

AMSOIL[®]

► DEALER EDITION

MAGAZINE

MAY 2022

EXPERT TIPS FOR A SUCCESSFUL FISHING SEASON

| PAGE 8



We Answer Your Questions About *The Next 50 Compensation Plan* | PAGE 10

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¹Based 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.

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letters@AMSOIL.com**FEATURES**

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THE COVER

Pro angler Pete Maina knows a thing or two about fishing. Check out tips from Maina and fellow professional angler John Gillespie to help make this fishing season as successful as possible.



From the President

Recent conversations about value led me to think about the value of an AMSOIL Dealership. I reaffirmed what I already knew – an AMSOIL Dealership is a *good deal*. For \$50 U.S./\$65 Can. annually, you receive:

- A parent company that invests heavily to support its Dealers.
- Low start-up costs.
- No sales quotas to retain Dealer status.
- An opportunity to earn money selling industry-leading products in high demand.
- A strong brand with 50 years of history.
- An unbelievable incentive program that provides free buying customers and all the commissions they generate.
- Plus more.

Really? *That* is a good deal. To any reasonable person seeking an opportunity to earn money, this would sound too good to be true. And it's about to get better with the launch of *The Next 50* (TN50) compensation program. Saying I am excited about what an AMSOIL Dealership offers is an understatement. We really have something to be proud of, and clearly communicating the value of an AMSOIL Dealership to high-potential prospective new Dealers will be part of our (AMSOIL INC. and Dealers) job moving forward.

As you know, not everyone wants to be an AMSOIL Dealer and the fact is, we do not want everyone to be a Dealer. We want people who want to be active, earn money selling oil and will represent our brand well. Finding good new Dealers is difficult and requires engaging with many people. Our surveys tell us most Dealers are not actively seeking additional Dealers. We want that to change, and we expect the TN50 compensation plan to help. The TN50 plan is easier to explain and understand, and it pays most new Dealers more money, faster. It should help communicate the value of an AMSOIL Dealership more easily and get more high-quality Dealers on board.

If you are reading this, that means you've already recognized the strong value an AMSOIL Dealership offers and decided to participate. That's step one. Step two is to make the necessary commitment to succeed. I have introduced people to the AMSOIL opportunity through the years, but none of them had the commitment or staying power to make it work. I remember watching my dad try to convince relatives to become Dealers in the '80s. None of them participated. Years later I realized what these people

had in common – they did not have the burning desire necessary to make it work. And that is OK. Not everyone wants what an AMSOIL Dealership offers. You can make great money with an AMSOIL Dealership, but it requires hard work. You have to want it bad enough to commit and do the work to reap the reward.

I have a burning desire to see more AMSOIL Dealers experiencing higher levels of success across North America. Our *The Next 50* initiative is representative of my commitment to helping make that happen. We are making significant investments in programs, people, training and more to make it as easy as possible for you to sell oil and bring in new Dealers, customers and accounts. We are doing our best to add value to your already valuable AMSOIL Dealership.

Alan Amatuzio
President & CEO

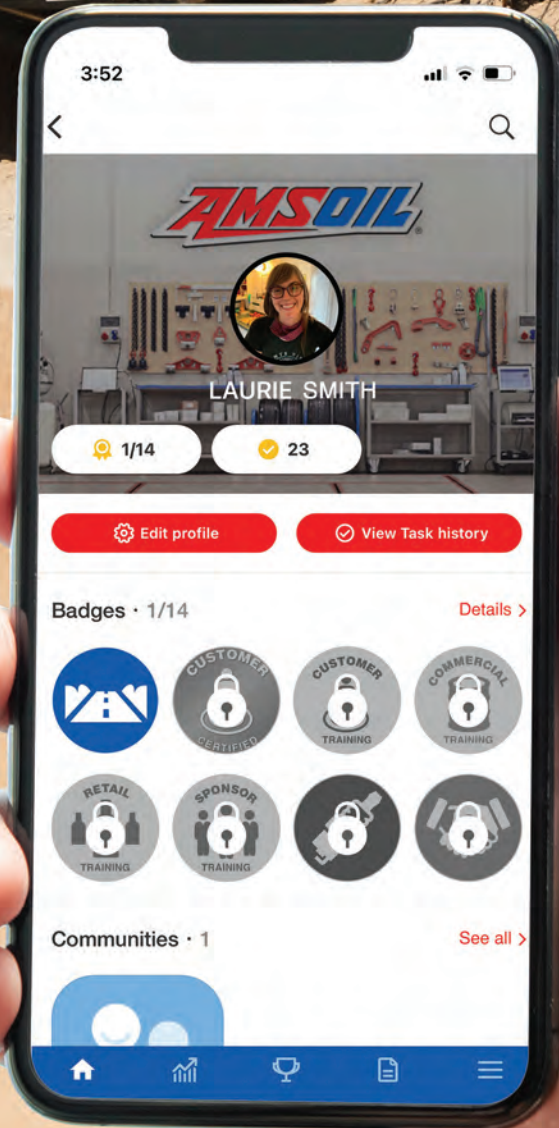
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LETTERS TO THE EDITOR

