



► DEALER EDITION

MAGAZINE

JANUARY 2023

FIFTY YEARS

1973



2023

THE **NEXT50**™

We're just getting started.

THE AMSOIL 50TH ANNIVERSARY CONVENTION:
**CELEBRATING 50 YEARS OF THE
AMSOIL DEALER NETWORK**

| PAGE 8





Celebrating 50 Years of the AMSOIL Dealer Network

| PAGE 8



We're just getting started.

FEATURES

- 8** The AMSOIL 50th Anniversary Convention: Celebrating the Past 50, Planning The Next 50
- 10** AMSOIL Leadership Roundtable
- 12** New Year, New EZ Quote
- 13** Product Breakdown: AMSOIL Synthetic Chaincase & Gear Oil
- 14** The AMSOIL Sales Process: Achieving Success with Commercial and Retail Accounts

DEPARTMENTS

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

ADVERTISEMENTS

- 2** Tools to Build Your Dealer Team
- 5** New 2023 Calendars Available Now
- 19** *The Next 50* Compensation Plan is Now Live
- 23** Powerful Protection with a Sled Warranty to Match
- 24** Save the Date

STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

David Hilgendorf
Brad Nelson
Jamie Trembath
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Lacy Almonte
Eric Brandenburg
Pam Brantley
Brian Lammi
Jamie Prochnow

Editorial Contribution

Eric Brandenburg
Alex Thompson

Back Issues

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

On the Web

AMSOIL.com
AMSOIL.ca

Chairman & CEO

Alan Amatuzio

President

Bhadresh Sutaria

© 2023, AMSOIL INC.

All rights reserved.

Printed by Arrowhead Printing
Duluth, MN USA.

Letters to the Editor

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



THE COVER

The AMSOIL 50th Anniversary Convention will be our biggest celebration yet.



From the Chairman

AMSOIL has a rich history, filled with remarkable accomplishments built on a foundation that epitomizes the American dream. AMSOIL founder Al Amatuzio was the son of Italian immigrants. While serving as a fighter pilot, Al discovered the superior performance of synthetic lubricants. After learning that only synthetics were capable of protecting the jets he flew due to their severe operating environment, he wondered why this technology hadn't been made available to benefit consumers. An entrepreneur through and through with seemingly endless energy, Al didn't stop with wondering; he went to work. After years of research working with the brightest minds in the industry, Al began selling synthetic motor oil for passenger cars in the '60s under a variety of names, landing on the name AMSOIL as early as 1968.

The true breakthrough occurred in 1972, when AMSOIL synthetic motor oil became the world's first synthetic motor oil to pass API testing requirements. Despite its superior performance, AMSOIL synthetic motor oil languished on store shelves. People didn't fully comprehend the leap forward in

protection and performance the new product offered. All they saw was something much higher priced sitting alongside the conventional motor oil they were accustomed to. In 1973, the Dealer network was founded and the company took off. In the years that followed, AMSOIL delivered a checklist of industry firsts: first 100:1 synthetic 2-stroke oil, first synthetic gear oil for automotive use, first synthetic diesel oil, first synthetic racing oil, first synthetic ATF, first synthetic marine oil and first synthetic motor oil for turbocharged engines.

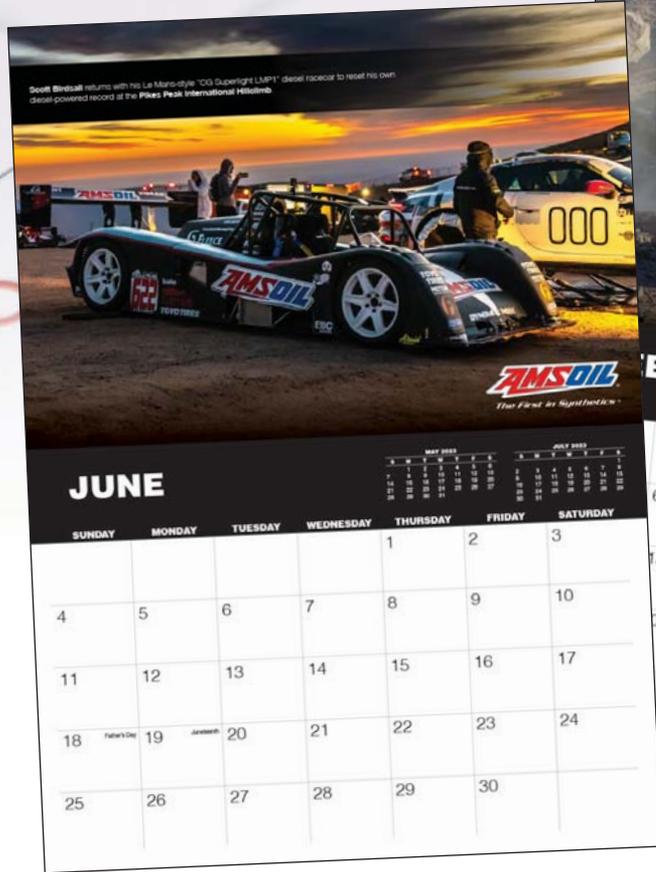
AMSOIL had to fight for legitimacy, even after our original motor oil became API qualified. Because it was synthetic, people called our oil "fake." Many of the major oil companies scoffed at synthetics. Some introduced synthetic motor oil of their own and attempted to squash us. To this day, I encounter comments from people who think synthetic oil is bad for their engines. Despite opposition from every corner, and often from entities much larger than us, we fight and we win.

This July, we are hosting a celebration of 50 years of the AMSOIL Dealer network. That should tell you

something. Of all the landmark accomplishments we could acknowledge, we choose you. We did not celebrate the anniversary of the company's founding, the introduction of the original synthetic motor oil that essentially launched an entire industry or any of the firsts that followed. We choose to celebrate our partnership with independent Dealers. You embody our entrepreneurial spirit, going to market as independents and waging metaphorical war against big-box and big-oil competitors. Each of you who puts in the work, studies the product and program details and professionally pursues sales contributes to our combined success and has helped keep our fighting spirit alive. I feel great about this partnership and I hope you do too. I can't wait to celebrate with you in July.

Alan Amatuzio
Chairman & CEO

THE NEXT50™
Commitment • Collaboration • Success



New 2023 Calendars Available Now

Follow AMSOIL action throughout the year. The 2023 AMSOIL calendar features Team AMSOIL drivers and sponsored motorsports events, including Brad Lovell, Bryce Menzies, Hunter Patenaude, Scott Birdsall, AMSOIL Championship Off-Road, Sturgis and more.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone.

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

AMSOIL Print Center Pricing* – Personalized

11 - 49 calendars	\$3.62 each
50 - 99 calendars	\$3.19 each
100 - 249 calendars	\$2.84 each
250 - 499 calendars	\$2.80 each
500+ calendars	\$2.48 each

*Free shipping in the U.S.

