

AMSOIL[®]

► DEALER EDITION

MAGAZINE

JANUARY 2015



Premium Protection for High-Horsepower Ford Mustangs | PAGE 8

New AMSOIL Synthetic Dirt Bike
Oil Expands Market | PAGE 10





TEST-PROVEN IN EXTREME CONDITIONS

50-Hour Severe-Duty Dyno Session



↖ The piston rings earned perfect 10 merit ratings, demonstrating no ring sticking and excellent performance.

↖ The piston skirts exhibited 0.00% scuffing, proving INTERCEPTOR's outstanding friction-reduction capabilities.

Boost Snowmobile Product Sales

Snowmobile engines are more advanced than ever. They deliver more power than their predecessors while producing fewer emissions and, in the case of two-strokes, using less oil. To guard against piston scuffing and wear, today's powerful sleds require robust oils capable of withstanding increased heat and friction. AMSOIL synthetic snowmobile oils feature naturally tough film strength for outstanding piston protection.

Increase your snowmobile product sales this winter by targeting retail and commercial accounts. Convenience stores located close to popular trails typically draw a steady stream of snowmobilers who need oil, grease or fuel additives, while snowmobile tour and rental businesses, law enforcement agencies and ski patrols represent a great opportunity to boost snowmobile product sales to commercial accounts.

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THE COVER

New AMSOIL Signature Series 5W-50 Synthetic Motor Oil provides premium protection for a premier American automobile.



From the President's Desk

This business we are in is much more complicated than it used to be. AMSOIL began with a single product, and with that product alone our Dealers stormed the market. One product established the AMSOIL brand and launched hundreds of successful AMSOIL Dealerships. There was no application confusion, and the segmentation of products was limited. Virtually every four-stroke engine had an appetite for our original 10W-40.

Our next product, AMSOIL 2-Cycle Oil, satisfied the demands of all two-stroke motors. Again, straightforward and uncomplicated. One oil, all applications. The creation of that product, by the way, is symbolic of the AMSOIL philosophy. Many of you may recall the story:

I was working with a highly specialized and competent additive supplier, and I knew very well that the additive used would be critical to wear protection. I would start with a pure synthetic base oil, but it would be the additive that would carry the load.

As we began formulating, the supplier recommended the additive percentage that should be used. I knew, at that percentage, it would be a good oil, but I wanted to push the limits.

"How much higher can I go?" I asked.

I could tell it was the first time he had ever been asked that question. "Higher?" he said. "Why would you want to do that? It's very expensive."

"Because I want to make a better oil," I said.

A week or two later the supplier got back to me with the maximum percentage that could be used. So that's where I took it. We had the oil tested at Southwest Research at a mix ratio of 300:1. The best anyone else was doing at that time was maybe 50:1. At 300:1 we passed with flying colors. We introduced the product at 100:1 because consumers would not have believed in a 300:1 mix ratio.

So, with just two products, our 10W-40 Motor Oil and 100:1 2-Cycle Oil, we had the gasoline-powered applications

covered, and our Dealers continued their march.

We then addressed additional applications with the introduction of gear lube, diesel oil, hydraulic oil and transmission fluid. The objective, of course, was to provide opportunity for our Dealers to penetrate those primary markets where there was money to be made. The products were essentially universal and the approach to market was basic, or at the very least, uncomplicated.

It's different today. Vehicles, components and all types of motorized equipment are much more diversified. In terms of lubrication, one size doesn't necessarily fit all. Many vehicle and equipment manufacturers are calling for specialized oils, and AMSOIL is responding with precise formulations that meet the ever-increasing specifications and market demands. Consumers expect the exact products their manuals are calling for, and our Dealers are positioned to give them what they want.

Our European Car Formula oils, for example, were designed to meet the demands specific to the allowable sulfated ash, phosphorus and sulfur content across the full range of European vehicles. Transmission applications have also become segmented, and we have formulated products specific to those. The same goes for the diesel and passenger car markets: precise formulations uniquely specific to the expanding viscosity and specification requirements.

You will see in this issue of your *Magazine* some new products that are dialed in to specific markets, and each is positioned to open doors for Dealers. The addition of a 5W-50 to our Signature Series line gives access to the Ford Mustang market where 5W-50 oils

are called for under the Ford WSS-M2C931-C performance specification. Mustang owners are passionate about performance, and Dealers are advised to connect with them through car clubs, car shows and Internet sites. Independent oil-change facilities, repair shops and car dealerships that service Mustangs are also potential targets for this outstanding new oil.

The addition of our new dirt bike family of oils creates even more opportunity. You can read for yourself how our technicians developed a unique test procedure that allowed us to zero in on a feature that's critical to dirt bike riders and overlooked by other oil manufacturers. This feature alone should grab the attention of riders, dealerships and powersports stores.

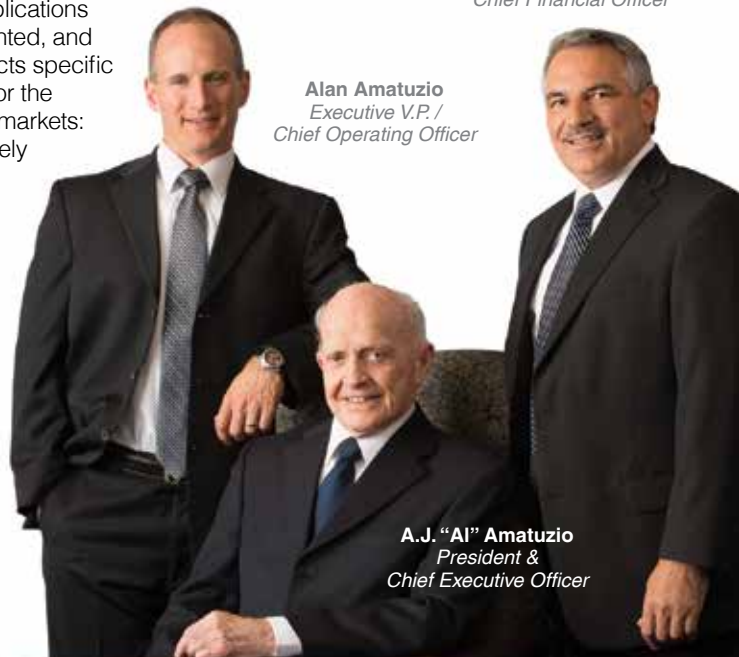
Take advantage.



A.J. "AJ" Amatuzio
President and CEO, AMSOIL INC.

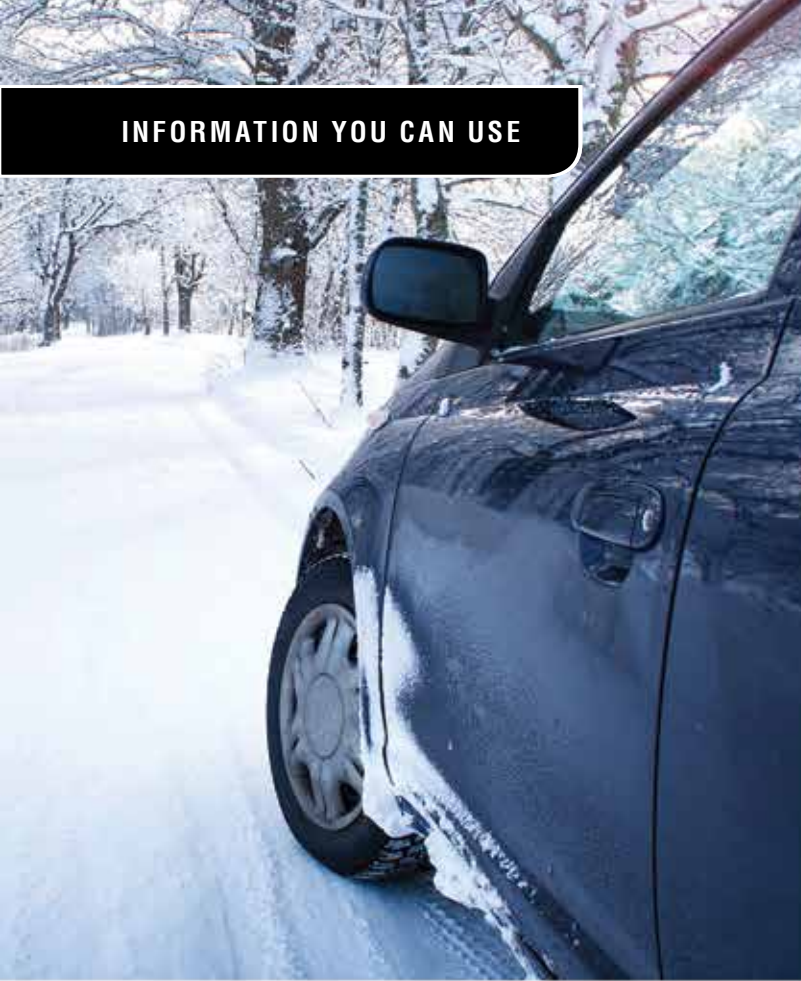
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Chief Operating Officer



A.J. "AJ" Amatuzio
President &
Chief Executive Officer

INFORMATION YOU CAN USE



Cold-Temperature Performance is not Just Reserved for Sub-Zero Conditions

Startup lubrication is directly affected by a lubricant's cold-flow ability, and the impact is felt at higher temperatures than most consumers realize. An oil's cold-temperature performance refers to its ability to flow when the engine is cold, or below typical operating temperature (212°F), and not simply to what feels cold to humans – even some summer days can be cold to an engine.