MIRACLE WASH®

I agree wholeheartedly with David Yoder from the December "Letters To The Editor" regarding Miracle Wash. The cans get covered with foam when spraying and the product is not dispensed nearly as well as a pump bottle. Years back, when Miracle Wash came in quart bottles, I used and sold quite a bit. I never sell it anymore and rarely use it because of the messy, inadequate spray cans. Sadly, I go to the parts store and buy competitors' products that come in a trigger bottle, which yields much better application results and is far less messy. Please bring back the quart liquid bottles.

Mark & Jean Pusen

David Yoder is absolutely correct. I was just using the Miracle Wash. I'm very frustrated at the waste of product. If anyone at AMSOIL would have used the product, they would know what we're talking about. Every time, same problem!

Thanks,

Charlie Meyer

AMSOIL: Thank you for your comments. We hear you loud and clear. We will review Miracle Wash's spray performance and see how we can improve. We've added the Miracle Wash quart liquid bottles to our suggestion tracking database. Similar product suggestions may be entered at AMSOIL.com/w/contact. Suggestions from Dealers and customers weigh heavily in our product-development process, so submitting your ideas here is the best way to affect change.

FUEL ADDITIVES

The price of gasoline is only going to keep rising. I only use premium fuels and add P.i.® every oil change. Shell Gold* or Chevron* 92 octane is my preferred gasoline. Is it possible to use the cheaper regular (87 octane) and supplement it with AMSOIL fuel additives to bring it up to premium quality and still be cheaper than premium fuel? If so, which additives and how much of each?

Jim Hallett

AMSOIL: Good question, Jim. You can improve the detergency of cheaper fuel with the use of AMSOIL fuel

additives. We recommend AMSOIL Upper Cylinder Lubricant (UCL) with every tank and AMSOIL P.i.® (API) every 4,000 miles (6,437 km) to get the best performance from your fuel system. When it comes to octane, it's a common misconception that higher-octane fuels are better. However, only higher-compression engines typically require higher octane to prevent pre-ignition or engine knock. Check out our blog article on the subject (blog.amsoil.com/is-premium-gasoline-worth-the-money/) for more information.

INSTALLER DISCOUNTS

When AMSOIL started giving discounts to installers that hit at least \$3,500 in purchases in one calendar year, they took away the co-ops from all installers, no matter if they got the discount or not. I can understand the decision, but for those that never get enough business to get the discount, they also lost their co-ops. This doesn't seem like a good policy, as many installers may never hit the threshold required for the discount. The small installers need all the help they can get while trying to build up their AMSOIL business. This is counterproductive and needs to be revisited by AMSOIL policymakers. My idea would be for the installers to continue receiving co-ops until they hit the discount amount. I know that AMSOIL plans to give the installers some type of promo material off and on, but to date none of my accounts have received anything.

Best regards,

George Douglas

AMSOIL: Thank you for your feedback, George. We have looked at this policy many times, and we purposely set the lower limit at \$3,500 because of how attainable it is. We believe this provides an incentive to reach the minimum amount required to receive a discount. The discount earned is also greater than what would be received in co-op credit and applies to all purchases, not just promotional items.

Looking at the cost of OE Synthetic Motor Oil, an installer must complete approximately 12 oil changes per month to receive the discount. This number is

based on a 4-quart sump size, which is on the low end. We're looking to incentivize installers to sell more AMSOIL products and reward them for doing so.

We have plans to offer more promotions that get additional promotional material to our installer and retail customers, but this has been derailed by the pandemic and other supply-chain issues. As soon as we can ramp that program up, we will.

