

AMSOIL®

▶ DEALER EDITION

MAGAZINE

MARCH 2023



NEW



Commercial-Grade Oils for the Commercial Market

| PAGE 8

Want to Register More Commercial and Retail Accounts?

The AMSOIL sales process provides a clear roadmap for pursuing commercial and retail business. If you want to be more successful at landing commercial and retail accounts, follow these six steps:



STEP 01

PROSPECTING

In this step of the AMSOIL sales process, identify businesses in your area that have high potential to register as AMSOIL retail or commercial accounts. Businesses that fall under these categories will provide your best chance for success:

COMMERCIAL

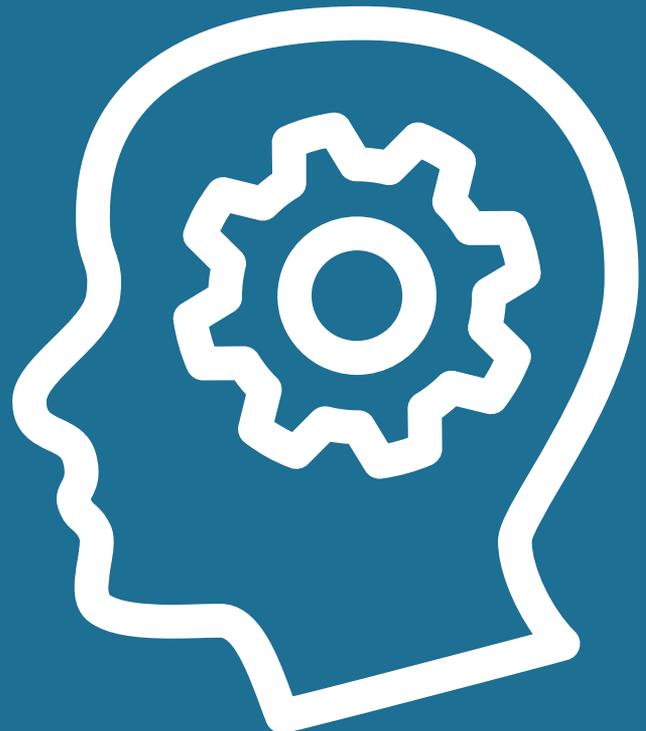
- Contractors
- Fleets
- Agricultural operations

RETAIL

- Installers
- Retail stores
- Powersports dealerships

Start looking for opportunities and create a list of potential accounts you want to target.

COMING SOON: Video-based Sales-Process Training will be available in the Dealer Zone.





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On the Web

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THE COVER

The new AMSOIL Commercial-Grade product line is specifically designed to help you win more sales in the commercial market.



From the Chairman

I was treated to a nice surprise recently when AMSOIL Dealers Tom and Margaret Hall of Independence, Mo. sent us an unused bottle of AMMOIL Synthetic Diesel Oil. For those of you who don't know, AMSOIL founder Al Amatuzio sold synthetic lubricants under a variety of names before settling on "AMSOIL." While serving as a jet fighter pilot, his nickname was "Ammo," a play on his last name and the inspiration for the product named "AMMOIL," the predecessor to "AMZOL," which eventually became "AMSOIL."



At first glance, it's easy to be struck by how much has changed since this product was packaged. The artwork is professional, yet crude. There are no warnings about what happens to someone who consumes the product. There is no batch code on the bottle, and the viscosity is listed only in small letters on the back and in a format that is uncommon today – "10W-20W-40." It is evident that things have changed a lot since this bottle of AMMOIL diesel oil was packaged; however, closer examination reveals a few items that look quite similar to today's AMSOIL products. For example, there's an image on the front letting customers know exactly who this product was designed for. The back label says the product "exceeds Detroit Diesel requirements," provides "longer ring life" and "will not break down, oxidize, form gum, sludge, carbon or

varnish deposits." Sounds pretty familiar.

As advanced as the AMMOIL product was for its time, it would not hold up in today's diesel engines. Technology has changed too much. Fortunately, we stayed ahead of the curve and adapted through the years to continually deliver products that exceed the demands of the most severe operating environments. We've also introduced products based solely on market demand. AMSOIL Synthetic V-Twin Primary Fluid and V-Twin Transmission Fluid come to mind. Our primary recommendation for all three holes in V-twin bikes is still AMSOIL 20W-50 Synthetic V-Twin Oil. It delivers exceptional performance in engines, primaries and transmissions; however, many customers really want separate fluids dedicated to each component. Rather than fight them, we gave them what they wanted. And guess what? Sales of AMSOIL 20W-50 Synthetic V-Twin Oil did not decline as a result. We just gained more customers who prefer using a dedicated product for each component of their bike, and we sell more oil today because we introduced those products.

This month, we're introducing a new line of commercial-grade products designed for the sole purpose of helping Dealers gain traction in valuable commercial markets. Commercial applications live in severe service and stand to benefit a great deal from using synthetic lubricants. Despite that, more than 80% of lubricants sold to commercial markets are conventional or synthetic-

blend products. Many outstanding prospective commercial accounts are highly price sensitive and won't entertain full-synthetic products based solely on initial price. Never mind the added protection they deliver and the reduced overall cost of ownership that results from their use. Rather than fight them, we are meeting them where they're at with these new conventional and synthetic-blend products. In keeping with AMSOIL tradition, the synthetic-blend product is no ordinary synthetic blend. Our formula features more than 50% synthetic base oil content for added protection and performance. Did you know there is no minimum requirement for synthetic base-oil content in a synthetic-blend lubricant? A product could contain as little as 1% synthetic base oil and call itself "synthetic blend." In fact, every API-certified synthetic-blend oil we have researched has had no more than 15% synthetic content. We are giving you – and your commercial accounts – a leg up with this product. Read all about them in this issue of *AMSOIL Magazine*, and if you aren't pursuing sales to commercial accounts, the time to start is now. Begin with the Commercial Basic Training in the Dealer Zone. You're going to hear a lot more about this important market in the months ahead.

Alan Amatuzio
Chairman & CEO



Dexos R ushers in a new motor-oil standard for high-performance engines.

AMSOIL is already in front of it.

The GM dexos[®] R specification applies to 0W-40 and 5W-50 motor oils that can withstand the rigors of high-speed, high-load conditions created with high-performance driving. Testing is complete and AMSOIL Signature Series already exceeds the spec. The dexos R icon will be added to Signature Series 0W-40 and 5W-50 packages as a rolling change in 2023.



LETTERS TO THE EDITOR

YOUTUBE INFLUENCERS

I'm 35 and much of what I watch is from YouTubers. I believe many people of my generation are the same. People like Eric the Car Guy, Hoovies Garage, Chris Fix, etc. The only content I can find on YouTube concerning AMSOIL outside of our Dealers is from Gale Banks. Great start, but can we increase the coverage in this area? I believe it would be a huge benefit!

Thanks,

Charles Phillips

AMSOIL: Thank you for sharing your feedback, Charles. While Gale Banks is our primary YouTube star, we have several AMSOIL-sponsored influencers who offer popular, engaging YouTube content, including more recent additions Greg Alberalla and Kayla Rundle. You can expect to see more AMSOIL-related content from them in the months ahead. You can also find lots of great videos on our YouTube channel at youtube.com/amsoilinc. We are always looking for more people to join our community and represent AMSOIL, and we will share your feedback with the appropriate team for consideration.

OIL FILTERS

It would be really great if you had a cross-reference guide for filters. Please include Donaldson.* Also, expand your selection of Donaldson as I require more than you have listed. Lastly, include Donaldsons in your application guide. You have Donaldsons that fit many diesel applications, but if you look up the truck, it isn't listed. This adds tons of work on us Dealers to look up the filter somewhere else or cross an AMSOIL filter to Donaldson just to then go back to the website and find it to order.

