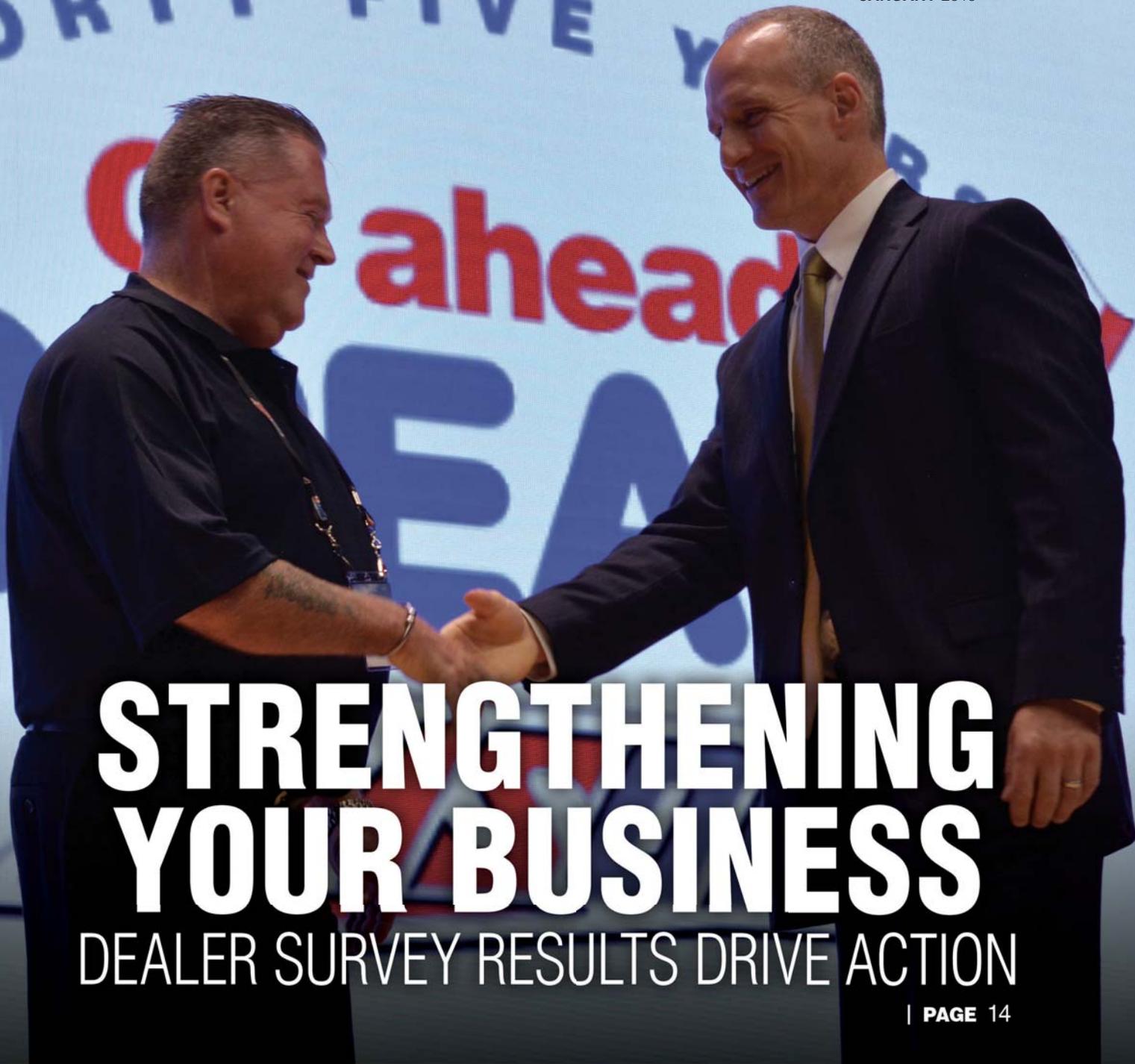




► DEALER EDITION

MAGAZINE

JANUARY 2019



STRENGTHENING YOUR BUSINESS

DEALER SURVEY RESULTS DRIVE ACTION

| PAGE 14

WHY BUY SIGNATURE SERIES?

**DO YOU
DRIVE IN HOT
TEMPERATURES?**



In testing, **kept pistons clean** and **held oil thickening to only 6 percent**, a minimal amount compared to the proposed specification limit of 150 percent ⁴.
50 percent more detergents⁵ to help keep oil passages clean and promote oil circulation. Provides **90 percent better protection** against sludge⁶.

**DO YOU
HAVE LONG
COMMUTES?**



30 percent more acid-neutralizing power⁸ than Mobil 1*, and 36 percent more than Royal Purple*, helping engines stay cleaner, longer.

Reserve protection, so you can go up to **25,000 miles**, 700 hours of operation or one year between oil changes, whichever comes first.

**DO YOU WANT
EXTRA ENGINE
PROTECTION?**



Far superior wear protection compared to the competition – kept bearings looking like new after 100,000-mile test¹.

**DO YOU TOW
OR HAUL?**



75 percent more engine protection against horsepower loss and wear⁷.

**DO YOU DRIVE IN COLD
TEMPERATURES?**



66 percent better cold-temperature performance for easier starting, better fuel economy, improved oil flow and reduced wear.

**DOES YOUR
VEHICLE HAVE A
TURBOCHARGER?**



72 percent better turbocharger protection than required² by the GM dexos1[®] Gen 2 specification.
Achieved **100 percent protection** against low-speed pre-ignition (LSPI)³.

¹Testing conducted in an independent lab using AMSOIL Signature Series 5W-30 Synthetic Motor Oil and a leading synthetic-blend 5W-30 motor oil in Ford F-150 trucks with 3.5L twin-turbo engines. ²Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. ³Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification. ⁴Based on the ILSAC GF-5 PLUS specification. ⁵vs. AMSOIL OE Motor Oil ⁶Based 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. ⁷Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. ⁸Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Royal Purple High Performance 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased 05/03/18. ^{*}All trademarked names 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.



See back label for details.



Six Key Findings from the AMSOIL Dealer Survey | PAGE 14

FEATURES

- 8 Leading the Way in the Wind Industry
- 11 New Diesel Injector Clean + Cetane Boost: Convenient Warm-Weather Protection
- 12 Expanding Efforts in Canada
- 13 Maximizing the Shelf Life of AMSOIL Products
- 14 Six Key Findings from the AMSOIL Dealer Survey

DEPARTMENTS

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

ADVERTISEMENTS

- 2 Why Buy Signature Series?
- 5 Think Differentially
- 19 Become a Certified Dealer
- 23 Three Powerful Aerosols
- 24 Free Shipping

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THE COVER

With the goal of improving the Dealer opportunity and ensuring its long-term viability, we performed a survey of nearly 1,800 Dealers. Find out what we learned and the action we're taking.

From the President

In late 2017 we conducted an extensive survey of AMSOIL Dealers. We wanted you to tell us what you need and where we can help, so we hired a firm to help us develop a scientific approach designed to get honest feedback. We gathered data from new Dealers, long-time Dealers, former Dealers, full-time Dealers, part-time Dealers and everyone in between. We had great participation in the survey, which was not brief, so I thank each of you who took the time to give us your perspective.