AMSOIL Pricing** – Non-Personalized

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.35
G1105-CA	10	15.00	20.00

**Calendars subject to shipping charges.

LETTERS TO THE EDITOR

CANADIAN PRODUCTS

I am a new Dealer and wanted to write in to ask about products for Canada. There are 21 products I counted that we are not able to ship to Canada. Does AMSOIL have any plans to introduce more products to the Canadian market or is there any type of committee of Canadian Dealers to join to help try to work with AMSOIL to get more products to Canada?

Thank you for this opportunity to be a Dealer. I have only been one for a few months and have been enjoying it every step of the way.

Adam Mailloux

AMSOIL: We're happy to hear you're enjoying your Dealer experience, Adam. The majority of products that are unavailable in Canada are aerosols, which are governed under different regulations in Canada than in the U.S. Those regulations would require alterations to our formulations that would result in unique formulas in Canada. Meanwhile, minimum production quantity requirements would result in inventory levels that exceed the products' shelf life, further increasing costs and product waste to unacceptable levels. In the past, we have not been able to develop enough customer demand in Canada to support the increased costs associated with producing unique product lines specifically for the Canadian market. In addition, Canadian laws require specific product labels that differ from U.S. labels, driving up costs for labels and production even further. The handful of non-aerosol products that are unavailable in Canada are slower-moving products, and we are therefore unable to offer them in Canada.

ENGINE MASTERS

Just wondering why AMSOIL isn't advertising that it's the main sponsor of the Engine Masters show on MotorTrend. I know that it stopped and recently resumed again as the sponsor. David Freiburger is a big name in car culture!

Sincerely,

Charles Phillips

AMSOIL: Thank you for your question, Charles. We are proud to sponsor Engine Masters and enjoy David Freiburger on the show. We may mention our Engine Masters sponsorship in a catalog or other place where appropriate. We sponsor a wide range of influencers, racers, series and events, and we typically advertise our association with each of them selectively.

ACCOUNT SECURITY

I have a question that has been on the back of my mind for many years now: security of the accounts. Many online places utilize two ways of verifying the individual who is trying to log into the account.

Has AMSOIL considered implementing a two-way verification process to prevent anyone accessing accounts with ease? It takes only one account to be compromised and bad news will be on the streets and the AMSOIL reputation will be down the hole.

Thank you,

Simon M.

AMSOIL: Thank you for sharing your concern, Simon. We follow industry best practices as established by the National Institute of Standards and Technology (NIST) and maintain strict compliance to the Payment Card Industry Data Security Standard (PCI-DSS), which regulates security practices when dealing with credit card transactions. Although the PCI-DSS does not require the implementation of multi-factor authentication at this time, we are actively pursuing this security practice with plans to implement once the appropriate method is identified. We place a high priority on protecting both customer and company data and will pursue the appropriate tools necessary to accomplish this goal.

REPORTS

Each time I go to the "Reports" in the Dealer Zone, and then select "Back to the Dealer Zone," I can never get back to the Dealer Zone. It just goes to the "Reports" page each time I try to get back to the Dealer Zone.

Thanks,

Wayne Owen

AMSOIL: We're sorry to hear about this trouble, Wayne. The problem has been addressed, and the "Back to the Dealer Zone" button is functioning normally.

SNOW BIKE OIL

As a Premier Direct Jobber in Canada, in the past several years I have run into the case where other 0W-40 oil brands have been labeled as snow bike oil, Motul* for one. The snow bike industry is booming for snocross, winter pleasure riding and mountain riding. Several powersports shops, two in my listings and several others I have visited, have this Motul oil on the shelf and also carry AMSOIL lubricants like ATV/UTV Oil, Dirt Bike Oil and 2-Stroke Oil.

I have asked why they don't have the Formula 4-Stroke® Powersports 0W-40 on the shelf as well. Their reply is because it's for ATVs and snowmobiles. I mentioned it has the same specifications as the Motul 0W-40 for motorcycles plus better cold-weather flow and protection. Their reply was it doesn't have a picture of a snow bike on the bottle and they don't have time to educate customers. Pictures sell!

In the past I have sent emails to the RSM in this regard, but nothing has come from it. I think it's a simple re-labeling and not a formulation change. Just a picture of a snow bike instead of an ATV.

With the winter season fast approaching, the snow bike market is a big one we're missing out on.

Robert Sauer

AMSOIL: Great point, Robert. We have a project in the works to update the Formula 4-Stroke Powersports label, and a snow bike will be included. Unfortunately, it won't make it for this riding season considering lead times and current inventory levels.

Email letters to:
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.



Alex Thompson | MARKET MANAGER – AUTOMOTIVE B2C

We thoroughly test AMSOIL products, for your peace of mind.

What are all those tests on AMSOIL product data sheets, and why are they important?

It's likely you're aware that synthetic lubricants deliver better wear protection, engine cleanliness and fuel efficiency than conventional oils. It's been repeatedly proven that AMSOIL synthetic motor oils form a more durable fluid film than conventional oils due to their resilient base oils and engineered additive packages, helping vehicles run better and last longer.

We're proud that AMSOIL was the first synthetic motor oil to pass API standards testing, but what does that mean and why should anyone care? There are several organizations in different regions of the world that are responsible for ensuring the quality of lubricants meets the rigorous demands of countless different vehicles, machinery and equipment.

The **American Petroleum Institute (API)** is a standards-setting trade organization founded in 1919 that leads the development of petroleum, natural gas and petrochemical equipment to enhance operational and environmental safety, efficiency and sustainability. Similarly, the **International Lubricant Specification Advisory Committee (ILSAC)** is a committee of automobile manufacturers that develops performance standards for engine oils used in gasoline passenger-car engines. And the **European Automobile Manufacturers' Association (ACEA)** is a group of 16 vehicle manufacturers that defines specifications for engine oils in Europe.

How is Motor Oil Tested?

Since 1905, the **Society of Automotive Engineers (SAE)** has been developing and publishing standards for every aspect of motor vehicles, while also educating engineers to create safer, cleaner and more accessible mobility solutions. The **American Society for Testing and Materials (ASTM)** is an

international standards organization that develops and publishes technical standards for a wide range of materials, products, systems and services. SAE specifies which ASTM tests are needed to verify that a particular lubricant is suitable for a specific component or technology.

As mechanical technology advances, so do lubrication requirements. Meeting the specifications of these organizations typically means that a particular motor oil also meets the original equipment manufacturer (OEM) requirements, but not always. Therefore, it's important to review the owner's manual to ensure the OEM has not placed additional requirements above industry-standard testing. Industry specifications provide the aftermarket opportunities to test their products on a level playing field and offer products that meet or exceed OEM quality and performance.

