

AMSOIL®

► DEALER EDITION

MAGAZINE

JUNE 2020



New Z-ROD® 10W-40 Synthetic Motor Oil Expands Market Coverage | PAGE 8



Tap into the Diesel Enthusiast Market | PAGE 12



BUILD YOUR SALES FORCE

Finding new Dealers to join your team can help you build a strong sales group and maximize your commissions. Not everyone makes a good Dealer though. Be selective and extend this great opportunity to hard-working, self-starting people looking to supplement their income and become part of a community of like-minded individuals. Bring them into the group, help train them on AMSOIL programs and products and work together to generate new business.

Send prospective new Dealers to joinamsoil.com using a Dealer-number transferring link to tie them to your personal sales group after registration.

To learn more about effective techniques for engaging potential new Dealers, visit AU Online.



JoinAMSOIL.com – a great tool to help you engage prospective new Dealers

- Information on becoming an AMSOIL Dealer
- Answers to frequently asked questions
- Dealer testimonials



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Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

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THE COVER

Murray Plaff's 1956 Cadillac*, known as "Firemaker," features a 500 cubic-inch Cadillac motor backed by a turbo 400.



From the President

April is typically the strongest month of the year for sales of AMSOIL products. The dramatic turn of events this spring made April 2020 slower than we had planned for, but we didn't just sit back and let it happen. The team took action. We quickly enabled free shipping on orders of \$50 or more for Preferred Customers, then we rolled that promotion out to include online/catalog customers as well. We advertised the promotion heavily online and even created a new TV commercial promoting our fast, free shipping. These efforts resulted in many additional orders from existing customers and many new customers as well. If you're Customer Certified, you just reaped the rewards.

In May we activated a promotion reducing the minimum order value to receive free shipping for Dealers and accounts as well. We are doing everything we can to support you as we navigate these unprecedented circumstances together, and there's more to come.

We are only able to quickly activate these and other promotions because of the new e-commerce system we implemented in February. What fortunate timing – our enhanced e-commerce platform and new Canadian website launched just as people were being forced to stay home and shop online exclusively. We've only begun tapping into the potential of our new system and early results are positive. I am sure you've noticed that we added P.C. pricing to the site as well. That change, our advertising efforts and our new websites are making a difference in our fight against the economic downturn. There are strong indicators of stabilization, and even some indicators of growth in the P.C. and online/catalog areas. We are investing major resources in those areas to maintain that positive momentum and generate more business for you.

Your continued pursuit of sales through good times and bad is part of what makes AMSOIL strong. Our

diversified efforts with consumer (Dealer), industrial and international sales have helped the company weather this storm when many companies are struggling to survive. While we are not thriving, we are not struggling either and, in fact, we are looking to the future with renewed energy. We have learned from this experience and have a clear vision for the company's future. We've developed new tools and new management philosophies that have made us more efficient and better prepared. Our goals have not changed: Help Dealers be successful and ensure AMSOIL is strong for years to come. I am grateful for your partnership and remain positive about our future.

Alan Amatuzio
President & CEO

PRODUCT SPOTLIGHT: BYPASS FILTERS

WHAT ARE THEY?

- **High-efficiency** bypass filters that trap the extremely small, wear-causing contaminants that full-flow filters can't remove. Provide an efficiency rating of 99 percent at two microns.

WHAT DO THEY DO?

- **Extend** engine life
- **Provide** efficient small-particle and soot removal
- **Reduce** maintenance costs
- **Improve** oil cooling
- **Extend** drain intervals

WHO ARE THEY FOR?

- **Customers** seeking additional engine protection
- **Turbodiesel** pickup enthusiasts
- **Over-the-road** truckers (small fleets and owner/operators)

To learn more about bypass filtration, visit www.amsoil.com/bypass.



LETTERS TO THE EDITOR

UPPER CYLINDER LUBRICANT/MPHD

Upper Cylinder Lubricant is the first product AMSOIL has released since I became a Dealer that I cannot identify a clear benefit for. We sell Signature Series engine oil on the basis of benefits, and AMSOIL went to great lengths in training documentation to encourage Dealers to focus on what the product does, not what it is. On this note, I still can't figure out what Upper Cylinder Lubricant does. I even reached out to tech@amsoil.com, and their responses did not provide any additional information. They mentioned some light detergency that would keep injectors clean and possibly clean up some piston deposits or keep them clean, but that was a secondary benefit and it was weaker than P.i.[®] Furthermore, I'm told that MMT, already in gasoline, also acts as a lubricant and is used in even higher concentrations than Upper Cylinder Lubricant would add.

Why doesn't AMSOIL have alternate application methods for MPHD and Mudslinger[®]? My concern is mostly MPHD, but my question applies to both. MPHD is an excellent corrosion inhibitor, but limiting this product to aerosol greatly limits the efficiency of its use and application options. Eastwood* has a 360-degree aerosol nozzle with a two-foot hose for applying their coating inside frame rails which can be flushed out with another aerosol product of theirs. Alternately, they also make a 360-degree spray wand for non-aerosol applications (of which we have none). Why does AMSOIL have none of these products or accessories? I can't effectively spray inside the frames of my vehicles with just an aerosol nozzle.

Thanks,

Andrei Pop

AMSOIL: *Thanks for your letter, Andrei. Upper cylinder wear directly impacts the compression-ring-to-cylinder-wall interface, where oil has a hard time reaching. As the ring and wall wear, the seal formed by the ring weakens, resulting in compression loss that reduces power and efficiency over time. Upper Cylinder Lubricant helps vehicles maintain power and efficiency by providing improved wear protection for the ring-to-cylinder-wall interface, as well as the fuel pump and injectors. While many fuels contain a minimum level of lubricity, the quality and quantity of those additives can vary at each fill-up and are optimized for cost control, not maximum performance or engine life. Supplementing*

with Upper Cylinder Lubricant ensures you get the proper lubricity needed to maintain like-new performance and extend engine life. Published testing results show Upper Cylinder Lubricant provides 18% more lubricity than Lucas Upper Cylinder Lubricant and 20% more than Sea Foam* Motor Treatment. In addition, Upper Cylinder Lubricant is the only AMSOIL gasoline additive designed to fight ethanol-related corrosion, and it helps keep injectors clean. For best results, use P.i. every 4,000 miles as a deep clean for the entire combustion chamber and use Upper Cylinder Lubricant at each fill-up to reduce wear, prevent corrosion and maintain injector cleanliness between P.i. treatments. Check out the Gasoline Additives Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs) for more information and comparisons between P.i and Upper Cylinder Lubricant.*

Over the years, we've optimized MPHD's performance and added quick flashing chemistry to promote fast dry times. In 2019, we investigated putting MPHD into bulk containers, but realized we would be unable to use the quick flashing chemistry. Not only that, but the formula modifications required to ensure MPHD and Mudslinger could be sprayed through an aftermarket sprayer would reduce the products' performance, and that is a sacrifice we are not willing to make.

