

# AMSOIL<sup>®</sup>

► DEALER EDITION

MAGAZINE

JULY 2014

## INFLUENCING THE INFLUENCERS

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**AMSOIL Gasoline Additives Help  
Restore Engine Performance | PAGE 10**

**Premium Protection for  
Marine Engines | PAGE 12**





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# Promote Your Business with the AMSOIL Print Center

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- Vehicle Magnets • Yard Signs

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**Letters to the Editor**

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**THE COVER**

As the Official Oil of the Motorcycle Mechanics Institute (MMI), AMSOIL assumes an active role in the lubrication training of highly skilled motorcycle and marine technicians.



# From the President's Desk

The very first AMSOIL motor oil introduced in 1972 created opportunity for thousands of Dealers. An entirely new market was being forged, and AMSOIL Dealers led the charge. That product laid the quality-first foundation on which the AMSOIL brand is built. I insisted from the start that we would push the boundaries of performance.

Our second product, AMSOIL 2-Cycle Oil, was introduced in 1973 and expanded the opportunity for our Dealers even further. Again, we challenged the status quo. I wanted our Dealers to have a product that outperformed all others. It had to be the very best. At that time 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 carried 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 so 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. Keep in mind that the best anyone else was doing at that time was maybe 50:1. We were at 300:1 and passed with flying colors. We eventually introduced the oil at 100:1 because from a marketing perspective no one would have believed a 300:1 mix ratio.

We continued to introduce new products, and by 1980 we had over 20. Each created new opportunities for our Dealers to increase sales. Today, with over 200 products, there are virtually no markets in which we can't play.

Of course, developing new products is now much more complex than it was in the past. Most Dealers and Preferred Customers would be quite surprised at the tremendous effort involved in bringing a new product to market. It's considerably more complicated and labor-intensive than simply developing a concept, formulating the product and introducing it to our Dealers and customers.

In fact, most of the heavy lifting is done during the front-end analysis. Each product AMSOIL develops is scrutinized through a detailed step-by-step process, with input from individuals representing technical, manufacturing, marketing and sales. Thorough evaluation is given to a full range of variables, including formulation issues, customer needs, competitive landscape, market potential, manufacturing processes, pricing and volume projections. We also evaluate the product's potential to fit in our Dealers' portfolios. Will our Dealers find success in sales?

Finally, we assess the marketing support our Dealers will need to best penetrate the market. Beyond the data bulletins and sales brochures we may support your efforts through press releases and national magazine campaigns. It may be that the most effective support would be found through a push online or ramped-up visibility at one of our racing events or in the television spots we gain

through our sponsorships. Maybe it's support through video, social media or point-of-purchase displays. Or maybe it's through the technical and field studies in which we invest so heavily.

Whatever the case, Dealers can be assured that every product AMSOIL introduces has been analyzed to the fullest. The entire goal is to put our Dealers in the best possible position to succeed. And be assured also that the same commitment to quality I had with the development of our original products remains firmly with us today. That will never change.



**A.J. "Al" Amatuzio**  
President and CEO, AMSOIL INC.

**Dean Alexander**  
Executive V.P. /  
Chief Financial Officer

**Alan Amatuzio**  
Executive V.P. /  
Chief Operating Officer

**A.J. "Al" Amatuzio**  
President &  
Chief Executive Officer



INFORMATION YOU CAN USE

# SELLING MOTORCYCLE OIL

America's roadways are filled with motorcycles during the summer months, and with nearly a half million new bikes sold annually, it remains a popular activity for people of all ages. The market for motorcycle oils is vast.

Harley-Davidson maintains 65 percent market share for U.S. manufacturers. Heat is a critical problem for Harleys and other air-cooled bikes. AMSOIL synthetic motorcycle oils not only help bikes run cooler, they resist the breakdown common to lesser oils when faced with high heat.

Air-cooled V-twin engines can get extremely hot, particularly when idling or traveling at low speeds. If a motorcycle oil cannot withstand hot operating temperatures, its ability to provide adequate engine protection is compromised.

AMSOIL Synthetic Motorcycle Oil is formulated to withstand extreme heat beyond the hottest temperatures motorcycles typically experience. In fact, in extreme dyno heat testing AMSOIL Synthetic Motorcycle Oil withstood temperatures exceeding 500°F – well beyond what any bike should ever experience – and it was still suitable for continued use.

AMSOIL Synthetic Motorcycle Oil addresses bikers' number-one concern – heat – and provides peace of mind that their motorcycles are protected in the most extreme conditions.

## Other AMSOIL Synthetic Motorcycle Oil benefits:

- Outstanding Transmission Protection
- Excellent Wet-Clutch Performance
- Exceptional Corrosion Protection
- Robust Additive Levels
- Excellent Value

Check out the new motorcycle dyno video on heat on the left rail at [www.amsoil.com/motorcycle](http://www.amsoil.com/motorcycle). Share it with potential customers to demonstrate AMSOIL Synthetic Motorcycle Oil's outstanding performance.





# LETTERS TO THE EDITOR

## NEW PUBLICATION

As I was waiting in the lounge of my auto repair shop today it dawned on me that we need a quarterly publication without pricing or Preferred Customer information in it. The Dealer could buy this for distribution with his information on it. Put in all of the monthly leaders and new products and information that auto garages would use. We would put this in installer shops, motorcycle shops, garages, even barber shops or any place that has a magazine rack.

**George Jetton**

**AMSOIL:** Thank you for your suggestion. Although we don't believe shops would find much value in the monthly leaders, we will take this suggestion under advisement. In the meantime, AMSOIL provides the Service Line, as both a quarterly hard-copy edition and an every-other-month email edition, to all registered retail and commercial accounts, free-of-charge. It effectively keeps accounts up-to-date with new AMSOIL products (with pertinent account pricing figures) and information. In addition to providing accounts with excellent Dealer service, it is a vital tool for ensuring account retention and repeat sales. Dealers may access back issues of the hard-copy Service Line in the Dealer Zone (Business Tools > Literature > Publications > Service Line).

## EUROPEAN OIL ADVERTISING

As I read through my car magazine subscriptions, I am always looking for an AMSOIL ad. The one I see most often is the one showing three products: Signature Series, Diesel and Motorcycle Oil. My question is why advertise motorcycle oil in a car magazine? Why not have a bottle of European Oil? I believe 75 percent of *Car & Driver* and *Road & Track* readers own or have owned a European-manufactured vehicle. The best ad would be just like the inside cover of the January *AMSOIL Magazine*. I believe the sales of our European Oils would increase by 25 percent or even higher. The owners of European-made vehicles take care of them and want the best lubricants they can find. We Dealers can only talk to and advertise to a limited number of people, but the number of people who read these magazines is in the millions.

Sincerely,

**Jim Myers**

**AMSOIL:** The selection of oils showcased in specific ads is not arbitrary. Media data precisely reveals readership demographics of specific magazines. *Car & Driver* reaches more than 10 million households, and more than one million have motorcycles. Most motorcycle magazines, on the other hand, reach less than 100,000 households, and only the largest boast circulations of around 300,000. *Motor Trend*, where the ad you mentioned also ran, has a similarly high percentage of motorcycle owners as readers.

Among *Car & Driver* readers, the actual current number of households with European vehicles is 991,000. That's a nice slice of the population, but still represents less than 10 percent of the readers. *Road & Track* (where we currently do not advertise, but may consider someday) ranks high on the European car index (11.1%), but that number still represents only 531,000 households.

