



► DEALER EDITION

MAGAZINE

JULY 2020

A photograph of a male mechanic with short brown hair and a beard, wearing a grey t-shirt and blue overalls. He is leaning over a dirt bike engine, holding a white rag in his hands. He is wearing a silver watch on his left wrist. The background is a blurred workshop setting.

# NEW BENEFITS FOR AMSOIL INSTALLERS

| PAGE 8

More Power, Less Oil: The Challenges of Protecting Your Dirt Bike | PAGE 14



# Performs on the Street & Protects During Storage

In industry-standard testing, AMSOIL Z-ROD® completely prevented rust formation while a leading competitor did not.<sup>1</sup>

New Z-ROD 10W-40 Synthetic Motor Oil (ZRD) provides the benefits of Z-ROD, including **rock-solid wear protection** for flat-tappet cams and proven **protection against rust** during storage, to applications that require a 10W-40 viscosity. It delivers modern technology for classic cars.



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

<sup>1</sup>Based upon in-house testing of AMSOIL Z-ROD 10W-40 and a leading competitor obtained on 7/25/2019 in ASTM D1748-10.


**New Benefits for AMSOIL Installers** | PAGE 8
**FEATURES**

- 8** New Benefits for AMSOIL Installers
- 10** AMSOIL Dealer Best Practices
- 12** Explained: The Difference Between Summer and Winter Gas
- 14** More Power, Less Oil: The Challenges of Protecting Your Dirt Bike

**DEPARTMENTS**

- 4** From the President
- 6** Letters to the Editor
- 7** Tech Talk
- 16** Monthly Leaders
- 20** Centerlines and Updates
- 22** Insight on Sales

**ADVERTISEMENTS**

- 2** Performs on the Street & Protects During Storage
- 5** Why Buy AMSOIL Synthetic Diesel Oil?
- 19** Become a Certified Dealer
- 23** Everything Your Harley Needs, Including Better Protection
- 24** Protect Your Time on the Water

**STAFF****Editor**

Terry Johnsen

**Associate Editor**

Joel Youngman

**Staff Writers**

John Baker  
 Jamie Trembath  
 Joel Youngman

**Graphic Design Manager**

Jeff Spry

**Senior Graphic Designer**

Luke Boynton

**Content Contribution**

Pam Brantley  
 Len Groom  
 Jamie Prochnow

**Editorial Contribution**

Matt Erickson  
 Steve LePage

**Back Issues**

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

**On the Web**

www.amsoil.com

**President & CEO**

Alan Amatzio

**Board Chair**

Dean Alexander

© 2020, AMSOIL INC.

All rights reserved.

Printed by Arrowhead Printing  
 Duluth, MN USA.

**Letters to the Editor**

AMSOIL INC.

Communications Department

The AMSOIL Building

925 Tower Ave.

Superior, WI 54880

letters@amsoil.com

**THE COVER**

As the trend toward do-it-for-me oil changes continues, it's more important than ever to add installers to your mix of accounts. We're introducing changes to the Installer Program aimed at helping you boost sales to installers.



# From the President

Last fall, I revealed to you my goal of 8 percent year-over-year growth. We use a fiscal year of July 1-June 30, so we are nearing the end of our fiscal year as I write this. We will not reach our goal of 8 percent annual growth, but all things considered I am not disappointed. OK, I am disappointed, but only because we came so close. If it were not for the pandemic, I am confident we would have exceeded that goal by a fair margin. In light of the extreme circumstances we have faced in the past few months, any growth is outstanding. While many companies have been forced to lay off staff and take other extreme measures, AMSOIL, while battered, remains strong.

One strength of your business is the opportunity you have to offer others. People are looking for work, and just like we have experienced during every other economic downturn, Dealer registrations are on the rise. Now is a great time to become an AMSOIL Dealer. Prospective new Dealers get a nice introduction to the opportunity at [joinAMSOIL.com](http://joinAMSOIL.com), and once they register they're enrolled in our Dealer onboarding program. The program is working. More Dealers

are making a purchase and earning commissions in their first 90 days, and retention is improving. We are working on additional enhancements to Dealer development now that will improve the experience for all Dealers – and drive growth.

We are headed into the next fiscal year with an unstable economy. I am undeterred. I am holding fast to the goal of 8 percent growth for next year, and I am confident it can be achieved. We have the team in place to get it done, and you are an important part of that team. We are driving forward hard with improvements to the Installer Program, the Preferred Customer Program and the Dealer Program in the next 12 months. We are deepening our investment with the MotorTrend Network to attract more customers and spending more on promotions designed to increase order size and frequency. These tactics have resulted in increased business from online/catalog customers and Preferred Customers, so we are spending more on them this year. If you are Customer Certified, you have reaped the rewards on your monthly commission check. In the past 12

months, we have assigned more than 36,000 new, buying customers to Dealers and paid commissions on all those purchases.

We are doubling down on proven growth drivers, and you are one of them. As my partner, you can be certain that I am putting everything into improving your ability to earn sales so that we can reach the goal of 8 percent growth. You can expect a steady stream of improvements in the months ahead. What can I expect from you? What part will you play in our march to 8 percent growth? Do not assume that your contribution is insignificant if your face does not appear in the Monthly Leaders section of *AMSOIL Magazine*. The size of your contribution is not important; it is only important that you contribute. I know that we can grow together, and I am happy to have you as a partner.

