



► DEALER EDITION

MAGAZINE

DECEMBER 2020



AMSOIL 100% SYNTHETIC DIESEL OIL

BIG PROTECTION

for Smaller Diesel Vehicles

| **PAGE 8**



2021 Calendars Available Now

Each month of the new 2021 AMSOIL calendar highlights the excellent performance of an AMSOIL product compared to competitive products or the toughest industry standards.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone at my.AMSOIL.com by clicking the Print Center icon under Quick Links.

Non-personalized calendars are also available and may be personalized by adding your business card. Simply insert your business card in the slotted area and your contact info is visible for a full 12 months.

AMSOIL Print Center Pricing* – Personalized

11 - 49 calendars	\$3.12 each
50 - 99 calendars	\$2.69 each
100 - 249 calendars	\$2.34 each
250 - 499 calendars	\$2.30 each
500+ calendars	\$1.98 each

*Free shipping in the U.S.

AMSOIL Pricing** – Non-Personalized

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.35
G1105-CA	10	15.00	20.00

**Calendars subject to shipping charges.



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

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THE COVER

The diesel-engine option in this truck pairs 440 lb.-ft. of torque with 30 mpg fuel economy. This mix of power and efficiency is driving many customers toward smaller diesel vehicles.



From the President

I am writing this month with sad news. My teenage son, AJ, has been diagnosed with leukemia. The next several months are crucial to his treatment and recovery, and I must devote 100 percent of my attention to caring for AJ, my wife and our family. Therefore, I am taking a leave of absence for an undetermined amount of time and naming Dean Alexander interim President effective immediately.

For those of you who don't know, Dean has been a key contributor at AMSOIL for nearly 40 years. He has served as Executive Vice President, CFO, Co-President with me and now Board Chair. Dean has remained involved in all major projects at AMSOIL since I took over as President and CEO. With Dean at the helm, AMSOIL will not skip a beat. It will be business as usual, and that is by design. I have been asked recently about our succession plan in the event I am incapacitated in some way. We have contingency plans in place for every conceivable scenario, including this one. We have established a Strategic Leadership Team (SLT) that helps me run the company. When my father ran the company, he had Dean and me. I have Dean and the SLT. We are also developing a board of directors that will have the power to name a president if necessary. The board will have a defined corporate

intent to ensure AMSOIL maintains its path and commitment to you, our independent Dealers.

All these efforts serve our two main goals: to help you be successful and to ensure AMSOIL is strong for years to come. The Dealer network has been in place for nearly 50 years, and we are working hard to secure and strengthen the Dealer opportunity for the next 50 years. Some of our corporate priorities will be detailed in the January issue of *AMSOIL Magazine*. We have identified these areas through extensive research, thorough data review and your feedback. Many of the program updates unveiled in the past year directly address major trends identified in Dealer surveys, and there's more to come. We have charted a path forward designed to improve Dealer success and satisfaction. I want to reassure you that I have been hands-on in developing these strategies, and Dean and the SLT will keep us on the path to successful implementation while I am away.

In July I mentioned that we fell short of our 8 percent growth goal for the last fiscal year. As we near the halfway point for fiscal-year 2021, we have great momentum with more than 10 percent year-over-year growth. Many of you had record sales months in 2020, and I could not be more pleased

about that. These are outstanding achievements considering the continued economic challenges facing the U.S. and Canada. Now is not the time to let off the gas – just because things are *good* does not mean we should stop trying to make them *great*. Dean and the team will continue implementing our strategies for growth and success while I am away.

I hope my commitment to you is evident through the major investments we are making to support Dealers through national advertising, training, promotions, e-commerce and more. While my personal circumstances serve as an unfortunate example, the stability of the company in my absence should also demonstrate that you can count on AMSOIL. My commitment to you runs deep. For now, I must step away to care for my family. I appreciate your thoughts and prayers during AJ's fight, but please do not send me anything. I will update you upon my return.

Merry Christmas, everyone.

Alan Amatzio
President & CEO



Performance matters.

Designed to perform.
Designed to protect.
Designed for your engine.

EUROPEAN MOTOR OIL FAMILY

0W-20 LS-VW (EZT):

Use in vehicles that require API SN-PLUS, SN... • ACEA C5 • VW 508.00/509.00

0W-20 LS (AFE):

Use in vehicles that require API SN-PLUS (Resource Conserving), SN, SM... • ILSAC GF-5 • ACEA C5 • A1/B1 • BMW LL-17FE+ • MB 229.71 • Ford WSS-M2C947-B1 • Opel/Vauxhall OV0401547 • Fiat 9.55535-GSX • Chrysler MS-12145 • Volvo VCC RBS0-2AE

0W-40 FS (EFO):

Use in vehicles that require ACEA A3/B3, A3/B4 • API SN/SM... • BMW LL-01 • MB 229.1/229.3/229.5 • Porsche A40 • Renault 0710, 0700 • VW/Audi 502.00/505.00

5W-30 LS (AEL):

Manufacturer Approvals: VW 504.00/507.00
Use in vehicles that require API SN • ACEA C3 • GM dexos2 • Chrysler MS-11106 • MB 229.51 • BMW LL-04 • Porsche C30

5W-40 MS (AFL):

Manufacturer Approvals: MB-Approval 229.51 • Porsche A40
Use in vehicles that require ACEA C3 • API SN/SM/CF... • BMW LL-04 • Chrysler MS-10850 (supersedes MS-10896) • Ford WSS-M2C917-A • GM dexos2 (supersedes LL-A-025 and LL-B-025) • Renault RN0700/RN0710 • VW/Audi 502.00/505.01

5W-40 FS (EFM):

Manufacturer Approvals: MB-Approval 229.5 • Porsche A40 • VW/Audi 502.00/505.00
Use in vehicles that require ACEA A3/B3, A3/B4 • API SN/SM... • BMW LL-01 • Renault 0710, 0700 • Opel GM LL-B-025



LETTERS TO THE EDITOR

FORD* MUSTANG*

I enjoyed the story about the Ford Mustang, the first pony car (August *AMSOIL Magazine*).

