



► DEALER EDITION

MAGAZINE

MARCH 2024



# AGRICULTURAL MARKET BREAKDOWN

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# The Best Motor Oil Line is Getting Bigger

## COMING IN MARCH

### AMSOIL SIGNATURE SERIES 0W-16 100% SYNTHETIC MOTOR OIL

**Primary applications:** Toyota\* and Honda\* vehicles that require 0W-16 viscosity and the API SP specification

**Product code:** AZSQT/AZSQTC

**Package size:** 1-quart (946-ml) bottles

### AMSOIL Signature Series 100% Synthetic Motor Oil

- **75% more** engine protection against horsepower loss and wear<sup>1</sup>
- **50% more** cleaning power vs. AMSOIL OE Motor Oil
- **Protects** turbochargers 72% better than required<sup>2</sup> by the GM dexos1<sup>®</sup> Gen 2 specification
- **28% more** acid-neutralizing power than Mobil 1<sup>3</sup>
- **Trusted** by professional engine builders
- **Guaranteed** protection for up to 25,000 miles (40,200 km) or 1 year



<sup>1</sup>Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. <sup>2</sup>Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. <sup>3</sup>Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased in July 2020.



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**THE COVER**

Farms and ranches present excellent opportunities to grow your Dealership. We examine their equipment and lubrication needs.





# From the Chairman

One of the team members here was sharing some stories recently about his past experience in sales. It was a straight commission job, so if no sales were finalized in a given month, no money was earned. Competition was fierce, not only from other companies in the same industry, but also from other salespeople at the same company. There was little product differentiation throughout the industry, and the product was not consumable, nor was it a "need." A good source of leads was key for making sales, but the company didn't really advertise so there were no leads coming in from people who had heard of the company and were actively looking for the product provided. Most of his time was spent cold-calling people trying to drum up business. Occasionally, his manager would purchase some leads from an online lead-generation company. It was a huge treat to be given one of these leads, but they were poor quality at best. Aside from some basic training at onboarding, there was basically no support.

Contrast that experience with what you receive as an independent AMSOIL Dealer. You sell products most everyday people need, and they are the best products on the market. You have multiple options for consumers to

choose from. We advertise nationally on your behalf to generate interest in what you have to sell. We provide video-based training and many sales tools to help you. Not only that, but if you are Customer Certified, we provide assigned customers and pay you all the commissions those customers generate.

If you are not Customer Certified, why not? What is holding you back? You can complete the training in less than an hour, and you have to register only four new qualified customers every 12 months (only two customers if you are a new Dealer). One hour of time plus four customers a year who spend \$100 U.S. wholesale. That's it! In return, you appear on the AMSOIL Locator at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca), you qualify for co-op support to work events and you receive assigned customers, all of which will help you bring in more customers and earn more money. No other network marketing opportunity provides a comparable program.

Why not just provide all these benefits to all Dealers with no requirements? Two big reasons. 1. We need to protect our brand by connecting customers with Dealers who have demonstrated they are active and knowledgeable. We don't want to risk dissatisfying people

by connecting them with Dealers who may not be actively running their Dealership like a business or don't know the basics about our products and programs. 2. We want to reward Dealers who are doing a good job and bringing in new customers. The more customers you bring in, the more chances you get to receive assigned customers from AMSOIL.

We provide an exceptional opportunity for people to earn money selling AMSOIL products. We are pouring extensive resources into making it the best opportunity possible through developing innovative new products, partnerships with influential people and businesses, national advertising and continually updating tools and processes to aid sales and create an outstanding customer experience. We have big growth goals and strong strategies in place to make those goals reality, which means more customers who need to be assigned. If you aren't Customer Certified, you're leaving money on the table.

**Alan Amatzio**  
Chairman & CEO



# Tough Enough to Protect Your Truck

## Introducing AMSOIL OE 0W-40 100% Synthetic Motor Oil

AMSOIL OE 0W-40 100% Synthetic Motor Oil (OEG) joins the AMSOIL OE line in March. It is primarily recommended for newer RAM\* HD\* trucks equipped with the 6.4L Hemi\* engine.

- **Designed** to deliver maximum wear protection, fuel economy and emissions control for the longer drain intervals recommended by original equipment manufacturers (OEMs)
- **Provides** 47% more wear protection than required by the GM dexos 1<sup>®</sup> Gen 2 specification<sup>1</sup>
- **100% protection** against low-speed pre-ignition (LSPI)<sup>2</sup>
- **Licensed** by the American Petroleum Institute (API) to meet and exceed the requirements commonly found in owner's manuals.

<sup>1</sup>Based on independent testing of OE 100% Synthetic 0W-20 in the Peugeot TU3M Wear Test as required by the GM dexos1 Gen 2 specification.<sup>2</sup>Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 100% Synthetic Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

# LETTERS TO THE EDITOR

## ATV/UTV OIL

I currently run a small mechanic business. I have been wondering if we could get any of the ATV/UTV oils offered in 30- or 55-gallon drums, especially 10W-40 and 5W-50. I have been asked by several motorcycle dealerships as why this is not an option. I think this would be a major seller in the Midwest. A lot of local farmers could get these delivered right to their farms versus running to town to grab whatever oil they are using. Time is money!

Thank you,

**Jon Walton**

**AMSOIL:** Thank you for your suggestion, Jon. We've seen increased demand for AMSOIL ATV/UTV Oils in 55-gal. drums, and it's something we're currently investigating. Stay tuned.

## NEW OILS

Thanks for making the new oils available to AMSOIL users. The High-Mileage Oil fits great with folks who are saving money by extending the ownership of their vehicles. The Extended-Life Oil fits right with folks who use AMSOIL products to actually save money because they don't have to change oil so often. But after consulting with AMSOIL Technical Services, those who are using Z-ROD® Synthetic Motor Oil MUST continue to use that product to protect their engines because they have the older design with flat-tappet camshafts that need higher zinc content. The newer oils do not have the high-zinc protection of the Z-ROD oils.

