



► DEALER EDITION

**M A G A Z I N E**

DECEMBER 2023

# 2023 AMSOIL Year in Review

PAGE 8



# ***SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU DRIVE AND HOW YOU DRIVE***



V-twins, hybrids, lawn mowers, race cars – whatever you drive, no two engines function exactly the same way. Getting the best performance and longest life out of your vehicles and equipment requires specialized lubricants.

AMSOIL products are engineered to deliver targeted, application-specific benefits so you can extract maximum performance and life from your equipment.



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Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

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## THE COVER

It was an exciting and busy year. We take a look back at the important news, events and product introductions of 2023.



# From the Chairman

Everything gained in life is acquired through trade. You gain money by trading your time and skills for payment from an employer. You gain material items by trading your money for those things. You gain knowledge by trading your time to study or learn from an expert. No matter what it is, if you want to acquire something, you have to give something else in exchange.

All the things we have to trade are limited – time, money, energy – so it's smart to exchange your limited resources for things of equal or greater value. Value is generally a matter of perspective. If you live in the South, for example, a snowblower is of no value to you, no matter how great the asking price is. If you value the peace of mind that comes from knowing you have the best motor oil ever made installed in your engine, then Signature Series is worth a great deal to you. If you're running a beater with a heater, you probably aren't very interested in what AMSOIL is selling.

You can usually identify what someone finds valuable by examining how they spend their time, money and energy. What are you spending your resources

on? Self-improvement? Family? Your AMSOIL Dealership? I want to point out something of very high value to AMSOIL Dealers that, somehow, the majority of Dealers miss: the Customer Certification Program. Let's examine the trade.

## What You Give:

- Forty-five minutes to one hour of time watching training videos.
- Enough effort and skill to acquire four new qualified customers.

## What You Get

- Knowledge to help you better acquire and serve your customers.
- Commissions from the four new qualified customers you registered.
- A listing on the AMSOIL Locator at [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca) so you can be found by people in your area seeking AMSOIL products.
- Assigned customers from AMSOIL and all the commissions they generate. Last year, Dealers with one entry in the customer assignment pool received an average of 9 assigned customers from AMSOIL.

That is quite a trade. In fact, I'd say it is a tremendous value for any AMSOIL Dealer who wants to earn money selling AMSOIL products. And, it gets better. The more new qualified customers you bring in, the more entries into the customer assignment pool you receive, increasing the number of assigned customers you are likely to receive annually by quite a lot.

We have ambitious growth goals for the year ahead, and I want each of you to get your share of that growth. Will you trade some time and effort for significant reward in 2024?

Have a wonderful Christmas and holiday season.

**Alan Amatuzio**  
Chairman & CEO



# THE IMPORTANCE OF DEALER CERTIFICATION UNDER ***THE NEXT 50*** COMPENSATION PLAN

Dealer Certification is crucial for building your Dealership and maximizing earnings in *The Next 50* compensation plan.

## Getting Certified Helps You...

- **Develop** your customer base
- **Build** your team
- **Reach** higher product profit values

### PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000
<ul style="list-style-type: none"><li>• Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.</li><li>• Must be Customer Certified to earn Tier 4 profits.</li></ul>	

	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"><li>• Eligible to be assigned buying P.C.s and online/catalog customers</li><li>• Earn sales-achievement cash rewards</li><li>• Appear on the AMSOIL Dealer Locator</li></ul>	<ul style="list-style-type: none"><li>• Eligible to be assigned new Dealers</li></ul>	<ul style="list-style-type: none"><li>• Eligible to be assigned retail accounts</li></ul>	<ul style="list-style-type: none"><li>• Eligible to be assigned commercial accounts</li></ul>
How to Get Certified	<ul style="list-style-type: none"><li>• Complete Customer Basic Training</li><li>• Register 4 new qualified customers annually OR</li><li>• Register 2 or more new qualified customers annually and meet one of the following alternative qualifications:<ul style="list-style-type: none"><li>• Have been a Dealer for less than 2 years</li><li>• Have 24 or more active buying customers</li><li>• Have more than \$10,000 in personal purchases plus 5 or more active buying customers</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Complete Sponsor Basic Training</li><li>• Be Customer Certified</li><li>• Sponsor 1 Dealer</li></ul>	<ul style="list-style-type: none"><li>• Complete Retail Basic Training</li><li>• Be Customer Certified</li><li>• Register 1 retail account</li></ul>	<ul style="list-style-type: none"><li>• Complete Commercial Basic Training</li><li>• Be Customer Certified</li><li>• Register 1 commercial account</li></ul>

# LETTERS TO THE EDITOR

## PRODUCT SUGGESTIONS

I have been thinking about a few products that may be of benefit: Pre-mix two-stroke gas for commercial accounts that have large crews. Mixing fuel can be hit or miss with having a bunch of employees, and this product could save worries from undermixing.

The other product would be a penetrating fluid, something like WD-40.\* My commercial account would buy tons of both if they were available.

**Trenton Frazier**

**AMSOIL:** Thank you for your suggestions, Trenton. We have good news: in addition to its outstanding lubrication and protection properties, AMSOIL Metal Protector (AMP) is an excellent penetrating fluid. We recently completed a full review to determine the feasibility of adding a pre-mixed fuel/SABER® product and, unfortunately, we will not be bringing it to market. Typically, the companies selling pre-mixed fuel are fuel companies, not oil companies, and have better access to low fuel prices. Our research indicated that we could not develop a product at a price that would compete with other pre-mixed products. SABER is, however, available in nine convenient package sizes that pair with various common sizes of gas cans. Ask your account the gas-can size it uses most and recommend the corresponding SABER bottle size. Workers can pour the entire bottle into the gas can and bypass the inconvenience of calculating and measuring.

