

AMSOIL[®]

► DEALER EDITION

MAGAZINE

JANUARY 2021



THE NEXT 50
Commitment • Collaboration • Success

DEALER VISION 2021: Securing the Dealer Opportunity for the Next 50 Years | PAGE 8

Preserve Diesel Performance | PAGE 12

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. **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

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.

¹Based on third-party testing in the OM646LA cam wear test using 0W-20 as worst-case representation.





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THE COVER

As the 50th anniversary of the AMSOIL Dealer network draws near, we're focusing on strengthening the Dealer opportunity for the next 50 years. Several initiatives in 2021 will help us do that.



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From the President

We are entering a new year eager to build on the momentum established in 2020. While last year was filled with new challenges on multiple fronts, it was a successful year for AMSOIL with many Dealers posting record sales months along the way. This is a fulfillment of both our main goals: helping Dealers be successful and ensuring AMSOIL is strong for years to come. Your success strengthens the company, and a stronger company better enables your success. This upward cycle builds momentum and makes the AMSOIL Dealer opportunity more profitable and more attractive.

We are two short years from the 50th anniversary of the Dealer network and as many times as I've said it before, it's still true: there's never been a better time to be an AMSOIL Dealer. We have substantially increased our investments in marketing, promotions, program development, e-commerce and other areas to improve your ability to make sales. We are attracting a high number of new Dealers and customers and assigning them all to Customer-Certified Dealers. We have distributed approximately 52,000 new buying customers in the past 12 months, and we paid full commissions on all their purchases. That is free money! And if you don't think becoming Customer Certified is worthwhile, consider this:

Dealers who had just one entry in the Customer-Certification pool received an average of 16 assigned customers in 2020. Dealers who earned additional entries into the pool through the Assigned-Customer Multiplier earned even more. Obviously, those numbers change according to the number of customers coming in and Dealers in the pool, but at even half those totals it is outrageously beneficial to become Customer Certified.

The high number of new customers we are attracting confirms these investments are paying off, and we are doubling down on your success in 2021 and beyond. As the 50th anniversary of the Dealer network draws near, we are laying the foundation for the next 50 years. Some of our main areas of focus are outlined in this issue of *AMSOIL Magazine*, and you will notice some common themes as we work to secure and strengthen the Dealer opportunity for the next 50 years.

The first is growth. Sitting still is not an option and will not keep this opportunity healthy and viable. Consistent growth over time generates that upward cycle of increasing strength and success for AMSOIL and AMSOIL Dealers.

Deepening our partnership is next. We want to collaborate more openly with you to better compete in the

marketplace and continue our mutual success for the next half-century.

Simplification is required everywhere. We are working to remove the complexities of the past wherever possible.

Professional expertise is part of the AMSOIL brand and one of the key attributes that attracts new Dealers and customers. We must do all we can to build Dealers' professionalism and technical expertise.

Finally, embracing emerging digital platforms is crucial for future Dealer success. Done correctly, it will improve efficiencies for AMSOIL corporate, AMSOIL Dealers and AMSOIL customers. It will help you find new customers, nurture them and earn more sales. And the younger generation demands it.

We are forging the future of the Dealer network, and each of you is part of it. Exciting new things are at hand and if the last 50 years are any indication, the next 50 years are going to be amazing. Happy New Year, everyone.

Dean Alexander
Board Chair & Intrem President



PERFORMANCE AND PROTECTION THAT ARE MILES AHEAD OF THE REST.

Signature Series Synthetic Motor Oil (ASM, ALM, AZO, ASL, ATM, AZF, AMR)

Signature Series blows the doors off the latest industry standards. Say hello to the best motor oil we've ever made.

- **75 percent** more wear protection¹
- **Guaranteed** protection for up to 25,000 miles or 1 year, whichever comes first
- Achieved **100 percent protection** against LSPI²

XL Synthetic Motor Oil (XLZ, XLM, XLF, XLT, XLO)

XL's boosted formulation delivers more cleaning power and promotes longer engine life.

- Extra protection that lasts up to **12,000 miles or 1 year**, whichever comes first
- Achieved **100 percent protection** against LSPI²

OE Synthetic Motor Oil (OEZ, OEM, OEF, OET)

100 percent synthetic engine protection for advanced automotive technology, including turbochargers and direct injection.

- **Protects** against wear
- **Fights** sludge and deposits
- Achieved **100 percent protection** against LSPI²

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

¹Based on independent testing in the ASTM D6891 test using 0W-20 as worst-case representation.

²Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series, XL & OE 5W-30 motor oil in the LSPI engine test as required for the GM dexos1[®] Gen 2 specification.

LETTERS TO THE EDITOR

E85 FUEL ADDITIVE

I became a new Dealer a couple days ago. The reason I became a Dealer is because I have a passion for cars, and I've always used solid products, including additives, oil, tires and washing products. Since AMSOIL makes extremely great products, I wanted to share that with others who share my passion. I called and asked your tech department about why there are no additives for cars running E85 because I have a 2018 STI* making 450 whp that runs on a flex-fuel setup. He pretty much said there isn't a market for it right now. I said that's ludicrous because I have over 5,000 Instagram followers and half of them run E85 in their cars. Meanwhile, Lucas* and Stabil* have products for that application. As of late, E85 is not only run in sport/street/race applications, but also in the newer SUVs/cars and other company vehicles. So, now on my third day of representing your company, I'm starting to wonder if I made the right choice.

