

AMSOIL[®]

▶ DEALER EDITION

MAGAZINE

MARCH 2022



POWERSPORTS PRODUCT
SALES **EXPLODE** IN WAKE
OF PANDEMIC | PAGE 8

AMSOIL Recognition Programs Improved | PAGE 10

THE IMPORTANCE OF DEALER CERTIFICATION UNDER *THE NEXT 50* COMPENSATION PLAN

Building and developing your Dealership is essential to earn money under *The Next 50* compensation plan. One of the best ways to accomplish that is through Dealer Certification.

Customer Certification

By getting Customer Certified, you're eligible to be assigned buying P.C.s and online/catalog customers. This helps you grow your customer base, increase personal sales and reach higher profit tiers. If you want to reach Profit Tier 4, you'll need to be Customer Certified.

Retail and Commercial Certification

Under *The Next 50* compensation plan, you make the same profit value on a product regardless of the customer type who purchased it. Each product has a defined profit value you earn on the sale depending on your position on the Profit Tier Schedule.

By adding Retail Certification and Commercial Certification under your belt, you'll become eligible to be assigned those types of accounts. Those accounts' purchases can boost your monthly sales, help you reach higher profit tiers and earn more on every product you sell.

Sponsor Certification

By getting Sponsor Certified, you're eligible to be assigned new Dealers. Each month, sales made by the Dealers on your team are added to your sales, boosting your position on the Profit Tier Schedule.

Getting Certified Helps You...

- Develop your customer base
- Build your team
- Reach higher profits

How To Get Certified

Customer Certified

- Complete Customer Basic Training
- Register four new buying customers OR
- Register two or more new qualified customers and meet one of the following alternative qualifications:
 - Have been a Dealer for less than 1 year
 - Have 24 or more active buying customers
 - Have more than \$10,000 in personal purchases plus 5 or more active buying customers

Sponsor Certified

- Complete Sponsor Basic Training
- Be Customer Certified
- Sponsor one Dealer

Retail Certified

- Complete Retail Basic Training
- Be Customer Certified
- Register one retail account

Commercial Certified

- Complete Commercial Basic Training
- Be Customer Certified
- Register one commercial account

PROFIT TIER SCHEDULE

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

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

*U.S. dollars





Powersports Product Sales Explode in Wake of Pandemic | PAGE 8

FEATURES

- 8 Powersports Product Sales Explode in Wake of Pandemic
- 10 AMSOIL Recognition Programs Improved
- 12 How Dealers Can Make Money Under *The Next 50* Compensation Plan

DEPARTMENTS

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

ADVERTISEMENTS

- 2 The Importance of Dealer Certification Under *The Next 50* Compensation Plan
- 5 Speed. Control. Off-Road Capability.
- 19 Get a Head Start on Spring Oil Change Season
- 23 Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil Discontinued
- 24 Souped-Up Benefits

STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

John Baker
Brad Nelson
Jamie Trembath
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Pam Brantley
Dan Gorski
Len Groom
Sarah Matheson

Editorial Contribution

Dan Peterson
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

President & CEO

Alan Amatuzio

Board Chair

Dean Alexander

© 2022, 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

Scheuring Speed Sports pro driver Elliott Burns was impressed with this stock Can-Am* Maverick* when he participated in some testing with us last summer. Side-by-sides like this are delivering tons of fun for enthusiasts and driving explosive growth in the powersports market.





From the President

When people think about innovation and AMSOIL, they typically reference our products. Considering we introduced the world's first API-qualified synthetic motor oil, pioneered the concept of extended drain intervals, introduced the award-winning easy-pack and logged several more industry firsts along the way, that's understandable. Innovation, however, is not exclusive to product performance and packaging. For example, *The Next 50* (TN50) Dealer compensation plan is innovative. It is a creative solution to multiple issues, and it is our custom plan designed exclusively for AMSOIL and AMSOIL Dealers. Running two plans simultaneously is innovative. It allows us to smoothly transition to the TN50 plan while protecting what Dealers have built over the past 49 years. The consultants who reviewed the TN50 plan were extremely impressed with the plan we designed and our devotion to the Dealer network.

The response to the TN50 compensation plan has been excellent. Many Dealers are excited about this advancement and so are we. This month, we're providing additional information on the new compensation plan and introducing a fantastic new component of Dealer recognition, *The Next 50* Sales Achievement Program. The new sales achievement program helps better accomplish our goals by providing rewards closer to when Dealers reach

new landmarks. It provides cash rewards, which is what you told us you wanted in surveys. It also promotes and rewards Customer Certification. Just like you must be Customer Certified to qualify for Tier 4 profits in the TN50 compensation plan, you must be Customer Certified to receive cash rewards in the TN50 Sales Achievement Program.

Customer Certification rewards Dealers, customers and AMSOIL INC., but Dealers arguably benefit most. AMSOIL benefits by having trained, active Dealers available to serve customers, and customers benefit by connecting with knowledgeable Dealers who can answer their questions. Dealers benefit by receiving the basic training needed to be successful, gaining access to the highest profit tiers, becoming eligible for cash rewards through the TN50 Sales Achievement Program and becoming eligible to receive assigned customers from AMSOIL and the commissions those customers' purchases generate. A program that can aid customer satisfaction, help protect the AMSOIL brand and put more money in Dealers' pockets? I'd say that's innovative.

Several innovative actions are occurring regularly behind the scenes at AMSOIL headquarters. As consumers, we have all experienced the results of volatile supply chains across multiple industries. AMSOIL is not immune. We continue to experience supply-chain challenges and

pricing increases on a regular basis that challenge our ability to maintain supply of finished goods. We have repeatedly come up with innovative answers to these challenges to get AMSOIL products into the hands of you and our mutual customers. Some of our ancillary products, like grease, filters and aerosols, have posed virtually insurmountable problems, but we have successfully maintained production of our mainline products manufactured here in Superior without interruption. I know many of you have benefited from this stability by acquiring new accounts who have lost access to other brands of oil. Now it's up to us to serve these accounts well and make them long-term customers.

This challenging period is not over. Our suppliers and industry partners have indicated volatility will persist throughout 2022. Rest assured we will continue pursuing all viable solutions to maintain stability, and we'll use every bit of innovation we can muster to get the job done.

Alan Amatuzio
President & CEO

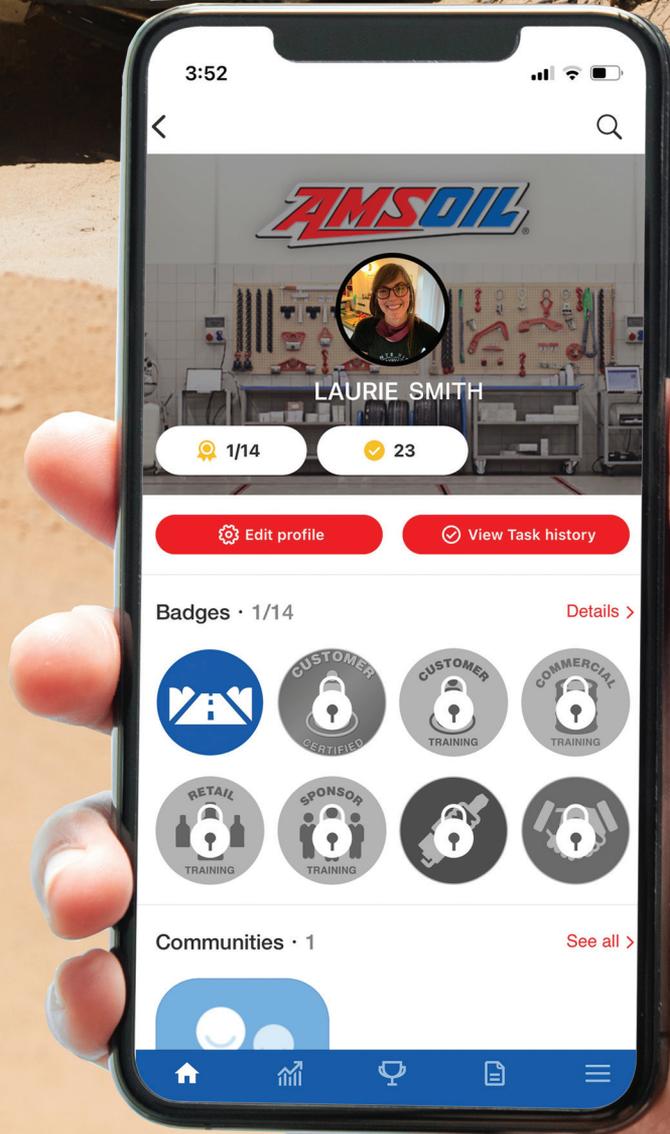
THE NEXT50
Commitment • Collaboration • Success