## 50TH ANNIVERSARY CONVENTION

As AMSOIL celebrated the 50th anniversary of the Dealer network, the following week I celebrated the 50th anniversary of my 26th birthday. I would be remiss if I did not write and say what a terrific time I had at the celebration. The whole time I was there, it was sensory overload. The food, events and the new products coming out were almost too much to take in. The chance to meet our new President, Mr. Sutaria, and reconnect with our Chairman and CEO, Mr. Amatuzio, was sensational. Of course, the inexhaustible patience of Dan Peterson and Dan Gorski as I reeled off a litany of ideas for the racing program was not too shabby either. And the ever-vibrant

Julie Peterson was welcoming us as she moved throughout the event like an NFL offensive halfback. So, thanks again for a great early birthday present. I only wish I was 26 and not 76; it's going to be a great opportunity for the future. And it will only get better as time goes on.

**John Pagliuca**

**AMSOIL:** Thank you for your positive feedback, John. We're happy you enjoyed the 50th Anniversary Convention, and you're right; the Dealer opportunity is great and keeps getting better with time. We wish you all the best in your 50th year of being 26.

## GEAR LUBE

Many vehicles are calling for a 75W-85 gear lube, yet AMSOIL has decided to not make this available. Most GM\* trucks from 2019 and up require this, but we have nothing to offer. Customers I have encountered are unwilling to use a 75W-90 when the OEM calls for 75W-85. Why not a 75W-85?

**Mike Raffaelli**

**AMSOIL:** You're right, Mike; many vehicles are specifying 75W-85 gear lube and have been for quite some time. While 75W-90 works excellent in automotive applications calling for 75W-85, we understand some customers are unwilling to deviate from the recommendation in the owner's manual. With this in mind, we are currently evaluating the 75W-85 market as a potential opportunity to expand the SEVERE GEAR® Synthetic Gear Lube product line.

## OIL DRUMS

When I visit potential customers in their garages, I've noticed on a few occasions that empty oil drums are used as garbage cans. The drums often have large logos of the oils used. Wouldn't it be a good idea to put the AMSOIL logo on the drums? It would be good publicity while the oil is being used, and afterwards as a useful container for the garage.

**Bruno Ranger**

**AMSOIL:** Great suggestion, Bruno. We are currently exploring our options for drum packaging. Procurement has been a challenge, and changes will occur in the future. We don't know what they are yet, but including a logo or two on the

drums may be an option, depending on price. Stay tuned.

## OIL-CHANGE KITS

I noticed a new ad by Driven Racing Oil\* for the Gen III GM engines. The LS30 kit includes oil, filter, shop rag, oil-change sticker and their decals. Since AMSOIL already offers oil-change kits, adding a funnel and a "due next" sticker would be a great inexpensive perk for our customers.

Regards,

**Chris Koch**

**AMSOIL:** Your timing is outstanding, Chris. We are in the midst of a project designed to boost the value of our oil-change kits. You can expect some upgrades similar to what you've described in the near future.

## LARGER PACKAGE SIZES

Please increase the bottle sizes of the new oil products. I am getting tired of crushing and bagging the quart bottles. I would particularly like to see 0W-30 MS Synthetic European Motor Oil (EOT) and all the High-Mileage and Hybrid Oils in gallons. And I need the High-Mileage 0W-20 (HM020) in a 55-gal. drum, which I would buy right now.

Thanks for your consideration.

**Marty Metcalf**

**AMSOIL:** Thank you for your suggestion, Marty. We are currently evaluating additional package-size options for the recently launched passenger-car motor oils. These products have been very popular and we have fielded similar requests. High-Mileage 0W-20, 5W-20 and 5W-30 have been available in 55-gal. (208-litre) drums since the High-Mileage line launched in July.

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



**Alex Thompson** | PRODUCT MARKETING MANAGER – AUTOMOTIVE

## Regular maintenance is still necessary when extending drain intervals.

Just because you're not changing oil every three months doesn't mean you can ignore your car.

The number of people taking advantage of the cost savings and convenience of AMSOIL extended-drain-interval products grows every year, but while the 3,000-mile myth is fading with the proliferation of oil-life monitors and longer original equipment manufacturer (OEM)-recommended drain intervals, the thought of running for 25,000 miles (40,200 km) or a whole year without changing oil can be scary for people who have not safely extended drain intervals before. To help clear this hurdle, vehicle owners must understand their maintenance responsibilities and how and why oil drain intervals can be extended. Understanding your responsibilities as a vehicle owner and following through helps ensure the vehicle will continue to operate efficiently and last longer.

Performing preventive maintenance is important for any vehicle owner to catch mechanical problems that can negatively impact the engine oil and its ability to lubricate effectively. Whether extending drain intervals or not, it is important that your engine is mechanically sound and free of any significant mechanical defects.

Some of the more common mechanical issues that can affect oil life include antifreeze leakage into the oil sump, engine overheating or not reaching normal operating temperature, excessive fuel dilution in the oil sump and excessive oil consumption caused by any number of factors.

Antifreeze can leak into the oil sump due to gasket breakdown, water pump issues or from other sources. Antifreeze can degrade the oil and reduce its ability to flow easily and protect engine components. The source of antifreeze

leaking into the oil sump must be addressed regardless of the type of oil in use or length of the drain interval.

Excessive fuel dilution is becoming more prevalent in modern engines and can cause big issues if left uncorrected. Both gasoline and diesel fuel are much thinner than engine oil and dilute the oil to the point that the oil film is too thin to lubricate critical engine parts.