My retail accounts and I would like a reintroduction of a hard-copy catalog for clothing, merchandise and other AMSOIL products that are used for advertising and handouts for AMSOIL users. That makes it easier for them to select the part numbers and then I can make their order for them. I can also pass them out to other folks to make purchases for themselves.

Thanks,

**Glenn Sterkel**

**AMSOIL:** You are correct, Glenn. Z-ROD is a high-zinc, high-phosphorus formulation engineered specifically

for classic cars and performance vehicles equipped with flat-tappet camshafts. Owners of these vehicles are well-advised to use Z-ROD and avoid using motor oils formulated for modern vehicles. Because our clothing and promotional items change on a consistent basis, presenting them at AMSOIL.com rather than in a hard-copy catalog allows us to more effectively keep our offerings up to date, introducing new items as soon as they're available and removing discontinued items when they're no longer available. All clothing and promotional materials, along with their part numbers, can be found at AMSOIL.com (Shop All>Clothing, Merchandise & Product Information).

## ONLINE SELLERS

I was just surfing the internet and found an article about the top 10 synthetic oils on the market. I took a look to see if AMSOIL was listed, and to my surprise, it was, although it was number 7 in their list.

The disturbing issue was not that it was the most expensive by almost three times, but it stated that it was the price on Amazon.\* I didn't think that AMSOIL could be bought through this process, and puts Dealers like myself at a disadvantage. But, the price was far out of reach for most at \$90 a gallon. Am I missing something here or is this allowed?

Thanks for 50 years of producing, in my humble opinion, the best oil on the market.

**Michael Hammond**

**AMSOIL:** Great question, Michael. Be wary of "top 10" lists online; you never know who created them or what qualifies the creator to determine the top 10. AMSOIL seventh? No way! You didn't miss anything – our policies forbid Dealers from selling AMSOIL products on Amazon or any other website. Unfortunately, people violate this policy regularly, either willfully or out of ignorance. We devote considerable resources to preventing AMSOIL products from appearing on Amazon and other websites.

## MAGAZINE INSERTS

Don't you think it's time to find a safer and easier way to attach your inserts than staples? I can't believe your quality system is OK with this method.

Cheers,

**Orv Francescone**

**AMSOIL:** Thank you for sharing your concern, Orv. We've considered alternative ways of attaching inserts to the magazine, but our price lists and catalogs are typically too heavy for these other options and it's likely most, if not all, of them would fall out. If a price list were to fall out in the mail and not have a supplement mailing line on it, the post office can fine us up to \$1,000 per piece. It's definitely not worth the risk.

## AMSOIL SIGNS

We were meeting today to plan next year's "Women on Target" event at a Cracker Barrel\* restaurant. One person, noting I always promote AMSOIL Firearm Cleaner and Synthetic Firearm Lubricant, asked why there isn't an AMSOIL sign outside. There is about every other oil producer's sign out there. What's up with that? I had never noticed that before.

Cracker Barrel has the largest antique museum next to the Smithsonian located in Tennessee. They do take donations. I'm thinking our people should talk to their people. Can you imagine an AMSOIL sign at every Cracker Barrel in the country?

Thanks,

**Bradd Vickers**

**AMSOIL:** Thanks for the tip, Bradd. We'll look into this.

Email letters to:  
**letters@AMSOIL.com**

Or, mail them to:  
**AMSOIL INC.**

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



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

## Don't overlook greased components.

Ensuring equipment is properly greased can extend equipment life and reduce downtime.

How many of you who own a grease gun know how old the grease is inside the gun? I bet most people answered, "I'm not quite sure." Outside the heavy-duty and off-road industries, applications requiring grease are among the most overlooked when it comes to maintenance. That's partly because many equipment manufacturers are designing sealed-for-life components that require no additional lubrication. Nonetheless, there are applications that still require us to get out the old grease gun.

So, after first checking your owner's manual to see what needs greasing, your next question is probably, "What grease should I use?" This is a great question because there are lots of different greases on the market. Just like motor oil, grease can be chosen based on the intended application. Applications that operate in or near water or are frequently subjected to moisture, like boat trailers or ATVs, need a grease with exceptional corrosion protection that stays in place to keep out moisture. These greases are likely termed "water-resistant" or something similar, like AMSOIL Synthetic Water-Resistant Grease (GWR). Heavily loaded applications, like dozers or tractors, need grease to prevent wear and corrosion, seal out contaminants and resist impact. Heavy-duty applications require grease with superior adhesive qualities that will stay in place during demanding service. Such products are likely labeled "heavy-duty" or "off-road," similar to AMSOIL Synthetic Polymeric Off-Road Grease (GPOR). If you work with heavy-duty equipment or have customers who use it in their businesses, you know the importance of high-quality grease.

Although these two application examples might seem obvious, there are hundreds of others that can make people wonder if they are using the right grease. Oftentimes the equipment manufacturer will recommend a particular grease by providing the preferred NLGI grade and thickener system. This can be essential information for selecting the appropriate grease. The NLGI grade is a standard for grease consistency, or hardness. This nine-number scale runs from #000 to #6, with #000 being the thinnest, almost semi-fluid product, and #6 being very solid. By volume, most greases tend to be in the NLGI #0 to #3 range. There are several options because greases are purpose-built for specific performance.

Proper application and maintenance of grease-lubricated parts is essential to equipment performance and longevity. Grease-lubricated parts generally fail for one of the following four reasons:

1. The wrong type of grease was used. To ensure you are choosing the proper grease, be sure you understand specifics of the equipment, its operating environment and the loads or speeds the equipment endures.
2. The new grease is incompatible with the old grease. This typically results in excessive softening caused by the interaction of different thickening systems. This is normally identified by grease dripping or running out of the application. The safest strategy is to not mix greases, although there are published charts indicating which grease thickening systems are compatible.
3. The greased component was contaminated. This can happen in the pre-greasing stage from using a dirty grease-gun tip, not cleaning zerk fittings or using open containers of grease. Grease can also become contaminated from the introduction of water, dirt or chemicals into the lubricant while in the application.
4. Too much or too little grease was applied. Failing to maintain grease-related parts with adequate amounts of the correct lubricant can result in component problems, equipment downtime and costly repairs. The lack of grease can cause failure, but too much grease is often the primary cause of failure because the excess grease causes high temperatures, which in turn oxidizes the lubricant.