Luke Beharry

AMSOIL: *We have no doubt you made the right choice, Luke. We know there are competitive products out there, and flex-fuel vehicles are increasingly prevalent, but they still account for less than 10 percent of the market, and not all those vehicle owners choose to use E85. That presents a fairly limited opportunity for AMSOIL Dealers, which is why we have not pursued development of fuel additives for use with E85. Should demand for E85 increase enough to drive increased demand for an E85 fuel additive, we will definitely reconsider.*

GASOLINE ADDITIVES

Shell with NitroPower.* BP/Amoco with Invigorate.* Mobil with Synergy.* Chevron with Techron.* Does anyone at AMSOIL know firsthand whether the gasoline additives that the gasoline companies put in their gasolines really work as well as advertised?

If so, I would be curious to know if they work as well as P.i.® does. It seems like it wouldn't be all that expensive for AMSOIL to buy some of these gasolines and do a test to see if they work as well as P.i. does.

Anyway, just a suggestion.

Nathan Rice

AMSOIL: *Thanks for your question, Nathan. We do not have enough experience with the refined fuels market to comment on the effectiveness of one brand vs. another. Conducting a meaningful study on the subject is more difficult than meets the eye due to the variation in fuel quality from region to region and manufacturer to manufacturer. Generally, higher additive content in better-quality fuels provides an advantage over standard LAC (lowest additive content) fuels. However, none of the fuels we've tested could match the potency of P.i. P.i. not only fights the formation of new deposits, it cleans existing deposits, restores up to 14 percent horsepower¹ and restores GDI fuel injectors to a 100 percent flow rate after one tank of fuel.² No fuel, premium or otherwise, can touch the additive boost delivered by P.i.*

PREMIUM PROTECTION 10W-40

Thanks for the various free shipping deals during the early summer while in the midst of COVID-19. Thanks also to the great staff that were working so hard to get our orders out in a timely fashion.

My issue is with the limited package sizes that are available in Canada for our wonderful Premium Protection 10W-40 Synthetic Motor Oil (AMO). Currently, it is only available here in quarts or 30- and 55-gal. barrels. Previously, it was also available here in gallons and 2.5-gal. containers. I have many customers that use it, and they are not happy that now they're only able to get it in quarts. The barrels are too big for many folks. Is there any way that management would consider bringing back either the gallons or 2.5-gal. containers for Canada? Maybe just in select Canadian distribution centers? Or, what about custom orders that would need to be filled directly from the USA and shipped to the nearest Canadian distribution center? What about a poll to our Canadian Dealers for their input, not just mine?

In my area, Premium Protection 10W-40 is used as an all-around fleet oil for the many commercial customers that I service, for light/medium diesel equipment, gas/diesel commercial equipment and even some utility-type vehicles, etc.

Thanks for the opportunity to express my concern.

Robin Veerman

AMSOIL: *Thank you for your feedback, Robin. Unfortunately, the sales volume for Premium Protection 10W-40 Synthetic Motor Oil in gallons and 2.5-gal. containers was too low to justify its continued sale in Canada. Although it is a good product, we offer other premium SAE 40 products that provide even better protection and performance, including Signature Series Max-Duty 0W-40, 5W-40 and 15W-40 Synthetic Diesel Oil, as well as Heavy-Duty 5W-40 and 15W-40 Synthetic Diesel Oil. Most are available in Canada in both gallon and 2.5-gal. containers, and we encourage you and your customers to explore these options.*

MOPAR* MUSCLE

I finally read the article in the October AMSOIL Magazine on Mopar Muscle. Good job! Some of the most overlooked are the mid-1980s Mopars that Carroll Shelby led on the design, which included the Dodge* Daytona* Turbo Z* models, Dodge Charger* turbo models and Chrysler* and Plymouth* Laser* models with turbos. One of the most rare models is the Omni* GLH,* produced only one year.

I purchased a 1985 Dodge Daytona Turbo Z at an auction, and it should be out of the shop finally in the next few weeks. It only had 26,000 miles on it. These cars are identified as "true American sports cars" and "fast and fun." Models coming out of factories now are even faster. The EPA rated these cars at an amazing 37 mpg highway. One of these days I will validate, but it's fast and economical to drive.

James Zehm

AMSOIL: *We appreciate hearing from you, James. Have fun driving your new Daytona.*

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Or, mail them to:

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



Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

It's a great time to be a snowmobiler. Modern sleds deliver power, performance and efficiency not thought of back when I started riding. With each new model, original equipment manufacturers (OEMs) seem to push the limits of performance even further, allowing you to ride faster and push your sled harder, while using less gas and oil and producing fewer emissions.

This translates into an epic ride for you, but brutal operating conditions for your sled. In addition to having to protect a hotter, more powerful engine, today's direct-injection engines use less oil than older sleds to help curb emissions.

The Polaris® RMK® 850 is a prime example of the state of the industry. Its two-stroke engine can make nearly 170 horsepower. Think about that for a second. That's more power than some cars on the road today, like the entry-level 2021 Toyota® Corolla.*

This underscores the need to use a durable, high-quality oil that's proven to stand up to the punishment doled out by modern engines. For maximum engine performance and life, two-stroke oils should focus on three performance areas: **wear protection, exhaust power valve cleanliness** and **cold-flow properties**.

The intense heat and friction inside a snowmobile engine can overwhelm inferior oils, leading to piston scuffing and wear. Excellent lubricity – a term that refers to the oil's ability to reduce friction – is essential for maximum wear protection.