Maintaining both a discount and co-op credit program for one channel would be extremely difficult administratively and removes the incentive to grow. We want our dedicated installers to receive the discount. This program is similar to what all our competitors are doing. The discount is also automatic and is applied to purchases without the customer having to do anything, which means it's 100% implemented. When looking at the old co-op credit program, close to 60% went unused. If it isn't used, it isn't a benefit.

BACKORDERS

I have been tracking the EA15K13 Oil Filter for about a month now waiting for it to become available to order. I would appreciate if the web team could allow customers to subscribe to a backordered product with their email/mobile number to be notified when product becomes available to order again.

Regards,

Chris Ness

AMSOIL: You're in luck, Chris. We recently introduced this option on AMSOIL.com/AMSOIL.ca. Simply click the "Notify Me" button on an out-of-stock product's page to receive an email notification when the product is available for purchase.

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.



Mark Nyholm | STAFF PRODUCT DEVELOPMENT ENGINEER AND MECHANICAL R&D MANAGER

Emissions-control systems are designed for a reason.

You can have more power *and* cleaner air.

If any of you diesel nuts out there are like me, finding reliable and legal power-adders is becoming trickier. Guess what, folks; the EPA sets emissions standards for good reasons and we shouldn't attempt to bypass them by modifying or removing the factory-equipped exhaust systems. And, if you've read the news lately, you know that a notable and respected company in the industry has joined the list of violators and is now forced to pay fines for using software designed to cheat emissions tests.

If you've ever read a diesel magazine or talked to anyone in the industry, 2007 was the year that light-duty turbodiesels took a turn for the worse in some customers' eyes. That year marked the introduction of the diesel particulate filter (DPF), which is designed to manage exhaust particulates and soot. An old friend and magazine editor, David Kennedy, once wrote, "How many times have you gotten up in the morning, gone outside, taken a deep breath and said, 'You know, the air here is just too clean'?" Although you may believe the DPF is the worst invention ever, it's in your exhaust system to help protect the air we breathe. So, instead of despising it and being confused about what it does and how it does it, let's clear the air on the device to improve your understanding. Clear the air...get it?

The diesel combustion process is imperfect. It always has been and likely always will be. For example, diesel fuel does not burn completely, creating soot as a byproduct. The DPF is a honeycomb-like filter positioned downstream from the exhaust manifold that catches soot. As soot

accumulates over time, the DPF begins to plug. A diesel engine requires huge volumes of air for combustion and needs to quickly exhale that air through the exhaust. A plugged DPF creates restriction, which leads to reduced power and fuel economy, and eventually chokes off the engine entirely, which is why some folks remove them.

Original equipment manufacturers (OEMs) designed a process called "regeneration" to clean the DPF. Your truck monitors DPF restriction and automatically begins a regeneration cycle when the pressure exceeds a specific limit, illuminating a DPF-regeneration light on the instrument cluster. You'll also likely notice a hot smell coming from your exhaust. If you're lucky, it will regenerate while you are flying down the freeway and you'll never know. This all depends on your driving habits. The more you drive in town or idle, the more often the DPF will regenerate. So, for diesel truck owners who only head to church on Sunday, put some right foot into it once in a while to help burn trapped soot in the DPF.

There are two methods of DPF regeneration. The first is to spray raw diesel fuel into the cylinder on the exhaust stroke after combustion. Diesel fuel injected on the exhaust stroke does not combust; instead, it travels down the exhaust stream until it reaches the DPF, where it combines with soot and burns. The second method uses an injector in the exhaust upstream of the DPF that sprays fuel to raise pipe temperatures. Both methods generate the high temperatures needed to burn DPF soot.

This first method works fairly well; however, injecting fuel on the exhaust stroke can cause fuel to wash past the piston rings and into the crankcase, diluting the engine oil. That's a pretty big issue considering diesel fuel and engine oil readily mix, resulting in reduced oil viscosity. I've seen oil analyses from trucks with fuel dilution up to 10%. That might seem relatively low, but 10% fuel dilution can cause your 15W-40 engine oil to thin to the equivalent of an SAE 20. That's a big reduction in engine protection for engines designed to operate on 15W-40.

So, how do you know how your engine is faring? Oil analysis, my friend. Wait until you are about to change oil, take a sample and have it tested. It's the best way to know the health of your truck. Then you can make an educated decision on the oil's service life. Get details at oaitesting.com. It's also best to use AMSOIL synthetic diesel oils. They provide exceptional protection no matter what your driving style and deliver excellent protection for diesels prone to fuel dilution.

