

AMSOIL[®]

► DEALER EDITION

MAGAZINE

MAY 2021

GET READY FOR TOWING SEASON

| PAGE 8



Protecting and Expanding Online Pricing | PAGE 10

COMING
SEPT. 1

DEALER CERTIFICATION

In 2020, Customer-Certified Dealers were assigned an average of **15-18 buying customers each**. Here's how to become certified and **get in on the action**.

CUSTOMER



TRAINING

Eligible to receive co-op support.

CUSTOMER CERTIFIED

Eligible to be assigned buying P.C.s & online/catalog customers AND appear on the AMSOIL Locator at AMSOIL.com or AMSOIL.ca.

- COMPLETE CUSTOMER BASIC TRAINING
- MEET ACTIVITY REQUIREMENTS
- Have 4 or more new qualified customers in the past 12 months
- OR
- Have 2 or more new qualified customers in the past 12 months and meet one of the following alternative qualifications:
 - Have been a Dealer for less than 1 year
 - Have 24 or more active buying customers
- Have more than \$10,000 in personal purchases plus 5 or more active buying customers

CUSTOMER



CERTIFIED

SPONSOR



TRAINING

SPONSOR CERTIFIED

Eligible to be assigned Dealers.

- COMPLETE SPONSOR BASIC TRAINING
- BE CUSTOMER CERTIFIED
- HAVE 1 PERSONALLY SPONSORED DEALER
- LIVE WITHIN 100 MILES (161 KM) OF ASSIGNED DEALERS

SPONSOR



CERTIFIED

RETAIL



TRAINING

RETAIL CERTIFIED

Eligible to be assigned retail accounts.

- COMPLETE RETAIL BASIC TRAINING
- BE CUSTOMER CERTIFIED
- HAVE 1 PERSONALLY REGISTERED RETAIL ACCOUNT
- LIVE WITHIN 100 MILES (161 KM) OF ASSIGNED ACCOUNTS

RETAIL



CERTIFIED

COMMERCIAL



TRAINING

COMMERCIAL CERTIFIED

Eligible to be assigned commercial accounts.

- COMPLETE COMMERCIAL BASIC TRAINING
- BE CUSTOMER CERTIFIED
- HAVE 1 PERSONALLY REGISTERED COMMERCIAL ACCOUNT
- LIVE WITHIN 100 MILES (161 KM) OF ASSIGNED ACCOUNTS

COMMERCIAL



CERTIFIED



Get Ready for Towing Season | PAGE 8

FEATURES

- 8** Get Ready for Towing Season
- 10** Protecting and Expanding Online Pricing
- 11** Three Tiers of Protection
- 12** Half-Million-Mile VW* Beetle* Still Running Strong
- 13** Powerful Cleaning Action
- 14** Get Ready for Classic-Car Season

DEPARTMENTS

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

ADVERTISEMENTS

- 2** Dealer Certification
- 5** DJ Convention: Gone Virtual
- 19** No More Confusion
- 23** Why Buy AMSOIL Fuel Additives?
- 24** New AMSOIL Powersports Antifreeze & Coolant: Cool Under Pressure

STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

John Baker
Brad Nelson
Jamie Trembath
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Len Groom
John Hensel

Editorial Contribution

Eric Brandenburg
Matt Erickson

Back Issues

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

On the Web

AMSOIL.com
AMSOIL.ca

President & CEO

Alan Amatzio

Board Chair & Interim President

Dean Alexander

© 2021, AMSOIL INC.

All rights reserved.

Printed by Arrowhead Printing
Duluth, MN USA.

Letters to the Editor

AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
letters@AMSOIL.com



THE COVER

Towing and summer heat place additional stress on drivetrain components. AMSOIL Signature Series Synthetic Automatic Transmission Fluid and SEVERE GEAR® Synthetic Gear Lube are up for the challenge.



From the President

The Dealer Sales team recently received a very nice note from Premier Direct Jobber Erin Hart out of Surrey, British Columbia. Erin just purchased a 2021 GMC* Sierra,* and he credited his AMSOIL Dealership with affording him the opportunity. His gracious letter offered thanks to the Dealer Sales team for their support, and thanks to Alan and me for, as Erin put it, "keeping AI's vision alive." He concluded by writing that the Dealer opportunity "truly does change lives."

It changes lives. I cannot fully express how good it feels to hear stories like that from hard-working Dealers like Erin. We are giving our all to help Dealers generate those types of stories. Over the past year, we've taken a hard look at the new-Dealer experience. Our onboarding program demonstrated the power of delivering corporate guidance early and improving new-Dealer engagement, resulting in improved retention. We bolstered those efforts with our new Dealer Basic Training series and expect a commensurate performance boost. Additional work is underway to identify the major pain points for new Dealers and eliminate them wherever possible. We know we need to simplify every area we can. We also know that Dealers who experience success early are more likely to remain Dealers for the long-haul. We

will do whatever we can to facilitate that early success and create the type of experience that attracts and retains hard workers, self-starters and those eager to achieve financial freedom and willing to put in the work to do so.

We recently launched a series of monthly commercial training events, and participation has been excellent. While this training is intended for more experienced Dealers, it has attracted several new Dealers as well, and that's perfectly fine. Many of them are finding value in the training and using their newfound knowledge to improve success in the field. Those of you who participate in the commercial market know the value of these accounts. They order in larger quantities than the average consumer, and once they experience the results of using AMSOIL products, they usually remain loyal. Few Dealers participate in the commercial area. We would like to change that, but it's important that you prepare before attempting to secure commercial business. Through Commercial Basic Training, our ongoing series of virtual training events and increased commercial support staff, we are providing Dealers with the resources to register new commercial accounts and expand sales to existing ones. I encourage each of you to use these

resources to your benefit. The long-term health of your Dealership relies on your ability to acquire new customers and build a diversified base of customers and accounts. Securing commercial business will increase your commissions and lend stability when other areas of business may be suffering.

Set a goal for your Dealership to have three personally sponsored, buying commercial accounts. Participate in Dealer Basic Training and monthly commercial training events and encourage Dealers on your team to do the same. Discuss what you learned and make a plan for putting your new knowledge to work in the field. Set goals and hold each other accountable. If you do these things, you will soon find yourself feeling as though your Dealership has changed your life, just like Erin Hart.

