



► DEALER EDITION

MAGAZINE

AUGUST 2020



MUSCLE CAR MANIA: VOL. 1

FORD MUSTANG

America's Pony Car

| PAGE 8

Navigating Uncharted Waters | PAGE 10



BOOST BUSINESS WITH THE **NEW** AMSOIL INSTALLER PROGRAM

NEW VOLUME DISCOUNTS FOR INSTALLERS

U.S.

Annual Purchases	Discount
\$0 - \$3,499.99	0%
\$3,500 - \$24,999.99	5%
\$25,000+	10%

CANADA

Annual Purchases	Discount
\$0 - \$4,499.99	0%
\$4,500 - \$29,999.99	5%
\$30,000+	10%

ADVERTISING CO-OP ELIMINATED

Installer accounts no longer receive co-op credit. Instead, AMSOIL will be offering more promotions to help installers obtain merchandising items like banners, signs and displays (plus implementing the volume discount schedule). They'll still have the remainder of the year to use up their existing co-op credit.

GET STARTED TODAY

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. Get in touch with your existing installer accounts and order an AMSOIL Installer Kit (G250/G8250) to start registering new accounts.

- **Bring** greater value to accounts that service vehicles
- **Attract** new customers
- **Build** better relationships with your existing installers

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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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Printed by Arrowhead Printing
Duluth, MN USA.

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THE COVER

We take a look at one of the most celebrated cars in the muscle-car market, the Ford Mustang.



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From the President



My desire to grow the company is no secret. Did you know that some companies have no desire to grow? They are satisfied with their current position or the company owners are just riding out a decent business

until it's time to walk away. Not me. I believe that, as our partners, you should be aware of our goals and strategies, and we have increased our communication of these business topics to you since I took ownership of AMSOIL. If you've been following along, you know that our two main goals are to 1. Help Dealers be successful and 2. Ensure AMSOIL remains strong for many years to come.

We are investing a lot of money toward achieving both goals, and I am pleased with the progress. The new e-commerce platform we implemented is opening new possibilities for our marketing team. We are seizing those opportunities with more effective promotions, better engagement with visitors to our website, strong follow-up with people who show interest and more. These actions are driving growth, so we're increasing our marketing budget to accelerate that positive momentum. We are also spending more on the Commercial and Retail Programs with personnel and program modifications designed to help you secure more business. We introduced additional improvements for the retail channel in the July issue of *AMSOIL Magazine*. All these efforts are being made in service to our first goal, which is to help you be successful, but they also support our goal to strengthen the company. The stronger you are, the stronger AMSOIL is and vice versa.

Ensuring the company's strength is important for obvious reasons, and the COVID-19 pandemic reinforced the importance of that goal. This event has taken a dramatic toll on economies around the world, and we are not immune to its effects. Unfortunately, we have not seen the end of the coronavirus or its economic devastation. While we are not growing at the pace we were prior to the pandemic,

we are not struggling like other companies are either. That is largely due to our diversified approach to business. The Preferred Customer and online/catalog customer segments pulled extra weight, for example, when the retail channel dropped sharply. Likewise, our wind and international business held strong when consumer sales crashed early in the pandemic. Our efforts through multiple markets kept us going.

The pandemic has made it clear we need to continue diversifying our business, and the industrial market is an ideal place for us to do that. We have dabbled in non-consumer sales to industrial and original equipment manufacturer (OEM) customers through the decades. Few Dealers have participated and even fewer have been successful selling to these types of customers. We even created thorough industrial training and a supporting sales program for Dealers in the 1990s and it did not produce results. With more experience working with these types of customers through our wind division, the reasons we could not succeed have become clear. Just like customers who purchase wind-turbine lubricants, industrial/OEM customers have requirements that exceed the willingness or ability of most Dealers to fulfill independently. The selling cycle is long and the procurement process is complex. Technical aptitude requirements are high, frequent on-site service is a must, and customized packaging, delivery and pricing are only a few of the requirements beyond what is necessary in consumer sales. Industrial/OEM lubricant applications have unique needs and recommending lubricants to protect expensive equipment carries high liabilities. Asking Dealers to pursue this market knowing the low probability of success and the associated financial risks required is irresponsible.

Meanwhile, the industrial/OEM market represents approximately 50 percent of all lubricants sold. Keeping AMSOIL strong for years to come means we can no longer ignore this important market. Therefore, we are developing a strategy to pursue this business using a corporate sales team. Over the next several months we will finalize our strategy and begin pursuing sales to these entities in North America.

What does this mean for you? It means you have a partner with growing strength and financial stability that you can depend on. It means we will learn and develop certain new products for you to sell. It means we will improve our reputation and expand our market presence, which will improve your ability to sell oil. It means we will improve our manufacturing and supply-chain efficiencies and reduce manufacturing costs to improve our competitiveness. It means we will have increased funding for marketing and advertising.

Our new sales team will be pursuing business where you are not, with different products through different sales channels. Serving different types of customers with different products through different sales channels is common. Paint and coatings are an excellent example; there are the products you and I can purchase through retailers, then there are the products we have no knowledge of or access to, such as those sold to paint the Golden Gate Bridge. That is what we are implementing.

I hope it is evident my commitment to you is as strong as ever. We are spending a lot of money on programs and tools that support Dealer sales. There is more to come. We will unveil major program and training improvements throughout the next six to 12 months that will benefit all Dealers who are selling oil. We are also developing a pilot program to increase Dealer success with commercial business. The test phase will begin soon. If it is successful, it will result in new opportunities for growth and earnings for participating Dealers.

This is an exciting time for everyone associated with AMSOIL. We have clear strategies for growth through multiple markets and they are working despite unfavorable market conditions. You are a very important part of these strategies, and you can expect me to continue building the Dealer business for your success as the company grows.

Alan Amatzio
President & CEO



AMSOIL RUNS ON FREEDOM™ LIMITED SNOWMOBILE WARRANTY

Don't let the powersports manufacturers bully you or your customers into buying their brand of oil. You have the freedom to choose your brand of oil and keep your warranty intact.

To show our support for riders and to double-down on our confidence in our snowmobile oil, we offer the Runs on Freedom Limited Snowmobile Warranty.

