

AMSOIL[®]

► DEALER EDITION

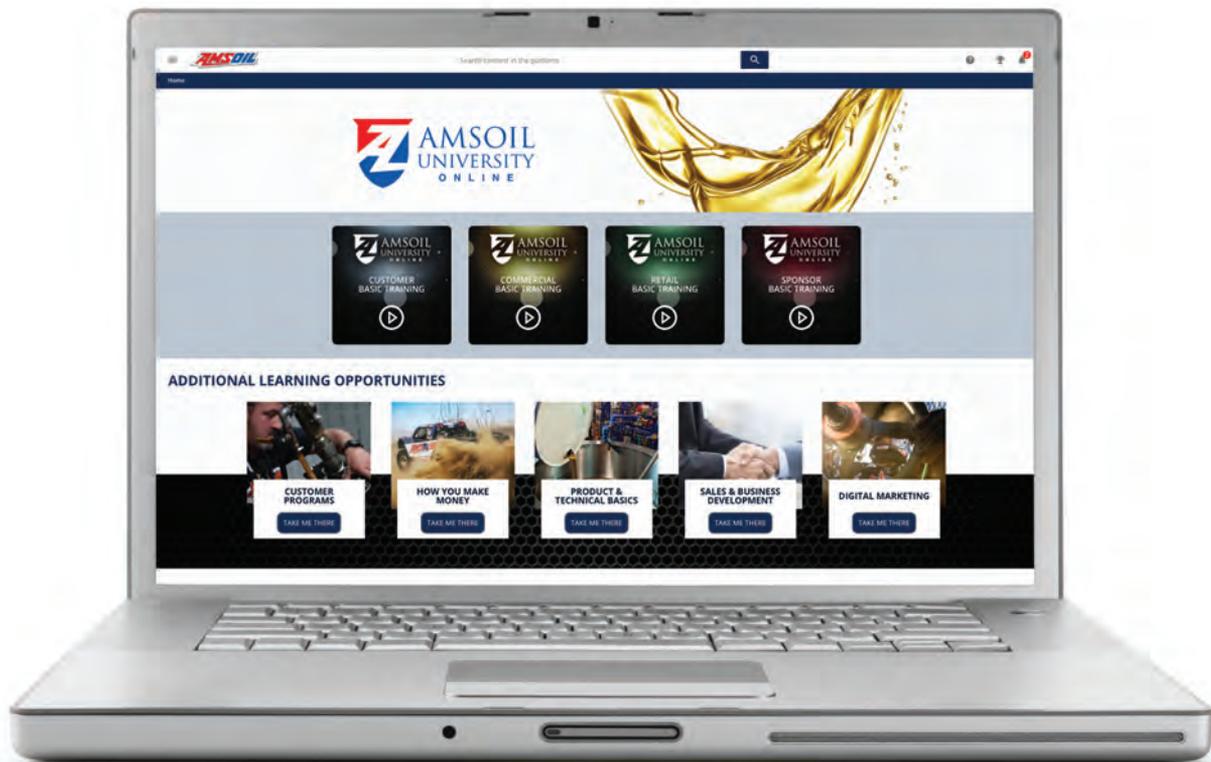
MAGAZINE

JUNE 2021



NEW 15W-50
VISCOSITY JOINS
SYNTHETIC
SMALL-ENGINE
OIL FAMILY | PAGE 8

Commercial Training Series | PAGE 10



DEALER BASIC TRAINING

Dealer Basic Training provides the knowledge new Dealers need to effectively sell AMSOIL products and programs, boosting their revenue. It's also an excellent refresher for existing Dealers looking to grow their businesses and get up to speed on all our latest developments.

- **Gain** insight into AMSOIL products and programs
- **Build** your sales skills
- **Increase** professionalism
- **Complete** anytime, anywhere on your device

INTUITIVE AND EASY TO USE

Training is divided into four modules:

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

Mobile-friendly

Each module is made up of several short videos and a knowledge check. A module takes less than an hour to complete. Work on training anytime, anywhere on your device.



Get started now

Log in to the Dealer Zone (my.AMSOIL.com) now and click the AU Online icon to get started.



New 15W-50 Viscosity Joins Synthetic Small-Engine Oil Family |

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THE COVER

Landscapers present excellent opportunities for Dealers to make sales. We are expanding those opportunities with new AMSOIL 15W-50 Synthetic Small-Engine Oil.



From the President

We conducted a Dealer survey in April to gather insights on a handful of topics related to your experience as an AMSOIL Dealer, and to follow up on a few of the questions we asked in 2017, to determine if we have improved or declined in the past four years. We are reviewing the results now, and we'll share them with you in a few months after we've finished digesting your input and determined what actions we'll take in response. We typically have a high rate of participation in Dealer surveys, and I appreciate that. Your input helps steer our decisions, so it's important we hear from as many Dealers as possible.

One message was loud and clear: many of you are ready for in-person events again. We are too! Unfortunately, it will be some time before we're able to gather in person. We have the virtual DJ Convention in October, and while all of us would rather meet face-to-face, the virtual DJ Convention will still be a fun event packed with new information. Plus, it will allow more DJs than ever to participate. As the COVID situation continues to improve and more travel, group-size and other restrictions are lifted across the U.S. and Canada, we'll start planning a return to in-person events. We can't wait to see you all again.

Meanwhile, there are plenty of challenges to contend with in the lubricants industry. The pandemic continues to create staffing issues for businesses of all types, and the freezing weather event that hit Texas in February compounded the problem for the lubricants industry by disabling several plants that supply raw materials. Everything has been affected, from the base oils and additives used to formulate lubricants to the cardboard and plastic used to create lubricant packaging. As a result, raw materials are in high demand and short supply. You don't need an economics degree to know what that means. We have been battling price increases and materials shortages from all suppliers since the end of 2020. We delayed adjusting prices until May rather than our usual timing of April in an attempt to account for as many increases as possible. Unfortunately, the imbalance between supply and demand, weather-related shutdowns and lingering issues from the pandemic have combined to create an unprecedented series of raw-materials price increases. We will hold off as long as possible, but another increase is inevitable. As always, we will do everything possible to minimize the impact to you and our collective customers.

Our Purchasing team has done an outstanding job of managing costs and supply. According to industry publication *JobbersWorld*, lubricant manufacturers have announced three price increases in 2021, and, as of this writing, fourth and fifth rounds are predicted to hit in the months ahead. We are facing only our second price increase of the year, and disruptions to our supply chain have been minimal.

While we fight to keep prices down and maintain a steady supply, sales continue to increase. Keep up the good work, and congratulations to those of you who are experiencing record sales.