We have found that *European Car* is the best publication to advertise our European oils, as nearly 100 percent of the readers are European oil users. The ad you mention from the January *AMSOIL Magazine* is one of the ads we've run in *European Car*.

## STOREFRONT ADVERTISING

I now have two retail accounts that deal in heavy-truck sales and service. They are doing pretty well, but they are a bit disappointed that there's not much for storefront advertising centered around semi trucks. They both would like some counter mats showing the 15W-40 and 5W-40 diesel oils, along with the diesel fuel additives. There's not much for posters either. The only diesel poster shows fuel savings with a picture of two Kenworth trucks. My two accounts deal with Peterbilt and International trucks. Guys are also requesting the Cetane Boost in gallon jugs. In the heavy trucks, one gallon does two fill-ups. Hope you can help.

Thanks,

**Christopher Robinson**

**AMSOIL:** Thank you for your feedback. We will consider expanding the counter-mat options to include diesel applications. In regards to the fuel-savings poster, AMSOIL synthetic lubricants offer the same fuel-economy benefits to any OTR truck, regardless of brand. It just happens that those are the actual trucks used in the study that proved the claim. AMSOIL is currently considering offering Cetane

Boost in gallons, and it's likely they will be introduced in the near future.

## DAMAGED SHIPMENTS

Let me start out with saying I am very happy with AMSOIL and all of your product line, my customers are happy and I am continuously impressed with the results I get from AMSOIL products. Although, it is disappointing to me that my last three shipments have come in damaged. Luckily, only one product was leaking this last time and I was able to use it right away, but I have to keep spare AMSOIL boxes around to get products to my customers. I have received so many shipments over the years that have been delivered damaged by UPS that I am finally fed up with this issue and writing in. I was wondering if AMSOIL has any plans to improve the packing of shipments or seek out a contract with another carrier that's not so rough with its shipping methods?

Any help is greatly appreciated,

**Jake Randall**

**AMSOIL:** AMSOIL and UPS started working together in April to determine where improvements can be made in packaging components, bottles and seals to help reduce damaged or leaking shipments. Although it is difficult to test every different package combination, we found several areas to implement changes. Because the bottles are designed to fit securely in the packaging, testing also demonstrated it is best to order full-case quantities when possible. Although damaged shipments represent a very small percentage of total shipments, the AMSOIL Quality Department and its supply-chain management team continue to track information regarding damaged items to help identify further opportunities for improvement.

Email letters to:  
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Or, mail them to:  
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**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

## Quality products are the result of focused effort.

When quality and performance are the main goals, value and customer loyalty are natural side effects.

AMSOIL is a very fortunate company as we have many loyal customers. I can only guess at all the reasons why people keep coming back to AMSOIL. Maybe it is because they like the outstanding service they get from their AMSOIL Dealers. Or maybe it is due to the range of products or the personal, hometown service they receive from AMSOIL corporate. It could also have something to do with the commitment from AMSOIL to always provide the best value available anywhere. When you buy AMSOIL products, you know you are always going to get the best. I am happy that we provide a combination of reasons for customers to come back again and again. You can call me old-fashioned or naive, but I think people keep coming back because AMSOIL stands apart from this world full of gimmicks, get-rich-quick schemes and here-today, gone-tomorrow unbelievable claims. AMSOIL is simply devoted to delivering the best value possible, day in and day out. I would like to have a list of AMSOIL-like companies so I wouldn't have to search around for who makes the best stuff and who I can count on for the long term.

Since I am the technology guy, I would like to focus on the value that we strive to build into new and reformulated products. Customers buy products based on their perception of the value they will receive from a product and how the product's benefits compare to the product's cost. And there are a lot of choices out there, so your proposition

has to continually be better than the next guy's or you won't stay in business. So how do we go about continually building new value into AMSOIL products? It starts with AI's commitment to be the best. This does not mean that we have only one motor oil and it is the best in the world; it means that whether it is OE, XL, European Car Formula or Signature Series, we are committed to being the best in that category. When someone chooses an AMSOIL product, that customer can be confident it provides the best value possible.

So what special skills do we have that allow us to continually create the best value in each category? Can't anyone do this? Well, I didn't grow up in the big city, but it seems to me that if you are always striving to meet only the minimum requirements while making the most money possible, you get pretty good at making the most money possible on products that barely meet the minimum technical requirements. It is very different at AMSOIL. We are never going to have the cheapest products on the market, and that's a good thing when you are counting on a thin film of oil to keep your \$40,000 new car running for the next 15 years. We start with a different challenge: How do we make products that significantly exceed technical requirements at a price point that customers can afford. If you start with this challenge in mind, you get pretty good at making products that significantly exceed minimum technical requirements at an affordable price.

By always pushing the limits of what can be done technically, we can break barriers and build new value into products that couldn't be done if we focused solely on cost optimization. One of these new plateaus was recently reached at AMSOIL with the first successful double-length sequence IIIG test. This is an engine test used for API licensing. It runs in a very severe set of conditions, including high oil temperatures and exhaust gas contamination for 100 hours. It tests the ability of the motor oil to resist thickening and keep the engine clean. Our Signature Series 5W-30 product was tested in a planned double-length test (200 hours) to see if it could reach this summit. Not only did it pass, it did so with flying colors. You can expect to see the results from this test in the very near future. We do not know of a commercially available motor oil that has ever reached this mark. Not that they would be striving toward this goal if they are continually getting really good at making more money by meeting the minimum requirements. ■





# Influencing the Influencers

AMSOIL partners with the Motorcycle Mechanics Institute (MMI) and Marine Mechanics Institute (MMI).

AMSOIL has entered a partnership with Universal Technical Institute (UTI) to become the official oil of its motorcycle and marine divisions, the Motorcycle Mechanics Institute (MMI) and Marine Mechanics Institute (MMI). MMI is dedicated to providing its students with the technical education and skills required to diagnose, service and repair motorcycles or marine equipment and launch successful careers in the motorcycle or marine service industries, and it boasts alliances with the top manufacturers in each industry. MMI has campuses in Phoenix and Orlando. The Orlando campus also includes the marine-focused Marine Mechanics Institute.

“MMI had already used AMSOIL products in some of its training programs over the years,” said Terry Emig, UTI/MMI Director of Business Alliances. “We became interested in a potential partnership as we noticed the company’s dedication to supporting the industry, enthusiasts and motorsport events. MMI initially got involved with AMSOIL Arenacross, supporting the series with the MMI/Ricky Carmichael scholarship program beginning in 2013-2014. A few conversations, a campus tour and meeting set the stage for a win-win long-term partnership.”



## MMI Training Programs

MMI training includes a 36-week Core Skills Program and a minimum of one original equipment manufacturer (OEM)-supported elective training program to help students earn work-experience credit, certifications or technician recognition levels. Elective choices include Harley-Davidson®, Kawasaki®/K-Tech Specialist, Suzuki®/FAST, BMW® Motorrad, Yamaha®/YamaPro and Honda®/HonTech. MMI’s Core program is considered the “Gold Standard” for motorcycle technician training, with students learning engine operation, troubleshooting and diagnostics through intense hands-on training. Through the electives, students also have access to ATV, UTV, personal watercraft, snowmobile and generator service and repair training.