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

The Dealer Zone (my.AMSOIL.com) has been overhauled to make managing your independent Dealership easier and more effective – wherever you venture.

- **Download** the new Dealer Zone app through the Google Play Store for Android or the Apple Store for iOS.
- **Easily log in** with your current Dealer number and password.
- **Take the tour.**
- **Drive** your independent Dealership forward.



LETTERS TO THE EDITOR

AMSOIL MAGAZINE

How about making this publication available online as an option, saving postage and printing?

Thank you,

John Sproule

AMSOIL: *AMSOIL Magazine is available digitally in the Dealer Zone, and it is often posted before printed copies arrive in Dealers' mailboxes. Many Dealers like receiving printed copies of AMSOIL Magazine, and we plan to continue providing them at this time.*

FACTORY-DIRECT CATALOGS

I cannot find a date anywhere on the little half-size Factory-Direct Catalogs, which gets confusing because the cover page is not always different, so I don't know which version is the most current. Is there a date and I just can't find it? Or can you, in the future, put the date on the cover?

Thanks so much!

Kendrya Wiebe

AMSOIL: *Thank you for your question, Kendrya. You can always check the back page of literature items, including the Factory-Direct Catalog, for the revision date. The most current Factory-Direct Catalog is dated 1/22.*

DEALER WEBSITES

I've enclosed the cover from a magazine sent to me from GetNetSet. I belong to a couple of the organizations shown on the bottom of the cover. GetNetSet advertises in the publications of these organizations and sends out a catalog every so often.

I would think they would be receptive to advertising in an AMSOIL publication. And I think anyone considering a website would at least look at what is offered.

I have seen various AMSOIL department heads recommend Dealers have a website, of course, but have never seen any advice where to start. And likely most of us could do a website locally for less money. Perhaps there are some Dealers that

do websites as a second side business that could use the extra cash.

Just thought I would mention it.

One other suggestion: I think the next "blockbuster" product you come up with should be named AMSOIL1.

One question: Why is it in many places we ask for a referral# when what is wanted is the Dealer#? It causes some confusion at times. Why not just ask for the Dealer#?

Sincerely,

Richard R. Conboy

AMSOIL: *All good questions and comments, Richard. We partner with a company called EmpowerKit to provide Dealer websites. You can find all the details under Business Tools in the Dealer Zone. Some Dealers do build websites for others, but AMSOIL policies allow that only within a line of sponsorship, meaning one Dealer would not be permitted to build websites for all other Dealers.*

We use "referral number" when working with customers because it is a common term that is easily understood. If our customer service representatives asked customers for their "Dealer number," it would cause confusion.

OIL FILTERS

I saw the story of shipping jobs away from the USA. You'd think that here is where jobs are needed, and you can't find anyone that will make the filters. Just wrong. People, jobs and the quality will be the same with lower wages, and what will happen? Products and services suffer. Please rethink this.

Joe Schall

AMSOIL: *We understand your frustration, Joe. We would certainly prefer all AMSOIL Oil Filters be manufactured in the United States. Most of them are, but our filtration partners don't have American factories that can manufacture certain filters to our specifications, and we were faced with the decision to either continue producing these filters despite our filtration partners moving production out of the U.S. or discontinue those filters. Discontinuing these popular*

filters would hamper our ability to offer superior AMSOIL filtration solutions to a large number of customers, so we made the difficult decision to continue providing them.

EZ FORM

In spite of all the complaints about the EZ Form, nothing has been done. I don't understand why they can't just reload the original? This is probably the most used form in the Dealer Zone. It's cost AMSOIL time and money. Many Dealers have resorted to calling their orders in, which takes up valuable time.

Thanks,

Bradd Vickers

AMSOIL: *Thanks for your letter, Bradd. We had to update the EZ order form because the old form was not mobile-compatible, it used antiquated programming that was difficult to maintain and it had been modified so many times that it was confusing to new Dealers. Previously, we had multiple forms with different processes for Dealer, account and co-op advertising orders, which was even more confusing. While adapting to the new EZ order form may take some time for Dealers who were familiar with the old form, it does work well and is more intuitive for new Dealers. In fact, Dealers who didn't like the new form at first have reported they actually like it better after using it for a while. And more Dealers and accounts are using the new form and placing more EZ orders than ever before. While the original EZ form will not return, we may introduce enhancements to make the new form even better. Stay tuned.*

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

Proactively service your transmission

It can prevent a big headache and save thousands of dollars.

If you search “overlooked car maintenance” online, you’ll notice that nearly every list includes transmission fluid changes. Despite the transmission’s importance to vehicle performance and longevity, it’s out of sight and out of mind for most motorists – until they’re staring at a \$3,000 repair bill.

Prevention is best practice

It’s easy to understand why. Most people direct mental energy toward things that require attention, not to things that are working properly. I bet you don’t think about your water heater or septic system much. But they demand full attention once you step into an ice-cold shower in the morning or your basement floor suddenly feels squishy.

Human nature isn’t the only factor working against us. The original equipment manufacturers (OEMs) are making it easier than ever to ignore transmission service with the popularity of “filled-for-life” transmissions and differentials today. Some don’t even include dipsticks or access plugs for checking or changing fluids. That sounds great to some motorists. “I don’t have to change or even check transmission fluid? Perfect.”

More power = more damaging heat

The problem is, modern vehicles are tougher on transmission fluid than ever. The OEMs are in an endless arms race to produce more power than the competition. All that added power has to go through the transmission before reaching the wheels, yet modern transmissions are smaller and lighter than their predecessors.

They also use lower-viscosity fluids to help boost fuel efficiency. That

translates into thinner fluid protecting against intense heat and wear inside a transmission that handles more power and produces more heat. And heat is one of the transmission fluid’s biggest enemies. It speeds the oxidation process and causes the fluid to chemically break down sooner.

Fluid that has broken down causes sludge and varnish to form, which clog narrow oil passages and can lead to stuck solenoids. Soon, your vehicle can begin to shift hard, hesitate or quit shifting altogether. Unfortunately, that’s when many motorists finally start to pay attention to transmission maintenance.

Check and change your fluids

If that’s not enough, the fluid must last longer than before. For example, Ford* recommends changing transmission fluid in the 2022 F-150* every 150,000 miles (240,000 km), even in severe service when towing and hauling. The fluid has to deliver excellent cleanliness, wear protection and frictional properties throughout a longer drain interval despite increased power.

Here’s where the term “filled for life” become misleading – and potentially expensive. It really means, “filled for the life of the warranty.” Once the warranty period ends, you can bet the dealership or OEM isn’t going to fix your “filled-for-life” transmission after it fails due to lack of maintenance.