Dean Alexander
Board Chair & Interim President

THE NEXT50
Commitment • Collaboration • Success



**PRODUCT SPOTLIGHT:
AMSOIL SYNTHETIC MARINE
ENGINE OIL (WCT, WCF, WCM)**

WHAT IS IT?

- **Premium synthetic oil** designed to protect high-stress four-stroke marine engines against wear and corrosion

WHAT DOES IT DO?

- **Withstands** the heat and stress of high-rpm operation and delivers excellent wear protection
- **Protects** against rust and corrosion during periods of inactivity and long-term storage for maximum engine protection, even when it's not running
- **Meets** the requirements of the NMMA FC-W Catalyst Compatible specification

WHO IS IT FOR?

- **Hardcore anglers and boating enthusiasts who demand the best protection for their marine engines.** They seek the best products possible to protect their expensive marine engines and their time on the water, and AMSOIL Synthetic Marine Engine Oil delivers. Applications include gasoline-fueled four-stroke inboards, outboards, inboard/outboards, supercharged watercraft engines and personal watercraft, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*



AMSOIL 25W-40 Synthetic-Blend Marine Oil is formulated specifically for Mercury motors, like the popular Verado,* that specify synthetic-blend oil. Because Mercury is the market leader and most Mercury owners won't stray from these guidelines, we developed AMSOIL 25W-40 Synthetic-Blend Marine Engine Oil to help you reach these customers.

LETTERS TO THE EDITOR

E85 ADDITIVE

I just read your previous Letters to the Editor section (January *AMSOIL Magazine*), and a letter from Luke Beharry caught my attention. While I do understand E85 only accounts for 10 percent of the market, this 10 percent is likely looking for the top-of-the-line products as they are mainly performance driven. The car community is only growing and the use of E85 is becoming more common. With that said, wouldn't now be the best time to release a product and become established in the segment? As the owner of a supercharged E85 5.0 Mustang,* I have no other choice but to use Lucas* as much as I'd like to use an AMSOIL product. I want the most performance out of my car, not just from oil but from the fuel side of it as well. Many of my sales are to people in the racing community and in local car clubs, and I have to steer them away from AMSOIL as there is no product available. How can we prove the demand is here for this?

Chris Ciulla

AMSOIL: *Thank you for following up on this topic, Chris. We agree that those who run an E85 setup on their modified street and performance vehicles are looking for maximum fuel performance. However, many flex-fuel vehicles are used for commuting and use regular unleaded E10 because it's more common and easier to find. While the E85 performance market has a loyal following, it is too small at this time to present a viable opportunity for Dealers or to allow us to introduce a competitively priced product. You can be sure we're keeping a close eye on this market and will continue to monitor its expansion for opportunities. To better assist us with understanding demand you can submit your requests for new products to ideas@AMSOIL.com, where they will be reviewed by our Market Management and Product Development teams.*

UPPER CYLINDER LUBRICANT CAPS

I have a serious issue with the "child proof" caps that are found on bottles of

Upper Cylinder Lubricant (UCL). They are IMPOSSIBLE to remove by hand. It's as if there's a tolerance that's off by about .005 inch. There must be a process control that is not monitored or was overlooked. The only way I can open these bottles is to crush the cap with a vise-grip, shattering the outer black portion. I can then crush the inner white portion and twist. Think of how irate a customer would be at the fuel pump with this absurd situation – they have a product they can't use because they can't open the container. I open the containers on my workbench and transfer the contents to a P.i.[®] bottle that's probably 10 years old. The cap on that bottle works just as it should – push and turn. Did you change suppliers or change your bottle line? Whatever you've done, I believe you've lost control of your process in the quest to reduce cost. Old P.i. bottles opened without issue – simply push and turn.

To add insult to injury, the "peelable" top on the container is impossible to peel off by hand, even though that's the intent. I have to lance it with a knife and then cut it off. I've asked this before: PLEASE sell Upper Cylinder Lubricant in quart or gallon containers and then sell a high-quality, easily-manipulated reusable container to place the fluid in for dispensing into a fuel tank. If that's not acceptable, a squeeze bottle or sack as used for gear lubes with a screw-on dispensing tube for fuel-tank insertion would work nicely. I don't recommend Upper Cylinder Lubricant to my customers simply because of the difficulty required to open the container.

I think Upper Cylinder Lubricant is a great product and use it at nearly every fill-up. I've noticed about a five percent gain in fuel efficiency. I don't think I'm the first Dealer to complain about the packaging. Please do some ergonomic research of the bottle tops, then do some quality inspection of your bottling line. I honestly think you'll be losing sales if you don't.

Best Regards,

Doug Wright

AMSOIL: *We apologize for these struggles, Doug. We changed caps early last year to address some*

production challenges. While the cap and seal are more difficult to remove than we hoped, it has allowed us to continue offering Upper Cylinder Lubricant while working on the long-term solution. Considerable effort has been put into ensuring the latest caps are more effective and easier to remove, and you can expect to start seeing the new packaging in distribution centers now.

AMSOIL SIGNATURE SERIES

I thought I'd share a story I just recently experienced. While traveling with my in-laws up and down the Pennsylvania mountains with a heavy load on the back of a 2017 Ram* 1500, we experienced an overheating issue due to a faulty radiator cap. We were in a very dangerous spot on the road and had to continue further than the engine wanted to be in a safe location, which caused coolant and oil temps to rise in excess of 240°F.

Long story short, I believe we would have lost the engine if we had been using factory-fill oil instead of AMSOIL Signature Series 5W-20. I sold my father-in-law on the one-year service interval last year. This year AMSOIL sold itself saving his new 5.7L Ram.

Sincerely,

Rich Cunningham

AMSOIL: *That's an outstanding story, Rich. Thank you for sharing it.*

Email letters to:
letters@amsoil.com

Or, mail them to:
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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.



Brett Granmo | SR. MARKET COORDINATOR AUTOMOTIVE B2B & HD ON-/OFF-ROAD

AMSOIL quality shapes all our products

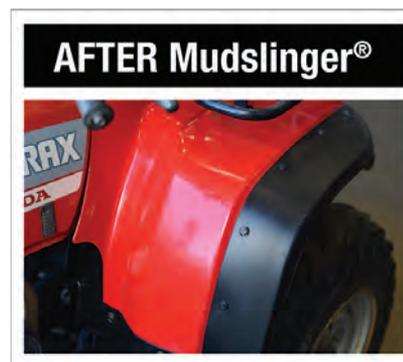
We invest as much care in our aerosols as we do in our top-tier synthetic motor oils.