Heat is the enemy of any lubricant. In fact, performance in excessively hot environments has been the subject of many AMSOIL studies that have helped AMSOIL develop lubricants with great resistance to thermal breakdown. If a vehicle develops a significant mechanical issue that causes the engine to run much hotter than it was designed to, the problem must be fixed prior to extending oil drain intervals. Excessively hot environments, whether due to extreme ambient temperatures or a mechanical defect, are proven to quickly degrade conventional lubricants, resulting in excessive sludge development within the OEM drain interval. Additionally, frequent short trips where the oil does not reach normal operating temperature also negatively impacts the lifespan of the oil. When an engine cools, it can generate condensation (water). If the engine does not get hot enough to evaporate that water, it can lead to oil thinning and promote sludge buildup.

While oil consumption often worries drivers, almost all cars consume *some* oil, which is normal and does not cause any issues with extended drain intervals as long as the oil level is checked periodically. Excessive oil consumption, however, is indicative of a mechanical condition that should

be identified and corrected before extending oil drain intervals. The best way to determine normal oil consumption is to monitor oil levels before there's an issue or consult your owner's manual for information on normal oil consumption. This helps establish average oil use – a sudden increase in oil consumption indicates a problem that needs correcting.

The drain interval recommendations for AMSOIL motor oils are determined according to the vehicle's typical operating conditions and the type of oil being used. For example, drain interval recommendations for AMSOIL Signature Series Synthetic Motor Oil differ depending on service type: The recommendation is 25,000 miles (40,200 km) in normal service, 15,000 miles (24,140 km) in severe service. Drivers need to keep an accurate count of miles or hours on the oil, depending on the type of oil used, and oils should never be used beyond one year of service unless recommended by a routine oil analysis program. Engines that are not mechanically sound or are heavily modified are not eligible to take advantage of AMSOIL extended drain interval recommendations. In fact, engines suffering from any of the issues listed in this column should be fixed as soon as possible regardless of drain interval length.

Finally, one of the most important preventive maintenance procedures is to simply check your oil level periodically between oil changes and top it off to maintain proper fluid levels whether using conventional oil or AMSOIL extended-drain lubricants. AMSOIL synthetic lubricants are designed to keep vehicles running for many years, but they can only do their job if you keep your oil sump full.

# 2023 AMSOIL YEAR IN REVIEW

Throughout the past year, we continued to make significant investments to boost your success in an increasingly competitive market. Here's a look back at some of 2023's important news, events and product introductions.

## CORPORATE NEWS

### **The AMSOIL 50th Anniversary Convention: Celebrating 50 Years of the AMSOIL Dealer Network**

The AMSOIL 50th Anniversary Convention was held July 20-22 in the Twin Ports of Duluth, Minnesota and Superior, Wisconsin. Dealers attended entertaining and informative

presentations, spent time mingling with AMSOIL-sponsored influencers, enjoyed wonderful food and drinks and celebrated 50 years of the AMSOIL Dealer Network.



### **AMSOIL Acquires Benz Oil, Expanding AMSOIL Industrial Business Unit**

AMSOIL acquired Benz Oil, an industrial lubricant manufacturer based in Milwaukee. Benz makes industrial fluids that AMSOIL did not, including cutting fluids, metalworking fluids, process oils and more. Benz Oil has been rebranded as AMSOIL Industrial, and the Benz facilities and staff are now part of AMSOIL INC.



This acquisition will power significantly accelerated growth for the Industrial business unit, expand our expertise into areas where we had little and provide greater product offerings for our industrial customers. This expansion will boost our negotiating power on raw-material pricing, helping us remain competitive on raw materials purchased from suppliers who provide base oils and additives used in the production of both AMSOIL and AMSOIL Industrial product lines. The acquisition will strengthen AMSOIL by increasing our customer base, revenue and technical expertise, and it will generate more exposure for the AMSOIL brand.



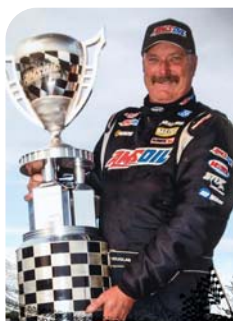
## AMSOIL Dealerships Inducted into the AMSOIL Hall of Fame

The AMSOIL Hall of Fame honors Dealers who have consistently attained the highest levels of achievement and success. At this year's AMSOIL 50th Anniversary Convention, two new Dealerships were inducted into the AMSOIL Hall of Fame: David & Carol Bell and Tom & Sheila Shalin.



## Scott Douglas Inducted into Off-Road Motorsports Hall of Fame

Over a 40-year career, Team AMSOIL driver Scott 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. Douglas was inducted into the Off-Road Motorsports Hall of Fame on Sept. 9, 2023.



## NEW TRAINING AND TOOLS

### Introduction of the AMSOIL Sales Process and Sales-Process Training Videos

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

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

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

### New Literature and Tools for the Commercial Market

We introduced new commercial literature and tools designed to help you secure more commercial accounts. See the October *AMSOIL Magazine* for more information on each of these pieces. Refer to the AMSOIL Sales-Process Roadmap for more information on how and when to use these tools during the sales process.

- AMSOIL Sales-Process Roadmap
- AMSOIL Commercial Program Catalog (G3798)
- AMSOIL Commercial Line Card
- AMSOIL Market Briefs
- AMSOIL Commercial Questionnaire
- AMSOIL Solutions Summary
- AMSOIL EZ Quote
- AMSOIL Cost Calculator
- AMSOIL Email Templates

All items are conveniently located in the Commercial Business Tools section of the Dealer Zone (Business Tools>Commercial Business Tools).

### New Commercial and Retail Account Application

Effective Dec. 1, paper applications for AMSOIL retail and commercial accounts will be discontinued as we move to an online registration process. The new account application offers improved security and a streamlined experience that can help you and your new accounts keep track of the application's progress.

## NEW AND REFORMULATED PRODUCTS



### New AMSOIL Commercial-Grade Oils for the Commercial Market

New AMSOIL Commercial-Grade Diesel Oil (SBDT, SBDF), Commercial-Grade Hydraulic Oil (HCG32, HCG46, HCG68) and Commercial-Grade Tractor Hydraulic/Transmission Oil (TCGSB) 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.