Dean Alexander
Board Chair & Interim President

THE NEXT50
Commitment • Collaboration • Success

DJ Convention: GONE VIRTUAL

Oct. 8-9

**Join us this fall as we celebrate at the 2021
AMSOIL Direct Jobber Virtual Convention.**

This exciting online event will feature:

- **Innovative** sales and marketing training from corporate staff
- **Virtual** networking opportunities
- **Celebrations** of Direct Jobber achievements
- **And more**

Join other AMSOIL Direct Jobbers for a unique blend of training, fellowship and fun. Watch the Dealer Zone for registration information.



LETTERS TO THE EDITOR

OIL FILTERS

My son brought his 2016 Mazda* 6 with a 2.5 litre, 4-cylinder engine in for an oil change and service. He brought his own AMSOIL motor oil and filter. While waiting, the technician came out of the service bay and recommended using an OEM Mazda filter instead because of the unique engine design. Apparently, he felt the Mazda engine did not pump enough oil pressure to get oil into the smaller holes into the top of the AMSOIL filter — too much resistance.

I'm assuming when filter manufacturers like AMSOIL make filters, they have to meet the specifications provided by Mazda, like how much oil can flow through the top of the filter. I also realize sometimes car manufacturers revisit their original specifications based upon new evidence or experience from the field (like a recall or service bulletin). While I have no doubt the AMSOIL filter offers much better filtration, the top of the Mazda filter does appear more porous.

Here are my questions:

- 1) Is the AMSOIL filter meeting the current Mazda specifications in this regard?
- 2) If the engine were to fail and the filter were found to be "dry," would the AMSOIL warranty cover the engine?

Greatly appreciate whatever assistance you can provide.

Mark Durand

AMSOIL: Thank you for your letter, Mark. When we design our filters, we ensure they meet or exceed OEM requirements. Yes, both your older AMSOIL Oil Filter design and our new Oil Filter design meet the current Mazda specifications. While the inlet holes for the AMSOIL and OEM filters are different sizes, the oil return holes are the same on both filters. To achieve proper oil flow, the total area of the inlet holes must be equal to or greater than the total area of the oil return hole. In this case, our filter's inlet hole area is equal to the oil return hole area, providing proper oil flow and meeting the OEM requirements. With our latest filter design, we upgraded the inlet hole design and improved cleanliness, oil flow and strength while still meeting OEM requirements.

As far as your warranty coverage question, we would first investigate a "dry" filter and the cause of any engine failure. If our oil and filter were used properly and were the reason for an engine failure, yes, our warranty would cover it. See the full details on our warranty at AMSOIL.com/warranty. "Dry" filters typically stem from oil filters that don't have anti-drainback valves; they appear dry when removed from the engine. The filter that fits your son's Mazda 6 has an anti-drainback valve that prevents oil from draining back into the oil sump, as well as the appearance of a "dry" filter when removed.

AMERICAN MANUFACTURING

Because of the problems dealing with China, isn't it about time to resource oil filters, apparel and other items back into the USA? The majority of oil filters used to be made in America. Is unit cost the major reason why so many are now made in China?

Let's bring the AMSOIL production back to the USA to provide jobs for American workers. As a long-time independent Dealer, I don't think the added cost should be a problem.

Sincerely,

Marty Wambach

AMSOIL: Good comments, Marty. We prioritize buying American and working with American manufacturing partners. The reality is that in today's global economy, it isn't easy to meet all requirements using U.S.-only manufacturing, and in some cases it is impossible. Our filter manufacturing partners do not have U.S. facilities capable of making certain filters. In those cases, they have to be made elsewhere, including China. But it's either that or we don't provide a filter option for customers who require that particular filter.

Cost is a factor for everything we produce, but it is not the lead factor. We care more about our partners' ability to meet our demands for quality, timeliness and stability. Rest assured that we seek U.S. production partners first and only move beyond U.S. partnerships when we have to.

SHIPPING

If I log into the AMSOIL website and order oil as a Dealer, I pay \$11.99 for shipping. When I order Joint Support from ALTRUM, I also have to log in and I get charged another \$11.99 for shipping. If AMSOIL and ALTRUM are the same company, it would be fair that I only pay shipping once. AMSOIL continues to change the website to make it more friendly, but it is not friendly at all when both pages are not linked. When we had the Dealer promotion to spend \$100 and get free shipping, I had to call customer service and order by phone in order for me to have the promo code available. Personally, I don't like to call and give my credit card info on an open line. I prefer to do it in the Dealer Zone. Also, if I order two bottles of Joint Support, \$11.99 for shipping is way too much. The post office has a small cardboard box that costs around \$8 to ship priority, and they arrive at my house in three days. I ordered one bottle of Joint Support and it took over 17 days.

Thank you.

Salvador Mazin

AMSOIL: Thank you for sharing your concerns, Salvador. We encourage you to redeem promo codes and mitigate shipping charges by using the EZ Order Form, which allows you to combine AMSOIL and ALTRUM products in the same transaction. If the order total of AMSOIL and ALTRUM products is \$350 (\$450 Can.), the order qualifies for free shipping. If the order total is less than \$350 (\$450 Can.), a single shipping charge of \$11.99 (\$13.99 Can.) will apply. This flat rate is based on average costs to ship Dealer orders under \$350. While UPS generally provides quick shipping times, the combination of the holidays (at the time of your order) and the pandemic resulted in some major delays for all carriers.

Email letters to:
letters@amsoil.com

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

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



Matt Erickson | VP, PRODUCT DEVELOPMENT

Devices we can loosely call “transmissions” have been around for more than 100 years. One of the earliest units was developed in 1904 and contained two gears automatically selected based on engine speed.

Owing to the relentless pursuit of increased fuel economy, today’s automatic transmissions contain up to 10 forward gears. More gears mean the engine runs at optimum efficiency more often, boosting fuel economy. Engineers have also used lightweight materials and low-viscosity fluid – and less of it – to further increase efficiency.