We publish data sheets with the results of our testing, and here are some additional details on common tests required for motor oil certification.

ASTM D2270 measures viscosity index or the variation in a motor oil's kinematic viscosity between ambient and operating temperatures (40°C and 100°C). A higher viscosity index indicates a smaller decrease in viscosity as temperature increases, meaning the oil better maintains its structure as temperatures increase. Additionally, ASTM D445 tests the actual viscosity at both 40°C ambient and 100°C operating temperatures.

Heated oil has an additional risk of shearing, or losing viscosity, under pressure. ASTM D5481 (HTHS) measures viscosity under temperatures and pressures representative of engine operating conditions. Applying stress to the oil through pressure provides insight

into viscometric properties that other viscosity testing cannot, because engine oil additives introduce characteristics that can alter flow.

As much as we want oil to maintain viscosity in extreme heat, we also want it to remain fluid in extreme cold. ASTM D97 tests the pour point, which identifies the lowest temperature at which the lubricant will continue to flow. Additionally, ASTM D5293 (CCS) simulates the viscosity of engine oil in relation to cold-engine cranking, which ensures the oil remains fluid enough to start an engine at a prescribed temperature.

Because the primary purpose of oil is to reduce wear from metal-on-metal contact, ASTM D4172 (Four-Ball Wear Test) determines the relative wear-preventing properties of lubricating oils in sliding contact under prescribed test conditions, and these results are provided where applicable. We also measure the oil's ability to neutralize acids using ASTM D2896, which provides the Total Base Number (TBN). Lubricants with a higher TBN are more effective at suspending wear-causing contaminants and reducing the corrosive effects of acids over time.

TBN is impacted by high temperatures and low-quality, high-sulfur fuel. Sulfur becomes sulfuric acid during combustion, which accelerates TBN depletion. Overheating causes oil oxidation, which increases acidity and causes TBN to drop. This presents two more reasons to use premium AMSOIL synthetic lubricants, which are highly resistant to thermal oxidation and acidity.

AMSOIL products meet or exceed industry standards, and using AMSOIL products is a great way to protect your investment.



BRYCE MENZIES



BRAD LOVELL



SCOTT BIRDSALL

The AMSOIL 50th Anniversary Convention: Celebrating the Past 50, Planning The Next 50

The AMSOIL 50th Anniversary Convention is drawing closer, and now is the time to register for this exciting event. Take this unique opportunity to network with other Dealers and meet corporate staff in person. Dealers visiting the Twin Ports of Duluth, Minn. and Superior, Wis. will attend entertaining and informative presentations, mingle with AMSOIL-sponsored influencers, enjoy wonderful food and drinks and more. Make your way to Duluth July 20-22 for this can't-miss event and help us celebrate 50 years of the AMSOIL Dealer Network.

START YOUR ENGINES

The three-day event kicks off Thursday, July 20 at the Duluth Entertainment Convention Center. AMSOIL Chairman & CEO Alan Amatuzio and AMSOIL President Bhadresh Sutaria will take center stage to welcome Dealers and officially open the Convention.

SPONSORED RACERS AND INFLUENCERS

Friday starts with a handful of engaging presentations by corporate staff. Afterward, Dealers will be transported to the AMSOIL Center in Superior for a chance to get up close and personal with AMSOIL-sponsored racers and influencers alongside their rigs and gear. Full tours of our manufacturing facility will be offered throughout the afternoon.

FEATURED INFLUENCERS*

- Bryce Menzies
- Brad Lovell
- Scott Birdsall
- Scott Douglas
- Tiffany Stone
- Greg Alberalla
- Pete Maina
- Jerry "Monza" Johnston
- Steve Scheuring
- ISOC
- Murray Pfaff

**Subject to change due to scheduling conflicts*

GREG ALBERALLA



PETE MAINA



JERRY "MONZA" JOHNSTON





SCOTT DOUGLAS



TIFFANY STONE

FIFTY YEARS
 1973 **AMSOIL** 2023
THE NEXT 50™

We're just getting started.

DECADES PARTY

On Friday evening, join us for a party that will celebrate each decade from the '70s to today. The night will be packed with a wide variety of music, all-you-can-eat food options, drinks and games. We'll look back on the last 50 years with fun and celebration in a casual setting that will provide plenty of opportunities to make new connections with fellow Dealers and corporate staff.

THE NEXT 50 EXPO

Saturday begins with more presentations followed by the TN50 Expo. Take a walk through the world of AMSOIL, touch base with old friends and make new ones – all in a state-of-the-art facility that is our namesake: AMSOIL Arena. The TN50 expo will be a great place to learn about key areas of the AMSOIL business with hands-on opportunities and face-to-face interactions with AMSOIL corporate staff.

CHAIRMAN'S DINNER

Saturday evening we'll come together for drinks in the Duluth Entertainment Convention Center's beautiful Pioneer Hall, followed by the formal Chairman's Dinner. Fellow Dealers and AMSOIL corporate staff will gather to enjoy a wonderful meal and pay recognition to our top Dealers. Join AMSOIL Chairman Alan Amatzio as we honor the independent Dealer network and look forward to the next 50 years of strong partnership.

The AMSOIL 50th Anniversary Convention will be the biggest celebration we've ever held. You won't want to miss it. To register, go to the Dealer Zone homepage and click the 50th Anniversary Convention banner or visit AMSOIL50.eventbrite.com. Check Latest News in the Dealer Zone for lodging information.

CONVENTION REGISTRATION: \$50



STEVE SCHEURING



MURRAY PFAFF

AMSOIL Leadership Roundtable

AMSOIL Chairman & CEO Alan Amatzio, President Bhadresh Sutaria and Sr. VP, Dealer Sales & Marketing Dan Peterson joined *AMSOIL Magazine* staff for a discussion on major developments within AMSOIL and the future of the Dealer opportunity.

AMSOIL Magazine: Many major changes have occurred over the past few months – new compensation plan, new sales-achievement program, new president. What is driving these changes?

Alan Amatzio: Several factors, but if I had to identify a single driver it would be growth. I want to grow the company, and accelerating growth means making changes. When we successfully grow at a significant rate, that growth necessitates additional changes to manage the business, such as the appointment of Bhadresh as AMSOIL president.

AM: Let's talk more about that. Why did you separate the president and CEO roles?

Alan: A company needs a dependable leadership structure to maintain stability in the event of unforeseen vacancies or other disruptions. AMSOIL has grown to a point where it is difficult to make quick personnel decisions or appointments without causing significant disruptions to operational efficiency. Right now, AMSOIL is running smoothly and has strong management in place, which is the perfect time to develop a formal governance structure. It will take many months or even years for the new structure to mature and become fully effective. These changes also allow me to free up time to devote adequate attention to higher-level strategy development and other areas needing attention at AMSOIL. By appointing Bhadresh to oversee day-to-day operations, I will have more time for the things I am passionate about, such as uncovering growth opportunities, the AMSOIL brand and the Dealer network. I am responsible for ensuring the company is stable, well-run and true to my vision should I be absent for any reason. Al Amatzio had Dean Alexander and me; I have Bhadresh and the SLT [strategic leadership team].

