

AMSOIL[®]

► DEALER EDITION

MAGAZINE

NOVEMBER 2019



ADVENTURE BIKES OFFER GROWTH IN A CHANGING MOTORCYCLE MARKET

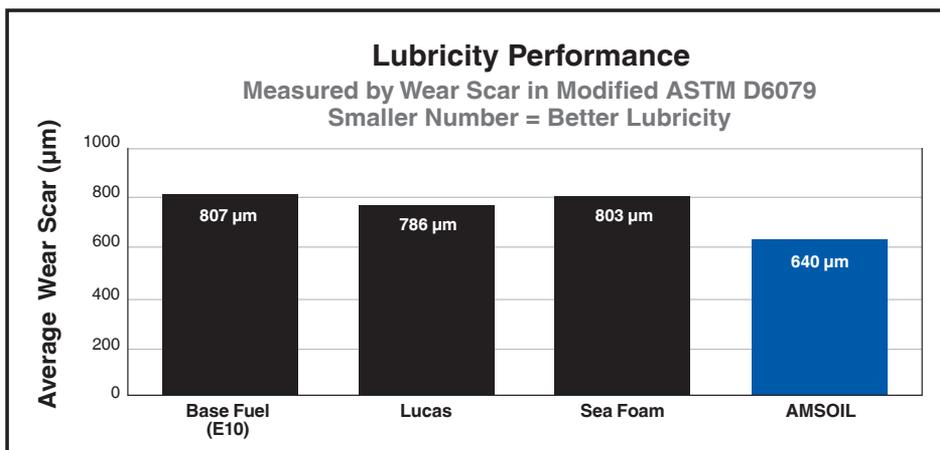
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PRESERVE HORSEPOWER AND PERFORMANCE AT EVERY FILL.

Your engine's top-end is sparsely lubricated and prone to the development of performance-robbing deposits. AMSOIL Upper Cylinder Lubricant's unique additives provide that missing lubrication to fight piston-ring and cylinder wear, **maximizing engine compression and horsepower**. It delivers **18 percent more lubricity than Lucas*** and **20 percent more than Sea Foam*** for better retention of horsepower and fuel economy.¹

AMSOIL Upper Cylinder Lubricant (UCL)

- **Lubricates** fuel system and upper cylinders
- **Fights** ethanol-related corrosion
- **Helps** keep injectors clean
- **Compatible** with capless fuel systems



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





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THE COVER

This modified 2008 KTM* 690 Enduro* bike is owned by AMSOIL video producer/photographer Wyatt Gruben, who recently took it on a trip along the Continental Divide.





From the President

In October we launched new Upper Cylinder Lubricant and a bold claim with it: 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 This demonstrates a couple key corporate traits: 1. Our products work. 2. We don't just make claims; we back them up with data. Put simply, our actions align with our words.

I'm writing this message just after my return from the DJ Convention in Scottsdale, Ariz., and I am still charged up from the event. I hope those of you in attendance are as energized as I am, and I hope those of you who were eligible to attend and did not will join us next time. We got down to business while we were there, but we had plenty of fun, too. I enjoyed interacting with all the Direct Jobbers. AMSOIL Dealers are the most committed sales force of any oil company, and I appreciate your hard work.

We discussed the recent policy and program updates at the convention, and several Direct Jobbers shared their appreciation for our efforts to protect and grow the Dealer opportunity. I have been repeating our two main goals all year long: 1. Help Dealers be successful, and 2. Ensure AMSOIL remains strong for many years to come. I don't just say these things; I mean them. Our actions

bear that out and many DJs I spoke to recognized that. The new succession policy is going to help protect the Dealer opportunity and strengthen the company. The 24-store policy for the Retail Program provides much greater opportunities for you, and the MAP policy helps protect Dealers and keep the playing field level. We work every day toward our two main goals and that's never going to change.

At the DJ Convention I shared my vision for the company and my ambitions for growth. I have set a goal of 8 percent year-over-year growth in volume. Some of you might be thinking that's pretty aggressive. It is, but it's very achievable. In fact, we've outpaced that more often than not through the decades. From 1990-2011 our compound annual growth rate (CAGR) was 12 percent. Our best year? Twenty-six percent. Over the past four years, however, our CAGR has been insufficient. There's no reason to worry – we are still growing and the company is very strong. And we understand the business challenges ahead. Corporate growth isn't just important for the company, it benefits you as well. It provides stability, helping protect the Dealer opportunity. It also increases brand recognition and respect from customers, which makes sales easier. When sales become easier, they become more frequent and you put more money in your pocket.

So now we are pouring everything into making that happen. We're investing in operational efficiencies, making more impressions with our national advertising and launching a new e-commerce platform that will make us smarter and more capable online. We are doing everything we can to create opportunities for you, but it's up to you to take those opportunities. Do not hesitate. Make a plan and dive in. I have talked to so many Dealers who didn't really get their businesses started right away. They hesitated. Many people are afraid to start because they don't want to make a mistake. Making mistakes is part of the journey to success. You make mistakes, learn from them, modify and success will come. But you have to start.

Your AMSOIL Dealership provides an unequalled opportunity. Use the tools we provide. Get Customer Certified. Take advantage of the Assigned-Customer Multiplier. Put our investments to work for you and you will succeed, the company will grow and so will your commissions.

Alan Amatuzio
President & CEO

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.



New 2020 Calendars Available Now

Each month of the new 2020 AMSOIL calendar features an AMSOIL influencer and the vehicles and equipment in which he or she uses AMSOIL products.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone (click the Print Center icon under Quick Links).

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

AMSOIL Print Center Pricing* – Personalized

| | |
|----------------------------|-------------|
| 11 – 49 calendars | \$3.12 each |
| 50 – 99 calendars | \$2.69 each |
| 100 – 249 calendars | \$2.34 each |
| 250 – 499 calendars | \$2.30 each |
| 500+ calendars | \$1.98 each |

*Free shipping in the U.S.

AMSOIL Pricing** – Non-Personalized

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

**Calendars subject to shipping charges.

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LETTERS TO THE EDITOR

GREASE

I've been a Dealer for about 18 months, and I use a competitor's product that I've had for a few years now that AMSOIL doesn't produce. I would like to see a 1-lb. tub of Multi-Purpose and Water-Resistant Grease. I live on a lake, and I use this package on the nuts/bolts on my dock as I disassemble it every few years to restrain and relevel it. I had no problem loosening the nuts on the bolts that were in the ground or water for many years. I also use it for repacking my wheel bearings. I think AMSOIL is missing the boat for this market.