You might be wondering why I'm talking about this survey now, in the first month of 2019, more than one year after its completion. Well, while the results of the survey were clear, the answers to some of the issues it highlighted were not, and some of the responses required a great deal of preparation and work. I didn't want to share the results with all of you and make a bunch of promises about what was to come; I wanted to wait until we had taken some steps based on those survey results and had solid plans in place for additional action. Those of you who attended the 45th Anniversary Convention last July heard about the results, what we've done so far and a little about where we're going. Now we're going to share that information with all of you in this issue of *AMSOIL Magazine*.

One of the most common responses we received was the request for more national advertising. We're fulfilling that request in multiple ways, but most visibly through increased exposure on the Velocity channel. You might have seen our updated TV commercial running there over the past couple months. If so, you undoubtedly caught the side-by-side comparison of bearings protected by AMSOIL Signature Series and bearings not so well protected by another oil. You can expect to see more advertising of this nature in 2019.

You also asked for more support to defend against other brands, and we are delivering. I hope by now you've

seen some of the other comparisons we've published, and I hope you've used them to earn sales. I'm particularly shocked by how poorly Mobil 1* gear lube performed in the Brookfield viscosity test (see www.amsoil.com/performance-tests.aspx). It's hard for the general public to believe that a company as respected as Mobil 1 would produce a product that failed an industry-standard test. That's why hard technical data can be so useful for you in the field, and it reinforces the importance of our quality standards and technical abilities.

Our quality standards truly are second to none, and few things thrill us like using our technical expertise to solve a problem. These traits have served us well through the years and opened doors for many Dealers. In the past decade, these traits helped us strengthen the company by selling industrial gear oil for wind turbines. As many of you know, AMSOIL has been heavily involved in the wind turbine market since 2009, and it all started with our ability to solve a problem. Our original intent was to develop the wind turbine market for AMSOIL Dealers to pursue, and we told AMSOIL University attendees in 2007 that we were doing the work necessary to get Dealers in the game. It quickly became clear that, for numerous reasons, it was impossible for AMSOIL Dealers to succeed. The risks were too great – carrying millions in liability insurance, climbing 300-ft. towers – and the business demands too substantial. The customers are major global corporations requiring engineering expertise and worldwide travel, and sales cycles take years. After learning all that was involved, Dean Alexander and I presented our findings at the 40th Anniversary Convention.

We have not talked much about our involvement in the wind turbine industry since then, but it is time for you to take advantage of it. A recent press release from ZF*, the world's largest gearbox

manufacturer, identified AMSOIL as the lubricant supplier for end-of-line testing in Belgium, Germany, China, India and the U.S. That is a big deal, and there are others besides ZF that I have to keep confidential. Wind turbine gearbox lubrication has the most stringent requirements of all gear systems, and much of the lubricant technology we use for wind turbine gears is also used in SEVERE GEAR®. If AMSOIL gear lube is good for wind turbines, it is great for automotive applications.

Renewable energy is important. We are directly helping make wind power a viable source of energy by lowering costs and developing best practices. AMSOIL was first to extend drain intervals in this market. When we entered the scene, the average interval was two to three years. Now it's five to eight years. We also developed the oil change procedure adopted as best practice by the American Wind Energy Association (AWEA) and did the same in China.

While our participation in the wind industry might not present a direct opportunity for you to earn sales, it does benefit you in multiple ways. It makes AMSOIL stronger, benefiting everyone. It boosts our reputation, it is environmentally responsible and it gives you bragging rights that Lucas*, Royal Purple* and Schaeffer's*, for example, don't have. Use this information and the additional details in this month's article on wind turbines to help you make sales.

Only the best is good enough for wind turbines and at AMSOIL, we make the best. Some of you may have heard Al say over the years, "I'm not selling; I'm just telling." And that's the way it is.



Alan Amatzio
President & CEO



Think differentially

THE NEW AMSOIL SEVERE GEAR® EASY-PACK

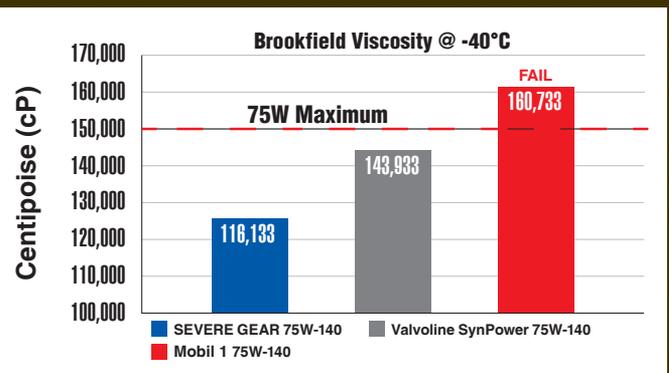
AMSOIL SEVERE GEAR 100% SYNTHETIC GEAR LUBE (SVG, SVO)

The new easy-pack helps you access tough-to-reach fill holes. The flexible packaging makes gear lube installation cleaner and faster, and eliminates the need for a pump.

FOR THE ULTIMATE COLD-WEATHER PROTECTION, TRUST AMSOIL

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

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



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



AMSOIL
WINNER OF A SEMA GLOBAL MEDIA AWARD

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LETTERS TO THE EDITOR

WIND TURBINES

In a recent article about AMSOIL and their products published in a supplement to the local newspaper, Mr. Dan Peterson states, "We're in the Middle East, we're in Russia, we're in Europe. We have a huge business in China." Peterson goes on to say, "AMSOIL was a big factor in making the wind turbine industry sustainable."

My question would be: Are there opportunities for the AMSOIL Dealer in these markets?

Sincerely,

Jim Anderson

AMSOIL: The short answer is "no," Jim. You'll find a more thorough explanation of the wind industry in this issue of AMSOIL Magazine (pp. 8-10). International business is extremely complex whether the wind industry is involved or not. Import laws vary greatly from one country to the next, and even product recommendations are inconsistent. The liabilities raised surrounding taxes, import fees, product application and more make our traditional Dealer model incompatible with international business.

MUDSLINGER

I recently purchased a case of the new Mudslinger product. I have always followed the practice of using many of the AMSOIL products myself. There is no better way to be able to support the excellent quality. I decided to spray Mudslinger to the underside of my 60" JD* drive-on, drive-off mower deck. I sprayed over small amounts of residue that remained after my cleaning and left it wet. After mowing recently, I decided to check to see if Mudslinger would make the task of scraping away the lawn clippings any easier. I generally scrape the accumulation of lawn clippings after each mowing. I mow roughly 1 1/2 acres. To my surprise, the underside of the mower deck was shiny clean, no scraping required. I am amazed at how well this product performed. Thank you for adding another excellent product to the lineup.

Regards,

Ken Marland

I have a suggestion for AMSOIL and all Dealers. I have field tested this for several weeks and found it to work very well. I am a hunter and have always had a problem with mud being stuck to the bottoms and sides of my boots. I scrubbed them clean and waited for them to dry, then sprayed them

with a good amount of Mudslinger and let them dry. Now there is very little to NO mud on my boots. The Mudslinger helps to keep the mud out of my truck and camper. This could be a NEW market for Mudslinger for all Dealers. Both pairs of my hunting boots remain much cleaner than ever, and I like that and so will other hunters.

Fred Bausher

AMSOIL: Thank you for your feedback, Ken and Fred. We're proud of Mudslinger, and thrilled to hear about your positive experiences using it with applications other than ATVs, UTVs and dirt bikes. We appreciate hearing unique product uses from Dealers and would love to hear more. Any Dealers who have stories like these can share them with us at salespromo@amsoil.com or, if you would like to see them published here, letters@amsoil.com.