In fact, some OEMs even direct you to change transmission fluid in these units if your driving conditions fall under the “severe” designation, which applies to most drivers. For example, the 2022 RAM* 1500 includes a “filled-for-life” transmission that doesn’t require service in “normal” driving conditions, but the owner’s manual instructs

you to change the fluid if it becomes “contaminated.” How are you supposed to know that if you can’t check it?

The 2022 Chevy* Silverado* owner’s manual instructs you to change fluid in its “filled-for-life” transmission every 45,000 miles (72,000 km) in severe service.

As you can see, it’s vital to check and periodically change transmission fluid, even in “filled-for-life” transmissions. Nothing lasts forever, and planning ahead and performing the service on your schedule is much less expensive and disruptive than reactively fixing a broken transmission.

Reserve protection

This situation is a great selling point for Signature Series Synthetic Automatic Transmission Fluid (ATF, ATL). It resists heat and wear in the toughest conditions, and its built-in reserve protection means it lasts for twice the OEM’s severe-service drain interval. That means you can rest assured your transmission is protected, even if service is delayed.

POWERSPORTS PRODUCT SALES EXPLODE IN WAKE OF PANDEMIC

When the pandemic lockdowns took effect across the U.S. and Canada two years ago, no one knew how the situation would affect business. Sales declined, leading to a corresponding increase in everyone's stress level. Many Dealers doubtless suffered more than a few sleepless nights worrying about their earnings.

The situation began to clarify as spring gave way to summer. The economy settled down, the U.S. and Canadian governments issued stimulus checks and everyone's pent-up energy drove them in search of entertainment options as sports stadiums, race tracks, movie theaters and other venues remained closed.

"It turns out that many people turned to their motorcycles, UTVs, boats and other powersports equipment to blow off steam and have a little fun," said AMSOIL Market Manager, Powersports & Power Equipment Len Groom. "And in many cases, people bought new equipment, as the statistics reveal."

- According to the Motorcycle Industry Council, new-model powersports sales increased **18.4%** in 2020.
- UTV sales in the U.S. increased nearly **30%** in 2020, according to research performed by Power Product Marketing.
- According to the Powersports Market Data Book, ATV sales increased **33.8%** in 2020 compared to 2019, while sales of off-road motorcycles (dirt bikes, trail bikes) jumped **46.5%**.

- In 2020, registrations of new powersports equipment increased **18%** compared to 2019, while registrations of pre-owned units increased **7%**.

Interestingly, Auto Finance News estimates that 50% to 70% of powersports purchases in the past year have been made by people new to the market. This means more people than ever are using powersports equipment – and buying lubricants and other maintenance products.

"Pandemic buying led to a direct increase in AMSOIL powersports product sales across nearly all categories," said Groom.

AMSOIL powersports product sales growth

In fact, led by ATV/UTV and off-road motorcycle lubricant sales, overall sales of AMSOIL powersports products jumped from 2019 to 2020 thanks to pandemic buying.

With powersports product sales seeing 14.5% growth over the past 12 months, the demand continues to be strong, making it a great time to diversify your Dealership and pursue sales to those customers if you haven't already.

In addition, global supply-chain problems are creating conditions favorable to sales of AMSOIL powersports products. Original equipment manufacturers (OEMs) were struggling to meet demand prior to the shortage of raw materials and delivery drivers that are affecting the economy. Now, with sky-high demand and tight supply, they simply can't build enough new machines for enthusiasts.

"Polaris,* one of the biggest players in the powersports market, can't make its popular Ranger* UTV fast enough," said Groom. "People want to buy new motorcycles, UTVs and other equipment, but there aren't enough units to go around." This means more enthusiasts are keeping their powersports equipment longer. The run on pre-owned machines has also driven up prices.

"Our value proposition aligns perfectly with every market category," said Groom. "V-twin, UTV, marine – you name it. Enthusiasts know they can't just go out and buy a new bike or outboard motor due to increased costs and low supply. They need to maintain their equipment so it lasts."

Dealer action plan

Take advantage of this situation to sell more AMSOIL powersports products this season. Point out how our products are formulated to provide an extra measure of protection, which safeguards equipment life and helps enthusiasts stay on the road, trail or water.

Start with oil-change kits

V-twin and ATV/UTV oil change kits are especially popular and are a great place to start if you're just entering the powersports market. They provide everything needed to perform an AMSOIL oil change in the most popular models of Harley-Davidson* motorcycles and Polaris and Can-Am* ATVs and UTVs.

AMSOIL Synthetic V-Twin Motorcycle Oil

"In the V-twin market, it's all about fighting extreme heat," said Groom. "Riding at the height of summer as the sun beats down and the asphalt radiates heat creates challenges lower-quality oils can't handle. The oil can thin, reducing wear protection. The engine can overheat so badly that it triggers a warning light and sends the engine into 'limp' mode until it cools." Highlight the right product benefits to reach enthusiasts.

- Maximizes engine life at cruising speeds and in stop-and-go traffic due to excellent resistance to extreme heat and wear
- Helps prolong gear and chain life, reducing maintenance
- High-performance alternative for bikers who are not loyal to the OEM-branded oil or who question the value of OEM lubricants

AMSOIL Synthetic ATV/UTV Motor Oil

"Explain how AMSOIL synthetic ATV/UTV lubricants deliver upgraded performance and protection for hard-working and performance ATVs and UTVs," said Groom. AMSOIL Synthetic ATV/UTV Motor Oil is formulated to deliver reserve protection against heat. It is specifically designed to guard against varnish and sludge while helping cool shrouded engines.

- Protection for demanding chores and tough terrain
- Superior all-weather performance
- Delivers consistent clutch feel

AMSOIL Marine Products

- AMSOIL Synthetic Marine Engine Oil delivers outstanding wear protection despite high rpm and all-day trolling, while helping prevent rust and corrosion.
- AMSOIL HP Marine® Synthetic 2-Stroke Oil delivers increased lubricity to guard against wear and piston scuffing during normal and lean-mix operation, helping extend engine life, while its advanced additives fight carbon buildup for super-clean operation.
- AMSOIL Synthetic Marine Gear Lube fights wear and resists the effects of water contamination for excellent gear and bearing protection. The handy easy-pack eliminates the need for a messy gear-lube pump. "The easy-pack is a great way to spark interest in prospects," said Groom. "Keep one on hand so people can see it for themselves."

AMSOIL Synthetic Dirt Bike Oil

"With dirt bikes, it's all about confident clutch feel," said Groom. "Clutch slippage or inconsistent clutch feel can lead to slow starts out of the gate and ineffective riding on the trail. Sell our oil as a way to increase confidence in clutch feel, which helps improve the performance of both bike and rider."

- Delivers confidence in clutch feel
- Superior protection against gear, bearing and piston wear
- Maximizes horsepower
- Helps extend clutch life

For more market insights, check out the Dealer Sales Briefs in the Digital Library of the Dealer Zone.

Pandemic Sales Push

Enthusiasts flush with stimulus cash and desperate for entertainment options during the lockdowns drove up powersports sales during the height of the COVID-19 pandemic. Here's a look at some of the numbers:

46.5%
Off-road bike sales

33.8%
ATV sales

30%
UTV sales

11.4%
Motorcycle & scooter sales

18.4%
New-model powersports units overall



AMSOIL RECOGNITION PROGRAMS IMPROVED



Recognition of achievements plays an important role in helping Dealers feel fulfilled, appreciated and successful. We're introducing a new sales-achievement program that aligns with *The Next 50* compensation plan and optimizes Dealer recognition overall for better motivation and celebration of Dealer achievements.

