AMSOIL® MAGAZINE

DEALER EDITION

JANUARY 2025

DEALER BUSINESS UPDATE

| PAGE 8

Warm up Your Vehicle Faster in Cold Weather | PAGE 15

IRONCLAD PROTECTION

NEW SEVERE GEAR® 75W-85 100% Synthetic Gear Lube (SVL)

Engineered for maximum performance in severe-duty applications, such as towing, racing, off-roading and high ambient temperatures. Proprietary additives form an iron-sulfide barrier on gear surfaces for the ultimate line of defense.

- **Advanced** protection against wear.
- **Controls** thermal runaway.
- **Protects** against rust and corrosion.
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Use in differentials, manual transmissions and other gear applications requiring any of the following specifications: API GL-5/MT-1, MIL-PRF 2105E, SAE J2360, Ford XY-75W85-QL, GM 19300457, 19418501, 92184900, 19369842, Ram 68210057AB, 68083381AA, 68364258AA, 68232947AB, 68378949AA, 05136035AC, Toyota Genuine Gear Oil LT, 08885-02506

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THE COVER

We take a look at our recent accomplishments and what Dealers can expect in the year ahead.

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From the Chairman

Did you know there is a difference between a slogan and a tagline? A slogan is a catchy phrase used for a limited time to promote a product or campaign. An example would be our latest lead slogan, "Specialized Lubricants Engineered for What You Drive and How You Drive.®" A tagline, on the other hand, is a more permanent expression to represent the brand as a whole.

When AMSOIL synthetic motor oil first became available for purchase, the tagline under the logo read, "The World's Finest Engine Lubricant." That remains true to this day. As AMSOIL began picking up steam, other companies took notice. Eventually, the major oil companies launched synthetic lubricants of their own. Their entry into the synthetic lubricant market helped legitimize AMSOIL and confirmed the message we were sending about synthetics' superiority. At the same time, the majors' big budgets and global presence allowed them to generate more brand awareness than AMSOIL could, and thus those brands enjoyed a larger market share despite the superior performance of our product. That is when we adopted the tagline, "The Quiet Leader in Synthetic Lubrication." AMSOIL didn't have the brand recognition, but we sure had the best products and were pushing the industry forward. We wanted people to know that, while the majors had the brand recognition, we were here first and we were better.

Despite those early efforts, we continued to fight for recognition in the years that followed. Some of our competitors would use cleverly worded statements to imply they beat AMSOIL to market with synthetic oil. So, in 1997, we trademarked a new tagline designed to put our history of innovation and leadership front and center: "The First in Synthetics.®" It was a powerful, in-your-face way of letting the world know that when it comes to synthetic lubricants, AMSOIL is first. First in history, and first in quality.

During the brand research we performed last year, multiple participants indicated that "The First in Synthetics" no longer brandishes the power it once did. They mentioned that, while it indicates longevity and a storied past, it leaves some people thinking, "what have you done for me lately?" They are right. A tagline should speak to our greater purpose and mission. It should be memorable, likeable and make the reader feel connected to the brand. We developed some potential new taglines and performed a market test to ensure we were moving in the right direction.

I am happy to reveal that we are adopting a new tagline: **Protection you demand. Performance you deserve.™** This excellent new tagline speaks directly to our mission, performed well in market testing and tells customers what they get when they choose AMSOIL. It will begin appearing in select marketing material moving forward.

"The First in Synthetics" is being retired. We will retain the trademark and continue using the phrase where appropriate, but it is no longer our tagline. I hope that you are as excited as I am about this change, and that you'll put it to use in your efforts to sell AMSOIL products.

Alan Amatuzio
Chairman & CEO

AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic ATF

Advanced Protection for High-Performance 10-Speed Transmissions

AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic Automatic Transmission Fluid is designed specifically for transmissions requiring FORD MERCON* ULV and GM DEXRON* ULV specifications.

- **Withstands** extreme heat and pressure to resist shear.
- **Advanced** friction modifiers help deliver smooth, reliable shifts.
- **Boosted** dose of antioxidants help defend against heat.
- **Protects** against sludge and varnish deposits that can clog narrow passages and contribute to clutch glazing.
- **Formulated** to withstand the rigors of heavy towing, elevated temperatures and challenging terrain.
- **Remains** fluid in sub-zero temperatures.

LETTERS TO THE EDITOR

CUSTOMER ASSIGNMENT

I have a suggestion concerning the assigning of new accounts that do not have a Dealer name or referral number included with the application.

I think that more care should be given to this process when assigning a Dealer to these accounts. Using a geographic location would be better than the current system. An example would be my situation where a new account was assigned to me. I live in South Carolina and was assigned a new account that lives in Hawaii. It becomes more difficult to interact with an account that is halfway around the world. My most recent customer is from Nevada.

Over the past few months, I have lost at least three accounts (customers) because they did not include my name or Dealer number when applying. It is very difficult to tell these people that I cannot sell to them now that they have a sponsor that was assigned to them by AMSOIL.

Please give this some consideration.

Thank you,

Loel Handley

AMSOIL: *We understand your concern, Loel, and congratulations on all the new accounts. We assume you're referencing the procedure for assigning catalog/retail customers and Preferred Customers because Dealers, commercial accounts and retail accounts are assigned using geographic location. The current process for assigning catalog/retail customers and Preferred Customers is intended to ensure a good experience for customers and to reward active Dealers. These can be competing objectives, so finding the proper balance can be difficult.*

To ensure a good customer experience, customers are assigned to Customer-Certified Dealers who have demonstrated a basic level of knowledge and activity. That way if the customer does need assistance, their Dealer will likely be able and available to help.

To reward active Dealers, catalog/retail customers and Preferred Customers aren't assigned based on geography. This helps ensure that Dealers in low-population areas receive similar rewards and benefits for their efforts as Dealers who live in highly populated areas that naturally have more new AMSOIL customers. This is also acceptable for the vast majority of new customers because they buy online directly from AMSOIL and don't want to meet their Dealer in person. And if they do need assistance, they'd prefer to communicate with their Dealer by phone or email, which is easy and not affected by geography.

