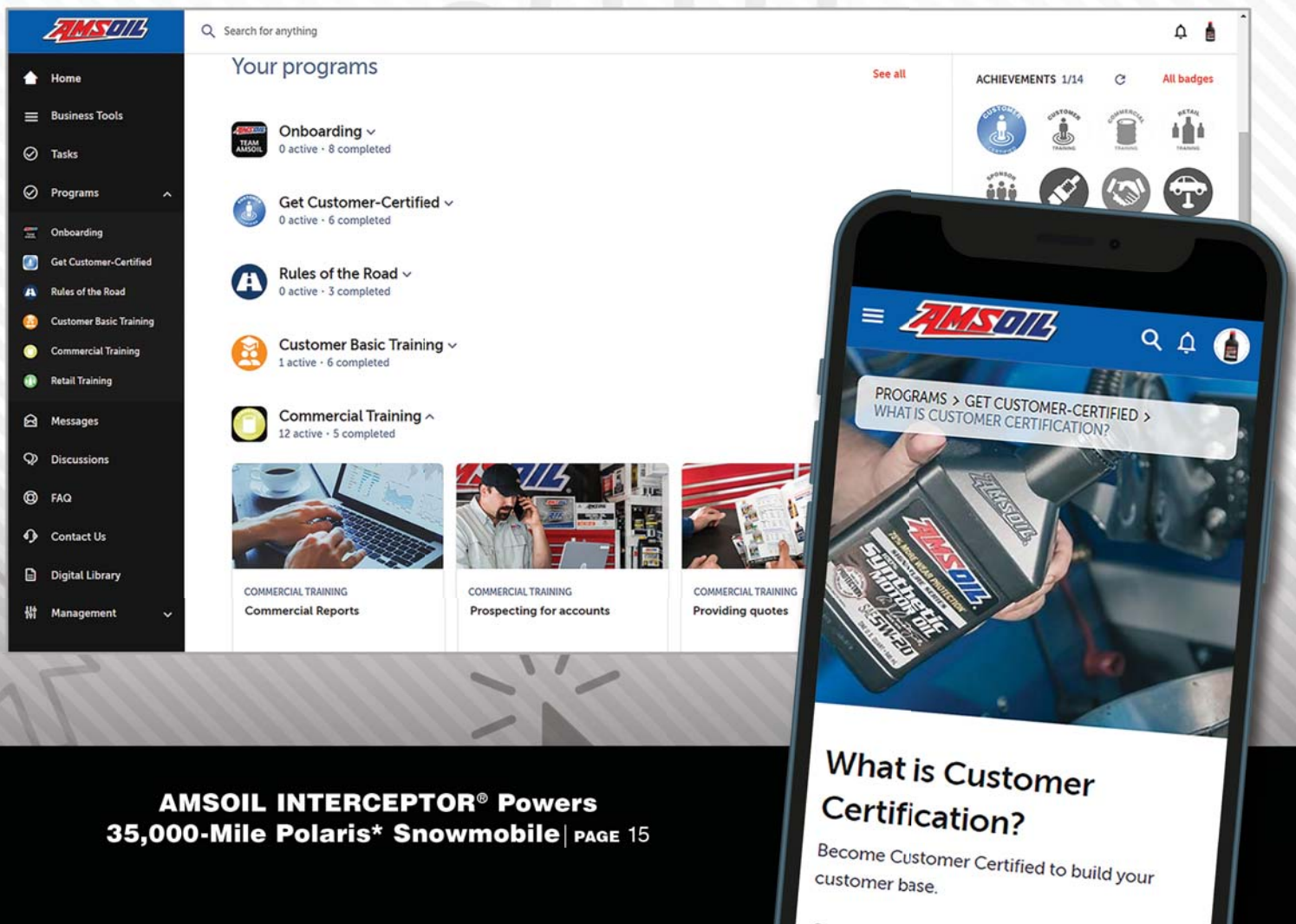
AMSOIL® MAGAZINE
▸ DEALER EDITION
NOVEMBER 2021

NEW AMSOIL DEALER ZONE MAKES RUNNING YOUR DEALERSHIP EASIER

| PAGE 8



AMSOIL INTERCEPTOR® Powers 35,000-Mile Polaris* Snowmobile | PAGE 15

New 2022 Calendars Available Now

Each month of the new 2022 AMSOIL calendar highlights a popular race series or motorsports event in which we're involved, such as Sturgis and the AMSOIL Championship Off-Road series.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone at my.AMSOIL.com by clicking 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	$3.27 each
50 – 99 calendars	$2.82 each
100 – 249 calendars	$2.45 each
250 – 499 calendars	$2.41 each
500+ calendars	$2.08 each

*Free shipping in the U.S.

AMSOIL Pricing** – Non-Personalized

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.46
G1105-CA	10	15.00	21.00

**Calendars subject to shipping charges.

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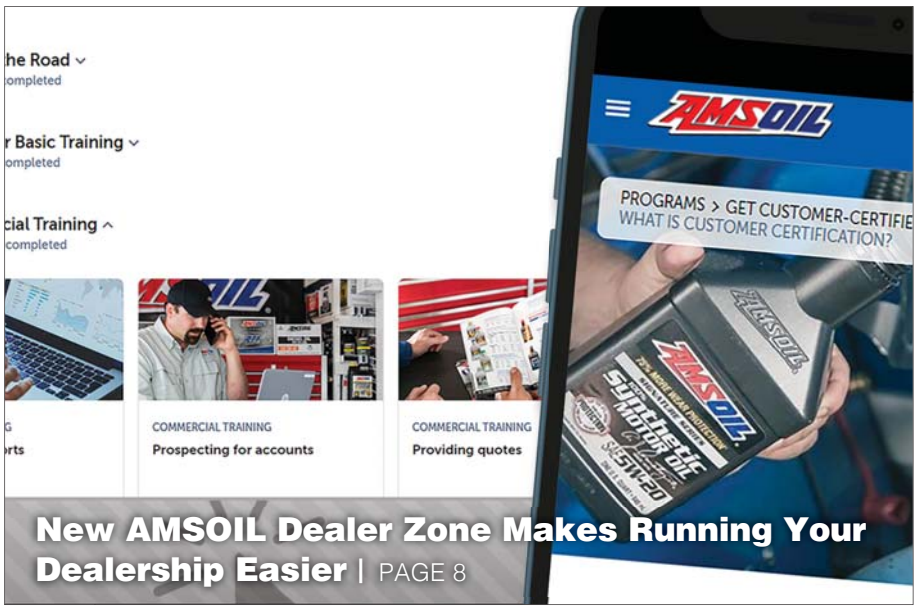

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Back Issues
Back issues of *AMSOIL Magazine* are available for $1 each. Order G17D and specify the month and year.

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AMSOIL.com
AMSOIL.ca

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THE COVER

We've redesigned the Dealer Zone to create a customized experience that maximizes effectiveness and reduces complexity. The new DZ will be available for Direct Jobbers in November and all Dealers in December.

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From the President

As I am writing this, we are putting the final touches on the virtual Direct Jobber Convention. It's frustrating that we can't meet in person, but this is a great solution that allows us to recognize DJs and share important updates about some major initiatives underway. It's also a prime example of our ability to adapt and overcome. Adaptability is an important characteristic of successful businesses and if I were an individual thinking about an independent income-earning opportunity, I would want to partner with a company with a proven track record of being adaptable to the ever-changing business environment.

With the number of unique challenges we've faced in the past 18+ months with COVID, raw-material supplies, packaging supplies, inbound and outbound shipping, hurricanes and more, AMSOIL has proven itself to be adaptable and forward-thinking, which is another important trait. In many cases we have anticipated issues and adapted before they became problems, severely limiting their effects on you and our customers.

What else would I want in the business if I were to become a Dealer? I'd want to partner with a company that is reputable and innovative. AMSOIL is a principled company with a high degree of lubricant expertise. We conduct business honestly and fairly, and our products perform as claimed. We go the extra mile to treat our Dealers right and develop policies and programs designed to benefit all Dealers. We created a hybrid MLM/direct-sales business model and made it work. We coined the phrase "extended drain interval" and continue to lead the way in lubricant technology. Our Signature Series Motor Oil's performance is simply unmatched.