**Alan Amatuzio**  
President & CEO

# WHY BUY AMSOIL Synthetic Diesel Oil?

**DO YOU WANT  
EXTRA ENGINE  
PROTECTION?**



Independent testing shows **AMSOIL Heavy-Duty Synthetic Diesel Oil delivers 4X more protection against wear.**<sup>1</sup> For even greater protection, **Signature Series Max-Duty Synthetic Diesel Oil provides 6X more protection against wear.**<sup>2</sup>

**DO YOU TOW  
OR HAUL?**



Signature Series Max-Duty delivers up to **60% better turbo cleanliness,**<sup>3</sup> effectively withstanding the extra demands you place on the turbo when hauling heavy loads or updating the tune for maximum horsepower.

**DO YOU STORE  
YOUR VEHICLES  
OR EQUIPMENT?**



Signature Series Max-Duty provides up to **2X better rust protection.**<sup>4</sup>

**DO YOU  
DRIVE IN HOT  
TEMPERATURES?**



AMSOIL synthetic diesel oils **retain their protective viscosities for added engine protection in extreme temperature conditions.**

**DO YOU  
DRIVE IN COLD  
TEMPERATURES?**



AMSOIL synthetic diesel oils stay fluid in sub-zero temperatures for **easier starting, improved oil flow and reduced wear.**

Signature Series 0W-40 has a broad viscosity range that offers **4X better cold-cranking ability** than a 15W-40.

**DO YOU  
OWN A  
HIGH-MILEAGE  
VEHICLE?**



Heavy-Duty Synthetic Diesel Oil provides up to **66% less** oil consumption, while Signature Series Max-Duty provides up to **76% less** oil consumption.<sup>5</sup>



<sup>1</sup>Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation. <sup>2</sup>Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation. <sup>3</sup>Based on specification standards of CAT C13 2nd Ring Top Land Carbon testing. <sup>4</sup>Based on industry standard testing using the NIMMA FC-W Rust Test. <sup>5</sup>Than required by the API CK-4 standard in the Caterpillar-1N oil consumption test.

# LETTERS TO THE EDITOR

## ENVELOPE DESCRIPTIONS

I have made repetitive mistakes in ordering envelopes in the Dealer Zone. There are no images for the items being sold. There are no descriptions, except very basic generic info. The most detail in the envelope category is G2608, which actually states 9 x 12. May I suggest, for instance, a description: "Use this catalog for the small G100 style catalogs" or "This is a standard business #10 envelope." You might also look at plastic bags. Give us a picture. The Shopper Bag is right on the money with a full description. You might say it is following the theme of clarity across the board, even beyond our oil products.

Thanks in advance.

### Tom Georgalos

**AMSOIL:** Thank you for bringing this to our attention, Tom. We have updated this particular webpage with more pictures and details.

## LEADS

When the leads from the Dealer Empowerkit websites are intercepted by AMSOIL and if they go back to a Dealer as an "assigned" account, why wouldn't they be eligible as qualified customers for the Dealer Certification Program, particularly if they came to the Dealer's own website originally?

Thank you,

### Jim Anderson

**AMSOIL:** Thanks for the question, Jim. These accounts do count toward achieving Customer Certification. A lead who arrives at [amsoil.com](http://amsoil.com) from a Dealer website is assigned to the referring Dealer once the lead makes a purchase, and that customer counts as a new qualified customer for the Dealer Certification Program.

## SUGGESTIONS

I am fairly new to the AMSOIL family and I absolutely love this company! I take great pride in my AMSOIL business dealings. I would, however, like to offer up a couple suggestions if I may. I would love to see AMSOIL

develop and manufacture our very own version of GoJo\* or Grip Clean\* hand cleaner. I would use it often and I know many others that would buy from me. Another thing is I ride off-road motorcycles, and I would love to buy an enduro motorcycle jacket with our very cool AMSOIL logos all over it. I just wanted to share a couple ideas with the awesome company I work with. Thanks, AMSOIL, for being such a great American company!

### Kris Fortner

**AMSOIL:** Thank you for your suggestions, Kris, and we appreciate your enthusiasm for AMSOIL. We are glad to have you on the team! We also thought hand cleaner and motorcycle jackets were great ideas, and at one time we offered SCRUB Hand Cleaner, both with and without pumice. More recently, we offered leather motorcycle jackets. Unfortunately, sales were slow for both products and they were discontinued. Although we have no current plans to reintroduce either item, we constantly have our eyes on the market and you never know what the future holds.

## UPS

Since most (if not all) of my AMSOIL orders are delivered by UPS, I wanted to make sure that AMSOIL headquarters is aware of how their shipments are being handled by UPS.

First, let me set the stage in my case. I live in the country, where my mailbox is 1/4 mile away so I cannot see it from my house. The road to my house is a gravel town road that is well-maintained by the Town of Ridgeville. Our mailbox is on a county road that is paved.

