



► DEALER EDITION

MAGAZINE

MAY 2023

Excavation Contractor Market Breakdown

| PAGE 8



Commercial-Grade Oils for the Commercial Market

New AMSOIL 15W-40 Commercial-Grade Diesel Oil and Commercial-Grade Hydraulic Oil are 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 (SBDF)

- **Advanced** synthetic-blend oil with greater than 50% synthetic base oil content.
- **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.



AMSOIL COMMERCIAL-GRADE HYDRAULIC OIL (HCG32, HCG46, HCG68)

- **High-performance** conventional hydraulic oil.
- **Provides** strong wear protection to protect pumps and motors.
- **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).





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THE COVER

Excavation contractors present excellent opportunities to grow your Dealership. We examine their equipment and lubrications needs.



From the Chairman

The clock is ticking. If you haven't registered for the 50th Anniversary Celebration, I hope you will soon. There is something for everyone each day of the event, and there is a lot to explore around Duluth, Minn. and Superior, Wis. while you're in town. Seeing all the vehicles in town with AMSOIL logos and the groups of people wearing AMSOIL clothing during these events is exciting. It's remarkable how much attention it generates. As you can imagine, I always wear AMSOIL clothing when I travel. Nearly every time, someone strikes up a conversation when they see the AMSOIL logo.

On a recent business trip, AMSOIL VP, Logistics & Supply Chain Matt Dixon and I both encountered AMSOIL fanatics. Matt met Dan Amidon of Michigan on the plane. Dan told a great story about the lawncare business run by his children. His oldest boy, Alex, started the business when he was 14 to save money for college. When Alex moved out, the next oldest boy, Noah, took over and grew the client base. Dan has five sons and a daughter, so that tradition continued on down the

line. Today, the Amidons maintain 25 residential lawns and three commercial properties. Dad buys and maintains the equipment and the kids do the rest. What a fantastic story.

Dan said they started having trouble with plugged screens and sticking pistons in their trimmers and blowers. Despite believing he had been using "the good stuff," it turned out the two-stroke oil they were using was to blame. They switched to SABER® Synthetic 2-Stroke Oil and "within a couple weeks, the equipment started to run better, rev higher and smoke less." They've now been using SABER for over six years trouble-free.

Meanwhile, on the same trip, I encountered Jared Cox of Wisconsin. He was excited to share his AMSOIL story and described the performance and fuel-economy gains he and his family have experienced using our products. He has been so impressed with AMSOIL product performance, he said he and his family "only use AMSOIL products and always will."

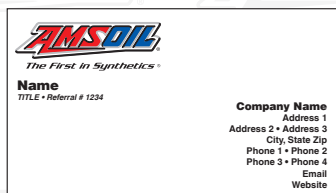
AMSOIL brand popularity is surging. We have come a long way – it wasn't that long ago when people asked

about the logo on my shirt and I had to explain what AMSOIL was. Now, it's usually a different story. Wearing AMSOIL clothing is a simple thing you can do to generate business for your Dealership. You just need to be prepared to act if an opportunity presents itself. Have business cards with you. Know how to text someone a Dealer-number transferring link. Be familiar with the recently improved P.C. registration tool in the Dealer Zone. If you are prepared and use the tools at your disposal, wearing AMSOIL clothing can go a long way toward getting you the four qualified customers you need to be Customer Certified.

Alan Amatuzio
Chairman & CEO



Magnets



Business Cards



Data Sheets



Flyers

Let Them Know You Mean Business

You represent a premium product. Make sure your sales materials are premium too.

The AMSOIL Print Center is your one-stop shop for business cards, signage, data sheets and much more. It provides professionally printed materials that place AMSOIL as a premium brand and you as a trusted professional.

Access the Print Center through the Dealer Zone (Business Tools>Marketing Your

Dealership>AMSOIL Print Center).

Flyers and data sheets in the Print Center are available for trade-show co-op. Eligible participants are issued promo codes that can be used for reduced pricing on their orders. Print Center prices include shipping and customization of each item to include your Dealer information.

Just need a digital copy? The Digital Library in the Dealer Zone holds data sheets, brochures and other marketing collateral that can be shared digitally. If you're messaging, emailing or texting a document, this is your best source. It's quick, easy and free.

To order printed catalogs, visit AMSOIL.com (U.S.)/AMSOIL.ca (Canada).

ON-BRAND & COMPETITIVELY PRICED

The AMSOIL Print Center delivers branded and customized material to support your sales efforts. Similar items from competitive on-demand printing sites cost more and are not dialed in with approved messaging from AMSOIL.

Item	QTY	Print Center	VistaPrint	Zazzle	GotPrint	Elite Flyers
Double Sided Business Cards	200	\$31	\$30 - \$41.77	\$46.58 - \$57.60	\$23.80 - \$48.72	\$45.00 - \$56.75
Flyers	250	\$47.50	\$77.80 - \$95.83	\$60.00 - \$75.80	\$67.69 - \$97.11	\$125 - \$135.90
Labels	1,000	\$57.67	\$629.00 - \$694.02	\$997.50 - \$1,106.38	\$46.28 - \$74.01	\$65.00 - \$83.75

LETTERS TO THE EDITOR

OIL-CHANGE KITS

I've noticed for some time now that you offer oil-change kits for cars and trucks. It doesn't seem practical that those kits just have quarts. Wouldn't it be more practical to use gallons and then finish filling the quantity needed with quarts? To me, this makes more sense and doesn't create near the waste of all those quart bottles. Let's say I'm changing oil in a Dodge* Ram* that requires a 12-quart change. Offering three gallon jugs saves eight quart bottles. I'm just saying. I'd rather have three gallons versus eight quart bottles to dispose of.

Thank you for your time.

David Morrell

AMSOIL: You're right, David. It is often more economical and less wasteful to purchase products in larger package sizes. While the majority of our customers prefer quarts over gallons, we are currently exploring options that will allow customers to switch from quarts to gallons while in the shopping cart. Stay tuned.

PRICES

My largest retail account said he will stop buying if prices continue to rise. Honestly, I do not know what can be done, but thought it would be best to let you know.

Aaron Gratz

AMSOIL: Thank you for your letter, Aaron. We take pricing very seriously and don't raise prices unless absolutely necessary. Likewise, when conditions allow, we pass cost reductions on to you and your customers, as we did in April. We hope your accounts found the price decrease helpful and it resulted in increased sales for you. Price-sensitive accounts may also appreciate some of our lower-priced options, including OE Synthetic Motor Oil and Heavy-Duty Synthetic Diesel Oil.