Now, about finding legal power-adders. Before you join the ranks of those who have removed their factory emissions systems, check out what the folks at places like Banks Power and ATS Diesel Performance are doing. They're developing some pretty interesting technologies that add power while maintaining your factory emissions system, giving you plenty of power – and clean air.

Expert Tips For A Successful Fishing Season

Each season, tens of millions of Americans and Canadians hit the water in search of fish, making it one of the most popular activities in both countries. Few anglers have unlimited time to fish, so to help maximize your opportunities this season, we solicited a few tips from professional anglers John Gillespie and Pete Maina. Here's their advice for making this a successful fishing season.

Prep Your Rods & Reels

Inspect and clean your fishing rods and reels prior to heading out for the day. Pay close attention to line condition. "It's silly and wasteful to lose fish due to line breakage, so part of your rod prep should be to check the main line for strength and frays," said Maina. He recommends Seaguar* Smackdown Braid fishing line. "And always start with new, fresh fluorocarbon leader material."

Gillespie recommends changing all fishing line prior to the start of the season. "I use a power line so I can spool all the reels with the same line. Then when I'm fishing, I can adjust the leader material to fit the species I am targeting on any given day," he said.



Pro Tip: AMSOIL MP is excellent for cleaning fishing reels.

Remember the 'Boring' Details

Obsessing over the hottest new lures, fishing tactics and weather patterns means we sometimes miss a few nuts-and-bolts items. In Maina's experience, here's what you're most likely to forget when you head out in the morning:

- Proper landing net for the species
- Boat plug
- Sunscreen
- Rain gear (no matter the forecast)
- Proper release tools (pliers, cutters)

"Make sure your outboard motor, electronics, trolling motor and livewells are operable, too," Maina added.



Sort Out and Set Up Your Tackle Boxes

Sorting lures, hooks and other tackle is perfect therapy on a Saturday afternoon. Purging your collection of rusted or damaged items and organizing everything delivers unmatched satisfaction. It also ensures you're not fumbling around the boat in search of your chartreuse jig heads or perch-pattern crankbaits.

"I arrange my tackle boxes according to the species I'm after," said Gillespie. "I have a walleye box, bass box, panfish box and trout box. All are labeled so they are easy to find in the boat."

Set Up For Multiple Species – But Know Your Target

Anglers often head out in search of a specific species of fish, like muskie or walleye. This lets you prepare your rods and tackle beforehand so you're ready to start casting once you hit the fishing grounds. "It's good to have the boat ready for multiple species and situations, but have a main target species and plan, including the chosen body of water and structures you will be targeting," said Maina.

Every angler knows that reality doesn't always align with expectations, so have a Plan B ready. Maina recommends a little visualization to help. "Think the day through and prioritize structure and methods you think will work best. This way you can prep rods and tackle for the best presentations," he said. "Having thought of secondary structure targets and methods will ensure you have the proper setup ready, including live bait, bobbers, sinkers and all the miscellaneous items for your chosen presentation."

GIVE YOUR BOAT & TRAILER THE AMSOIL TREATMENT

You can't catch fish if you never get past the landing. Before the season begins, prepare your boat, outboard, kicker motor, trailer and other equipment. If you encounter a problem, like a flat tire on your trailer, this provides time to fix it so you don't waste half the morning running to the hardware store when you should be fishing.

- Remove boat from storage
- Start outboard and kicker motors to ensure they run
- Charge batteries for all electronics
- Check trailer tire pressure and condition
- Ensure trailer lights work
- Check trailer and boat registrations

Change Lower-Unit Oil

Maina and Gillespie both strongly recommend AMSOIL Synthetic Marine Gear Lube (AGM) in the lower unit. It delivers advanced outboard protection against power loss and gear wear, even with up to 15% water contamination.¹

"With the AMSOIL easy-pack, it takes me about five minutes to change lower-unit oil and is mess-free," said Gillespie. He also recommends removing the prop and cleaning out any fishing line that's stuck. It can damage seals and cause leaks if left unattended.

Maintain the Fuel System

Fuel-system maintenance is also vital since ethanol, present in most fuel today, has an affinity for water and can cause phase separation, a process in which ethanol mixes with water and falls to the bottom of the tank. When the mixture is pulled into the combustion chamber, it can lead to a lean-burn situation and damage the engine. AMSOIL Quickshot® (AQS) helps prevent phase separation while cleaning deposits from the fuel system for maximum power and operability.

