

AMSOIL®

► DEALER EDITION

MAGAZINE

JUNE 2014



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Understand SAPS to Expand
Your Market Reach | PAGE 10

New Free-Shipping Program:
How it Works | PAGE 12



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THE COVER

AMSOIL examines the role zinc and phosphorus anti-wear additives play in providing adequate engine protection.

From the President's Desk

(This month's column is written by Executive Vice President and Chief Financial Officer Dean Alexander.)

A few years ago we set up cameras in Al Amatuzio's office in a mission to capture his life experiences on video. The roughly fifty hours of footage was never meant for broadcast. It was simply for archival purposes. His life is so rich in colorful stories, keen insights and impressive accomplishments that we needed it on record. There was no plan and no script. We just let the cameras roll.

We shared some of that video with our Dealers at AMSOIL University, and the reaction was so overwhelming we suggested to Al that all Dealers and Preferred Customers should get a brief glimpse into these private moments. Al relented and turned his column over to me. So here's Al, speaking off record, on the company, people and life.

Above board...

"We're so legitimate...that you can't believe it. But that's the way we run. When I started this company I made up my mind. We'll make the best oil, we'll be honest, sincere, above board. No cheating, no lying, nothing underhanded. And so, by doing that the Dealers, they're proud. They know that what they tell people about the oil, if they learned it from us, it's true. We show it to them. Prove it. We've got it."

Motivation...

"I can't tell people how to become successful. Nobody can tell you that. I can't motivate anybody. You have to motivate yourself. I can tell you what you should do to get motivated. But you've got to motivate yourself. And that would go with all the pilots I used to fly with too. Some had it and some didn't. Those who did were motivated. I was highly motivated. All through my life. Highly motivated."

Take the high road...

"I teach people here in the company to take the high road. No matter how bad, take the high road. And you'll get there faster, quicker and better. And you'll feel better in here (taps his chest), you know? My grandmother taught me that. She said, 'If somebody does something bad to you, don't hate 'em, because you're going to get sick inside. Let them get sick, not you.' So I said, 'What do you do then, Gram?' She said, 'Feel sorry for them, and dislike what they did, but don't dislike the individual.' So I've used that ever since. I don't hate anybody. No matter what bad they do to me, if they do, I don't hate. I feel sorry for them."

Integrity...

"This company is as...as honest as the day is long. There's nothing, nothing you can find wrong around here. Nothing! No cheating, no nothing! And that's how I run it. Respect! Respect each other. Work hard. Do your job. Get paid properly. But none of that bullshit. You know, and...integrity. You're damn right! You have to have integrity."

Treat people right...

"I don't want to hurt anybody, embarrass anybody, do anything wrong. Who am I? I'm just another person. And I tell that to people. Look me in the eyes. You're no better than me, and I'm no better than you. And I mean it. I just don't say it because I want to say it. No individual, no human is better than another. So why...why be nasty? Why be mean? Somebody said to me one time, 'Al, why are you so nice?' I said, 'Do you know it takes... takes an effort to be mean? You have to think about it. To be nice, you just smile. Isn't that

easy?' It's true. Why be nasty? About anything. I'm not even nasty to my dog or anybody else's dog. And if you think you're such a damn big shot, try telling someone else's dog what to do."

You gotta work...

"I want you all to dream. Go ahead and be a dreamer, but do something about your dreams. Don't just let them flit away. Dream about something. Go ahead. I dreamed about being successful with AMSOIL...with synthetic oil. Yes, I dreamed about it. But I fought my hind end off to get it going...fought those companies and all that. You just gotta do it! You gotta do what you set out to do, and you gotta work."

There you have it. No need to say more.



Dean Alexander

Executive V.P. and CFO, 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





WHY DIESELS ARE POPULAR

Diesels are popular for a variety of reasons, but primarily for the way the engine delivers power. Gasoline engines deliver their power at higher rpm. Anyone who ever burned rubber in a muscle car knows that you rev it up before popping the clutch. Diesels deliver their power almost at idle, operating at lower engine rpm and higher torque. Higher gear ratios can be used, thereby improving power, efficiency and fuel economy. Because diesels generate peak power at lower rpm (2000-2100 for diesel vs. 4000 for gas engines), they have a much longer service life.

The benefits of diesel engines have made them the most common "workhorses" in trucking, shipping,

construction, farming and industry. Their adaptability to automobiles and small trucks has proven to be successful, and today increasingly more light-duty vehicles are being equipped with diesel engines.

The more you know about diesel engines and how they operate, the more profits you can reap from this growing market segment. Look for prospects in the landscaping, small-fleet, construction and owner/operator markets.

Literature Tools

G2860 Over-the-Road Trucks brochure
G3117 Products for Contractors brochure
G3119 Products for Fleets brochure
G1489 Diesel Power brochure



LETTERS TO THE EDITOR

VOLKSWAGEN TDI FUEL PUMPS

This week one of my sons had a catastrophic failure of his Bosch high-pressure fuel pump in his 2011 2.0 TDI Volkswagen; the repair bill for this is over \$13,000. Yes, that is thousands, not hundreds. It appears that Volkswagen knows that the U.S. ultra-low-sulfur diesel fuel (ULSD) does not provide adequate lubrication for these pumps (CP4), but continues to install them in their U.S. 2.0 TDI motors. In my research I found that GM and Ford pickups had the same problems with the Bosch HPFP.

My other son has a 2013 2.0 TDI and I have a 2012 2.0 TDI, and it sounds like we have been blessed with the Bosch CP4 HPFP too. We love the mpg (55+ highway), and they are very peppy and fun to drive. However, if they are time bombs we may sadly get rid of them. VW says that the owners must have put unleaded gasoline in their cars. My son used bulk diesel from my business, where we have no unleaded at all!

Will AMSOIL Diesel Injector Clean lubricate these pumps enough to prevent this problem? Please let me know.

Thank you,

William Frost

AMSOIL: We are sorry to hear of the massive repair bill for your son's TDI Volkswagen. While these cars are fun to drive and receive very good fuel mileage, they do include some design constraints. AMSOIL is currently working on a product formulated specifically for passenger-car diesel vehicles, which may help with the lubricity issue outlined in your letter.

While Diesel Injector Clean provides lubricity for fuel systems, we can't say with certainty that it will solve this particular problem. AMSOIL recommends adding Diesel Injector Clean to every tank of fuel and working with the dealership or an aftermarket company to see if there is a replacement pump that can help the problem.

PACKAGE SUGGESTIONS

Let me share that I really enjoy the AMSOIL Magazine, and read it cover-to-cover. This is my first letter to your publication; I hope the suggestions are useful.

Mobil 1 is offering, at least in Walmart, a five-quart package, perfect for an oil change for most vehicles. I believe AMSOIL should offer this package as well. It became clear to me rather quickly that one was unwise to stock a lot of quarts, as the gallon packaging is more competitively priced. However, this results in the sale of one gallon and one quart to those who are changing oil or taking their vehicle in for an oil change (bringing their own AMSOIL products).