UPPER CYLINDER LUBRICANT

You are recommending Upper Cylinder Lubricant at every fill-up. The cost is about the same as about 1.5 gallons of extra fuel or about \$4.50 for the average customer. That seems like a lot. If I've got a special car that I want to baby (and I do) and don't drive it much, but for just a commuter, that's too much for many customers.

Why don't you offer this fluid in a more economical size like gallons or 2.5 gallons, and even incorporate a pour valve so it can sit on a shelf and act as a dispenser? Every time a customer goes to fill up they just keep reusing the same container. They fill it in their garage and take it with them. Going on a road trip? Sell empty containers to fill. Make the container clear so you can see the fill process and decrease the risk of spills. That would cut the cost down to say \$2.50 a fill-up, and even less for Dealers. Try to keep the cost under the one-gallon equivalent. I'm sure you'd get more market penetration that way.

Thanks,

Doug Wright

AMSOIL: *Thank you for your suggestions, Doug. Using only the highest quality components ensures we bring the best products to market, but can create pricing challenges. While it was no easy task, we maintained a competitive price point within the upper cylinder lubricant market while providing a product that outperforms the competition. The bottle was designed for convenient, single-use applications and covers the majority of fuel-tank capacities on the road today. Other package options were considered, but the 6-oz. bottle was the most convenient for the majority of commuters. Our experience has shown that most people are more interested in the convenience of a single-use package than the savings large package sizes can deliver. We will continue to monitor this market to determine the need for additional packaging options.*

P.I.

I noticed in the AMSOIL Magazine what I think is a discrepancy in P.i. specifications associated with the announcement of the new Upper Cylinder Lubricant, and forgot to question it. The bar chart comparing P.i. with Upper Cylinder Lubricant indicates the P.i. treat rate is 30 gallons. I looked at my bottles of P.i. and it says the bottle treats up to 20 gallons.

Have the latest bottles of P.i. been relabeled to indicate they treat 30 gallons and I have bottles of P.i. that have old labels, or is something else afoot? I'm confused.

Dennis Reed

AMSOIL: *Thanks for your question, Dennis. P.i. was reformulated when it transitioned to the red, capless-compatible bottles. The current formula has a treat rate of one bottle per 30 gallons, while the previous formulation had a treat rate of one bottle per 20 gallons.*

Email letters to:
letters@amsoil.com

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



Mike Caruso | TECHNICAL PRODUCT MANAGER, DRIVETRAIN

Air compressors provide added opportunities.

Their prevalence in homes and businesses means nearly everyone needs compressor oil.

Like fuel, water and electricity, compressed air is a vital utility we depend on to support our daily lives. We don't receive a monthly compressed-air bill from a utility company, so it's easy to forget how necessary and prevalent it is. Virtually every manufactured item requires compressed air for the creation of its raw materials or for its assembly, production, packaging or shipping. We use compressed air at home to inflate tires, run air tools and apply paint.

Reciprocating compressors are the type you're most likely to encounter in your day-to-day activities. They are commonly found in the corner of a typical garage or the back room of a tire shop, and many of them require oil.

Reciprocating compressors use a piston and cylinder to compress air. A motor turns the crankshaft, causing the piston to move down, pulling air into the cylinder past a one-way intake valve. The piston then moves up, squeezing the air until enough pressure is created to push it through an exhaust valve into a tank. This type of compressor turns on and off as needed to cool between cycles. Running a standard reciprocator constantly without giving it time to cool will result in overheating, which is a major cause of premature compressor failure.

To avoid overheating, size the compressor appropriately for the tools it's intended to run. If the compressor is capable of putting out 2 cubic feet of air per minute (CFM), but the tool draws 4 CFM, the tool will only run well in spurts and the compressor will never shut off while you're using it. CFM is clearly identified in

compressor and tool manuals or on the tools themselves, so there's no math to do.

It's just as damaging when compressors sit idle for weeks, giving rust and corrosion an opportunity to form. Since compressors are about as exciting as vacuum cleaners to most people, undersized and underused units are very common. The real excitement comes when you have to write a \$500-\$800 check to replace a four-year-old compressor that should have lasted more than a decade. Good oil can go a long way toward keeping these neglected compressors running for years.

Besides providing basic lubrication, reciprocating-compressor oils have to effectively deal with extreme heat and water — two potentially damaging byproducts of compressing air. Internal temperatures may range between 300°F-400°F (149°C-204°C), accelerating oil deterioration and causing carbon to form on the valves and keep them from sealing. Most of the time this gradually degrades compressor performance, but on rare occasions the carbon can become an ignition source for the oil-air vapor in the cylinder, presenting an explosion hazard. It has happened. Water, on the other hand, will destroy the compressor as rust and corrosion attack the machine while it sits quietly in the garage.

Like our motor oils, AMSOIL compressor oils are designed to handle severe environments. Their synthetic base oils provide greater oxidation resistance, lower carbon-forming tendencies and increased oil-film strength than conventional

oils. This provides extra protection for compressors when they're being pushed to their limit or if oil changes are neglected.

Water is dealt with in two ways. First, it easily separates from the oil, allowing it to be drained from the sump. This is a benefit for larger compressors found in industrial facilities, but is not practical for machines that hold a quart of oil. For these machines, the best way to protect against water is to change the oil at the manufacturer's suggested drain interval and prevent rust and corrosion from starting regardless of the water situation. The high-quality anti-rust, anti-corrosion additives in AMSOIL compressor oils go a long way toward protecting the compressor through extended periods of idleness.

We are often asked which oil should be used in reciprocating compressors. By far the most common oil listed in reciprocating compressor manuals is non-detergent ISO 100 or SAE 30/40 oil. When these are listed, we recommend AMSOIL ISO 100, SAE 30/40 Synthetic Compressor Oil (PCK). We make it easy by listing all the viscosities on the quart label.

AMSOIL Dealers should always be on the lookout for compressors; they are nearly everywhere and offer opportunities to make additional sales to automotive customers.