Grease Trailer Bearings

"There's nothing worse than having your bearings go out on the way to the lake," said Gillespie. He greases the bearings each spring and fall with AMSOIL Synthetic Water-Resistant Grease (AWG). It resists water washout and helps protect bearings so you can focus on fishing, not making repairs.

Change Outboard Motor Oil

If you're running a four-stroke motor, it's best to change oil in the fall prior to storage so contaminants don't sit in the engine all winter. If you missed it, start the season right with an oil change using AMSOIL Synthetic Marine Engine Oil (WCT, WCF, WCM). It delivers excellent high-stress, high-rpm endurance while fighting rust and corrosion for long engine life.

AMSOIL MP for Nearly Everything

"AMSOIL Metal Protector (AMP) is handy in the boat for so many things, like protecting tools, motors and reels against rust," said Maina. "In freezing temps, it helps battle line and rod-guide freezing."

Gillespie agrees. "I spray it on my fishing tools to prevent rust," he said. "I use MP on my trailer hitch and even on the bow mount – always carry a can of AMSOIL MP."



"With the AMSOIL easy-pack, it takes me about five minutes to change lower-unit oil and is mess-free."

– John Gillespie

Pete Maina

- One of *Outdoor Life's* Top 20 Anglers on the Planet
- North America's #1 authority on muskie & pike fishing
- Visit petemaina.com

John Gillespie

- Host of "John Gillespie's Waters & Woods"
- Expert fishing instructor with more than 1,500 shows produced in 28 years
- Learn more at gillespiefishing.com

¹Based upon AMSOIL testing of AMSOIL Synthetic Marine Gear Lube 75W-90 in ASTM 3233 and ASTM D892.

WE ANSWER YOUR QUESTIONS ABOUT *THE NEXT 50* COMPENSATION PLAN

The Next 50 (TN50) compensation plan is scheduled to take effect later this year, and we're working hard to finalize the details. Make sure to review the February, March and April editions of *AMSOIL Magazine* for details and examples of how the plan will work. Find them in the Dealer Zone (Digital Library>Publications>*AMSOIL Magazine*). While you're in the Dealer Zone (my.AMSOIL.com), complete "*The Next 50* Compensation Plan" program for additional info, including videos that show how the plan will work.

As we prepare for this change, we've asked you to submit questions to thenext50@AMSOIL.com. Here, we provide answers to your most frequently asked questions about the TN50 plan. Please continue to submit your questions as they arise.

GENERAL QUESTIONS

1. When will the TN50 compensation plan be in place?

It will occur in the second half of 2022 and we will provide plenty of advanced notice.

2. Can Dealers choose to move their entire Dealership to the new plan?

No. As long as the legacy plan is in effect, the TN50 plan will only apply to sponsored Dealers and new customers and accounts registered after the TN50 effective date.

3. Why not just go with the new plan for all accounts?

Maintaining two plans for right now provides greater stability and allows Dealers time to adapt and transition to the TN50 plan.

4. When can we start marketing the TN50 compensation plan to prospective Dealers? Will joinAMSOIL.com be updated?

We will update joinAMSOIL.com and provide updated marketing materials designed to help Dealers clearly communicate the opportunity just prior to the official implementation date. Dealers should not market the TN50 plan until it launches and official marketing materials are available.

5. Can a former Dealer come back as a new Dealer under the TN50 plan?

Yes, former Dealers whose Dealerships expired more than 12 months ago will be considered "new" Dealers in the new TN50 compensation plan provided they register after the TN50 plan is implemented. This includes former Dealers who are now active P.C.s or online/catalog customers.

6. Is this plan just for new Dealers?

Upon its implementation, the TN50 plan will apply to all active Dealers. However, all Dealers, customers and accounts registered before implementation will continue to generate commissions under the legacy plan. All new sponsored Dealers, customers and accounts acquired after the implementation date of the TN50 plan will generate commissions under the TN50 plan. We will operate two plans behind the scenes.

7. Will Dealers who register between now and the implementation of the TN50 plan be on the legacy plan or the TN50 plan?

Any Dealer who registers prior to the implementation date for the TN50 plan will be paid according to the legacy plan for all personal purchases and customers and accounts registered before the TN50 plan is implemented. Any sponsored Dealers, customers and accounts acquired after the TN50 plan is implemented will generate commissions according to the TN50 plan.