I also question why OE 0W-20 is not offered in gallons. This is the recommendation for newer Honda vehicles. The lack of gallons seems to be an omission that hurts the Dealer's ability to be price-competitive. That said, I would reiterate my view that a five-quart container be offered as well, or instead.

The AMSOIL corporate story is really an amazing one. Thank you for allowing us "little guys" to be a part of it. And thank you for the opportunity to voice our views via your magazine.

Sincerely yours,

Paul Vranish

AMSOIL: Thank you for your comments and suggestions. AMSOIL recently considered adding five-quart package sizes, but did not see much value over current gallon package sizes. Many vehicle owners would either not need the full five quarts, or they would need an additional quart, for an oil change.

Based on the popularity of OE 5W-20 and 5W-30 gallon packaging, the strength of OE growth and the volume of 0W-20 products in the marketplace, it's only a matter of time until we offer OE 0W-20 in gallons.

AMSOIL PRODUCT OPTIONS

I have been an AMSOIL user since March 2006, starting as a Preferred Customer and now a Dealer. Over the years I have seen the options for AMSOIL oils grow. For example, we have the Signature Series and XL motor oils, then offered the OE. We had Synthetic Automatic Transmission Fluid, and now have Signature Series and OE options. For classic cars we have the Premium Protection oils, and now also have the Z-ROD® options. There is 75W-90 Long Life Synthetic Gear Lube, and then you have 75W-90 Severe Gear®. Why not combine technologies and improve

and tweak something between the two gear oils to make one, maybe a Signature Series Severe Gear?

I read over and over how AMSOIL is the first in synthetics and we have the absolute best in synthetic technology, which I absolutely believe, so why not just offer the best and not offer a lower-grade option? Just make a Signature Series everything, and not offer the downgrade XL or OE. I own a '68 Impala with a 327 cu. in. engine, and would like to buy Z-ROD Oil, but Z-ROD does not offer a 10W-40, so I buy the 10W-40 Premium Protection. Again, why not just get rid of the Premium Protection option and just offer a 10W-40 in the Z-ROD line?

I may be off the mark with what people really want, but my thinking is if anyone is going to switch to a synthetic and there is a top-of-the-line option and a downgrade option, why would anyone want a downgrade? I just find there is too much to choose from. Just make a Signature Series-quality everything, or do statistics really show that a customer would rather save \$1 or \$2 per quart and buy a downgrade?

Regards,

Darrell Zimmer

AMSOIL: For many years, AMSOIL only offered its top-of-the-line synthetic lubricants. To help Dealers increase sales, it became necessary to add lower-priced, but still high-quality, options to compete with the many lower-priced synthetics on the market and better penetrate certain markets, including quick lubes and customers concerned with initial price. Once customers have used a lower-priced option, they are more likely to later switch to a top-tier product in order to obtain additional benefits, including extended drain intervals.

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



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

AMSOIL quality-control measures are thorough and extensive.

Other companies might tout their quality-control practices, but few approach the AMSOIL standard.

When visitors tour AMSOIL headquarters in Superior, Wis., they frequently comment on the cleanliness of the facilities. Whether you walk around the offices, distribution center or the blending and packaging areas, everything is tidy and organized. That's no accident, but the result of determined effort and an unwavering commitment to quality control.

Quality control is an exacting, step-by-step process that ensures every AMSOIL product is consistently blended, consistently formulated, consistently packaged and consistently tested before a Dealer or customer makes a purchase. Many companies tout quality control, but few do it like AMSOIL. Everything AMSOIL does – from receiving raw materials and warehousing to packaging and shipping – is governed by clearly defined quality-control procedures. The first line of the AMSOIL Quality Policy states, "It is the policy of AMSOIL INC. to provide products with 'exceptional performance' that exceed customer expectations." Doing so requires exceptional employee performance and exceptional work practices.

AMSOIL operates an advanced blending operation with access to a wide range of raw materials handled by the 2.5 million gallons of storage-tank capacity on site. You probably know that AMSOIL uses the best base stocks and additives available to formulate the best lubricants possible. But that's just one of many quality-control steps taken here. Did you know that every drum, tanker truck and railroad car of raw materials AMSOIL receives is tagged and held in

quarantine until it can be tested in our laboratory? Only after the material is tested to verify it meets specifications can it be transferred into the tanks and production chain.

Lubricant blending is a meticulous activity achieved by employees following explicit work instructions and aided by ultramodern equipment. Our state-of-the-art simultaneous metered blending system (SMB) affords maximum control and efficiency over the blending process and ensures that each product receives precisely formulated amounts of base oils and additives required for optimum performance. The blending process also ensures that all fluids are carefully tested numerous times in the laboratory before being labeled as AMSOIL products. After final lab approval fluids enter the packaging stage, but the show must go on. Between runs, the lines are cleaned thoroughly with a squeegee-like device called a "pig" that makes two complete passes through the pipes to remove any residue leftover from the prior batch. This guarantees that the next fluid traveling the line has a clean environment and that cross-contamination does not occur.

Every truckload of bottles that AMSOIL receives also must pass inspection, with random bottles being examined and weighed for consistency before entering production. And before lubricants are dispensed into their packages, they are filtered according to industry specifications using appropriate synthetic media for the respective product. Bottles are filled to defined weights and capped to a consistent torque. As bottles

proceed through production, an inline scale identifies and removes any containers failing to meet specified weight requirements. They also pass a camera that inspects every bottle for crooked or loose caps. If an improperly capped bottle is discovered, the optical system sends a flashing signal notifying a line worker of the problem, who can then recap it and ensure a proper seal. Every bottle is also coded with several pieces of information, including date and time of production, which line it ran on and who was responsible for the line at that time. Such data not only provides transparency, it allows for back-referencing should a problem arise later. Even our labels go through a quality process, with all labels containing a Certificate of Analysis (COA) that guarantees their accuracy before they stamp a container.

We began this article talking about clean facilities. AMSOIL Production Manager Bill Archibald notes, "We keep the blending and production areas clean by instilling the importance of cleanliness in every employee." Clean facilities are the result of continuous and ongoing effort. If a spill occurs, it is cleaned immediately – not later, not at the end of the day, but now.

These are just a few examples of our multi-faceted approach to quality control. Going the extra mile benefits customers and Dealers alike; both can purchase, use and recommend AMSOIL products without hesitation, knowing that quality raw materials and quality procedures yield quality products. ■

The Debate Over Reduced ZDDP and Wear Protection

Do modern motor oils formulated with reduced zinc and phosphorus anti-wear additives provide adequate engine protection? It's a question some industry insiders, auto enthusiasts and motorists have been asking for years. And as engine builders and classic-car owners continue to experience engine failures they attribute to reduced zinc and phosphorus motor oils, the debate seems to intensify. *Lubes 'n Greases* recently published a feature story on the topic, and it continues to be a hot-button issue on Internet forums and in trade magazines. Arriving at an answer, however, first requires some background information.

What is ZDDP?

Zinc dialkyldithiophosphate (ZDDP) is the most commonly used anti-wear additive in motor oils. It contains both zinc and phosphorus components that work together to provide anti-wear protection and minimize lubricant breakdown. ZDDP also exhibits mild extreme-pressure protection.

