

AMSOIL[®]

MAGAZINE

JUNE 2021



NEW 15W-50
VISCOSITY JOINS
SYNTHETIC
SMALL-ENGINE
OIL FAMILY | PAGE 8





DISTRIBUTOR

EDITION

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New 15W-50 Viscosity Joins Synthetic Small-Engine Oil Family |

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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

Eric Brandenburg
Holly Dill
Len Groom

Editorial Contribution

Dan Gorski
Brett Granmo

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On the Web

AMSOIL.com
AMSOIL.ca

President & CEO

Alan Amatzio

Board Chair & Interim President

Dean Alexander

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Letters to the Editor

AMSOIL INC.

Communications Department

The AMSOIL Building

925 Tower Ave.

Superior, WI 54880

letters@AMSOIL.com



THE COVER

Landscapers present excellent opportunities for Dealers to make sales. We are expanding those opportunities with new AMSOIL 15W-50 Synthetic Small-Engine Oil.



**PRODUCT SPOTLIGHT:
AMSOIL SYNTHETIC MARINE
ENGINE OIL (WCT, WCF, WCM)**

WHAT IS IT?

- **Premium synthetic oil** designed to protect high-stress four-stroke marine engines against wear and corrosion

WHAT DOES IT DO?

- **Withstands** the heat and stress of high-rpm operation and delivers excellent wear protection
- **Protects** against rust and corrosion during periods of inactivity and long-term storage for maximum engine protection, even when it's not running
- **Meets** the requirements of the NMMA FC-W Catalyst Compatible specification

WHO IS IT FOR?

- **Hardcore anglers and boating enthusiasts who demand the best protection for their marine engines.** They seek the best products possible to protect their expensive marine engines and their time on the water, and AMSOIL Synthetic Marine Engine Oil delivers. Applications include gasoline-fueled four-stroke inboards, outboards, inboard/outboards, supercharged watercraft engines and personal watercraft, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*



AMSOIL 25W-40 Synthetic-Blend Marine Oil is formulated specifically for Mercury motors, like the popular Verado,* that specify synthetic-blend oil. Because Mercury is the market leader and most Mercury owners won't stray from these guidelines, we developed AMSOIL 25W-40 Synthetic-Blend Marine Engine Oil to help you reach these customers.



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

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

XL Synthetic Motor Oil

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

Signature Series Synthetic Motor Oil

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

LETTERS TO THE EDITOR

E85 ADDITIVE

I just read your previous Letters to the Editor section (January *AMSOIL Magazine*), and a letter from Luke Beharry caught my attention. While I do understand E85 only accounts for 10 percent of the market, this 10 percent is likely looking for the top-of-the-line products as they are mainly performance driven. The car community is only growing and the use of E85 is becoming more common. With that said, wouldn't now be the best time to release a product and become established in the segment? As the owner of a supercharged E85 5.0 Mustang,* I have no other choice but to use Lucas* as much as I'd like to use an AMSOIL product. I want the most performance out of my car, not just from oil but from the fuel side of it as well. Many of my sales are to people in the racing community and in local car clubs, and I have to steer them away from AMSOIL as there is no product available. How can we prove the demand is here for this?

Chris Ciulla

AMSOIL: *Thank you for following up on this topic, Chris. We agree that those who run an E85 setup on their modified street and performance vehicles are looking for maximum fuel performance. However, many flex-fuel vehicles are used for commuting and use regular unleaded E10 because it's more common and easier to find. While the E85 performance market has a loyal following, it is too small at this time to present a viable opportunity for Dealers or to allow us to introduce a competitively priced product. You can be sure we're keeping a close eye on this market and will continue to monitor its expansion for opportunities. To better assist us with understanding demand you can submit your requests for new products to ideas@AMSOIL.com, where they will be reviewed by our Market Management and Product Development teams.*

UPPER CYLINDER LUBRICANT CAPS

I have a serious issue with the "child proof" caps that are found on bottles of

Upper Cylinder Lubricant (UCL). They are IMPOSSIBLE to remove by hand. It's as if there's a tolerance that's off by about .005 inch. There must be a process control that is not monitored or was overlooked. The only way I can open these bottles is to crush the cap with a vise-grip, shattering the outer black portion. I can then crush the inner white portion and twist. Think of how irate a customer would be at the fuel pump with this absurd situation – they have a product they can't use because they can't open the container. I open the containers on my workbench and transfer the contents to a P.i.[®] bottle that's probably 10 years old. The cap on that bottle works just as it should – push and turn. Did you change suppliers or change your bottle line? Whatever you've done, I believe you've lost control of your process in the quest to reduce cost. Old P.i. bottles opened without issue – simply push and turn.

