



► DEALER EDITION

MAGAZINE

OCTOBER 2023



# COMMERCIAL- GRADE EXPANSION

| PAGE 8





# Advanced Hybrid Protection

Run hard, stop, run hard, repeat. **AMSOIL 100% Synthetic Hybrid Motor Oil** provides advanced, purpose-built protection to combat issues caused by the start/stop cycle of hybrid engines, including condensation-caused corrosion and fuel dilution.

## AMSOIL 100% Synthetic Hybrid Motor Oil

- **Purpose built** to combat issues common to HEV and PHEV vehicles
- **100% synthetic** formulation helps maximize fuel economy
- **Corrosion inhibitors** fight corrosion caused by condensation
- **Flows quickly** to reach critical components when engine engages
- **Helps** keep combustion chamber and exhaust system clean
- **API** licensed





DEALER EDITION

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**THE COVER**

The AMSOIL Commercial-Grade line has expanded, creating more opportunities for Dealers to increase sales in the commercial market.





# From the Chairman

Last month I wrote about the values we adhere to at AMSOIL. These are personal to me and I expect all AMSOIL employees to act with those values in mind. As the company grows, it's important for everyone, including AMSOIL Dealers, to know our values and our mission. We recently formed a new mission statement. Many companies have meaningless mission statements filled with vague concepts and feel-good buzzwords. I don't care for that. The fact is, we are on a mission, and I want everyone to know what it is. It must reflect AMSOIL – our values, our bold nature and our attitude of determination – and it must carry meaning for AMSOIL Dealers, customers and employees. With that in mind, we formally adopted this mission statement:

We are driven to earn the loyalty of every customer by engineering innovative lubricant solutions that deliver the protection and performance they've been promised.

While this is a seemingly simple sentence, we took great care in its development. Let's dissect it. First, *we are driven*. That speaks directly to our number-one value, determination. We are driven to *earn the loyalty* of every customer. We don't want one-and-done customers; we want customers for life, and to achieve that, we must *earn* their trust and loyalty. Loyalty is not something most people give freely; it must be earned. And we will earn it by *engineering innovative lubricant solutions that deliver the protection and performance they've been promised*. *Solutions* is a key word, as it speaks to things beyond lubricants, like our filters, fuel additives and the service we provide. We will continue pushing lubricant technology forward, and we will continue to develop innovative solutions to the problems our customers face every day. Finally, we will *deliver the protection and performance they've been promised*, which means we will hold ourselves accountable to ensure that our products perform as advertised.

In this issue of *AMSOIL Magazine* you will find a step-by-step breakdown of how to find success with commercial accounts. The commercial market is important for our continued growth, and it is a prime opportunity for us to demonstrate our values and fulfill our mission. The types of accounts we're targeting are underserved. They are not large enough to gain the attention of local jobbers, but they are large enough to deserve more attention and provide excellent opportunities for AMSOIL Dealers to increase their earnings. We have unique training, products and marketing assets designed to help you earn more commercial accounts. When you use the assets we've provided and deliver above-and-beyond service, we will make significant progress in commercial markets.

**Alan Amatuzio**  
Chairman & CEO





# Maximum Engine Longevity

**AMSOIL 100% Synthetic High-Mileage Motor Oil** is engineered specifically for the unique demands of high-mileage engines, helping extend the life of vehicles with over 75,000 miles (120,000 km) on the odometer.

## AMSOIL 100% Synthetic High-Mileage Motor Oil

- **Boosted** additive package fights oil breakdown and leaks
- **Enhanced** detergency removes deposits to help restore peak performance
- **Consistent** fluid film helps counteract compression loss by sealing combustion chambers
- **Formulated** to maintain viscosity, even in extreme temperatures
- **Extra** dose of seal conditioners helps restore aging seals and stop leaks
- **Protects** for up to 12,000 miles (19,000 km) or one year, whichever comes first
- **API** licensed



# LETTERS TO THE EDITOR

## AMSOIL MAGAZINE

By now the monthly *AMSOIL Magazine* should be available as a PDF file, with an email sent each month that contains a URL. Printing and mailing a glossy issue is an expensive process in this environment.

**Rebel James**

**AMSOIL:** Thank you for your suggestion, Rebel. We provide *AMSOIL Magazine* in both digital (PDF) and print formats. While some Dealers prefer the digital format, many others prefer the printed format. The digital *AMSOIL Magazine* is usually available in the Dealer Zone before Dealers receive their printed edition in the mail, and we post a Dealer Zone announcement as soon as it's available. Providing the option to subscribe digitally has been discussed in the past and will be considered again.

## MUSCLE CAR MANIA

I don't know who wrote the "Muscle Car Mania" article in the June *AMSOIL Magazine*; it was good but they forgot to mention two Mopar\* hemi engines: the 354 and 392 were both very popular in drag racing in the late '50s and '60s. Remember Don Garlits's 392 with 671 GMC\* blower?

**Jake Jacobs**

**AMSOIL:** Great point, Jake. We're glad you enjoyed the article. We would've liked to cover every Mopar muscle-car engine, but unfortunately, we had to leave some off due to space constraints.

## OIL FILTERS

Why has AMSOIL not produced engine-oil filters for the 2023 Duramax\* 6.6 engines? There must be thousands between Chevrolet\* and GMC. Seems like nobody but the dealers have them.

Thanks,

**Rick Parson**

**AMSOIL:** We offer the EAO11 Oil Filter for the 6.6L Duramax, Rick. We previously recommended the EAO52 for this engine, but GM design changes in 2019 prompted us to switch our recommendation to the EAO11. Check

our online vehicle lookup for the proper filter recommendation for a specific vehicle. Please note it usually takes 6-9 months for the lookups to show filter recommendations for brand-new vehicles. In those situations, call or email Tech Services (715-399-TECH, tech@AMSOIL.com) for filter recommendations.

## PLANT TOUR

I had a new customer today who recently purchased AMSOIL products. About 2-3 years ago, this customer was sightseeing in the Lake Superior region of Wisconsin. During his trip, he decided to stop by AMSOIL headquarters on his motorcycle and expressed interest in a tour of the plant. To his surprise, he received a positive response and was informed that he could go directly to the plant, where someone would be waiting to accompany him.