FIREARM PRODUCTS

I am suggesting that AMSOIL consider donating Firearm Lubricant and Firearm Cleaner to the Armed Forces of Ukraine in support of their fight for freedom. This would be a very positive gesture and would assure that the Ukraine Armed Forces' firearms function well.

Cheers,

Rein Lepik

AMSOIL: Thank you for your suggestion, Rein. We receive tons of requests for monetary and product donations. As much as we'd like to support them all, there are limits to what we can do, so we set up parameters, developed an annual budget and formed an employee-led committee that selects participants to receive funds from us. Our charitable giving focuses on programs for children, particularly at-risk youth and those fighting cancer. We also strive to form long-term partnerships to maximize the impact of the funds we distribute. You can find more information about our charitable-giving efforts and the organizations we support at AMSOIL.com/contributions.

LEADERBOARDS

I love seeing the new leaderboard! It's great to see how I compare to other Dealers in my state and drives me to increase sales. Currently, the ATV/UTV promo just ended and the P.i.® ended today as well on my leaderboards. Where can we find the next contest for the next month?

Mac Miller

AMSOIL: It's great to hear your enthusiasm for the leaderboards, Mac. We usually announce each month's new leaderboard during the first week of the month.

WINTER STORAGE

Len Groom's Tech Talk article in the December AMSOIL Magazine was good and the technical type of writing I enjoy most in the magazine. I have a modern car that I store for around six months during the winter here in Colorado, and always store it with Gasoline Stabilizer. I went back and read the details for both Gasoline Stabilizer and Quickshot,® and I'm wondering if maybe I shouldn't also add Quickshot before storage for ethanol phase separation. I realize it's more oriented to small engines and power equipment, but I'm guessing it could also be beneficial for gasoline that sits unused for months in the car's gas tank. Thanks for the great articles.

Dennis Reed

AMSOIL: Great question, Dennis. Yes, you can use Quickshot in your classic car to protect against gasoline phase separation during storage, and it's safe to mix with Gasoline Stabilizer. The quart package size is ideal for larger fuel tanks. Follow the treat rates listed on the back of the bottle.

SALES TAX

As AMSOIL Dealers, we purchase products at wholesale prices hoping to make a profit. Having had numerous business accounts over the years where I would buy at wholesale prices and resell products, I would have to say I was never charged sales tax on the full retail price from the company, but paid tax on the actual purchase price. Maybe you could shed some light on why that is the policy at AMSOIL?

Thank you,

Jim Anderson

AMSOIL: Great question, Jim. We do not want to collect any more taxes than we have to collect and submit to every state, but we do want to protect Dealers from incurring problems with government tax-collection agencies. Because over 90% of the products purchased by AMSOIL Dealers are for resale, collecting sales tax on the retail price allows Dealers to sell the products, collect the sales tax on retail and keep it without having to fill out forms to submit to their state. Dealers can use the Sales Tax Refund Claim Form (G20) to receive a refund on any retail taxes paid on product that was either sold for less than suggested retail or personally used by the Dealer. Another option to address the sales-tax issue is to obtain a sales-tax number from your state that allows you to purchase AMSOIL products as tax exempt, and then you would report and submit the amount of tax owed on retail sales directly to the state yourself.

Email letters to:
letters@amsoil.com

Or, mail them to:
AMSOIL INC.
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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.



Alex Thompson | MARKET MANAGER – AUTOMOTIVE B2C

European vehicles require specialized lubricants.

Consult the recommended oil specification in the vehicle owner's manual.

The European vehicle market share has grown steadily since the turn of the century. Owners of European vehicles are often high-value customers who are willing to spend more on premium products and services, and most visit a service center for maintenance rather than doing it themselves.

The sensitive emissions-control devices featured in most modern European vehicles require unique oil properties to ensure proper operation. Combined with longer recommended drain intervals, European vehicles require strict lubrication specifications with more advanced motor oil technology that is almost exclusively synthetic based.

What is SAPS?

SAPS is an acronym for Sulfated Ash, Phosphorus and Sulfur, which comprise a portion of a motor oil's additive content that provides desirable performance and emissions properties, including detergency and protection against wear and oxidation. Different engines require different SAPS content; it is not one-size-fits-all.

Sulfated ash is the result of oil additives burning and creating ash. These additives assist with total base number (TBN), antioxidancy, anti-wear, cleanliness and soot handling. Phosphorus provides anti-wear properties and further antioxidancy, while sulfur contributes antioxidancy, anti-wear properties and engine cleanliness.

Manufacturers Specify SAPS

The European Automobile Manufacturers' Association (ACEA) establishes lubricant standards for Europe, similar to the American Petroleum Institute (API) in the U.S. ACEA recognizes that European

engines differ from U.S. engines in both design and operating conditions. European vehicle manufacturers often maintain their own additional motor oil performance specifications.

Specifications

The extremely sensitive systems on modern European vehicles require special lubricants. SAPS content helps differentiate between oils within the AMSOIL Synthetic European Motor Oil family, but because most consumers aren't familiar with SAPS or its significance for European vehicles, AMSOIL labeling focuses on specifications. The most important criteria to ensure you choose the right oil for a vehicle is matching the specifications called for in the owner's manual.

Importance of Formulation

Many European vehicles available in North America feature gasoline, diesel or hybrid engines with emissions systems that are sensitive to SAPS content, and turbochargers that greatly increase heat, resulting in oil oxidation.

AMSOIL Synthetic European Motor Oil (EZT, AFE, EFO, AEL, AFL, EFM) uses shear-stable synthetic base oils and high-quality anti-wear additives to provide outstanding protection in extreme-temperature conditions. Its thermally stable oil formulation resists deposit formation and cools turbochargers, providing dependable performance for the extended drain intervals recommended by European manufacturers. Excellent detergency properties help keep engines clean by preventing sludge and varnish deposits and reducing oil consumption, which improves performance and extends engine life.

The AMSOIL Synthetic European Motor Oil product line features full-SAPS, mid-SAPS and low-SAPS (FS, MS, LS) options to meet the needs of highly specialized European engines. They are engineered to meet European manufacturers' specifications, providing excellent all-season performance, maximum fuel economy, enhanced turbocharger protection and superior engine cleanliness.

Sales Opportunities

Given the beneficial properties SAPS additives impart, it's easy to assume a higher concentration equals a better oil, but higher SAPS levels can be detrimental to expensive exhaust devices, such as diesel particulate filters (DPFs) and catalytic converters.