Regarding missed opportunities, we encourage you to use Dealer-number transferring links or help customers through the application process to ensure you are connected to any new account. We also encourage you not to dwell on lost customers, but to focus on the customers you have been assigned. For example, you may have lost three potential customers, but you have been assigned many more customers in the same timeframe. Some of those customers may have heard about AMSOIL from other Dealers at an event, in a Facebook user group, in a YouTube video or by other means. All Dealers lose some customers, but as a Customer-Certified Dealer, you are assigned many more. That's a big positive to keep in mind.

AMSOIL CERAMIC SPRAY

I'd like to share a great experience I had with the new Ceramic Spray (CSF). I have a freshwater "since new" 2010 Yamaha* F150 outboard. In addition to the normal crud and accumulation, there were spots of what appeared to be calcium buildup. I power washed at 3,000 PSI with water, then gently hit it with 5% vinegar and a yellow/green kitchen scrubby (and a toothbrush for nooks and crannies). I then treated it with the Ceramic Spray. It looks NEW! Next is my Ram* 1500.

Bill Nygard

AMSOIL: *That's fantastic! Thanks for sharing, Bill. We hope the results were just as impressive with your truck.*

HYDRAULIC FLUIDS

I'm curious to know why no hydraulic fluids are listed in the P.C. and retail catalogs. I have many auto parts stores as customers, but our hydraulic oils will never get mentioned as they look through our catalogs. Many friends who are P.C.s use hydraulic oils too, but must go online to see them.

I made up my own two-page catalog to hand out to retail customers, but it's not the same as seeing it in color.

I think we are missing a big opportunity here to sell in retail outlets.

Thank you,

Tim Tuohey

AMSOIL: *Great question, Tim. Commercial accounts are our target market and the main users of hydraulic oil. Since Preferred Customers are not our target market and typically do not buy much hydraulic oil, we do not advertise our hydraulic oils to those customers. As for the Retail Program Catalog (G3520/G3521), good call. We will add hydraulic oil at the next printing. In the meantime, the AMSOIL Product Catalog (G290) does already include the various lines of AMSOIL hydraulic fluid.*

VALVE LIFTERS

I am an engine builder and lifetime AMSOIL Dealer. I read your article on valvetrains (November *AMSOIL Magazine*), and have one thing to comment on: the omission of the valve lifters. The components are listed from camshaft to push rods. The valve lifters ride on the camshaft, and are very sensitive to proper lubrication for friction reduction on conventional lifters (non-roller) and also are very sensitive to debris in the oil, as they have very close-tolerance parts.

Perley Johnson

AMSOIL: *Thank you for your long-time loyalty as an AMSOIL Dealer, Perley. Great feedback. We should have made note of them. We did publish a follow-up article focused exclusively on valve lifters in the December* AMSOIL Magazine. *We appreciate your keen eye.*

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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.

New Motor-Oil Specifications on the Horizon

In the never-ending quest for improved fuel economy and reduced emissions, government agencies like the National Highway Transportation Safety Administration (NHTSA) and Environmental Protection Agency (EPA) continue to tighten corporate average fuel economy (CAFE) requirements and restrictions on tailpipe emissions.

Alex Thompson | PRODUCT MARKETING MANAGER – AUTOMOTIVE

In response, automakers develop technologies to stay in compliance and avoid steep financial penalties. As automotive technology evolves, motor-oil standards must adapt to protect the new systems.

Clean Air Act

For example, the Clean Air Act was enacted in 1970 to reduce tailpipe emissions; it led to the development and mandated installation of catalytic converters in 1975. Catalytic converters use a catalyst, usually a precious metal like platinum, to neutralize harmful gases through chemical reactions, converting carbon monoxide to carbon dioxide. However, catalytic converters are susceptible to premature poisoning from contaminants and certain materials that were commonly used in oil formulations, like zinc dialkyldithiophosphate (ZDDP). This led to a new standard that lowered the allowable level of ZDDP in engine oils.

Diesel Particulate Filters

In 2007, the diesel market went through a set of regulation updates that also drove new technology development. Automakers curtailed tailpipe emissions by introducing diesel particulate filter (DPF) systems. As DPFs emerged, a new diesel-oil category followed to improve performance and address challenges specific to DPF systems.

GPFs Coming Soon

Earlier this year, the EPA approved the "Multi-Pollutant Emission Standard" for model-year 2027 and newer vehicles. Automakers are responding by developing gasoline particulate filter (GPF) technology. A GPF essentially works as a trap for carbonaceous (soot) deposits before they exit the tailpipe.

Test	Parameter	ILSAC GF-6	ILSAC GF-7	Reason for change
Sequence IIIH	Oxidation and deposits	WPD > 4.2	WPD > 4.6	Improve engine cleanliness
Sequence VIE	Fuel economy	By grade	GF-6 + 0.5%	Compliance with CAFE regulations
Sequence IX	LSPI	Fresh motor oil only	Fresh and aged motor oil	Continuous LSPI protection
Sequence X	Chain wear	0.085 max	0.080 max	Improve timing-chain protection
MRV	Low-temperature pumpability	60,000 cP max	40,000 cP max	Improve low-temperature performance
Sulfated-ash content	GPF compatibility	—	0.9wt% max	Response to EPA regulations
Engine-Oil Gelation Test (EOGT)	Oil gelation with water contamination	D6795 EOFT	D6795 EOFT & EOGT (report only)	Improve water-contamination protection
Seals	Elastomer compatibility	5 materials	+4 materials (report only)	Relevant for modern engines

ILSAC GF-7

Much like when ZDDP became a concern for catalytic converters in the 1970s, ash has become a concern for GPFs. Ash is typically used as part of an oil's detergent package. However, when consumed, it can create carbonaceous deposits that travel through the exhaust. To prevent premature plugging of emissions systems, a new motor-oil standard is scheduled for release by the International Lubrication Standardization Approval Committee (ILSAC) on March 31, 2025.

The updated standard is designed to support GPF systems and improve piston cleanliness, timing-chain wear and LSPI prevention. ILSAC GF-7 is an incremental step in the evolution of motor oil, consisting primarily of tighter limits on existing industry standards and introducing two new tests. The chart above breaks down the new limits and tests.

