



► DEALER EDITION

MAGAZINE

FEBRUARY 2022



**THE NEXT50™**  
Commitment • Collaboration • Success

# New Compensation Plan Aims to **GROW** the Pie for Everyone

# WINTER OFFERS THE PERFECT TIME TO APPROACH LANDSCAPERS

Professional landscapers make some of our best prospects. Across much of North America, business slows in the winter, marking the ideal time to approach landscapers and start a conversation about how AMSOIL products can help them maximize equipment life and profitability.

AMSOIL SABER® Professional Synthetic 2-Stroke Oil (ATP) is a great place to start. It offers a nearly immediate performance improvement in handheld two-stroke equipment, including string trimmers, chainsaws and backpack blowers. The SABER Handout (G3564) is an excellent sales tool for landscapers. It shows images of STIHL\* string trimmer parts

following a 600-hour field trial with a professional landscaping company. SABER Professional prevented power-robbing carbon, helping the company extend trimmer life. Mixed at 100:1, SABER Professional also saved the company more than 50 percent on oil. Use the SABER Handout along with the Commercial Program Catalog (G3469, G3474

Can.) to start a conversation with prospects this winter. You may just land a new customer in time for spring landscaping season. View the Commercial Products Dealer Sales Brief in the Dealer Zone for insights on signing up landscapers and other commercial-account prospects.



## Commercial Program Catalog

### WHO'S IT FOR?

Current and prospective commercial accounts

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

### WHAT PRICING DOES IT SHOW?

Wholesale cost

### U.S. Commercial Program Catalog

Stock #	Units	Pkg./Size	U.S. Dealer
G3469	EA	1 U.S. catalog	0.90
G3469	CA	100 U.S. catalogs	85.00
G3469	PK	300 U.S. catalogs	240.00

### Can. Commercial Program Catalog

Stock #	Units	Pkg./Size	Can. Dealer
G3474	EA	1 Can. catalog	1.25
G3474	CA	100 Can. catalogs	114.00
G3474	PK	300 Can. catalogs	322.40

### SABER Handout

The SABER Handout fits perfectly inside the Commercial Program Catalog or works great on its own.

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G3564	EA	10 handouts	2.00	2.70



**STAFF**

**Editor**

Terry Johnsen

**Associate Editor**

Joel Youngman

**Staff Writers**

John Baker  
Brad Nelson  
Jamie Trembath  
Joel Youngman

**Graphic Design Manager**

Jeff Spry

**Senior Graphic Designer**

Luke Boynton

**Editorial Contribution**

Allen Bender

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**On the Web**

AMSOIL.com  
AMSOIL.ca

**President & CEO**

Alan Amatuzio

**Board Chair**

Dean Alexander

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**Letters to the Editor**

AMSOIL INC.  
Communications Department  
The AMSOIL Building  
925 Tower Ave.  
Superior, WI 54880  
letters@AMSOIL.com

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**THE COVER**

Check out full details of the new *The Next 50* compensation plan and how it may benefit your Dealership.



# From the President

Did you know that AMSOIL synthetic motor oil first entered the market in 1968? We celebrate the breakthrough that occurred in 1972 when AMSOIL synthetic motor oil became the first synthetic oil to pass API service requirements, but that was not the true launch of this company. And while API qualification garnered a lot of attention and improved sales, it was not enough. That all changed with the establishment of the Dealer network in 1973. Dealers were able to convey the benefits of synthetic oil much better than simple product labels, and the company grew exponentially. Dealers helped build AMSOIL and for that, we have remained loyal through the decades.

In July 2023, we will celebrate 50 years of the AMSOIL Dealer network. Nearly every aspect of AMSOIL business has changed in the past 50 years. Vehicle technology, the acceptance of synthetic lubricants as superior, how customers take delivery of our products and the dominance of online commerce are just a few of the things that have dramatically altered Dealer activity. Today, AMSOIL Dealers operate much differently than Dealers of the past. One area that has not kept pace: The Dealer compensation plan. The core structure of the Dealer compensation plan has not changed in decades. We have added onto it

through the years and it has become so complex, most Dealers cannot effectively explain how to earn money as a Dealer. It is high time we change that.

Later this year, we are implementing a new Dealer compensation plan that fixes the current plan's shortcomings and creates fantastic incentives to help you grow your Dealership. It is much simpler, it pays more for most personally registered customers and personal sales, and it generates higher incomes for most new Dealers by reducing qualification requirements and increasing commissions. We call it *The Next 50* plan because it is designed to strengthen the Dealer opportunity for the next 50 years and help create a more vibrant Dealer community. This is an exciting change that we expect to have a strong positive effect on the Dealer network.

I know compensation changes can create anxiety. We have taken great care to do this right. The changes will only apply to new customers. There will be no compensation changes for existing Dealers and their customers in order to honor and protect the efforts of all Dealers to this point. This is the culmination of years of preparation, and it is the single most powerful aspect of our *The Next 50* initiative. As you'll

read in the pages that follow, we have studied industry data, consulted with experts, reviewed our own data on AMSOIL Dealers and incorporated feedback from a Dealer focus group. *The Next 50* plan is optimized for the activities of the modern Dealer and delivers the benefits you asked for most in Dealer surveys. I am extremely pleased with the outcome.

AMSOIL is personal for me. Our product performance, the service we provide, the professionalism of our employees and the success of our Dealers all reflect my values. I want you to be successful. It gives me great personal satisfaction to learn how your AMSOIL Dealership has benefited you and your family. I celebrate stories of Dealer success. *The Next 50* plan meets my standards. I am confident that it will help generate many more success stories, and I can't wait to hear them.

**Alan Amatuzio**  
President & CEO

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# LETTERS TO THE EDITOR

## PREFERRED CUSTOMER PRICING

I was wondering if it is possible to add Preferred Customer pricing into the Wholesale Price List (G3500). I try to look up prices using the quick quote for P.C.s, but now with so many backordered things, the quick quote feature says “no results” even though I have them in stock. Also, maybe adding the commission credits would be nice. I personally don't use the weights anymore because of flat-rate shipping, so maybe that could be eliminated to make room for more information. If not, maybe a new price sheet that includes P.C. pricing and commission credits.

If this is already available in a document, please let me know where to find it. I have searched, but sometimes I overlook things.

Thank you,

**Mike Anderson**

**AMSOIL:** Good questions, Mike. We can't add P.C. pricing or commission details to the U.S. (or Canadian) Wholesale Price List (G3500/G8500) because commercial and retail accounts use those same price lists. Should Dealers generate sufficient demand, we would consider introducing a separate, Dealer-only price list that displays all relevant information. In the meantime, we suggest using the Pricing Lookup in the Dealer Zone. You can use that tool to produce a PDF or Excel file that includes all pricing in one document.