Grease life is affected by heat, mechanical stress and environmental conditions. As greases age, they tend to become dry and brittle and lose their fluid characteristics. Grease should be examined after as little as one year in storage to ensure the base oil has not significantly separated and that the grease has the proper consistency. Now, if you answered, "I'm not quite sure" to my first question, it's probably time to change out the grease in that gun.



# Agricultural Market Breakdown

The USDA classifies a farm as a place that sells more than \$1,000 of agricultural products annually. With more than 2 million farms and ranches of varying sizes in North America, they present significant opportunities to grow and diversify your Dealership, secure high-volume sales and increase commissions. Dealers typically find the most success with farmers and ranchers who are looking for lubricant expertise and local service, but are not being serviced by a local oil distributor that can provide bulk fuel and oil.

## Markets

- Crop Farming • Livestock Ranching • Hobby Farming
- Vineyards • Poultry Farming • Orchards
- Dairy Farming • Hay Farming

## Decision Makers

- Land Owner • Shop Manager • Mechanic • Business Owner

## Market Snapshot

- Decision makers are often working their land and tending livestock.
- The market is highly seasonal. Approach prospects in the offseason for greater success.
- Customers buy in larger volumes and less frequently, only 1-3 times per year.
- Specific market type dictates sales opportunities. Some prospects own specialized equipment; others own a wide variety of equipment with many lubricant needs.
- Typically larger distances between prospects.
- Equipment warranty influences buying habits.
- Decision makers heavily influenced by equipment dealers, mechanics, friends and family.



## Target Buyers

- Smaller farmers and ranchers with whom you can directly build a relationship.
- Own their own equipment, rather than leasing it.
- Typically buy larger package sizes for better pricing, including pails, kegs and drums.



## Buyer Challenges/ Pain Points

- Economic conditions.
- Weather patterns.
- Plant pests and livestock diseases.
- Harvest-season yields and market pricing.
- Rising equipment, fuel and production costs.
- Large commercial farmers putting smaller farmers out of business.



## What Matters Most to the Buyer

- Personal reputation.
- Brand loyalty.
- Selling at the highest value.
- Relationships with people with whom they conduct business.
- Reliable equipment performance and longevity.
- Pride in their land and products.
- Protecting equipment over extreme temperatures.





## Equipment

Farmers and ranchers rely on a wide range of equipment to get the job done.

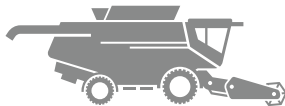
### TRACTORS

- Standard of the industry.
- Range from 20 to 500+ hp.
- Diesel engines dominate the market.
- Versatile in function.
- Top brands: John Deere,\* AGCO,\* Case,\* New Holland,\* Mahindra,\* Kubota,\* Massey Ferguson.\*



### COMBINES

- Essential for crop farming.
- Specialized equipment used only for harvesting.
- Feature multiple picking heads for different crops.
- Top brands: John Deere, Case, New Holland, Massey Ferguson.



### SKID STEERS

- Contain four wheels and two arms to a bucket used for scraping, scooping and moving material.
- Essential to any worksite due to the ability to replace the bucket with different attachments.
- Top brands: Caterpillar,\* Bobcat,\* New Holland, Case, John Deere.



### SPRAYERS

- Spray crops to reduce insects and weeds.
- Specialized and important, but used infrequently.
- Top brands: John Deere, AGCO, GVM,\* Guss,\* Jacto,\* Case.



### PICKUP TRUCKS

- Farmers and ranchers usually own multiple trucks.
- Haul and tow equipment around the farm or ranch.
- Both gasoline and diesel trucks are common.
- Top brands: Ford,\* RAM,\* Chevrolet,\* GMC.\*



### UTVS

- Essential tool for light-duty use and transportation.
- Useful for checking on fencing and livestock.
- Top brands: Polaris,\* Can-Am,\* Yamaha,\* Kubota, John Deere, Kawasaki,\* Honda,\* Arctic Cat.\*



## AMSOIL PRODUCTS

### Diesel Oil



	Signature Series Max-Duty	Heavy-Duty	Commercial-Grade
<b>Technology</b>	100% Synthetic	100% Synthetic	>50% Syn-Blend
<b>Viscosities</b>	5W-30, 10W-30, 0W-40, 5W-40, 15W-40	10W-30, 5W-40, 15W-40	10W-30, 15W-40
<b>Wear Protection</b>	6X Better**	4X Better**	2X Better**
<b>Drain Interval</b>	Up to 3X	OEM	OEM
<b>Top Competitors</b>	Schaeffer's 9000 Supreme,* Red Line Diesel,* Royal Purple Duralec Ultra*	Shell Rotella T6,* Chevron Delo 400 LE,* Valvoline Premium Blue*	Shell Rotella T5,* Chevron Delo 400 XLE*
<b>Top Competitors' Price</b>	\$35-\$50 per gallon	\$30-\$35 per gallon	\$20-\$25 per gallon