It covers engine repairs for **two years or 5,000 miles (8,000 km)**, whichever comes first, on current-model-year or newer sleds that use AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil exclusively.

It helps remove the last hurdle preventing prospects from switching to AMSOIL products in their sleds.

Reach out to the riders and accounts you service this fall and use this powerful new limited warranty to secure more sales. To get details and register, visit **AMSOIL.com/rofwarranty** (**AMSOIL.ca/rofwarranty in Canada**).

LETTERS TO THE EDITOR

SEMI-FLUID SYNTHETIC EP GREASE

Have you considered putting Semi-Fluid Synthetic EP Grease in smaller containers, preferably like that soft squeezable quart bottle? I have customers who don't want five gallons, but they would buy a squeezable quart.

Thank you

Kevin Weisenberger

AMSOIL: Thank you for your question, Kevin. Semi-Fluid Synthetic EP Grease has very specific applications, many of which require large volumes of grease. After evaluating the economics and potential sales of a smaller package size, we determined it is not a good fit at this time.

ANNUAL OIL CHANGES

I have a few clients that have cars and trucks that are stored for most of the year and only come out in nice summer weather. Annual mileage is usually less than 500 and not more than 1,000. My question is, how long can any AMSOIL full synthetic go in low-mileage vehicles like these? It doesn't make sense to change oil on an annual basis if it only has 500 miles on it, but I don't know what to tell them as far as maximum time goes. I would appreciate any insight you can give me on this.

Thank you

Terry Getting

AMSOIL: Great question, Terry. Oxidation, gases and moisture degrade motor oil over time (regardless of miles), making it necessary to set both mileage and time limits with oil change intervals. Different AMSOIL motor oils have different time limits; check the product data bulletins for specific recommendations. Signature Series Synthetic Motor Oil, for example, is formulated for drain intervals of up to 25,000 miles (40,200 km) or one year, whichever comes first. Z-ROD® Synthetic Motor Oil is specifically formulated for classic and performance vehicles that are driven sparingly, providing added protection over long-term storage and drain intervals of up to 5,000 miles (8,000 km) or two years, whichever comes first. Your customers in this position could also choose OE to reduce their overall costs. For more information on what happens to motor oil

over time, see the "Why Motor Oil Needs to be Changed" article in the Newsstand at AMSOIL.com.

OIL TESTING

I just saw your new test with the Ford* F-150s* and I have a suggestion: In my opinion, providing the name of the synthetic-blend oil used in the test would be far more beneficial for using this test in a sales presentation. I just don't see how a potential or existing customer would be able to make a more informed decision without knowing the name of the oil used. After all, in your independent lab tests, you list the names of all the competitors' oil brands (like Mobil 1,* Castrol,* Pennzoil,* etc.). Don't get me wrong; I fully believe in the superiority of AMSOIL products, and the test definitely demonstrates that it is better than the competitor's oil. But I think the test would be better suited pitting AMSOIL against one of our major competitors, like Mobil 1 5W-30, something I have found most of the people I have talked to about buying AMSOIL are currently using.

Thank you for your consideration and have a great day.

Elliott Bailiff

AMSOIL: Thanks for the suggestion, Elliott. We know it's more powerful to include the name of competitors included in test results we publish, but it's also much more expensive. These tests are costly and can take a substantial amount of time, especially in cases like this where we run the test vehicles beyond 100,000 miles. While the testing conducted surpassed the legal and scientific thresholds for validity and publication, it would have required more time and money to surpass the legal threshold for publishing the competitor's name. With limited resources, we chose to proceed with publishing the results without naming the competitor. The results still provide a powerful demonstration of Signature Series' ability to provide above-and-beyond protection compared to the type of lubricant recommended by the vehicle manufacturer.

AEROSOLS

Please make more aerosols available in Canada. I wish I could get the Miracle Wash,® Mudslinger® and others. I don't like supporting competitors who offer similar products, and it looks bad when

people see me using competitors' products. I have attached a picture of my kids' race sleds on which we proudly display the AMSOIL logos.

Brent Martin



AMSOIL: Thanks for writing, Brent. The sleds look sharp. We're also disappointed we can't provide most of our aerosol products to our Canadian customers. We have performed extensive research on ways of providing aerosol products to the Canadian market using manufacturers in Canada and the U.S. Unfortunately, we were not able to uncover a viable path to supply these products to the Canadian market.

Aerosol products are governed under different regulations in Canada than in the U.S. Those regulations require alterations to our formulations and labeling that would result in unique formulas and packaging in Canada. In addition, minimum production quantities requirements result in inventory levels that exceed the products' shelf-life, further increasing costs and product waste to unacceptable levels. In the past, we have not been able to develop enough customer demand in Canada to support the increased costs associated with producing unique product lines specifically for the Canadian market.

Unfortunately, these significant obstacles preclude us from offering AMSOIL aerosol products in Canada.

Email letters to:
letters@amsoil.com

Or, mail them to:
AMSOIL INC.
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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

Our products 'wow' the toughest critics.

It's not easy to impress the professionals who test motor oil for a living.

One thing I love about my job is the testing our team gets to do. It's fun coming up with ways to challenge our products and see how well they protect equipment. So, when new oil specifications are developed, meaning new performance tests are available, the whole development team here at AMSOIL gets excited.

After more than a year of delays, the new API SP and ILSAC GF-6 motor oil specifications took effect May 1. Their introduction continues the trend of more demanding specs to ensure today's motor oils are capable of protecting advanced engines.

Last month, I talked about the great results Signature Series Synthetic Motor Oil achieved in one of the new engine tests needed to meet API SP and ILSAC GF-6 requirements – the Sequence IIH Test. Today, I want to peel back the curtain to show you the rest of the story.

The Sequence IIH test is designed to measure viscosity increase and piston cleanliness, two important differentiators of motor oil performance. It subjects a candidate oil to 90 hours of use at 304°F (151°C) in a Chrysler* engine, much hotter than normal operation, to really challenge the oil. The intent is to screen oils for their ability to maintain protection under the severe conditions today's smaller, hotter-running turbocharged engines present. Simply put, it's designed to push the oil to its breaking point and separate those that can protect from those that can't.