## REFERRAL NUMBERS

I have been a Dealer for 10 years using the archaic method of tossing catalogs in a Harley\* saddle bag and trying to catch a face to face with some local prospects. Several times in my small town I've come to find that the prospects are indeed becoming customers; however, I receive no credit. Upon investigation I discover they have registered as a Dealer or P.C., but neglected to disclose/implement my referral number, which I painstakingly signed onto a stack of catalogs. No amount of contact, peer pressure or follow-up can force them to use my referral number, so I need AMSOIL to step up the protocol and protection for

Dealers in that a referral number must be entered to complete new online accounts or provided over the phone if they don't have an account.

### Cody Gentry

**AMSOIL:** That's frustrating, Cody. We take this situation seriously and put as many fail-safes in place as possible to ensure the proper Dealer receives credit for each customer without impeding customers' path to getting what they want. Our Customer Service representatives ask every person who calls in an order for an account number or referral number. The cart in our online store also asks for a referral number, and we provide the option to enter a person's name or other identifying information so we can work behind the scenes to connect customers with the Dealers who refer them. At the end of the day, you're right – no amount of pressure can force them to give us the information. There are steps you can take to help prevent this from happening. 1. Obtain prospective customers' phone numbers and text them a Dealer-number transferring link to the appropriate area of AMSOIL.com. This ensures you'll receive credit for any purchases. 2. Instruct prospects to contact you so you can help them get registered and buying products. When you help with or manage the registration and ordering process you can ensure you receive credit. 3. Get Customer Certified. That way you will receive assigned customers from AMSOIL throughout the year to offset this issue. Over the past year, Dealers who had just one entry in the Customer-Certification pool received an average of 15-18 assigned customers. That would give you a serious boost!

## COMPARISON TESTS

In the October 2021 AMSOIL Magazine Tech Talk column regarding top-treat engine oil additives, it shows graphs that compare AMSOIL OE 5W-30 vs. treated conventional oil. Although the testing is good, the information for the most part is useless as it fails to name the brand of stop leak and the oil stabilizer used for comparison.

I've seen this type of comparison many times in the past from the competitors and their products. I am turned off by it. I doubt its legitimacy. It is not convincing. This is

similar to info from anonymous sources. It lacks transparency. It lacks convincing truth. The data can be fudged.

The article in the same issue comparing AMSOIL Diesel All-In-One is very useful. It actually names the brand, Howes.\* Now I have ammo to go up against that competitor and its users.

My recommendation is, if any comparison data is going to be used, it must list the competitor's brand name. This will give justice, give credit and show superiority in AMSOIL products. Without it, I can't use it, or at best, there will be much doubt as to the truth or accuracy of the data. Customers will remain skeptical like I am.

### Vito Brinzo

**AMSOIL:** Thank you for sharing your concern, Vito. We work hard to develop technical data to keep you informed and that you can use in the field. However, it's important to note the two tests you cited have different purposes. In the case of the aftermarket oil additive test data, we aren't attempting to prove that one particular brand can create negative results. We don't participate in the aftermarket oil additive market and have no interest in showing how one brand compares to another. We are simply raising awareness that using any aftermarket oil additive often has unintended consequences, while using a high-quality motor oil to begin with is a better solution. This data can be quite useful when approaching customers who use any brand of oil additive, rather than just those who use a specific brand. The Diesel All-In-One test data, on the other hand, has a different purpose. Because we offer a product in the cold-flow improver market, we want to show the superiority of our product against the competition.

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**letters@amsoil.com**

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

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

# NEW COMPENSATION PLAN AIMS TO **GROW** THE PIE FOR EVERYONE

In the past few years, we've invested significant resources into strengthening the Dealer opportunity for the future. We've introduced free shipping for all customers and Dealers, unveiled an industry-leading e-commerce platform to boost online sales, developed programs to help you secure more commercial accounts, simplified the Dealer experience, introduced new training and more.

Now, we're excited to tell you about the next investment designed to help you grow your Dealership and make more money in the long term: a simpler compensation plan, which we've named *The Next 50* plan. It's the biggest change we've made to the Dealer opportunity in decades, and we've poured thousands of hours into developing and refining it, with a lot of help from Dealers, Direct Jobbers, industry experts and consulting groups throughout the process. The plan is scheduled to take effect in the second half of 2022 and is designed to meet these goals:

- Simpler to understand & explain
- Pay new Dealers more
- Pay more closer to the sale

If you're actively selling products and personally sponsoring other Dealers, it is highly likely you will make more money under *The Next 50* compensation plan.

## Why are we making this change now?

Thanks to your hard work and our excellent products, the company has grown despite the pandemic and the mounting supply-chain problems that are affecting most manufacturers. We

achieved our goal of 8% company growth last year despite all the challenges, and we set the same goal for this fiscal year, so why change the compensation plan when everything seems to be going well?

Dealer feedback, industry trends and our own statistics have revealed systemic problems with our existing compensation plan that we must address to secure the opportunity for the future. Let's take a look at the key reasons for change.

## REASONS FOR CHANGE

### #1 DEALERS WANT A SIMPLER COMPENSATION PLAN

Despite all the changes in the company throughout the decades, Dealer compensation hasn't changed in half a century. Our compensation plan is complicated. It's difficult to explain how it works to new Dealers, and even longtime Dealers struggle to understand how their checks are calculated.

In 2021, we surveyed current and former Dealers, and here's what they said about the complexity of the existing plan:

- **65%** said it takes at least 5 to 30 minutes to explain
- **14%** can't explain it at all
- **33%** can't break down their earnings statement for a new Dealer

This is a big impediment to clearly and quickly presenting the Dealer opportunity to others. Frankly, it's embarrassing when you can't offer a clear answer when a prospect asks how Dealers make money.

Commission credits can be tough enough to understand, but the cash commissions you earn on sales to retail and commercial accounts produce additional confusion and frustration, especially for new Dealers.

Complexity is the enemy of execution; you have better things to do than struggle to understand our compensation plan, like focusing on product sales and customer service.

Here's what Dealers told us about the existing plan's complexity:

*"For new people that just haven't been exposed to it and it's their first time looking at it, **they're gonna be confused**. Because there's all these different ways to make money and it's all, you know, how you earn commission credits. Is that a percent of the sale that you get, or what is that 8 percent of? It takes a while to figure that out, so someone new might not figure that out."*

*"Commission credits. I'm not sure I can intelligently present or tell someone how to make money in this business. I just know that if you got customers buying, you're gonna make money."*

*"It is a **very complex thing** with the points and commission credits as you go further in ranks, you got points you have to accrue on top of your group volumes and all of that. So, it's very complex, so I'd be very for simplicity. If I could just simply say 'I have to do this, this and this' versus 'I have to just do this,' that's pretty clear, cut and dried. I think just like our customers, they like it clear, cut and dried, and having a pay structure that reflects that would be great as well."*

#### DEALER FEEDBACK



COMING  
IN LATE  
2022

If you're actively selling products and personally sponsoring other Dealers, it is highly likely you will make more money under *The Next 50* compensation plan.