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

## Motor Oil



	Signature Series	High-Mileage	OE
<b>Technology</b>	100% Synthetic	100% Synthetic	100% Synthetic
<b>Viscosities</b>	<b>0W-20, 5W-20, 0W-30, 5W-30, 10W-30, 0W-40, 5W-50</b>	<b>0W-20, 5W-20, 5W-30, 10W-30</b>	<b>0W-16, 0W-20, 5W-20, 5W-30, 10W-30</b>
<b>Performance Claim</b>	<b>75% More Wear Protection<sup>1</sup></b>	<b>67% Sludge Reduction<sup>2</sup></b>	<b>47% More Wear Protection<sup>3</sup></b>
<b>Drain Interval</b>	25,000 miles (40,200 km) or 15,000 miles (24,000 km) severe service or 1 year	OEM	OEM
<b>Top Competitors</b>	Mobil 1 Extended Performance,* Pennzoil Ultra Platinum,* Red Line Full Synthetic*	Valvoline High Mileage,* Mobil 1 High Mileage,* Pennzoil Platinum High Mileage*	Mobil 1 Advanced,* Pennzoil Full Synthetic,* Valvoline Advanced*
<b>Top Competitors' Price</b>	\$11-\$17 per quart	\$7-\$9 per quart	\$9-\$11 per quart

<sup>1</sup>Based on independent testing of AMSOIL Signature Series 0W-20 using the ASTM D6891 standard test.

<sup>2</sup>Based on independent testing of AMSOIL 0W-20 100% Synthetic High-Mileage Motor Oil using a modified Sequence VH Test (ASTM D8256).

<sup>3</sup>Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.

## Hydraulic Oil



	Synthetic Multi-Viscosity	Commercial-Grade
<b>Technology</b>	100% Synthetic	Conventional
<b>Viscosities</b>	<b>ISO 22 - 68</b>	<b>ISO 32 - 68</b>
<b>Top Competitors</b>	Mobil SHC 525,* Shell Tellus S4*	Mobil DTE,* Shell Tellus S2 MX*
<b>Top Competitors' Price</b>	\$40-\$55 per gallon	\$20-\$25 per gallon

## Transmission Fluid



	Powershift
<b>Technology</b>	100% Synthetic
<b>Viscosities</b>	<b>SAE 10W, 30, 50</b>
<b>Top Competitors</b>	Cat TDTO,* Delo TorqForce,* Mobil Drive Train Transmission*
<b>Top Competitors' Price</b>	\$15-\$35 per gallon

## Grease



	Truck and Chassis Grease	Off-Road Grease
<b>Technology</b>	100% Synthetic	100% Synthetic
<b>NLGI</b>	<b>#1 and #2</b>	<b>#1 and #2</b>
<b>Top Competitors</b>	Chevron Delo EP,* Mobil Delvac Extreme,* Lucas X-tra Heavy Duty*	Caterpillar 5% Moly,* Chevron Heavy Duty Moly 5%,* Schaeffer Moly EP Synthetic*
<b>Top Competitors' Price</b>	\$7-\$12 per cartridge	\$7-\$14 per cartridge



# AMSOIL Metric Motorcycle Oil 8,000-Mile Torture Test

We punished a Yamaha MT-09\* motorcycle on the road and on our dyno.

Motorcyclists expect their bikes to perform flawlessly in all kinds of operating conditions. Whether it's used for urban mobility, commuting to work, cruising the backroads or touring the country, reliability is paramount. Powerful and compact motorcycle engines generate extreme heat when stressed, which can lead to oil consumption and accelerated engine and transmission wear.

To demonstrate the performance of AMSOIL 10W-40 Synthetic Metric Motorcycle Oil, it was installed in a high-performance 890cc Yamaha MT-09 motorcycle. We punished the bike with conditions designed to generate extreme heat and engine stress, including 1,800 road miles (2,897 km) and 8,000 miles (12,875 km) of simulated heavy traffic on our dyno, where the oil temperature reached 200°F (93°C).

After testing, the engine and transmission were disassembled, and the oil was analyzed. Thanks to its 100% synthetic formulation and advanced additives, AMSOIL 10W-40 Synthetic Metric Motorcycle Oil maintained its protective viscosity despite the extreme heat and shearing forces. It also delivered excellent wear protection, keeping the pistons, cylinders and cams looking like new.



**Video:** Go to [www.youtube.com/amsoilinc](https://www.youtube.com/amsoilinc) and search "Yamaha MT-09."

**Blog:** Go to [blog.amsoil.com](https://blog.amsoil.com) and search "Yamaha MT-09."

The bike required no top-off oil during the test, demonstrating AMSOIL Synthetic Metric Motorcycle Oil's excellent resistance to oil consumption. And it resisted mechanical shear to provide excellent transmission protection. It's no surprise that AMSOIL Synthetic Metric Motorcycle Oil provides the performance and protection motorcycles need to handle any riding conditions.

# KEEP IT CLEAN AND MEAN

AMSOIL 100% Synthetic High-Mileage Motor Oil attacks sludge.

Sludge presents an enemy to peak engine performance and vehicle longevity, especially in high-mileage vehicles. AMSOIL 100% Synthetic High-Mileage Motor Oil is engineered to remove and prevent sludge.

## What is sludge?

Sludge is typically a thick, dark residue composed of combustion or oxidation byproducts. It can also be formed by wear particles, water, fuel and coolant. These contaminants are often acidic and have polarity within their molecular structure, meaning they are insoluble in the motor oil as oils have an affinity for non-polar substrates.

Under the right conditions, these polarized contaminants can agglomerate and fall out of solution. Once deposited on surfaces inside the engine, the polar nature of sludge can accelerate the sludge-formation process as it continues to pull other polarized contaminants out of suspension and bond with them. This process can rapidly expand the sludge deposit and begin to cause engine-performance issues.

## Where it forms

Sludge can form anywhere, but it typically builds on non-moving engine components, including the tops of cylinder heads, valve covers and oil pans. Any engine can develop sludge; however, engines that stress the oil are more likely to form sludge and deposits. For example, gasoline direct-injection (GDI) engines typically have higher concentrations of fuel dilution. Turbocharged applications expose the engine to higher temperatures and pressures, leading to more combustion byproducts.

Short trips can also contribute to sludge formation. For example, if an engine doesn't reach normal operating temperatures, it can lead to water contamination. Sludge can also form when worn or damaged head gaskets allow coolant into the oil. Older engines may also exhibit increased blow-by, which can introduce excessive combustion byproducts into the oil.