Some motorists think that increased zinc content equals increased wear protection. Although somewhat true, the statement can be misleading. First, the mere presence of zinc doesn't mean it is in the form of ZDDP. In other forms, zinc offers additional oxidation protection but little wear protection. Second, other factors influence the oil's ability to control wear, such as its viscometrics and base stocks. While zinc is important in protecting against wear, the greatest concern should be in using a well-balanced oil that is designed for its intended application.

How ZDDP Works

As temperatures rise and surfaces come closer together, ZDDP decomposes, and the resulting chemistry protects critical metal surfaces. When parts move during operation, any sliding or rolling motion takes place on top of or within the ZDDP anti-wear film, which reduces metal-to-metal contact. This is especially important in modified engines with flat-tappet camshafts because the engine is creating more horsepower than it was designed for, which puts more stress on the engine. High-tension valve springs, often used in racing applications, also increase the potential for cam wear and require additional ZDDP.

Negative Effects of ZDDP

Since all engines benefit from oils with superior anti-wear properties, it seems obvious to formulate all motor oils with high levels of ZDDP. Generally, high levels of ZDDP result in volatile phosphorus being transferred from the combustion chamber to the catalytic converter. Phosphorus can blind over the catalytic reaction sites in the converter, making it less efficient in turning carbon monoxide (CO) into carbon dioxide (CO₂). The EPA mandates that catalytic converters operate as designed for more than 100,000 miles. As a result, phosphorus is limited for newer motor oil specifications.

When the American Petroleum Institute (API) and the International Lubricants Standardization and Approval Committee (ILSAC) established phosphorus limits at 0.10 percent weight in 1996, motorists and enthusiasts wondered if it would negatively affect wear protection. The move to reduce phosphorus may not have taken into consideration high-performance and modified engines or engines that had yet to be broken in. The debate intensified in 2004 when the API and ILSAC further limited phosphorus to 0.08 percent, where it remains today.


Despite the reduction, there is no evidence to suggest modern engines using today's lower-ZDDP oils are suffering widespread wear. A properly formulated oil that meets API SN and ILSAC GF-5 is capable of delivering reliable wear protection in stock engines. In fact, testing shows that AMSOIL Signature Series 5W-30 Synthetic Motor Oil (ASL) offers outstanding wear protection in the Four-Ball Wear Test (ASTM D4172 Mod.).

When it comes to older engines – particularly those equipped with flat-tappet cams – and engines modified for increased performance, the challenges to delivering adequate wear protection become more pronounced.

Flat-Tappet Cams

The design of flat-tappet cams makes them especially vulnerable to wear. As the name indicates, the tappet – or lifter – is flat. During operation the surface of the cam lobe slides rapidly over the surface of the tappet, producing high friction and temperatures. The camshaft and lifters are responsible for triggering the precisely tuned movements of the valvetrain.





Without the protective film barrier provided by ZDDP, the cams and lifters wear from the force of operation, negatively affecting cam and valve operation. Because most V-8 engines of the muscle car era came standard with flat-tappet cams, the problem is especially prevalent to classic-car and hot-rod owners.

In these applications, modern oils, such as AMSOIL synthetic motor oils, are capable of providing adequate wear protection after the engine has been broken in. But due to variables like severity of service and level of modification, AMSOIL primarily recommends high-ZDDP oils in these applications, such as Z-ROD® Synthetic Motor Oil (ZRF, ZRT) or DOMINATOR® Synthetic Racing Oil (RD20, RD30, RD50, RD60). When breaking in a rebuilt or high-performance engine, AMSOIL recommends AMSOIL Break-In Oil (BRK), which contains high levels of ZDDP for added wear protection.

Demand for High-ZDDP Oils

As the debate over ZDDP levels and engine wear continues, many enthusiasts and engine builders will continue to seek out high-ZDDP speciality oils. ■

- ▶ **AMSOIL Z-ROD® Synthetic Motor Oil (ZRT, ZRF)** is the primary recommendation for older and modified engine designs, such as those with flat-tappet camshafts. It is also designed specifically to resist rust and corrosion that attacks engines during periods of inactivity and storage.

- ▶ **AMSOIL Premium Protection Synthetic Motor Oil (AMO, ARO)** is the secondary recommendation for older and modified engines that require the protection of added ZDDP.

- ▶ **AMSOIL Break-In Oil (BRK)** is designed to work quickly in new and rebuilt high-performance and racing engines. This SAE 30 viscosity-grade oil features a no-friction-modifier formula that helps induce controlled wear in rings to help mate and seat piston rings. It also has very high levels of ZDDP.

- ▶ **AMSOIL DOMINATOR® Synthetic Racing Oil (RD20, RD30, RD50, RD60)** is formulated similarly, but more for true racing applications. It can be used in muscle cars, street rods and other high-performance vehicles with flat-tappet camshafts.



Understand SAPS to Expand Your Market Reach

The most effective way to earn a new auto service center account or customer is to become a valuable resource rather than just a salesperson. The growing European vehicle market – and the lack of knowledge surrounding the SAPS content of European motor oils – presents a prime opportunity to educate prospects and grow your business at the same time.

Expanding Market

European vehicle market share has grown steadily over the last decade, with roughly 10 percent of all vehicles sold in the U.S. today bearing a European badge. Owners of European vehicles are often high-value customers, meaning they aren't averse to spending money on quality products or maintenance. As with the overall passenger-car/light-truck market, most owners of European vehicles visit an auto service center for maintenance.

Confusion About SAPS

One way to become a resource for auto service centers and help earn a new account, or grow an existing one, is to provide education about SAPS. While technicians may understand that European vehicles require specialized oils, they are sometimes confused by the different SAPS levels of European oils.

SAPS stands for sulfated ash, phosphorus and sulfur. They comprise a significant portion of a motor oil's additive content. Sulfated ash is not added to oil; it is the result of additives in the oil burning and creating ash. The additives that can produce ash are most commonly used for total base number (TBN), but also help in other areas, like antioxidancy, anti-wear, cleanliness and soot handling. Phosphorus provides anti-wear properties and further antioxidancy, while sulfur contributes antioxidancy, anti-wear properties and engine cleanliness.

SAPS Levels

Given the beneficial properties these additives impart, it's easy to assume a higher concentration equals a better oil. But higher SAPS levels can be a detriment to expensive exhaust devices, such as diesel particulate filters (DPFs) and catalysts. The European Automobile Manufacturers' Association (ACEA)

and original equipment manufacturers (OEMs) realized the importance of using motor oil formulated with precise SAPS levels, and lower limits were established in 2010.

The three different SAPS levels of European motor oils can be confusing, especially when considering the same viscosity motor oil (5W-40) is available in mid- and full-SAPS AMSOIL European Car Formula options. Technicians and motorists may not know which is the correct recommendation.

What it Means to Boosting Sales

Inform auto service center personnel and motorists that using an oil with the correct SAPS level is vital to maximizing the longevity and performance of European vehicles. You and your auto service center accounts will be performing a service for motorists rather than simply making a sale, helping earn trust and future business.