Thank you,

Tim Tuohey

AMSOIL: Thank you for your suggestion, Tim. We have evaluated the possibility of offering grease in tubs, but concluded that the market for this package is shrinking. Fill-for-life bearings are increasingly common in the automotive market, while most modern trailer bearings have bearing-buddy devices that allow owners to grease the bearings with a grease gun. Based on market demand, we don't see this package as a long-term viable option for Dealers to grow their businesses and generate revenue. We suggest MPHD as a better option for your application. It dries and leaves a waxy coating, prevents rust and provides some lubrication.

HEAVY-DUTY METAL PROTECTOR

I have several customers and retail accounts that are extremely happy with our Heavy-Duty Metal Protector. The most popular use is as an undercoating application. The question that I get from all is if it's available in a one- or five-gallon container. Are there any plans of production in a one- or five-gallon container?

Thank you,

Gary Neubauer

AMSOIL: Thank you for your letter, Gary. We have had requests for larger Heavy-Duty Metal Protector package sizes in the past, and we have been evaluating methods for accomplishing this. Pending the outcome of our

investigation, it's possible MPHD will be available in larger package sizes at some point in the future. Stay tuned.

VEHICLE GRAPHICS

I just want to let you know how great the truck lettering promotion is. For the last 15 years I've always had my truck lettered up and I thought it looked good. Your latest design is the best and I'm so glad I took advantage of your offer. I encourage all Dealers who are able to take advantage of this. It is a great value and looks terrific.

Another question: Will MP ever be available in gallons? I hate buying WD* in gallons to spray down my metalworking equipment.

Sincerely,

Gregory Plouff

AMSOIL: Thank you for your positive feedback about our vehicle graphics package, Gregory. Your truck looks great, and we hope it's driving plenty of business your way. Similar to MPHD (see letter to the left), we have been evaluating methods for packaging MP in larger containers, and pending the outcome of our investigation, it's possible MP will be available in larger package sizes at some point in the future. Stay tuned.



CLOTHING SIZES

Could you please consider offering shirts in Tall sizes?

Thanks,

Geffrey Smith

AMSOIL: We're continually looking to improve our clothing options, Geffrey. We are pursuing Big and Tall clothing sizes, but finding the right company with the right minimum order quantities and pricing is challenging. Most vendors don't provide the option of Big and Tall clothing with their other product lines. As soon as we are able to find the right partner, we expect to be able to offer this sizing.

CLOTHING COLOR

American-made clothing is more expensive. You should be prepared to pay for quality. We cannot sell \$12 a quart oil and want \$5 t-shirts. The reason I do not buy more is most of it is black. I know the logo looks better on a black background. The problem is wearing a black shirt and cap at a five-hour NASCAR* event or motorcycle run in summer will give you heatstroke. It is just too hot; I have done it. Even the black show tent is a bad idea. Mine is white.

Ray Montanari

AMSOIL: Thank you for your letter, Ray. We added many Made-in-the-USA options in our spring Clothing and Promotional Catalog (G1650), and we continue to offer them in our new winter catalog (inserted in this Magazine). In most cases, we kept prices the same or lower than our past foreign-made options. You are correct that our logo looks best on a black background, but we're also mindful to offer clothing in a variety of colors. A good selection of non-black clothing options can be found in the catalog. The tents we offer match the tents our Racing Department uses in the field. We want to make sure we present a common look to increase our brand exposure and recognition.

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



Mike Caruso | TECHNICAL PRODUCT MANAGER, DRIVETRAIN

Cold-weather hydraulic applications need synthetic oil.

Viscosity grade is not the only indicator of performance.

Most of us have seen the reality-TV shows involving fishing, mining, logging or trucking. Without fail, some dramatic mechanical failure always seems to keep us in suspense during the commercial break. Failures involving hydraulic systems often happen in cold temperatures. Many of us can sympathize with the guy on the show lying under the equipment with no gloves on his hands, snow falling and oil dripping on his jacket. The drama provides great entertainment, but also a great example of the significant time and money lost every year in hydraulic equipment operated in cold temperatures.

So, why do these guys always end up facing hydraulic equipment failures in the middle of the winter? Most often it is due to poor maintenance, poor startup procedures and continued use of a cheap hydraulic fluid that thickens in cold temperatures.

Completing scheduled hydraulic-system maintenance throughout the year can significantly reduce cold-temperature downtime. Unfortunately, tight schedules, remote job sites and the need to keep equipment running at all costs can mean that badly worn hoses, leaky seals and other maintenance items go unresolved for extended periods. The colder the ambient temperature, the more likely catastrophic failure will occur, and poor-quality hydraulic oil may accelerate the failure.

Hydraulic oil must protect moving parts from excessive wear, keep the system clean and free from varnish and transmit energy to complete a number of different jobs such as moving mountains of dirt and cutting trees off at their bases. To do these jobs, it's critical that the hydraulic

oil stay within range for thickness regardless of the outside temperature. This is especially important during cold-temperature starts, when damage and accelerated wear can occur quickly if the oil gets too thick.

Damage and wear can be caused by starving the inlet side of the hydraulic pump (pump cavitation). This can occur during cold weather when oil becomes so thick that the pump is unable to pull fluid from the reservoir fast enough for continuous lubrication supply. Instead, the pump pulls air, components become starved of lubricant and metal-to-metal contact occurs. Overly thick oil also contributes to pressure spikes that blow hoses, filters and other critical components. To help prevent this condition, most equipment manufacturers include hydraulic oil viscosity recommendations in their operator manuals and will often recommend thinner oil for cold ambient temperatures. This is one way to help solve the problem, but we all know that synthetic lubricants provide a solution through higher viscosity index. High-viscosity-index synthetic hydraulic fluids remain much more fluid in cold temperatures while maintaining a protective layer of fluid in high temperatures. The higher the VI, the less the fluid's viscosity will change due to temperature fluctuations.

The importance of this can be illustrated by comparing a cheap ISO 32 mineral oil with a high-VI ISO 32 synthetic hydraulic oil. Both oils have the same thickness of 32 cSt at 40°C (104°F). But, the synthetic hydraulic oil has a VI of 160 and the mineral-oil-based hydraulic fluid has a VI of 90. When both oils are cooled to 10°F (-12°C), the low-VI mineral oil thickens much more than the high-VI synthetic

oil. Even though the oils are classified as having the same ISO viscosity, the high-VI synthetic oil will flow much better at 10°F (-12°C). This means better lubrication for the pump and less chance of a pressure spike, damaging cavitation or blowing neglected weak points in the system. Bottom line: Fluids with a higher viscosity index provide better protection in cold temperatures than fluids with a lower viscosity index.