I do a lot of car and bike shows all around the country. I did the 50th and 55th anniversaries of Mustang at Charlotte, N.C. with Kathy and Ray Yaeger of Wisconsin. I did the 40th anniversary of *Mustang Times* magazine at Indy 2016. My Ford Mustang GTS was in the *MCA* magazine.

My Mustang GTS is #47 built of 5,000 made. It has won several awards at national shows.

Here are some pictures of a one-of-a-kind classic Mustang with 46,500 miles.

P.S. My Mustang was on the race track at Charlotte Kentucky Motor Speedway.

Thanks,

Tom Lapuma

AMSOIL: We're glad you enjoyed the article, Tom. Thanks for sharing the pictures and information about your Mustang GTS. Nice car!



DEALER BUSINESS SYSTEM

I have been using the Dealer Business System (DBS) for the last few years. I use the DBS to process all of my daily orders, pay monthly sales tax, file federal tax returns, pull sales reports, etc. I rely on this system 100%. One question I passed along about a year ago was, will there be an upgrade to be able to use a bar-code scanner within the DBS? When checking out a customer there are a few things that need attention to allow the

check-out process to run more smoothly. Are there any updates coming out for the DBS? I like the idea of it, but it just needs to be more up to par for smooth sailing.

NaTasha Greenway

AMSOIL: We're glad to hear how valuable the DBS is for running your business, NaTasha. We have no updates scheduled for the DBS, but we have shared your comments with the IT staff for consideration when the time comes.

ZOOM MEETINGS

A clear opportunity to network through governmental stay-at-home directives is Zoom. Can you embrace this technology to help Dealers? Dealers willing to Zoom with potential customers may have a "Z" added to their account number or something else obvious to others.

An AMSOIL presentation on Zoom would be a good learning experience. Zoom currently has a cost-free service so even new Dealers could use it. Adding Zoom to the DBS package would be a great upgrade in customer service.

I have used this technology and recommend it. It provides real-time contact without the travel hassle to minimize our potential virus community spread.

Respectfully,

Paul Marrs

AMSOIL: This is a great suggestion for other Dealers, Paul. While we have used Zoom for a few things, we have embraced Microsoft Teams corporately and use it daily to interact with one another. Teams also allows for contact-free interaction and it is free to use for meetings with people outside our business organization.

Aside from encouraging you and other Dealers to use Zoom, Teams or other similar programs to facilitate meetings where appropriate, we have no plans or additional tools for Dealers on this topic. While they are fairly new, these are relatively common communication tools used by many people in a variety of settings. We view them the same way we view other communication tools, like email, phone or social media. All are valuable, and it is up to each

independent Dealer to determine how these tools work best with his or her Dealership. It is smart to take advantage of them where appropriate, and we are happy to share this tip with others.

ATV/UTV OIL CHANGE KITS

I have been asked by my powersports accounts if we have oil change kits for Can-Am* ATV/UTVs. I explain we have the oil and filter, but we don't have a kit. Their response is customers are more likely to pick up a kit than ask an associate for the oil and filter. Does AMSOIL have any plans for oil change kits for Can-Am ATV/UTVs?

One account ordered one each of the Polaris* kits last week and sold the PK1 and PK2 kits in a few days. Yesterday they ordered five PK1 and three PK2 kits to create a display focused on seasonal maintenance prior to the start of hunting season. They were hoping to also do a display for their Can-Am customers.

Gale Binder

AMSOIL: Thank you for your question, Gale. We're happy to hear about the success you and your accounts have had with the Polaris ATV/UTV kits. We agree that Can-Am ATV/UTV kits would be a great addition, and we are currently exploring the possibilities. Stay tuned for updates in the months ahead.

Email letters to:
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Or, mail them to:
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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

Oil-life monitors keep improving, but they're not perfect.

What happens when your vehicle's oil-life monitor contradicts our oil-change recommendations?

Oil-life monitoring systems (OLMS) are standard on most vehicles today. Their prevalence the past several years has helped convince motorists to go longer between oil changes than the old 3,000-mile (4,800-km) standby, reducing waste oil and saving time and money. Today, it's common for an OLMS in a vehicle driven mostly under normal service to recommend an oil change after 10,000 miles (16,100 km) or more.

For all their benefits, these systems do have shortcomings. For starters, they sometimes provide service intervals that contradict the recommendations of some of our oils. Their biggest shortcoming, however, is what they *don't* do. To get the details, let's look at how an OLMS works.

Frankly, oil-life *monitor* is a poor description for these systems. A better name is oil-life *estimator*. They **do not monitor any direct physical or chemical property of oil**; they only accumulate data from the vehicle's computer and predict how your driving habits and operating conditions have affected the oil's viscosity, total base number (a measure of remaining detergency), oxidation level and other factors.

Since the OLMS can't measure these key properties like a chemist in a lab would measure them, how can it know when the oil has, for example, only 10 percent life remaining? It can't. The OLMS simply estimates oil life based on an algorithm.

While first-generation oil-life monitors were simple, mileage-based systems that prescribed fixed oil-change intervals regardless of operating conditions,

today's systems are far more sophisticated. They monitor several conditions known to reduce oil life, enter those values into an algorithm and return the oil-life percentage you see on your vehicle's display.