THE NEXT 50 PLAN QUESTIONS

8. Are all customer types (P.C., online/catalog, commercial, retail and personal purchases) paid the same product profit value?

Yes. The TN50 plan provides the same product profit values regardless of customer type.

9. Do my monthly total team sales (including \$500 of personal sales) determine my Profit Tier each month?

Yes, monthly earnings are determined based on the Profit Tier Schedule every month. You may earn Tier 1 profits one

month and Tier 2 profits the next month based on your total team sales.

10. When one of my P.C.s buys directly from AMSOIL, does that count toward my personal sales?

Yes. All purchases made by your personally sponsored customers and accounts count toward your monthly personal sales total. This applies to assigned customers and those you acquire on your own.

11. Do "personal sales" include sales to assigned customers?

Yes, purchases made by assigned customers are included in your monthly personal sales total.

12. Are sales generated by sponsored Dealers and customers in both the legacy plan and the TN50 plan used to determine my payout level in each plan?

Yes. You will continue to earn commissions according to the existing (legacy) plan on all existing customers and accounts. You will also earn commissions according to the TN50 plan on all new Dealers, customers and accounts registered after the TN50 plan takes effect. We will manage two plans behind the scenes.

Sales from all customers will count toward PV/GV (personal volume/group volume) to determine earning levels in the legacy plan, and sales from all customers will count toward personal/team sales to determine tier qualifications in the TN50 plan. We'll send you the total combined commission.

13. I have existing customers. Will I start at the bottom when I register new customers in the TN50 plan?

No. Your personal purchases and sales to customers in both plans (legacy and TN50) will determine your position in the legacy Commission Schedule and the TN50 Profit Tier Schedule. That way, you will maximize your earnings in both plans. Here is a general example of how this will work. Assume each customer purchased one case of Signature Series 5W-30 Synthetic Motor Oil at U.S. wholesale price (\$121.24/83.66 CCs per case).

Let's say the TN50 plan is now in effect. You have 10 P.C.s who registered under the legacy plan whose purchases total **\$1,212.40** (U.S. wholesale price), generating **836.60** commission credits. You also have three new P.C.s whose purchases total **\$363.72**, which would have generated another **250.98** CCs in the legacy plan.

Sales to 10 P.C.s Registered Under Legacy Plan



\$121.24 x 10 = **\$1,212.40**
836.60 CCs

Sales to 3 P.C.s Registered Under The Next 50 Plan



\$121.24 x 3 = **\$363.72**
250.98 CCs

Your total CCs for the month would be **1,087.58**, qualifying you to earn at the **11%** level according to the legacy plan Commission Schedule. You earn **11%** (0.11) on the **836.60** CCs generated by customers in the legacy plan.

PERSONAL GROUP COMMISSION CREDITS		PERCENTAGE
5000	(23% + 2% sponsorship bonus)	25%**
4000	(23% + 1% sponsorship bonus)	24%*
3000		23%
250		20%
2000		17%
1500		14%
1000		11%
500		8%
300		5%
100		2%

Sales to 10 P.C.s Registered Under Legacy Plan: **836.60** CCs
 Sales to 3 P.C.s Registered Under The Next 50 Plan: **250.98** CCs

1,087.58 CCs

Sales to 10 P.C.s Registered Under Legacy Plan: **836.60** CCs
 x 0.11

\$92.03

Your total team sales would be **\$1,576.12**, qualifying you for Tier 2 profits according to the TN50 Profit Tier Schedule. You earn Tier 2 profits on products sold to customers on the TN50 plan.

Profit Tier	Min. Total Monthly Team Sales
Tier 1	\$500
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4*	\$5,000

Sales to 10 P.C.s Registered Under Legacy Plan: **\$1,212.40**
 Sales to 3 P.C.s Registered Under The Next 50 Plan: **\$363.72**

Total Sales: \$1,576.12

Sales to 3 P.C.s Registered Under The Next 50 Plan: **\$14.59**
 x 3 Cases

\$43.77

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19

- Minimum \$500 personal sales required to receive a commission.
- Minimum personal sales volume requirement is waived for first 24 months as a Dealer.
- Must be Customer Certified to earn Tier 4 profits.

Legacy plan earnings: **\$92.03**
 The Next 50 plan earnings: **\$43.77**

Total commissions for the month: \$135.80

14. If one of my existing P.C.s or online/catalog customers becomes a Dealer after the TN50 plan is implemented, which compensation plan will apply to that person?

