

# AMSOIL<sup>®</sup>

► DEALER EDITION

MAGAZINE

MAY 2024



## LAWN & LANDSCAPE CONTRACTORS **BIG MARKET BIG OPPORTUNITY**

| PAGE 8

Motocross Sponsorships Build Brand Awareness | PAGE 11





# The Best Motor Oil Line Just Got Bigger

## 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**

Lawn and landscape contractors present excellent opportunities to grow your Dealership. We examine their equipment and lubrication needs.





# From the Chairman

Electric vehicles are continuing to make headlines, but the tone has shifted dramatically. *"Hertz\* CEO Steps Down Amid Fallout from Failed Electric Car Venture."* *"Maine Rejects ICE Ban."* And my favorite, *"EV Euphoria is Dead."* The media and others are coming to grips with reality and recognizing that consumers are not ready to fully embrace electric vehicles. From raw-materials costs to infrastructure, too many challenges remain unsolved. That isn't to say that EVs won't be part of our future – they probably will be – but they will likely only be part of the overall picture. As we've said all along, the future is *eclectic*, not electric, and we are charging forward with that in mind.

Last month, we introduced an exciting new partnership with Lingenfelter Performance Engineering. I am enthusiastic about this relationship because, like our friends at Banks Power, the people at Lingenfelter share our passion for technology and our commitment to customer satisfaction. We have a high level of mutual respect thanks to our similar values. Lingenfelter was drawn to AMSOIL based on the performance of our products, but that's not the only factor that can

help a company earn new business. We recently acquired a large new customer, FNA Group, based not only on the quality of our products, but the quality of the service we provide. FNA Group is a leading pressure-washer manufacturer selling under multiple brands found at retailers across North America. Soon, each pressure washer sold by FNA will come with a bottle of AMSOIL OE Synthetic Motor Oil in the box.

It may not be obvious, but taking on this business was largely driven by how much it will benefit Dealers. FNA sells a tremendous amount of pressure washers annually, and who buys pressure washers? Do-it-yourselfers and contractors – ideal customers for AMSOIL Dealers. They own trucks, equipment and powersports toys, and when they seek AMSOIL motor oil to service their pressure washer, all those sales go to Dealers. Many of them may be exposed to AMSOIL products for the first time, increasing our brand awareness and improving your opportunity to make sales.

We're creating more opportunities for you in other ways, too. We recently added gallon packaging options for AMSOIL Marine Engine Oil, and later

this month we're adding a new line of car-care products as well. These are not your average cleaning products; these are high-tech products that deliver powerful results. It is easy to demonstrate their effectiveness; the results are highly visible and immediate, providing a wonderful opportunity for you to demonstrate their power to potential new customers in person and online.

Now, when someone searches for gallons of marine oil, car shampoo, ceramic detailer, interior detailer or AMSOIL products for their pressure washer, AMSOIL will show up in a big way online. How can you take advantage? Aside from your own online presence, it is crucial for you to be Customer Certified to maximize your ability to earn sales from these activities. Whether someone uses the AMSOIL Locator to connect with a Dealer locally or orders online and is assigned a servicing Dealer, the only way you're in the mix is if you're Certified.

**Alan Amatuzio**  
Chairman & CEO





# Tough Enough to Protect Your Truck

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

New AMSOIL OE 0W-40 100% Synthetic Motor Oil (OEG) 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

## DIESEL IMAGES

I recently reviewed the by-equipment section of AMOIL.com and noticed that the images used to represent the "diesel engine" category may not be fully aligned with our target audience and business objectives.

Currently, when visitors access the diesel engine section, they are greeted by images of pickup trucks. While these vehicles are certainly important for our market, I think it would be beneficial to also include images of large trucks such as Freightliner\* or Peterbilt.\*

These trucks are often associated with commercial and industrial uses, which might better represent the AMOIL range of products for professionals and businesses. By adding these images, I believe we could better attract the attention of potential customers interested in bulk purchasing and opening commercial accounts.

I would greatly appreciate it if you could consider this suggestion.

Thank you very much,

**Bruno Ranger**

*AMOIL: We have the diesel-enthusiast and commercial markets covered, Bruno. There are two diesel options under "Shop by Equipment." The "TurboDiesel Truck" link is geared toward turbodiesel pickup trucks, while the "Heavy-Duty Diesel Equipment" link is geared toward commercial applications.*

## COMMERCIAL AND INSTALLER BUSINESS

Anne and I have been reading through the January 2024 AMOIL Magazine and taking note of the article on "North American Dealer Business." Quite interesting reading.

It's quite awesome and impressive that AMOIL Corporate is marketing to the commercial and installer markets, then assigning accounts to certified Dealers.

AMOIL is an American company, and being such will automatically look at the American market. We understand the approach; it makes sense to begin your focus there.

As a Canadian Dealer, is AMOIL Corporate performing the same initiative

in Canada for commercial and installer? If so, is the approach the same? What is the expected timeline to implement? We look forward to hearing from you.