Pour point has been defined as the lowest temperature at which a motor oil will continue to flow under prescribed conditions. ASTM D97 spells out the standardized procedure for determining an oil's pour point. After heating it to 45°C (113°F) the sample is slowly cooled and tilted sideways every time the temperature drops 3°C (5°F). When the oil stops flowing it has reached the pour point.

AMSOIL synthetic motor oils have lower pour points and better cold-cranking capabilities than petroleum-based products. Long after petroleum oils have solidified, AMSOIL synthetic motor oils continue to flow.

The problems with cold weather go beyond this, however. Motor oils really need to be heated well above the pour point to achieve the desired pumping viscosity. Even at just below freezing (32°F), motor oil can become difficult to pump into the engine. It sits in the pan while the friction from moving parts heats the engine and conducts this heat down into the pan. As you can imagine, this lack of oil in an engine with fast moving parts has consequences. Cold-weather start-ups are a leading cause of engine wear.



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LETTERS TO THE EDITOR

CATALOG PRICING

Like the Dealer who wrote a letter published in the September *AMSOIL Magazine*, I too have been challenged on how I can respond to new customers and exploit the free online shipping option in my business. Frequently when I receive a call from a new prospect, I don't have a Retail Catalog (G100) or Price List (G3500) with me, so I use my iPhone app to look up prices. It would be helpful to me if the app would also show the catalog price in addition to the suggested retail and Dealer prices. I could use that information to demonstrate a value-add benefit to them by buying or ordering from me rather than ordering online.

Gale Binder

AMSOIL: Thank you for your excellent suggestion. We are on it. You can expect the Product Pricing Lookup found at myapps.amsoil.com to include a catalog pricing column sometime after January 1.

ANTIFREEZE COMPATIBILITY

My AMSOIL business is primarily directed at motorcycles, but AMSOIL does not have a specific antifreeze line for them. Is AMSOIL Antifreeze and Engine Coolant (ANT) safe for all motorcycle applications? I know it says it is compatible, but the majority of motorcycle manufacturers state otherwise.

Thank you,

James Van Steelandt

AMSOIL: Motorcycle and powersports equipment manufacturers' coolant recommendations are often generalized and confusing. Yes, AMSOIL Antifreeze and Engine Coolant is safe for use in all motorcycle applications. It provides excellent aluminum, iron and yellow metal/solder material protection, has been tested for compatibility with all the major antifreeze technologies on the market and does not contain silicates or phosphates that can cause other antifreeze products to form deposits. As motorcycle and other powersports applications evolve, AMSOIL will continue to test and adjust formulations as needed for this important market.

A.J. AMATUZIO SIGNATURE PEN

Just a quick note on the A.J. Amatuizio

Black Signature Pen. The Fisher Space Pen was actually developed by Paul Fisher and private capital, not NASA with government funding. I'm a big fan of the Fisher Space Pen and was wondering about the description for the pen in the literature. I do have one of the signature pens.

Thanks,

Ric Wilson

AMSOIL: Yes, you are correct. Thank you for bringing this to our attention. The Fisher Space Pen was privately funded, developed and offered to NASA by the Fisher Pen Co. in 1965 for use in zero gravity, and astronauts continue to use them to this day. The website description has been updated, and the Clothing and Promotional Items Catalog (G1650) will be updated before the next printing.

PREFERRED CUSTOMER PROGRAM

I enjoy reading the letters sent by various Dealers about what is wrong with the AMSOIL programs. For some reason, some people just don't get it.

As an example, my AMSOIL business has been built on Preferred Customers (PC's) and their understanding of saving money through the program. I look at it like joining Sam's Club or Costco – buying at wholesale prices for a membership fee and saving money. I am often asked the question on how do I make money, and it is simple: volume and the various bonuses offered by AMSOIL. Building a business one brick (PC) at a time leads to a solid foundation of financial security.

Explaining the PC Program has driven additional business from my customers through word-of-mouth communication, which is something that can't be bought. In other words, it has driven additional sales my way because of great products and customer service. More sales means purchasing more AMSOIL products; generating more commission credits equates to higher commissions and more bonus opportunities. What a great set of programs we have and it has nothing to do with losing retail profits. When I mention "Preferred Customer" to a new customer and throw in the potential annual savings, they say it's a no-brainer and sign up. I'm happy to get the occasional retail customer, but I also know I probably won't

see that person again for any number of reasons. There are those people who buy the one bottle of P.i. once a year for their car so they can pass the emission test, but still won't give up their \$2 quart of oil for anything.

God bless America that we have a country which allows us the freedom to choose products and business opportunities like AMSOIL.

I'll close for now. Thanks for reading my story.

Albert Roberts

AMSOIL: Thank you for sharing your story. We are pleased to hear about your success with the Preferred Customer Program.

OIL CONTAINER RECYCLING

This question is regarding the recycling of plastic oil containers. This concern is not specific to AMSOIL, but I would like to know your thoughts. I do not like throwing oil containers in the trash, but the last time I checked, I believe my organized recycling service does not accept oil containers. Is there anything we can do to avoid throwing these plastic containers into the trash? It would be nice if they could be reused, but I know that would be a logistical nightmare.

Regards,

Dean Birkeland

AMSOIL: Local and state regulations typically prohibit the recycling of empty lubricant containers, but some government agencies may allow it if they're cleaned with soap and water. Because policies vary, it is best to check with local authorities. It may also be worthwhile to check with local auto supply stores or specialized recycling companies to see if they offer a recycling service for empty lubricant containers.

Email letters to:
letters@amsoil.com

Or, mail them to:
AMSOIL INC.
Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

Letters are subject to editing for length and clarity; please include your name, address and phone number.



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

When I ask people where they would most like to spend an afternoon during a fall day in Wisconsin, the most common answer is “watching a Packers game at Lambeau Field!” I wonder why they seem to come back so quickly with their answer. The Packers must be doing something right to bring out that type of response. Is it the high expectations? Innovative game plans? Wanting to be part of a winning tradition? I have been to several games at the old Lambeau Field and a few after the renovation, and although I have enjoyed seeing games in this storied home of the Green Bay Packers, I would rather spend a fall afternoon experiencing high expectations, innovative game plans and being part of a winning tradition in the AMSOIL mechanical lab!

OK, Packers games are fun and I know I just opened myself up to multiple letters from skeptical Packers fans, but I am going to make my case anyway. All kidding aside, I really do have a lot of fun seeing how the formulation work we do impacts engine performance, wear protection and durability. The mechanical lab allows us to develop new formulations and immediately see how they impact wear protection and cleanliness in all types of engine platforms.

The investment in the AMSOIL mechanical laboratory was made for one reason: to make AMSOIL synthetic lubricants better. And then make them better again. And again. And repeat. This continuous improvement process requires innovation and perseverance. Sometimes progress is made in small steps, like a short run for a first down.

Pushing the boundaries of lubrication science means breaking a few parts.

There are an awful lot of broken parts in the AMSOIL mechanical lab.

Other times, progress comes via a long completion downfield. And there are also times when we fumble the ball in the form of experiments that go backward instead of forward. We often learn more from failed experiments than we do from successes. And the more we push the boundaries of what is possible, the more comfortable we will have to be with temporarily losing yardage prior to putting together a touchdown run.



The pistons above were used in a proprietary AMSOIL severe-service four-stroke small-engine test in December 2014. The test, which runs 125 hours at 260°F, put AMSOIL Formula 4-Stroke Small Engine Oil up against a specialized competitive oil designed for commercial applications.