On the other end of the spectrum, hydraulic oils need to fight varnish and sludge buildup most often associated with high-temperature, high-pressure industrial environments. Not all hydraulic oils are designed to provide effective resistance to varnish and sludge in these environments, and varnish and sludge are directly responsible for sticking valves and other operational issues. As temperatures increase, hydraulic oils become thinner. In excessive temperatures, some do not provide the required thickness to adequately protect against wear. Additionally, oils not formulated correctly for these extreme applications allow varnish to form after continual operation at high temperatures, and sensitive operationally controlled valves begin to malfunction.

Just like motor oils, not all hydraulic oils are created equal, and that is especially evident in cold-temperature applications. AMSOIL synthetic hydraulic oils can greatly reduce cold-weather problems. They also provide outstanding oxidation resistance for longer fluid life and significantly better resistance to harmful varnish that plagues many hydraulic systems operating in hot industrial environments. AMSOIL has the hydraulic products to keep your customers running smoothly in both hot- and cold-temperature extremes.

ADVENTURE BIKES OFFER GROWTH IN A CHANGING MOTORCYCLE MARKET

Harley-Davidson* has dominated motorcycle culture for decades. Due to the brand's popularity, many people associate motorcycling with taking to the highway on a big, powerful V-twin. While many loyal Harley riders still populate our highways, new data reveals their numbers are declining. In fact, the entire motorcycle market is suffering declining sales. One bright spot, however, is the adventure bike category. Here's what you need to know about the changing market and how to reach these new prospects.

Fewer people are buying motorcycles

Americans registered 1,630,647 new or used motorcycles in 2018. That was about 1 percent less than the previous year. While cruiser bikes, like a typical Harley-Davidson or Indian* motorcycle, represented the largest share, the category declined 4 percent compared to the previous year. Similarly, metric sport bike registrations dropped 2 percent.

Changing demographics are partially to blame. Baby Boomers make up a large percentage of cruiser owners, and as they age and leave the lifestyle, fewer young riders are replacing them.

Instead, young riders are increasingly gravitating toward lighter, more versatile adventure bikes. These bikes feature hybrid tires for on- and off-road use, more forgiving suspensions and plenty of storage for long trips. They also feature a more ergonomically correct design than V-twin or sport bikes to allow for longer trips. BMW* is by far the most popular manufacturer, with 33 percent market share. Other popular manufacturers include Honda* and Yamaha*. Adventure bike registrations increased 6 percent in 2018, the highest of all types of motorcycles.

Adventure riders are the antithesis of V-twin riders

Owners of adventure bikes make excellent AMSOIL prospects. The majority are do-it-yourselfers, tend to be young, earn good money and spend it to improve the safety and reliability of their bikes. They also appreciate advanced technology, with 49 percent already using synthetic lubricants.

Reaching them requires understanding how they differ from traditional V-twin riders. For starters, they ride for different reasons. For them, it's all about the possibility of long, adventurous trips that take them off-road. In fact, 56 percent list "sense of adventure" as their top reason for riding. Riding exposes them to a range of weather conditions and terrain, including pavement, gravel, sand dunes, trails and more. Riding off the beaten path also increases the chances of encountering bad weather with no opportunity for shelter. That's one reason nearly every adventure bike rider wears a full-length weather-resistant riding suit and helmet.

Where to find prospects

You won't find adventure bike riders at your local bike night. Good places to meet prospects include the following:

- Rallies and meets that cater to adventure riders, like the BMW Rider's Association National Rally and the American Historic Motorcycle Racing circuit
- Retailers that cater to adventure bike riders or sell accessories for them
- Outfitters or riding schools

Highlight the right product benefits

As with any prospect, understand what adventure bike riders look for when buying products for their bikes and tie their needs to the appropriate AMSOIL product benefits. Surveys tell us they look for lubricants that provide excellent wear protection, fuel economy and engine cleanliness.

That's a contrast to V-twin riders who are

often concerned about elevated engine heat. Adventure bikes are typically water-cooled, meaning increased heat isn't as much of a concern. Plus, adventure bike riders value fuel economy more than V-twin riders since they're often riding in places where stopping for fuel isn't an option.

Point out how AMSOIL Synthetic Metric Motorcycle Oil is precision-engineered to protect advanced technology. It resists breakdown due to high rpm and fights wear in the toughest conditions. Its synthetic formulation reduces friction, which maximizes fuel economy. AMSOIL offers riders the confidence, power and control needed to focus on the excitement of creating a memorable adventure and the feeling of accomplishment when they arrive.

Don't abandon other riders

While the V-twin and other categories may be flat or declining, don't abandon those riders. AMSOIL remains a top brand among V-twin riders thanks to all your hard work over the years. We're as committed as ever to our V-twin and metric customers, and we'll continue making products to maximize the performance and life of their bikes. But, just like with your financial investments, diversify your business to ensure continued growth. In this case, that means reaching out to adventure bike riders and making them a part of your sales strategy. For more sales advice, see the Metric Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs).

What is an Adventure Bike?

Compared to traditional V-twins, adventure bikes are lighter, versatile bikes built for on- and off-road use and are capable of covering large distances while providing riders enhanced comfort.

What do adventure bike riders want from a motor oil?

- Excellent wear protection
- Maximum fuel economy
- Good engine cleanliness

2018 U.S. Motorcycle Registrations

Key Points

- The overall motorcycle market is declining, but opportunities still exist
- Fewer riders are buying Harley-Davidsons or other big V-twins
- Younger riders want lighter, more versatile adventure bikes
- Expand your portfolio of motorcycle customers to tap into the growing adventure bike category

CRUISER

ADVENTURE

4%

6%



Adventure Bike Rider Profile

Key Points

- Avg. Age: 38
- 62% male
- 89% self-identify as "enthusiasts"
- Avg. Income >\$77,000/yr.
- Ride avg. of 5,000 miles/yr.
- 49% use synthetics
- 29% have used AMSOIL
- 78% change their own oil
- Spend avg. \$1,500/yr. on bike modifications
- 52% buy oil at auto parts stores
- 21% buy oil online

UTV Torture Test: See How AMSOIL Performs

Whether at work or play, enthusiasts push their UTVs and ATVs to the ragged edge. They need lubricants that deliver excellent wear protection despite intense heat and stress. To test the performance of AMSOIL ATV/UTV Synthetic Motor Oil, we installed it in a 2018 Polaris* Ranger* and subjected it to an extreme test in our mechanical lab. As the results show, AMSOIL delivered exceptional protection.

Heat and stress destroy lesser oils

Extreme heat and stress are the biggest enemies to long ATV/UTV life. High-rpm, hot-running engines create extreme conditions that can quickly degrade inferior oils.

