AMSOIL MAGAZINE

▸ DEALER EDITION

SEPTEMBER 2018

Signature Series Protects Turbochargers 72% Better than Required by GM dexos1® Gen 2*

| PAGE 8

SABER® Professional Proves Itself in STIHL® String Trimmers | PAGE 10

*Based on independent testing of AMSOIL Signature Series 5W-30 in the GM Turbo Coking Test as required for the GM dexos1 Gen 2 specification.

Think differentially

THE NEW AMSOIL SEVERE GEAR® EASY-PACK

AMSOIL SEVERE GEAR 100% SYNTHETIC GEAR LUBE (SVG, SVO)

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[1]Based on independent testing of AMSOIL Signature Series 5W-30 in the GM Turbo Coking Test as required for the GM dexos1 Gen 2 specification.

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THE COVER

Impressive results in the GM* Turbo Coking Test show Signature Series' superior protection properties.

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From the President

I ordered some cabinets recently to help organize the garage at our cabin. I inspected them carefully online to ensure they were good quality before placing the order, and patiently awaited their arrival so we could remove some of the clutter. Unfortunately, the cabinets were damaged in transit. This must be a common issue because the sheet of paper right on top when I opened the box was instructions for what to do if your cabinets are damaged.

I understand that sometimes things happen, so I followed the instructions and dialed the appropriate number without much fuss. I was connected with a customer-service agent who was friendly and helpful. She started working on my case right away, and she told me to just keep the damaged cabinets, which I thought was pretty nice since they weren't in complete disrepair. During our call, however, her computer system went down repeatedly. I started to suspect that she worked from home, and my suspicions were confirmed when dogs began barking and children began making lots of noise in the background. I love dogs and kids, but I did not enjoy fighting the customer-service agent's dogs and kids for her attention. She could not complete the steps necessary to conclude my case and ship me new cabinets because her system was down, but she promised to enter it first thing in the morning and that I'd see my cabinets in just a few days.

Well, a few days went by, then a week, then a few more days. I followed up with a call to the same customer-service number and was connected to the same agent. She had forgotten to complete the entry into the company's system and my cabinets had not yet shipped. What had started as a relatively pleasant resolution to an unfortunate situation had devolved into something completely unsatisfactory. I went from being an advocate for this company to being a detractor.

This is precisely the type of experience I want AMSOIL customers to avoid. We all know that mistakes happen. What happens afterward is what makes the difference. When you call AMSOIL, you speak with a live human, and our staff is under strict orders to see any issue through to an appropriate resolution.

We want to make sure the customers you bring to AMSOIL have a good experience, and we're constantly working to improve. We instituted new customer-service training over the past year and it's made us better. We poll our customers regularly to see where we stand. We were happy with our high initial marks, but we received even higher marks after the training took hold. Now we're expanding that training to other areas of the company. We're also upgrading our computer systems, both behind the scenes and on our public-facing website. We'll have much greater capabilities in the year ahead, and you and your customers will notice the difference. I believe in a constant pursuit of improvement. Whether it's our products, our service or any other aspect of the company, you can be sure that it's being scrutinized and we're working to make it better. I hope you're making similar efforts with your business.

Alan Amatuzio
President & CEO

Signature Series Max-Duty Diesel Oil Proven Best at Protecting Engines from Rust

Intermittent use, prolonged storage, humidity and short drives can lead to the development of rust and corrosion, causing major damage to diesel engines. Examples of applications affected include: **• RVs • Off-Road Equipment • Marine**

NMMA FC-W Rust Test

Developed to evaluate corrosion protection in the extreme operating environments of marine engines, the National Marine Manufacturers Association (NMMA) FC-W Rust Test represents a stringent, difficult-to-pass test for any engine oil. Metal coupons cut from actual Mercury* cylinder liners are submerged in the test oil, placed in a salt humidity cabinet for 24 hours and rated.

Superior Marine-Grade Rust Protection

We subjected Signature Series Max-Duty Synthetic Diesel Oil and four competitors to two rounds of testing. In order to pass the test, the average rating must be lower or equal to the reference oil average. As seen in the graph, Signature Series Max-Duty Synthetic Diesel Oil delivered a strong pass, while three competing oils failed and one was a borderline pass.

Signature Series Max-Duty Synthetic Diesel Oil provides up to **2X better** rust protection[1], outperforming competing diesel oils.

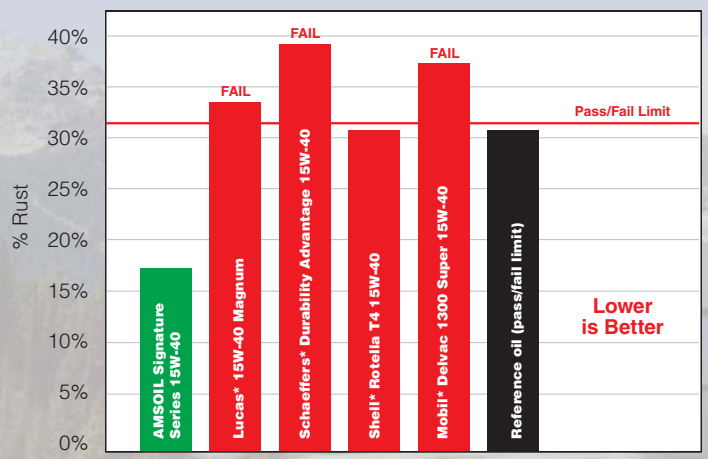
[1]Based on industry standard testing using the NMMA FC-W Rust Test

WHY SHOULD YOUR CUSTOMERS BUY AMSOIL SIGNATURE SERIES MAX-DUTY SYNTHETIC DIESEL OIL?

- **6X more** engine protection[2]
- Highly optimized detergent package provides the **ultimate engine cleanliness** and **efficiency**
- **Extraordinary** marine-grade rust protection
- **Significantly exceeds** industry requirements
- **Full OEM** specification coverage
- High TBN provides outstanding acid neutralization for **long-term engine protection**
- **Reduces** oil consumption
- Exceptional **cold-temperature performance**
- **Top-grade protection** for extended drain intervals
- Available in **5W-30, 0W-40, 5W-40** and **15W-40** viscosities

[2]than required by the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222 using 5W-30 as worst-case representation

NMMA FC-W Rust Test



Test results describe and represent properties of oils that were acquired on the dates listed in Table 1 (see www.amsoil.com/rusttest.aspx). Results do not apply to any subsequent reformulations of such oils or to new oils introduced after completion of testing. All oils were available to consumers at the time of purchase. Testing was completed in November 2017.