Feedback and Objectives

Feedback and surveys revealed Dealers found the existing points-based recognition program difficult to understand, explain and achieve higher levels. They're not overly motivated by plaques, rings or watches, but instead prefer AMSOIL merchandise and cash. While half the higher-level Dealers noted recognition levels are important, the other half indicated recognition levels aren't that important.

Based on feedback and to ensure consistency with *The Next 50* compensation plan, we designed *The Next 50* (TN50) recognition program with the following goals in mind:

- Simple
- Fair
- Personalized
- Fast and frequent
- Highlight a variety of behaviors and achievements
- Include short- and long-term components
- Consistent with *The Next 50* compensation plan and other programs

The Next 50 Recognition Program

The Next 50 recognition program includes three key building blocks:

- Dealer Award Program
- Sales Achievement Program
- Monthly and Annual Top Leaders

DEALER AWARD PROGRAM

A successful Dealership is a result of many different actions, and we think it's important to recognize them as you build your Dealership. Here are examples of achievements for which you can expect to be recognized:

- Becoming Customer Certified for the first time
- Registering your first new buying Preferred Customer, Dealer, retail and commercial accounts
- Earning your first commission and eclipsing higher accumulated earning levels
- Advancing sales achievement levels

Speed is important to tie recognition to the accomplishment. Dealers can expect to see digital recognition of most achievements within a day through email, posts in the Dealer Facebook group and pop-up messages or badges in the Dealer Zone. Some achievements are so important that we recognize them with AMSOIL swag or promotional materials.

Benefits

- Immediate recognition
- Frequent recognition for new Dealers
- Ongoing recognition for active and growing Dealers
- Reinforces activities that lead to success and satisfaction

SALES ACHIEVEMENT PROGRAM

As you build your Dealership, we want to recognize various sales milestones along the way.

The TN50 Sales Achievement Program is an annual program that tracks total team sales growth from January through December.

As you progress, you will reach new achievement categories (Cups) and levels. Each achievement will be recognized in the Dealer Zone. Physical awards will be sent when new categories are achieved. And if you're Customer Certified, you will receive a cash reward with your regular earnings payment for the month the new level was achieved.

Once you achieve a sales threshold, set your sights on the next level.



How it Works

The highest historical amount of annual group sales will determine every Dealer's current level and achievement category. For example, if your highest amount of annual group sales was \$25,000, you'd be at the fifth level of the Bronze Cup achievement category. The next level or achievement category is achieved when the next highest annual sales threshold is met.

If you exceed \$35,000 of group sales within a calendar year, you would advance to the first level of the Silver Cup category. And, if you're Customer Certified, you'd also be paid \$525 for your achievement.

Some of the early annual sales thresholds are relatively low, and they continue to increase at reasonable increments. That's because we want to start recognizing new Dealers and keep recognizing all Dealers who are working and growing.

A recognition award is earned when a Dealer advances to the next sales achievement category, and we'll send metallic plates that can be added to the award whenever a new level within an achievement category is reached.

Benefits

- Simple and fast
- Reinforces importance of new-customer, personal and group-sales growth
- All Dealers included
- Early recognition and rewards for newer Dealers
- Achievable levels for all active and growing Dealers
- Consistent with Customer Certification, the legacy compensation plan and *The Next 50* compensation plan
- Award is a lasting reminder of accomplishments and future goals

MONTHLY AND ANNUAL TOP LEADERS

We will continue to recognize monthly and annual top leaders in the following categories:

• **Total Team Sales**

Dealers with the top overall total team sales

• **New Customer Growth**

Dealers with the largest number of new qualified customers

• **Commercial Sales**

Dealers with the top commercial sales

• **Retail Sales**

Dealers with the top retail sales

• **Personal Sales**

Dealers with the largest personal customer sales and personal purchases

We will provide fast, digital recognition of these achievements through email and posts in the Dealer Facebook group. These important achievements will also continue to be recognized with physical awards.

Benefits

- Reinforces important facets to building successful Dealerships
- Recognizes long-term effort and accomplishments
- Establishes high goals to which Dealers can aspire
- Reinforces long-term relationship and commitment to Dealers



Annual Sales	Sales Achievement Category	Sales Achievement Level	Cash Reward*
\$1,000	Bronze Cup	1	\$40
\$2,500		2	\$50
\$5,000		3	\$100
\$10,000		4	\$175
\$20,000		5	\$350
\$35,000	Silver Cup	1	\$525
\$50,000		2	\$525
\$75,000		3	\$875
\$100,000		4	\$875
\$125,000		5	\$875
\$150,000	Gold Cup	1	\$875
\$175,000		2	\$875
\$200,000		3	\$875
\$250,000		4	\$1,750
\$300,000		5	\$1,750
\$350,000	Platinum Cup	1	\$1,750
\$400,000		2	\$1,750
\$500,000		3	\$3,500
\$600,000		4	\$3,500
\$700,000		5	\$3,500
\$800,000	Diamond Cup	1	\$3,500
\$900,000		2	\$3,500
\$1,000,000		3	\$3,500
\$1,250,000		4	\$8,750
\$1,500,000		5	\$8,750
\$2,000,000	Titanium Cup	1	\$10,000
\$3,000,000		2	\$20,000
\$4,000,000		3	\$20,000
\$5,000,000		4	\$20,000
\$6,000,000		5	\$20,000
\$8,000,000	Ambassador Cup	1	\$30,000
\$10,000,000		2	\$30,000
\$12,000,000		3	\$30,000
\$14,000,000		4	\$30,000
\$16,000,000		5	\$30,000

*Must be Customer Certified to receive cash reward.

HOW DEALERS CAN **MAKE MONEY** UNDER *THE NEXT 50* COMPENSATION PLAN

In the February *AMSOIL Magazine*, we unveiled *The Next 50* compensation plan, which will take effect later this year. We will provide ample advanced notice of the precise implementation date. We are taking a cautious approach to implementation to ensure everything is done right. This is the biggest and most exciting change we've made to the Dealer opportunity in decades, and the innovative new plan is designed to provide Dealers what they've told us they want in a compensation plan:

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

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

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.

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

When *The Next 50* plan takes effect, many Dealers will have some business under the legacy plan and some under *The Next 50* plan. You will still receive one commission payment each month.

Instead of an abrupt change from the

The Next 50 plan (coming in the second half of 2022) When it takes effect, all **new** Dealers, customers and accounts you register will fall under *The Next 50* plan. We'll calculate and pay your commissions on new business based on the new plan.

current plan to a new plan, think of this as a slow transition over potentially several years. As you register new Dealers, customers and accounts in the years ahead, we'll eventually gather all business under *The Next 50* plan and retire the legacy plan. We don't know when that will occur, but don't expect it to happen soon. The graphic below helps explain how the two plans will work together.