Without hesitation, he headed for the plant and was immediately impressed by the cleanliness and organization of the facilities. The working environment was impeccable, with well-maintained production lines and state-of-the-art equipment. Attention to detail and quality was evident at every stage of the manufacturing process.

In addition to the remarkable cleanliness of the plant, what impressed our customer most was the friendliness and warm welcome of the staff. They gave him a complete guided tour of the plant, explaining in detail every stage in the production of AMSOIL products. The employees were very willing to answer any questions he might have had, showing a genuine interest in his experience and providing in-depth information on products and processes.

During the visit, our customer was able to see the passion and professionalism with which AMSOIL employees work. He was impressed by their expertise and dedication to producing high-quality lubricants. This experience really reinforced his confidence in the AMSOIL brand and led him to become a loyal customer.

In summary, the unexpected visit to the AMSOIL factory had a significant impact on our customer. The exceptional cleanliness of the facilities and the friendliness of the staff left a

lasting impression. This reinforced his confidence in the AMSOIL brand and helped establish a solid relationship as a new customer.

Thanks to the AMSOIL staff.

**Bruno Ranger**

**AMSOIL:** That is great to hear, Bruno. Thank you for sharing. That's the way we operate at AMSOIL. We're glad your customer had a great experience and it reinforced his loyalty to AMSOIL products.

## DATA SHEETS

I was told when I called the order line that product data sheets are not going to be available for the new products such as the Commercial-Grade 15W-40 Diesel Oil. Others will be discontinued. We will now have to download and print our own. But the print quality is nowhere near as good nor does a home printer look very professional. So, off to a local printer, which costs more. Wouldn't it make sense for product data sheets that look professional to be available for purchase? Not everybody can afford a high-dollar printer.

**Mike Foster**

**AMSOIL:** We apologize for the confusion, Mike. Data sheets are available for all AMSOIL products, including the new Commercial-Grade products, but we no longer carry them in inventory. Instead, they are now printed on demand through the AMSOIL Print Center. The Print Center allows Dealers to order high-quality, professionally printed and customized sales tools. Access the AMSOIL Print Center through the Dealer Zone (Business Tools>Marketing Your Dealership>AMSOIL Print Center).

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.





**Mark Nyholm** | SR. PRODUCT MARKETING MANAGER, COMMERCIAL

## Diesel fuel quality can vary greatly from one location to the next.

With fewer details posted on the pump, diesel drivers have little indication of the fuel's quality or performance.

I can't tell you how many times I have stood at the #2 ultra-low-sulfur diesel (ULSD) pump and wondered just what I am getting out of that green-handled spout. This concern is heightened during seasonal changes from warm to cold when all diesel drivers begin worrying about fuel gelling. The regulations controlling what is posted at the pump are very different for gasoline and diesel fuel. When you pull up to a gasoline pump you at least know what octane fuel you are buying. Diesel fuel is different, but rest a little easier knowing there are federal regulations controlling certain performance properties of the fuel – they just don't have to post most of them at the pump.

Diesel fuel is a refined product of crude oil. If you performed a diesel fuel study and compared fuels across the country, you would find substantial differences in performance; however, you would also find that all fuel refineries meet a federally regulated standard for a few key fuel properties. The first is sulfur content. The maximum limit on sulfur content in on-road diesel fuel was reduced in 2007 from 500 ppm to 15 ppm, in accordance with the Environmental Protection Agency's Clean Air Highway Diesel rule mandating a 97 percent reduction in the sulfur content of highway diesel fuel. The new ultra-low-sulfur diesel allowed engines to be fitted with exhaust systems that emit less particulate matter and nitrogen oxide. Unfortunately, reduced sulfur in fuel results in increased wear in fuel systems and injectors. Sulfur in fuel acts as a natural anti-wear agent that protects fuel pumps and injectors from premature failure, so the reduced sulfur content left a hole that needed to be filled by lubricity additives.

Another regulation requires diesel fuel to have a certain level of lubricity out of the pump as measured by the high-frequency reciprocating rig (HFRR), a widely used friction and wear-scar testing system. For the HFRR test, the lower the number recorded (in microns), the more protection provided by the fuel. The maximum wear scar permitted in the U.S. is 520 microns. With sulfur all but gone from today's diesel fuel, refineries have started adding lubricity additives to ULSD to make up for lost wear protection.

The second key property is cetane index. This is a measurement of diesel fuel's combustion efficiency during ignition. The higher the number, the more easily and completely the fuel combusts. In the United States the minimum cetane value is 40. Fuel with a cetane number greater than 52 rarely delivers a substantial performance benefit in engines designed in the U.S. Because cetane values vary from region to region and cetane numbers aren't posted at the pumps, diesel operators have no indication which stations offer higher cetane diesel. If you get your hands on test data, optimum engine performance is found with cetane values between 46 and 50.

Depending on your winter driving conditions, the most important diesel fuel property may be its cold flow or its resistance to gelling in cold temperatures. The cold filter plugging point (CFPP) is used to determine the lowest temperature at which fuel will flow without plugging the fuel filter. Refineries accommodate seasonal changes by making a winter blend in which they mix the normal #2 ULSD with a percentage of #1 diesel (kerosene) and some cold-flow additives. Refineries increase the percentage of #1 diesel

and cold-flow additives depending on region and temperature throughout the winter months to combat potential fuel-related cold-weather driving problems. There are no federally mandated minimum CFPP values that refineries must target for cold temperatures; and, unfortunately, fuel stations again do not have to post the cold-weather performance of the fuel at the pump.