To determine the correct motor oil recommendation, consult the vehicle owner's manual for the recommended OEM specification and viscosity, and match the corresponding AMSOIL product. You can also consult the Online Product Guide at amsoil.com or MyAMSOILGarage™ to determine the correct oil.

AMSOIL formulates low-, mid- and full-SAPS European synthetic motor oils to satisfy the needs of all European cars and light trucks. They are formulated to meet the unique demands of sophisticated European vehicles, delivering excellent all-season performance, maximum fuel economy and enhanced turbocharger protection. ■

AMSOIL European Car Formula 5W-30 Low-SAPS Synthetic Motor Oil (AEL)

is recommended for European gasoline or diesel vehicles requiring any of the following performance specifications:

- VW 504.00/507.00
- Mercedes-Benz 229.51
- BMW LL-04 • Porsche C30

AMSOIL European Car Formula 5W-40 Mid-SAPS Synthetic Motor Oil (AFL)

is recommended for European gasoline or diesel vehicles requiring any of the following performance specifications:

Manufacturer Approvals:

- BMW Longlife-04
- MB-Approval 229.51
- Porsche A40

Recommended for:

- API CF/SN/SM... • ACEA C3
- Ford WSS-M2C917-A
- GM dexos2™ (supersedes LL-A-025 and LL-B-025)
- Chrysler MS-10850 (supersedes MS-10896)
- Renault RN0700/RN0710
- Volkswagen 502.00/505.01

AMSOIL European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil (EFM)

is recommended for European gasoline or diesel vehicles requiring any of the following performance specifications:

- API SN/SM • ACEA A3/B3, A3/B4
- BMW LL-01 • GM/Opel LL-B-025
- Mercedes-Benz 229.3, 229.5
- Porsche A40 • Renault 0710, 0700
- Volkswagen 502.00, 505.00



AMSOIL UNIVERSITY PREPARES DEALERS FOR SUCCESS



Hundreds of AMSOIL Dealers arrived at the Duluth Entertainment & Convention Center (DECC) in Duluth, Minn. May 18-22 to attend the premier Dealer training event of the year, AMSOIL University (AU). Featuring 50 percent new content from previous AMSOIL Universities, this year's event provided plenty for both new Dealers and seasoned Direct Jobbers alike, who participated in classes covering equipment applications, lubrication, filtration, sales strategies, business development and other topics geared to help increase selling success.

The popular Dealer and Shop Talk forums were once again highlights at this year's AU, with the Dealer forums delving into topics ranging from new products and industry trends to marketing, social media and online technologies. The Shop Talk forum focused on the enthusiast market, with Dealers gaining insight on equipment operating conditions and the benefits offered by AMSOIL synthetic lubricants.

AU kicked off Sunday with the welcome reception before diving into classes

and forums. Tours of the dyno lab and AGGRAND plant were available Monday, and Dealers enjoyed a cookout dinner and AMSOIL Center tours on Tuesday night. The President's Dinner took place Wednesday night, where Dealers had the opportunity to interact with AMSOIL executives and employees. The night was made extra special with the celebration of President and CEO Al Amatuzio's 90th birthday, where Amatuzio addressed and thanked Dealers after they were shown a candid and motivating behind-the-scenes video look at Amatuzio. AU wrapped up Thursday with the closing ceremonies, including awards presentations and graduation. ■



New Free-Shipping Program: How it Works

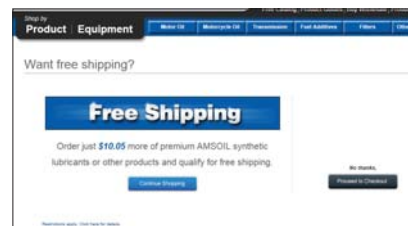
The new Free-Shipping Program introduced many exciting new opportunities for AMSOIL Dealers and customers. Initially, the program provides one of the most highly demanded options of the Internet age: free shipping. It also helps drive order totals up as customers strive to reach the \$100 minimum purchase to qualify for free shipping, increasing Dealers' commissions. Additionally, shipping and handling fees have been simplified for customers who do not purchase enough AMSOIL products to qualify for free shipping. Those customers will no longer have to consult the weight-based freight chart, but will pay a simple flat fee of \$8.50. Furthermore, the free-shipping option will help Dealers register more Preferred Customers.

The Online Experience

The majority of AMSOIL sales transactions now occur online, and the majority of online customers expect a free-shipping option. AMSOIL now offers that option at www.amsoil.com, and it is advertised prominently alongside the Preferred Customer option. The advertisements clearly explain both programs and help prevent confusion regarding the necessity for Preferred Customers to pay shipping and handling fees. Ads promoting "two ways to save" are located on the website homepage, in the left navigation bar in the online store and on the order summary page. After they've logged in, customers are presented an additional prompt to take advantage of free shipping or the Preferred Customer Program during checkout, depending on the total merchandise in their online shopping cart.

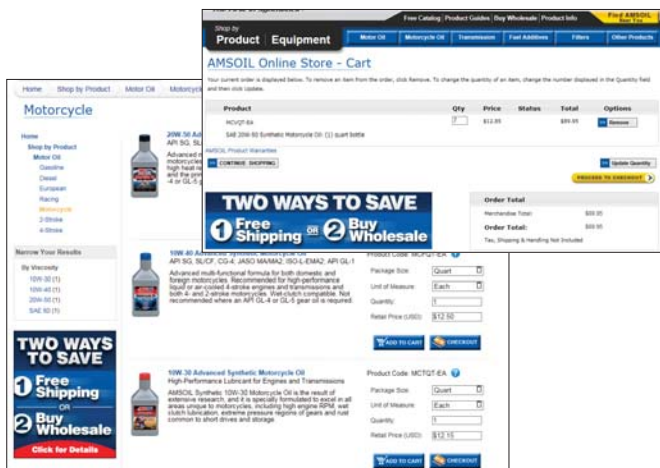
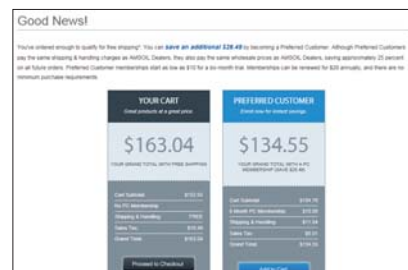
Free-Shipping Checkout Advertisement

Qualified online retail shoppers who have \$83-\$99 in their shopping carts will be directed to a page that informs them they can add \$X in AMSOIL products to qualify for free shipping. If they choose to continue shopping to reach the \$100 threshold, they are directed to a landing page with potential add-on items such as fuel additives, MP and Miracle Wash prominently displayed at the top. They will also have the option to browse products by equipment type or modify items already in their carts.



Preferred Customer Checkout Advertisement

Qualified online retail shoppers who have \$117 or more in their shopping carts will be directed to a page that informs them they've qualified for free shipping, but can save \$X more by becoming Preferred Customers. Their current order totals are displayed alongside what their order totals would be if they added a Preferred Customer membership. Both scenarios are broken down to show that Preferred Customers pay shipping, but still save substantially over regular online/catalog retail customers. Online shoppers who are shown the free-shipping advertisement at checkout and continue shopping to receive free shipping are not shown the Preferred Customer advertisement at checkout if they exceed \$117 in AMSOIL products. The online shopping experience will be evaluated on an ongoing basis and adjusted as statistics dictate.



