

# AMSOIL<sup>®</sup>

► DEALER EDITION

## MAGAZINE

SEPTEMBER 2020



## European Motor Oil Refresh

| PAGE 10



## PRODUCT SPOTLIGHT: AMSOIL FOGGING OIL (FOG)

### WHAT IS IT?

- **Aerosol spray formulation** that provides long-term protection for stored seasonal equipment

### WHAT DOES IT DO?

- **Protects** against corrosion and dry starts
- **Helps** extend engine life and reduce operating expenses
- **Offers** easy and clean applications while reaching more components

### WHO IS IT FOR?

- **Owners of two- and four-stroke recreational vehicles, handheld power equipment, small engines and construction and farm equipment** that are operated seasonally or infrequently, then stored for long periods of time. Applications include motorcycles, snowmobiles, ATVs/UTVs, outboard motors, stern drive and inboard marine engines, personal watercraft, lawn equipment, chainsaws, snowblowers, portable generators, hand-held power equipment, motor scooters, powered farm equipment, powered construction equipment, cars and trucks.

Fall is here, and now is a great time to contact your customers and accounts to ensure they're fully stocked with AMSOIL products for all their seasonal storage needs.





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**THE COVER**

We've updated our European Motor Oil line and added two new products, helping you increase sales in the European vehicle market.



# From the President

Someone once asked me about what makes AMSOIL special and how is it that AMSOIL products can be better than products from giant corporations like Mobil\* that have seemingly unlimited resources. After thinking about it for a while, I came to one conclusion – the culture of the company and the quality of the products are personal matters to me and were to Al before me. I take great pride in AMSOIL, and that sets the foundation for decisions that shape the entire company. I would not jeopardize our reputation on foolish or self-serving decisions. And I don't have to make short-term, quarterly decisions to satisfy shareholders that are bad for the company long-term. You will not find our values and decision-making criteria at public companies. They don't care about their products or their Dealers like I do. That is what makes AMSOIL special, and that is how we are able to compete and win. When I taught AMSOIL University classes here in Duluth and Superior, I told the group to use this information to counter objections and I am saying it again now. Use these points at the right time to help you make sales.

In business, your brand and reputation are everything. For AMSOIL, we have identified three brand attributes that we take very seriously. First is *expertise* – we are experts in the field

of lubrication. Second is *excitement* – we are enthusiastic with the same drive as a startup company, and we participate in exciting activities like racing. Third is *principled/professional* – we hold ourselves to high standards and conduct business in a professional, upstanding way with high integrity. You, as an AMSOIL Dealer, are our direct link to customers. You represent our brand and image. We can only do so much through advertising; the personal connection you make with customers is most important. And I am happy to say that together, we have built a very good reputation. We need to not only maintain that reputation, but also improve on it, and I am counting on you to help us do that. I like professionalism and it helps you sell. By being professional, you elevate yourself above your competitors and you will be looked to for help and solutions. You will earn more sales because customers will rely on you. Being a professional means different things to different people, so I am going to set a few expectations for being professional. Follow up and do what you say you are going to do. Never leave a customer hanging, and don't make commitments you cannot keep. Always be honest and genuine and do what is in the customer's best interest. Customers can tell if you are not. Be on time and dress up. Being on time and looking good are easy to do and show

respect for yourself, your brand and your customer. Be knowledgeable about your products and programs. It is OK to say "I don't know" provided you follow up, but you should do your homework before connecting with a customer of any type. We provide a lot of resources in the Dealer Zone and AU Online and are continually updating and adding new material. If you have not studied this material, you should. I guarantee it will not hurt and only help. And remember the five "Ps" of sales – Proper Preparation Prevents Poor Performance. Never give your customer a reason to leave. Customers are hard to get and should be cherished.

The AMSOIL brand and reputation are earned through the culmination of our corporate and Dealer actions. We must protect our image and show professionalism at every opportunity so that we continuously improve our very good reputation. It is critical to the success of AMSOIL and AMSOIL Dealers alike.

**Alan Amatuzio**  
President & CEO

# ABILITY TO ADAPT FUELS FIVE DECADES OF SUCCESS

Imagine this scenario: You spend a few hours this week working your AMSOIL business. You're responsible for physically taking all customer orders; picking up orders from Superior, Wis.; warehousing product; delivering product to your customers; and calculating and paying commissions to the Dealers in your personal group. If that's not challenging enough, your customers can only order by the case – orders for individual quarts or package sizes aren't supported. To top it off, you cannot register Preferred Customers (P.C.s), catalog/online customers, retail accounts or commercial accounts.

## Dealerships presented challenges

That was the reality for AMSOIL Dealers in the company's early days. Dealers bore most of the responsibility for running their businesses, and none of our customer programs existed at the time. In addition, Dealers initially had just one product to sell: AMSOIL Synthetic Motor Oil.

## We adapt in the face of challenge

Today, running a Dealership is much simpler. Over the years, we've faced challenges to our business model and adapted to succeed. While our product line, customer programs and

marketing strategies have changed, our commitment to Dealers has remained the same. Our success is co-dependent; we need each other.

## Direct marketing opens doors

The first big hurdle we faced was simply selling AMSOIL Synthetic Motor Oil to motorists unfamiliar with synthetic oil. AMSOIL founder Al Amatuzio was commercially selling synthetic oil by 1968, but he struggled to overcome industry inertia and motorists' deep-seated belief that conventional oil was "good enough."