The three different SAPS levels of European motor oils can make matters more confusing, especially considering the same viscosity motor oil may be available in low-, mid- and full-SAPS variants. Technicians and motorists may not know or understand which is the correct choice.

Service-center accounts and technicians that understand the product differences offer a value-added service that helps earn trust and future business. Vehicle manufacturers recommend oil specifications in the vehicle owner's manual, so be sure to check there first. The Product Guides at AMSOIL.com are also a quick and easy way to determine the right AMSOIL products for specific vehicles.

For more insights into the European motor oil market, consult the European Motor Oil Dealer Sales Brief in the Dealer Zone.

Excavation Contractor Market Breakdown

Excavation contractors use heavy machinery for site excavating, land clearing, leveling, grading, removing overburden, trenching, foundations, driveways, sidewalks, sewer lines, pipes, drainage, demolition and landscaping. Their equipment must stand up to all-day, every-day use. If they need to pull broken-down equipment from the job site, it prevents them from completing jobs on time.

With approximately 47,000 excavation contractors across the U.S., they present significant opportunities to grow and diversify your Dealership, secure high-volume sales and increase commissions. Dealers typically find the most success with start-up and mid-size companies that perform their own lubricant changes or employ their own mechanics, are seeking lubricant expertise and local service, and are not being serviced by a local oil distributor that provides bulk fuel and oil.

Market Snapshot

- Decision makers are usually busy working in the field and exploring business opportunities.
- Employ approximately seven people during peak season.
- Annual revenue = \$1,700,000.
- High operating costs (e.g., equipment, fuel, maintenance, subcontractors).
- Average annual lubricant usage = 2,170 gallons (8,214 liters).
- Key decision makers could include the business owner, shop manager, mechanic, gatekeeper, purchaser or accountant.

Leading Challenges

- Quality labor shortage
- High fuel prices
- Low-ball competitors
- Rising cost of equipment

What Matters Most to Prospects?

- Company reputation
- Staying on schedule
- Staying on budget
- Costs and profits
- Brand loyalty
- Local personalized Dealer service

Equipment

Excavation contractors rely on a wide range of equipment to complete their projects.

EXCAVATORS

Excavators are considered a standard of the industry. They can range in size from mini excavators that are perfect for hard-to-reach areas and small-scale projects, to large excavators that are ideal for large-scale projects.



Top brands: Caterpillar,* Volvo,* Komatsu,* John Deere*

Top lubricant needs: diesel oil, hydraulic oil, power transmission fluid, grease, filters, coolant, gear oil, fuel additives

LOADERS

Front-end wheel loaders are the go-to option for shoveling large volumes in a short time. They range in size and are frequently used for tasks such as loading and carrying, but they can also be used for excavating.



Top brands: Caterpillar, Volvo, Komatsu, Case,* John Deere

Top lubricant needs: diesel oil, hydraulic oil, power transmission fluid, grease, filters, coolant, gear oil, fuel additives



DUMP TRUCKS

A standard dump truck has a chassis or base frame with a mounted bed. The front of the body contains a hydraulic ram that raises the bed. The back of the bed is hinged to the back of the truck so the front can be raised to dump material.



Top brands: Kenworth,* Peterbilt,* Mack,* Freightliner,* Western Star*

Top lubricant needs: diesel oil, hydraulic oil, transmission fluid, grease, filters, coolant, gear oil, fuel additives

GRADERS

Motor graders, or road graders, have long, narrow blades to help flatten surfaces. A moldboard, or blade, for rough and fine grading is rotatable, with a cutting edge on the bottom to help cut and move terrain. Many professionals value their graders above other equipment due to their ability to perform fine grades and remove snow, while also working well for larger projects.



Top brands: Caterpillar, John Deere, Komatsu, Case

Top lubricant needs: diesel oil, hydraulic oil, power transmission fluid, grease, filters, coolant, gear oil, fuel additives

SKID STEERS

A wheeled skid steer is a



compact machine containing four wheels and two arms to a bucket used for scraping, scooping and some leveling. They are essential assets to any worksite due to their ability to easily replace the bucket with a variety of different attachments for completing nearly any type of project, including forks, augers and more. The skid steer received its name from its steering feature. One side of the machine is under power, while the other side skids to help turn.

Top brands: Caterpillar, Bobcat,* New Holland,* Case, John Deere

Top lubricant needs: diesel oil, hydraulic oil, grease, filters, coolant, gear oil, fuel additives

COMPACT TRACK LOADERS

Compact track loaders are similar to skid-steer loaders, but operate on tracks instead of wheels. The added traction enables the machine to travel on soft ground without the threat of getting stuck. Track loaders come in multiple sizes and can perform a variety of tasks, including earthmoving, excavating and demolition.



Top brands: Caterpillar, Bobcat, New Holland, Kubota,* John Deere

Top lubricant needs: diesel oil, hydraulic oil, grease, filters, coolant, gear oil, fuel additives

DOZERS

Crawler dozers are high-powered, heavy-duty, tracked machines with a moldboard or front blade used for excavating or pushing rocks, debris and other materials.



Top brands: Caterpillar, Case, Komatsu, John Deere

Top lubricant needs: diesel oil, hydraulic oil, power transmission fluid, grease, filters, coolant, gear oil, fuel additives

BACKHOES

A backhoe loader is similar to a wheeled front loader, but with a bucket in the back for excavation. Backhoe loaders are the most versatile pieces of machinery found on any site, and they're truly the workhorses of the construction industry. They're popular with excavation contractors because they provide two tools for the price of one. The wheels provide maneuverability, while allowing quicker travel compared to tracks.



Top brands: Caterpillar, Case, John Deere, Kubota, Volvo

Top lubricant needs: diesel oil, hydraulic oil, power transmission fluid, grease, filters, coolant, gear oil, fuel additives



TOP AMSOIL PRODUCTS FOR EXCAVATION CONTRACTORS

AMSOIL products provide increased protection and performance that help excavation contractors minimize downtime, extend equipment life and maximize fuel efficiency. Equipment spends less time in the shop and more time in the field, helping contractors stay on schedule, decrease cost-of-ownership and increase their bottom line.

AMSOIL 15W-40 Commercial-Grade Diesel Oil (SBDF)

- Provides 2X better wear protection.¹

AMSOIL Heavy-Duty Synthetic Diesel Oil (ADN, ADO, ADP)

- Provides 4X better wear protection.¹

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil (DHD, DTT, DZF, DEO, DME)

- Provides 6X better wear protection.¹

AMSOIL Commercial-Grade Hydraulic Oil (HCG32, HCG46, HCG68)

- Provides strong wear protection to help maximize pump and motor life and reduce maintenance.