AM: That's logical. Why Bhadresh?

Alan: Bhadresh has been part of the team for 6 years. He has such valuable experience across a variety of industries and roles. He's provided wise guidance and demonstrated integrity and sound decision-making on behalf of AMSOIL. He is a proven, seasoned leader who will ensure the company operates efficiently and meets my goals.

AM: Bhadresh, you were most recently CFO at AMSOIL. Tell us about your experience elsewhere.

Bhadresh Sutaria: I have held leadership roles in general management, finance, IT, sales and operations at multiple organizations, including Monsanto,* Mascon,* YRC Worldwide* and Pearson.* I have experience managing teams in domestic and international settings and I'm truly passionate about business performance management. As AMSOIL president, it's my job to support Alan, Dan and the rest of the SLT by ensuring they have the resources necessary to achieve our goals.

AM: Can you help us understand the difference between the president and CEO roles at AMSOIL?

Bhadresh: Yes, well as Alan mentioned, my primary responsibility is overseeing day-to-day management of the company. That includes delivering near- and long-term results on corporate goals, helping to build effective corporate governance processes to ensure the long-term health and efficiency of the company and ensuring strategic initiatives have the resources required for successful execution.

Alan: Appointing Bhadresh to oversee day-to-day matters allows me to focus more on the big picture. It's up to me to define who we are and who we want to be, drive the development of core

business strategies, oversee major corporate investments, ensure strong opportunities persist for the Dealer network, provide strategic corporate direction and drive goals for AMSOIL technical expertise, customer experience and the AMSOIL brand. I need someone capable and trustworthy to manage daily activities so I can devote more attention to those major activities.

AM: As we're having this discussion, it's been about six weeks since the implementation of the TN50 compensation plan. What are the early results?

Dan Peterson: New-Dealer registrations are up 44% in October compared to September, and 24% compared to October 2021, which is outstanding; however, we suspect some Dealers were holding back on their sponsorship efforts until the TN50 plan was in place. It's really too early to claim victory with the new plan, but we are confident in this change and grateful for the early success. The TN50 plan, the new sales-achievement program, the new Dealer Zone and even going back to the upgraded e-commerce platform are all part of our long-term strategy for strengthening the Dealer opportunity.

Alan: Selling AMSOIL products through independent Dealers is important to me. Growing AMSOIL is also important to me. It was clear to me that accelerating growth through the Dealer network required some significant upgrades to the status quo. The changes Dan described accomplish that. We have the best products on the market, and now we have the best opportunity too.

AM: Your expectations for these changes to help attract and retain more Dealers are well-documented. Are there other targets you're striving for that will signify these efforts have been successful?

MEET THE STRATEGIC LEADERSHIP TEAM

The AMSOIL strategic leadership team (SLT) was established in 2015 to support the growing needs associated with managing a growing business. SLT members possess rich experience in their areas of specialty, with several members bringing decades of experience outside AMSOIL, and multiple SLT members teach graduate-level courses at universities. The SLT meets weekly to tackle current issues and monthly to work on strategy development and drive deep alignment across all AMSOIL business units and functional teams.



Alan Amatuzio
Chairman & CEO



Dean Alexander
Board Member



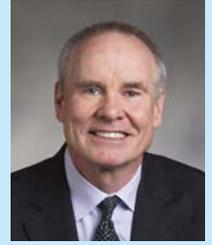
Bhadresh Sutaria
President



Dan Peterson
Sr. VP, Dealer Sales
& Marketing



Greg Sandbulte
Sr. VP, Industrial &
International



John Boyce
VP, HR



Matt Dixon
VP, Logistics &
Supply Chain



Matt Erickson
VP, Product
Development



Darin Lundberg
VP, Manufacturing



Dave Meyer
VP, Industrial



Deena Peterson
VP, Finance &
Corporate Controller



Lee South
VP, IT

Dan: We have not identified specific growth targets, but we have identified general trends that we want to see, and those are improved Dealer retention and growth in median Dealer earnings. Those two things should feed off each other – if Dealers are earning more money, they should be more likely to remain Dealers. Early indicators are positive and things are moving according to plan. To say the excitement level is high around here would be an understatement.

Alan: Absolutely. I couldn't be happier with the TN50 plan and the potential it holds. Now we have to meet that potential. We have the ultimate package to offer – industry-leading products, a simple compensation plan and the backing of a strong, energized and growing company. Dealers should be excited about the future.

AM: Tell us more about what that future looks like. Should Dealers expect more massive changes?

Dan: We don't currently have plans for massive changes. Right now, one of our

largest areas of investment is in improving customer interactions with AMSOIL. We are delivering market-leading customer service now, but we want to build on that to make AMSOIL customer service truly world-class. There are several behind-the-scenes improvements we can make to help our Customer Service team deliver a better experience for Dealers and customers, and there are several highly visible improvements we can make for Dealers, like the updated EZ Quote form, an improved Pricing Lookup and more.

Commercial opportunities for Dealers are another major area of focus for us. Businesses that make good AMSOIL commercial accounts will be among the last to adopt any electric-vehicle technology, so we view commercial opportunities as a way to mitigate the rise of EVs. We are developing new training and sales resources to help Dealers pursue commercial accounts and you will see a heavy focus on commercial in the next couple of years.

Alan: We are doing more for Dealers than ever before. We are pouring more

resources into Dealer business, delivering more programs and tools to help them be successful and our goal is to have more Dealers earning more money and having more fun doing it. I have more to say on that topic, but we're saving it for the 50th in July.

AM: Each anniversary convention has truly outdone the ones before it. The 45th set a high bar. Are we going to be able to outdo it?

Dan: Yes! Many familiar aspects of an AMSOIL convention will be part of the 50th – presentations, an expo, time to interact with other Dealers and corporate staff – but they will all be bigger and better than in the past.

Alan: The team just reviewed the convention plans with me and I was extremely impressed. We are going to have a great time and I'm really looking forward to seeing Dealers in person again.

Bhadresh: Likewise. We have grand plans for the 50th and I am excited to interact with Dealers.

New Year, New EZ Quote

In December, we overhauled the EZ quote form to provide Dealers with a more user-friendly tool that easily generates and stores quotes for prospective and current customers. The upgraded EZ quote form features an updated layout and more comprehensive information for your prospects and registered customers.

What's New?