NEW Z-ROD® 10W-40 SYNTHETIC MOTOR OIL EXPANDS MARKET COVERAGE

Available June 2, new Z-ROD 10W-40 Synthetic Motor Oil (ZRD) provides the rock-solid wear protection for flat-tappet cams and proven protection against rust during storage that Z-ROD is known for to applications that require a 10W-40 viscosity. Z-ROD 10W-30 and 20W-50 Synthetic Motor Oil feature updated labels that you'll begin to see soon as current inventory is depleted. Formulations and pricing remain unchanged.

Updated labels and packaging? Yes
Formulation change? No
New stock numbers? No. The 10W-30 (ZRT) and 20W-50 (ZRF) viscosities maintain their current product codes; the new 10W-40 viscosity is indicated by code ZRD.

The Classics Have Different Needs

Oil formulations have evolved over the years in lockstep with the evolution of engine design. Use of modern emissions-regulation devices has resulted in reduced zinc dialkyldithiophosphate (ZDDP) content in motor oil. High amounts of phosphorus in ZDDP additives can negatively affect a vehicle's catalytic converter and reduce its effectiveness. However, ZDDP additives are proven anti-wear agents that are especially important in modified, classic and performance vehicles that feature flat-tappet camshafts and custom lifters and rocker arms for increased performance. The limitation of these additives in modern oils reduces their effectiveness in classic and performance cars.

Protecting Flat-Tappet Cams

Two main types of camshafts are used in automotive applications: flat-tappet and roller. The tappet, or lifter, on the

flat-tappet camshaft is flat and requires an oil film to keep its surface separated from the cam lobe. Flat-tappet camshafts produce high friction (high heat) because the surfaces slide rapidly against each other. The oil film is the only barrier that prevents the lifter and cam lobe from welding together.

The friction between the two components can eventually wear down the flat-tappet cam and affect valve operation. Engine power and efficiency decline if the flat-tappet cams can't lift the valves enough to adequately charge the chamber for ignition or adequately release exhaust fumes. In addition, these areas are splash-lubricated rather than pressure-lubricated like other areas of the engine, placing extra strain on anti-wear additives.

Roller cams, on the other hand, are differentiated by rolling contact rather than sliding contact. Although more expensive, roller cams are common in most modern vehicles and can be retrofitted into classic-car and hot-rod engines.



Flat-tappet lifter

Roller lifter

Z-ROD is Packed with ZDDP

AMSOIL Z-ROD Synthetic Motor Oil is formulated with high levels of ZDDP to protect flat-tappet cams, lifters, rockers and other areas susceptible to wear. Its high-zinc, high-phosphorus formulation provides the extra wear protection these critical splash-lubricated components require.

Long-Term Protection from Rust & Corrosion

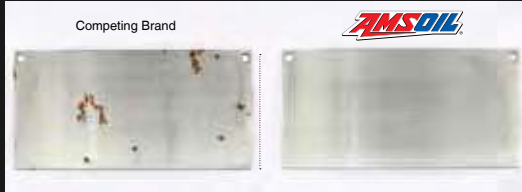
Rust and corrosion are the classic-car owner's nemesis. Classic cars spend most of their existence in storage and only hit the road in the summer months.

Why "Z-ROD"?

"Z" stands for zinc and "ROD" refers to the hot rods and other classics for which it's designed. **Lack of zinc in modern oils** is a hot topic among classic-car owners, and many seek out high-zinc oils to protect their engines. **Z-ROD is packed with zinc** and phosphorus anti-wear additives to protect the classics.

AMSOIL Delivers Superior Rust Protection

In industry-standard testing, AMSOIL Z-ROD® completely prevented rust formation while a leading competitor did not.^{JJ}



^{JJ}Based upon in-house testing of AMSOIL Z-ROD 10W-40 and a leading competitor obtained on 7/25/2019 in ASTM D1748-10.

The rarity of these vehicles and their often treasured place in the hearts of their owners place extra importance on protection during extended periods of storage.

AMSOIL Z-ROD Synthetic Motor Oil is formulated with a unique blend of rust and corrosion inhibitors to ensure maximum protection during long-term storage. To prove its effectiveness, we submitted Z-ROD to the Standard Test Method for Rust Protection by Metal Preservatives in the Humidity Cabinet (ASTM D1748-10). This test evaluates the rust-preventative properties of oil under high-humidity conditions, similar to those faced by a covered hot rod in a damp garage. The metal coupon treated with Z-ROD showed no signs of rust.

Applications

Use AMSOIL Z-ROD Synthetic Motor Oil in engines requiring 10W-30, 10W-40 or 20W-50 motor oil. Z-ROD Synthetic Motor Oil meets API SL and earlier specifications, allowing for increased levels of anti-wear additives. ZDDP levels in Z-ROD Synthetic Motor Oil exceed the limits of API SM and newer specifications.

Service Life

Because engines in classic cars, hot rods and other performance vehicles are generally modified, a universal oil drain interval recommendation for these applications cannot be provided. Responsibility for determining the drain interval duration rests with the owner. As a general service guideline, the maximum drain interval for Z-ROD Synthetic Motor Oil should not exceed 5,000 miles or two years, whichever comes first.

DATA BULLETIN

The Z-ROD Synthetic Motor Oil Data Bulletin (G2883) has been updated to include the new 10W-40 viscosity.

Stock #	Qty.	U.S.	Can.
G2883	25	4.10	5.60

- **Engineered** for classic vehicles
- **High-zinc** formula
- **Protects** against rust during storage



Z-ROD Synthetic Motor Oil

U.S. PRICING			Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
Stock #	Units	Pkg./Size					
ZRTQT	EA	1 Quart	5.61	8.55	9.00	11.10	12.05
ZRTQT	CA	12 Quarts	67.38	97.65	102.55	131.85	143.00
ZRDQT	EA	1 Quart	5.61	8.55	9.00	11.10	12.05
ZRDQT	CA	12 Quarts	67.38	97.65	102.55	131.85	143.00
ZRFQT	EA	1 Quart	5.84	8.90	9.35	11.55	12.50
ZRFQT	EA	12 Quarts	70.07	101.55	106.65	137.10	148.35
CANADA PRICING			Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP	
Stock #	Units	Pkg./Size					
ZRTQTC	EA	(1) 946-ml Bottle	5.61	10.95	11.50	14.15	
ZRTQTC	CA	(12) 946-ml Bottles	67.38	124.80	131.05	168.60	
ZRDQT	EA	(1) 946-ml Bottle	5.61	10.95	11.50	14.15	
ZRDQT	CA	(12) 946-ml Bottles	67.38	124.80	131.05	168.60	
ZRFQTC	EA	(1) 946-ml Bottle	5.84	11.35	11.95	14.70	
ZRFQTC	CA	(12) 946-ml Bottles	70.07	129.60	136.10	175.20	



A PRODUCT FOR EVERYTHING ON THE ROAD OR WATER THIS SUMMER

This time of year, you see fully loaded trucks or SUVs pulling a camper or boat – sometimes both. These rigs ply the highways all over the U.S. and Canada on the way to fishing, camping and other destinations. Their drivers are often attuned to vehicle performance, making them great AMSOIL prospects for several products, as we show here.