The AMSOIL mechanical laboratory was designed to be very flexible. Many third-party industry laboratories are designed to develop and run standardized tests used to differentiate between lubricants and fuel additives that fail and those that pass the minimum requirements of the test. Much work is spent on design of the test and then on repeatability and reproducibility. We use some pieces of industry-standard tests in the AMSOIL mechanical lab, but for the most part, we are interested in how AMSOIL products perform in more challenging environments. This allows us to pinpoint the soft spot in our offensive line and find ways to close the gap in performance. Pushing the limits exposes weaknesses, and you can't improve unless you identify what is failing under extreme conditions.

Lastly, we are striving to walk the same path of excellence and tradition set by all the AMSOIL personnel who worked hard on innovative lubricant development through the years. Engine validation that used to take a long time to complete with outside entities can now be turned in as little as a week in the mechanical lab. Our chemists are moving forward with concepts that were almost impossible to validate two short years ago. Now, these concepts are quickly becoming new and upgraded AMSOIL products. Not exactly an Aaron Rodgers fourth-quarter comeback, but it is based on the same attributes: high expectations, innovation and a tradition of excellence. ■

Premium Protection for High-Horsepower Ford Mustangs

AMSOIL ADDS 5W-50 VISCOSITY TO ITS SIGNATURE SERIES LINE.

Combining sports styling and muscle with options that appeal to the mass market, the Ford Mustang is widely considered an American classic. Introduced at the New York World's Fair on April 17, 1964 and buoyed by network advertising and appearances as the 1964 Indianapolis 500 pace car and in the 1964 James Bond film, "Goldfinger," the high-performance car quickly grabbed the attention of motorists everywhere and shattered sales records. The Mustang celebrated its 50th anniversary in 2014, and it continues to maintain its popularity and appeal.

Much like the iconic Ford Mustang, AMSOIL is an American original and performance leader. AMSOIL set all-new standards for motor oil quality and performance when it introduced the world's first synthetic motor oil to meet American Petroleum Institute (API) service requirements in 1972, and it continues to produce the top-performing lubricants available on the market.

New Signature Series 5W-50

AMSOIL has expanded the Signature Series line to include a robust 5W-50 synthetic motor oil formulated specifically for high-horsepower Ford Mustang engines. Signature Series 5W-50 Synthetic Motor Oil (AMR) provides top-of-the-mark protection and performance that

customers expect from Signature Series, and it is excellent for all Mustang engines calling for a 5W-50 viscosity.

- Withstands the stress of high horsepower and heat to provide outstanding wear protection
- Resists viscosity loss due to mechanical shear
- Resists thermal breakdown
- Helps prevent sludge deposits and keeps engines clean
- Reduces oil consumption and emissions
- Maximizes fuel economy

Ford Mustang Market

AMSOIL Dealers are encouraged to target the Ford Mustang enthusiast market. Seek Mustang owners through car clubs, cars shows, races and Internet sites; and target independent oil-change facilities, repair shops and auto dealerships that service Ford Mustangs.

Mustang owners are passionate about their vehicles, and they want the best products available to protect their high-end, expensive investments. Explain that new Signature Series 5W-50 provides the premium protection and performance they're seeking, in the viscosity specified in the owner's manual. With very few competing 5W-50 products available on the market,



AMSOIL Dealers are well-positioned to gain new customers in the Mustang market, opening the door to introduce Mustang owners to more premium products in the AMSOIL lineup, including drivetrain fluids, oil filters and fuel additives.

Applications

AMSOIL Signature Series 5W-50 Synthetic Motor Oil is recommended for Ford Mustang applications calling for 5W-50 motor oil and requiring the Ford WSS-M2C931-C or API SN, SM... performance specifications.

Data Bulletin

An updated Signature Series Synthetic Motor Oil data bulletin (G2880) will be available in February. ■

Signature Series 5W-50 Synthetic Motor Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AMRQT	EA	1 Quart	2.1	5.34	8.15	10.55	9.90	12.80
AMRQT	CA	12 Quarts	25.2	64.07	92.85	125.35	112.80	152.40

ISO Registration Demonstrates AMSOIL Commitment to Excellence

AMSOIL is registered under the environmental management and quality management standards.

From the beginning, AMSOIL has recognized the importance of exceptional products, environmental responsibility, outstanding customer service and a commitment to excellence. While these philosophies are outwardly evident through products and literature, they run much deeper through the company.

Standardized Management

AMSOIL management processes and facilities embrace specific standards set by the International Organization for Standardization (ISO), an independent network of the national standards institutes of 165 countries. ISO sets rigorous international standards for business, government and industry that are voluntarily used by more than 300,000 companies and organizations worldwide. ISO standards ensure the processes by which products are made and services are provided are standardized, provide consistent results and are continuously improved. For business, they reduce costs by increasing productivity and minimizing waste and errors.

AMSOIL Registrations

As recognized by NSF International Strategic Registrations, a third-party registration body, AMSOIL is registered

under two standards: the environmental management standard known as ISO 14001:2004, and the quality management standard known as ISO 9001:2008. ISO 14001:2004 sets out the criteria a company or organization can follow for an effective environmental management system.

ISO 9001:2008 is the most widely used quality management standard throughout the world. It is based on eight quality management principles (customer focus, leadership, involvement of people, process approach, system approach to management, continuous improvement, fact-based decision-making and mutually beneficial supplier relationships) and provides a framework for management systems that focus on the customer, quality system performance and ongoing improvement.

How Dealers Benefit

Registration under the ISO 14001:2004 standard provides assurance to AMSOIL Dealers, customers, accounts and consumers that AMSOIL takes

environmental stewardship seriously and has implemented processes to ensure reduced environmental impact through an extensive recycling program, a partnership with SmartWay® carriers to ship product as efficiently as possible, obtaining packaging materials from responsible sources, state-of-the-art heating and cooling systems and more.

Because registration under the ISO 9001:2008 standard ensures more efficient processes and operations, improved quality and reduced costs, the benefits are passed down to Dealers, customers and accounts in the form of high-quality products and better value for each dollar spent.

As AMSOIL continues to grow, its commitment to excellence strengthens and its dedication to protecting the environment and providing high-quality products and outstanding customer service expands, benefitting Dealers, Preferred Customers, accounts and consumers. ■





NEW AMSOIL SYNTHETIC DIRT BIKE OIL EXPANDS MARKET

New AMSOIL 10W-40 (DB40), 10W-50 (DB50) and 10W-60 (DB60) Synthetic Dirt Bike Oil delivers consistent clutch feel and outstanding gear protection in four-stroke dirt bikes, helping riders maximize their performance on the trail and at the track. It fulfills the demand for dirt-bike-specific motor oil and helps Dealers diversify their businesses.

Consistent Clutch Feel

Clutch slippage or inconsistent clutch feel can prevent dirt bike riders from riding as fast or effectively as they like. To keep the engine within the power band, riders often modulate the clutch, increasing the opportunity for clutch slippage if low-quality lubricants are used.

AMSOIL Synthetic Dirt Bike Oil's superior friction-durability properties help minimize clutch slippage, fade and chatter, giving riders consistent clutch feel during takeoffs or when maneuvering around obstacles on the trail. In an extreme simulated-start test, AMSOIL

Synthetic Dirt Bike Oil continued to deliver consistent clutch feel following 32 simulated race starts, while a leading original equipment manufacturer (OEM)-branded oil demonstrated inconsistent clutch-lever action and poor clutch feel after 16 starts. The clutch plates lubricated with AMSOIL Synthetic Dirt Bike Oil remained clean and in good overall condition, while the plates using the OEM oil revealed discoloration and wear. AMSOIL Synthetic Dirt Bike Oil's superior performance helps instill in riders the confidence that their bikes will perform consistently in all types of riding conditions.

Racing is Research®

AMSOIL corporately sponsored supercross and motocross racers identified consistent clutch feel as a key performance attribute. At the time, there was no dirt-bike-specific oil on the market that provided the level of clutch consistency professional and amateur riders demand. Consistent clutch feel is critical to motocross riders during starts to keep the bike from lurching forward prior to the gate dropping. Trail riders, meanwhile, need consistent clutch feel to confidently navigate obstacles without having to shift gears and lose momentum.

In-Depth Product Development

The process to develop Synthetic Dirt Bike Oil relied on a combination of lab and track testing. Clutch feel is inherently subjective, which creates challenges in designing a lubricant that delivers consistent clutch feel. To overcome that challenge, AMSOIL designed The Extreme Simulated-Start Test on Dirt Bikes. The test allows AMSOIL engineers to apply accelerated stress to a dirt bike's clutch in order to monitor clutch feel produced by a candidate lubricant.