High heat and increased power can also cause deposit formation on exhaust power valves, which can lead to stick-

ing. The power valves automatically open or close based on operating conditions to increase throttle response at low rpm while maximizing top-end power. They expand the sled's powerband, delivering a better experience for the rider. But their location in the exhaust port exposes them to hot gases, which can lead to deposits that cause them to stick, reducing performance.

To top it off, today's snowmobile engines direct less oil to critical components, through narrower passages, for longer distances. Oils that don't remain fluid in sub-zero cold can fail to reach components at startup, promoting wear.

We formulated AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) with today's sleds in mind. It remains fluid down to -69°F (-56°C) to ensure oil reaches critical components in the coldest weather, keeping your engine protected.

The oil also delivers exceptional wear protection and exhaust-power-valve performance. To demonstrate, we tested INTERCEPTOR in a 2019 Polaris RMK 850 used in a rental fleet in the Canadian Rockies. The sled was flat-out abused, with riders pinning the throttle through deep powder day after day for an entire riding season. Afterward, we disassembled the engine and, as the images show, the piston contained virtu-

Advanced sleds need advanced oil.

A two-stroke oil must excel in three key areas to protect today's powerful snowmobiles.

AMSOIL Fights Wear

AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil delivered **outstanding wear protection and cleanliness** in a rental sled throughout 1,617 miles (2,602 km) of abuse.^{CC}



^{CC}Based upon use of a new 2019 Polaris® RMK® 850 as a rental sled at Grizzly Lodge December 2018 - February 2019. *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.

ally no scuffing and the power valves were in great shape and did not stick.

In all three critical areas, INTERCEPTOR delivers the level of performance you need to get maximum performance and life from your sled. We're so confident in its performance, we back the product with our Runs on Freedom™ Limited Snowmobile Warranty, which covers repairs to qualifying parts in new, current-model-year and newer sleds that use INTERCEPTOR exclusively for up to two years or 5,000 miles (8,000 km). Check out AMSOIL.com/rof warranty (AMSOIL.ca/rof warranty in Canada) for details.

We have a great oil with a great warranty to match for today's sleds. Make sure your customers know about them this winter.

5 GOALS FOR 2021

8% Company Growth

Train Professional,
Knowledgeable Dealers

Grow Commercial
Business

Create a Simpler,
More Enjoyable
Dealer Experience

Increase Demand
for AMSOIL Products

52,000

Nearly the number of new buying customers our promotions helped secure the past year.

142

Roughly the number of customers we hand off to Customer-Certified Dealers every day.

\$117

Additional average amount spent annually by customers who use our promotions.



Dealer Vision 2021: Securing the Dealer Opportunity for the Next 50 Years

None of us will soon forget 2020. At its outset, all signs pointed to another strong year of company growth. Then the coronavirus sent the worldwide economy into a tailspin. Our sales declined, but our dedicated Dealers and corporate staff rallied to tackle the challenge. Thanks to your hard work, we rebounded with unprecedented speed and posted another year of growth despite the economic challenges, which is testament to the strength of the company.

Even so, this is no time to rest on our laurels. We're facing new challenges to the Dealer opportunity, such as pressure from the emerging "gig economy," the need to diversify our customer base, the need to better train Dealers and the challenge to make the Dealer opportunity simpler and more enjoyable. Facing challenges is nothing new. Since we founded the Dealer network in 1973, we've adapted and improved the opportunity in several ways to strengthen and secure your future. In 2021, we'll continue that tradition by focusing on the goals outlined here. Top of the list is to grow the company 8 percent, which will help us to continue offering people like you the chance to make money selling AMSOIL products for the next 50 years.



TRAIN

Train Professional, Knowledgeable Dealers

Some of you may have encountered a prospect who wouldn't even consider AMSOIL products due to a bad experience with an unprofessional fellow Dealer. That's one reason Dealers say they want us to provide more training. Another is so they can ensure they're up to speed on our products, programs and the markets we serve.

Although we offer several free training courses in AU Online in the Dealer Zone, in March we're going to unveil **new Dealer Basic Training** to equip Dealers with the basics needed to sell AMSOIL products more effectively. It will consist of four modules: Customer Basic Training, Sponsor Basic Training, Retail Basic Training and Commercial Basic Training. As the names suggest, each provides critical information about a specific area of the business. Each module is comprised of several short videos about 2-3 minutes long. You can view them easily on your phone, tablet or desktop anytime, anywhere.

While we created this training specifically with new Dealers in mind, longtime Dealers benefit by learning about the latest updates we've made to our customer programs that can help them succeed. New training also supports your efforts to train your sponsored Dealers while helping ensure all Dealers have the knowledge and professionalism to represent our brand well.

We'll provide much more on training in the months ahead.

CHALLENGES.

- Unprofessional Dealers make your job tougher
- Dealers want and expect more training
- New Dealers receive inconsistent or no training from their sponsors

SOLUTIONS.

- Free training in AU Online
- New Dealer Basic Training in March
- Convenient and mobile-friendly



INCREASE

Increase Demand for AMSOIL Products

In surveys, Dealers have been unified in their desire for increased brand awareness and national advertising. It's much easier to have a conversation about AMSOIL products with someone who's already aware of our brand and reputation.

Furthermore, prospects have several lubricant brands from which to choose. To stand out and help you earn more sales, we need to introduce innovative ways to grow sales. This is especially important today since people interested in the "gig economy," with which we're competing, expect companies to take a leading role in converting prospects to assigned customers.