## Why does it matter?

Dirty components run poorly, pollute and don't last. They cause system failures in engines that dramatically increase downtime, increase operating costs and reduce equipment life. Clean engine components, on the other hand, require less maintenance, produce more energy, use fuel more efficiently, increase equipment service life and run cleaner.

## Battling sludge

There are a few different types of deposits and sludge, and some are easier to remove than others. How you attack them is important. Detergents added to lubricants help minimize deposit formation in the engine. The most-used detergents in motor oil formulations are metallic (ash) soaps with reserve basicity to neutralize the acids formed as byproducts of combustion. Other detergents include metalorganic compounds of sodium, calcium and magnesium phenolates, phosphonates and sulfonates.

The best form of removal is slow and steady. Cleaning an engine too aggressively can lead to large sludge agglomerations dislodging and clogging narrow oil passageways, ultimately leading to oil starvation. Sludge removal that's too rapid can also clog the oil filter. Therefore, steadily dissolving sludge through a balanced motor-oil detergent and dispersant package is the safest method without manual intervention. For ultimate cleanliness, AMSOIL Engine and Transmission Flush (FLSH) can help speed up sludge removal with its powerful boost of detergents.

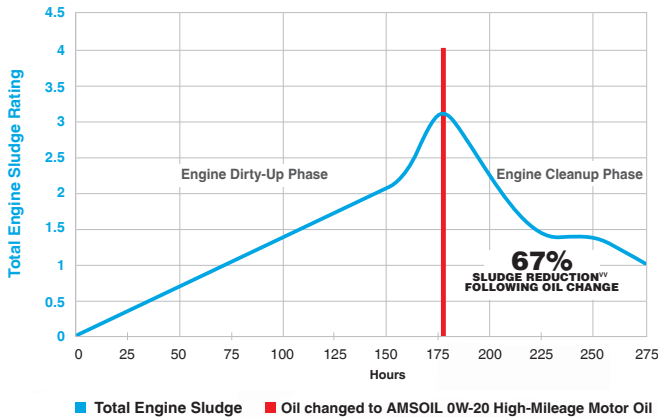
Properly selected motor-oil components are critical to remove and prevent sludge. Motor-oil detergents are great as cleaning agents, even at higher temperatures (piston/combustion chamber), neutralizing the acids formed by combustion and oxidation and aiding in solubility. High-quality dispersants that help keep solid contaminants in suspension can also help re-solubilize the polar contaminants that make up sludge and remove them from the engine at the next oil change.

Ultimately, prevention is the best method to avoid sludge issues. Using a high-quality motor oil with precisely formulated detergents and dispersants, high-quality synthetic base oils and optimized antioxidants helps keep engines running at their peak.



## AMSOIL 100% Synthetic High-Mileage Motor Oil Removes Sludge

Modified ASTM D8256 – Sequence VH



### AMSOIL High-Mileage Motor Oil removes sludge

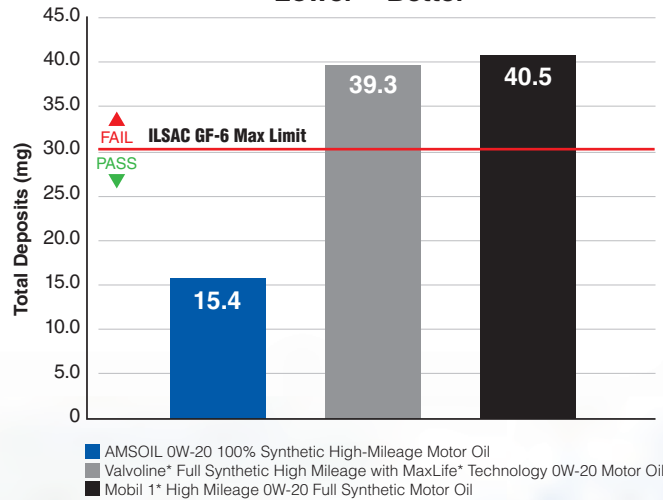
AMSOIL 100% Synthetic High-Mileage Motor Oil is specifically designed for the unique demands of high-mileage engines – including boosted detergency. To prove it performs, we subjected it to independent testing. The result: AMSOIL High-Mileage Motor Oil reduced sludge by 67%,<sup>1</sup> demonstrating its cleaning power that helps engines last longer and perform better.

If your goal is to keep your high-mileage vehicle (75,000+ miles/120,700+ km) on the road for the long haul, removing sludge and keeping the engine clean is vital. AMSOIL 100% Synthetic High-Mileage Motor Oil can help revive your engine's performance and keep it clean from deposits for many miles to come. It's designed specifically for the unique demands of high-mileage engines, including boosted detergency that fights sludge and an additive package that fights oil breakdown and leaks. So, drive on; AMSOIL 100% Synthetic High-Mileage Motor Oil has your back.

## TEOST 33C

(ASTM D6335)

Lower = Better



### AMSOIL High-Mileage Motor Oil prevents deposits

In addition to removing existing sludge, AMSOIL 100% Synthetic High-Mileage Motor Oil provides up to 62% better deposit prevention.<sup>2</sup> That means you can put the issue of sludge behind you once and for all – your engine will be clean, and new deposits will be prevented from forming. It's a one-two punch that sludge can't survive.

<sup>1</sup>Based on independent testing of AMSOIL 0W-20 100% Synthetic High-Mileage Motor Oil using a modified Sequence VH Test (ASTM D8256). <sup>2</sup>Based on independent testing of AMSOIL 0W-20 100% Synthetic High-Mileage Motor Oil, Valvoline\* Full Synthetic High-Mileage with MaxLife\* Technology 0W-20 Motor Oil (batch code J2622C5 purchased December 21, 2022) and Mobil 1\* High-Mileage 0W-20 Full Synthetic Motor Oil (batch code 11022L21A 6606 purchased December 8, 2022) in the industry-standard TEOST 33C Test (ASTM D6335) as required by the ILSAC GF-6 specification.



