

AMSOIL®

▶ DEALER EDITION

MAGAZINE

OCTOBER 2019



PRESERVING HORSEPOWER & PERFORMANCE AND DESTROYING THE COMPETITION

| PAGE 8

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



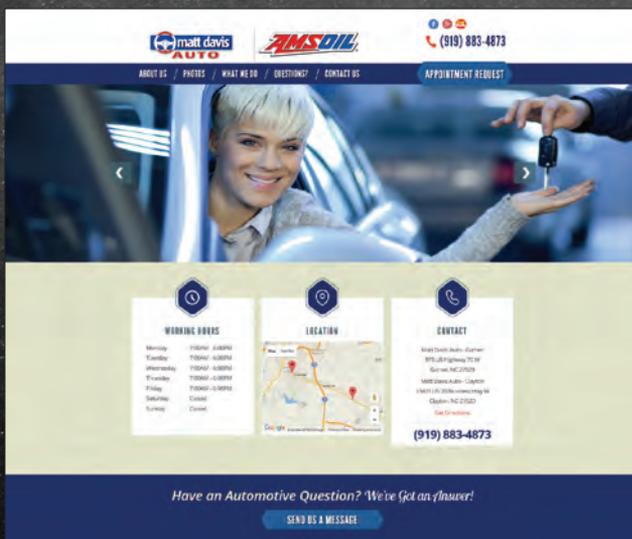
Mouse Pad



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.



Preserving Horsepower & Performance | PAGE 8

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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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THE COVER

Nicknamed "Tomahawk" and featuring a LM75.3 engine and authentic World War II details, this custom 2010 Jeep Wrangler* Unlimited is the creation of Hawk Designs founder and owner Kenny Hawk.



From the President

Last winter I was riding snowmobile with a group of friends in northern Wisconsin. We stopped for a break and another snowmobiler came in wearing a red AMSOIL Racing Jersey (G3537). I struck up a conversation with him and we talked about snowmobiles, riding and AMSOIL. I told him how AMSOIL sold that jersey for a while, but it had been unavailable for years. AMSOIL reintroduced the jersey after a popular contestant on China's version of "America's Got Talent" wore it on that show. Suddenly demand from China for that jersey skyrocketed. I never revealed who I was or how he basically had my name emblazoned on his chest. It was an interesting conversation and I was happy to hear an unfiltered opinion of my company and its products.

Reputation is important to me. It is earned, not given. It takes years to develop and almost nothing to destroy. Under the right circumstances, even untrue rumors can ruin solid reputations. Fortunately, AMSOIL has a rock-solid reputation, and we go above and beyond to keep it that way. For

most customers, that starts with our products. AMSOIL products are the best in the world. I could not be more proud of that. We compete against the biggest companies in the world, and our products come out on top. Our products do what we say they'll do. This month we're introducing a new product, AMSOIL Upper Cylinder Lubricant. Once again, the competition isn't up to par. In fact, Sea Foam,* one of the most recognized fuel-additive brands, and Lucas,* the leading seller of upper cylinder lubricant, are ineffective. They're no good. And we're going to show you the proof.

That's no way to treat customers, and that's no way to do business. It's personal for me – it is my name on the bottle. I would not do anything to damage my reputation, and I respect your reputation. You represent AMSOIL in the field and it is your word that sells AMSOIL products. You can be confident that you are representing a company that has integrity. You can be proud to wear the AMSOIL logo every day. I know I am. Plus, you never know who will ask you about it

or what type of business it could lead to. We introduced a completely new clothing line in the spring and we've got several new items coming out this fall, including the recently released snowmobile jacket.

Speaking of snowmobiling, if you haven't visited your retail accounts that carry our snowmobile products, now is the time. If you live in the south or don't have accounts that carry those products, the new Upper Cylinder Lubricant and the updated pricing information are also perfect reasons to pay your accounts a visit. We provided new printed price lists to every active commercial and retail account. A follow-up visit from you could be just what they need to spark that next order.

Alan Amatuzio
President & CEO



MAKE YOUR LIFE EASY

If you don't treat your fuel before storing seasonal equipment, you're going to have a tough time getting it started next spring. Make your life easy with Gasoline Stabilizer.

AMSOIL Gasoline Stabilizer provides corrosion protection Sea Foam* can't match, helping maintain power and performance and keeping metal looking like new even when subjected to salt water.¹

GASOLINE STABILIZER (AST)

- **Helps** keep fuel from deteriorating
- **Protects** against varnish and gum buildup
- **Fights** ethanol corrosion



Sea Foam



AMSOIL



*All trademarked names 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. ¹Based upon independent testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in a modified NACE TM0172 using synthetic sea water per ASTM D665 part B.

Gasoline Stabilizer							
U.S. PRICING			Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
Stock #	Units	Pkg./Size					
ASTCN	EA	(1) 16-oz. Bottle	6.61	9.55	10.00	12.60	13.15
ASTCN	CA	(6) 16-oz. Bottles	39.64	54.30	57.05	74.95	78.15
CANADA PRICING			Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP	
Stock #	Units	Pkg./Size					
ASTCNC	EA	(1) 473-ml. Bottle	6.61	12.45	13.10	16.50	
ASTCNC	CA	(6) 473-ml. Bottles	39.64	71.10	74.70	98.40	

LETTERS TO THE EDITOR

MPHD COLOR

I love MPHD; I use it under my car twice a year when I change my wheels seasonally for the winter and then back in the summer. When I do this I inspect for rust, and one thing about MPHD that drives me nuts is the color. It's the exact same color as rusty metal (brown). Sometimes I spray spots which are just slightly rusted, and then months later I want to see if the rust spread further, but I can't tell because it's all brown from MPHD anyway. It's also hard to tell if MPHD has worn off and needs to be reapplied, or if that's just more rust getting worse (especially when MPHD dries and starts to "flake," it's very hard to tell if it is brown rust or just dried MPHD). I understand there are manufacturing processes that might make it more expensive to be another color, but I think it would be totally worth it.

Thanks,

Anthony Sevigny

***AMSOIL:** Thank you for your feedback, Anthony. Although we empathize with this predicament, we cannot change MPHD's color because the corrosion inhibitors themselves are brown. In our experience, MPHD does not flake. If rust has already formed, MPHD will not fix it. In that case you should first apply a rust neutralizer, then MPHD to prevent additional rust.*

CALENDARS

I just have some feedback about your 2019 calendars. Bottom line, I did not feel comfortable passing them around because of what was displayed in them. Next year, can you put more focus in just vehicles and products, and not having people in the pictures for each month? With all due respect, some people in the pictures appeared unkept, wearing old clothes, displaying tattoos, etc. All this is distracting. Maybe display their vehicles and the AMSOIL products they use, but leave it at that. Had I known your calendars contained these images of some of these folks, I would have stayed away from them from the beginning. No disrespect to those people; it's just distracting from the advertising point. If I'm breaking the ice with new customers, I don't want to give them these calendars because of the wrong impression they can get about AMSOIL.