ENVIRONMENTAL BENEFITS

Though I am a fairly new Dealer, I think the AMSOIL company together with AMSOIL Dealers can do well by approaching environmental organizations and their supporters more vigorously. We are the one company that produces synthetic oil not tied to the fossil fuel companies. And because our products last so long, there is far less waste being sent to landfills and contaminating water sources.

I do suspect, but have no concrete statistics to back it up, that many environmentalists are still using lesser quality synthetics made by one of the fossil fuel giants, or even using regular motor oil and transmission fluid, etc.

And we can begin to change that.

Sincerely,

Gordon Kobayashi

AMSOIL: Thank you for your suggestion, Gordon, and welcome to the team. While all lubricant manufacturers, including us, have some ties to the fossil fuel industry (synthetic base oils are created through a reaction involving chemicals derived from crude-oil sources), you are correct regarding the significant environmental benefits of extended drain intervals. Not only do AMSOIL synthetic motor oils generate less waste through their extended-drain capabilities, they also contribute to increased fuel economy and reduced emissions. There are groups who value environmental benefits above all others, but our main market is composed

of enthusiasts who might appreciate the environmental benefits, but value protection and performance most. That's why we maintain our focus on those areas.

WINTER STORAGE

A customer of mine normally doesn't change his oil on his four-stroke equipment used during the spring/summer/fall until the following spring. This equates to about a five-month period where he stores his equipment in an unheated building. Personally, I have always changed my four-stroke equipment oil in the fall before putting it into storage in my unheated shed.

My customer contends that the crankcases accumulate water via condensation over the winter storage period here in the Northeast and prefers to change oil in the springtime.

Please advise which method is recommended.

Best Regards,

Bruce DeRites

AMSOIL: Thanks for the question, Bruce. We recommend changing oil in seasonal four-stroke equipment in the fall prior to storage. Used oil contains acidic byproducts, moisture, fuel and other contaminants that can damage metal surfaces if allowed to sit in the engine for months without operation. For best protection, drain the used oil from the engine prior to storage and install fresh oil. In our experience, ambient temperature swings throughout the winter in most parts of North America aren't sufficient to create excess moisture in motor oil. Condensation can become a problem if the building in which the equipment is stored is repeatedly heated, then allowed to cool to ambient temperature later. It sounds like your customer uses an unheated building, so this shouldn't be a problem for him.

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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.



Matt Erickson | DIRECTOR, TECHNICAL PRODUCT MANAGEMENT

Most “electrified” vehicles still use motor oil

The auto industry is changing, but not the Dealer opportunity.

Does the term “electrification” make you fear for the future of the internal combustion engine and your Dealership?

As we explained in the April 2018 *AMSOIL Magazine* and again at the 45th Anniversary Convention last summer, it shouldn’t.

The truth about vehicle electrification is far different than some headlines lead you to believe. Let’s use Fiat Chrysler Automobiles (FCA)* as an example. FCA grabbed headlines last summer when it pledged \$10.5 billion to electrifying its vehicle lineup, including Jeep* and RAM*. The story made news for a couple reasons. 1) Judging by the glut of headlines in my inbox, media outlets love any story about vehicle electrification and 2) FCA is considered a laggard on vehicle electrification compared to its competitors. Its announcement signals that even the holdouts have acknowledged that the future of the auto industry includes electrification.

Constantly seeing stories in your newsfeed about automakers pouring money into electrification can understandably make you nervous. Who’s going to buy the products you sell?

But you can relax. If there is one point you take from this column, make it this:

“Electric” and “Electrified” are Vastly Different

Notice that FCA (and other automakers) are moving toward *electrification*, which simply refers to vehicles that have an electric motor somewhere in the drivetrain. This includes several different hybrid vehicles, including the following:

- **Micro hybrid** – Vehicles with stop-start technology, like the Ford* F-150*.
- **Mild Hybrid Electric Vehicle (MHEV)** – The electric motor cannot propel the vehicle alone; it’s mainly used for engine start, regenerative braking and acceleration assist.
- **Full Hybrid Electric Vehicle (FHEV)** – The electric motor alone can propel the vehicle, but has a limited range. See the Toyota* Prius*.
- **Plug-in Hybrid Electric Vehicle (PHEV)** – Same as a FHEV, but adds a second way of charging the battery. Uses an engine due to limited electric-motor range. See the Ford C-MAX Energi*.

All four of these hybrid vehicle types use an internal combustion engine and require motor oil.

Here’s where the confusion arises: the following electric vehicles are also included under the broad category of “electrified” vehicles:

- **Range Extender Electric Vehicle (REEV)** – A battery electric vehicle that includes an internal combustion engine-driven generator to charge the batteries. See the Chevy* Volt*.
- **Battery Electric Vehicle (BEV)** – Propelled only by battery-powered electric motors, like the Nissan* Leaf*.
- **Fuel Cell Electric Vehicle (FCEV)** – Uses an electric motor, but stores energy in a hydrogen tank instead of batteries. See the Honda* Clarity*.

Although common sense suggests that a Nissan Leaf is drastically different than a pickup truck whose engine shuts off at stoplights, the auto industry says otherwise. So, when

an automaker announces its plans to introduce electrified vehicles, many people falsely assume they’re referring only to electric vehicles that don’t use an internal combustion engine. Some media outlets contribute to the confusion by interchanging “electrified” and “electric.” The fact is, however, the push toward electrification includes widespread use of drivetrain systems that still use a conventional engine. Take, for example, the 2019 RAM pickup with eTorque and a 48-volt mild hybrid system. The system replaces the engine’s alternator with a belt-driven motor/generator that contributes torque, smooths shifts and recovers energy, where it’s stored in a lithium-ion battery. This application of electrification increases fuel economy about 2-3 mpg for the 3.6L engine; the 5.7L Hemi* engine and its classic rumble still remain available.

Yes, electrification is here – and it will only grow in the ensuing years. But it’s not as scary as the headlines may have you believe. Most vehicles will still require motor oil and other lubricants. In fact, an estimated 92 percent of vehicles on the road worldwide in 2030 will still use an internal combustion engine. These new drivetrain technologies will present challenges to lubricants best addressed by high-performance synthetics; the lubricant market is headed our way.

Leading the Way in the Wind Industry

Nearly 58,000 wind turbines dot the American landscape. **Nearly 50 percent of those now use AMSOIL synthetic lubricants in their gearboxes.** Here's the story of how we shook up the wind industry – and how it benefits you.

We dove into the wind market more than a decade ago for the same reasons we enter most markets: to solve a problem. At the time, wind farm managers were struggling to find a wind turbine gearbox lubricant capable of delivering superior protection without requiring frequent and expensive changes. Fully appreciating the challenge requires understanding how a wind turbine gearbox works.

Wind turbine gearbox 101

If you've ever driven past a wind farm, you've noticed how slowly wind turbine blades turn – typically 10-18 rpm. The generator inside the turbine's nacelle (the housing atop the tower), however, requires up to 1,500 rpm to produce the turbine's rated power. The gearbox increases rotational speed from the low-rpm turbine blades to the high-rpm electric generator. It uses a variety of planetary gears, helical gears and bearings to accomplish this.