We have lived here for nine years without any problems receiving UPS deliveries. However, recently the UPS deliveries have been left at our mailbox 1/4 mile away. Twice the packages have been left sitting in the snow at the base of the mailbox. It is only by the grace of God that the packages haven't been stolen or hit by the snow plow since UPS deliveries are made late in the day after I have gotten the daily mail. I have contacted UPS to complain. They

referred me to a process they call "ups.com/mychoice" where supposedly I can give the delivery person instructions where I'd like the packages left. Obviously, I want them delivered to my porch, which is what I paid for. However, when I try to use the service by filling out their online form, it says "UPS cannot process my request." Frustrating!

Am I the only one experiencing this poor service from UPS? Perhaps AMSOIL headquarters would have more clout with UPS since it is your products being put at risk, and AMSOIL will be asked to cover losses due to poor delivery actions.

Your assistance in addressing this matter would be greatly appreciated.

### Wayne A. Edgerton

**AMSOIL:** Thank you for bringing this issue to our attention, Wayne. That's not the type of service we expect and we can understand why you're frustrated. UPS uses temporary and part-time delivery drivers during the holiday season when the orders you described were delivered, and it's likely the seasonal driver made the decision to drop off at your mailbox to save time and meet drop-off volumes during this busy time. We have contacted UPS and made them aware of the situation. If you experience further issues, we encourage you to attempt registering with UPS My Choice again as it is a powerful tool that has helped many other Dealers and customers in similar situations. Be sure to contact UPS if you have trouble registering.

Email letters to:  
[letters@amsoil.com](mailto:letters@amsoil.com)

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

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



**Matt Erickson** | DIRECTOR, TECHNICAL PRODUCT MANAGEMENT

## Synthetic lubricants excel in summer heat.

Heat creates deposits. And deposits create problems.

While we rarely have triple-digit temperatures here in the Northland, drivers in the southern U.S. can easily see 100°F (38°C) and hotter throughout summer. Driving in these conditions stresses lubricants, especially when towing or hauling. In fact, our testing in Las Vegas showed that oil-sump temperature increased significantly throughout the day as the sun radiated more intensely off the asphalt.

Extreme heat causes oil to chemically break down faster, resulting in deposits and sludge. As a general rule, chemical reaction rates double with every 10°C (18°F) rise in temperature. Deposits can form throughout the engine, causing issues. Excessive combustion-chamber deposits cause pre-ignition, which reduces engine performance and can damage the engine. Deposits also lead to ring sticking, which reduces compression and horsepower.

The ability to keep your engine clean when exposed to extreme heat is a main differentiator for lubricant performance. As the image shows, AMSOIL Signature Series Synthetic Motor Oil does an excellent job keeping pistons clean. We tested Signature Series in the Sequence IIH test, which is required by the ILSAC GF-6 and API SP specifications, to demonstrate its ability to keep engines clean. The test subjects oil to 151°C (304°F) heat for 90 minutes – far hotter than your engine will ever get. Signature Series didn't even break a sweat. Its viscosity was like that of new oil, and the pistons were still nearly spotless. To really test the oil, we told the lab to reassemble the engine and run the test again using the same oil. Even after doubling the test length, the oil still

beat the standard by delivering 40 percent cleaner pistons.

These results were achieved because we formulate Signature Series to provide maximum protection. Among other features, it is fortified with potent detergent and dispersant additives that keep contaminants in suspension and keep them from settling in the engine. This is vital to everyone who cares about engine protection, but doubly so for motorists in regions where the temperature hits triple digits several months out of the year.

Maintaining sufficient viscosity to keep bearing surfaces separated is another concern when driving in the heat. While anti-wear additives are critically important, lubricant viscosity, or thickness, is the main mechanism to keep surfaces separated by an oil film.

Heat, however, reduces oil viscosity, compromising wear protection. When oil loses too much viscosity (gets too thin), it can fail to prevent metal-to-metal contact, causing wear. Since lubricants generally thin as temperatures increase, we must formulate them to provide effective separation at the highest expected operating temperature. The base oil

### AMSOIL Keeps Pistons Cleaner

Even after doubling the length of the industry-standard test, AMSOIL delivered **40% cleaner pistons** than required by the standard.<sup>FF</sup>



<sup>FF</sup>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.

influences a property called viscosity index (VI), which indicates the change in oil viscosity in relation to temperature. Oils with high viscosity indices do a better job maintaining viscosity in extreme heat. As you might expect, synthetic motor oils have higher viscosity indices than conventional oils, meaning they protect better when the heat is on.

In these situations, you can drive confidently and carefree knowing that you have AMSOIL synthetic motor oil in your engine. It has been tested in the field and in labs at temperatures far beyond those your engine will ever see. It's proven to provide excellent protection, even at those extremes.

# NEW BENEFITS FOR AMSOIL INSTALLERS

We're updating the Installer Program to bring more value to accounts that service vehicles, helping you attract new customers and build better relationships with your existing ones.

An installer account's primary business is servicing vehicles. They differ from retailers in that they do not have sales floors or product showrooms, and they sell few or no cases of oil over the counter. Instead, most of their AMSOIL product sales come as part of a service. Examples of installer accounts include oil-change shops, transmission- and muffler-repair centers and service garages.

We recently surveyed AMSOIL installers for their opinions of our Installer Program. We received plenty of feedback. Most notably, we received three resounding messages:

1. AMSOIL seems too expensive to purchase.
2. The outstanding quality of AMSOIL products is still a major factor in the decision to purchase.
3. AMSOIL Dealers make all the difference.