Churning engine parts combined with elevated heat create shearing forces that can tear apart, or shear, the molecular structure of the oil. Additionally, the intense pressure the oil undergoes as it's forced through tight clearances, such as the interfaces of the piston ring/cylinder wall and cam lobe/lifter, also causes viscosity loss due to shear. Oil that has sheared out of its intended viscosity range can fail to form a protective lubricating film on critical engine parts, leading to accelerated wear.

Heat-seeking torture test

We designed the UTV Torture Test to replicate real-world, high-stress conditions.

To achieve maximum power output, a computer-controlled actuator held speed at 45 mph (72 km/h). The tachometer exceeded 6,000 rpm, pushing the engine and transaxle to their limits.

WATCH THE VIDEOS

Visit youtube.com/amsoilinc to check out the UTV Torture Test and UTV CVT videos. Just type "UTV" in the page search (under "AMSOIL INC.").

Transaxle temperatures exceeded 280°F (138°C), far beyond normal conditions. Engine oil temperature rose to 280°F (138°C) while the continuously variable transmission (CVT) belt hit 270°F (132°C). In these conditions, lubricants must withstand heat to protect precision parts.

After 100 hours and 4,000 miles (6,437 km) of torture, the engine and transaxle were torn down.

The results

AMSOIL Synthetic ATV/UTV Motor Oil maintained viscosity despite the heat and delivered flawless protection, keeping pistons, cylinders, cams and transaxle gears in excellent condition.

As the images show, the oil protected against piston scuffing despite the extreme conditions. The piston-skirt coating remained intact, while the piston crown and ring lands demonstrated no abnormal deposits or stress. The piston rings remained free and didn't stick for maximum engine compression and power.

The oil also delivered bulletproof transaxle protection. The transmission gears are clean, virtually free of wear and appear like-new despite the extreme heat and elevated rpm.



UTV TORTURE TEST

- 2018 Polaris Ranger UTV
- 45 mph (72 km/h)
- Wide-open throttle
- 6,000 rpm
- 100 hours (4,000 miles [6,437 km])
- Transaxle temp: 280°F (138°C)
- Engine oil temp: 280°F (138°C)
- CVT belt temp: 270°F (132°C)

Use the video

We documented this test in a video available at youtube.com/amsoilinc. Use it to help engage prospects by posting it to your social media with a call to action to contact you for details.



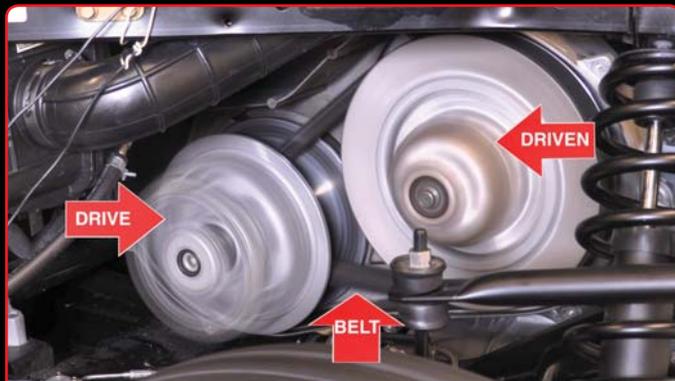
The piston skirt contained no scuffing and appears like-new, while the piston crown demonstrated no abnormal deposits following 100 severe-service hours.



The transmission gears are in excellent condition and appear like-new despite the extreme heat.



This thermal image shows the intense engine heat generated during the test.



INSIDE YOUR UTV'S CONTINUOUSLY VARIABLE TRANSMISSION (CVT)

Most UTVs have a CVT, or continuously variable transmission.

A CVT allows the engine to operate at optimum power and efficiency in varying conditions by changing the gear ratio based on speed, rpm and load.

The CVT has three basic components:

- Drive pulley connected to the engine
- Driven pulley connected to the transaxle
- CVT belt

Each pulley has weighted sheaths that move in and out due to centrifugal force. This changes the diameter of the pulley. The belt constantly moves back and forth to create the ideal gear ratio, much like a bicycle.

When you depress the throttle, the drive pulley narrows and the driven pulley widens, creating a higher gear ratio. When you let off the gas, the drive pulley widens and the driven pulley narrows, creating a lower gear ratio. When you're hard at work, the drive pulley senses the increased load and narrows, creating a lower gear ratio. This gives you the torque needed to get the job done.

Your UTV's CVT is sophisticated. And, while the CVT itself doesn't require lubrication, the transaxle does. With CVT replacement costs of \$2,500 or more, it pays to protect your UTV's transmission with AMSOIL synthetic lubricants.

WANT TO BOOST YOUR BUSINESS? BUILD A SALES TEAM.

Multiply your efforts and strengthen the long-term profitability of your business by adding Dealers to your team. We are about to lend a helping hand with new Dealer recruitment efforts launching this fall.

In 1973, AMSOIL founder Al Amatzio implemented an independent Dealer business opportunity as a means of marketing and selling AMSOIL synthetic oil. Al liked to say, "Sell for today, sponsor for tomorrow." That's still true today. You earn money for product sales, but building a personal sales group is essential for maximizing the long-term value of your business.

As an AMSOIL Dealer, you have the ability to help others become AMSOIL Dealers and establish their own independent businesses. Increasing your sales force is important to the growth of your AMSOIL Dealership. Taking new Dealers under your wing will ultimately give you a strong sales group, maximize your commissions and help you ascend to the level of Direct Jobber. The more Dealers you recruit and sponsor, the greater your earning potential.

MULTIPLY YOUR PROFITS BY BUILDING AND MANAGING YOUR OWN SALES GROUP

The Dealers and Preferred Customers you register form your personal group. The commission value of your group's purchases is added to yours, increasing the percentage of your commission and giving you a bigger commission

EXAMPLE:

You registered three Dealers, and each purchased products worth 300 commission credits in the month.

| | |
|--|----------------|
| Dealer #1's Purchase | 300.00 |
| Dealer #2's Purchase | 300.00 |
| Dealer #3's Purchase | 300.00 |
| Your Personal, Catalog, Internet and Account Sales | 900.00 |
| Total for your group | 1800.00 |

| COMMISSION CREDITS |
|--------------------|
| 300.00 |
| 300.00 |
| 300.00 |
| 900.00 |
| 1800.00 |

SHARING THE AMSOIL OPPORTUNITY IN 90 SECONDS

Every Dealer has his or her own personal reason for why he or she started selling AMSOIL products. But you don't want to bore your prospects with an overly long story to try to convince them to become AMSOIL Dealers. A brief explanation of the Dealer opportunity can be just what you need to get the ball rolling. Try to condense the pitch into 90 seconds or less. Then you can provide more details if they are interested and want to learn more.