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

New AMSOIL 0W-50 Synthetic ATV/UTV Motor Oil (AUV05) provides expanded protection for hard-working and performance Polaris\* ATVs, UTVs and four-stroke Prostar\* S4 snowmobiles.



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

To make changing ATV/UTV oil quick and painless, we offer 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-rings and washers.



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.\*

## AMSOIL Torque-Drive® Reformulated for Expanded Applications

AMSOIL Torque-Drive® 100% Synthetic Heavy-Duty Automatic Transmission Fluid (ATD) has been reformulated to meet the latest Allison TES-668\* specification, while continuing to provide excellent protection and performance for all existing applications for which it's recommended.

## Two New Viscosities Join AMSOIL Synthetic European Motor Oil Line

We added two new viscosities to the AMSOIL European Motor Oil family: 0W-30 Synthetic European Motor Oil (EOT) and 10W-60 Synthetic European Motor Oil (ETS).

## AMSOIL DOMINATOR® Synthetic Racing Oil Now Available in 10W-40 Viscosity

New AMSOIL DOMINATOR 10W-40 Synthetic Racing Oil (RD40) is a sophisticated formula engineered to protect high-performance racing engines from the extreme rpm, temperatures and shock-loading created when pushing vehicles to their limits.

## New AMSOIL 100% Synthetic Hybrid Motor Oil: Advanced Protection for Hybrid Vehicles

While hybrid vehicles offer excellent fuel efficiency, the internal-combustion engine in a hybrid vehicle endures a unique set of challenges. Infrequent engine usage and increased start/stop activity place demands on lubricants not common in traditional vehicles. New AMSOIL 100% Synthetic Hybrid Motor Oil (HE016, HE020) is designed to solve those problems with purpose-built protection for the hybrid drive cycle, maximizing hybrid engine life, efficiency and performance.

## New AMSOIL 100% Synthetic High-Mileage Motor Oil: Engineered for Vehicles with Over 75,000 Miles

New AMSOIL 100% Synthetic High-Mileage Motor Oil (HM020, HM520, HM530, HM1030) is designed 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. It cleans and protects engines with boosted detergency and an additive package that fights oil breakdown and leaks.



## New AMSOIL Extended-Life 100% Synthetic Motor Oil: Enhanced Protection for Peace of Mind and Convenience

The all-new AMSOIL Extended-Life 100% Synthetic Motor Oil line (XLZ, XLM, XLF, XLT, XLO) 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.

## New Oil Analysis Kits Designed to Build Partnerships, Improve Profitability

Oil Analyzers Inc. (OAI) introduced Failure Analysis, Maintenance Improvement and Drain Interval Improvement kits geared specifically for commercial customers. Each kit serves a specific function and is designed to help commercial customers address problems and increase profitability. The new kits include everything an account needs to accomplish a specific goal, including detailed instructions, rationale for used oil analysis and sampling equipment.



## New Bundles Offer the Total Package for Retailers

AMSOIL retail accounts can purchase bundles that include a variety of products frequently purchased together for their customers' vehicles. The bundles provide a full line of products to help your retail stores be successful selling to an entire market.

Retail accounts may also purchase the AMSOIL Metal Display Shelf (G3653) at a 50% discount with purchase of the retail bundles.

See p. 11 for more information.





# New Bundle Promos Offer the Total Package for Retailers

We will soon start running promotions that allow AMSOIL retail accounts to purchase bundles that include a variety of products frequently purchased together. The bundles provide a full line of products to help your retail stores be successful selling to an entire market. Look for new retail bundle promotions over the next few months.

## Passenger-Car and Diesel Bundles

The new AMSOIL retail bundle promotions contain several different viscosities of Signature Series Synthetic Motor Oil or Signature Series Max-Duty Synthetic Diesel Oil and the fuel additives that go with them, all in one convenient package. It's an all-in-one plan for the specific motor oil sales category your retail accounts are seeking, all backed by AMSOIL research and data on what sells and what's needed to cover their customers' needs. Bundles will change depending on the season and be offered promotionally throughout the year.

## Perfect Fit for the Display Shelf

The bundled products fit nicely on the AMSOIL Metal Display Shelf (G3653), which retailers can purchase at a 50% discount with purchase of the retail bundles. Having a complete bundle of products on a shelf ensures the retailer is buying the correct product mix and helps them stand out.

## No Substitutions

The bundles are preselected and preprogrammed to include specific products. They are top sellers and no substitutions are allowed.



### PASSENGER-CAR MOTOR OIL RETAIL BUNDLE

QTY	STOCK#	DESCRIPTION	U.S. COST	TOTAL COST	CAN STOCK#	CAN COST	TOTAL COST
2	ASLQT-CA	Signature Series 5W-30 Synthetic Motor Oil	\$127.72	\$255.44	ASLQTC-CA	\$164.40	\$328.80
1	ASMQT-CA	Signature Series 0W-20 Synthetic Motor Oil	\$127.72	\$127.72	ASMQTC-CA	\$164.40	\$164.40
1	ALMQT-CA	Signature Series 5W-20 Synthetic Motor Oil	\$127.72	\$127.72	ALMQTC-CA	\$164.40	\$164.40
1	APICN-CA	P.i.® Performance Improver	\$140.01	\$140.01	CPICN-CA	\$179.40	\$179.40
2	UCLCN-CA	Upper Cylinder Lubricant	\$47.78	\$95.56	UCLCNC-CA	\$65.40	\$130.80
			<b>NORMAL COST</b>	<b>\$746.45</b>			
			<b>BUNDLE PRICE</b>	<b>\$675.00</b>			
					<b>NORMAL COST</b>	<b>\$967.80</b>	
					<b>BUNDLE PRICE</b>	<b>\$875.00</b>	