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LETTERS TO THE EDITOR

WIX FILTERS

I am responding to Nicholas Mikitka's letter in the May 2018 *AMSOIL Magazine*. Though the WIX XP oil filters are made with a synthetic media, and the standard WIX oil filters are made with an enhanced cellulose media, I'm not sure the XP filter is a better choice. Both the standard and the XP filters provide excellent engine protection with synthetic oil use, both are for severe-service use, both have silicone anti-drainback valves (when applicable) and both are for OEM-recommended oil and filter change intervals. I believe the standard WIX filter is a better choice because the standard filters are 99% efficient at 23 microns, where the WIX XP filters are 99% efficient at just 35 microns.

Thank you,

Steve Patchin

AMSOIL: *Thank you for bringing this to our attention, Steve. While both these WIX filter lines offer effective filtration protection, we generally offer standard WIX filters to complement the premium AMSOIL Ea® Oil Filter line, covering the vehicles our Ea Filter line doesn't and ensuring you can sell a high-quality filter to just about every customer.*

0W-16

Toyota* has a 0W-16 oil, and I am wondering if AMSOIL is going to make an oil with that viscosity.

Andy White

AMSOIL: *That's a good question, Andy. We recognize the growing demand for the 0W-16 viscosity and have been hard at work developing an oil we can be proud to add to our lineup. Look for the introduction of our new OE 0W-16 Synthetic Motor Oil in next month's* AMSOIL Magazine.

EA® OIL FILTER

I have a 2014 Jeep Cherokee Trailhawk KL* 3.2L. I've owned it from new and have been waiting for an AMSOIL/Donaldson filter to come out for it. Will I ever see one? I was told in 2014 that it takes time to develop new filters.

Other than that, I am very happy with all the new products coming out!

Christopher Robinson

AMSOIL: *We're glad you're happy with our new products, Christopher. You'll be even happier to know that, yes, we have been working on an Ea Oil Filter for your application for some time, and our tentative plan is to introduce it this fall. Stay tuned to* AMSOIL Magazine *and the Dealer Zone for an announcement of availability.*

PRODUCT PRICES

As a small Dealer, I was stunned I could pay less money buying my oil from a retail store than ordering it. With all the price increases over the years and adding the tax and shipping, it has come to the point it's cheaper to buy AMSOIL in other ways if I want to buy the product. Why is that? Aren't we, the Dealers, the ones who go out and promote the brand? With all the savings Auto Zone* recently had on Mobil 1* and Pennzoil*, I was able to figure buying five quarts and a filter worked itself down to just over $25 an oil change vs. buying AMSOIL and a filter at over $60. With pricing like that, it's hard to push the AMSOIL brand while the savings are that big. The shipping is what's really putting the products out of reason, and I understand that's the way AMSOIL does their business, but it's also hurting the business too.

I hope you take this letter as constructive criticism since I believe in the products, just not the expense as a Dealer.

Regards,

Andrew Hill

AMSOIL: *Thank you for your letter, Andrew. We can assure you that, as a Dealer, you pay the lowest prices at which we sell products. While retail accounts may choose to sell products at a loss, it doesn't make long-term business sense to do so. Pricing for competing oils varies greatly by sales channel, location, season and time of purchase, while AMSOIL Dealer pricing represents an everyday savings, unlike temporary sales at big-box stores. Remember, you also receive free shipping with orders of $350 ($450 Can.) or more, saving you even more. When comparing products based merely on initial price, it is best to look toward our OE line, which compares favorably to competing synthetic oils. Five quarts and a WIX oil filter can be purchased for right around $30 at Dealer cost.*

ZERO-TURN HYDROSTATIC TRANSMISSION

I bought a brand new Kubota* Z726X* zero-turn mower, and think I have decided on the Premium Protection 20W-50 Synthetic Motor Oil (ARO), but I'm wondering if you have anything for the hydrostatic transmissions.

The Kubota manual calls for Kubota HST suitable for the Z700 series. I think your 20W-50 Zero-Turn Synthetic Hydrostatic Transmission Fluid (AHF) might be compatible, but you don't list Kubota as an application at all.

Any help would be greatly appreciated.

Thanks,

Nolan Wheatley

AMSOIL: *Thank you for your inquiry, Nolan. Yes, our 20W-50 Zero-Turn Synthetic Hydrostatic Transmission Fluid is the best choice for your Kubota mower transmission and will be a big upgrade. These transmissions run very hot (200˚F and up), and you should see better control response and more speed when the mower is at operating temperature. The Kubota HST fluid is also a 20W-50, so our product is a direct cross. The back of our label does not represent a comprehensive list of applications for the product. We attempted to list the major units, but the product will work in any hydrostatic transmission that requires a 20W-50 viscosity.*

Email letters to:
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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.

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What does “filled-for-life” really mean?

It can mean even more work, unless you use our SEVERE GEAR® easy-pack.

Michael Meuli | PRESIDENT, TECHNICAL DEVELOPMENT

Anything described as “maintenance-free” gets our attention. When it’s time to upgrade your house, I bet you’re more likely to opt for the maintenance-free siding than the brand that requires fresh paint every few years. Time to upgrade the contents of your closet? I suspect you’re more likely to buy the wrinkle-free pants or shirt than the traditional clothes that require you to take out the iron and ironing board to look your best.

No one wants to perform unnecessary maintenance. We value products that promise to restore our most valuable resource: time.

That idea has influenced how many original equipment manufacturers (OEMs) design their vehicles. We’re seeing more vehicles roll off assembly lines with “filled-for-life” transmissions that (allegedly) don’t require motorists to spend a second of their time or penny of their money on a transmission fluid change during the vehicle’s lifetime. All things being equal, what casual motorist isn’t going to opt for the vehicle with a transmission that eliminates the hassle of dropping $150 or so on a transmission flush and wasting time at the dealership or repair shop?

The dirty little secret, of course, is that “filled-for-life” simply means “filled for the life of the warranty.” If the transmission fails after you’ve eclipsed the vehicle warranty period, what do you suppose the dealership is going to do for you? Slide a bill for $2,000 or so across the counter, that’s what.