CONVERSATION STARTERS:

- Before I was involved with AMSOIL...
- Since I became involved...
- The best part of being an AMSOIL Dealer is...

check. The example below shows how adding three new Dealers can boost your earnings and help you move up the commission schedule. Instead of earning \$72 (900 CCs @ 8%), you earn \$207 (1800 CCs @ 14% - \$45 paid to new Dealers).

WHAT WE'VE LEARNED

In the 2017 Dealer survey we learned that new Dealers had unrealistic earnings expectations. As you know, this is not a get-rich-quick situation. Building a successful Dealership requires a lot of time and hard work. To help ensure new Dealers are satisfied with the results of their efforts early on we have clearly

positioned the Dealership opportunity as one to earn supplemental income. Our Dealer recruitment materials have been revised to emphasize the things existing Dealers have told us they care most about:

- Great side gig
- Earn money
- Flexibility/be your own boss
- Best products in the world
- Unique opportunity
- Corporate support
- Dealer community

COMMISSION SCHEDULE

| COMMISSION CREDITS | YOUR COMMISSION |
|--------------------|-----------------|
| 5000 | 25%* |
| 4000 | 24%* |
| 3000 | 23% |
| 2500 | 20% |
| 2000 | 17% |
| 1500 | 14% |
| 1000 | 11% |
| 500 | 8% |
| 300 | 5% |
| 100 | 2% |

*With sponsoring requirement

WHAT WE'RE DOING

We are launching an online ad campaign aimed at recruiting new Dealers. The entire campaign centers on our new website, joinamsoil.com. The site has been completely revised to align with our latest messaging and appeal to our target audience. Our typical new Dealer is trending younger. Most new Dealers are self-professed go-getters who are familiar with AMSOIL products, and many of them are mechanics, enthusiasts or both. The new site does a good job of promoting the Dealer opportunity in a way that will resonate with the people who are most apt to become successful, satisfied Dealers.

LEADS NURTURING

People who demonstrate interest in the Dealer opportunity are entered into our leads-nurturing program. We send a series of emails that further explain the Dealer opportunity and entice prospective new Dealers to take action. Our Dealer leads nurturing emails are being revised to align with the new joinamsoil.com site and drive better results.

WHAT HAPPENS AFTER NEW DEALERS REGISTER

New Dealers are immediately entered into the Dealer Onboarding Program. This program directs their first steps, keeps them motivated and sets them up for success. For more on the Onboarding Program click the Marketing Your Business tab in the Dealer Zone. New Dealers who do not have a sponsoring Dealer are assigned to a Customer-Certified Dealer.

CAPITALIZE ON OUR EFFORTS

If you're not Customer Certified, you will miss out on a great opportunity as we begin assigning new Dealers who register through our recruitment campaign. Make sure you're Customer Certified, then increase your chances with the Assigned-Customer Multiplier. You can also put our research and promotional efforts to work for you by sending prospective new Dealers to joinamsoil.com using a Dealer-number transferring link. Whether you bring on a new Dealer yourself or you have one assigned to you, make sure you are a resource and keep the lines of communication open. The more successful your Dealers are, the more successful you will be and the higher you'll climb on the commission schedule.

DEALER ACTION PLAN

- Get Customer Certified, then take advantage of the Assigned-Customer Multiplier. See the Dealer Certification section of the Learning Center in the Dealer Zone.
- Send prospective new Dealers to joinamsoil.com using a Dealer-number transferring link like this: www.joinamsoil.com/?zo=123456. That will tie the prospective new Dealer to you and ensure he or she joins your personal group after registration.
- Make sure to guide people into the right program. Not everyone should be a Dealer, and that's OK. People not looking to build a business will be more satisfied in the P.C. Program.
- Keep an eye out for people who would make good Dealers. Go-getters, mechanics, enthusiasts and people with extra time are good targets.
- Build a sales team to maximize your earnings and increase the long-term value of your business.

AMSOIL Dealer > Dealer Overview - 1 - 1

AMSOIL Dealer More Flexibility More Income More Support [BECOME A DEALER](#) [LET'S TALK](#)

This is Where Freedom and Opportunity Meet

Join a community of like-minded people, represent a highly respected product line and chart your own path to success.

[BEGIN TODAY](#)

Be Your Own Boss
Forget the hassles — it's time to take charge of your life. Now you have the freedom and flexibility to work when and where you want.

[LEARN MORE](#)

Increase Your Income
As an AMSOIL Dealer, you get to sell something everybody needs and the plan is simple: the more you sell, the more you earn.

[SEE HOW](#)

Get the Support You Need
We give you the proven tools you need to be successful, then back you with dedicated customer support to fulfill orders, answer questions and provide recommendations.

[GET STARTED](#)

[Sign In](#)

WEAVER CUSTOMS: DEDICATED BUILDERS

Award-winning car builders Randy and Sydney Weaver put in the long hours required to take projects from ordinary to extraordinary. Their hard work has paid off.

Founders of Weaver Customs in West Jordan, Utah, Randy and Sydney Weaver are pushing the envelope of the custom industry and reaping the rewards. One recent build, a 1953 custom Bel-Air* called "Vortex," has already earned six "Best of Show" awards. "It's won us a lot of money, and we had a lot of fun with it so far," said Sydney.

Horsepower

The couple expanded on their early endeavors and the shared interest that set them on a collision course. "I grew up originally on a farm or ranch, so I was basically a cowboy my whole life until I took up hot rodding," said Randy. "And I kind of mixed hot rodding with the horses and the cowboy life and all that as well."

"We actually met at a horse show," said Sydney. "I got pretty heavily in the horse industry and started showing

horses as a kid, and I hauled coast to coast showing. The horse industry and the car industry are very parallel."

"Work ethic is the same," said Randy. "It is a spitting image to have that work ethic to make this car, to work on that ranch and take care of those animals and all the stuff that comes with it. So, yes; very, very similar."

Commitment Comes Standard

In the middle of a build, 18 to 20-hour days are common. "This isn't a hobby that you can pick up and put down," said Sydney. "We're here at 4 o'clock in the morning. We're here at 6 o'clock in the morning. We're here at any given time of the day, any day of the week that we're back in town not on the road with shows. It pretty much comes down to whenever we're done."



The Big Reveal

AMSOIL has been documenting the couple's latest build, set to be unveiled in our booth at the upcoming SEMA Show in Las Vegas. Join us as the show kicks off Nov. 5 and check out the final product. Follow the Weavers' progress anytime at amsoil.com/weaver.