### DIESEL OIL RETAIL BUNDLE

QTY	STOCK#	DESCRIPTION	U.S. COST	TOTAL COST	CAN STOCK#	CAN COST	TOTAL COST
2	DME1G-CA	Sig. Series 15W-40 Max-Duty Synthetic Diesel Oil	\$157.98	\$315.96	DME1GC-CA	\$207.20	\$414.40
2	DEO1G-CA	Sig. Series 5W-40 Max-Duty Synthetic Diesel Oil	\$157.98	\$315.96	DEO1GC-CA	\$207.20	\$414.40
1	ADBCN-CA	Diesel All-In-One	\$113.66	\$113.66	ADBCNC-CA	\$153.00	\$153.00
			<b>NORMAL COST</b>	<b>\$745.58</b>			
			<b>BUNDLE PRICE</b>	<b>\$675.00</b>			
					<b>NORMAL COST</b>	<b>\$981.58</b>	
					<b>BUNDLE PRICE</b>	<b>\$875.00</b>	

### PASSENGER-CAR MOTOR OIL MINI RETAIL BUNDLE

QTY	STOCK#	DESCRIPTION	U.S. COST	TOTAL COST	CAN STOCK#	CAN COST	TOTAL COST
1	ASLQT-CA	Signature Series 5W-30 Synthetic Motor Oil	\$127.72	\$127.72	ASLQTC-CA	\$164.40	\$164.40
1	ASMQT-CA	Signature Series 0W-20 Synthetic Motor Oil	\$127.72	\$127.72	ASMQTC-CA	\$164.40	\$164.40
1	ALMQT-CA	Signature Series 5W-20 Synthetic Motor Oil	\$127.72	\$127.72	ALMQTC-CA	\$164.40	\$164.40
1	UCLCN-CA	Upper Cylinder Lubricant	\$47.78	\$47.78	UCLCNC-CA	\$65.40	\$65.40
			<b>NORMAL COST</b>	<b>\$430.94</b>			
			<b>BUNDLE PRICE</b>	<b>\$400.00</b>			
					<b>NORMAL COST</b>	<b>\$558.60</b>	
					<b>BUNDLE PRICE</b>	<b>\$500.00</b>	

### DIESEL OIL MINI RETAIL BUNDLE

QTY	STOCK#	DESCRIPTION	U.S. COST	TOTAL COST	CAN STOCK#	CAN COST	TOTAL COST
1	DME1G-CA	Sig. Series 15W-40 Max-Duty Synthetic Diesel Oil	\$157.98	\$157.98	DME1GC-CA	\$207.20	\$207.20
1	DEO1G-CA	Sig. Series 5W-40 Max-Duty Synthetic Diesel Oil	\$157.98	\$157.98	DEO1GC-CA	\$207.20	\$207.20
1	ADFCN-CA	Diesel Injector Clean	\$113.66	\$113.66	ADFCNC-CA	\$120.00	\$120.00
			<b>NORMAL COST</b>	<b>\$429.62</b>			
			<b>BUNDLE PRICE</b>	<b>\$400.00</b>			
					<b>NORMAL COST</b>	<b>\$534.40</b>	
					<b>BUNDLE PRICE</b>	<b>\$500.00</b>	





# Protecting the Dealer Opportunity

Our goals at AMSOIL have a long-term focus. We do what is right, not just what is easy. Our company is focused on growth, but we won't take risks that jeopardize the business opportunity for Dealers. Protecting the AMSOIL brand and reputation is critical for our mutual long-term success. Dealers have plenty of freedom to grow and be successful with AMSOIL, but a few policies are in place to protect the long-term opportunity for all Dealers.

## Independent Dealer Titles

There's a lot of freedom, flexibility and other benefits that independent AMSOIL Dealers have that are not available to traditional corporate employees. But there are also tax and legal implications in the partnership between Dealers and AMSOIL INC., so it's important for all parties to clearly and consistently communicate that there is no employee relationship between the two. It's also important for tax, legal and transparency reasons that this business relationship is clearly

communicated with customers and the public. To remain clear and consistent, Dealers should only identify themselves as independent AMSOIL Dealers or independent AMSOIL Direct Jobbers, if applicable. The "independent" identification must be included in all your AMSOIL-related advertising.

We have a few similar policies that relate to this. For example, Dealership names and website URLs cannot include the word "AMSOIL." This helps distinguish the difference between an independent AMSOIL Dealer and AMSOIL INC.

Paid online advertisements must also link to your authorized Dealer website to help clearly communicate that the advertisement and website belong to an independent AMSOIL Dealer, not AMSOIL INC.

## Online Sales

When AMSOIL products are sold online, they are done so exclusively at AMSOIL.com and AMSOIL.ca. This protects independent AMSOIL Dealers, retail accounts and installers who have helped build the AMSOIL brand by providing a high level of service





## OUR MISSION

We are driven to **earn the loyalty of every customer** by engineering innovative lubricant solutions and investing in expertise to deliver the protection they've been promised and the satisfaction they deserve.

## WE VALUE

### A Spirit of Determination

*Resolve to do what you set out to do. Hard work will pay off.*

### A Commitment to the Customer

*Put the customer first. Customer satisfaction matters more than a sale.*

### Performance that Lives up to its Promise

*Deliver what is promised. Integrity builds trust and loyalty.*

### A Culture of Collaboration & Professionalism

*Work together and hold ourselves to high standards.*

### A Foundation of Expertise & Innovation

*Keep learning. The cycle of expertise and innovation never stops.*

to customers. Limiting online sales exclusive to our official storefronts helps ensure that customers directly receive consistent prices and benefits while protecting against counterfeit products. It also helps Dealers earn commissions for any customers they refer to AMSOIL websites. If customers don't have referral information when making a purchase from [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca), they are assigned to Customer-Certified Dealers in accordance with current Dealer policies.

