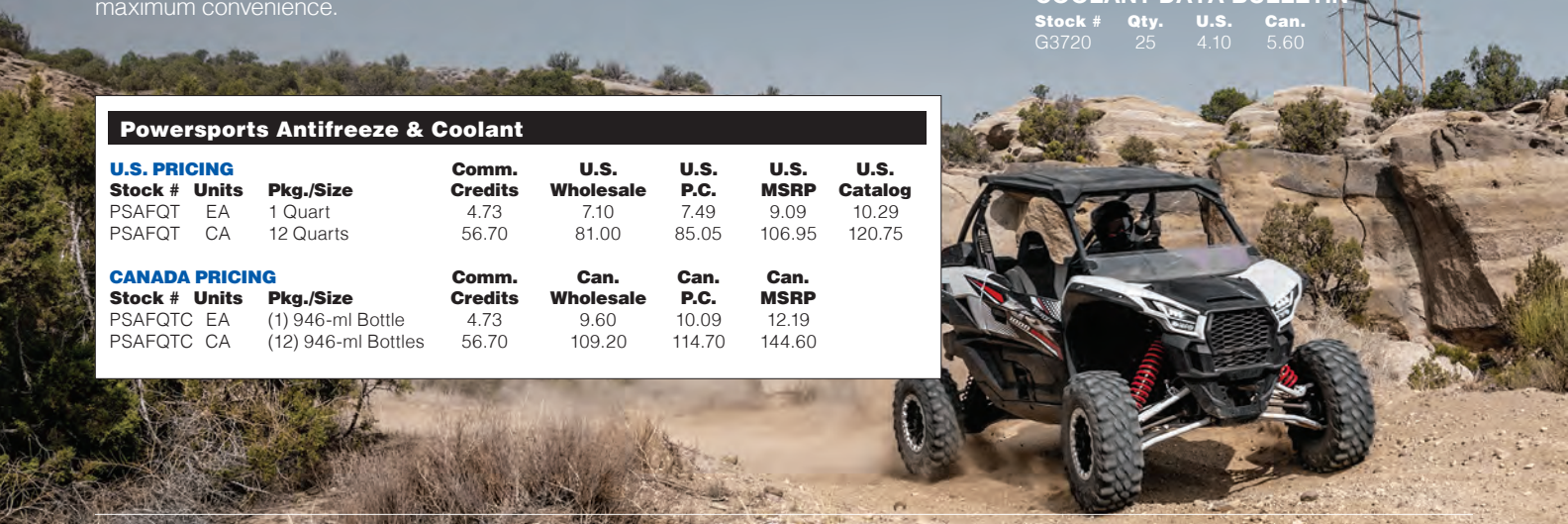
Powersports Antifreeze & Coolant

U.S. PRICING

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
PSAFQT	EA	1 Quart	4.73	7.10	7.49	9.09	10.29
PSAFQT	CA	12 Quarts	56.70	81.00	85.05	106.95	120.75

CANADA PRICING

Stock #	Units	Pkg./Size	Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP
PSAFQTC	EA	(1) 946-ml Bottle	4.73	9.60	10.09	12.19
PSAFQTC	CA	(12) 946-ml Bottles	56.70	109.20	114.70	144.60



SYNTHETICS IN THE INSTALLER MARKET

Synthetic motor oils are becoming an increasing standard for everyday vehicles. Quick lubes, mechanics and other auto-service centers are updating their product inventories to reflect this trend.

What Customers Want

New technologies and original equipment manufacturer (OEM) recommendation changes have pushed a higher demand for synthetic lubricants. Consumers are now showing a strong preference for synthetic motor oil – especially for newer vehicles that require specifications not met with conventional oils. Synthetic motor oil also offers the advantage of longer oil change intervals, making it especially attractive for a lot of car owners.

Synthetic Education

Customer education has become a crucial component in the move up to synthetic motor oil. As more consumers become aware of the benefits of higher quality oil, more are seeking them out when they get their vehicles serviced.

On the other hand, some car owners step into a shop without any knowledge about synthetic oil or why it may be necessary for their vehicles. They may start off choosing the cheapest oil option, and it's up to service technicians to make the case for a synthetic instead. When customers are informed on the differences in quality, it can help them come around to the sale.

You can help your accounts pitch synthetic motor oil by offering training and sharing technical information that they can pass along to their customers. Educating technicians and staff on the products you provide can help boost their confidence and increase the likelihood that they will recommend AMSOIL products.

Pricing and Value

The need to keep up with competitive pricing is crucial for installer businesses. That's why AMSOIL offers volume discounts to installer accounts. The more an account purchases, the greater the discount it can unlock. Make sure your existing and prospective accounts are aware of the savings they can receive through the AMSOIL Installer Program.