All those moving parts must withstand tremendous torque and high speeds while operating in hot, humid, wet environments or sub-zero temperatures – sometimes all of the above throughout the year. Gear lube can quickly fail in such conditions.

That was precisely the case with the predominant wind-turbine gear lube on the market at the time. It tended to absorb moisture, which led to additives separating from

the lubricant (called additive drop-out). This leads to a form of fatigue failure called micropitting that can cause gears to fail. In fact, at that time, a wind-farm manager could expect 30-40 percent of the gearboxes in his turbines to fail within three to five years. This is unacceptable considering that, along with crane costs, replacing a wind turbine gearbox costs up to \$500,000.

To help prolong gearbox life, managers resorted to frequent gear-lube changes – typically every two to three years. That may not sound unreasonable

until you understand the toll a single lubricant change takes. First, the turbine has to be shut down, which reduces profitability. A team of trained technicians must then mobilize a specially designed truck capable of pumping the new lubricant to the gearbox (up to 300 feet above the ground) while draining the old oil. Not only that, the gearbox requires flushing to remove contaminants, which adds additional time and complexity. Changing oil in just one gearbox can cost thousands of dollars. Changing oil in every gearbox on a wind farm quickly becomes cost-prohibitive.

Wind Turbine Filter Housing

When we entered the wind market, the predominant gearbox lubricant (left) absorbed moisture and created sludge. This led to filter plugging and frequent lubricant changes, which waste time and money. The AMSOIL lubricant, in contrast, maintains cleanliness and lasts longer, saving operators money.



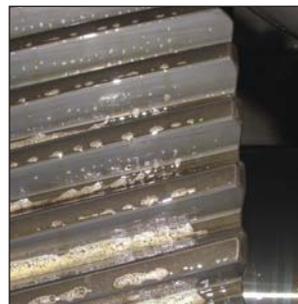
COMPETITOR



AMSOIL

Wind Turbine Gearbox Gears

Foam bubbles collapse when compressed between gear teeth, leading to metal-to-metal contact and wear. The AMSOIL product, however, forms a consistent lubricating film void of foam, helping reduce wear.



PERCENTAGE OF ELECTRICITY FROM WIND ENERGY



6.3%

4.7%



Sources: <https://www.energy.gov/eere/wind/2017-wind-market-reports#wind>; <https://www.nrcan.gc.ca/energy/facts/electricity/20068>

Building a better lubricant

We went to work developing a better gear lubricant. In addition to years of lab testing, the lubricant was installed in seven wind turbines located in the Midwest. The turbines had been using a competitor's oil and were in rough shape. In fact, the wind farm manager later told us he had expected the gearboxes to fail within six months of testing. Instead, the AMSOIL product performed well and the turbines continued running. We monitored lubricant and turbine performance every month. The process uncovered several costly hurdles to servicing wind farms. For example, personnel must complete safety training, earn certification and carry millions of dollars of liability insurance simply to set foot on a wind farm, let alone climb a tower. In addition, wind farm managers expect suppliers to act as technical consultants and help them develop procedures for improving efficiency. We quickly realized that servicing wind farms requires a team of full-time, specialized experts. That's why we handle sales to wind farms corporately rather than through independent Dealers.

Despite years of severe service, the lubricant continued performing flawlessly. In total, the lubricant was in use for nine years without being changed and without incident. Recently, the wind farm elected to decommission the seven turbines

WHY CAN'T DEALERS SELL TO WIND FARMS?

We're as committed to the Dealer opportunity as ever. But exposing Dealers to the financial and safety risks inherent to the wind industry would be irresponsible. For the following reasons, it's best for everyone that we handle the wind market corporately.

CUSTOMERS REQUIRE UNPRECEDENTED SERVICE

Selling lubricants is just the start. Businesses must sign complex terms-and-conditions agreements and carry expensive insurance policies. They must also maintain a large inventory of products while providing payment terms. In addition, businesses are expected to develop oil-sampling procedures, obtain oil samples and create gearbox-flushing procedures, among other value-added services. A business is seen as a partner available to help wind-industry personnel uncover ways to maximize turbine efficiency. It must provide on-site technical analysis and actively work to advance the industry, not just sell lubricants. Simply entering a turbine is dangerous and requires extensive training and certification. These restrictions are in place to ensure maximum safety when working in turbines 300 feet high and beyond.

THE MARKET REQUIRES SPECIALIZED KNOWLEDGE

Gearboxes and other components use cutting-edge technologies accessible only to industry experts. Personnel must understand particle-count testing, oil analysis interpretation, troubleshooting and other complex disciplines. Mechanical failures resulting from incorrect product recommendations, for example, can carry liability costs in excess of \$500,000 per turbine. Dealers aren't positioned to absorb this level of risk.

THE MARKET CONTAINS RELATIVELY FEW POTENTIAL CUSTOMERS

While growing, the wind market contains a relatively small number of potential accounts compared to traditional markets. Pursuing a wind farm not only will lead to disappointment, it will distract Dealers from approaching potential customers they're much more likely to secure.

While there are Dealers who are fully capable of executing aspects of doing business with wind farms, the overall demands and liabilities are too great.



to perform infrastructure upgrades; however, the lubricant was still in great condition and performing well until its final day of use.

Our test data impressed the biggest and most prestigious manufacturers in the world. We have since earned approvals from nearly every major turbine manufacturer and gearbox manufacturer, including Siemens*, Vestas*, Flender*, Nanjing Gear* and ZF*. This was a huge step since wind farm managers won't use non-approved oils in their turbines given the astronomical costs should something fail. Our gear lube is also the factory fill for one of the world's largest turbine manufacturers, as well as the run-in oil at nearly every major gearbox OEM that supplies the global wind industry. We continue to work toward earning more factory-fill agreements. AMSOIL products are now installed in nearly 50 percent of all wind turbines in the U.S., in addition to turbines in Europe, China, India, Brazil and more. We're proud to say that AMSOIL products have never caused a gearbox failure. That's a tremendous achievement considering the state of the industry prior to our arrival.

What good is it for me?

You might be thinking, "That's great for AMSOIL INC., but how does it help my Dealership?" There are several ways.

1) Increased expertise influences all AMSOIL products

The insights we've gleaned from our involvement in the wind industry influence additional product formulations. For example, we applied the advanced chemistry of our wind-turbine gear lubricant to the passenger car/light truck market via SEVERE GEAR® Synthetic Gear Lube. The chemistry that impressed the toughest critics in one of the world's most demanding industries influenced the chemistry in each easy-pack of SEVERE GEAR. Developing and testing synthetic technology in wind turbines builds our knowledge and helps us continue to improve our full line of world-class synthetic lubricants.

2) Brand validation

Our leadership role in the wind industry strengthens the AMSOIL brand and helps validate your efforts in the field. Additionally, it shows that our size and influence is larger than some people think, boosting your credibility. Tell prospects and customers that the biggest and most prestigious manufacturers in the wind industry selected AMSOIL from all the lubricant manufacturers in the world to develop a gear lube for their gearboxes. Point out that AMSOIL lubricants are installed in nearly 50 percent of U.S. wind turbines. This level of credibility speaks volumes about our product quality. Ask prospects, "If AMSOIL synthetic lubricants perform that well in wind turbines, imagine how well they can perform in your vehicles and equipment."