We set out to modify the program based on that feedback.

## NEW VOLUME DISCOUNTS FOR INSTALLERS

Installers will now earn volume discounts according to the following table:

<b>U.S.</b>	
<b>Annual Purchases</b>	<b>Discount</b>
\$0 - \$3,499.99	0%
\$3,500 - \$24,999.99	5%
\$25,000+	10%
<b>CANADA</b>	
<b>Annual Purchases</b>	<b>Discount</b>
\$0-\$4,499.99	0%
\$4,500 - \$29,999.99	5%
\$30,000+	10%

Here's what these discounts mean for your customers in terms of savings:

## REQUIREMENTS TO REACH 5% DISCOUNT (U.S./CAN.)\*

	Cases		Drums	**Oil Changes	
	Year	Month	Year	Year	Month
OE	59/58	5/5	4/4	177/174	15/15
XL	44/44	4/4	3/3	133/132	12/11

\*Based on wholesale cost of a case of quarts

\*\*Based on sump of 4 quarts

## COST PER QUART (U.S./CAN.)\*\*

	Cases		Drums	
	OE	XL	OE	XL
0%	\$4.94/\$6.50	\$6.58/\$8.60	\$4.29/\$5.60	\$5.45/\$7.06
5%	\$4.69/\$6.18	\$6.25/\$8.17	\$4.08/\$5.32	\$5.18/\$6.70
10%	\$4.45/\$5.85	\$5.92/\$7.74	\$3.86/\$5.04	\$4.91/\$6.35

The discount will be applied after the account reaches the spend level associated with each discount level. The account will then maintain that discount level for the remainder of the year it was earned, as well as the following year. These attainable discounts will translate into bigger savings for installer accounts purchasing AMSOIL products.

## NO REDUCTION IN COMMISSIONS

Dealer commissions will still be paid according to the original sales price, meaning you'll still get the full amount of commission credits regardless of the discount applied.

## CO-OP CREDIT ELIMINATED

Survey results revealed that few installer accounts used the co-op credit they earned through our Advertising Co-op Program. In fact, all of the installer accounts we surveyed said they'd rather receive a discount instead. Therefore, we are making installers ineligible to participate in the Advertising Co-op Program and



introducing a new volume discount schedule for them that works just like our discount schedule for commercial accounts. Your installer accounts will still have until the end of the year to use the co-op credit they've accumulated, in addition to the volume discounts we're rolling out. To fill the gap in AMSOIL merchandising in the future, AMSOIL will increase the frequency of promotions on merchandising items for installers. Installer accounts and their discount levels will be clearly designated in the Reports section of your Dealer Zone.

### THE IMPORTANCE OF DEALERS

Installers also told us Dealers play a crucial role in gaining and maintaining installer accounts. All the installer accounts we surveyed brought up the relationships they had with their Dealers and how it was one of the biggest motivators when choosing to go with AMSOIL. Sales reps from competitors can be hard to get ahold of. AMSOIL Dealers are present and involved in helping their installer businesses grow. The most successful Dealers all have three traits in common:

1. The Dealer is available any time or day.
2. The Dealer has trained his or her installer account staff on the uses and benefits of AMSOIL products.
3. The Dealer has a face-to-face relationship with the installer account.

Being involved as an AMSOIL Dealer can make all the difference in increasing sales to your accounts.

We took a lot of things into consideration to build a better AMSOIL Installer Program. By tackling the number-one concern expressed by our installers, our new program ensures they receive even greater value and incentive to choose AMSOIL for their shops in the future. What they need next is a strong connection with their AMSOIL Dealer. Now is the perfect opportunity for you to reach out to vehicle service and repair centers to discuss the changes and benefits of the Installer Program. By boosting your presence in the installer market, you'll help strengthen their business and your own.



# AMSOIL Dealer Best Practices

Boost your professional image as a business owner by following these basic best practices.

An AMSOIL Dealership offers a lot of flexibility on how you run your independent business. With that freedom comes the responsibility of maintaining a professional image. AMSOIL is a professional organization and we care about our image. You may be an independent business owner, but it's important that you remember you're not just representing yourself, but the AMSOIL brand as well.

To many people, you are the face of AMSOIL, so we ask that you follow these dos and don'ts for maintaining a professional image for you and AMSOIL.

For more information and guidance on conducting your AMSOIL business, refer to the Independent AMSOIL Dealer Policies & Procedures (G4000) in the Dealer Zone.



DOs



**Be responsive with your customers.** If a customer reaches out to you, respond promptly and maintain smooth and open communication.



**Refer to yourself as an independent AMSOIL Dealer.**

It's important to distinguish that your Dealership is an independently operating business. You are not the AMSOIL company itself, so don't refer to yourself as just "AMSOIL." You're running an independent business selling AMSOIL products.



DON'TS



**Make sure your contact information is always up to date.** Check to ensure you have your current phone number and email address posted on your Dealer website, Google, social media, business cards and anywhere else your business is listed.



**Don't post product pricing on your Dealer website or social media accounts.**

Customers should always be directed to AMSOIL catalogs or [amsoil.com](http://amsoil.com) for official pricing.