AMSOIL Synthetic Powershift Transmission Fluid (CTG, CTJ, CTL)

- Provides outstanding friction performance for enhanced clutch engagement and superior wear protection for heavy-duty powershift transmissions.

AMSOIL Long Life Synthetic Gear Lube (FGR, FGO)

- Promotes longer equipment life and reduced maintenance costs.

AMSOIL Synthetic Polymeric Grease (GPOR, GPTR)

- Engineered to resist loads and impacts better than other greases in heavily loaded, extreme-pressure applications and stay in place longer.

AMSOIL Heavy-Duty Antifreeze & Coolant (ANTHD)

- Provides superior heat transfer and excellent protection against corrosion, cylinder-liner cavitation, freezing and boilover.

AMSOIL Diesel All-In-One (ADB)

- Combines superior detergency, improved lubricity, excellent anti-gelling properties and increased horsepower in one convenient package.

Donaldson Filters

- AMSOIL offers premium Donaldson filtration products.





New ATV/UTV Kits Now Available for Can-Am* and Polaris* Applications

New AMSOIL ATV/UTV Kits are now available for the Polaris RZR Turbo 1000* and the Can-Am DS650,* Maverick,* Outlander,* Renegade,* Commander* and Defender.*

- **Protection** for demanding chores and tough terrain
- **Superior** all-weather performance
- **Wet-clutch** compatibility
- **Fights** rust and corrosion

ATVs and UTVs are used to perform demanding chores and tackle tough terrain. They are frequently driven in low gear, pulling loaded trailers and other necessities to get the job done, in all types of weather on variable surface conditions.

Slow engine operation under heavy loads increases stress on the engine, leading to increased risk of wear. AMSOIL Synthetic ATV/UTV Motor Oil is engineered with robust synthetic base oils for improved engine protection, even in the toughest conditions.

To make changing ATV/UTV oil quick and painless, AMSOIL offers convenient oil-change kits for most Polaris and Can-Am machines, with everything owners need in one box. They include the correct amount of AMSOIL Synthetic ATV/UTV Motor Oil, an oil filter and any necessary O-ring and washers.

The new AMSOIL ATV/UTV Oil Change Kits are designed for the following applications:

(PK4) For Polaris RZR Turbo 1000

- 3 quarts AMSOIL 5W-50 Synthetic ATV/UTV Motor Oil (AUV50)
- Private-label WIX 51358 oil filter

(CK4) For Can-Am Rotax 900 ACE (Maverick X3, DS650)

- 4 quarts AMSOIL 5W-40 Synthetic ATV/UTV Motor Oil (AUV54)
- 420956123 oil filter
- O-ring, zinc washer, copper washer

(CK5) For Can-Am Rotax V-Twin 500cc to 1,000cc (Outlander, Renegade, Commander, Defender, Maverick)

- 2.5 quarts AMSOIL 5W-40 Synthetic ATV/UTV Motor Oil (AUV54)
- WIX WL10090 oil filter
- O-ring, zinc washer, copper washer

(CK6) For Can-Am Rotax 450cc (Defender, Outlander)

- 3.5 quarts AMSOIL 5W-40 Synthetic ATV/UTV Motor Oil (AUV54)
- WIX WL10090 oil filter
- O-ring, zinc washer, copper washer

To find the correct ATV/UTV Oil Change Kit for your machine, consult the Product Guides at AMSOIL.com or AMSOIL.ca.



New ATV/UTV Kits

U.S. PRICING

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
PK4	EA	1 kit	45.80	48.35	61.85	63.95	2.94	4.89	6.83	8.78	28.03
CK4	EA	1 kit	59.16	62.45	79.70	83.75	3.80	6.31	8.82	11.33	36.20
CK5	EA	1 kit	45.87	48.40	61.95	64.45	2.95	4.89	6.84	8.79	28.07
CK6	EA	1 kit	57.38	60.55	77.50	80.90	3.69	6.12	8.56	10.99	35.12

CAN. PRICING

Stock #	Units	Pkg./Size	Can. Whsl.	Can. P.C.	Can. MSRP	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
PK4C	EA	1 kit	60.80	64.15	82.15	2.94	4.89	6.83	8.78	28.03
CK4C	EA	1 kit	78.70	83.05	106.30	3.80	6.31	8.82	11.33	36.20
CK5C	EA	1 kit	61.20	64.60	82.70	2.95	4.89	6.84	8.79	28.07

CK6 is not available in Canada.

Upholding AMSOIL as a Premium Brand

AMSOIL is a professional organization, and we care about our image. As an independent AMSOIL Dealer, it's important to remember that you're not just representing your brand, but the AMSOIL brand as well. To many people, you are the face of AMSOIL. Here are some guidelines to ensure your Dealership reflects a premium level of professionalism.

Use professional sales materials

You're selling a premium brand, so it's important that you have premium sales materials. The AMSOIL Print Center is your resource for custom business cards, sales flyers, signs, data sheets and more that you can give to your customers and prospects. By using the Print Center, your sales materials will be printed through professional printers that use professional inks, higher-quality paper and higher-quality stitching than a typical printer and stapler you may have at home. You want your sales materials to reflect the high-end image of the brand you are selling.

Look professional

Looking professional is an important part of maintaining a professional reputation. We provide a variety of clothing to help you become a walking billboard for your AMSOIL Dealership. Wearing an AMSOIL shirt when meeting with prospects and customers can help boost your professional image. Make sure to dress appropriately whenever you wear the AMSOIL brand out and about.

Stay professional online

It's important to represent yourself in a professional manner online. Make sure what you post on social media is appropriate and that you avoid sharing controversial things that could harm your reputation. In fact, it's a good idea to maintain a separate social-media account for personal posts. Proofread all communications before they go out to make sure your online posts, emails and print communications are free of typos and errors. You don't want to hit send and then realize afterward that you accidentally misspelled "AMSOIL."

Avoid negativity

When interacting with the public online or in-person, refrain from bad-mouthing other oil companies. Instead, highlight the proven performance of AMSOIL products. The reviews and test results speak for themselves. When you keep your actions positive and uplifting, you'll build a positive reputation for your Dealership.