Marine Oil

Marine engines run at higher rpm than automotive engines, are always under load and are exposed to damaging moisture that can cause rust. Enthusiasts should use a dedicated marine oil for best protection.



Synthetic Marine Engine Oil

- Excellent high-stress, high-rpm endurance
- Increased rust and corrosion protection

HP Marine®

- Excellent for Evinrude® E-TEC® factory-lean setting (replaces Evinrude XD100® 2-Cycle Oil)
- Helps prevent deposits
- Protects against wear

Marine Gear Lube

- Delivers advanced outboard protection against power loss and gear wear, even with up to 15 percent water contamination⁵
- Easy-pack eliminates the need to use a messy gear-lube pump



Grease

Constant exposure to water when launching and landing your boat can wash away inferior greases, leaving bearings unprotected.

- Resists water washout
- Fights corrosion
- Protects against wear



Firearm Lubricant

- Effectively lubricates fishing-reel gears



Small-Engine Oil

Campers and anglers typically use generators, which don't often see regular service. Synthetic Small-Engine Oil is a commercial-grade formulation designed to outperform automotive oils.

- Extended drain intervals – up to 200 hours/one year
- Helps extend engine life
- Rust-inhibited



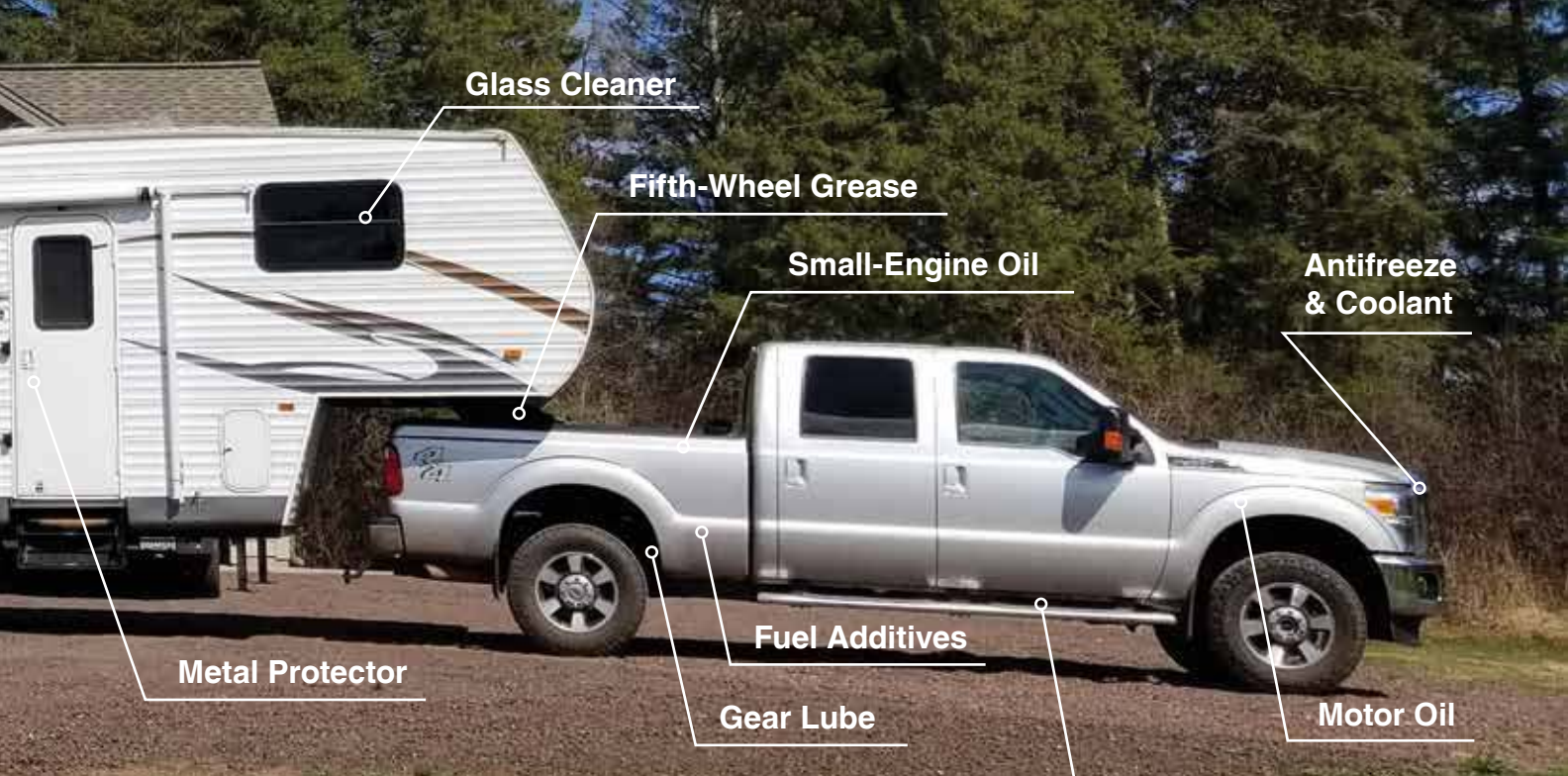
Glass Cleaner

- Leaves a streak-free shine on vehicle and camper windows



Metal Protector

The 4-oz. can stows easily in a camper or glovebox. Use it to lubricate metal pivot points, trailer hitches, hinges and other components. It also works great for cleaning fishing reels.



Motor Oil

Summer travelers appreciate the freedom of going longer between oil changes than conventional oils allow. They also value AMSOIL synthetic motor oils' advanced wear protection to help keep their vehicles running strong.