Sincerely,

**Alex & Anne Farkas**

*AMOIL: Absolutely, Alex and Anne. We are marketing to potential commercial accounts in both the U.S. and Canada, and assigning new accounts to Commercial-Certified Dealers in both countries. Our plans for the installer market are taking shape. Dealers should expect to hear more about this important market in the next several months, and our plans will certainly include Canada.*

## MOTORCYCLES

I found Len Groom's "Automotive oil and motorcycle oil are not the same" column (February 2024 Tech Talk) extremely insightful. It is especially helpful in engagements with individuals, especially and specifically my existing and new customers, in my H-D independent shop, where performance upgrades are the norm.

I'd like to have your permission to use your prose in a blog/vlog I will be crafting to insert on my website. Rest assured that I will give full credit to you for your most lucid comments and factual information, which I am confident will result in a much more informed motorcycle rider and consumer; one more confident with his choice to use AMOIL lubricants in his power and drivetrains. And with that confidence, a much greater sense of assurance and security as he/she rides the highways and byways of America.

I'd also like to solicit your assistance in obtaining the "digits" marketing information geared toward motorcyclists on pp. 8-9 of the February AMOIL Magazine. I would like to be able to use the .pdf, .gif or other format to take to Office Depot\* or Staples\* in order to have them print (on poster board) a large "information" board to place in my rally booth.

A greater part of Magee's Garage performance motorcycle business model are motorcycle rallies, swap meets and similar events across the southeast USA.

Again, thank you very much for taking the time out to provide such a well-written and insightful article directed at the motorcycle industry community.

Very respectfully,

**Michael P. Magee**

*AMOIL: Thank you for your positive feedback, Michael. You are free to use our words in your sales efforts. In fact, we encourage you to do so to ensure your claims are legal. Be careful; some information in AMOIL Magazine is directed specifically toward Dealers. You'll want to remove anything like that before sharing it with customers. You may also use the test results we publish. All claims are available in jpeg format at AMOIL.com/performance-tests.*

## DEALER EXPERIENCE TEAM

I am about 20 years in as an independent Dealer and had a legacy issue with my website that was originally put together "in the old days." I had exceptional service (and resolution) from the great services of Jake Siproth at AMOIL and Dan Gutierrez from Empowerkit. They are the BEST! I'm glad to be an independent Dealer and I am starting to appreciate the Dealer Experience Team; admittedly I was a bit frustrated when the regional rep model "went away," but these professionals make it happen!

**Bill Nygard**

*AMOIL: That's great, Bill. It's our goal to provide outstanding customer service for all Dealers and customers, and we're happy we were able to help resolve your website issue.*

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

Or, mail them to:  
**AMOIL INC.**  
**Communications Department**  
**Attn: Letters**  
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**Superior, WI 54880**

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





**Len Groom** | SR. PRODUCT MARKETING MANAGER, POWERSPORTS & POWER EQUIPMENT

## Engine assembly and break-in require specialty lubricants.

Engine builders seldom stray from proven brands in the engine-building process.

Engine building is a big subject in the performance industry. Hot rods, racecars, motorcycles and any other performance machine you can think of have engines that are designed and built for specific purposes. In fact, there are countless articles and even entire magazines devoted to aftermarket parts that make engines bigger, faster and stronger. What about the engines that start up every morning and bring us to work and never complain? How is the tireless D16\* in my Honda\* Civic\* that struggles to get up a hill when the air conditioner is on any different than a 900-horsepower race truck? As far as the basic building process is concerned, there is no difference. Whether made for a racecar or a passenger car, an engine needs to be assembled and broken-in before it can do its job. While your daily commuter comes broken-in, many racers and performance enthusiasts build and break-in their own engines on a regular basis. AMSOIL offers two premium products designed for the assembly and break-in of new or rebuilt engines, giving customers the ability to build and run an engine using AMSOIL products exclusively.

Engine assembly is a meticulous process. Parts must be clean, and bolts must be torqued to specifications or catastrophic failure could result. Engine builders generally develop their own process for engine assembly with the details in mind and seldom deviate from it. The same goes for the lubricants they use. If an engine builder finds a product that works he becomes dedicated to that product. I know this because I built engines before joining the AMSOIL team.

The process starts with assembly lube. Assembly lube is applied to the main bearings before the crankshaft is laid

in the block and torqued in place. This ensures the crankshaft is lubricated as it is moved during assembly and during the first few seconds when the engine is started. Piston installation is next. Assembly lube is applied to the rod bearings, the piston is slid into the cylinder and the rod is bolted in place on the crankshaft. Here again the assembly lube is critical to protect the rod bearings during assembly and initial startup. Camshaft installation usually follows. Many camshafts come with their own dedicated lube. If not, AMSOIL Assembly Lube can be used liberally on all areas of the cam before it is installed. This completes the rotating assembly, which will sit as the rest of the engine is assembled, so it is imperative the lube stays in place. AMSOIL Assembly Lube uses very high-viscosity oil and a tackifier agent to ensure it clings to engine parts. The heads can be installed next and the valvetrain can be adjusted. Assembly lube is used on the lifters, rocker arms and push rods. At startup, oil reaches this area of the engine last, but pressures can be very high. Assembly lube must have strong anti-wear properties to keep the parts from wearing without much help from the engine oil for the first few seconds an engine is run.