As soon as the test stand was available, we sent samples of Signature Series to an independent lab that spe-

cializes in testing motor oils from all kinds of manufacturers. The lab techs do nothing but test oil all day, every day. They're accustomed to testing oils designed to just barely pass these performance tests, so when they heard AMSOIL Signature Series was going to be tested, their ears perked up. Many of them are gearheads who use AMSOIL products themselves, so they wanted to see the results.

As I said last month, the 90-hour test didn't even challenge Signature Series. Its viscosity increased only 0.1 percent and the pistons were so clean they looked practically new.

So, we told the lab to reassemble the engine and run the test again using the same oil, doubling the length of time on the engine and oil to 180 hours. As the test neared its conclusion, the lab manager said the techs were lined up in the test cell to watch the engine run...and some were even taking pictures.

Following the test, oil viscosity was measured and the pistons were rated for cleanliness. Even after **doubling the length of the industry-standard test**, Signature Series limited oil thickening to 49.6 percent – half the allowable limit of 100 percent for a single-length run – while delivering 40 percent cleaner pistons.¹ Needless to say, the techs were impressed.

How did the oil achieve such impressive results? We start with the best synthetic base oils available, which naturally resist chemical breakdown in the presence of extreme heat. We add a finely tuned, high-quality additive package designed to complement and

enhance the base oils' performance. Increased levels of highly active detergent and dispersant additives control contaminants and keep engine parts clean. The premium base oils, combined with the right balance of antioxidant additives, also control viscosity, helping the oil stay in grade despite prolonged exposure to brutal heat.

This adds up to premium engine protection in today's demanding engines. Signature Series protects vital components against wear in the toughest conditions, providing motorists peace of mind and the confidence to extend drain intervals if they choose.

When a competitor's oil easily passes an industry-standard test, they often reformulate to reduce cost and performance to where it barely passes the test. When we pass a test (or a double-length test), we continue to search for ways to increase protection even more because, for our customers, "good enough" doesn't cut it.

Our goal is to provide enthusiasts the absolute best motor oil on the market, and our team gets excited about the testing to prove it. It's not easy to impress the professionals who test motor oil for a living, but Signature Series delivered.

¹Based 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.

MUSCLE CAR MANIA: VOL. 1

Ford Mustang – America’s Pony Car

Our Muscle Car Mania series highlights some of the most iconic muscle cars in history. First up: the Ford* Mustang.*

The Mustang has been one of the most celebrated symbols of Americana for nearly six decades. Appearances in hit movies like “Gone in 60 Seconds,” “Bullitt” and “Goldfinger,” partnerships with racing legends like Carroll Shelby and numerous special editions have all helped set it apart as one of the ultimate enthusiast vehicles. Overall, it’s been one of Ford’s most successful models.

The Kick-Off

The Ford Mustang debuted April 17, 1964 at the World’s Fair at an affordable starting price of \$2,368. The model established a new variety of sporty, compact automobiles, fittingly known as pony cars, with strength and power that could garner respect on the track and the street. With its wide range of interior, exterior and powertrain options, the car appealed to many different lifestyles and quickly became a crowd favorite. In fact, Ford sold almost 7 times more than the company had originally projected.

The Mustang’s incredible popularity led Ford to start making upgrades

even before completing its first model year. Generators were swapped out for alternators, and the higher performance Challenger Special* 289 c.i. V8 (225 hp) and Challenger HiPo* 289 c.i. (271 hp) engine options were added. While all sales were reported as 1965 model sales, most enthusiasts refer to early production models as 1964 1/2 models and 1965 models.

Next In Line

A few short years after its initial launch, the Mustang was fitted with its first big-block 390 in 1967, escalating it to muscle-car status. Several generations of Mustangs rolled out with their own unique features and styles in the late ‘60s and early ‘70s, including the iconic Boss* 302 and Boss 429, featuring the 302 Windsor* engine, and the heart-pounding 429 race-inspired 375 hp V8, which replaced the 390, 427 and 428 big blocks. Ford also started introducing several special-edition Mustang models, including the Bullitt,* the California Special* and the Shelby GT* that dominated auto racing in the late ‘60s.

Rising gasoline prices in the early ‘70s shifted Ford’s focus toward fuel economy rather than performance. The Mustang II generation took a sharp turn from the heavy muscle-car style and instead made lighter models with reduced horsepower to keep in line with government fuel regulations.

The 1970s presented many challenges to the muscle-car market. EPA regulations limiting the use of lead in gasoline, the restriction of tailpipe emissions, an oil embargo and the introduction of import vehicles changed the landscape for a decade. It wasn’t until the mid ‘80s when the Mustang was finally fitted with an upgraded 5.0L that produced a respectable 210 hp. This was also when Ford used a roller cam to allow for the use of traditional passenger-car motor oil rather than the high-zinc oil required by its predecessors.

Mustangs Up To Date

The Mustang continued evolving throughout the years to adapt to changing markets and styles. Throughout the late ‘90s and



2000s the Mustang saw its 210 hp 5.0L retired for a 215 hp 4.6L, which received mild upgrades until it was replaced by the now legendary Coyote* 5.0L, which pumped out a whopping 412 hp. The Coyote is still offered today with an improved 460 hp, but smaller-displacement, turbocharged EcoBoost* offerings are gaining popularity.

More Muscle Needs More Protection

Many early Mustangs produced less than 300 hp. By contrast, 2020 Mustang engines can pump out up to 760 hp with a supercharged 5.2L. The massive amount of power in today's Mustang engines requires sophisticated lubrication.

Whether you have a classic Mustang or a modern powerhouse, AMSOIL has the specialized products you need to keep it in prime condition.

Early Mustang models were designed to use leaded gasoline. Did you know DOMINATOR® Octane Boost is an excellent lead substitute at the same treat rates in collector automobiles?

Mustang models prior to 1985 are equipped with flat-tappet cams. They require specialized oils like AMSOIL Z-ROD.®

Z-ROD Synthetic Motor Oil

- Specially engineered for classic and high-performance vehicles
- High-zinc formulation to prevent wear on flat-tappet camshafts and other critical engine components
- Proprietary blend of rust and corrosion inhibitors for added protection during long-term storage.