AMSOIL has long recognized this variation in diesel fuel properties and offers products that provide additional performance and security for diesel engines. AMSOIL Diesel Injector Clean (ADF) provides both detergency to clean fuel injectors and the combustion chamber, and a lubricity additive to help lubricate the fuel pump and injectors to compensate for the lack of lubricity in ULSD. AMSOIL Diesel Cetane Boost (ACB) increases the cetane index for improved ignition performance and power. AMSOIL Diesel Injector Clean + Cetane Boost (ADS) combines the benefits of Diesel Injector Clean and Diesel Cetane Boost in one convenient package. AMSOIL Diesel Cold Flow (ADD) helps reduce the cold filter-plugging point and protects engines from fuel starvation in cold winter conditions. AMSOIL Diesel All-In-One (ADB) combines the benefits of Diesel Injector Clean, Diesel Cetane Boost and Diesel Cold Flow in one convenient package. In times of extreme cold, or when the fuel you purchased won't flow in cold conditions, AMSOIL Diesel Recovery (DRC) quickly dissolves gelled fuel and thaws frozen fuel lines and filters.

You can't guarantee high-quality fuel at the pump, but you can guarantee AMSOIL diesel fuel additives will make that fuel the best it can be to keep your diesel-powered application running at peak performance throughout the year.

# Commercial-Grade Expansion

The AMSOIL Commercial-Grade line has expanded to include a new 10W-30 Diesel Oil and Tractor Hydraulic/Transmission Oil.

The commercial market presents a tremendous opportunity for AMSOIL Dealers to diversify their Dealerships, 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.

## New AMSOIL Commercial-Grade Oils

New AMSOIL 10W-30 Commercial-Grade Diesel Oil (SBDT) and Commercial-Grade Tractor Hydraulic/Transmission Oil (TCGSB) join 15W-40 Commercial-Grade Diesel Oil (SBDF) and Commercial-Grade Hydraulic Oil (HCG32, HCG46, HCG68) in the AMSOIL Commercial-Grade family. These competitively priced products 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 10W-30 Commercial-Grade Diesel Oil

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. Now available in 10W-30 and 15W-40 viscosities, AMSOIL Commercial-Grade Diesel

Oil is an advanced synthetic-blend oil with greater than 50% synthetic base oil content. Specially designed for commercial equipment at the best price, it provides 2X better wear protection<sup>1</sup> 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.<sup>1</sup>
- **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.

Common competitors for AMSOIL Commercial-Grade Diesel Oil include Shell Rotella T5\* and Mobil Delvac.\*





## AMSOIL Commercial-Grade Tractor Hydraulic/Transmission Oil

AMSOIL Commercial-Grade Tractor Hydraulic/Transmission Oil is a synthetic-blend Universal Tractor Transmission Oil (UTTO) designed to provide outstanding value for customers seeking an upgrade over competing conventional and synthetic-blend oils. It provides excellent protection and long life in hydraulic systems, hydrostatic transmissions, wet brakes and the power takeoff systems in severe-service agricultural and commercial equipment. It delivers outstanding protection while suppressing wet-brake chatter for reduced maintenance and reliable operation.

- **Formulated** with greater than 50% synthetic content for excellent protection and performance.
- **Anti-wear** additives protect gears and other components under heavy loads for long pump and valve life.
- **Recommended** for a range of applications, helping consolidate inventory and reduce misapplication.
- **Friction-modifier** additives promote consistent clutch operation, reduced chatter and smooth operation.

## 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 that 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.

- **Anti-foam** additives help control fade and reduce sponginess.
- **Resists** oxidation at high temperatures for long oil and component life.
- **Conditions** seals and hoses to help prevent leaks.

Common competitors for AMSOIL Commercial-Grade Tractor Hydraulic/Transmission Oil include John Deere HY-GARD\* and Mobil Delvac.\*

### Data Sheets

New and updated data sheets are available in the AMSOIL Print Center (Dealer Zone>Business Tools>Marketing Your Dealership>AMSOIL Print Center).

Commercial-Grade Diesel Oil data sheet (G3793)

Commercial-Grade Tractor Hydraulic/Transmission Oil data sheet (G3832)

### 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 10W-30 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
SBDTTP	EA	(1) 2.5 Gallons	56.15	76.00	1.80	2.98	4.17	5.36	17.11
SBDTTP	CA	(2) 2.5 Gallons	106.95	144.70	3.59	5.97	8.34	10.71	34.22
SBDT55	EA	55-gal. Drum	1,099.45	1,490.15	36.94	61.35	85.74	110.15	351.82
SBDT27	EA	275-gal. Tote	5,469.75	7,411.40	183.77	305.20	426.56	547.99	1,750.32

### AMSOIL Commercial-Grade Tractor Hydraulic/Transmission 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
TCGSBTP	EA	(1) 2.5 Gallons	68.25	91.90	2.18	3.63	5.07	6.51	20.80
TCGSBTP	CA	(2) 2.5 Gallons	130.00	175.00	4.37	7.25	10.14	13.02	41.60
TCGSB05	EA	(1) 5-gal. Pail	130.00	175.00	4.37	7.25	10.14	13.02	41.60
TCGSB55	EA	55-gal. Drum	1,353.00	1,823.25	45.46	75.49	105.51	135.55	432.96
TCGSB27	EA	275-gal. Tote	6,737.50	9,077.95	226.36	375.93	525.43	675.00	2,156.00



# Find **Success** in the Commercial Market

Commercial accounts provide an exceptional opportunity to diversify your Dealership, secure high-volume sales and increase commissions. Follow these steps to help ensure your success in the commercial market.

## 1) Take Commercial Basic Training

The Commercial Basic Training module in the Dealer Basic Training series prepares you to sell in the commercial market by explaining how to find and register commercial accounts, conveying commercial benefits, highlighting commercial markets on which to focus and more.

Complete Customer Basic Training first, which includes the foundational info needed to build a Dealership. You may then proceed to the other three training modules, including Commercial Basic Training.

To get started, log in to the Dealer Zone ([my.AMSOIL.com](http://my.AMSOIL.com)) and navigate to Programs.

### Become Commercial Certified

In addition to providing the information needed to sell in the commercial market, Commercial Basic Training is required to become Commercial Certified and earn new commercial accounts directly from AMSOIL. Here's how:

- Become Customer Certified by completing Customer Basic Training and registering four new qualified customers.
- Become Commercial Certified by completing Commercial Basic Training and registering one qualified commercial account

## 2) Take AMSOIL Sales-Process Training and Follow the AMSOIL Sales Process

Commercial 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 accounts uniquely challenging. The AMSOIL sales process is designed to help Dealers become more successful at approaching and registering commercial accounts.