To strengthen our position, we've invested heavily in national advertising on TV, such as the MotorTrend Network; online; and in enthusiast magazines, such as *Car and Driver* and *Motor Trend*. We've also established strategic partnerships with influencers like Banks Power and Kenny Hauk to place our brand in front of enthusiasts, our best potential customers.

In addition, the new AMSOIL.com and AMSOIL.ca have enabled us to **run product promotions**, which create urgency to make a purchase immediately. Dealers can share our promotions to help build their customer base. Promotions also help us gain more new customers, whom we then **assign to Customer-Certified Dealers, helping you build your customer base.**

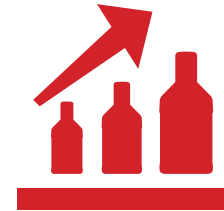
In 2021, expect to see more promotions for all customer types, including commercial and retail accounts.

CHALLENGES.

- Dealers want increased brand awareness
- Crowded marketplace
- "Gig economy" participants expect companies to send customers directly to them

SOLUTIONS.

- Heavy investment in national advertising
- Partnerships with influencers
- More product promotions



GROW

Grow Commercial Business

Commercial businesses offer tremendous potential, particularly contractors, fleets and agricultural businesses. However, several barriers have prevented many Dealers from success in this area, such as long sales cycles, the need for specified technical expertise and competition from vendors selling low-cost products.

To meet the challenge, we've improved our Commercial Program to include free shipping, a simpler volume discount schedule and periodic product promotions. In October, we introduced our new Extended-Discount Program, which provides even more savings for high-volume accounts.

We've also hired more staff dedicated to helping Dealers secure and service commercial and retail accounts, combining our expertise with your local knowledge and business relationships.

In 2021, we're going to **sharpen our focus on securing more contractor, fleet and agricultural accounts.** To help you in this area, corporate staff will hold **more live online training** with Dealers throughout the year. We're also **updating our commercial literature items** to be more effective while **simplifying the registration and leads processes.**

These developments should help more Dealers secure more commercial accounts, diversifying our customer base and strengthening the Dealer opportunity.

CHALLENGES.

- Dealers focus on too many difficult-to-enter industries
- Encourage more Dealers to pursue commercial accounts
- Complex registration and leads processes

SOLUTIONS.

- Narrow our focus to contractors, fleets and agricultural businesses
- Provide free commercial training
- Update commercial literature
- Simplify the registration and leads processes

76%

of Dealers who complete the Dealer Onboarding Program make purchases and earn commissions.

“In a land where everyone is open to a side hustle, the one that is the easiest to start, the easiest to understand, fits nicely into my existing lifestyle and provides the lowest risk will win.”

Brett Duncan,
Co-Founder and Managing
Principal of Strategic
Choice Partners

Create a Simpler, More Enjoyable Dealer Experience

More new Dealers have registered in the past year than the previous three years combined. The increase is due in large part to your efforts to share the opportunity, people looking for side jobs during the coronavirus pandemic and the effectiveness of joinAMSOIL.com.

With all these new Dealers in our ranks, we must continue to simplify the opportunity to ensure their success. In one major Dealer survey, only 37 percent of respondents had the same enthusiasm for the Dealer opportunity as they do for AMSOIL products. One of the main reasons cited was complexity, particularly for new Dealers.

To simplify things, we eliminated the thick binder of paperwork we used to send new Dealers and created the **Dealer Starter Kit**, which contains only the essentials. We also introduced the **Dealer Onboarding Program**, which provides new Dealers direction for getting started. **New Dealer Basic Training**, available in March, will also help improve the new-Dealer experience, while **joinAMSOIL.com** presents the opportunity in a way that better aligns with the expectations of people interested in side jobs, helping you more effectively recruit new Dealers.

All our 2021 goals will help make the Dealer opportunity simpler, more enjoyable and easier to understand, helping secure the Dealer network for another 50 years.

CHALLENGES.

- Dealer opportunity too complex
- Misaligned expectations
- Pressure from “gig economy”

SOLUTIONS.

- Build a simpler, more enjoyable Dealer experience
- Align with expectations



SIMPLIFY

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

This Is Where Freedom And Opportunity Meet

Join a community of the world's finest, represent a highly respected product line and chart your own path for success.

[SHOW MORE](#)

Buy at the Lowest
Prices



Minimal Startup
and Overhead



No Quotas



Access to the Full
Product Line



Find Financial
Freedom



No Inventory
Requirements

How To Get Started

With an industry-leading reputation spanning 40-plus years, we have a process that is easy to start and easy to follow.



AMSOIL PROMOS CONTINUE TO BOOST BUSINESS

We stepped up our promotions in 2020, and the results were outstanding. Promotions provided the extra value and incentive for customers to make a purchase, resulting in more orders, increased order sizes and higher commissions for many AMSOIL Dealers.

Promotions have proven to be successful at attracting customers and spurring sales. Last year we increased the frequency of promotions and expanded them to reach all different types of customers, including online/catalog customers and P.C.s, retail accounts, commercial accounts and even promotions for independent Dealers. The efforts paid off tremendously. We're hoping to continue this trend into the new year, and we're excited to continue offering these promos as a tool for Dealers to boost their businesses. We'll provide everything you need to use them to your advantage online and in-person.