In 2007, Ford launched an updated Shelby GT500. This model, and all track-package Mustangs manufactured since, require specialized oil like Signature Series 5W-50.

Ford began using the Getrag* MT-82 manual transmission in 2011. AMSOIL Synthetic DCT Fluid is an excellent choice for this application.

100% Synthetic DCT Fluid

- Designed to protect high-tech dual-clutch transmissions during intense, high-heat operating conditions
- Provides the fast, smooth shifts drivers expect
- Use in transmissions found in 2011 and newer Mustangs¹

¹Based on review of the Getrag MT-82 manual transmission found in 2011, and newer Mustangs and Ford recommendation of DCT fluid for this application.

NAVIGATING UNCHARTED WATERS

As the COVID-19 pandemic spread across the world and wreaked havoc on our economy and daily lives, businesses suddenly had to adjust and find new ways to operate. In the midst of stay-at-home orders and social-distancing measures, AMSOIL Dealers, too, have been relying on different methods to reach customers, sell products and keep their businesses running strong. *AMSOIL Magazine* reached out to six Dealers who have found success in these unprecedented times.

Jason Keranen



Direct Jobber Jason Keranen of Yuma, Ariz. has taken full advantage of digital communication and e-commerce to keep in touch with his customers and reach new prospects.

"I have an AMSOIL storefront open to the public and would spend an average of eight hours per day working it, but business has been slower due to the pandemic," said Keranen. "Since the pandemic, I have spent more time online working my business. Most days I am online early in the morning until late afternoon."

When he does meet face-to-face with customers, Keranen has safety measures in place, practicing social distancing and keeping hand sanitizer and disinfecting wipes on-hand at his business. "If requested, I will deliver the products to customers," he said.

Keranen finds that reaching out to current customers is beneficial, and AMSOIL promotions provide a great opportunity to do so. "A lot of my customers (P.C.s are my largest group) live out of my area so they make their purchases online," said Keranen. "I try to make contact with them via email when AMSOIL offers P.C. promotions."

"My online customer sales have increased substantially due to the efforts of AMSOIL and the promo offer of free shipping on orders of \$50 or more.* A few of my retail accounts took advantage of the shipping offer also. In April, my online sales were the best I have seen in 41 years as a Dealer, which reflected nicely in my monthly commission check."

Tom Georgalos



Direct Jobber Tom Georgalos of Salinas, Calif. asserts his business is "recession-proof," crediting his current success to all the hard work he invested in his business before

the onset of the pandemic.

"It isn't the fine tuning that I have done during the pandemic that makes the difference," said Georgalos. "It is all the effort done prior to the pandemic: listening to corporate and diversifying my account base, attending events in Superior and regional Dealer briefings, answering every phone call, answering every message received, mentoring those within my network and even outside of my network. Sales and income dollars are up and increasing even during the pandemic."

Georgalos has spent less time visiting accounts in person, but takes proper safety precautions, including wearing a face mask, when he does. He says phone communication has increased. "With a career spent in phone sales, the phone is wide open at all times," he said. "My skills allow me to service customers from afar and provide service during the pandemic."

"I am concentrating more on Dealer communication development with my downline and recent teleconference calls that I co-host every two months."

Georgalos has also seen an uptick in online ordering. "Retail business fell a bit, yet not totally off the map since car repair was listed as an essential business," said Georgalos. "Customers and accounts who stayed home were

ordering online and getting shipments right to their front doors. The added free shipping incentives from AMSOIL aided this shopping experience."

Larry and Debbie Fandrich



Direct Jobber Larry Fandrich of Montrose, Colo. has spent more time on his business due to an increase in both online customer activity and foot traffic to his shop.

"Recently, a quick lube shop in our town happened to be closed on a day one of their customers needed some diesel oil," said Fandrich. "I would assume because of minimal traffic flow in the business, they chose to close certain days. The gentleman learned about us from a parts store and promptly called. Upon arrival, I planned to fill his order and set him up as a P.C., but farther into our conversation, I learned he operated a ranching and fencing business. Two hours later, we had established a new commercial account for him and look forward to helping with his future needs."

During the pandemic, Fandrich has seen customers place larger orders and an increased interest in the Dealer opportunity. "As the pandemic forced our economy to come to a screeching halt and many people lost their jobs, or saw their neighbors struggling to survive, I see more people recognizing the value and security of being self-employed, and we, as Dealers, are at the right place at the right time to provide the same opportunity to these people that we were given when our sponsors saw something in us."

"We have seen numerous P.C.s and Dealers with significant increases in

*Editor's note: The \$50 free shipping offer for Preferred Customers and catalog customers expired June 30, 2020.

order size. From this, we have had several P.C.s convert to Dealers, and in one instance a new commercial account after the newly signed P.C. had placed a \$2,345 order. It has been rewarding to see our monthly average volume double and two months triple from normal since January 1.

"I monitor our Dealer Zone multiple times each day. Because I have a constant eye on the pulse of our business, I immediately react to the new P.C., Dealer or account in whichever way I deem necessary."

David and Robin Huff



Like many others, Direct Jobber David Huff of Fayetteville, N.C. is relying more on email, phone conversations and e-commerce to keep in contact with his customers and

generate new business.

"We have concentrated more time to our business because as of right now, we have not been able to do any trade shows, so we had to change for the time being," said Huff. "Since the pandemic, my Google Adwords spending has increased, along with online sales. Walk-in traffic at my home warehouse has slowed during the first part of the pandemic. When the stimulus checks came out, so did the shot in the arm for our business for walk-in traffic as well as online sales."

Huff has served his customers by offering delivery service. "People still are reluctant to venture out, so in April and May, I have been tagged the 'AMSOIL UPS guy.' Locally in a 100-mile radius, customers current and new have called, placed their order, paid with their card, we pull from the shelves, box it up and deliver to their doorstep and ring the doorbell. Yes, fuel cost might be up, but we gained a new customer or gained new value in faith and trust with our customers.

"Sales are way up, setting new records every day. There was a time I just wanted to have \$100

per day in sales; now we are averaging \$1,800 per day and keep raising the bar weekly."