MMI’s 51-week marine program covers four- and two-stroke outboards, sterndrives, rigging, fuel and lubrication systems, electrical and diesel marine engines, providing hands-on training with the latest models, along with specialized factory-supported training through manufacturer partners Mercury Marine®, Suzuki Marine®, Yamaha Marine®, Honda Marine® and Volvo Penta®.

MMI boasts a high placement of motorcycle and marine technicians throughout the country as four out of five graduates find employment with dealerships, aftermarket shops and the motorsports industry.

## AMSOIL-Branded Training

As the Official Oil of MMI, AMSOIL gains four AMSOIL-branded classrooms (two at MMI Phoenix, one at MMI Orlando [Motorcycle], one at MMI Orlando [Marine]) and assumes an active role in the lubrication and chemical curriculum training. While most of the current training in the Core lubrication courses was developed by OEMs, AMSOIL is working with the MMI curriculum team to enhance the training content and speaking points with information regarding the differences between conventional and synthetic lubricants, oil analysis and AMSOIL product information and imagery. Students will





hear the AMSOIL story while learning about its state-of-the-industry products. AMSOIL corporate staff will also lead MMI instructor training programs and participate in MMI's annual Partner Advisory Council, providing feedback on the school's curriculum, staff, students, training aides and training environment.

"The MMI/AMSOIL partnership will benefit students by giving them a better understanding of today's leading lubricants and the technology behind the products," said Emig. "As these students become graduates and technicians, they will have a much better understanding of lubricant products and the differences between AMSOIL and the others. Product donations, curriculum support, scholarships and a working relationship with AMSOIL support a unique, high-quality training experience."

"It is exciting to work directly with AMSOIL to develop curriculum for our students," said Kevin Shockency, UTI/ MMI Education Content Developer. "AMSOIL is a name brand I had lab-tested under severe conditions for off-road motorcycle applications. After nearly double the recommended mileage, the oil sustained a high concentration of friction-reducing additives and maintained stable viscosity. AMSOIL is an excellent choice to support the lubrication and chemical training needs for our students."

### Scholarships and Awards

As an official partner with MMI, AMSOIL offers students a number of scholarship opportunities. Recognizing the challenges many students face in relocating to Phoenix or Orlando to attend MMI,



AMSOIL offers the AMSOIL Relocation Scholarship Program. Thirty scholarships are awarded to help students mitigate relocation expenses. In addition, the AMSOIL Graduation Scholarship Program offers three scholarships (one per campus) to current students to help reduce graduation expenses.

MMI graduates are well-represented in the supercross/motocross world. In fact, 16 of the top 20 teams have hired MMI graduates, including five with the GEICO/AMSOIL/Honda team. AMSOIL is the title sponsor and Official Oil of AMSOIL Arenacross and the Official Oil of Monster Energy Supercross. Throughout the upcoming race seasons, AMSOIL and MMI will jointly present the Top Tech Award, awarded to the technicians who overcome adversity to get their riders' bikes running and back into competition. The Top Tech Award will be awarded for each of the 16 Monster Energy Supercross rounds and each of the 10 AMSOIL Arenacross rounds, with an additional overall award presented at the end of the season for Arenacross and each class of Supercross (450, 250 West, 250 East). The Top Tech Award will be featured on the race series' websites and social media sites. In addition, AMSOIL and MMI will also jointly present

Tech Tips during race events and in social media.

### Influencing the Influencers

The AMSOIL/MMI partnership serves as a very effective way to "influence the influencers," creating immense opportunity for AMSOIL Dealers.

"MMI graduates will leave school and enter the field armed with knowledge regarding the superiority of AMSOIL synthetic lubricants," said AMSOIL Technical Product Manager – Powersports Len Groom. "As highly trained MMI technicians, their recommendations carry significant weight with dealerships, shops, race-team owners, fellow technicians and customers, creating increased demand for AMSOIL products."

"We want our students to be trained on the best equipment with the latest technology and quality brands," said Emig. "MMI is a premium technical training institute, and these future technicians will be excited to train and work with AMSOIL technology. The involvement of AMSOIL shows the students that AMSOIL supports the future technicians of our industry. That support goes a long way with these students, as many are young adults who are just starting new careers. Some have young families. Some are servicemen and women looking to begin new careers after serving our country. Students respect and promote the brands that support their training experience. This type of partnership and student experience creates a foundation for success for MMI, AMSOIL and our graduates." ■



# AMSOIL GASOLINE ADDITIVES HELP RESTORE ENGINE PERFORMANCE

Summer brings family vacations, trips to the lake, ATV excursions and other activities that rely on gasoline. In order to ensure vehicles, boats, ATVs and other recreational equipment are reliable and get the most for your money at the pump, it's important to periodically perform some simple fuel-system maintenance.

A vehicle's engine demonstrates its best efficiency and performance when it's new. Over time, gasoline-generated deposits form on fuel injectors and intake valves and in the combustion chamber. Additionally, higher ethanol fuels can cause varnish and gum to form on internal engine components. While all gasoline is mandated to contain a lowest additive concentration (LAC) to help keep engines clean and control emissions, most gasoline lacks sufficient high-quality additives to minimize deposits and varnish. The low levels of detergent additives in modern gasoline allow deposits and impurities to build up on critical fuel-system components and can lead to a range of problems, including the following:

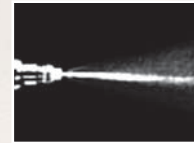
- Decreased fuel economy
- Decreased power and poor throttle response
- Failed emissions tests
- Poor drivability (surging, hesitation, stalling, rough idle)

- Engine knock
- Difficult starts

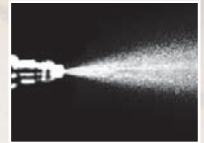
AMSOIL offers two products to help keep gasoline engines running their best: P.i. Performance Improver and Quickshot.

## P.I. PERFORMANCE IMPROVER

P.i. is the premium choice for maximizing fuel economy in passenger-car applications. It is an effective one-tank, total fuel system cleaner that provides maximum deposit clean-up to help maintain peak efficiency, power and drivability. When deposits form on injectors, the spray pattern becomes irregular and the volume of fuel delivered is negatively affected. Inadequate fuel delivery paired with an uneven spray pattern results in decreased engine efficiency, power and fuel economy. P.i. effectively cleans port and direct fuel injectors to restore fuel delivery volume and regular fuel spray pattern.



Injector spray pattern before P.i. treatment.



Injector spray pattern after P.i. treatment.

P.i. also quickly cleans intake valve deposits to improve airflow and rebalance air-fuel intake. Deposits on the intake valves restrict airflow and have a tendency to absorb and release fuel, creating an imbalanced air-fuel mixture that results in lost engine power, increased emissions, poor engine efficiency and potential valve failure.

P.i. cleans deposits in the combustion chamber to regulate engine noise, temperature and emissions. Combustion-chamber deposits can act as a secondary ignition source that can lead to reduced power, increased engine temperature and engine damage from engine knock. Additionally, deposits that flake off and aren't expelled through the exhaust valve remain on the valve seat when the valve closes and cause compression loss, difficult starting, rough idle, increased emissions and a possible burned exhaust valve.