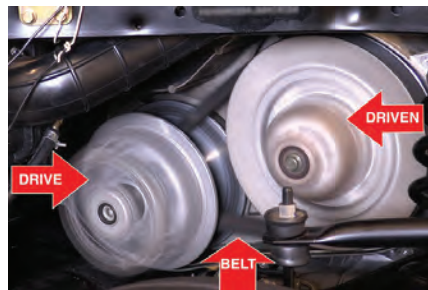
Continuously variable transmissions (CVT) and dual-clutch transmissions (DCT) present the latest developments in automotive transmissions. These technologies have been around for decades, but they’ve only recently caught on in mass-produced vehicles. Today, I want to talk about these “new” transmission designs and explain their lubrication needs.

The shift to CVTs

CVTs continuously and smoothly select the optimum gear ratio as operating conditions change, meaning the engine is always running at its ideal rpm for maximum efficiency. In a CVT-equipped vehicle, the driver doesn’t feel gear changes like he or she does in a vehicle using a traditional stepped automatic transmission because, in essence, the transmission doesn’t “shift” gears. Some manufacturers program simulated shift points to create the illusion that the transmission is actually shifting. In reality, however, it uses a pair of pulleys that vary their diameters to adjust the effective gear ratio, similar to the CVT shown from a UTV.

“New” transmissions help boost fuel economy

CVTs and DCTs are gaining popularity, but they require unique fluids for best performance.



CVTs use variable-diameter pulleys to create the optimum gear ratio depending on conditions.

The computer varies the pulley diameters so the engine can move the car as efficiently as possible, which improves fuel economy. Honda,* for example, says CVTs can increase fuel economy by 5 percent.

There are challenges, however. Most CVTs use a metal chain or belt to transfer torque between the drive pulley and driven pulley. A fluid with incorrect frictional properties can allow the belt or chain to slip. This not only leads to a bad driving experience, it can cause the belt/chain and pulleys to wear out, leading to expensive repairs.

DCTs continue to grow

While you’ll most likely find a CVT in a smaller sedan, DCTs are often used in sports cars and supercars.

Essentially, a DCT is an automatic transmission based on the architecture of a manual transmission. It consists of two manual clutches in the same housing. Most rely on computer-controlled, wet multi-plate clutches and do not require torque converters. By losing the torque converter and its inertia, DCTs gain energy efficiency. They provide more efficient shifts than traditional

automatics because as one clutch engages, the other readies the next gear, reducing the time spent shifting and increasing the time spent putting power to the ground, improving efficiency. Properly maintained and lubricated, the system delivers smooth, split-second shifts – the perfect complement to a powerful, high-performance engine.

While DCTs are capable of seamless shifts, they can shudder or lurch at slow speeds. Transmission fluid with specific frictional properties is required to prevent shudder. DCT fluid must also have excellent film strength to provide protection during the high-heat operation native to high-performance sports sedans and supercars.

While automatic transmissions still dominate the market, CVT and DCT use has grown steadily for years and is expected to continue as automakers look for all the fuel-economy gains they can find.

It’d be convenient if formulators could make a single lubricant for automatics, CVTs and DCTs. But it’s impossible given their unique needs. That’s why we design 100% Synthetic CVT Fluid (CVT) and 100% Synthetic DCT Fluid (DCT) to round out our transmission fluid line. Each lubricant is specifically formulated to target the performance areas critical for its unique application.

This gives you a complete line of solutions to offer all your customers.

GET READY FOR TOWING SEASON

AMSOIL synthetic drivetrain fluids provide maximum protection for summer's extreme operating conditions.

Whether hauling heavy tools and equipment to a job site or towing a boat for a relaxing weekend on the lake, many vehicles are subjected to extreme operating conditions and hot temperatures in the summer, placing increased stress on drivetrain components.

People commonly overstress their vehicles in the summer by overloading them and pulling trailers, campers or even fifth-wheel and boat combinations. As vehicle stress increases, transmission and differential temperatures rise and cause conventional lubricants to thin, resulting in inadequate lubrication that can lead to component failure.

Differentials today are subjected to severe-duty service and encounter more stress and heat than was typical only a few years ago. Modern turbodiesel trucks and vehicles with V-10 engines boast more horsepower and torque, challenging gear oils to provide adequate wear protection, while also providing maximum fuel efficiency.

The extreme pressures and temperatures generated by modern vehicles increase stress on gear lubricants and can lead to a serious condition known as thermal runaway. As temperatures in the differential climb upward, gear lubricants lose viscosity and load-carrying capacity. When extreme loads break the lubricant film, metal-to-metal contact occurs, increasing friction and heat. This increased friction and heat, in turn, results in further viscosity loss, which further increases friction and heat. As heat continues to spiral upward, viscosity continues to spiral downward. Thermal runaway is a vicious cycle that leads to irreparable equipment damage from extreme wear, and ultimately catastrophic gear and bearing failure.

The AMSOIL "Tow Package"

AMSOIL Signature Series Synthetic Automatic Transmission Fluid (ATF, ATL) and SEVERE GEAR® Synthetic Gear Lube (SVG, AGL, SVT, SVO) provide maximum protection in demanding environments such as towing, hauling and commercial use, providing increased lubricant film protection

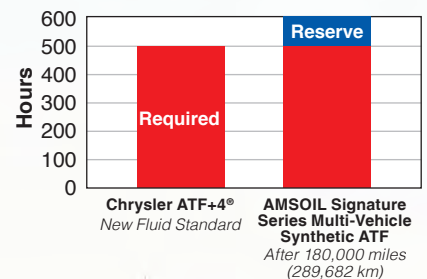
and reduced wear at elevated temperatures. They are formulated for extended drain intervals of up to 50,000 miles in severe service and 100,000 miles in normal service, or longer where specified by the vehicle manufacturer.

Field Proven

To demonstrate its effectiveness in severe service, Signature Series Multi-Vehicle Synthetic ATF was installed in Las Vegas taxi cabs. The vehicles routinely encountered demanding stop-and-go driving loaded with passengers and cargo, while the desert environment presented extremely hot ambient temperatures, placing enormous strain on the fluid.