We have several policies related to online sales of AMSOIL products:

1. Prices cannot be posted or published anywhere online. This includes posting prices on personal websites, social media pages, chat room/user groups and classified ads like Craigslist or Facebook Marketplace. Not posting AMSOIL product prices is important because what is posted online can remain forever. This can lead to disappointment when consumers see old prices but are charged higher prices once they make a purchase.

2. AMSOIL products cannot be sold anywhere online except on official AMSOIL websites. This means that Dealers and retail accounts can't sell AMSOIL products on their online stores. It also means that AMSOIL products can't be sold on Amazon, Google Shopping, Facebook Shops, Etsy or other online shopping platforms.

3. Dealers are required to take reasonable measures to ensure their customers are not reselling AMSOIL products online. Dealers who supply online resellers are subject to discipline as outlined in the Dealer policies.

### Protected Customers

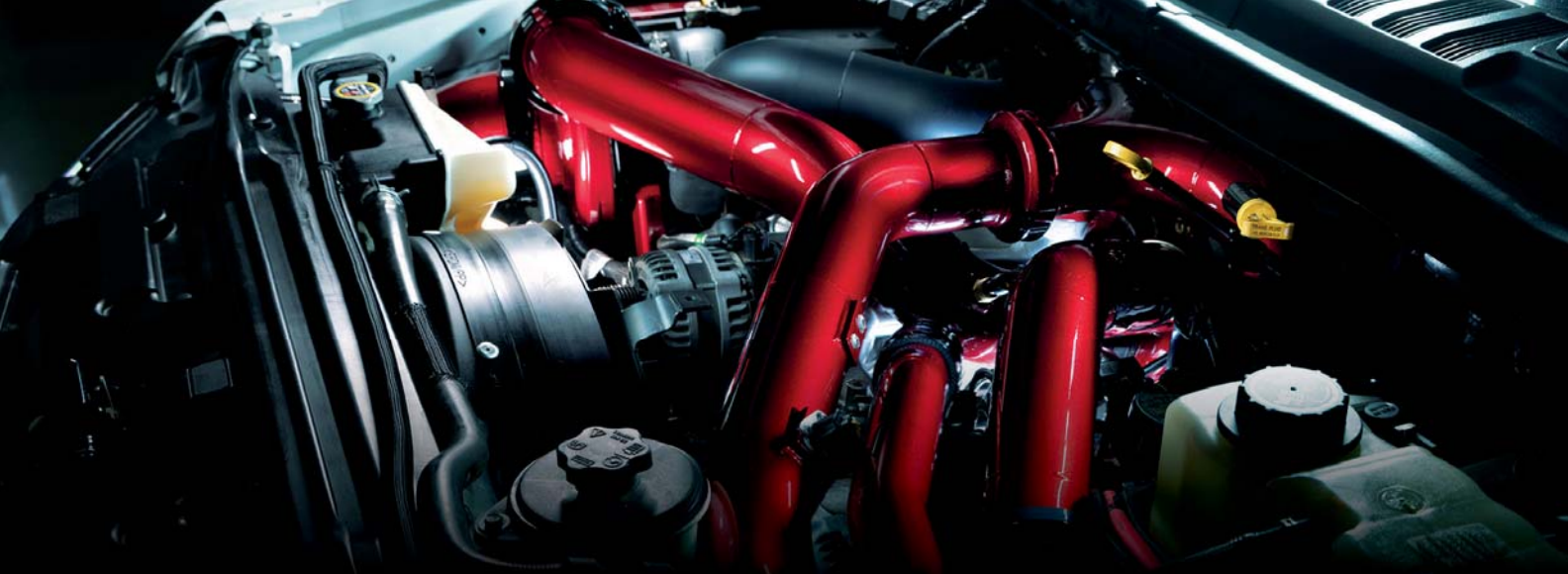
You have the opportunity to sell to new AMSOIL customers, but you also must respect the efforts of other Dealers and not interfere with their customers, earnings or advertising campaigns. Dealers are expected to qualify new prospects and walk away from other Dealers' protected customers. This helps everyone focus on real new-customer growth and positive outcomes for customers and Dealers.

### Customer Service

As an AMSOIL Dealer, you can't simply register or refer customers and then sit back and cash commission checks. Dealers are expected to work proactively on behalf of their customers to identify and meet their expectations. Your customers deserve and expect a high level of service, and if they don't receive it, they may take actions that reduce sales and negatively impact the AMSOIL brand. It's crucial for you to ensure customer requests are handled promptly and professionally and that all of your accounts have your current contact information to reach you if any issues arise.

Adhering to these policies is easy when you're upholding our corporate values, and it's crucial for helping us achieve our mission. For more information about all Dealer policies, check out the independent AMSOIL Dealer Policies & Procedures (G4000) in the Dealer Zone under Digital Library>Dealer Literature. Dealer policies are updated from time to time and it is a best practice to review them routinely.





# POWERFUL CLEANING ACTION

AMSOIL Heavy-Duty Degreaser and AMSOIL Engine Degreaser are powerful cleaning products, effectively removing grease and grime from vehicles, equipment and workspaces.

## AMSOIL Heavy-Duty Degreaser

AMSOIL Heavy-Duty Degreaser (ADG) is formulated with powerful and fast-acting solvents, attacking petroleum-based grime on a molecular level to loosen its hold on metal, concrete and other surfaces. Its active citrus formula makes cleaning easy and leaves a clean scent.