Engine break-in is as delicate a process as it is a subject of conversation; ask 10 different engine builders about their break-in procedures and you will likely get 10 different answers. You will, however, find some basic similarities. Engine break-in can be defined as the seating of the piston rings to the cylinder walls. A honed cylinder and a new set of rings have microscopic peaks and valleys on their surfaces. The goal of the break-in process is to file the peaks and valleys down to allow the ring to

seal to the cylinder wall. Without a good seal the fuel/air charge can slip past the rings during the compression and power strokes of the combustion cycle, leading to lost power and poor efficiency. In the racing and performance industry, rings must seat quickly. AMSOIL Break-In Oil is designed to allow “controlled wear” in the cylinder to speed the seating process. This is accomplished through base-oil technology.

Flat-tappet camshafts need to be broken-in correctly. After the engine has run for 15 minutes the cam and lifters will be matched, similar to how the rings are matched to the cylinder walls. The cam will also be heat-cycled and hardened, and oil additives play a key role in this area. Break-in oil must contain high levels of zinc and phosphorus (ZDDP) in order to protect the delicate cam lobes and lifters during the 15-minute break-in process. Without ZDDP, metal-to-metal contact occurs and the cam lobes can be rubbed off. Roller cams are less sensitive but should still be monitored carefully during the first minutes after the engine comes to life.

Engine break-in can be monitored by measuring cylinder leakage, tracking horsepower numbers or watching the oil blow-by residue in the exhaust port shrink as the engine is run. This unique process requires unique oil, and AMSOIL Break-In Oil is right for the job. It contains very high amounts of ZDDP for cam and lifter protection, yet uses a conventional base oil to promote quick ring seal. With the engine built and broken-in, all that is left is to select an AMSOIL product for use. For the track, we recommend DOMINATOR® Synthetic Racing Oil; for the street, we recommend Z-ROD® Synthetic Motor Oil.



# Lawn & Landscape Contractor Market Breakdown

With more than 633,000 lawn and landscape contractors across the U.S., they present significant opportunities to grow and diversify your Dealership, secure high-volume sales and increase commissions. Dealers typically find the most success with contractors 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

- Landscaping • Hardscaping • Tree Service

## Decision Makers

- Owner • Shop Manager • Mechanic • Purchaser • Accountant

## Market Snapshot

- Decision makers are often working in the field or exploring business opportunities, making them difficult to reach.
- Heavily influenced by seasonal and unskilled labor, placing additional stress on equipment.
- The market is dominated by trucks with trailers of small equipment that require a greater assortment of lubricants.
- Customers buy frequently and in smaller volumes. The variety of package sizes we offer is an advantage.
- Variety of two-stroke equipment affected by fuel quality, presenting both oil and fuel-additive sales opportunities.



## Target Buyers

- Customers with 2-3 trailers of equipment, or fewer than 10 trucks and equipment pieces.
- Perform their own maintenance or employ their own mechanic.
- Typically buy frequently and in smaller package sizes.
- Local customers to whom you can provide service on weekends if necessary.



## Buyer Challenges/ Pain Points

- Excessive wear and tear on equipment caused by operator neglect and inadequate maintenance.
- All-day, every-day use.
- Lost revenue and extended workdays due to equipment repairs and because equipment replacement isn't in the budget.
- Quality labor shortage.
- Rising operation costs.
- Project schedules heavily predicated by weather.
- Pricing pressure from transient competitors.



## What Matters Most to the Buyer

- Company reputation.
- Staying on budget and schedule.
- Keeping equipment running under adverse maintenance practices and underserving labor.
- Buying products more often and in smaller quantities any day of the week, including weekends.





## Equipment

Lawn and landscape contractors rely on a wide range of equipment to get the job done.

### PICKUP TRUCKS

- Haul materials and tow equipment to the job site.
- Landscape companies tend to favor diesel trucks.
- Extending truck life is often a top priority.
- **Top brands:** Ford,\* RAM,\* Isuzu,\* Chevrolet,\* GMC.\*



- Hydraulic ram raises the bed to dump material.
- Landscapers may own between 1-4 dump trucks.
- **Top brands:** Kenworth,\* Peterbilt,\* Mack,\* Freightliner,\* Western Star.\*



### BACKPACK BLOWERS

- Vital pieces of handheld power equipment.
- Blow air that quickly moves wet leaves and grass.
- Landscapers may own between 5-7 backpack blowers.
- **Top brands:** Stihl,\* Echo,\* Husqvarna,\* RedMax.\*



### STRING TRIMMERS

- Vital pieces of handheld power equipment.
- Cut grass, weeds and small brush with a blade attachment.
- Landscapers may own between 5-7 string trimmers.
- **Top brands:** Stihl,\* Echo,\* Husqvarna,\* RedMax.\*



### 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.
- Landscapers may own between 1-5 skid steers.
- **Top brands:** Caterpillar,\* Bobcat,\* New Holland,\* Case,\* John Deere.\*



### COMMERCIAL ZERO-TURN MOWERS

- Provide the ability to cut grass quickly and professionally.
- Landscapers may own between 3-7 units.
- **Top brands:** Exmark,\* Toro,\* SCAG,\* Walker.\*



### DUMP TRUCKS

- Feature a chassis or base frame with a mounted bed.