To add insult to injury, the "peelable" top on the container is impossible to peel off by hand, even though that's the intent. I have to lance it with a knife and then cut it off. I've asked this before: PLEASE sell Upper Cylinder Lubricant in quart or gallon containers and then sell a high-quality, easily-manipulated reusable container to place the fluid in for dispensing into a fuel tank. If that's not acceptable, a squeeze bottle or sack as used for gear lubes with a screw-on dispensing tube for fuel-tank insertion would work nicely. I don't recommend Upper Cylinder Lubricant to my customers simply because of the difficulty required to open the container.

I think Upper Cylinder Lubricant is a great product and use it at nearly every fill-up. I've noticed about a five percent gain in fuel efficiency. I don't think I'm the first Dealer to complain about the packaging. Please do some ergonomic research of the bottle tops, then do some quality inspection of your bottling line. I honestly think you'll be losing sales if you don't.

Best Regards,

Doug Wright

AMSOIL: *We apologize for these struggles, Doug. We changed caps early last year to address some*

production challenges. While the cap and seal are more difficult to remove than we hoped, it has allowed us to continue offering Upper Cylinder Lubricant while working on the long-term solution. Considerable effort has been put into ensuring the latest caps are more effective and easier to remove, and you can expect to start seeing the new packaging in distribution centers now.

AMSOIL SIGNATURE SERIES

I thought I'd share a story I just recently experienced. While traveling with my in-laws up and down the Pennsylvania mountains with a heavy load on the back of a 2017 Ram* 1500, we experienced an overheating issue due to a faulty radiator cap. We were in a very dangerous spot on the road and had to continue further than the engine wanted to be in a safe location, which caused coolant and oil temps to rise in excess of 240°F.

Long story short, I believe we would have lost the engine if we had been using factory-fill oil instead of AMSOIL Signature Series 5W-20. I sold my father-in-law on the one-year service interval last year. This year AMSOIL sold itself saving his new 5.7L Ram.

Sincerely,

Rich Cunningham

AMSOIL: *That's an outstanding story, Rich. Thank you for sharing it.*

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.



Brett Granmo | SR. MARKET COORDINATOR AUTOMOTIVE B2B & HD ON-/OFF-ROAD

AMSOIL quality shapes all our products

We invest as much care in our aerosols as we do in our top-tier synthetic motor oils.

Our dedication to formulating the best synthetic lubricants in the world is obvious given the time and money we invest in testing, validating and marketing our top-tier oils. Not as obvious may be the care we put into our other products, like aerosols. We want all our products to set the performance standard, meaning we invest as much care into our ancillary products as our flagship oils.

AMSOIL Mudslinger® (AMS) is a great example. Prior to its August 2018 introduction, we spent a ton of time investigating the market and identifying the best formulation to help it stand out. Aerosols seem simple on the surface. They're substances enclosed under pressure and released as a fine spray, typically by means of a propellant gas. But, when we design our aerosols, we consider several factors that affect performance, including pressure, propellant, chemistry, spray pattern, actuator and government regulations.

In the case of Mudslinger, we tested several characteristics, including its ability to clean, shine and restore plastic and painted surfaces. We tested multiple formulations on a variety of surfaces. Some provided good cleaning, but didn't restore plastic as much as we wanted.

We also wanted a formula capable of protecting against the accumulation of mud, dirt, water, snow and other debris on a variety of equipment, including ATVs/UTVs, dirt bikes, cars, trucks and more. The formula had to adhere to a surface without dripping or pooling while forming a protective layer to help prevent the buildup of



Mudslinger makes an old machine look new again.

debris. Additionally, the product had to protect plastic and painted metals from the sun's damaging UV rays, which dull and fade surfaces. This benefit was vital since no competitor offers UV protection.