After AMSOIL Synthetic Motor Oil became the first synthetic motor oil to meet API service requirements in 1972, AMSOIL gained credibility, but sales still languished. Our product carried a higher price than the conventional motor oil lining store shelves. It also carried a 25,000-mile (40,200 km)/one-year drain interval, which ran afoul of the industry's practice of 3,000-mile (4,800 km) oil changes. Although the product outperformed conventional oil on all counts, saving money in the long run, product labels and traditional advertisements failed to communicate

Business leader Jack Welch once said, "Change before you have to."  
**Here's a timeline of key changes in AMSOIL history.**



**1968**

Al Amatuzio changes the industry by developing and commercially selling synthetic motor oil for automotive use.



**1973**

With sales languishing, AMSOIL turns to direct marketing. The Dealer network is born, and sales take off.



**1970s**

Amatuzio's first employee, John Sorenson, adapts our marketing plan to help Dealers succeed, laying the groundwork for future growth.



**Mid-1980s**

AMSOIL becomes the first company that uses direct marketing to successfully institute retail and commercial programs, increasing opportunities for Dealers.



**Late-1990s**

We introduce the P.C. Program, Catalog Program and XL Synthetic Motor Oil. We also allow customers to buy directly from us instead of their Direct Jobber, and they may buy individual package sizes instead of only cases.

those benefits to the public well enough to generate substantial sales.

That all changed in 1973 when we adopted a direct-marketing sales plan. AMOIL customer Shirley Green, a direct-marketing expert, convinced Amatuzio that AMOIL INC. and direct marketing were a perfect match. She developed and implemented our first marketing plan in July 1973, and the Dealer network was born. Independent AMOIL Dealers were able to directly explain product benefits to friends, family, neighbors, co-workers and anyone else willing to listen. Sales exploded, and we had to expand production to meet demand.

### Innovative new products

Throughout this time, we formulated more products for Dealers to sell. In the early 1970s, we introduced the world's first synthetic 100:1 two-stroke oil, the first synthetic motor oil for diesel engines, the first synthetic gear lube for automotive use and other great products. Our Dealers responded by selling oil at an almost superhuman rate.

### Direct Jobbers bore much responsibility

Back then, our warehouses were Dealer-run. Only Dealers could buy at wholesale prices, and they could only buy full cases of product. Dealers also had to order directly from their Direct Jobber (DJ); they couldn't contact

our corporate offices and they had no access to Technical Services when they had questions; only DJs did.

DJs also bore the responsibility of paying commissions to the Dealers in their group. They had a lot of responsibility in those days, and we quickly realized it was an impediment to their success.

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*We never could have weathered the storm without diversifying with new customer programs and products.*

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### Retail and Commercial Programs

In the mid-1980s, we adapted yet again. This time, we introduced the Commercial and Retail Programs. It was a landmark development; no other direct-marketing company had ever done this, and to our knowledge, we're the only one to have successfully done so to this day.

Dealers were free to register retail stores to sell AMOIL products directly to customers. They could also register commercial businesses that used AMOIL products in their fleet vehicles and other equipment. This provided

outstanding opportunity for Dealers to grow their sales and make even more money.

### More new customer programs

In the late-1990s, we introduced our Catalog Program and P.C. Program, while creating our first website for online sales. We also introduced XL Synthetic Motor Oil specifically for quick lubes and other installers.

While Dealers today probably can't imagine running their businesses without selling to online/catalog customers or P.C.s, some Dealers at the time objected to these developments. They questioned allowing others to purchase AMOIL products at wholesale pricing, and they were reluctant to sell an oil they viewed as inferior to AMOIL products capable of longer drain intervals.

During that time, and due to some of these changes, we allowed everyone to buy directly from AMOIL and not just from their DJ. And we allowed everyone to purchase individual package sizes, not just cases. The Dealers who had initially opposed the P.C. Program discovered that, while many people want to buy AMOIL products at the lowest possible prices, most don't want the responsibility of registering as a Dealer and running a business. Ordering online directly from us streamlined ordering and expanded sales, helping Dealers grow. P.C.s now



**2010**

AMSOIL OE Synthetic Motor Oil provides Dealers a tool to reach motorists not interested in extended drain intervals.



**Mid-2010s**

We introduce free shipping for all customers and modify the leads-nurturing program to relieve Dealers of the burden of contacting leads.



**2018**

We separate Dealer and P.C. pricing to distinguish the programs and provide Dealers more value.



**2019**

The introduction of a minimum advertised price (MAP) policy and new 24-store policy for retailers levels the playing field for Dealers and accounts while creating more sales opportunities.



**2020**

The new AMSOIL.com and AMSOIL.ca debut, expanding our ecommerce capabilities ahead of COVID-19.

**2021**

Stay tuned...

represent our largest customer group, while online/catalog customers have grown considerably as well.

In fact, during the COVID-19 shutdowns earlier this year, our loyal P.C.s and catalog/online customers helped stabilize sales during a time of historic economic unrest. We never could have weathered the storm without diversifying with new customer programs and products.

### OE Synthetic Motor Oil

In 2010, we unveiled OE Synthetic Motor Oil, which is recommended for original equipment manufacturer-recommended oil change intervals. Again, some Dealers objected. At that time, however, extended-drain synthetic motor oils comprised just 8 percent of the market. We were missing out on more than 90 percent of customers, and OE was the product we needed to capture those sales.

Today, OE is our fastest-growing line in the passenger-car segment. Can you imagine talking to an installer prospect and running your business without it?