Julie and Ron Reh



Direct Jobber Julie Reh of Monticello, Minn. has spent more time on her AMSOIL business and implemented procedures that allow contactless order pick-up.

"My full-time job (fewer hours) has given me the flexibility to focus additional time on my AMSOIL business," said Reh. "For my retail customers I am visiting and stocking them more frequently and keeping product on the shelf. My Preferred Customers and new customers are submitting orders as usual (call, text, email), but product pick-up and payment have changed. Product is set out in a secure location, while payments are collected electronically (if possible) or left in a secure location and collected after the customer has left."

Reh has spent more time on the retail side of her business. "Retail business has increased and required more of my attention," said Reh. "Due to the increase in people working from home or furloughed during the pandemic, we feel they are investing more time on personal items such as their cars, motorcycles, small engines, etc.

"In our eyes we have maintained or slightly increased our sales. We were fully anticipating a drop in sales; however, by dedicating more time and effort into the AMSOIL business, it has been just the opposite."

Doug and Kim Crawford



Direct Jobber Doug Crawford of Oklahoma City, Okla. has spent more time engaging with customers on social media and other digital platforms.

"I've actually spent a little less time on my business since the pandemic started," said Crawford. "I've gotten a lot of projects completed that I would normally feel I didn't have time for.

"I've been doing a lot more with social media, messaging and email, and really being respectful of the different approaches my accounts have implemented to deal with the pandemic.

"I've really done well with the P.C. Program. In fact, many folks prefer to just order/deliver over picking up."

He's also discovered the value new technology can bring to his business. "I did my first Zoom meeting about two weeks into the stay-at-home order here in Oklahoma," said Crawford. "It was great! I truly believe I had better engagement and productivity than any meeting I've ever conducted.

"April was the best month we've ever had, and May surpassed April."



INSTALLER MARKET PRESENTS EXCELLENT OPPORTUNITY TO GROW YOUR BUSINESS

Approximately 75 percent of motorists visit an installer for oil changes and other vehicle-related services. Registering just one installer account can provide access to thousands of potential customers each year, helping you boost sales.

The installer market holds tremendous potential for you to earn more money and strengthen your Dealership's reputation in your area. An installer is a business that buys AMSOIL products to sell directly to customers as part of a service, such as an independent mechanic, quick lube, transmission/muffler repair shop or other auto service center. We recently updated the AMSOIL Installer Program to bring the highest value to those types of accounts. Now it's up to you to hit the pavement and start signing them up.

LEARN THE CHALLENGES

While it might be tempting to jump right in with a sales pitch on the performance of AMSOIL products, it's better to listen to your customer first. Installers face a variety of business challenges, including the following:

- Keeping up with increasingly complex automotive technology
- Maintaining a reputation for honesty and excellent service
- Competition from national chains and auto dealerships
- Increased inventory costs
- Finding new customers
- Improving profitability

PRESENT SOLUTIONS

Find out what unique challenges the installer business is facing and determine how AMSOIL products and your personalized service could solve them. Here are a few points that can address some of these issues:

- 1. Meeting the demands of increasingly complex automotive technology** – We formulate a full line of synthetic lubricants designed to exceed the latest industry specifications.
- 2. Building a reputation for excellent service** – AMSOIL provides the wear protection motorists value above all other

motor oil attributes. For example, OE Synthetic Motor Oil provided 47 percent more wear protection¹ than required by the GM* dexos1[®] Gen 2 specification. The protection AMSOIL products provide can ensure an installer's reputation for providing quality to the customers they service.

- 3. Availability** – Installer accounts receive free shipping on orders of \$350 or more (\$450 Canada), and 99 percent of orders ship within 24 hours if ordered by 5 p.m. Central.
- 4. Attracting more high-value customers** – AMSOIL products are exclusive, and we have a loyal customer base who trusts our products, seeks them out and is willing to pay a premium price for a premium synthetic motor oil.
- 5. Value** – Installer accounts can receive volume discounts that translate into big savings on AMSOIL products, bringing even greater value to their bottom line.

U.S.

Annual Purchases	Discount
\$0 - \$3,499.99	0%
\$3,500 - \$24,999.99	5%
\$25,000+	10%

CANADA

Annual Purchases	Discount
\$0 - \$4,499.99	0%
\$4,500 - \$29,999.99	5%
\$30,000+	10%

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

Your message to installers should be simple: **Carrying AMSOIL products helps you bring more customers through your door, build your reputation for excellent service and meet the demands of today's complex engines.**

To get started on entering the installer market, order an Installer Kit (G250/G8250). It contains useful information for both you and your prospects, including Installer Program details, price lists, XL and OE fair handouts and data bulletins and more strategies for you to use when approaching new accounts. For additional information, refer to the new Installer Program Dealer Sales Brief available in the Dealer Zone (Learning Center>Dealer Sales Briefs).

Know the Role of Oil Changes

Installers can be wary of selling extended-drain motor oils that could limit opportunities for seeing their customers. AMSOIL OE Synthetic Motor Oil is designed specifically with this in mind. It is recommended for the service interval provided in the vehicle owner's manual, so installers can have peace-of-mind knowing customers will still be coming through their doors regularly.

AMSOIL DELIVERS 'SHOCKING' PROTECTION IN DRAG RACING ENGINE

Preferred Customer and truck driver Paul Jordan of Butte, Mont. started racing a Junior Dragster at only 11 years old. At 14, he purchased a Plymouth* Duster,* which he's drag-raced since the early 2000s, competing in Montana, Idaho and the surrounding area.

"A friend of the family talked my parents into bringing me out to the racetrack one day and from that point on I was hooked," said Jordan. "I was only the second one in Montana to have a Junior Dragster at that point."

In 2007, Jordan built a Chrysler* 408 engine for his Duster. He used AMSOIL DOMINATOR® 15W-50 Synthetic Racing Oil (RD50) as the break-in oil and service fill.

As you would expect, the engine constantly operates under severe conditions. It makes about 550 horsepower and regularly hits 5,000-6,000 rpm.

Jordan estimates his Duster has made about 4,000 passes down the drag strip since 2007.

"I've won five championships over the years, so I've made a lot of passes down a lot of tracks," he said.