The Call-in Experience

Catalog customers who call the AMSOIL 800-number will receive similar encouragement to reach the \$100 threshold to receive free shipping. They will also continue to be offered the Preferred Customer option when appropriate.

Satisfied Customers and Accounts

All of these changes were implemented to provide customers with what they want. The solicitations to increase order totals to receive free shipping or add a Preferred Customer membership are only presented when it is to the customer's advantage and demonstrate true value. In addition, retail accounts aware that retail consumers can buy directly from AMSOIL will appreciate the higher prices displayed on the AMSOIL website and in the catalog. ■

CONVERT MORE CUSTOMERS WITH UPDATED LANDING PAGES

Updated content strives to help convert online shoppers to online customers.

In an effort to help Dealers increase online customer conversion, the landing pages at www.amsoil.com are undergoing a transformation. The updated pages are designed to engage potential online customers with rich, interactive content that identifies challenges and answers questions they may have. The pages are self-driven, meaning a customer can take any direction he wants to find the answers he's looking for. Providing seamless content to online visitors is a way to add value to their interactions with the AMSOIL brand and help them discover the products that would benefit them the most. As visitors find the information and products they can use, their confidence in AMSOIL grows and they begin to purchase those products. The first landing pages to be upgraded include the auto/light-truck, diesel and motorcycle pages.

While the landing pages may be a significant tool in helping to convert online visitors to online customers, they are only one small piece of the puzzle. Dealers nurture the relationships that build trust and sell the products. People desire a social and personal relationship that only the AMSOIL Dealer network can provide. But while most people still benefit from a personal connection, it's important to understand that the ways some customers shop and collect information have changed over time.

Nurturing a New Type of Customer

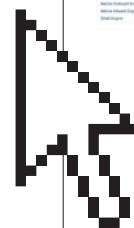
In the past, customers actively sought out Dealers to learn more about AMSOIL products in response to an array of advertising, including word-of-mouth, radio, magazine and television advertising, racing sponsorships and more. The Dealer then facilitated the sale through product handouts and information. As more people began to make purchases online, the AMSOIL website became a tool to help Dealers facilitate sales. This works best when customers already know what they need or have already made contact with a Dealer who provided them with information.

Though potential customers may still learn about AMSOIL through traditional means, web advertising has been added to the mix, bringing a greater number of online shoppers to the website. Additionally, younger customers are more likely to find AMSOIL through a web search than through a Dealer. Consumers who get to the AMSOIL website through a web ad or search engine may not know exactly what they need. The landing pages offer a wealth of information in one place in the form of interactive content so shoppers can easily find what they need in the most seamless way possible.

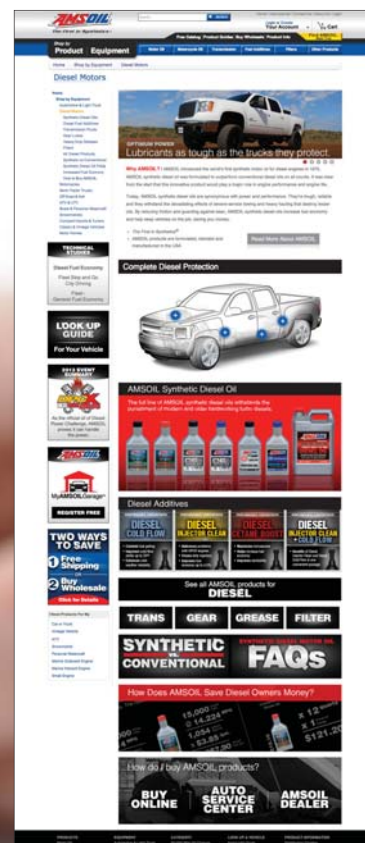
Link Up

There are two ways to get the best use out of the new landing pages. Dealers with websites can point web customers to the landing pages from their own pages. This will allow Dealers to attach their ZO numbers to the ad so customers who have clicked carry it along with them when they make a purchase at www.amsoil.com. Dealers who advertise in a web forum dedicated to motorcycles, diesels or autos and light trucks can link the advertisement to its respective landing page, offering customers the information they are most interested in.

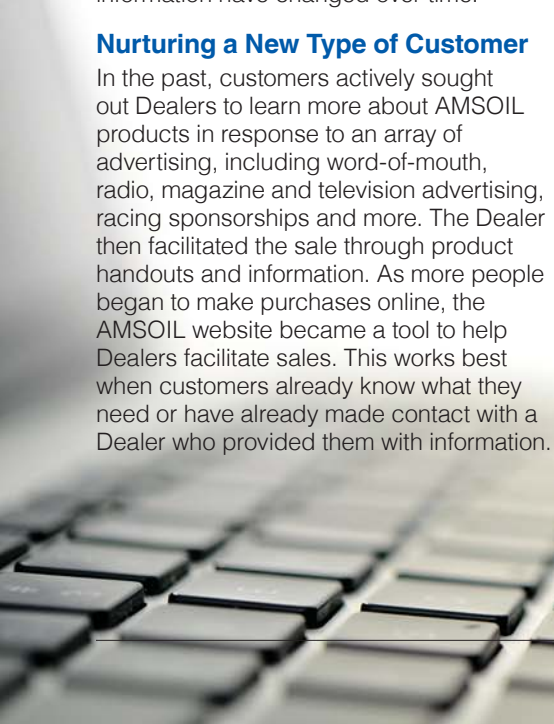
For instructions on setting up links, go to the Dealer Zone > My Business > My Dealer Website > Link Your Site. ■



Automotive & Light-Truck Landing Page



Diesel Motors Landing Page





ON THE BOX

WITH JEREMY MEYER

“AMSOIL is a powersports company.”

This statement has been thrown about to AMSOIL employees and Dealers over the past several years. While the statement isn't wrong, it's not completely accurate either. From a product standpoint, passenger-car and diesel oils are still our strongest sellers, but the powersports market has also had an undeniable influence on the bottom-line over the years.

From my perch inside the AMSOIL Racing Department, I would agree with the statement, but tweak it to emphasize that we are so much more. AMSOIL is heavily involved with series and events such as Monster Energy Supercross, AMSOIL GNCC and AMSOIL Championship Snocross, but out of the 1,900+ events that AMSOIL is corporately involved with, roughly 72 percent are tied to car and truck racing.

The TORC Series presented by AMSOIL, IHRA drag racing (including Nitro Jam and the Sonic Rush Tour) and the depth of the AMSOIL Dirt Track Series prove that AMSOIL is much more than just a powersports company.

Five Years, Five Titles

Justin Bogle continues the GEICO/AMSOIL/Honda championship tradition.

Team AMSOIL rider Justin Bogle has spent three trying years with the GEICO/AMSOIL/Honda team, but he finished the 2014 Monster Energy Supercross series on a high note, clinching the 250SX East Coast title in Las Vegas and extending the AMSOIL-backed team's streak of championship-winning seasons to five.