# Are Fuel Additives Necessary?

Myths and mysteries abound within the fuel-additive market and it's easy to understand why. Fuel additives are marketed for both gasoline and diesel fuel to eliminate or manage specific performance issues of the fuel or within the engine. But are they necessary? What are the actual benefits of using them? Do they actually work?

Unfortunately, many of the claims that fuel-additive producers make are overblown and their products do not perform as promised. Combined with a mountain of marketing hype, the fuel-additive world can be confusing – and many drivers are either skeptical or don't know what to believe.

The truth is that fuel additives can be an effective tool for those seeking to maximize the performance and longevity of their vehicles. For one, fuel quality varies substantially from station to station. As drivers, we have no way to know exactly what we're putting in our tanks. Second, there are specific engine-performance and design issues that a quality additive can target and eliminate, such as deposit buildup in the injectors or a lack of lubrication in the upper-cylinder region of the engine. We'll discuss those issues more later.

Unlike many competing brands, AMSOIL fuel additives truly work, and we put them to the test to prove it. Here's a brief overview of AMSOIL fuel additives with explanations of how they can help your vehicles and equipment.

## **AMSOIL P.i.®**

AMSOIL P.i. (API) attacks and removes stubborn injector deposits that reduce power and harm fuel economy. P.i. restores up to 14% of horsepower<sup>1</sup> with a concentrated detergent that aggressively cleans stubborn, power-robbing deposits from injectors, valves and the combustion chamber. In

addition, removing those deposits helps control knock and reduce the need for higher-octane fuels. AMSOIL P.i. is effective in port and direct-injection systems and cleans the entire fuel system in one tank of gasoline.

## **AMSOIL Upper Cylinder Lubricant**

AMSOIL Upper Cylinder Lubricant (UCL) maximizes engine power and increases engine life by delivering 18% more lubricity than Lucas\* and 20% more than Sea Foam.\*<sup>2</sup> That's important because an engine's top end is sparsely lubricated and prone to the development of performance-robbing deposits. It's also highly susceptible to corrosion, an issue compounded by the prevalence of ethanol in fuel. AMSOIL Upper Cylinder Lubricant uses a proprietary formulation to target those issues. Using it with every tank of gas helps retain fuel economy and performance while maximizing component life.

## **AMSOIL DOMINATOR® Octane Boost**

AMSOIL DOMINATOR Octane Boost (AOB) is recommended for all high-performance off-road and racing applications, maximizing power and performance in all two- and four-stroke gasoline engines. It increases octane up to four numbers, reduces engine knock, improves ignition and inhibits corrosion. DOMINATOR Octane Boost is also excellent as a lead substitute at the same treat rates in track and off-road applications.

## **AMSOIL Gasoline Stabilizer**

Bad gasoline is the number-one reason seasonal equipment starts hard or runs rough. Gasoline can start to break down in as little as 30 days, forming deposits that prevent the engine from starting or operating at peak performance. AMSOIL Gasoline Stabilizer (AST) keeps fuel from deteriorating during storage for up to 12 months, allowing easier startups. It resists the formation of varnish and gum to keep fuel systems and storage tanks clean. Gasoline Stabilizer also provides corrosion protection Sea Foam Motor Treatment\* can't match, helping maintain power and performance and keeping metal looking like new even when subjected to salt water.<sup>3</sup> It is effective in ethanol-blended fuel and ideal for all two- and four-stroke engines, including cars, trucks, motorcycles, snowmobiles, boats, ATVs, tillers, trimmers, mowers, snowblowers, chainsaws, generators and farm and construction equipment.

## **AMSOIL Quickshot®**

AMSOIL Quickshot (AQS) helps prevent water-induced ethanol separation and breakdown; cleans gummed, dirty injectors and carburetors and cleans carbon deposits to restore engine performance. It also protects against formation of gum/varnish in tanks and fuel systems. Quickshot is designed for use in all two- and four-stroke gasoline-powered engines, including motorcycles, snowmobiles, boats, ATVs/UTVs, edgers, tillers, mowers, snowblowers, chainsaws, generators and farm/construction equipment.



### AMSOIL Diesel Injector Clean

For customers who rely on diesel power, AMSOIL Diesel Injector Clean (ADF) provides the lubricity the fuel pump and injectors need – reducing wear, improving service life and saving time and money on maintenance costs. Fuel-injector deposits interrupt spray patterns, causing poor fuel atomization, incomplete combustion, excessive emissions and smoke. Diesel Injector Clean features advanced chemistry that delivers concentrated strength to target internal and external diesel-injector deposits, helping restore horsepower and operability to like-new condition.

### AMSOIL Diesel Cetane Boost

Fuel with a higher cetane number provides a more complete burn, improving performance. AMSOIL Diesel Cetane Boost (ACB) increases cetane up to eight points, improving the ignition quality of diesel fuel to maximize available power and fuel economy, while smoothing idle and reducing smoke and emissions. It is recommended for use in all types of heavy- and light-duty, on-and off-road and marine diesel engines.

### AMSOIL Diesel Cold Flow

AMSOIL Diesel Cold Flow (ADD) combats diesel-fuel gelling by improving diesel cold-flow ability. As the temperature drops, the wax naturally found in diesel fuel begins to crystallize. The point at which wax crystals form is known as the cloud point, which is around 32°F (0°C) for most fuels. The wax crystals eventually clog the fuel filter and starve the engine of fuel, preventing it from starting. The point at which the crystals clog the fuel filter is known as the cold filter-plugging point (CFPP). Diesel Cold Flow lowers the CFPP by up to 40°F (22°C) in ULSD.