1. Create and Manage Quotes

The first step is to access your folder of saved quotes. You can now search for your saved quotes by number, customer or description. You can also edit, print or delete saved quotes and transition a quote to create an order for registered retail and commercial accounts.

2. Select a Customer

You can now enter the name of a prospective customer along with a description. Select the customer type (catalog, P.C., Dealer, commercial, retail store, retail powersports or installer) to create a quote specific to that account type. The customer type on saved quotes can be changed to provide side-by-side comparisons of different program pricing.

You can also generate a quote for your registered accounts by entering the account name or number to retrieve the customer's information. When quoting a registered retail installer or commercial account, the quote system will recognize the account's current purchase discount level (if applicable) and annual purchase volume to highlight any discount opportunities.

3. Products

Products will now reflect the appropriate pricing for the selected customer type.

4. Shipping Method

Shipping rates are now displayed based on the selected customer type and order value. If the quoted order weight exceeds 350 lbs., a lift-gate service prompt will appear. The selection for lift-gate service will be noted on the quote for future reference.

5. Shipping Address

You can now select a saved address, add a new address or edit the address on a saved quote for registered accounts.

6. Complete Quote

You can choose to save and print your EZ quote or save it for later. You also have the option to include sales tax on your generated quote.

More New Features

- EZ quotes for commercial and installer accounts display volume discount information and pricing
- EZ quotes for retail stores highlight wholesale pricing and MSRP. The form also includes co-op credit information.

To create an EZ quote, log in to the Dealer Zone and go to Business Tools>Ordering>EZ Quote.

Independent AMSOIL Dealer
 Dealer Name: (123) 456-7890
 dealeremailaddress@domain.com

U.S. Retail Installer Account Pricing Quote
 Quote: 1002
 Date: 11/16/2022

Bill To: Jane Doe, 1101 Susquehanna Ave, Superior, WI 54880-1459, Shipping Method: Standard Shipping
Ship To: Jane Doe, 1101 Susquehanna Ave, Superior, WI 54880-1459, Shipping Method: Standard Shipping, Lift Gate Service Requested

Stock #	Qty	Description	Wholesale		**5% Discount		**10% Discount	
			Unit Cost	Total Cost	Unit Cost	Total Cost	Unit Cost	Total Cost
ALMOT-CA	6	Synthetic 5W20 SS Motor Oil	\$134.38	\$806.28	\$127.66	\$765.97	\$120.94	\$725.65
EA15K13-EA	1	Absolute Efficiency Oil F...	\$17.37	\$17.37	\$16.50	\$16.50	\$15.63	\$15.63
APICN-EA	2	ORMD PI Performance Impro...	\$12.30	\$24.60	\$11.68	\$23.37	\$11.07	\$22.14
ALM55-EA	2	Synthetic 5W20 SS Motor Oil	\$2,218.95	\$4,437.90	\$2,108.00	\$4,216.00	\$1,997.05	\$3,994.11
*Product Sub Total:				\$5,288.15		\$5,021.84		\$4,757.53
*Shipping:				\$0.00		\$0.00		\$0.00
*Sales Tax:				\$317.17		\$0.00		\$285.45
*Order Total:				\$5,603.32		\$5,021.84		\$5,042.98

****Retail Installer Purchase Discount Requirements/Information**
 Eligible accounts that meet annual purchase thresholds receive discounts on their orders. Discounts are immediately activated when the minimum purchase threshold is met. The discount is then locked in for the remainder of the year, and the full following calendar year.

U.S. Annual Discount Levels:		Canada Annual Discount Levels:	
Purchase Volume	Discount	Purchase Volume	Discount
\$3,500 - \$24,999.99	5%	\$4,500 - \$29,999.99	5%
\$25,000 or more	10%	\$30,000 or more	10%

*For quote to be valid, customer must register, agree to terms and conditions, and be approved as a qualifying Retail Installer account by AMSOIL INC. Sales tax is not included and is subject to local and state tax laws. Tax will be charged unless AMSOIL is provided with a current tax exemption for the state in which the product is being delivered. Total tax amount will be applied to customer's order and invoice. Qualifying accounts receive free standard ground shipping on orders over \$400US/\$450CAN. If order is less than \$400US/\$450CAN, a flat shipping rate of \$13.99US/\$14.99CAN applies. Not valid in Alaska or Hawaii. Canadian Interline fees still apply. Additional exclusions may apply. Prices and availability subject to change without notice. AMSOIL reserves the right to revoke any offer or price inadvertently published due to error or omission. AMSOIL reserves the right to accept or reject any orders in offer. Order totals may vary due to decimal rounding.
 **Purchase discounts are only applicable to registered AMSOIL Retail Installer accounts that are in good standing and have met the required annual purchase thresholds. AMSOIL reserves the right to not grant a quoted discount if purchase requirements are not met. Additional exclusions may apply.

Page 1 of 1

PRODUCT BREAKDOWN: AMSOIL SYNTHETIC CHAINCASE & GEAR OIL

Long-Lasting Performance for ATVs and Snowmobiles

The chaincase is an integral part of a snowmobile's drive system, housing a chain and two sprockets that transfer power from the transmission to the track. Its secondary function is as a gear-reduction system, allowing the track to spin at a lower speed than the engine. The snowmobile's transmission connects to a smaller gear in the chaincase, connected by chain to a larger gear within the case that turns the track and propels the sled.

A Chaincase's Purpose

A chaincase serves a similar function to other chain-drive systems, like those found on many motorcycles and ATVs/UTVs. However, a snowmobile chaincase contains the chain-drive components in a sealed and removable case. To protect the track's critical drive components from moisture, corrosion and wear, the chaincase is a closed lubrication system that requires regular oil changes to function correctly.

Why Change Chaincase Oil?

Chaincase oil breaks down primarily from pressure, heat, contamination by metal shavings from the internal gears and chain, and water from the environment. Snowmobile manufacturers recommend changing chaincase oil annually or every 2,000 miles (3,219 km). It is considered best practice to change the chaincase oil after the riding season is over to prevent moisture from sitting in the chaincase all summer. The typical snowmobile chaincase requires about 8 to 11 ounces (237 to 325 ml) to refill and is full when "filled to spill" or overflowing from the fill hole.

Unique Requirements

Modern snowmobiles and ATVs require extreme-pressure lubricants engineered to meet the high-temperature and high-load demands. Some users believe they can substitute alternate oils in their chaincase to reduce costs. However, automatic transmission fluid does not contain the extreme-pressure additives needed for enhanced wear protection, leaving gears and chains vulnerable. Likewise, automotive gear lube is too thick for proper chain and gear lubrication in powersports applications, impairing circulation and leading to increased wear and decreased efficiency. Finally, unlike thinner motor oils, snowmobile chaincase oils are typically SAE 75W.