### E-commerce grows

The explosion of online commerce has fueled even more changes. People have increasingly been shopping online for years, but the COVID-19 shutdowns accelerated the shift.

Fortunately, we anticipated this change in consumer behavior a couple years ago and undertook a massive upgrade to our website to improve the shopping experience. Not only is buying on AMSOIL.com and AMSOIL.ca easier than ever, the platform allows greater flexibility to run product promotions. Our free-shipping promotion that ran from April – June boosted sales during the pandemic and helped several Dealers have their best months ever.

### Change is challenging, but vital

These are just the highlights; we've adapted in many other ways since the company's founding to strengthen the company and the Dealer opportunity.

While change can be difficult at times, adaptation is critical for continued success. Companies that stand in place are quickly left behind. One has only to think of the foundational

companies that have struggled over the past few years and, in some cases, have closed, like Sears, JCPenney and Kodak. We're determined to avoid this fate and remain at the forefront of the industry where your chances to succeed are best.

### More changes coming

We've come a long way since Amatuzio began commercially selling synthetic motor oil in 1968. From a one-man operation in Superior, Wis., we've grown into a worldwide leader in the synthetic-lubricant industry. Our products are now available in more than 60 countries, lubricate nearly half the wind turbines in North America and solve problems for maintenance managers across the U.S. and Canada.

We're not standing still. The next exciting adaptation is close at hand, and additional changes are coming your way throughout the next year. Stay tuned to *AMSOIL Magazine* for details.



John Sorenson (left), the first-ever AMOIL employee, visits company President & CEO Alan Amatuzio in July.

### Company Growth Impresses First AMOIL Employee

In the company's early days, AMOIL was a one-man operation. Founder Al Amatuzio formulated oil, designed labels, sold product and did everything else himself. After founding the Dealer network in 1973, however, sales took off, requiring him to hire his first employee, John Sorenson (left). Sorenson modified and adapted the marketing plan that AMOIL customer and future Dealer Shirley Green initially created.

In fact, to our knowledge, we are the only company that uses direct marketing that has successfully implemented retail and commercial programs. The core of our marketing plan today relies heavily on Sorenson's original vision, and he deserves much of the credit for the potential inherent to the Dealer opportunity.

Sorenson, who lives in southern Minnesota, stopped by the AMOIL Center in Superior, Wis. in July for a visit with AMOIL President & CEO Alan Amatuzio. He was impressed with the scale and scope of the company he was a big part of early on. We've grown considerably since the days of formulating, blending and packaging synthetic oil in a small manufacturing facility about a mile from the AMOIL Center. Today, we ship synthetic lubricants across the globe from a state-of-the-art facility and several distribution centers staffed by more than 300 people. We boast tens of thousands of dedicated independent Dealers and millions of customers. And Sorenson is partly to thank for that success.

Thanks to Sorenson's business acumen and understanding of the challenges Dealers faced in the early years, he continually adjusted the marketing plan to place Dealers in the best position to succeed. His vision and hard work were vital to company growth throughout the '70s and '80s.



The June 1977 *AMOIL Pipeline* announced Sorenson's promotion to General Manager.



**Len Groom** | TECHNICAL PRODUCT MANAGER, POWERSPORTS

## Rust attacks engines during storage

Industry standards require a minimum amount of rust and corrosion inhibitors. We add more to Z-ROD® Synthetic Motor Oil.

One of singer/songwriter Neil Young's most critically acclaimed albums is titled "Rust Never Sleeps." Although the title was a nod toward the need to avoid artistic complacency, it can just as easily serve as a reminder that rust and corrosion are constantly trying to degrade our vehicles and equipment.

Practically everything eventually rusts or corrodes. Well, almost everything. Pure gold doesn't react with oxygen, meaning gold corrosion is extremely rare.

But our engines, vehicle frames, UTV suspensions, trailer hitches and other components rust or corrode unless we're diligent about maintenance.

While it's easy to spot rust or corrosion on the outside of a vehicle, it can also form inside the engine, which is especially destructive. That's what I want to talk about today.

First, however, what are "rust" and "corrosion?" What's the difference between the two?

Corrosion refers to the gradual breakdown of metal via chemical reactions with the environment. Metal reacts with oxygen and begins to deteriorate. Metal can also react with acidic gases, like the byproducts of combustion. Without intervention, the metal will eventually weaken and fail.

Rust is a type of corrosion that specifically affects iron and iron alloys, like those used to manufacture most internal engine parts. We're all familiar with the telltale reddish-brown scale that forms on iron over time. Once rust forms, it spreads quickly and wreaks havoc on your vehicles and equipment.

Certain conditions invite and hasten rust and corrosion. Folks who live where salt is applied to the roads in winter know this all too well. I bet the salvage yards around here are filled with more vehicles due to rust than engine or transmission failure.

Moisture also invites rust and corrosion. Leave your truck outside in the rain for a day or two. The next time you drive, don't be alarmed at the grinding noise when you first apply the brakes – it's just the brake pads scrubbing the veneer of rust off the rotors.

If rust forms inside your engine, it can flake off and populate the oil with contaminants. These tiny metal particles will circulate through the engine and scour bearings and other components before lodging in the oil filter. Eventually, the engine may suffer compression loss and reduced power due to piston-ring wear. The cam lobes can also wear, affecting valve lift and duration, which reduces power and efficiency.