10W-40 Synthetic Dirt Bike Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
DB40QT	EA	1 Quart	2.0	5.85	8.90	12.40	10.85	15.00
DB40QT	CA	12 Quarts	24.0	70.17	101.70	147.50	123.60	178.80

10W-50 Synthetic Dirt Bike Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
DB50QT	EA	1 Quart	2.0	6.05	9.25	12.85	11.20	15.50
DB50QT	CA	12 Quarts	24.0	72.55	105.15	152.50	127.80	184.80

10W-60 Synthetic Dirt Bike Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
DB60QT	EA	1 Quart	2.0	6.22	9.50	13.20	11.50	15.95
DB60QT	CA	12 Quarts	24.0	74.62	108.15	156.85	131.40	190.20



The test uses a 2014 Honda CRF450R attached to a dyno. While in second gear, the test administrator holds the clutch at the point just prior to engagement, similar to the way a rider would hold the bike in the gates during a race start. The clutch is then released and the bike is run to fourth gear, simulating the time from the drop of the gate to the first corner in a race. The rear wheel is not allowed to slip during the test, placing additional stress on the clutch. Test administrators look for consistent lever action and feel as they wait to let out the clutch and as they shift the bike through the gears.

Synthetic Dirt Bike Oil was also subjected to extensive on-track testing in the bikes of GEICO/AMSOIL/Honda Factory Connection and other professional riders. A combination of rider feedback and lab testing resulted in the final formulation of Synthetic Dirt Bike Oil. Its performance in lab and track testing dispels the myth that synthetics are “too slippery” and make clutches slip. Results also demonstrate that AMSOIL Synthetic Dirt Bike Oil delivers consistent clutch performance while helping extend clutch life.

No other lubricant manufacturer focuses on clutch performance as a selling point for its dirt bike oils, giving Dealers a distinct competitive advantage in the market and offering a ready-made selling point when talking to prospects.

Dirt Bike Market at a Glance

The dirt bike market consists of two primary segments: off-road (trail) and motocross. According to a recent *Dirt Rider* reader survey, 63 percent of off-road riders engage in serious trail riding. Nearly a quarter compete in motocross events and hare scrambles – off-road races held on natural terrain rather than a motocross track. The off-road segment of the market consists primarily of males

ages 12-44. They value their time spent outdoors in rugged terrain others don't – or can't – get to. Sixty-two percent perform most of their own maintenance, making them excellent prospects for AMSOIL synthetic lubricants.

Similarly, 72 percent of the motocross segment of the market consists of males ages 17-44. Seventy-two percent own more than two bikes, while 62 percent compete in sanctioned races, mostly motocross. They often travel long distances to motocross events and aren't afraid to spend money fulfilling their passion to ride.

Trail riders are most interested in consistent clutch feel while they're riding, while motocross riders tend to focus on clutch feel only during starts. Be sure to understand the difference when talking to prospects.

Dealerships and powersports stores make the best prospects for Synthetic Dirt Bike Oil. Use the Internet to reach individual prospects since most riders have grown up online. Include a link to the AMSOIL Online Store on your website and promote Synthetic Dirt Bike Oil on your Facebook page, Twitter feed or other social media sites.

Consult the Synthetic Dirt Bike Oil Dealer Sales Brief in the Dealer Zone (Training > Training Materials > Dealer Sales Briefs) for more information.

DEALER ACTION PLAN

- Focus on consistent clutch feel and the confidence it provides as the primary benefit of AMSOIL Synthetic Dirt Bike Oil. Riders are seeking an oil that delivers superior clutch feel and protection, and other oil manufacturers aren't focusing on this benefit, helping you stand out.
- Target dealerships and powersports stores in your area that sell dirt bike products as potential retail accounts. Attend amateur races to find individual prospects.
- Maintain a strong Internet presence. Most riders have grown up using the Internet for nearly every aspect of their lives, including researching products, making purchases and making recommendations to friends. Include a link to the AMSOIL Store on your Dealer website. Use Facebook, Twitter and other social media to promote Synthetic Dirt Bike Oil.
- Highlight the partnerships AMSOIL enjoys with Monster Energy Supercross, the Monster Energy Cup, AMSOIL Arenacross, Loretta Lynn's Amateur Nationals and the AMSOIL GNCC Series.

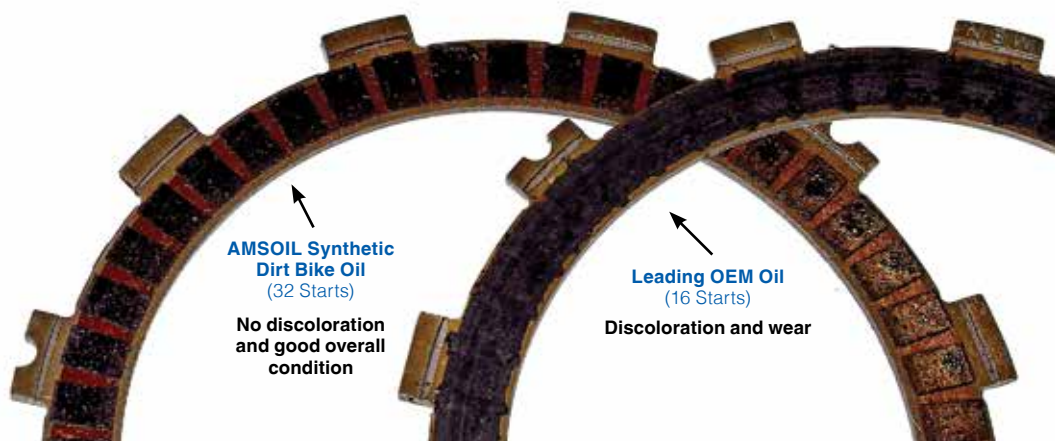
Data Bulletin

The Synthetic Dirt Bike Oil data bulletin covers the lubricant's features, benefits and technical properties.



Stock #	Qty.	U.S.	Can.
G3324	25	4.10	5.00

CLUTCH PLATES





LUBRICATION 101: A LOOK AT BASIC LUBRICATION CONCEPTS

Lubrication can be a daunting subject for someone unfamiliar with its basic concepts. Even someone with experience in the field can be confused by the multitude of lubricants available on the market today. Reviewing a few basic lubrication principles can make it easier to understand why proper lubrication is necessary in every application.

FRICTION

Webster defines friction as the “rubbing of one body against another,” and as “resistance to relative motion between two bodies in contact.” Friction can be beneficial. It generates heat that can be used to start a fire, and it is the principle behind a vehicle’s braking system.

Friction can also be detrimental. The heat generated as the result of friction can cause damage to an engine. Because contact is required to generate friction, wear can take place in these areas of contact, leading to material failures, overheating and the formation of deposits. Although there are many ways to reduce friction, the most common way is through the use of a fluid or semi-fluid lubricant. The key characteristic of lubricants is that they are not readily compressible, minimizing component contact or eliminating contact altogether.

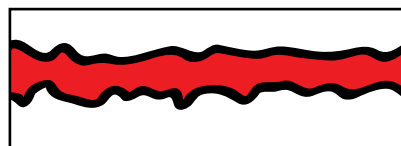
TYPES OF LUBRICATION

There are three types of lubrication conditions that can exist between two surfaces:

Hydrodynamic or Full-Film Lubrication is the condition in which

surfaces are completely separated by a continuous film of lubricating fluid. The non-compressible nature of this film separates the surfaces and prevents metal-to-metal contact. The lubricant’s viscosity assumes responsibility for the majority of wear protection; additives play a limited role. Although full-film lubrication does not generally allow metal-to-metal contact, abrasive wear or scratching can still occur if dirt particles penetrate the lubricating film.

HYDRODYNAMIC LUBRICATION SURFACES SEPARATED BY BULK LUBRICANT FILM



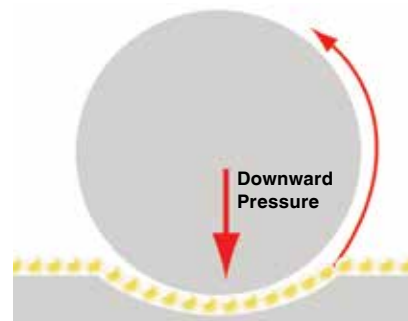
■ Boundary Film ■ Bulk Lubricant

Engine components operating under a full-film lubrication regime include the crankshaft, camshaft and connecting rod bearings, and piston pin bushings.

Under normal loads, transmission and rear-axle bearings also operate under a full-film regime.