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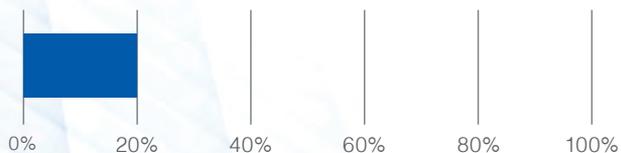
**What does it mean to GROW THE PIE?**

We're all eating from the same pie. In order to make it bigger, we need more Dealers, customers and accounts. We believe introducing a new, simpler compensation plan will help us attract more Dealers who will attract more customers, ultimately making the pie bigger for all participants.

## #2 DEALERS WANT A PLAN THAT PAYS NEW DEALERS MORE MONEY

In addition to complexity, Dealers tell us the existing plan doesn't pay new Dealers enough, which contributes to dissatisfaction and high turnover. Some of you will remember the Dealer survey we conducted in 2017. In it, we asked new Dealers for their thoughts on compensation. Only 20% reported reaching their earnings goals. These findings align with what Dealers told us in our 2021 Dealer survey.

### NEW DEALERS WHO ARE HAPPY WITH THEIR EARNINGS



Perception is reality in the minds of new Dealers receiving their first commission checks. Despite our best efforts to make it clear that building significant earnings takes time, some new Dealers aren't meeting their expectations. If they make only a few small sales, they receive a commission check for a few dollars, or don't receive a check at all, which quickly douses the fire they initially had about selling AMSOIL products. We have to solve this problem to acquire and retain more successful Dealers, which will help grow the pie for everyone.

#### DEALER FEEDBACK



Here's what Dealers told us about new-Dealer earnings:

*"I think that probably the newer people, they seem like they're **putting out a lot of effort and they're getting a little** because of the spread, you know – what goes to the sponsor versus what they get."*

*"I think that when you get to a certain level and you're dealing with these millennials or Gen Z, there needs to be some instant gratification and some positivity, and I think that **you get disengaged Dealers at some point**, and I think that the plan needs to keep moving and keep engaging. I'd just simplify it."*

*"In this day and age, you can't get people to think six months down the road. **There's got to be a little more in it for them right now.**"*

Dealers tell us the existing plan doesn't pay new Dealers enough, which contributes to dissatisfaction and high turnover.

### #3 DEALERS WANT A PLAN THAT PAYS MORE MONEY TO THE PERSON WHO MADE THE SALE

We also need to put more money closer to the sale. We will continue to reward Dealers for building successful sales teams as this is an important element of the opportunity, but we need to emphasize product sales more.

In our 2021 Dealer survey, Dealers universally supported a compensation plan that connects income to sales effort. They expect to work hard for their paychecks, and they expect other Dealers to feel the same way. While we have always emphasized product sales, to increase Dealer satisfaction, acquisition and retention, we need a plan that directs more reward to the Dealer who made the product sale. This will also serve the goal of paying new Dealers more money.

We asked, "If AMSOIL were to consider changes to the compensation plan, what would be most important to you?"

#### DEALER FEEDBACK



#### Top 3 Responses

- Pay new Dealers more
- Make it easier to calculate
- Increase commissions to the Dealer who makes the sale

### #4 WE WANT A STRONG DEALER NETWORK

While the company is strong, we cannot say the same about the Dealer network. The plan's complexity has led to significant problems:

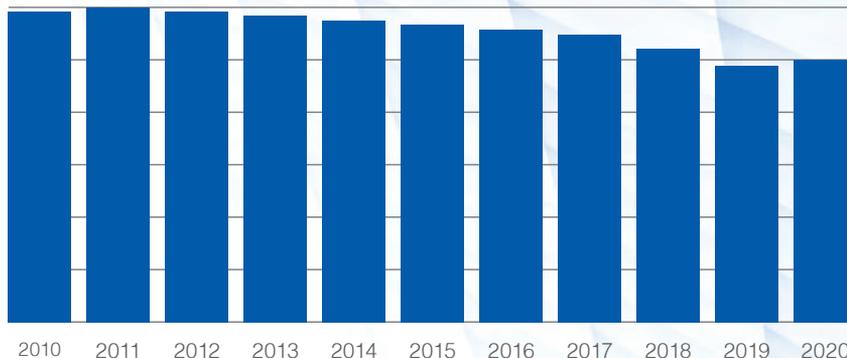
- Dealer acquisition is weak
- Dealer retention is poor, especially with new Dealers
- The active Dealer population is shrinking

True, we have thousands of active, successful Dealers. Some have been selling AMSOIL products for decades and have worked hard to understand and leverage the existing compensation plan. Although the plan is complicated, they put in the time to make it work, and they enjoy successful Dealerships today. We're extremely thankful for their effort and recognize them as the architects of the changes we're making today.

Despite their success, the total active Dealer population is shrinking, as the graph shows.

Many Dealers are reaching the end of their careers. While other Dealers pick up some of these Dealerships, many are simply closed and all those customers lost. We're not acquiring or retaining enough active, successful Dealers to make up for these losses. It's a trend we must reverse to strengthen and secure the Dealer opportunity.

#### TOTAL ACTIVE DEALER POPULATION



## #5 SOCIETAL & INDUSTRY PRESSURE IS CHANGING THE LANDSCAPE

Increased pressure from regulators and societal expectations are shifting the landscape of direct selling. Compensation must focus more on the person making the sale. Directing too much money to upline sponsors makes new and small Dealers feel like they're being cheated.

Compensation plans used by some other MLM companies often place added emphasis on registering Dealers versus growing overall team sales. To improve the Dealer opportunity, strengthen compliance with regulations and meet societal expectations, our plan must emphasize sales more and reward activity. Other MLM companies, such as Perfectly Posh,\* Nu Skin\* and Xyngular,\* have recently modified their plans to be flatter in response to these influences.

### Appealing to a Wider Audience

Modifying our plan will also help us attract more people. Today, 57.3 million people participate in the "gig economy" through companies like Uber,\* AirBnB,\* DoorDash\* and others. Millions of people are seeking ways to supplement their incomes, but only 6.2 million are building income using direct sales. That means there are more than 50 million people out there looking for a way to earn money, but most of them won't consider direct sales because they have a bad impression of MLM or the complex nature of MLM plans. That isn't to say we are attempting to attract everybody – that is not the case – but we do want to appeal to a wider audience. Rather than trying to change people, we want to be more consistent with people's expectations and provide the simplicity and low opportunity cost they seek.

### Dealers aren't building deep Dealerships

Introducing a compensation plan that focuses more on sales and less on sponsorship is aligned with current Dealer activity. In fact, our statistics show that the overwhelming majority of Dealers registered in the past 10 years have zero or just one personally sponsored Dealer on their team.

For this group of Dealers, in the past five years, only 0.16% of earnings came from beyond two levels of sponsorship. These numbers show that Dealers are already building flatter Dealerships, and our existing plan is misaligned with this trend.

#### Industry Feedback

*"The growing competition to attract people back to direct selling, and away from the opportunities of the gig economy, presents the biggest challenge that our industry has faced in the last 40 years!"*

#### Alan Luce

Co-Founder and Managing Principal of Strategic Choice Partners

### Change is needed

While the existing compensation plan served us well for 50 years, we clearly need to change it to secure and grow the Dealer opportunity for the next 50 years. Dealer feedback, industry trends and our own statistics show that our existing plan isn't attracting, engaging or retaining new Dealers.