**Have a business card.**

Business cards are an excellent way to boost professionalism for your business. They also provide important contact information for customers and prospects. We have several options for customizable Dealer business cards available in the AMSOIL Print Center (Dealer Zone>Marketing Your Business>AMSOIL Print Center).



**Don't make unofficial claims.**

The only claims you should make about AMSOIL products are the claims found in official AMSOIL company publications and websites.



**Respect other Dealers.**

AMSOIL has specific rules in place to prevent interference with other Dealers. Attempting to steal customers away from other Dealers is against company policy and will be penalized. Focus on growing your own business and be courteous of other Dealers trying to grow theirs.



**Stay professional on social media.**

It's important to represent yourself in a professional manner online. Make sure what you post on social media is appropriate and that you avoid sharing controversial things that could harm your reputation. Also, don't try to promote your business on official AMSOIL social media pages or blog posts. Those types of posts will be deleted and may result in you being banned from future participation on those pages.



**Proofread all communications before they go out.**

Make sure your online posts, emails and print communications are free of typos and errors. You don't want to hit send and then realize afterward that you accidentally misspelled "AMSOIL."



**Don't bash the competition.**

Refrain from bad-mouthing other oil companies. Instead, highlight the proven performance of AMSOIL products. The reviews and test results speak for themselves.



**Be prepared for technical questions.**

Make sure you have knowledge and understanding of AMSOIL products and specifications. Watch product training videos and read up on claims so you can answer questions you may encounter. If you don't know the answer to a product question, don't guess. Contact AMSOIL Technical Services for the right guidance and then follow up with the person who asked.



**Use product names.**

When referring to a specific product, always use the product name (e.g., AMSOIL Signature Series 0W-20 Synthetic Motor Oil, or Signature Series 0W-20), not the product code. The general public has no knowledge of our product codes and does not understand those references.



**Use resources we provide.**

AMSOIL has a wide variety of literature items and online resources for Dealers to use, including brochures, catalogs, data bulletins, promotional items, web banners and more. These resources provide the most accurate and current information about AMSOIL products and programs. They are legally vetted and tested against our marketing research for effectiveness. Straying from these assets can result in legal issues and reduced effectiveness.

# EXPLAINED:

## The Difference Between Summer and Winter Gas



Summer has its benefits: Fishing season. Dirt-track racing. Wrenching in the garage with the door open and the tunes blaring.

Another benefit is a slight fuel-economy boost. That's because refiners alter their gasoline and diesel formulations depending on the season, and summer gasoline contains about 1.7 percent more energy than winter-blend gas. Regardless of the time of year, it pays to know a little about what's going in your tank to ensure you're properly maintaining your fuel system.

### Under Pressure

A primary difference between summer and winter fuels is their Reid Vapor Pressure (RVP). RVP is a measure of how easily the fuel evaporates at increased temperatures. The higher the fuel's RVP, the more easily it evaporates.

Winter-blend fuel requires increased RVP. If the fuel doesn't evaporate readily in cold temperatures, the engine will start hard and run rough at cold temperatures.

To achieve this, refiners often blend winter gasoline with butane, a relatively inexpensive additive with a high RVP. They adjust the RVP of the final formulation to as high as 15.0 psi to help the gasoline ignite readily in the cold.

### The Law Restricts Sales

Once the temperature warms up in summer, however, high-RVP gasoline can volatilize more easily, which contributes to increased emissions and air pollution. For that reason, federal law restricts sale of gasoline with an RVP greater than 9.0 from June 1 through Sept. 15. To comply, refiners reduce the amount of butane in the gasoline and instead use pricier additives, hence one reason gas prices generally increase in summer. The blending process also takes longer, adding to the cost.

Some areas set even lower RVP standards in summer to further limit emissions. California, for example, has a 7.0-psi limit. Given the state's climate, refiners may sell summer-blend gas as early as April 1 and as late as Oct. 31.

For the most part, the semi-annual switch from winter to summer gas and vice versa happens seamlessly and goes unnoticed by drivers.

### Lowest Additive Concentration

Regardless of the season, gasoline contains detergent additives designed to keep fuel injectors and other fuel-system components clean.

Some automakers, however, think the additive content, called the lowest additive concentration (LAC), is insufficient for modern vehicles. It takes a low level of additive to pass the tests, and most gasoline on the market contains as little as 123 ppm of additive.

The low levels of detergent additives in modern gasoline allow deposits to build up on critical fuel-system components, and most motorists are unaware of how dirty the insides of their engines are. This provides a great opportunity to sell the benefits of AMSOIL fuel additives.



# MORE POWER, LESS OIL: THE CHALLENGES OF PROTECTING YOUR DIRT BIKE

Like other vehicles, dirt bikes today produce more power from smaller engines. In many cases, only about a quart of oil is responsible for protecting against wear and the devastating effects of extreme heat. The oil must be up to the challenge for enthusiasts to get maximum performance and life from their bikes.

Whether they're riding the trails near home or competing in sanctioned motocross races, riders' motivation is the same: to get out in front of their buddies or grab the holeshot and ride their way to a checkered flag. As such, riders are constantly on the throttle. Dirt bike engines rev high, with some models hitting 10,000 rpm.

In addition, summer is peak riding season. Hot ambient temperatures combined with a high-revving engine create severe conditions that can reduce performance and shorten engine life.