Following 180,000 miles (289,682 km), a transmission was selected for analysis. The Aluminum Beaker Oxidation Test (ABOT) is an industry-standard test used to determine a transmission fluid's oxidation resistance, which is a good indicator of its service life. Testing by an independent, third-party lab revealed that after 180,000 miles in severe service, Signature Series Multi-Vehicle Synthetic ATF resisted oxidation longer than required for new fluid to meet the Chrysler ATF+4 specification (see graph). Internal components, including the valve body and clutch plates (pictured), were virtually free of damaging sludge, deposits and wear, confirming the lubricant's high level of protection for severe-service applications.

Reserve Protection Against Heat After 180,000 Miles (289,682 km)
ABOT Test Performed by Independent Lab
Based on Total Acid Number (TAN)



Gain great insights on selling Signature Series Synthetic ATF and SEVERE GEAR Synthetic Gear Lube by referencing their respective Dealer Sales Briefs in the Dealer Zone under the Learning Center tab.



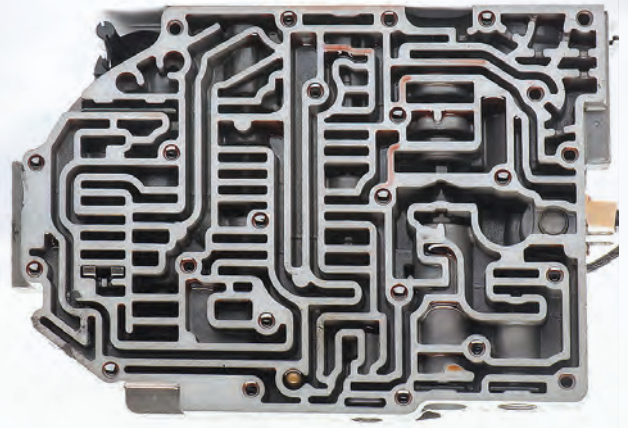


Signature Series Synthetic Automatic Transmission Fluid (ATF, ATL)

- Withstands the rigors of heavy towing, elevated temperatures and challenging terrain
- Remains fluid in sub-zero temperatures
- Provides reserve protection during heavy use and abuse

SEVERE GEAR® Synthetic Gear Lube (SVG, AGL, SVT, SVO)

- Advanced protection against wear
- Controls thermal runaway
- Protects against rust and corrosion
- Helps reduce operating temperatures
- Long oil, seal & equipment life



The transmission's valve body is clean and virtually sludge-free following 180,000 severe-service miles (289,682 km). The clutch plates demonstrated only trace discoloration and earned a rating of "good," the highest possible, for deterioration/wear.



PROTECTING AND EXPANDING ONLINE PRICING

We're updating our pricing advertising policies to better serve you and provide clarity.

AMSOIL INC. is responsible for national advertising. We're also obligated to protect Dealers and small retailers to ensure a level playing field among all account types. That's why we have restrictive policies on pricing and advertising activities, including the MAP policy. We are now updating our policies to better reflect our online advertising activity.

It is standard practice for manufacturers to include pricing in their ads to make them more effective. We've experimented with including product pricing in some online ads and it has proven to substantially increase effectiveness. Therefore, fulfilling our responsibility to provide effective national advertising means including pricing in our ads. All new customers generated from our online advertising efforts are assigned to Customer-Certified Dealers. Here are some examples of what we're doing:

Search Results

Regular online search engine results will display AMSOIL product pricing in some instances based on search queries. These ads will feature the catalog pricing listed on our website.

Remarketing Ads

Remarketing ads are similar to search engine and social media shopping ads, but they are specifically triggered by a visitor's online browsing history. Customers only receive these ads from us if they've already visited our website. Remarketing ads show catalog pricing only – P.C. or other customer-type pricing is not displayed.

Remarketing ads are intended to convert potential customers who were directed to AMSOIL.com and AMSOIL.ca through Dealers. Customers generated through these ads are assigned to referring Dealers.

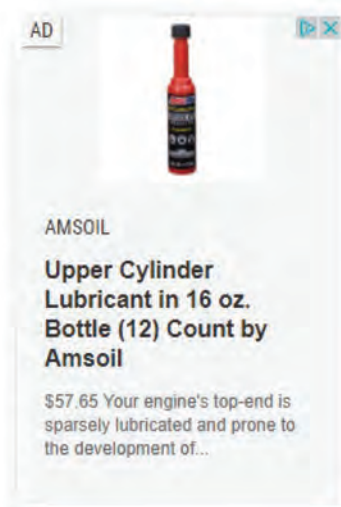
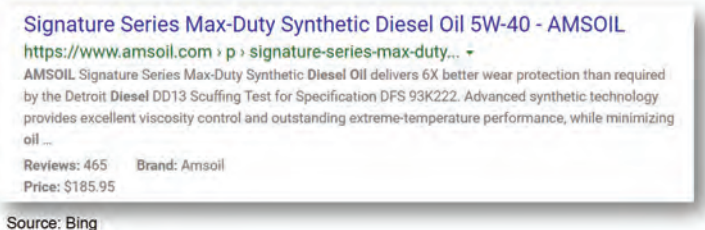
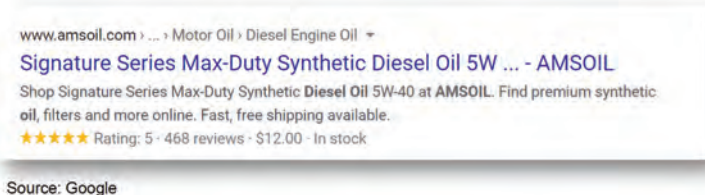
If prospects visit AMSOIL.com or AMSOIL.ca through your Dealer-number transfer link, but don't make a purchase, they will continue to see AMSOIL remarketing ads to remind them of their purchase opportunity. Once the customer clicks those remarketing ads

and makes a purchase, you'll earn a commission for the customer you helped generate.

This change to our pricing advertising policy is designed to help generate new customers and boost commissions for Dealers.

Pricing Can Only Be Posted by AMSOIL INC.

Although we are expanding our pricing advertisements outside AMSOIL.com and AMSOIL.ca, Dealers should continue to direct all sales and price inquiries to AMSOIL websites, AMSOIL catalogs/price lists or through personal communications. This advertising policy update is simply a change from pricing only being allowed to be posted at AMSOIL.com/AMSOIL.ca, to pricing only being allowed to be posted anywhere online by AMSOIL INC. For more information about online marketing and advertising policies, review the Independent AMSOIL Dealer Policies and Procedures (G4000) in the Dealer Zone (Product and Program Lit>Dealer Literature).