Social Media:

Social media is a great tool to help spread the word to your followers about an ongoing promo. We provide Independent Dealers with promo graphics to use on social media in our AMSOIL Dealer Facebook group.

Email:

Customers subscribed to AMSOIL emails receive promo notifications from AMSOIL. It's also a good idea to send your customers a personal email notifying them of any current offers.

Fliers:

Printing fliers and mailing or delivering them to prospective and existing customers is a great way to let them know about a valuable promotion. Check the Dealer Zone for printable promotional fliers.

Important Tips To Remember

When advertising a promotion online, be sure all information is accurate with links/referrals to [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.ca) for full details and exclusions.

Avoid advertising exclusive promos to the wrong account type. If an offer is only available to P.C.s, don't advertise it to a different type of account that can't take advantage.

Make sure you and your customers are always aware of any promotions that are running so you can take advantage. Be on the lookout in the Dealer Zone and your Message Center as we roll out more promos this year.

How You Benefit

- Promos attract more customers.
- Promos increase share of wallet.
- Promos help tip people from thinking about making a purchase to actually making a purchase.
- All this results in higher commissions for you.

DEALER ACTION PLAN

Create a list of potential customers that could benefit from a current promotion – aim to match the right product with the right customer at the right time. Use the “special deal” as an opportunity to touch base with your customers and introduce them to new additions to the AMSOIL lineup or products they might not know we offer.



PROMOTIONS HELP INCREASE SALES AND COMMISSIONS

- Customers who buy on promotion make 1-2 more purchases annually and spend \$117 more annually than other customers.
- AMSOIL Dealers are paid full commissions on the sales generated through promotions.
- In 2021, we will double our investment in promotions.

PRESERVE DIESEL PERFORMANCE

AMSOIL diesel fuel additives effectively preserve the power, performance and efficiency of diesel vehicles.

AMSOIL Diesel Injector Clean (ADF)

Diesel Injector Clean removes performance-robbing deposits from diesel fuel injectors to help restore horsepower and improve fuel economy. It is formulated for all types of diesel engines, including high-pressure common-rail designs.

- **Cleans** dirty injectors
- **Lubricates** pumps and injectors to reduce wear
- **Extends** fuel filter life
- **Improves** fuel economy up to 8%
- **Restores** power and torque
- **Reduces** smoke and emissions
- **Helps** prolong time between EGR and DPF regenerations
- **Combats** fuel-system corrosion
- **Reduces** downtime and maintenance costs
- **Safe** for use in all diesel fuels, including biodiesel
- **Alcohol-free**

AMSOIL Diesel Cold Flow (ADD)

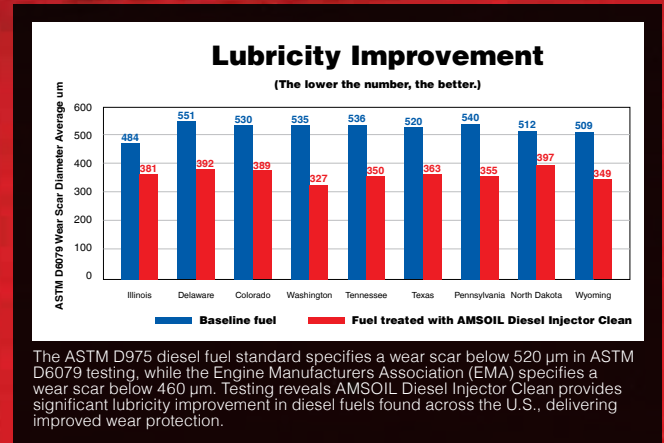
Diesel Cold Flow combats diesel fuel gelling by improving diesel cold-flow ability. It is formulated with an advanced deicer to enhance fuel flow and help prevent fuel filter-plugging in cold temperatures.

- **Lowers** cold filter-plugging point (CFPP) by up to 40°F (22°C)
- **Enhances** engine reliability in cold temperatures
- **Fights** gelling in cold weather
- **Improves** low-temperature startability
- **Prevents** wax settling during storage
- **Inhibits** fuel filter icing
- **Safe** for use in all diesel fuels, including biodiesel
- **Reduces** downtime and maintenance costs
- **Alcohol-free**

AMSOIL Diesel Cetane Boost (ACB)

Diesel Cetane Boost raises the cetane number of diesel fuel up to eight points for maximum horsepower, increased fuel economy and easier starts in all diesel engines.

- **Increases** cetane up to 8 points
- **Delivers** maximum horsepower
- **Increases** fuel economy
- **Improves** startability
- **Smooths** idle
- **Reduces** smoke and emissions
- **Safe** for use in all diesel fuels, including biodiesel
- **Alcohol-free**



AMSOIL Diesel Injector Clean + Cetane Boost (ADS)

Diesel Injector Clean + Cetane Boost combines the superior detergency and improved lubricity of Diesel Injector Clean and the increased horsepower and cetane of Diesel Cetane Boost in one convenient package, providing the full potency and benefits of both products at an affordable price.

- **Cleans** dirty injectors
- **Lubricates** pumps and injectors to reduce wear
- **Increases** cetane up to 8 points
- **Extends** fuel-filter life
- **Improves** fuel economy up to 8%
- **Combats** fuel-system corrosion
- **Delivers** maximum horsepower
- **Safe** for use in all diesel fuels, including biodiesel
- **Alcohol-free**

AMSOIL Diesel All-In-One (ADB)

Diesel All-In-One combines the superior detergency and improved lubricity of Diesel Injector Clean, the excellent cold-flow and anti-gelling properties of Diesel Cold Flow and the increased horsepower and cetane of Diesel Cetane Boost in one convenient package, providing the full potency and benefits of all three products at an affordable price.