One of Mudslinger's top benefits is aiding cleanup after a muddy ride. Instead of making a product that's applied after your machine gets dirty, like a pre-wash, we formulated Mudslinger as a pre-treatment to ease post-ride cleanup. Applied correctly, mud, dirt and debris simply wash off with low-pressure water, helping you clean your machine without all the hassle. Once dry, apply another coat of Mudslinger so you're ready for your next ride.

Once we developed our ideal formulation, we tested it at length in the field. This is a vital step since products can perform differently in the lab than they do in the real world. Also, placing a product in the hands of a new user can reveal fatal flaws that go unnoticed in development.

The most common feedback we received was how great Mudslinger restored the luster of plastic and aided in easy removal of dirt and mud following a ride.

Finally, we introduced the product more than two years ago. Thanks to the attention to detail we invested in Mudslinger and your hard work in the field, it's grown into our top-selling aerosol.

Mudslinger is just one success story in our growing aerosol line. If you haven't tried it yet, pick up a can and test it yourself. AMSOIL MP (AMP), Heavy-Duty Metal Protector (AMH), Power Foam® (APF), Firearm Cleaner and Protectant (FCPSC), Firearm Lubricant and Protectant (FLPSC) and our other aerosols are also great door-openers and add-on products. They're unique, specialized formulas that offer ready-made selling points and perform as well in their markets as our synthetic oils perform in theirs.



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}



AMSOIL kept pistons virtually free of carbon with nearly all coating intact.

AMSOIL fought the formation of carbon deposits, allowing power valves to move freely.

^{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/rofwarranty (AMSOIL.ca/rofwarranty 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.

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)

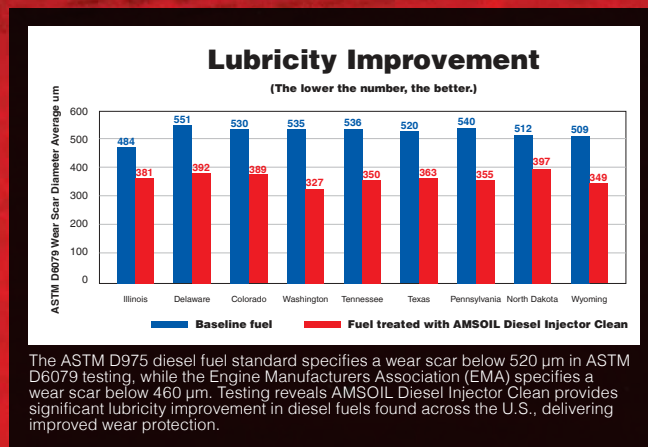
Diesel Cold Flow combats diesel fuel gelling by improving diesel cold-flow ability. It is formulated with an advanced deicer to enhance fuel flow and help prevent fuel filter-plugging in cold temperatures.

- **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.

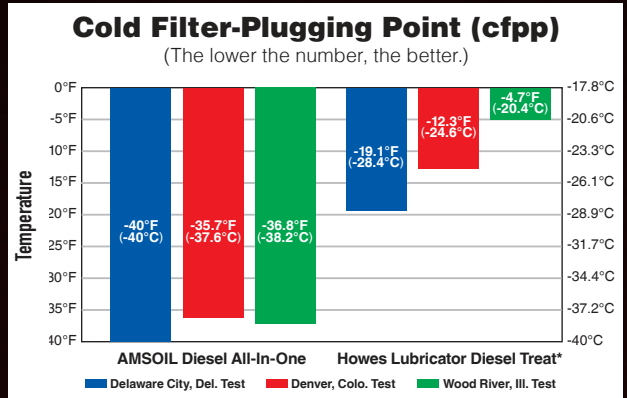
- **Quickly** dissolves gelled fuel
- **Thaws** frozen fuel filters
- **Performs** well in ULSD, off-road & biodiesel
- **Alcohol-free**
- **Non-corrosive**

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.



^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).



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

Available June 1, new AMSOIL 15W-50 Synthetic Small-Engine Oil (SEF) brings the excellent benefits of AMSOIL Synthetic Small-Engine Oil to applications that call for a 15W-50 viscosity oil.

Maximizes mower life

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

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

Commercial-grade formulation

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

AMSOIL 15W-50 Synthetic Small-Engine Oil isn't merely a re-badged automotive oil.