U.S.

Annual Purchases	Discount
$0 - $3,499.99	0%
$3,500 - $24,999.99	5%
$25,000+	10%

CANADA

Annual Purchases	Discount
$0-$4,499.99	0%
$4,500 - $29,999.99	5%
$30,000+	10%

The Role of Oil Changes

For some installers, particularly independent mechanics and auto-service shops, oil changes are not a major source of profit. Instead, oil changes are a way to bring customers in the door before uncovering opportunities for additional, more profitable services. That's why installers can be wary of selling extended-drain motor oils that could limit opportunities for seeing their customers. AMSOIL OE Synthetic Motor Oil is recommended for the service interval provided in the vehicle owner's manual, allowing installers to see their customers as often as possible. While installers may sell any of our products, OE Synthetic Motor Oil is the best option for you to recommend.

The Importance of Dealers

All installer accounts we've surveyed in the past have said that the relationships they had with their Dealers were one of the biggest motivators when choosing to go with AMSOIL. AMSOIL Dealers who are present and involved in helping their installer businesses grow have the most success. Now is a great time for you to reach out to vehicle service and repair centers and start building relationships. Get in touch with your existing installer accounts and order an AMSOIL Installer Kit (G250/G8250) to start registering new accounts today.

PRODUCT SPOTLIGHT:
AMSOIL ENGINE AND TRANSMISSION FLUSH

We cover a range of topics on the AMSOIL blog at blog.AMSOIL.com, but our most widely read and commented-on post is the one about engine-flush products. People have several questions about the effectiveness and suitability of AMSOIL Engine and Transmission Flush (FLSH) for their vehicles. To prepare you to answer these questions and help improve your success when selling this great add-on product, we address the top questions here.

What is Engine and Transmission Flush?

It's a detergent-based additive designed to clean deposits and sludge from your engine. While motor oils contain detergents that help keep the engine clean, the formulation must also contain anti-wear, oxidation-inhibitor and other additives, limiting room for detergents. Engine and Transmission Flush, however, is designed solely to clean, and therefore packs a more potent cleaning punch.

What are its benefits?

1. Prepares your engine for new oil: Engine and Transmission Flush helps loosen sticky valves or piston rings and remove harmful sludge and other contaminants. Cleaning the engine prior to installing fresh oil ensures the new oil functions as intended and delivers maximum protection. The oil won't last as long or protect as well if it must contend with sludge and deposits from the previous oil.
2. Helps increase fuel efficiency: Contaminants circulating throughout the engine can lead to oil breakdown and increased viscosity – and higher-viscosity oil requires more energy to circulate throughout the engine. Sludge and deposits on engine parts can also increase resistance, which wastes fuel. Cleaning the engine helps ensure parts move efficiently, maximizing fuel economy.
3. Helps reduce oil consumption: If deposits in the piston-ring lands cause the rings to stick, oil can migrate into the combustion chamber, where it burns. This not only leads to harmful deposits, it also increases exhaust emissions as the burned oil exits the tailpipe. Engine and Transmission Flush helps free stuck rings and reduce oil consumption, in turn reducing emissions.
4. Helps reduce heat: Extreme heat reduces engine efficiency while increasing the rate at which the oil oxidizes (chemically breaks down). Sludge and deposits act as insulators that prevent the engine from dissipating heat as designed. Flushing your engine helps ensure it manages heat properly for optimum efficiency and oil life.
5. Convenience: You can safely use AMSOIL Engine and Transmission Flush in gas or diesel engines and automatic transmissions. And, while some solvent-based flush products require a cumbersome disposal process, Engine and Transmission Flush uses a detergent-based formulation allowing easy disposal with waste oil.

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]

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

[D]vs. 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.

Can flushing an engine or transmission create leaks?

This is a common question. There's a good deal of misinformation surrounding engine-flush products, which likely explains its origin.

In old, poorly maintained engines, time and neglect can cause seals to wear out, dry and crack. If using a low-quality oil, sludge and deposits can form that cover the seals, like Spackle* covering cracked plaster. This veneer of deposits papers over the worn seals and helps prevent them from leaking.

Flushing the engine dissolves the deposits and reveals the true nature of the seals, which can create a leak. The motorist then associates the engine flush with a fluid leak. In reality, the seals were already bad; the flush simply revealed their true condition.

If you suspect a customer's vehicle falls into this camp, it's best to leave well enough alone and skip the engine flush. While Engine and Transmission Fluid won't cause leaks, the customer must choose between sludge and deposits robbing engine performance or the seals showing their true condition.

Is flushing the engine necessary?