### AMSOIL Sales-Process Training Videos

The AMSOIL sales-process training videos are a great supplement to Commercial Basic Training and are designed to help Dealers navigate the complexities of landing commercial accounts.

This series of short videos provides 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 businesses and feedback and testimonials from real Dealers and businesses who are already familiar with the process.

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

The AMSOIL Sales-Process Roadmap is another valuable resource that walks you through each step of the AMSOIL sales process. See "Use the Tools at Your Disposal" on the next page for more information.

## 3) Understand Target Markets

AMSOIL Dealers usually find the most success registering small to medium-sized, independently owned, local businesses that service their own equipment, including excavation/off-road contractors, trade/construction contractors, lawn and landscape contractors, regional fleets and farms/ranches.

- **Excavation/Off-Road Contractors**  
Excavation, Grading, Land Clearing, Site Preparation, Foundation Digging



- **Trade/Construction Contractors**

New Construction/Remodeling, Plumbing, Heating & Cooling, Roofing, Drywall/Insulation, Electrical, Concrete

- **Lawn & Landscape Contractors**

Lawn Care, Landscaping, Hardscaping, Tree Service

- **Regional Fleets**

Buses, Shuttles, Local Trucking

- **Agriculture**

Farms, Ranches

### AMSOIL Market Briefs

Use the AMSOIL Market Briefs to understand each of our target markets, including specific market information, buyer challenges and goals, common equipment and recommended AMSOIL products. See "Use the Tools at Your Disposal" on the next page for more information.

## 4) Study Product Features and Benefits

AMSOIL offers a full line of top-quality products engineered for harsh commercial environments. Before selling in the commercial market, it's important to have a solid base of knowledge about these products. The AMSOIL Commercial Program Catalog, AMSOIL Commercial Line Card and AMSOIL product data sheets are all excellent resources for product information. See "Use the Tools at Your Disposal" on the next page for more information.

### Commercial-Grade Products for the Commercial Market

AMSOIL Commercial-Grade products are formulated specifically to provide protection and value for commercial customers, while helping Dealers compete against lower-priced conventional and synthetic-blend products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts.

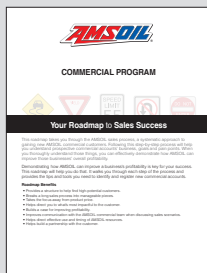


## 5) Use the Tools at Your Disposal

AMSOIL provides valuable commercial literature and tools designed to help you secure more commercial accounts. Refer to the AMSOIL Sales-Process Roadmap for more information on how and when to use these tools during the sales process. All items are conveniently located in the Commercial Business Tools section of the Dealer Zone (Business Tools>Commercial Business Tools).

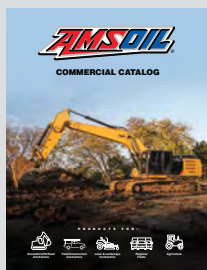
### AMSOIL Sales-Process Roadmap

Walks you through each step of the AMSOIL sales process, providing the tips and tools you need to identify and register new commercial accounts.



### AMSOIL Commercial Program Catalog (G3798)

Covers AMSOIL products and services for the commercial market. Share it with prospects and highlight the pages applicable to the prospect's specific industry.



PRODUCT NAME	PRODUCT DESCRIPTION	PRODUCT SPECIFICATIONS	PRODUCT APPLICATIONS
AMSOIL Commercial Motor Oil	15W-40 Multi-Grade Motor Oil	API CK-4, ILSAC GF-6	Medium and Heavy Duty Engines
AMSOIL Commercial Hydraulic Oil	68 Hydraulic Oil	ISO VG 68, ISO-L-HD 68	Hydraulic Systems
AMSOIL Commercial Grease	2-Wheel Grease	NLGI 2, EP2	Trucks, Trailers, and Heavy Equipment
AMSOIL Commercial Lubricants	AMSOIL Commercial Lubricants	AMSOIL Commercial Lubricants	AMSOIL Commercial Lubricants

### AMSOIL Commercial Line Card

Lists common AMSOIL commercial products, along with their stock codes, viscosities, general applications and competitors.

### AMSOIL Market Briefs

Include specific market information on AMSOIL target markets, including buyer challenges and goals, common equipment and recommended AMSOIL products.



### AMSOIL Commercial Questionnaire

Designed to help you gather the necessary information to put together an impactful proposal. Print a copy and use it to take notes when meeting with a prospect.

AMSOIL Commercial Questionnaire

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

The purpose of this questionnaire is to gather information to help you make a more informed decision about your lubrication program. Please provide as much information as possible.

1. What experience do you have with AMSOIL products?

2. What needs will you have with your current lubrication program?

3. What results do you want to achieve with your current lubrication program?

4. What equipment specifications do you have?

5. What equipment specifications do you have?

6. What equipment specifications do you have?

7. What equipment specifications do you have?

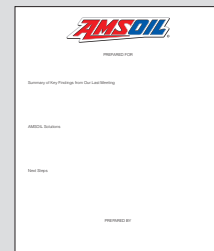
8. What equipment specifications do you have?

9. What equipment specifications do you have?

10. What equipment specifications do you have?

### AMSOIL Solutions Summary

Designed to customize, print and serve as an outline for your next meeting with the prospect.



### AMSOIL EZ Quote

Designed to help you create a product quote for your prospect. Bring a printed copy to share with your prospect.

### AMSOIL Cost Calculator

Shows how AMSOIL products can help improve your prospect's profitability. Bring a printed copy to share with your prospect.

### AMSOIL Email Templates

Provide customizable emails you can use to communicate with your prospect. Refer to the AMSOIL Sales-Process Roadmap for more information on how and when to use the email templates and the rest of the tools shown here throughout the sales process.





# AMSOIL 1,000-HORSEPOWER SUPERCHARGED LSX ENGINE BUILD

AMSOIL products protect custom-built, street-legal competition engines.