Elasto-Hydrodynamic Lubrication exists when a sudden reduction of the oil film causes a temporary increase in viscosity. When viscosity increases, the film can become rigid, creating a

ELASTO-HYDRODYNAMIC LUBRICATION BULK LUBRICANT AND BOUNDARY FILM PLAY A ROLE

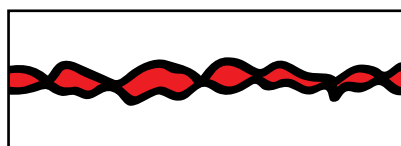


The shear strength of the fluid increases due to an increase in load or pressure of a surface and behaves as though it were stronger than the metal surface it acts against, thus causing the surface to deform.

temporary elastic deformation of the surfaces. The lubricant's viscosity and additives work together to protect surfaces in an elasto-hydrodynamic regime.

Anti-wear additives are often relied upon to protect engine bearings in high-load conditions, while both anti-wear and extreme-pressure additives work to protect gears in high-load conditions.

BOUNDARY LUBRICATION
PERFORMANCE ESSENTIALLY
DEPENDENT ON BOUNDARY FILM



■ Boundary Film ■ Bulk Lubricant

Boundary Lubrication is a condition in which the lubricant film becomes too thin to provide total surface separation. This may be due to excessive loading, low speeds or a change in the fluid's characteristics. In such cases, occasional metal-to-metal contact takes place between surfaces, and the surfaces are almost entirely dependent on the lubricant's additives to provide protection.

Anti-wear additives protect the cam lobes, cylinder walls and piston rings in engine high-load conditions, while anti-wear and extreme-pressure additives protect ring and pinion gears in rear axles.

OTHER LUBRICANT FUNCTIONS

Though minimizing friction and wear is the primary function of a lubricant, it is also required to perform the following tasks:

Clean - A lubricant must maintain internal cleanliness by suspending contaminants or keeping contaminants from adhering to components.

Cool Moving Elements - Reducing friction minimizes the amount of heat generated and lowers the operating temperature of the components. A lubricant must also absorb heat from the components and transport it to a location where it can be safely dissipated.

Prevent Contamination - The lubricant must act as a dynamic seal in locations such as the piston, piston

ring and cylinder contact areas. This minimizes contamination by combustion byproducts, for example, in the lubricating system. Lubricants are also relied upon to support mechanical seals found elsewhere and to minimize external contamination and fluid loss.

Dampen Shock - The lubricant may be required to cushion the blows of mechanical shock. A lubricant film can absorb and disperse these energy spikes over a broader contact area.

Transfer Energy - A lubricant may be required to act as an energy transfer medium as in the case of hydraulic equipment or lifters in an automotive engine.

Prevent Corrosion - A lubricant must have the ability to prevent or minimize internal component corrosion. This can be accomplished either by chemically neutralizing the corrosive products or by setting up a barrier between the components and the corrosive material.

COMPONENTS OF A LUBRICANT

Lubricants are generally composed of two groups of materials. **Base oils** comprise 75 to 95 percent of the finished product. The most commonly used base oils are derived from petroleum crude oil. **Additives** are usually added to the base oils to enhance or impart new properties. The use of such special chemical compounds is another way to minimize friction and wear, and they can offer protection when the lubricating fluid cannot maintain component separation.

INCREASED DEMAND ON LUBRICANTS

As time goes on, the lubrication needs of equipment continue to change. As equipment becomes more advanced and sophisticated, the demands placed upon the required lubricants become more severe. What may have been a preferred lubricant in the past is likely to be totally unacceptable today.

The automotive industry is an excellent example of how demands on equipment have changed. The engines used in today's vehicles require significantly more from a motor oil than they did in the past.

Modern vehicles are requiring lighter viscosity oils for improved fuel economy, but feature engines that output more power per cubic inch of displacement than ever before. To achieve this power level, vehicle manufacturers are adding

turbochargers that expose motor oils to higher temperatures and greater stress. Meanwhile, requirements for cleaner exhaust emissions have contributed to higher levels of contaminants in the oil and increased the oil's operating temperature. By reducing aerodynamic drag, manufacturers have also minimized the amount of air that flows over engines and drivetrains, causing operating temperatures to trend further upward. Even with all these changes, manufacturers are requiring lubricants to last longer than they ever did before.

HOW ARE SYNTHETIC OILS DIFFERENT?

Although the engineering of synthetic base oils varies, synthetics are generally made through a reaction process that significantly improves the consistency of the base oil and its molecular uniformity. Conventional petroleum base oils, on the other hand, are obtained through a process of distillation.

Distillation slightly limits the molecular diversity that may exist within the base oil, but does not completely eliminate nonessential molecular structures. This is important because unnecessary molecular structures produce variations in the base oil's performance. The ideal lubricant's chemical composition is one in which the molecular construction is identical throughout, such as in a synthetic base oil. Because of the way synthetic base oils are produced, they are molecularly uniform and contain significantly less undesirable materials than a conventional base oil.

Molecular uniformity also affects the properties that each type of lubricant possesses. The properties of conventional oils tend to vary due to inconsistencies in the crude oil from which they are obtained. The properties and performance features of synthetics, on the other hand, are predictable due to their molecular uniformity.

AMSOIL synthetic lubricants are formulated to take advantage of the superior properties of premium synthetic base oils and top-of-the-line additives. They provide excellent lubrication and wear protection and have been designed to resist the chemical breakdown processes that limit the service life of conventional petroleum oils. ■



Championship Hopes on the Rise for Team AMSOIL

Monster Energy Supercross 450 title fight is wide open.

The 2015 Monster Energy Supercross season kicked off this month, and GEICO/AMSOIL/Honda rider Eli Tomac's hunt for his first 450 championship had already taken a turn for the better before he even hit the track at Angel Stadium in Anaheim, Calif.

With the recent announcement of five-time Supercross champion Ryan Villapoto leaving the U.S. circuit for the FIM Motocross World Championship in Europe, the crowning of a new Monster Energy Supercross 450 champion is inevitable.

"There is a spot open now to take the title," Tomac said. "Not saying that Villapoto would have gone on to win every single race and the championship this season, but this gives a lot of hope for the upcoming season to the other racers."

"This year I feel like I'm in a much better spot heading into the season. I feel like I have an even better shot of being in the title fight at the end of the year."

With speculation swirling about who will take over after Villapoto's incredible reign, Tomac's name is among a short list of riders being viewed as the biggest contenders for the 2015 title.

"It's cool to be seen as one of the riders to beat for the championship," Tomac said, "but it's also kind of expected in my mind. You put a lot of work in during the off-season to be able to be in the position of title contender. That's where I want to be – the rider on everyone's mind."

Wanting to ensure that his chase for the championship is a success, Tomac's time off has been spent preparing mentally and physically for anything he may endure, including stacking his talent against the world's best overseas.

"The off-season has been good so far," Tomac said. "Everything just seems to be going better than before, including the motorcycle and me physically."

"I had a couple off-season races in Italy and France, and I won both those events. Those extra races really help put into perspective where I'm at as a rider and what I need to work on more before the season kicks off. From what I've seen so far, I think we're in a good spot."

The 2015 Monster Energy Supercross season began January 3 in Anaheim, Calif. ■



With the departure of reigning champ Ryan Villapoto, the Monster Energy Supercross title is up for grabs. This will also hold true in AMSOIL Arenacross in the new year as defending champion Tyler Bowers left the powerful Babbitt's/AMSOIL/Kawasaki team for a Supercross ride.

The cupboard is certainly not bare for the premier team in AMSOIL Arenacross. Zach Ames returns in 2015, bringing the knowledge he accrued battling Bowers for Arenacross supremacy over the past few years. Joining him in the trailer will be veteran riders Chris Bloese and 2014 series runner-up Jacob Hayes. The final piece of the puzzle comes from north of the border as former Canadian motocross champion Matt Goerke has signed on with Team AMSOIL to compete in the 2015 AMSOIL Arenacross season.

With 15 weekends of racing, the battle for supremacy should be tight for the entire season. A new champion will emerge, and there are four guys on Team AMSOIL leading the charge.



TORC Series Presented by AMSOIL Releases 2015 Schedule

The exciting off-road race series will visit new venues and longtime favorites.

The 2015 TORC Series presented by AMSOIL schedule will showcase high-flying professional off-road truck racing at some of the premier motorsports venues in the U.S., half of which are located in the top 25 media markets in the country. The schedule includes new venues, while also returning to historic tracks like Crandon International Off-Road Raceway, home to the largest short-course off-road event in the country.

“Bringing the excitement of TORC off-road racing to major markets like Dallas, Chicago, Charlotte and St. Louis is a win-win for sponsors, drivers and our amazing fans,” said TORC President BJ Birtwell.

“This schedule introduces TORC racing to brand-new fans, while also building on the success of existing events. There’s no other experience like attending a TORC event, where every ticket is also a pit pass. Fans can get up close and personal with these 900-horsepower purpose-built race trucks that fly more than 200 feet through the air side-by-side at speeds exceeding 100 mph. It’s an incredible sport, and now it’s reaching more people in these mega markets.”