Michael Saporito

AMSOIL: Thank you for your suggestion, Michael. We offer the Master Filter Cross-Reference Guide at AMSOIL.com/AMSOIL.ca. We do all we can to ensure it's accurate and up to date, but unfortunately, WIX and Donaldson don't share their data with us, resulting in some missing information. WIX and Donaldson recommend using their own filter cross-reference guides.

Our product guides list AMSOIL Oil Filters

first, followed by WIX or Donaldson options if available. We completed a project in 2019 to ensure we only offer one WIX or Donaldson option per application, but due to recent supply-chain challenges, we've had to offer both filters for certain applications to ensure availability. If a filter is available, it is listed in the product guides. If you notice an available filter isn't listed in the product guides, please select "Contact Us" at AMSOIL.com/AMSOIL.ca and let us know.

TN50 COMPENSATION PLAN

I have been studying the TN50 plan this past week and I see one thing in the Cash Rewards that should be modified.

Beginning with the Silver Cup Sales Achievement Category, there are too many Sales Achievement Levels for which the Cash Reward is the same. For example, if a Dealer's total team sales is \$250,000 (Gold Cup level 4), that Dealer would get the same Cash Reward as a Dealer whose total team sales is \$400,000 (Platinum Cup level 2). In my mind, the Dealer whose team sold \$150,000 more products should receive a higher reward. The same scenario is true for annual sales of \$500,000-\$1,000,000, \$3,000,000-\$6,000,000 and \$8,000,000-\$16,000,000, for further examples.

I see some similarity to the Legacy Plan where Dealers separated by hundreds of commission credits get the same percentage monthly payout, but we're talking about Dealers with \$8,000,000 separation in annual sales at the Ambassador Cup level receiving the same Cash Reward. These Ambassador Cup levels should have some variance in the Cash Reward.

My suggestion is to offer a higher Cash Reward at every higher sales achievement level. You could keep the \$40 low-end and the \$30,000 high-end and rework the rewards in between those so that a Dealer whose team sells \$16,000,000 of AMSOIL products gets a higher reward than the Dealer whose team sells \$8,000,000.

Thank you,

Erroll Ivery

AMSOIL: Thanks for your feedback, Erroll. The cash reward values are tied to

the amount of sales growth associated with each Cup and level. For example, moving from level 3 of the Silver Cup to level 4 requires \$25,000 in growth in total annual sales and provides a cash reward to Customer Certified Dealers of \$875. Moving from level 4 to level 5 also requires \$25,000 in growth in total annual sales and provides the same cash reward of \$875. The same is true in the Ambassador Cup. Advancing through each level requires \$2 million growth in total annual sales. While the total annual sales from level 1 to level 5 are significantly different, the annual growth required to reach each new threshold is the same, and the sales achievement program is designed to reward growth.

Bear in mind that we will evaluate the sales achievement program annually and adjust thresholds for total team sales and associated cash rewards when necessary.

AMSOIL BAR & CHAIN OIL

I noticed you don't have much marketing material for AMSOIL Bar & Chain Oil (ABC). I know firsthand that there is a huge market for that stuff as I used about three cases of it so far just myself since June. It is kind of hard to promote and sell to others though since there is no marketing data or promotional print that I have found from AMSOIL. In my opinion, it does seem like it's a lot better than other oils though.

Dalton Kocher

AMSOIL: We're glad to hear of your satisfaction with Bar & Chain Oil, Dalton. We've shared your suggestion with the appropriate personnel for consideration. In the meantime, we suggest sharing your experiences with Bar & Chain Oil and directing customers to the product page at AMSOIL.com/AMSOIL.ca.

Email letters to:
letters@amsoil.com

Or, mail them to:

AMSOIL INC.
Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

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



Brett Granmo | MARKET MANAGER AUTOMOTIVE B2B & HD ON-/OFF-ROAD

AMSOIL Grease Changes

We've made a number of recent changes to the AMSOIL grease line.

There have been many challenges with our grease supply over the last year, starting in 2021 when a major production facility owned and operated by one of our grease partners was unfortunately destroyed in a fire. This limited our ability to maintain certain grease inventories and forced us to limit certain grease sales. We also experienced major cartridge-tube shortages, which created a supply-chain bottleneck for AMSOIL and our competitors across the grease industry, demonstrating how delicate that supply chain is. We continue to do everything we can to keep all grease packages available for you and your customers.

One positive change did arise from all these issues: AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR) now features an improved thickener. This grease went from using a lithium complex to a calcium-sulfonate complex thickener that provides improved performance in corrosion resistance, oxidation resistance, shear stability and high-temperature operation. The thickeners are compatible with one another, so it has been a smooth transition.

Unfortunately, all the industrywide issues also led to the discontinuation of some of our slow-moving greases:

- **Arctic Grease (GEC)**
Our replacement recommendation is DOMINATOR® Synthetic Racing Grease (GRG), which has good cold-temperature properties, including extreme low-temperature torque performance at -40°F (-40°C). If a customer is looking for a great cold-temperature grease option, I recommend giving DOMINATOR Racing Grease a try.

- **Semi-Fluid 00 Synthetic Grease (GSF)**
We do not currently have an NLGI 00 replacement for this product. Consult the equipment manufacturer or the owner's manual for substitution recommendations.
- **Fifth-Wheel Grease (FWG)**
Replacement recommendations are AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR) or Synthetic Polymeric Off-Road Grease (GPOR). Both are great options to grease a fifth-wheel; however, our Off-Road Grease is what I personally recommend to anyone greasing a non-rotating bearing or sliding application such as a fifth-wheel.

You may have noticed that the color of some grease products change over time. There's no reason to worry, as grease can vary in appearance from batch to batch based on the dye pigments being used and the size of the batch. We ensure each batch meets the exacting standards of AMSOIL performance and quality. While we strive to match the color for each batch, sometimes there are slight color variations that do not affect performance.

You may also notice that some grease packaging now indicates it's made in Canada instead of the USA. We partner with many different suppliers to ensure our synthetic greases meet our high-performance standards. Some of these partners are in the USA and some are in Canada, which ensures we can meet demand despite challenging market conditions.

Occasionally, customers inquire as to why grease cartridges are not completely full. All grease in the industry is measured by weight, whether it is

packaged in a cartridge, pail or drum. The amount of grease in a container is indicated on the outside label in ounces, grams or pounds. AMSOIL greases and competing greases may vary slightly in density because the formulas are different. These variations explain why there are also variations in how full the standardized package appears. By overfilling each cartridge beyond the net quantity published on the label, we ensure our customers are never cheated.

Grease can be a great door-opener because it delivers targeted benefits. AMSOIL greases are designed to last longer in service because their superior adhesion properties help them cling tenaciously to surfaces that experience a lot of impact or pressure. They stay in place, reducing the frequency of regreasing for each piece of equipment and the overall amount of grease required, saving both time and money.

New Commercial-Grade Oils for the Commercial Market

New AMSOIL Commercial-Grade Diesel Oil and Hydraulic Oil are designed to help you increase sales in the commercial market.

The commercial market presents a tremendous opportunity for AMSOIL Dealers to diversify their businesses, secure high-volume sales and increase commissions. Winning those prized commercial prospects, however, can be challenging as many are hesitant to switch lubricant brands for fear of risking the reliability of the vehicles and equipment on which they depend.

Introducing AMSOIL Commercial-Grade Oils

New AMSOIL 15W-40 Commercial-Grade Diesel Oil and Commercial-Grade Hydraulic Oil are competitively priced products formulated specifically to provide protection and value for commercial customers, while helping Dealers compete against lower-priced conventional products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts.

AMSOIL 15W-40 Commercial-Grade Diesel Oil

Available March 1

While AMSOIL Heavy-Duty Synthetic Diesel Oil and Signature Series Max-Duty Synthetic Diesel Oil offer outstanding options with significant benefits, they can be a tough sell to commercial businesses that are primarily concerned about initial price when making purchasing decisions. Considering conventional and synthetic-blend lubricants dominate the commercial market with more than 80% market share, lower prices are a top priority for most commercial-business owners and decision makers.