### EXCAVATORS

- Standard of the industry.
- The mini excavator is most popular.
- Landscapers may own between 1-3 excavators.
- **Top brands:** Caterpillar,\* John Deere,\* Bobcat,\* JCB.\*



## Small-Engine Oil



	Small-Engine Oil
<b>Technology</b>	100% Synthetic
<b>Viscosities</b>	5W-30, 10W-30, 10W-40, 15W-50
<b>Top Competitors</b>	Honda,* Toro,* Kawasaki*
<b>Top Competitors' Price</b>	\$6-\$16 per quart

## Two-Stroke Oil

	Two-Stroke Oil
<b>Technology</b>	100% Synthetic
<b>Mix Ratio</b>	Up to 100:1
<b>Top Competitors</b>	Stihl HP Ultra,* Echo,* Husqvarna*
<b>Top Competitors' Price</b>	\$11-\$18 per quart



## Hydrostatic Transmission Fluid

	Zero-Turn Hydrostatic
<b>Technology</b>	100% Synthetic
<b>Viscosities</b>	20W-50
<b>Top Competitors</b>	Honda,* Toro,* John Deere*
<b>Top Competitors' Price</b>	\$8-\$16 per quart



## 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>	15,000 miles (24,000 km) or 1 year in severe service	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



## Diesel Oil

	Signature Series Max-Duty	Heavy-Duty	Commercial-Grade
<b>Technology</b>	100% Synthetic	100% Synthetic	>50% Syn-Blend
<b>Viscosities</b>	<b>5W-30, 10W-30, 0W-40, 5W-40, 15W-40</b>	<b>10W-30, 5W-40, 15W-40</b>	<b>10W-30, 15W-40</b>
<b>Wear Protection</b>	<b>6X Better**</b>	<b>4X Better**</b>	<b>2X Better**</b>
<b>Drain Interval</b>	Up to 3X OEM recommendation	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.

## Oil Filters



	AMSOIL Oil Filter	WIX Oil Filter
<b>Technology</b>	Synthetic	Cellulose
<b>Wear Protection</b>	<b>99% Efficiency at 20 Microns</b>	<b>N/A</b>
<b>Drain Interval</b>	15,000/25,000 miles (24,000/40,200 km)	OEM
<b>Top Competitors</b>	Mobil 1,* WIX XP,* Purolator Boss*	FRAM Extra Guard,* OEM brands, Purolator*
<b>Top Competitors' Price</b>	\$14-\$19 per filter	\$5-\$14 per filter

## Grease

	Multi-Purpose Grease	Off-Road Grease
<b>Technology</b>	100% Synthetic	100% Synthetic
<b>NLGI</b>	<b>#2</b>	<b>#1 and #2</b>
<b>Top Competitors</b>	Lucas Red N Tacky,* Royal Purple,* Mobil 1 Synthetic*	Caterpillar 5% Moly,* Chevron Heavy Duty Moly 5%,* Schaeffer Moly EP Synthetic*
<b>Top Competitors' Price</b>	\$6-\$12 per cartridge	\$7-\$14 per cartridge





# MOTOCROSS SPONSORSHIPS BUILD BRAND AWARENESS

AMSOIL partners with multiple dirt-bike race series to build brand awareness and provide expanded opportunities for Dealers.

## Amateur National Motocross Championship

The world's largest and most prestigious amateur motocross racing program, with 51 local qualifiers and 18 regional championships spread across the United States. The national final is held in August at the Loretta Lynn Ranch in Hurricane Mills, Tenn.



## Grand National Cross-Country (GNCC)

For 13 weekends a year, America's premier dirt-bike and ATV racing series draws thousands of fans and upward of 1,500 racers. Weekend warriors compete against veteran riders on some of the toughest off-road terrain in the sport. Win or lose, pro or amateur, GNCC is all about rider against terrain.



## Swapmoto Race Series

A unique and affordable grassroots dirt-bike racing series that is dominant in Southern California. With 72 classes for riders of all ages and levels of experience, low entry fees and youth discounts, anyone with a dirt bike can compete on some of the best tracks in the country.



## Specialized Products for Dirt Bikes

AMSOIL provides a full line of specialized products engineered for dirt bikes. Whatever your customers ride, we have products they can depend on for maximum performance on the track or trail. Many riders struggle due to inconsistent clutch performance. AMSOIL Dirt Bike Oil is dialed-in for exceptional clutch feel, delivering the confidence riders need to get out front.

## Want to Work an Event?

As part of our sponsorship agreements with the series we partner with, AMSOIL receives space to advertise and interact with the crowd and racers at each event. If you're Customer Certified, you can participate. Go to the Marketing Your Dealership section of the Business Tools menu in the Dealer Zone and select "Sponsored Events" to view the available opportunities to work events and apply.



Search "How to Improve Clutch Feel" on our YouTube channel at [youtube.com/amsoilinc](https://youtube.com/amsoilinc) or scan the code to watch the video. Use it to help when interacting with customers.







# Fix Hard-Starting Two-Stroke Equipment

Internal-combustion engines require a steady supply of air to run properly and produce maximum power. Two-stroke oils with poor detergency properties can allow carbon deposits to build up in the exhaust port and on the spark arrestor screen. Carbon chokes off airflow, which causes the engine to slowly lose power, run poorly, start hard and eventually fail to run altogether.