Our dedication to formulating the best synthetic lubricants in the world is obvious given the time and money we invest in testing, validating and marketing our top-tier oils. Not as obvious may be the care we put into our other products, like aerosols. We want all our products to set the performance standard, meaning we invest as much care into our ancillary products as our flagship oils.

AMSOIL Mudslinger® (AMS) is a great example. Prior to its August 2018 introduction, we spent a ton of time investigating the market and identifying the best formulation to help it stand out. Aerosols seem simple on the surface. They're substances enclosed under pressure and released as a fine spray, typically by means of a propellant gas. But, when we design our aerosols, we consider several factors that affect performance, including pressure, propellant, chemistry, spray pattern, actuator and government regulations.

In the case of Mudslinger, we tested several characteristics, including its ability to clean, shine and restore plastic and painted surfaces. We tested multiple formulations on a variety of surfaces. Some provided good cleaning, but didn't restore plastic as much as we wanted.

We also wanted a formula capable of protecting against the accumulation of mud, dirt, water, snow and other debris on a variety of equipment, including ATVs/UTVs, dirt bikes, cars, trucks and more. The formula had to adhere to a surface without dripping or pooling while forming a protective layer to help prevent the buildup of



Mudslinger makes an old machine look new again.

debris. Additionally, the product had to protect plastic and painted metals from the sun's damaging UV rays, which dull and fade surfaces. This benefit was vital since no competitor offers UV protection.

One of Mudslinger's top benefits is aiding cleanup after a muddy ride. Instead of making a product that's applied after your machine gets dirty, like a pre-wash, we formulated Mudslinger as a pre-treatment to ease post-ride cleanup. Applied correctly, mud, dirt and debris simply wash off with low-pressure water, helping you clean your machine without all the hassle. Once dry, apply another coat of Mudslinger so you're ready for your next ride.

Once we developed our ideal formulation, we tested it at length in the field. This is a vital step since products can perform differently in the lab than they do in the real world. Also, placing a product in the hands of a new user can reveal fatal flaws that go unnoticed in development.

The most common feedback we received was how great Mudslinger restored the luster of plastic and aided in easy removal of dirt and mud following a ride.

Finally, we introduced the product more than two years ago. Thanks to the attention to detail we invested in Mudslinger and your hard work in the field, it's grown into our top-selling aerosol.

Mudslinger is just one success story in our growing aerosol line. If you haven't tried it yet, pick up a can and test it yourself. AMSOIL MP (AMP), Heavy-Duty Metal Protector (AMH), Power Foam® (APF), Firearm Cleaner and Protectant (FCPSC), Firearm Lubricant and Protectant (FLPSC) and our other aerosols are also great door-openers and add-on products. They're unique, specialized formulas that offer ready-made selling points and perform as well in their markets as our synthetic oils perform in theirs.

NEW 15W-50 VISCOSITY JOINS SYNTHETIC SMALL-ENGINE OIL FAMILY

Available June 1, new AMSOIL 15W-50 Synthetic Small-Engine Oil (SEF) brings the excellent benefits of AMSOIL Synthetic Small-Engine Oil to applications that call for a 15W-50 viscosity oil.

Maximizes mower life

Landscapers are some of our best potential customers. They're under tremendous pressure to complete jobs on time and up to standards, which motivates them to seek products that help them keep their expensive equipment running at peak efficiency for as long as possible, especially expensive zero-turn mowers.

However, continuous operation in hot, dirty conditions can lead to deposits and wear that reduce engine compression, robbing the engine of power. Over time, mowers become less efficient, require more maintenance and eventually wear out altogether.

Commercial-grade formulation

Most small-engine oils we've tested, however, are nothing more than re-labeled automotive oils, which are formulated with fuel economy in mind, not durability. That won't cut it. Compared to liquid-cooled automotive engines, small engines run hotter; operate under constant load; generate more oil-damaging contaminants; suffer from neglected maintenance; and are exposed to dirt, rain and other extremes. Simply put, they're far tougher on oil than most people think.

AMSOIL 15W-50 Synthetic Small-Engine Oil isn't merely a re-badged automotive oil.

Instead, we designed it from the ground up specifically for small-engine dependability. Professionals can rest assured their engines are protected even during periods of extended use when there's no time for scheduled maintenance. It's built to solve the problems that plague zero-turn-mower engines, including wear, power loss, oil consumption, harmful carbon deposits and stuck rings and valves. It helps landscapers and other professionals get more work done and save money.

Reserve protection

AMSOIL Synthetic Small-Engine Oil is a long-life formulation that has repeatedly demonstrated its ability to safely exceed original equipment manufacturer (OEM) drain intervals in the toughest conditions. Extensive severe-service testing proves its ability to provide service life of up to 200 hours/one year, whichever comes first. It provides an extra measure of protection when equipment goes longer between oil changes than is recommended by the OEM.

Applications

Use in small engines found in (not limited to) mowers (zero-turn, riding, stand-on, push), generators, power washers and other equipment that requires SAE 50, 10W-50 or 15W-50 motor oil.



- **Long** service life
- **Helps** extend engine life
- **Inhibits** rust
- **New** 15W-50 primarily for zero-turn mowers

15W-50 Synthetic Small-Engine Oil

U.S. PRICING

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
SEFQT	EA	1 Quart	4.80	7.30	7.69	9.49	10.49
SEFQT	CA	12 Quarts	57.55	83.40	87.60	112.60	123.65

CANADA PRICING

Stock #	Units	Pkg./Size	Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP
SEFQT	EA	(1) 946-ml Bottle	4.80	9.60	10.09	12.39
SEFQT	CA	(12) 946-ml Bottles	57.55	109.20	114.70	147.60



DATA BULLETIN

The Synthetic Small-Engine Oil Data Bulletin (G2217) has been updated to include the new 15W-50 viscosity.

Stock #	Qty.	U.S.	Can.
G2217	25	4.10	5.60



Tips for Succeeding in the Lawn & Landscape Market

- **Understand the prospect and his or her business.** Find out what equipment they operate and how many pieces they own. For most lawn and landscape contractors, their zero-turn mowers are their most expensive equipment aside from their fleet vehicles.
- **Know the challenges to profitability,** such as equipment downtime and increased replacement costs. Ask questions to uncover potential problems that AMSOIL products can solve.
 - *Do you ever have trouble with your two-stroke equipment starting hard or running rough?*
 - *How many seasons do you get out of a string trimmer/backpack blower/mower?*

Highlight the Right AMSOIL Products

SABER® Professional Synthetic 2-Stroke Oil (ATP) is a proven door-opener. It requires minimal investment and it provides immediate, noticeable results due to its ability to reduce power-robbing carbon and help equipment **start easier, run better and last longer.**

- Consider leaving a few 1.5-oz. pillow packs with prospects and returning a week or so later to follow up on product performance.
- While mixing SABER Professional at 100:1 delivers excellent performance and cuts oil costs by 50 percent or more, some prospects may be wary of deviating from a conventional 50:1 ratio. Meet the prospect where he or she is comfortable and slowly move toward 100:1 as your relationship builds.