- **Dissolves** oil, tar and grime
- **Removes** sticky residue
- **Works** fast
- **Low-VOC** formula
- **Non-foaming**

### Applications

- Metal surfaces
- Oil-stained concrete
- Adhesive-coated surfaces
- Heavy-duty equipment
- Gears and chains
- Powersports equipment
- Farm equipment and more



## AMSOIL Engine Degreaser

AMSOIL Engine Degreaser (AED) is a professional-strength formula fine-tuned specifically to quickly and easily remove the toughest grease, dirt and grime from engine surfaces. Just spray it on and wash off with water.

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

### Applications

- Engine surfaces



## WHERE SHOULD I USE HEAVY-DUTY DEGREASER AND WHERE SHOULD I USE ENGINE DEGREASER?

AMSOIL Heavy-Duty Degreaser and AMSOIL Engine Degreaser both offer outstanding degreasing benefits, but feature different formulas fine-tuned for their intended purpose. Heavy-Duty Degreaser is a multi-purpose, citrus-based degreaser that is safer on plastic, paint and rubber. Engine Degreaser is a proprietary formula designed specifically to remove dirt and grime from modern vehicle engines. For optimal results, do not use Heavy-Duty Degreaser to clean engines and do not use Engine Degreaser with plastic, paint or rubber.



# Built for Road Warriors

AMSOIL Extended-Life 100% Synthetic Motor Oil provides excellent protection, extended drains and outstanding value.

AMSOIL Extended-Life 100% Synthetic Motor Oil is overbuilt for road warriors so they can confidently drive 20,000 miles (32,000 km) or one year between oil changes. It provides a proprietary combination of advanced synthetic base oils and a boosted additive package that promotes engine cleanliness and longevity. Extended-Life delivers peace of mind and convenience far beyond most competitor motor oils – and does it at a competitive price. The line provides excellent value for commuters and other drivers who put a lot of miles on their daily drivers and value reliable protection, but don't believe they need an ultra-premium product like AMSOIL Signature Series. AMSOIL Extended-Life 100% Synthetic Motor Oil is made for these drivers.

## Excellent Protection, Excellent Price

Don't let the price fool you; AMSOIL Extended-Life Motor Oil offers an impressive list of product attributes normally only found in ultra-premium products.

### KEY PRODUCT ATTRIBUTES

- **Provides** extended drains up to 20,000 miles (32,000 km) or one year, whichever comes first.
- **Maintains** viscosity under the most extreme conditions.
- **Features** unique chemistry to protect against low-speed pre-ignition (LSPI).
- **Fortified** with boosted additive package that neutralizes acids and resists sludge, corrosion and carbon deposits.

## Resists Oil Breakdown

Extended-Life Synthetic Motor Oil maintains its viscosity under extreme conditions. Some oils break down and significantly increase in viscosity after extended periods of high-temperature operation. These changes can cause excessive oil consumption, engine deposits, accelerated wear and difficult cold starts. Extended-Life resists oil breakdown, ensuring protection in extreme temperatures.

## Protects Pistons from Low-Speed Pre-Ignition

Extended-Life Motor Oil features unique chemistry to guard engines against the harmful effects of low-speed pre-ignition (LSPI). LSPI is the spontaneous ignition of the fuel/air mixture prior to spark-triggered ignition. Most new engines feature gasoline direct injection (GDI), often coupled with a turbocharger. These technologies heighten the possibility of LSPI events, which can destroy pistons and connecting rods. Extended-Life Motor Oil is designed to protect engines from LSPI.

## Keeps Engines Clean

Extended-Life Synthetic Motor Oil is fortified with a boosted additive package that neutralizes acids and resists sludge, corrosion and carbon deposits. It's equipped with 37% more cleaning power to help keep your engine running



smoother, longer.<sup>UU</sup> The extra protection built into Extended-Life provides peace of mind knowing your vehicle is receiving premium protection and the convenience of extended drains.

## Surpasses Industry Standards

AMSOIL is a trusted name in the automotive industry. Our motor oils far surpass the leading industry standards in protection against horsepower loss, engine wear and sludge. Extended-Life Synthetic Motor Oil allows enthusiasts to enjoy extended drains at a lower price point than our ultra-premium Signature Series Synthetic Motor Oil.

## Drive On with Confidence

Extended-Life Motor Oil delivers excellent protection and value. While hardcore enthusiasts want nothing but the best motor oil, many road warriors are seeking reliable protection and the convenience of extended-drain intervals at a lower price-point. AMSOIL Extended-Life 100% Synthetic Motor Oil delivers on that impossible combination, providing advanced motor oil technology for value-seeking commuters.

<sup>UU</sup>Compared to AMSOIL OE Synthetic Motor Oil.



# 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	✓✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓



## December Closeout

The last day to process December telephone orders is Friday, Dec. 29. 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 on Sunday, Dec. 31. All orders received after these times will be processed for the following month. Volume transfers for December business must be submitted by 11:59 p.m. Central on Friday, Jan. 5.

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, U.S. distribution centers and Canadian distribution centers will be closed Monday, Dec. 25 for Christmas Day and Monday, Jan. 1 for New Year's Day. The Toronto Distribution Center will be closed Tuesday, Dec. 26 for Boxing Day.

## Holiday Activities

The AMSOIL corporate headquarters will close at 12 p.m. Central Time on Friday, Dec. 8 for holiday activities. Limited Customer Service personnel will be available for orders, so please do not attempt to contact corporate staff via the toll-free ordering number during this time so as not to overload the limited staff. In addition, placing Dealer orders in advance of this date would be appreciated to aid in keeping the lines clear for customers.

## Holiday Shipping

Keep in mind that shipping companies are extra busy during the holiday season, possibly resulting in shipping delays. Plan accordingly and place orders earlier than normal to ensure they arrive on time.

## Donaldson Price Adjustment

Donaldson has announced a 0-5% (average 1.7%) price increase on its filters effective Jan. 1. Updated pricing will be available in the Pricing Lookup in the Dealer Zone.