Although most motorists don't realize it, motor oil doesn't naturally resist rust or corrosion. Special inhibitors must be added to the formulation that provide anti-rust and anti-corrosion properties.

### AMSOIL Delivers Superior Rust Protection

In industry-standard testing, AMSOIL Z-ROD® completely prevented rust formation while a leading competitor did not.<sup>11</sup>



<sup>11</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.

Because we use our daily drivers so frequently, rust and corrosion don't have time to form inside our engines, meaning most passenger-car/light-truck oils don't contain these additives. But, what about your hot rod, sports car or show car you drive all summer and store during winter?

Sitting inside a damp garage for months with motor oil in the sump contaminated with acidic combustion byproducts creates the perfect environment for rust. That's why we formulate Z-ROD Synthetic Motor Oil with potent additives that prevent rust. You can see how it performs compared to a leading competitor in the image above. The oil coats metal surfaces and provides a resilient layer of protection against rust. This is a perfect conversation starter for your customers who store their vehicles part of the year. Show them how not all oils prevent rust, then offer Z-ROD as the perfect solution.



# European Motor Oil Refresh

We've revamped European Car Formula with a new look and feel, including renaming it 100% Synthetic European Motor Oil to indicate coverage of both cars and trucks. The product line features updated packaging and labels that better differentiate full-SAPS, mid-SAPS and low-SAPS formulas. These new packages will be introduced as existing inventory is depleted. To round out the line and provide sales opportunities where none previously existed, we also added two new 0W-20 viscosity products (AFE, EZT) that fill the unique specifications of certain European engines.

## **AMSOIL 100% Synthetic European Motor Oil (EFO, EFM, AEL, AFL)**

continues to provide the same great performance.

- Engineered to meet European manufacturers' specifications
- Excellent protection for the unique needs of gasoline, diesel and hybrid European vehicles
- Fights sludge for superior engine cleanliness

### **Updated labels and packaging?** Yes

**Date Available?** September (as current inventory is depleted)

**Formulation change?** No

**New stock numbers?** No

**Price change?** No

**New SAE 0W-20 LS and SAE 0W-20 LS-VW European Motor Oils (AFE, EZT)** have been added to the family and are recommended for European engines that require 0W-20 motor oil.

### **Two 0W-20 Products?**

You may be wondering why we're introducing two separate 0W-20 products. While both products are the same viscosity, the specifications they carry are quite different and require unique engineering to meet the needs of these highly specialized engines. Both products offer the same benefits as all the other viscosities.

## **SAPS Identification**

Many European vehicles available in North America feature gasoline and diesel engines with emissions systems that are highly sensitive to the SAPS (sulfated ash, phosphorus and sulfur) content of motor oil. SAPS are common oil additives that provide desirable performance properties, including detergency and protection against wear and oxidation. Different emissions systems require different SAPS levels – it's not one-size-fits-all. Our updated European motor oil line has labels that feature FS, MS and LS identification to help differentiate between full-SAPS, mid-SAPS and low-SAPS.

## **Complete Coverage**

AMSOIL European Motor Oil meets and often exceeds strict European manufacturer specifications. Its shear-stable synthetic base oils and high-quality anti-wear additives provide outstanding protection in high-temperature conditions and deliver dependable performance throughout the long drain intervals recommended by European manufacturers.

## **Superior Engine Cleanliness**

The excellent oxidation stability, heat resistance and detergency properties of AMSOIL European Motor Oil help keep

engines clean. It is designed to prevent sludge and varnish deposits, reduce oil consumption, extend engine life and provide maximum performance.

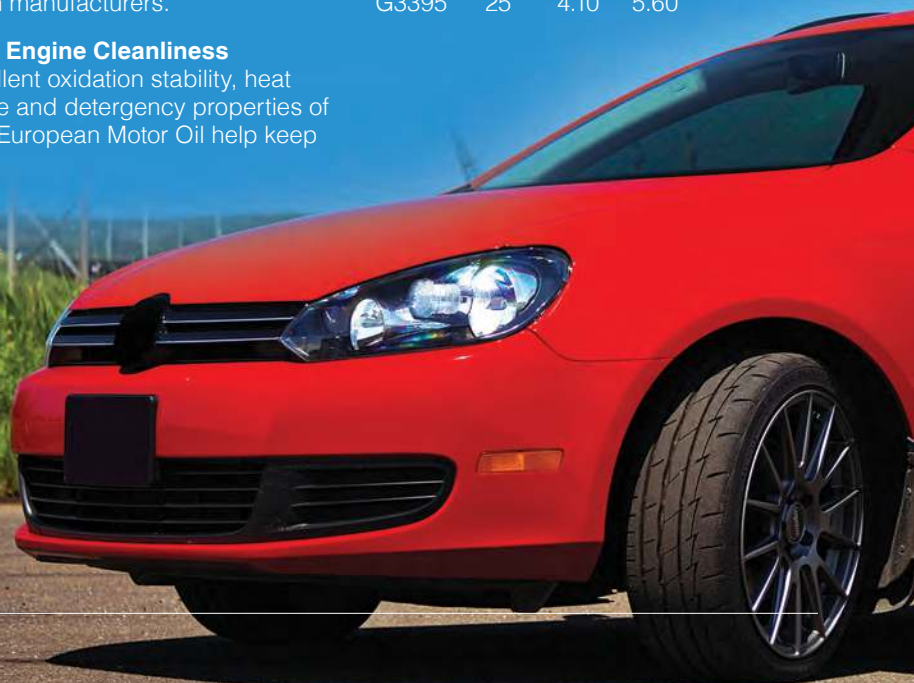
## **Excellent For Turbochargers**

AMSOIL European Motor Oil has a robust composition that shields engines from the high temperatures produced by turbochargers. Its thermally stable oil formulation resists deposit formation and cools turbochargers. Its low pour point protects turbochargers against oil starvation in subzero temperatures and ensures a rapid return to appropriate oil pressure at startup.