3) Improves company image

While it may not be at the forefront of many enthusiasts' minds, many customers actively look for companies that support sustainability. By servicing renewable-energy assets and maintaining a leadership role in the industry, we strengthen our image, which reflects well upon Dealers.

4) Helps keep costs down

A single wind farm can require thousands of gallons of lubricants. To meet demand, we purchase increased volumes of raw materials at a time, helping reduce purchasing costs. Manufacturing to meet increased demand also leads to greater production efficiency, which further holds costs in check. We pass the savings on to you and your customers.

We plan to continue growing our presence in the wind industry. It's a key part of our strategy to diversify and strengthen the company, which ensures the viability of the Dealer opportunity for years to come.



AMSOIL has never caused a gearbox failure. That's a tremendous achievement considering the state of the industry prior to our arrival.



*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use. All products advertised here are developed by AMSOIL for use in the applications shown.

New Diesel Injector Clean + Cetane Boost: Convenient Warm-Weather Protection

Available Jan. 22, Diesel Injector Clean + Cetane Boost (ADS) combines the superior detergency and improved lubricity of AMSOIL Diesel Injector Clean with the increased horsepower and cetane of AMSOIL Cetane Boost in one convenient package, providing the full potency and benefits of both products at an affordable price.

Diesel Injector Clean + Cetane Boost is purpose-built for serious enthusiasts and professionals who depend on diesel power to make a living. It provides the total package of injector cleaner, lubrication booster and performance improver in one easy-to-use treatment that aids in retaining power and fuel economy while preventing wear that leads to expensive repairs.

- **Cleans** dirty injectors
- **Lubricates** pumps and injectors to reduce wear
- **Increases** cetane up to 8 points – best cetane improvement on the market
- **Extends** fuel-filter life
- **Improves** fuel economy up to 8%

- **Combats** fuel-system corrosion
- **Delivers** maximum horsepower
- **Safe** for use in all diesel fuels, including biodiesel
- **Alcohol-free**

Convenience and Cost Savings

Diesel Injector Clean + Cetane Boost is the ideal combination diesel fuel additive for climates that don't require the cold-flow benefits of AMSOIL Diesel Cold Flow.

Recommendations

Diesel Injector Clean + Cetane Boost is recommended for use with all types of heavy- and light-duty, on- or off-road and marine diesel engines.

To prevent cold-weather fuel issues, add Diesel Cold Flow or switch to Diesel All-In-One.

Note: The 16-oz. (473-ml) bottle treats up to 80 gallons (303 L). The 8-oz. (237-ml) bottle is specially formulated to treat up to 20 gallons (76 L) in one convenient dose.



Diesel Injector Clean + Cetane Boost Data Bulletin

Stock #	Qty.	U.S.	Can.
G3571	25	4.10	5.60

Diesel Injector Clean + Cetane Boost

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	Can. Wholesale	Can. P.C.	Can. MSRP
ADSPCN	EA	(1) 8-oz. Bottle	2.57	3.90	4.10	5.20	5.55	--	--	--
ADSPCN	CA	(6) 8-oz. Bottles	15.44	22.05	23.20	30.45	32.45	--	--	--
ADSCN	EA	(1) 16-oz. Bottle	6.63	9.95	10.45	13.20	13.75	13.20	13.85	17.40
ADSCN	CA	(12) 16-oz. Bottles	79.59	113.70	119.40	156.95	163.55	150.30	157.85	207.45
ADSHG	EA	(1) 64-oz. Bottle	21.76	32.65	34.30	42.10	44.10	--	--	--
ADSHG	CA	(6) 64-oz. Bottles	130.54	186.48	195.85	251.75	263.55	--	--	--
ADS05	EA	(1) 5-gal. Pail	198.98	284.25	298.50	378.10	397.05	376.70	395.55	501.05
ADS55	EA	(1) 55-gal. Drum	1625.91	2709.85	2845.35	3333.15	3541.45	3596.95	3776.80	4424.30

*Use product code ADSCNC for the 16-oz. (473-ml) bottles in Canada. The 8-oz. (237-ml) and 64-oz. (1.9-L) bottles are not available in Canada.

Expanding Efforts in Canada

Business in Canada is different from business in the U.S. Canadian consumers have different habits, the Canadian market faces different challenges – we even measure things differently. We recognize Canada as a unique market and we've pledged to do more to support Canadian Dealers. Here's a look at some of our efforts.



Canadian Meetings

We held two Dealer meetings to learn more about what Canadian Dealers need, and this May we are hosting AU Live in Canada for the first time.

Canadian Website

We began a massive IT project last year that will result in sizeable improvements in our capabilities and customers' experiences with us online. It will also result in a Canadian AMSOIL website (.ca) later this year.

Canadian Marketing

Dealers in Canada asked for more Canadian-specific sponsorships and trade-show support. We have expanded our corporate trade show presence in Canada to include five large shows.

Canadian FSR

In July we hired a field sales representative based out of the Toronto Distribution Center, Trudel Dorcine. He has been assisting Dealers in the field and providing

valuable feedback to corporate headquarters that we will use to help guide our efforts in Canada.

Canadian-Specific Labels

Throughout 2019 we are introducing Canadian-specific labels throughout the line of AMSOIL products. As with existing Canadian-labeled products, we'll differentiate between Canadian and U.S. products by adding a "C" to the end of Canadian stock codes. (Example: A quart of Signature Series 5W-40 Max-Duty Diesel Oil carries stock code DEOQT in the U.S.; the new Canadian-labeled version will carry stock code DEOQTC.)

A few package sizes with low sales are being eliminated. The affected products will still be available in other remaining sizes. This change will roll out as current inventory in Canada is depleted throughout 2019. Watch for updates in the Dealer Zone, the *Hotwire* and *AMSOIL Magazine*.

MAXIMIZING THE SHELF LIFE OF AMSOIL PRODUCTS

AMSOIL synthetic lubricants are designed to retain their original performance after a reasonable period of time in your storeroom. Proper storage ensures the freshest, most effective products possible.

From fresh fruit to batteries, most consumable products have a shelf life. Synthetic lubricants are no different. AMSOIL engineers products that retain their original performance for as long as possible. While a general, concrete timeline is difficult to predict, creating the right storage conditions can extend a lubricant's shelf life. Here are a few suggestions to maximize the time products may safely be stored.

Protecting Your Investment

Products should always be stored in their original containers and, when possible, in a clean, dry, moderately temperate area. Lubricants should be stored away from solvents and cleaning agents.

Shelter from the Storm

Lubricants should be stored indoors to avoid the higher potential for damage from environmental contamination and temperature fluctuations that comes with outdoor storage. Follow these best practices if outdoor storage is your only option:

- Protect containers from the elements (direct sunlight, dirt, water, snow, rain, etc.).
- Keep containers off the ground by storing them on pallets.
- Store unopened drum-packaged lubricant containers horizontally (except grease).

First-In/First-Out

To reduce the possibility of extended storage, use the first-in/first-out (FIFO) method to ensure the oldest inventory is used first.

AMSOIL Product Shelf Life

Product shelf life varies significantly depending on product design, environmental contamination, chemical contamination and temperature. Most liquid lubricants can last five years if you follow these suggestions and properly store your products. Because grease can harden or lose its oil content over time, it generally has a storage life of two years. If you have questions or require technical guidance on another topic, call AMSOIL Technical Services at (715) 399-TECH or email us at tech@amsoil.com.