In our surveys and through direct communication, you've told us clearly that you want a simpler plan that pays new Dealers more and pays more to the Dealer who makes the sale. You're also focusing more on product sales than sponsorship, resulting in flatter Dealerships that rarely go beyond two levels of sponsorship.

By introducing a simpler compensation plan that meets the goals outlined here, we hope that you'll register and retain more active, successful Dealers. That adds up to more Dealers selling more products.

- The pie gets bigger
- Dealers make more money
- Dealer acquisition rates increase
- Dealer satisfaction increases
- Dealer retention increases

#### Industry Feedback

*"In a land where everyone is open to a side hustle, the one that is the easiest to start, the easiest to understand, fits nicely into my existing lifestyle and provides the lowest risk will win."*

#### Brett Duncan

Co-Founder and Managing Principal of Strategic Choice Partners

### Foundational principles

By now, a lot of questions are probably swirling in your mind.

- How will the new plan work?
- How will this affect my commission check?
- Is this a ploy to save the company money?

We understand the emotions surrounding this issue. People always get nervous when they perceive potential changes to their income. That's why we've taken a slow, methodical approach to implementing this change and invited Dealers and industry experts to provide insight and feedback along the way. And it's why we outlined these principles to guide the process:

- Don't abruptly change existing earnings – **the new plan will only apply to new customers, Dealers and accounts registered after it takes effect**
- **Simplify**, simplify, simplify
- Maintain the ability to **build a Dealer downline team**
- Maintain the **same overall payout in commissions**
- **Create more incentive** to sell AMSOIL products and retain customers
- **Significantly improve** the new-Dealer experience

With the problem clearly defined and the path set before us, let's look at how *The Next 50* compensation plan will work.

Introducing a compensation plan that focuses more on sales and less on sponsorship is aligned with current Dealer activity.

# INTRODUCING *THE NEXT 50* COMPENSATION PLAN

It's clear we need to introduce a simpler compensation plan designed to pay new Dealers more and put more money closer to the sale. Let's look at how the new compensation plan, which we've named *The Next 50* plan, will work.

## Two compensation plans going forward

*The Next 50* plan will take effect later this year. We will provide ample advanced notice of the precise implementation date. We are taking a cautious approach to implementation to ensure everything is done right. At that time, we'll maintain two compensation plans for the foreseeable future.

**The Next 50 plan (coming in the second half of 2022)**

When it takes effect, all new Dealers, customers and accounts you register will fall under *The Next 50* plan. We'll calculate and pay your commissions on new business based on the new plan.



## Legacy plan (current plan)

All your existing Dealers, customers and accounts registered prior to *The Next 50* plan's effective date will remain under the current plan for several years. We'll calculate commissions on business with those existing Dealers, customers and accounts the same as we do now, you'll make the same amount of commissions on sales and everything will function the same as it does today.

This means legacy Dealers who are no longer actively pursuing new business, but who still receive a check from AMSOIL, will continue to earn on purchases made by their existing customers according to today's compensation plan.

When *The Next 50* plan takes effect, many Dealers will have some business under the legacy plan and some under *The Next 50* plan. While this creates added work for us, you will still receive one commission payment each month.

Instead of an abrupt change from the current plan to a new plan, think of this as a slow transition over potentially several years. As you register new Dealers, customers and accounts in the years ahead, we'll eventually gather all business under *The Next 50* plan and retire the legacy plan. We don't know when that will occur, but don't expect it to happen for several years.

## The Next 50 compensation plan definitions

Under *The Next 50* plan, there are two ways to make money:

- Selling AMSOIL products
- Sponsoring new Dealers

Before we look at how you will make money selling AMSOIL products, let's review a few key concepts.

**Product profit values** – Each AMSOIL product has defined profit values. Profit values do not change according to customer type (retail, commercial, P.C., Dealer, online/catalog). This means you make the same profit on a product regardless of the customer type who purchased it, simplifying the plan.

**Profit Tier Schedule** – Schedule that defines monthly sales volumes required to achieve higher product profit tiers.

**U.S. wholesale price** – The basis used to calculate all tiers in the Profit Tier Schedule.

**New Dealer** – A Dealer who registered within the past 24 months.

**Personal sales** – Your personal purchases and sales to personally sponsored accounts and customers based on U.S. wholesale price.

## Product profit values explained

Let's take a closer look at product profit values since it's a departure from the commission credits with which you're familiar under the legacy plan (current plan).

Dealers told us repeatedly that commission credits are confusing and difficult to calculate. To simplify, *The Next 50* plan eliminates commission credits in favor of product profit values. This works just like it sounds – each product has a defined profit value you earn on the sale depending on your position on the Profit Tier Schedule, which we'll cover on the next page.

As shown in the example below, if you sell a case of Signature Series 5W-30 Synthetic Motor Oil, you make \$8.78 profit at Tier 1. The higher the profit tier you reach, the more money you make on the sale.

Finding out what you'll earn on an order is as simple as finding the products in the Profit Lookup and doing some quick math. No more commission credits to calculate or commission schedule to decipher.

## Product Profit Value Examples

PRODUCT	STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
Signature Series 5W-30 Synthetic Motor Oil	ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19
SABER® Professional Synthetic 2-Stroke Oil	ATP1G	CA	\$168.61	\$12.21	\$20.29	\$28.35	\$36.42
Signature Series Max-Duty 15W-40 Synthetic Diesel Oil	DME1G	CA	\$142.58	\$10.26	\$17.04	\$23.82	\$30.60

\*Pricing and product profit values subject to change. Examples of earnings are for illustration purposes only.

## MONTHLY PROFIT TIER SCHEDULE

So, how do you determine the profit tier under which you earn money? By using the Profit Tier Schedule:

The greater your total monthly team sales, the higher the profit tier you can achieve.

To earn Tier 1 profit, you must have at least \$500 in personal sales. However, new Dealers can start earning on day one with no minimum monthly sales requirements. After 24 months as a Dealer, you must sell at least \$500 in products personally per month to earn a profit. This gives new Dealers time to build a customer base and develop their Dealership.

Once your Dealership grows and your total monthly team sales reach at least \$1,500, you earn Tier 2 profits on your personal sales. And so on to Tier 4. The more you sell, the more you may earn.

The examples\* that follow are designed to demonstrate the simple nature of our compensation plan and the potential for greater earnings over time as you build your Dealership.\*\*

## PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	\$500
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

- Minimum \$500 personal sales required to receive a commission.
- Minimum personal sales volume requirement is waived for first 24 months as a Dealer.
- Must be Customer Certified to earn Tier 4 profits.

## EXAMPLE 1 – HOW DEALERS MAKE MONEY UNDER THE NEXT 50 PLAN

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19

This is an example of a new Dealer just starting out. He/she purchases a case of Signature Series 5W-30 for personal use this month since most new-Dealer business comes in the form of personal purchases. This Dealer earns Tier 1 profit on the sale since, as a new Dealer, we waive the \$500 minimum sales requirement to earn a profit. Not only does this Dealer save money on the order as a Dealer, he/she earns \$8.78. The more a Dealer sells, the more potential profit he/she earns.