AMSOIL Advantage

AMSOIL Synthetic Chaincase & Gear Oil (TCC) is a 100% synthetic formulation that resists shear and chemical breakdown better than conventional fluids, providing superior protection and performance for enclosed chains and gears found in snowmobiles, ATVs and other similar equipment. It is formulated with extreme-pressure additives for increased wear protection that helps extend chain and gear life and it repels water to inhibit rust and oxidation. Its low pour point ensures superior low-temperature starting and reduces drag to deliver maximum power through the frigid depths of winter. It is engineered for use in all snowmobile chaincases and costs less than most original equipment manufacturer (OEM)-recommended chaincase oils.



- **Synthetic** technology reduces friction to transfer maximum power from the engine to the ground.
- **Flows** freely in cold temperatures for immediate protection and easy cold-temperature takeoffs.
- **Protects** moving parts under extreme pressures and high temperatures.
- **Helps** prevent rust, corrosion, oxidation and foam.

APPLICATIONS:

Use AMSOIL Synthetic Chaincase & Gear Oil as a replacement for the following ATV and snowmobile OEM fluids:

- Arctic Cat* Chain Lube #4639-363
- Bombardier*/Ski-Doo*/Can-Am* XP-S Mineral Chaincase Oil #415129500
- XP-S* Synthetic Chaincase Oil #293600138
- Polaris* SCL Chaincase Lubricant #2872952 #2873105 #2873106
- Yamaha* Snowmobile Chaincase Lube #ACC-CHNCS-FS-08

The AMSOIL Sales Process: Achieving Success with Commercial and Retail Accounts

Commercial and retail accounts operate businesses with higher demands and more complex needs than a typical online/catalog customer or Preferred Customer (P.C.). This makes pursuing commercial and retail accounts uniquely challenging. The AMSOIL sales process has been developed to help Dealers become more successful at approaching commercial and retail accounts.

Benefits of Following a Sales Process

- Directs efforts toward businesses with which AMSOIL Dealers typically have the most success
- Provides a clear roadmap that breaks down a lengthy sales process into six manageable steps
- Helps you redirect prospective accounts' focus away from product price and onto overall costs
- Builds a case for reducing the cost of ownership (commercial) or attracting new customers (retail)
- Builds a partnership with your prospective customer
- Helps you determine what is most impactful to the prospect
- Creates common language and consistency throughout the Dealer network, which helps us better understand and collaborate with each other

The AMSOIL Sales Process

1. Prospecting

The first step in the AMSOIL sales process is identifying new potential customers. It's a good idea to look in a variety of locations and build a diverse list of options. Point your efforts toward the business types that match up well with AMSOIL. Contractors, fleets and agricultural operations make great AMSOIL commercial accounts, while installers, retail stores and powersports dealers make excellent retail accounts. Identify opportunities and create a list of potential accounts you want to target.

2. Approaching the Business

After you have identified a prospect, your next step is to approach the business and reach the people who can make the decision to start buying AMSOIL products. When you first set foot in the door, you may encounter gatekeepers who are a first point of contact prior to reaching the key decision maker of the business. Whether the gatekeeper is a receptionist or other staff member, it's important to acknowledge his or her role. This person can have a lot of influence, even if he or she isn't someone who makes final decisions within the company.

One of the keys to moving beyond a gatekeeper and getting to the decision maker is having some questions ready ahead of time. Asking questions opens up a conversation with the gatekeeper, which can help move the process along by providing you with valuable information about the company and its current lubricant suppliers. It can also help get you to the right people who can provide answers. Your goal at this stage is to find out who the key decision maker is and to get a meeting set up with him or her.

3. Discovering Needs

When you first meet with the key decision maker, your objective is to gain an understanding of the business, its current lubrication program or lubricant suppliers, issues it faces and what is most important to it. At this point in the process, you are not trying to sell anything. Instead, you're trying to discover what the business

needs in order to make appropriate recommendations to help a commercial business improve its profitability or a retail business attract more customers.

When you establish yourself as a valuable resource, you'll help reduce the odds that your account ends up turning elsewhere for cheaper alternatives.

The Commercial and Retail Questionnaires (located in the Dealer Zone) are specifically designed to navigate this part of the sales process. With the Commercial Questionnaire, you'll be gathering information about the company's fleet or equipment, its maintenance routines and its current lubrication service provider. With the Retail Questionnaire, you'll be asking questions about the company's target customer base, how many vehicles it services, what products it offers and if it has contracts or monthly or yearly minimums it must purchase with its current lubricant supplier. Capturing all the information listed on the relevant questionnaire is critical to develop a proposal that will solve issues in the company and improve its overall operation. Once you have gathered this information, arrange a follow-up meeting. That will be the time when you present your proposal to the business.

4. Developing the Plan

After your first meeting with the decision maker, it's time to start identifying solutions to the issues the business is facing. At this stage you will review all the information you gathered and start identifying AMSOIL products and services that meet the business's needs and provide additional value to the prospect.

For a commercial business, build a case for how AMSOIL products can help the business increase profits. Look through your notes to see how it currently services its equipment, the obstacles it faces in its business operations and common mechanical failures. How could AMSOIL products help alleviate some of these issues?

For a retail business, build a case for how carrying AMSOIL products can attract more customers and increase margins. You should also look at any issues that were noted about current lubricant suppliers. How could AMSOIL offer solutions?

Determine ways that you can improve the company's current lubrication program or offer an improvement from its current lubricant suppliers. If the decision maker listed any must-haves when it comes to gaining the company's business, identify ways that you can meet those demands. The solutions you identify in your proposal will have more impact if they directly address the unique specifics of the business.

5. Presenting Solutions

When you sit down for your second meeting with the business decision maker, present your case for how AMSOIL products can improve the profitability of a commercial business, or how carrying AMSOIL products can increase margins and drive customers to a retail business. The information and resources you share in your proposal will vary based on the needs of the business. Your presentation will likely include the following:

- Product quotes for different package sizes and quantities
- Data sheets for the products you recommend
- Overview of Commercial or Retail Program benefits

- Information about dispensing equipment
- Warranty information
- Any other resources that relate to your original discussion with the business decision maker

You'll need to be specific about the products and programs you're recommending by including pricing and shipping details. Have some EZ quotes generated and prepared to share. You should also include information about volume discounts or any value-added services that are available.

If you have identified solutions to address the issues the business faces, answered all the decision maker's questions and the decision maker agrees to your proposal, you can then ask for the business to register as an AMSOIL commercial or retail account.