It’s a good idea to change fluid in a “filled-for-life” transmission at least once during the vehicle’s lifetime, particularly if you tow or haul. Heat breaks down transmission fluid and causes sludge to form, which can clog the narrow fluid passages in the transmission’s valve body. Worn, dirty fluid also contributes to clutch wear and glazing, which you experience as elongated or jerky shifts. “Filled-for-life” transmissions contain drain and fill plugs, so changing the fluid is possible.

“Filled-for-life” differentials are also popular. The 2016 Ford* Super Duty 250, for example, is considered “filled for life.” However, the owner’s manual instructs you to change the fluid every 50,000 miles (80,467 km) in “severe” conditions and anytime the differential is submerged in water. Did you hear that, anglers? The 2017 Toyota* Tundra* likewise features a “filled-for-life” differential. But Toyota tells you to change fluid every 15,000 miles (24,140 km) if towing.

Don’t think older vehicles are immune. A 1996 Chevy* Suburban* has a “filled-for-life” differential. Again, though, GM recommends 15,000-mile (24,140-km) fluid changes in “severe” service.

As with a “filled-for-life” transmission, never changing the gear lube in your differential is a bad idea. Today’s vehicles make more power and torque than their predecessors, yet the gears and bearings that put all that power to the ground are largely unchanged. Adding to the challenge, many automakers have reduced the amount of gear lube in the differential to reduce energy lost to friction and boost fuel economy. Lower-viscosity fluids are also gaining popularity in an effort to increase fuel economy.

This scenario creates the perfect opportunity for extreme heat to wreak havoc on your differential. Towing and hauling increase friction, which in turn increases heat. Extreme heat causes the gear lube to thin, reducing the effectiveness with which it keeps gear teeth separated and prevents wear. Thinner gear lube further increases friction, which causes heat to increase in a vicious cycle known as “thermal runaway.”

The solution to thermal runaway certainly is not to ignore your differential and never change the gear lube, despite what the owner’s manual might suggest. Most truck and SUV owners automatically fall under the “severe” driving designation due to towing and hauling, so they require differential service. Even if your driving habits don’t fall under the “severe” designation, it’s still a good idea to service the differential at least once during the vehicle’s lifetime. Again, “filled-for-life” means “filled for the life of the warranty.” If you burn up a bearing or chip the gear teeth in your “filled-for-life” differential once the warranty period has ended, don’t think for a second that the dealership is going to resolve the problem without charging you a ton of money.

Anyone who’s changed gear lube in their pickup or SUV knows the challenges: a tough-to-reach fill hole, gear lube spilled everywhere and bloody knuckles. Our new SEVERE GEAR easy-pack offers the perfect solution. Compared to rigid conical bottles that waste a quarter of the gear lube or more, our easy-pack offers the dexterity to maneuver around vehicle components and the flexibility to install nearly every drop of gear lube. It eases the process of changing gear lube, saving you time and hassle.

If you haven’t already, make SEVERE GEAR Synthetic Gear Lube part of your sales arsenal. It saves your customers maintenance and money in the long run. And now it’s easier to use than ever.

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SIGNATURE SERIES OIL PROTECTS TURBOCHARGERS 72% BETTER THAN REQUIRED BY GM DEXOS1® GEN 2[1]

The General Motors (GM)* Turbo Coking Test subjects motor oil to approximately three weeks of extreme heat soaks in the intense environment of a turbocharged engine. Signature Series Motor Oil provided outstanding protection against the harmful deposits common to turbos.

The turbocharger/direct fuel injection combo has emerged as automakers' favored choice for producing powerful engines and meeting government fuel-economy requirements. The increased airflow turbos generate enables an engine to burn more fuel and produce more power, but this power comes at a cost. The tremendous heat and stress turbos create cause some oils to break down and form harmful bearing deposits through a process known as turbo coking. Over time, turbos can suffer reduced performance or fail altogether.

The GM Turbo Coking Test

The Turbo Coking Test was designed to simulate the extreme operating conditions of a turbocharged engine. It evaluates a motor oil's ability to resist deposit buildup in the oil passages and bushings of a turbocharger. Temperature increases within the turbo and the weight of any deposits are recorded.

ISN'T THIS A FORD* TURBOCHARGER?
Yes. Although the Turbo Coking Test is a GM test, it is used to demonstrate turbocharger protection for any brand.

Signature Series Protects Turbochargers

The GM Turbo Coking Test requires an oil to limit the temperature change within the turbocharger to 13 percent or less to pass the test. Signature Series limited the temperature increase to only 3.6 percent, controlling heat and proving it protects against deposits common to high-temperature engine environments.

Signature Series controlled heat and minimized performance-robbing deposits on the turbo-bearing and shaft surfaces.

TEST PARAMETERS

Engine	2012 GM 1.4L
Duration	2,000 cycles of extreme heat soaks – approximately 537 hours
Measures	A motor oil's ability to resist deposits in a turbocharger's oil passages and bushings
Simulates	High-heat operation of a turbocharged engine
Requirement	Temperature change within the turbocharger limited to 13 percent

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HOW TURBOS COULD SLOW YOU DOWN

The deposits common to turbochargers can lead to:

- Blocked oil passages, oil starvation and eventual failure
- Reduced turbine speed – resulting in lower boost pressures, reduced performance and poor efficiency
- Oil breakdown and oil burning
- Expensive turbo rebuild or replacement

Protects turbochargers 72% better

than required by GM dexos1® Gen 2[1]

*Signature Series keeps temperatures and deposits in check and helps enthusiasts maintain their vehicle's **power and longevity**.*

TURBOCHARGER	
What it Does	Introduces more air into the combustion chamber, increasing efficiency and power
How it Challenges Motor Oil	Increases heat, which hastens chemical breakdown
Signature Series Advantage	Protects turbochargers **72% better** than required by the GM Turbo Coking Test[1]

[1]Based on independent testing of AMSOIL Signature Series 5W-30 in the GM Turbo Coking Test as required for the GM dexos1 Gen 2 specification.

SABER® PROFESSIONAL PROVES ITSELF IN STIHL® STRING TRIMMERS

Summer landscaping season is winding down across most of the U.S. and Canada. Many professionals will soon face a lull in their hectic schedules, offering a great opportunity to start a conversation with commercial-account prospects about AMSOIL products. And we have the perfect tool to grab their attention.