AMSOIL Synthetic Water-Resistant Grease (AWG) is another great door-opener. Heavy, wet grass can wash inferior greases from mower-blade spindles and casters, leaving equipment unprotected. Synthetic Water-Resistant Grease stays in place to lock out moisture and protect against wear, **helping extend equipment life.**

AMSOIL Synthetic Small-Engine Oil (AES, ASE, ASF, SEF) fights extreme heat for maximum cleanliness. **It helps maintain power and extend engine life.** We've tested dozens of small engines, and

we've found that heavy deposits in the valve-guide area and piston rings are the leading cause of failure. Low-quality oils break down under extreme heat and form deposits, which rob the engine of power and eventually cause it to fail.

- Though recommended for up to 200 hours of use, lead with engine protection, not extended drain intervals. Most prospects change oil every 50-100 hours and aren't ready to extend drain intervals. Use the drain interval as a proxy for quality and suggest extending oil changes as you build your relationship.

In many zero-turn mowers, oil pressure drives the wheel motors. Fluid that fails to protect against wear can cause the tight tolerances in the wheel motors to widen, which reduces oil pressure and erodes speed and responsiveness. Fluid that thins at high temperatures can have the same effect. AMSOIL Synthetic Hydrostatic Transmission Fluid (AHF) contains high levels of zinc-based anti-wear additives to help maintain tight tolerances, while its synthetic base oils naturally resist viscosity loss in extreme heat. As a result, it helps **maintain mower speed and responsiveness for increased productivity.**

Show How AMSOIL Saves Money

- Highlight **fast, free shipping** on orders of \$350 or more (\$450 in Canada) and **discounts** for commercial accounts. Get details in the Commercial Program Guide (G3563).
- Position yourself as a "one-stop shop." Unlike other lubricant suppliers, AMSOIL formulates a full line of products for zero-turn mowers, two-stroke equipment and fleet vehicles. Customers can purchase motor oil, transmission fluid, two-stroke oil, grease, gear lube, filters and anything else they need from one supplier, enhancing convenience.

Use the Right Sales Tools

- SABER Handout (G3564)
- Commercial Program Catalog (G3469 U.S., G3474 Canada)
- Commercial Program Sales Aid (G3728)

AMSOIL SABER Professional



300 Hours

0% Port Blockage

VS.

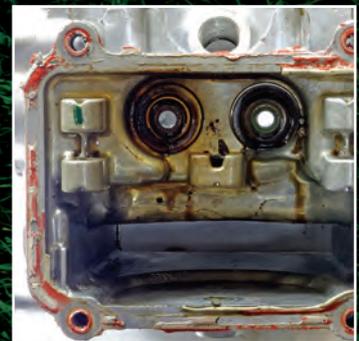
Leading Oil Brand



300 Hours

70% Port Blockage

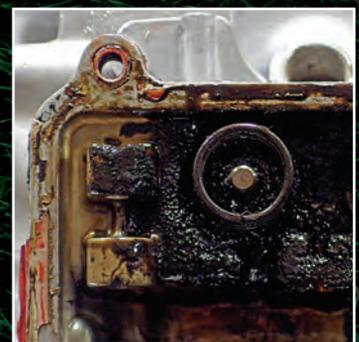
AMSOIL Synthetic Small-Engine Oil



125 Hours

VS.

Leading Oil Brand



125 Hours



Commercial Program Manager Eric Brandenburg discusses the advantages presented by the Commercial Training Series.



The Commercial Training Series represents our latest investment in Dealer success in the commercial market. Dealers who are focused on commercial sales or are interested in dedicating more time to commercial sales are welcome to join these monthly virtual meetings. Topics range from technical training to sales-skills development, and a variety of AMSOIL presenters participate in the meetings.

Look for monthly meeting announcements and information about how to join in the Centerlines area of the Dealer Zone. All meeting recordings are also available in AMSOIL University within the Dealer Zone (Sales & Business Development>Commercial Program Training Recordings).

We sat down with Commercial Program Manager Eric Brandenburg to discuss the Commercial Training Series and the commercial market.

AMSOIL Magazine: Why did AMSOIL develop the Commercial Training Series?

Brandenburg: The commercial market has tremendous upside and room for growth, but acquiring commercial accounts takes patience and skill. These customers entrust their businesses' lifelines with us, and changing a vendor as important as a lubricant supplier is not something they take lightly. They generally need a reason to change, and that reason usually involves saving money, fixing a problem or becoming more efficient.

Navigating the sales process with commercial accounts is often more complicated than the other channels through which Dealers sell. With this in mind, we developed the Commercial Training Series. It presents a good forum to provide valuable training and



resources for commercial sales, while also allowing the opportunity for Dealers to learn from each other. We try to leave time for questions and interaction in every session, and we encourage Dealers to share from their experiences in the field. We feel this can provide some of the best learning experience. We also include a number of AMSOIL experts. Topics vary to include technical information, sales-skills development and review of the commercial resources available for Dealers.



TARGET: CONTRACTORS

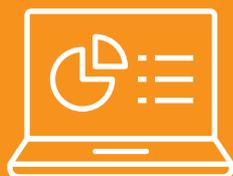
AMSOIL Magazine: What can Dealers who haven't yet ventured into the commercial market gain from the Commercial Training Series?

Brandenburg: I encourage any new Dealers who are interested in selling in the commercial market to take part in this training. When selling in the commercial market you are often competing against others who have been trained by the companies they represent. Not taking part in these trainings gives the competition an advantage against your efforts. Purchasing AMSOIL products through an Independent Dealer is likely a little different than the current customer/supplier relationship your commercial prospect may

have. It's important that new Dealers take in all the training available to them. This will only increase the opportunity for success with these customers. Even if you come from a traditional sales background, gaining a better understanding of how AMSOIL products can be successfully sold in the commercial market is important. This training will help get new Dealers up to speed and ensure their commercial efforts are closely matched with corporate efforts.

AMSOIL Magazine: What can experienced Dealers who have been working the commercial market for years gain from commercial training?