Ensure customer satisfaction

As an AMSOIL Dealer, one of your top priorities should be to continually work on behalf of your customers and accounts to ensure satisfaction and success. Here are some of the basics when it comes to making sure your customers have what they need:

- Ensure requests for assistance are fulfilled promptly and professionally.
- Provide your current contact information (phone number, email address, website URL, etc.) to your customers/accounts and AMSOIL. Make sure you are responsive and answer your phone.
- Identify yourself as an AMSOIL Dealer in your voicemail greeting, and always answer calls and messages in a timely fashion.
- Maintain regular contact as scheduled or expected by your customer or account.
- Ensure retail and commercial accounts have current price lists and are informed about new product developments.
- Recommend products that best fit your customers' needs, even if doing so may result in reduced earnings.

- Assist customers and accounts in finding the best possible order placement, shipping, delivery and payment options to meet specific needs.
- Ensure co-op advertising credit, Preferred Customer rewards and other benefits are managed and used to achieve results and are not used for your own personal use.
- Ensure profile information is complete and kept up to date for retail accounts that qualify for the AMSOIL Locator.
- Be sure you're up to date regarding AMSOIL product and application information, and make use of AMSOIL product guides and Tech Services.

Go the extra mile

One of the best ways to showcase professionalism as an AMSOIL Dealer is going above and beyond for your customers and accounts. Commit yourself to meeting or exceeding your customers' expectations every time, and always be looking for ways to provide additional value to them. Doing so will help you build a reputation as a reliable partner and set yourself apart from competitors.

Be accountable

To be viewed as a trusted professional, it's important to build a reputation as someone who can be relied on and keeps his or her word. Make sure to always fulfill any promises you make to your customers and accounts. If you need more time to fulfill those promises, communicate with them so they are not left in the dark. It's also important to take responsibility when you make

|||||

*One of the best ways to showcase professionalism as an AMSOIL Dealer is going **above and beyond** for your customers and accounts.*

mistakes. By owning up to a mistake and offering solutions to fix it, you can help maintain the trust of your customers and accounts.

Professional conduct

As a representative of a professional organization, it is important that you handle yourself, your operations and your conduct honestly, morally and legally. The following are some of our expectations for professional conduct.

- Keep your activities honorable to reflect well on yourself and AMSOIL.
- Speak well of AMSOIL and avoid speaking negatively about the competition.
- Market AMSOIL products and the Dealer opportunity accurately and truthfully in accordance with what is stated in official AMSOIL literature and advertisements.
- Respect the privacy of others and keep their personal information and earnings private.
- Treat AMSOIL employees, other Dealers and AMSOIL competitors professionally.
- Respect all applicable laws, rules and regulations wherever they apply.

You represent AMSOIL

Remember, as an independent AMSOIL Dealer, you are representing the AMSOIL brand. What you do affects not only your own Dealership, but the reputation of AMSOIL and other Dealers. By following these guidelines and keeping your Dealership a professional operation, you help uphold AMSOIL as a premium and professional brand.





MUSCLE CAR MANIA: Chevy* Power

Classic Chevy Muscle Car Engines and the Products to Protect Them

The glory days of the muscle-car era were fueled by a war between American automakers for stoplight-to-stoplight power and speed. The victors were speed demons who craved increasingly powerful engines that were stuffed into sleek small and midsize sedans. These large-displacement engines offered thunderous excitement with rubber-shredding horsepower. Eventually, stricter emissions, oil embargoes and skyrocketing insurance premiums brought the golden age of American muscle to an end, but legends never die. In this edition of Muscle Car Mania, we delve into a few of the mythical Chevrolet* muscle-car engines that were too good to forget.

SMALL BLOCK

In the early 1950s, the hot-rod community shrugged Chevy off with its reliable, but underwhelming, Stovebolt Six* engines. But everything changed in the fall of 1954 with the launch of the groundbreaking small-block V8. Once speed enthusiasts discovered this lightweight, compact powerhouse, it outshined the flathead Ford* as the star of the strip. The first-generation

small-block Chevy V8 has had an impact like no other eight-cylinder engine in history due to its simplicity and compact power. These engines were easy to work on, with opportunities to upgrade components. The first-generation small blocks offered variants that approached 400 horsepower by the early 1970s. Affordable and easy to find, the original small block remains the most popular high-performance classic-car engine in the world.

265 V8

In 1955 and '56, the 265 small-block V8 powered over half of all new Chevys. The engine came in three configurations: the 162-hp two-barrel, the 180-hp Power Pack* with four-barrel and dual exhaust and the coveted 195-hp Super Power Pack* with a solid-lifter Duntov* cam, higher-compression pistons and free-flowing dual exhaust. Over the next couple years, the 265 added dual four barrels and fuel injection to put out 283 horses in 1957, 327 hp in 1962 and 350 hp in 1966. Horsepower ratings reached up to 375 in the Corvette.* In all, over 1.5 million 265-powered Chevrolets were sold.

283 V8


The 283 V8 powered vehicles from 1957 to 1967. It was incredibly versatile, but classic-car enthusiasts remember it as the first production engine that could produce one horsepower per cubic inch of displacement using a Duntov camshaft and Ramjet* fuel injection. Enthusiasts upped the ante by boring the cylinder walls for up to 301 cubes. In the '60s, enthusiasts started adding larger intake valve heads and dual carbs, or an aluminum high-rise four-barrel Carter* AFB or Holley* intake.

L65 327 V8

From 1958 through 1964, Chevy bored and stroked the 283 to 327 cubic inches. The highest factory rating for the 327 in 1964 and '65 was 375 hp in Corvettes with Ramjet fuel injection. The power curve was 2,700 to 7,200 rpm. Some 327s were equipped with a new 750-cfm, dual-inlet Holley 3310 carb for even more power.

348 V8

The 348 V8 was originally designed for heavy-duty trucks, but to enhance performance, Chevy added more



compression, a high-lift camshaft and tri-power induction. The production model was a torque beast capable of making over 300 horsepower to about 5,500 rpm. The 348 frequently put Chevy in the winners circle in 1960 and '61.

409 V8

"Giddy up, giddy up, 409," sang the Beach Boys in their hit song "409" about a "four-speed, dual-quad, posi-traction 409." In 1961, the famous 348 was taken to another level with a high-performance variant known as the 409, a bored and stroked 348 with larger head ports and valves. Despite heavy pistons, the 409 was the engine to beat in everything except NASCAR* races, where the weighty pistons hammered away at reliability. But almost all top professional drag racers ran and won with a 409 in 1962 and '63.