The automotive enthusiast who builds a high-horsepower, street-legal car commonly uses it for autocross, track days, drag racing or occasional weekend drives. You need to show off your work, right? AMSOIL set out to build a 1,000-horsepower engine that can consistently perform well anywhere, while remaining dependable as a daily driver.

## DESIGN MANDATES

They say that if you do multiple things, you don't do anything well. A high-performance, street-legal engine needs to perform flawlessly when racing and still get you home after the checkered flag. So, do you simply target 1,000 hp, or do you want something more robust?

Our way of thinking is that owners want to do as much driving and as little maintenance as possible. So, we estimated how many visits the average driver might make to the track in one year. We calculated annual drive time on the engine at 25 hours, then ran the engine the same number of hours under power profiles designed to simulate a season of drag racing, autocross and light road use.

The biggest self-imposed restriction in building this 1,000-hp LS V-8 engine was the ability to run it on 91-octane pump fuel, available at any roadside gas station. The design focused on areas of the powerband that could become problematic with standard fuel. Since AMSOIL is not in the business of testing engine parts, hitting these goals was never an absolute certainty. We were simply aiming for a reliable engine that would make a consistent 1,000 hp using AMSOIL products.

## SELECTING PARTS

AMSOIL Mechanical Lab Engineer Chris Orr helped set up the AMSOIL dyno testing lab in 2012 and was called upon to assemble our custom LS engine. Our team produced a complete aftermarket design using individually selected

components, rather than choosing a crate engine. The LS wasn't a platform with which we were familiar, so parts selection was based on personal experience with manufacturers that provide quality parts known to hold up in high-performance applications.

The engine was designed around mandates of reliability and consistent performance, and not on outside support. We selected parts early in the process and then asked certain vendors if they were interested in participating, but none of the parts were sponsored. Some vendors offered modest discounts, but more importantly, many of them offered invaluable advice and support.

Challenges arise when you take 40 different aftermarket parts and assemble them into one engine. It's not just bolting pieces together; it's a fully aftermarket assembly with a precise tolerance stack throughout. You must look at the whole thing as a system. Thankfully, it all went together flawlessly.

An ultra-efficient supercharger was included in the build, which also adds additional stress to key engine components, specifically the bearings.

## DRY SUMP

This engine build is not easy on oil, which is good because we wanted to push our oil to its limits. Because LS engines may exhibit oiling cavitation and aeration limitations in the standard oil pump, we decided to dry sump the LS to provide better oiling to the engine throughout. The dry sump provides less air-entrained oil to critical components such as the camshaft and main and rod bearings under high horsepower, rpm and cylinder pressure, and allows for precision valve control.

The testing produced temperatures and pressures designed to break the oil. For instance, you don't want temperatures over 200°F (93°C) during the break-

in process, but the engine quickly exceeded that and would have screamed right past 300°F (149°C) (NASCAR\* level) and kept going if left unmonitored.

## RESULTS

It took about a year to build, and thanks to smart design, the engine achieved its targeted 1,000-hp goal and remained extremely healthy throughout testing. There are trade-offs when building a premium engine. You can change various properties, but it doesn't always help, and can even be detrimental.

The engine netted a little less than its maximum potential power because it has conservative timing. This is an expected compromise when attempting to make an engine dependable rather than wringing every bit of performance out of it. The LS could make more power with better cams, fuel and timing, but it provides peace of mind knowing that this conservative and reliable engine consistently makes 1,000 hp without imploding.

The engine delivered on all expectations and ran extremely consistently. You can stack the dyno runs on a chart and it looks like one big, thick line. That's an exceptional attribute, because moonshots and big power numbers are cool, but repeatable horsepower and reliability are more important in the real world where constant engine rebuilds are not an option.

## TESTING

We used AMSOIL DOMINATOR® Synthetic Racing Oil, which is not something we recommend in your daily driver, but it's extremely capable in high-performance, low-usage applications. Peak performance came in at 1,022 hp at 7,110 rpm.

For more on our 1,000-horsepower build, visit [youtube.com/amsoilinc](https://youtube.com/amsoilinc).





## BUILD SPECIFICATION SHEET

### Builder:

Chris Orr, AMSOIL INC.

**Machine Shop:** Line Performance

### Engine Block:

GM\* Performance LSX 376 B15 iron block

### Displacement:

415 cubic inches (6.8 liter)

### Bore x Stroke:

4.065 x 4 (square for power)

### Crankshaft:

Molnar\* 4-inch stroke, 58-tooth reluctor, FCW billet

**Bearings:** Clevitte\*

**Rods:** Molnar LS 6.125 power adder

### Pistons & Rings:

J&E\* forged and dished to prevent LSPI on boosted pump gas

### Oil Pump & Pan:

Dailey\* LS 3-stage dry sump

**Timing Set:** Rollmaster\*

### Cylinder Heads:

AFR\* 260cc 12deg Mongoose 6-bolt

**Port Work:** Out of the box

### Valves:

Manley\* SS 2.165 intake, 1.600 exhaust

### Valve Springs:

Manley springs, tool steel retainers, locks

### Camshaft:

Bullet\* Racing Cams Solid Roller

### Lifters:

Jesel\* GM LS1 .937-inch body

### Rockers:

Jesel AFR LS3 Mongoose 1.70/1.70 shaft

### Pushrods:

Trend\* 3/8-inch diameter, 1.35 wall

**EFI System:** Holley\* Dominator

**Injectors:** FIC\* 127#

**Throttle Body:** Whipple\* 109mm

**Intake Manifold:** Whipple

### Headers:

Schoenfeld\* dyno/sprint car type



### Power Adder:

Whipple 3.0-liter supercharger (99% volumetric efficiency)

### Ignition System:

Holley 'Big Coil' system

### Fuel System:

Aeromotive\* variable-speed fuel pump

**Fuel Type:** 91 octane

### Horsepower/Torque:

1,022.61 hp STPPwr @ 7,110 rpm  
851.06 lb.-ft. STPTrq @ 4,476 rpm

**Dyno:** SuperFlow\* 902S, AMSOIL INC.

### AMSOIL PRODUCTS:

AMSOIL DOMINATOR®  
15W-50 Synthetic Racing Oil (RD50)

AMSOIL Break-in Oil (BRK)

AMSOIL Engine Assembly Lube (EAL)





# SCOTT DOUGLAS INDUCTED INTO OFF-ROAD MOTORSPORTS HALL OF FAME

Scott Douglas's family belonged to a Jeep\* club in California in the early 1970s. Riding in the back seat ingrained an early love for the excitement of off-roading and the importance of taking care of public lands.