Our research reveals that current API-licensed synthetic-blend diesel oils contain between 1-15% maximum synthetic content. AMSOIL 15W-40 Commercial-Grade Diesel Oil (SBDF) is an advanced synthetic-blend oil

with greater than 50% synthetic base oil content. Specially engineered for commercial equipment at the best price, it provides 2X better wear protection¹ to help maximize equipment life and reduce maintenance costs and downtime. AMSOIL Commercial-Grade Diesel Oil provides outstanding value and excellent protection for customers seeking an upgrade over conventional diesel oils.

- **2X better** wear protection.¹
- **Meets** the latest API CK-4 diesel-oil specification.
- **Improved** heat and oxidation resistance.
- **Helps** maintain power and fuel efficiency.
- **Flows** dependably in cold temperatures for reliable startup and engine protection.
- **Reduced** oil consumption.

¹Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222.

New AMSOIL Commercial-Grade Products Create More Opportunities

AMSOIL Commercial-Grade products are specifically designed to gain the attention of commercial customers who are not interested in higher-performing, full-synthetic lubricants.

- More than 80% of lubricants sold in commercial markets are conventional or synthetic blend. AMSOIL Commercial-Grade products will help you gain new business.
- AMSOIL Commercial-Grade Diesel Oil can help you gain more business from existing accounts who do not currently purchase AMSOIL synthetic diesel oil.
- Our research reveals some commercial customers use an average of more than 2,000 gallons of lubricants a year. Approximately 70% of that volume is diesel oil, while the rest is hydraulic oil, transmission fluid, gasoline motor oil, filters, fuel additives and grease. This presents a tremendous growth opportunity for AMSOIL Dealers; AMSOIL Commercial-Grade products are designed to open more doors for Dealers in the commercial market.



AMSOIL Commercial-Grade Hydraulic Oil

Available March 15

AMSOIL Commercial-Grade Hydraulic Oil (HCG32, HCG46, HCG68) is a competitively priced, conventional hydraulic oil formulated to protect industrial and mobile hydraulic applications used in tough job-site conditions. It resists oxidation, fights corrosion and inhibits foam to help maintain component cleanliness, promote efficient operation and provide good oil life.

- **Provides** strong wear protection to help maximize pump and motor life and reduce maintenance.
- **Resists** corrosion for long component life.
- **Fights** sludge to help maintain the cleanliness and operability of pumps, valves, solenoids and other components.
- **Provides** good filterability for maximum fluid performance and life.
- **Resists** foam to guard against cavitation and promote efficient operation.
- **Available** in three viscosities (ISO 32, ISO 46, ISO 68).



Data Sheets

The AMSOIL 15W-40 Commercial-Grade Diesel Oil data sheet (G3793) and AMSOIL Commercial-Grade Hydraulic Oil data sheet (G3794) are available in the AMSOIL Print Center (Dealer Zone>Business Tools>Marketing Your Dealership>AMSOIL Print Center).

Diesel Oil Dealer Sales Brief

For more insights into the diesel market and comparisons among AMSOIL Commercial-Grade Diesel Oil, Heavy-Duty Synthetic Diesel Oil and Signature Series Max-Duty Synthetic Diesel Oil, consult the Diesel Oil Dealer Sales Brief in the Dealer Zone (Digital Library>Literature>Dealer Sales Briefs).

AMSOIL Commercial-Grade Diesel Oil

Stock #	Units	Pkg./Size	U.S. Whsl.	Can. Whsl.	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
SBDFTP	EA	(1) 2.5 Gallons	56.15	76.00	1.80	2.98	4.17	5.36	17.11
SBDFTP	CA	(2) 2.5 Gallons	106.95	144.70	3.59	5.97	8.34	10.71	34.22
SBDF55	EA	55-gal. Drum	1,099.45	1,490.15	36.94	61.35	85.74	110.15	351.82
SBDF27	EA	275-gal. Tote	5,469.75	7,411.40	183.77	305.20	426.56	547.99	1,750.32

AMSOIL Commercial-Grade Hydraulic Oil, ISO 32

Stock #	Units	Pkg./Size	U.S. Whsl.	Can. Whsl.	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
HCG32TP	EA	(1) 2.5 Gallons	49.85	67.70	1.60	2.65	3.70	4.76	15.19
HCG32TP	CA	(2) 2.5 Gallons	94.95	128.90	3.19	5.30	7.40	9.51	30.38
HCG3255	EA	55-gal. Drum	967.45	1,316.70	32.50	53.98	75.45	96.93	309.58

AMSOIL Commercial-Grade Hydraulic Oil, ISO 46

Stock #	Units	Pkg./Size	U.S. Whsl.	Can. Whsl.	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
HCG46TP	EA	(1) 2.5 Gallons	49.85	67.70	1.60	2.65	3.70	4.76	15.19
HCG46TP	CA	(2) 2.5 Gallons	94.95	128.90	3.19	5.30	7.40	9.51	30.38
HCG4655	EA	55-gal. Drum	967.45	1,316.70	32.50	53.98	75.45	96.93	309.58

AMSOIL Commercial-Grade Hydraulic Oil, ISO 68

Stock #	Units	Pkg./Size	U.S. Whsl.	Can. Whsl.	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
HCG68TP	EA	(1) 2.5 Gallons	49.85	67.70	1.60	2.65	3.70	4.76	15.19
HCG68TP	CA	(2) 2.5 Gallons	94.95	128.90	3.19	5.30	7.40	9.51	30.38
HCG6855	EA	55-gal. Drum	967.45	1,316.70	32.50	53.98	75.45	96.93	309.58

The Path Less Traveled

The rise in the popularity of overlanding and how to get into it

Few things are as adventurous as overlanding, so it's no wonder the activity has grown rapidly in North America over the past few years. Overlanding takes off-road exploration and camping to new levels as adventurers travel through remote wilderness routes that make completing the journey the primary purpose of the trip.

Typically, overland travelers use off-road-capable vehicles with camping capability. The most hardcore trips can last for months or even years and span international boundaries. It can be an incredibly difficult, yet rewarding, experience as self-reliance and problem-solving figure heavily into the success of every trip.

The origins of overlanding date back to the early 1900s when Australia began to establish routes for long-distance travel. Drivers used these trade routes to transport livestock to market on foot. But in the mid-1940s, overlanding began to take on a different meaning and became an activity. This type of travel has been popular for decades in parts of Europe, Africa and Asia. But North America offers incredible overlanding opportunities based on the prevalence of national parks and open spaces, and the idea has taken off.

Unlike an off-road camping trip at a place like Grand Canyon National Park in Arizona or Moab, Utah, overlanding usually involves long-distance travel to places where less exploration occurs and self-reliance is essential. Overlanding can involve a variety of elements such as rock crawling, river crossings, mud runs and desert trails. Some diehard overlanders insist that the real deal requires taking yourself off-grid and venturing into the truly unknown, and doing so for days, weeks, months and even years at a time.

One thing is definitely true: self-reliance is central to overlanding. Those who embark on a remote journey must be prepared to handle any issues that arise, including obstacles, harsh weather and vehicle repairs. So, why would anyone choose to do that for their vacation? Overlanding offers adventure, new sights, solitude, perspective and understanding of the natural world. Vehicle-based exploration also helps build mental toughness, problem solving, survival skills and resilience.