Existing customers who become Dealers after the TN50 plan is implemented will earn according to the TN50 plan.

15. Will Dealers who have no sales before the TN50 plan is implemented be able to transfer to the TN50 plan?

No. All existing Dealers will continue generating commissions for personal purchases according to the legacy plan.

16. Can you transfer existing P.C.s to the TN50 plan?

No. Any existing customers will continue to generate commissions under the legacy plan.

17. Do I receive a \$10 qualification bonus for retail and commercial accounts after the TN50 plan is implemented?

No, not for new accounts after the TN50 plan is launched. Qualification, duplication and retention bonuses for qualified Dealers and accounts registered beforehand will continue to be paid. The only new-customer bonus available in the TN50 plan is the \$10 New-P.C. Bonus earned for registering a new Preferred Customer who purchases at least \$100 in AMSOIL products (U.S. wholesale value).

18. Will new Dealers and accounts still be considered in my qualified customer count for achieving Customer-Certified status?

Yes, new Dealers and accounts who purchase at least \$100 in AMSOIL products (U.S. wholesale value) will be considered “qualified” new customers and count toward Customer Certification status.

19. Should I hold off to register new Dealers until the new program starts?

No, charge forward!

20. Do I have to qualify to earn Tier 4 profits every month, or am I locked in once I achieve that level?

You must meet the threshold for Tier 4 profits every month.

21. What does the upline earn in situations where the upline and sponsor are both earning Tier 4 profits?

When the upline and sponsor are both earning Tier 4 profits and the selling Dealer is not, the upline qualifies for the Leadership Bonus. When the selling Dealer is also earning Tier 4 profits, the upline qualifies for the Leadership Bonus 2.

22. Why do you have to be Customer Certified to earn at the Tier 4 level?

Customer Certification benefits all parties – Dealers, customers and AMSOIL INC. It helps ensure customers are connected with Dealers who are knowledgeable and active so they receive excellent service. We strongly encourage all Dealers to become Customer Certified.

23. Do Dealers only get paid on three levels?

Yes. A maximum of three Dealers earn money on any sale (selling Dealer, sponsor and upline).

24. Do I earn anything on sales made by Dealers three levels below me?

No. Only Dealers within two levels contribute to your total team sales and earnings in the TN50 plan. This helps put more money closer to the sale, which is one of our main goals.

25. Should we build our Dealerships wider rather than deeper?

Dealers have always been encouraged to primarily focus on personal sales and sponsorship, which equates to building Dealerships wider. Dealers should also sponsor, train and encourage downline Dealers to build their own successful Dealerships. The majority of those efforts should be spent on personally sponsored Dealers and those Dealers are responsible for sponsoring, training and encouraging their Dealers.

26. In the legacy plan, we earn retail profits on sales to online/catalog customers. Are those going away in the TN50 plan?

Yes. We reallocated that money toward higher product profit values in the TN50 plan. It does not make sense to pay significantly more for online/catalog customer sales. They are expensive to acquire, have the lowest retention rate, lowest lifetime value and they are expensive to service due to their typically small orders.

27. Why are Canadian commissions paid on U.S. wholesale pricing?

In the legacy plan and the TN50 plan, commissions are paid in U.S. dollars. The elimination of commission credits in the TN50 plan carries many benefits, but requires us to calculate commissions using U.S. pricing.

28. Are the profit tier thresholds the same amount in Canada?

The Profit Tier Schedule is based on U.S. wholesale values of products sold. We will provide a report in the Dealer Zone that clearly illustrates your monthly sales total in U.S. wholesale and the corresponding profit tier you have achieved.

REPORTING

29. How will AMSOIL know if a Dealer is originally classified under the old or new plan?

The date of registration determines under which plan a Dealer operates. Dealers who register before the TN50 plan is implemented will generate commissions on personal purchases according to the legacy plan. They will also generate commissions on customers and accounts established before the implementation of the TN50 plan according to the legacy plan. They will earn according to the TN50 plan on customers and accounts established after the TN50 plan takes effect.

30. Will we receive commission reports to show what was earned in the legacy plan separately from the TN50 plan?

Yes. The commission statement will be modified to include earnings categories for profit tiers, Leadership Bonus, Leadership Bonus 2 and New-P.C. Bonus.

31. Will we be able to see our total team sales throughout the month?

Yes. The Group Volume & Earnings report in the Dealer Zone will be updated to include month-to-date personal and total team sales. It will be easy to determine monthly qualifications for both the current and new compensation plans.