Current Policy (Independent AMSOIL Dealer Policies and Procedures 7.2.2):

The MAP policy does not nullify existing AMSOIL policies that forbid posting of pricing online. Prices of AMSOIL products may only be posted online at www.amsoil.com.

Updated Policy:

The MAP policy does not nullify existing AMSOIL policies that forbid posting of pricing online. Prices of AMSOIL products may only be posted by AMSOIL INC.



THREE TIERS OF PROTECTION

The AMSOIL OE, XL and Signature Series synthetic motor oil lines offer three levels of protection and present drivers with ample options.

AMSOIL has crafted three distinct synthetic motor oil lines tailored to a wide range of vehicles. The passenger car and light truck market represents the foundation of AMSOIL innovation. Today we continue to explore ways to provide superior engine protection and performance. Recognizing that no two drivers are alike, our three tiers of motor oil offer motorists the opportunity to choose from multiple levels of engine protection.

Advanced Engine Protection

OE Synthetic Motor Oil provides peace-of-mind protection. It is excellent for drivers who are moving up from conventional oil to synthetic oil for their vehicles. OE Synthetic Motor Oil is favored by mechanics and individuals seeking exceptional value and full engine protection.

Boosted Engine Protection

Providing an extra level of protection, XL Synthetic Motor Oil helps vehicles maintain like-new performance. It's perfect for automotive enthusiasts who want a considerable boost in engine protection. XL Synthetic Motor Oil offers protection that goes beyond the industry standards and is ideal for high-mileage vehicles.

Maximum Engine Protection

Signature Series Synthetic Motor Oil is the industry benchmark in protection. It combines industry-premier synthetic technology with AMSOIL premium additives in a unique formulation that exceeds the high-performance demands of your engine. It delivers 75 percent more engine protection against horsepower loss and wear.*

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

- Outperforms conventional motor oil
- Protects against wear
- Protection to cover today's longer vehicle manufacturer-recommended drain intervals

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

- Boosted cleaning power
- Excellent wear protection
- Ideal for high-mileage vehicles

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

- Outstanding wear protection
- Maximum cleanliness
- Extreme-temperature protection

*Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.



Half-Million-Mile VW* Beetle* Still Running Strong

Most people can't believe it when Randy Melvin tells them his 2000 Volkswagen Beetle has 500,000 miles (804,700 km) on it. The UPS tractor-trailer driver from Troutman, N.C. commutes 125 miles (201 km) round trip between home and Winston-Salem, N.C. each day. When it came time to purchase a new vehicle back in 1999, he opted for a VW TDI due to its high estimated fuel economy, despite the car's poor reviews.

"If you go back to the *Consumer Reports* reviews on that 2000 Beetle, they're terrible," said Melvin. "My dad said, 'Why are you getting that? The reviews are so bad.'" But Melvin knew a Volkswagen mechanic nearby whom he trusted, and he wanted the fuel-economy benefits of a diesel.

"At the time, the Volkswagen TDI was hard to get a hold of; you had to be in the right place at the right time," said Melvin. After 20 years, the 1.9L turbodiesel five-speed manual still gets 46 mpg.

AMSOIL exclusively since almost day one

After buying the car, the dealership performed the first three oil changes using Castrol.* Then Melvin switched to AMSOIL synthetic diesel oil exclusively and today uses Signature Series 5W-30 Max-Duty Synthetic Diesel Oil.

A shop mechanic and AMSOIL Preferred Customer with whom Melvin worked piqued his interest in AMSOIL products after sharing a testimonial about a truck

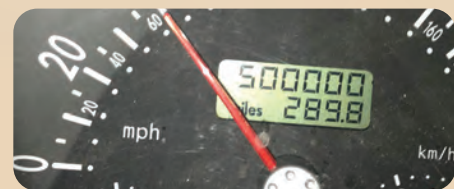
driver who'd eclipsed 1 million miles using AMSOIL products.

The car has run excellent all these years. Melvin hasn't performed any engine maintenance, except replacing the alternator, air compressor and routine timing-chain service.

"It's proven to me, especially if you can get a half-million miles with no engine failure whatsoever," he said. "The thing runs just as powerfully as it ever did." Melvin used to have a pre-owned 2001 Volkswagen with the same 1.9L diesel engine. "It only had 192,000 miles (309,000 km), but my 2000 would have run circles around it."

People can't believe it

How do people react to his story? "They just can't believe [the car] has half a million miles on it," said Melvin. "Because I've worked at night the entire 20 years I've owned the car, it sits in the garage mainly in the daytime, so it pretty much looks like a brand-new car.



"I change oil every 10,000 miles (16,000 km), and with conventional oil changing every 3,000 (4,800 km), you're going to spend more money, not counting the labor. To me, it's a no-brainer."

Drive it until it quits

"I've always believed you should drive a car until it quits," said Melvin. "To me, buying a car every two to three years isn't beneficial." With the help of AMSOIL products, it may be a while before Melvin's Beetle quits running. "I just think it's a good product. It's proven to me, and I can tell that to anybody," he said. "I'll probably work until I'm 62, so I hope to put at least another 150,000 miles (241,000 km) on it."



POWERFUL CLEANING ACTION

AMSOIL Heavy-Duty Degreaser, Engine Degreaser and Brake & Parts Cleaner are powerful cleaning products, effectively removing grease and grime from your vehicles, equipment and work spaces.

Heavy-Duty Degreaser

Heavy-Duty Degreaser (ADG) is formulated with powerful and fast-acting solvents, attacking petroleum-based grime on a molecular level to loosen its hold on metal, concrete and other surfaces. Its active citrus formula makes cleaning easy and leaves a clean scent.

- Dissolves oil, tar and grime
- Removes sticky residue
- Works fast
- Low-VOC formula
- Non-foaming

Applications

- Metal surfaces
- Oil-stained concrete
- Adhesive-coated surfaces
- Heavy-duty equipment
- Gears and chains
- Powersports equipment
- Farm equipment and more

Engine Degreaser

Engine Degreaser (AED) is a professional-strength formula fine-tuned specifically to quickly and easily remove the toughest grease, dirt and grime from engine surfaces. Just spray it on and wash off with water.