Overlanding vehicles

The perfect overlanding rig depends on the route and the person. Many overlanders will tell you the perfect vehicle is the one parked in your driveway. SUVs, trucks, crossovers, vans and motorcycles are all effectively used. Depending on budget, you might purchase a high-mileage Subaru* station wagon off Craigslist, a Chevy* Colorado* with an off-road camper setup or a diesel 4x4 Mercedes* Sprinter* converted into a camper van. A few of the most popular overlanding models include the Toyota* Land Cruiser,* several Jeep* models, Land Rover* Defender,* Ford* Transit* and any variety of 4x4 trucks. Here are some broad considerations overlanders use for choosing an ideal vehicle:

Capability – A more capable vehicle allows you to explore more rugged routes. However, you can explore thousands of miles of U.S. Forest Service roads, Bureau of Land Management (BLM) lands and gravel backroads without a lifted Rubicon* and a snorkel.

Reliability – Make sure your vehicle is in good mechanical shape before you venture.

Parts availability – If you're overlanding in North America, you're much more likely to find any needed parts for a Ford than a Mercedes.

Size – Depending on the route, larger vehicles can be difficult to fit through narrow rock formations or tree-lined trails.

Fuel economy – The more fuel you burn, the more fuel you must carry.

Gear storage and sleeping – Keeping dust and water off your gear is a huge bonus. So is a warm, dry and safe place to sleep. Security can be a concern on some routes. But there are many approaches and all of them are valid depending on your route and personal tastes.

Who are they?

Rather than discovering overlanding through off-roading, a lot of overlanders come to off-roading through a desire to explore further and access remote places. Newcomers may start with some typical off-road modifications, such as wheel, tire and suspension upgrades, and maybe a rooftop tent. Whatever they buy, their purchasing decisions are deliberate and well-researched. While overlanding is closely associated with the truck and off-road segment, it is a unique and evolving space that encompasses a dynamic consumer mix.

Overlanders might identify as campers, explorers, adventure travelers and off-roaders. Their hobbies often include photography or videography, hunting and shooting, fishing, birdwatching, kayaking, climbing, biking and hiking.

According to Overland Expo* market research, demographics skew toward high-earning professionals who travel frequently and spend time and money learning outdoor skills and purchasing equipment. They are typically old enough to be established and young enough to crave adventure. Over half are between 25 and 55 years old, 15% are between 25 and 34 years old and 20% are 55 to 64 years old.

Market size

There is no accurate data to know exactly how many overlanders are in the U.S. and Canada, but the information available points to rampant growth. For example, growth of Overland Expo attendance and the Expedition Overland YouTube channel* has been rapid. That was already true before the pandemic, but COVID threw gasoline on the trend.

Between 2015 and 2017, the number of attendees to the Overland Expo: East grew by 175% (2,000 to 5,500 attendees) while the Overland Expo: West grew by 130% (5,000 to 11,500 attendees). Flash forward to 2022 and those numbers appear small. In 2022, the Overland Expo drew 77,000 attendees across all four of its regional events with more than 1,300 exhibitors. The Overland Expo weekly email newsletter reached almost 50,000 recipients every week in 2022.

The Expedition Overland YouTube channel has seen a similar meteoric rise. Launched in 2011, the channel had 120,000 followers by 2016. Today the channel has 348,000 followers.

The auto industry is taking notice of the trend, too. For instance, the SEMA Show added an Overland Experience section in 2019. GMC* debuted the 2023 Sierra* 1500 AT4X AEV Edition* at the 2022 Overland Expo: Pacific Northwest. Then, GMC followed up by using Overland Expo: Mountain West to debut its all-new midsize Canyon* pickup. Potential Motors* showed its new pure-electric concept at Overland Expo: East and INEOS Automotive* hosted the debut of the new Grenadier* prototype.

Selling to overlanders

Overlanders can't call a tow truck if they have an issue. Therefore, proactive maintenance is central to the activity.

Thanks to that focus on reliability and longevity, overlanders make great prospects for AMSOIL Dealers. In addition, overlanders tend to heavily research their vehicle and equipment choices. Thoughtful and scrupulous customers who research their options are ideal targets for AMSOIL products.

When approaching overland enthusiasts, start by explaining how AMSOIL products can help improve vehicle reliability, longevity and performance – and back it up with testing and data. For example, you might leave the Why Buy Signature Series flyer (G3576) with them to demonstrate the standout performance of the product with the hard data to back it up. Or you could search for the corresponding Inside Track “Why Buy Signature Series” article and share the link with them through email or text.

Offering a list of product suggestions is useful information for the prospect and can help position you as a trusted expert. Here's a list of AMSOIL products you might recommend to overlanders.

AMSOIL products to use before you go:

- Start your trip with a fresh oil change and oil filter.
- Replace your air filter.
- Check transmission fluid, differential fluids, coolant, brake fluid and power-steering fluid.
- Grease your chassis and suspension.
- Use a fuel additive appropriate for the climate and conditions.
- Use Mudslinger® to keep dust, snow, mud and UV rays at bay.

AMSOIL products to take with:

- Extra bottle or two of motor oil in case you spring a leak.
- Oil filter – particularly important if you have a precariously placed canister oil filter that may be damaged in rough terrain.
- Gear oil – in case of water contamination during water crossings, a leak in an axle seal or if a repair is needed.
- Coolant – depending on location, water may either not be available or suitable for lost coolant.
- Grease – if the terrain is particularly rough, you may find yourself needing more grease.
- Glass Cleaner – keep your view open.
- Metal Protector – to free stuck nuts and bolts.
- Fuel additives – to maintain optimum performance.



New AMSOIL 0W-50 Synthetic ATV/UTV Motor Oil Viscosity Delivers **Upgraded Performance and Protection**

Available March 14, new AMSOIL 0W-50 Synthetic ATV/UTV Motor Oil provides expanded protection for hard-working and performance Polaris* ATVs and UTVs.



Protection in Extreme Conditions

ATVs and UTVs are used to tackle demanding tasks and tough terrain, like pulling trailers, hauling gravel, herding livestock, plowing snow and powering through mud, rocks and more. Challenging work and aggressive riding place a lot of stress on the engine. UTVs and ATVs are also commonly modified with accessories designed to increase power and productivity, like roof and door panels, plows, winches, skid plates and other accessories. These upgrades help you do more with your machine, but they also add weight and increase the severity of operation. Added weight equals added heat, and heat causes standard-service lubricants to break down sooner.

AMSOIL Synthetic ATV/UTV Motor Oil is engineered to withstand these severe operating conditions by delivering reserve protection against heat. It is highly resistant to thinning due to extreme heat and mechanical shear for superior protection in extremely hot conditions.

The advanced synthetic technology resists oxidation and protects against extreme heat to help prevent sludge and varnish. It provides reliable wear protection and aids in cooling shrouded engines, so you can remain confident that your machine is protected when tackling tough jobs around your property or riding aggressively on the trail.

With a wider temperature range, AMSOIL 0W-50 Synthetic ATV/UTV Motor Oil (AUV05) delivers the ultimate performance in the most extreme temperatures. It remains fluid in sub-zero temperatures down to -45°F (-43°C) to provide excellent cold-start protection, which also means it's excellent for use in four-stroke snowmobiles.

Why Another Viscosity?

Like the rest of the AMSOIL ATV/UTV lineup, the new stay-in-grade 0W-50 viscosity is developed specifically for chores like hauling and plowing, as well as racing through tough terrain like rocks, mud and snow. More specifically, 0W-50 Synthetic ATV/UTV Motor Oil provides superior cold-

flow ability for quick starts in extreme cold temperatures, where the highest risk of engine damage occurs. The severe-service formulation lets riders confidently and safely push their Polaris ATVs, UTVs and four-stroke Prostar* S4 snowmobiles to the absolute limit.

- **Protection** when performing demanding chores and tackling tough terrain
- **Fights** wear and corrosion
- **Delivers** consistent clutch feel
- **Superior** extreme-weather performance
- **Wet-clutch** compatible

Premium Alternatives

Unlike OEMs who focus on making vehicles, we focus on one thing: developing premium lubricants and products that are purpose-built to protect the machines that use them. AMSOIL 0W-50 Synthetic ATV/UTV Motor Oil was developed to offer a cost-effective, high-performance alternative to Polaris lubricants of the same viscosity. All AMSOIL Synthetic ATV/UTV Motor Oils are Warranty Secure™ and will not void ATV or UTV warranties.