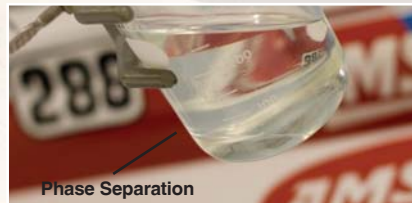




## QUICKSHOT

Quickshot is a premium fuel additive designed to solve ethanol-related problems in two- and four-stroke gasoline-powered small engines and powersports equipment, restoring peak performance. It protects against phase separation – the tendency of ethanol to absorb water and separate from gasoline – by keeping water dispersed throughout the fuel tank. When separated fuel is burned, it creates a lean-burn situation that can raise the engine’s running temperature and lead to engine damage. Additionally, separated fuel quickly degrades and forms gum, varnish and other insoluble debris that can restrict fuel flow and hinder engine performance. Water that is not evenly dispersed can also lead to starting, performance and corrosion problems.

Quickshot contains unique chemistry designed to remove and prevent deposits and buildups in fuel systems.



**Phase Separation**  
When ethanol/water mixtures fall to the bottom of fuel containers, it leads to lean-burn situations. Quickshot helps keep water molecules dispersed to prevent phase separation.

It also cleans hard-to-remove deposits on piston tops, spark plugs and other combustion-chamber parts, and it stabilizes fuel between uses and during short-term storage.

Quickshot is recommended for use in all two- and four-stroke gasoline-powered engines, including motorcycles, snowmobiles, boats, personal watercraft, ATVs, edgers, tillers, mowers, snowblowers, chainsaws, generators and farm and construction equipment. ■

**AMSOIL**  
**P.i. Performance Improver**  
Gasoline Additive Concentrate

## DEALER ACTION PLAN

Most AMSOIL customers understand that a well-lubricated engine is important for engine health and performance. However, most customers probably don't realize that the quality of gasoline can also have a significant impact on engine health and performance.

Customers who already use AMSOIL products understand the benefits and value that quality synthetic lubricants provide. Explaining how AMSOIL gasoline additives – P.i. Performance Improver and Quickshot – can further enhance vehicle performance through combustion-system cleanliness can help AMSOIL customers understand the importance of total engine cleanliness.

For new customers or those who are considering AMSOIL products but haven't yet committed, P.i. and Quickshot can provide a small glimpse into the top quality they can expect when using the full line of AMSOIL products. For a minimal investment, customers will experience how P.i. and Quickshot can positively affect fuel economy, throttle response, emissions and peak efficiency. This may open the door for Dealers to recommend additional AMSOIL products that will increase performance and provide excellent protection.



# Premium Protection for Marine Engines

AMSOIL Upgrades Formula 4-Stroke® Marine Formulation.



## Formula 4-Stroke Marine is Now FC-W Catalyst Compatible

To help reduce emissions, some four-stroke marine engines are now equipped with exhaust aftertreatment devices. To stay on top of this latest technology, AMSOIL recently upgraded the Formula 4-Stroke Marine Synthetic Motor Oil (WCT, WCF) formulation to make it catalyst compatible. Its packaging now includes the new FC-W Catalyst Compatible logo and corresponding certification number (FC-00358P [WCT], FC-00357P [WCF]). The formulation is backward-compatible, continuing to provide outstanding protection where FC-W oils are recommended. Formula 4-Stroke Marine Oil now also meets API SM qualifications. Its pricing remains unchanged.

- Engineered for the harsh operating conditions of marine environments
- Delivers superior viscosity protection
- Outstanding protection against wear and deposits
- Excels in high-horsepower applications and all-day trolling conditions
- Anti-rust formulation counteracts the damp environments often encountered in outboard applications

## Opportunities in the Retail Market

The marine market presents significant opportunity for AMSOIL Dealers, with the National Marine Manufacturers Association (NMMA)

reporting nearly one million new and used boats sold in 2012, a 2 percent increase since 2008. In addition, 37.8 percent of the population participated in recreational boating in 2012, a 6 percent increase from 2011, while the 2012 *Special Report on Fishing and Boating* reports that 46 million Americans went fishing in 2011 (16.2 percent of the population), with more than half fishing from boats.

AMSOIL has taken great steps in recent years to increase customer awareness in the marine and fishing markets, sponsoring successful racers like Terry Rinker and Bob Teague and popular fishing programs like "The Next Bite" and "John Gillespie's Waters & Woods." The result has been a strong following among anglers and boating enthusiasts, who often actively seek AMSOIL products for their own boats and equipment. Leverage this increased customer awareness and demand when approaching potential retail accounts.

Dealers seeking to grow their sales in the marine market are well-advised to pursue potential retail accounts, with marine powersports retailers and repair shops, hardware stores, resorts and marinas presenting outstanding prospects for AMSOIL synthetic marine lubricants. ■

## Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil Repackaged

To eliminate confusion with SABER® Professional Synthetic 2-Stroke Oil (ATP), Saber Outboard's name has been changed to Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil (ATO), and it has received fresh new packaging. Its formulation and pricing remain unchanged.



## MORE PREMIUM MARINE PRODUCTS

### HP Marine™ Synthetic 2-Stroke Oil (HPM)

- Excellent for Evinrude® E-TEC™ factory-lean setting
- Helps prevent deposits
- Premium wear and rust protection
- Low smoke, low aquatic toxicity



### Synthetic Marine Gear Lube (AGM)

- Excellent gear and bearing protection, even when contaminated with 10% water
- Protects against rust and corrosion
- Extends seal life
- Superior foam prevention



### Synthetic Water-Resistant Grease (GWR)

- Formulated for wet-duty performance
- Resists water washout
- Seals metal surfaces and chemically fights corrosion
- Outstanding protection under heavy loads



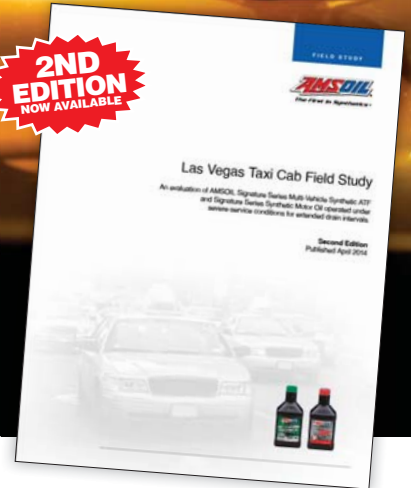




# Updated Field Study Offers Additional Proof of Severe-Service Performance

In April 2013, AMSOIL published the first edition of the Las Vegas Taxi Cab Field Study (G3118), which demonstrated the excellent performance of AMSOIL synthetic lubricants in severe-service Las Vegas taxi cabs. Analysis of a Dodge Charger's engine and transmission demonstrated virtually no wear, deposits or sludge despite accumulating 7,033 hours (102,582 miles).

**2ND EDITION NOW AVAILABLE**



The field study has been updated to include new transmission results from another Dodge Charger taxi cab that accumulated 12,891 hours (183,705 miles) on a single transmission fluid change. The second edition of the Las Vegas Taxi Cab Field Study includes the updated transmission results along with the original engine results.

## Severe-Service Conditions

Taxis are notoriously hard on lubricants due to excessive idling and constant stop-and-go driving loaded with passengers and cargo. Las Vegas summer temperatures added to the challenge, topping 100°F during this field study.

Given the unusually high amount of idle time, maintenance intervals were determined in hours rather than miles. Signature Series 0W-20 Synthetic Motor Oil (ASM), changed every 900 hours (approximately 15,000 miles), was used in the Charger's engine, while the transmission used Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF), which was not changed during the study.

The vehicles operated throughout Las Vegas up to 24 consecutive hours each day, shutting down only for refueling and personnel changes. Average speed was less than 15 mph in each vehicle, illustrating severity of service.