Instead, we designed it from the ground up specifically for small-engine dependability. Professionals can rest assured their engines are protected even during periods of extended use when there's no time for scheduled maintenance. It's built to solve the problems that plague zero-turn-mower engines, including wear, power loss, oil consumption, harmful carbon deposits and stuck rings and valves. It helps landscapers and other professionals get more work done and save money.

Reserve protection

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

Applications

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



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

15W-50 Synthetic Small-Engine Oil

U.S. PRICING

| Stock # | Units | Pkg./Size | Comm. Credits | U.S. Wholesale | U.S. P.C. | U.S. MSRP | U.S. Catalog |
|---------|-------|-----------|---------------|----------------|-----------|-----------|--------------|
| SEFQT | EA | 1 Quart | 4.80 | 7.30 | 7.69 | 9.49 | 10.49 |
| SEFQT | CA | 12 Quarts | 57.55 | 83.40 | 87.60 | 112.60 | 123.65 |

CANADA PRICING

| Stock # | Units | Pkg./Size | Comm. Credits | Can. Wholesale | Can. P.C. | Can. MSRP |
|---------|-------|---------------------|---------------|----------------|-----------|-----------|
| SEFQT | EA | (1) 946-ml Bottle | 4.80 | 9.60 | 10.09 | 12.39 |
| SEFQT | CA | (12) 946-ml Bottles | 57.55 | 109.20 | 114.70 | 147.60 |



DATA BULLETIN

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

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



Tips for Succeeding in the Lawn & Landscape Market

- **Understand the prospect and his or her business.** Find out what equipment they operate and how many pieces they own. For most lawn and landscape contractors, their zero-turn mowers are their most expensive equipment aside from their fleet vehicles.
- **Know the challenges to profitability,** such as equipment downtime and increased replacement costs. Ask questions to uncover potential problems that AMSOIL products can solve.
 - *Do you ever have trouble with your two-stroke equipment starting hard or running rough?*
 - *How many seasons do you get out of a string trimmer/backpack blower/mower?*

Highlight the Right AMSOIL Products

SABER® Professional Synthetic 2-Stroke Oil (ATP) is a proven door-opener. It requires minimal investment and it provides immediate, noticeable results due to its ability to reduce power-robbing carbon and help equipment **start easier, run better and last longer.**

- Consider leaving a few 1.5-oz. pillow packs with prospects and returning a week or so later to follow up on product performance.
- While mixing SABER Professional at 100:1 delivers excellent performance and cuts oil costs by 50 percent or more, some prospects may be wary of deviating from a conventional 50:1 ratio. Meet the prospect where he or she is comfortable and slowly move toward 100:1 as your relationship builds.

AMSOIL Synthetic Water-Resistant Grease (AWG) is another great door-opener. Heavy, wet grass can wash inferior greases from mower-blade spindles and casters, leaving equipment unprotected. Synthetic Water-Resistant Grease stays in place to lock out moisture and protect against wear, **helping extend equipment life.**

AMSOIL Synthetic Small-Engine Oil (AES, ASE, ASF, SEF) fights extreme heat for maximum cleanliness. **It helps maintain power and extend engine life.** We've tested dozens of small engines, and

we've found that heavy deposits in the valve-guide area and piston rings are the leading cause of failure. Low-quality oils break down under extreme heat and form deposits, which rob the engine of power and eventually cause it to fail.

- Though recommended for up to 200 hours of use, lead with engine protection, not extended drain intervals. Most prospects change oil every 50-100 hours and aren't ready to extend drain intervals. Use the drain interval as a proxy for quality and suggest extending oil changes as you build your relationship.

In many zero-turn mowers, oil pressure drives the wheel motors. Fluid that fails to protect against wear can cause the tight tolerances in the wheel motors to widen, which reduces oil pressure and erodes speed and responsiveness. Fluid that thins at high temperatures can have the same effect. AMSOIL Synthetic Hydrostatic Transmission Fluid (AHF) contains high levels of zinc-based anti-wear additives to help maintain tight tolerances, while its synthetic base oils naturally resist viscosity loss in extreme heat. As a result, it helps **maintain mower speed and responsiveness for increased productivity.**

Show How AMSOIL Saves Money

- Highlight **fast, free shipping** on orders of \$350 or more (\$450 in Canada) and **discounts** for commercial accounts. Get details in the Commercial Program Guide (G3563).
- Position yourself as a "one-stop shop." Unlike other lubricant suppliers, AMSOIL formulates a full line of products for zero-turn mowers, two-stroke equipment and fleet vehicles. Customers can purchase motor oil, transmission fluid, two-stroke oil, grease, gear lube, filters and anything else they need from one supplier, enhancing convenience.