Already Ready

What does all this mean for you as an AMSOIL Dealer? First, AMSOIL is prepared with products that already meet or exceed the updated standard, and others are undergoing revolutionary changes to keep us at the forefront of lubrication technology. Second, this update provides an opportunity to start conversations with your customers, especially your installer accounts. Providing this information early helps you establish yourself as a valued advisor and allows them to start preparing. Finally, there's more to this story. The new API SQ specification is also coming soon. Stay tuned; we'll dive into those changes in the next issue.

Dealer Business Update

AMSOIL is growing thanks to a diversified approach and our strong partnership with AMSOIL Dealers. What is driving that growth? What is being done to secure additional growth in the year ahead? We sat down with AMSOIL Sr. VP, Global Consumer Business Dan Peterson; VP, Dealer Sales Pam Brantley; and CMO & Sr. VP, Strategic Marketing Rob Shama to find out.

AMSOIL Magazine: Electrification, extended drain intervals and other factors have slowed lubricant sales industry-wide, but AMSOIL is still growing in consumer markets. How do you explain that success?

Pam Brantley: Several factors account for our continued success – a diverse line of specialized products, packaging options that customers and accounts desire, unique programs that add value for participants, a best-in-class e-commerce site, fast shipping – all of these things and more combine to provide an excellent experience for customers. But significant credit belongs to our Dealers. They are leading the way in the field, acquiring new accounts and being brand advocates for AMSOIL. They are out there talking to retail and commercial accounts and building relationships on a local level, personalizing the experience and going above and beyond to ensure customers get what they need.

Dan Peterson: There's no smoke and mirrors when it comes to outperforming. We have great products and Dealers who continue to connect people to our brand and leave a lasting impression. Dealers are doing an outstanding job bringing on new accounts and introducing them to new products. [AMSOIL Chairman & CEO] Alan Amatuzio is highly focused on adding value. His marching orders are to do whatever is feasible to add value for Dealers and customers. When we do that successfully, Dealers and customers add value for AMSOIL. It's a win-win-win situation, and that is proven by the success we're experiencing.

AM: That's a great concept. What has been done to add value for Dealers in the past year?

Brantley: We've really focused on providing programs and tools that are dialed in with the precise attributes and messages that help Dealers connect with customers and accounts. We launched a new product-training program in the Dealer Zone that provides new information each week, we updated the Installer Program with a great new value proposition and introduced lots of great material to support Dealers' efforts in the installer market. The new installer catalog is fantastic, we launched the Installer Print Center to provide co-branded materials for installers and we created five new videos designed for use in installer waiting rooms.

Peterson: That's really just the tip of the iceberg. Much more was done that I'm sure Rob [Shama} will talk about as well. I think we launched 14 new and reformulated products last year, plus we upgraded our oil-change kits. Each new product we launch is a new opportunity for Dealers to gain sales where they had no opportunity before. Each new benefit we introduce that delights customers helps create loyalty so those customers will purchase again and again, boosting earnings for servicing Dealers. Each promotion we run drives new-customer acquisition and higher order values, again boosting earnings for servicing Dealers.

AM: Let's talk about promotions a little bit. Promotions are occurring more frequently now and there is some variety, but some of them repeat. What is the strategy there?

Brantley: Promotions are such a powerful tool for us. We dedicate a significant amount of time to analyzing the data on promotions – what customers respond to, how they respond, how many notifications we send, every aspect of them. Each

promotion drives a different response from customers. Some promotions drive strong acquisition, while others build average sales. We have found that keeping our promotional cadence somewhat unpredictable is part of the success. We are constantly on the hunt for new promotions and promotional items to keep things fresh.

Peterson: The group here has done a tremendous job coming up with promotions that our customers appreciate, and promotions are really driving new-customer acquisition. In the last year, promotions drew over 46,000 new customers, and customers who took advantage of a promotion spent $50 more per order on average than customers who did not. You already know what that means – higher earnings for Customer-Certified Dealers and more customers assigned to Customer-Certified Dealers. Again, we're adding value for everyone and creating a win-win-win situation.

AM: What's on the horizon for promotions in 2025? Can you give us a preview of what to expect?

Brantley: I can't give you specifics. Providing those details in advance would alter customers' buying patterns. But I can tell you to expect more excellent opportunities for Dealers, P.C.s and commercial and retail accounts in the year ahead.

46,000+

Promotions drew **46,000+ new customers** in the last year.

10%

Commercial sales are **up 10%.**

AM: The updated Commercial Program launched in July 2023 with great optimism. Now that the program is more than a year old, what kind of results are we experiencing?

Peterson: We are pleased with the results. Overall sales to commercial accounts have increased by 10%. The average order size for commercial accounts has increased by 7%, and we have more commercial accounts now than ever before. Dealers are crucial for our success with commercial accounts. We can't overemphasize the value of the personal relationships Dealers have with these accounts and the personalized, local service they provide. That is the difference between AMSOIL and other companies.

Brantley: It's true. Those personal relationships are a big reason why Dealers are successful bringing on new accounts. While commercial and retail accounts can self-register at AMSOIL.com, Dealers bring in more than double the number that come to AMSOIL directly. Why? Because they know the owner, the manager or someone else in a position of influence. We hope to increase our positive trajectory in commercial business in 2025 with increased marketing and communications activity focused on commercial business.

AM: We'd guess Dealers can expect more activity in the installer market as well.

Brantley: You'd guess right. The updated Installer Program is still really fresh, but we saw positive results almost immediately, which is super exciting. We've had lots of great feedback on the changes, and we had three installer accounts take advantage of our added support for an AMSOIL marquee in the first 30 days. We will continue working on this area in 2025 and expect success at a level similar to what we've experienced on the commercial side.

Peterson: The updates to the Installer Program will take a while to take hold across the entire Dealer network. Lots of Dealers haven't fully realized some of the new things we've put in place, like the Installer Roadmap, all the support material and the Installer Print Center. We are covering the cost of select items in the Installer Print Center to help Dealers increase our presence in this market. These are effective tools that we know will drive business forward.