“This is really special,” Bogle said. “Everyone on Team 32 - all the people that have been with me from the start - this is for them. We did this together. It's awesome to have my mom and dad here and all the guys on the GEICO/AMSOIL/Honda team. We did this together.”

The Cushing, Okla. native had effectively clinched the title before the day started as the only other rider with a mathematical chance of catching him, Martin Davalos, remained sidelined with a leg injury. Even so, Bogle wanted to finish strong, and he rode out front for the first five laps of the main event before his rear tire started to deflate. He was eventually passed, but stayed aggressive enough to finish second, just ahead of teammate Matt Bisceglia.

“I had thought about just going for it and trying to win, but I didn't want to do anything that might cause me to crash, so I just remembered the bigger goal and stayed

happy with second place,” said Bogle, who recorded six podium finishes in eight races this season. “This number-one plate was the goal, and now it's going home with us.”

Bisceglia was thrilled to share the final podium with Bogle as his third-place finish was the best of his rookie Monster Energy Supercross campaign.

“I feel great,” Bisceglia said. “I'm really pleased with the way I rode tonight. It all started coming together for me toward the end of the season. It's incredible how much talent there is at this level, and to see what Justin did to win it all is really cool.”

“I can't wait to carry this momentum we're gaining into the outdoor season. We all have a few weeks to rest up, and then it'll come fast and furious. As hot as it was today, that's probably what we can expect at most of the motocross events, so we got a good preview of what we'll be dealing with.”

The GEICO/AMSOIL/Honda team, including 450 rider Eli Tomac, started the Outdoor Nationals for the AMA Pro Motocross championship in late May. For a complete schedule and results, visit www.amsoilracing.com.

Strong Start to TORC Season

The 2014 TORC Series presented by AMSOIL season is four rounds old, but AMSOIL Super Team drivers Chad Hord and Scott Douglas have already staked their claims as forces to be reckoned with this season.

“Epic Win” for Douglas

To say Douglas has struggled over the past two seasons wouldn't be a good assessment. Although he didn't pick up a win in 2013, the 11-time champion still racked up nine podiums. But winning changes everything, and Douglas added to his 83 victories with one of the most pressure-filled wins of his career in Charlotte.

The El Cajon, Calif. native was blistering fast in Primm, Nev. for the opening rounds of racing in early April. He was the fast qualifier on Saturday, and even opened a big lead before a mechanical issue sidelined the AMSOIL Ford. He would rebound on Saturday, going from last to third, mostly during the second half of the race.

“We had to start at the back of the pack on Sunday,” said Douglas. “We knew we had to be patient with the group right in front of us. After the mandatory caution, we got around that pack and put pressure on the leaders. We stayed out of trouble and got some much-needed points.”

Those points became even more valuable as the series shifted to Charlotte, N.C. for the next two rounds of racing. Despite a sixth-place finish on Friday, Douglas took on all comers on Saturday night, fending off challenges from Adrian Cenni, Johnny Greaves, and Mark and Mike Jenkins, with all five drivers holding the lead at

least once during the 20-lap affair. At the end of the scrum, it was Douglas in front at the checkered flag.

“It sure feels great to be on top of the podium,” Douglas said on the podium, “Our hard work in the off-season is paying off. There's a lot of racing left, and we feel we have the right package to keep winning at some of the bigger tracks left on the schedule.”

Hord Holds Points Lead

Primm was the perfect place for Hord to showcase his championship potential. Fast from the first practice, the Felch, Mich. racer earned the top qualifier spot for round one, then ripped around Primm Valley Off-Road Raceway for the win.

On Saturday, Hord continued at a blistering pace, but found himself in a duel with the up-and-coming CJ Greaves. The race between the two former AMSOIL Cup winners was a symphony in great racing as the two drivers swapped positions for the entire race, with Greaves just edging out the win on the final turn.

“This was a great way to start the weekend,” said Hord. “The goal is to win a championship, and the truck was fast both days. We got a win, and we will head to Charlotte with the points lead.”

For the AMSOIL-backed Greaves, Sunday's win was redemption after a

mechanical failure on Saturday.

“The crew worked hard to get us back on top,” said Greaves. “What a fun race Chad and I had. We raced each other clean, and that will set the tone for the rest of the season.”

As the series shifted to Charlotte, Hord and Greaves were once again the class of the field. Greaves enjoyed the shorter circuit at The Dirt Track at Charlotte Motor Speedway a bit more than Hord, earning a pair of wins in front of an energy-backed crowd. Hord was on his heels all weekend long, ending the two rounds of racing with a pair of second-place finishes.

With four podiums in four races, Hord leads the Pro 2wd field with a 10-point margin over Greaves, but he knows the battle is far from over.

“CJ and I will be neck-and-neck all season long,” said Hord. “We started good, and now we head to Bark River, and I'll have the entire town of Felch on hand to give me a little extra bump in adrenaline.”

Check out the Primm and Charlotte races at YouTube.com/TORC. The TORC Series presented by AMSOIL moves to Bark River International Raceway June 13-15 and Crandon International Raceway June 28-29. All the action from Bark River will be broadcast Sunday, July 13 at 5 p.m. Eastern on NBC Sports. ■



TORC
THE OFF-ROAD CHAMPIONSHIP
PRESENTED BY **AMSOIL**





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

FOURTH
Personal Group Sales



Dave M. Mann
Michigan

7-STAR
REGENCY PLATINUM
DIRECT JOBBERS

SECOND
Total Organization

FIRST
Personal Group Sales



Ray & Kathy Yaeger
Wisconsin

5-STAR
REGENCY PLATINUM
DIRECT JOBBERS

THIRD
Total Organization
Personal Group Sales

FIRST
Retail Account Sales



Carol H. Bell
Texas

5-STAR
REGENCY PLATINUM
DIRECT JOBBERS

SEVENTH
Total Organization

NINTH
Personal Group Sales

THIRD
Commercial Account Sales



Thomas & Sheila Shalin
Georgia

4-STAR
REGENCY PLATINUM
DIRECT JOBBERS

EIGHTH
Total Organization

SIXTH
Personal Group Sales

FIRST
New Qualified Customers

SIXTH
New Customer Sales



Leonard & Marcie Pearson
Washington

5-STAR
REGENCY PLATINUM
DIRECT JOBBERS

NINTH
Total Organization



James J. Allen
Ohio

REGENCY GOLD
DIRECT JOBBERS

SECOND
Commercial Account Sales



Michael J. Mathe
Tennessee

REGENCY SILVER
DIRECT JOBBERS

FOURTH
Commercial Account Sales

SEVENTH
New Qualified Customers

SECOND
New Customer Sales



Debra McKenzie
Alberta

REGENCY GOLD
DIRECT JOBBERS

FIFTH
Commercial Account Sales

SEVENTH
Retail Account Sales



Michael H. Ellis
Michigan

2-STAR
REGENCY PLATINUM
DIRECT JOBBERS

SECOND
Retail Account Sales



John & Dianne Moldowan
Alberta

REGENCY GOLD
DIRECT JOBBERS

THIRD
Retail Account Sales



David & Tracey Cottrell
Ontario

MASTER DIRECT JOBBERS

FIFTH
Retail Account Sales



Robert & Jean Johnson
New Hampshire

REGENCY DIRECT JOBBERS

TENTH
Retail Account Sales



Vijay Parany
Ontario

1-STAR
REGENCY PLATINUM
DIRECT JOBBERS

SECOND
New Qualified Customers

FIFTH
New Customer Sales



Kent & Trudy Whiteman
Utah

7-STAR
REGENCY PLATINUM
DIRECT JOBBERS

THIRD
New Qualified Customers

NINTH
New Customer Sales



David & Maureen Vlodarchyk
Ontario
REGENCY PLATINUM DIRECT JOBBERS
FOURTH
 Total Organization
SECOND
 Personal Group Sales