Professional-use equipment takes a beating. String trimmers, mowers, backpack blowers and other equipment can run continuously in hot, wet and dirty conditions for months straight. Using low-quality oil makes the situation worse. Two-stroke oil that fails to protect against carbon causes stuck piston rings, clogged exhaust ports and plugged spark-arrestor screens. Stuck rings lead to compression loss, while heavy carbon chokes off airflow. Workers in the field are left with hard-starting, poorly running equipment that lacks the power to get the job done right.

GET THE SABER'S EDGE

Before the 2016 summer landscaping season, we purchased three new STIHL* FS56RC string trimmers and gave them to Duluth Lawn Care, based in Duluth, Minn. The company relies on a fleet of professional-use mowers, string trimmers and other equipment to provide fast, high-quality lawn-mowing and other services to its 4,500 clients.

Typical use included continuous daily operation in high heat; wet, humid conditions; exposure to airborne dirt and other contaminants; and the general daily abuse of professional-use equipment.

Each trimmer accumulated approximately 600 hours – far more time than the average homeowner puts on a trimmer. After the season, we disassembled the trimmers and checked for wear, carbon buildup and other distress. Select results are shown here and on the new SABER® Handout (G3564).

After a full season of severe service at 100:1, SABER Professional...

- **Prevented** piston-ring sticking for maximum power
- **Eliminated** carbon deposits in the exhaust port for optimum airflow and power
- **Fought** engine wear for reliable operation
- **Reduced** oil costs 65%

SABER FIGHTS CARBON

Heavy carbon build-up can be a problem in two-stroke equipment. Oils with poor detergency allow carbon to form in the piston ring lands, on the piston crown, in the exhaust port and on the spark arrestor screen. Carbon chokes off airflow through the engine, robbing the engine of power. It also causes the piston rings to stick in their grooves and fail to form a tight seal against the cylinder wall. The engine loses compression, leading to power loss. This adds up to frustrated workers in the field who can't work as quickly or efficiently as they need to complete jobs on time and up to standards.

As the images show, SABER Professional nearly eliminated carbon deposits to keep Duluth Lawn Care's STIHL trimmers running strong all season.

CUTS OIL COSTS

Duluth Lawn Care also saved money on total oil cost. Mixing SABER Professional at 100:1 saved them 65% compared to the cost they would have paid had they used the original equipment manufacturer oil at the conventional 50:1 mix ratio.

Given SABER's excellent performance, we reassembled the trimmers and returned them to Duluth Lawn Care, allowing the company to use its trimmers longer than historically possible with other oils.

The new SABER Handout provides a simple, yet effective, way to pique a prospect's curiosity about AMSOIL and start a conversation about how AMSOIL products can help them. See the insets for tips on how to talk to prospects and how to use the SABER Handout.

How to Use the SABER Handout

- **Focus on the big picture.** Point out the cleanliness of the exhaust port and piston. Connect SABER's ability to fight carbon to what matters to landscapers: reliable, powerful equipment that lasts longer, saving money.
- **Keep the math simple.** Tell prospects that SABER Professional mixed at 100:1 saves them 50% or more on oil costs compared to mixing at 50:1. Don't get bogged down in specific percentages.
- **Use it as a bookmark.** Mark the Contractors spread in the Professionals Catalog to quickly access relevant information when working with a new landscaper.

SABER HANDOUT

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G3564	EA	Pack of 10	$2.00	$2.70

The SABER Handout fits perfectly inside the Professionals Catalog (G3469, G3474 Can.).

CARBON ROBS POWER. SABER FIGHTS CARBON.

After 600 hours of use in the field, SABER Professional protected Duluth Lawn Care's STIHL* trimmers from carbon deposits.

0% Port Blockage

Virtually No Wear/Deposits

AMSOIL SABER Professional @ 100:1	STIHL HP Ultra* 2-Cycle Oil @ 50:1
3 STIHL FS56RC trimmers run a total of 1,898 hours	
2.4 gallons (9.1 L) of oil required	4.8 gallons (18.1 L) of oil required
$111.00 oil cost**	$316.56 oil cost**
AMSOIL SABER Savings: $205.56	

*** Based on retail price of 1-gallon bottle obtained January 2017.*

5 EXPERT TIPS FOR REACHING LANDSCAPERS AND OTHER PROFESSIONALS

AMSOIL Field Sales Representative Ernie Jones helps Dealers in the southeastern United States make sales calls, particularly to landscapers and other professionals. He offers his advice for reaching prospects.

1. PREPARE
"Research the company and the market(s) it serves (maintenance, irrigation, hardscape, etc.). Talk about what's important to them. They know their biggest problems, so let them be the expert and be prepared to offer solutions – it's almost always problems with two-stroke equipment."

2. LOOK FOR CLUES
"Notice small clues as you approach the shop – specialty vehicles, broken equipment and the condition of the shop all provide conversation starters."

3. DETERMINE THEIR FAMILIARITY WITH AMSOIL
"If they've never heard of AMSOIL, you may have to start with the benefits of synthetics. This can take a few visits. If they know AMSOIL, I go straight to SABER Professional because that's where they see the most noticeable improvement in performance and value. I use the Professionals Catalog (G3469, G3474 Can.) and SABER Handout (G3564) to show its excellent performance."

4. PROVIDE SABER PROFESSIONAL SAMPLES
"Samples are helpful for allowing prospects to compare with their current product. Even in an average-sized operation, a shop mechanic is likely responsible for $200,000 in equipment. He's unlikely to consider a change without proof that the product preforms as advertised."

5. ASK FOR A FOLLOW-UP VISIT
"Be respectful of the prospect's time and request a second visit."

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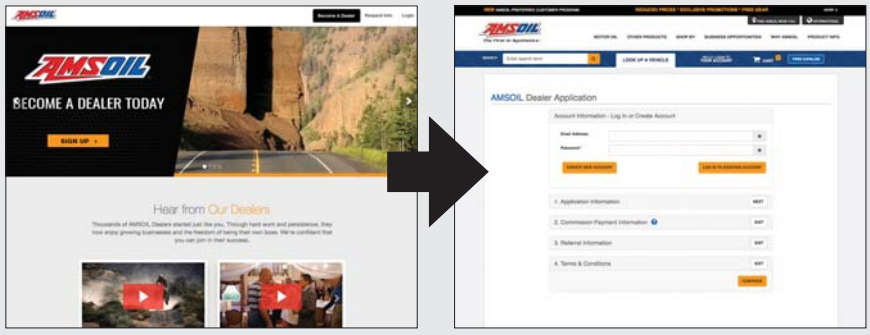
UPGRADED ONLINE APPLICATIONS PUT CUSTOMER SECURITY FIRST

New Dealerships and Preferred Customers are now established exclusively through digital application forms. The transition makes the process faster, more accurate and, most importantly, keeps your customers' personal information secure.