The quest for a TORC championship kicks off April 24-25 under the lights at Texas Motor Speedway, followed by the series’ debut in St. Louis May 16-17 at Gateway Motorsports Park, within view of the world-famous Gateway Arch and just minutes from downtown.

2015 TORC Series Schedule

April 24-25	Dallas, Texas	Texas Motor Speedway
May 16-17	St. Louis, Mo.	Gateway Motorsports Park
June 18-19	Chicago, Ill.	Chicagoland Speedway
June 27-28	Crandon, Wis.	Crandon International Off-Road Raceway
July 10-11	Charlotte, N.C.	Charlotte Motor Speedway
August 4-5	Sturgis, S.D.	Buffalo Chip PowerSports Complex
August 15-16	Bark River, Mich.	Bark River International Raceway
September 5-6	Crandon, Wis.	Crandon International Off-Road Raceway.

TORC returns to Chicagoland Speedway June 18-19, where the nation’s top off-road racing series will join forces with NASCAR, providing a full weekend of intense racing action in the Chicago area. The series then visits the iconic Crandon International Off-Road Raceway in Crandon, Wis. June 27-28 for the first of two events.

Later in the summer, TORC travels east to The Dirt Track at Charlotte Motor Speedway July 10-11. Thousands of race fans came out in 2014 to see some of the best action of the year in the heart of NASCAR country, and this year’s action is sure to bring more tight, bang ‘em-up racing.

TORC enters August with a race at the 75th Annual Sturgis Motorcycle Rally, taking place at the Legendary Buffalo Chip PowerSports Complex August 4-5. The award-winning track, designed by TORC’s own Jeff Nordstrom, was a new

addition to the schedule in 2014 and became an instant classic with both drivers and rally attendees.

After racing at Bark River International Raceway in northern Michigan August 14-15, the 2015 TORC season wraps up at Crandon International Off-Road Raceway September 5-6 with the largest event in all of short-course off-road racing. Drivers will battle for Pro Light, Pro 2wd and Pro 4x4 titles, as well as compete in the famed AMSOIL Cup race, where Pro 2wd and Pro 4x4 drivers will compete head-to-head for the coveted AMSOIL Cup trophy. Crandon International Off-Road Raceway is the exclusive home to the TORC Series and regularly attracts more than 60,000 short-course fans.

Look for TORC racing action throughout the season on NBC Sports. ■





MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found in the Dealer Recognition area under the Services menu in the Dealer Zone.



Bill & Donna Durand
Wisconsin

7-STAR
REGENCY PLATINUM
DIRECT JOBBERS

FIRST
Total Organization

SECOND
Personal Group Sales



Dave M. Mann
Michigan

7-STAR
REGENCY PLATINUM
DIRECT JOBBER

SECOND
Total Organization

FIRST
Personal Group Sales

TENTH
New Qualified Customers



Leonard & Marcie Pearson
Washington

5-STAR
REGENCY PLATINUM
DIRECT JOBBERS

THIRD
Total Organization



Ches & Natasha Cain
South Dakota

3-STAR
REGENCY PLATINUM
DIRECT JOBBERS

SEVENTH
Total Organization

THIRD
Personal Group Sales



George & Shirley Douglas
Tennessee

4-STAR
REGENCY PLATINUM
DIRECT JOBBERS

EIGHTH
Total Organization
Personal Group Sales



Greg & Joan Desrosiers
Alberta

3-STAR
REGENCY PLATINUM
DIRECT JOBBERS

NINTH
Total Organization
Commercial Account Sales

SEVENTH
Retail Account Sales

TENTH
New Customer Sales



Thomas R. Weiss
North Dakota

REGENCY PLATINUM
DIRECT JOBBER

FIRST
Commercial Account Sales

THIRD
Retail Account Sales



James J. Allen
Ohio

REGENCY GOLD
DIRECT JOBBER

SECOND
Commercial Account Sales



Debra McKenzie
Alberta

REGENCY GOLD
DIRECT JOBBER

THIRD
Commercial Account Sales

FIFTH
Retail Account Sales



Clarence & Joyce Parde
Nebraska

EXECUTIVE DIRECT
JOBBER

TENTH
Commercial Account Sales



John & Dianne Moldowan
Alberta

REGENCY GOLD
DIRECT JOBBERS

SECOND
Retail Account Sales

THIRD
New Customer Sales



Douglas Huculak
Saskatchewan

REGENCY GOLD
DIRECT JOBBER

SIXTH
Retail Account Sales



Russell Rougier, Jr.
New Hampshire

DIRECT JOBBER

FIRST
New Qualified Customers



Vijay Parany
Ontario

1-STAR
REGENCY PLATINUM
DIRECT JOBBER

THIRD
New Qualified Customers

SECOND
New Customer Sales



Larry & Debra Fandrich
Colorado

EXECUTIVE DIRECT
JOBBER

FIFTH
New Qualified Customers



Carol H. Bell
Texas
5-STAR
 REGENCY PLATINUM
 DIRECT JOBBER
FOURTH
 Total Organization
 Commercial Account Sales
NINTH
 Personal Group Sales



Thomas & Sheila Shalin
Georgia
4-STAR
 REGENCY PLATINUM
 DIRECT JOBBERS
FIFTH
 Total Organization
FOURTH
 Personal Group Sales
 New Customer Sales
SECOND
 New Qualified Customers



Sherree Schell
Idaho
4-STAR
 REGENCY PLATINUM
 DIRECT JOBBER
SIXTH
 Total Organization
SEVENTH
 Personal Group Sales



Michael H. Ellis
Michigan
5-STAR
 REGENCY PLATINUM
 DIRECT JOBBER
TENTH
 Total Organization
FIFTH
 Personal Group Sales
SEVENTH
 Commercial Account Sales
FIRST
 Retail Account Sales



Ray & Kathy Yaeger
Wisconsin
5-STAR
 REGENCY PLATINUM
 DIRECT JOBBERS
SIXTH
 Personal Group Sales
FOURTH
 Retail Account Sales



Kent & Trudy Whiteman
Utah
7-STAR
 REGENCY PLATINUM
 DIRECT JOBBERS
TENTH
 Personal Group Sales
FOURTH
 New Qualified Customers
FIFTH
 New Customer Sales



Greg Vaughn
Wisconsin
1-STAR
 REGENCY PLATINUM
 DIRECT JOBBER
FIFTH
 Commercial Account Sales



Valon Sapp
Texas
DIRECT JOBBER
SIXTH
 Commercial Account Sales



David & Linda Trekell
Texas
PREMIER DIRECT JOBBERS
EIGHTH
 Commercial Account Sales



Victor Usas
Ontario
PREMIER DIRECT JOBBER
EIGHTH
 Retail Account Sales



Herschel L. Gates
Florida
EXECUTIVE DIRECT JOBBER
NINTH
 Retail Account Sales



Daniel & Judy Watson
Florida
2-STAR
 REGENCY PLATINUM
 DIRECT JOBBERS
TENTH
 Retail Account Sales



Bruno Ranger
Quebec
DIRECT JOBBER
SIXTH
 New Qualified Customers
EIGHTH
 New Customer Sales



Jerry & Peggy Holcomb
Georgia
EXECUTIVE DIRECT JOBBERS
SEVENTH
 New Qualified Customers



John A. Cameron
California
MASTER DIRECT JOBBER
NINTH
 New Qualified Customers



MONTHLY LEADERS



Kelly Soule & Arlene Peterson
Alberta
PREMIER DIRECT JOBBERS
FIRST
New Customer Sales



David & Eline Haunschild
Texas
REGENCY SILVER DIRECT JOBBERS
SIXTH
New Customer Sales



Connie & John Luczak
Missouri
REGENCY DIRECT JOBBERS
SEVENTH
New Customer Sales



David G. Douglas
Michigan
EXECUTIVE DIRECT JOBBER
NINTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Gregory & Lynette Cardey
Minnesota
PREMIER DIRECT JOBBERS



Randy Wilson
North Carolina
PREMIER DIRECT JOBBER



Helmut Wessel & Marjorie Feil
Alberta
DIRECT DEALERS
Sponsor:
Harold Krueger
Direct Jobber:
Peter U. Klossner

Have You Been Certified?

Wonder why you're not listed on the Dealer Locator at amsoil.com? It could be because you're not certified.

Becoming certified is simple and the benefits are immense. T-1 Certified AMSOIL Dealers are eligible for AMSOIL Co-op Programs, the AMSOIL Leads Program and inclusion in the Online Dealer Locator.