Applications

- Use AMSOIL 0W-50 Synthetic ATV/UTV Motor Oil in ATVs, UTVs and snowmobiles that require a 0W-50 oil, including those made by Polaris.



AMSOIL 0W-50 Synthetic ATV/UTV Motor Oil

Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
AUV05QT EA	1	Quart	13.70	14.49	18.99	19.99	0.85	1.41	1.97	2.54	8.10
AUV05QT CA	12	Quarts	156.15	164.75	226.45	237.50	10.21	16.95	23.69	30.43	97.20

Not available in Canada.

New Sales-Process Training Helps You Land Commercial and Retail Accounts

Launching in March, AMSOIL Sales-Process Training is our latest investment in Dealer success in commercial and retail markets. The new program brings the AMSOIL sales process to life and is designed to help you navigate the complexities of landing commercial and retail accounts.

Sales-Process Training

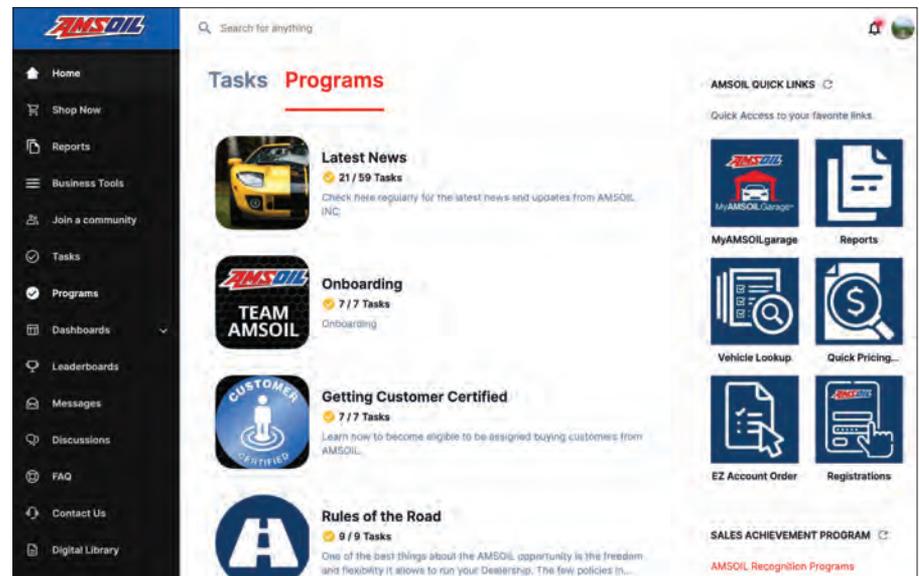
AMSOIL Sales-Process Training is comprised of a series of short videos that provide detailed information covering each step of the AMSOIL sales process. The program features information on our targeted industries, how to handle different scenarios you may encounter when approaching commercial and retail businesses and feedback and testimonials from real Dealers and businesses who are already familiar with the process.

Why Introduce Sales-Process Training?

Commercial and retail accounts operate businesses with higher demands and more complex needs than a typical online/catalog customer or Preferred Customer (P.C.). This makes pursuing commercial and retail accounts uniquely challenging. We want to help Dealers be more successful in attracting commercial and retail accounts, which is why we introduced the AMSOIL sales process. Sales-Process Training was further developed to help Dealers fully understand the AMSOIL sales process so they can take what they learn out into the field.

Who is Sales-Process Training For?

Sales-Process Training is designed for all Dealers who are interested in selling to commercial or retail accounts. Whether you have experience with these types of accounts or not, gaining a better understanding of how AMSOIL products



can be successfully sold in commercial and retail markets is important. It's also a good idea to promote Sales-Process Training with your entire Dealer team to ensure everyone is on the same page when pursuing commercial and retail opportunities. Sales-Process Training is the next step beyond Commercial Basic Training and Retail Basic Training. If you haven't completed those programs, start there before moving on to Sales-Process Training.

More Resources

In the Business Tools area of the Dealer Zone, you can find the Commercial Questionnaire (Business

Tools>Commercial Business Tools>Commercial Questionnaire) and the Retail Questionnaire (Business Tools>Retail Business Tools>Retail Questionnaire). Both are designed to complement the AMSOIL sales process and Sales-Process Training. Stay tuned for other AMSOIL sales-process resources that will become available in the coming months.

To get started with AMSOIL Sales-Process Training, log in to the Dealer Zone and navigate to Programs>Sales Process Training.

AMSOIL Has Your Motorcycle Covered

Motorcyclists are gearing up for another summer of rallies, road trips and dirt riding. Whether you're into V-twins, metric or dirt bikes, prepare for a long riding season with fresh oil that is dialed-in to meet the specific needs of your motorcycle.

V-Twin Motorcycles

Powerful, hot-running V-twins generate intense heat, especially in slow-moving rally or parade traffic. Air-cooled bikes rely on a steady flow of air over the cooling fins to keep the engine cool. Stop-and-go riding and extended idling on hot summer days can quickly cause the engine temperature to skyrocket. If the motor oil cannot withstand the intense heat and powerful mechanical action inside a V-twin engine, it loses viscosity and its ability to provide adequate engine protection.

Bikes that use the same oil for both the engine and transmission are especially prone to viscosity loss. AMSOIL Synthetic V-Twin Motorcycle Oil is shear stable and does not thin from mechanical activity, so it's excellent at protecting your V-twin engine against wear.

AMSOIL Synthetic V-Twin Motorcycle Oil delivers excellent performance in the engine, transmission and primary chaincase, offering the convenience of a single oil for all three parts of your bike. It is available in 20W-40, 20W-50, 15W-60 and SAE 60 viscosities as part of our complete V-twin product line, including complete oil-change kits with filter. For bikers who prefer to use oils formulated specifically for the transmission or chaincase, AMSOIL Synthetic V-Twin Transmission Fluid and Synthetic V-Twin Primary Fluid are engineered to the same exacting standards.

Metric Motorcycles

The metric motorcycle market includes standard (naked), cruiser, touring and sport bikes

High-performance sport bikes need wet-clutch-compatible lubricants that deliver efficient and consistent shift performance. The high speeds and rpm associated with these bikes can cause inferior oils to foam, decreasing their ability to protect the engine.

Like sport bikes, standard and cruiser motorcycles are also defined by engine power and responsiveness, so smooth shifting and reliability are important traits. Touring bikes aim to provide comfort, luxury and the adventure associated with long, cross-country trips, which also benefit from extended drain intervals.

Our advanced synthetic technology maximizes engine responsiveness and delivers excellent wet-clutch compatibility, enabling smooth shifts for a more comfortable ride. By controlling foam, AMSOIL Synthetic Metric Motorcycle Oil helps you confidently push your bike to its redline for maximum speed, acceleration and cornering ability. Its outstanding resistance to extreme heat provides peace of mind, knowing your bike will provide trouble-free operation mile after mile.

AMSOIL Synthetic Metric Motorcycle Oil enhances performance and reliability and delivers superior protection against engine wear in high-performance engines. It is available in 10W-30, 10W-40 and 15W-50 viscosities as part of our complete metric-motorcycle product line, including oil filters and AMSOIL Powersports Antifreeze & Coolant. It also extends drain intervals up to twice the bike manufacturer's recommendations, allowing riders to confidently wander far from home.

Dirt Bikes

Unsurprisingly, dirt-bike operating conditions are similar to ATVs and UTVs. While you'd never plow snow with your motorcycle, it still undergoes ample low-speed stress punctuated with periods of high revving. When racing, there's frequent repetition between wide-open throttle on the straights and rapid acceleration through the corners. Throttling through jumps causes the rear tire to spin freely in the air, then create a heavy load on the engine when it contacts the ground. And trail riding requires lots of clutch and throttle manipulation to maneuver over and around obstacles.