AM: Some Dealers don't see how the changes to the installer volume discount schedule are positive. Help us understand.

Peterson: That was a strategic change that was necessary for us to move installer business in a positive direction. You might be thinking, "Dan, how does increasing the amount required for a volume discount help? What about the small accounts?" I totally get it. We are looking for a little commitment from accounts. We want to be a top-of-mind choice, not an afterthought. If you go all-in with AMSOIL, we'll go all-in with you. On average, a full-service garage performs 15 oil changes per day. To qualify for a volume discount, a garage would need to sell six AMSOIL oil changes per week. We're talking about 6% of their oil-change business to get a 5% volume discount on AMSOIL products. That's not a huge commitment, but it does demonstrate that AMSOIL is a meaningful part of their operation, so we will reward them with lower pricing. If we're talking about quick lubes, they perform an average of 50 oil changes a day. We still only require six AMSOIL oil changes per week to qualify for the 5% discount, or 2% of their overall business. So you can see that moving the

minimum purchase qualification up was a smart choice. It asks for a little commitment from accounts and is still very achievable for those that value AMSOIL as a partner for their business. It might have been more difficult for smaller accounts to reach this threshold when we had an incomplete product portfolio for them, but with AMSOIL Synthetic-Blend, AMSOIL Hybrid, AMSOIL High-Mileage, a complete AMSOIL European Oil line and products like ATF, it's very achievable for an account that values AMSOIL as a partner.

Brantley: We are also attempting to help Dealers frame the conversation with installers in a more positive and effective way. Asking the manager at an installer account if he can commit to $10,000 annually sounds substantial, but asking him if he can commit to six AMSOIL oil changes per week sounds very doable and gets the account to a level where they will receive the 5% volume discount.

AM: What else can Dealers expect in 2025?

Brantley: We have momentum in commercial markets right now, and we're not letting up. Dealers should expect more activities focused on acquiring new commercial accounts and enhancing the experience for those already on board. Dealers should also expect a continued focus on installers, with more training sessions on the Installer Program and more work on acquiring new accounts.

Peterson: We are also examining the Dealer Program and looking for ways to strengthen and protect the Dealer opportunity. We are working to make sure Dealers have the tools they need to acquire new customers and expand sales to existing customers. All the new tools we added to the Dealer Zone to support the Installer Program are fantastic, and there's more on the way. I think the roadmaps and tools we set up for the Commercial Program and the Installer Program are exactly what we needed. The roadmaps step Dealers through the entire process and direct them to the tools they need for each step. [Retail Program Manager] Jamie [Prochnow] just shared a story with me about a Dealer he was working with. This Dealer was reluctant to buy into the sales process. He had been successful on his own and didn't see how the sales process and the tools we've created could help him. Well, Jamie convinced him and this Dealer took a leap of faith and used the roadmap to follow the sales process. He took advantage of the tools we provided and they opened new doors for him. He called Jamie to let him know he's "all in" now. That's such a great example of putting the tools we provide into action and getting great results. Now we just need all Dealers to do the same!

6

The average installer needs to perform only **six AMSOIL oil changes per week** to qualify for a volume discount.

I WAS FLOORED

I got my order in the other day for my oil change stuff. I've been doing my own oil for about **20 years**. Always knew about AMSOIL but never tried it due to price. My car has a lot done to it and its getting older, so I figured I'll give it a shot after watching some test-and-compare videos with your stuff vs. others. I was floored when I opened the box and you guys included literally **EVERYTHING** someone would need for an oil change. Right down to the d@$# sticker for next change, and even A PAIR OF GLOVES!!! It isn't much, but a small detail like that left me floored. That's like putting the napkins with the food when you order out. Such a small thing went a long way. If your oil is as good as it appears to be from what I saw researching it, I don't think I'll be using anything else anymore. Very good stuff guys!

- Tom C., AMSOIL Preferred Customer

AM: There was a lot of marketing activity in 2024. Looking back, what stands out to you?

Rob Shama: Things that stand out most from 2024 include our new partnerships with the CFL and Lingenfelter, the launch of AMSOIL Car Care and AMSOIL Synthetic-Blend Motor Oil, the acquisition of Aerospace Lubricants and our upgraded oil-change kits. Those are some of the big things.

AM: Let's start with those new partnerships. Why the CFL? Why Lingenfelter?

Shama: We had been looking for advertising partners in Canada to help improve brand awareness, and the CFL was an excellent vehicle for us. CFL fans represent the highest concentration of do-it-yourself automotive enthusiasts watching TV. The sport is exciting and the reach in Canada is strong. Lingenfelter is just a natural fit for AMSOIL. It's a globally recognized brand in performance engineering. They, like AMSOIL, are highly focused on pushing technology forward and delivering a really high-quality product and we were excited to partner with them. Both relationships proved valuable for us right away and I'm looking forward to our future with those two strong brands.

AM: AMSOIL launched several new and reformulated products in 2024, but you highlighted Car Care, Synthetic-Blend and oil-change kits in particular. What stands out about those three?

Shama: AMSOIL Car Care stands out for a couple of reasons. First, it is a step into an adjacent market. AMSOIL is known for high-performance lubricants, fuel additives and filters – all things that protect the internal components of a vehicle – so it's rewarding to see people embrace our new products designed to protect the exterior of a vehicle. We've had extremely positive results with AMSOIL Car Care so far. AMSOIL Synthetic-Blend stands out because, after adding AMSOIL Hybrid and AMSOIL High-Mileage, it was the final step in providing a complete portfolio for installers. We are directing our focus toward not just having the best products, but having the best product portfolio in each market. That will maximize our reach in each market and give Dealers the best chance at growing sales. The oil-change-kit upgrades stand out because we made those upgrades to give our customers a great experience from start to finish. Now we have easy navigation on the web, product-packaging sizes optimized for the sump size customers have on their vehicle and now they can even see when

to expect the product delivered to their door. Everything about AMSOIL needs to be premium quality, including the container our products are shipped in. These changes had an immediate impact and I am sure that will only increase as we begin advertising the kits more heavily during the spring oil-change season.