- Sell a case of Signature Series 5W-30, earn **\$8.78**.
- Sell **\$1,500** per month, earn **\$14.59** per case.
- Sell **\$3,000** per month, earn **\$20.39** per case.
- Sell **\$5,000** per month, earn **\$26.19** per case.

At least \$500 must be personal sales and the rest can be a combination of team sales to qualify.



\*Prices and profit values subject to change.\*\*Building a successful AMSOIL Dealership takes skill, hard work and time. The examples and financial information in this document should not be relied upon or construed by you as a representation by AMSOIL that you or any Dealer can expect to attain any specific level or range of sales, costs, income or profit. AMSOIL encourages you to perform your own analysis with your own advisors. There is no assurance or guarantee as to the profitability or success of Dealers and AMSOIL makes no representation of any kind in that regard. From January 2021 – January 2022, Dealers purchased and sold an average of \$440.54 per month. Average Dealer earnings per month during the same period were \$97.89.

## EXAMPLE 2 – HOW DEALERS MAKE MONEY UNDER THE NEXT 50 PLAN

Let's look at another example. This Dealer sold \$337.29 in AMSOIL products. As a new Dealer, he/she doesn't have to meet the \$500 minimum sales requirement. The Dealer saved **\$72.23** off full price on the products he/she ordered while also pocketing \$23.32 in earnings.

	STOCK #	U.S. WHLS PRICE	TIER 1 PROFIT
<b>Personal Purchase</b>			
1 Case Signature Series 5W-30 Synthetic Motor Oil	ASLQT	\$121.24	\$8.78
2 AMSOIL Oil Filters	EAO17	\$29.86	\$2.04
2 P.i. Performance Improver	APICN	\$22.20	\$1.56
<b>P.C. One's Purchase</b>			
1 ATV/UTV Oil Change Kit	PK1	\$33.27	\$2.41
1 Case Quickshot	AQSCN	\$45.47	\$3.34
4 Mudslinger	AMSSC	\$35.40	\$2.40
<b>P.C. Two's Purchase</b>			
6 Quarts OE 5W-30 Synthetic Motor Oil	OEFQT	\$38.10	\$1.98
1 WIX Oil Filter	51348	\$7.85	\$0.52
1 Upper Cylinder Lubricant	UCLCN	\$3.90	\$0.29
<b>Total Sales</b>		<b>\$337.29</b>	<b>\$23.32</b>

### New-P.C. Bonus

You earn a \$10 bonus for every personally acquired new Preferred Customer you register who purchases \$100 or more (U.S. wholesale value) in AMSOIL products. That would put another \$10 in the Dealer's pocket in Example 2 because P.C. One's purchase exceeds the \$100 threshold for total earnings of **\$33.32**.

PROFIT TIER SCHEDULE	
Profit Tier	Min. Total Monthly Team Sales
Tier 1	\$500
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4*	\$5,000

## THE NEXT 50 PLAN BENEFITS NEW DEALERS

As the two previous examples show, *The Next 50* plan benefits new Dealers significantly. They generally start by purchasing products for themselves and registering P.C.s. In fact, personal purchases account for 57% of new-Dealer business, while sales to P.C.s account for 21%.

This comparison of new-Dealer earnings under the legacy plan and *The Next 50* plan shows how new Dealers benefit. Under the legacy plan, a new Dealer who purchases a case of Signature Series 5W-30 for herself earns nothing since she hasn't accumulated enough commission credits to earn a check. But she makes \$8.78 under *The Next 50* plan. The difference in earnings grows if she buys five cases. Earnings are also simple to calculate since there are no commission credits and no more cash commissions for retail or commercial accounts. A Dealer sells a product and earns a profit. That's it – simple to calculate.

Building a successful Dealership takes skill, hard work and time. There are no guarantees that any new Dealer will earn money. Like all opportunities, some Dealerships will succeed while others will fail. It is our hope that by paying new Dealers more, the new plan will increase acquisition, improve their experience and improve retention, growing the overall pie and benefiting all Dealers.

<p><b>NEW DEALER</b> Personal purchase of ASLQT-CA</p> 	<p><b>Earnings in Legacy Plan</b></p> <p>83.66 CCs</p> <p><b>\$0</b></p>	<p><b>Earnings in <i>The Next 50</i> Plan</b></p> <p>Tier 1 Profits</p> <p><b>\$8.78</b></p>
	<p><b>NEW DEALER</b> Personal purchase of 5 ASLQT-CA</p> 	<p><b>Earnings in Legacy Plan</b></p> <p>418.30 CCs</p> <p><b>\$20.92</b></p>

*The Next 50* plan pays new Dealers more, helping acquisition and retention.

# HOW DEALERS MAKE MONEY SPONSORING NEW DEALERS

Now, let's look at how Dealers make money under *The Next 50* plan sponsoring new Dealers. Dealers cannot earn money by recruiting and sponsoring new Dealers alone; money is only earned on product sales. We'll start with a few key concepts:

## The Next 50 compensation plan definitions

**Total team sales** – Personal sales plus total sales of personally sponsored Dealers, and their personally sponsored Dealers, who are earning Tier 1, Tier 2 or Tier 3 profits (two levels). Based on U.S. wholesale price of products sold.

**Leadership Bonus** – Bonus paid on qualified sales made by personally sponsored Dealers who qualify for Tier 4 profits and their personally sponsored Dealers who are on your team. Must be earning at Tier 4 to receive the Leadership Bonus.

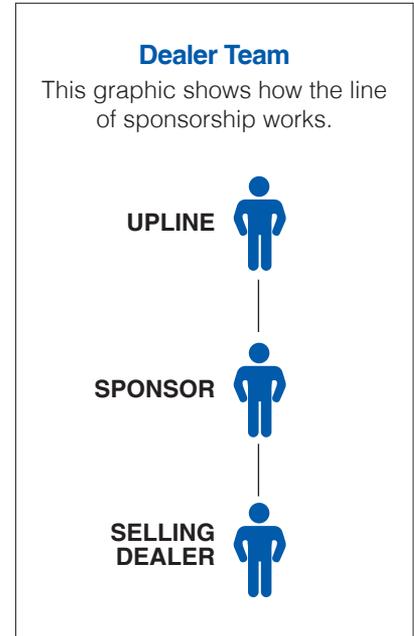
**Leadership Bonus 2** – Bonus paid on personal sales made by Dealers on your team who qualify for Tier 4 profits and are sponsored by Tier 4 Dealers. Must be earning at Tier 4 to receive the Leadership Bonus 2.

**Selling Dealer** – Dealer directly purchasing products or making the product sale.

**Sponsor** – Dealer who directly registers and mentors a Dealer.

**Upline** – Dealer directly above the sponsoring Dealer.

When you help someone else start an AMSOIL Dealership, you become that person's **sponsor**. That means you should provide training, mentorship and encouragement to help your new Dealer be successful. Each month, sales made by the Dealers on your team, except those who qualify for Tier 4 profits and their team members, are added to your sales, boosting your position on the Profit Tier Schedule. You also earn the difference between your profit level and your Dealers' profit level.