## Results

Transmission components prone to the effects of lubricant failure, including the valve body and clutch plates, revealed virtually no sludge and little wear after operating without a fluid change for more than three times the original equipment manufacturer (OEM) drain interval. Although the Charger carried a recommended transmission fluid change interval of 60,000 miles in severe service, Signature Series Multi-Vehicle Synthetic ATF continued providing superior protection for more than 180,000 miles, confirming its ability to provide reserve protection.

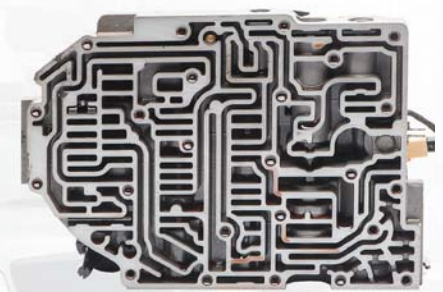
## Sales Strategy

The results of the field study offer convincing proof of performance for fleets, contractors, landscapers and other commercial prospects who operate work vehicles daily in severe-service conditions. The added protection of AMSOIL synthetic lubricants helps protect expensive work vehicles from the negative effects of extreme heat, especially sludge formation, helping keep them on the job making money. These results can help Dealers show prospects how they can offer solutions to challenges other lubricant manufacturers overlook, helping turn them into loyal customers. ■

## Las Vegas Taxi Fleet Field Study

Stock#	Qty.	U.S.	Can.
G3118	1	1.05	1.15

**ONLINE:** [www.amsoil.com/performancetests.aspx](http://www.amsoil.com/performancetests.aspx)



## 183,705-Mile Transmission Teardown

The clutch plates earned the highest possible rating for deterioration/wear, while the valve body contained virtually no sludge, confirming the outstanding protection of Signature Series Multi-Vehicle Synthetic ATF.





## Drivers Face Grueling Competition at 2014 Top Truck Challenge

**Matt Christian and his Chevy S-10 take the title.**

The 22nd annual Top Truck Challenge took place June 9-13 in Hollister Hills, Calif., where 10 teams set out to prove themselves and their AMSOIL-lubricated rigs worthy of the title. *Four Wheeler Magazine* organizers once again went to extremes to design the nastiest course they could, aiming to take out as many trucks as possible as they navigated through challenges such as the Frame Twister, Mud Pit and Tank Trap.

The opening day of competition showed no mercy as the Tow Test welcomed drivers and their rigs with a 36,000-lb. military tow vehicle waiting to be hauled uphill. Next, it was on to the Frame Twister, which wasted no time living up to its name as the cement, boulders and logs quickly claimed the tires and axle of Jeff Noggle's 1992 GMC K1500. While the California drought eliminated the Mud Pit event, organizers responded with an old Top Truck Challenge standby: the Mini Rubicon, which took competitors through a large pit of boulders that tested both power and driver skill.

Drivers faced even more brutality on the second day of competition, as the Obstacle Course promptly started claiming driveshafts and other parts while dashing hopes of finishing for others. Up next was the Hill Climb, where deep holes and ruts swallowed tires whole as drivers tried to stay on course. Next,

drivers attempted to maneuver through the giant boulders and concrete of the Coal Chute before facing the final and most grueling event of Top Truck Challenge: the Tank Trap. From start to finish, the Tank Trap climbs almost 195 feet in elevation and forces rigs through a poison-oak-lined course filled with deep water holes, dirt holes, a canyon nestled between steep walls and much more.

Matt Christian of Duncan, Okla. took the 2014 Top Truck Challenge championship aboard his 1995 Chevy S-10.

"The Top Truck Challenge presents an excellent opportunity to test AMSOIL products in some of the most severe conditions possible," said AMSOIL Technical Product Manager - Powersports Len Groom, who was on-hand at the event. "This year's competition was an exciting testament to the strength and durability of the trucks and the oil that was in them. Congratulations to Matt Christian for coming out on top."

To see videos and photos from the 2014 Top Truck Challenge, visit [www.amsoilracing.com](http://www.amsoilracing.com) (Events>Top Truck Challenge).

AMSOIL is the Exclusive Official Oil of the Top Truck Challenge, receiving valuable exposure across four issues of *Four Wheeler Magazine* and in the DVD presentation of the event.



The story is as old as the company. Three-time Indy 500 winner and racing legend Bobby Unser was searching the world for a better product. He heard of a company in northern Wisconsin, of all places, that had a gear lube that just might solve his problems. A quick call to Al Amatuzio in those early days of the company set the course for AMSOIL being known as a company that both produced quality products and showed loyalty to those who helped spread the message.

We still see Bobby, and his wife Lisa, from time to time at race events, including the AMSOIL World Championship Snowmobile Derby in Eagle River, Wis. And the Unsers are always popping up somewhere, including a stop at this year's Indy 500, where Bobby once again climbed behind the wheel of his 1981 winning Penske PC-9B at the annual SVRA Indy Brickyard Invitational. As usual, Bobby showed up with a big AMSOIL logo on his jacket.

Unser believes in the company as much today as he did some 45 years ago, when that chance phone call helped him as much as it did our company. Racing is a big part of the fabric of AMSOIL. We have the best products in the world, and since the beginning, some of the best spokespeople a company could ask for.



# New Forms of Racing are Getting an Old Look

Vintage racing renews the past for AMSOIL teams and events.

The AMSOIL-backed *Baja Social Club* documentary captures the motorized culture of the iconic Baja Peninsula. Based on the story behind the founding of the first National Off-Road Racing Association (NORRA) Mexican 1000 held in 1967, the movie tells of the men who first raced Baja and their return 40-plus years later as part of the reborn NORRA 1000.

Now four years strong, the NORRA 1000 has attracted more than 150 teams from around the globe. AMSOIL sponsors several teams, including TORC Series Pro Lite champion Brad Lovell and his crew chief JT Taylor. (Lovell joined forces with photographer Boyd Jaynes in a 1968 Ford Bronco, while Taylor split driving duties with desert veteran Shannon Powell in a 1964 Volkswagen Bug for the four-day, 1,309-mile vintage race.)

While mechanical issues clouded the event for both teams, the opportunity to race outside their modern-day setups and loaded pit crews was the perfect rush of adrenaline. Vintage racing, in all forms, has grown in popularity over the past several years. For Taylor, the ability to showcase the past is a big part of the allure.

"I believe it allows some of the newer generation of racers to see how far we have come, technology-wise," said Taylor. "Vintage racing also keeps us connected to our history through the stories of the older racers and their love of the sport."

The AMSOIL Eagle River Derby Track in Eagle River, Wis. has been hosting championship ice-oval racing for more than 50 years, with modern advancements bringing race speeds well over 100 mph. In 2003 the track reached out to snowmobiling's rich past by hosting a three-day vintage weekend. More than 500 entrants showed up that first year, and it has since grown to include more than 1,000 participants.

"The popularity of vintage racing can be traced to the fact that old racers, and old fans, are reliving the glory days of snowmobiling," said Derby Track owner Chuck Decker. "In the glory days, there were never less than 10 local races going on somewhere each weekend, and, boy, were they competitive. Back then, like today, the Derby was the granddaddy of snowmobile racing, but not everyone could race here. Now, drivers and fans can live out their dreams of competing in Eagle River."