- Signature Series Synthetic Motor Oil provides 75% more protection against horsepower loss and wear.¹
- Heavy-Duty Synthetic Diesel Oil delivers 4X more engine protection.² Signature Series Max-Duty Synthetic Diesel Oil provides 6X more engine protection.³

Fifth-Wheel Grease

- Provides outstanding protection and performance in the heavily-loaded, harsh operating environments specific to fifth-wheel hitches.



Transmission Fluid

AMSOIL synthetic transmission fluids deliver reserve protection against heat from towing and hauling.

- Fights sludge for long component life
- Promotes smooth, reliable shifts
- Reserve protection in case you go longer between fluid changes than recommended



Gear Lube

SEVERE GEAR® Synthetic Gear Lube forms a strong, protective film on gears and bearings for maximum wear protection.

- Advanced protection against wear, even with up to 15 percent water contamination⁴
- Controls Thermal Runaway
- Maximum efficiency
- Flexible easy-pack for clean, fast installation



Antifreeze & Coolant

AMSOIL antifreeze and coolants meet the needs of hot-running vehicles towing heavy loads at the height of summer.

- Engineered to exceed original equipment manufacturer (OEM) requirements
- Pre-mixed 50/50 with high-purity water (ANTPC and ANTHD)
- Boil-over protection up to 265°F (129°C) with a 15 psi radiator cap



Fuel Additives

Drivers always want to keep moving, not stop for gas. AMSOIL fuel additives clean injectors for maximum MPG.

- P.i.[®] increases fuel economy up to 5.7%.
- Diesel All-in-One increases fuel economy up to 8%.



¹Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. ²than required by the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222 using 5W-30 as worst-case representation. ³than required by the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222 using 10W-30 as worst-case representation. ⁴Based upon AMSOIL testing of AMSOIL Synthetic SEVERE GEAR® 75W-90 in ASTM 3233 and ASTM D892. ⁵Based upon AMSOIL testing of AMSOIL Synthetic Marine Gear Lube 75W-90 in ASTM 3233 and ASTM D892.



TAP INTO THE DIESEL ENTHUSIAST MARKET

Increase sales to turbodiesel enthusiasts with the benefits of AMSOIL synthetic diesel oils.

Turbodiesel-powered vehicles have gained a strong foothold in the market over the past 10-20 years, and turbodiesel enthusiasts present outstanding sales opportunities for AMSOIL Dealers. They place great value on their trucks and view them as more than just transportation; they define who they are. They invest in modifications to make their trucks unique or to increase power, durability or appearance, and they seek the best protection they can afford.

Who are Turbodiesel Enthusiasts?

- Take pride in working on diesel vehicles
- Desire power, speed and performance
- Want their diesels to look good
- Concerned with extending vehicle life

Why Target Enthusiasts?

- They are more aware of the AMSOIL brand, making it easier for you to sell.
- The overwhelming majority already either use synthetic oil or will consider it.
- They value quality and are willing to pay more for it.

Attitudes About Engine Oil

- Most agree “changing oil is incredibly important and it makes me feel good and is one of the best things I can do for my vehicle.”
- The #1 reason they buy synthetic oil is for “improved engine protection.”
- Extended drain intervals viewed more as a proxy for quality than a desirable practice.

Modifications and Diesel Oil Challenges

Turbodiesel enthusiasts love to modify their trucks, including intake and exhaust modifications, turbo upgrades, programmers and suspension lifts. Modifications, however, can present serious challenges to lubricants, including intense heat and shearing forces. High-quality lubricants that provide maximum protection and performance under extreme heat and loads are essential for protecting trucks from the unintended negative effects of modifications.

Convert Turbodiesel Enthusiasts to AMSOIL Customers

Resist the temptation to make

recommendations and tout technical features before you understand the buyer and have gained his or her trust. For best results, use your experiences with helping current customers to guide your conversation.

Create Curiosity: Briefly introduce yourself and the AMSOIL brand. Ask about the prospect’s vehicle. Ask questions that help you uncover the prospect’s buying motivations.

Ask prospects if they have time to listen to how you’ve helped other enthusiasts protect the additional power and upgrades they’ve made to their trucks. Or use testimonials from diesel enthusiasts like Ben Shadday (<https://www.youtube.com/user/AMSOILinc/videos>) to illustrate how we help diesel enthusiasts protect their investments.

When striving to create curiosity about AMSOIL products, it’s also worth mentioning that many well-known engine builders, including Kenny Hauk and Ben Shadday, rely on AMSOIL products to protect their highly modified engines operating in extreme conditions.



Discovery: In this phase, you have the prospect's interest and are discovering whether he or she has a need for AMSOIL synthetic diesel oil. Ask open-ended questions that steer the conversation toward how AMSOIL products can solve problems that the prospect may be experiencing.

- Did you know lift kits and big tires increase drivetrain stress and force your engine to work harder? Top-quality synthetic diesel oil, gear oil and transmission fluid are key to protecting these components.
- Do you have a programmer? Programmers dramatically increase power and torque, but they also increase turbocharger and engine stress, cylinder pressures and heat, and tear your engine oil apart. Premium synthetic diesel oil helps protect your turbocharger and engine from premature failure.
- Do you have a stock or aftermarket turbocharger? Turbo upgrades and compound turbo additions provide a significant increase in air available for your engine, but also increase boost pressures and heat. Turbochargers are susceptible to failure from high exhaust gas temperatures. Using the right synthetic diesel oil helps manage temperatures and provides the detergent capability to keep the bearing clean.

Assessment: The prospect will assess whether AMSOIL products are right for him or her. Consider all the information the prospect provides and link his or her problems to the proper solution provided by AMSOIL synthetic lubricants. Be sure to actively listen, and depending on how the conversation goes, suggest an option and program (Preferred Customer, commercial, retail) that works best for the prospect's needs.

For more selling tips, check out the Diesel Oils Dealer Sales Brief (available under the Learning Center tab in the Dealer Zone).



AMSOIL Heavy-Duty Synthetic Diesel Oil

- **4X more** engine protection**
- **Excellent** opportunity for price-conscious customers to move up to AMSOIL quality.
- **Outstanding** protection for OEM-recommended drain intervals
- **Available** in 10W-30, 5W-40 and 15W-40 viscosities

Shell Rotella T6* and Mobil Delvac 1* are comparable products in the \$25-\$30/gallon price range. Introduce prospects to the Preferred Customer Program for wholesale pricing and exclusive promotions.