Brandenburg: That's a great question. I've often heard the saying that even the best athletes in the world still have coaches, get trained and practice. That same idea holds here. The competition we are selling against didn't just go through training once and never look back. Why should we? As we all know, the business world evolves. This training gives you a good opportunity to stay in touch with what's happening with AMSOIL, our commercial efforts and the commercial market itself. I feel strongly that more success can come from aligning all our efforts on the same targets and developing better resources to win. This commercial training gives you the opportunity to hear from both AMSOIL corporate staff and other Dealers, and to share your commercial experience and expertise. This makes the entire Commercial Program stronger.



meetings in AMSOIL University has been incredible. At the same time, we have had a lot of Dealers complete the Commercial Dealer Basic Training. It really shows that Dealers are on board, seeing the opportunities in their own communities to grow commercial business and wanting to use the resources available to them to be successful. What has been really encouraging is the number of Dealers who have reached out to the commercial team to discuss opportunities they want to work on or existing business they want to grow. This includes Dealers who have been focusing on commercial sales for a while, as well as Dealers who primarily focus on other channels, but are interested in commercial sales. We have also heard from a lot of brand new AMSOIL Dealers. The commercial team is actively working with many new Dealers on several commercial opportunities.

What has been really encouraging is the number of Dealers who have reached out to the commercial team to discuss opportunities they want to work on or existing business they want to grow.

AMSOIL Magazine: How can Dealers make use of the new Commercial Program Sales Aid (G3728)? What else should Dealers bring to a first meeting with a commercial prospect?

Brandenburg: The Commercial Program Sales Aid is different from other sales pieces in that it is not intended to be left with customers. It's a presentation tool that should be used from customer visit to customer visit.

It can be used during a sit-down meeting or while talking to someone in a shop. Customers are more engaged and remember things better when they are talking and seeing a visual at the same time. The Sales Aid is designed to be used when calling on customers within our three focused markets – fleets, contractors and agriculture. It should be used in the first phases of the sales process when you are trying to gather information from the customer and learn about the business. It points out common industry problems,



TARGET: FLEETS

AMSOIL Magazine: What results have you seen after the first few Commercial Training Series meetings?

Brandenburg: I have been very encouraged by the initial Commercial Training meetings. The number of Dealers in attendance or viewing the recordings of the

COMMERCIAL TRAINING SERIES



TARGET: AGRICULTURE

and is meant to get the customer talking about his or her particular challenges. It's also designed to create curiosity by highlighting AMSOIL product performance.

At this stage with the prospect you are really not selling, but collecting information that will help you make a case for how AMSOIL products can help solve a problem. The next phase of the sales process is when you lay out your solutions and pricing. I discourage Dealers from discussing or leaving pricing at the first meeting. The goal in the first meeting is to understand the business so that you can put together a proposal that will offer the best solution. Providing pricing too early may not provide the customer with the best discounts or the overall best solution. If the size of the opportunity is small, however, sometimes these sales steps can be combined into one meeting. I recommend also bringing brochures that relate to what you discussed or the AMSOIL Product Catalog (G290) to leave behind.



AMSOIL Magazine: Why is AMSOIL focusing on fleets, contractors and agriculture? Are Dealers discouraged from pursuing other commercial accounts?

Brandenburg: We are focusing on fleets, contractors and agriculture because those are all markets where Dealers have typically had success. These markets are broad and opportunities typically present themselves in every community. They align well with both the capabilities of the AMSOIL Commercial Program and those of Independent Dealers. The opportunities within these markets are typically more local or regional, easing the ability of a Dealer to provide personal service. That being said, opportunities may present themselves outside of these markets. We don't want to turn away from those opportunities, and those businesses may match well with AMSOIL. We still encourage Dealers to focus primarily on the targeted markets. Many opportunities we come across do not match well with AMSOIL, and staying focused on the targeted markets increases the likelihood of success. The resources we have are focused on these markets. The new Sales Aid, for example, is specifically designed to be used with fleet, contractor and agriculture prospects.

WHO DO I CALL?

As AMSOIL grows, our corporate departments evolve to better meet the needs of our Dealers and customers. For example, our former Technical Product Management Department was recently split into Product Development and Market Management to facilitate growth and to better compete in the markets we serve. Our Marketing Department has also expanded to include the racing, trade show and events programs for deeper integration and a better feedback loop to incorporate information from the field.

When changes like these occur, employee roles change as well. That can leave a gap for Dealers who are used to contacting someone directly for information. Knowing how to get the information you need is crucial for running your Dealership. While AMSOIL Customer Service is always a good starting point, below are contact numbers that can provide you the most direct information on a variety of Dealer topics.

DEALER TRAINING

- AMSOIL University Online
- Training and certification
- Onboarding
- Downline Dealer development
- Succession planning/transfers of Dealerships
- Dealer conventions, events and other meetings

715-399-6526

EMAIL: training@AMSOIL.com

COMMERCIAL BUSINESS

- Commercial markets to explore
- Commercial Program benefits
- Commercial Program overview
- Strategies for commercial-account opportunities
- Value-added services (Bulk Dispensing Program, Oil Analysis)

715-399-6467

EMAIL: ebrandenburg@AMSOIL.com

RETAIL BUSINESS

- Retail markets to explore
- Retail Program benefits
- Retail Program overview
- Strategies for retail-account opportunities
- MAP program
- Value-added services (co-op program, Repair-Shop Website Program)

715-399-6477

EMAIL: jprochnow@AMSOIL.com

CO-OP, ADVERTISING AND LEADS PROCESSING

- Retail account co-op advertising review and approval requests
- Trade show co-op requests

- Corporately awarded race event co-op literature requests
- Approval for logo use and advertising
- Lead request processing for Certified Dealers
- Catalog and information for leads
- General information requests

715-399-6558

EMAIL: info@AMSOIL.com

CORPORATE EVENTS AND TRADE SHOWS

- Corporately sponsored events open to Dealers interested in working a booth space
- Participation and operation
- Display purchasing and rental

715-399-6315

EMAIL: tradeshow@AMSOIL.com

RACING

- Racing co-op requests for sponsorship
- Racing co-op merchandise and monies
- Corporate-level sponsorship programs

715-399-6569

EMAIL: racing@AMSOIL.com

COMMUNICATIONS

- AMSOIL publications and website content
- Literature items and marketing materials
- Photography and graphic art materials, files

715-399-6559

EMAIL: salespromo@AMSOIL.com

For a complete list of the AMSOIL corporate directory by department, go to the Dealer Zone>Rules of the Road>Corporate Contacts.