Towing, for example, can lead to increased engine rpm, which stresses the engine and the oil. If the vehicle's computer detects frequent high-rpm driving, the OLMS will shorten the oil-change interval. The same holds for extreme ambient heat, which can accelerate oxidation and chemical breakdown of the oil. Continually driving under heavy loads, like while towing, also shortens the drain interval, along with several other factors.

For example, Ford* says in a video on its website that drivers can expect its Intelligent Oil-Life Monitor* to recommend oil changes about every 7,500-10,000 miles (12,100-16,100 km). But, if you do a lot of trailer-towing or idling, expect the system to recommend oil changes every 5,000-7,500 miles (8,000-12,100 km). Driving in extreme temperatures or frequently towing near maximum capacity will lead to oil changes every 3,000-5,000 miles (4,800-8,000 km). Oil-life monitors from other automakers typically follow the same pattern.

But, what if I use AMSOIL Signature Series Synthetic Motor Oil, which is proven to neutralize acids, fight viscosity loss and resist volatility better than other oils, helping it last longer? How does the OLMS adjust its recommendations depending on oil quality? It can't, which brings us to another key point to remember about these systems. For all their benefits, **your**

OLMS cannot differentiate between a high-quality synthetic oil and a cheap conventional oil.

In these cases, your OLMS may recommend an oil change in your heavy-use pickup after just 5,000 miles (8,000 km) when you know perfectly well the Signature Series in the engine is good for another 10,000 severe-service miles (16,100 km) since we guarantee the oil for up to 15,000 miles (24,100 km)/one year in severe service. The same principle holds for XL Synthetic Motor Oil, which carries a maximum drain interval of up to 12,000 miles (19,300 km)/one year.

Despite the sophistication of oil-life monitoring systems, they have drawbacks. You can rest assured, however, that our synthetic motor oils will deliver excellent protection in your vehicle for the drain interval we recommend, regardless of what the OLMS says. If you elect to extend your drain interval, but your OLMS calls for an oil change before reaching the end of the oil's guaranteed service life, simply reset the OLMS and follow the guidelines we provide on the product label. There's no sense wasting good oil.

Big Protection for Smaller Diesel Vehicles

New AMSOIL 100% Synthetic Diesel Oil provides outstanding protection, performance and fuel economy for smaller American diesel pickups, vans, cars and SUVs.

The diesel market continues to grow and gain popularity. While diesel enthusiasts and professionals often rely on powerful turbodiesel engines in their vehicles, not everyone needs or wants a fully loaded, three-quarter-ton or larger pickup. But many still want the added power, torque and fuel economy of a diesel engine, and they're willing to pay more to get it.

Increased Demand

The market has seen increased demand for diesel engines in smaller, half-ton pickups and other passenger vehicles, including the Chevrolet* Silverado 1500,* Chevrolet Colorado,* GMC* Sierra 1500,* GMC Canyon* and Ford* F-150.* Diesel options are also popular in smaller passenger vehicles like the Chevrolet Cruze,* Chevrolet Equinox* and GMC Terrain.* An estimated 200,000 smaller diesel vehicles are currently operating in the U.S., a 58 percent increase over 2019, and those numbers are expected to continue rising.

Which Oil to Use?

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil and Heavy-Duty Synthetic Diesel Oil provide premium protection for large turbodiesel engines calling for an API CK-4 (or prior) specification, but smaller diesel engines require diesel oils meeting different specifications. While we've recommended AMSOIL Synthetic European Motor Oil for many of these vehicles, and it provides outstanding protection, it is not specifically formulated or marketed for American diesel vehicles.

AMSOIL 100% Synthetic Diesel Oil

Available in 0W-20 and 5W-30 viscosities, new AMSOIL 100% Synthetic Diesel Oil (DP020, DP530) is engineered specifically for smaller American diesel vehicles and provides industry-leading protection and performance. In fact, **it delivers up to 6X better wear protection than required by a leading industry standard.**¹

- Outstanding protection during heavy use and abuse and in extreme temperatures
- Helps extend engine life and reduce maintenance costs and downtime
- Helps maintain power and fuel efficiency for superior engine performance
- Outstanding turbocharger and emissions-system protection
- Superior engine cleanliness
- Minimizes oil consumption
- Meets or exceeds the latest specifications for smaller diesel vehicles

0W-20 100% Synthetic Diesel Oil

U.S. PRICING			Comm.	U.S.	U.S.	U.S.	U.S.
Stock #	Units	Pkg./Size	Credits	Wholesale	P.C.	MSRP	Catalog
DP020QT	EA	1 Quart	5.25	8.00	8.40	10.40	11.35
DP020QT	CA	12 Quarts	63.03	91.35	95.95	123.35	134.30
DP02055	EA	55-gal. Drum	881.10	1468.50	1541.95	1806.30	1999.95

CANADA PRICING			Comm.	Can.	Can.	Can.
Stock #	Units	Pkg./Size	Credits	Wholesale	P.C.	MSRP
DP020QTC	EA	(1) 946-ml Bottle	5.25	10.75	11.25	13.90
DP020QTC	CA	(12) 946-ml Bottles	63.03	122.40	128.55	165.60
DP02055	EA	208-litre Drum	881.10	1970.15	2068.70	2423.35

5W-30 100% Synthetic Diesel Oil

U.S. PRICING			Comm.	U.S.	U.S.	U.S.	U.S.
Stock #	Units	Pkg./Size	Credits	Wholesale	P.C.	MSRP	Catalog
DP530QT	EA	1 Quart	5.25	8.00	8.40	10.40	11.35
DP530QT	CA	12 Quarts	63.03	91.35	95.95	123.35	134.30
DP53055	EA	55-gal. Drum	881.10	1468.50	1541.95	1806.30	1999.95