It depends on vehicle condition and maintenance practices. For customers who have used AMSOIL synthetic motor oil exclusively, flushing the engine prior to an oil change won't provide as noticeable a benefit as if they had been using a low-quality oil. However, flushing

the engine before each oil change ensures they derive the greatest benefits from the new oil. AMSOIL synthetic motor oil contains potent detergent additives that help keep engines clean.

If your customer wants to flush his or her engine regardless, Engine and Transmission Flush is perfectly safe to use in this scenario.

In vehicles with a suspect maintenance history switching to AMSOIL products for the first time, it's a good idea to give the engine a fresh start prior to installing new oil. However, it's not required. Doing so helps ensure your customer gets maximum benefit from the oil.

Is Engine and Transmission Flush safe?

Some motorists fear that flushing their engines or transmissions may loosen large chunks of debris that end up clogging narrow passages or the filter. Engine and Transmission Flush cleans at the molecular level, ensuring deposits dissolve and properly exit the engine or transmission with the oil when it's drained. It's perfectly safe to use.

How do I use Engine and Transmission Flush?

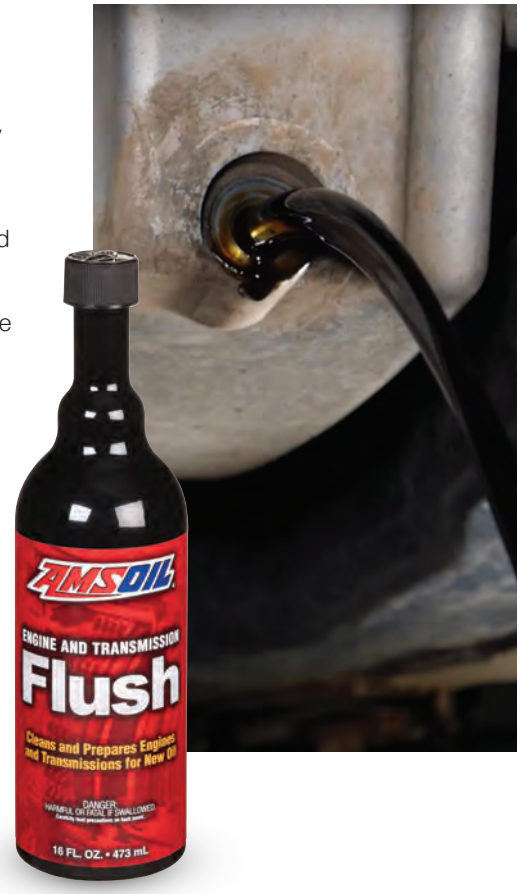
To flush the engine, add the entire bottle to the fill port and idle the engine for 10-15 minutes. Immediately drain the oil. Replace the oil filter and refill with new oil.

To flush an automatic transmission, add the entire bottle to the fill port and idle the engine for 10-15 minutes, shifting through drive and reverse. Do not place the vehicle under heavy load. Drain all the fluid, including from the torque converter, replace the filter and add new fluid. We don't recommend flushing a transmission without a removable pan or filter access.

For video instructions on flushing an engine, head to youtube.com/user/AMSOILinc and search "flush."

How well does Engine and Transmission Flush work?

To see the product in action, check out the before/after images here. They're also available on the product page at AMSOIL.com and AMSOIL.ca, as well as on the Engine and Transmission Flush product data bulletin (G2763).



Before Cleanup

Cylinder head pre-cleanup. Note the sludge deposits on and around the valve springs and push rod openings.

Before Cleanup

Automatic transmission clutch plates pre-cleanup.Varnish and glazing is heavy on some of the plates.

After Cleanup

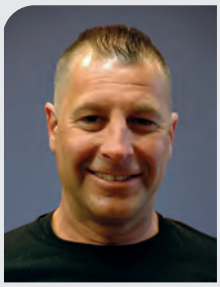
Cylinder head after cleanup with AMSOIL Engine and Transmission Flush. The valve springs and push rod openings are noticeably cleaner, with fewer sludge deposits. The manufacturer's stamping is more easily seen.

After Cleanup

Automatic transmission clutch plates after cleanup with AMSOIL Engine and Transmission Flush reveal lighter glazing and varnish.

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.