Heat causes metal engine components to expand. If, for example, the piston expands beyond normal tolerances, it can break the lubricant film separating it from the cylinder wall and rub directly against the metal, causing scuffing and wear. Eventually, the piston will fail and wreck the engine.

Motor oil is an enthusiast's number-one defense against piston scuffing and wear. The oil absorbs heat and allows it to dissipate into the atmosphere via the oil sump. It should also form a thick, resilient film on engine parts to prevent metal-to-metal contact. Its detergents and

dispersants must hold combustion by-products in suspension and prevent them from forming harmful engine deposits that can lead to piston-ring sticking and power loss.

---

**Most dirt bikes use about the same volume of oil as a push lawnmower despite making 10X the power.**

---

Most dirt bikes, however, hold only about a quart of oil. A minimal amount of oil is asked to perform the daunting task of resisting extreme heat and wear in your expensive, powerful dirt bike engine. The oil had better be up to the challenge or else the engine can wear out and fail.

This situation presents a great opportunity to highlight the performance of AMSOIL Synthetic Dirt Bike Oil.

Our dirt bike oil isn't merely a rebadged automotive oil. We identified the suffering points of modern dirt bikes by working with professional supercross and motocross riders. We validated AMSOIL Synthetic Dirt Bike Oil on the track and in our mechanical lab.

The result is an advanced oil that delivers excellent protection against wear and extreme heat in high-revving, powerful bikes.

In addition, we designed it to provide confident clutch feel. Riders look for lubricants that provide not only wear protection, but consistent clutch feel from the time the gate drops until they cross the finish line.



- **Delivers** confidence in clutch feel
- **Superior** protection against gear, bearing & piston wear
- **Maximizes** horsepower
- **Helps** extend clutch life



2020 KTM\* 450 EXC-F

2020 Honda\* CRF450R

2020 Kawasaki\* KX\* 450



53 hp

53 hp

52 hp



1.27 qts

1.1 qts

1.0 qts

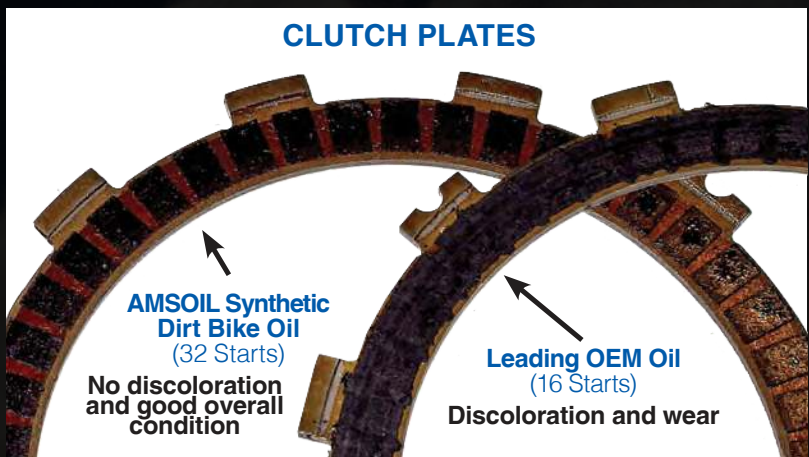
Oils that break down due to heat and stress lead to clutch slippage and sloppy, inconsistent clutch feel, reducing rider performance. Here, too, AMSOIL Synthetic Dirt Bike Oil proves superior, as the test results show.

When talking to dirt bike prospects, tie their desire to protect their expensive bike and improve their riding to the performance of AMSOIL Synthetic Dirt Bike Oil. For more insights into the dirt bike market, see the Synthetic Dirt Bike Products Dealer Sales Brief under the Learning Center tab of the Dealer Zone.



### AMSOIL delivers confident clutch feel.

AMSOIL provides excellent clutch protection.<sup>†</sup> How good is it? In extreme simulated-start testing, AMSOIL provided superior wear protection and kept clutch plates looking new.



<sup>†</sup>Based on dyno testing of a Honda\* CRF450 dirt bike using AMSOIL 10W-40 Synthetic Dirt Bike Oil and a leading original equipment manufacturer 10W-40 conventional dirt bike oil. \*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



### July Close-Out

The last day to process July orders in the U.S. and Canada is the close of business on Friday, July 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for July business will be accepted until 3 p.m. Central Time on Thursday, Aug. 6. All transfers received after this time will be returned.

### Holiday Closings

The Toronto Distribution Center will be closed Monday, Aug. 3 for Civic Day. The Edmonton Distribution Center will be closed Monday, Aug. 3 for Heritage Day.

### Performance Tests

The Performance Tests section at amsoil.com (www.amsoil.com/performance-tests.aspx) is the go-to place to locate all AMSOIL product comparisons to industry standards and the competition. They present valuable tools when working with customers and prospects. Be sure to use a Dealer-number transferring link when following up to ensure you receive credit for all registrations and sales.