In the mid-1970s, Douglas began racing motorcycles at Riverside International Raceway. He transitioned from two wheels to four in 1980 after buying an old Ford\* F-150\* truck at a used car lot with his brother. Together, they prepped it for Class 8 and entered the infamous Baja 500, finishing fifth in their class.

Douglas's career took a major leap in 1990 when off-road legend Walker Evans hired him to pilot a factory-backed Jeep Cherokee.\* Douglas brought home a class championship for Jeep and Walker Evans Racing, and Evans moved Douglas up to a Class 7 Dodge\* Dakota\* factory ride.

In the mid-1990s, Douglas was hired to drive the Herzog Dodge\* Ram\* PRO-2 pickup in the growing Short-Course

Off-Road Drivers Association (SODA) series. Douglas immediately became a dominant force in SODA with podium finishes and short-course wins.

Douglas moved to PRO-4 in 1996, winning the championship for Rampage Racing two years in a row. He doubled down in 1997 by winning the coveted BorgWarner Manufacturer's Challenge Cup for Ford Motor Company at Crandon International Off-Road Raceway. He won a second BorgWarner in 2006.

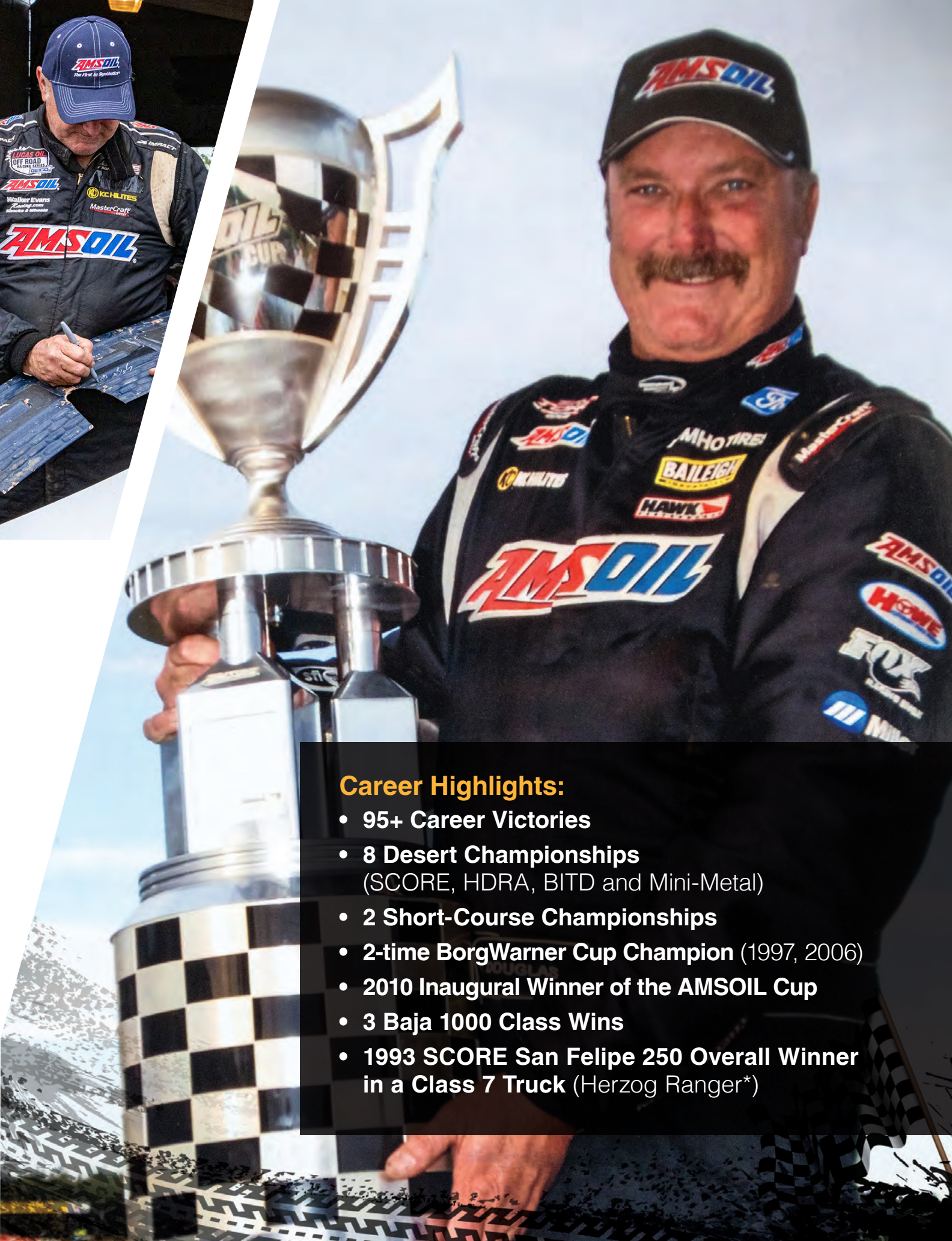
In 2010, Douglas missed the opening win at Crandon's Spring Challenge Cup by less than two-tenths of a second. However, he took home the trophy as the inaugural winner of Crandon's Fall Challenge race, the AMSOIL Cup.

Over a 40-year career, Douglas successfully raced everything from stock classes to unlimited trucks, including SCORE trophy trucks and short-course Pro-4s, before retiring in 2019 after the 50th Crandon World Championships.

Despite his racing success, Douglas says the highlight of his career was listening to American soldiers in Iraq and Afghanistan share their stories during a 14-day Middle East Off-Road Champions tour in 2011. The troops signed vinyl pieces that Douglas used to cover the hood of his Pro-4 for a race in Charlotte.