CANADA PRICING			Comm.	Can.	Can.	Can.
Stock #	Units	Pkg./Size	Credits	Wholesale	P.C.	MSRP
DP530QTC	EA	(1) 946-ml Bottle	5.25	10.75	11.25	13.90
DP530QTC	CA	(12) 946-ml Bottles	63.03	122.40	128.55	165.60
DP53055	EA	208-litre Drum	881.10	1970.15	2068.70	2423.35



Applications

Use in diesel pickups, vans, cars and SUVs that require any of the following specifications:

0W-20 (DP020): GM dexosD

5W-30 (DP530): GM dexosD, dexos2; Chrysler MS-11106; Ford WSS-M2C214-B1; ACEA C3

Not for use in applications that require an API CK-4 (or prior) specification.

Service Life

AMSOIL 100% Synthetic Diesel Oil is recommended for the drain intervals stated by the original equipment manufacturer (OEM). Refer to the owner's manual for the specific oil change interval. Intervals may be extended beyond the OEM-recommended interval with oil analysis.

100% Synthetic Diesel Oil Dealer Sales Brief

For more insights into the smaller diesel-vehicle market, consult the 100% Synthetic Diesel Oil Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs).

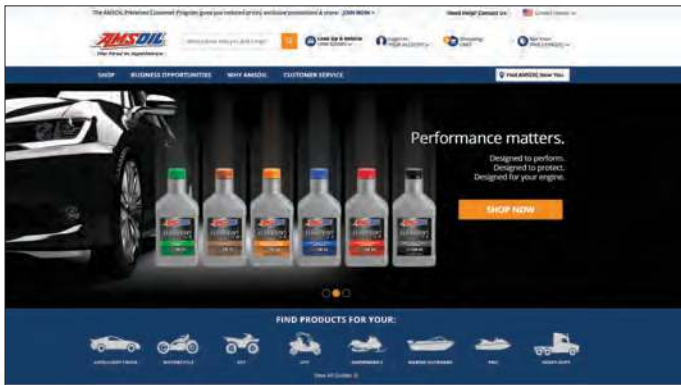
100% Synthetic Diesel Oil Data Bulletin

Stock #	Qty.	U.S.	Can.
G3713	25	4.10	5.50



2020: A Continuous Stream of Investment in Dealer Business

To ensure AMSOIL and the Dealer opportunity remain strong, we continue to make significant investments to boost your success in an increasingly competitive market. Here's a look back at some of 2020's important events and investments.



Online Investments

New E-Commerce Platform

In order to grow the company, we've taken an active role in generating new customers and ensuring we have a world-class e-commerce platform on which to conduct business. We researched, purchased and installed the world's premier online software to manage purchase transactions, engage prospective customers and attract new customers.

- Improved customer shopping experience
- Refreshed, more modern-looking interface on computers, tablets and mobile devices
- Enhanced profile and streamlined checkout, including saved carts and credit cards

We also launched a Canadian-specific AMSOIL.ca website designed to create a best-in-class online shopping experience tailored for the Canadian market.

More Customers for Customer-Certified Dealers

This new e-commerce platform represents a long-term commitment to AMSOIL Dealers, and we're already reaping the benefits. In the past year, we've generated almost 38,000 new buying customers, all of which have been assigned to Customer-Certified Dealers who collect full commissions on all purchases. More than 100 new buying customers are being handed off to Customer-Certified Dealers every day, and we pay full commissions to Dealers for all assigned-customer purchases.

Dealer Program Enhancements

Commercial Discount Program

To help you increase sales in the commercial market, we introduced a simplified commercial discount schedule in 2018. 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. While accounts receive these discounts, we continue to pay the servicing Dealers full commissions on the pre-discounted price.

U.S. Annual Purchases	Discount
\$5,000 - \$9,999.99	5%
\$10,000+	10%

Canada Annual Purchases	Discount
\$6,000 - \$11,999.99	5%
\$12,000+	10%

Installer Discount Program

We updated the Installer Program in 2020 to bring more value to accounts that service vehicles, helping you attract new customers and build better relationships with your existing ones. Installer discounts are based on the amount they purchase during the calendar year. Discounts are activated as soon as cumulative purchases reach the minimum threshold, and that discount is guaranteed for the full following year (January – December). Each installer's 2021 discount will be based on the amount the installer purchased in 2020. And like the commercial discounts, we continue to pay the servicing Dealers full commissions on the pre-discounted price.

U.S. Annual Purchases	Discount
\$3,500 - \$24,999.99	5%
\$25,000+	10%

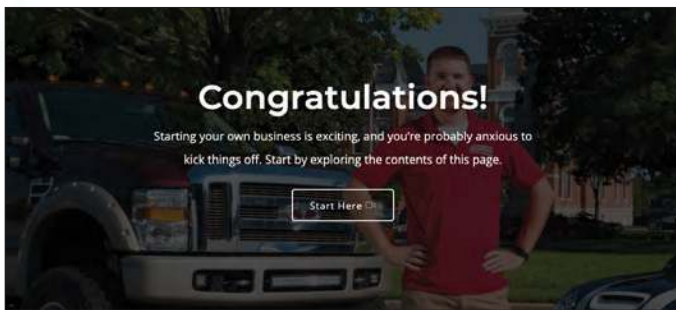
Canada Annual Purchases	Discount
\$4,500 - \$29,999.99	5%
\$30,000+	10%

New Extended-Discount Program Available for Commercial and Installer Accounts

The Extended-Discount Program is designed for commercial and installer accounts that purchase high enough volumes that even with a 10 percent discount, AMSOIL is not competitive enough to gain new business or expand sales. Accounts with higher annual purchase levels may now qualify for up to 20 percent in additional discounts. The cost of the extended discount is shared between the servicing Dealer and AMSOIL.