### Example

https://www.amsoil.com/performance-tests.aspx?zo=123456



### New Training Outlines for Monthly Dealer Meetings

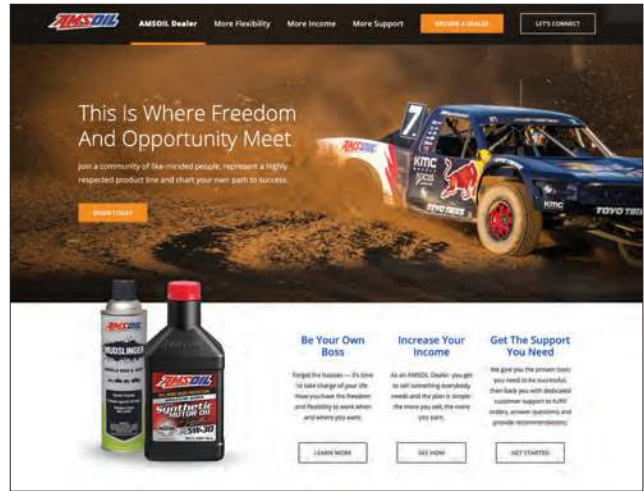
Check the Dealer Zone each month for the latest Dealer meeting outline. The monthly outlines enable presenters to discuss timely and relevant AMSOIL subject material with their teams through teleconference, Skype or in person. Dealer meeting outlines are accessible in the Dealer Zone (Learning Center>Dealer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

### 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**



### NEW OIL FILTER

To provide your customers with more high-efficiency filter options, we have expanded our Oil Filter line to include the new EA15K06 Oil Filter:

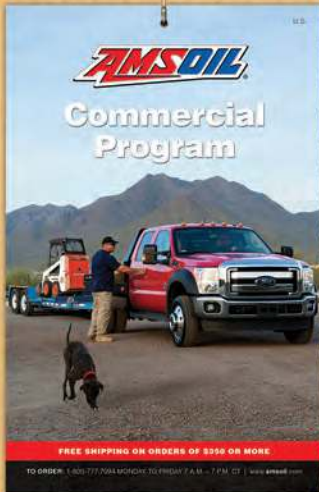
Stock #	Applications	MANN Cross
EA15K06	Audi*, VW* (02-14), Hitachi*, Linde*	HU7197x

EA15K06 Oil Filter										
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
EA15K06	EA	1 Filter	8.45	13.00	13.65	17.20	17.35	17.25	18.15	22.80
EA15K06	CA	12 Filters	101.27	145.08	152.35	190.80	192.45	192.60	202.25	253.20

# AMSOIL MARKET CATALOGS – TOOLS TO INCREASE YOUR SALES

Full-sized product brochures are expensive, and you need multiple versions to cover multiple product lines. That's why we replaced them with AMSOIL market catalogs. They **reduce your costs, allow you to show prospects and customers more products and include pricing**. Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

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



## Commercial Program Catalog

(G3469 U.S., G3474 Can.)

### WHO'S IT FOR?

Current and prospective commercial accounts.

- Contractors
- Fleets
- Over-the-road truckers
- Heavy-duty off-road equipment operators
- Farmers/ranchers
- Landscapers

### WHAT PRICING DOES IT SHOW?

Wholesale cost



## Retail Program Catalog

(G3520 U.S., G3521 Can.)

### WHO'S IT FOR?

Current and prospective retail accounts.

- Independent mechanics
- Quick lubes
- Transmission shops
- Tire shops
- Hardware stores
- Auto parts stores
- Powersports dealerships

### WHAT PRICING DOES IT SHOW?

Wholesale cost and MSRP



## Automotive Catalog

(G3549 U.S. G3550 Can.)

### WHO'S IT FOR?

Current and prospective P.C.s and online/catalog customers.

- Auto enthusiasts
- Turbodiesel enthusiasts
- DIYers
- Classic car lovers
- European car owners

### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing



## Powersports & Racing Catalog

(G3511 U.S., G3512 Can.)

### WHO'S IT FOR?

Current and prospective P.C.s and online/catalog customers.

- Motorcycle owners
- ATV/UTV enthusiasts
- Anglers
- Snowmobilers
- Dirt bike riders
- Racers

### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing





**Steve LePage** | DEALER DEVELOPMENT MANAGER

## Message to sponsors: connect with your new Dealers.

Your support helps them grow their businesses – and yours.

Sponsoring other Dealers is a great way to develop an effective sales team, but signing someone up is just the start. Once you've registered a new Dealer, or AMSOIL has assigned a new Dealer to you, how do you build a strong relationship and help the Dealer succeed?

### Contact your new Dealers

AMSOIL provides several training tools for Dealers. AU Online in the Dealer Zone, for example, offers free, professionally produced online courses that teach lubrication fundamentals, sales skills and more. The Dealer Sales Briefs under the Learning Center tab in the Dealer Zone offer insight into AMSOIL products, sales tips, FAQs and more. These are excellent, free resources you and your sponsored Dealers should use.

One of the most effective ways to get your Dealers off on the right foot is through personal conversations. In fact, Dealers tell us they want to hear from their sponsoring Direct Jobber or Dealer. They value the insight and support you have to offer. Here are a few ways to start a conversation with your new Dealers and begin building a relationship.

### Simple conversation starters

One of the best conversation starters is a simple question:

- Why did you decide to become a Dealer?

This helps you find out a little more about your new Dealers. Do they have a specific area of interest, like off-road 4x4 trucks or motorcycles?

Ask if they've received their Dealer Starter Kit. Have they used AMSOIL products? If so, did they notice a performance difference? Finally, share your contact information and schedule the next conversation.