- **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 C-500 Plus

Your immune system could use some extra support while keeping up with holiday plans this time of year. Vitamin C is an effective antioxidant that helps neutralize free radicals and maintain healthy tissues, while playing an important role in skin, bone and joint health. ALTRUM C-500 Plus delivers 500 mg of vitamin C that can boost your immune-system function to help keep you feeling your best.



### ALTRUM C-500 Plus

Stock #	Units	Pkg./Size	Dealer Price	P.C. Price
ALVC	EA	(1) 100-ct.	14.15	14.90
ALVC	CA	(12) 100-ct.	161.28	169.80
Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
1.41	2.34	3.28	4.21	13.44
16.93	28.12	39.30	50.49	161.28

*\*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) 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.



# Commercial-Grade Oils for the Commercial Market

AMSOIL Commercial-Grade Oils 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 COMMERCIAL-GRADE DIESEL OIL (SBDT, SBDF)

- **Advanced** synthetic-blend oil with greater than 50% synthetic base oil content.
- **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.
- **Available** in 10W-30 and 15W-40 viscosities.

<sup>1</sup>Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation.



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

- **High-performance** hydraulic oil formulated with conventional base oil and high-quality additives.
- **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).



## AMSOIL COMMERCIAL-GRADE TRACTOR HYDRAULIC/TRANSMISSION OIL (TCGSB)

- **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.
- **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.







Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

## Targeting trades/construction contractors

These businesses hold a lot of opportunities for prospective commercial accounts.

In the September Insight on Sales column, I wrote about the strong potential for growth in the excavator/off-road contractor market. I also highlighted the reasons we want to concentrate our commercial efforts on five particular markets. This month, I want to focus on the trades/construction contractor market. This includes construction/remodeling, home builders, plumbing, heating and cooling, roofing, drywall insulation, electricians and concrete (pouring and finishing), among others. That's a lot of variety. Opportunities to find these customers are likely available in every community, large and small. There are approximately 800,000 of these prospects across the U.S.

Business decision makers you are likely to encounter in the trades market include owners, shop managers, mechanics, purchasers and accountants. It's important to determine who is involved with making lubricant choices in the "Approaching the Business" stage of the AMSOIL sales process. This will help ensure you set a meeting with the right people and your time is well spent when you are in the later step of "Discovering Needs." Decision makers in these businesses are often busy and have a lot of different responsibilities within the business. They may often be working out in the field, so getting time with them can be challenging.

Mid-size businesses are the optimal trades contractors to target. They may employ around 15+ people during peak season and have around 20-30 pieces of equipment. They usually perform their own maintenance and

have their own mechanic. The lubricant quantity they use annually can vary greatly, but they typically buy 55-gallon drums or smaller.

Trades contractors operate in extremely competitive environments, which means they likely experience unique challenges to ensure profitability. Ask which challenges are unique to their business to gain the best understanding of how you can build solutions with the greatest impact. Use the Commercial Questionnaire to guide you through the questions to ask. It can be found with many other resources in Commercial Business Tools section of the Dealer Zone.

Some challenges you may encounter with these prospects include quality labor shortages, rising operation costs, slowed business due to economic conditions, rising costs of equipment and excessive wear on equipment caused by operator neglect. Not all challenges you encounter are directly related to lubricants. It's important to make a connection to the unique challenges they shared by showing how AMSOIL products can help improve the profits and efficiency of their business. What will likely matter most to these businesses is their company's reputation, staying on budget and schedule, costs, profits and availability of supplies.

Some typical equipment you may encounter with trades/construction contractors include the following:

**Pickup trucks** – Used to haul and transport equipment to job sites. You may encounter both gasoline and diesel trucks. Top brands include

Ford,\* Ram,\* Isuzu,\* Chevrolet\* and GMC.\*

**Generators** – Used to convert fuel-based power into electric power. Essential at job sites that don't yet have power. They can range in size from small, portable units to large, stationary units. Top brands include Honda,\* Briggs & Stratton,\* Generac\* and Champion.\*

**Skid steers** – Used for scraping, scooping and leveling ground. Essential at job sites due to the ability to replace the bucket with different attachments to perform varied tasks. Top brands include Caterpillar,\* Bobcat,\* New Holland,\* Case\* and John Deere.\*

AMSOIL offers a wide variety of products and viscosities to service all this equipment. We also offer different levels of protection to meet every customer's needs, whether your prospect is most interested in protecting and extending the life of their equipment or keeping the cost of the lubricants they buy as low as possible.

Some great resources to review the target markets on which we focus and the products commonly used in them include the Commercial Roadmap, market sales briefs and the Commercial Line Card/Cross Reference Guide. All these documents and other commercial resources can be found in the Dealer Zone under Commercial Business Tools.

# 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 02 APPROACHING THE BUSINESS

After you have identified a prospect, your next step is to approach the business and reach the people who can make the decision to start buying AMSOIL products. Your goal at this stage is to find out who the key decision maker of the business is and set up a meeting with him or her.

Plan your approach ahead of time. The more prepared you are, the more confident you will be when approaching new commercial, retail or installer businesses.

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







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Have a Merry Christmas and Happy New Year. Thank you for making 2023 a great year. We look forward to an exciting and prosperous 2024.  
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Minimum 10%  
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December 2023

# POWERFUL PROTECTION WITH A SLED WARRANTY TO MATCH

Don't let the snowmobile manufacturer dictate which oil you use. Choose the superior protection provided by AMSOIL INTERCEPTOR® for your new, current-model-year or newer sled and we'll back you with our Runs on Freedom Limited Snowmobile Warranty that covers engine repairs for up to two years/5,000 miles/8,000 km.\*



\*Get the details and sign up at  
[AMSOIL.com/rofwarranty](http://AMSOIL.com/rofwarranty).