Inside Sales Representatives

To further help Dealers increase sales in the commercial and retail markets, we've hired inside commercial and retail sales representatives, who are preserving and increasing commercial and retail business originally set up by Dealers. Our contact with these accounts has helped increase sales, and we are paying full commissions to the sponsoring Dealers on record.



Dealer Onboarding Program

We've also taken the lead in training and nurturing new Dealers through the Dealer Onboarding Program, allowing you more time in the field with your customers and prospects. The Dealer Onboarding Program is designed to kickstart new Dealers' success and encourage their first product purchase. All new Dealers, whether they are registered or assigned, receive key early touchpoints from AMSOIL. The first three emails are sent during the first week. These emails all have links to the AMSOIL onboarding landing page, where Dealers can access short videos that provide instruction and key AMSOIL resources without being overwhelmed with information.

The Dealer Onboarding Program has proven to be very successful in improving Dealer retention, earnings and overall satisfaction. In fact, 76 percent of Dealers who go through the program make purchases and earn commissions. Watch for more to come in Dealer training in 2021.

New Runs on Freedom™ Snowmobile Warranty Helps Overcome Objections

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 (AIT) exclusively. It helps remove the last hurdle preventing prospects from switching to AMSOIL products in their sleds. To get details and register, visit AMSOIL.com/rofwarranty (AMSOIL.ca/rofwarranty in Canada).

Marketing

Marketing and advertising are key to increasing brand recognition, gaining new customers and earning more sales, and we have made significant investments in this area with the purpose of helping you attract more customers. In fact, we recently doubled our investment with the MotorTrend Network, doubled our investment in customer promotions and partnered with key influencers within the industry, including Banks Power, the premier designer and manufacturer of power-enhancing products for diesel- and gas-powered vehicles.



Annual Impressions

MotorTrend Network	154 million
Social media	50 million
Banks Power	10 million

While it is not typical for a network distribution company to manage a national advertising budget for branding to the general public, we recognize the need and are committed to making this investment to help our Dealers build their businesses.

Promotions

Our investment in a new e-commerce platform allows us increased capability to implement customer promotions, which drive increased sales. In 2021, we will double our investment in promotions for Preferred Customers, catalog/online customers and accounts. We recognized that to take advantage of our brand equity with prospective customers, it's important to incentivize them to make purchases. These promotions have been very successful. Our statistics show that customers who buy on promotion make 1-2 more purchases annually and spend \$117 more annually than other customers, and as always, AMSOIL Dealers are paid full commissions on the sales we generate.



New and Reformulated Products

New Synthetic ATV/UTV Powertrain Fluid Combines Protection & Convenience

AMSOIL Synthetic ATV/UTV Powertrain Fluid (AAPT) is primarily recommended by AMSOIL for transmission/differentials and front drives in Polaris* ATVs and UTVs, offering the perfect combination of protection and convenience.

AAPT



New V-Twin Oil Change Kits Expand Market Coverage

We expanded our motorcycle market coverage by introducing three new V-Twin Oil Change Kits. The kits combine everything needed to perform an AMSOIL oil change on most Harley-Davidson* motorcycles in one convenient package. Kits designated with product codes HDCK and HDBK are recommended for most 1999-2016 Harley-Davidson motorcycles. Kits designated with product codes HDMC and HDMB are recommended for most 2017-present Harley-Davidson motorcycles.

HDMC



Antifreeze & Coolant Receives New Packaging and Reformulation

AMSOIL Propylene Glycol Antifreeze & Engine Coolant (ANT), Passenger Car/Light Truck Antifreeze & Coolant (ANTPC) and Heavy-Duty Antifreeze & Coolant (ANTHD) received updated packaging, labels and a slight reformulation to increase performance.

ANTHD

ANT

ANTPC



European Motor Oil Refresh

We 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. 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.

AFL

AEL

EFO

EFM

EZT

AFE





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

New AMSOIL Z-ROD 10W-40 Synthetic Motor Oil (ZRD) provides the rock-solid wear protection for flat-tappet cams and proven protection against rust during storage that Z-ROD is known for to applications that require a 10W-40 viscosity. Z-ROD 10W-30 and 20W-50 Synthetic Motor Oil (ZRT, ZRF) feature updated labels. Formulations and pricing remain unchanged.

New 15W-50 Synthetic Small-Engine Oil

Recommended primarily for zero-turn mowers, new AMSOIL 15W-50 Synthetic Small-Engine Oil (SEF) rounds out the Synthetic Small-Engine Oil family.

New Diesel Oil for Pickups, Vans, Cars and SUVs

New AMSOIL 100% Synthetic Diesel Oil (DP020, DP530) is specially designed for smaller American diesel pickups, vans, cars and SUVs requiring GM dexosD, dexos2; Chrysler MS-11106; Ford WSS-M2C214-B1 or ACEA C3 specifications. Available in 0W-20 and 5W-30 viscosities, it provides outstanding protection, performance and fuel economy during heavy use and extreme temperatures. Not for use in applications that require an API CK-4 (or prior) specification.

Industry Events

New Motor Oil Specifications Go Into Effect

The automotive industry's latest specifications, ILSAC GF-6 and API SP, went into effect. Our claims about using advanced technology aren't just talk, and this specification update proves it once again. AMSOIL synthetic motor oils already met or exceeded the new industry standards and required no change in formulation. This is not the first time we've been in this position. While the competition works on making major formulation adjustments, we are ahead of the game.