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil

- **6X more** engine protection***
- **Significantly** exceeds industry requirements
- **Top-grade** protection for extended drain intervals
- **Available** in 5W-30, 10W-30, 0W-40, 5W-40 and 15W-40 viscosities

Schaeffer's SynShield*, Red Line Diesel* and Royal Purple Duralec Ultra* are comparable products in the \$31-\$45/gallon price range. Introduce prospects to the Preferred Customer Program for wholesale pricing and exclusive promotions.



Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation. *Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation.

How Extreme Heat Affects Your Engine

As operating temperatures increase, so does your vehicle's need for high-quality synthetic motor oil.

The average operating temperature of a passenger car/light truck engine is up to 235°F (113°C), and higher under heavy loads.

Motorists are becoming more familiar with the technologies responsible for this increased heat, specifically turbochargers. Automakers are designing engines using these performance-enhancing technologies to keep pace with increasingly strict fuel economy and emissions standards. Extreme heat, however, can lead to a host of problems, all of which reduce engine performance and life.

Deposits & Sludge

Heat can quickly break down motor oil, creating deposits on the intake valves, which impede airflow into the engine and contribute to poor sealing of the combustion chamber. This can lead to rough idle, misfire and reduced power and fuel economy.

Extreme heat depletes the additives sooner, altering the oil's chemistry and

preventing it from lubricating, cooling and protecting as designed. Sludge can form, which clogs narrow oil passages and prevents oil from reaching vital components, causing wear. Preventing sludge is particularly important in engines that use variable valve timing (VVT). Intricate parts sensitive to sludge can fail to operate properly, resulting in reduced performance.

Oil Consumption

When oil volatilizes, the lighter molecules evaporate, leaving behind the heavier components. This leads to viscosity increase, which makes the oil more difficult to circulate and reduces fuel efficiency. You may have experienced this when your car "uses" oil and requires frequent top-offs. Volatilization also creates emissions that contribute to air pollution.

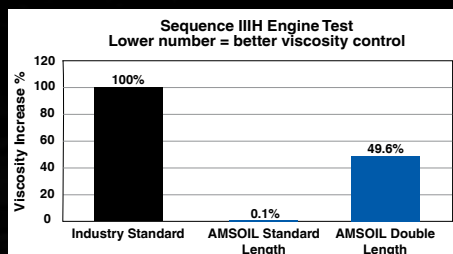
If enough motor oil is consumed, eventually there may not be enough to reach all the complex parts of the engine, resulting in wear.



AMSOIL synthetic motor oils are formulated with high-performance additives and base oils that offer improved resistance to heat, maximizing the performance and life of your engine and keeping it clean. Independent, third-party lab testing, detailed below, demonstrates the superior performance of AMSOIL synthetic motor oils in high operating temperatures.

AMSOIL Resists Viscosity Increase

AMSOIL is barely challenged by the industry-standard testing, demonstrating only a 0.1% viscosity increase. Even when the test length is doubled, AMSOIL **delivered twice the viscosity control** required by the standard.^{6G}



^{6G}Based on independent testing of AMSOIL Signature Series 5W-30 in the Sequence IIH Engine Test (ASTM D811), required by the ILSAC GF-6 and API SP specifications.

Signature Series Guards Turbos

Protects turbochargers **72% better** than required^c by the GM dexos1[®] Gen 2 specification.

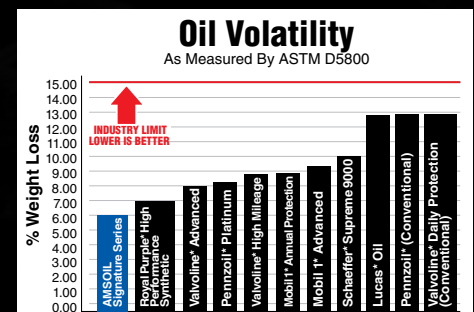


Signature Series controlled heat and minimized performance-robbing deposits on the turbo-bearing and shaft surfaces.

^cBased on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

Signature Series Helps Keep Valves Clean

AMSOIL fights volatility^U **38% better** than Mobil 1[®] and **17% better** than Royal Purple,[®] helping reduce oil consumption and keep valves clean.



^UBased on independent testing of AMSOIL Signature Series Synthetic 5W-20, Mobil 1 Advanced Synthetic 5W-20, Royal Purple High Performance Synthetic 5W-20 in ASTM D5800. Oils purchased Oct.-Nov. 2018. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.



Signature Series Cleans

AMSOIL Signature Series Synthetic Motor Oil has **50% more** detergents^D to help keep oil passages clean and promote oil circulation. It provides **90% better protection** against sludge.^{DD}



The oil pick-up tube screen is virtually free of sludge.

^Dvs. AMSOIL OE Motor Oil

^{DD}Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN-PLUS specification.

AMSOIL Keeps Pistons Cleaner

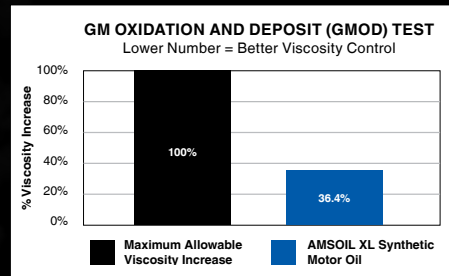
Even after doubling the length of the industry-standard test, AMSOIL delivered **40% cleaner pistons** than required by the standard.^{FF}



^{FF}Based on independent testing of AMSOIL Signature Series 5W-30 in the Sequence IIH Engine Test (ASTM D8111), required by the ILSAC GF-6 and API SP specifications.

XL Resists Oil Breakdown

Provides **64% more protection** against oil breakdown^F than required by the GM dexos1[®] Gen 2 specification.



^FBased on independent testing of AMSOIL XL 5W-30 motor oil in the GMOD engine test required for the GM dexos1 Gen2 specification. All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

GAIN CERTIFICATION. GAIN CUSTOMERS.

BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

CUSTOMER CERTIFIED

ELIGIBLE FOR CO-OP ASSISTANCE

APPEAR ON THE AMSOIL LOCATOR AT AMSOIL.COM

RECEIVE BUYING CUSTOMERS FROM AMSOIL

CO-OP CERTIFIED

LOCATOR CERTIFIED

CUSTOMER CERTIFIED

CO-OP CERTIFIED

- Complete the Dealer Certification Program in AMSOIL University Online

LOCATOR CERTIFIED

- Be Co-op Certified
 - Earn a minimum of \$10 in commissions in the last 6 months
- PLUS**
- Have 1 or more new Dealers, Preferred Customers, retail or commercial accounts in the last 6 months

OR

- Have 5 or more active Dealers, Preferred Customers, retail or commercial accounts

CUSTOMER CERTIFIED

- Be Locator Certified

PLUS

- Have 4 or more new qualified customers within the past 12 months

OR

- Have 2 or more new qualified customers in the past 12 months and meet one of the following alternative qualifications:
 - Have been a Dealer for less than one year
 - Have 24 or more active buying customers
 - Have more than \$10,000 in personal product purchases plus 5 or more active buying customers

WHAT'S A "QUALIFIED CUSTOMER"?

Check out the Customer Definition document in the Dealer Zone.

RECEIVE EVEN MORE CUSTOMERS WITH THE ASSIGNED-CUSTOMER MULTIPLIER

All Customer-Certified Dealers are in a randomly ordered pool. Once assigned a customer, you move to the bottom of the rotation. If you reach a total of 12 new qualified customers within the past 12 months we'll give you an extra listing in the rotation. Then, we'll add you again for every eight additional new qualified customers you bring in. The more new qualified customers you bring in every year, the more chances you'll have to be assigned buying customers from AMSOIL. Think of the compounding effect that will have on your commissions. While there are no guarantees, the chart at right shows what you might expect.

#Qualified Customers Past 12 Months	#Chances to Receive Assigned Customers	Probable #Customers Assigned Annually
Customer Certified	1	3 - 8
12	2	6 - 16
20	3	9 - 24
28	4	12 - 32
36	5	15 - 40

June Close-Out

The last day to process June orders in the U.S. and Canada is the close of business on Tuesday, 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. Central Time 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. Central Time on Monday, July 6. All transfers received after this time will be returned.

Holiday Closings

AMSOIL corporate headquarters and U.S. distribution centers will be closed Friday, July 3 for Independence Day. The Edmonton and Toronto distribution centers will be closed Wednesday, July 1 for Canada Day.

New Training Outlines for Monthly Dealer Meetings

Check the Dealer Zone each month for the latest Dealer meeting outline. The monthly outlines enable presenters to discuss timely and relevant AMSOIL subject material with their teams through teleconference, Skype or in person. Dealer meeting outlines are accessible in the Dealer Zone (Learning Center>Dealer Meetings>Monthly Meeting Outlines).

Guidelines for Proper Social Media Use

We welcome and encourage Dealer participation on our Facebook, YouTube, Instagram and other social media platforms, but please remember to follow corporate policy and use professionalism to create the best experience for everyone.

Like, comment on and share our social media content to help build the brand to everyone's benefit. But please do not use social media to take issue with corporate policies, solicit business, complain about the compensation plan and so forth. Social media is meant to share engaging content and start conversations that build relationships with Dealers, customers and prospects, not as a public forum for the airing of your grievances.

As a reminder, AMSOIL corporate policy prevents Dealers from soliciting business on our corporate social media platforms, such as mentioning your business name, posting your webpage URL and inviting people to send you a private message (see Section 7.11 Social Media, paragraph 6 in the Independent AMSOIL Dealer Policies & Procedures [G4000], available in the Dealer Zone [Product and Program Lit>Dealer Literature]). It also prevents Dealers from disparaging



- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

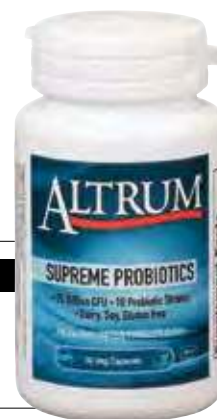
Supreme Probiotics (ALPB)

This new probiotic formula offers a balanced spectrum of live organisms consisting of acid-resistant probiotic bacterial strains that are known to naturally colonize the human GI tract.*

Probiotic bacteria are critical for healthy digestion.* They help maintain the integrity of the intestinal lining, support proper intestinal motility and participate in the detoxification process.*

ALTRUM Supreme Probiotics contain bacterial strains clinically validated for their support of healthy immune-system function.*

This product is formulated to deliver a potency of at least 25 billion CFU through the "Best By" date. That's 5 billion more CFU than our old formula.



Supreme Probiotics					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C Price
ALPB	EA	(1) 50-ct.	33.92	35.65	37.45
ALPB	CA	(12) 50-ct.	407.04	407.04	427.80

**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Order: **1-800-777-7094** | www.altrumonline.com

the company in public forums, including social media. As indicated in Section 4.2 Non-Disparagement, disparagement may result in termination of your Dealership.

We provide plenty of channels for you to communicate with us and welcome all feedback, even if you want to take issue with a corporate decision or pose challenging questions. See the Corporate Contacts in the Dealer Zone (Rules of the Road>Corporate Contacts) to find the right department for your inquiry. As always, if you don't know

where to direct your questions, contact Customer Service at customerservice@amsoil.com or 1-800-777-7094 and we'll be glad to help.

We want to hear from you. We're here to help you and provide support to build your business. But please use social media for its proper intent and contact us directly with your questions.

New Distribution Center Pickup Option

Effective June 1, 2020, curbside pickup of AMSOIL products will be available at all AMSOIL distribution centers. To arrange for pickup, you must follow these steps:

1. To avoid potential processing delays, place your order in advance through AMSOIL Customer Service at 1-800-777-7094.
2. Pay for your order by credit card (no checks will be accepted).
3. Schedule your pickup in advance by calling your local distribution center.

Distribution Center Hours of Operation:

Monday – Friday
9 a.m. – 5:30 p.m.

Superior Distribution Center Hours of Operation:

Monday – Friday
8 a.m. – 4:30 p.m.