For more insights into the European motor oil market, consult the European Motor Oil Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs).

## **Synthetic European Motor Oil Data Bulletin**

<b>Stock #</b>	<b>Qty.</b>	<b>U.S.</b>	<b>Can.</b>
G3395	25	4.10	5.60





### SAE 0W-20 LS Synthetic European Motor Oil

U.S. PRICING			Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
Stock #	Units	Pkg./Size					
AFEQT	-EA	1 Quart	5.05	7.70	8.10	10.00	10.95
AFEQT	-CA	12 Quarts	60.65	87.90	92.30	118.70	129.60

CANADA PRICING			Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP
Stock #	Units	Pkg./Size				
AFEQT	-EA	(1) 946-ml. Bottle	5.05	10.35	10.90	13.45
AFEQT	-CA	(12) 946-ml. Bottles	60.65	118.20	124.15	160.20

### SAE 0W-20 LS-VW Synthetic European Motor Oil

U.S. PRICING			Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
Stock #	Units	Pkg./Size					
EZTQT	-EA	1 Quart	5.83	8.90	9.35	11.55	12.50
EZTQT	-CA	12 Quarts	69.97	101.40	106.50	136.90	147.75

CANADA PRICING			Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP
Stock #	Units	Pkg./Size				
EZTQT	-EA	(1) 946-ml. Bottle	5.83	11.85	12.45	15.40
EZTQT	-CA	(12) 946-ml. Bottles	69.97	135.00	141.75	183.60

### DEALER ACTION PLAN

- When talking to prospects, don't lead with a technical discussion about oil chemistry; instead ask questions to help pique their curiosity – "Do you have a minute to hear about how AMSOIL products can help maximize your European vehicle's performance?"
- If they show interest, tie the specific lubricant benefits to the vehicle owner's areas of concern, including excellent engine and emissions-system protection.
- Point out that AMSOIL products are formulated to meet or exceed original equipment manufacturer (OEM) standards, and we offer a full range of viscosities and specifications to meet the specific needs of their European vehicles.





# GAIN NEW ACCOUNTS AND INCREASE SALES IN THE COMMERCIAL MARKET

Registering AMSOIL commercial accounts is a great way to grow and diversify your business, helping you navigate challenging climates like the COVID-19 pandemic.

Our recent investments in the Commercial Program are designed to help you register more accounts and grow sales. The discount program is a substantial investment in your success, and we continue to pay you 100 percent commissions based on pre-discount prices. We've also invested in dedicated commercial corporate staff to drive continuous improvement of the Commercial Program and help Dealers land new accounts and retain existing ones as we strive to expand this growing market.

## What is a commercial account?

A commercial account (CA) is a commercial end-user that purchases products for use in its company vehicles, machinery and equipment, but does not resell them. Examples of commercial accounts include the following:

- Lawn/Landscape Contractors
- Construction Companies
- Service Providers (plumbers, electricians, HVAC)
- Farms and Ranches
- Fleets

- Over-the-Road Trucking Companies
- Rental Fleets (boats, snowmobiles, ATVs/UTVs, small-engine equipment, trucks)

AMSOIL Dealers often find the most success registering small fleets, contractors and farms/ranches as commercial accounts. AMSOIL commercial accounts purchase AMSOIL products at wholesale prices, and receive the following benefits:

## Free Shipping

Commercial accounts receive free shipping on orders of \$350 or more (\$450 Can.). Orders less than \$350 (\$450 Can.) are charged a flat shipping fee of \$11.99 (\$13.99 Can.).

## Discounts

Commercial accounts earn discounts based on their annual purchases, and those discounts stay with them all year. At the beginning of each calendar year, an account's discount is locked in based on its purchases over the previous 12 months. Accounts that purchase enough to qualify for a higher discount level are granted that discount immediately, but accounts that



fall out of qualification continue receiving their current discount rate for the remainder of the year.

**U.S. Discount Levels**

Total Annual Purchases	Discount
\$5,000 - \$9,999.99	5%
\$10,000 or more	10%

**Canada Discount Levels**

Total Annual Purchases	Discount
\$6,000 - \$11,999.99	5%
\$12,000 or more	10%

In addition, new accounts receive an annualized rate for purchases so they can earn their discounts at the end of the year regardless of when they registered.

**Commercial Account Kit (G1007 U.S., G8107 Can.)**

Commercial accounts can be established online at [AMSOIL.com](http://AMSOIL.com) or [AMSOIL.ca](http://AMSOIL.ca), but the Commercial Account Kit is available for situations where hard-copy forms work better. The Commercial Account Kit includes everything needed to establish a commercial account:

- Welcome letter explaining the steps needed to complete the application process
- Commercial Account Application
- Uniform Sales Tax Certificate
- Confidential Credit Application
- Commercial Account Ordering, Freight & Discount Information
- Commercial Program Catalog

**U.S. Commercial Account Kit**

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G1007	EA	1 kit	5.00	6.50

**Canada Commercial Account Kit**

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G8107	EA	1 kit	5.00	6.50



**Commercial Program Guide (G3563)**

The Commercial Program Guide is designed to help you grow your business by providing all the details on our Commercial Program.