Thanks,

Mario Mora

***AMSOIL:** Thank you for your feedback, Mario. We're sorry to hear you weren't comfortable distributing this year's calendar. Like many of our customers, the influencers and enthusiasts featured in the calendar take pride in their vehicles and equipment and can often be found under the hood and on the garage floor, getting dirty by personally performing maintenance and making modifications. Their endorsement and use of AMSOIL products resonate with customers and prospects who are also enthusiasts and enjoy wrenching on their vehicles, and we don't believe their appearances present a distraction to the vast majority of customers and prospects. Rather, we believe their genuine belief in our products serves to further bolster our reputation with our target market. Additionally, these people have large followings with whom they share our content, further increasing value. With a fresh group of influencers/enthusiasts set to be featured in the 2020 calendar, we hope you'll consider using them to promote your business. You can always preview the calendar PDF (G1105) in the Dealer Zone before you purchase any.*

AMSOIL OPPORTUNITY

I just wanted to comment on your "From the President" message in the May AMSOIL Magazine. You mentioned two things that I would like to elaborate on, the first being your reference to multiple streams of income. For most people, one stream simply isn't enough. That's why AMSOIL is by far the best second stream of income I've ever seen. Becoming an AMSOIL Dealer was the best investment I have ever made.

The second and probably more important point you brought up was what would happen if you got sick or lost your job. You see, I experienced both; I was diagnosed with a rare disease in January of '15 and I lost my career as a police sergeant with the Columbus Division of Police in May of 2017, six years short of my planned retirement. I was diagnosed with Cortical Basal Ganglionic Degenerative Disease, which is about 20X worse than Parkinson's only without the tremors. This disease has about a 4-8 year life span, but so far I am

defying everything my doctor has told me because I'm progressing slower than any of his other patients.

This disease has devastated my family and our retirement plans. My ability to work my business suffered dearly, but my accounts have held steady. My AMSOIL income hasn't gone up much the last three years, but it hasn't gone down either. My AMSOIL business saved my family's future, and for that I owe you and your father a huge thank you for bringing the best business opportunity to the average Joe.

I'm confined to a walker, and some days I can barely walk at all or stand for more than 5-7 minutes. AMSOIL means so much to me I've decided I'm going back in the trenches even if I have to drag this walker with me. If a Dealer ever complains that the AMSOIL business is too hard, tell them my story. It's not hard if you truly believe in it.

I have a caretaker with me every day, and she has agreed to drive me to my appointments and help me with the literature and other things I bring with me. I'm going to keep positive about this because I'm grateful your father gave me this opportunity clear back in 1996. My thanks to Jim Allen too; without him I don't think I would have ever made DJ.

Steve Tarini

***AMSOIL:** Thank you for your dedication to AMSOIL, Steve. Your inspiring story certainly corroborates the points in the "From the President" column. We are sorry about the disease you are fighting, but we are glad to know your Dealership is there for you. You've got a great spirit. Don't ever stop.*

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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.



Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

In northern Minnesota, where I live, the temperature occasionally breaks 80°F (27°C) in the summer. When it does, it's time to fire up my Jet-Skis* and hit the lake. The last thing I want to do on a sunny summer day is mess around with equipment that refuses to start or run properly.

Bad gasoline is the number-one reason seasonal equipment starts hard or runs rough. Over time, gasoline changes, leaving behind gums, varnish and other solids that foul the fuel system and prevent gas from flowing into the combustion chamber. In severe cases, gasoline can change so dramatically that it no longer ignites.

Gasoline is predominantly a mixture of carbon and hydrogen atoms bonded together into energy-dense hydrocarbons. Like conventional base oils, it's derived from crude oil via a distillation process that uses heat, pressure and other catalysts to create different fractions. Gasoline is comprised of hydrocarbons that are lighter than those found in, for example, diesel fuel or conventional base oils. Refiners add ethanol to the formulation, typically 10 percent, but as high as 85 percent.

Time, however, takes its toll on gasoline. Exposure to heat, humidity, atmospheric pressure, oxygen and other variables degrade fuel.

In addition to gums and varnish becoming more concentrated and less soluble as lighter hydrocarbons evaporate, gas is continually oxidizing, which further contributes to varnish and other gunk. Gasoline oxidizes more quickly than motor oil and its negative effects are more immediately noticeable. That's why it's important to use high-quality gas and store it in approved

Small engine won't start?

Bad gas is the number-one reason, and here's how to prevent it.

containers where air infiltration is limited, like inside a ventilated garage or shed, and not in the back of your truck or under the deck.

Meanwhile, ethanol added to gasoline at the refinery can absorb water from the atmosphere, which can lead to *phase separation*, which occurs when ethanol and gas separate, much like oil and water. Ethanol that has absorbed enough moisture and has sat long enough can foul the fuel system and prevent the engine from starting.

AMSOIL Fights Corrosion

AMSOIL provides corrosion protection Sea Foam® Motor Treatment can't match, helping maintain power and performance and keeping metal looking like new even when subjected to salt water.*



*Based upon independent testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in a modified NACE TM0172 using synthetic sea water per ASTM D665 part B.

This all sounds dire, but it's nothing treating your gasoline with AMSOIL Gasoline Stabilizer (AST) can't solve. Gasoline Stabilizer keeps fuel fresh up to 12 months. AMSOIL Quickshot® (AQS) stabilizes gasoline during short-term storage up to six months, in addition to providing potent cleaning benefits and protection against ethanol issues.

What does stabilizer do?

That explanation may suit some people, but this is Tech Talk, so let's look at the chemistry behind gasoline stabilizers.

You've probably heard terms like "free radicals" and "antioxidants" in relation to your health. A free radical is an unpaired electron, and most are unstable and highly reactive. They can either donate an electron to, or accept an electron from, other molecules. This starts a chain reaction that can lead to oxidative stress and cell damage. Left unchecked, free radicals can lead to health problems, like cardiovascular disease and cancer. To help fight free radicals, we should eat plenty of foods rich in antioxidants, which lessen their effects. Antioxidants can "donate" an electron to free radicals or trap them, effectively reducing their instability without becoming unstable themselves. Antioxidants aren't silver bullets, but they go a long way toward improving our health.

By analogy, gasoline stabilizer is an antioxidant for your gasoline. It disrupts the free-radical-induced chain reaction that causes gas to oxidize and form varnish and gums. Some stabilizer products, like Quickshot, also contain chemistry that increases solvency and breaks down existing varnish, helping clean a dirty carburetor and restore performance. As shown, Gasoline Stabilizer also fights corrosion better than Sea Foam* Motor Treatment.

Neglecting to stabilize your gas can lead to all sorts of headaches when it's time to remove your lawnmower, generator, string trimmer or Jet-Ski from storage. For best results, stabilize your gasoline all year long. That'll ensure your equipment is ready to roll when you are.

AMSOIL UPPER CYLINDER LUBRICANT: PRESERVING HORSEPOWER AND PERFORMANCE

Launching Oct. 4, AMSOIL Upper Cylinder Lubricant (UCL) is the latest addition to the gasoline additive lineup. It delivers more lubricity than the competition and battles ethanol-related corrosion.