Dirt-bike engines are typically lightweight designs meant for performance. Any time you remove mass and increase power,



you increase engine stress. The combination of high rpm and lighter materials creates the perfect scenario for engine failure if the motor oil fails to do its job.

Additionally, dirt-bike pistons tend to have shorter piston skirts to reduce friction, which doesn't help engine longevity. A shorter piston wants to rock inside the cylinder, which concentrates tremendous force on the tiny area where the piston skirt and cylinder wall contact. Only a microscopic oil film provides protection in this area, and superior oil film strength is essential to help the engine survive.

Making matters worse, dirt bikes barely hold any oil, often only about one quart. That single quart of oil must fight wear, resist heat and prevent deposits, which is why most dirt-bike riders change motor oil frequently. In heavy use, the top-end may need to be rebuilt as often as every 15 hours.

AMSOIL Synthetic Dirt Bike Oil enhances engine performance and reliability, delivers superior protection against engine wear and is far less expensive and less hassle than rebuilding your top-end. AMSOIL DOMINATOR® Synthetic 2-Stroke Racing Oil will handle all your two-stroke needs, while AMSOIL Synthetic Dirt Bike Oil for four-stroke dirt bikes is available in 10W-40, 15W-50 and 10W-60 viscosities as part of our complete dirt-bike product line, including oil filters and AMSOIL Synthetic Dirt Bike Transmission Fluid.

No matter what you ride, AMSOIL offers premium synthetic lubricants designed to specifically address the very specific and challenging demands of powerful and high-revving engines.

Resources for Pursuing Motorcycle Customers

- Motorcycle flyers in the AMSOIL Print Center (Dealer Zone>Business Tools>Marketing Your Dealership>AMSOIL Print Center)
- Dirt Bikes Flyer (G3327)
- V-Twin Motorcycles Flyer (G3338)
- Metric Motorcycles Flyer (G3345)
- Motorcycle videos on the AMSOIL YouTube channel (youtube.com/amsoilinc)
- Text a Dealer-number transferring link to your motorcycle customers with a reminder to prep their bikes before the summer riding season begins.





MONTHLY LEADERS

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



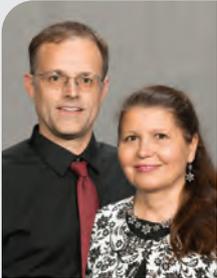
Jason & Julianne Wynne
Ohio
DIRECT JOBBERS
TITANIUM CUP, LEVEL 2
FIRST
Total Organization
THIRD
Personal Group Sales
NINTH
New Qualified Customers



Dave M. Mann
Michigan
DIRECT JOBBER
TITANIUM CUP, LEVEL 4
SECOND
Total Organization
FIRST
Personal Group Sales
EIGHTH
New Qualified Customers



Joseph & Curri Seifert
Ohio
DIRECT JOBBERS
TITANIUM CUP, LEVEL 2
THIRD
Total Organization
SECOND
Personal Group Sales
FIRST
New Qualified Customers



Ches & Natasha Cain
South Dakota
DIRECT JOBBERS
DIAMOND CUP, LEVEL 5
EIGHTH
Total Organization
SIXTH
Personal Group Sales



Leonard & Marcie Pearson
Washington
DIRECT JOBBERS
DIAMOND CUP, LEVEL 4
NINTH
Total Organization



Justin Peszko
Virginia
DIRECT JOBBER
DIAMOND CUP, LEVEL 4
TENTH
Total Organization
NINTH
Personal Group Sales
SECOND
New Qualified Customers



Jim Ault
Ohio
DIRECT JOBBER
TITANIUM CUP, LEVEL 1
THIRD
Commercial Account Sales



Jeremy & Krista Heen
North Dakota
DIRECT JOBBERS
DIAMOND CUP, LEVEL 3
FIFTH
Commercial Account Sales
EIGHTH
Retail Account Sales



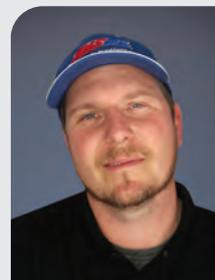
Jody & Jean Gordon
Illinois
DIRECT JOBBERS
PLATINUM CUP, LEVEL 4
SIXTH
Commercial Account Sales



John & Dianne Moldowan
Alberta
DIRECT JOBBERS
DIAMOND CUP, LEVEL 5
SECOND
Retail Account Sales



James E. Gates
Florida
DIRECT JOBBER
PLATINUM CUP, LEVEL 5
FOURTH
Retail Account Sales



David G. Douglas
Michigan
DIRECT JOBBER
DIAMOND CUP, LEVEL 1
FIFTH
Retail Account Sales



Eben Rockmaker
Nevada
DIRECT JOBBER
DIAMOND CUP, LEVEL 2
FOURTH
New Qualified Customers



Steffan & Allison Peszko
North Carolina
DIRECT JOBBERS
PLATINUM CUP, LEVEL 5
SIXTH
New Qualified Customers



Marcus & Amy Bradley
Ohio
DIRECT JOBBERS
PLATINUM CUP, LEVEL 3
SEVENTH
New Qualified Customers



Bill & Donna Durand
Wisconsin
DIRECT JOBBERS
TITANIUM CUP, LEVEL 2
FOURTH
 Total Organization
SEVENTH
 Personal Group Sales



Carol H. Bell
Texas
DIRECT JOBBER
TITANIUM CUP, LEVEL 1
FIFTH
 Total Organization
SEVENTH
 Commercial Account Sales



Tom & Sheila Shalin
Georgia
DIRECT JOBBERS
TITANIUM CUP, LEVEL 1
SIXTH
 Total Organization
FIFTH
 Personal Group Sales
FIFTH
 New Qualified Customers



David B. Richardson
Ohio
DIRECT JOBBER
DIAMOND CUP, LEVEL 3
EIGHTH
 Personal Group Sales
FIRST
 Commercial Account Sales



Ray & Kathy Yaeger
Wisconsin
DIRECT JOBBERS
TITANIUM CUP, LEVEL 1
TENTH
 Personal Group Sales



Payton Zierolf
Wyoming
DIRECT JOBBER
TITANIUM CUP, LEVEL 5
SECOND
 Commercial Account Sales



Daniel & Judy Watson
Florida
DIRECT JOBBERS
DIAMOND CUP, LEVEL 5
EIGHTH
 Commercial Account Sales
THIRD
 Retail Account Sales



Steven & Kimberly Zuber
Oregon
DIRECT JOBBERS
SILVER CUP, LEVEL 5
NINTH
 Commercial Account Sales



Greg & Joan Ann Desrosiers
Alberta
DIRECT JOBBERS
DIAMOND CUP, LEVEL 5
FIRST
 Retail Account Sales



Ted Pickul
Florida
DIRECT JOBBER
PLATINUM CUP, LEVEL 2
SEVENTH
 Retail Account Sales



Scott McAdoo
Maryland
DIRECT JOBBER
PLATINUM CUP, LEVEL 5
TENTH
 Retail Account Sales



Alexander R. Palmeri
Illinois
DIRECT JOBBER
GOLD CUP, LEVEL 2
THIRD
 New Qualified Customers



David & Robin Huff
North Carolina
DIRECT JOBBERS
DIAMOND CUP, LEVEL 1
TENTH
 New Qualified Customers



MONTHLY LEADERS

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HIGHER LEVELS OF RECOGNITION



Robert Morin
New York
DIRECT JOBBER
SILVER CUP, LEVEL 4
Sponsor:
Lee Truncali
Direct Jobber:
Lee Truncali