L78 396

In 1965, two Turbo Jet* 396 big-block engines replaced the 409, one of which was the factory-rated 425 hp RPO L78, a high-performance engine with rectangle-port heads, 11.0:1 compression and an aluminum high-rise intake manifold with an 800 cfm Holley carb. The L78 was put into Corvettes for an extra cost of \$292.70. At the time, the L78 396 provided the highest acceleration and top speed of any production engine Chevrolet ever produced.

L72 427

The L72 427 V8 was first put into 1966 Corvettes, and later into the massive full-size passenger cars of the era. The engine was marketed at 450 hp for 1966 models, but later reduced to 425 hp, ostensibly to reduce insurance rates for would-be owners. Regardless, the L72 427 was a winner on all fronts and became the foundation for all Chevrolet solid-lifter big-block engines through 1969. Muscle cars using the L72 include the Chevelle,* Nova* and Camaro.*

427 L88

The 1967-1969 production 427 L88 race engine was marketed at only 430 hp at 5,200 rpm, but at 7,400 rpm, the 12.5:1-compression, mega-cam, rectangle-port 427 could churn out 550 hp. Only available in the Corvette, this

engine put out so much heat that it was very difficult to keep cool, but it could slay other engines in street races.

454 BIG-BLOCK V8

The Chevy 454 big-block V8 was the right engine at the wrong time. GM* introduced the 454 in 1970, one year before emission standards were tightened and three years before the gas crisis hit. It was unfortunate timing for the mighty V8 designed for performance cars, including the Chevelle and Corvette, but the 454 made an indelible mark nonetheless. With high compression, solid-lifter camshaft, huge valve lift and massive 800 cfm Holley carburetor, output was listed at 450 hp and 500 lb-ft of torque, which was more than enough to shred tires at the drop of a hat.

PROTECT YOUR CHEVY POWER

If you're lucky enough to have your foot on the accelerator of a legendary Chevy V8, protection is priority. Here's a list of AMSOIL products to help keep your classic muscle car ripping far into the future.

AMSOIL Assembly Lube

As they say, a great engine isn't built in a day. Partially assembled engines can sit idle for weeks or months at a time. During this process, an engine-assembly lube must be applied that will cling to parts and provide wear protection, inhibit rust and help prevent deposit formation. AMSOIL Engine Assembly Lube handles all of the above.

AMSOIL Break-In Oil

Freshly rebuilt engines should start off with AMSOIL Break-In Oil. It's formulated with zinc and phosphorus anti-wear additives to protect critical components during the break-in period when engine wear rates are highest. It doesn't contain friction modifiers to allow for quick and efficient piston-ring seating, an important aspect of the break-in process to ensure maximum power and engine longevity.

AMSOIL Z-ROD® Synthetic Motor Oil

AMSOIL Z-ROD® is engineered specifically for classic and high-performance vehicles to perform on the street and protect during storage. It features a high-zinc formulation

that protects flat-tappet camshafts and critical engine components, along with a proprietary blend of rust and corrosion inhibitors for added protection during long-term storage. It's available in 10W-30, 10W-40 and 20W-50 viscosities.

AMSOIL Miracle Wash® Waterless Wash and Wax Spray

AMSOIL Miracle Wash is a must-have for owners dedicated to keeping their vehicle's appearance on par with its performance. Simply spray and wipe off to lift dirt away from the surface instantly. It leaves vehicles with a super-shiny finish that protects against dust, light dirt and harmful ultraviolet rays.

AMSOIL DOMINATOR® Octane Boost

Early V8 models were designed to use leaded gasoline. As a result, classic and collector autos often require the use of a lead substitute to preserve the components that were designed for the fuel of days gone by. AMSOIL DOMINATOR Octane Boost is excellent as a lead substitute in older vehicles. It increases octane up to four points, helping reduce engine knock and improving ignition while helping fuel burn more cleanly.

AMSOIL Gasoline Stabilizer

When it's time to put her away at the end of the season, AMSOIL Gasoline Stabilizer is crucial to ensuring your ride is road-ready in spring. Gasoline can degrade in as few as 30 days. Treat your fuel tank prior to parking the vehicle for the winter to help prevent fuel degradation and poor engine performance when it's time to fire it back up.

AMSOIL Engine Fogging Oil

Any engine facing storage or lengthy inactivity should be treated with a good dose of AMSOIL Engine Fogging Oil first. Giving the cylinders a shot of oil protects them from rust, corrosion and harmful dry starts when it comes time to fire up your hot rod or classic car the following season.



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
SIXTH
New Qualified Customers



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



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



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



Sherree E. Schell
Idaho
DIRECT JOBBER
DIAMOND CUP, LEVEL 3
NINTH
Total Organization



George & Shirley Douglas
Tennessee
DIRECT JOBBERS
DIAMOND CUP, LEVEL 5
TENTH
Total Organization



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



John O. Brown
Arizona
DIRECT JOBBER
GOLD CUP, LEVEL 4
THIRD
Commercial Account Sales



Rekha Kapadia
Alberta
DIRECT JOBBER
SILVER CUP, LEVEL 5
FOURTH
Commercial Account Sales



Diana Vaughan
Wyoming
DIRECT JOBBER
PLATINUM CUP, LEVEL 5
EIGHTH
Commercial Account Sales



David & Linda Trekell
Texas
DIRECT JOBBERS
PLATINUM CUP, LEVEL 3
NINTH
Commercial Account Sales



Valon Sapp
Texas
DIRECT JOBBER
GOLD CUP, LEVEL 3
TENTH
Commercial Account Sales



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



Larry L. Crider
Texas
DIRECT JOBBER
DIAMOND CUP, LEVEL 3
SEVENTH
Retail Account Sales



Walter & Sineva Perera
Ontario
DIRECT JOBBERS
DIAMOND CUP, LEVEL 3
EIGHTH
Retail Account Sales



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



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



Justin Peszko
Virginia
DIRECT JOBBER
DIAMOND CUP, LEVEL 4
SEVENTH
Total Organization
EIGHTH
Personal Group Sales
THIRD
New Qualified Customers



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



Sean F. Mortenson
Maine
DIRECT JOBBER
DIAMOND CUP, LEVEL 3
NINTH
Personal Group Sales



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



Michael Ellis
Michigan
DIRECT JOBBER
DIAMOND CUP, LEVEL 4
FIFTH
Commercial Account Sales



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



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



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



Lisa Greenwood
Oregon
DIRECT JOBBER
PLATINUM CUP, LEVEL 5
THIRD
Retail Account Sales