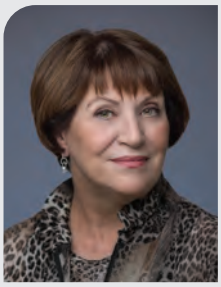


Dave M. Mann
Michigan
9-STAR REGENCY PLATINUM DIRECT JOBBER
FIRST Total Organization
FIRST Personal Group Sales
FIFTH New Qualified Customers
THIRD New Customer Sales

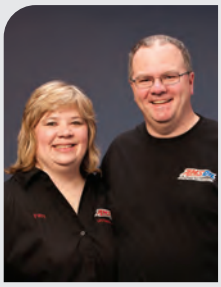
Bill & Donna Durand
Wisconsin
7-STAR REGENCY PLATINUM DIRECT JOBBERS
SECOND Total Organization
SECOND Personal Group Sales
NINTH New Customer Sales

Tom & Sheila Shalin
Georgia
5-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD Total Organization
Retail Account Sales
FOURTH Personal Group Sales
SIXTH New Qualified Customers
FIFTH New Customer Sales

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



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBER
EIGHTH Total Organization
TENTH Commercial Account Sales



Mylo & Patty Twingstrom
Minnesota
2-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH Total Organization
NINTH Personal Group Sales

Payton Zierolf
Wyoming
1-STAR REGENCY PLATINUM DIRECT JOBBER
FIRST Commercial Account Sales

James Allen
Ohio
REGENCY GOLD DIRECT JOBBER
SECOND Commercial Account Sales

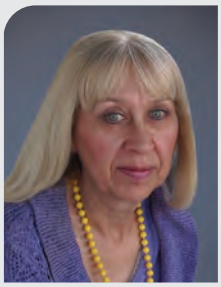
David B. Richardson
Ohio
MASTER DIRECT JOBBER
THIRD Commercial Account Sales

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

John Coffey
Virginia
DIRECT JOBBER
NINTH Commercial Account Sales

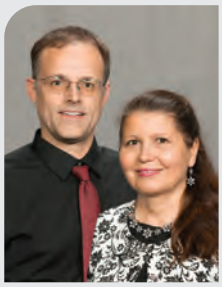
John & Dianne Moldowan
Alberta
REGENCY GOLD DIRECT JOBBERS
SECOND Retail Account Sales

David G. Douglas
Michigan
MASTER DIRECT JOBBER
EIGHTH Retail Account Sales



Debra McKenzie
Alberta
REGENCY GOLD DIRECT JOBBER
NINTH Retail Account Sales

Jean-Francois Leclerc
Quebec
PREMIER DIRECT JOBBER
TENTH Retail Account Sales

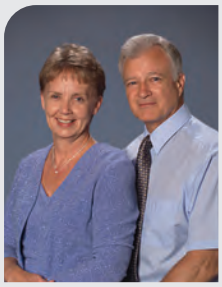


Ches & Natasha Cain
South Dakota
4-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
Total Organization
THIRD
Personal Group Sales

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

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

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



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

Vijay Parany
British Columbia
2-STAR REGENCY PLATINUM DIRECT JOBBER
TENTH
Personal Group Sales

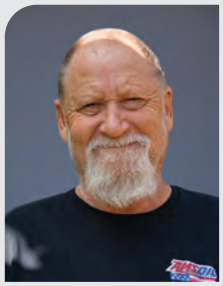
Bill A. Torgler
Colorado
DIRECT JOBBER
FIFTH
Commercial Account Sales

Thomas Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBER
SIXTH
Commercial Account Sales
FIFTH
Retail Account Sales

Leon & Beverly Ham
Michigan
DIRECT DEALERS
SEVENTH
Commercial Account Sales

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

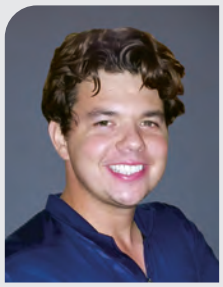
Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
SIXTH
Retail Account Sales



James E. Gates
Florida
EXECUTIVE DIRECT JOBBER
SEVENTH
Retail Account Sales

Ashley Carte
Ohio
REGENCY PLATINUM DIRECT JOBBER
FIRST
New Qualified Customers
SECOND
New Customer Sales

Justin Peszko
Virginia
REGENCY GOLD DIRECT JOBBER
SECOND
New Qualified Customers
SIXTH
New Customer Sales

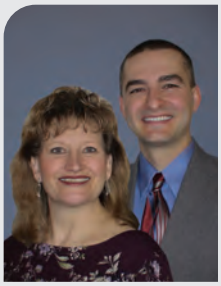


Eben Rockmaker
Nevada
REGENCY SILVER DIRECT JOBBER
FOURTH
New Qualified Customers
EIGHTH
New Customer Sales

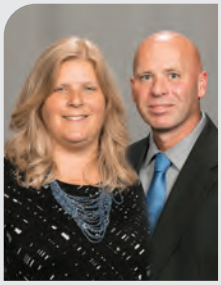
MONTHLY LEADERS

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.