Secure Information to Protect Your Customers and Your Business

DO



Place all orders directly through AMSOIL.com/AMSOIL.ca or through AMSOIL Customer Service telephone ordering. Our secure website and phone-ordering system can safely transmit credit card information and store it online for future orders.

DON'T



Store your customers' credit card information.

DO



Research and confirm that an order is legitimate. Take a couple minutes to look up the name, business name, address and telephone number to make sure all the information is correct. Asking customers a few questions about the type of business, how products will be used, who is the end customer and billing details associated with credit cards can also be helpful.

DO



Be on the lookout for fraudulent orders. Warning signs can include the following:

- Unusually large orders or unusual product selection
- Names on the account, credit card or shipping address don't match
- Multiple orders with different shipping addresses
- Multiple payment methods used or offered
- "New" businesses with no online presence
- Price isn't an issue and registering as a customer is too inconvenient
- Caller ID is different than phone number used on account
- Sense of urgency
- Unusual shipping locations, including trucking company depots, storage facilities, vacant buildings, apartments and package-forwarding services
- Retail businesses (resellers) that aren't concerned about paying sales taxes

DON'T



Rely on credit card authorization processes to determine if payment is valid. Transactions with stolen credit cards will be authorized until the theft or fraudulent activity is identified, but credit/debit card companies will charge back merchants for all fraudulent charges. If you have doubts about the legitimacy of an order, do more research, decline the opportunity and advise AMSOIL.

DO



Use strong passwords for all your accounts.

DO



Make sure your Dealer website contains a privacy policy. If visitors to your website submit any personal information, such as name, email, phone number or mailing address, let them know if you're collecting this info from them and how it will be used.

Taking steps to protect customers' credit-card information, Social Security/insurance numbers and other personal information from identity theft not only ensures their safety, but the safety of your business as well. Fraudulent activity is increasing every year, so it's crucial that you adopt appropriate safeguards to protect your customers' and accounts' personal information. It's not just important, it's the law, and failure to follow regulations could cost you thousands of dollars in fines.



DOs



DON'TS

DO



Protect yourself against email scams.

- Be cautious of emails that seem out of the ordinary or don't fit the mold of your usual communications with an organization.
- Be wary of spoofing attempts. Even if the name and email address in the "from" box appear legitimate, hover your cursor over the email address. If the pop-up balloon reflects a different email address, the email is NOT legitimate and is likely an attempt to steal personal information.
- Do not reply to any scam emails or click any embedded links. Simply delete them.

DON'T



Share any information you've gathered with outside parties. Names, addresses, phone numbers, email addresses and other information collected through contact forms, email, phone or AMSOIL Dealer websites are confidential.

DO



Ensure all your electronic devices on which you conduct business are up to date and feature antivirus protection.

DO



Store physical documents that contain private or confidential information in a secure location and shred them after you're through with them.

DON'T



Transfer sensitive information like credit card numbers, expiration dates and security codes (CVV) through email, SMS (text messages) or online chats. These methods are not secure and can be intercepted by third parties and used to make fraudulent purchases.

DON'T



Use public Internet and shared networks when conducting business. Information can be intercepted through open networks.

By following these guidelines, you help ensure your customers' and accounts' information remains protected and secure. Review the AMSOIL Privacy Policy at [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.com/AMSOIL.ca) and the guidelines for Dealers in the Independent Policies and Procedures (G4000) to stay up to date on all privacy protection and security guidelines for your Dealership.

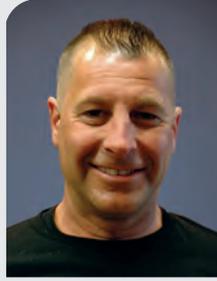


MONTHLY LEADERS

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



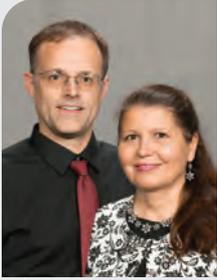
Jason & Julianne Wynne
Ohio
12-STAR REGENCY PLATINUM DIRECT JOBBERS
FIRST
Total Organization
FIRST
Personal Group Sales
SECOND
New Qualified Customers
SECOND
New Customer Sales



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



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



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



Kent & Trudy Whiteman
Utah
7-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
Total Organization
SEVENTH
Personal Group Sales
FIFTH
New Qualified Customers
FOURTH
New Customer Sales



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



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



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



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



Lee Ivanhoe
Texas
DIRECT DEALER
NINTH
Commercial Account Sales



Michael & Alecia Sparks
Tennessee
REGENCY PLATINUM DIRECT JOBBERS
TENTH
Commercial Account Sales



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



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



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



Larry L. Crider
Texas
MASTER DIRECT JOBBER
TENTH
Retail Account Sales



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



Bob Wynne
Ohio
5-STAR REGENCY PLATINUM DIRECT JOBBER
FIFTH
 Total Organization
FOURTH
 Personal Group Sales
FOURTH
 New Qualified Customers
THIRD
 New Customer Sales



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



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



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



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



James Allen
Ohio
REGENCY GOLD DIRECT JOBBER
SIXTH
 Commercial Account Sales



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



Merv Nolt
Ohio
DIRECT JOBBER
EIGHTH
 Commercial Account Sales



Victor Usas
Ontario
DIRECT JOBBER
THIRD
 Retail Account Sales



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



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



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



Steffan T. Peszko
North Carolina
EXECUTIVE DIRECT JOBBER
SIXTH
 New Qualified Customers



Ashley Carte
Ohio
1-STAR REGENCY PLATINUM DIRECT JOBBER
NINTH
 New Qualified Customers
FIFTH
 New Customer Sales



MONTHLY LEADERS

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



Will Mangan
Pennsylvania
**REGENCY SILVER DIRECT
JOBBER**
TENTH
New Qualified Customers



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



Eben Rockmaker
Nevada
**REGENCY SILVER DIRECT
JOBBER**
TENTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Rich Pelletier
Connecticut
REGENCY DIRECT JOBBER



John Malek
Florida
MASTER DIRECT JOBBER



Martin & Lori Gilmore
New York
MASTER DIRECT JOBBERS



Steffan T. Peszko
North Carolina
EXECUTIVE DIRECT JOBBER



Teal List
California
PREMIER DIRECT JOBBER



Andrew Bolton
Wisconsin
PREMIER DIRECT JOBBER



Richard Rioux
Ontario
PREMIER DIRECT JOBBER



**Nathan Peszko &
Lindsay Phelps**
Virginia
DIRECT JOBBERS
Sponsor:
Justin Peszko
Direct Jobber:
Justin Peszko



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

RUN WITH US

AMSOIL delivers next-level power, performance and protection.