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



George & Shirley Douglas
Tennessee
4-STAR REGENCY PLATINUM DIRECT JOBBERS
SIXTH
 Total Organization
EIGHTH
 Personal Group Sales



Ches & Natasha Cain
South Dakota
3-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Total Organization
FIFTH
 Personal Group Sales
NINTH
 Commercial Account Sales



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Personal Group Sales



Thomas R. Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBER
FIRST
 Commercial Account Sales
FOURTH
 Retail Account Sales



Derek & Erin Beahm
Saskatchewan
DIRECT JOBBERS
SIXTH
 Commercial Account Sales
THIRD
 New Customer Sales



Darren Kohls
Alberta
MASTER DIRECT JOBBER
SEVENTH
 Commercial Account Sales



Wesley & Marla Stauffer
Pennsylvania
EXECUTIVE DIRECT JOBBERS
EIGHTH
 Commercial Account Sales



Victor Usas
Ontario
PREMIER DIRECT JOBBER
SIXTH
 Retail Account Sales



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBER
EIGHTH
 Retail Account Sales



Greg & Joan Desrosiers
Alberta
3-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
 Retail Account Sales
SEVENTH
 New Customer Sales



Michael Barber
Michigan
REGENCY SILVER DIRECT JOBBER
FOURTH
 New Qualified Customers



Blake Evans
Ohio
DIRECT JOBBER
FIFTH
 New Qualified Customers
FOURTH
 New Customer Sales



Richard Day
Washington
MASTER DIRECT JOBBER
SIXTH
 New Qualified Customers



MONTHLY LEADERS



Thomas G. Kingston
Minnesota
MASTER DIRECT JOBBER
EIGHTH
New Qualified Customers



Michael & Linda Ford
Minnesota
REGENCY SILVER
DIRECT JOBBERS
NINTH
New Qualified Customers



Gene & Danae Fine
Oregon
4-STAR
REGENCY PLATINUM
DIRECT JOBBERS
TENTH
New Qualified Customers

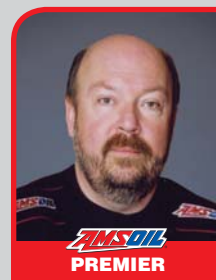
HIGHER LEVELS OF RECOGNITION



Ray & Kathy Yaeger
Wisconsin
5-STAR
REGENCY PLATINUM
DIRECT JOBBERS



Brian & Barbara Beary
Alberta
REGENCY SILVER
DIRECT JOBBERS



Victor Usas
Ontario
PREMIER DIRECT
JOBBER



Robert Morin
New York
DIRECT DEALER
Sponsor:
Lee Truncali
Direct Jobbers:
Vito & Paula Brinzo



Greg Peace
Maine
DIRECT DEALER
Sponsors:
Michael & Eileen Kaufman
Direct Jobbers:
Michael & Eileen Kaufman



Rich Pelletier
Connecticut
DIRECT DEALER
Sponsors:
Gerry & Patricia Reid
Direct Jobbers:
Gerry & Patricia Reid



David Hilton
California
DEALERS
FIRST
New Customer Sales



Alfred & Catherine Dawes
North Carolina
DIRECT JOBBERS
TENTH
New Customer Sales



Scott Molitor
Florida
DIRECT JOBBER
Sponsor:
Charles W. Joiner
Direct Jobber:
Charles W. Joiner



Albert Roberts
Utah
DIRECT JOBBER
Sponsor:
Doug Roberts
Direct Jobber:
Doug Roberts



Chuck Gutleber
New Jersey
DIRECT DEALER
Sponsor:
Andriy Dyachuk
Direct Jobber:
Andriy Dyachuk



Scott & Stephanie Smith
Pennsylvania
DIRECT DEALERS
Sponsor:
Paul J. Lafrombois
Direct Jobbers:
Ray & Kathy Yaeger



Emmanuel Ulanday
California
DIRECT DEALER
Sponsors:
Steve & Linda Cross
Direct Jobbers:
Steve & Linda Cross

June Close-Out

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

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Friday, July 4 for Independence Day. The Edmonton and Toronto distribution centers will be closed Tuesday, July 1 for Canada Day.

Ea® Air Filters Discontinued, Available While Supplies Last

AMSOIL Ea Air Filters (EAA) are discontinued due to declining sales and other influences from the evolving air-filter market. As vehicles have evolved, so have their filtration needs. Past model-years featured many vehicles requiring the same size air filter, allowing filter manufacturers to cover many vehicles with fewer filters. Today's market, however, features many vehicles with unique filter requirements, necessitating the management of a large and growing number of filters.

The mass shift from do-it-yourself (DIY) to do-it-for-me (DIFM) has also impacted AMSOIL filter sales. AMSOIL Ea Air Filters cannot compete with the low-cost options offered by auto service centers. In addition, it is becoming increasingly more difficult and costly to secure technology that delivers performance advantages. Ea Air Filters are available while supplies last. AMSOIL continues to offer filtration products from WIX, Mann and Donaldson.

WIX Price Adjustment

WIX has implemented a minimal price adjustment for select filters effective June 2. The prices for 47 filters will increase by an average of 4 percent, while the prices for seven filters will decrease by an average of 6.5 percent.

Potential Metal Protector Backorder

An inventory issue has created the potential for backorders of U.S.-labeled AMSOIL Metal Protector (AMP). To mitigate the issue and reduce backorders, orders for U.S.-labeled Metal Protector will be temporarily filled with Canadian-labeled Metal Protector (CMP) until the issue is resolved in early June. The Canadian-labeled product features the same chemistry as the U.S.-labeled product, but has a slightly different label and includes a fan actuator instead of a stream actuator. The Canadian label does not meet California label requirements. Therefore, MP is not available in California until further notice. Be aware that, despite these efforts, Metal Protector may still be temporarily backordered in both countries.

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

AMSOIL CLOTHING AND PROMOTIONAL ITEMS

Very limited quantities of the following AMSOIL clothing and promotional items are available while supplies last.

Black 2013 Rally T-Shirt

Highlights AMSOIL as the Official Oil of the Sturgis Motorcycle Rally, Daytona Bike Week, Laconia Motorcycle Week, the Lone Star Rally and Biketoberfest. Constructed of 50/50 cotton/polyester blend. Available in black or white.