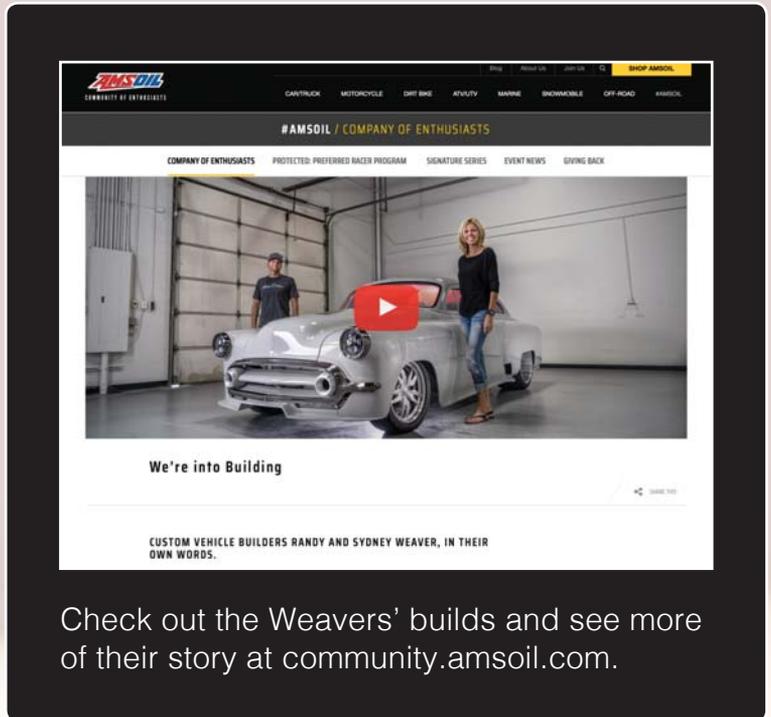
This isn't a hobby that you can pick up and put down. You truly have to live the life.

– Sydney Weaver
Weaver Customs

Passion At Work

The accolades continue to roll in as the Weavers set their sights on the next project. "One of the things that sets Weaver Customs apart from the rest of the industry is the sheer passion that we have behind our builds," said Sydney. "Not only just the talent and the time, but the level of creative craftsmanship and dedication that we have behind each build really sets them apart."

"People say you'd better slow down," said Randy. "You're going to get burned out. And at 41 years old, I guess I'm still here and I'm not burned out. I still love my job."



Check out the Weavers' builds and see more of their story at community.amsoil.com.

"People say you'd better slow down. You're going to get burned out. And at 41 years old, I guess I'm still here and I'm not burned out. I still love my job."

– Randy Weaver
Weaver Customs





MONTHLY LEADERS

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



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



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



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



Sherree E. Schell
Idaho
4-STAR REGENCY PLATINUM DIRECT JOBBER
SEVENTH
Total Organization



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



Keith & Betty Hartman
Kansas
2-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
Total Organization



Vijay Parany
British Columbia
1-STAR REGENCY PLATINUM DIRECT JOBBER
SEVENTH
Personal Group Sales
EIGHTH
New Customer Sales



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
Personal Group Sales
EIGHTH
Commercial Account Sales
EIGHTH
Retail Account Sales



Michael H. Ellis
Michigan
5-STAR REGENCY PLATINUM DIRECT JOBBER
SECOND
Commercial Account Sales
SEVENTH
Retail Account Sales



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



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



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



Justin & Jennifer Peszko
Virginia
MASTER DIRECT JOBBERS
SECOND
New Qualified Customers



Eric & Valerie Johnson
Virginia
EXECUTIVE DIRECT JOBBERS
THIRD
New Qualified Customers
SEVENTH
New Customer Sales



Eben Rockmaker
Nevada
EXECUTIVE DIRECT JOBBER
SIXTH
New Qualified Customers
NINTH
New Customer Sales



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



Ches & Natasha Cain
South Dakota
4-STAR REGENCY PLATINUM DIRECT JOBBERS
FIFTH
 Total Organization
THIRD
 Personal Group Sales
TENTH
 New Customer Sales



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



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



Thomas Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBER
FIFTH
 Personal Group Sales
FIRST
 Commercial Account Sales
SECOND
 Retail Account Sales



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



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



Charles B. Gibson
Virginia
DIRECT DEALER
FIFTH
 Commercial Account Sales



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



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



Victor & Linda Sorlie
Texas
EXECUTIVE DIRECT JOBBERS
NINTH
 Retail Account Sales



David & Robin Huff
North Carolina
REGENCY SILVER DIRECT JOBBERS
FIRST
 New Qualified Customers
SIXTH
 New Customer Sales



Will Mangan
Pennsylvania
MASTER DIRECT JOBBER
EIGHTH
 New Qualified Customers
FOURTH
 New Customer Sales



Joshua Childers
Ohio
MASTER DIRECT JOBBER
NINTH
 New Qualified Customers



Ashley Carte
Ohio
DIRECT JOBBER
TENTH
 New Qualified Customers



MONTHLY LEADERS

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



Michael J. Mathe
Tennessee
REGENCY GOLD DIRECT JOBBER
THIRD
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Ches & Natasha Cain
Nebraska
4-STAR REGENCY PLATINUM DIRECT JOBBERS



Ken & Barb LaFountain
Nevada
REGENCY DIRECT JOBBERS



Joann & Robert Smythe
Texas
MASTER DIRECT JOBBERS



Eric & Valerie Johnson
Virginia
EXECUTIVE DIRECT JOBBERS



Daniel Miller
California
PREMIER DIRECT JOBBER



Arnie Howe
Maryland
DIRECT JOBBER
Sponsor:
Lorine F. Spence-Forshee
Direct Jobber:
Lorine F. Spence-Forshee



Donald & Sylvia Makowski
Michigan
DIRECT JOBBERS
Sponsor:
Michael H. Ellis
Direct Jobber:
Michael H. Ellis



Fredric Riech
Arkansas
DIRECT JOBBER
Sponsor:
Edwin L. Greenwood
Direct Jobber:
Edwin L. Greenwood



Larry & Deborah Hanson
Kansas
DIRECT DEALERS
Sponsors:
Alvin & Joan Neugebauer
Direct Jobbers:
Donald & Kathleen Reichert, Jr.