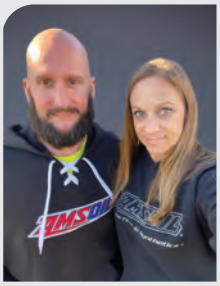
Will Mangan
Pennsylvania
REGENCY SILVER DIRECT JOBBER
SEVENTH
New Qualified Customers
SEVENTH
New Customer Sales



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



Michael & Tammi Lick
Iowa
REGENCY SILVER DIRECT JOBBERS
NINTH
New Qualified Customers



Nathan Peszko & Lindsay Phelps
Virginia
DIRECT DEALERS
TENTH
New Qualified Customers

Eric & Valerie Johnson
Virginia
REGENCY SILVER DIRECT JOBBERS
FOURTH
New Customer Sales

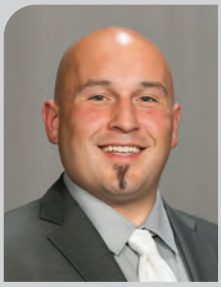
HIGHER LEVELS OF RECOGNITION

Alan Cook
Michigan
REGENCY SILVER DIRECT JOBBER

Michael & Tammi Lick
Iowa
REGENCY SILVER DIRECT JOBBERS

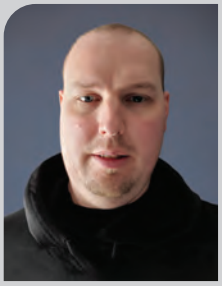
Denis & Lisa Jolicoeur
Manitoba
EXECUTIVE DIRECT JOBBERS

Jean-Francois Leclerc
Quebec
PREMIER DIRECT JOBBER

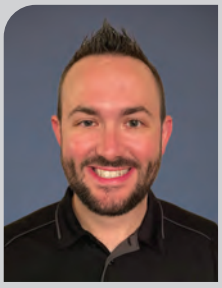


Dustin Wilcox
Tennessee
DIRECT JOBBER
Sponsor:
Roger Spanske
Direct Jobber:
Roger Spanske

Steve Smith
Pennsylvania
ACCOUNT DIRECT
Sponsor:
Tim Champness
Direct Jobbers:
Michael & Alecia Sparks



Dan R. Nimtz
Florida
ACCOUNT DIRECT
Sponsors:
Hank & Marina Cox
Direct Jobbers:
Hank & Marina Cox



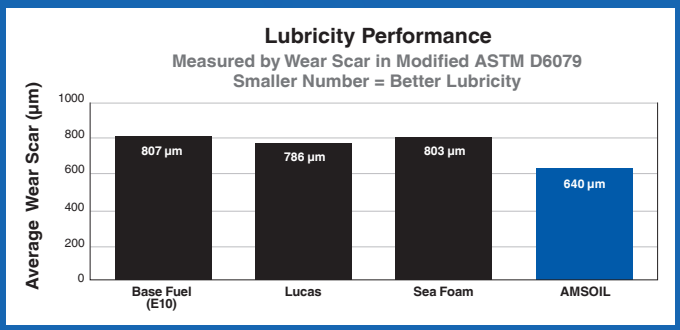
Eric Riley
Florida
ACCOUNT DIRECT
Sponsors:
Tom & Sheila Shalin
Direct Jobbers:
Tom & Sheila Shalin

RESTORE HORSEPOWER AND PRESERVE PERFORMANCE

AMSOIL Upper Cylinder Lubricant delivers 18 percent more lubricity than Lucas* and 20 percent more than Sea Foam* for better retention of horsepower and fuel economy.[R]

Upper Cylinder Lubricant

- Lubricates fuel system and upper cylinders
- Fights ethanol-related corrosion
- Helps keep injectors clean
- Capless compatible

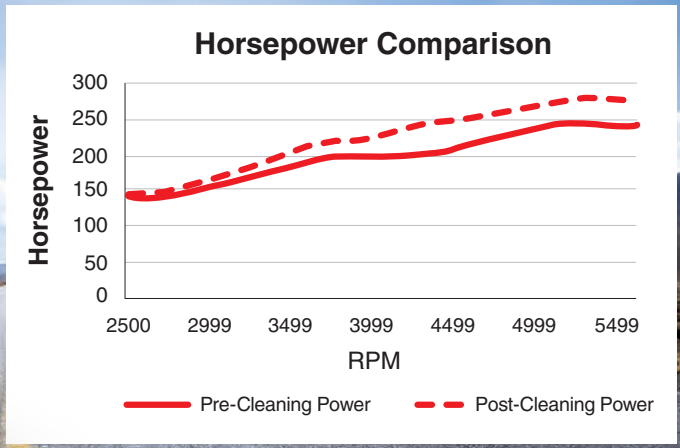


*[R]Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. *All trademarked names and images are the property of their respective owners and may be registered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