We continuously invest in Dealer business to help you succeed and ensure AMSOIL remains strong for years to come. This past year saw many exciting changes and developments, and you can look forward to more in the year to come. Next month we'll tell you about what we're focusing on in 2021.





NEW 15W-50 VISCOSITY JOINS SYNTHETIC SMALL-ENGINE OIL FAMILY

Available Dec. 1, new 15W-50 Synthetic Small-Engine Oil (SEF) rounds out the Synthetic Small-Engine Oil family. It's recommended primarily for zero-turn-mower engines, bringing the excellent benefits of AMSOIL Synthetic Small-Engine Oil to applications that call for a 15W-50 viscosity oil.

Maximizes mower life

Landscapers are some of our best potential customers. They're under tremendous pressure to complete jobs on time and up to standards, which motivates them to seek products that help them keep their equipment running at peak efficiency for as long as possible, especially expensive zero-turn mowers.

However, continuous operation in hot, dirty conditions can lead to deposits and wear that reduce engine compression, robbing the engine of power. Over time, mowers become less efficient, require more maintenance and eventually wear out altogether.

Commercial-grade formulation

Most small-engine oils we've tested, however, are nothing more than re-labeled automotive oils, which are formulated with fuel economy in mind, not durability. That won't cut it. Compared to liquid-cooled automotive engines, small engines run hotter; operate under constant load; generate more oil-damaging contaminants; suffer from neglected maintenance; and are exposed to dirt, rain and other extremes. Simply put, they're far tougher on oil than most people think.

AMSOIL 15W-50 Synthetic Small Engine Oil isn't merely a re-badged automotive oil. Instead, we designed it from the ground up specifically for small-engine dependability. Professionals can rest assured their engines are protected even during periods of extended use when there's no time for scheduled maintenance. It's built to solve

the problems that plague zero-turn-mower engines, including wear, power loss, oil consumption, harmful carbon deposits and stuck rings and valves. It helps landscapers and other professionals get more work done and save money.

Reserve protection

Synthetic Small-Engine Oil is a long-life formulation that has repeatedly demonstrated its ability to safely exceed original equipment manufacturer (OEM) drain intervals in the toughest conditions. Extensive severe-service testing proves its ability to provide service life of up to 200 hours or the OEM's longest drain recommendation, whichever comes first. It provides an extra measure of protection when equipment goes longer between oil changes than is recommended by the OEM.

Applications

Use in small engines found in (not limited to) mowers (zero-turn, riding, stand-on, push), generators, power washers and other equipment that requires SAE 50, 10W-50 or 15W-50 motor oil.



- Long service life
- Helps extend engine life
- Inhibits rust
- New 15W-50 primarily for zero-turn mowers

DATA BULLETIN

The Synthetic Small-Engine Oil Data Bulletin (G2217) has been updated to include the new 15W-50 viscosity.

Stock #	Qty.	U.S.	Can.
G2217	25	4.10	5.60

15W-50 Synthetic Small-Engine Oil								
U.S. PRICING			Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	
Stock #	Units	Pkg./Size						
SEFQT	EA	1 Quart	4.80	7.30	7.69	9.49		10.49
SEFQT	CA	12 Quarts	57.55	83.40	87.60	112.60		123.65
CANADA PRICING			Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP		
Stock #	Units	Pkg./Size						
SEFQT	EA	(1) 946-ml Bottle	4.80	9.60	10.09	12.39		
SEFQT	CA	(12) 946-ml Bottles	57.55	109.20	114.70	147.60		

AMSOIL Helps 1960 Porsche* Run Like a Dream

Owning a pristine 1960 Porsche 356B is rare enough. But how about one that played a small role helping astronaut Scott Carpenter become the second American to orbit earth, in 1962?

Such is the case for AMSOIL customer and retired aerospace engineer Ron Gibb of Rancho Palos Verdes, Calif. His résumé includes work on the Project Mercury and Apollo space missions. “I designed the oxygen regulator for the LEM (lunar excursion module) vehicle,” said Gibb. “If you saw the movie ‘Apollo 13,’ they went into the LEM vehicle to survive coming back to earth.” Gibb’s work also contributed to the February 1962 Friendship 7 mission, during which John Glenn became the first American to orbit earth.

Carpenter’s flight up in the air

Just three months later, astronaut Scott Carpenter was set to duplicate Glenn’s feat as part of the Mercury-Atlas 7 mission. However, the spacecraft was running out of liquid oxygen (LOX) propellant prior to reaching orbit. “They were going to postpone Carpenter’s flight because they didn’t know what to do,” said Gibb.

Porsche plays role in space race

One of Gibb’s coworkers at General Dynamics, where he worked at the time, had the idea to change the LOX pressure valves to solve the problem. “I was given the job to go make the change,” said Gibb. “So, I had two valves shipped from Cape Canaveral, Fla. to LAX (Los Angeles International Airport) and went over and picked them up in the Porsche,” he said.

Gibb drove them to the supplier to complete the necessary work. “Then I took them over to a big test facility out in the desert,” said Gibb. They finished all the testing at 10:30 p.m. on a Saturday night. Gibb then drove the valves back to LAX for the return flight to Cape Canaveral, where they were installed Monday in time for Carpenter’s pre-launch testing the next day.

The mission was a success, and Ron Gibb’s Porsche was partly to thank.