It uses six quarts of DOMINATOR Synthetic Racing Oil, a WIX oil filter as the primary filter and an AMSOIL Oil Filter as the secondary filter. Most notably, it has run on methanol fuel for the past three years, which is prone to attracting moisture and diluting the oil.

"If you switch to methanol, the rule is you should change oil every other race," said Jordan. Even so, he only changes oil once a year.

"There is no indication of any contamination," said Jordan. "I look

through it to see if there are any metal particles, but I've never had any. I probably could have put two years on the oil if I'd wanted to."

He recently decided to tear down the engine for the first time since building it 13 years ago to refresh it, which typically includes installing new bearings, piston rings and honing the cylinders. He also wanted to make some modifications to increase power.

"I expected to open the engine, pull the bearing caps off and see a couple of them pretty much worn out and on the verge of failure," said Jordan.

Instead, the inside of the engine looked clean and virtually free of wear.

"It was pretty surprising when we pulled it apart, popped the bearings out and they looked nearly brand new," said Jordan. "There's no ridge at all on the cylinder walls, which is incredible. And I used to spray it with nitrous, too. The cylinders are in unbelievable condition. There are a few scuff marks, but nothing you'd expect for something that's been abused for more than a decade. It was really shocking. And I can't believe how clean it was; there was no buildup anywhere."

Jordan said the crankshaft just needed to be re-polished. The car ran its best elapsed times at the drag strip in 2019, meaning it never lost power over the years.



After 13 years of drag racing, the bearings in Jordan's Chrysler 408 showed virtually no signs of wear.

"I could reassemble the engine as-is and go another 13 years," said Jordan. "I have no reason to believe, other than AMSOIL, that the engine lasted as long as it did. I use AMSOIL in everything I own. I use it in my pickup truck, my semi, my race car...if AMSOIL made shampoo, I'd use that, too."

Jordan adds that he used AMSOIL Super Shift® Racing Transmission Fluid (ART) in the TF727 transmission used in the car from 2003 to 2017 without a rebuild.

"I truly appreciate the fine lubrication products offered by AMSOIL, and you can expect my loyalty for many more years to come," he said.

AMSOIL EXCELS IN V-TWIN TORTURE TEST

- 2019 Harley-Davidson* Street Bob* • Milwaukee-Eight* 107 c.i. engine
- 1,000 miles on engine dyno • 300°F (149°C) oil temperature
- 421°F (216°C) max. cylinder temperature



Extreme heat is the biggest enemy for a powerful air-cooled V-twin engine, like those found on most Harley-Davidson* motorcycles. In fact, when designing its latest V-twin engine platform – the Milwaukee Eight* – Harley asked riders what they wanted from its newest engine. Two themes emerged: more power and less heat.

Extreme heat can ruin your ride

Some riders have complained about intense heat radiating from the engine while riding, particularly the rear cylinder, which doesn't receive as much airflow as the front cylinder.

Extreme heat not only challenges rider comfort, it challenges the engine.

If, for example, heat causes the piston to expand beyond acceptable tolerances, it can rub against the cylinder wall and cause scuffing.

Heat also causes some oils to thin and lose viscosity. The oil can become so thin the engine loses oil pressure, causing the oil-pressure gauge to bottom out.

Riding conditions turn up the heat

V-twin heat becomes especially problematic when riding on hot summer days in conditions that limit airflow over the engine, such as in slow-moving parade or rally traffic. In extreme cases, the bike's electronic temperature controls shut down the bike if it gets too hot.

Oil-cooled Milwaukee-Eight engine

Harley introduced its Milwaukee-Eight engine in 2016 in part to reduce extreme heat and enhance rider

comfort. The engine uses a system of oil-filled cooling jackets surrounding the cylinders to reduce heat. The oil absorbs heat and carries it to a small oil cooler, where it dissipates into the atmosphere.



1,000-mile dyno test

To test AMSOIL Synthetic V-Twin Motorcycle Oil in the latest V-twin technology, we purchased a 2019 Harley-Davidson Street Bob equipped with a 107-c.i. Milwaukee Eight engine.

We instrumented the bike and rode it on the street to establish a baseline for "real-world" operation. This confirmed that low-speed, low-airflow conditions, like stop-and-go traffic, created the most challenging conditions.

We then installed the bike on the dyno in our mechanical lab and subjected it to a 1,000-mile test designed to simulate the worst-case conditions we saw on the street. One thousand

miles is enough to make 640 trips down Main Street in Sturgis.

Airflow over the engine was restricted to hold the oil-pan temperature at a steady 300°F (149°C). Cylinder temperature topped out at 421°F (216°C). In these conditions, the oil can quickly oxidize (chemically break down), which causes the viscosity to increase until it's out of grade and no longer provides the protection the engine requires.

Extreme heat no match for AMSOIL

Following the test, we chemically analyzed the oil to measure viscosity, oxidation, total base number (TBN) and wear metals. We also examined engine parts, in addition to the compensator, for wear or distress.

As shown, AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil (MCV) provided exceptional protection. The piston skirt contains virtually no wear, while deposits are minimal given the extreme conditions. In addition, the rings still move freely for maximum compression and power. The wear surfaces on the compensator are also in excellent condition, indicating the oil provided smooth, reliable shifts.

Oil analysis results are also

Rear-Cylinder Piston



The rings are virtually deposit-free and didn't stick for **maximum compression and power**. The skirt contains minimal scuffing for **long engine life**.

Compensator



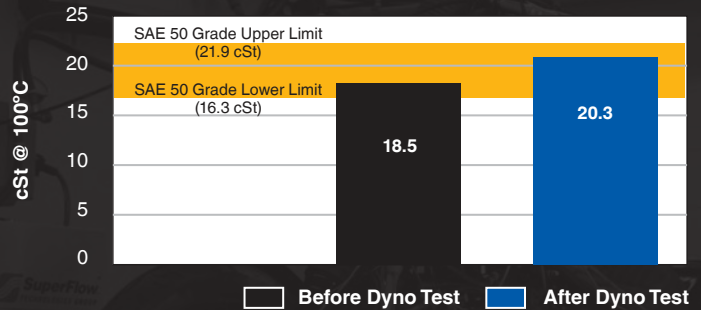
The wear surfaces show minimal distress, indicating the oil protected the compensator for **smooth, quiet shifts**.

impressive. The oil stayed within its viscosity grade despite the extreme heat. The oil limited oxidation and retained its TBN, which is a measure of its ability to fight corrosive acids. Finally, the oil limited wear metals to trace levels, indicating its excellent level of wear protection.