Scott Douglas was inducted into the Off-Road Motorsports Hall of Fame on September 9, 2023.





### **Career Highlights:**

- 95+ Career Victories
- 8 Desert Championships  
(SCORE, HDRA, BITD and Mini-Metal)
- 2 Short-Course Championships
- 2-time BorgWarner Cup Champion (1997, 2006)
- 2010 Inaugural Winner of the AMSOIL Cup
- 3 Baja 1000 Class Wins
- 1993 SCORE San Felipe 250 Overall Winner  
in a Class 7 Truck (Herzog Ranger\*)





# Go Long

## XL Protection XL Drain Interval

**AMSOIL Extended-Life 100% Synthetic Motor Oil** is overbuilt for road warriors so they can confidently drive up to 20,000 miles (32,000 km) or one year, whichever comes first, between oil changes.

### AMSOIL Extended-Life 100% Synthetic Motor Oil

- **Provides** extended drains up to 20,000 miles (32,000 km) or one year, whichever comes first
- **Advanced** synthetic base oils and additive package promote prolonged engine life
- **Boosted** additive package neutralizes acids and resists sludge, corrosion and carbon deposits
- **Maintains** viscosity under the most extreme conditions
- **Unique** chemistry protects against low-speed pre-ignition (LSPI)





## October Closeout

The last day to process October orders is Tuesday, Oct. 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 October business must be submitted by 11:59 p.m. Central on Monday, Nov. 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.

## Signature Series 10W-30 Max-Duty Synthetic Diesel Oil Now Available in Quarts

Effective Oct. 4, AMSOIL Signature Series 10W-30 Max-Duty Synthetic Diesel Oil (DTT) will be available in quarts.



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

## ALTRUM Zinc Plus

With the arrival of fall and winter, the onset of cold and flu season is upon us. There are ways to avoid becoming sick, such as frequent handwashing and a steady diet that includes vitamin C-rich foods. Support your immune health further with ALTRUM Zinc Plus. With 30 mg of zinc and copper immune support in each capsule, research has demonstrated better absorbency and retention compared to other forms of zinc tested.\*

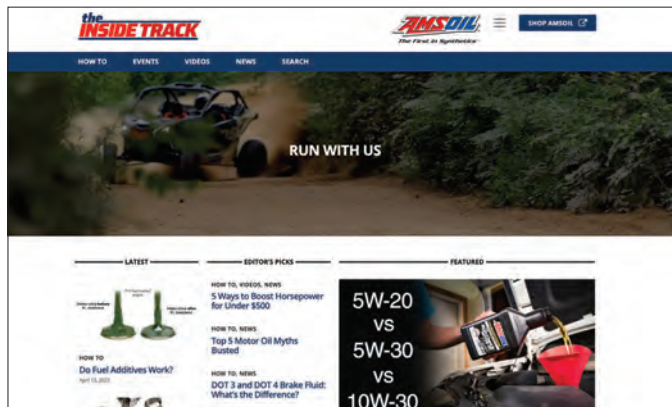


### ALTRUM Zinc Plus

Stock #	Units	Pkg./Size	Dealer Price	P.C. Price
ALZP	EA	(1) 100-ct.	16.15	17.00
ALZP	CA	(12) 100-ct.	184.44	193.80
Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
1.61	2.68	3.75	4.81	15.37
19.36	32.16	44.95	57.74	184.44

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Order: 1-800-777-7094 | [altrumonline.com](http://altrumonline.com)



## Visit The AMSOIL Inside Track

The AMSOIL Inside Track ([blog.AMSOIL.com](http://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.



Back

### AMSOIL Dealer Tee

Constructed of a 60/40 cotton/polyester blend. Made in the USA.

**Stock # G3817 S-XXX**

U.S. Price: 20.00

CAN Price: 27.00



### Men's FZ Outdoor Hoodie

Super heavyweight, full-zip hooded sweatshirt. Constructed of cross-grain 80/20 ring-spun combed cotton-polyester with front pouch pockets. Spandex rib knit cuffs and waistband.

**Stock # G3749 S-XXX**

U.S. Price: 58.00

CAN Price: 76.00

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\*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](http://AMSOIL.com/pc) (AMSOIL.ca/pc).

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





## Build a strong Dealer team

Sponsoring new Dealers can open the door to greater sales opportunities.

Brian Lammi | DEALER EXPERIENCE MANAGER

Building a team of Dealers to work with is one of the greatest benefits of being an AMSOIL Dealer. For many Dealers, however, making that realization is a big obstacle.

When new Dealers come into the AMSOIL fold, they often think of other Dealers as competition. We are often asked from people considering an AMSOIL Dealership how many Dealers are already in their area. People naturally view having more Dealers in their area as a potential negative instead of a benefit. In reality, more Dealers means more brand awareness, which means more sales opportunities.

Very rarely do any two Dealers approach the business the same way or with a focus on the same market. Recruiting and building a team of Dealer who have different strengths or interests is a great win-win for everyone. There will certainly be some crossover, but the ability to work together, share information and grow together will lead to greater success.

I recently spoke with a Dealer who was already very successful and looking for ways to continue growing his Dealership. The problem was that he didn't have any more time available to do so. He couldn't figure out how to grow when his plate was already too full. He was actually considering hiring someone to help sell and service accounts for him. As we talked further, I asked why he would hire, pay and train someone rather than registering a friend or co-worker as a Dealer and allowing AMSOIL to pay and help train him or her. Plus, by sponsoring a new Dealer, he could earn income off the new Dealer's sales. He hadn't

considered it from that perspective. He had instead been looking at another Dealer as competition, not as an added benefit.

We discussed a few ways that sponsorship could look. He could register a Dealer in the immediate area and work closely with him or her, or he could find someone a little further away in a place where he was getting leads, but just couldn't find the time to service. He could give his new Dealer some of those leads and assist with service until this new Dealer could handle it on his or her own. The sponsoring Dealer would earn his own commissions, and he'd earn on anything the new Dealer sold as well. He wouldn't have to pay his new Dealer, and he wouldn't have to deal with all the paperwork that comes with having an employee. He'd just get a business partner who helps him earn more money. Now what if he did that two times, then three times and so on? The potential for earning just keeps increasing.