Discovered AMSOIL in 1973

Nearly 60 years later, Gibb’s prized car is still in excellent condition thanks to AMSOIL synthetic motor oil. Gibb started using AMSOIL products in 1973 after one of his co-workers at Northrop Grumman, where he spent most of his career, became an AMSOIL Dealer.

“I bought the oil and put it in the car. A few weeks after I put it in, I couldn’t believe it,” said Gibb. The dipstick, which had been nearly black due to deposits, was clean. “The dipstick was nice, bright, shiny and just as clean as a whistle,” said Gibb.

“They recommended changing oil every 2,000 miles (3,220 km) because of the high temperatures of the air-cooled engine, and I did that for quite a while,” said Gibb. But when he drained AMSOIL synthetic motor oil, it was still clean. “So, I gradually shifted to going a year before changing oil.”

300,000 miles (482,800 km) and counting

Today, he uses Signature Series Synthetic Motor Oil in the Porsche, which he thinks has close to 300,000 miles (482,800 km) on it.

“My odometer stopped for quite a few years and I couldn’t find anyone to fix it,” he said. “I think I’ve got at least 300,000 miles on it.”

Some of those many miles include trips to Colorado’s Mt. Evans, which features the highest paved road in the contiguous United States, and California’s Death Valley, the lowest point in the country. Gibb once drove his Porsche 31 straight



hours from a class reunion in Iowa back home to Los Angeles – 1,900 miles (3,058 km). “It ran like a dream,” he said.

AMSOIL synthetic motor oil has delivered flawless protection all these years. The only major engine work done was due to a zealous parking-lot attendant at the airport back in 1976 who couldn’t resist taking Gibb’s Porsche for a spin.

“Someone at the parking lot took it on a joy ride and almost separated the flywheel from the crankshaft,” said Gibb. One new crankshaft later, the car was back to normal, and it’s run smoothly ever since.

Uses AMSOIL products in everything

Gibb has used AMSOIL products in all his cars over the years, including two different Corvettes* and a 1997 Toyota* Avalon* with a V-6 engine notorious for sludge issues. “I’ve never seen any sludge in the Avalon. [AMSOIL] has kept that engine running excellent.” Gibb’s nephew owns the car today, which has 270,000 miles (434,500 km) on it.

It’s just one more reason he keeps using AMSOIL products and telling others about their excellent performance. “I talk to them about it all the time – they ought to try it,” said Gibb.



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.

AMSOIL Dealer More Flexibility More Income More Support [JOIN AS A DEALER](#) [LET'S CONNECT](#)

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Join a community of like-minded people, represent a highly respected product line and chart your own path to success.

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Be Your Own Boss
Forget the hassles — it's time to take charge of your life. Now you have the freedom and flexibility to work when and where you want.

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Increase Your Income
As an AMSOIL Dealer, you get to sell something everybody needs and the price is what the more you sell, the more you earn.

[SEE HOW](#)

Get The Support You Need
We give you the greater tools you need to be successful, that's back you with dedicated customer support to build orders, answer questions and provide recommendations.

[GET STARTED](#)

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

December Close-Out

The last day to process December orders in the U.S. and Canada is the close of business on Thursday, Dec. 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 December business will be accepted until 3 p.m. Central Time on Wednesday, Jan. 6. 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 Dec. 24-25 for Christmas and Friday, Jan. 1 for New Year's Day. The Toronto Distribution Center will be closed Monday, Dec. 28 for Boxing Day. The toll-free ordering line will close at 5 p.m. CST on Thursday, Dec. 31 for New Year's Eve.

Holiday Shipping

Keep in mind that shipping companies are extra busy during the holiday season, possibly resulting in shipping delays. Plan accordingly and place orders earlier than normal to ensure they arrive on time.

Commercial Account Support

Many AMSOIL Dealers have discovered that commercial accounts are an important piece of their AMSOIL portfolios, helping increase commissions and provide stability to their businesses. Thanks to our combined efforts, AMSOIL commercial business continues to grow. In 2021, we will introduce tools to help continue this commercial growth. We will focus efforts in the industries where Dealers are already having the most success – contractors, fleets and agriculture. Monthly online training will focus on technical and selling skills to help you succeed in the commercial market. Watch for announcements and links to the training in the Dealer Zone, and look for more information in the Insight on Sales column in the January AMSOIL Magazine.

Donaldson Price Adjustment

Donaldson has announced an average 1 percent price increase on its filters effective Jan. 1. Updated pricing will be available in the Pricing Lookup in the Dealer Zone.

New IRS Form 1099-NEC Replaces Form 1099-MISC

The IRS has replaced Form 1099-MISC with Form 1099-NEC (Nonemployee Compensation) for 2020. U.S. Dealers whose commission checks totaled more than \$600 in 2020 should expect to see this form in January 2021.



- **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

Ultra Antioxidants (ALUA)

ALTRUM has introduced a new product to help you achieve success in maintaining optimal health. New ALTRUM Ultra Antioxidants are the latest addition to the new product line we've been rolling out over the last year. Formulated with powerful herbal and fruit extracts, the ingredients found in Ultra Antioxidants are scientifically proven to help prevent free radical scavenging activity. Antioxidants play a critical role in neutralizing free radicals and the harm they can cause when levels become too high. Ensure you have an adequate intake of antioxidants and look to ALTRUM to help promote your best health.

Ultra Antioxidants					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C Price
ALUA	EA	(1) 60-ct.	23.50	24.70	25.95
ALUA	CA	(12) 60-ct.	282.00	282.00	296.40

**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

FXR RRX Jacket

Constructed with a wind- and water-resistant 290g polyester tri-laminate Omni-Stretch™ shell and removable FXR Thermal Dry™ Active Liner with 200g Thermal Flex™ Fill. Snowproof and moisture-resistant FXR Dry Vent™ System, durable YKK® Vision front zipper with inner placket, YKK hand pocket zippers with fleece lining, YKK side body vent zippers, removable/adjustable hood, hook and loop adjustable cuffs, reflective screens, LYCRA cuff extensions on removable inner liner, shock cord adjustable bottom hem, fade-free sublimation prints.