Stock #	U.S.	Can.
G3563	4.00	5.35

**AMSOIL**  
U.S. COMMERCIAL ACCOUNT APPLICATION

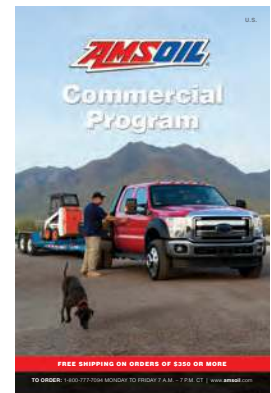
Complete the required forms in this booklet and submit them to...

AMSOIL | 805 Tower Ave.  
Superior, WI 54880

This portion to be completed by your independent AMSOIL Dealer.

Dealer Name: \_\_\_\_\_ Referral # \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

CONTACT YOUR INDEPENDENT AMSOIL DEALER FOR PRODUCT INFORMATION





# OIL TYPES EXPLAINED: SYNTHETIC, CONVENTIONAL, SYNTHETIC-BLEND & HIGH-MILEAGE

Motorists and enthusiasts have several options when buying motor oil. Synthetic, conventional, synthetic-blend and high-mileage motor oils all vie for their attention – and wallets. It helps to understand the different oil types available so you can better understand your prospects' buying motivations and talk confidently with them. Here's a rundown.

## SYNTHETIC

- Best protection and performance
- Longest service life
- Best long-term value
- Best choice for modern engines

All Dealers should be familiar with the benefits of synthetic oil – and AMSOIL synthetic motor oil in particular. Their benefits derive from how they're made and the quality of the chemicals used to make them.

Synthetic base oils are chemically synthesized (i.e. built), unlike conventional base oils that are distilled from crude oil.

Refiners disassemble crude oil molecules to their fundamental components using various chemical reactions. Then, using only uniform molecules (typically ethylene), they build synthetic base oils from the ground up. What results is a pure base oil that doesn't contain the mishmash of irregular molecules found in conventional base oils.

The additives in the formulation responsible for fighting oxidation,

keeping parts clean, reducing friction and more are also typically higher-quality than those found in other oils, resulting in a better end product. As the graph shows, AMSOIL Signature Series Synthetic Motor Oil fights volatility better than other synthetic, conventional and high-mileage oils. This helps engines remain cleaner and last longer.

Original equipment manufacturers (OEMs) are increasingly relying on synthetics to achieve ever-tightening fuel-economy and emissions requirements. Modern low-viscosity oils such as 0W-20 and 0W-16 used to maximize fuel economy are made from synthetic base oils because conventional oils are incapable of providing the required performance.

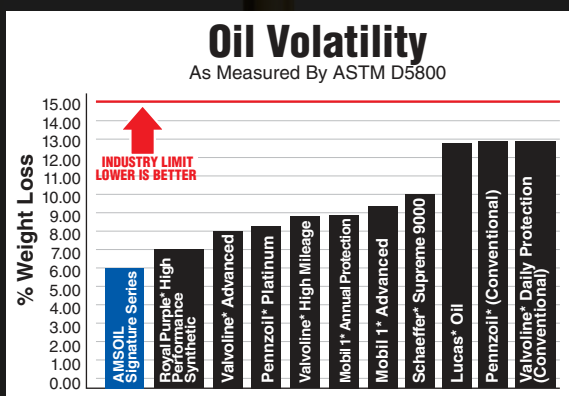
As engines and equipment continue to advance, use of synthetics will further increase.

## When talking to prospects

- Validate the prospect's decision to use a full-synthetic oil, even if it's from another brand.
- Ask questions to identify their needs. *"Does your truck have a turbo? Is fuel dilution an issue in your direct-fuel-injected engine?"*
- Point out how AMSOIL is different. *"While Brand X makes a good oil, here's how we're different. We go above and beyond to exceed the toughest standards so enthusiasts can rest assured their engines are protected. We also offer a Preferred Customer program that can save you money and provide other perks. Plus, we offer fast, free shipping right to your door."*

## Signature Series Helps Keep Valves Clean

AMSOIL fights volatility<sup>u</sup> **38% better** than Mobil 1<sup>\*</sup> and **17% better** than Royal Purple,<sup>\*</sup> helping reduce oil consumption and keep valves clean.



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

## CONVENTIONAL

- Most widely used type of motor oil
- Provided decent protection in many applications for years, but modern engines are leaving them behind
- Shorter service life than synthetics
- Lowest initial price

As previously mentioned, conventional base oils are distilled from crude oil, which contains a mishmash of elements such as sulfur, nitrogen, oxygen and various metals.

Many materials inherent to crude oil must be removed through refinement to increase the oil's usability. Refiners do this by applying heat, pressure and other catalysts to separate crude oil into different groups, called fractions. Further processing results in many of the products we use today, such as kerosene, gasoline, diesel fuel and lubricating oils used to make conventional motor oil.

Conventional oils have limitations. Distillation cannot completely remove impurities detrimental to lubrication, such as waxes that solidify in the cold and unstable molecules that evaporate in high heat, leading to oil consumption and deposits.

Modern turbocharged, direct-injected engines are leaving conventional oils behind. They run hotter, create more contaminants and require oils that meet tougher performance requirements than ever before.