Jim Cushman
Illinois
DIRECT JOBBER
SILVER CUP, LEVEL 4
Sponsor:
Andrei Pop
Direct Jobber:
Andrei Pop



Greg Billingsley
Missouri
DIRECT JOBBER
SILVER CUP, LEVEL 3
Sponsors:
Leonard & Marcie Pearson
Direct Jobbers:
Leonard & Marcie Pearson



Brodie Daniels
Oklahoma
DIRECT JOBBER
SILVER CUP, LEVEL 4
Sponsors:
Douglas & Kimberly Crawford
Direct Jobbers:
Douglas & Kimberly Crawford



Carroll & Sharon Master
Pennsylvania
DIRECT JOBBERS
SILVER CUP, LEVEL 4
Sponsor:
Wanda Shirk
Direct Jobber:
Wanda Shirk



Dennis & Stacy Johnson
British Columbia
DIRECT JOBBERS
SILVER CUP, LEVEL 3
Sponsor:
Rudi Albert Fast
Direct Jobbers:
Bill & Donna Durand



New 2023 Calendars Available Now

Follow AMSOIL action throughout the year. The 2023 AMSOIL calendar features Team AMSOIL drivers and sponsored motorsports events, including Brad Lovell, Bryce Menzies, Hunter Patenaude, Scott Birdsall, AMSOIL Championship Off-Road, Sturgis and more.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone.

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

AMSOIL Print Center Pricing* – Personalized

11 – 49 calendars	\$3.62 each
50 – 99 calendars	\$3.19 each
100 – 249 calendars	\$2.84 each
250 – 499 calendars	\$2.80 each
500+ calendars	\$2.48 each

*Free shipping in the U.S.

AMSOIL Pricing** – Non-Personalized

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

**Calendars subject to shipping charges.

March Closeout

The last day to process March orders is Friday, March 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for March business must be submitted by 11:59 p.m. Central on Thursday, April 6.

Volume transfers must now be submitted in the Dealer Zone (Business Tools>General Business Tools>Volume Transfer) or DBS. Transfers can no longer be submitted on the Dealer-to-Dealer Order Form (G01) or other forms through email or fax.

DZ Tips & Tricks: Make the Dealer Zone More You

Personalizing the Dealer Zone profile is a cinch from any device, including updating your name, profile image, cover image, email, time zone and notifications settings. Here's how:

Desktop

- 1) Select the round avatar image adjacent to the bell icon in the upper right of your screen.
- 2) Select "Profile."
- 3) Hover over the avatar or the banner image to reveal a camera icon.
- 4) Clicking on the camera icon will allow you to update the image it's attached to.
- 5) To update your profile information, click "Preferences" on the banner image.

Mobile

- 1) Tap the hamburger menu in the lower right of your screen (the three horizontal lines).
- 2) Select "Preferences" and then "Edit Profile" to change your avatar or update your profile information.



Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog. AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.

BUILD YOUR
CUSTOMER BASE
WITH THE PREFERRED
CUSTOMER PROGRAM.



Reduced Pricing

Up to 25% off every order



Free Shipping

On orders over \$100 (\$130 Can.)



Birthday Gift

Celebrate your day with \$5 off*



\$5 Back

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



Exclusive Promotions

Throughout the year



Free Membership

When you spend \$500 in a year

*Instead of a \$5 coupon, Canadian Preferred Customers will receive a coupon for 5% off their next order (up to a \$5 value). See Preferred Customer Program terms & conditions at AMSOIL.com/pc (AMSOIL.ca/pc).

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

RESTORE HORSEPOWER AND PRESERVE PERFORMANCE



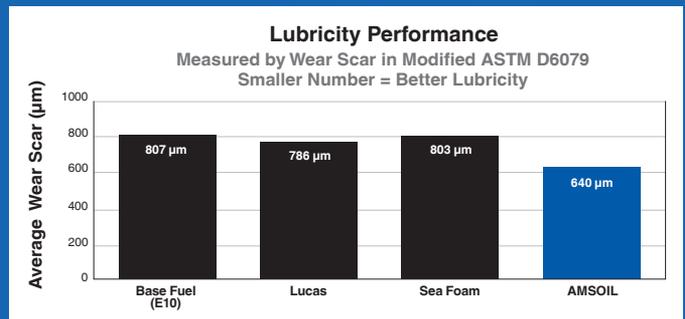
AMSOIL Upper Cylinder Lubricant delivers 18 percent more lubricity than Lucas* and 20 percent more than Sea Foam* for better retention of horsepower and fuel economy.^R



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

Upper Cylinder Lubricant

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



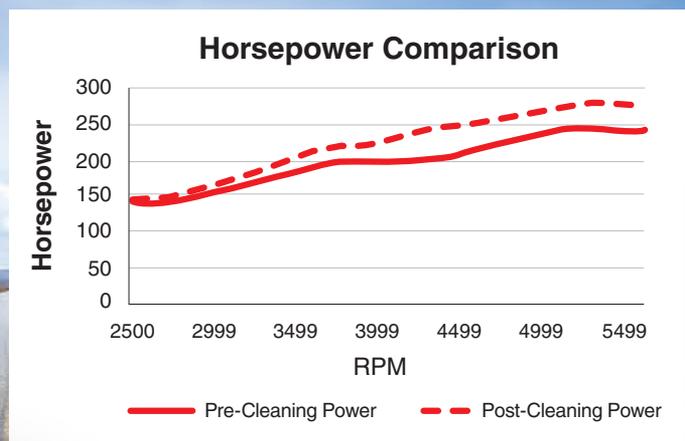
^RBased on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. *All trademarked names and images are the property of their respective owners and may be registered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

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



P.i.[®] Performance Improver

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



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



Ernie Jones | COMMERCIAL BUSINESS DEVELOPMENT TRAINER

Have a plan when approaching businesses

The more prepared you are, the more confident you can be when pursuing new commercial, retail or installer businesses.

When I first started working as an AMSOIL field-sales representative, there was a promotion called the SABER® challenge, where you could buy one case of AMSOIL SABER Professional Synthetic 2-Stroke Oil and get one case free. Not only that, but it also came with a money-back guarantee. It was a great deal. I saw this as an opportunity to start reaching out to landscaping businesses. The first business I approached was a nice, well-established shop. It was my first stop of the day, and I was feeling nervous when I stepped through the door. But I did have a plan. I walked in and introduced myself to the mechanic in the back of the shop. He saw my shirt had the AMSOIL logo on it and exclaimed, "Oh my gosh, an AMSOIL guy! I've been waiting for one of you guys to come here. I've been using AMSOIL products in all my stuff for 25 years, but I've never had an AMSOIL guy in this shop." As soon as he said that, all the fences came down, my nerves went away and we were just friends talking. I ended up offering him a sample of SABER to try out with his business equipment. If he liked it, I had the promo I could offer to him. I told him I'd check back with him in a week. He ended up calling me two days later to let me know he wanted to do the promo – that's how well the product worked for him.

That was the first account I registered, and I'll never forget it. It all goes back to getting over those initial nerves. I went in with a prepared plan, and I had something to offer that let him know I wasn't just there to sell something right away; I was there to build a relationship and hopefully convince him to try the product. I passed the account on to its

permanent servicing Dealer, and I still talk with that mechanic to this day.

When you have a plan for how you want to approach a business, it can help make the process more comfortable and less challenging. After you have identified a prospect, do some research on the business. Start by going online and gathering background information about the company and the markets it serves. Read some customer reviews if they're available. If you have any personal connections to the business, tap them for information. Having prior knowledge about the business and its operations will help you make a good impression when you walk in the door. It shows your prospect that you've done your homework and that you're interested in developing a long-term partnership instead of making a quick sale.

You want to match your approach to your unique prospect so he or she can visualize you being a part of the operation. Be sure to dress appropriately for your visit. Wearing an AMSOIL shirt will lead to a professional first impression. You should bring all your sales materials and resources in case the prospect has time to sit down for a meeting right away.