PROFIT TIER SCHEDULE	
Profit Tier	Min. Total Monthly Team Sales
Tier 1	\$500
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4*	\$5,000

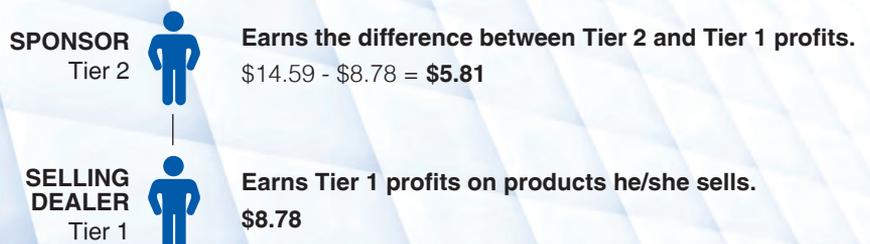
- Minimum \$500 personal sales required to receive a commission.
- Minimum personal sales volume requirement is waived for first 24 months as a Dealer.
- Must be Customer Certified to earn Tier 4 profits.

This Dealer sold \$1,200 in AMSOIL products in one month, qualifying to earn Tier 1 profits. A Dealer he/she sponsors sold \$400 in product that same month. The sponsor's team sales total \$1,600, qualifying him/her to earn Tier 2 profits on the products he/she sold. The new Dealer is exempt from the \$500 personal sales requirement and earns Tier 1 profits on the \$400 in product he/she sold.

The sponsor is also paid the difference between Tier 2 and Tier 1 profits on the products the new Dealer sold. Here's a simple example using a case of Signature Series 5W-30:

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19

- **Sponsor** is earning at Tier 2
- **Sponsored Dealer** is earning at Tier 1
- **Sponsored Dealer** sold a case of Signature Series 5W-30
- **Sponsored Dealer** earns a Tier 1 profit of \$8.78
- **Sponsor** earns the difference between Tier 2 and Tier 1 (\$14.59 - \$8.78), which is \$5.81.



## WHEN YOUR DEALERS SPONSOR OTHER DEALERS

When your Dealers begin sponsoring new Dealers, you can earn from their activity as well because you should provide mentorship and encouragement to both other Dealers. When someone on your team sponsors another Dealer, you become that Dealer's **upline** because you are up the line of sponsorship. A maximum of three Dealers make money on any product sale. This allows us to put more money closer to the sale, which is a feature Dealers have told us they want in a new compensation plan.

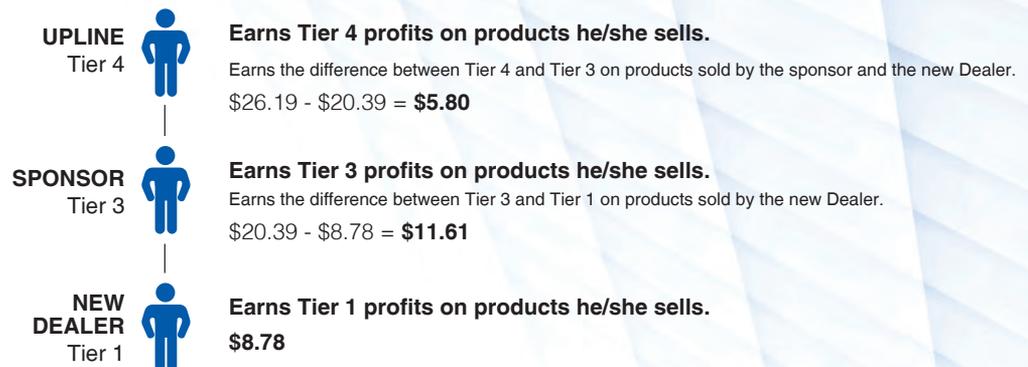
### Paying closer to the sale

Paying a maximum of three Dealers on a sale is also aligned with the way Dealers run their Dealerships. As mentioned earlier, the overwhelming majority of Dealers do not build deep downlines and generate their income from only one or two levels of sponsorship.

Let's look at another example. In this scenario, there is an upline, a sponsor and a Dealer. Let's say the upline is earning at Tier 4, the sponsor is earning at Tier 3 and the Dealer is earning at Tier 1. The upline earns Tier 4 profits on his/her sales and the difference between Tier 4 and Tier 3 on the sponsor's sales and the new Dealer's sales. The graphic below that uses the sale of a case of Signature Series 5W-30 can help explain how this works.

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19

### General Example



## RECAP

We understand that this is a lot of information to digest. And we know that compensation is a potentially emotional topic. People understandably get tense when their earnings are at stake.

That's why we're taking a measured approach, and that's why we've involved experts and Dealers to provide feedback throughout this process. Expect to hear more on the new plan with additional examples in the months ahead to help prepare all of us for the change.

Here are a few key points to remember as we fine-tune *The Next 50* plan:

- You will continue to earn commissions according to the legacy plan on all **existing** customers and accounts
- You will earn money according to *The Next 50* plan on all **new** Dealers, customers and accounts registered after the plan takes effect
- We will manage two plans behind the scenes

Next month, we'll show more examples to help explain how you make money under the new plan and provide additional clarity.

**Questions?** Email [thenext50@AMSOIL.com](mailto:thenext50@AMSOIL.com)



# 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.



**Jason & Julianne Wynne**  
*Ohio*  
**12-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FIRST**  
Total Organization  
**THIRD**  
Personal Group Sales  
**FIFTH**  
New Qualified Customers  
**THIRD**  
New Customer Sales



**Dave M. Mann**  
*Michigan*  
**12-STAR REGENCY PLATINUM DIRECT JOBBER**  
**SECOND**  
Total Organization  
**FIRST**  
Personal Group Sales  
**NINTH**  
New Qualified Customers  
**FIRST**  
New Customer Sales



**Joseph & Curri Seifert**  
*Ohio*  
**9-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**THIRD**  
Total Organization  
**SECOND**  
Personal Group Sales  
**SIXTH**  
New Qualified Customers  
**SECOND**  
New Customer Sales



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



**Ches & Natasha Cain**  
*South Dakota*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**EIGHTH**  
Total Organization  
**SEVENTH**  
Personal Group Sales



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



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



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



**Eric C. Rychener**  
*Ohio*  
**DIRECT DEALER**  
**THIRD**  
Commercial Account Sales



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



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



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



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



**Larry L. Crider**  
*Texas*  
**REGENCY PLATINUM DIRECT JOBBER**  
**SEVENTH**  
Retail Account Sales



**Debra McKenzie**  
*Alberta*  
**REGENCY GOLD DIRECT JOBBER**  
**EIGHTH**  
Retail Account Sales



**Bill & Donna Durand**  
*Wisconsin*  
**7-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
 Total Organization  
**SIXTH**  
 Personal Group Sales