AM: AMSOIL just adopted a new tagline. What makes "Protection you demand. Performance you deserve.™" a strong tagline?

Shama: It is a strong message that speaks directly to our mission. *We are driven to earn the loyalty of every customer by engineering innovative lubricant solutions and investing in expertise to deliver the performance they've been promised and the satisfaction they deserve.* Plus, we know enthusiasts care most about protection and performance. They view protection as a lubricant's number-one job, but they almost view it as a given – you *should* protect; that's your job. So, they *demand* protection. AMSOIL gives them above-and-beyond protection and unmatched performance thanks to our specialized formulations. We put a lot of effort into developing our new tagline. It performed well in market testing, it sends a powerful message and it tells customers exactly what they get when they choose AMSOIL. And, it sounds great with our other messages.

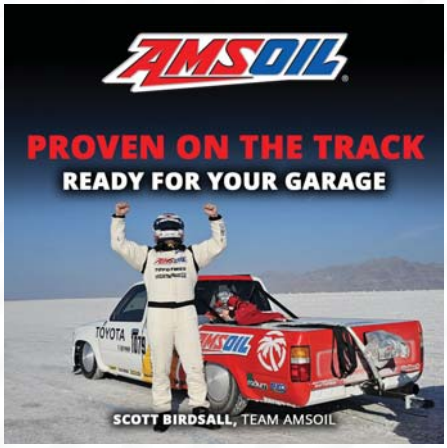
AM: What are the key in-market messages from AMSOIL this year?

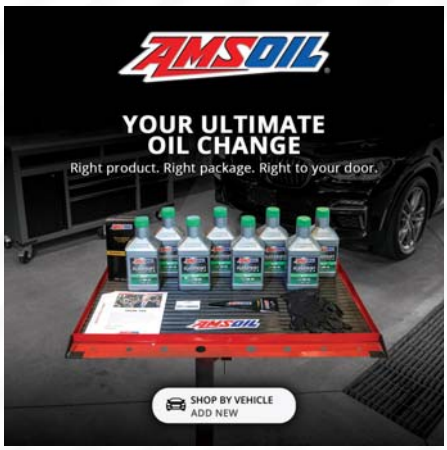
Shama: Our lead campaign features our slogan, "Specialized Lubricants Engineered for What You Drive and How You Drive.®" That's such a great phrase. It really describes what AMSOIL does. We engineer specialized lubricants. Not every company does that. We have a broad product portfolio with unique lubricants that deliver targeted benefits. Every engine is unique and deserves something specially designed for the conditions in which it operates.

In addition to the "engineered for what you drive" campaign, we are leveraging some of our racing partnerships in ads featuring, "Proven on the track. Ready for your garage." We're also focusing on the ATV/UTV market and our ATV/UTV Oil-Change Kits, and we're advertising our upgraded oil-change kits for automotive applications with the headline, "Your Ultimate Oil Change." We give customers the right product, in the right packaging, right to their door.

AM: How has the response to the upgraded kits been?

Shama: Very positive. We have received a ton of great feedback from customers who are delighted by the extras we've included with the kits. Our goal is to create the world's best online oil change, and that means the entire experience has to be the best, from finding the products you need, to checking out online, to getting the order fast, to completing the job. I think we're well on our way to meeting that goal.





AM: So, more updates are on the way?

Shama: Absolutely. Right now, customers can only access the oil-change kits through the Shop by Vehicle tool on the website. We're working on expanding the number of places customers can buy kits online. We are also working on major upgrades for MyAMSOILGarage,™ including expanded features like the ability to order kits and the ability to reorder past orders. [Director, Web & Digital Strategy] John Hensel and the Digital Marketing team are also continuing to work on personalization on AMSOIL.com so we can make personalized product recommendations to people who visit the site. And, I hope I'm not letting the cat out of the bag too early here, but we are developing an e-commerce mobile app that should launch before summer.

AM: That is very exciting.

Shama: Yes, it is! An app has been on our wish list for some time and we are all excited about the possibilities a mobile app will unlock. It will make the shopping experience even better for customers and it will allow us to use push notifications to communicate key messages to them, like when a new promotion becomes available.

AM: Pam and Dan talked about promotions and the great results they are driving for AMSOIL. What advice do you have for Dealers on how to capitalize on the promotions AMSOIL deploys?

Shama: We notify customers and accounts whenever a promotion launches that they are eligible to take advantage of, but we also create assets for Dealers to use, so when you see a new promo is launching, take advantage of the graphics we provide in the Digital Library. Create a Dealer-number transferring link and share it with your customers and accounts that will benefit from it by whichever method of communication they prefer. That's the advantage Dealers have – they have personal relationships with many or most of their customers and accounts, so they can personalize their communication with them. Dealers can also share the graphics from the Digital Library on their social pages to generate new customers as well.

PROTECTION YOU DEMAND. **PERFORMANCE** YOU DESERVE.™

Our new tagline is derived from our mission and values, and it tells customers exactly what they can expect when they choose AMSOIL. Watch for it to begin appearing on AMSOIL stationery and marketing assets soon, and join us in spreading our updated message.

PROTECTION *you demand.* | **PERFORMANCE** *you deserve.*™

Our Mission

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

We Value

A Spirit of Determination
Resolve to do what you set out to do. Hard work will pay off.

A Commitment to the Customer
Put the customer first. Customer satisfaction matters more than a sale.

Performance that Lives up to its Promise
Deliver what is promised. Integrity builds trust and loyalty.

A Culture of Collaboration & Professionalism
Work together and hold ourselves to high standards.

A Foundation of Expertise & Innovation
Keep learning. The cycle of expertise and innovation never stops.

WARM UP YOUR VEHICLE FASTER IN COLD WEATHER

AMSOIL DOMINATOR® Coolant Boost (RDCB) is designed to reduce corrosion and significantly enhance heat transfer in cooling systems. One of the overlooked benefits of better heat transfer is much quicker engine warm-up in winter conditions, which is noticed when the vehicle's defroster works much sooner.