Finally, I'd want to partner with a company that is dependable and responsive to its Dealers. AMSOIL is growing and getting stronger, and we have a nearly 50-year track record of supporting AMSOIL Dealers. Going forward, one of our goals is to deepen our partnership with you. We have deployed multiple surveys in the past few years, conducted one-on-one and group meetings using Microsoft Teams and sent advanced communication of key concepts to DJs, all in an effort to better communicate corporate direction and gather your feedback. This issue of *AMSOIL Magazine* highlights results from the Dealer survey we conducted this spring. You'll be glad to know your input directly affects our strategies. We have taken great care to gather feedback from a variety of types of Dealers so we can shape the Dealer opportunity for the future with consideration not only for Dealers with longer tenure or larger volume, but for all Dealers.

Alan Amatuzio
President & CEO

THE NEXT50
Commitment • Collaboration • Success

JUMPSTART YOUR DEALERSHIP WITH 15+ NEW BUYING CUSTOMERS

In 2020, Customer-Certified Dealers with just one entry in the customer-assignment pool received 15-18 assigned customers. Dealers who earned more entries in the pool received even more customers.

GET IN THE POOL. GET CUSTOMER CERTIFIED.
Here's how.

- Complete Customer Basic Training.
- Register four new qualified customers.

That's all it takes.

EARN MORE ENTRIES IN THE POOL

- Reach a total of 12 new qualified customers within the past 12 months to receive an extra listing in the customer-assignment pool.
- After that, you receive an additional listing for every eight new qualified customers you bring in.

THE MORE NEW QUALIFIED CUSTOMERS YOU BRING IN EVERY YEAR, THE MORE CHANCES YOU'LL HAVE TO BE ASSIGNED BUYING CUSTOMERS FROM AMSOIL.

Alternate qualification methods:
Have two or more new qualified customers in the past 12 months and meet one of the following qualifications:
• Have been a Dealer for less than one year. • Have 24 or more active buying customers.
• Have more than $10,000 in personal product purchases plus 5 or more active buying customers.
*The number of customers you will receive after being entered into the customer-assignment pool may vary and is not guaranteed.

LETTERS TO THE EDITOR

DIRECT JOBBER LEVEL

In order to become a Direct Jobber, we have to do 3,000 commission credits (CCs) per month for three months consecutively to make the 9,000 CCs. So, we could have a first month of 2,000 CCs, a second month of 2,000 CCs and the third month ends up being really good and the Dealer makes 5,000 CCs. The 9,000 CCs are met; could that Dealer now be moved to the next level?

As long as the required CCs are met for the next bump in the three months, they should get bumped up. Hope that makes sense.

Jason Wilks

AMSOIL: *Thanks for your question, Jason. We are currently evaluating our recognition and achievement programs, and changes are coming. The current requirement promotes the importance of consistency and sustained performance, which are good attributes that lead to long-term success and satisfaction as a Dealer. Because we want our recognition and achievement programs to be as encouraging and motivating as possible, we will take your suggestion into consideration.*

FROM THE PRESIDENT

Alan and Dean have appeared on *From the President* in the Magazine over the past several months with different titles and also different photos. At times Dean will be included and at other times not. Recently Dean was listed as interim president. Why the changes?

How long has Larry Copeland been CEO? Alan is listed as Founder, not President? Any response?

GR White

AMSOIL: *Thanks for the questions, GR. AMSOIL Board Chair Dean Alexander served as interim president while AMSOIL President & CEO Alan Amatuzio was on a leave of absence. During Dean's tenure as interim president, the photo featured on the* From the President *page showed both Alan and Dean. Alan recently returned from his leave and resumed his duties as president & CEO. Check out the November 2020 and September 2021* From the President *columns for information on Alan's leave.*

We are not sure where you're reading details about company leadership, but they are inaccurate. Alan Amatuzio is the sole owner, president & CEO of AMSOIL INC. No one named Larry Copeland is employed by AMSOIL.

MONTHLY LEADERS

I always scan the monthly leaders page and noticed in the last two months there is a new overall leader and am wondering how that happens. Had they just never participated or made their accomplishments known? Thanks for the great products and still a family owned company!

Mark Wells

AMSOIL: *Your assumption is correct, Mark. A few Dealers, including Jason and Julianne Wynne, asked not to be featured in* AMSOIL Magazine. *This year, they asked to be reinstated into the recognition program and we gladly obliged. They have accomplished great things so far, and we enjoy celebrating the accomplishments of Dealers and sincerely hope their success inspires others across the Dealer network.*

GENERATOR OIL

I have a Generac* generator two-cylinder that runs on natural gas. Do you have an engine crankcase oil for that application?

Thanks,

Marlin Schmidt

AMSOIL: *We'd love to recommend an AMSOIL product for your generator, Marlin, but we need some more information. Check your owner's manual for the recommended oil spec and contact Tech Services (715-399-8324, tech@AMSOIL.com) with this information. A representative will review it and determine if we can make an AMSOIL product recommendation.*

COFFEE MUG

Gotta share this. An account of mine ordered a coffee with his go-mug with an AMSOIL decal at a common coffee vendor. When he expected to pick up his coffee nobody behind the counter knew where it was. At that moment a customer came to the counter and apologized for taking the mug by mistake. Now there's a surefire way to spread the word.

Rudy Hiebert

AMSOIL: *Every little bit helps! Thanks for sharing, Rudy. We also offer a number of great AMSOIL coffee mugs and tumblers in the enclosed Clothing and Promotional Catalog (G1650).*

CATALOGS

I have been an active Dealer for several years now and for the most part been happy with the AMSOIL Dealer Program. However, just a few things that would help me are in the marketing collateral area. If you would publish a catalog that Dealers could use for just information without any pricing references that would allow me to order more catalogs and not be outdated because of your price changes. My investment in these catalogs is basically dictated by your pricing updates. I have often had to throw away perfectly good catalogs based on outdated pricing.

Thanks

Geff Smith

AMSOIL: *You're in luck, Geff. The AMSOIL Product Catalog (G290) may be just what you're looking for. Like the Factory-Direct Catalog and market catalogs, it is regularly updated to keep up with product additions and updates, but unlike those catalogs, it doesn't show any pricing.*

Email letters to:
letters@amsoil.com

Or, mail them to:
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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.

Viscosity breakdown

Lubricant viscosity affects wear protection, fuel efficiency and other critical areas of oil performance.

Matt Erickson | VP, PRODUCT DEVELOPMENT

Viscosity is one of the most important properties of a lubricant. Using the right viscosity oil is vital to providing your engine the best wear protection.

So, how much do you know about viscosity, and can you speak confidently about it if a customer poses questions? You can always refer technical questions to AMSOIL Technical Services (tech@AMSOIL.com; 715-399-TECH), but I know many AMSOIL Dealers and customers love to get into the technical details of our products, so let's dive in.

While viscosity is defined as **resistance to flow**, people often think of it as a fluid's thickness. Lower-viscosity fluids are thinner and flow more readily than higher-viscosity fluids. That's why water flows more easily than honey.

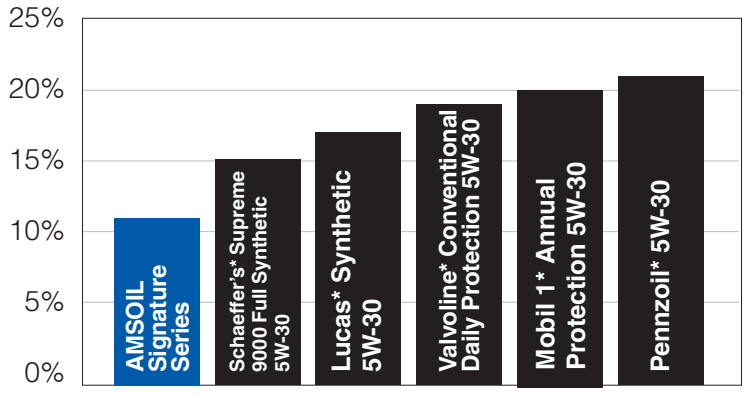
Lubricant viscosity influences the thickness of the fluid film that forms on metal components to prevent wear. Higher-viscosity oils form a thicker fluid film, offering increased protection against metal-to-metal contact. That being said, why not use 20W-50 in your car or truck instead of the 5W-20 or 5W-30 it probably takes?

Balance, that's why. A lubricant with viscosity that is too high for the application requires more energy to circulate, meaning fuel efficiency suffers. The increased internal friction also increases heat, which accelerates chemical breakdown (oxidation). Plus, thicker lubricants don't flow as readily at startup, especially in the cold, which reduces wear protection during cold starts.