**Bob Wynne**  
*Ohio*  
**7-STAR REGENCY PLATINUM DIRECT JOBBER**  
**FIFTH**  
 Total Organization  
**FOURTH**  
 Personal Group Sales  
**FOURTH**  
 New Customer Sales



**Tom & Sheila Shalin**  
*Georgia*  
**6-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SIXTH**  
 Total Organization  
**FIFTH**  
 Personal Group Sales  
**TENTH**  
 New Customer Sales



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



**Sherree E. Schell**  
*Idaho*  
**4-STAR REGENCY PLATINUM DIRECT JOBBER**  
**NINTH**  
 Personal Group Sales



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



**John O. Brown**  
*Arizona*  
**DIRECT JOBBER**  
**FOURTH**  
 Commercial Account Sales



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



**James Allen**  
*Ohio*  
**REGENCY GOLD DIRECT JOBBER**  
**SEVENTH**  
 Commercial Account Sales



**David G. Douglas**  
*Michigan*  
**MASTER DIRECT JOBBER**  
**THIRD**  
 Retail Account Sales



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



**Michael Scott**  
*Minnesota*  
**REGENCY DIRECT JOBBER**  
**FIFTH**  
 Retail Account Sales



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



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



**Joe & Katie Reinhardt**  
*Minnesota*  
**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.



**Marcus & Amy Bradley**  
*Ohio*  
EXECUTIVE DIRECT JOBBERS  
**SECOND**  
New Qualified Customers



**Steffan & Allison Peszko**  
*North Carolina*  
REGENCY DIRECT JOBBERS  
**THIRD**  
New Qualified Customers  
**NINTH**  
New Customer Sales



**Justin Peszko**  
*Virginia*  
**1-STAR REGENCY PLATINUM DIRECT JOBBER**  
**FOURTH**  
New Qualified Customers  
**FIFTH**  
New Customer Sales



**Eben Rockmaker**  
*Nevada*  
REGENCY GOLD DIRECT JOBBER  
**SEVENTH**  
New Qualified Customers  
**SEVENTH**  
New Customer Sales



**Ashley Carte**  
*Ohio*  
**1-STAR REGENCY PLATINUM DIRECT JOBBER**  
**EIGHTH**  
New Qualified Customers  
**EIGHTH**  
New Customer Sales



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



## HIGHER LEVELS OF RECOGNITION



**Ron & Julie Reh**  
*Minnesota*  
REGENCY SILVER DIRECT JOBBERS



**Richard Day**  
*Washington*  
REGENCY SILVER DIRECT JOBBER



**Kurt Easum**  
*Kansas*  
REGENCY DIRECT JOBBER



**Randy Wilson**  
*North Carolina*  
REGENCY DIRECT JOBBER



**Russell Rougier, Jr.**  
*New Hampshire*  
MASTER DIRECT JOBBER



**Rekha Kapadia**  
*Alberta*  
DIRECT JOBBER  
**Sponsors:**  
*Greg & Joan Ann Desrosiers*  
**Direct Jobbers:**  
*Greg & Joan Ann Desrosiers*



**Lee Ivanhoe**  
*Texas*  
DIRECT JOBBER  
**Sponsor:**  
*Nobie Morehead*  
**Direct Jobber:**  
*Nobie Morehead*



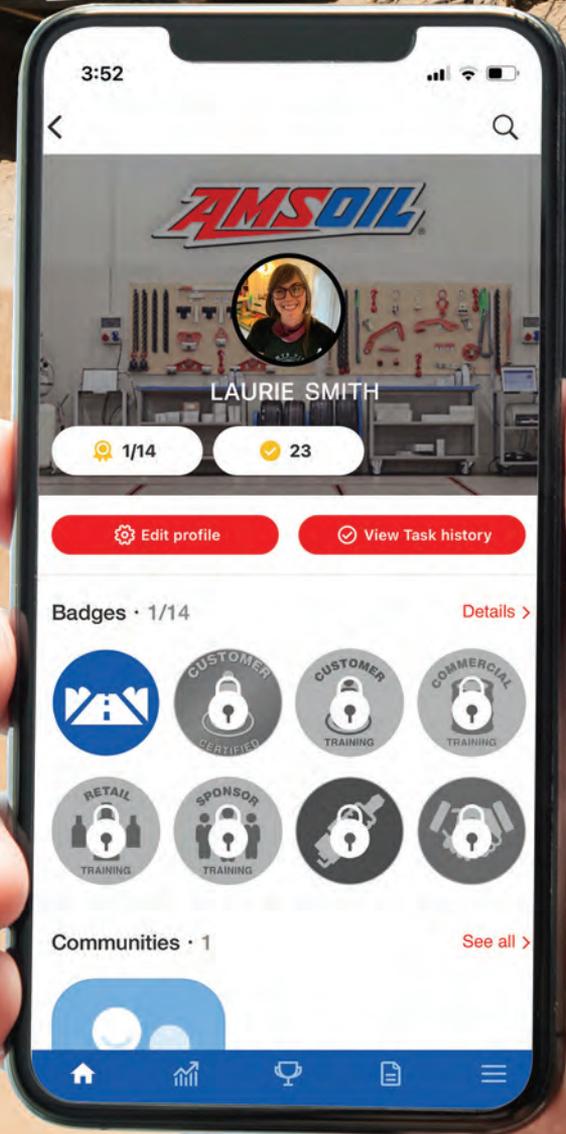
**Jack Vincent**  
*Ontario*  
DIRECT DEALER  
**Sponsors:**  
*Joseph & Curri Seifert*  
**Direct Jobbers:**  
*Joseph & Curri Seifert*



**SPEED.  
CONTROL.  
OFF-ROAD CAPABILITY.**

The Dealer Zone (my.AMSOIL.com) has been overhauled to make managing your independent Dealership easier and more effective – wherever you venture. Log into the new Dealer Zone to take the tour and drive your Dealership forward.

**Launching for Direct Jobbers Feb. 2.  
Available for all Dealers Feb. 15.**



## February Close-Out

The last day to process February orders in the U.S. and Canada is the close of business on Monday, 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 4. All transfers received after this time will be returned.

## Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Feb. 21 for Family Day.



Note: Specify size by adding it to the end of the stock number. For example, order an XL Black Polo with stock number G3722XL.

## Men's Polo Shirt

Constructed of a dual-sided, moisture-wicking, polyester and cotton blend with UVR sun protection.

### Black Polo Shirt

**Stock# G3722 S-XXX**  
U.S. Price: 32.00  
CAN Price: 43.00

### Royal Blue Polo Shirt

**Stock# G3723 S-XXX**  
U.S. Price: 32.00  
CAN Price: 43.00



## Women's Polo Shirt

Constructed of a dual-sided, moisture-wicking, polyester and cotton blend with UVR sun protection.