## SABER® FIGHTS CARBON

AMSOIL SABER® Professional 100% Synthetic 2-Stroke Oil (ATP) solves this problem with excellent detergency that fights power-robbing carbon deposits and keeps exhaust ports and spark arrestor screens clean for easy starting and maximum power. In independent testing, SABER Professional mixed at 100:1 provided better performance and fewer carbon deposits than a leading competitor's two-stroke oil mixed at 50:1.

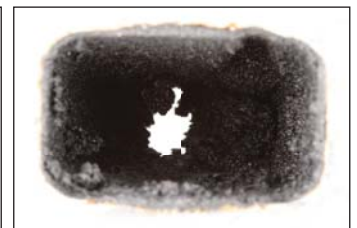


Search "SABER" on our YouTube channel at [youtube.com/amsoilinc](https://youtube.com/amsoilinc) or scan the code to watch the video. Use it to help when interacting with customers.

## Reduced Power-Robbing Carbon (Exhaust Ports)



SABER Professional @ 100:1  
4% Airflow Loss



ECHO\* Power Blend\* @ 50:1  
76% Airflow Loss

## Cleaner Pistons



SABER Professional @ 100:1



ECHO Power Blend @ 50:1





**AMSOIL SABER Professional is guaranteed for any mix ratio up to 100:1.**

Use the appropriate SABER Professional package size with the indicated gas can to achieve the mix ratio shown.

ATPPK

**1 GAL. = 100:1**

1.5-oz. Pillow Pack

ATPTS

**1 GAL. = 50:1**  
(or use half for 100:1)

2.6-oz. Bottle

ATPBA

**2.5 GAL. = 100:1**

3.5-oz. Bottle

ATPSF

**2.5 GAL. = 50:1**  
(or use half for 100:1)

6.4-oz. Bottle

ATPBC

**5 GAL. = 80:1**

8-oz. Bottle

ATPTE

**5 GAL. = 50:1**  
(or use half for 100:1)

12.8-oz. Bottle

### CONVENIENT PACKAGE SIZES

Busy crews don't want to waste time calculating how much oil to add to a gas can to achieve the desired mix ratio. 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.



For larger SABER Professional package sizes, mix the indicated volume of oil per gallon of gas to achieve the mix ratios shown.

MIX	RATIO	OIL	FUEL
Conventional	32:1	4.0 oz.	1 U.S. GAL
Conventional	40:1	3.2 oz.	1 U.S. GAL
Conventional	50:1	2.6 oz.	1 U.S. GAL
Conventional	80:1	1.6 oz.	1 U.S. GAL
<b>SABER® Ratio™</b>	<b>100:1</b>	<b>1.3 oz.</b>	<b>1 U.S. GAL</b>
METRIC			
Conventional	32:1	125 mL	4 Litres
Conventional	40:1	100 mL	4 Litres
Conventional	50:1	80 mL	4 Litres
Conventional	80:1	50 mL	4 Litres
<b>SABER® Ratio™</b>	<b>100:1</b>	<b>40 mL</b>	<b>4 Litres</b>

# REPORTING ADVANTAGE: NEW CUSTOMERS, ACTIVE CUSTOMERS AND ACCOUNT STATUSES

Your reports in the Dealer Zone offer a lot of information on each of your unique customers. Over the next few months, we'll take a closer look at this important tool to help you stay on top of your business.

## New Customer Reports

The first chart at the top left of the Reports page in the Dealer Zone is for new customers. In this section, you'll see the total number of each customer type, as well as total sales. You can adjust the covered time period by seven days, 30 days, 60 days, 90 days or one year. You can also download the information from the chart into a CSV file or print directly from that screen.

Click the following categories to see your list of customers by customer type.

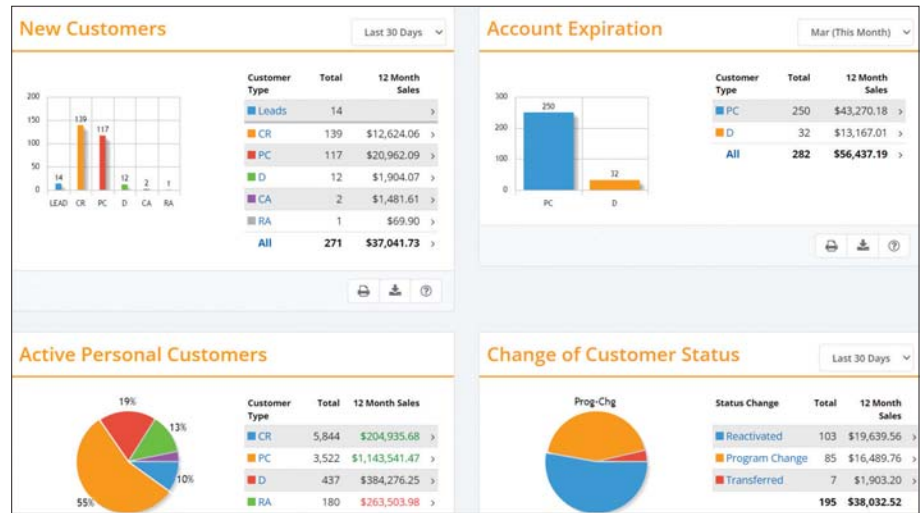
- LEAD – Prospective account leads
- CR - Online/catalog customers
- PC - Preferred Customers
- D - Dealers
- CA - Commercial accounts
- RA - Retail accounts

From there, you can see each customer's account number and the compensation plan they were registered under. Click the account name to find contact information, sales history and other important details.