Simple steps to becoming T-1 Certified:

- Have Internet access
- Have an email address
- Maintain an active Dealer Zone account
- Pass T-1 Certification test with a minimum score of 90 percent

The T-1 Certification Program was created to identify Dealers who are serious about working the business, knowledgeable about administrative processes (including registering new customers), motivated and have time to follow up on leads received as a result of AMSOIL advertising efforts. Co-op eligibility and inclusion in the Online Locator are two ways AMSOIL helps Dealers succeed in their quest to grow their businesses.

Stay current with T-1 eligibility requirements by reviewing the Get T-1 Certified Flyer (G1329), available in the Dealer Zone.

Dealers must maintain eligibility for the Dealer Locator by earning at least \$10 in commissions in the past six months and adding at least one new personally sponsored customer or maintaining five current personally sponsored customers in the past six months. Dealers that drop off the Locator because they fall short of the requirements will be automatically re-added once they re-qualify.

Get Certified!

T-1 Certified AMSOIL Dealers are eligible for AMSOIL Co-op Programs, the AMSOIL Leads Program and inclusion in the Online Dealer Locator at www.amsoil.com. Becoming certified is simple and the benefits are immense.

T-1 CERTIFICATION

To become a T-1 Certified AMSOIL Dealer the following qualifications must be met:

- Must have Internet access
- Must have an email address
- Must maintain an active Dealer Zone account
- Must pass T-1 Certification test with a minimum score of 90%

Most active AMSOIL Dealers meet these qualifications with relative ease. The T-1 Certification Series home study materials were designed to present AMSOIL Dealers for success. A sample exam has a lot of time given. T-1 Certified AMSOIL Dealer also receives the following benefits:

- T-1 certificate and pin
- Free tools
- Inclusion in the Dealer Locator on the AMSOIL website
- Co-op programs

Level 1 AMOIL: receives more than 100 new leads any day. Dealers who sponsor AMOIL and work to buy AMOIL products for their personal use, are interested in the AMOIL business opportunity or wish to buy AMOIL products for their retail outlet or commercial business are best not worked with as an AMOIL Dealer in the past six months as sales leads for personally sponsored T-1 Certified AMOIL Dealers.

Dealer Locator: Many dealers looking for AMOIL products start at www.amsoil.com. The T-1 Certified Dealer that is included in the Dealer Locator is listed on the AMOIL Dealer Locator with a 10, 20, 30, or 50-mile radius of the zip code of their choosing. The resulting list of local Dealers is varying than from the pool of T-1 Certified Dealers.

Co-op Programs: AMOIL offers several co-op programs that provide financial or product assistance to Dealers. Co-op

opportunities include Dealer meetings, semi-annual sales analysis or commission accounts, trade show exhibits, trade show fees and the purchase or rental of a trade show booth.

Maintaining Eligibility

T-1 Certified Dealers must maintain eligibility for both the Online Dealer Locator by meeting some specific performance-related requirements. There are two options by which Dealers can maintain eligibility.

Option 1: Earn a minimum of \$10 in commissions in the last six months and have at least one new personally sponsored customer (Dealer, PC, SA, CA) in the last six months.

Option 2: Earn a minimum of \$10 in commissions in the last six months and have at least five current personally sponsored customers (Dealer, PC, SA, CA) in the last six months.

Maintaining these requirements: is not an immediate goal for any Dealer working the business, doing so simply demonstrates the ability to sponsor and generate sales. T-1 Certified Dealers will be evaluated on a monthly basis to ensure they're not losing requirements. Dealers who do not meet the requirements will not be eligible to include leads or be included in the Dealer Locator. However, they will remain eligible to re-qualify for the T-1 Certified Dealer status. Dealers registered for the Leads Program and the Online Dealer Locator will be re-added to the program based on the requirements. Dealers are evaluated monthly. A Dealer who becomes ineligible one month will be re-added the following month. If a Dealer again meets the minimum requirements.

Dealer Zone Email Inbox: AMOIL provides each T-1 Certified Dealer with a personal email inbox to further Dealer Zone account. Leads are sent to the Dealer's regular email address just as higher Dealer status for lead generated mailing.



January Close-Out

The last day to process January orders in the U.S. and Canada is the close of business on Friday, January 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CST on that day. All orders received after these times will be processed for the following month. Volume transfers for January business will be accepted until 3 p.m. CST on Friday, February 6. All transfers received after this time will be returned.

New Orlando Distribution Center Now Open

The Orlando AMSOIL Distribution Center has moved to a new location. The new facility provides better efficiency and more room for growth.

New Orlando Distribution Center Address

7215 S. John Young Pkwy. Suite 249
 Orlando, FL 32809-4453
 Phone: (407) 438-5247
 Toll Free: (877) 830-4766
 Fax: (407) 438-5249

Filter Wrenches

The line of AMSOIL filter wrenches applies to nearly the entire line of Ea® Oil Filters (EaO/Ea15K) and Ea® Motorcycle Oil Filters (EaOM).

Filter Wrench (64 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 64 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EA15K09, EA15K10, EA15K12, EA15K13, EAO14, EAOM103, EAOM103C, EAOM109. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA265	2.65	3.00

Filter Wrench (74 mm)

Designed to install and remove AMSOIL Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 74 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAOM122C, EAOM132, EAOM132C, EAOM133, EAOM133C, EAOM137C. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA258	2.65	3.00

Filter Wrench (76 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 76 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO17, EAO18, EA15K20, EAO23, EA15K29, EA15K32, EAO34, EAO37, EAO38, EA15K50, EA15K51, EAO64, EAOM122, EAOM134, EAOM134C, EAOM135, EAOM135C, EAOM136C, EAOM138. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA251	2.65	3.00

Filter Wrench (93 mm)

Designed to install and remove AMSOIL Ea Oil Filters in hard-to-reach locations, this easy-to-use 93 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO11, EAO15, EAO21, EAO24, EAO26, EAO27, EAO31, EAO40, EAO42, EAO52, EAO59, EAO98. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA252	2.65	3.00



OE 0W-20 Now Available in Gallons

AMSOIL OE 0W-20 Synthetic Motor Oil (OEZ) is now available in gallon containers.

OE 0W-20 Synthetic Motor Oil									
Stock #	Units	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail	
OEZ1G	EA	1 Gallon	8.0	8.98	18.25	23.85	22.25	28.95	
OEZ1G	CA	4 Gallons	32.0	35.94	69.44	93.75	84.60	114.20	



Snowmobile Powersports
Stock # U.S. Can.
 G3141 2.00 2.45



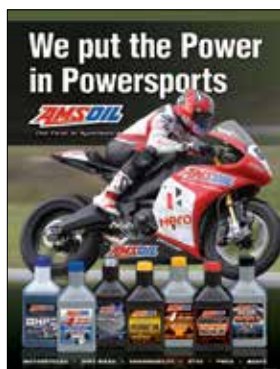
ATV Powersports
Stock # U.S. Can.
 G3142 2.00 2.45



Dirt Bike Powersports
Stock # U.S. Can.
 G3143 2.00 2.45



Marine Powersports
Stock # U.S. Can.
 G3144 2.00 2.45



Motorcycle Powersports
Stock # U.S. Can.
 G3145 2.00 2.45



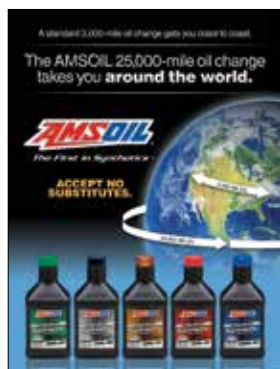
HP Marine™
Stock # U.S. Can.
 G3127 2.00 2.45



Increase Fuel Economy
Stock # U.S. Can.
 G2989 2.00 2.45



Why Wouldn't You
Stock # U.S. Can.
 G3081 2.00 2.45



Around the World
Stock # U.S. Can.
 G3080 2.00 2.45



Z-ROD®
Stock # U.S. Can.
 G3082 2.00 2.45



Motorcycle Oils
Stock # U.S. Can.
 G1692 2.00 2.45



Choose Your Drain Interval
Stock # U.S. Can.
 G2946 (U.S.) 2.00 2.45
 G2973 (Can.) 2.00 2.45



XL
Stock # U.S. Can.
 G3411 2.00 2.45



European Oils
Stock # U.S. Can.
 G3126 2.00 2.45



OE
Stock # U.S. Can.
 G3412 2.00 2.45



Move Up to AMSOIL
Stock # U.S. Can.
 G3414 2.00 2.45



Customer retention is equally as important as customer acquisition.

Keeping your current customers is less costly than acquiring new ones.