6. Ongoing Service

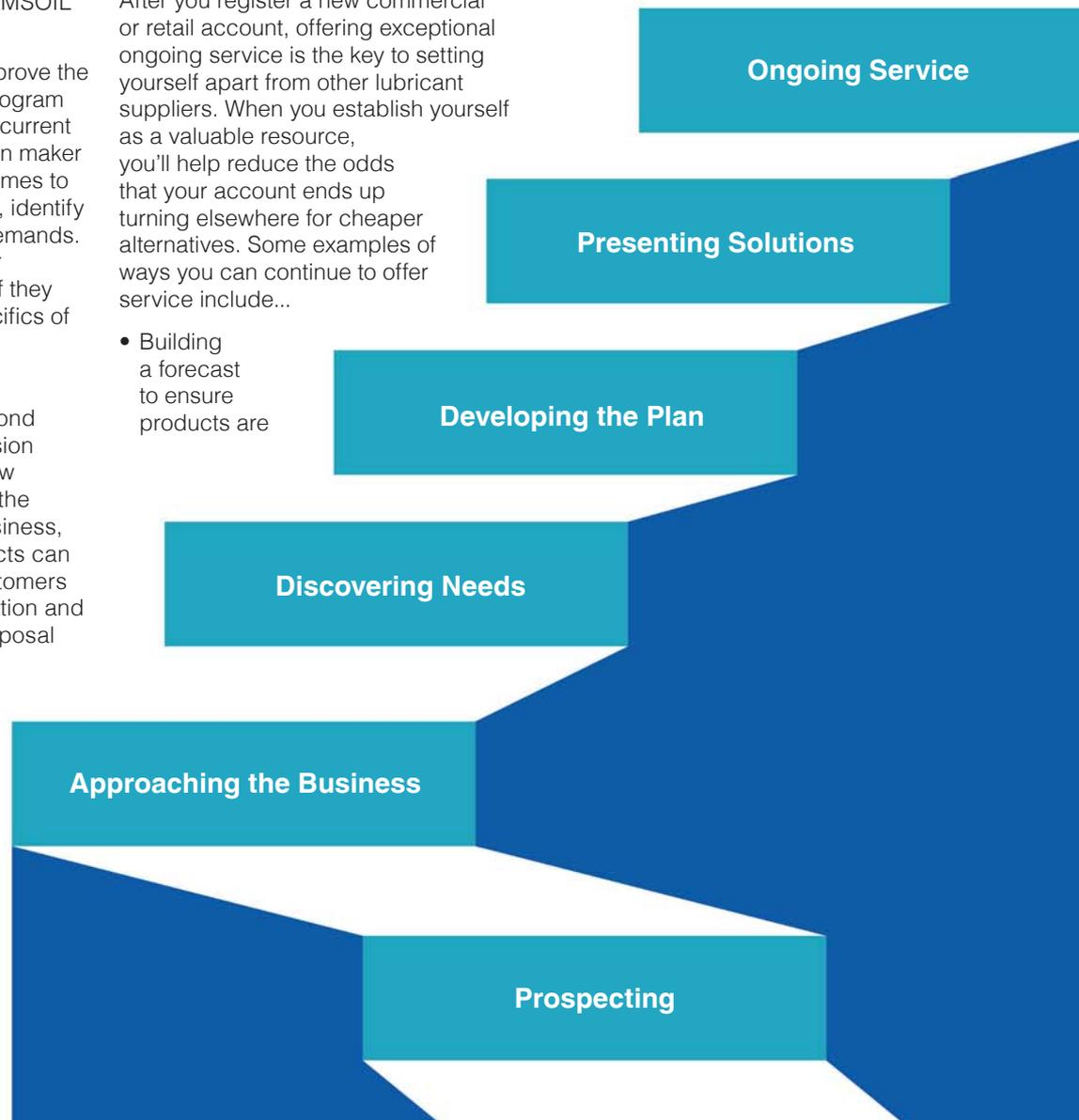
After you register a new commercial or retail account, offering exceptional ongoing service is the key to setting yourself apart from other lubricant suppliers. When you establish yourself as a valuable resource, you'll help reduce the odds that your account ends up turning elsewhere for cheaper alternatives. Some examples of ways you can continue to offer service include...

- Building a forecast to ensure products are

available when the customer needs them

- Making sure the customer is up to date on current product pricing, new product offerings and any discounts the business may receive
- Setting up an oil analysis program for a commercial account
- Ensuring that a retail account has AMSOIL promotional items to attract new customers

Make sure you are available for your new account and have regular communications with them. The sales process doesn't end once you've registered a new account. Continuing to offer great service after the sale is vital to maintaining a strong business relationship.



The Next 50 Compensation Plan IS NOW LIVE

The wait is over. *The Next 50* (TN50) compensation plan, the biggest and most exciting improvement to the Dealer opportunity in decades, is now in effect.

Following more than a year of research that involved industry experts and hundreds of hours of interviews with current and former Dealers, we developed the TN50 plan to meet the following goals:

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

By introducing a simpler compensation plan that meets these goals, we hope that you'll register and retain more active, successful Dealers. That adds up to more Dealers selling more products, growing the pie for everyone over the long term.

The Next 50 plan

Effective Oct. 1, 2022, all **new** Dealers, customers and accounts you register fall under *The Next 50* plan. We'll calculate and pay your commissions on new business using the new plan.

Legacy plan

All your **existing** Dealers, customers and accounts registered prior to Oct. 1 remain under the legacy plan. We'll calculate commissions on business with those existing Dealers, customers and accounts using the legacy plan.

THE NEXT50™
Commitment • Collaboration • Success



Learn more with these resources

Check out *The Next 50* compensation plan program in the Dealer Zone (my.AMSOIL.com) for videos that help explain why we made this change and how the plan works.

The Independent AMSOIL Dealer Policies & Procedures (G4000), available in the Dealer Zone, has been updated to include all details of the TN50 compensation plan.

Still have questions?

We're here to help.

Email thenext50@AMSOIL.com.

PROFIT TIER SCHEDULE

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

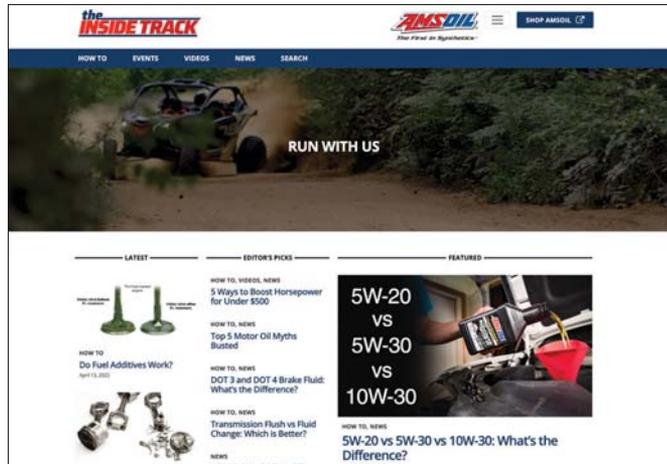
- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.