Stock# G3672 S-XL
 U.S. Price: 195.00
 CAN Price: 258.00

Stock# G3672 XX-XXX
 U.S. Price: 215.00
 CAN Price: 284.00



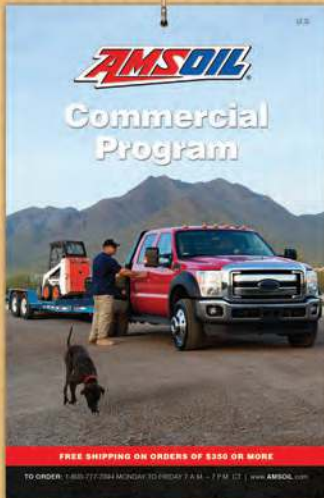
LIMITED QUANTITIES AVAILABLE

BACK SIDE

AMSOIL MARKET CATALOGS – TOOLS TO INCREASE YOUR SALES

AMSOIL market catalogs **reduce your costs, allow you to show prospects and customers more products and include pricing.** Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

Online Store: AMSOIL.com | Telephone: **1-800-777-7094** | EZ Online Order Form: my.AMSOIL.com



Commercial Program Catalog

(G3469 U.S., G3474 Can.)

WHO'S IT FOR?

Current and prospective commercial accounts.

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

WHAT PRICING DOES IT SHOW?

Wholesale cost



Retail Program Catalog

(G3520 U.S., G3521 Can.)

WHO'S IT FOR?

Current and prospective retail accounts.

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

WHAT PRICING DOES IT SHOW?

Wholesale cost and MSRP



Automotive Catalog

(G3549 U.S., G3550 Can.)

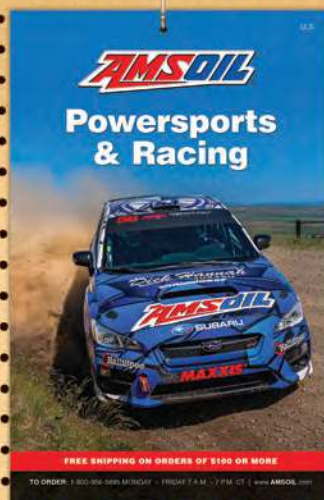
WHO'S IT FOR?

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

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

WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing



Powersports & Racing Catalog

(G3511 U.S., G3512 Can.)

WHO'S IT FOR?

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

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

WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing





Pam Brantley | DIRECTOR, DEALER SALES

AMSOIL continues to work hard to help you grow your business. One of the most visible ways in which we do this is through customer promotions.

For the past several years, consumer shopping behavior has pivoted to online shopping. Since the pandemic hit last March, online shopping has accelerated far beyond expectations. Fortunately, we had just unveiled the new AMSOIL.com and AMSOIL.ca the month before, which provide more options to connect with customers, improve the shopping experience and enhance flexibility in the offers we deploy.

We have three main goals when we design a promotion, including...

- New-customer acquisition
- Retention of existing customers
- Increased “share of wallet” by introducing new products to customers

When developing our promotional calendar we use various tactics, including product giveaways, AMSOIL-branded-item giveaways and reduced-shipping offers. We intentionally design promotions that are unique to each customer. For example, in late fall as snowmobilers were prepping for the upcoming season, we ran a promotion to get a free quart of INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) with a \$75 purchase. While perfect for P.C.s and catalog customers, it wasn't compelling for retail or commercial customers. For them, we create additional promos.

Our primary objective with retail promotions is to provide in-store

Our promotions help grow your business.

Tips for using AMSOIL promos to help earn new customers and increase sales.

marketing material that helps highlight AMSOIL products. For example, we ran a promotion that provided a free merchandising display with a \$1,000 purchase. For our commercial customers, our intention is to support their business needs. For them, we provided a free lubricant pump with the purchase of a drum of oil.

The overarching goal is to deliver promotions that are relevant and timely to each customer. Additionally, we want to ensure the promotional code is easy to use on a mobile device as that is now the most common way our customers order.

Once we have designed the promotional calendar, the marketing team creates a specific plan to promote and deploy offers using email, AMSOIL.com, AMSOIL.ca and social media.

So, what's your role in the success of our promotions? Dealers are vital to spreading the word and ensuring all prospects and customers see our promotions. Promos offer timely and compelling talking points to start a conversation with a prospect or find a reason to stop by an existing account.

Here are a few tips to help you use our promotional offers to enhance your business:



- Share promotions on social media.
- Email promotions to current customers to ensure they're aware and encourage them to take action.
- Use our retail and commercial promotions to encourage a prospect to take the final step and register as an account.

Promotions create urgency in customers to make a purchase. When we run a promo, we gain more new customers, while existing customers spend more and order more often. In fact, we assign more than 100 buying customers to Customer-Certified Dealers each day, while customers who buy on promotion spend an average of \$117 more per year. The result is that Customer-Certified Dealers get more customers on their new-customer reports each month and you see a nice boost to your commission check, too.



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, we 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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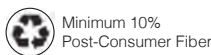


WE HONOR



(Discover in U.S. only)

Merry Christmas and Happy New Year! We had a busy 2020, and we have more exciting news and developments in store for 2021 that will help your business thrive. my.AMSOIL.com



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December 2020



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 winter 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).