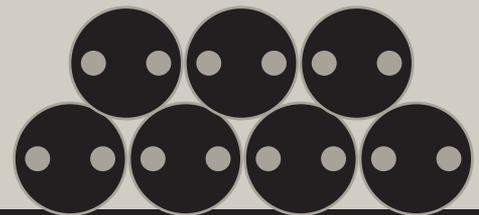
FACTORS THAT AFFECT SHELF LIFE

CONTAMINATION

Water intrusion and the migration of water vapor, along with the introduction of foreign materials like cleaning agents and solvents, can cause a lubricant to degrade, resulting in reduced performance.

TEMPERATURE

The ideal storage temperature is 32°F (0°C) to 85°F (29°C) – temperatures out of this range can promote water migration, cause additive separation and reduce the effectiveness of additives over time.



STORE DRUMS HORIZONTALLY

Keep the bung caps at the 3 and 9 o'clock positions and the lubricant covering both entrances. This reduces the chance of water vapor migration through the bung due to the thermal expansion and contraction of the air head-space.

Six Key Findings from the AMSOIL Dealer Survey

In late 2017, we surveyed nearly 1,800 Dealers of all levels, including several former Dealers. We wanted to know what we're doing that's working – and what isn't. The goal was to identify key areas where we can improve to ensure the long-term viability of the Dealer network. Here's what you told us, along with our corresponding actions.

1. You love AMSOIL products, but not necessarily the Dealer opportunity

We asked, "On a scale of 1-10 (10 being best), how likely are you to recommend AMSOIL products/Dealership to your family, friends or colleagues?"

While 82 percent of respondents answered "10" regarding AMSOIL products, only 37 percent chose "10" for the Dealer opportunity. You gave a few reasons for the discrepancy.

- **The business is complicated** – In the past, new Dealers received a huge binder full of printed material that was difficult to digest and provided no direction. Starting a Dealership is a challenge for people who have no sales training and limited time.
- **Not all Dealers have high standards** – Some Dealers fail to provide quality customer service and give other Dealers a bad reputation.
- **Competition is fierce** – AMSOIL synthetic motor oil used to be one of the only premium synthetics available. Those days are over. It's a challenge to convince someone to abandon their current oil brand for AMSOIL products.

What We're Doing About It

- **Simplify where possible** – The new Dealer Kit replaces the confusing pile of paperwork with only the essentials to get a new Dealership off the ground, including the Quick-Start Guide (G3472). The kit also includes products so new Dealers can immediately start experiencing their benefits.

82%

While 82 percent of Dealers would recommend AMSOIL products, only 37 percent harbor the same enthusiasm for their Dealerships.

- **Raise standards for Dealers** – We've introduced new Dealer certification levels: Locator Certified, Co-op Certified and Customer Certified. This raises the standard for Dealers who receive leads from AMSOIL, ensuring customers are put in contact with knowledgeable Dealers who'll represent the brand well. If you're not certified, click the AU Online link on the Dealer Zone homepage (my.amsoil.com) and select the Dealer Certification Program to get started.
- **Better differentiation** – As explained further in point #5, we're publishing more comparison testing to arm you with resources to help distinguish AMSOIL products.

52%

Fifty-two percent of Dealers say the top honors are too difficult to achieve.

2. Many Dealers should be Preferred Customers (P.C.s)

When asked what attracted Dealers to the Dealer opportunity, more than half replied that they wanted access to Dealer pricing and they believed AMSOIL products were superior. Less than 20 percent said they planned to develop a significant income.

This means Dealers are twice as likely to join to save money or use a premium product than to build a business. These Dealers are better served becoming P.C.s so they can enjoy the benefits they value without the work of running a Dealership.

What We're Doing About It

- **Create more separation** – The Dealer fee has increased to help distinguish it from the P.C. Program. In addition, P.C.s pay an average of 5 percent more for AMSOIL products to create further separation. P.C.s still save up to 25 percent compared to online/catalog/retail customers.
- **Promote the P.C. Program more** – We're stepping up our promotion of the P.C. Program to ensure people understand their options before registering as a Dealer or P.C. We want people in search of reduced pricing to select the best option for them.

3. Dealers want more and different recognition

Fifty-two percent of Dealers say they are not working toward any type of recognition, like monthly top 10 or annual top 10. Many Dealers find our recognition levels too difficult to achieve, and they want more than commission credits for a job well done.

What We're Doing About It

- Coming this year, we're going to recognize new Dealers early and often to help boost their confidence and give them goals toward which they can strive. We're also modifying recognition overall to give experienced Dealers new awards to work toward.

4. Many New Dealers Have Misaligned Expectations

Many new Dealers expect big money, fast – 20 percent of new Dealers reported reaching their earnings goals early on in their businesses. In other words, 80 percent of new Dealers do not understand that making money in business takes time.

What We're Doing About It

- **Clearly define expectations** – Longtime Dealers know that we've never pitched the Dealer opportunity as a way to get rich quickly. Building a Dealership that meets your earnings expectations takes time and work. Our introductory materials have been modified to better define earnings expectations. We're touting the opportunity as a source of supplemental income and a way to fund your passion. We encourage people to become Dealers so they can earn a side income to make payments on a boat or ATV, fund a vacation account, finance a vehicle restoration project and more. We want new Dealers to know that, while it's possible to build a full-time income, they should first view their Dealer earnings as supplemental income.



5. Dealers Want More Support to Defend Against Competing Brands

We asked, "What are your common barriers to gaining new customers?" Sixty-seven percent replied that potential customers are happy with their current oil. In one of the most unified responses of the survey, Dealers asked for increased awareness and advertising on a national scale.

What We're Doing About It

- **Technical differentiation** – We're performing more product testing against competing brands. You can find several examples in the Factory-Direct Catalog (G100, G300 Can.) and our market catalogs. We've added several graphs, charts and other product claims throughout the catalogs to help you quickly show the superiority of AMSOIL products. Proof of performance also helps justify the premium price. Many of our new advertisements will also feature this information.
- **Better promotions** – We've extended free shipping to all customers to help you compete with other oil suppliers. We also run frequent P.C. promotions to help your customers remain loyal to AMSOIL.
- **Improved marketing mix** – We evaluate our marketing spend on a continual basis. We have adjusted our tactical mix to include more nationally focused outlets like the Velocity channel and the Internet.

6. Dealers Want Direction

Only 14 percent of Dealers say they have long-term plans to build their Dealerships. Not surprisingly, 71 percent say they are "casually" involved in their Dealerships. Sales growth doesn't happen by accident – it requires Dealers to formulate plans and set business goals.

What We're Doing About It

- **Quick-Start Guide** – The Dealer Kit comes with the Quick-Start Guide (G3472), which lays out a few basic steps for new Dealers to start their businesses.
- **Game Plan** – We introduced the Dealer Game Plan to provide additional instruction for new Dealers as they build their businesses. It lays out a step-by-step plan to help Dealers gain knowledge and begin making money. It's available as a free download on the Dealer Zone homepage (my.amsoil.com).
- **Free AU Online** – Our premier training resource, AU Online, is now free for all Dealers. This removes any roadblock for Dealers who want training and guidance – and 60 percent of Dealers say they expect to receive product training from AMSOIL INC. Click the AU Online link in the Dealer Zone to get started.
- **10 percent rebate** – New Dealers earn 10 percent rebates on their first product orders if placed within 30 days of registration. Our data shows that Dealers who purchase early are far more likely to stick around for the long-haul.