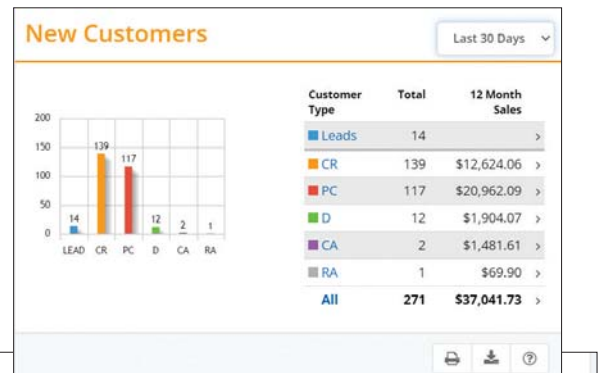
## Confirm Your Customer Has the Right Type of Account

Looking at your customers' purchasing levels can provide information about what they're using their products for.

- If you notice one of your catalog customers has made more than \$125 in purchases, reach out and let him or her know about saving money with the P.C. Program.



- Let's say you notice one of your P.C.s has made almost \$2,000 in purchases this year. While it's possible he is using the products for personal vehicles, you might want to check to see if he's using the products for company vehicles. If that's the case, he would be better suited for a commercial account.



**New Customer Report**  
Data Last Updated: 3/15/2024 3:30 AM

Dashboard / Reports / CR New Customers (Last 30 Days)

Account Search

**New Customers: Catalog Customer (Last 30 Days)**

Account #	Name	Plan	Sales*	Email	Lead Type
		T	\$293.74	Yes	
		T	\$285.80	Yes	
		T	\$267.54	Yes	
		T	\$258.31	Yes	
		T	\$242.35	Yes	
		T	\$237.50	Yes	
		T	\$236.50	Yes	
		T	\$195.44	Yes	
		T	\$195.39	Yes	
		T	\$188.09	Yes	
			<b>\$12,624.06</b>		



### Account Expiration

Data Last Updated: 3/15/2024 3:30 AM

Dashboard / Reports / PC Account Expiration (Mar (This Month))

Back to Reports My Details Help PDF Reports

Account Search

#### Account Expiration: Preferred Customer (Mar (This Month))

Preferred Customers Mar (This Month)

Account #	Name	Expiration	Sales*	Email	Reg Type	PC Points	Lead Type
		3/31/2024	\$704.17	Yes	Auto!	0	>
		3/31/2024	\$533.63	Yes	6 mo upg!	0	>
		3/31/2024	\$527.60	Yes	1 yr!	0	>
		3/31/2024	\$497.15	Yes	Auto!	0	>
		3/31/2024	\$497.10	Yes	5 yr!	0	>
		3/31/2024	\$495.99	Yes	1 yr!	0	>
		3/31/2024	\$492.10	Yes	Auto!	0	>
		3/31/2024	\$483.48	Yes	Auto!	0	>
		3/31/2024	\$476.90	Yes	6 mo upg!	0	>
		3/31/2024	\$469.71	Yes	Auto!	0	>
			<b>\$43,270.18</b>				

### Account Expiration

To the right of the New Customers report is account expiration information, organized by customer type. In this section, you'll see all your accounts that will expire in the current month. You can filter the chart to show future

months, allowing you to proactively reach out to customers before their accounts expire. When you click an account, you can see if there is a credit card on file. If the "C" is red, it means the account's credit card is expired, and you should contact them for an updated card.

### Active Personal Customers

Data Last Updated: 3/15/2024 3:30 AM

Dashboard / Reports / PC Active Personal Customers

Back to Reports My Details Help PDF Reports

Account Search

#### Active Personal Customers: Preferred Customer

Preferred Customers

Account #	Name	Plan	Qual Status	Qual Date	12 Mo Sales*	Email	Lead Type	Reg Type
		T	Qualified	05/2023	\$5,722.10	Yes		1 yr >
		T	Ineligible		\$4,578.85	Yes		1 yr >
		T	Qualified	01/2023	\$4,501.89	Yes		1 yr >
		L	Ineligible		\$4,402.60	Yes		5 yr >
		L	Ineligible		↘\$3,322.59	Yes	INTERNET CATALOG	5 yr >
		L	Ineligible		↘\$3,312.98	Yes		1 yr >
		L	Ineligible		↘\$3,262.32	Yes		1 yr >
		L	Ineligible		↘\$2,989.32	Yes		1 yr >
		L	Ineligible		↘\$2,941.51	Yes		1 yr >
		T	Ineligible		\$2,843.29	Yes		1 yr >
					<b>\$1,143,541.47</b>			

### Active Personal Customers

The Active Personal Customers section provides an information breakdown for all your active customers. Using the same customer codes as above, you can see how diversified your business is with the pie chart. Click each category to download a CVS file that contains more detailed information about each individual customer and account, including tax-exemption

status. By looking into details like this, you can set a reminder to let accounts know if their tax-exempt status is set to expire soon.