### Black Polo Shirt

**Stock# G3724 S-XXX**  
U.S. Price: 32.00  
CAN Price: 43.00

### Royal Blue Polo Shirt

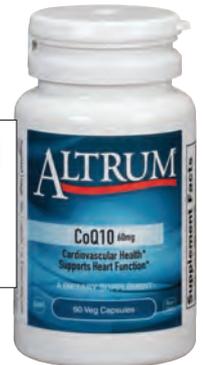
**Stock# G3725 S-XXX**  
U.S. Price: 32.00  
CAN Price: 43.00



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

## ALTRUM CoQ10 (ALCQ)

Coenzyme Q10 (CoQ10) is an antioxidant that supports healthy cell growth and heart function. It's produced naturally in the body, but levels can decrease with age and medical conditions such as heart disease or high cholesterol. Decades of scientific research suggest CoQ10 may help improve symptoms of congestive heart failure and may help reduce blood pressure.<sup>1</sup> ALTRUM CoQ10 is formulated with 60 mg of pharmaceutical grade CoQ10 to promote a healthy vascular system and cellular energy production.



### ALTRUM CoQ10

Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C Price
ALCQ	EA	(1) 60-ct.	19.00	19.95	20.95
ALCQ	CA	(12) 60-ct.	228.00	228.00	239.40

*\*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.*

<sup>1</sup>Source: <https://www.mayoclinic.org/drugs-supplements-coenzyme-q10/art-20362602>

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

# AMSOIL MARKET CATALOGS – TOOLS TO INCREASE YOUR SALES

AMSOIL market catalogs **reduce your costs, allow you to show prospects and customers more products and include pricing.** Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

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



### Commercial Program Catalog

(G3469 U.S., G3474 Can.)

#### WHO'S IT FOR?

Current and prospective commercial accounts.

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

#### WHAT PRICING DOES IT SHOW?

Wholesale cost



### Retail Program Catalog

(G3520 U.S., G3521 Can.)

#### WHO'S IT FOR?

Current and prospective retail accounts.

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

#### WHAT PRICING DOES IT SHOW?

Wholesale cost and MSRP



### Automotive Catalog

(G3549 U.S. G3550 Can.)

#### WHO'S IT FOR?

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

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

#### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing



### Powersports & Racing Catalog

(G3511 U.S., G3512 Can.)

#### WHO'S IT FOR?

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

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

#### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing





**Allen Bender** | OIL ANALYZERS INC. SENIOR ANALYST

## An oil's total base number doesn't tell the total story

Consider the entire formulation when choosing the right oil.

People often create mental shortcuts to help make quick decisions. One such example is the “authority heuristic.” If a respected scientist provides information in his or her area of expertise, we tend to believe it until encountering a good reason for doubt.

In my world, a motor oil's total base number (TBN) sometimes functions as a heuristic. Dealers and customers often think a higher TBN means a better oil. However, in most scenarios, it simply means the oil will provide a longer drain interval, not necessarily better protection.

TBN is a measure of a lubricant's ability to neutralize harmful acids that cause engine corrosion. Oils with higher TBN contain more detergents and dispersants to fight acids. TBN for unused oil is typically around 8-10. The additives responsible for TBN are sacrificial, meaning they are designed to deplete as they're used. Once TBN drops to an unsafe level, the oil will no longer resist corrosion. If the oil becomes acidic, it can cause corrosion, harming your engine.

How we define “unsafe level” depends on operating conditions, engine design, fuel source and other factors. In some cases, oil with TBN that has dropped below 1 may provide adequate corrosion protection, but other situations may call for an oil change. The uncertainty underscores the importance of used oil analysis for maximizing drain intervals and protection.

You may have noticed that new-oil TBN has decreased over the years. That doesn't mean modern oils are less effective than older formulations.

In fact, the opposite is true. Modern oils must fight oxidation better, prevent LSPI, last longer and provide additional benefits for today's demanding engines.

However, modern oils must also reduce emissions, which explains their reduced TBN. Formulators use ZDDP and other metallic additives to fight wear and provide other benefits. However, they can create deposits on diesel particulate filters (DPF) and catalytic converters, reducing performance. The automakers don't want those expensive components to fail during the factory warranty period, so they laid it upon the oil formulators to remove metallic additives from oil to safeguard DPF and catalytic-converter life. So, modern oil specifications limit use of certain additives that historically result in higher TBN.

You can see a good example when you compare AMSOIL 15W-40 Heavy-Duty Diesel and Marine Oil (AME) and AMSOIL 15W-40 Heavy-Duty Synthetic Diesel Oil (ADP). The former has a higher TBN of 12.1, while the latter provides a 10.2 TBN. AMSOIL Heavy-Duty Diesel and Marine Oil has built a loyal customer base due to its reputation as a robust, long-lasting diesel oil, thanks in large part to its higher TBN. While it works great in older engines, it's not as well-rounded as AMSOIL Heavy-Duty Synthetic Diesel Oil, which provides excellent wear protection and resistance to oxidation and oil consumption. What's more, AMSOIL Heavy-Duty Synthetic Diesel Oil meets today's tough performance specifications, like API CK-4, meaning it's formulated to protect diesel particulate filters, while

AMSOIL Heavy-Duty Diesel and Marine Oil is not. It's a perfect example of how TBN doesn't tell the whole story and how we must look at the big picture when recommending products.

As mentioned, the best way to know how your oil is holding up is to perform used oil analysis. Oil analysis reports include the engine oil's TBN. Historically, we recommended an oil change once TBN dropped below 2. However, a few years ago we adjusted our condemnation limits depending on the engine's fuel source to better align with our formulations and engine technology.

In most gas and diesel engines, a motor oil can still fight corrosion and protect well after its TBN drops below 2. It may even continue to protect after it drops below 1. However, given the many variables in play, including ambient temperature, operating conditions, engine design and more, we recommend an oil change in most cases once TBN hits 1 to be on the safe side. This lets you maximize the drain interval while also maximizing engine protection.

Oil TBN provides insight into oil service life, but it doesn't tell the entire story. Performance and protection depend on the entire formulation, and AMSOIL makes an excellent oil for all your applications, new and old alike.



# New 2022 Calendars Available Now

Each month of the new 2022 AMSOIL calendar highlights a popular race series or motorsports event in which we're involved, such as Sturgis and the AMSOIL Championship Off-Road series.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone at [my.AMSOIL.com](http://my.AMSOIL.com) by clicking the Print Center icon under Quick Links.

Non-personalized calendars are also available and may be personalized by adding your business card. Simply insert your business card in the slotted area and your contact info is visible for a full 12 months.

## AMSOIL Print Center Pricing\* – Personalized

<b>11 - 49 calendars</b>	\$3.27 each
<b>50 - 99 calendars</b>	\$2.82 each
<b>100 - 249 calendars</b>	\$2.45 each
<b>250 - 499 calendars</b>	\$2.41 each
<b>500+ calendars</b>	\$2.08 each

\*Free shipping in the U.S.

## AMSOIL Pricing\*\* – Non-Personalized

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.46
G1105-CA	10	15.00	21.00

\*\*Calendars subject to shipping charges.



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Main Street Oil

20177 Main Street  
Lannon, Wisconsin, 53046

Phone: 262-853-7900

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

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

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February 2022

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