Stock #	Size	U.S.	Can.
G3129	S	14.95	18.10
G3130	M	14.95	18.10
G3131	L	14.95	18.10
G3132	XL	14.95	18.10
G3133	2X	17.95	21.70
G3134	3X	20.95	25.35



Front



Back

White 2013 Rally T-Shirt

Highlights AMSOIL as the Official Oil of the Sturgis Motorcycle Rally, Daytona Bike Week, Laconia Motorcycle Week, the Lone Star Rally and Biketoberfest. Constructed of 50/50 cotton/polyester blend. Available in black or white.

Stock #	Size	U.S.	Can.
G3149	S	14.95	18.10
G3150	M	14.95	18.10
G3151	L	14.95	18.10
G3152	XL	14.95	18.10
G3153	2X	17.95	21.70
G3154	3X	20.95	25.35



Front



Back

Erik Buell Racing T-Shirt

Highlights the AMSOIL partnership with Erik Buell Racing. Constructed of 50/50 cotton/polyester blend to reduce fading.

Stock #	Size	U.S.	Can.
G3041	M	16.95	20.45
G3042	L	16.95	20.45
G3043	XL	16.95	20.45
G3044	2X	19.95	24.10
G3045	3X	19.95	24.10



Front



Back

Ladies' Long-Sleeve Shirt

Ladies' long-sleeve sky blue professional non-iron shirt. Embroidered logo.

Stock #	Size	U.S.	Can.
G2624	XL	36.30	44.10
G2625	2X	38.60	46.90



Ladies' 3/4-Sleeve Shirt

Ladies' 3/4-sleeve soft touch split-neck shirt. Embroidered logo.

Stock #	Size	U.S.	Can.
G3008	S	36.00	43.60
G3009	M	36.00	43.60
G3012	2X	39.00	47.20
G3013	3X	39.00	47.25



Ladies' Sports Shirt

Black ultra-dry lightweight polo is constructed of comfortable 100 percent polyester.

Stock #	Size	U.S.	Can.
G3059	M	32.00	38.70
G3060	L	32.00	38.70
G3063	3X	36.00	43.60



Star Stripe Cap

Navy stretch brushed cotton spandex Perfect Fit sandwich visor cap with embroidered logos and design.

Stock #	Size	U.S.	Can.
G2910	L	14.75	17.90
G3019	XL	14.75	17.90



AGGRAND Banner

Screenprinted 3' x 6' vinyl banner is hemmed for durability and includes eight grommets and four 6' ropes for attachment.

Stock #	Wt. Lbs.	U.S.	Can.
G1108	2.0	26.00	31.65





Rob Stenberg | DIRECTOR, DEALER SALES

When it comes to customer service, be phenomenal or be forgotten.

Dealers who don't provide professional customer service will get left behind in today's market.

What's the most valuable asset of your AMSOIL business? Do you think it is the AMSOIL product line? Maybe you think it is you? How about the AMSOIL corporate staff? Maybe it is your expertise? This might be hard to swallow, but all of these answers are down the list. The most valuable asset to your AMSOIL business is your customers. If you don't take care of them, you won't be in business very long.

People expect great customer service. And guess what? They usually receive it because, as you know, competition is fierce. Word of mouth has always been important and the Internet has helped increase its significance – witness the rise of websites such as Angie's List, which rate companies and their level of customer-friendliness. The bar is continuously rising.

Providing excellent customer service is akin to investing in your AMSOIL business because your existing customer base will provide repeat business and referrals. The value of repeat business can't be overemphasized. Costs involved in gaining new customers are five to eight times as much as the costs involved with working to keep your existing customer base. So take some time to appreciate and serve the people who are keeping your AMSOIL business alive. Here are some tips:

It's got to be genuine. You have to really care about them. Your attitude in providing for your AMSOIL customers makes all the difference, and they will know if you're faking it. Their loyalty

to you will change dramatically if they feel ignored or perceive you as being disingenuous. On average, 68 percent of customers won't return if they feel neglected. That leads to scrambling for new business all the time, which is costly.

Listen to customer complaints.

Simply stated, some customers are just difficult. And sometimes they have bad days. Overcome their issues by killing them with kindness. First of all, listen to them and give them your undivided attention. Ask questions, and don't make assumptions. Don't interrupt them and don't speak until you are absolutely positive that they have finished talking. It is always best to listen with the intent to understand rather than listen with the intent to respond. Make sure you are communicating clearly as well by letting them know how soon you can get back to them with a resolution – and then do what you say you will do.

Get it resolved. If their complaint is justified, do everything possible to straighten things out, even if you have to invest a little money to do it (just think of how expensive it is to gain a new customer). Apologize for the situation and the inconvenience that it has caused. Your quick action in making things right might just turn your upset customer into a raving fan who is happy to give you referrals.

Get proactive. Great customer service isn't just a reaction to problems; it's building relationships that last. Identify customers' needs and address them promptly. Many times they really just want to know

they have been heard and respected. Understanding this will help you diffuse small issues before they blow up into big ones.

Do the unexpected. Customers notice when you deliver more than is expected. A handwritten thank-you card shows your customers just how much you appreciate them. When is the last time you received one? Anticipating their needs and providing that service up front will get you noticed for outrageously good customer service.

Put yourself in their shoes. If you were in their shoes and were being treated the way you're treating them, would you enjoy the experience? If so, you're doing a good job. If not, you probably want to get a little better. It's important to constantly evaluate the way you communicate with others. The growth of your AMSOIL business is heavily reliant on excellent communication skills. And remember, listening is the most important part of communication.

So, make sure you provide great customer service to your AMSOIL customers. The bar is rising every day and the competition is keen. As you approach customers, remember this: Be phenomenal or be forgotten!

Good luck and good selling! ■



THE RIGHT TOOLS FOR THE JOB

Rome wasn't built in a day, and neither is your AMSOIL business. But just as in building a city, your business will grow faster when you plan properly and use tools designed for the task. That is why we have assembled an assortment of business tools to help you toward AMSOIL success.

ADVERTISING

Monthly magazine index, Vehicle Graphics Program, sample ads and yellow page ads

AMSOIL PRINT CENTER

Customized literature and promotional materials

COST CALCULATORS

Cost and profit calculators for various businesses

TRADE SHOW DISPLAYS

AMSOIL Trade Show Tents and Indoor Display Wall

DEALER BUSINESS SYSTEM (DBS)

Software designed for AMSOIL Dealers to conduct their AMSOIL businesses

DIGITAL ASSETS

Company and product logos, photography and website assets

LITERATURE

Business forms, price lists, product documents, publications and more

MYAMSOILGARAGE™

Look up equipment, attach products, track maintenance and set reminders

(M)SDS

(Material) Safety Data Sheets

NAME BADGE

Customized name badges

PRICING INTERFACE

Check current/upcoming pricing – search by part number or download all

PRODUCT APPLICATION GUIDE

AMSOIL product selection and cross-reference information

PROFIT INTERFACE

Look up current Dealer profits and commission info

UPC BAR CODES

Search product bar codes by product code or download the entire list

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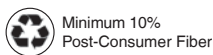
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