Check out your reports in the Dealer Zone today. Log in at my.AMSOIL.com and click Reports on the left. For questions about Dealer reports, contact the AMSOIL Dealer Experience Team at training@AMSOIL.com.



# BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



Reduced  
Pricing

Up to 25% off  
every order



Free  
Shipping

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



Birthday  
Gift

Celebrate your day  
with \$5 off\*



\$5  
Back

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



Exclusive  
Promotions

Throughout  
the year



Free  
Membership

When you spend  
\$500 in a year

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

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



# THE IMPORTANCE OF DEALER CERTIFICATION

Dealer Certification is crucial for building your Dealership and maximizing earnings.

## 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

- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.

	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>
How to Maintain Certification	<ul style="list-style-type: none"> <li>• Have at least four new qualified customers registered within the past 12 months</li> </ul>	<ul style="list-style-type: none"> <li>• Have at least one new qualified Dealer registered within the past 12 months</li> </ul>	<ul style="list-style-type: none"> <li>• Have at least one new qualified retail account registered within the past 12 months</li> </ul>	<ul style="list-style-type: none"> <li>• Have at least one new qualified commercial account registered within the past 12 months</li> </ul>

## May Closeout

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

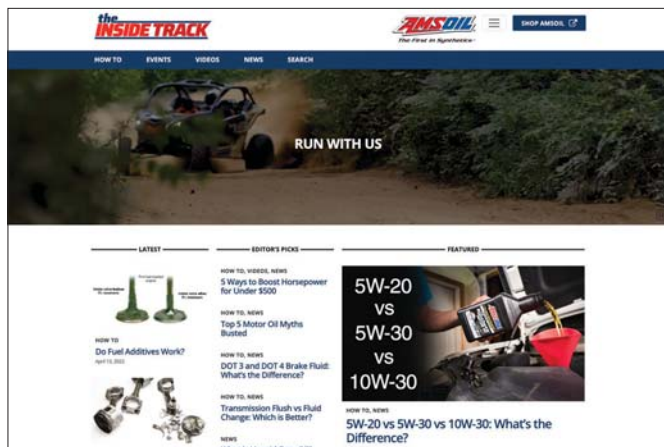
## Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 27 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 20 for Victoria Day.

## AMSOIL Metric Motorcycle Oil Line Expanding in June

AMSOIL 5W-40 100% Synthetic Metric Motorcycle Oil joins the AMSOIL Metric Motorcycle Oil line in June. It is recommended for applications specifying 5W-40, including BMW,\* Piaggio,\* Aprilia,\* Vespa\* and Can-Am.\*

See the June *AMSOIL Magazine* for more information.



## Visit The AMSOIL Inside Track

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

## New Partnership with FNA Group Set to Expand Brand Awareness

Through an exciting new partnership, AMSOIL will now supply motor oil for all new pressure washers manufactured by FNA Group. FNA Group makes pressure washers under several brands, including Simpson, Delco, Power Washer, AAA and OEM Solutions. Each new pressure washer manufactured by FNA will now include one 16-oz. bottle of AMSOIL OE Synthetic Motor Oil in the box.

## Why OE?

FNA Group was using a conventional product before partnering with AMSOIL. OE Synthetic Motor Oil is a significant step up in protection and performance for FNA Group at the right price point. While OE Synthetic Motor Oil will do the job well, our standard, top-tier recommendation for these applications remains AMSOIL Synthetic Small-Engine Oil, which features a formulation dialed in for small engines and provides more robust protection and longer service life. Customers who want to continue using OE Synthetic Motor Oil in their pressure washer can continue doing so with complete confidence in the excellent protection they will receive from OE. Those who want a step up in protection should consider AMSOIL Small-Engine Oil.

## OE in a 16-oz. Bottle?

We developed this unique packaging option exclusively for FNA Group. It is not available for purchase by Dealers or customers. That may change over time if there is significant demand for motor oil in 16-oz. bottles.

## What's in it for our Dealers?

Many FNA consumers will be exposed to AMSOIL products for the first time when they purchase a pressure washer, all of whom are likely do-it-yourselfers or contractors and squarely in our target markets. You now have an opportunity to capture the service-fill oil sales for these units and engage these customers to sell them AMSOIL products for their vehicles and other equipment.

## Coming Soon: AMSOIL Car Care

AMSOIL Car-Care products are coming in late May. The new ultra-premium car-care line will feature three products engineered to help vehicles shine brighter and last longer: AMSOIL High-Foam Car Shampoo, AMSOIL Ceramic Spray and AMSOIL Interior Detailer. Watch for details in the June *AMSOIL Magazine*.



# AMSOIL MARINE ENGINE OIL NOW AVAILABLE IN 1-GALLON CONTAINERS

AMSOIL Marine Engine Oil (WCT, WCF, WCM) is engineered for superior performance and protection in marine applications, and it is now available in 1-gallon (3.78-liter) containers for boats with larger sumps.

## Protects Against Wear

Marine engines operate under high loads for extended periods. AMSOIL Marine Engine Oil is designed with excellent shear stability to deliver a consistent lubricating film that helps guard engine components from wear for maximum life.