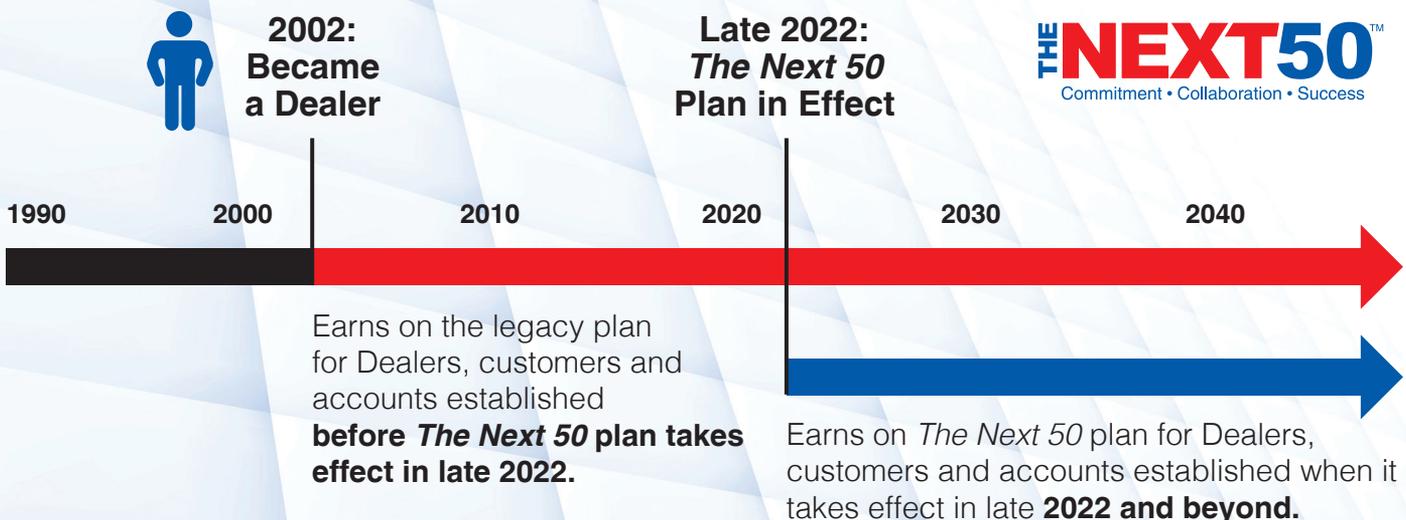
We explained key terms and provided examples of how Dealers can make money under the plan in the February *AMSOIL Magazine*. You can find it in the Digital

Legacy plan (current plan)

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

Library of the Dealer Zone. Let's review more examples to help illustrate the plan. We've built upon the examples shared last month with the final components of the TN50 compensation plan – Leadership Bonuses and the New-P.C. Bonus.

The examples* that follow are designed to demonstrate the simple nature of *The Next 50* compensation plan and the potential for greater earnings over time as you build your Dealership.**



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

EXAMPLE 1: MAKING MONEY SELLING PRODUCTS

Let's start with a simple example of how you earn money for product sales.

Each AMSOIL product has defined profit values listed in the Profit Lookup in the Dealer Zone and in the Profit List (G3501). As your monthly sales increase, you may qualify for higher profit values according to our Profit Tier Schedule (see chart at right).

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4	LEADERSHIP BONUS	LEADERSHIP BONUS 2
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19	\$5.53	\$0.48

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

The more you sell in a month, the more you may earn on the products you sell.

Total monthly team sales is calculated using U.S. wholesale prices of the products sold. You must have a minimum of \$500 in personal sales to receive a commission. This requirement is waived for 24 months for new Dealers. This example* from the Profit List shows what you earn for selling a case of Signature Series 5W-30 Synthetic Motor Oil.

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

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

EXAMPLE 2: MAKING MONEY SPONSORING OTHER DEALERS

Sponsoring other active Dealers also contributes to your earnings under the new compensation plan. Let's look at how it works.

Each month, sales made by the Dealers on your team are added to your sales, boosting your position on the Profit Tier Schedule.

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

Not only that, but the sponsor is also paid the difference between Tier 2 and Tier 1 profits on the products the new Dealer sold.

Here's an example using a case of AMSOIL Signature Series 5W-30. The new Dealer would earn \$8.78 for the sale and the sponsor would earn \$5.81 (the difference between Tier 2 and Tier 1 profits for the product).

The selling Dealer's success contributes to the sponsor's success.

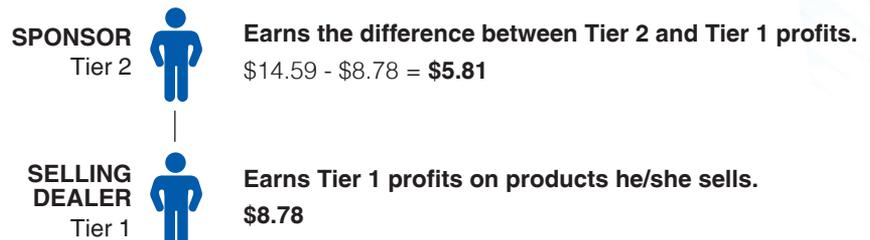


PROFIT TIER SCHEDULE	
Profit Tier	Min. Total Monthly Team Sales*
Tier 1	\$500
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

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

*U.S. dollars

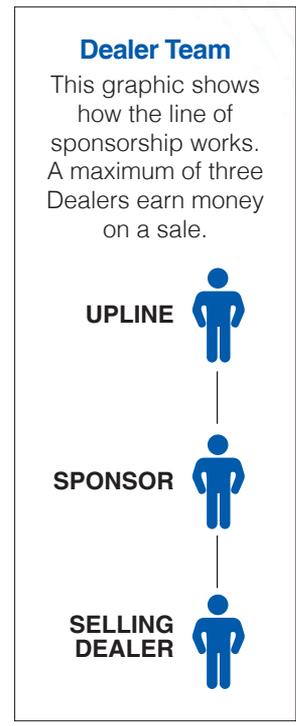
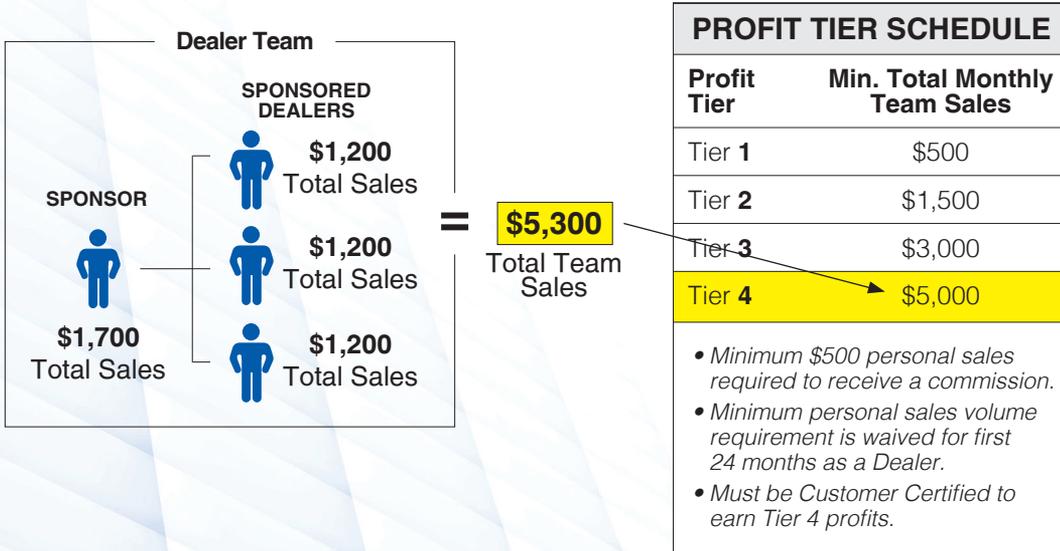
STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4	LEADERSHIP BONUS	LEADERSHIP BONUS 2
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19	\$5.53	\$0.48



EXAMPLE 3: UNDERSTANDING TEAM SALES

Total team sales are important to understanding *The Next 50* compensation plan for Dealers who choose to sponsor other Dealers, so let's look more closely at how it works. Remember, a maximum of three Dealers earn money on any sale.