Upper cylinders are one of the toughest areas of an engine to lubricate due to the intense heat of combustion and the design of today's vehicles. New AMSOIL Upper Cylinder Lubricant delivers a much-needed layer of protection to this trouble area to help fight piston-ring and cylinder wear, maximizing engine compression and horsepower. Its lubricity improves aid in protecting fuel injectors and other fuel-system components from wear, helping ensure excellent performance and long life.

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

Inhibits Corrosion

Upper Cylinder Lubricant uses potent corrosion inhibitors to coat metal surfaces, block out moisture and stop deterioration before it starts. This is particularly important when using gasoline that contains ethanol due to its propensity to attract water and hasten corrosion. Inhibiting corrosion maximizes component life and reduces wear in the engine's top-end to guard against compression loss and maintain optimum power.

Keeps Injectors Clean

Upper Cylinder Lubricant contains detergent additives designed to maintain injector cleanliness. It's designed to work in concert with AMSOIL P.i. Performance Improver (API) to maintain injector and combustion-chamber cleanliness, retain fuel-economy and performance gains and maximize component life.

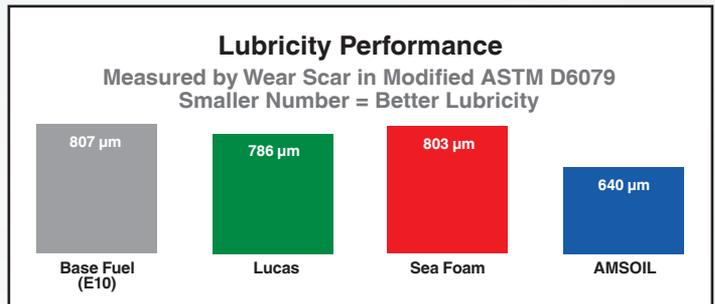
Capless-Compatible Packaging

The AMSOIL Upper Cylinder Lubricant bottle is fully compatible with capless fuel systems. Many new vehicles have replaced traditional fuel caps with capless systems. The threads on most bottles restrict them from opening the flap inside the fuel neck and also make removing the bottle difficult. Our packaging makes it easy to insert, pour and remove the bottle.

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.



DATA BULLETIN
Stock # Qty. U.S. Can.
 G3657 25 4.10 5.60



Product Line Fitment	P.i. Performance Improver	Upper Cylinder Lubricant
Cleans Injectors	✓	✓
Cleans Pistons	✓	
Cleans Combustion Chamber	✓	
Cleans Valves	✓	
Fights Ethanol		✓
Lubricates		✓
Capless Compatible	✓	✓
Treat Rate	30 gallons	25 gallons
Usage Interval	Every 4,000 miles	Every tank

Upper Cylinder Lubricant								
U.S. PRICING			Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	
Stock #	Units	Pkg./Size						
UCLCN	EA	(1) 6-oz. Bottle	2.51	3.50	3.65	4.70	4.95	
UCLCN	CA	(12) 6-oz Bottles	30.10	39.60	41.60	55.20	57.65	
CANADA PRICING			Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP		
Stock #	Units	Pkg./Size						
UCLCNC	EA	(1) 177-litre Bottle	2.51	4.65	4.85	6.25		
UCLCNC	CA	(12) 177-litre Bottles	30.10	52.60	55.25	73.27		



- **Long service life**
- **Helps** extend engine life
- **Inhibits rust**
- **New 5W-30** primarily for snowblowers & generators



NEW 5W-30 VISCOSITY JOINS SYNTHETIC SMALL-ENGINE OIL FAMILY

Available Oct. 1, new 5W-30 Synthetic Small-Engine Oil (AES) rounds out the synthetic small-engine oil family. It's recommended primarily for snowblowers and generators, bringing the excellent benefits of AMSOIL Synthetic Small-Engine Oil to applications that call for a 5W-30 viscosity oil.

Outstanding cold-flow

Cold ambient conditions and increased stress characterize snowblower operating conditions. Generators used on job sites can also run in cold weather. A 5W-30 motor oil provides improved cold-flow compared to 10W-XX motor oils. Its lower "W" viscosity means it flows more readily at startup for reliable wear protection. AMSOIL Synthetic Small-Engine Oil doesn't contain waxes inherent to conventional oils, so it doesn't thicken when the temperature drops, delivering superior protection and easier starts.

Commercial-grade formulation

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

AMSOIL Synthetic Small Engine Oil isn't merely a re-badged automotive oil. Instead, we designed it from the ground up specifically for small-engine dependability. You can rest assured your engines are protected even during periods of extended use when there's no time for scheduled maintenance. It's built to solve the problems that plague

small engines, including wear, power loss, oil consumption, stuck rings and valves and harmful carbon deposits. It helps landscapers, contractors and other professionals get more work done and save money.

Reserve protection

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

5W-30 Synthetic Small-Engine Oil

U.S. PRICING

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
AESQT	EA	1 Quart	4.60	7.00	7.35	9.10	10.05
AESQT	CA	12 Quarts	55.17	79.95	83.95	107.95	118.95

CANADA PRICING

Stock #	Units	Pkg./Size	Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP
AESQT	EA	(1) 946-ml Bottle	4.60	9.20	9.65	11.95
AESQT	CA	(12) 946-ml Bottles	55.17	105.00	110.25	142.20



DATA BULLETIN

The Synthetic Small-Engine Oil Data Bulletin (G2217) has been updated to include the new 5W-30 viscosity.

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

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HOW RECENT IMPROVEMENTS TO THE RETAIL PROGRAM HELP GROW YOUR BUSINESS

We've made several changes to the Retail Program this year designed to help you register more accounts and provide them more value. To help understand these changes and how they help you, we sat down with Dan Peterson, Senior Vice President of Dealer Sales and Marketing.



Dan Peterson
SENIOR VICE PRESIDENT,
DEALER SALES AND
MARKETING

AMSOIL Magazine: Of all the Retail Program changes this year, the new 24-store policy is one of the most exciting for Dealers. Can you explain?

Peterson: Put simply, the 24-store policy presents Dealers more sales opportunities. It

makes it easier for Dealers to establish more and larger retail accounts, which is great for their bottom line.

Previously, to prevent larger retail chains from gaining an advantage over Dealers and smaller retailers, we restricted businesses with more than 12 stores from establishing a single retail account to serve all locations. This prevented the business from using centralized distribution and billing to reduce costs and gain an advantage over Dealers.

Free shipping for AMSOIL products, industry changes and our new Unilateral Minimum Advertised Price (MAP) policy have allowed us to expand our definition of the businesses that may qualify for an AMSOIL retail account. Retailers with 24 stores or less now qualify for a single retail account to service all outlets. You may still register businesses that own more than 24 stores provided each individual location is registered as its own retail account.

AMSOIL Magazine: How does the policy make it easier for Dealers to register accounts?

Peterson: It eases business complexity for retailers, which makes it more attractive to carry AMSOIL products. Under the previous policy, retailers had to spend more time placing orders, managing inventory and doing busywork. The 24-store policy helps ease that burden and allows a business with up to 24 locations to establish just one AMSOIL retail account, making their lives much easier. This removes a hurdle for Dealers trying to convince a larger retailer to carry AMSOIL products. We're excited about the new possibilities this opens for Dealers looking to grow their Dealerships.