### When talking to prospects

- Ask about the prospect's vehicle. Is it turbocharged? Direct-injected? *"Many enthusiasts swear by synthetic oil in turbocharged engines due to the severe heat. What do you think?"*
- Lower price matters? Suggest AMSOIL OE Synthetic Motor Oil or AMSOIL Heavy-Duty Synthetic Diesel Oil as higher-quality replacements at a lower price than our top-tier oils.
- Know when to walk away. Is the motorist buying the cheapest oil possible because he doesn't care about protecting his old car? He's unlikely to consider AMSOIL products.

## SYNTHETIC-BLEND

- Mix between synthetic and conventional base oils
- Stepping-stone oil from conventional to synthetic
- No standards for minimum amount of synthetic base oils required
- Mid-level price

Some motorists like the improved protection and performance of synthetic oil, but balk at the higher initial price. Many oil manufacturers

formulate a synthetic-blend oil for these motorists. It's designed to provide better wear protection, engine cleanliness and cold-flow than conventional oils at a lower price.

Unfortunately for motorists, there are no industry specifications or regulations that define the minimum percentage of synthetic base oils for a synthetic-blend to be classified as such. It could contain 1 percent synthetic base oils, 25 percent or more. There is no telling, meaning performance can vary widely.

### When talking to prospects

- Validate the motorist's buying decision. Stepping up to a synthetic-blend shows they value protection.
- Help them see a potential need for even greater protection.
- *"Some motorists I talk to wonder exactly how much 'synthetic' is in their synthetic-blend. Is that the case with you?"*

## HIGH-MILEAGE

- Fastest-growing oil type
- Often a synthetic-blend
- Typically recommended for engines with 75,000 miles (120,000 km) or more
- Contain special additives

As engines age, seals can dry out and parts can wear if motorists haven't been using a premium synthetic oil. High-mileage oils contain extra additives designed to condition aging seals to help prevent leaks. Their viscosities also fall on the upper end of the spectrum to help seal the widening clearances between metal parts that are wearing over time. Though most are synthetic-blend oils, full-synthetic oils designed for high-mileage engines are increasingly entering the market.

Often, the buyer's motivation for using a high-mileage oil is similar to motorists who buy synthetic-blend oil – a desire for better protection, but at a lower price than top-shelf synthetics.

### When talking to prospects

- As with synthetic-blend users, validate their decision to step up to better protection compared to conventional oil.
- Help them see a potential need for even greater protection.
- *"Some motorists I talk to question whether synthetic-blend oil is ideal for today's more demanding engines. What's your take?"*

## KEY POINTS

- While synthetic oil provides the best protection and value, some motorists aren't ready for our top-tier products. Understand your prospect's buying motivations before making recommendations. As the saying goes, "Prescription without diagnosis is malpractice."
- Don't lead with technical features that likely will go over the prospect's head.
- Ask questions to uncover what your prospect wants in a motor oil. The best protection? The lowest initial price? Something in between?
- Don't disparage the competition. Doing so is tantamount to disparaging the prospect's purchasing decision, which will raise his or her defenses.
- Use AMSOIL performance tests ([AMSOIL.com/performance-tests.aspx](https://www.amsoil.com/performance-tests.aspx)) to support the sales process, but avoid leading with test results.

## September Close-Out

The last day to process September orders in the U.S. and Canada is the close of business on Wednesday, Sept. 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for September business will be accepted until 3 p.m. Central Time on Tuesday, Oct. 6. All transfers received after this time will be returned.

## Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Oct. 12 for Thanksgiving Day.

## New Training Outlines for Monthly Dealer Meetings

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

## New Bottle Design for AMSOIL Power Steering Fluid

Multi-Vehicle Synthetic Power Steering Fluid (PSFCN) will be receiving updated packaging in bottles that are all black with a black cap. Expect to see the new bottles in distribution centers as current stocks are depleted. The formulation, label and pricing remain unchanged.



## WHITE CAMO HAT

White camo hat with adjustable Velcro back. One size fits most. Camo pattern may vary.

**Stock# G3660**  
U.S. Price: 15.00  
CAN Price: 20.00



## ORANGE/CAMO HAT

Orange hat with camo bill. Velcro closure.

**Stock# G3659**  
U.S. Price: 15.00  
CAN Price: 20.00



## CAMO MESH HAT

Green camo hat with mesh back and adjustable Velcro closure. One size fits most. Camo pattern may vary.

**Stock# G3661**  
U.S. Price: 15.00  
CAN Price: 20.00



## Price Adjustment Effective Oct. 1

We are implementing a minimal price adjustment on select products in the U.S. and Canada effective Oct. 1, 2020. Most products are unaffected. Ten products will increase slightly, while four 55-gal. package sizes will decrease. Commissions will be adjusted accordingly.

### Why are We Adjusting Prices?

We adjust pricing as costs and market influences dictate. Careful evaluation of these inputs revealed the need to adjust pricing on this handful of items.