Permanent viscosity loss due to mechanical shear can also affect protection. The intense pressure the oil bears as it's forced between the cam lobes and tappets, meshing gear teeth and other components can shear its molecules, causing it to lose viscosity and fail to deliver the required protection. Fuel dilution also reduces viscosity. This occurs when gasoline or diesel fuel blow by the piston rings and contaminate the oil in the sump.

VISCOSITY BREAKDOWN

Represented By % Viscosity Lost In The Kurt Orbahn Test



Engineers build engines, transmissions and other components to operate best and last longest using a lubricant of a specific viscosity. Newer engines, for example, are built with tighter tolerances and clearances. They require lower-viscosity lubricants to ensure the oil flows fast enough at startup to fill the bearing cavities and prevent metal-to-metal contact. That's one reason many modern engines require 5W-20 or 0W-20 oil instead of the 10W-40 of yesteryear. Some Toyota* and Honda* engines even use 0W-16.

Viscosity is a result of choosing the right base oil combination. Base oils come in a variety of viscosities, and selecting the right combo is the starting point. Next, the viscosity modifier is chosen to thicken the oil and ensure it meets viscosity requirements for both the cold-temperature requirement (the "W" rating) and the operating-temperature requirement (the second number). Top-quality synthetic oils combined with high-performance viscosity modifiers result in oils that resist viscosity loss and chemical breakdown in tough operating conditions.

Using the right viscosity doesn't matter if the oil doesn't retain its viscosity despite shearing forces, extreme heat, fuel dilution and other conditions. As the graph shows, AMSOIL Signature Series Synthetic Motor Oil fights viscosity breakdown better than the competition,[1] providing superior protection of bearings, cams and pistons. It helps your engine maintain horsepower and deliver long life.

The ability to retain viscosity, and therefore provide excellent protection, is a great way to differentiate our products. Next time you have a potential customer interested in learning more about AMSOIL products, try explaining the importance of viscosity and how our products outperform the competition.

[1]Based upon independent testing of Mobil 1* Annual Protection Full Synthetic 5W-30, Schaeffer's* Supreme 9000 5W-30, Lucas* Synthetic 5W-30, Valvoline* Conventional Daily Protection 5W-30, Pennzoil* 5W-30 and AMSOIL Signature Series 5W-30 in the Kurt Orbahn test. Oils purchased on 05/03/18.

NEW AMSOIL DEALER ZONE MAKES RUNNING YOUR DEALERSHIP EASIER

Providing Dealers more effective digital tools is a key part of our strategy to strengthen the Dealer opportunity for the next 50 years. In support of that goal, we've redesigned the Dealer Zone to reduce complexity and make it easier for you to get the information you need when you need it. It will be available to all Direct Jobbers beginning in November. During that time we'll gather feedback and iron out the final details before it becomes available to all Dealers in December. Log in at my.AMSOIL.com with your existing credentials to use the new Dealer Zone on the date it becomes available to you.

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New Dealer Zone Highlights

- **Customized experience** – get the right info for you at the right time
- **Optimized for mobile** – access content easily on your phone
- **Find things easier** – improved search function helps find what you need faster
- **Enhanced community** – interact with fellow Dealers easily in one place

New Dealer Zone Availability
November: Direct Jobbers
December: All Dealers

Customized experience

The new Dealer Zone allows us to customize the information we show you. This means we'll provide the information that's right for you at the right time.

For example, say you're a new Dealer who's primarily interested in selling AMSOIL products to friends and family. Our communications about the Retail or Commercial Program, for example, aren't going to help you. With the new Dealer Zone, we can differentiate Dealers according to the goals they have for their Dealerships and their interests. This means you don't have to wade through messages that don't apply to you. Instead, we provide only the content that's right for you, easing complexity and improving your experience.

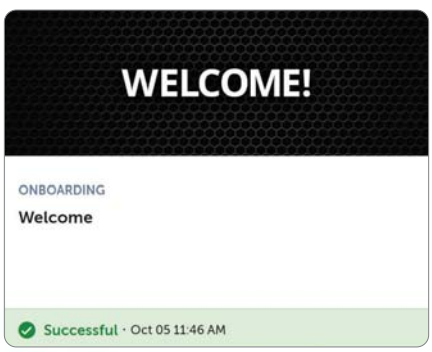
To identify your goals and interests, you'll complete a short survey. It'll identify how much time you invest in your Dealership, the markets on which you focus most of your sales efforts, your goals and more.

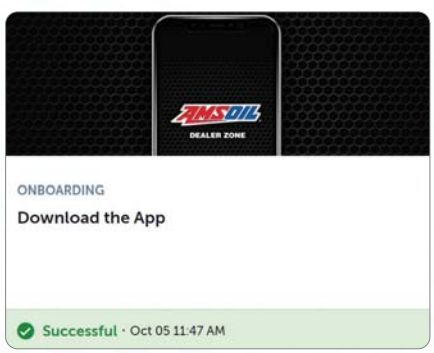
We'll use the information to assign Dealers to communities. For example, Dealers who focus on diesel products will be part of a diesel community, those who focus on registering retail accounts will be part of a retail community and so on. You can be part of as many communities as is fitting for your situation. This allows us to tailor the content we provide so everything we send you has value, and it allows Dealers within each community to discuss topics and share knowledge on topics relevant to that community.

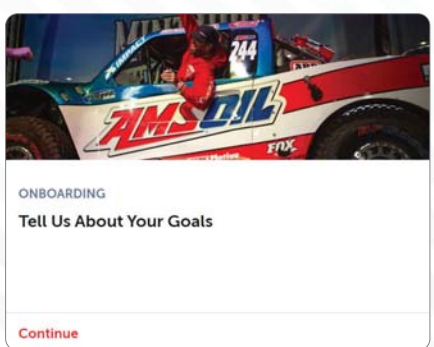
Starting in November for Direct Jobbers and December for all Dealers, log in to the new Dealer Zone at my.AMSOIL.com using your existing credentials and complete the "Welcome" task.

Then, complete the "Download the App" task.

Then tell us about your goals so we can customize your experience. By telling us about your goals and interests, we can provide more of the information you want to see, improving your experience.