Every visit you make with prospective customers will be different. In some visits, the staff will have plenty of time for a conversation. In other visits, they may be busy and won't have much time to talk. Be flexible and prepared to adjust your approach based on the situation. One thing I recommend is creating an "elevator pitch." This is a 30-second talking point that leaves your prospect with some information

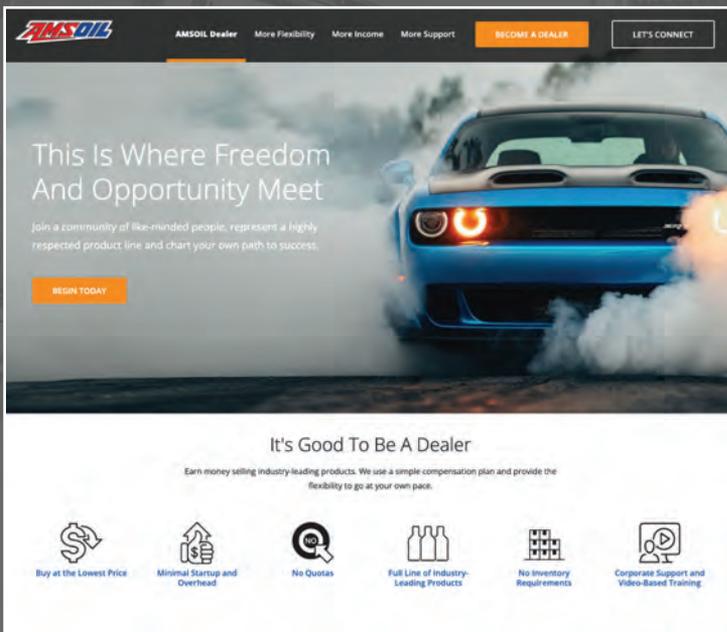
about yourself if he or she doesn't have time for a discussion. Here's an example: "Hi, my name is Ernie Jones and I'm an independent AMSOIL Dealer. I know companies like yours value time and money. AMSOIL manufactures lubricants that minimize equipment downtime and can help increase your profits. I'd like to set up a meeting to help me gain a better understanding of your operation and determine if AMSOIL might be a good fit."

First impressions are lasting impressions, so it's important to be friendly and respectful. The prospect's perception of you will influence his or her view of what kind of service you'll provide, how reliable you will be and his or her impression of the AMSOIL brand. Whether your initial visit ends up being long or short, leaving a good impression will be an important building block to establish an ongoing relationship with the prospective business.

When you first start out with approaching businesses, you may feel nervous and have a lot of thoughts running through your head. *What's going to happen when I walk through those doors? Will they be nice? Are they going to throw me out?* Try to feel confident by remembering what you know and all that you have prepared for. If you arrive with a plan, you know the products and you know the sales process, then you can do this. Take the time to map out your approach. Develop a plan, have a quick informational pitch ready, have all your resources available and then go for it.

TOOLS TO BUILD YOUR DEALER TEAM

Sponsoring new Dealers provides an excellent opportunity to diversify your Dealership and earn more income. Use these resources to help present the Dealer opportunity and get started building your own Dealer team.



SPONSOR BASIC TRAINING

- The first step to becoming Sponsor Certified
- Get started in the Dealer Zone

JOINAMSOIL.COM

- Shares details about running an independent AMSOIL Dealership
- Provides information on how Dealers earn money
- Outlines the support AMSOIL provides to Dealers
- Mobile-friendly
- Attach a Dealer-number transferring link to ensure prospects are added to your team when they register

AMSOIL PRINT CENTER

- Selling AMSOIL Products Flyer (G3759) provides basic information on how Dealers earn money selling AMSOIL products
- About Us flyer (G1053) provides basic information on the AMSOIL company
- Customizable business cards available to share with prospective new Dealers

Performance & Protection

When AMSOIL founder A.J. Alamoza introduced AMSOIL Synthetic Motor Oil — the first synthetic motor oil in the world to meet American Petroleum Institute service requirements — it set all-new standards for motor oil quality. AMSOIL's synthetic motor oil outperformed conventional petroleum motor oils on all counts. It was clear from the start that this innovative product would play a major role in engine performance and longevity. Today, AMSOIL products are recognized as the best by engine builders, enthusiasts and professionals worldwide for their superior performance and protection.

AMSOIL FIRSTS

- First Synthetic Motor Oil
- First Synthetic Motor Oil with Full Synthetic Base Oil
- First Synthetic Motor Oil with Full Synthetic Base Oil and Full Synthetic Additives
- First Synthetic Motor Oil with Full Synthetic Base Oil and Full Synthetic Additives
- First Synthetic Motor Oil with Full Synthetic Base Oil and Full Synthetic Additives

AMSOIL ENGINE PROTECTION

AMSOIL synthetic motor oils are designed to deliver protection beyond the norm.

- Wear Protection**
 - Designed to form a durable oil film that protects hard-working engine parts, even in extreme conditions.
 - High engine speeds: at peak efficiency and achieve maximum life.
- Superior Oxidation Resistance**
 - Formulated to resist oxidation and sludge formation to keep engines clean.
 - Better: Resisting to other oxidation wear protection.
- Thermal Stability**
 - Resists oil, or volatilization, at engine operating temperatures for long and full economy.
 - Thermally stable base oils resist high-temperature breakdown for oil.
- Superior Fluidity**
 - Remains fluid in extreme temperatures.
 - Increased cold-temperature fluidity provides easier cold weather starts.
 - Allow oil to flow quickly throughout the engine for rapid protection.

How do you make money selling AMSOIL products?

You can start earning on day one with no minimum sales requirements to earn a commission. Selling more in a given month can qualify you to earn more on the products you sell.

Each product has defined profit values. As your overall monthly sales increase, you can qualify for higher profit values according to our Profit Tier Schedule.

Profit Tier	Min. Total Monthly Sales	Profit
Tier 1	\$1,500	\$2.78
Tier 2	\$3,000	\$3.78
Tier 3	\$4,500	\$4.78
Tier 4	\$6,000	\$5.78

This example shows what you earn for selling a case of Signature Series 5W-30 Synthetic Motor Oil.

STOCKS	UNITS	U.S. WHOLESALE PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
ASLOT	CA	\$134.38	\$8.78	\$14.59	\$20.39	\$26.19

With no minimum sales requirements you earn \$8.78 for every case of Signature Series 5W-30 you sell. Sell \$1,500 worth of AMSOIL products in a month, earn \$14.59 per case. Sell \$3,000, earn \$20.39 per case. Sell \$6,000, earn \$26.19 per case.

As you can see, the more you sell in a month, the more you earn.

AMSOIL

Name
TITLE

Company Name
Address 1
Address 2 • Address 3
City, State Zip
Phone 1 • Phone 2
Phone 3 • Phone 4
Email
Website



The First in Synthetics®

ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)

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AMSOIL.com

March 2023

SAVE THE DATE

Make plans now to join us as we celebrate **50 years** of the AMSOIL Dealer network.



We're just getting started.

July 20-22, 2023

Superior, Wis./Duluth, Minn.

Registration only \$50.

Register now at
AMSOIL50.eventbrite.com.

WHAT TO EXPECT

- **Great food**
- **Fun** social events with Dealers and corporate employees
- **Informative** presentations from corporate leadership
- **Great food**
- **Opportunity** to interact with AMSOIL-sponsored athletes and influencers
- **Great food**
- **Chances** to win prizes
- **The latest** updates on product development, industry challenges and our plans for the future
- **Did we mention great food?**
- **A celebration!**

LODGING DETAILS NOW AVAILABLE

AMSOIL has reserved room blocks in multiple area hotels to accommodate Dealers who will be traveling for the event. Check Latest News in the Dealer Zone for full details.