Today's digital world provides ample opportunity to enhance your AMSOIL business. Taking advantage of the electronic tools at your disposal is another important skill every AMSOIL Dealer should develop. The boosted security and efficiency of electronic applications recently prompted us to move all registrations online. Last August, we discontinued paper Dealer registrations. More recently, we stopped accepting hard-copy applications from the field. While most Dealers were relatively unaffected by the change, others have faced challenges. Ultimately, the change had to occur.



Use www.joinamsoil.com to quickly access the Dealer application form. The page features short video testimonials from successful Dealers and can give prospects a snapshot of the resources and training AMSOIL provides.

Reasons for Going Paperless

Security – Applications contain a lot of personal information, from Social Security numbers (Social Insurance numbers in Canada) to banking information. Having all of this on one piece of paper makes your customer an easy target for identity theft and fraud.

Customer Perception – Presenting a paper application to a prospect who is concerned with security and privacy is likely to make a bad impression. It may reflect poorly on you and create doubt about whether AMSOIL is a forward-thinking, innovative company.

Speed – Electronic communications are instantaneous – maintain the excitement new Dealers and Preferred Customers have by getting them started as quickly as possible. New Dealers can log into the Dealer Zone and place orders a few hours after their online registration is complete. They'll also receive their Dealer Kits several days faster than if their applications had been sent by mail.

Accuracy – Electronic applications increase the speed of processing, minimize errors and eliminate the need to confirm any illegible information.

Adapt to Succeed

Although nothing may take the place of looking a customer in the eye and offering a handshake, incorporating technology into your business is undoubtedly beneficial – and they need not be mutually exclusive. Embracing the new digital format of the AMSOIL Dealer and Preferred Customer applications shows your prospective customers you care about their security and, like AMSOIL, your sights are set firmly on the future. Additionally, when speaking with prospective Dealers, explain the importance of having Internet access and some level of digital expertise. It may be a barrier to success that needs to be addressed prior to their registration.

Practice Makes Perfect

You may be uncomfortable using your digital device to sign up new Dealers and P.C.s the first few times – don't worry. Familiarize yourself with the process and run through the steps before a trade show or meeting with prospects.

Quickly Access Applications

The process to register new Dealers online has been streamlined. At an event or in the field, simply have a laptop, tablet or mobile device open to www.joinamsoil.com and you'll be one click from the application form. The substantially shortened process will help you to quickly and easily register new Dealers. While new Dealers must complete the registration process themselves, you can register P.C.s with their consent by logging into the Dealer Zone and following this path: Dealer Business Tools>Registrations>Preferred Customer Application.

Overcoming Lack of Connectivity

A stable Internet connection is a great tool in the field, but powers beyond our control can limit accessibility. If you're unable to get to the online registration page while working with a potential Dealer or P.C., using a Dealer-number transferring link is the next best option. Explain to prospects that you'd like to send a link to the Dealer or P.C. application page and request their email or phone number. The ball is now in your court to email or text them as soon as possible. Sending an additional link on a topic you discussed or specific product page may be helpful as well. To make a transferring link, simply add "?zo=" and your Dealer number to the end of the URL:

Dealer Application:
www.joinamsoil.com?zo=123456 or
www.amsoil.com/beadealer?zo=123456

Preferred Customer Information:
www.amsoil.com/pc?zo=123456

Note: If the original URL contains a "?," use "xzo=" in place of "?zo=."

For more information on creating Dealer-number transferring links, search "transferring" in the Knowledgebase in the Dealer Zone.

PRO TIP:
Visit your own Dealer site before visiting amsoil.com every morning. Then when you walk someone through Dealer registration on your device, your Dealer number will be pre-populated in the appropriate field.

AMSOIL PRODUCTS TARGET EVERYTHING BUT YOUR PREY

Hunting season is fast approaching. Your customers' weapons help them harvest their prey, but their truck, UTV/ATV, trailer and other equipment help them find it. As you or your customers scout hunting areas or clear firing lanes, take some time for vehicle and equipment preparation, too. That way you can focus on hunting this fall, not fixing downed equipment.

AMSOIL Synthetic ATV/UTV Motor Oil
- Protection for demanding chores and tough terrain
- Superior all-weather performance

AMSOIL Synthetic ATV/UTV Transmission and Differential Fluid
- Reserve protection for heavily loaded gears

AMSOIL Synthetic Front-Drive Fluid
- Protects high-stress hubs and differentials

AMSOIL Silicone Spray
- Spray on your boots to resist water

AMSOIL MP
- Silicones squeaks and lubricates metal surfaces

AMSOIL Signature Series Synthetic Motor Oil
- 75% more engine protection against horsepower loss and wear than required by a leading industry standard[1], extending the life of vital components like pistons and cams.

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil
- The top tier of AMSOIL protection and performance for diesel engines. Provides 6X more engine protection.[2]

AMSOIL Synthetic Water-Resistant Grease
- Great for trailer bearings
- Protects against water washout

AMSOIL SEVERE GEAR® Synthetic Gear Lube
- New easy-pack eases installation
- Guards against gear and bearing wear
- Great for towing and hauling

AMSOIL Synthetic Firearm Lubricant
- Helps prevent blockage, jams and wear
- Outstanding protection in hot and cold climates

AMSOIL Firearm Cleaner
- Removes fouling and powder residue
- Protects against corrosion

[1]Based on independent testing in the ASTM D6891 test using 0W-20 as worst-case representation. [2]than required by the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222 using 5W-30 as worst-case representation.

‘MOVE N’ LUBE’ DEALER BRINGS YOUR OIL CHANGE TO YOU

AMSOIL Dealers represent entrepreneurs in every possible niche. Direct Dealer Garrett Leib of Ojai, Calif. found his when he combined his mobile quick lube service with an AMSOIL Dealership.

Leib spent years in the aviation industry, and then the equipment rental industry as a mechanic and service manager. “I got tired of being a company man,” Leib said.

That was the spark that lit his creativity. He examined his strengths. He knew he had a strong entrepreneurial spirit, and he was very good at developing new ideas and finding an easier way to do things. He could service all types of vehicles and equipment.

“So I looked into starting something on my own,” he said. “And the quick lube industry came to mind. I investigated all avenues of the industry.”