- **Cleans** dirty injectors
- **Lubricates** pumps and injectors to reduce wear
- **Extends** fuel-filter life
- **Improves** fuel economy up to 8%
- **Combats** fuel-system corrosion
- **Prevents** wax settling during storage
- **Lowers** cold filter-plugging point (CFPP) by up to 40°F (22°C)
- **Delivers** maximum horsepower
- **Increases** cetane up to 4 points
- **Safe** for use in all diesel fuels, including biodiesel
- **Alcohol-free**

AMSOIL Diesel Recovery (DRC)

Diesel Recovery is an emergency diesel fuel treatment that dissolves the wax crystals that form when diesel fuel has surpassed its cloud point. It liquefies gelled diesel fuel and thaws frozen fuel filters, avoiding costly towing charges and getting diesels back on the road. For preventive maintenance, use Diesel Cold Flow or Diesel All-In-One.

- **Quickly** dissolves gelled fuel
- **Thaws** frozen fuel filters
- **Performs** well in ULSD, off-road & biodiesel
- **Alcohol-free**
- **Non-corrosive**

Do All-in-One Diesel Fuel Additives Compromise Performance?

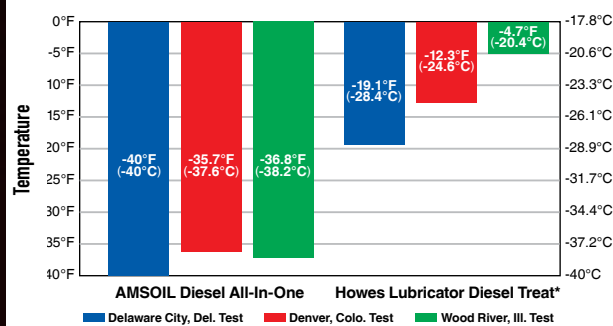
Test data on competing all-in-one diesel fuel additives has revealed less-potent formulas that fail to provide the performance required by today's diesel engines. We invested considerable time and resources to ensure AMSOIL Diesel All-In-One doesn't compromise performance. It provides the full potency and benefits of Diesel Injector Clean, Diesel Cold Flow and Diesel Cetane Boost in one convenient package, at a cost-effective price. GET FUEL ADDITIVES THAT ACTUALLY WORK. GET AMSOIL.

Superior Cold-Temperature Protection

Provides as much as **32°F (18°C)** better protection against cold temperature gelling than Howes Lubricator Diesel Treat.^M Plus raises cetane up to 4 points.

Cold Filter-Plugging Point (cfpp)

(The lower the number, the better.)



^MBased on independent testing in July 2017 of AMSOIL Diesel All-In-One and Howes Lubricator Diesel Treat using diesel fuel representative of the U.S. marketplace and Howes' recommended treat ratio for above 0°F (-17.8°C).






Increase Sales with the Bulk Dispensing Co-op Program

To help Dealers grow sales with retail installers and large-volume commercial accounts, AMSOIL has partnered with Graco International and Fluidall to offer industry-leading equipment with the AMSOIL Bulk Dispensing Co-op Program.

Account Benefits

- Buying in bulk saves money
- Helps qualify for free shipping and lift-gate service
- Helps alleviate administrative burdens; reduces expenses and waste
- Delivers more efficiency for vehicle operations
- Maximizes floor space; provides flexibility to move fluids with mobile systems

Savings*:		
OE Synthetic Motor Oil	XL Synthetic Motor Oil	Signature Series Synthetic Motor Oil
 Cost per quart (case of quarts): \$4.94 Cost per quart (55-gal. drum): \$4.29	 Cost per quart (case of quarts): \$6.58 Cost per quart (55-gal. drum): \$5.45	 Cost per quart (case of quarts): \$9.04 Cost per quart (55-gal. drum): \$7.93

*Based on wholesale pricing difference between cases of quarts and 55-gallon drums

Dealer Benefits

- Helps gain and retain accounts that prefer buying in bulk or are looking for better pricing
- **Accounts' average monthly purchase totals double after enrolling in the program**

How the Bulk Dispensing Co-op Program Works

You purchase bulk dispensing equipment and supply it to your account in exchange for the account agreeing to a two-year minimum purchase commitment. AMSOIL subsidizes the equipment cost, and automatically deducts the remaining balance from your commissions over a two-year period.

Dealer Requirements

- Must be an established Dealership with history of commissions sufficient to cover the monthly payments for contracted dispensing equipment
- Available in the contiguous United States only

Account Requirements

- Purchase drums or totes and meet minimum annual purchase quantities
- Sign two-year minimum-purchase contract
- Space for bulk packaging, dispensing equipment and an air compressor to engage the pump
- Ability to manage bulk inventory. Dealers may need to educate accounts or provide short-term product management services

Account Approval

Participation in the Bulk Dispensing Co-op Program requires approval from Dealer Sales. If approved, AMSOIL will prepare two agreements:

1. Account Purchase Agreement: Detailing the lubricant being purchased, required number of drums/totes, pricing and contract term
2. Dealer Equipment Contract: Specifying the dispensing equipment SKU, quantity, cost of equipment and Dealer payment arrangement terms

Dispensing equipment is also available for purchase at a discounted rate.