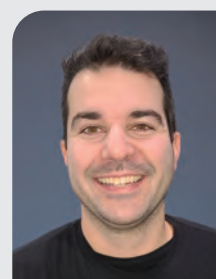
James E. Gates
Florida
DIRECT JOBBER
PLATINUM CUP, LEVEL 5
FIFTH
Retail Account Sales



Daniel & Judy Watson
Florida
DIRECT JOBBERS
DIAMOND CUP, LEVEL 5
TENTH
Retail Account Sales



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



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



MONTHLY LEADERS



**Steffan & Allison
Peszko**

North Carolina

**DIRECT JOBBERS
PLATINUM CUP, LEVEL 5**

FIFTH
New Qualified Customers

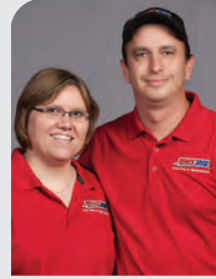


**Larry & Debra
Fandrich**

Colorado

**DIRECT JOBBERS
GOLD CUP, LEVEL 2**

EIGHTH
New Qualified Customers



**Brian & Tracy
Klinkner**

Missouri

**DIRECT JOBBERS
PLATINUM CUP, LEVEL 3**

NINTH
New Qualified Customers



Eben Rockmaker

Nevada

**DIRECT JOBBER
DIAMOND CUP, LEVEL 2**

TENTH
New Qualified Customers



HIGHER LEVELS OF RECOGNITION



**Larry & Deborah
Hanson**

Kansas

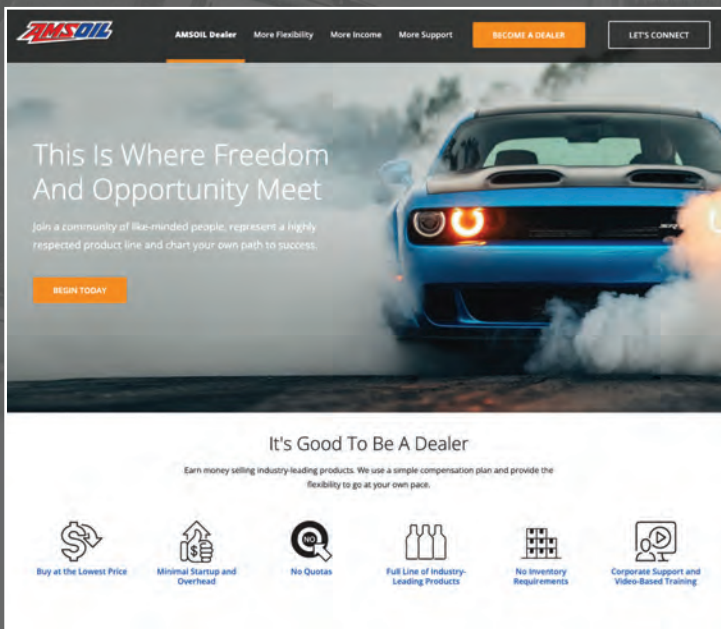
**DIRECT JOBBERS
SILVER CUP, LEVEL 3**

Sponsors:
Alvin & Joan Neugebauer

Direct Jobber:
William Grigson

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



May Closeout

The last day to process May orders is Wednesday, May 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 May business must be submitted by 11:59 p.m. Central on Tuesday, June 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.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 29 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 22 for Victoria Day.

New Hours for Distribution Centers

Effective July 3, all AMSOIL distribution centers will operate from 8 a.m. to 4:30 p.m. Monday through Friday. This change aligns the hours of operations for all AMSOIL distribution centers, and because our carriers pick up between 2 and 4:30 p.m. daily, we will now have an extra hour each day to process orders. The Anchorage Distribution Center managed by Carlisle hours will remain 8 a.m. to 5 p.m. Monday through Friday.

Beware of Ordering Scams

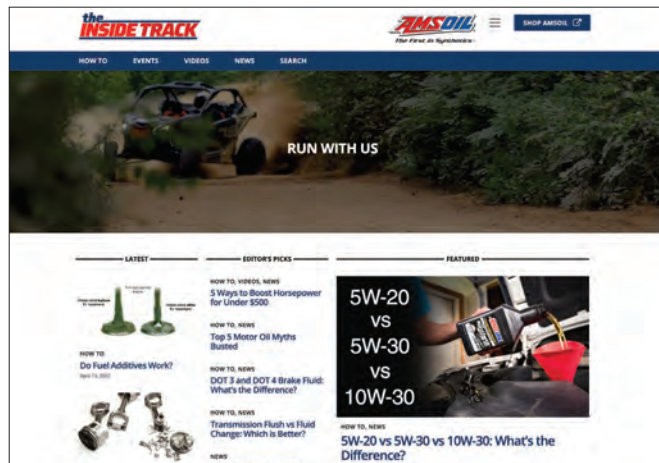
We have been made aware of several attempts by scam artists to target AMSOIL Dealers while posing as legitimate companies, including recent attempts by someone posing as a representative from Pfizer. It is important to be wary of scam attempts during the ordering process. If an opportunity seems too good to be true, it may be a scam. Be wary of the following warning signs:

- Unusually large orders or unusual product selection
- Email domain name doesn't match the legitimate company's website address
- Names on the account, credit card or shipping address don't match
- Multiple orders with different shipping addresses
- Multiple payment methods used or offered
- "New" businesses with no online presence
- Price isn't an issue and registering as a customer is too inconvenient
- Caller ID is different than phone number used on account
- Speed is important
- Unusual shipping locations, including trucking company depots, storage facilities, vacant buildings, apartments and package-forwarding services
- Retail businesses (resellers) that aren't concerned about paying sales taxes

While there can be legitimate reasons for some of these unusual situations, Dealers are well-advised to perform additional research. A couple minutes of online research by name, business name, address and telephone number can usually confirm whether an opportunity is legitimate. Asking customers a few questions about the type of business, how products will be used, who is the end customer and billing details associated with credit cards can also be helpful. Consumers are used to providing this type of information, and these questions can help identify fraudulent activities. If you have doubts, do more research, decline the opportunity and advise AMSOIL/others to look out for similar activities.

Do not rely on credit card authorization processes to determine if payment is valid. Transactions with stolen credit cards will be authorized until the theft or fraudulent activity is identified, but credit/debit card companies will charge back merchants for all fraudulent charges. In some cases this can take 90 or more days after the sale. At this point, there is little chance of retrieving products or identifying the customer.