AMSOIL Magazine: You mentioned the MAP policy that takes effect Oct. 1. How does it work?

Peterson: The new MAP policy prohibits Dealers and retailers from advertising pricing of AMSOIL products at less than the current MSRP printed in our wholesale price lists (G3500, G8500 Can.). This applies to all advertisements, such as fliers, TV ads, coupons, email, web pages and more. It's important to remember that the MAP policy applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the Dealer's or retailer's location, over the phone or through a request-for-price process. Dealers and retail accounts are free to sell AMSOIL products at any price they choose.

AMSOIL Magazine: Why did we implement a MAP policy?

Peterson: For a few different reasons. First, the MAP policy allowed us to

introduce the new 24-store policy. Larger retail chains with big advertising budgets could previously gain an advantage over independent Dealers or smaller retailers by enticing customers with discounted pricing. Imagine you're a Dealer working hard to gain customers and you receive a flier in the mail from a retail chain that advertises discounted pricing on AMSOIL products. You're going to wonder, "How am I supposed to compete?" The MAP policy removes this advantage and levels the playing field for all Dealers and retailers. This allowed us to expand to a 24-store policy without fear of larger retailers cornering the market by advertising cut-rate prices.

Second, the MAP policy protects the long-term viability of the Dealer network. Independent Dealers have always been our primary distributors of AMSOIL products. The MAP policy helps protect the spirit of entrepreneurship that built AMSOIL and ensures every Dealer has a fair shot to gain new customers.

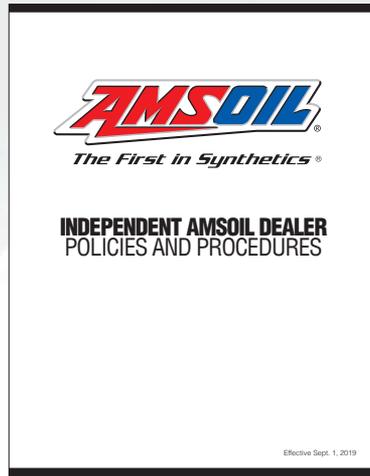
AMSOIL Magazine: The Repair-Shop Website Program is another tool Dealers have to help grow their businesses. Why did we introduce it?

Peterson: What does just about everyone do when researching a product or service? They grab their phones. If a business doesn't have an online presence these days, it'll struggle to compete.

Independent repair shops can fall into this trap. Typically, the owner is working long hours to serve customers and doesn't have the time or know-how to build a website. Through the Repair-



The Repair-Shop Websites Program helps your independent mechanics develop a website to increase visibility, giving you a benefit to sell unavailable to other oil suppliers.



See the AMSOIL Independent Dealer Policies & Procedures (G4000) for policy details. It's available free in the Dealer Zone (Rules of the Road).

Shop Website Program, a team of professionals can create an effective website for your auto-repair shops, helping them reach more potential customers.

AMSOIL Magazine: How does the program work?

Peterson: We've partnered with Repair Shop Websites, a business dedicated to building modern websites specifically for auto repair shops. They offer three packages to choose from, and they perform all the work, taking the burden off your auto-repair shops. In fact, they can have a website up and running in just two days. Plus, websites are optimized for mobile, which is critical today as more people access the Internet from their phones and tablets.

This unique opportunity is available only to AMSOIL accounts. The AMSOIL Repair-Shop Website Program is designed to help Dealers stand out in the crowd and build stronger relationships with the repair shops they service. By building their online web presence, you help drive customers through their doors and provide above-and-beyond value other suppliers do not.

AMSOIL Magazine: What else have we done to help Dealers provide more value for their retail accounts?

Peterson: Several things. In July, we revamped the Retail Co-op Program, which allows retailers to earn co-op credit on AMSOIL product purchases. Co-op credit can be applied to the cost of qualified advertising, literature, merchandising and promotional items.

To make the program easier to understand and more appealing, we now award co-op credit in early January based on the total amount of the account's purchases the previous year. Previously, accounts earned and lost credit monthly, which was confusing and frustrating. Now, your accounts have access to a larger amount of co-op credit. They can order signs, hats, banners or help pay qualified advertising costs right off the bat instead of having to wait throughout the year to build credit. Co-op credit expires Dec. 31 every year.

AMSOIL Magazine: Merchandising kits have changed too, correct?

Peterson: Yes. In the past, we sent new retail accounts one of three merchandising kits after they had placed an initial qualifying order of \$350 (\$450 in Canada). Kits included promotional items geared toward specific types of shops, like a powersports dealership or quick lube. We found that retailers preferred to choose the promotional items that best fit their specific businesses, so beginning in July we improved the program to suit their needs.

2019 RETAIL ACCOUNT PROGRAM CHANGES

AMSOIL Unilateral Minimum Advertised Price (MAP) Policy

- Helps protect the Dealer opportunity for everyone
- Prohibits Dealers and retailers from advertising discounted pricing for AMSOIL products, preventing larger retailers from gaining an unfair advantage

24-Store Policy

- Presents Dealers more sales opportunities
- Eases business complexity, making it more attractive for retailers to carry AMSOIL products

Succession-Planning Policies

- Helps protect the long-term value of your Dealership for your heir or successor
- Safeguards your legacy long after you've stopped working your Dealership

Customer Bill of Rights

- Strengthens the reputation of all AMSOIL Dealers
- Helps address concerns about unprofessional Dealers hampering your efforts

Repair-Shop Website Program

- Deeper engagement with your customers
- Helps people find your independent mechanics and repair shops online, growing sales
- One-of-a-kind benefit no other oil company provides
- See the Dealer Zone for details (Retail Business Tools>AMSOIL Repair-Shop Website Program)

Improved Retail Co-op Program

- Awards co-op credit at the start of the year, empowering retailers to start using credit immediately
- Easier to understand and explain
- See the Retail Co-op Credit Order Form (G1071) for details

New Merchandising Kits

- Allows new qualified retail accounts to choose the best merchandising options for their businesses, including the Retail Merchandising Kit, a two-sided AMSOIL sign or an AMSOIL banner
- Provides another benefit for you to sell
- See the Dealer Zone for details (Retail Business Tools>Merchandising Center>Merchandising Kit Program)

Now, all qualifying new retail accounts receive an AMSOIL mouse pad and the option to choose one of three free merchandising items: a two-sided 3' x 2' Aluminum AMSOIL Sign, an AMSOIL Retail Merchandising Kit or an 8' x 3' Vinyl AMSOIL Banner. This gives retailers the freedom to choose what's best for them and helps promote AMSOIL products in their shop right away. It's also another perk Dealers can offer when prospecting for new accounts.

AMSOIL Magazine: Shifting gears, can you explain the new succession-planning policies introduced last month?

Peterson: While no one likes talking about it, at some point most Dealers will have to sell their Dealerships or bequeath them to heirs. If Dealers don't plan ahead for that inevitability, their Dealerships can quickly fall apart. In fact, our data shows that sales drop considerably within just three months of a Dealer's death. This leaves the Dealer's successor or heir with a weakened business that discourages active participation. And it tarnishes the legacy Dealers work hard to build.