Purchase Process

1. Dealer and account determine equipment needs
2. Dealer contacts AMSOIL Dealer Sales for approval of dispensing equipment co-op opportunity
3. Dealer and account sign dispensing equipment contract
4. Dealer makes 10% down payment and confirms monthly commission deductions to cover the remaining cost of the equipment
5. AMSOIL processes the equipment order through Graco or Fluidall and has it shipped directly to account
6. Dealer receives notification at the completion of equipment payments/monthly commission reduction

Equipment Warranty and Service

Graco International is recognized as a world leader in dispensing and pumping equipment, providing high-quality, top-performing products. Graco warrants its equipment for five years and handles service claims directly. Fluidall is the most innovative and fastest-growing fluid-storage solution manufacturer in North America. Fluidall warrants the tanks will be free from defects in workmanship and materials, under normal use and service, for the serviceable lifetime of the tank.

Equipment Overview

The following equipment is offered through the Bulk Dispensing Co-op Program:



Graco 3:1 Mobile Drum Kit, #24H777:

- Designed for 55-Gallon Drums
- 3:1 LD Series Universal Pump
- Fluid Hose Kit, 5 Meters
- LDP5 Rigid Meter
- 55-Gallon Cart



Graco Tote Package, #24H726:

- Designed for 275-Gallon Totes
- 3:1 Universal Oil Pump
- 6-Foot Oil & Suction Hose Kits
- Mounting & Real Bracket Kits
- Meter Tray
- LDM5 Rigid Meter
- LD Oil Hose Reel (1/2" x 35')



Fluidall Gravity Feed Tote-a-Lube System, T120-70-70:

- Designed for oil storage
- (1) 120-gallon tank
- (2) 70-gallon tanks
- 24" Stand
- Drip Tray Assembly & Dispense Kit



Graco 120-lb. Grease Package, #24J036:

- Designed for 120-lb. Drums
- 50:1 Pump
- Follow Plate
- Drum Cover
- Grease Valve
- Z-Swivel
- Grease Hose Kit, 6 Feet

Pricing Details and Purchase Requirements

The table below highlights the Dealer pricing details and retail or commercial account purchasing requirements. AMSOIL covers a portion of the equipment cost and shipping. Any applicable taxes will be the responsibility of the Dealer. Taxes will be assessed and processed with the initial down payment.

Part#	Equipment	Equipment List Price	DEALER			ACCOUNT
			Dealer's Total Co-op Cost	10% Initial Down Payment	Monthly Commission Deduction	2-Year Purchase Commitment
24H777	Graco 55-Gallon Mobile Drum Kit	\$1,835.00	\$750.00	\$75.00	\$29.35	6 Drums; 3 per Year
24H726	Graco 275-Gallon Tote Package	\$2,310.00	\$950.00	\$95.00	\$37.17	2 Totes; 1 per Year
24J036	Graco 120-lb. Grease Drum Kit	\$939.00	\$400.00	\$40.00	\$15.65	4 Barrels; 2 per Year
T1207070	Fluidall 3-Tank System	\$1,598.00	\$750.00	\$75.00	\$29.35	6 Drums; 3 per Year



Graco Hand Lever Pump, #114829:

Graco Hand Lever Pumps are available at AMSOIL.com for purchase at a discounted rate. Regular shipping and tax charges apply. Available in United States and Canada.

- Designed for 55-Gallon Drums
- Dispenses 0.1 Gallons per Downstroke

List Price: ~~\$70.75~~

AMSOIL Price: \$60

January Close-Out

The last day to process January orders in the U.S. and Canada is the close of business on Friday, Jan. 29. 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 January business will be accepted until 3 p.m. Central Time on Friday, Feb. 5. All transfers received after this time will be returned.

New Can-Am ATV/UTV Oil Change Kits Coming Feb. 1

The Can-Am ATV/UTV Oil Change Kit (CK1, CK2, CK3) provides everything needed to perform an AMSOIL oil change on most Can-Am* ATVs and UTVs in one convenient package, including the appropriate amount of AMSOIL Formula 4-Stroke® 0W-40 Synthetic Motor Oil, an oil filter, O-ring and washers. They offer the perfect combination of AMSOIL quality and convenience. Look for details in the February edition of *AMSOIL Magazine*.

New Powersports Antifreeze & Coolant Available Feb. 2

Powersports Antifreeze & Coolant (PSAF) is formulated and packaged for all powersports applications, including on- or off-road motorcycles, UTVs, ATVs, snowmobiles, outboard motors and personal watercraft. It is optimized for powersports cooling systems that contain increased aluminum while delivering excellent all-season performance for up to five years. It is premixed 50:50 with high-purity water and is available in quart packaging, eliminating the hassle of mixing fluids and allowing enthusiasts to buy only what they need. Look for details in the February edition of *AMSOIL Magazine*.



HOODED SWEATSHIRT

Constructed of 65/35 ring-spun combed cotton/polyester fleece with rib knit side gussets, cuffs and hem with spandex, white lace drawcords with gray tick stitching and front pouch pocket.

Stock# G3612 S-XXX
 U.S. Price: 46.00
 CAN Price: 61.00

Account Discount and Co-op Reminders

Don't forget to remind your commercial, retail and installer accounts about the great perks they can receive based on purchases they make throughout the year.

Installer Discount Program

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.