January Closeout

The last day to process January orders is Tuesday, Jan. 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for January business must be submitted by 11:59 p.m. Central on Monday, Feb. 6.

Volume transfers must now be submitted in the Dealer Zone (Business Tools>General Business Tools>Volume Transfer) or DBS. Transfers can no longer be submitted on the Dealer-to-Dealer Order Form (G01) or other forms through email or fax.



Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.

Account Discount and Co-op Reminders

Don't forget to remind your commercial, retail and installer accounts about the great perks they can receive based on purchases they make throughout the year.

Installer Discount Program

Installer discounts are based on the amount they purchase during the calendar year. Discounts are activated as soon as cumulative purchases reach the minimum threshold, and that discount is guaranteed for the full following year (January – December). Each installer's 2023 discount will be based on the amount the installer purchased in 2022.

U.S. Annual Purchases	Discount
\$3,500 - \$24,999.99	5%
\$25,000+	10%

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

Retail Co-op Program

Retail accounts (non-installers) earn co-op credit that can be applied to the costs of qualified advertising, literature, merchandising and promotional items. Co-op credit is earned with every product purchase throughout the year. All credit is awarded at the beginning of January the following year and expires on Dec. 31. The more an account buys in a year, the greater the co-op percentage earned. Co-op credit is earned according to the following scale:

Total Annual Purchases	Percentage Earned in Co-op Credit
\$0 - \$7,499	3%
\$7,500 - \$24,999	4%
\$25,000 or more	5%

Commercial Discount Program

Commercial accounts also earn discounts based on their annual purchases, and those discounts stay with them all year. At the beginning of each calendar year, an account's discount is locked in based on its purchases over the previous 12 months. Accounts that purchase enough to qualify for a higher discount level are granted that discount immediately, but accounts that fall out of qualification continue receiving their current discount rate for the remainder of the year.

U.S. Annual Purchases	Discount
\$5,000 - \$9,999.99	5%
\$10,000+	10%

Canada Annual Purchases	Discount
\$6,000 - \$11,999.99	5%
\$12,000+	10%

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



Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

Following a sales process is the key to success

The new AMSOIL sales process will help you land commercial and retail accounts.

Most sales organizations have a process that the entire sales force uses when going after opportunities. Even though AMSOIL Dealers are independent, we saw the need for a structured roadmap to really help Dealers start securing commercial and retail accounts. The AMSOIL sales process breaks down the process of selling to these types of accounts and slows it down into more manageable steps so you can see where you're at in the journey toward landing the sale.

Commercial and retail accounts have longer buying processes, and they tend to be a little more complicated than a catalog customer or a P.C. In these types of businesses there can be several decision makers depending on the size of the operation. A decision maker could be the owner of the business, someone in finance, someone overseeing a specific field, etc.

Sometimes, the long selling process and added technicalities presented by commercial accounts can make selling to commercial businesses frustrating. Commercial businesses are more hesitant to switch lubricant brands because they view it as risking the reliability of their equipment. If their lubricants don't hold up and their equipment fails, it hinders their overall business operation, which can have major consequences. They need a lot of evidence to feel comfortable switching to AMSOIL products. How do you get through that and have a better chance at success?

Dealers sometimes approach us with a great lead for an account, but looking for a discount or way that we can make the cost work for the business. When this happens, it's usually because when the Dealer met with the decision maker of the business, the conversation immediately jumped to price. In those cases, the opportunity often ends up falling through. A sales process puts a structure in place so that you do the right thing at the right time when interacting with prospective accounts. It's not that we want to avoid the topic of price, but when we try to sell based solely on price, we're probably going to lose. AMSOIL is never going to be the low-price leader in lubricants, so we need to look at other ways to make a difference for prospective customers.

One of the best ways to make an impact on a business is to show how AMSOIL products can help improve its overall profits. But you can't really demonstrate that if you don't have a solid understanding of the business first. There's a whole step in the AMSOIL sales process that focuses on gathering information from the prospect so you can build a case for how to help. Price will be part of your proposal, but it will only be a piece of it. It's not the be-all, end-all topic of discussion.

Having a sales process helps get everyone moving in the same direction. It improves communications between AMSOIL and Dealers who are working on opportunities and coming to us for assistance. We want to be able to speak the same

language to all Dealers that we're working with, and the AMSOIL sales process puts that structure in place so we can all be on the same page.

The sales process isn't written in stone. Ultimately, your prospect will be the one determining the buying process, and it may end up being somewhat different from the AMSOIL sales process. Dealers also have different personalities and different skill levels that may make the process vary in some ways, but it's important that you have some sort of structured plan in place.

It comes right down to the beginning with identifying the right customers. You could go after every business out there that uses lubricants in their operation, but we know that Dealers have more success with certain types of customers. We want you to direct most of your energy toward those target businesses that match well with AMSOIL. The AMSOIL sales process helps define that so your efforts can go toward prospects you're more likely to have success with.



POWERFUL PROTECTION WITH A SLED WARRANTY TO MATCH

Don't let the snowmobile manufacturer dictate which oil you use. Choose the superior protection provided by AMSOIL INTERCEPTOR® for your new, current-model-year or newer sled and we'll back you with our Runs on Freedom Limited Snowmobile Warranty that covers engine repairs for up to two years/5,000 miles/8,000 km.*



****Get the details and sign up at
AMSOIL.com/rofwarranty.***





CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

ISO 9001/ISO 14001 REGISTERED



Referral # 517071

Main Street Oil

20177 Main Street

Lannon, Wisconsin, 53046

Phone: 262-853-7900

info@MainStreetOil.com

www.MainStreetOil.com

WE HONOR



(Discover in U.S. only)

Commercial and retail installer accounts are awarded their annual discounts this month, while retail accounts are awarded their co-op credit. Be sure to remind your accounts about the great perks they earned for last year's purchases. AMSOIL.com



AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA
© 2023, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

| AMSOIL.com | January 2023

SAVE THE DATE

Make plans now to join us as we celebrate **50 years** of the AMSOIL Dealer network.



July 20-22, 2023

Superior, Wis./Duluth, Minn.

Registration only \$50. Register now at AMSOIL50.eventbrite.com

WHAT TO EXPECT

- **Great food**
- **Fun** social events with Dealers and corporate employees
- **Informative** presentations from corporate leadership
- **Great food**
- **Opportunity** to interact with AMSOIL-sponsored athletes and influencers
- **Great food**
- **Chances** to win prizes
- **The latest** updates on product development, industry challenges and our plans for the future
- **Did we mention great food?**
- **A celebration!**



LODGING DETAILS NOW AVAILABLE

AMSOIL has reserved room blocks in multiple area hotels to accommodate Dealers who will be traveling for the event. Check Latest News in the Dealer Zone for full details.