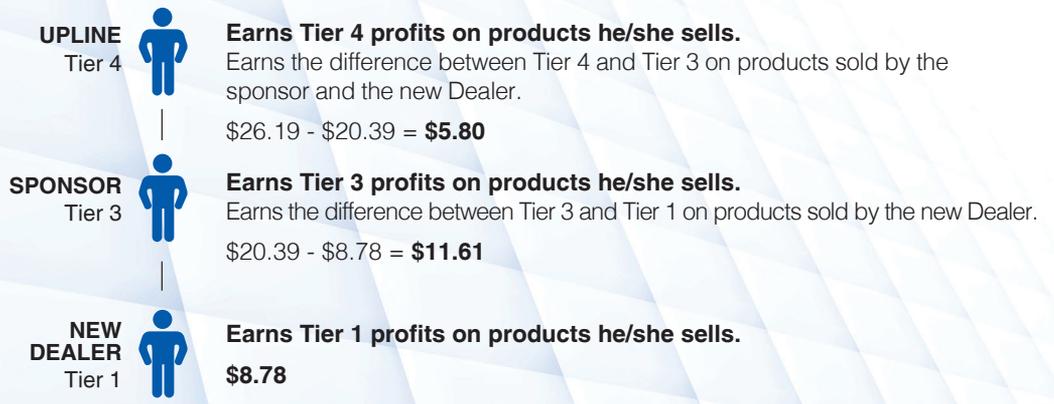
Total team sales is defined as your personal sales plus the total sales of personally sponsored Dealers and their personally sponsored Dealers. Sales made by Dealers who qualify for Tier 4 profits and their Dealers are excluded. This distinction allows us to encompass Dealers who fail to meet the \$500 minimum requirement. They don't qualify for Tier 1, but their sales still count toward your total team sales. In this example, the sponsor sold \$1,700 in AMSOIL products in one month. Three Dealers he/she sponsors each sold \$1,200 in product. The sponsor's team sales total \$5,300 and he/she earns Tier 4 profits on the products he/she sold. The sponsor also earns the difference between Tier 4 and Tier 1 profits on the products sold by his/her Dealers.



EXAMPLE 4: GENERAL SPONSORSHIP

Here's a simple example of how we pay the selling Dealer, the sponsor and the upline. This example supposes the new Dealer sold a case of Signature Series 5W-30.

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4	LEADERSHIP BONUS	LEADERSHIP BONUS 2
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19	\$5.53	\$0.48



EXAMPLE 5: SPONSOR & DEALER EARNING AT SAME PROFIT TIER

Another scenario includes a selling Dealer and his/her sponsor earning at the same profit tier. This example using a case of Signature Series 5W-30 shows each Dealer's earnings.

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4	LEADERSHIP BONUS	LEADERSHIP BONUS 2
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19	\$5.53	\$0.48

UPLINE Tier 3  Earns the difference between Tier 3 and Tier 2 profits.
\$20.39 - \$14.59 = **\$5.80**

SPONSOR Tier 2  Sale helps sponsor earn Tier 2 for other sales, but earnings on this sale are \$0.

SELLING DEALER Tier 2  Earns Tier 2 profits.
\$14.59

Although the sponsor does not earn any money on a sale in this case, remember that the selling Dealer's personal sales contribute to the sponsor's total team sales, which will help push him/her further up the Profit Tier Schedule and earn increased profit on his/her sales. The selling Dealer's success contributes to the sponsor's success.

EXAMPLE 6: LEADERSHIP BONUSES EXPLAINED

When you meet Tier 4 qualifications you become eligible to earn the **Leadership Bonus*** on qualified sales made by personally sponsored Dealers who qualify for Tier 4 profits and their personally sponsored Dealers who are on your team.

Leadership Bonus values are detailed in the Profit List. Only one Dealer earns the Leadership Bonus on a sale, and remember: a maximum of three Dealers earn money on a single sale.

Scenarios where all three Dealers are earning Tier 4 profits present a secondary Leadership Bonus, **Leadership Bonus 2**. In this rare scenario, the upline Dealer will earn the Leadership Bonus 2 on personal sales made by Dealers on his or her team who qualify for Tier 4 profits and are personally sponsored by selling Dealers who qualify for Tier 4 profits. This graphic helps explain the concept.

UPLINE Tier 4  Earns Tier 4 profits on personal sales.
Earns the Leadership Bonus on sponsoring Dealer's sales. Earns Leadership Bonus 2 on Dealer's sales.

SPONSOR Tier 4  Earns Tier 4 profits on personal sales.
Earns the Leadership Bonus on Dealer's sales.

DEALER Tier 4  Earns Tier 4 profits on personal sales.

EXAMPLE 7: EARNING LEADERSHIP BONUSES

Here's an example of how Dealers can earn the Leadership Bonus using the sale of a case of Signature Series 5W-30 as an example.

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4	LEADERSHIP BONUS	LEADERSHIP BONUS 2
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19	\$5.53	\$0.48

UPLINE Tier 4  Earns the Leadership Bonus 2.
\$0.48

SPONSOR Tier 4  Earns the Leadership Bonus.
\$5.53

DEALER Tier 4  Earns Tier 4 profit.
\$26.19

In this example, the selling Dealer earns Tier 4 profit on the sale. The sponsor earns the Leadership Bonus of \$5.53 and the upline earns the Leadership Bonus 2 of \$0.48. Once again, the success of your sponsored Dealers contributes to your success.

We'll have more examples next month as we continue to prepare you for the introduction of *The Next 50* compensation plan later this year.

Questions? Email thenext50@AMSOIL.com.

*It is estimated that 1.4% of Dealers will qualify for Leadership Bonuses in an average month.



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
New Customer Sales
SECOND
Personal Group Sales
SIXTH
New Qualified Customers



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



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



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



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



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



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



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



James Allen
Ohio
REGENCY GOLD DIRECT JOBBER
THIRD
Commercial Account Sales



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Commercial Account Sales



Merv Nolt
Ohio
DIRECT JOBBER
EIGHTH
Commercial Account Sales



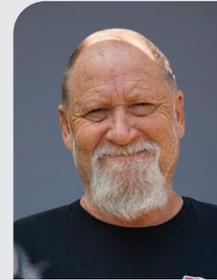
Clarence & Joyce Parde
Nebraska
EXECUTIVE DIRECT JOBBERS
TENTH
Commercial Account Sales



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



Scott McAdoo
Maryland
MASTER DIRECT JOBBER
SIXTH
Retail Account Sales



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



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



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBER
FIFTH
 Total Organization



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



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



David B. Richardson
Ohio
MASTER DIRECT JOBBER
EIGHTH
 Personal Group Sales
FIRST
 Commercial Account Sales



Justin Peszko
Virginia
1-STAR REGENCY PLATINUM DIRECT JOBBER
NINTH
 Personal Group Sales
SECOND
 New Qualified Customers
FOURTH
 New Customer Sales



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



Valon Sapp
Texas
DIRECT JOBBER
FIFTH
 Commercial Account Sales



Diana Vaughan
Wyoming
REGENCY GOLD DIRECT JOBBER
SIXTH
 Commercial Account Sales



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



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



Victor Usas
Ontario
DIRECT JOBBER
FOURTH
 Retail Account Sales



Douglas & Kimberly Crawford
Oklahoma
REGENCY SILVER DIRECT JOBBERS
EIGHTH
 Retail Account Sales



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



Joe & Katie Reinhardt
Minnesota
MASTER DIRECT JOBBERS
FIRST
 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.