Another story that reminds me of the importance of building a strong Dealer team is from not too long after I started at AMSOIL nearly 10 years ago. A Dealer shared how he had a medical emergency that could have nearly ruined his Dealership if he didn't have a strong downline. After some complications from a surgery, he spent a long time in the hospital and a longer time recovering. This was before AMSOIL had the shipping programs to customers that we do now, so this Dealer serviced his accounts directly. The Dealers he had signed up as part of his team weren't just downline

Dealers; they were friends who were there to work together and support each other. When one of them couldn't service accounts or wasn't able to pick up or deliver products, the other Dealers on the team picked up the workload to make sure they didn't lose any business. And it wasn't just for a day or two or even a week or two. For a few months, this Dealer team took on that work because they cared about their sponsoring Dealer and wanted to help him just like he had helped them through mentoring and support when they first became Dealers. They also knew everyone benefited if they all took care to ensure accounts didn't get dropped. They didn't want to leave the impression that AMSOIL Dealers don't support their accounts.

As they say, a rising tide lifts all boats. Working with a team is a benefit to everyone. I always say there's a reason we call it a Dealer "network." A network is only as strong as all the pieces connecting it. The stronger the team, the stronger the network.

So, as you look at your Dealership and how to grow it, building a strong Dealer team should be a big part of that plan. That will give you greater success and longevity.

# What's the Right Motor Oil for You?

No matter what you drive or how you drive, we formulate industry-leading motor oil to protect your vehicle. Use the chart below to choose the right motor oil for your ride.

## Frequently Asked Questions

**Why do I need AMSOIL High-Mileage Motor Oil?** For engines exceeding 75,000 miles (120,000 km) with unknown maintenance history or known usage of lower-quality oil, AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean sludge and deposits. It also features a robust viscosity that provides additional wear protection, even after some wear has already occurred. Added seal conditioners extend the life of seals and help protect against drying, cracking and leaking.

**When should I use AMSOIL High-Mileage Motor Oil?** A good rule of thumb is to use AMSOIL High-Mileage Motor Oil at or around the time your vehicle has accumulated 75,000 miles (120,000 km). While 75,000 is not an extreme number of miles today, it is an ideal time to prepare your engine for the road ahead with an added boost of protection.

**Do I need to use AMSOIL High-Mileage Motor Oil if I've already been using AMSOIL motor oil?** No. If you've been consistently using AMSOIL motor oil, your engine is already operating at peak performance and has been protected against wear. However, if you've been

using AMSOIL OE and are looking for an upgrade in overall engine protection as it ages, AMSOIL High-Mileage Motor Oil is an excellent choice.

**Aren't AMSOIL motor oils recommended for vehicles regardless of mileage?** Correct, all AMSOIL motor oils offer outstanding performance and protection regardless of vehicle mileage. However, for those seeking targeted benefits at an affordable price, AMSOIL High-Mileage Motor Oil is the best choice for high-mileage applications. For those seeking the ultimate performance and protection regardless of miles, we still recommend Signature Series Motor Oil.

**Is AMSOIL High-Mileage Motor Oil the best AMSOIL product to use in high-mileage vehicles?** AMSOIL offers two excellent products that provide boosted benefits for high-mileage applications. AMSOIL High-Mileage Motor Oil focuses on the key challenges that high-mileage vehicles face at a lower price point. AMSOIL Signature Series Motor Oil does everything High-Mileage Motor Oil does, while providing industry-leading performance and protection across the board. Signature Series is the best choice regardless of vehicle mileage.

## Why do I need Hybrid Motor Oil?

Hybrid engines operate under a different set of parameters and conditions that typically result in additional fuel and water contamination, leading to corrosion. AMSOIL Hybrid Motor Oil is uniquely formulated to address these specific challenges.

## When should I use Hybrid Motor Oil?

AMSOIL Hybrid Motor Oil is an excellent choice for any hybrid electric (HEV) or plug-in hybrid electric vehicle (PHEV), regardless of miles or age of the vehicle.

## What if I've been using another AMSOIL motor oil in my hybrid vehicle?

If you've already been using AMSOIL motor oil, your engine has received excellent protection. All AMSOIL motor oils of the appropriate viscosity are compatible with hybrid technologies, but AMSOIL Hybrid Motor Oil is specially tailored to focus on the unique challenges presented by hybrid vehicles at an affordable price. If you've been using AMSOIL OE and are looking for an upgrade in hybrid-engine protection, AMSOIL Hybrid Motor Oil is an excellent choice.



	SIGNATURE SERIES	EXTENDED-LIFE (XL)	HIGH-MILEAGE	HYBRID	OE
WEAR PROTECTION	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓
ENGINE CLEANLINESS	✓✓✓✓✓	✓✓✓	✓✓✓✓	✓✓	✓✓
SERVICE INTERVAL	✓✓✓✓✓	✓✓✓✓	✓✓✓	✓✓✓	✓✓
EXTREME TEMP PERFORMANCE	✓✓✓✓✓	✓✓	✓✓	✓✓✓✓	✓✓
CORROSION PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
OIL-CONSUMPTION CONTROL	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓
VISCOSITY CONTROL	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
LEAK PROTECTION	✓✓✓✓✓	✓✓	✓✓✓✓	✓✓	✓✓
SEVERE-SERVICE PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓





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October 2023

# High Performance, Meet High Performance

The AMSOIL 100% Synthetic European Motor Oil line has expanded to include 0W-30 and 10W-60 viscosities.

## AMSOIL 0W-30 MS Synthetic European Motor Oil (EOT)

Proprietary formula designed for the unique demands of gasoline, diesel and hybrid European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional engine protection without harming emissions systems.

## AMSOIL 10W-60 FS Synthetic European Motor Oil (ETS)

Engineered for high-performance European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional protection in extreme conditions. Provides excellent shear resistance, reduced oil consumption and reliable performance to confidently push engines to the limit.