NEW OIL FILTERS

To provide your customers with more high-efficiency filter options, we have added three new AMSOIL Oil Filters:

Stock #	Applications	WIX Cross	MANN Cross
EA15K05	Various Volvo* (04-15); Audi*, VW* (05-20)		HU7196X and HU7198X
EA15K07	Various Hyundai*, Kia* (06-10)	57061	
EA15K38	Various Ford*, Mercury* (03-12); Mazda* (03-12)	57203	

Oil Filters

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Can. Whsl.	Can. P.C.	Can. MSRP
EA15K05	EA	1 Filter	9.75	15.00	15.75	19.80	19.90	19.90	20.90	26.25
EA15K05	CA	12 Filters	116.85	167.40	175.80	220.15	221.25	222.00	233.10	292.20
EA15K07	EA	1 Filter	7.15	11.00	11.55	14.55	14.65	14.60	15.35	19.30
EA15K07	CA	12 Filters	85.69	122.76	128.90	161.45	162.55	163.20	171.40	214.20
EA15K38	EA	1 Filter	7.15	11.00	11.55	14.55	14.60	14.60	15.35	19.30
EA15K38	CA	12 Filters	85.69	122.76	128.90	161.45	162.05	162.60	170.75	214.20



EXCLUSIVE BANKS POWER OFFER FOR AMSOIL DEALERS

Effective June 1 to Aug. 31, 2020, Banks Power is offering AMSOIL Dealers a 10 percent savings off the web price of Banks Power products. No minimum purchase is required. Some restrictions apply.*



Orders must be placed by calling (800) 601-8072. Ask for Richard Norman.

*Products purchased through this offer are not for resale. Limit one order per Dealer while promotion is in effect. Dealers are not eligible for commissions on AMSOIL lubricants (included with the differential cover/gear lube package). You must provide your Dealer number to be eligible for the offer. Preferred Customers, catalog customers, retail and commercial accounts are not eligible for this offer.



Jamie Prochnow | RETAIL PROGRAM MANAGER

One size doesn't fit all retailers.

Know your customers and how to speak their language.

It's hard to believe we're already halfway through 2020. Despite all the technological advancements over the years, we still can't commute to work in flying cars, rehydrate a pill into a complete meal or summon robot helpers to do all our mundane household chores.

Technological shortcomings aside, AMSOIL continues to lead the synthetic-lubricant industry with innovative products and packaging. We may not be working on that flying car, but you can bet we'll have an advanced synthetic lubricant for it once it's available.

You can also bet we'll continue to make strides in how we distribute our products through the retail channel. Despite the growth of online shopping and our commitment to building a great e-commerce website, many enthusiasts still like to buy oil at auto parts stores, installers, powersports dealerships and other retailers. As such, we've made several improvements to our retail program in the past couple years. Read about them in the October 2019 *AMSOIL Magazine*.

We've made these changes based on conversations, surveys and direct input from you and retail customers. We've learned about our strengths and weaknesses and how best to attack this complicated network of customers. More changes are coming and will be announced next month.

With all the recent changes and more to come, it's important to understand the differences between retail businesses so you know how best to approach them. Historically we have

classified them all as "retail accounts." It was a one-size-fits-all label for any business that buys AMSOIL products for resale to customers via a storefront or installs them in customers' vehicles.

As you know from being in the field, there's a little more to it than that. To that end, we're beginning to divide retail accounts into three distinct categories with which you're hopefully already familiar:

- Retailers (auto parts stores, hardware stores, gas stations, etc.)
- Powersports Shops (motorcycle, snowmobile, UTV and similar dealerships or service centers)
- Installers (quick lubes, independent mechanics, transmission shops, etc.)

All three have unique needs and goals. While there are some similarities, like an openness to Dealers educating staff on the benefits of AMSOIL products, it's important to address each appropriately to be successful. Here are a few important points:

Retailers

- Buy products from AMSOIL to resell directly to customers
- Carry several different oil brands
- Open to full AMSOIL product line, including extended-drain products like Signature Series
- Serve a diverse base of do-it-yourself (DIY) customers
- Focus on margins and inventory turns

Powersports Shops

- Seasonal product selection
- Offer a limited range of AMSOIL products

- Face pressure to sell original equipment manufacturer (OEM) lubricants
- Resell products and offer service work
- Long-term relationships with customers
- Often pre-buy products for each season

Installers

- Sell AMSOIL products as part of a service
- Offer only a few oil brands
- Benefit from AMSOIL OE or XL Synthetic Motor Oil
- Serve a local, do-it-for-me (DIFM) customer base
- Purchase by the quart
- Speak in terms of service/ticket price

Some of our messaging to retail businesses applies to all three categories, but we plan to target each separately with different promotions, communications and marketing for best effectiveness. We're working hard to provide the tools necessary to attract, retain and grow customers within these channels. All the improvements we've made – and will make – are based on market research and a dedication to growing your success in this area. We're committed to our Retail Program, and to diversify your business, you should be, too.

A hand in a dark suit sleeve holds a silver key with a brass bit, positioned just above an open, empty palm. The background is plain white.

PROTECT YOUR AMSOIL BUSINESS

Do you have a plan for who will manage your AMSOIL business when you're no longer able to?

- Ensure your successor receives **maximum value** from the business you worked hard to build
- Ensure your customers keep receiving the **excellent service** they have been provided
- **Protect** the AMSOIL brand

Start thinking about how you plan to move your Dealership forward for generations to come. New policies are now in place to help establish a good plan.

Visit the Succession Planning page in the AMSOIL Dealer Zone (Rules of the Road>Succession Planning) to learn more.

The AMSOIL logo features the brand name in a bold, italicized, sans-serif font. The letters 'A', 'M', 'S', and 'O' are red, while 'I', 'L', and 'I' are blue. The logo is set against a white background with a black outline and a registered trademark symbol (®) to the right.

AMSOIL®

The First in Synthetics®



CHANGE SERVICE REQUESTED

Published 12 times annually

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AMSOIL

ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)



Minimum 10%
Post-Consumer Fiber

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www.amsoil.com

June 2020

**“More AMSOIL
product testing,
please!”**

“Can do.”

AMSOIL Resists Cavitation

In independent, industry-standard testing, cylinder liners protected by AMSOIL showed virtually **no signs of cavitation**.¹¹



¹¹Based on results of the ASTM D7583 cavitation test.

YOU ASKED FOR MORE PRODUCT TESTING... AND HERE IT IS.

Dealers frequently request more support to defend against competing brands.

The Performance Tests page at amsoil.com is your source for all current test results comparing AMSOIL products to the competition and the toughest industry standards. We've also published most test results in our catalogs.

Make sure you're using our performance tests during the sales process.

- **Visit the Performance Tests section at amsoil.com** (www.amsoil.com/performance-tests.aspx). Tests are now available as jpeg images, making them **easier to download and share**.
- **Share tests relevant to your prospects or customers.** Share results on social media or via text/email with a Dealer-number transferring link to ensure you receive credit for all registrations and sales.

We all know AMSOIL is the best. Make sure your prospects know, too. Visit the Performance Tests page at amsoil.com today.

Find all AMSOIL product tests at amsoil.com/performance-tests.aspx