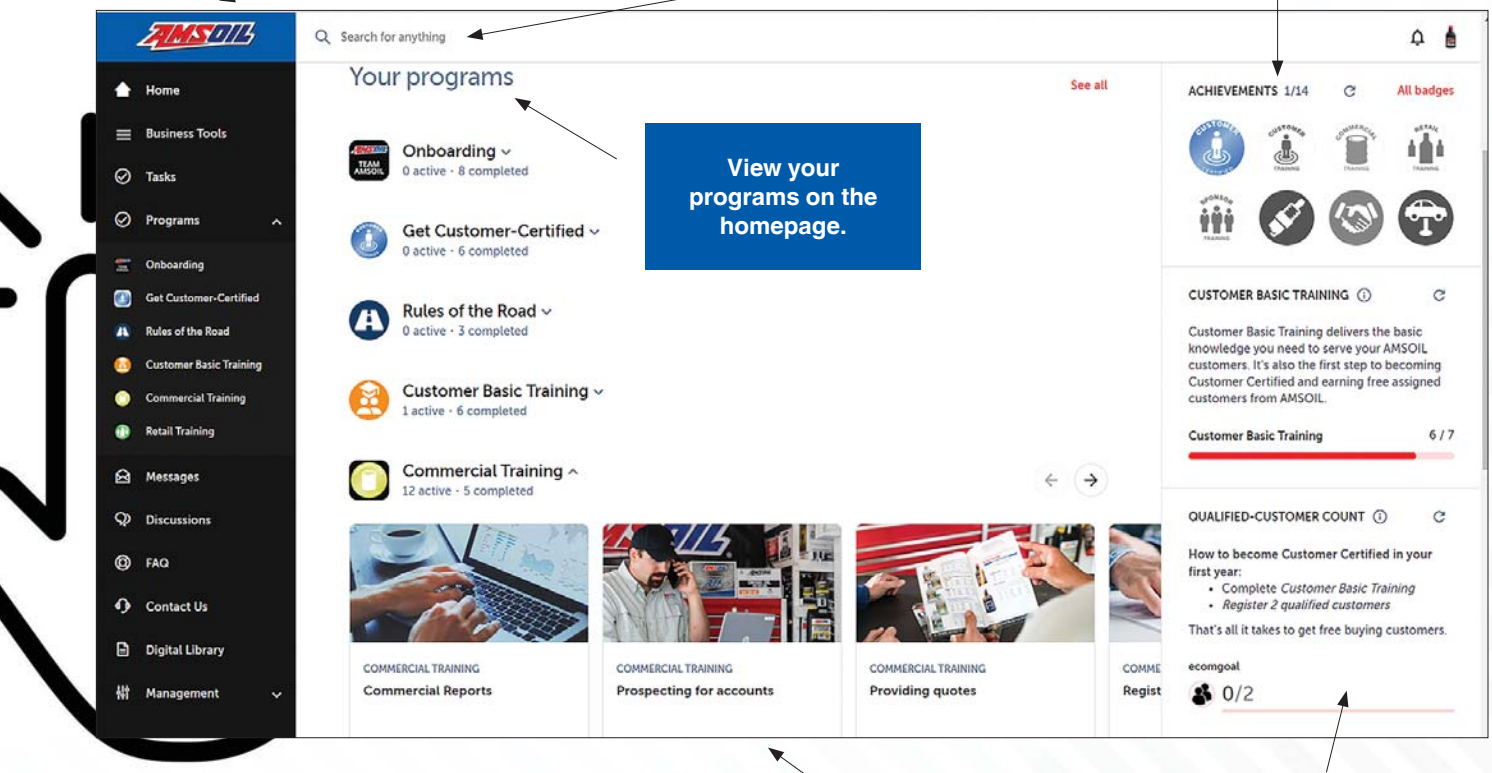


NEW DEALER ZONE HIGHLIGHTS

Quickly navigate using the left-hand navigation menu (desktop) or the hamburger menu (mobile).

The improved search helps you easily find what you need.

Complete programs and reach milestones to unlock badges.



View your programs on the homepage.

Find uncompleted tasks under each program.

Track your progress toward earning Customer Certification on the homepage.

WHERE DO I FIND...?

Business Tools contains ordering links, Dealer reports, registrations & renewals, Pricing & Profilt Lookups, the Volume Transfer form, Print Center link and other resources for running your Dealership.

Messages allows you to send messages to individual Dealers in your personal group.

Discussions allows you to start a discussion with other Dealers in your communities. It replaces the Dealer forum in the current Dealer Zone.

FAQ provides guidance on using features in the new Dealer Zone.

Contact Us provides direction on how to get a hold of the appropriate AMSOIL personnel.

Digital Library houses product data sheets, Dealer sales briefs, training resources, price lists and other material.

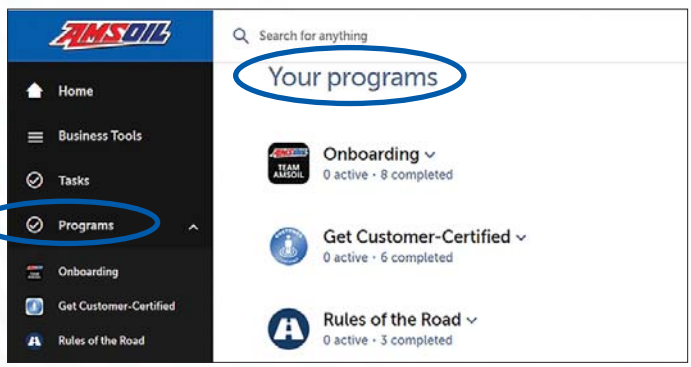
New programs & tasks

A new way we provide content in the new Dealer Zone is through “programs.”

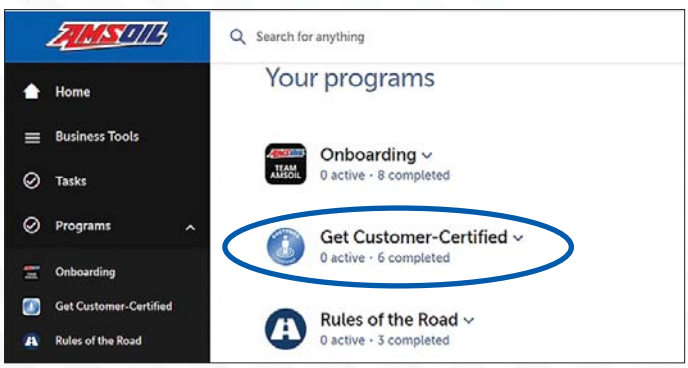
A program is a series of tasks that provide useful information. Think of a program like an album and the tasks like the songs on the album. Complete all the tasks to finish a program.

Programs have the flexibility to inform you about a new product, outline basic rules Dealers must follow and even provide new Dealers guidelines for starting their Dealerships. A task could require watching a short video, viewing a graphic, reading a few paragraphs or other activities. They are interactive, quick tools that help you acquire the information you need to run your Dealership effectively.

Find your programs on the homepage and under “Programs” in the navigation menu.

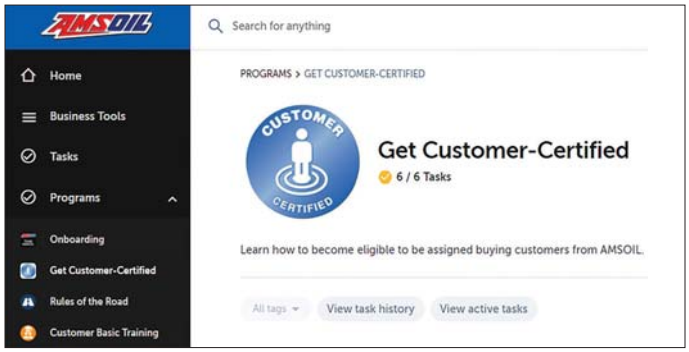


Let’s look at the “Get Customer-Certified” program as an example.

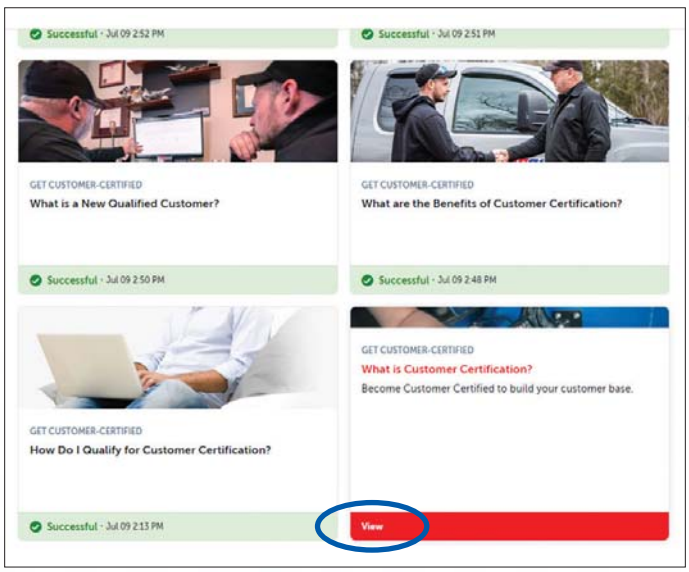


Customer-Certified Dealers are eligible to be assigned buying customers from AMSOIL, so it pays to understand how it works to take advantage and grow your customer base.

In the past, finding information on Customer Certification or another important part of running your Dealership required searching through a litany of material. You could easily miss what you needed and get frustrated. The new Dealer Zone allows us to present the “Get Customer-Certified” and similar programs directly to you and provide a notification so you can’t miss it.



The program is comprised of several individual tasks that each explain a key part of Customer Certification. Select the first task, review the content and select “Complete” to move on to the next task.

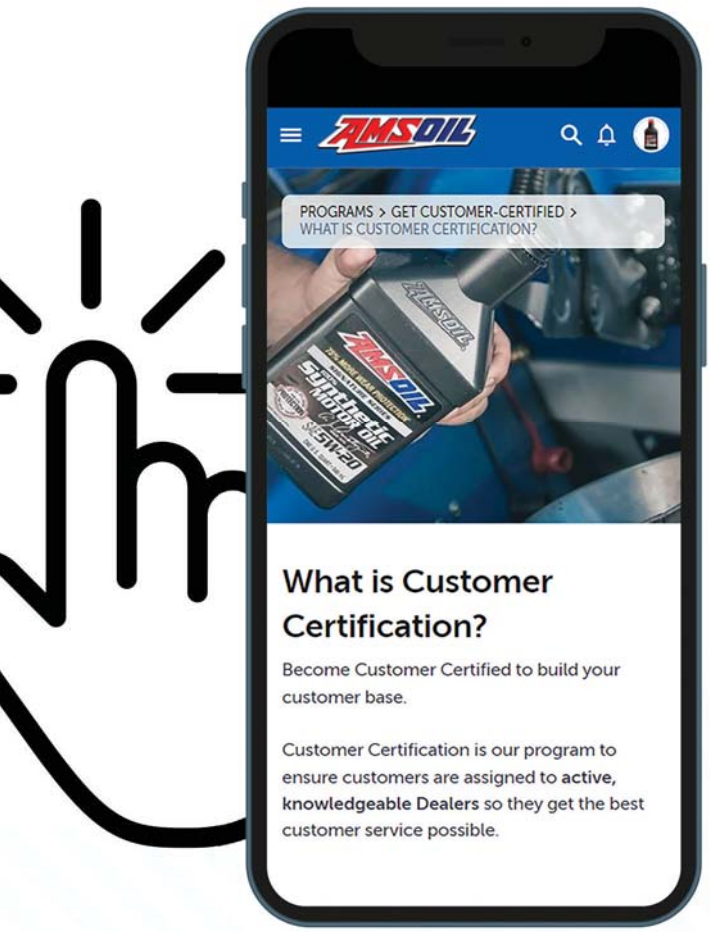


Complete all the tasks to successfully complete a program. You earn a badge for completing some programs. See how many badges you’ve earned and how many are available on the homescreen.