Drag racing has always provided a direct link to America's thirst for the retro. In the IHRA sportsman classes, it's not uncommon to see muscle cars from the 1960s and 1970s beat the light in the half-mile. But for a series like the IHRA Nitro Jam, mixing the old with the new has become the norm.



"The AMSOIL Funny Cars are something the fans can closely relate to," said IHRA President Scott Gardner. "Almost all aspects of the cars are modern technology, except for the bodies. What makes them 'vintage,' if you will, is that they are restricted on fuel pumps as well as superchargers, etc. We call this 'controlled racing,' and the reason it's often referred to as 'vintage' is because the rules mirror the funny cars of the 1980s."

With names like Jungle Jim and U.S. Male, the AMSOIL Funny Cars look like the cars that raced more than 30 years ago. The bodies resemble the Mustangs, Corvettes and Firebirds of the era, and they bring more consistent competition for race fans and cheaper budgets for racers.

"The fans love everything from the bodies to the flames and sounds to the great, close competition," said Gardner. "As we travel across the U.S., we also see different teams and cars that come out to race against our regular competition. This mirrors yesteryear as well, with rivalries and competition that's not limited to just a few multi-million-dollar teams."







# MONTHLY LEADERS

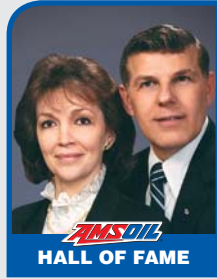
The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found in the Dealer Recognition area under the Services menu in the Dealer Zone.



**Dave M. Mann**  
*Michigan*

**7-STAR**  
REGENCY PLATINUM  
DIRECT JOBBER

**FIRST**  
Total Organization  
**FIRST**  
Personal Group Sales



**Bill & Donna Durand**  
*Wisconsin*

**7-STAR**  
REGENCY PLATINUM  
DIRECT JOBBERS

**SECOND**  
Total Organization  
**FOURTH**  
Personal Group Sales



**Michael H. Ellis**  
*Michigan*

**2-STAR**  
REGENCY PLATINUM  
DIRECT JOBBER

**THIRD**  
Total Organization  
Personal Group Sales  
**FOURTH**  
Retail Account Sales



**Sherree Schell**  
*Idaho*

**4-STAR**  
REGENCY PLATINUM  
DIRECT JOBBER

**SEVENTH**  
Total Organization  
**NINTH**  
Personal Group Sales



**Thomas & Sheila Shalin**  
*Georgia*

**4-STAR**  
REGENCY PLATINUM  
DIRECT JOBBERS

**EIGHTH**  
Total Organization  
**FIFTH**  
Personal Group Sales  
**FIRST**  
New Qualified Customers  
**FOURTH**  
New Customer Sales



**Carol H. Bell**  
*Texas*

**5-STAR**  
REGENCY PLATINUM  
DIRECT JOBBER

**NINTH**  
Total Organization  
Retail Account Sales  
**SIXTH**  
Personal Group Sales



**Thomas R. Weiss**  
*North Dakota*

**REGENCY PLATINUM**  
DIRECT JOBBER

**FIRST**  
Commercial Account Sales  
**THIRD**  
Retail Account Sales



**Robert & Carolyn Geyer**  
*California*

**EXECUTIVE DIRECT**  
JOBBER

**SECOND**  
Commercial Account Sales



**David & Peggy Hilton**  
*California*

**DIRECT DEALERS**

**THIRD**  
Commercial Account Sales



**John & Dianne Moldowan**  
*Alberta*

**REGENCY GOLD**  
DIRECT JOBBERS

**NINTH**  
Commercial Account Sales  
**FIFTH**  
Retail Account Sales



**Clarence & Joyce Parde**  
*Nebraska*

**EXECUTIVE DIRECT**  
JOBBER

**TENTH**  
Commercial Account Sales



**David & Tracey Cottrell**  
*Ontario*

**MASTER DIRECT JOBBERS**

**SECOND**  
Retail Account Sales



**Vijay Parany**  
*Ontario*

**1-STAR**  
REGENCY PLATINUM  
DIRECT JOBBER

**SECOND**  
New Qualified Customers  
**SECOND**  
New Customer Sales



**Kent & Trudy Whiteman**  
*Utah*

**7-STAR**  
REGENCY PLATINUM  
DIRECT JOBBERS

**THIRD**  
New Qualified Customers  
**NINTH**  
New Customer Sales



**Michael J. Mathe**  
*Tennessee*

**REGENCY SILVER**  
DIRECT JOBBER

**FOURTH**  
New Qualified Customers  
**FIRST**  
New Customer Sales





**David & Maureen Vlodarchyk**

*Ontario*  
**1-STAR**  
 REGENCY PLATINUM  
 DIRECT JOBBERS  
**FOURTH**  
 Total Organization  
**SECOND**  
 Personal Group Sales



**George & Shirley Douglas**

*Tennessee*  
**4-STAR**  
 REGENCY PLATINUM  
 DIRECT JOBBERS  
**FIFTH**  
 Total Organization  
**TENTH**  
 Personal Group Sales



**Leonard & Marcie Pearson**

*Washington*  
**5-STAR**  
 REGENCY PLATINUM  
 DIRECT JOBBERS  
**SIXTH**  
 Total Organization



**Ray & Kathy Yaeger**

*Wisconsin*  
**5-STAR**  
 REGENCY PLATINUM  
 DIRECT JOBBERS  
**TENTH**  
 Total Organization  
**SIXTH**  
 Personal Group Sales  
**FIRST**  
 Retail Account Sales



**Ches & Natasha Cain**

*South Dakota*  
**3-STAR**  
 REGENCY PLATINUM  
 DIRECT JOBBERS  
**SEVENTH**  
 Personal Group Sales  
**TENTH**  
 New Qualified Customers



**Daniel & Judy Watson**

*Florida*  
**2-STAR**  
 REGENCY PLATINUM  
 DIRECT JOBBERS  
**EIGHTH**  
 Personal Group Sales  
 Retail Account Sales



**James J. Allen**

*Ohio*  
**REGENCY GOLD**  
 DIRECT JOBBER  
**FIFTH**  
 Commercial Account Sales



**Steven A. Bendror**

*New York*  
**DIRECT DEALER**  
**SEVENTH**  
 Commercial Account Sales



**Shirley Alquist**

*Florida*  
**REGENCY DIRECT JOBBER**  
**EIGHTH**  
 Commercial Account Sales



**Debra McKenzie**

*Alberta*  
**REGENCY GOLD**  
 DIRECT JOBBER  
**SIXTH**  
 Retail Account Sales



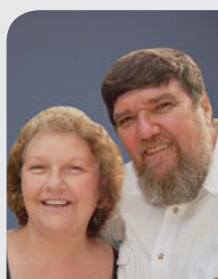
**Douglas Huculak**

*Saskatchewan*  
**REGENCY GOLD**  
 DIRECT JOBBER  
**SEVENTH**  
 Retail Account Sales



**Ted Pickul**

*Florida*  
**PREMIER DIRECT JOBBER**  
**TENTH**  
 Retail Account Sales



**Diane & Bruce Adams**

*Indiana*  
**DIRECT DEALERS**  
**FIFTH**  
 New Qualified Customers  
**THIRD**  
 New Customer Sales



**Michael Barber**

*Michigan*  
**REGENCY SILVER**  
 DIRECT JOBBER  
**SIXTH**  
 New Qualified Customers