Our new succession-planning policies encourage Dealers to prepare for a speedy, seamless transition once they're unable to work their businesses. Put bluntly, if you don't have a qualified heir ready to take control of your Dealership upon your death, your Dealership will be terminated and dismantled. All your customers will be reassigned to qualified Dealers in your personal group, or if none exist, to qualified Dealers outside your group.

AMSOIL Magazine: How should Dealers start forming a succession plan?

Peterson: There are a few things to keep in mind. Only Dealerships with active customers and at least \$600 in earnings over the previous 12 months may be sold or transferred. If your Dealership meets those requirements and you're reaching an age when it's time to wind down, begin reaching out to people who may be interested in acquiring your Dealership. If you have an heir in mind, make sure he or she is Customer-Certified or working toward that goal. If you don't intend to pass your business onto someone else, consider selling it while it's most

valuable. It's best to start with your sponsor. If he or she isn't able, ask your personally sponsored Dealers. Your non-personally sponsored Dealers can also make good candidates. Start planning early to avoid complications down the road that can devalue your Dealership and hurt your heir or successor.

AMSOIL Magazine: Why did we institute a policy that requires a person who buys or inherits a Dealership to be a Customer-Certified Dealer?

Peterson: It comes down to customer service. Only Dealers may take orders, establish new accounts and run a Dealership, so anyone who acquires your business must register as a Dealer first. Then they must earn Customer-Certified status. This is to ensure they know the ropes and are prepared to deliver the level of service your customers have come to expect. The requirement is meant to help maintain the value of a Dealer's business for his or her successor and ensure customers are served properly.

It's helpful to think of the transition as a hand-off more than a one-and-done transaction. Once you've identified an heir or successor, sign him or her up as a Dealer and help him earn Customer-Certification. Then spend time teaching him how to run your Dealership. Introduce him to your larger customers. Teach him or her everything you know. This will ensure your business thrives long after you've stepped aside. We can help provide guidance when forming a succession plan; just call AMSOIL Customer Service at 1-800-777-7094.

"The AMSOIL Customer Bill of Rights is our promise to customers that we'll take every reasonable action to meet their needs."

AMSOIL Magazine: What can happen if a Dealer neglects to form a succession plan?

Peterson: As I alluded, customers who aren't being served can quickly become upset and find a new oil supplier. And no one wants that. If customers complain to us about poor or no service, our Customer Bill of Rights requires us to take action. In this case, we will investigate each complaint and reach out to the Dealer in question, if able. If needed, we will reassign customers to other Dealers prepared to meet their needs.

AMSOIL Magazine: What is the Customer Bill of Rights?

Peterson: As detailed in the current AMSOIL Independent Dealer Policies & Procedures (G4000), the AMSOIL Customer Bill of Rights is our promise to customers that we'll take every reasonable action to meet their needs.

In our 2017 Dealer survey, Dealers said unprofessional Dealers tarnish the brand and hamper their ability to sign-up new customers. The Customer Bill of Rights helps solve that problem. In essence, it requires Dealers to provide customers updated contact information and respond to reasonable requests for service in a timely manner. It also requires Dealers to maintain regular contact with their customers according to the customers' expectations. The Customer Bill of Rights puts in writing basic customer-service principles Dealers should already be practicing.

If Dealers fail to plan for the future, their customers are going to suffer and complain. That's when we have to step in and uphold their rights as AMSOIL customers, which includes reassigning them to a different Dealer if required. But we'd much rather see Dealers deliver excellent service and maintain their strong customer base.

We're hopeful our commitment to delivering better service than our competitors, along with all the other exciting changes to the Retail Account Program, will help Dealers sign-up more accounts, provide them more value and make more money. Make sure to read the new policies in the AMSOIL Independent Dealer Policies & Procedures (G4000), available in the Dealer Zone (Rules of the Road). As always, call Customer Service at 1-800-777-7094 with questions about any of our policies.

Updated Catalogs Now Available

This issue of *AMSOIL Magazine* includes the updated AMSOIL Factory-Direct Catalog (G100 U.S./G300 Canada). The AMSOIL Factory-Direct Catalog and market catalogs offer an excellent opportunity for Dealers to exhibit AMSOIL products. They also contain information on becoming an AMSOIL account or Preferred Customer.

How It Works

Attach your Dealer number in the area marked “referral number” on the back cover of the catalog. Use a catalog label from the AMSOIL Print Center for a more professional impression. Distribute the catalog to potential customers.

Where to Distribute

- Trade Shows • Fair Booths • Race Events
- Conventions • Conferences • Direct Mail
- Anywhere you meet someone

Maintain Contact with Prospects

Direct contact with potential customers is the best way to earn a sale or gain a new account or Preferred Customer. The more people hear about AMSOIL products and programs, the more likely they are to take advantage of their benefits. Direct mailings to potential customers can give you a foot in the door, but don't stop there. Follow up with potential customers to answer questions, provide clarity and give them one-on-one service.

How Customers Place Orders

Customers who wish to place orders from your catalogs can simply go online or call the AMSOIL toll-free ordering line and place their orders specifying the referral number (your Dealer number) printed on the cata-

log. This ensures that you receive the retail profits and commission credits. Ordering customers are automatically sent updated factory-direct catalogs every six months for the next 18 months at no additional cost to you. In addition, any of your customers who call AMSOIL wishing to become Preferred Customers will automatically become members of your personal group.

Free Shipping

Online/catalog customers and Preferred Customers in the contiguous U.S. and Canada receive free shipping on orders of \$100 U.S./\$130 Can. or more. Customers who order less than \$100 U.S./\$130 Can. will be charged a flat shipping fee of \$8.99 U.S./\$11.99 Can.

Reaching New Prospects

The AMSOIL Factory-Direct Catalog is a great opportunity to reach potential customers with whom you wouldn't ordinarily have contact. A direct mailing to a specific neighborhood could reach numerous customers who do not attend race events or trade shows, but still want the best protection for their vehicles. Also, people at shows or events who are initially only somewhat interested or don't have time to talk can take a factory-direct catalog home to review at their leisure.

Downloadable Factory-Direct Catalog PDF

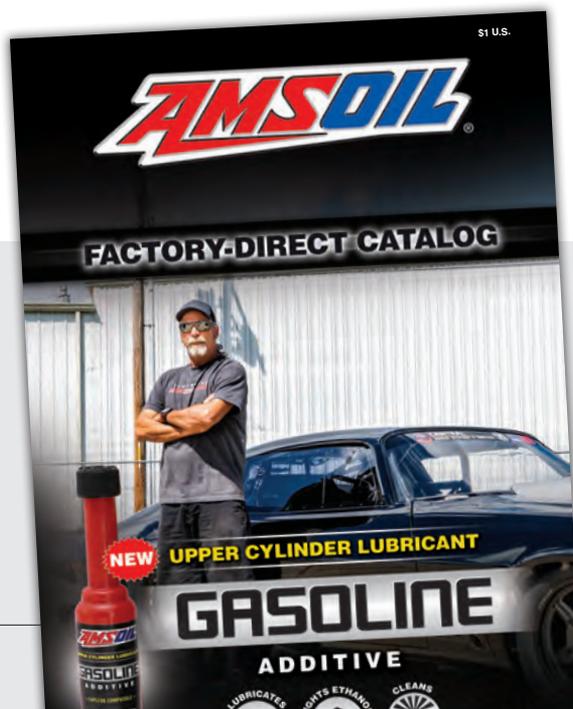
You can also download the factory-direct catalog PDF from the Dealer Zone (Product and Program Lit>Customizable Literature). Your referral number is automatically embedded in the catalog so when customers click a “Shop Online Now @ www.amsoil.com” link, they arrive at the online store as if they had come through your website, and you receive credit for all sales. Your referral number also automatically populates in the “referral number” area on the catalog's back page.