He carefully weighed the many aspects of business ownership – property costs, location, whether to build or rent, benefits of franchising or independent ownership, monthly and yearly expenses and income.

His calculations determined he needed a daily car count of 45 oil changes plus to break even. “I knew that was not going to happen, and it was too costly in this small country town of Ojai, nestled 17 miles inland just west of the Ventura beaches.”

A new idea was born: How about a mobile lubrication service?

“I soon discovered that if I got myself a van and set it up with equipment, I could not only go to where the customer was and perform the same type of service as if they were to go to a drive-through, but as well as servicing cars and trucks I could also do tractors, equipment, big rigs, boats and even small equipment,” Leib said. “Wow, what a niche and a great concept I had in the local market.”

He wrote a business and marketing plan and opened Move N’ Lube in 2002. “People appreciate the time savings and convenience that Move N’ Lube brings to the home, office or fleet,” Leib said.

Less than a year later, Leib was at a speedway in Fontana, Calif. when he connected with AMSOIL Dealer Jim Williams, who soon became his sponsor.

“He discovered what I do and talked to me about AMSOIL and suggested that it would be a great product for me to carry,” Leib said. “So he gave me the pitch about becoming a Dealer because if I’m using the product it would be a great idea to carry it, stock it and sell it right off my van and get a little something in return. So I thank my sponsor for getting me started with the (Dealer) tools and training pathway.”

Leib is familiar with working hard. “I am actually a self-motivated person,” he said. “My AMSOIL business is not a full-time job yet, although it has been my thoughtful intention and goal for quite some time to make it that.”

He has worked 10 hours a day, six days a week since starting Move N’ Lube, Leib said. “I am the owner/operator,” he said. “Elizabeth, my wife of 32 years, plays an integral role, but for the most part I am the company. AMSOIL has become an entity of it. So it would be nice at some point to separate the two as I’d love to make AMSOIL my full-time job.”

The AMSOIL business structure of independent distributors marketing and selling the products encourages leadership, Leib said.

“They (Dealers) become leaders of their own team, which then becomes a sales force of people who will actively build their own downline and can then teach their team members to duplicate their efforts and become the leaders of their own teams,” he said.

When people question why the owner of a quick-lube service recommends products that only need to be changed every six months, he tells them it’s good for business.

"You will call me before too long because you're so impressed," Leib said. "You'll want to tell me how much better your vehicle is running and that it (AMSOIL synthetic motor oil) did all the things I said it would do. You will also ask me if I can install it in your other vehicles or machines, and you will also tell your friends and acquaintances about your experience with this oil, and they will inquire about the AMSOIL products too."

"As we know, everybody drives. Everybody needs their oil changed, and most people will pay for convenience. This is especially true if they don't have to go anywhere, along with a price that is reasonable, excellent customer service and quality AMSOIL products."

This creates a domino effect that brings him an ever-increasing number of potential P.C.s, Dealers and other accounts. "I know this for a fact from many years of experience in the field," Leib said. "Then we all win and hear great things about AMSOIL."

Selling AMSOIL products today is easier than it was 15 years ago, Leib said. At that time fewer vehicles used synthetic lubricants, and AMSOIL was not as well-known. Now, AMSOIL has a 45-year history of selling superior products with applications for a wide selection of vehicle types.

"I pretty much have a recession-proof business because living in the golden state of California allows for a year-round operation," Leib said. "As we know, everybody drives. Everybody needs their oil changed, and most people will pay for convenience. This is especially true if they don't have to go anywhere, along with a price that is reasonable, excellent customer service and quality AMSOIL products."

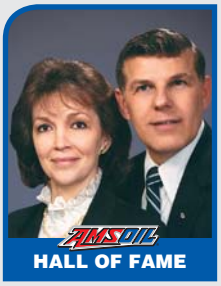
He gets to know his customers' needs and helps them determine what best suits them, whether it be as a retail or commercial account. Likewise, he explains the differences and benefits of becoming a Preferred Customer or a Dealer.

His advice for approaching potential customers? "Gather as much information as you can regarding their interests, present the facts straight to the point and be patient, but consistent," Leib said.

"Enjoy what you do, and do what you enjoy. You will find that motivation and persistence leads to success, and AMSOIL will provide you with the tools needed for that opportunity."

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
THIRD
Personal Group Sales

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

Leonard & Marcie Pearson
Washington
5-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
Total Organization
EIGHTH
Personal Group Sales

Sherree E. Schell
Idaho
4-STAR REGENCY PLATINUM DIRECT JOBBER
SEVENTH
Total Organization
TENTH
Personal Group Sales

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

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

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

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

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

Shirley Alquist
Florida
REGENCY DIRECT JOBBER
EIGHTH
Commercial Account Sales

John O. Brown
Arizona
DIRECT JOBBER
NINTH
Commercial Account Sales

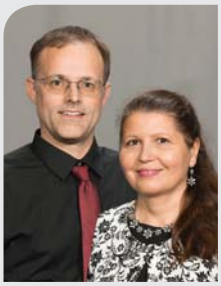
Kenneth & Nobie Morehead
Arkansas
PREMIER DIRECT JOBBERS
TENTH
Commercial Account Sales

Debra McKenzie
Alberta
REGENCY GOLD DIRECT JOBBER
EIGHTH
Retail Account Sales

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

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

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



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

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

Greg & Joan Desrosiers
Alberta
3-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
Total Organization
FOURTH
Retail Account Sales

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

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

Valon Sapp
Texas
DIRECT DEALER
FOURTH
Commercial Account Sales

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

Rob D. Eilertsen
Connecticut
DIRECT JOBBER
SIXTH
Commercial Account Sales

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

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

Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBER
SIXTH
Retail Account Sales

Will Mangan
Pennsylvania
EXECUTIVE DIRECT JOBBER
THIRD
New Qualified Customers
FIFTH
New Customer Sales

Vijay Parany
Ontario
1-STAR REGENCY PLATINUM DIRECT JOBBER
SEVENTH
New Qualified Customers
EIGHTH
New Customer Sales

Michael J. Mathe
Tennessee
REGENCY SILVER DIRECT JOBBER
EIGHTH
New Qualified Customers
SEVENTH
New Customer Sales

MONTHLY LEADERS

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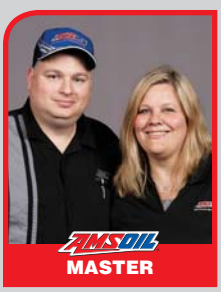
Bruno Ranger
Quebec
EXECUTIVE DIRECT JOBBER