### AMSOIL Diesel Injector Clean + Cetane Boost

AMSOIL Diesel Injector Clean + Cetane Boost (ADS) combines the superior detergency and improved lubricity of AMSOIL Diesel Injector Clean and the increased horsepower and cetane of AMSOIL Diesel Cetane Boost. Diesel Injector Clean + Cetane Boost is specially engineered to defend engines and fuel systems against performance-robbing wear and deposits. One dose delivers outstanding detergency, improved lubricity and higher cetane.

### AMSOIL Diesel All-in-One

For diesels that run in cold climates, AMSOIL Diesel All-in-One (ADB) provides outstanding protection against cold-temperature gelling and raises cetane up to four points. Diesel All-In-One features advanced chemistry that delivers concentrated strength to target internal diesel-injector deposits and traditional carbonaceous deposits, helping restore horsepower and operability to like-new condition. It combines the superior detergency and improved lubricity of AMSOIL Diesel Injector Clean, the excellent cold-flow and anti-gelling properties of AMSOIL Diesel Cold Flow and the increased horsepower and cetane of AMSOIL Diesel Cetane Boost in one convenient package. It is safe for use in all diesel fuels, including biodiesel. Acceleration is improved and, with regular use, Diesel All-In-One continues to enhance performance by keeping injectors clean. The net fuel savings can cover the cost of using this product.

For those who want maximum performance and longevity from their vehicles, fuel additives are an essential tool in the toolbox. The trick is using additives that you can trust to perform as promised. AMSOIL makes it easy with a complete line of gasoline and diesel additives with proven performance.

<sup>1</sup>Based on third-party testing in a 2016 Chevrolet® Silverado® 1500, 5.3L V-8 GDI with 100,616 miles (161,926 km), using one tank treated with AMSOIL P.i. Actual results may vary. Visit [AMSOIL.com/pi](http://AMSOIL.com/pi) for test details. <sup>2</sup>Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. <sup>3</sup>Based on third-party testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in the ASTM D525 using test fuel containing no oxidation-stability improving additives.



AMSOIL is the Official Oil of the 84th Sturgis Motorcycle Rally, Aug. 2-11, 2024.



AMSOIL is the Official Oil of the 83rd Daytona Bike Week, March 1-10, 2024.



AMSOIL is the Official Oil of the 101st Laconia Motorcycle Week, June 8-16, 2024.



Motorcycles generate extreme heat that can destroy motor oil and lead to engine and transmission wear. AMSOIL motorcycle products are engineered to help bikes run cooler, providing smooth, confident shifts and maximum engine performance and protection, **no matter what you ride.**

Quickly find the right AMSOIL products for your bike with our Motorcycle Lookup Guide.

Don't choose just any oil. Make it official.



### March Closeout

The last day to process March telephone orders is Friday, March 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, March 31. All orders received after these times will be processed for the following month. Volume transfers for March business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, April 5.

### Holiday Closings

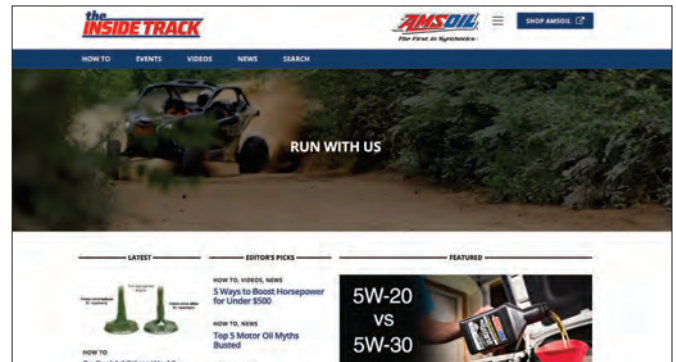
The Edmonton and Toronto distribution centers will be closed Friday, March 29 for Good Friday.

### AMSOIL High-Mileage and 0W-40 Signature Series Motor Oil One-Gallon Containers

The AMSOIL 100% Synthetic High-Mileage Motor Oil (HM) line will be available in one-gallon (3.78-liter) containers to better serve customers with larger sump sizes. This will be a rolling change, beginning in March. AMSOIL Signature Series 0W-40 Synthetic Motor Oil (AZF) will also be packaged in one-gallon (3.78-liter) containers, beginning in March. The new gallon containers will not be available in Canada.

### 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.



# CLEANER. FASTER. EASIER.

The AMSOIL easy-pack helps you access tough-to-reach fill holes. The flexible packaging makes changing fluid cleaner and faster, and eliminates the need for a pump.

Stay ahead of the curve with this revolutionary solution to challenging installations.



# AMSOIL HAS THE RIGHT PACKAGE FOR THE JOB

From small bottles to bulk-sized totes, AMSOIL products are available in a diverse array of package sizes that make it easy for you to earn sales for every type of customer and account.

## Drums, Totes and More

Quarts and gallons aren't the only product containers we carry. AMSOIL products are available in a variety of other convenient package sizes, including 2.5-gallon (9.45-litre) jugs, 55-gallon (208-litre) drums and 275-gallon (1,041-litre) totes. Smaller package sizes are also available for additives, grease and aerosols.



## Easy-Packs

The award-winning AMSOIL easy-pack eliminates the mess and hassle of changing automatic transmission fluid and gear lube. Its innovative, flexible package design makes it easy to access tough-to-reach fill holes without the need for a special funnel or pump. Each of the following AMSOIL products are available in easy-pack quarts:

- SEVERE GEAR® Synthetic Gear Lube
- Signature Series Synthetic Automatic Transmission Fluid
- Manual Transmission & Transaxle Gear Lube
- Synthetic ATV/UTV Transmission & Differential Fluid
- Synthetic ATV/UTV Powertrain Fluid
- Synthetic Marine Gear Lube



## More Convenient Packaging

Busy landscapers, contractors and other professionals don't want to waste time calculating how much oil to add to a gas can to achieve the desired mix ratio. They want mixing fuel to be easy, fast and foolproof. AMSOIL SABER® Professional is dialed in with 1.5-oz. (44-ml) packs and 2.6-oz. (77-ml), 3.5-oz. (104-ml), 6.4-oz. (189-ml), 8-oz. (237-ml) and 12.8-oz. (379-ml) bottles to simplify mixing fuel. Each bottle size pairs with a particular gas-can size to take the guesswork out of mixing fuel.