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%

Retail Co-op Program

Retail accounts (non-installers) earn co-op credit that can be applied to the costs of qualified advertising, literature, merchandising and promotional items. Co-op credit is earned with every product purchase throughout the year. All credit is awarded at the beginning of January the following year and expires on Dec. 31. The more an account buys in a year, the greater the co-op percentage earned. Co-op credit is earned according to the following scale:

Total Annual Purchases	Percentage Earned in Co-op Credit
\$0 - \$7,499	3%
\$7,500 - \$24,999	4%
\$25,000 or more	5%

Commercial Discount Program

Commercial accounts also 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. 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%

WINTER OFFERS THE PERFECT TIME TO APPROACH LANDSCAPERS

Professional landscapers make some of our best prospects. Across much of North America, business slows in the winter, marking the ideal time to approach landscapers and start a conversation about how AMSOIL products can help them maximize equipment life and profitability.

AMSOIL SABER® Professional Synthetic 2-Stroke Oil (ATP) is a great place to start. It offers a nearly immediate performance improvement in handheld two-stroke equipment, including string trimmers, chainsaws and backpack blowers. The SABER Handout (G3564) is an excellent sales tool for landscapers. It shows images of STIHL* string trimmer parts

following a 600-hour field trial with a professional landscaping company. SABER Professional prevented power-robbing carbon, helping the company extend trimmer life. Mixed at 100:1, SABER Professional also saved the company more than 50 percent on oil. Use the SABER Handout along with the Commercial Program Catalog (G3469, G3474

Can.) to start a conversation with prospects this winter. You may just land a new customer in time for spring landscaping season. View the Commercial Products Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs) for insights on signing up landscapers and other commercial-account prospects.



Commercial Program Catalog

WHO'S IT FOR?

Current and prospective commercial accounts
 • Contractors • Over-the-road truckers • Farmers/ranchers • Fleets
 • Landscapers • Heavy-duty off-road equipment operators

WHAT PRICING DOES IT SHOW?

Wholesale cost

U.S. Commercial Program Catalog

Stock #	Units	Pkg./Size	U.S. Dealer
G3469	EA	1 U.S. catalog	0.90
G3469	CA	100 U.S. catalogs	85.00
G3469	PK	300 U.S. catalogs	240.00

Can. Commercial Program Catalog

Stock #	Units	Pkg./Size	Can. Dealer
G3474	EA	1 Can. catalog	1.25
G3474	CA	100 Can. catalogs	114.00
G3474	PK	300 Can. catalogs	322.40

SABER Handout

The SABER Handout fits perfectly inside the Commercial Program Catalog or works great on its own.

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G3564	EA	10 handouts	2.00	2.70



An exciting year ahead for commercial business

New resources to help you expand commercial sales in 2021.

Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

Growing commercial business is one of our top priorities this year as we work to secure the Dealer opportunity for the next half-century. While 2020 presented challenges to many commercial industries, there were several bright spots where Dealers found opportunities for sales. That led to new customers and strong commercial growth, proving the importance of diversification and the potential commercial businesses offer for building a Dealership able to withstand economic downturns.

Dealers have had the most success in three important industries:

- **Contractors** – landscape, construction, trades, road maintenance
- **Fleets** – transportation (bus/taxi), local trucking companies, rental centers
- **Agriculture** – farm and ranch

You may already have customers in these categories. These businesses come in all different shapes and sizes. They tend to have goals and challenges with which AMSOIL products can help. Our products and delivery capabilities align well with their current expectations. In addition, these businesses are less likely to have a yearly bid process, meaning they're more likely to understand how paying a little more up front for quality products results in reduced maintenance and increased efficiency that reduces overall costs down the road.

For these reasons, we are sharpening our focus in 2021 on providing the tools and guidance you need to acquire new

customers and grow existing business in these industries. Our goal is to help you focus on opportunities where you'll be most successful and where AMSOIL is most likely to win.

We are excited to introduce new tools to supplement your efforts in these markets, including...

- **New sales aids** – We're developing industry-focused sales tools that help you identify common problems your prospects face and the appropriate AMSOIL solutions. These literature items will apply to multiple customers and provide a quick reference item to guide your discussions. You can then supplement your discussion with a leave-behind brochure or catalog. The idea is to get the customer talking about what is important to them and what problems they are trying to solve, leading to how you and AMSOIL products can help.
- **Monthly commercial training** – This year, we will hold monthly virtual training meetings open to all Dealers. Meetings will cover various topics designed to help improve your technical knowledge and selling skills. We'll also cover various AMSOIL tools that can help you add value to your commercial accounts. Meeting details will be announced in the Dealer Zone, so make sure you check the Dealer Zone daily.
- **Extended-Discount Program** – Our discount schedule for commercial accounts helps you counteract pricing pressures in this competitive market and provide greater value

to your customers. In limited, high-volume instances, however, our standard discount level isn't enough to remain competitive. That's why we introduced the Extended-Discount Program last October. It is designed for commercial and installer accounts that purchase high enough volumes that even with a 10-percent discount, we're 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. See *Insight on Sales* in the October 2020 Magazine for details.

We are excited for continued commercial growth in 2021. Opportunities are abundant within these targeted industries in almost every community. The commercial team is here to help you grow your commercial business. Reach out to us to discuss any opportunities you have.

AMSOIL COMMERCIAL TEAM

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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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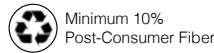
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AMSOIL RUNS ON FREEDOM™ LIMITED SNOWMOBILE WARRANTY

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)**.