Once downloaded, the factory-direct catalog PDF can be embedded on your website for customer download or emailed to customers who request a free e-catalog.

Ordering Catalogs

AMSOIL Factory-Direct Catalogs are available individually and in packages of 100 and 300. Order 900 or more catalogs using product code G100-PK and receive a promotional code in your Message Center inbox redeemable for free catalog labels from the AMSOIL Print Center.

Catalogs with your information pre-printed on the back cover are available through the AMSOIL Print Center. Access the Print Center through the Dealer Zone.



Also Newly Updated:

- Commercial Program Catalog (G3469 U.S., G3474 Can.)
- Powersports & Racing Catalog (G3511 U.S., G3512 Can.)
- Retail Program Catalog (G3520 U.S., G3521 Can.)
- Automotive Catalog (G3549 U.S., G3550 Can.)

AMSOIL Factory-Direct Catalog Ordering Information

Stock #	Units	Description	Wt. Lbs.	U.S. Price	Can. Price
G100	EA	1 U.S. Catalog	0.1	.50	.70
G100	CA	100 U.S. Catalogs	10.0	43.00	60.00
G100	PK*	300 U.S. Catalogs	30.0	120.00	165.00
G300	EA	1 Canada Catalog	0.1	.50	.70
G300	CA	100 Canada Catalogs	10.0	43.00	60.00
G300	PK*	300 Canada Catalogs	30.0	120.00	165.00

*Order three or more and receive free catalog labels from the Print Center.

Customizable catalogs are available through the AMSOIL Print Center.

NEW TECHNOLOGIES PROMPT NEW INDUSTRY STANDARDS

ILSAC GF-6 and API SP specifications coming May 1. AMSOIL is already ahead of the game.

Original equipment manufacturers (OEMs) are under pressure to improve fuel economy and reduce emissions. As a result, most new engines today use some combination of turbochargers, direct-fuel injection and variable valve timing to deliver better fuel economy and increase horsepower.

The trend of lighter engine oils to achieve these goals continues with 0W-16 viscosities emerging in the market and 0W-12 and 0W-8 expected to follow. The industry has responded to these ultra-light viscosities with two new oil specifications: ILSAC GF-6 and API SP.

We Are Already There

Our claims about using advanced technology aren't just talk, and this specification update proves it. AMSOIL synthetic motor oils already meet or exceed the new industry standards and require no change in formulation. This is not the first time we've been in this position. While the competition works on making major formulation adjustments, we just have to update our labels. The new specifications are not allowed to be displayed on labels until May 1, 2020. Expect to see updated AMSOIL labels then.

The Big Split

The International Lubricant Standardization and Approval Committee (ILSAC) recently set a new precedent in the passenger-car motor oil market by splitting its specification into two parts:

GF-6A – backward compatible, provides protection for a variety of older and newer engines



GF-6B – not backward compatible, for use in select new vehicles

Both versions focus on wear protection, prevention of low-speed pre-ignition (LSPI) and improved engine cleanliness. However, GF-6B features a more stringent fuel economy test. Engine oils can easily be identified as ILSAC GF-6A or 6B by the API emblem on the front label of the packaging. A shield will represent the GF-6B specification, while the traditional starburst will indicate a GF-6A product. Both ILSAC specifications meet the industry-standard API SP specification which is most commonly found in owners' manuals.

To learn more, visit amsoil.com/lspi.



A SIMPLE WAY TO FIGHT CYLINDER-LINER CAVITATION

In extreme cases, cylinder-liner cavitation in diesels can allow oil and coolant to mix. Then it's just a matter of time until engine failure. Here's what you can do to help ensure that doesn't happen.

Most diesel engines are designed with replaceable cast-iron cylinder liners that are pressed into the engine block. While this doesn't apply to turbodiesel pickups, it affects heavy-duty over-the-road trucks and other diesels. The piston moves up and down inside the liner, while a jacket of coolant surrounds the outside of the liner to cool the engine.

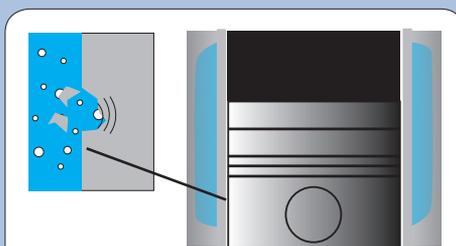
How cylinder-liner cavitation occurs

When the engine is running, the pistons move vertically inside their liners several thousand times per minute. Meanwhile, the rotary motion of the crankshaft applies a thrust force through the connecting rods to the piston. These contradictory movements cause the pistons to hammer the liners, causing significant vibration, similar to the effect of ringing a bell. This vibration can cause air bubbles to form in the coolant surrounding the liner.

When the bubbles rupture, they direct a high-pressure stream of coolant at the liner. Like a rushing river carving away a canyon wall, the coolant can erode the liner until cavities form. Left unchecked, these cavities can keep growing and eventually penetrate the liner, allowing oil and coolant to mix. Once that happens,

it's only a matter of time before the engine fails.

Prevention is the best practice when it comes to cavitation. That task falls on the engine coolant, and there are two ways formulators typically design engine coolant to fight cavitation.



How Cylinder Liner Cavitation Occurs

Imploding bubbles direct high-pressure coolant toward the cylinder liner, creating cavities through which the coolant can enter and mix with oil, damaging the engine.

The old-fashioned way

For years, formulators have added metallic salts, like nitrites and molybdenates, to coolant that attach themselves to the liner and form a sacrificial layer. When the coolant bubbles implode, the metallic salts absorb the pressure and break off from the liner surface rather than the metal itself. Metallic salts naturally deplete over time, meaning motorists must replenish them periodically by adding a supplemental coolant additive

(SCA) to the coolant reservoir, typically midway through the service interval. Unfortunately, this is often overlooked.

The better way

The trend in the coolant market – and the strategy we use at AMSOIL – is to eliminate adding an SCA by formulating coolant with organic acid technology (OAT). The chemistry of OAT coolants passivates the liner surface, which coats it in a thin, inert layer that provides protection against cavitation and corrosion. Unlike old-fashioned metallic salts, the additives in OAT coolants last much longer, meaning you don't have to replenish the system with an SCA. Modern OAT coolants also help fight problems associated with old-fashioned “green” coolants, like scaling and additive drop-out (which leads to “slime” in your coolant system) due to incompatibility issues.