Protect yourself and your Dealership by doing your homework and knowing who you're selling to. Remember, it is your responsibility to ensure your customers aren't attempting to pass stolen credit cards or resell products online.



Visit The AMSOIL Inside Track

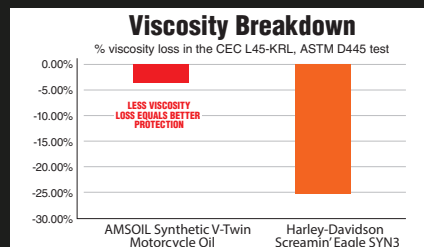
The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source 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.



EVERYTHING YOUR HARLEY NEEDS, INCLUDING BETTER PROTECTION

AMSOIL V-Twin Oil Change Kits include everything needed to perform an AMSOIL oil change in one convenient package. To find the right kit, use the Motorcycle Product Guide at AMSOIL.com/AMSOIL.ca.

AMSOIL V-Twin Motorcycle Oil resists viscosity breakdown **6X better** than Harley-Davidson® SYN3* for **improved protection** against compensator and transmission gear wear.^{BB}



AMSOIL V-Twin Oil Change Kits include...

- 4-5 quarts of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
- 1 chrome or black AMSOIL Motorcycle Oil Filter (EAOM103/EAOM103C)
- 1 drain-plug O-ring

Check out the Motorcycle Product Guide at AMSOIL.com/AMSOIL.ca to find the right kit for your Harley-Davidson.*



Jamie Prochnow | RETAIL PROGRAM MANAGER

Start selling by presenting solutions.

Meet with prospects and show how your AMSOIL solutions can make a difference for their business.

The selling cycle for commercial and retail businesses can often be long. By the time you reach step five of the AMSOIL sales process, you've already put in a lot of listening, planning and work. Now you're meeting for a second time with the decision maker of a prospective business to present solutions for his or her company. This step is your time to sell.

Prepare for your meeting ahead of time by reading through your notes and going through your proposal for the business. If it's helpful, ask an upline Dealer or a friend to help you practice your presentation. The more prepared you are, the more comfortable, natural and persuasive you'll be when presenting your solutions to your business prospect. Preparing ahead of time will also help you better anticipate any questions or concerns your prospect may bring up in your meeting. Have your presentation folder ready with all the sales materials you plan to present at your meeting. This should include a pricing quote, data sheets for the products you'll be discussing and any other materials that are relevant to your presentation, such as a print-out of the cost calculator, information on dispensing equipment or warranty information. If you're going to use a laptop or tablet for your presentation, make sure everything is downloaded beforehand. You don't want to spend your meeting time trying to log in to Wi-Fi or waiting for a document to load. Before you meet with the prospect, make sure to confirm your appointment beforehand. It seems simple, but make sure you get to your meeting early. It's better to sit in the parking lot ready to go than to rush in at the last minute.

When you give your presentation, start with the information that is most important to your prospect. This will show that you listened and understood them in your first meeting. It will also allow extra time to cover any questions or objections you may hear. It's easy to get caught up in talking about product performance, but make sure you're presenting benefits, not just features. For example, when discussing AMSOIL Signature Series Synthetic Motor Oil, a feature is the extended drain interval, but the benefit is how it affects the prospect. Here's an example of a discussion about features and benefits: "You mentioned oil changes represent a significant portion of your maintenance time. Our Signature Series Synthetic Motor Oil has a 25,000-mile (40,200-km) or one-year drain interval (feature). With your current product, you have to change your oil every 12,000 miles (19,300 km). Switching to Signature Series could cut the amount of time you perform oil changes by 50% (benefit), allowing you to focus on other parts of your business that require more attention."

As you present your solutions, connect them together to help tell a story of how the AMSOIL value proposition can take them to the next level. For example, "I understand you have reservations about doubling your drain interval. As I mentioned, AMSOIL offers oil analysis that provides a full report on oil condition. We can test your oil just before your regular change interval and periodically after to show the performance of AMSOIL Signature Series. Another benefit of the oil analysis program is we can identify and help prevent equipment failures. This way, you're finding issues before they

lead to costly repairs." Connecting your solutions together and telling a story helps prospects see the full benefit of what you're proposing. It also helps them buy into the full program. Listen and watch for clues from your prospect as you present. Not all reactions or objections will be verbal. Process hints and clues from their body language to help guide your presentation to be more effective. It also helps to engage with your prospect as you present. Asking reaffirming questions and providing options for feedback helps them stay interested and keeps the conversation moving in the right direction. An example of a reaffirming question would be, "If we installed a bulk tote system to help reduce costs and keep more inventory on hand, would that help you meet the cost and inventory control goals you mentioned?"

The final part of presenting solutions is asking the prospect to purchase what you outlined. This won't be a surprise to the prospect, and you shouldn't feel nervous about asking. You've spent a lot of time working with him or her to find solutions and you've earned the right to ask. If the prospect agrees to the sale, your next step could be filling out an application, ordering product or conducting the service you sold. If he or she hasn't fully bought in, your next step may be doing more research to answer additional questions or setting up another meeting. It's important to keep moving the relationship forward.

Sales-Process Training can be found in the Dealer Zone. It helps provide a clear, step-by-step process for selling to retail and commercial accounts. If you haven't already, check it out and, as always, happy selling.

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 03 DISCOVERING NEEDS

When you first meet with a prospective commercial or retail account, your objective is to gain an understanding of the business, its operations and what is most important to it. You're trying to discover what the business needs in order to make appropriate AMSOIL recommendations.

Use the Commercial or Retail Questionnaire (available in the Dealer Zone) to navigate this part of the sales process.

For more information on the AMSOIL sales process, complete Sales-Process Training in the Dealer Zone.





CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

ISO 9001/ISO 14001 REGISTERED

ALTRUM

Donaldson.
Filtration Solutions

WIX
FILTERS

MANN
FILTER



Referral # 517071

Main Street Oil

20177 Main Street

Lannon, Wisconsin, 53046

Phone: 262-853-7900

info@MainStreetOil.com

www.MainStreetOil.com

WE HONOR



(Discover in U.S. only)

Riding season is here. Be sure your powersports customers and accounts know about the newest additions to our ATV/UTV product line: 0W-50 Synthetic ATV/UTV Motor Oil and four new ATV/UTV Oil Change Kits.
my.AMSOIL.com



Minimum 10%
Post-Consumer Fiber

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AMSOIL.com

May 2023

Join the Celebration

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**
- **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.