Use the Right Sales Tools

- SABER Handout (G3564)
- Commercial Program Catalog (G3469 U.S., G3474 Canada)
- Commercial Program Sales Aid (G3728)

AMSOIL SABER Professional



300 Hours

0% Port Blockage

VS.

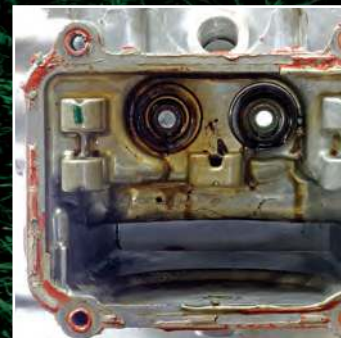
Leading Oil Brand



300 Hours

70% Port Blockage

AMSOIL Synthetic Small-Engine Oil



125 Hours

VS.

Leading Oil Brand



125 Hours

RUN WITH US

AMSOIL delivers next-level power, performance and protection.

Built in the lab so you can ride hard and run cool.



**AMSOIL
RESISTS
VISCOSITY
BREAKDOWN**

**6X
BETTER**

than Harley-Davidson* SYN3*
for improved protection
against compensator
and transmission
gear wear.**



AMSOIL®

The First in Synthetics®

ORDER FROM
AMSOIL.com/AMSOIL.ca

**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.

June Close-Out

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

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, July 5 for Independence Day. The Edmonton and Toronto distribution centers will be closed Thursday, July 1 for Canada Day.



- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications, earn commissions
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

Joint Support (ALJS)

Maintaining healthy joints is critical to preserving range of motion and guarding against injury as you age. Along with regular exercise, ALTRUM Joint Support helps support the function of healthy joint tissue by providing the necessary nutrients to help build strong bones and muscles. It's formulated with vitamin C, manganese and copper to provide critical joint maintenance and structure, along with zinc, B vitamins and boswellin to help prevent joint stress. Glucosamine, naturally present in bones and joints, is included as an aid to essential joint structure.

ALTRUM Joint Support can help maintain healthy joints so you can continue with an active lifestyle well into the future



| Joint Support | | | | | |
|---------------|-------|-------------|---------------|--------------|-----------|
| Stock # | Units | Pkg./Size | Comm. Credits | Dealer Price | P.C Price |
| ALJS | EA | (1) 90-ct. | 20.95 | 22.00 | 23.10 |
| ALJS | CA | (12) 90-ct. | 251.40 | 251.40 | 264.00 |

**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Order: **1-800-777-7094** | www.altrumonline.com

AMSOIL Industrial Update

In August 2020, AMSOIL President & CEO Alan Amatuzio announced the development of a new AMSOIL Industrial business unit that will pursue business-to-business (B2B) sales opportunities to original equipment manufacturers (OEMs) and large industrial operations. Together, the AMSOIL Industrial focus on complex, high-liability industrial sales and the Dealer focus on enthusiasts, installers, retailers and commercial businesses will deliver the diversification and strength to secure the future for AMSOIL for the next 50 years.

Soon we will launch a new website to support AMSOIL Industrial. The new website is an important tool for helping build AMSOIL INC. by communicating the capabilities and value proposition of AMSOIL Industrial to targeted audiences.

If you missed the introduction of AMSOIL Industrial, you can read about it on page 4 of the August 2020 edition of *AMSOIL Magazine*. As our partners, you should be aware of our company goals and strategies, and one of our top goals each fiscal year is to grow the company. Doing so increases the company's strength, which serves the purpose of helping

Dealers be successful and ensuring AMSOIL remains strong for decades to come. As highlighted in Alan Amatuzio's message last August, the industrial/OEM market represents approximately 50% of all lubricants sold. Strengthening the company means we must be more active in this vital market, and the AMSOIL Industrial division is a big step in that direction.

This is an exciting development and represents a milestone for AMSOIL. We're heading in the right direction and continuing to grow despite the economic challenges many companies still face. This bodes well for your business and the Dealer opportunity.

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.





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June 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)