Aside from using an OAT coolant, it's good practice to check your coolant level periodically. Also, make sure to check the pH and glycol levels annually. Glycol is important to the level of freeze protection and the coolant's boiling point. Over time, the water can evaporate from the system and increase glycol concentration, throwing off the coolant's balance. Perform fluid analysis once a year for best performance. We offer that service through Oil Analyzers INC. (www.oaitesting.com). We also offer antifreeze test strips (G1165).

Using AMSOIL Heavy-Duty Antifreeze & Coolant (ANTHD) and taking care of your diesel's cooling system go a long way toward avoiding the financial pain of fixing an engine ruined by cylinder-liner cavitation.



- Pre-mixed 50/50 with high-purity water.
- Fully formulated: DOES NOT require the use of supplemental coolant additives (SCAs) or extenders.
- All-organic formulation is further enhanced with anti-scalant, anti-fouling and water-pump lubrication additives.
- Phosphate-, nitrate-, nitrite-, silicate-, borate and amine-free.
- Boil-over protection up to 265°F (129°C) with a 15 psi radiator cap.
- Freeze protection down to -34°F (-37°C).



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.



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



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



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



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBER
SEVENTH
Total Organization
SEVENTH
Personal Group Sales
NINTH
Commercial Account Sales



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



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



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



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



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



Douglas Bottamiller
Maryland
EXECUTIVE DIRECT JOBBER
EIGHTH
Commercial Account Sales



James J. Allen
Ohio
REGENCY GOLD DIRECT JOBBER
TENTH
Commercial Account Sales



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



Kenneth Kerkman
Wisconsin
REGENCY GOLD DIRECT JOBBERS
NINTH
Retail Account Sales



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



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



Ches & Natasha Cain
South Dakota
3-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
 Total Organization
THIRD
 Personal Group Sales
THIRD
 New Qualified Customers
SECOND
 New Customer Sales



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



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



Vijay Parany
British Columbia
1-STAR REGENCY PLATINUM DIRECT JOBBER
TENTH
 Total Organization
EIGHTH
 Personal Group Sales
SEVENTH
 Retail Account Sales
NINTH
 New Qualified Customers



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



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



Greg & Joan Desrosiers
Alberta
3-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
 Commercial Account Sales



Merv Nolt
Ohio
DIRECT JOBBER
FIFTH
 Commercial Account Sales



John O. Brown
Arizona
PREMIER DIRECT JOBBER
SIXTH
 Commercial Account Sales
NINTH
 New Customer Sales



Walter & Sineva Perera
Ontario
REGENCY SILVER DIRECT JOBBERS
FIFTH
 Retail Account Sales



Debra McKenzie
Alberta
REGENCY GOLD DIRECT JOBBER
SIXTH
 Retail Account Sales



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBER
EIGHTH
 Retail Account Sales



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



Joshua Childers
Ohio
MASTER DIRECT JOBBER
FIFTH
 New Qualified Customers



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



Justin Peszko
Virginia
MASTER DIRECT JOBBER
EIGHTH
New Qualified Customers
TENTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Alan Cook
Wisconsin
EXECUTIVE DIRECT JOBBER



Eben Rockmaker
Nevada
EXECUTIVE DIRECT JOBBER



Mark S. Fleury
Ontario
PREMIER DIRECT JOBBER



Daniel Fentzke
Georgia
DIRECT JOBBER
Sponsors:
Mark & Jean Pusen
Direct Jobbers:
Mark & Jean Pusen



Lee Truncali
New York
DIRECT JOBBER
Sponsors:
Vito & Paula Brinzo
Direct Jobbers:
Vito & Paula Brinzo



Andrew Bolton
Wisconsin
DIRECT DEALER
Sponsors:
Matthew & Kerry Haugen
Direct Jobbers:
Matthew & Kerry Haugen



Payton Zierolf
Wyoming
DIRECT DEALER
Sponsor:
Kaden L. Donnay
Direct Jobbers:
James & Jean Lanning

GAIN CERTIFICATION. GAIN CUSTOMERS.

BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

CUSTOMER CERTIFIED

ELIGIBLE FOR CO-OP ASSISTANCE

APPEAR ON THE AMSOIL LOCATOR AT AMSOIL.COM

RECEIVE BUYING CUSTOMERS FROM AMSOIL

CO-OP CERTIFIED

LOCATOR CERTIFIED

CUSTOMER CERTIFIED

CO-OP CERTIFIED

- Complete the Dealer Certification Program in AMSOIL University Online

LOCATOR CERTIFIED

- Be Co-op Certified
 - Earn a minimum of \$10 in commissions in the last 6 months
- PLUS**
- Have 1 or more new Dealers, Preferred Customers, retail or commercial accounts in the last 6 months

OR

- Have 5 or more active Dealers, Preferred Customers, retail or commercial accounts

CUSTOMER CERTIFIED

- Be Locator Certified

PLUS

- Have 4 or more new qualified customers within the past 12 months

OR

- Have 2 or more new qualified customers in the past 12 months and meet one of the following alternative 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

WHAT'S A "QUALIFIED CUSTOMER"?

Check out the new Customer Definition document in the Dealer Zone.

RECEIVE EVEN MORE CUSTOMERS WITH THE ASSIGNED-CUSTOMER MULTIPLIER

All Customer-Certified Dealers are in a randomly ordered pool. Once assigned a customer, you move to the bottom of the rotation. Effective Jan. 5, 2019, if you reach a total of 12 new qualified customers within the past 12 months we'll give you an extra listing in the rotation. Then, we'll add you again for every eight additional 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. Think of the compounding effect that will have on your commissions. While there are no guarantees, the chart at right shows what you might expect.

#Qualified Customers Past 12 Months	#Chances to Receive Assigned Customers	Probable #Customers Assigned Annually
Customer Certified	1	3 - 8
12	2	6 - 16
20	3	9 - 24
28	4	12 - 32
36	5	15 - 40

October Close-Out

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

Synthetic ATV/UTV Front Drive Fluid Discontinued

Synthetic ATV/UTV Front Drive Fluid (AUFDF) is discontinued and available while supplies last. Please stay tuned for updates to our ATV/UTV product line soon.

Plan Ahead for the Future of Your AMSOIL Dealership

AMSOIL is committed to providing the best customer service possible. That commitment doesn't end when an independent Dealer winds down his or her Dealership. The process of

transferring a Dealership to an heir or selling it outright should occur as quickly and seamlessly as possible to ensure customers continue to receive the level of service they've come to expect. Seamlessly transferring or selling your Dealership to a Customer-Certified Dealer ensures he or she receives maximum value from the business you worked hard to build.

A Dealership may be sold or transferred only if it has at least \$600 in earnings over the previous 12 months and has active customers. You have two options when it comes to the future of your Dealership.

Transfer of Dealership

Your Dealership may be transferred if a legally-binding plan is in place and a Customer-Certified Dealer is named as the heir or beneficiary. If a family member or friend is interested in becoming a Dealer and taking on your business, you can transfer your Dealership to that designated successor. Having open discussions can help when you're making the decision to pass on your Dealership to a loved one.