To understand how DOMINATOR Coolant Boost reduces engine warm-up times in cold weather, it's important to understand the fundamentals of an engine's cooling system and how Coolant Boost's proprietary tiered-surfactant technology works. The same tiered-surfactant technology that aids in reducing engine operating temperatures also decreases engine warm-up times.

In a vehicle's cooling system, the goal is to quickly and effectively move heat away from engine components, permitting the engine to run at a safe, controlled temperature. An effective cooling system reduces stress on all aspects of the engine, including the oil. Alternatively, a corroded cooling system that transfers heat ineffectively will eventually lead to engine overheating, motor-oil breakdown and catastrophic failure.

A surfactant reduces the surface tension of water and antifreeze, allowing closer contact with metal parts. This closer contact increases the coolant's efficiency in transferring heat away from hot engine parts and out through the radiator and fan.

Many leading coolant additives contain only one surfactant, limiting their temperature ranges and effectiveness.

AMSOIL DOMINATOR Coolant Boost uses three surfactants, each designed to operate in a different temperature range to increase liquid-to-metal contact from the time the vehicle starts to the time it reaches operating temperature.

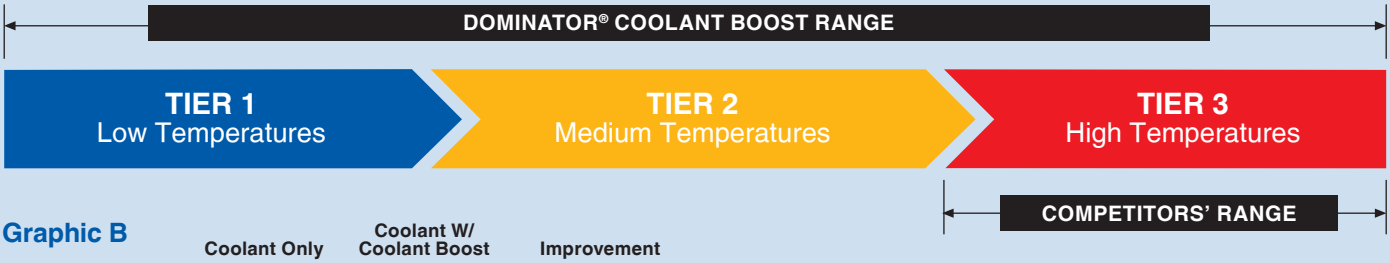
Graphic A illustrates how each surfactant in Coolant Boost's tiered-surfactant technology is designed to provide optimal performance over a wide temperature range, while competing products with only one surfactant are limited to performance in a single temperature range.

Graphic B outlines controlled testing of AMSOIL DOMINATOR Coolant Boost with a 50/50 antifreeze/water mix. When a cooling system reaches 120°F (48.9°C), you feel warm air coming out of the defroster. The time it takes to reach this temperature with Coolant Boost is reduced by 49% compared to the 50/50 antifreeze/water mix alone. The time required to warm the cooling system to 180°F (82.2°C) is reduced by 54%.

Through the use of tiered surfactants, AMSOIL DOMINATOR Coolant Boost delivers quicker warm-up times in the winter and reduced engine temperatures in the summer, making it an excellent choice for year-round use. ■

- **Helps vehicles warm-up an average of 54% faster in winter.**
- **Reduces engine temps up to 25˚F (13.8˚C) in summer.**

Graphic A



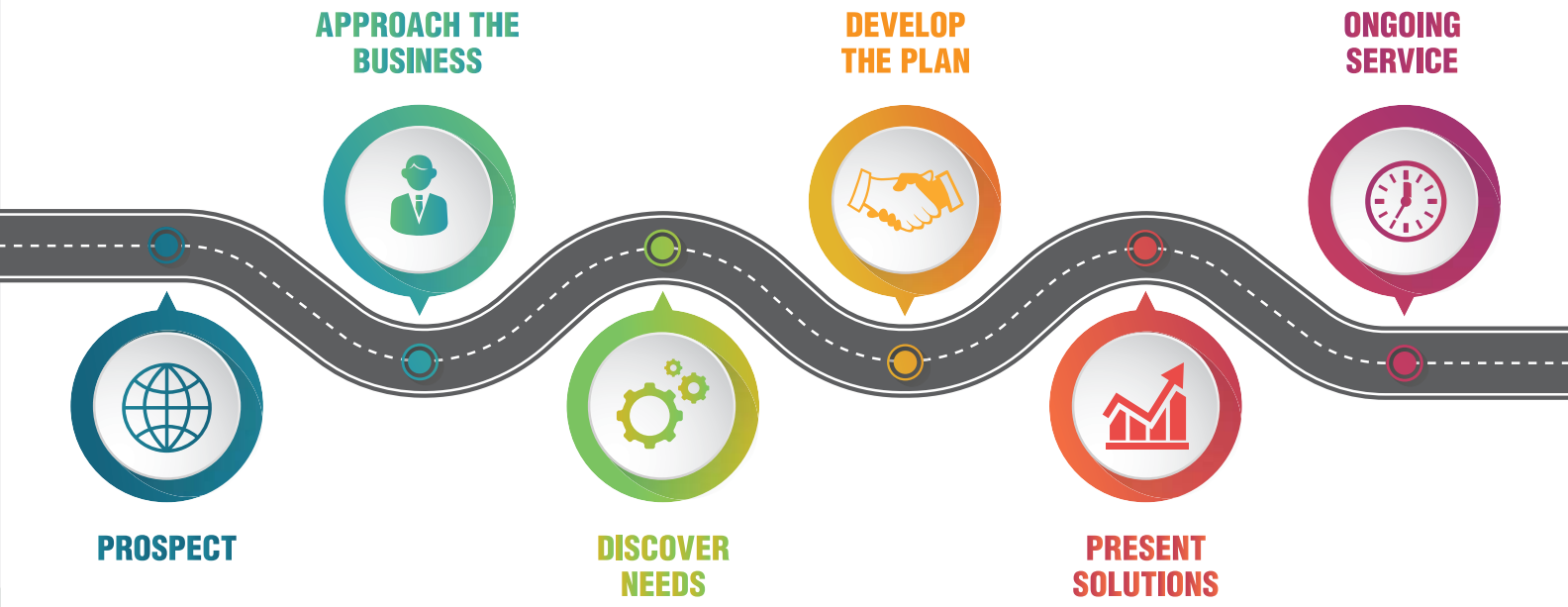
Graphic B

	Coolant Only	Coolant W/ Coolant Boost	Improvement
30° to 120°F	6.3 min.	3.2 min.	49% faster
30° to 180°F	11.4 min.	5.3 min.	54% faster

Who doesn't want their vehicle to warm-up faster on cold winter days? Talk to your customers about the benefits of AMSOIL DOMINATOR Coolant Boost.