## Bulk Dispensing

To help Dealers grow sales with retail installers and large-volume commercial accounts, AMSOIL has partnered with Graco International and Fluidall to offer industry-leading equipment with the AMSOIL Bulk Dispensing Program. Buying in bulk can help your accounts save money, qualify for free shipping and lift-gate service, reduce expenses and waste, maximize floor space and deliver more efficiency for vehicle operations. All of this can help you gain and retain accounts that prefer buying in bulk, or accounts seeking better pricing. On average, accounts' monthly purchase totals double after enrolling in the Bulk Dispensing Program. For more information, see the AMSOIL Bulk Dispensing Program Co-op Program document in the Dealer Zone under Digital Library>Literature>Dealer Literature.



Check out all the AMSOIL product packaging offerings to ensure you're presenting the best choices for each of your accounts. To see all options, view the AMSOIL product catalogs or go online to [AMSOIL.com](https://www.AMSOIL.com) or [AMSOIL.ca](https://www.AMSOIL.ca).



## Follow the AMSOIL sales process to target lawn and landscaping contractors

The service you provide as a lubricant supplier can help you stand out from the crowd.

**Eric Brandenburg** | COMMERCIAL PROGRAM MANAGER

Dealers have had great success in the lawn and landscape contractor market. Because this market is often ignored by other lubricant suppliers, businesses often see great value in any service you can provide as a Dealer. We want to target these businesses for AMSOIL commercial accounts, and we've built resources to help you acquire them. The Lawn & Landscape Contractors Market Brief is available in the Dealer Zone under Commercial Business Tools to help you get started.

The nature of the lawn and landscape business where you live may be different compared to other areas of the U.S. and Canada. In the north, it's quite seasonal. These businesses are likely performing other jobs in the winter, such as snow removal. In the south, it may be business as usual year-round. The mowing season may be most active in the spring and fall when it's not so dry. Depending on where you live, now may be an ideal time to reach out to lawn and landscape contractors before their busy seasons.

The lawn and landscape market includes landscaping, hardscaping and tree services. There is an abundance of these businesses from coast to coast. As with other industries, many companies were once locally owned, but are now often part of larger organizations. You'll have the most success focusing on individual locations, as decisions about lubricants are often made at the local level. You'll probably have more luck with businesses that aren't being

provided bulk fuel and oil by a local distributor. Smaller companies may have a better chance of seeing the value in a local AMSOIL Dealer who can provide lubricant expertise.

Depending on the size of the company, decision makers for the business are often the owner, shop manager, mechanic, purchaser or accountant. These people often wear many different hats and might be working in the field, making them difficult to reach. Every customer is different, but you may have better luck early in the morning before they get the equipment ready, or in the late afternoon when they return to the shop. You may also find success approaching crews on job sites over their lunch hours. They could be good sources to lead you to the decision maker.

Ideal lawn and landscape prospects are those who employ their own mechanics and perform their own maintenance. These businesses are challenged with having to use seasonal unskilled labor, which can sometimes lead to extra stress on their equipment as desired maintenance routines are not followed. You can help them protect their equipment with AMSOIL products.

The equipment used by lawn and landscape contractors includes pickup trucks, commercial zero-turn mowers, dump trucks, backpack blowers, string trimmers, skid steers and mini excavators. This opens sales opportunities for small-engine oil, two-stroke oil, hydrostatic transmission fluid, motor oil, diesel

oil, oil filters and grease. As with any potential customer, you will have the best success determining what you can help them improve and which products can help you accomplish that.

Lawn and landscape businesses typically buy frequently and in smaller package sizes; free shipping can be of great value. Showcasing our wide variety of products can save these customers time and money by eliminating unnecessary trips to the auto parts store to buy products they can have delivered. This may take planning on your end to ensure products arrive when needed. This is where the service you provide stands out.

Use the AMSOIL sales process to find lawn and landscape contractors, determine the key decision makers, understand the business and present solutions. The Roadmap in the Dealer Zone will take you through this process step by step. No matter where you live, you are likely to find a number of these prospects in your area, opening great potential to expand your commercial business.

# 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:

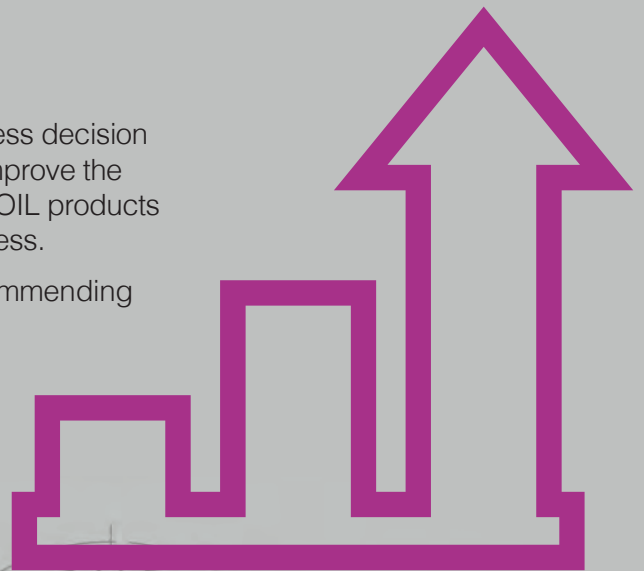


## STEP 05 PRESENTING SOLUTIONS

When you sit down for your second meeting with the business decision maker, present your case for how AMSOIL products can improve the profitability of a commercial business or how carrying AMSOIL products can increase margins and drive customers to a retail business.

Be specific about the products and programs you're recommending by including pricing and shipping details. You should also include information about volume discounts or any value-added services that are available.

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





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March 2024

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

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