Built in the lab so you can ride hard and run cool.



**AMSOIL
RESISTS
VISCOSITY
BREAKDOWN**

**6X
BETTER**

than Harley-Davidson* SYN3*
for improved protection
against compensator
and transmission
gear wear.**



AMSOIL®

The First in Synthetics®

ORDER FROM
AMSOIL.com/AMSOIL.ca

**Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test.

June Close-Out

The last day to process June orders in the U.S. and Canada is the close of business on Wednesday, June 30. 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 June business will be accepted until 3 p.m. Central Time on Tuesday, July 6. All transfers received after this time will be returned.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, July 5 for Independence Day. The Edmonton and Toronto distribution centers will be closed Thursday, July 1 for Canada Day.

Complete New Dealer Basic Training

Our latest investment in the Dealer opportunity is now available – Dealer Basic Training. It provides the knowledge you need to effectively sell our products and programs, boosting your revenue.

Intuitive and easy to use

Training is divided into four modules:

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

Complete Customer Basic Training first, which includes the foundational info needed to build a Dealership. Then complete the remaining three modules in any order you prefer.

Mobile-friendly

Each module is made up of several short videos and a knowledge check. A module takes less than an hour to complete. Work on training anytime, anywhere on your device.

Get started now

Dealer training is a great way to help new Dealers start strong while providing an excellent refresher for existing Dealers. Log in to the Dealer Zone (my.AMSOIL.com) now and click the AU Online icon to get started.

AMSOIL Industrial Update

In August 2020, AMSOIL President & CEO Alan Amatzio announced the development of a new AMSOIL Industrial business unit that will pursue business-to-business (B2B) sales opportunities to original equipment manufacturers (OEMs) and large industrial operations. Together, the AMSOIL Industrial focus on complex, high-liability industrial sales and the Dealer focus on enthusiasts, installers, retailers and commercial businesses will deliver the diversification and strength to secure the future for AMSOIL for the next 50 years.



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

Joint Support (ALJS)

Maintaining healthy joints is critical to preserving range of motion and guarding against injury as you age. Along with regular exercise, ALTRUM Joint Support helps support the function of healthy joint tissue by providing the necessary nutrients to help build strong bones and muscles. It's formulated with vitamin C, manganese and copper to provide critical joint maintenance and structure, along with zinc, B vitamins and boswellin to help prevent joint stress. Glucosamine, naturally present in bones and joints, is included as an aid to essential joint structure.

ALTRUM Joint Support can help maintain healthy joints so you can continue with an active lifestyle well into the future



Joint Support					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C Price
ALJS	EA	(1) 90-ct.	20.95	22.00	23.10
ALJS	CA	(12) 90-ct.	251.40	251.40	264.00

**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

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

Soon we will launch a new website to support AMSOIL Industrial. The new website is an important tool for helping build AMSOIL INC. by communicating the capabilities and value proposition of AMSOIL Industrial to targeted audiences.

If you missed the introduction of AMSOIL Industrial, you can read about it on page 4 of the August 2020 edition of *AMSOIL Magazine*. As our partners, you should be aware of our company goals and strategies, and one of our top goals each fiscal year is to grow the company. Doing so increases the company's strength, which serves the purpose of helping

Dealers be successful and ensuring AMSOIL remains strong for decades to come. As highlighted in Alan Amatzio's message last August, the industrial/OEM market represents approximately 50% of all lubricants sold. Strengthening the company means we must be more active in this vital market, and the AMSOIL Industrial division is a big step in that direction.

This is an exciting development and represents a milestone for AMSOIL. We're heading in the right direction and continuing to grow despite the economic challenges many companies still face. This bodes well for your business and the Dealer opportunity.

Save 10 Program Discontinued

The AMSOIL Save 10 Program is being discontinued. The program offered former Dealers and Preferred Customers 10 percent off online/catalog orders as long as they placed an order within 15 months of their Dealership/membership's expiration date, and at least once every 15 months thereafter. The Save 10 Program will no longer be available after June 1, 2021.

WIX/Donaldson Price Adjustment

Effective July 1, WIX has implemented an average 2 percent price increase, while Donaldson has implemented an average 7 percent price increase, due to increased raw-material costs.

DJ Convention: GONE VIRTUAL

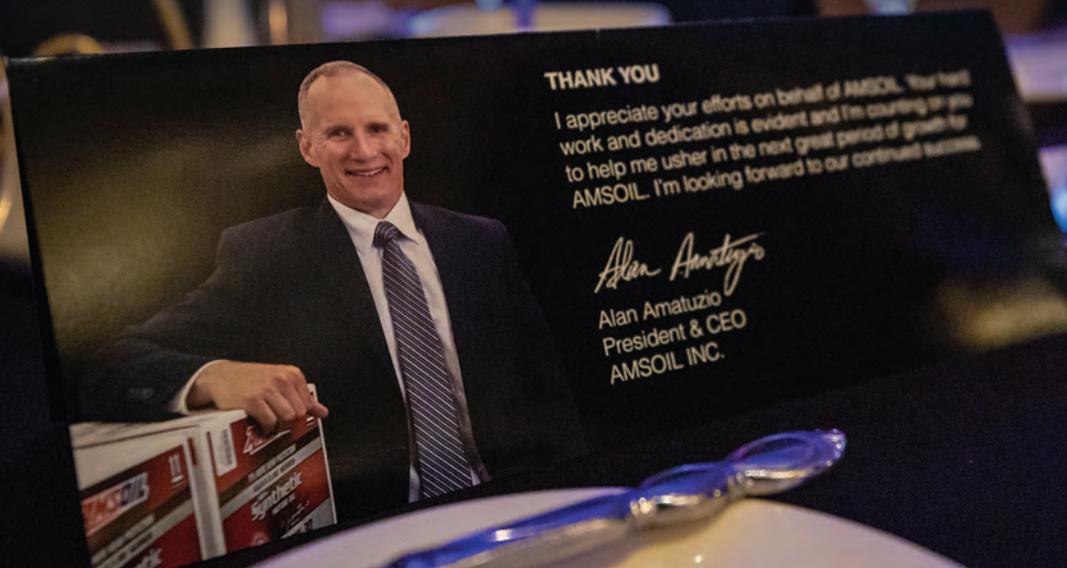
Oct. 8-9

Join us this fall as we celebrate at the 2021 AMSOIL Direct Jobber Virtual Convention.