Follow the Sales Process

The AMSOIL sales process provides a clear roadmap for pursuing commercial, installer and retail business. **Follow these six steps** to be more successful at landing commercial, installer and retail accounts:



AMSOIL SALES PROCESS - **STEP ONE** - PROSPECT

Prospect

The first step of the AMSOIL sales process is identifying businesses in your area that have high potential to register as AMSOIL installer, retail or commercial accounts. Businesses that fall under these categories will provide your best chance for success:

COMMERCIAL

- Excavation/off-road contractors
- Trade/construction contractors
- Lawn & landscape contractors
- Regional fleets
- Agriculture

INSTALLER

- Quick lubes
- Full-service garages
- Specialty shops
- Powersports service garages

RETAIL

- Automotive parts stores
- Powersports dealerships
- Hardware stores

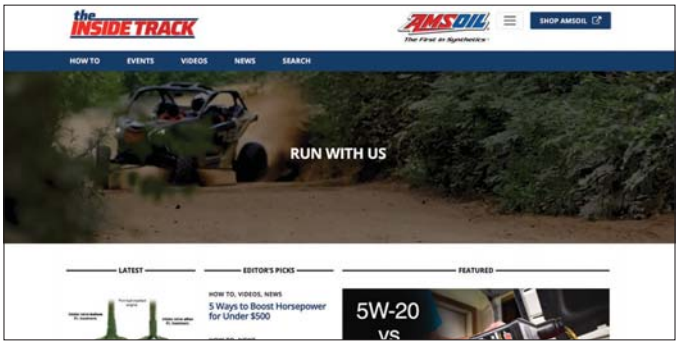
Start looking for opportunities and create a list of potential accounts you want to target.

Use these tools in the Dealer Zone as you go through the AMSOIL sales process:

- Installer Roadmap (Business Tools>Retail Business Tools>AMSOIL Sales Process Roadmap – Installer)
- Commercial Roadmap (Business Tools>Commercial Business Tools>AMSOIL Sales Process Roadmap – Commercial)

January Closeout

The last day to process January orders is Friday, Jan. 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 January business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Thursday, Feb. 6.



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.

Carhartt® Tool Bag

Durable 10.5"H x 14"W x 9"L Carhartt® Foundry Series Tool Bag. Features large main zip compartment with additional side pockets. Made of heavy-duty canvas that can shed light rain; inner metal frame for structure and tough, abrasion-resistant base.

STOCK #	**G3829**
U.S. Price	$70.00
Can. Price	$92.00

Account Discount and Co-op Reminders

Remind your commercial, retail and installer accounts about the great perks they can receive based on purchases they make throughout the year.

Installer Discount Program

Installer discounts are based on the amount they purchase during the calendar year. Discounts are activated as soon as cumulative purchases reach the minimum threshold, and that discount is guaranteed for the full following year (January – December). Each installer's 2025 discount will be based on the amount the installer purchased in 2024.

U.S. ANNUAL PURCHASES	DISCOUNT
$10,000 - $24,999.99	5%
$25,000 - $99,999.99	10%
$100,000+	15%

CANADA ANNUAL PURCHASES	DISCOUNT
$12,000 - $29,999.99	5%
$30,000 - $109,999.99	10%
$110,000+	15%

Retail Co-op Program

Retail accounts earn co-op credit that can be applied to the costs of qualified advertising, literature, merchandising and promotional items. Co-op credit is earned with every product purchase throughout the year. All credit is awarded at the beginning of January the following year and expires on Dec. 31. The more an account buys in a year, the greater the co-op percentage earned. Co-op credit is earned according to the following scales:

Non-Installers

TOTAL ANNUAL PURCHASES	% EARNED IN CO-OP CREDIT
$0 - $7,499	3%
$7,500 - $24,999	4%
$25,000 or more	5%

Installers

TOTAL ANNUAL PURCHASES	% EARNED IN CO-OP CREDIT
$10,000+	2% (up to $1,000)

Commercial Discount Program

Commercial accounts earn discounts based on their annual purchases, and those discounts stay with them all year. At the beginning of each calendar year, an account's discount is locked in based on its purchases over the previous 12 months. Accounts that purchase enough to qualify for a higher discount level are granted that discount immediately, but accounts that fall out of qualification continue receiving their current discount rate for the remainder of the year.