- Removes the toughest grease, dirt and grime
- Leaves no residue
- Easy to use
- Powerful stream
- Safe on all engine components

Applications

- Engine surfaces

Brake & Parts Cleaner

Brake & Parts Cleaner (BPC) quickly removes oil, grease, brake fluid and other contaminants from brake parts and other automotive components. It cleans brake parts with no major disassembly and leaves no residue, helping eliminate brake squeal and chatter.

- Quickly removes grease and oil
- Leaves no residue
- Dries quickly
- Chlorinated, non-flammable formula
- VOC-free

Applications

- Brake parts
- Brake pads
- Calipers
- Drums and more

Get Ready for Classic-Car Season

Summer means hitting the local car shows and cruising the main drag in your classic car or hot rod.

Classic-car owners sometimes ask if they need to add a lead substitute to their gasoline. For decades, Tetraethyllead was added to gasoline to reduce engine knock and help prevent valve-seat recession. Once lead's negative effects became clear, regulators began phasing it out in the 1970s. But, what about classic-car engines from the 1950s and 1960s that were built with leaded gasoline in mind? Do they require a lead substitute?

Why lead was added to gasoline

First, let's look at the primary reasons lead was added to gasoline in the first place.

- Increase octane to help reduce engine knock
- Protect against valve-seat recession

Protects against pre-ignition

Gasoline's octane rating indicates its ability to withstand compression before igniting. During operation, the piston travels up the cylinder and compresses the fuel/air mixture in preparation for ignition. Compression heats the mixture to help it ignite more easily and burn more completely. Compressing the fuel/air also maximizes the volume packed into the cylinder, which boosts power and efficiency. All other factors being equal, that's why engines with higher compression ratios typically put out more power.

If the compressed, heated gasoline reaches its ignition point too soon, however, it will auto-ignite prior to the spark plug firing. This disrupts

engine timing, reduces power and can damage the engine. It's important to use gasoline with the correct octane rating for your engine to avoid pre-ignition. Higher-compression engines require higher-octane gas.

Chemists discovered in the 1920s that Tetraethyllead added to gasoline was a cost-effective solution to pre-ignition and helped engines run better.

Protects against valve recession

Lead also emerged as an effective way to protect against valve-seat recession, which can occur under high-rpm, high-heat, high-load conditions. As the intensely hot exhaust valve hammers against the valve seat thousands of times per minute, the two components can momentarily fuse together in a process called "microwelding." Once the valve opens, the microweld tears apart. Multiply this by thousands of times and the valve seat deteriorates until the valve no longer seats properly. This leads to compression and power loss, in addition to catastrophic failure if the valve breaks off.

Hardened valve seats introduced

By the mid-1970s, we'd become aware of lead's negative effects on human health, the environment and automotive catalytic converters. As



- **Improves** performance
- **Removes** carbon deposits
- **Maximizes** power
- **Reduces** engine knock
- **Excellent** as a lead substitute in classic cars

regulators began working to eliminate lead from gasoline (and other products), engineers began designing engines with unleaded gas in mind. To combat microwelding, they used hardened valve seats, which are more resilient to valve recession.

But, what about classic-car engines built prior to widespread use of hardened valve seats?

AMSOIL Delivers Superior Rust Protection

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



¹¹Based upon in-house testing of AMSOIL Z-ROD 10W-40 and a leading competitor obtained on 7/25/2019 in ASTM D1748-10.



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

Do Classic-Car Engines Need High-Zinc Oil?

This is one of the most common questions we receive regarding older engines in classic cars and hot rods. For the best protection, we recommend using a high-zinc oil, such as Z-ROD® Synthetic Motor Oil, in these engines.

What is high-zinc motor oil?

Zinc dialkyldithiophosphate (ZDDP) is the most common zinc-based additive and is used primarily as an anti-wear agent to help prevent engine wear. It also provides corrosion and oxidation protection.

However, because the zinc and phosphorus found in ZDDP can negatively affect catalytic converters, it has been phased out of motor oil formulations in recent years.

Reducing ZDDP has drawbacks. Older vehicles with flat-tappet camshafts and high-tension valve springs or other modifications that create high contact pressures can suffer premature wear due to reduced ZDDP levels.

For the best protection, use high-zinc and high-phosphorus motor oil to offer extra protection for flat-tappet cams, lifters and other components.

How do ZDDP additives work?

ZDDP anti-wear additives are heat-activated, meaning they provide wear protection in areas of increased friction.

As temperatures rise and surfaces come closer together, ZDDP decomposes and the resulting chemistry protects critical metal surfaces.

When parts move during operation, any sliding or rolling motion takes place on top of or within the ZDDP anti-wear film, which reduces metal-to-metal contact. This helps prevent wear so enthusiasts can keep their classic cars or hot rods running great for years.



Flat-tappet lifters can wear down sooner compared to roller lifters due to increased pressure. Z-ROD Synthetic Motor Oil contains added ZDDP to protect lifters against wear and help maintain power.

Lead substitutes offer an answer

To solve the problem, many enthusiasts add a lead substitute to their gasoline. Lead substitutes contain chemicals that form a sacrificial layer to inhibit microwelds and protect valve seats.

Do I need a lead substitute?

If you've rebuilt the motor or done work to the cylinder heads, it's likely that hardened valve seats were used, which means a lead substitute isn't necessary.

However, if the engine is original and uses stock valve seats (i.e. non-hardened), we recommend using a lead substitute for added protection. This is especially true if your operating conditions border on "severe" territory. For a cast-iron, high-compression-ratio engine of that era, it doesn't take much to wind up the rpm, turn up the heat and operate in conditions that promote valve-seat recession. Using a lead substitute offers peace of mind that your classic is protected.

AMSOIL DOMINATOR® Octane Boost = excellent lead substitute

DOMINATOR Octane Boost works great as a lead substitute in classic cars. It contains MMT (Methylcyclopentadienyl manganese tricarbonyl), which is a metallic additive that creates a sacrificial barrier on valve seats to help prevent recession and keep your engine running strong.