**Frank & Barb Eves**

*Michigan*  
**PREMIER DIRECT JOBBERS**  
**SEVENTH**  
 New Qualified Customers  
**SIXTH**  
 New Customer Sales





**Roger B. Silcox**  
*Alberta*  
REGENCY DIRECT JOBBER  
EIGHTH  
New Qualified Customers



**Blake Evans**  
*Ohio*  
DIRECT JOBBER  
NINTH  
New Qualified Customers



**Gregory Renninger**  
*Pennsylvania*  
DIRECT JOBBER  
EIGHTH  
New Customer Sales



**Bryan & Frances Frambach**  
*Tennessee*  
DIRECT JOBBERS  
TENTH  
New Customer Sales



## HIGHER LEVELS OF RECOGNITION



**David & Maureen Vlodarchyk**  
*Ontario*  
1-STAR  
REGENCY PLATINUM  
DIRECT JOBBERS



**Gregory Vaughn**  
*Wisconsin*  
1-STAR  
REGENCY PLATINUM  
DIRECT JOBBER



**Andriy Dyachuk**  
*Pennsylvania*  
EXECUTIVE  
DIRECT JOBBER



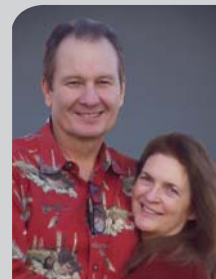
**Cliff Safe**  
*Colorado*  
DIRECT JOBBER  
**Sponsors:**  
*Ernest (Pat) & Rose Lindley*  
**Direct Jobbers:**  
*Ernest (Pat) & Rose Lindley*



**Roger Cossette**  
*Quebec*  
DIRECT DEALER  
**Sponsor:**  
*Vijay Parany*  
**Direct Jobber:**  
*Vijay Parany*



**Mark Devault**  
*Michigan*  
DIRECT DEALER  
**Sponsor:**  
*Duane J. Sroka*  
**Direct Jobber:**  
*Duane J. Sroka*



**David & Peggy Hilton**  
*California*  
DIRECT DEALERS  
**Sponsor:**  
*Greg Johnson*  
**Direct Jobbers:**  
*Robert & Carolyn Geyer*



**James & Heidi Sherman Jr**  
*Maine*  
DIRECT DEALERS  
**Sponsor:**  
*Alan Betters*  
**Direct Jobbers:**  
*Lee & Susan Mortenson*



**Darren A. Weaver**  
*Pennsylvania*  
DIRECT DEALER  
**Sponsors:**  
*Delmar & Jane Weaver*  
**Direct Jobbers:**  
*Delmar & Jane Weaver*



**Roger Farina**  
*North Carolina*  
ACCOUNT DIRECT  
**Sponsor:**  
*Duane J. Roark*  
**Direct Jobber:**  
*Duane J. Roark*



# Have You Been Certified?

Wonder why you're not listed on the Dealer Locator at [amsoil.com](http://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.*

## 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](http://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 serious AMSOIL Dealers meet these qualifications with relative ease. The T-1 Certification Series home study material was designed to prepare AMSOIL Dealers for success. It might seem like a lot at first glance, but it is quite simple and the rewards are great. As a T-1 Certified AMSOIL Dealer, you receive the following benefits:

- T-1 certificate and patch
- Free leads
- Inclusion in the Dealer locator on the AMSOIL corporate website
- Co-op opportunities

**Leads:** AMSOIL receives more than 100 new leads every day. People who contact AMSOIL and wish to buy AMSOIL products for their personal use, are interested in the AMSOIL business opportunity or wish to buy AMSOIL products for their retail outlet or commercial business and have not worked with an AMSOIL Dealer in the past are distributed as sales leads to randomly selected T-1 Certified AMSOIL Dealers.

**Dealer Locator:** Many people looking for AMSOIL products start at [www.amsoil.com](http://www.amsoil.com). The "Find an AMSOIL Dealer Near You" button allows users to locate an AMSOIL Dealer within a 10-, 25-, 50- or 100-mile radius of the ZIP code of their choosing. The resulting list of local Dealers is randomly drawn from the pool of T-1 Certified Dealers.

**Co-op Support:** AMSOIL offers several co-op programs that provide financial or product assistance to Dealers. Co-op

opportunities include Dealer meetings, racing sponsorships, oil analysis for commercial accounts, trade show literature, trade show fees and the purchase or rental of a trade show booth.

### Maintaining Eligibility

T-1 Certified Dealers must maintain eligibility for leads and the Online Dealer Locator by meeting some simple, performance-based 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, RA, 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 (active Dealer/PC, protected CA/RA).

Meeting these requirements is not an unrealistic 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've met these requirements. Dealers who do not meet the requirements will not be eligible to receive leads or be included in the Online Dealer Locator; however, they will remain eligible for co-op support. T-1 Certified Dealers who become ineligible for the Leads Program and the Online Dealer Locator can be reinstated by meeting the performance-based prerequisites for inclusion. Since T-1 Certified Dealers are evaluated monthly, a Dealer who becomes ineligible one month will be reinstated the following month if he/she again meets the minimum requirements.

**Dealer Zone Email Inbox:** AMSOIL provides each T-1 Certified Dealer with a personal email inbox in his/her Dealer Zone account. Leads are sent to the Dealer's regular email address and to his/her Dealer Zone inbox for fast, guaranteed receipt.



Continued

certified



### July Close-Out

The last day to process July orders in the U.S. and Canada is the close of business on Thursday, July 31. 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. CDT on that day. All orders received after these times will be processed for the following month. Volume transfers for July business will be accepted until 3 p.m. CDT on Wednesday, August 6. All transfers received after this time will be returned.

### Holiday Closings

The Toronto Distribution Center will be closed Monday, August 4 for Simcoe Day.

### New Las Vegas Distribution Center

Effective June 30, the AMSOIL Distribution Center in Las Vegas is moving approximately three miles north of its current location on North Lamb Blvd. to a much newer, more efficient facility at 6140 North Hollywood Blvd., Suite 106, Las Vegas, Nev. 89115. The new facility is located within the Speedway Commerce Center near the Las Vegas Motor Speedway. Orders will be processed at the current location through June 27.

### Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil Data Bulletin

Covers the features, benefits and technical properties of Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil (ATO).



Stock #	Qty.	U.S.	Can.
G3295	25	4.10	5.00

### Donaldson PowerCore Air Filters

Due to slow sales, seven of the nine Donaldson PowerCore Air Filters available through AMSOIL are discontinued. AMSOIL will continue to offer the P603577 and P610875 filters, while P606119, P606121, P607955, P611720, PCF73, PCFH2 and PCIS73 are discontinued and available while supplies last.

### White Performance Mesh Cap

White performance mesh cap with puffed embroidery. Velcro closure.

Stock #	U.S.	Can.
G3274	16.95	20.50



Back

Front

### Red and Gray Cap

Red and gray cap with embroidered logo. Velcro closure.

Stock #	U.S.	Can.
G3275	14.75	17.85



### 2014 Motorcycle Rally T-Shirt

Highlights AMSOIL as the Official Oil of the Sturgis Motorcycle Rally, Daytona Bike Week, Laconia Motorcycle Week and the Lone Star Rally. Features "distressed" design. Constructed of 90/10 cotton/polyester blend.