Use the new video

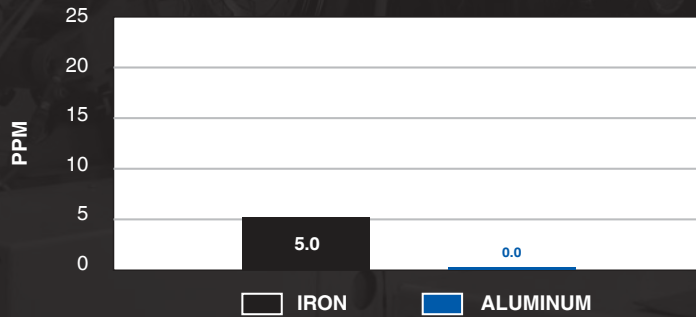
A video showing these results is available at [youtube.com/user/amsoilinc](https://www.youtube.com/user/amsoilinc). Just enter "V-twin" in the search field. Post the video on your social media accounts and send it to prospects and customers who have agreed to hear from you. It's an excellent way to pique interest and showcase the excellent performance of AMSOIL products heading into fall, when many bikers change oil prior to winter storage.

VISCOSITY



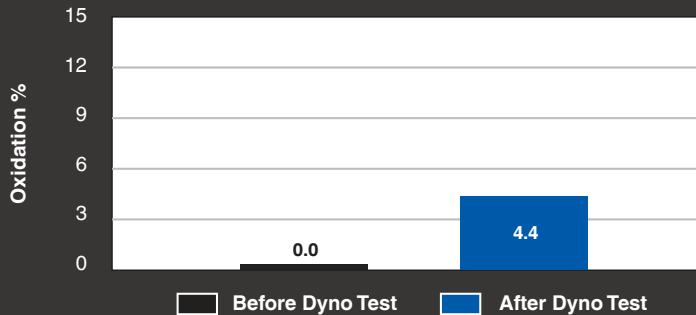
The oil maintained viscosity for **excellent wear protection**.

WEAR METAL



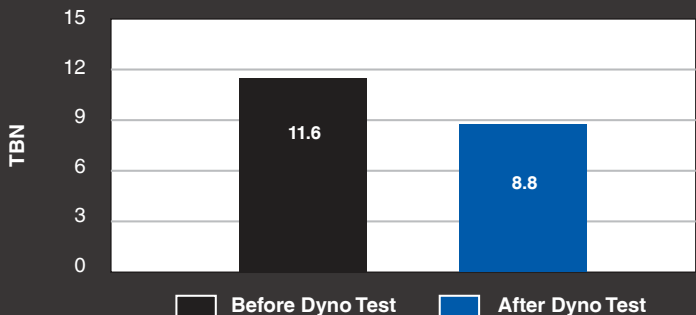
Only trace wear metals demonstrates the oil's **outstanding protection**.

OXIDATION



Oxidation is minimal, which allowed the oil to control deposits and **keep the engine clean**.

TBN



The high total base number (TBN) allowed the oil to **combat corrosive acids**.

August Close-Out

The last day to process August orders in the U.S. and Canada is the close of business on Monday, Aug. 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 August business will be accepted until 3 p.m. Central Time on Friday, Sept. 4. All transfers received after this time will be returned.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Sept. 7 for Labor Day.

Succession Planning

AMSOIL is committed to providing the best customer service possible. That commitment doesn't end when an independent Dealer winds down his or her Dealership. Securing your business plans ahead of time is one of the best ways to maintain the value of your Dealership you've worked hard to build. Get started today by contacting the AMSOIL Dealer Development team at training@amsoil.com. You can also find more information on succession planning in the Dealer Zone under Rules of the Road.

New Look, Name for European Car Formula

We're giving AMSOIL European Car Formula Synthetic Motor Oil a new look and name. Starting in September, our European motor oil will be renamed AMSOIL 100% Synthetic European Motor Oil. The updated line will have new labels and feature FS, MS and LS identifications to help differentiate between full-SAPS, mid-SAPS and low-SAPS. We're also adding two new products to the roster: SAE 0W-40 and SAE 0W-20. These two new products will launch Sept. 1. The rest of the lineup will make the transition as a rolling change around the same time.



- **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

Essential Multi (ALEM)

ALTRUM has introduced a third multi-vitamin to the product lineup with new ALTRUM Essential Multi-Vitamin (ALEM). ALTRUM Essential Multi is a convenient alternative to either the ALTRUM Men's Multi (ALMM) or ALTRUM Women's Multi (ALWM). The new ALTRUM Essential Multi is a one-a-day supplement that does not contain iron, yet delivers the necessary nutrients to help bridge the gaps within our daily diets.

- One Capsule Daily
- Without Iron
- With Fruit & Veggie Blend, Lutein & Lycopene

Multi vitamins help bridge the nutrient gap in our daily diets. In today's world of processed foods and fast-paced lifestyles, many of us do not get the daily recommended allowance of vitamins, minerals and other nutrients. ALTRUM Essential Multi can help fill in the areas lacking in our diets, and is formulated to provide a broad range of nutrition.



Essential Multi					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C Price
ALEM	EA	(1) 30-ct.	13.65	14.40	15.15
ALEM	CA	(12) 30-ct.	163.80	163.80	172.20

**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



Signature Series 10W-30 Max-Duty Synthetic Diesel Oil 2.5-Gal. Containers

Effective Aug. 12, AMSOIL Signature Series 10W-30 Max-Duty Synthetic Diesel Oil will be available in 2.5-gallon containers.

Signature Series 10W-30 Max-Duty Synthetic Diesel Oil							
Stock #	Units	Pkg./Size	Comm. Credits	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog
DTTTP	EA	(1) 2.5 Gallon	50.70	79.80	83.80	102.10	110.85
DTTTP	CA	(2) 2.5 Gallons	101.40	152.00	159.60	202.20	219.65

Signature Series 10W-30 Max-Duty Synthetic Diesel Oil 2.5-gallon containers are not available in Canada.