This exciting online event will feature:

- **Innovative** sales and marketing training from corporate staff
- **Virtual** networking opportunities
- **Celebrations** of Direct Jobber achievements
- **And more**

Join other AMSOIL Direct Jobbers for a unique blend of training, fellowship and fun. Watch the Dealer Zone for registration information.





Dan Gorski | DIRECTOR, CUSTOMER SERVICE

Here's a scenario with which you might be familiar. You introduce a prospect to AMSOIL, share product information and answer his or her questions. Later, he or she self-registers at AMSOIL.com/AMSOIL.ca, but neglects to provide your referral information. The prospect is then assigned to another Customer-Certified Dealer, and you feel like you've wasted your time.

In fact, Dealers Steve and Julie Hodsdon contacted us recently about this scenario.

"I'm writing this in regards to one of our Preferred Customers. He is a friend of mine with whom I have worked. Last year he attempted to sign up as a Preferred Customer under my Dealership. Somewhere in the process, something went wrong and he was randomly assigned to a Dealer in North Carolina. This year, as he attempted to renew his Preferred Customer status, he attempted to correct whatever error had occurred and sign up under my Dealership. He was informed that he had to let his P.C. status lapse for one year, then he can reapply under me. Neither of us really know what went wrong last year, but having him wait for a year? Surely this can be rectified easily on your end, can't it?"

This is an important issue often charged with emotion, so I'd like to address it in my column this month.

In the Hodsdons' case, the customer in question ordered from AMSOIL.com

Ensure your prospects are assigned to you

Take these simple steps to prevent a hard-earned prospect from being assigned to another Customer-Certified Dealer.

and didn't provide any referral information, so he was assigned to a Customer-Certified Dealer. The process wasn't random; it was executed as it's designed and has been communicated to all Dealers.

To prevent losing a customer, we encourage Dealers to take measures to ensure their prospects properly identify them when registering. These measures include the following:

- Guide new customers through the registration process
- Assist customers with their first order
- Direct prospects to your personal website instead of AMSOIL.com or AMSOIL.ca
- Send prospects Dealer-number transferring links to the appropriate content at AMSOIL.com or AMSOIL.ca
- Instruct prospects to provide your referral information (Dealer number and/or name) when placing their first order

When working with prospects, these steps are just as important as discussing product benefits and providing the appropriate recommendations. But we realize that even these measures don't work all the time since prospects may forget instructions or fail to understand the significance of identifying their preferred Dealer. In these cases, we allow customers to request a change of Dealer within 30 days of registration. We inform customers of their sponsor in the communications we send them, providing plenty of opportunities to identify and report mistakes.

Dealers are also notified of new customers in several reports within the

Dealer Zone. This provides plenty of opportunities for Dealers to follow up with prospects to see why they haven't ordered yet. That's good customer service. Sometimes this follow-up will also identify and allow the opportunity to fix sponsor-assignment mistakes. But, these issues have to be identified and fixed within 30 days. This is fair to Customer-Certified Dealers who have earned the right to be assigned customers and who have worked to build relationships with these customers.

We understand the frustration of losing a potential customer, especially one you personally know or who places large orders. In one case, a Dealer talked to a prospect about AMSOIL, who later typed "AMSOIL" in a search engine and wound up at AMSOIL.com via another Dealer's website. The prospect self-registered and went on to order more than \$2,000 of product under another Dealer over the course of two months before the Dealer who initially talked to him reached out. Long story short, the Dealer lost a potentially lucrative customer because he didn't follow the steps I've outlined here. This particular Dealer is Customer-Certified and has likely benefited from other Dealers making the same mistake, but it's little consolation when you lose a good customer.

Ultimately, we maintain this policy to protect the Dealer opportunity for everyone. It helps prevent customer interference while offering ample opportunity to fix mistakes.

It's vital that you work closely with prospects to ensure they're assigned to you. This helps you forge a lasting relationship that will hopefully keep them on your customer list for years to come.

WHY BUY AMSOIL FUEL ADDITIVES?

**DO YOU WANT
FUEL TREATMENT
THAT WORKS?**



AMSOIL Upper Cylinder Lubricant delivers **18 percent more lubricity than Lucas*** and **20 percent more than Sea Foam*** for better retention of horsepower and fuel economy.¹

**DO YOU WANT TO
PREVENT COSTLY FUEL-
SYSTEM REPAIRS?**



AMSOIL Diesel Injector Clean provides the lubricity your fuel pump and injectors need, **reducing wear, improving service life and saving time and money** on maintenance costs.

**DO YOU WANT IMPROVED
HORSEPOWER?**



AMSOIL P.i.[®] Performance Improver **restores up to 14 percent horsepower.**²

**DO YOU DRIVE IN COLD
TEMPERATURES?**



AMSOIL Diesel All-in-One provides as much as **32°F (18°C) better protection** against cold temperature gelling than Howes* Lubricator Diesel Treat³ and raises cetane up to four points.

**DO YOU STORE
SEASONAL EQUIPMENT?**



AMSOIL Gasoline Stabilizer provides fuel stability that **Sea Foam Motor Treatment can't match**, helping maintain startability and protect against the formation of varnish and gum.⁴

¹Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. ²Based on third-party testing in a 2016 Chevrolet* Silverado* 1500, 5.3L V-8 GDI with 100,616 miles (161,926 km), using one tank treated with AMSOIL P.i. Actual results may vary. Visit AMSOIL.com/pi for test details. ³Based on third-party testing in July 2017 of AMSOIL Diesel All-in-One and Howes Lubricator Diesel Treat using diesel fuel representative of the U.S. marketplace and Howes' recommended treat ratio for above 0°F (-17.8°C). ⁴Based on third-party testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in the ASTM D525 using test fuel containing no oxidation-stability improving additives.





CHANGE SERVICE REQUESTED

Published 12 times annually

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www.MainStreetOil.com

WE HONOR



(Discover in U.S. only)

Boating and fishing seasons are here. Be sure your customers and accounts are well-stocked with AMSOIL synthetic marine lubricants. AMSOIL.com



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AMSOIL.com | June 2021



New AMSOIL Powersports Antifreeze & Coolant: **COOL UNDER PRESSURE**

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

- Motorcycles • Dirt bikes • ATVs • UTVs • Snowmobiles • Marine motors • Personal watercraft
- **Pre-mixed** 50/50 with high-purity water
- **Ethylene-glycol** formulation meets OEM requirements
- **Extended-life** formulation lasts up to five years
- **Borate-, nitrite- and phosphate-free**
- **Safe** for copper, brass/bronze alloys and aluminum
- **Boil-over protection** up to 226°F (108°C)
- **Freeze protection** down to -34°F (-37°C)