Stock #	Size	U.S.	Can.
G3299S	S	14.95	18.10
G3299M	M	14.95	18.10
G3299L	L	14.95	18.10
G3299XL	XL	14.95	18.10
G3299XXL	2X	15.95	19.30
G3299XXX	3X	16.95	20.50



Front

Back



### '72 T-Shirt

Trendy short-sleeve shirt is constructed of comfortable 100 percent combed cotton. Features "distressed" design.

Stock #	Size	U.S.	Can.
G3276S	S	16.95	20.50
G3276M	M	16.95	20.50
G3276L	L	16.95	20.50
G3276XL	XL	16.95	20.50
G3276XXL	2X	18.50	22.40



### Mega Folding Chair

Canvas folding chair with carrying case includes arm rests and two cup holders. Constructed with 600 denier fabric and 19 mm powder-coated frame. Provides maximum 330-lb. capacity.

Stock #	Wt. Lbs.	U.S.	Can.
G3046	8.0	29.00	35.30

### License Plate Frame

Chrome-plated license plate frame. Measures 6 1/4" x 12 1/4."



Stock #	U.S.	Can.
G3284	12.00	14.50

### Magnetic Decal

Full color 7.5" magnetic decal.



Stock #	U.S.	Can.
G3270	0.95	1.15

### Camelbak Water Bottle

High-quality, 0.75-liter Camelbak water bottle provides leak-proof, one-piece tethered cap that keeps the top locked.



Stock #	U.S.	Can.
G3285	14.99	18.15



### Dealer Shirt

This 65 percent polyester/35 percent cotton button-down shirt with embroidered crest and pocket on left chest lets people know you are an AMSOIL Dealer.

Stock #	Size	U.S.	Can.
G3052	S	35.00	42.35
G3053	M	35.00	42.35
G3054	L	35.00	42.35
G3055	XL	35.00	42.35
G3056	2X	36.50	44.20
G3057	3X	38.00	46.00





**Rob Stenberg** | DIRECTOR, DEALER SALES

## Providing regular, personal service to retail accounts is essential for success.

Failure to meet accounts' expectations results in lost sales, lower commissions and, eventually, fewer accounts.

In last month's Insight on Sales column we highlighted the importance of providing great customer service. Let's get a bit more specific as to what kind of service you can offer your customers to ensure that you remain one of their favorite suppliers. After all, if you want to grow your business (and your AMSOIL commission check) with your current customers, you need to stay top-of-mind with them.

AMSOIL recently upgraded the Online Locator on the AMSOIL website. Haven't seen these improvements? You really should make it a point to visit the Dealer Zone and make sure that your retail account information has been updated. This will help you create more goodwill between you and your retail accounts.

The Online Locator at [www.amsoil.com](http://www.amsoil.com) is the easiest and fastest way for customers to find retail accounts that carry AMSOIL products. Each account must have a completed profile page in order to be included on the Locator. A profile page includes location, hours of operation and driving directions, as well as the AMSOIL products and services the account offers. This information improves customer service and helps drive traffic to your auto service centers and retail locations, increasing sales. A photo can also be uploaded to help identify the business. If an account profile page isn't completed within 45 days of the account meeting eligibility requirements, the account will be dropped from the Online Locator. Once the account has been

approved by AMSOIL INC. (you will receive an approval email), log in to the Dealer Zone and navigate to My Business > Retail Account Information Administration to complete the account's profile page. In addition to basic information, you will be asked to indicate the specific AMSOIL products the account sells or offers as part of a service.

Filling out the information, taking a good picture of the account so it can be uploaded to the AMSOIL Locator (so people looking for the location know what to look for) and communicating this to your account are actions that will improve your professional status with your account. The account manager will see that you are doing everything you can to drive business to his location.

What other actions can you take? How about making sure to stop in to your retail and oil-change facility accounts at least once a month to see how AMSOIL product sales are going for them? Is there anything more you can do to help them increase their AMSOIL sales? How about a training session for their employees? You could train on the differences between a synthetic oil and conventional motor oil. How about showing them how to convert people from their current oil to AMSOIL motor oil? If you can show the manager or owner of an oil-change facility how to increase his average ticket price, you will have an interested person! If you would like to find out more about how to do this, be sure to contact your regional sales manager.

When is the last time you visited your retail accounts to see how well AMSOIL products are selling? How about the position of AMSOIL products in the store? Are they on the bottom shelf or are the bottles on the shelf at eye level? Are the bottles faced and clean? Does the retail store have some of the new point-of-purchase materials now available and are they noticeable, clean and well-positioned in the store? All of these actions are extremely important to ensure that you remain a favored vendor with your accounts.

Don't take some of these actions and suffer the consequences of lower sales, fewer customers and lower commission checks. No one wants to see that happen!

Good luck and good selling! ■



# Target New AMSOIL Customers

## New AMSOIL CVT Fluid Enables You to Target Customers with Continuously Variable Transmissions

As the varieties of lubricant applications keep expanding, the AMSOIL product line has also expanded and increased opportunities for sales. There is no motor oil suitable for all applications. The same holds true for transmission fluids. That is why AMSOIL introduced its new Synthetic CVT Fluid for continuously variable transmissions.

**AMSOIL Synthetic CVT Fluid is a cost-effective, premium-quality alternative to original equipment manufacturer (OEM) fluids.**

**Excellent frictional properties help prevent belt and chain slipping.**

**Outstanding wear protection helps extend CVT service life.**

**Resists varnish and thermal breakdown.**

**Superior wet-clutch performance for outstanding anti-shudder durability.**

**Provides additional sales opportunities for installers.**

AMSOIL Synthetic CVT Fluid is recommended for belt- and chain-type continuously variable transmissions requiring the following:

- Audi/VW TL 52180, G 052 180, G 052 516
  - BMW 8322 0 136 376, 8322 0 429 154, EZL 799A • Daihatsu Amix CVTF-DC, CVTF-DFE
  - Dodge/Jeep NS-2, CVTF+4®, MOPAR® CVT 4
  - Ford CVT23, CFT30, WSS-M2C933-A, Motorcraft® XT-7-QCFT, MERCON® C
  - GM/Saturn DEX-CVT, CVTF I-Green2
  - Honda HMMF, HCF-2 • Hyundai/Kia SP-CVT 1
  - Mazda CVTF 3320 • Mercedes Benz CVT28, 236.20 • Mini Cooper EZL 799A, ZF CVT V1
  - Mitsubishi DiaQueen CVTF-J1, CVTF-J4
  - Nissan NS-1, NS-2, NS-3 • Punch EZL 799A
  - Shell Green 1V • Subaru e-CVTF, i-CVTF, Lineartronic® CVTF, K0425Y0710, CV-30
  - Suzuki CVTF 3320, TC, NS-2, CVTF Green1, CVTF Green 2 • Toyota/Lexus TC, FE
- Not intended for use in eCVTs.*

Available in quarts, twin packs and 55-gallon drums.

**NEW!**



**AMSOIL**  
*The First in Synthetics*®

Online Store: [www.amsoil.com](http://www.amsoil.com)  
Telephone: 1-800-777-7094  
EZ Online Order Form: [myaccount.amsoil.com](http://myaccount.amsoil.com)





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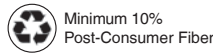
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## STAY IN TOUCH, STAY CONNECTED.

AMSOIL Magazine is mailed only once a month, but there are new developments at AMSOIL almost every day in the Dealer Zone. Stay up-to-the-minute with what's happening at AMSOIL, and spread the word with your own friends, fans and followers.



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