Marcus & Amy Bradley

Ohio
EXECUTIVE DIRECT JOBBERS
THIRD
New Qualified Customers



Ashley Carte

Ohio
1-STAR REGENCY PLATINUM DIRECT JOBBER
FOURTH
New Qualified Customers
EIGHTH
New Customer Sales



Steffan & Allison Peszko

North Carolina
REGENCY GOLD DIRECT JOBBERS
SEVENTH
New Qualified Customers
SIXTH
New Customer Sales



Nathan Peszko & Lindsay Phelps

Virginia
REGENCY DIRECT JOBBERS
TENTH
New Qualified Customers



Don & Mary Smith

Iowa
REGENCY GOLD DIRECT JOBBERS
TENTH
New Customer Sales



Steffan & Allison Peszko

North Carolina
REGENCY GOLD DIRECT JOBBERS



Gene & Karen Halsey

South Dakota
REGENCY DIRECT JOBBERS



Tom Georgalos

California
REGENCY DIRECT JOBBER



Nathan Peszko & Lindsay Phelps

Virginia
REGENCY DIRECT JOBBERS



Joe & Katie Reinhardt

Minnesota
MASTER DIRECT JOBBERS



Rekha Kapadia

Alberta
PREMIER DIRECT JOBBER



Kevin C. Prince

North Carolina
DIRECT JOBBER

Sponsors:
William & Marjorie Desmond Jr.

Direct Jobbers:
William & Marjorie Desmond Jr.

HIGHER LEVELS OF RECOGNITION





GET A HEAD START ON SPRING OIL CHANGE SEASON

Warmer weather is often the cue to perform vehicle maintenance – oil changes in particular. It's a great time of year to reach out to existing customers and make new relationships with potential customers.

CONTACT EXISTING CUSTOMERS

Touch base with your catalog customers, P.C.s, commercial accounts and retail accounts to share the latest news and remind them of the many benefits AMSOIL provides.

INTRODUCE YOURSELF TO PROSPECTS

Now is a great time to walk into a shop, introduce yourself and start building a relationship with potential new accounts.

REACH OUT TO INSTALLERS

Spring is typically a busy time for installers. Show your support for these accounts by calling to check in or stopping by their shops to see if you can assist in their efforts to keep the spring oil changes flowing.

March Close-Out

The last day to process March orders in the U.S. and Canada is the close of business on Thursday, March 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for March business will be accepted until 3 p.m. Central Time on Wednesday, April 6. All transfers received after this time will be returned.

LTL Shipping Delays

The shipping and trucking industry continues to struggle with driver and staff shortages, slowing delivery times nationwide. LTL shipments are most severely affected. To help mitigate delays, encourage customers who use LTL delivery to plan for the possibility of extended transit times.

Canadian Interline Fee Adjustment Effective April 1

Loomis Express adjusts Canadian interline fees annually to compensate for increasing transportation costs. Starting April 1, shipments to the few outlying areas subject to interline fees will incur an increase of 4.9%. To look up specific interline fees by postal code, visit <https://www.amsoil.ca/w/store/InterlineFeeLookup/>.

30-Gal. Drums Discontinued

The 30-gallon drum is an uncommon package size in the lubricants industry, and securing 30-gal. drums from suppliers has been a challenge for many years. The current supply-chain issues affecting the entire industry have made this issue worse, and our 30-gal. drum suppliers can no longer deliver the drums we need. Therefore, all 30-gal. drum sizes are discontinued and available while supplies last. We will continue to offer 16-, 55- and 275-gal. package sizes for products currently available in these sizes.

Grease Packaging Change

Larger sizes of AMSOIL synthetic greases (pails, kegs and drums) will transition from blue to black packaging to help secure uninterrupted supply going forward. Blue packaging will remain in the field until supplies are exhausted.

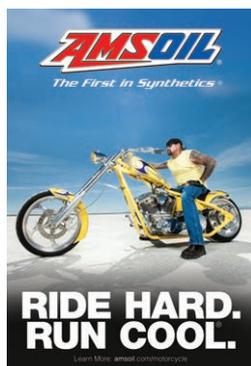
A-Frame Sign and Inserts

Durable A-frame sign presents an excellent way to advertise AMSOIL products outside a business, trade-show booth, etc. Inserts easily slide in and out, while staying securely in place. Four 24" x 36" inserts sold separately. Inserts are constructed of durable, fade-resistant corrugated plastic.

Stock #	Description	Wt. Lbs.	U.S.	Can.
G3203	A-Frame Sign	20.0	79.00	105.00
G3207	Snowmobile Insert	1.0	16.00	21.00
G3475	V-Twin Insert	1.0	16.00	21.00
G3536	Powersports Insert	1.0	16.00	21.00
G3570	Free Shipping & 25% Off Insert	1.0	16.00	21.00



G3207 (Single-sided)



G3475 (Single-sided)



G3536 (Single-sided)



G3570 (Single-sided)



G3203 (Frame only)

RESTORE HORSEPOWER AND PRESERVE PERFORMANCE



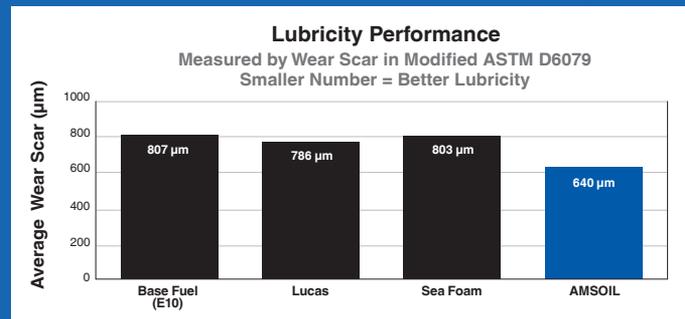
AMSOIL Upper Cylinder Lubricant delivers 18 percent more lubricity than Lucas* and 20 percent more than Sea Foam* for better retention of horsepower and fuel economy.^R



Check out the video at youtube.com/amsoilinc (Videos>How to Choose an Effective Fuel Additive) to see how AMSOIL fuel additives stack up against Sea Foam* Motor Treatment.

Upper Cylinder Lubricant

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



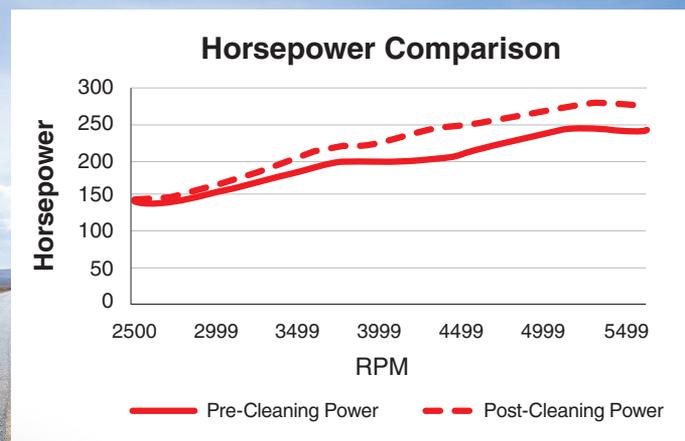
^RBased on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. *All trademarked names and images are the property of their respective owners and may be registered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

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



P.i.[®] Performance Improver

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



^{NN}Based on third-party testing in a 2016 Chevrolet® Silverado® 1500, 5.3L V-8 GDI with 100,616 miles, using one tank treated with AMSOIL P.i. Actual results may vary. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.



Dan Peterson | SENIOR VP, DEALER SALES AND MARKETING

By now I hope you've had time to digest the forthcoming changes to the compensation plan. As announced last month, *The Next 50* compensation plan is set to take effect later this year.

While we all made the current plan work for the past 50 years, you've told us in surveys and direct communication that it's too complex, doesn't pay new Dealers enough and doesn't pay enough to the Dealer who makes the sale.

Complexity is the enemy of execution. Anyone who's tried to explain the current plan to a prospective new Dealer knows this. In our 2021 Dealer survey, 65% said the current plan is "somewhat" or "very difficult" to explain. Fourteen percent can't explain it at all.