With a few taps on your screen, you’ve quickly learned the benefits of Customer Certification, how to qualify and more. Completing most programs only takes a few minutes. The programs available to you will depend on the communities in which you’re a member, your interests and your level of achievement. You can review completed programs any time for a refresher.

Optimized for mobile

The new Dealer Zone is designed to work seamlessly on your mobile device. Today, most people access information online using their phones, meaning content must be designed for a small phone screen. The Dealer Zone uses a simpler interface that only includes the most important information. It's cleaner and more intuitive, helping you quickly find things.



Build a better community

Interacting with fellow Dealers is a great way to share ideas and get encouragement. The new Dealer Zone provides enhanced messaging capabilities.

Sponsors can create a community that includes all their sponsored Dealers, allowing you to ensure your team is on the same page.

As noted, we also assign you to communities based on your interests. For example, Dealers interested in registering retail accounts can share ideas in a community and gain insight. Send messages to participants or tap "Discussions" to start a conversation with the entire group.

Check your status on the leaderboards

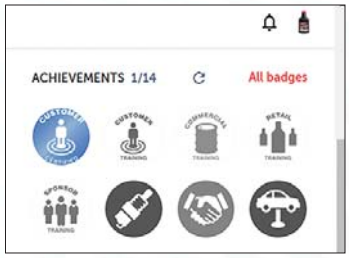
The new Dealer Zone will include leaderboards that show the top Dealers in different categories of achievement.

Their flexibility will allow us to introduce new leaderboards frequently to keep things fresh. For example, we may create a leaderboard in conjunction with a new product introduction to encourage sales of the new product. Leaderboards will incentivize Dealers to drive increased sales and work their way to the top, helping you earn more money.

We're developing leaderboards now and plan to introduce more soon.

Explore the digital library

The digital library, available under the navigation menu, houses product data sheets, Dealer sales briefs, catalogs and other material you need. Work through the individual folders to find what you want, or simply use the search bar at the top of your screen.



The best way to discover the power of the new Dealer Zone is to log in today, complete the short survey and begin exploring its contents.

Start by completing the programs. If you've already completed Customer Basic Training, Dealer Basic Training, Retail Basic Training or Commercial Basic Training, your achievements will carry over to the new Dealer Zone, as indicated by illumination of the appropriate badges on your homescreen.

What will happen to the current Dealer Zone?

We'll maintain the current Dealer Zone until January, at which time it will be disabled.

What will happen to my AU Online progress?

If you're working on training material in AU Online, complete it by Dec. 10; otherwise you will need to start over. All your achievements, such as completion of Customer Basic Training, Sponsor Basic Training, Retail Basic Training and Commercial Basic Training, will carry over to the new Dealer Zone.

How do I log in to the new Dealer Zone?

Use the same URL and credentials you use now.

• my.AMSOIL.com • Your current username & password

What if I have questions?

Contact the Dealer Sales Department.

• 715-399-6526 • training@AMSOIL.com

MAXIMIZING THE VALUE OF THE NEW PREFERRED CUSTOMER PROGRAM

Since our inception, AMSOIL has led the lubricant industry with the best products, and that has resulted in legions of brand-loyal fans. The new Preferred Customer Program benefits have been designed to go even further to grow our customer base and deepen brand loyalty by reducing complexity and adding benefits that customers truly want.

We started by surveying our current Preferred Customers, catalog customers and independent Dealers to understand everyone's unique perspective, in particular the benefits that were the most and least appreciated in the then-current program. We used that feedback to strategically rebuild member benefits.

"Some people might ask, 'Why change? Business is so good,'" said Director, Dealer Sales Pam Brantley. "Yes, they are right. But we know from surveying our Preferred Customers that there were benefits they didn't see value in. We wanted to swap out dead weight for benefits customers would value and use. Ultimately, if the customer is receiving valued rewards, it is a retention program. We are trying to establish long-term, reliable customers and grow the customer base."

The Keepers

The most-valued Preferred Customer Program benefits remain:

1) **Save up to 25%** off every order

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

3) **Exclusive promotional offers** throughout the year

In addition, Preferred Customers will continue to receive the quarterly *AMSOIL Magazine*. The low membership fee is also staying the same. A full year's membership is still just $20 ($30 Can.), and new P.C.s can start with a six-month trial membership for just $10 ($15 Can.).

New Rewards

Starting in November, Preferred Customers will enjoy more ways to save on AMSOIL products:

1) **$5 birthday gift** to spend on the P.C.'s next order or membership renewal

2) **$5 reward** every time the P.C. spends $100 on AMSOIL products

The $5 birthday gift and $5 rewards may only be used for P.C. orders, and may be redeemed online or through AMSOIL Customer Service.

3) **Free membership renewal** when the P.C. spends $500 or more in a year

"The great thing about the $5 birthday gift and $5 back rewards is that they can be treated like cash, meaning they can be combined and used with other promotions," said Director, Integrated Marketing Holly Dill. "These rewards are good for 90 days, so they incentivize people to make another AMSOIL purchase."

My Rewards

Preferred Customers will be able to track their order history and progress toward free membership renewal through their personal and secure My Rewards page on AMSOIL.com and AMSOIL.ca. This page will make tracking rewards, order history and progress toward free membership renewal a breeze. All rewards will be sent through email with unique promo codes, making them easy to apply to purchases. If a reward email gets lost, the reward is still safe and sound. All rewards will be saved and trackable through the My Rewards page. My Rewards will also show available, pending and previously used rewards. This is another tool to simplify and promote the value of P.C. benefits.

Left Behind

To fuel Preferred Customer growth, we wanted to keep the program simple and straightforward without the noise of underused benefits. Based on survey feedback mentioned earlier, P.C. points, referral rewards and free swag have been phased out effective Nov. 1. Preferred Customers with a bank of P.C. points will have until June 1, 2022 to apply them to purchases.

"The P.C. points and their associated value were difficult to understand," said Dill. "Free gear appeared to be a customer dissatisfier since it's so expensive to deliver the items customers really want, like t-shirts and hats."

You Win

The new benefits are a growth accelerator for your independent Dealership. We designed the new program to improve customer acquisition, retention, share of wallet and loyalty. For example, paying lower prices on synthetic motor oil for an enthusiast's UTV might draw them

into membership. From there, they may decide to upgrade to AMSOIL products for their daily commuter. When it's time to renew, the benefits and savings will be made clear through their My Rewards page, easily justifying the price of membership. P.C.s also enjoy a sense of community with fellow enthusiasts, which deepens loyalty. These aspects work together to increase customer retention, providing a foundation upon which you can build your independent Dealership.

The new program launches Nov. 1. This is a good opportunity to touch base with your customer group and support the rollout. As you do, keep these fundamentals in mind:

1. **Familiarize** yourself with the benefits and be able to easily communicate the value to your customers.
2. **Encourage** Preferred Customers to use their My Rewards page to track benefits and progress toward free membership renewal. Remember, this information will show the value of membership and will help lift customer retention.
3. **Promote** the new benefits to your customers as much as possible.