NINTH
New Qualified Customers

TENTH
New Customer Sales

HIGHER LEVELS OF RECOGNITION



Jody & Jean Gordon
Illinois
MASTER DIRECT JOBBERS

Will Mangan
Pennsylvania
EXECUTIVE DIRECT JOBBER

Brian Dobben
North Carolina
PREMIER DIRECT JOBBER

Joshua Childers
Ohio
DIRECT JOBBER

Sponsor:
Andrei D. Pop

Direct Jobber:
Andrei D. Pop

NO MATTER THE SLED,
AMSOIL HAS YOU COVERED

- **Prevents** piston scuffing
- **Fights** exhaust power valve deposits
- **Outstanding** cold-flow (-69°F)

TARGET MARKET

- Hardcore enthusiasts
- Owners of powerful new sleds that require extra protection, including those with Ski-Doo* E-TEC* and Arctic Cat* C-TEC* engines
- Snowmobile dealerships and other shops that cater to snowmobilers

- **Easy** start
- **Low** smoke
- **Excellent** wear protection

TARGET MARKET

- Retailers
- Occasional riders
- Those who desire the convenience of using one oil for snow and marine applications
- Vintage sled owners
- Cost-conscious customers

- **Maximizes** power
- **Burns** cleanly
- **Outstanding** piston & bearing protection

TARGET MARKET

- Racers
- Competition sleds
- Heavily modified engines

Online Store: **www.amsoil.com** | Telephone: **1-800-777-7094** | EZ Online Order Form: **my.amsoil.com**

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September Close-Out

The last day to process September orders in the U.S. and Canada is the close of business on Friday, Sept. 28. 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 September business will be accepted until 3 p.m. Central Time on Friday, Oct. 5. All transfers received after this time will be returned.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Oct. 8 for Thanksgiving Day.

OE 0W-16 Synthetic Motor Oil Launching in October

The OE synthetic motor oil lineup will gain a 0W-16 viscosity in October. OE 0W-16 Synthetic Motor Oil (OES) rounds out the OE lineup and meets the requirements of popular new vehicles like the 2018 Toyota* Camry* and the 2018 Honda* Fit*. Look for more details in next month's *AMSOIL Magazine*.

Diesel Recovery Relaunches in October

Temporarily unavailable over the summer as we explored new package options, AMSOIL Diesel Recovery (DRC) will relaunch in quart (946-ml) bottles in the U.S. in October and shortly thereafter in Canada. The 1-gallon (3.78-litre) bottles (DRC1G) and 55-gallon (208-litre) drums (DRC55) are discontinued. The 30-oz. (887-ml) bottles (DRCCN) are discontinued in the U.S. and available while supplies last in Canada. Look for full details in the October *AMSOIL Magazine*.

Price Adjustment Effective Oct. 1

Rising costs including raw materials, transportation, packaging and labor have prompted most major and independent lubricant companies, including ExxonMobil*, Valvoline*, Chevron*, Shell (Pennzoil)* and Castrol*, to announce up to 9-10 percent price increases effective in July and August. These rising costs also affect AMSOIL, requiring us to implement an average price increase of 3 percent in the U.S. and Canada effective Oct. 1, 2018. Despite this minimal price increase, we continue to ensure superior-quality products while maintaining competitive pricing. Commission credits will be increased accordingly.

Availability of Printed Materials

Updated pricing information will be available in the Pricing Lookup in the Dealer and Account Zones by no later than Sept. 1. To access pricing effective Oct. 1, select a product type in the menu, then select "Future Pricing." The AMSOIL Wholesale Price List (G3500, G8500), AMSOIL Retail Catalog (G100, G300) and all market catalogs (Commercial Program [G3469, G3474], Powersports & Racing [G3511, G3512], Retail Program [G3520, G3521] and Automotive [G3549, G3550]) will be available with updated pricing in early October. Watch the Dealer Zone for announcements of availability. We will notify your retail and commercial accounts of the price adjustment in the printed and email versions of the September *Service Line*, as well as provide a Wholesale Price List with the printed copy; we encourage you to follow up with them in person as well.

Runs on Freedom Decal (G3568) Price Reduction

We've reduced the price of the new Runs on Freedom Decal (G3568) to more closely align it with the price of our traditional AMSOIL logo decal. U.S. Dealers now pay $2.00 for a 10-pack, while Canadian Dealers pay $2.70.

Canadian Interline Fee Adjustment Effective Oct. 1

Loomis Express occasionally adjusts Canadian interline fees to compensate for increasing transportation costs. Starting Oct. 1, shipments to the few outlying areas subject to interline fees will incur an increase of 4.9 percent. To look up specific interline fees by postal code, visit https://www.amsoil.com/store/InterlineFeeLookup.

New Snowmobile Retail Account Acquisition Promotion

We're launching a pre-snowmobile-season promotional offer effective Sept. 1 - Oct. 31, 2018 aimed at helping you register more retail accounts.

New retail accounts that register over the promotional period and place a qualifying order of $350 ($450 Can.) or more that includes at least one case (quarts or gallons) of either INTERCEPTOR® Synthetic 2-Stroke Oil, Synthetic 2-Stroke Injector Oil, DOMINATOR® Synthetic 2-Stroke Racing Oil or Formula 4-Stroke® Power Sports Synthetic Motor Oil receive the following:

- 10 percent rebate on that first order
- Free snowmobile shelf display**
- Free snowmobile counter mat**

In addition, you receive a $10 bonus for each qualifying retail account you register over the promotional period.

If you're in the northern U.S. or Canada, we're including a special promotional handout in this issue of *AMSOIL Magazine*. We'll also send you a PDF version that you can share with potential new accounts.

** While supplies last

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GAIN NEW ACCOUNTS AND **INCREASE SALES** IN THE COMMERCIAL MARKET

Free Shipping

Commercial accounts now receive free shipping for orders totaling $350 ($450 Can.) or more. If the order total is less than $350 ($450 Can.), a flat shipping rate of $11.99 ($13.99 Can.) will apply.

Simplified Commercial Discounts

We've also simplified the discount process and made it easier for accounts to receive higher discounts faster. At the beginning of each year, an account's discount is locked-in based on its purchases over the previous 12 months. Accounts that purchase enough to qualify for a discount are granted that discount immediately, and continue receiving that discount for the remainder of the year.