### Products Increasing

DOMINATOR® Synthetic Racing Grease (GRG)  
Arctic Synthetic Grease (GEC)  
Diesel Cetane Boost (ACB, CCB)  
Chain Lube (ACL)  
Engine Fogging Oil (FOG)  
Mudslinger® (AMS)  
Heavy-Duty Metal Protector (AMH)  
Engine and Transmission Flush (FLSH)  
Multi-Vehicle Synthetic Power Steering Fluid (PSF)  
Miracle Wash® (AMW)

### Products Decreasing

Shock Therapy® Suspension Fluid Lightweight #5 (STL) (55-gal. drums only)  
Shock Therapy® Suspension Fluid Medium #10 (STM) (55-gal. drums only)  
10W-30 Synthetic Marine Engine Oil (WCT) (55-gal. drums only)  
10W-40 Synthetic Marine Engine Oil (WCF) (55-gal. drums only)

### Accessing Updated Pricing

Updated pricing information is available in the Pricing Lookup in the Dealer and Account Zones. To access pricing effective Oct. 1, select a product type in the menu, then select "Future Pricing." The AMSOIL Wholesale Price List (G3500, G8500) has been updated and is now available. All catalogs (Factory-Direct [G100, G300], Automotive [G3549, G3550], Powersports & Racing [G3511, G3512], Commercial Program [G3469, G3474] and Retail Program [G3520, G3521]) will be available with updated pricing in September. Watch the Dealer Zone for announcements of availability. We will notify your retail and commercial accounts of the price adjustment in the printed and email versions of the September *Service Line*, and we'll include a Wholesale Price List with the printed copy. We encourage you to follow up with them in person as well.



**Jamie Prochnow** | RETAIL PROGRAM MANAGER

## Use this powerful new tool

Our new volume discount for installers provides the opportunity to succeed.

As Minnesota legend and coach of the “Miracle on Ice” U.S. Olympic hockey team Herb Brooks once said, “Great moments are born from great opportunity.” I find this quotation fitting, not only for the year we’re having, but for the Dealer opportunity. Many of you have seized the opportunities in front of you and are reporting record sales. AMSOIL INC. is no different; we’re keeping our foot on the gas and finding new ways to improve our programs and grow the business.

One of the improvements we recently made was the volume discount for installers introduced in July. It’s designed to alleviate the pricing pressure you face when selling to service garages. It’s an opportunity to show our customers we’re listening and appreciate their loyalty. Since its introduction, we’ve seen positive results. I want to show you how to combine the discount program with our updated Synthetic European Motor Oil you read about on pages 10-11 of this magazine to reach new customers and grow sales.

Installers and other customers sometimes overlook our Synthetic European Motor Oil and focus on our other passenger-car/light-truck oils. Our competitors often overlook European vehicles, too, leaving the door wide open for you to provide a solution to customers, especially installers who serve owners of European vehicles. Referring back to coach Brooks, this is a great opportunity that can lead to great moments for your business.

In online searches for European-car oil, AMSOIL is at the top. Motorists

and enthusiasts recognize our brand, and our products meet or exceed the original equipment manufacturer (OEM) approvals that are vitally important to these customers. So, how should you focus your energy to take advantage?

### 1) Know the market

These are largely do-it-for-me customers who willingly paid extra for the performance of a European vehicle. They want products that provide the best protection, even if they initially cost more. The installers these customers pay to service their vehicles, in turn, want oils that meet a range of European OEM approvals and deliver excellent protection for sophisticated European engines. They want a partner (you!) capable of helping them keep up with today’s sophisticated technologies.

### 2) Talk to existing accounts

They’re already carrying AMSOIL products and see their benefits; make sure they know we offer this oil for their current customers or as an opportunity to attract a whole new customer base. For installers, it’s a perfect opportunity to help them reach the purchasing threshold for a product discount. Here are those numbers in case you forget them.

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%

### 3) Start conversations with prospects

Many installers specialize in European vehicles. Use this product as a conversation starter. Point out that it’s not an “oh, by the way” product for us; we put as much care into crafting this oil as owners of European vehicles put into their rides. It’s dialed in to provide the protection enthusiasts demand while meeting the OEM approvals installers and enthusiasts require. And, if they order at least \$3,500 of product in the U.S. or \$4,500 in Canada annually, they qualify for a 5 percent discount for the rest of the year in which it was earned, plus the entire following year. That’s on top of our other great perks for retail accounts, like fast, free shipping; inclusion on the AMSOIL Locator with a qualifying purchase; a free merchandising kit and more.

Hopefully you can see how our new volume discount for installers combined with our excellent products and other perks work together to help your accounts save money and attract more customers. These solutions combined with your personalized service show accounts and prospects we value their business and strive to help them succeed. That message should resonate with business owners our competitors often overlook. These installers want their vendors to understand their businesses, and we do just that. For details on the volume discount for installers, check out the July *AMSOIL Magazine*. As always, happy selling.





## 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**).



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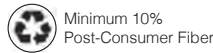
WE HONOR



(Discover in U.S. only)

Fall is in the air, and that means customers will soon put their summer equipment into storage. Remind them to protect their equipment during winter storage with AMSOIL Engine Fogging Oil and Gasoline Stabilizer.

[www.AMSOIL.com/p/engine-fogging-oil-fogsc/](http://www.AMSOIL.com/p/engine-fogging-oil-fogsc/)



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[www.AMSOIL.com](http://www.AMSOIL.com) | September 2020



# PROTECTION AND DEPENDABILITY

Keep your firearms in top working condition with AMSOIL Synthetic Firearm Lubricant and AMSOIL Firearm Cleaner.

## AMSOIL SYNTHETIC FIREARM LUBRICANT

- **Keeps** firearms working properly for generations
- **Helps** prevent blockage, jams and wear
- **Outstanding** protection in hot and cold climates

## AMSOIL FIREARM CLEANER

- **Effectively** cleans fouling and powder residue
- **Helps** reduce misfires and increase reliability
- **Protects** against corrosion