AMSOIL P.i.® restores up to 14% horsepower.[NN]

P.i.® Performance Improver

- Restores power and performance
- Reduces need for costly higher-octane fuel
- Reduces noise from carbon rap and pre-ignition
- Controls pre-ignition "knock"
- Maintains the engine efficiency, fuel economy and power of new vehicles
- Capless compatible



*[NN]Based on third-party testing in a 2016 Chevrolet® Silverado® 1500, 5.3L V-8 GDI with 100,616 miles, using one tank treated with AMSOIL P.i. Actual results may vary. *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.*

February Close-Out

The last day to process February orders in the U.S. and Canada is the close of business on Friday, Feb. 26. 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 5. All transfers received after this time will be returned.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Feb. 15 for Family Day.

AMSOIL ATV/UTV Oil Change Kits Soon Available in Bilingual Packaging

To increase manufacturing efficiency and help keep costs down, AMSOIL ATV/UTV Oil Change Kits (PK1, PK2, PK3) will soon be available in bilingual English/French packaging in the U.S. and Canada. Package size will also change slightly to ensure uniformity. Kits sold in Canada will also include Canadian-labeled product. Pricing remains unchanged. Look for new bilingual packaging to become available as current inventory is depleted throughout the spring. On Feb. 15, Canadian Dealers and customers should begin using product codes PK1C, PK2C and PK3C.

Dealer Agreement Now Part of Dealership Renewal Process

AMSOIL Dealer Policies and Procedures and some state laws require us to maintain a record of an annual Independent Dealer Agreement with each Dealer. To make the process of maintaining annual Dealer Agreements as smooth as possible, the Dealer Agreement will soon be implemented as part of the Dealership renewal process.

Instead of having all Dealers submit a new agreement each November, we've made significant technology changes to enable Dealers to complete the Dealer Agreement each year in the month their Dealership is due to be renewed. Here's how it will work:

- Dealers who are required to pay a renewal fee (annual payment plan or expiring multi-year payment plan) will be prompted to submit a new Dealer Agreement through DocuSign when they submit payment for their renewal. We will provide 60 days' advanced notice when it is time to renew.
- Dealers who have signed up for automatic payment of the renewal fee will receive a new Dealer Agreement via DocuSign 60 days prior to the scheduled automatic payment date. Dealers who fail to sign a new annual agreement prior to the scheduled automatic payment date will not be renewed.
- Dealers with a multi-year payment plan that is not set to expire will receive a new Dealer Agreement 60 days prior to the month in which their payment plan would expire if Dealer fees were due. Agreements must be signed and returned by the last day of that month in order to maintain active status.
- Dealers who prepaid for a lifetime payment plan will continue receiving a new Dealer Agreement each September and will need to submit it by Nov. 1 to maintain active status.
- Dealers without an active email address on file will receive their annual Dealer Agreement by U.S. Mail.
- To facilitate signing the Dealer Agreement at the time of renewal, all renewals must now be done online; renewal by telephone is no longer an option.

What if I already submitted a Dealer Agreement this year?
You will still need to submit a new agreement for the upcoming year. This will get your Dealership renewal and annual Dealer Agreement in sync moving forward. For questions about the AMSOIL Dealer Agreement, email dealeragreements@AMSOIL.com or call 800-777-7094.

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ALTRUM High-Potency D-3 provides an excellent source of vitamin D in a highly absorbable liquid softgel. Vitamin D helps regulate the amount of calcium and phosphate in the body to promote healthy bones, teeth and muscle. Vitamin D is not abundant in food and is best sourced from the sun, so getting enough during the winter season may require supplementation.

Lack of vitamin D can lead to developing soft or fragile bones, fatigue and muscle weakness. ALTRUM High Potency D-3 can help you maintain healthy levels of vitamin D year-round with 2,000 IU provided in a once-daily softgel.

High Potency D-3

Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C Price
ALVD	EA	(1) 120-ct.	17.00	17.85	18.75
ALVD	CA	(12) 120-ct.	204.00	204.00	214.20