Mark Mccary
Texas
DIRECT DEALER
Sponsors:
Scott & Anita Plummer
Direct Jobbers:
Scott & Anita Plummer



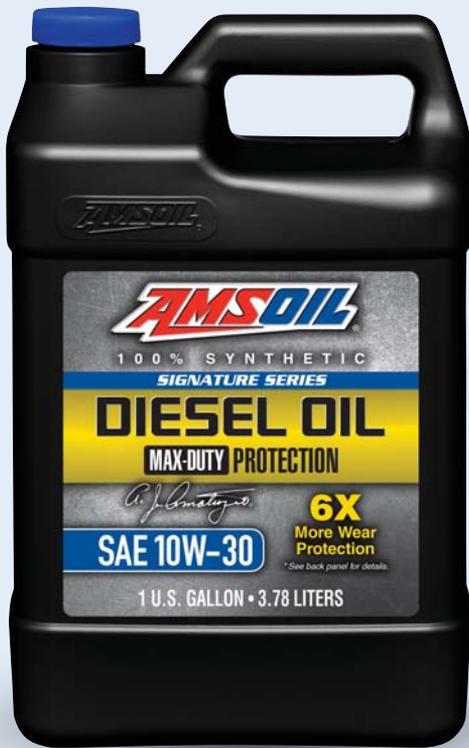
Merlyn & Kimberly Werner
Minnesota
DIRECT DEALERS
Sponsors:
Conrad & Jo Ann Holten
Direct Jobbers:
Charity & Chris Borslien



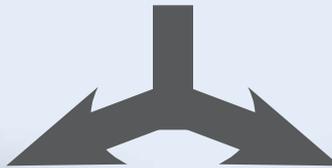
Matt Sherrer
Kansas
DIRECT DEALER
Sponsors:
Erin & Stephanie Dreiling
Direct Jobbers:
Erin & Stephanie Dreiling

- **Same** Drain Interval
- **Similar** Cost
- **Improved** Performance

- **Shorter** Drain Interval
- **Lower** Cost
- **Improved** Performance



| STOCK# | UNITS | PKG./SIZE | U.S. WHOLESALE | CAN. WHOLESALE |
|--------|-------|-----------|----------------|----------------|
| ACD1G | EA | 1 Gallon | 32.15 | 42.10 |
| ACD1G | CA | 4 Gallons | 122.40 | 160.20 |



| STOCK# | UNITS | PKG./SIZE | U.S. WHOLESALE | CAN. WHOLESALE |
|--------|-------|-----------|----------------|----------------|
| DTT1G | EA | 1 Gallon | 32.35 | 42.35 |
| DTT1G | CA | 4 Gallons | 123.20 | 161.20 |

| STOCK# | UNITS | PKG./SIZE | U.S. WHOLESALE | CAN. WHOLESALE |
|--------|-------|-----------|----------------|----------------|
| ADN1G | EA | 1 Gallon | 21.75 | 28.60 |
| ADN1G | CA | 4 Gallons | 82.80 | 108.80 |

10W-30/SAE 30 SYNTHETIC HEAVY DUTY DIESEL OIL DISCONTINUED

Due to diminishing sales, 10W-30/SAE 30 Synthetic Heavy Duty Diesel Oil (ACD) is discontinued and available while supplies last. Customers using this product are encouraged to upgrade to either Signature Series Max-Duty 10W-30 Synthetic Diesel Oil (DTT) or Heavy-Duty 10W-30 Synthetic Diesel Oil (ADN).

Signature Series Max-Duty Synthetic Diesel Oil and Heavy-Duty Synthetic Diesel Oil exceed the latest API CK-4 specification and represent 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.

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil

- **6X more** engine protection*
- **Reduced** oil consumption
- **Top-grade** protection for extended drain intervals

AMSOIL Heavy-Duty Synthetic Diesel Oil

- **4X more** engine protection**
- **Reduced** oil consumption
- **Outstanding** protection for OEM-recommended drain intervals

*Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation. **Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation.



November Close-Out

The last day to process November orders in the U.S. and Canada is the close of business on Friday, Nov. 29. 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 November business will be accepted until 3 p.m. Central Time on Friday, Dec. 6. All transfers received after this time will be returned.

Holiday Closings

The Edmonton Distribution Center will be closed Monday, Nov. 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Nov. 28-29 for Thanksgiving Day.

Performance Tests

The Performance Tests section at amsoil.com (www.amsoil.com/performance-tests.aspx) is the go-to place to locate all AMSOIL product comparisons to industry standards and the competition. They present valuable tools when working with customers and prospects. Be sure to use a Dealer-number transferring link when following up to ensure you receive credit for all registrations and sales.

Example

<https://www.amsoil.com/performance-tests.aspx?zo=123456>

Updated Long Life 75W-90 Synthetic Gear Lube Labels

AMSOIL Long Life 75W-90 Synthetic Gear Lube (FGR) packaging will soon feature updated labels. Expect to see the new labels in distribution centers as current stocks are depleted.



Wichita Distribution Center New Location

Effective Oct. 28, the Wichita Distribution Center has moved to a new location:

1854 S. Florence Ct. #20

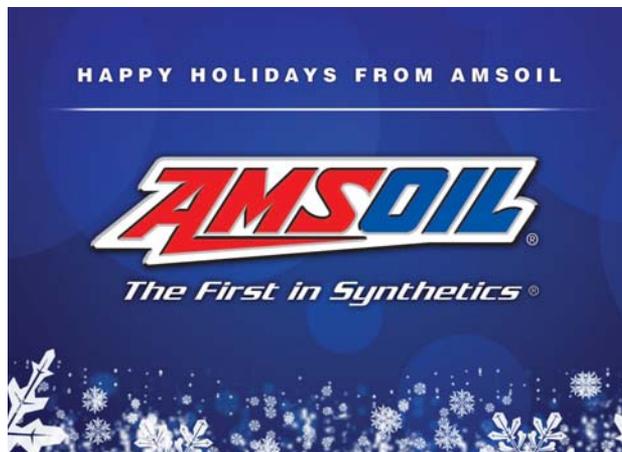
Spray Grease to be Temporarily Unavailable

We are currently updating our Spray Grease (GSP) formula to meet VOC (volatile organic compounds) requirements. Due to the formula update and some supply chain issues, Spray Grease will be temporarily unavailable once current supplies are exhausted and will be re-introduced with a minimal price adjustment. Watch the Dealer Zone for updates.

CHRISTMAS CARDS NOW AVAILABLE IN THE AMSOIL PRINT CENTER

Get your greeting cards in time for the holiday season. Order any quantity of AMSOIL Holiday Cards and we'll throw in a dozen Runs on Freedom decals FREE. Offer ends Dec. 15, so act now.

GET 12 FREE RUNS ON FREEDOM DECALS WITH ANY HOLIDAY CARD ORDER.