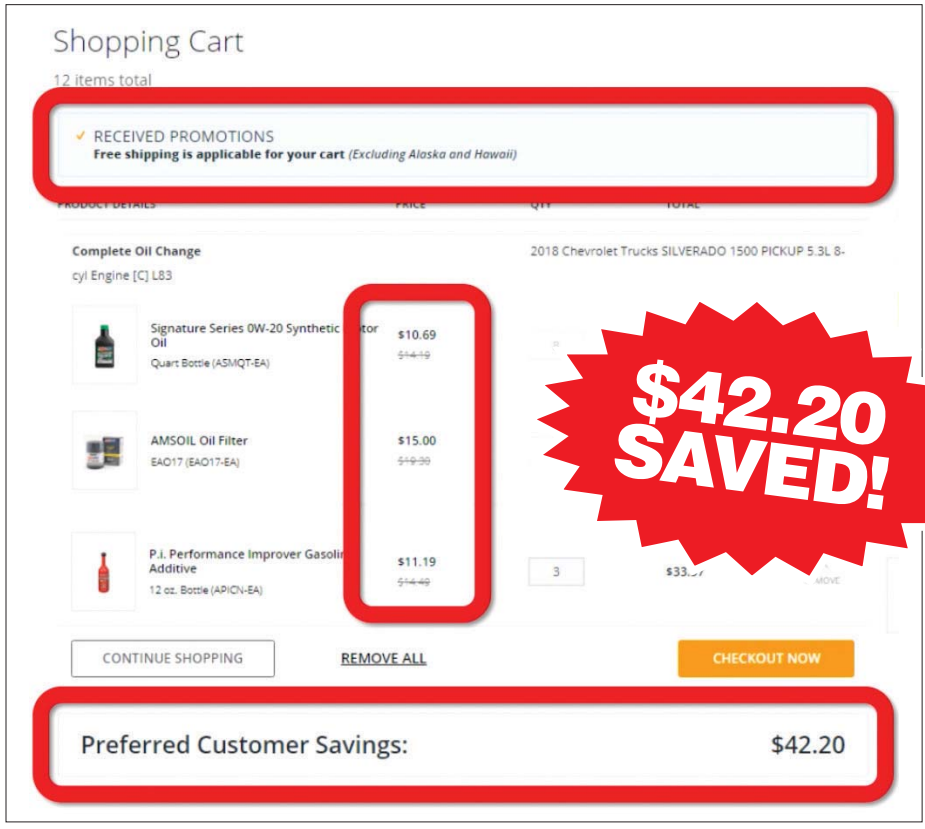
Email and social media assets are available in the Dealer Zone to help you promote the new program. These marketing pieces will help entice customers to join for big savings, exclusive benefits and the ultimate in performance and protection. Whenever you promote the program – through social media, direct messages, text or email – include a link to the AMSOIL.com or AMSOIL.ca Preferred Customer page to make joining easy.

"We spent a lot of time reviewing how these benefits will be implemented to ensure we're taking every opportunity to reinforce the value of the program for our customers," said Dill.

Acquisition will be driven through social media promotions, website ads and emails to catalog customers. Automated touchpoints, including emails for $5 back, the $5 birthday gift, exclusive Preferred Customer offers and reminders when they are close to attaining free membership renewal, will help drive loyalty.

Powerful savings

Let's look at an example to understand the savings the enhanced benefits can deliver to a Preferred Customer.



With his first order, this Preferred Customer saved $42.20 with his discount and received free shipping and a $5 back reward for his next order. In addition, he contributed $34 toward his next $5 back reward and $134 toward the $500 threshold for free membership renewal.

John is a Preferred Customer. He ordered an Oil Change Kit for his 2018 Chevy* Silverado* and three bottles of P.i.® (API). His order totaled $134. The first benefit he received was free shipping because his order was more than $100. He also saved $42.20 with his product discount. Because the order was over $100, he also received a $5 back reward to spend on another order in the next 90 days. In addition, he banked $34 toward his next $5 back reward and $134 toward the $500 threshold for free membership renewal. Just from this transaction alone, he is saving significantly more than the cost of the membership fee.

But we know our average customer purchases two times a year. John is back because it's time to change the oil in his Harley,* and he wants to try other fuel additives in his pickup. He places a V-Twin Oil Change Kit and a case of Upper Cylinder Lubricant (UCL) in his cart. Once again, he received reduced pricing on his order. He chose to redeem his $5 back reward that he earned from his last purchase and his $5 birthday gift that just arrived. On top of that, he is ordering at a time when we are running an exclusive Preferred Customer promotion for a free bottle of P.i. with a $75 purchase, so that was added to his cart with the promo code. With his P.C. benefits, his order totaled $102, so he qualifies for free shipping and another $5 back reward to use within 90 days. He also contributed another $102 toward the $500 threshold for free membership renewal.

Let's roll

As you can see, the new Preferred Customer benefits are strong and will be a powerful ally in customer acquisition and retention. AMSOIL P.C.s are an elite community passionate about vehicle performance. They are also our best and most loyal customers. We hope you're as excited as we are to roll out the enhanced Preferred Customer benefits and grow business together.

AMSOIL DEALER SURVEY RESULTS

This spring we surveyed current and former Dealers to get your perspective on our AMSOIL Dealer programs. The survey focused specifically on Dealer training, Dealer titles, the Dealer commission structure and Dealer recognition programs. Here's what you had to say.

DEALER SATISFACTION

- Dealer satisfaction has improved significantly since we surveyed in 2017.
- 65% of Dealers rated their overall satisfaction with their Dealerships as extremely or very satisfied, compared to only 30% in 2017.
- 93% of Direct Jobbers rated their overall satisfaction as extremely or very satisfied.
- 95% of Dealers plan to renew their memberships.
- In 2021, 50% of Dealers would recommend the Dealer opportunity to others, compared to 35% in 2017.

Why does this matter?

- Changes made in the last few years have increased the overall satisfaction for many AMSOIL Dealers. This has helped build trust in our commitment to the Dealer network.

DEALER TRAINING AND RESOURCES

- Dealer training and resources have been positively received. Many Dealers view the new Dealer Training Program as an opportunity to receive additional sales, product and business training.
- AMSOIL conventions are valued by Dealers. They offer first-hand learning, motivation and help build the Dealer community.
- Many Dealers stated that the top factors for success when it comes to building an AMSOIL Dealership are having a good sponsor, completing Dealer Basic Training, having technical product knowledge and obtaining assigned customers.

Why does this matter?

- These survey results show that easy access to digital training (Dealer Zone, Facebook Live) and in-person events are important for helping Dealers gain knowledge and build their networks. Quality mentorship from sponsoring Dealers is also crucial. Making it easy for sponsors and their downlines to communicate with each other is a big part of Dealer success.

DEALER TITLES

- A majority of Dealers do not feel their titles are understood by customers.
- 50% of higher-level Direct Jobbers indicated their titles are important to them personally.
- Many Dealers stated that although they don't really value titles, they are still working toward earning a higher-level title.

Why does this matter?

- We are considering introducing new titles that hold more relevance with customers, but we want to be mindful of the personal value the current titles still hold for many Dealers.

DEALER COMPENSATION

- Only 34% of Dealers responded that the current AMSOIL compensation plan motivates them.
- 65% of Dealers find the compensation plan somewhat or very difficult to explain.
- 14% noted they were unable to explain the compensation plan at all.
- 33% said they can't break down their earnings statement for a new Dealer.

Why does this matter?

- Dealers find the existing compensation plan complex, and, for many, that doesn't motivate them to sell more.
- The complexity of the current plan deters many potential new Dealers from participating and drives many new Dealers away from the opportunity early in their experience.
- These longstanding issues are driving significant efforts to simplify the Dealer compensation plan in the near future.

DEALER RECOGNITION

- Many Dealers say they haven't felt motivated by the current AMSOIL Dealer recognition programs and awards.
- Dealers often have personalized goals that don't necessarily fall within those listed in the current recognition programs.

Why does this matter?

- We need recognition programs that better recognize personal achievements of Dealers. Work is underway to develop a new program that aligns better with Dealer expectations and activities.

AMSOIL INTERCEPTOR® POWERS 35,000-MILE POLARIS* SNOWMOBILE

It'd be tough to find someone in the state of Michigan who's more dedicated to snowmobiling than Tom Holzwarth of Mio, Mich. The machine-shop owner and AMSOIL Dealer was named the 2016 Snowmobiler of the Year in the Wolverine State; he hopes to be inducted into the Snowmobile Hall of Fame in St. Germain, Wis.; and he and his wife are in charge of trail grooming in his county.

Lifelong love of snowmobiling

"I've been around snowmobiling my whole life," said Holzwarth. "I bought my first brand-new Polaris* in 1983, and I've just been a Polaris guy ever since." In 2000, he bought an XCR 800 for its triple motor, which uses three cylinders. "It was supposed to be the hottest thing on snow, and it was pretty good back in its day," he said.