Sale of Dealership

You can also sell your business. In most cases it's best to sell a Dealership to the sponsoring Dealer or Direct Jobber. Determine the value of your business, find a buyer and sell your Dealership when you're ready.

If the sale of the Dealership is approved, assigned commercial accounts and retail accounts will be reassigned unless the purchasing Dealer resides within 50 miles of the account or an acceptable plan to service customers is presented and accepted in writing for purchasing Dealers who reside up to 200 miles away from the account.

The AMSOIL Dealer Sales team and customer service representatives are here to advise you every step of the way. They can consult with you on the options you have and help you determine what is necessary to transition your business to a successor. By planning ahead, you'll gain peace of mind in knowing that your business will be taken care of even if something unexpected happens. For more information on AMSOIL Dealer succession planning, visit the Dealer Zone>Rules of the Road>Estate Planning.

New Product Line Continues to Grow

The introduction of the all-new ALTRUM supplements continues with Supreme Probiotics and Omega-3 joining the ranks of the other upgraded products now available. (Get all the details about these newest products in the October *ALTRUM News*, inserted in this issue.)

In addition to new packaging and formulas, many of the new supplements feature lower prices and a greater number of servings per bottle. For example, Prostate Health contains a 45-day supply instead of 30 when taking the recommended dose of two soft-gels per day.

Watch for further announcements in *AMSOIL Magazine*, *ALTRUM News*, the *ALTRUM Focus* email newsletter and Centerlines in the Dealer Zone.

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



ALTRUM[®]
FOR YOUR HEALTH

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

Updated AMSOIL Market Catalogs

AMSOIL market catalogs with updated pricing and products introduced since spring are now available. They're an economical, professional way to display AMSOIL products to prospects and customers. Order yours today.



Automotive Catalog

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

Stock #	U.S.	Can.
G3549 (U.S.)	\$0.90	–
G3550 (Can.)	–	\$1.25

Includes online/catalog and P.C. pricing.



Powersports & Racing Catalog

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

Stock #	U.S.	Can.
G3511 (U.S.)	\$0.90	–
G3512 (Can.)	–	\$1.25

Includes online/catalog and P.C. pricing.



Retail Program Catalog

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

Stock #	U.S.	Can.
G3520 (U.S.)	\$0.90	–
G3521 (Can.)	–	\$1.25

Includes wholesale cost and MSRP.



Commercial Program Catalog

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

Stock #	U.S.	Can.
G3469 (U.S.)	\$0.90	–
G3474 (Can.)	–	\$1.25

Includes wholesale cost.

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. Encourage customers using this product 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.



Shannon Grayson | CUSTOMER SERVICE MANAGER

One of the best ways we can help your business grow is to take great care of your customers. For that reason, improving the efficiency and effectiveness of our Customer Service Department is a constant goal. We want as many experienced, friendly people as possible available to answer phone calls to place orders and resolve miscellaneous issues.

As such, we reorganized AMSOIL Customer Service last year to provide several improvements. In the past, we divided customer-service responsibilities between multiple departments. This often meant you had to talk to different people depending on the nature of your call, which likely required spending more time on hold or being transferred than you'd like. We've since combined responsibilities under the umbrella of a single Customer Service Department. The new structure lets us assign more people to high-priority tasks, like placing orders and resolving issues with orders. In between calls, customer-service representatives work on other tasks, like processing applications, responding to email and updating contact information.

You may have noticed that you speak to the same employees regardless of the nature of your call or the phone number you called. We're not trying to confuse you; instead, we're cross-training representatives to equip them with the knowledge to complete multiple tasks so we can serve you and your customers quickly and effectively.

As you might expect, reorganizing an entire department takes time and presents challenges. But, despite some early hiccups, our key performance metrics are improving, which is a win-

No one likes being put on hold

Improvements to our Customer Service Department help customers get what they need faster.

For best service, follow these guidelines when contacting AMSOIL Customer Service (1-800-777-7094; customerservice@amsoil.com).

- Gather account numbers, ship-to addresses, vehicle information (make, model, year, engine size, engine code, etc.), product selection, payment information and other details before calling.
- Many people call with orders Monday morning or over their lunch hours in the middle of the day. To reach a representative quickly, save non-urgent phone calls for off-peak times.
- Register new customers and accounts, and update contact information, in the Dealer Zone. We process these tasks in virtually the same amount of time. And using the Dealer Zone minimizes on-hold times for customers who want to place orders.
- Verify that new account applications have been processed by checking your email or Dealer Zone reports rather than by calling. This frees representatives to place orders.

win for you and your customers. People are spending less time on hold and we've seen a decrease in abandoned calls. Over the past year, we've gained insight into our processes and have worked to continue improving. For example, we continue to provide more employee training so knowledgeable representatives are always available when you call. In the coming months, I'm confident we'll provide even faster service to you and your customers. We have a fantastic team committed to meeting the company's strategic objective of improving customer satisfaction across all touch points.

It's important that we work together to ensure the best possible service. To that end, the inset offers a few guidelines to follow when you contact Customer Service to help us better serve you.

Please gather all your account numbers, payment information and other pertinent

details before calling to help us serve you efficiently. Save non-urgent calls for off-peak times, like mid-morning or later in the afternoon. This ensures lines are open for customers calling to place orders or resolve issues with a pending order. The Dealer Zone (my.amsoil.com) provides a ton of information, so make it your first stop when trying to find answers to questions. Don't forget to check your reports and your message center for important details, like approval of a new account.

While we love talking with you to provide assistance and build stronger relationships, simply follow these guidelines to help us all successfully process orders and ensure representatives are available to handle your customers' highest-priority tasks. This, in turn, generates more commissions for you, which is what we all want.



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AMSOIL Personalized Merchandising Center

The AMSOIL Personalized Merchandizing Center features clothing and other items you can customize with your name and business information. To order, simply log in to the Dealer Zone (my.amsoil.com) and navigate to Marketing Your Business>Personalized Merchandising Center.

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October 2019

THREE POWERFUL AEROSOLS

AMSOIL Mudslinger, Engine Degreaser and Glass Cleaner deliver performance you can see immediately.

MUDSLINGER (AMS)

- **Provides** a protective layer of armor against mud, dirt and snow
- **Eases** clean-up after riding
- **Restores**, cleans and shines plastic, fiberglass and painted surfaces
- **Provides** a protective layer to counteract the damaging effects of UV rays
- **Pleasant** cherry scent

ENGINE DEGREASER (AED)

- **Removes** the toughest grease, dirt and grime
- **Leaves** no residue
- **Easy** to use
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- **Safe** on all engine components

GLASS CLEANER (AGC)

- **Quickly** cuts through grease and grime
- **Does not drip or run;** stays where you spray it
- **Leaves** no streaks or haze
- **Ammonia-free** and safe on all glass, including tinted windows
- **Works** great on countertops, glass, mirrors and appliances

Mudslinger, Engine Degreaser and Glass Cleaner are not available in Canada.

BEFORE ENGINE DEGREASER



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