Not only that, as its name suggests, it boosts octane up to four numbers, which is just as important in older high-compression engines that were made with leaded gas in mind. It increases engine response and power in all two- and four-stroke gasoline-fueled engines. Just one treatment reduces engine knock, improves ignition and helps fuel burn cleaner.

It's another product in your arsenal when you talk to classic-car owners this summer.



No More Confusion

ONE MIX RATIO POWERS THEM ALL

Landscape professionals know what a hassle it is to maintain different fuel containers at different mix ratios. Offer them the convenience of one fuel container for all their two-stroke equipment needs.

SABER® Professional can be mixed at conventional mix ratios or, for maximum results, AMSOIL recommends the SABER Ratio™ (80:1, 100:1).

Saves Time & Money • Low Smoke • Stabilizes Fuel



May Close-Out

The last day to process May orders in the U.S. and Canada is the close of business on Friday, May 28. 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 May

business will be accepted until 3 p.m. Central Time on Friday, June 4. All transfers received after this time will be returned.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 31 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 24 for Victoria Day.

Bypass-Filter Packaging

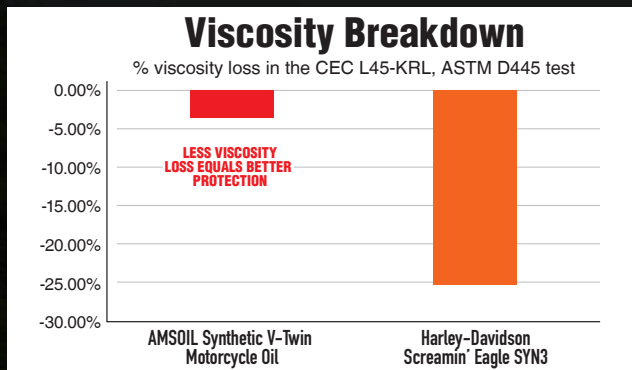
Throughout 2021, AMSOIL EABP90, EABP100 and EABP110 Bypass Filters will be transitioned out of filter boxes. Like Heavy-Duty Oil Filters (EAHD) and the EABP120 Bypass Filter, they will be packaged in shrink wrap to ensure quality.

EVERYTHING YOUR HARLEY NEEDS, INCLUDING BETTER PROTECTION

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

AMSOIL Resists Viscosity Breakdown

AMSOIL resists viscosity breakdown **6X better** than Harley-Davidson* SYN3* for **improved protection** against compensator and transmission gear wear.^{BB}



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

AMSOIL V-Twin Oil Change Kits include...

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



Check out the Motorcycle Product Guide at AMSOIL.com to find the right kit for your Harley-Davidson.



Updated Catalogs Now Available

This issue of *AMSOIL Magazine* includes the updated AMSOIL Factory-Direct Catalog (G100 U.S./G300 Canada). The AMSOIL Factory-Direct Catalog and market catalogs offer an excellent opportunity for Dealers to exhibit AMSOIL products. They also contain information on becoming an AMSOIL account or Preferred Customer.

How It Works

Attach your Dealer number in the area marked “referral number” on the back cover of the catalog. Use a catalog label from the AMSOIL Print Center for a more professional impression. Distribute the catalog to potential customers.

Where to Distribute

- Trade Shows • Fair Booths • Race Events
- Conventions • Conferences • Direct Mail
- Anywhere you meet someone

Maintain Contact with Prospects

Direct contact with potential customers is the best way to earn a sale or gain a new account or Preferred Customer. The more people hear about AMSOIL products and programs, the more likely they are to take advantage of their benefits. Direct mailings to potential customers can give you a foot in the door, but don't stop there. Follow up with potential customers to answer questions, provide clarity and give them one-on-one service.

How Customers Place Orders

Customers who wish to place orders from your catalogs can simply go online or call the AMSOIL toll-free ordering line and place their orders specifying the referral number (your Dealer number) printed on the cata-

log. This ensures that you receive the retail profits and commission credits. Ordering customers are automatically sent updated factory-direct catalogs every six months for the next 18 months at no additional cost to you. In addition, any of your customers who call AMSOIL wishing to become Preferred Customers will automatically become members of your personal group.

Free Shipping

Online/catalog customers and Preferred Customers in the contiguous U.S. and Canada receive free shipping on orders of \$100 U.S./\$130 Can. or more. Customers who order less than \$100 U.S./\$130 Can. will be charged a flat shipping fee of \$8.99 U.S./\$11.99 Can.

Reaching New Prospects

The AMSOIL Factory-Direct Catalog is a great opportunity to reach potential customers with whom you wouldn't ordinarily have contact. A direct mailing to a specific neighborhood could reach numerous customers who do not attend race events or trade shows, but still want the best protection for their vehicles. Also, people at shows or events who are initially only somewhat interested or don't have time to talk can take a factory-direct catalog home to review at their leisure.

Downloadable Factory-Direct Catalog PDF

You can also download the factory-direct catalog PDF from the Dealer Zone (Product and Program Lit>Customizable Literature). Your referral number is automatically embedded in the catalog so when customers click a “Shop Online Now @ www.amsoil.com” link, they arrive at the online store as if they had come through your website, and you receive credit for all sales. Your referral number also automatically populates in the “referral number” area on the catalog's back page.

Once downloaded, the factory-direct catalog PDF can be embedded on your website for customer download or emailed to customers who request a free e-catalog.

Ordering Catalogs

AMSOIL Factory-Direct Catalogs are available individually and in packages of 100 and 300. Order 900 or more catalogs using product code G100-PK and receive a promotional code in your Message Center inbox redeemable for free catalog labels from the AMSOIL Print Center.

Catalogs with your information pre-printed on the back cover are available through the AMSOIL Print Center. Access the Print Center through the Dealer Zone.



Also Newly Updated:

- Commercial Program Catalog (G3469 U.S., G3474 Can.)
- Powersports & Racing Catalog (G3511 U.S., G3512 Can.)
- Retail Program Catalog (G3520 U.S., G3521 Can.)
- Automotive Catalog (G3549 U.S., G3550 Can.)