After initially using the manufacturer's oil, he switched to AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil (AIT) when the sled had about 2,000 miles (3,200 km) on it. Today, the sled has accumulated 35,400 miles (56,970 km) with no engine trouble. In fact, the engine has never been taken apart.

No engine problems after 20 years

"You always see people get to 4,000-5,000 miles (6,400-8,000 km) and say, 'I have to put new rings in or put in a new top end.' I've never had to do it," said Holzwarth. The water pump is the only component on his sled that has required work following 20 years of riding.

Holzwarth typically rides the vast trail network in the northern region of Michigan's lower peninsula. Occasionally, he trailers his sled to the Upper Peninsula. He'll put a couple thousand miles on his sled a season if conditions warrant. "A normal trip when we go riding for the day will be anywhere from 150-200 miles (240-320 km) a day," he said.

> The water pump is the **only** component on Holzwarth's Polaris that has required work following **20 years of riding.**

Holzwarth admits he's not as hard on the sled as he used to be, owing to having "gotten a little smarter" over the years. But he'll still stretch it out on a long straightaway on occasion. He also likes to hit the local grass air strip to drag race against friends sometimes. "I've had the speedometer buried on it when I was younger." His XCR 800 tops out at 120 mph (193 km/h).

Holzwarth's "meticulous" maintenance regimen includes pulling and cleaning the exhaust power valves every 500 miles (800 km). They never show signs of sticking and they appear cleaner than they did using the manufacturer's oil. "When I was using the Polaris oil, I noticed a difference when I went to INTERCEPTOR; they weren't as dirty," said Holzwarth.

Local snowmobiling celebrity

The remarkable condition of Holzwarth's Polaris has made him something of a local celebrity. He once stopped by a local dealership and the owner introduced him to someone as "the guy with 35,000 miles on his sled." The dealer maintains a compilation of customers' success stories as a marketing tool. He included Holzwarth's picture after he hit 10,000 miles, 20,000 miles and again after 30,000 miles. "The snow hasn't been as good this year (2020-2021), because I was going to push it hard to go past 40,000 miles," Holzwarth said.

He uses his sled as a sales tool for AMSOIL products. "AMSOIL is the finest out there, in my opinion. I think it's proven itself just by looking at my snowmobile and how well it still runs."

Not only that, but his wife's 2004 Polaris has amassed 20,000 miles (32,200 km) with no engine problems, while his son's sled currently has 10,000 trouble-free miles (16,000 km). Both use INTERCEPTOR.

"You're talking 65,000 miles with no engine problems between all three sleds," said Holzwarth. "They just keep going."

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
THIRD
Personal Group Sales
New Qualified Customers
New Customer Sales

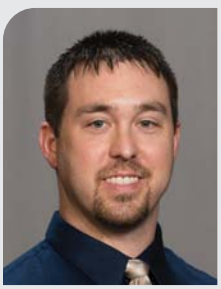
Dave M. Mann
Michigan
12-STAR REGENCY PLATINUM DIRECT JOBBER
SECOND
Total Organization
New Customer Sales
FIRST
Personal Group Sales
SEVENTH
New Qualified Customers

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

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

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

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

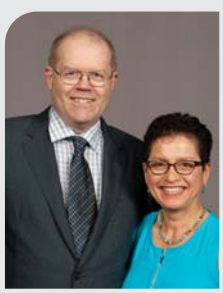


Ashley Carte
Ohio
1-STAR REGENCY PLATINUM DIRECT JOBBER
TENTH
Personal Group Sales
SEVENTH
New Customer Sales

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

Merv Nolt
Ohio
DIRECT JOBBER
SECOND
Commercial Account Sales

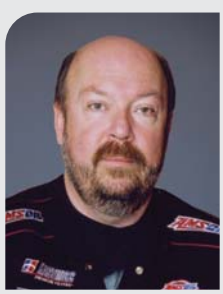
Valon Sapp
Texas
DIRECT DEALER
SIXTH
Commercial Account Sales



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

James W. Brown, Jr.
North Carolina
PREMIER DIRECT JOBBER
EIGHTH
Commercial Account Sales

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

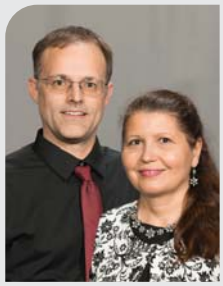


Victor Usas
Ontario
DIRECT JOBBER
THIRD
Retail Account Sales

David & Tracey Cottrell
Ontario
MASTER DIRECT JOBBERS
FOURTH
Retail Account Sales

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

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



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

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

Michael J. Mathe
Tennessee
REGENCY PLATINUM DIRECT JOBBER
EIGHTH
Personal Group Sales

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

James Allen
Ohio
REGENCY GOLD DIRECT JOBBER
THIRD
Commercial Account Sales

Steven & Kimberly Zuber
Oregon
DIRECT JOBBERS
FOURTH
Commercial Account Sales

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

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

Jody & Jean Gordon
Illinois
REGENCY GOLD DIRECT JOBBERS
TENTH
Commercial Account Sales

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

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

Michael Scott
Minnesota
REGENCY DIRECT JOBBER
EIGHTH
Retail Account Sales

Debra McKenzie
Alberta
REGENCY GOLD DIRECT JOBBER
NINTH
Retail Account Sales

MONTHLY LEADERS

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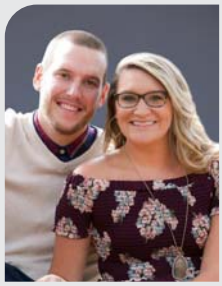
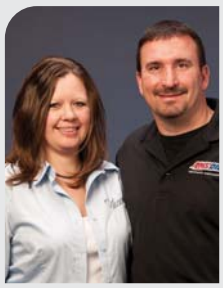
David G. Douglas
Michigan
MASTER DIRECT JOBBER
TENTH
Retail Account Sales

Justin Peszko
Virginia
1-STAR REGENCY PLATINUM DIRECT JOBBER
FIRST
New Qualified Customers
FIFTH
New Customer Sales



Steffan & Allison Peszko
North Carolina
MASTER DIRECT JOBBERS
SECOND
New Qualified Customers
SIXTH
New Customer Sales

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



Michael & Linda Ford
Minnesota
REGENCY GOLD DIRECT JOBBERS
SIXTH
New Qualified Customers

Mylo & Patty Twingstrom
Minnesota
3-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
New Qualified Customers

Michael & Tammi Lick
Iowa
REGENCY SILVER DIRECT JOBBERS
NINTH
New Qualified Customers

Marcus & Amy Bradley
Ohio
DIRECT JOBBERS
TENTH
New Qualified Customers

Eben Rockmaker
Nevada
REGENCY GOLD DIRECT JOBBER
NINTH
New Customer Sales

Will Mangan
Pennsylvania
REGENCY GOLD DIRECT JOBBER
TENTH
New Customer Sales

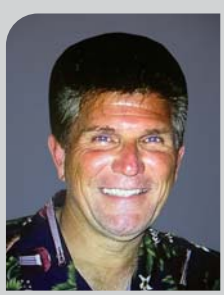
HIGHER LEVELS OF RECOGNITION

Lee Stouse
Michigan
2-STAR REGENCY PLATINUM DIRECT JOBBER

Butch & Katherine Lewis
Ontario
PREMIER DIRECT JOBBERS

Joe & Katie Reinhardt
Minnesota
PREMIER DIRECT JOBBERS

Jarrod & Teri Aspegren
Nebraska
DIRECT JOBBERS
Sponsors:
Larry & Judy Burgess
Direct Jobber:
Mary Mesecher



Ron Massoletti
Texas
DIRECT JOBBER
Sponsors:
Chris (Lefty) & Barbara Thompson
Direct Jobbers:
Chris (Lefty) & Barbara Thompson

The bar for motor oil performance has been raised.

JUST NOT TO **OUR** STANDARDS.

GM* Dexos1™ Gen 3 is the next-generation motor oil specification designed to address the challenges today's engines present.

Dexos1™ Gen 3 highlights

- Updated performance standard for deposit and sludge control
- Revised stochastic pre-ignition (SPI) test
- Improved fuel economy
- Backward compatible with previous GM specifications

GM set a mandatory transition date of Sept. 1, 2022 to meet the new specification. **AMSOIL Signature Series, XL and OE Synthetic Motor Oils already outperform it.**

Labels and data sheets will be updated as stock is depleted.