Our catalogs now include several product comparisons that help you show superior AMSOIL performance.



MONTHLY LEADERS

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



Dave M. Mann
Michigan
7-STAR REGENCY PLATINUM DIRECT 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



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



Ches & Natasha Cain
South Dakota
3-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Total Organization
FOURTH
Personal Group Sales
SEVENTH
New Qualified Customers
SIXTH
New Customer Sales



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



Greg & Joan Desrosiers
Alberta
3-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
Total Organization
NINTH
Personal Group Sales
FIRST
Commercial Account Sales
NINTH
Retail Account Sales



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



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



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



Merv Nolt
Ohio
DIRECT JOBBER
TENTH
Commercial Account Sales



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



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



Ted Pickol
Florida
PREMIER DIRECT JOBBER
SEVENTH
Retail Account Sales



Michael P. Scott
Minnesota
PREMIER DIRECT JOBBER
TENTH
Retail Account Sales



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



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



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



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



Vijay Parany
Ontario
1-STAR REGENCY PLATINUM DIRECT JOBBER
TENTH
 Total Organization
EIGHTH
 Personal Group Sales



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



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



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



Thomas & Cheryl Brown
Tennessee
PREMIER DIRECT JOBBERS
SEVENTH
 Commercial Account Sales



Paul Smith
Tennessee
DIRECT JOBBER
NINTH
 Commercial Account Sales



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBER
FOURTH
 Retail Account Sales



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



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



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



Will Mangan
Pennsylvania
EXECUTIVE DIRECT JOBBER
THIRD
 New Qualified Customers
FIFTH
 New Customer Sales



Joshua Childers
Ohio
PREMIER DIRECT JOBBER
SIXTH
 New Qualified Customers



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.



Larry & Debra Fandrich
Colorado
DIRECT JOBBERS
EIGHTH
New Qualified Customers



Ron Massoletti
Texas
DIRECT DEALER
SEVENTH
New Customer Sales



Thomas D. McIntire
Idaho
DIRECT DEALER
NINTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Flora Soukup
Florida
REGENCY SILVER DIRECT JOBBER



Charles & Donna Meyer
Minnesota
REGENCY DIRECT JOBBERS



Joshua Childers
Ohio
PREMIER DIRECT JOBBER



Russell Rougier, Jr.
New Hampshire
PREMIER DIRECT JOBBER



Ahseen Imran
Alberta
DIRECT JOBBER
Sponsor:
Donald Speers
Direct Jobber:
Donald Speers



Greg Billingsley
North Carolina
DIRECT DEALERS
Sponsor:
Leonard & Marcie Pearson
Direct Jobber:
Leonard & Marcie Pearson



Ismael Gomez
Virginia
DIRECT DEALER
Sponsor:
Bob Wynne
Direct Jobber:
Bob Wynne



Jim Marshall
North Carolina
DIRECT DEALER
Sponsors:
Alfred & Catherine Dawes
Direct Jobbers:
Alfred & Catherine Dawes



Theodore & Kimberly Middleton
North Carolina
DIRECT DEALERS
Sponsor:
Dave M. Mann
Direct Jobber:
Dave M. Mann

GAIN CERTIFICATION. GAIN CUSTOMERS.

BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

CUSTOMER CERTIFIED

RECEIVE BUYING CUSTOMERS FROM AMSOIL

APPEAR ON THE AMSOIL LOCATOR AT AMSOIL.COM

ELIGIBLE FOR CO-OP ASSISTANCE

CO-OP CERTIFIED

LOCATOR CERTIFIED

CUSTOMER CERTIFIED

CUSTOMER CERTIFIED

- Be Locator Certified
- PLUS**
- Have 4 or more new qualified customers within the past 12 months
 - Have 2 or more new qualified customers in the past 12 months and meet one of the following alternative qualifications:

- Have been a Dealer for less than one year
- Have 24 or more active buying customers
- Have more than \$10,000 in personal product purchases plus 5 or more active buying customers

LOCATOR CERTIFIED

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

OR

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

CO-OP CERTIFIED

- Complete the Dealer Certification Program in AMSOIL University Online

WHAT'S A "QUALIFIED CUSTOMER"?

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

NEW FEATURE:

Receive Even More Customers with the Assigned-Customer Multiplier

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

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

January Close-Out

The last day to process January orders in the U.S. and Canada is the close of business on Thursday, Jan. 31. 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 January business will be accepted until 3 p.m. Central Time on Wednesday, Feb. 6. All transfers received after this time will be returned.

Dealer-Number Transferring Links

The easiest and fastest way to follow up on potential purchases and applications is to reach out with a personalized Dealer-number transferring link. These links allow you to direct prospective customers and Dealers to the information they need on amsoil.com while also keeping them connected to you as a Dealer.

1. Get the mobile phone number or email address of the prospective customer/Dealer to follow up with him or her.
2. Find and copy the URL of the amsoil.com webpage relevant to the prospect's particular interest.
3. At the end of the webpage URL, type ?zo= and your Dealer number.
4. If the URL already contains a question mark (?), use an ampersand to attach your Dealer number (&zo= and your Dealer number).
5. Send this Dealer-number transferring link to your prospective customer/Dealer via text message or email.

Donaldson
Filtration Solutions

Donaldson Price Adjustment

Donaldson has announced an average 2 percent price increase on its filters effective Jan. 1. Updated pricing will be available in the pricing lookup in the Dealer Zone.

Dealer Zone Report Enhancement

There has been a minor enhancement to the Commercial Account section of the Active Personal Customers Report in the Dealer Zone. The Discount % column now indicates if a commercial account's discount has gone up or down within the last 30 days. To access this information, click on Reports in the left navigation, scroll down to Active Personal Customers and click on CA.

Remember, the only time a commercial account's discount can go down is on Jan. 1 when discount recalculations are done for the upcoming year. A commercial account's discount can go up any time during the year if it reaches a new spending threshold, and that new discount will be carried over for the full following year.

Be sure to monitor these reports. Communicating new discount information and letting your commercial accounts know how close they are to achieving a new discount encourages sales and lets them know you are a valuable partner.

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 Resource Library of AU Online (my.amsoil.com) for insights on signing up landscapers and other commercial-account prospects.



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

Commercial Program Catalog (G3469 U.S., G3474 Can.)

WHO'S IT FOR?

Current and prospective commercial accounts.

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

WHAT PRICING DOES IT SHOW?

Wholesale cost

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



2019 Direct Jobber Convention

Join us for the 2019 AMSOIL Direct Jobber Convention Oct. 3-5, 2019 at the McCormick Ranch Resort in beautiful Scottsdale, Ariz. Gain insight into the future direction of the company through engaging presentations and be part of the fun as AMSOIL Direct Jobbers are recognized for their achievements.

Friday night will feature an exciting adventure in the hills overlooking the valley at La Puesta Del Sol with Fort McDowell Adventures. La Puesta del Sol, "The Setting Sun," offers stunning 360° views. Perched atop a cactus-dotted mesa, it provides unlimited vistas of Arizona's spectacular sunsets. Try a mouth-watering BBQ menu paired with country music and cowboy games and experience an "Arizona Luau" like no other. There will also be tethered hot air balloon rides and a four-piece band. End the night with a fireworks finale and you'll be sure to leave with a memory that will last a lifetime.