Rob Stenberg | DIRECTOR, DEALER SALES

Customer retention is on the minds of owners of small and medium-sized businesses across North America. With rising customer acquisition costs, AMSOIL Dealers need to innovate and assume a proactive role in retaining customers.

You have spent a great deal of time prospecting for new customers, making the sales call(s) and registering the accounts. They begin to purchase, but now that you've got customers, how do you keep them?

The downfall for many AMSOIL Dealers is that they don't know how to keep customers. It seems this is the golden egg, but getting this egg without killing the goose is the conundrum. So, some AMSOIL Dealers ask, why bother with customer retention? What are the real advantages of customer retention?

WHY DO CUSTOMERS LEAVE?

68% unhappy with service
14% unhappy with product or service
9% decide to use a competitor

Studies from the U.S. Small Business Administration and U.S. Chamber of Commerce have found that acquiring new customers can cost as much as five to seven times more than simply retaining existing customers. Customer profitability tends to increase over the life of a retained customer, adding incentive for you to allocate more resources to sharpening your customer retention strategies.

So, economically it makes pretty good sense. Putting together a good retention strategy will also lead to increased customer profitability, as the longer you keep your customer, the lower the account maintenance cost.

Spreading the word about your offer

There are other benefits to fostering a lasting relationship with customers, including long-term customers' increased likelihood to refer you to others, purchase additional products from you and, if they're completely happy with the service they're getting, remain loyal.

Clearly there are many benefits to keeping your current AMSOIL customers. But modern customers are smart – they're not happy to deal with you simply because they know you or your office is nearby or even because it's the easiest option. These days, people know how to get the best deal and will move to a competitor quicker than you can say "have a nice day" if you don't give them what they need. So, short of kidnapping your customers and refusing to let them go until they pledge to stay loyal to you for the rest of their days, how do you keep your customers coming back for more AMSOIL?

Make promises you can keep

The bad news is that there doesn't seem to be one particular foolproof method. If there was, everyone would be doing it. AMSOIL Dealers with good customer retention often have one thing in common: great customer service. It's no good promising a customer the world at your initial meeting if three months down the line they discover you don't have the desire, skills or knowledge to fulfill your promises. You have to make promises you can keep and be able to provide what the customer demands. And you must do it better than any of our competition.

As all great gurus will tell you, the first thing you need to do is look within. In this case, that means within your business. Being enthusiastic and knowledgeable

about AMSOIL products will do wonders for your reputation. How many times have you walked into a shop and asked for some advice, only to be met with a blank stare from the shop employee? It's frustrating if the customer contact person has no clue about what they're actually selling, so knowing the AMSOIL product line is key.

Communication and listening are vital for keeping customers satisfied. At AMSOIL University 2014, we presented a class on good listening skills. Only 2 percent of people in the U.S. have had any type of formal training on how to listen. Two percent! Do a little studying on becoming a good active listener and watch for listening inhibitors – or come to AU 2015 and take the class in the Business Development Track. Consider sending a customer magazine or newsletter to keep customers well-informed.

Rewarding loyalty

Tried and true methods of customer retention involve rewarding people for their loyalty and giving customers something tangible – a real reason to come back to your business. Incentives to return could include hats, t-shirts, jackets, stickers, gift cards to a local restaurant, etc. Get creative in ways to show your customers that you appreciate them.

Above all, keeping customers happy should mean that actions speak louder than words. Remember, you are judged on what you do, not what you say. A proven rather than promised commitment will put you way ahead of the competition.

Good luck and good selling! ■



MARK YOUR CALENDARS

AMSOIL UNIVERSITY 2015/ DIRECT JOBBER CONVENTION

WHEN: Sunday, May 17 through Wednesday, May 20, 2015

WHERE: Duluth Entertainment Convention Center (DECC) in Duluth, Minn.

Both events will be held concurrently at the same facility.

The traditional four-day AMSOIL University (AU) has been streamlined to three days. AU training will be divided into two separate course tracks:

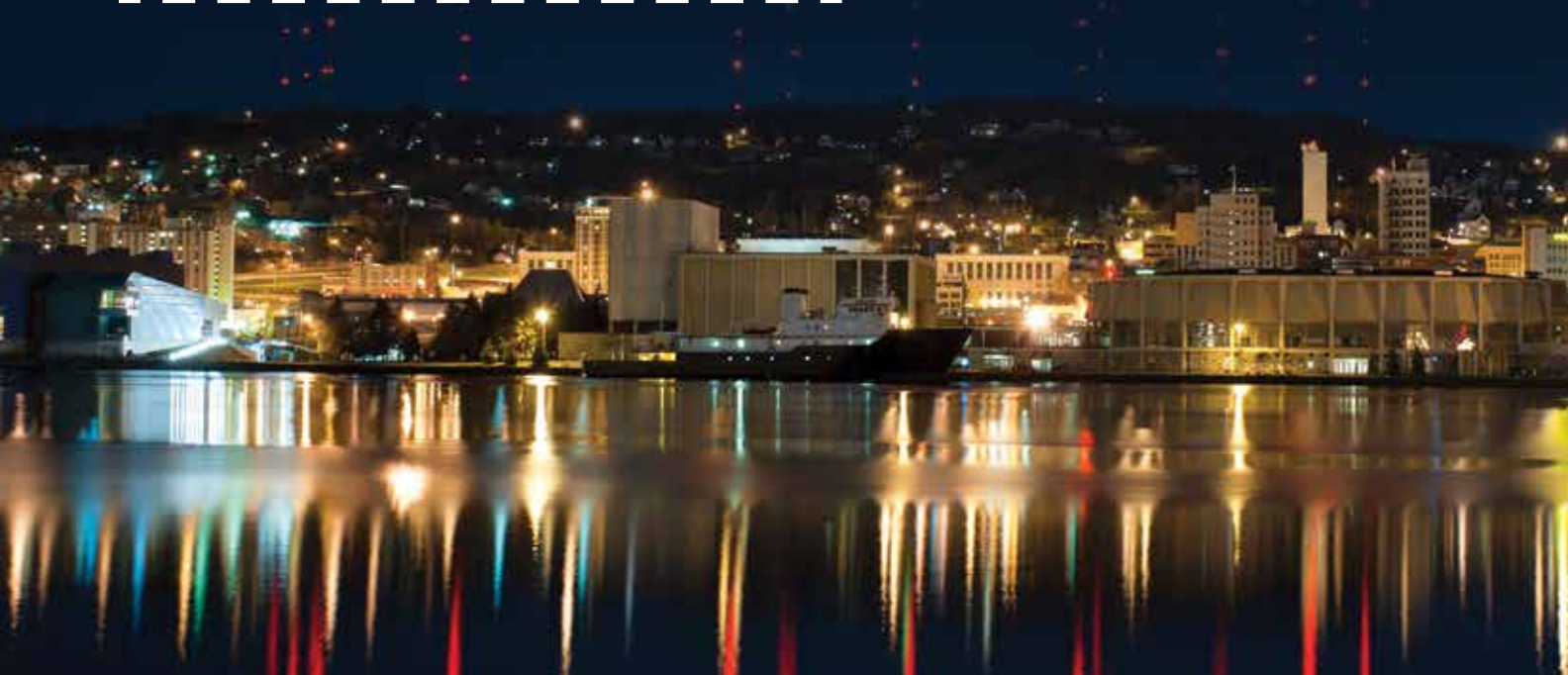
- Core Technology training for first-time AU attendees who have not yet reached the level of Direct Jobber.
- Business Development training for Dealers who have previously completed Core training and who are not yet Direct Jobbers.

All Direct Jobbers who attend will participate in a third DJ-only program comprised of training, awards & recognition, entertainment and other activities.

10
PERCENT
PRODUCT
REBATE

As in years past, there will be a 10 percent product rebate in effect for all AU and DJ Convention attendees. The rebate will be for all product orders placed during the week of AU/Convention. Rebates capped at \$5,000 (10% of \$50,000).

Registration information, full details and schedule of events available in the Dealer Zone.





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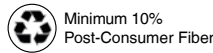
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January 2015



Keep Vehicles on the Road with AMSOIL Diesel Fuel Additives

Diesel owners have always known that arctic weather can bring big problems. Diesel fuel is susceptible to gelling in the fuel lines, and the problem can be especially serious for truckers out on the open road.

AMSOIL Diesel Cold Flow (ACF) is a fuel additive formulated with an advanced deicer to enhance fuel flow and help prevent fuel filter plugging in cold temperatures. If it's already too late, and fuel lines and filters are plugged, make sure your customers have a bottle of **AMSOIL Diesel Recovery Emergency Fuel Treatment (DRC)** on board.