November Close-Out

The last day to process November orders in the U.S. and Canada is the close of business on Tuesday, Nov. 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for November business will be accepted until 3 p.m. Central Time on Monday, Dec. 6. All transfers received after this time will be returned.

Holiday Closings

The Edmonton Distribution Center will be closed Thursday, Nov. 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Nov. 25-26 for Thanksgiving Day.

Training Outlines for Monthly Dealer Meetings

Check the Dealer Zone each month for the latest Dealer meeting outline. The monthly outlines enable presenters to discuss timely and relevant AMSOIL subject material with their teams through teleconference, Skype or in person. Dealer meeting outlines are accessible in the Dealer Zone (Learning Center>Dealer Meetings>Monthly Meeting Outlines).

Complete Dealer Basic Training

Dealer Basic Training provides the knowledge you need to effectively sell our products and programs, boosting your revenue.

Intuitive and easy to use
Training is divided into four modules:

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

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

Get started now
Dealer training is a great way to help new Dealers start strong while providing an excellent refresher for existing Dealers. Log in to the Dealer Zone (my.AMSOIL.com) now and click the AU Online icon to get started. **Ensure you complete any courses in progress by Dec. 10 before the final transition to the new Dealer Zone.**

2021 Model Year Added to Powersports Product Guides

We recently added 2021 model-year vehicles and equipment to the powersports product guides at AMSOIL.com/AMSOIL.ca. Use the guides to find AMSOIL product recommendations for the following powersports applications:

- Motorcycles
- ATVs
- UTVs
- Outboard motors
- Snowmobiles
- Personal watercraft

With this update, our powersports guides provide recommendations for an additional 1,585 vehicle and equipment models, solidifying its status as the most comprehensive such guide in the industry. Unlike other guides, it also includes filter recommendations and, in many cases, sump capacities. In fact, most lubricant and filter companies don't offer a powersports product guide due to the increased cost and sheer amount of work required.

Make sure your customers are taking advantage of this great value-added service.

Orders for Long-Term Backordered Filters Canceled

Supply-chain issues are creating significant challenges for manufacturers in all industries, including AMSOIL. All manufacturing components, including steel, chemicals and even drivers to deliver raw materials and finished goods, are in short supply. As a result, the filters listed below have been placed on backorder for an extended period:

AMSOIL Oil and Motorcycle Oil Filters
EAOM103, EAOM103C, EAOM135C, EAO52, EAO55, EAO80, EAO98, EA15K01, EA15K13, EA15K20

WIX Filters
57937, 24931, 57060, WL10351, 33095, 49490, 57936

MANN Filters
MW75, C1343

Donaldson Filters
P621023, P554408

In a few cases, we are unsure when regular supply will resume. Therefore, we are canceling those backordered items. We encourage you to continue checking AMSOIL.com (AMSOIL.ca in Canada) for availability. Any in-stock items will ship or have shipped as usual. All Dealers, customers and accounts affected were notified by email, and no one was charged for those canceled items.

Going forward, backordered items will be identified online and we will not accept orders for products that are unavailable. The majority of AMSOIL products are available as normal and we expect that to continue; despite our best efforts, however, supplies of raw materials for grease, aerosols and filters continue to pose challenges and likely will for a few more months.

Thank you for understanding; we apologize for any inconvenience this has caused.

AMSOIL MARKET CATALOGS – TOOLS TO INCREASE YOUR SALES

AMSOIL market catalogs **reduce your costs, allow you to show prospects and customers more products and include pricing**. Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

Online Store: **AMSOIL.com / AMSOIL.ca** | Telephone: **1-800-777-7094** | EZ Online Order Form: **my.AMSOIL.com**

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

WHO'S IT FOR?
Current and prospective commerical accounts.

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

WHAT PRICING DOES IT SHOW?
Wholesale cost

Retail Program Catalog
(G3520 U.S., G3521 Can.)

WHO'S IT FOR?
Current and prospective retail accounts.

- Independent mechanics
- Quick lubes
- Transmission shops
- Tire shops
- Hardware stores
- Auto parts stores
- Powersports dealerships

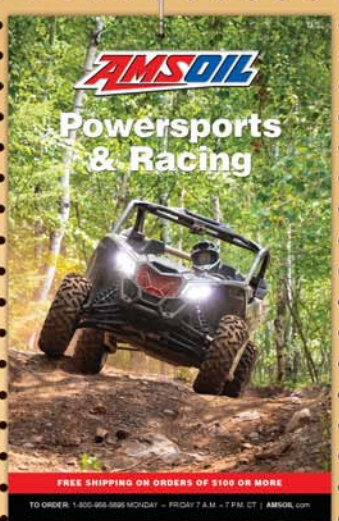
WHAT PRICING DOES IT SHOW?
Wholesale cost and MSRP

Automotive Catalog
(G3549 U.S. G3550 Can.)

WHO'S IT FOR?
Current and prospective P.C.s and online/catalog customers.

- Auto enthusiasts
- Turbodiesel enthusiasts
- DIYers
- Classic car lovers
- European car owners

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing



Powersports & Racing Catalog
(G3511 U.S., G3512 Can.)

WHO'S IT FOR?
Current and prospective P.C.s and online/catalog customers.

- Motorcycle owners
- ATV/UTV enthusiasts
- Anglers
- Snowmobilers
- Dirt bike riders
- Racers

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing

Six tips for being an effective sponsor.

Start with Sponsor Basic Training and build from there.

Steve LePage | DEALER DEVELOPMENT MANAGER

Sponsoring Dealers is an excellent opportunity to grow your AMSOIL Dealership. You earn additional income based on the performance of the Dealers you sponsor. But, with this opportunity comes the responsibility of coaching and mentoring your sponsored Dealers. This helps ensure they hit the ground running and have the greatest chance of success, helping boost your income, too. Here are some guidelines to help put your sponsored Dealers in a position to succeed.

1. Complete Sponsor Basic Training

First, complete Sponsor Basic Training in the Dealer Zone (you must first complete Customer Basic Training as a prerequisite). It covers topics like how to register a Dealer, how to onboard a new Dealer, tips for sharing your story and more. It's vital for preparing yourself to be an effective sponsor.

2. Be available

Once you've registered a new Dealer, the first thing you should do is provide your contact information. Respond to inquiries promptly and professionally. If your Dealers know you're there to support them, they are likely to reach out to you when they have questions. The new Dealer Zone, available to Direct Jobbers now and all Dealers next month, provides the ability to send messages to Dealers in your personal group, enhancing communication.

3. Have a conversation

Providing contact info is a perfect opportunity to start a conversation with your new Dealers and get to know them better. These conversations can uncover their areas of interest, what they are prepared to do out of the gate and how they can modify their strategies for better results.

Here are some examples of good conversation starters to open the lines of communication. You can find more conversation guides in the digital library of the Dealer Zone.

- Why did you get involved with AMSOIL?
- Tell me a little about yourself.
- What are your AMSOIL Dealership goals?
- I'm here to support you. Let's agree on the frequency and method (phone call, text, email, etc.) of communication that works best for you.

For each conversation, plan on spending 15-20 minutes talking to your Dealers.

Asking good questions helps you be a good listener and a better coach. If you're doing all the talking, you're not learning anything about your new Dealers. Learning about them and discovering their interests can set you both off on the right foot.

4. Guide Dealers toward activities that make money

Another important tip for sponsors is to always guide your new Dealers toward income-producing activities. Help them set reasonable goals each week – start by asking how many people they plan to talk to about AMSOIL products this week.

We strongly recommend that your new Dealers set a goal of registering a minimum of two Preferred Customers within their first six months. Remember – when new Dealers register two P.C.s and complete Customer Basic Training in the Dealer Zone, they will be eligible to receive assigned customers from AMSOIL. That's like getting free money, and it's a great way for new Dealers to build momentum.

5. Build community

You also want to build a sense of community. Make your new Dealers feel like they're part of a team. Include them in group meetings so they can share ideas with others on your team. Part of being an AMSOIL Dealer is connecting with other enthusiasts who place the same value on vehicle maintenance as you. As a sponsor, be creative in how you keep your team learning, informed and having fun.

6. Recognize Dealer performance

Finally, motivate and recognize Dealer performance. You may find that different techniques motivate your Dealers. Some may appreciate you recognizing growth in their businesses, while others may feel motivated when you allow them to share their best practices with your team. Keep in mind that a motivated team is a productive team.

Helping your new Dealers target their areas of interest and set goals will prepare them for success. Remember, if your Dealers are selling products, they're earning commissions and building momentum. Early success will lead to long-term success – one customer at a time.

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