## Fights Rust

Marine engines face constant exposure to wet environments that cause rust and corrosion, which can reduce engine power, damage engine components and eventually cause catastrophic failure. AMSOIL Marine Engine Oil is fortified with potent inhibitors that guard against damaging rust and corrosion.

## NMMA Certified

AMSOIL Marine Engine Oil is certified by the National Marine Manufacturers Association (NMMA) for use in gasoline-fueled four-stroke outboards, inboards, sterndrives and personal watercraft, and meets the API SM and NMMA FC-W Catalyst Compatible specifications.



## Warranty

AMSOIL Marine Engine Oil is Warranty Secure,<sup>®</sup> keeping your factory warranty intact. It is a high-performance replacement for vehicle manufacturer-branded products, including those made by Honda,\* Mercury,\* Yamaha,\* Johnson/Evinrude,\* Bombardier/BRP,\* Suzuki,\* Nissan,\* Tohatsu,\* OMC,\* Volvo-Penta,\* Mercruiser,\* Chevrolet\* and Ford.\*

The new gallon containers are not available in Canada.





**Pam Brantley** | VP, DEALER SALES

The AMSOIL Dealer Sales Team is devoted to fueling the growth of your AMSOIL Dealership. Our goal is to forge strong partnerships with Dealers like you in order to propel your Dealership to new heights.

The Dealer Sales Team is divided into three specialized groups, each focused on a distinct business channel: retail, commercial and Dealer experience. Each segment is led by a manager who works alongside our Inside Sales partners to further enhance our capabilities by offering specialized assistance for retail, commercial and Dealer endeavors. They are happy to have conversations with Dealers who want to talk through how to approach a business, help develop existing business or get support in building a strong Dealer team.

### Retail Program

The AMSOIL Retail Program is led by manager Jamie Prochnow, who oversees the retail market, Retail Program benefits and value-added programs. Retail Inside Sales Representatives Rick Westberg and Aura Coppola also provide support for installer, retail-store and powersports accounts and can provide knowledge on best-selling products in various businesses and benefits for which accounts are eligible.

### Commercial Program

The AMSOIL Commercial Program is led by manager Eric Brandenburg, who oversees the development and growth of the commercial

## The AMSOIL Dealer Sales Team is dedicated to your success

We provide tailored support to address the unique needs of your AMSOIL Dealership.

channel and leads the commercial team. Commercial Inside Sales Representative Tanner Sundland works alongside Eric to help Dealers and commercial accounts with program benefits, prospecting target markets, supporting unique commercial-business orders and delivery needs. The team specializes by proactively working with planning and distribution to meet the demands of large accounts.

### Dealer Experience

Our Dealer Experience team is your go-to resource for everything from getting started to staying motivated. Whether you're seeking guidance for new Dealerships, assistance with the Dealer Zone or clarification on things like Customer Certification, we have you covered.

The Dealer Experience Team is led by Brian Lammi, who focuses on the experience and growth of our Dealer network and evaluates valuable feedback from Dealers that can be used to adjust and modify programs. Dealer Event and Program Specialist Shelby Kurtz coordinates online tools, meetings and events, while Dealer Experience Specialist Jake Siptroth is here to assist Dealers with brainstorming ideas for building and developing their Dealerships.

Here are just a few reasons you may want to connect with the AMSOIL Dealer Sales Team:

- Gain insights into program benefits.
- Explore the Volume-Discount Program and extensions based on

account potential.

- Receive guidance on prospecting new accounts.
- Access and review sales tools and literature.
- Learn how to create and present quotes effectively.
- Strategize for account growth.
- Analyze Dealer reports to uncover opportunities.
- Coordinate product delivery based on account needs.

And that's just the beginning. Consider us your dedicated business coaches ready to empower you with insights, strategies and support. Whether it's unlocking the potential of a commercial account or refining your prospecting approach, we're just a call or email away.

Don't hesitate to reach out to the Dealer Sales Team. We're here to serve you and your Dealership's success.

### Dealer Experience

715-399-6526  
training@AMSOIL.com

### Commercial Program

715-399-6467  
ebrandenburg@AMSOIL.com  
tsundland@AMSOIL.com

### Retail Program

715-399-6477  
jprochnow@AMSOIL.com  
rwestberg@AMSOIL.com  
acoppola@AMSOIL.com



# KEYS TO COMMERCIAL SUCCESS

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

## 1) Take Commercial Basic Training

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

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

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

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



## 2) Learn the AMSOIL Sales Process

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

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

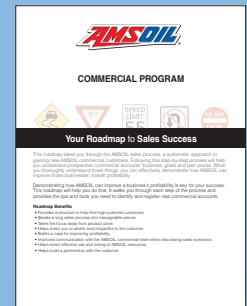


To get started, log in to the Dealer Zone and navigate to Programs>Sales Process Training.

## 3) Follow the AMSOIL Sales-Process Roadmap

The AMSOIL Sales-Process Roadmap is a valuable resource that walks you through each step of the AMSOIL sales process, providing the tips and tools you need to identify and register new commercial accounts.

Find the Sales-Process Roadmap and more valuable commercial literature in the Dealer Zone (Business Tools>Commercial Business Tools).





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May 2024

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.



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.**

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



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

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