THANK YOU, DIRECT JOBBERS

Thank you for attending the 2019 AMSOIL Direct Jobber Convention in Scottsdale, Ariz. It was the best Direct Jobber Convention yet, and a great time was had by all. If you didn't make it, we hope you'll join us at the next Direct Jobber Convention in 2021.





Prioritize your time to grow your business

Identify where your talent is best applied and focus your approach.

Dan Peterson | SENIOR VICE PRESIDENT, DEALER SALES AND MARKETING

An independent AMSOIL Dealership can grow into something of significant value, but like any business, that takes time. We continually talk about the need for balance between building a team of Dealers, establishing retail and commercial accounts and selling to Preferred Customers and catalog customers. This kind of balanced approach to building your customer base helps reduce the effects of a downturn in one particular area, just like diversity helps protect your retirement account when the stock market falls.

That said, many Dealers have precious little time to invest in their Dealerships. In fact, our 2017 Dealer survey revealed that most Dealers spend just 10 hours per week on their Dealerships. Not everyone has the time to become proficient selling through multiple sales channels, so I'm going to talk about the benefits of focusing on a couple areas versus all channels at once.

You've heard the term "Jack of all trades." Its usage dates to the 14th Century, when "Jack" was a derivative of the common name "John." You can find a good example in John Gower's Middle-English poem *Confessio Amantis* from the year 1390, which I'm sure is resting on your nightstand right now. It originally referred to someone who knew something about many things. It was a term of endearment, but somewhere along the way, someone added the phrase "master of none," giving it a derogatory tone.

In today's high-tech world, it's more difficult to be a Jack of all trades.

Sometimes, having minimal time to invest in your AMSOIL business is to blame. How can you become a lubrication expert, acquire a deep knowledge of AMSOIL products, develop online skills, learn the AMSOIL Retail and Commercial Programs and build a team of successful Dealers in your first few years as a Dealer while raising kids and working another full-time job? Wow, that is a mouthful. The answer is, you probably can't, so you have to set priorities and make choices.

We at AMSOIL are tuned into this reality more today. We know that it's difficult to read everything we send out, complete all the training courses in AU Online, attend on-site events and keep up on all the changes to our policies and programs. In addition, becoming really good at selling to a specific type of customer, like commercial businesses, takes a big time investment and development of your approach. The investment is large, but the prize can be large, too.

So, how should you prioritize your limited time?

Find an area you really like and direct your energy toward areas where you have natural talent. If you love social media and know the ins and outs of Instagram or Facebook, build your digital presence and focus on finding prospects online. If you have a natural inclination for talking face-to-face with people, focus on attending trade shows, car shows and similar events. Learn a lot and ask questions. Watch Dealers who are finding success in your prioritized area. Keep your nose to the grindstone and don't get

discouraged. The point is, develop your talent where it's best applied and don't worry about trying to do everything at once or be everything to all people.

We're taking steps to help Dealers find success despite your limited time. For example, we recently asked Dealers who've reached Direct Jobber status and above to complete a survey to determine their future plans. It was designed to provide a glimpse of your goals for your AMSOIL business and where you want to focus your time. Some of the questions purposely allowed for just one answer so that we could find out where you most want to focus your limited time. Since we generate so much information designed to help Dealers be successful, we want to make sure we're not inundating you with material that is of little interest. On the other hand, we want to create a flow of information in the areas of high interest and get this information to you in a fashion that you can readily consume.

We're currently reviewing the responses and looking at ways to provide you custom information that interests you. We live in a world overflowing with data. We must pick and choose what information we consume and where we focus our limited time. Look for changes in the way we get information to you about your independent Dealer business in the months ahead.

BOOST BUSINESS WITH THE NEW AMSOIL RETAIL PROGRAM

More value. More buying power. Less confusion.

New Merchandising Kits

Retail accounts choose their own free merchandising item that best suits their retail outlet.



Two-Sided 3' x 2' Aluminum AMSOIL Sign



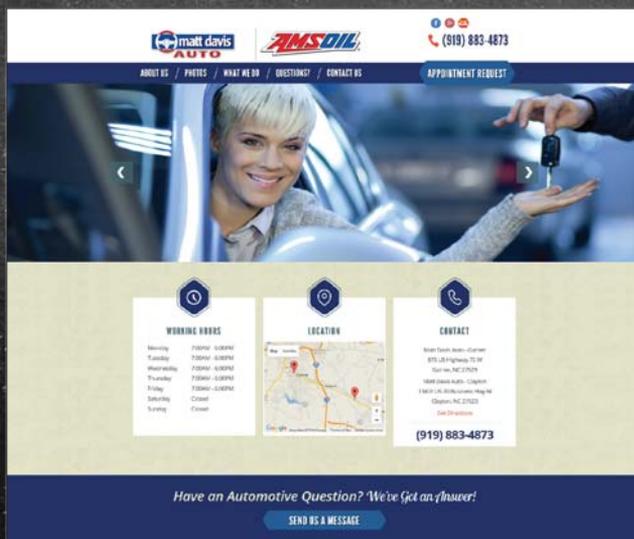
Mouse Pad



Retail Merchandising Kit
Shelf not included



8' x 3' Vinyl AMSOIL Banner



New Repair-Shop Website Program

Repair-shop accounts get a professionally designed website for their business at only a fraction of the cost.

New Co-op Program

Co-op credit is received in one lump sum at the beginning of each year, giving your retail accounts more buying power right off the bat.

New MAP Policy

Dealers and retailers are prohibited from advertising discounted pricing below current MSRP, ensuring a level playing field among all accounts.

For full policy details, refer to the Dealer Policies & Procedures (G4000) in the Dealer Zone under Product and Program Literature>Dealer Literature.



CHANGE SERVICE REQUESTED

Published 12 times annually

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AMSOIL

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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)

Are your customers prepared for the cold weather? AMSOIL DOMINATOR® Coolant Boost significantly enhances heat transfer in cooling systems, warming up vehicles 54% faster. <https://www.amsoil.com/shop/find/product/RDCB>



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www.amsoil.com

November 2019

AMSOIL BYPASS SYSTEMS

- **Outstanding** sales opportunity – excellent pricing, limited competition
- **Get your foot in the door** with new customers and accounts
- **Earn sales** even if you can't get past objections to buying lubricants
- **Repeat** filter sales
- **Earn** great commissions

AMSOIL BYPASS FILTRATION BENEFITS

- **Significantly** extended engine life
- **Efficient** small-particle and soot removal
- **Reduced** maintenance costs
- **Improved** oil cooling
- **Extended** drain intervals



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