U.S. ANNUAL PURCHASES	DISCOUNT
$5,000 - $9,999.99	5%
$10,000+	10%

CANADA ANNUAL PURCHASES	DISCOUNT
$6,000 - $11,999.99	5%
$12,000+	10%

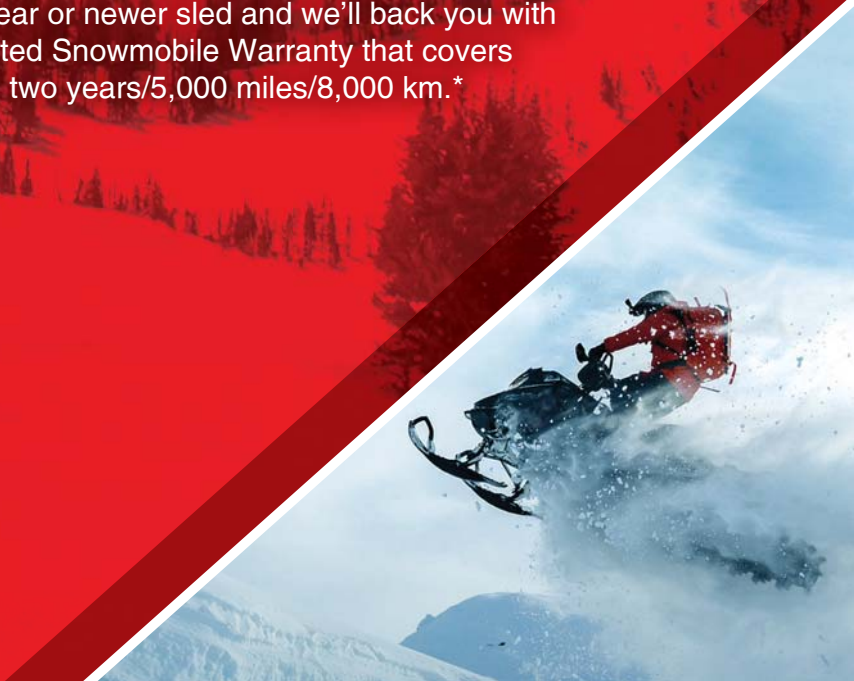
RUNS ON FREEDOM®

AMSOIL

POWERFUL PROTECTION

WITH A SLED WARRANTY TO MATCH

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



AMSOIL

Get the details and sign up at AMSOIL.com/rofwarranty.

Make installer and commercial business part of your 2025 winning strategy.

Continue to target new accounts in the new year.

Pam Brantley | VP, DEALER SALES

Happy New Year! As we enter the new year, I am excited to share that we are not slowing down. There are numerous exciting program, marketing and product developments on the horizon.

Over the past few years, we have focused on customer research and enhancing our value propositions for our online customers and commercial and installer businesses. With the foundation of these programs firmly in place, it is now time to expand and grow.

To support our Dealers pursuing installer and commercial accounts, we have introduced a variety of new market resources and program benefit enhancements. We've also developed more sales tools to help you find new accounts and present AMSOIL solutions professionally, including the following:

- Video-based sales-process training in the Dealer Zone.
- Email templates for reaching out to current and prospective customers.
- Commercial and retail questionnaires.
- Cost calculators.

Marketing has also played a crucial role in communicating product and program benefits to customers. We have launched new commercial and installer catalogs, market overviews and digital assets to make it easier for you to convey the AMSOIL value propositions and program benefits specific to your customers.

In addition, we have introduced Commercial-Grade products and European, Hybrid and High-Mileage Motor Oils specifically designed with our installer and commercial customers in mind. These products are tailored to meet the needs of the right customers with the right products in the right package sizes.

In 2025, we plan to focus on educating Dealers about a different sales topic each month, helping you target specific customer and account types. We'll be communicating these topics in *AMSOIL Magazine* and reinforcing them with weekly messages in the Dealer Zone that include links to different sales resources.

Our goal is to talk about one sales tool, product or marketing concept at a time and allow Dealers to use the information and put it in action. We hope you find these breakdowns of various sales topics helpful. The AMSOIL Retail and Commercial teams are here to support Dealers with learning and using these new resources.

The aim of our 2025 campaign is to educate Dealers on all the changes that have occurred in the commercial and installer spaces. We also hope to inspire you to act and pursue acquisition of new accounts and win their business. Both programs are on strong growth trajectories, and we do not expect that growth to slow down anytime soon. We encourage you to dig in and be part of these successful channels.

As a reminder, the AMSOIL Dealer Sales Team is here to support you with answers to your questions. Please reach out—we want to be part of your success.

TARGET INSTALLERS

Approximately **75% of motorists** visit an independent mechanic, quick lube or other installer for oil changes. That number is expected to increase as vehicles continue to become more difficult to maintain, which is why it's vital for every Dealer to have at least one installer account to which he or she can send customers who don't change their own oil.

FOCUS ON THESE TYPES OF INSTALLER BUSINESSES:

- Full-service garages.
- Quick lubes.
- Powersports installers.
- Specialty service shops.

DEMONSTRATE HOW AMSOIL CAN HELP:

- Boost car count.
- Boost reputation.
- Boost sales per ticket.

Resources

These new items are now available to help you target installers. They're conveniently located in the Retail Business Tools section of the Dealer Zone (Business Tools>Retail Business Tools).

INSTALLER PROGRAM CATALOG (G3883)

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

INSTALLER LINE CARD

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

INSTALLER VIDEOS

Targeted videos that show the range and performance of AMSOIL products for customers and staff of installer businesses. Installer promotional videos are available for Dealers to download in the Dealer Zone and for installers to download in the Account Zone.

CO-BRANDED PRINT CENTER FOR INSTALLERS

Updated, specialized materials available in the AMSOIL Print Center for installers to purchase for their businesses. Each of these items can be personalized with their own business logo and contact information, and select items are available to accounts free of charge.

PROTECTION *you demand.* | PERFORMANCE *you deserve.*™

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Donaldson Filtration Solutions

WIX FILTERS MANN FILTER

WE HONOR

MasterCard VISA DISCOVER

(Discover in U.S. only)

Commercial accounts and installers are awarded their annual volume discounts this month, and retail stores and installers are awarded their co-op credit. Be sure to remind your accounts about the great perks they earned for last year's business.
my.AMSOIL.com

PRINTED WITH SOY INK

Minimum 10% Post-Consumer Fiber

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| AMSOIL.com | January 2025

Boxo UTV Tool Roll

The BoxoUSA Tool Roll is loaded with the most commonly used tools for UTVs designed to the high standards of the mobile and professional grade tool market. Provides a simple way to carry tools to tackle most jobs. Tested and proven durability in outdoor elements. Compact tool-roll size makes it easy to fit virtually anywhere in your rig or vehicle.

- 66-piece metric tool set with the most commonly used tools.
- 24 labeled pockets display the respective tool selection.
- Durable and secure tool roll made from high-quality Cordura nylon.
- Two tool pouches – one sewn on and one removable velcro pouch.
- Convenient compact storage roll fits anywhere on a vehicle.
- Mounted handle, external straps and durable metal clasp.
- Versatile tool roll ideal for any vehicle.
- Lifetime warranty.

STOCK #	**G3878**
U.S. Price	$365.00
Can. Price	$485.00