AMSOIL Factory-Direct Catalog Ordering Information

Stock #	Units	Description	Wt. Lbs.	U.S. Price	Can. Price
G100	EA	1 U.S. Catalog	0.1	.50	.70
G100	CA	100 U.S. Catalogs	10.0	43.00	60.00
G100	PK*	300 U.S. Catalogs	30.0	120.00	165.00
G300	EA	1 Canada Catalog	0.1	.50	.70
G300	CA	100 Canada Catalogs	10.0	43.00	60.00
G300	PK*	300 Canada Catalogs	30.0	120.00	165.00

*Order three or more and receive free catalog labels from the Print Center.

Customizable catalogs are available through the AMSOIL Print Center.



Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

Identify service requirements early in the sales process.

Taking care of your commercial accounts builds a mutually beneficial partnership.

Whenever we see a commercial account with increasing sales, a theme emerges: a servicing Dealer who actively communicates with the business. Commercial accounts typically require increased service compared to other customers. It makes sense because their vehicles and equipment are often the backbone of the company. Without them, they are dead in the water, meaning the Dealer must be attuned to the needs of the business and proactively identify ways to solve problems and save money.

That's why it's important to determine your prospect's required level of service early in the sales process. Better yet, identify the level of service they consider outstanding. Determining this early helps reveal if you and AMSOIL products are a good fit for the prospect. It's sometimes easy to skip this step and instead focus on registering the customer and securing an initial order. But you don't want to find out too late that you're incapable of providing the required service. Sales will never grow to their potential. Worse yet, the customer may abandon you and find another supplier, wasting all your time, effort and investment.

Early in the sales process, it's natural to want to talk about product performance or the ways you can help your prospect. But doing so too early often leads to an early price discussion. Dealers who have the most success securing long-term commercial business take time to learn about their customer. This helps shift the focus of the sales process from the price of AMSOIL products to potential savings. The goal of your early interactions should be to learn about

their business and determine if AMSOIL products will help them solve problems, increase efficiency and reduce costs.

This positions you as a partner who can help improve their business instead of simply a salesperson looking to sell a product.

When pressed for prices early, try replying like this: "I can certainly provide our wholesale prices. But not taking time to understand your business will not allow me to determine the overall discounts for which you may qualify or the overall savings AMSOIL products can provide. I want to present the whole package and make sure AMSOIL is a good fit for you."

Part of the fact-finding process should be focused on service. What level of service are they receiving now and what level would they like to receive? To start a conversation and uncover the answers, ask the following questions:

- Tell me a little bit about the level of service you receive now from your vendor. What works well? What would you like to improve?
- How often and by what method do you like to hear from your lubricant supplier? Are there others in the company I should speak with to ensure all your needs are met?
- What type of services could your lubricant vendor provide that would benefit you? What type of industry information will help you run your business more efficiently?
- Could you tell me about the process you use to monitor lubricant inventory and place orders?

- What do you consider exceptional service?

Develop open-ended questions that work for you. The goal is to get your prospect to talk about their business and share information that can help you build a case for AMSOIL products as their lubricant and you as their servicing Dealer.

The Commercial Program Sales Aid (G3728) is a perfect tool to use at this stage of the sales process with fleets, contractors and agricultural prospects. It helps you start a conversation about the challenges and problems your prospect faces, providing information to help you present a strong case for AMSOIL.

Early in the sales process, take time to understand your customers' service expectations to differentiate yourself from the competition. More importantly, ensure you can meet those expectations and follow through. This will help you develop a fruitful long-term relationship with your customer.

WHY BUY AMSOIL FUEL ADDITIVES?

**DO YOU WANT
FUEL TREATMENT
THAT WORKS?**



AMSOIL Upper Cylinder Lubricant delivers **18 percent more lubricity than Lucas*** and **20 percent more than Sea Foam*** for better retention of horsepower and fuel economy.¹

**DO YOU WANT TO
PREVENT COSTLY FUEL-
SYSTEM REPAIRS?**



AMSOIL Diesel Injector Clean provides the lubricity your fuel pump and injectors need, **reducing wear, improving service life and saving time and money** on maintenance costs.

**DO YOU WANT IMPROVED
HORSEPOWER?**



AMSOIL P.i.[®] Performance Improver **restores up to 14 percent horsepower.**²

**DO YOU DRIVE IN COLD
TEMPERATURES?**



AMSOIL Diesel All-in-One provides as much as **32°F (18°C) better protection** against cold temperature gelling than Howes* Lubricator Diesel Treat³ and raises cetane up to four points.

**DO YOU STORE
SEASONAL EQUIPMENT?**



AMSOIL Gasoline Stabilizer provides fuel stability that **Sea Foam Motor Treatment can't match**, helping maintain startability and protect against the formation of varnish and gum.⁴

¹Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. ²Based on third-party testing in a 2016 Chevrolet* Silverado* 1500, 5.3L V-8 GDI with 100,616 miles (161,926 km), using one tank treated with AMSOIL P.i. Actual results may vary. Visit AMSOIL.com/pi for test details. ³Based on third-party 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). ⁴Based on third-party testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in the ASTM D525 using test fuel containing no oxidation-stability improving additives.





CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)

Why buy AMSOIL fuel additives? Because they work, for starters. Help your customers discover all the benefits of AMSOIL gasoline and diesel fuel additives. my.AMSOIL.com



AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA
© 2021, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

AMSOIL.com | May 2021



New AMSOIL Powersports Antifreeze & Coolant: **COOL UNDER PRESSURE**

Powersports Antifreeze & Coolant (PSAF) is designed to cool high-revving, hot-running powersports engines while providing excellent freeze protection, cooling-system cleanliness and compatibility with common metals, gaskets, hoses and most other coolants. It is recommended for all powersports applications that call for an ethylene-glycol 50/50 premix engine coolant, including...

- Motorcycles • Dirt bikes • ATVs • UTVs • Snowmobiles • Marine motors • Personal watercraft
- **Pre-mixed** 50/50 with high-purity water
- **Ethylene-glycol** formulation meets OEM requirements
- **Extended-life** formulation lasts up to five years
- **Borate-, nitrite- and phosphate-free**
- **Safe** for copper, brass/bronze alloys and aluminum
- **Boil-over protection** up to 226°F (108°C)
- **Freeze protection** down to -34°F (-37°C)