U.S. DISCOUNT LEVELS

Spend Level	Discount
$5,000 - $9,999.99	5%
$10,000 or more	10%

CANADA DISCOUNT LEVELS

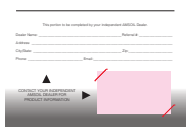
Spend Level	Discount
$6,000 - $11,999.99	5%
$12,000 or more	10%

In addition, new accounts will receive an annualized rate for purchases so they can earn their discounts at the end of the year regardless of when they registered.

Commercial Account Kit (G1007 U.S., G8107 Can.)

We've overhauled and simplified the Commercial Account Kit into an all-in-one booklet and catalog that include everything needed to establish a commercial account:

- Welcome letter explaining the steps needed to complete the application process
- Commercial Account Application
- Uniform Sales Tax Certificate
- Confidential Credit Application
- Commercial Account Ordering, Freight & Discount Information
- Professionals Catalog



The booklet also covers all the great benefits of registering as a commercial account, including free shipping and purchase discounts. The front cover includes an area for your contact information and business card should you choose to leave the booklet behind for the prospect to complete.

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G1007 (G8107 in Canada)	EA	1 kit	5.00	6.60

Commercial Program Guide (G3563)

Replacing the discontinued How to Use the Commercial Program booklet (G1303), the new Commercial Program Guide (G3563) is designed to help Dealers grow their businesses by registering, and selling AMSOIL products to, commercial accounts. It covers potential markets, how you earn money, tips for prospecting and preparing for sales calls, information about all the benefits of the Commercial Program, the tools available to help you register accounts and more.

Stock #	U.S.	Can.
G3563	4.00	5.35

What's Holding You Back?

Could it be…..you?

Rob Stenberg | DEALER DEVELOPMENT

During the 45th Anniversary Convention in July, I was struck by all the successful Dealers in attendance. Their positive energy during the presentations was contagious. The smiles, friendly greetings and ideas exchanged were inspiring. Many Dealers asked me what it takes to be successful and how best to grow their businesses. Was it product knowledge? Knowing the right people? Effective networking? Sometimes my answer surprised them.

While all the above activities are important for growing your AMSOIL business, one factor is even more important than all those combined. And, unfortunately, I don't think we talk about it enough as professionals. Ready?

It's called *mindset*.

You might be saying, "Has Stenberg lost it? Mindset? What is he talking about?" Or, if you know me well, you're probably saying, "Here he goes again with the mindset talk!" I firmly believe that the way you think determines your road map to success. As I said during the Business Summit in July, if you have a thought, you need to ask yourself a question: Does that thought benefit me? If the answer is yes, proceed. If the answer is no, change your thought. The most important person you talk to all day is yourself.

Your mindset is simply defined as your mental attitude or inclination. It's further broken down into two types:

• **Fixed mindset** – a mental attitude that doesn't allow for new situations.

• **Growth mindset** – a mental attitude that embraces change and views it as an opportunity for growth.

The mindset you adopt for yourself – and, in effect, your AMSOIL business – profoundly affects the way you lead your life. It can determine whether you reach your goals and whether you become the person you intend. Believing that your qualities are carved in stone (the fixed mindset) creates a need to continually prove yourself.

The growth mindset, in contrast, says that you can cultivate and improve your qualities through your efforts. We all differ in talent, aptitude, interests, temperament and more. But everyone can change and grow through application and experience. I've heard a lot of people (and I've done it myself) fight to keep their weaknesses: "I am always late; that's just the way I am." "I'm not good at talking to strangers at networking events, so I don't attend."

Do people with a growth mindset believe that anyone can be anything, that anyone with proper motivation or education can become Einstein or Beethoven? No, but they believe a person's potential is unknown (and unknowable). They believe it's possible to foresee what can be accomplished with years of passion, toil and training. AMSOIL founder Al Amatuzio embodied this mindset as he fought to build his company. It continues today with Alan Amatuzio as AMSOIL President & CEO.

Did you know that Charles Darwin and Leo Tolstoy were considered average children? Or that Ben Hogan, one of the greatest golfers in history, lacked coordination and grace as a child?

Why waste time proving over and over how good you are when you could be getting better and better? Look for friends and associates who challenge you to grow, not simply bolster your self-esteem. Seek experiences that engender growth and cause you to get up early in the morning and stay up late at night. A passion to improve yourself, even when things are going well with your AMSOIL business, is the trademark of a growth mindset. A growth mindset allows people to flourish during some of the most challenging times of their AMSOIL business.

When considering registering someone as a Dealer, look for people who have these traits. Do they exhibit a fixed mindset or a growth mindset? Can you tell the difference?

For a great read on this subject, check out "Mindset: The New Psychology of Success – How We Can Learn to Fulfill Our Potential" by Carol S. Dweck, Ph.D. Much of what I've talked about here comes from this book. I highly recommend it if you want to increase your potential.

By the way, the Dealers I mentioned at the beginning of this column – the ones exhibiting positive energy, exchanging ideas and friendly greetings? They have a growth mindset. That's why they attended the Convention. They like to hang around others who have a growth mindset. And you should, too.

Good Selling!

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AMSOIL MARKET CATALOGS – NEW TOOLS TO INCREASE YOUR SALES

Full-sized product brochures are expensive, and you need multiple versions to cover multiple product lines. That's why we replaced them with new AMSOIL market catalogs. They **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: **www.amsoil.com** | Telephone: **1-800-777-7094** | EZ Online Order Form: **my.amsoil.com**

Professionals Catalog
(G3469 U.S., G3474 Can.)

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

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

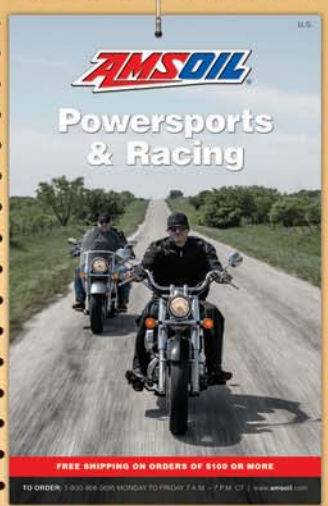
WHAT PRICING DOES IT SHOW?
Wholesale cost and MSRP

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

All catalogs are being updated with Oct. 1 pricing now and will arrive in DCs throughout September. **Watch the Dealer Zone for announcements of availability.**

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