Frankly, this complexity turns off potential new Dealers. And many current Dealers are hesitant, intimidated and uneasy talking about the Dealer opportunity because they can't explain how to make money in this business. This scenario is preventing us from growing the company and strengthening the Dealer opportunity.

Our goal with introducing *The Next 50* compensation plan is to make the system better – and not just a little. We want to make it much better. So much better that we not only improve your Dealer experience, but we increase Dealer acquisition and retention, too.

Following more than a year of research that has involved industry experts and hours of interviews with current and former Dealers, we think *The Next 50* plan will make it easier to attract and retain more Dealers for the following reasons:

- Easier to understand
- Easier to share
- More participation
- The pie gets bigger, generating more successful Dealers and more earnings

To clarify, we are not attempting to just bring in every new person we encounter. We believe there are many high-quality potential Dealers out there who wouldn't even consider an AMSOIL Dealership due to the complexity of the legacy plan. We want to broaden our appeal to enter their consideration. Even a modest 10% improvement in acquisition and retention will have tremendous compound growth potential over the years.

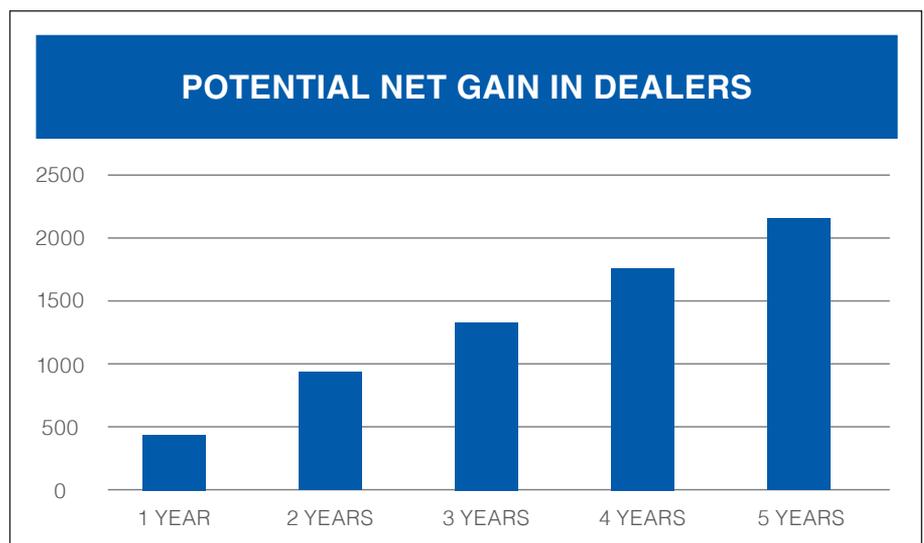
Let's look at a few hypothetical numbers to illustrate.

- We acquired 2,300 Dealers in a year
- 10% improvement = 230 more Dealers
- We lost 1,900 Dealers the same year
- 10% improvement = another 190 Dealers

That's potentially 420 more Dealers in just one year. That means 420 more people registering customers, selling products and helping to drive the needle upward.

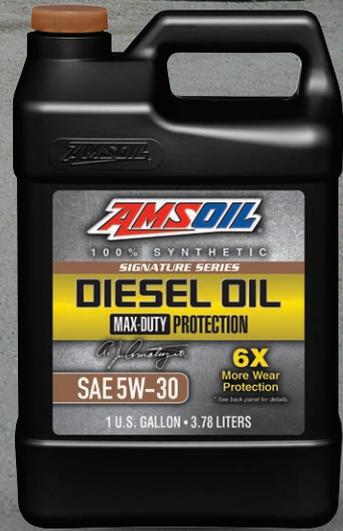
Imagine the compounding effects over time. After five years, that's potentially more than 2,000 more Dealers. If those Dealers each sell \$1,000 of product annually, think of the potential earnings in commissions we pay on all those sales to the selling Dealers, their sponsors and their uplines.

Over time, the pie gets bigger and everyone benefits. That's why we're undertaking this change. We want to improve your experience and help you register and retain more Dealers. It's all in service of our overarching goal to simplify and strengthen this great opportunity for the next 50 years and beyond.





- **6X More** Engine Protection*
- **Lower** Cost
- **Improved** Formula and Performance
- **Extended-Drain** Capabilities



SERIES 3000 5W-30 SYNTHETIC HEAVY DUTY DIESEL OIL DISCONTINUED

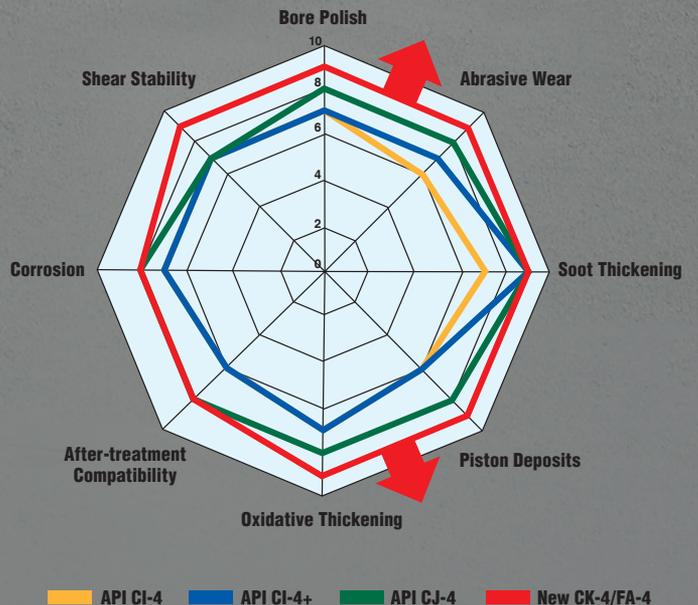
Due to diminishing sales, AMSOIL Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil (HDD) is discontinued and available while supplies last. Customers using this product are encouraged to upgrade to Signature Series Max-Duty 5W-30 Synthetic Diesel Oil (DHD).

While our previous-generation synthetic diesel oils set the bar for quality and protection for over 20 years, Signature Series Max-Duty Synthetic Diesel Oil exceeds the latest API CK-4 specification and represents a serious upgrade in protection and performance compared to oils formulated for previous API diesel oil specifications, including API CJ-4 and CI-4+.

- **More** piston-scuffing protection for reduced wear
- **Better** thermal control to resist oil thickening, aid in cooling and reduce wear
- **Improved** shear stability for maximum resistance to oil consumption and wear
- **Enhanced** aeration control, promoting oil-pump efficiency, wear protection and heat resistance

API CK-4 diesel oils are backward-compatible, meaning they are recommended in all applications specifying API CJ-4, CI-4+ (and prior) specifications.

INCREASED PROTECTION THROUGH API CK-4/FA-4



*than required by the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation.



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)

Have you logged into the new Dealer Zone? It's also now available as a mobile app. Just search for "AMSOIL Dealers" in the Apple Store or Google Play Store. my.AMSOIL.com



AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA
© 2022, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

AMSOIL.com

March 2022

SOUPED-UP BENEFITS.

SAME FAMILY OF THRILL-SEEKERS AND GEARHEADS.



PREFERRED CUSTOMERS NOW ENJOY MORE WAYS TO SAVE.



Reduced Pricing

Save up to 25% on every order.



Free Shipping

Free shipping on orders of \$100 (\$130 Can.) or more.



Birthday Gift

Celebrate your day with a \$5 coupon from us.



\$5 Back

Get a \$5 coupon with every \$100 you spend.



Exclusive Promotions

Receive exclusive offers throughout the year.



Free Membership

Complimentary membership renewal when you spend \$500 or more annually.

Full-year membership still just \$20 (\$30 Can.).