### Talk to them about the Dealer Zone

Here's another simple, yet effective, conversation starter:

- Have you explored the Dealer Zone yet?

Explain how important it is to visit the Dealer Zone at least daily. Ask if they have questions regarding content or where to find something. Talk about the most important things to do each day in the Dealer Zone, like checking the message center, accessing reports and checking Centerlines.

### Direct them toward positive activities

Another important tip for sponsors is to guide new Dealers toward income-producing activities. Ask your new Dealers what AMSOIL products they want to focus on selling right away. Have they completed their AU Online training to become Co-op Certified? Make sure they understand the three levels of Dealer certification.

To put your best foot forward and gain credibility with potential customers, it's important to be professional. Encourage your new Dealers to wear AMSOIL clothing, order customized business cards through the AMSOIL Print Center in the Dealer Zone, use AMSOIL catalogs and to be positive and never disparage the competition.

### Set appropriate goals

Help them set reasonable goals each week. Start by asking how many

people they plan to talk to about AMSOIL products this week.

Also, set realistic goals. We strongly recommend that your new Dealers set an early goal of registering a minimum of two Preferred Customers (P.C.s). Having a couple P.C.s is a great way to start the foundation of a solid, growing business. In addition, when a Dealer in his or her first year registers two P.C.s who make qualifying purchases, the Dealer meets the qualifications for Customer Certification, which means he or she is eligible to receive self-registered, purchasing customers from AMSOIL corporate.

Every situation is different, but one thing is the same: if you're doing all the talking, you're not learning anything about your new Dealers. Be sure to ask good questions, then sit back and listen. This will help you be a better mentor and coach. It will also help your new Dealers enjoy some early success and encouragement, which is vital to their long-term growth. Our data shows that Dealers who experience early success are more likely to build a long-term, successful business.

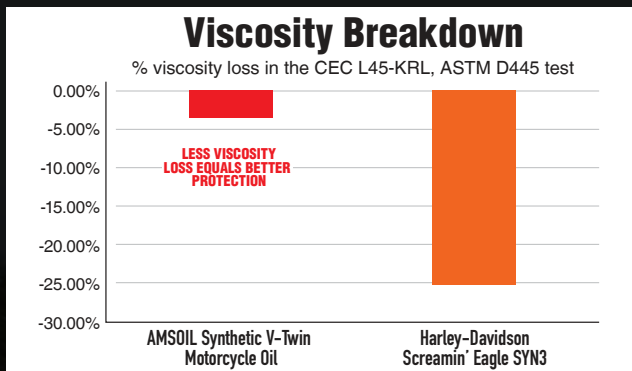
These are just a few ideas for starting that pivotal first conversation with your new Dealers. Make sure you're monitoring your Dealer Zone reports to see when a new Dealer is assigned to you. Reach out as soon as possible. For more ideas, contact [training@amsoil.com](mailto:training@amsoil.com).

# EVERYTHING YOUR HARLEY NEEDS, INCLUDING BETTER PROTECTION

Dealers and customers asked for more V-twin oil-change kits, and we've delivered. Four kits are now available, including kits with an extra quart of oil for larger Milwaukee-Eight\* engines or a black oil filter instead of chrome. And, as always, Synthetic V-Twin Motorcycle Oil delivers **excellent protection against extreme heat** so you have **peace of mind your bike is protected**.

## AMSOIL Resists Viscosity Breakdown

AMSOIL resists viscosity breakdown **6X better** than Harley-Davidson\* SYN3\* for **improved protection** against compensator and transmission gear wear.<sup>BB</sup>



<sup>BB</sup>Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 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.

## AMSOIL V-Twin Oil Change Kits include...

- 4-5 quarts of 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
- 1 chrome or black AMSOIL Motorcycle Oil Filter (EAOM103/EAOM103C)
- 1 drain-plug O-ring



Check out the Motorcycle Product Guide at [amsoil.com](http://amsoil.com) to find the right kit for your Harley-Davidson.



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD  
US POSTAGE  
PAID  
AMSOIL

ISO 9001/ISO 14001 REGISTERED

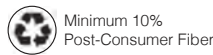


WE HONOR



(Discover in U.S. only)

Your installer accounts will now earn volume discounts. Read the article in this issue for details, and look for your installer accounts' discount levels in the Reports section of your Dealer Zone. [my.amsoil.com](http://my.amsoil.com)



AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA  
© 2020, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

[www.amsoil.com](http://www.amsoil.com)

July 2020



## Protect Your Time on the Water

If you're like most anglers, you never have enough time to fish. Don't waste a second on unnecessary maintenance or downtime – protect your motor from wear and performance-robbing deposits that try to sideline your boat at the marina.

AMSOIL marine products fight wear and deposits in the toughest operating conditions. They deliver the benefits you need, whether you own a four-stroke or two-stroke motor.

- **Superior** wear protection
- **Excellent** rust and corrosion resistance
- **Maximum** engine cleanliness
- **Reduced** smoke (two-stroke)

### PRO TIP

AMSOIL HP Marine™ is excellent for use in Evinrude® E-TEC® engines at the factory-lean setting and is a fraction of the cost of Evinrude XD100® 2-Cycle Oil.