AMSOIL Print Center: Free Shipping and Lower Pricing

We've negotiated lower pricing on AMSOIL Print Center items across the board. And orders now ship FREE (excludes Alaska, Hawaii and Canada). The AMSOIL Print Center is your source for customizable promotional items:

- BUSINESS CARDS • ADS • VEHICLE DECALS
- REFRIGERATOR MAGNETS • BANNERS • MORE

Get the word out about your Dealership with professionally designed items from the AMSOIL Print Center. They're now more affordable than ever. Log in to the Dealer Zone (my.amsoil.com) and go to Marketing Your Business>AMSOIL Print Center.

AMSOIL Personalized Merchandising Center

The AMSOIL Personalized Merchandising Center features clothing and other items you can customize with your name and business information. To order, simply log in to the Dealer Zone (my.amsoil.com) and navigate to Marketing Your Business>Personalized Merchandising Center.

- POLO SHIRTS • BUTTON-DOWN SHIRTS
- BOTTLE OPENERS • LIP BALM • PENS • KEY CHAINS



Dan Peterson | SENIOR VICE PRESIDENT, DEALER SALES AND MARKETING

We're investing in your success.

New programs, effective promotions and skilled people combine to strengthen the business.

One of the Dealer Sales Team's highest priorities over the past three years has been to ramp up investment in our sales programs to give Dealers more tools to be successful. We began by rolling out free shipping for Dealers, Preferred Customers (P.C.s), online/catalog customers and commercial accounts. Free shipping at a specific minimum order quantity (MOQ) is now standard for everyone.

For P.C.s and online/catalog customers, the free-shipping MOQ of \$100 in the U.S. and \$130 in Canada was established based on historical average order sizes. We did the same with other customer types. To make the promise of free shipping relevant for Dealers and customers, it must align with their average order size. The introduction of free shipping has earned us new customers and larger orders, which is a big boost to your business.

With free shipping implemented, we are now focusing on different strategies to grow sales in each of our sales channels.

Taking a more direct approach to how we categorize and communicate with retail accounts is a perfect example. We used to lump parts stores, powersports dealerships, mechanics and other accounts into one big "retail" category. From working in the field, you know such a one-size-fits-all approach doesn't work. Now, we have three separate categories: Retailers, Powersports and Installers. All have unique needs and goals. Installers, for example, purchase in large quantities, so we adjusted our program for

them accordingly. Like commercial accounts, we now offer installers a discount based on their previous year's orders. This helps them save money, encourages them to order more product and shows them that we have their success in mind, which benefits you.

We're also investing in promotions for all sales channels. You've probably seen some of them by now. Through June 30, for example, we ran a successful free-shipping promo on orders of \$50 or more. We advertised it heavily online while many states and provinces maintained stay-at-home orders in response to COVID-19. The promotion was a huge success and gave Dealers and the company a nice shot in the arm at a time of great uncertainty.

We have several more promotions lined up in the months ahead to help retain existing customers and acquire new ones. Prior to unveiling a new promotion, we will notify Dealers so you can take advantage. Our communication to you regarding promotions goes out just before a promotion takes effect to ensure our systems are set up and ready to process orders.

We've also invested in new people. In addition to the new programs and support we've unveiled over the past few years for Dealers, we've added corporate staff to help secure and retain retail and commercial accounts. These individuals are dedicated to helping Dealers and their accounts successfully use and sell AMSOIL products. We help with logistics,

shipping options, billing, warranty claims and other administrative issues best led by corporate personnel.

The goal is to free up your time and increase your success establishing and servicing retail and commercial accounts.

All of these investments mark a change in how we do business. I've spoken often about the importance of change to staying out front of the industry. I often bellyache about the demise of one of my most beloved retailers: Sears. Not the "Kmart" Sears, but the real Sears, Roebuck and Co. The original Amazon. At one time, I'll bet nearly every American household had a Sears catalog in it. Times have changed. Sears, however, couldn't see that the world was changing – and that it needed to change with it. The company was well-positioned to become the world's leading retailer, but its leaders lacked imagination and a willingness to change.

We're committed to avoiding this fate. All of our investments in programs, promotions and people are investments for AMSOIL Dealers to strengthen the business for the future. There are more changes coming with this same goal in mind. These changes may require modifications in the way we all do business. We recognize this fact. If we all keep an open mind and accept the changes, AMSOIL Dealers and the company will continue to grow stronger.



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.

The screenshot shows the AMSOIL website's 'Join AMSOIL' page. At the top, there's a navigation bar with 'AMSOIL Dealer', 'More Flexibility', 'More Income', 'More Support', 'JOIN AS A DEALER', and 'LET'S CONNECT'. The main content area features a rally car with 'AMSOIL' and 'KTM' branding, and the text 'This Is Where Freedom And Opportunity Meet'. Below this is a 'JOIN NOW' button. At the bottom, there are three columns of text: 'Be Your Own Boss', 'Increase Your Income', and 'Get The Support You Need', each with a 'LEARN MORE' button. Two AMSOIL product bottles are shown on the left.

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



CHANGE SERVICE REQUESTED

Published 12 times annually

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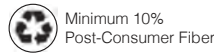


WE HONOR



(Discover in U.S. only)

We make a product for just about everything your customers drive, tow or haul. Make sure they're using AMSOIL synthetic lubricants for maximum protection and performance in all their vehicles and equipment.
www.amsoil.com



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www.AMSOIL.com | August 2020

AMSOIL BYPASS SYSTEMS

- **Outstanding** sales opportunity – excellent pricing, limited competition
- **Get your foot in the door** with new customers and accounts
- **Earn sales** even if you can't get past objections to buying lubricants
- **Repeat** filter sales
- **Earn** great commissions

AMSOIL BYPASS FILTRATION BENEFITS

- **Significantly** extended engine life
- **Efficient** small-particle and soot removal
- **Reduced** maintenance costs
- **Improved** oil cooling
- **Extended** drain intervals