**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.*

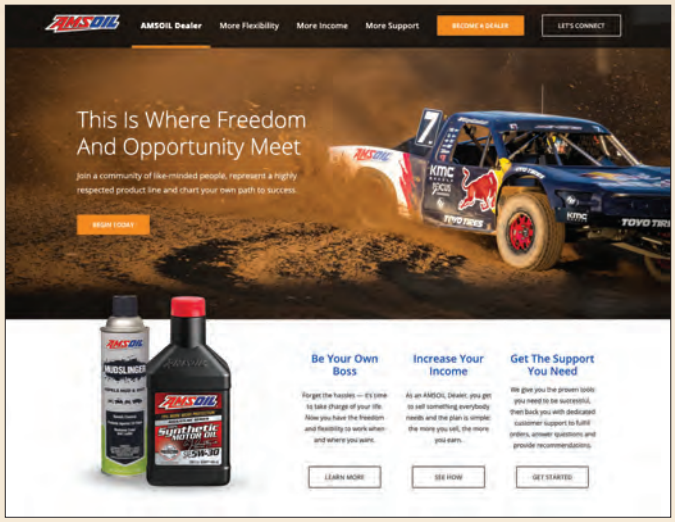
Order: **1-800-777-7094** | **www.altrumonline.com**

BUILD YOUR SALES FORCE

Finding new Dealers to join your team can help you build a strong sales group and maximize your commissions. Not everyone makes a good Dealer though. Be selective and extend this great opportunity to hard-working, self-starting people looking to supplement their income and become part of a community of like-minded individuals. Bring them into the group, help train them on AMSOIL programs and products and work together to generate new business.

Send prospective new Dealers to joinAMSOIL.com using a Dealer-number transferring link to tie them to your personal sales group after registration.

To learn more about effective techniques for engaging potential new Dealers, visit AU Online.



JoinAMSOIL.com – a great tool to help you engage prospective new Dealers

- Information on becoming an AMSOIL Dealer
- Answers to frequently asked questions
- Dealer testimonials

Reinventing a new Dealer's experience

Take advantage of new tools designed to maximize Dealer success.

Pam Brantley | DIRECTOR, DEALER SALES

Over the past two years, we've gathered valuable input from Dealers to help us improve Dealer onboarding. As a result of your feedback, we created training to help sponsors prepare their new Dealers for success and we unveiled joinAMSOIL.com, a website where prospective Dealers can learn more about the opportunity and easily register. In March, we'll introduce new Dealer Basic Training through AMSOIL University Online in the Dealer Zone. One goal of this new training is to help new Dealers hit the ground running. Let's face it – if new Dealers succeed early, they are more likely to continue to build their businesses, which helps you.

These are all vital ways we're improving the experience of new Dealers. But I want to be perfectly clear that these new tools are designed to *complement* your prospecting and coaching efforts, not replace them. Nothing can replace the one-on-one relationship you have that makes new Dealers feel like they are part of a winning team and that they, too, can be successful.

We introduced joinAMSOIL.com more than a year ago, and today nearly 70 percent of new Dealers register through the site. It's designed to show prospects what it means to be an AMSOIL Dealer. The content explains how a Dealer operates his or her independent business and makes money. It includes video testimonials from Dealers and reflects our values and lifestyle.

We designed joinAMSOIL.com, Dealer Basic Training and our other tools to be mobile-friendly. It probably doesn't surprise you that more than 60 percent of people who come to AMSOIL.com or AMSOIL.ca do so on their mobile devices. To be relevant today, we must create tools that allow people to register as Dealers and complete training from the palms of their hands.

We've also dug into developing sponsor training that provides specific actions you should take to build a strong, productive personal group. The Conversation Guide we created is one good example. It provides sample questions sponsors can ask new Dealers to start a good conversation. It's not meant to function as a rigid script, but simply a way to uncover your Dealer's interests and talents so you can help him or her get started.

Think of a great mentor in your life. Likely it was an individual who asked great questions and listened to you. While the mentor shared relevant experiences, it was mixed with a healthy dose of listening. Asking the right questions helps you understand where your sponsored Dealers are succeeding – and where they need some advice. Learn more about sponsor training in the Dealer Zone (Learning Center>Sponsor Training).