Book your reservations directly by calling the McCormick Ranch Resort at 1-800-540-0727 and let them know you are with the AMSOIL Direct Jobber meeting Oct. 3-5. We look forward to seeing you in Scottsdale.

Matt Erickson Promoted to New Position

Matt Erickson has been promoted to Director, Technical Product Management.

Erickson has served as Technical Product Manager – Passenger Car since coming to AMSOIL in 2011. While in that position, he led the development and growth of our passenger-car/light-truck products. Erickson

is a licensed Professional Engineer and earned his master's degree in mechanical engineering from North Dakota State University in 2006. In his new role, Erickson will use the expertise he's built over his career to guide the development of our entire product line.

"I'm excited for the opportunity to help the company in a broader capacity," said Erickson. "We will continue to develop world-class products that empower Dealers to grow their businesses."



Metal Protector Available in 4-oz. Spray Cans March 5

Due to manufacturing issues, the launch of the Metal Protector 4-oz. (118-ml.) spray cans has been pushed to March 5.

Metal Protector effectively lubricates moving parts, silencing squeaks without gumming up mechanisms. It displaces moisture from fresh water or salt water to help prevent corrosion, and it is the product of choice for drying and protecting electrical and ignition systems. Metal Protector penetrates deep through rust and corrosion to restore movement of rusty parts.

- **Cuts** through rust and frees frozen components
- **Helps** protect against rust and corrosion, even in salt water
- **Displaces** water
- **Stops** squeaks
- **Cleans**
- **Sprays** into hard-to-reach places
- **Protects** electrical equipment
- **Lubricates** moving parts



AMSOIL Metal Protector

Stock #	Units	Description	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	Can. Wholesale	Can. P.C.	Can. MSRP
AMP4SC	EA	(1) 4-oz. Spray Can	2.54	4.15	4.35	5.40	5.65	-	-	-
AMP4SC	CA	(12) 4-oz. Spray Cans	30.45	47.00	49.35	63.45	66.15	-	-	-
AMPSC	EA	(1) 8.75-oz. Spray Can	3.24	5.25	5.55	6.85	7.20	6.60	6.90	8.55
AMPSC	CA	(12) 8.75-oz. Spray Cans	38.87	60.00	63.00	81.00	85.05	75.00	78.75	101.40

*The 4-oz (118-ml.) spray cans are not available in Canada. Use product code CMPSC for the 8.75-oz. (259-ml.) spray cans in Canada.



Jamie Prochnow | COMMERCIAL PROGRAM MANAGER

Happy 2019!

The wrapping paper has been recycled, the stockings taken down and the tree dragged to the curb. It's time for new beginnings and resolutions to better ourselves for the year to come.

Have you ever wondered about the origin of New Year's resolutions? Some believe the tradition comes from the Roman god Janus (from which we derive "January"). He's always shown as having two heads. One head looks back to the previous year, while the other looks forward to the year ahead. For ancient Romans, Janus represented the gateway from the last year to the new. Romans lamented their past mistakes while promising to be better in the year to come. Lo and behold, the tradition continues every Jan. 1 whenever someone resolves to abandon his poor health choices and join the gym, quit smoking or devote himself to improving his life in another way.

In the spirit of the season, I want to take a minute to simultaneously look back and forward.

Corporately, AMSOIL INC. implemented several exciting changes last year. I'm most excited about free shipping and new discounts for commercial accounts (no surprise, given my job title). Commercial accounts now get free shipping on orders of \$350 or more (\$450 Can.). Plus we simplified our commercial discount schedule to ensure your businesses save more money and realize those savings sooner. That all adds up to improved competitiveness for you.

We introduced new products to further strengthen and diversify our already excellent product line. New Mudslinger (AMS), an aerosol that provides a protective layer of armor against mud, dirt and snow on ATVs, UTVs and dirt bikes has been a hit. We've received several rave reviews from the field.

And, we revolutionized the industry yet again with the introduction of the SEVERE GEAR® easy-pack. The easy-pack takes the hassle out of changing gear lube thanks to its flexible design. It won a SEMA Global Media Award at the SEMA show last fall.

As you look forward this year, resolve to use all these tools to grow your business. Begin assessing your business using a SWOT analysis to prepare for the new year:

Strengths – Areas where you excel. Note your strengths and build them further. If you're especially adept using social media, for example, use your skills to reach out to prospects in new markets this year. Continue to learn the latest social-media trends and use your strengths to diversify and grow your business.

Weaknesses – Areas where you can improve. Weaknesses aren't liabilities; they're opportunities. Knowing your weaknesses can help you set goals to improve. For example, if you know relatively little about our diesel or powersports products, set a goal to use the free resources in the Dealer Zone (my.amsoil.com) to build your knowledge.

Opportunities – Circumstances that lend themselves to a positive outcome. Ask yourself, "What's happening in

Use a SWOT analysis to set business goals

This month, take a minute to look forward by first looking backward.

the market that can help my business grow?" A perfect example is the introduction of the SEVERE GEAR easy-pack. Maybe you hadn't given gear-lube sales a second thought. The easy-pack, however, solves a problem for enthusiasts and installers. Best of all, no other lubricant company offers this solution. But you can bet they eventually will. The easy-pack positions you to gain new customers and sales if you act now.

Threats – Circumstances that can hinder business growth. Examples include other oil suppliers approaching your accounts, declining retail sales nationwide or apathy on your part. All can reduce your income if you're not diligent about improving your situation. Make sure you're delivering impeccable customer service so your accounts don't lapse; diversify your business with Preferred Customers, commercial accounts and other customer types; and, above all, stay on your toes and don't quit!

Lastly, take this information and pair it with another great tool we introduced last year – the Dealer Game Plan. It helps both new and experienced Dealers realize their goals for their Dealerships, whether it's to make it a source of supplemental income or a full-time career. It's available as a free download on the Dealer Zone homepage.

While 2018 was exciting, big things are in store for the future. This year, we'll continue to improve the Dealer opportunity and introduce new products. Here's to ringing in a new year. Happy selling in 2019!



THREE POWERFUL AEROSOLS

AMSOIL Mudslinger, Engine Degreaser and Glass Cleaner deliver performance that customers can see immediately.

MUDSLINGER (AMS)

- **Provides** a protective layer of armor against mud, dirt and snow
- **Eases** clean-up after riding
- **Restores**, cleans and shines plastic, fiberglass and painted surfaces
- **Provides** a protective layer to counteract the damaging effects of UV rays
- **Pleasant** cherry scent

ENGINE DEGREASER (AED)

- **Removes** the toughest grease, dirt and grime
- **Leaves** no residue
- **Easy** to use
- **Powerful** stream
- **Safe** on all engine components

GLASS CLEANER (AGC)

- **Quickly** cuts through grease and grime
- **Does not drip or run**; stays where you spray it
- **Leaves** no streaks or haze
- **Ammonia-free** and safe on all glass, including tinted windows
- **Works** great on countertops, glass, mirrors and appliances

BEFORE ENGINE DEGREASER



AFTER ENGINE DEGREASER



Mudslinger, Engine Degreaser and Glass Cleaner are not available in Canada.

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Free shipping helps you reduce costs, simplify business, earn new customers and retain current customers, ultimately boosting your bottom line. **A free way to improve your business.** Who doesn't like that?

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