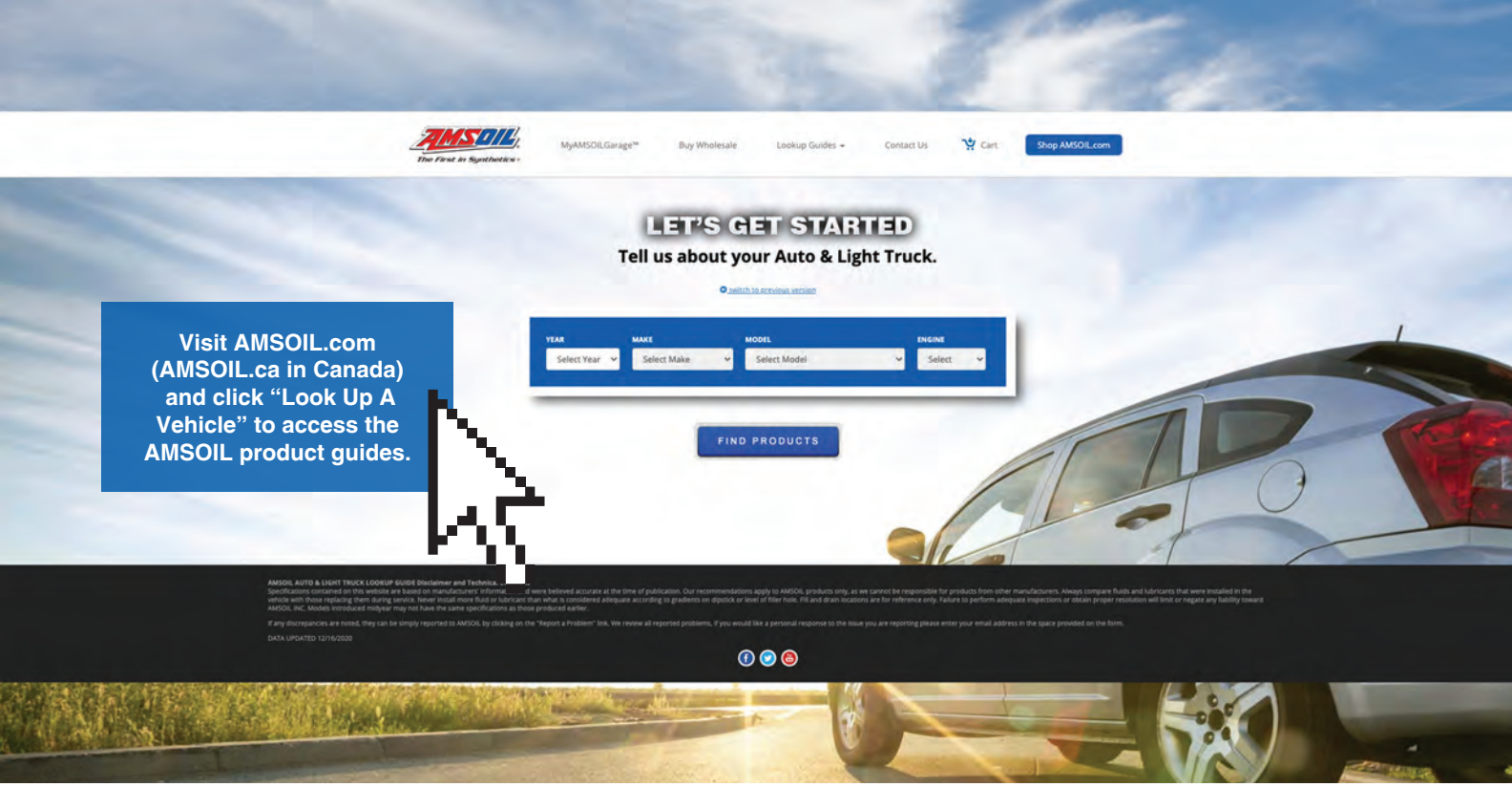
Dealer Basic Training, which we'll unveil next month, is our latest development. While designed especially for new Dealers, it's beneficial for every Dealer, no matter how long you've been with us. It will create a consistent experience for Dealers and will help build a knowledgeable, professional Dealer network that will strengthen our reputation and help all Dealers succeed.

Dealer Basic Training provides program information, product training and insights on how to find, register and service customers. Courses are comprised of mobile-friendly videos you can watch in just a couple minutes. It's divided into four modules:

- Customer Basic Training (prerequisite)
- Sponsor Basic Training
- Retail Basic Training
- Commercial Basic Training

Get more details about how training will work in the March edition of *AMSOIL Magazine*. We encourage all Dealers to dive in and take advantage. We've introduced new programs and modified existing ones the past few years, so use Dealer Basic Training once it's available in March to discover what you might be missing that can help grow your business and ensure you and your sponsored Dealers are on the right path.

The combination of joinAMSOIL.com, sponsor training and Dealer Basic Training will help all Dealers be more knowledgeable, professional and successful. These resources are part of the ongoing investment that AMSOIL is making in the Dealer network to improve the Dealer experience. I encourage you to take advantage. Meanwhile, we'll keep finding new ways to make your experience even better.



Product Guides Help You Make the Right Recommendations for Your Customers

AMSOIL product guides are the easiest way to find all the right products for your customers' vehicles and equipment. They're updated regularly, easy to use and best of all, totally free.

- Auto/Light Trucks • Motorcycles • ATVs • UTVs
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COMPLETE OIL CHANGE

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AMSOIL product guides provide recommendations for every vehicle component that requires lubrication, as well as recommendations for filters, fuel additives, cleaners and other preventive maintenance products.

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