32. Will we get two separate checks for commissions every month?

No. There will be one commission statement and one commission payment that covers all customers, transactions and earnings for both plans.

33. How will an upline know which customers will be on the legacy plan and which customers will be on the TN50 plan?

Customer reports in the Dealer Zone will be updated with this information.

34. How should we market the TN50 plan?

We will provide Dealers with official marketing materials and training on best practices for marketing the TN50 plan. Dealers should not market the new plan until these materials are available.

LEGACY PLAN QUESTIONS

35. How will volume transfers be handled with both plans?

Dealers will still be able to sell to other Dealers and P.C.s and transfer volume for earnings and qualification purposes. Doing so when the TN50 plan is in place will require Dealers to identify the items and quantities for all sales. New transfer forms will be available in the Dealer Zone and DBS to make these transfers as easy as possible.

36. How will Dealers transfer Dealer-to-Dealer out of personal stock?

You will still perform a volume transfer in these situations. The volume-transfer process will be adjusted slightly to require product codes and quantities. Transferring Dealers will be paid the same way they have always been paid.

37. Will the reserve account stay in place and how will this work with the TN50 plan?

Direct reserve accounts will continue to exist; however, the direct reserve process is based on commission credits. So, only commission credits generated in the legacy plan can be added (DRI) to a reserve account, and commission credits deducted from a reserve account (DRO) will be paid in the legacy plan. There will not be a similar option for banking personal sales or earnings within the TN50 plan.

38. What happens with the CCs I have banked?

Commission credits banked in your direct reserve account will remain there and available for use as normal. The direct reserve process will remain in place for business generated in the legacy plan.

39. Will the growth bonus continue?

A new sales-achievement and awards program will take the place of the former growth and sponsorship program. It will launch simultaneously with the TN50 plan. New categories, levels and rewards achieved in 2022 will be retroactively recognized and delivered with the first commission period following the launch of the TN50 plan.

40. Can Dealerships still be transferred to family members or sold? Will all customers be then put into the new plan?

The TN50 plan does not change our existing policies regarding transferring a Dealership. The registration date of a Dealership and its customers and accounts do not change following a transfer. Therefore, commissions for customers who registered prior to implementation of the TN50 plan will continue to be based on the legacy plan and commissions for customers who registered after implementation of the TN50 compensation plan will be based on the new plan.

41. I am grandfathered into the Golden Key Program. What is going to happen with that?

Nothing. If you're grandfathered in, you will remain grandfathered in.

42. Will Dealers still be able to purchase large quantities of product and receive a discount?

Yes. There are no changes to the purchase and freight discounts offered to Dealers.

GLOSSARY OF TERMS

Product profit values – Each AMSOIL product has defined profit values. Profit values do not change according to customer type (retail, commercial, P.C., Dealer, online/catalog).

Profit Tier Schedule – Schedule that defines monthly sales volumes required to achieve higher product profit tiers.

U.S. wholesale price – The basis used to calculate all levels in the Profit Tier Schedule.

New Dealer – A Dealer who registered within the past 24 months.

Personal sales – Your personal purchases and sales to personally sponsored accounts and customers. Based on U.S. wholesale prices.

Total team sales – Personal sales plus total sales of personally sponsored Dealers and their personally sponsored Dealers. Sales made by Dealers who qualify for Tier 4 profits and their team members are excluded. Based on U.S. wholesale price of products sold.

Leadership Bonus – Bonus paid on qualified sales made by personally sponsored Dealers who qualify for Tier 4 profits and their Dealers who are on your team. Only paid to one Dealer per sale. Must be earning at Tier 4 to earn the Leadership Bonus.

Leadership Bonus 2 – Bonus paid on personal sales made by Dealers on your team who qualify for Tier 4 profits and are personally sponsored by Dealers who qualify for Tier 4 profits. Must be earning at Tier 4 to earn the Leadership Bonus 2.

Selling Dealer – Dealer directly purchasing products or making the product sale.

Sponsor – Dealer who directly registers and mentors a Dealer.

Upline – Dealer directly above the sponsoring Dealer.

NEW DZ HIGHLIGHTS: LEADERBOARDS

The new Dealer Zone makes managing your independent AMSOIL Dealership easier. The mobile app allows you to work anywhere, anytime. Now, leaderboards have been added to provide motivation and friendly competition among Dealers.

LEADERBOARDS

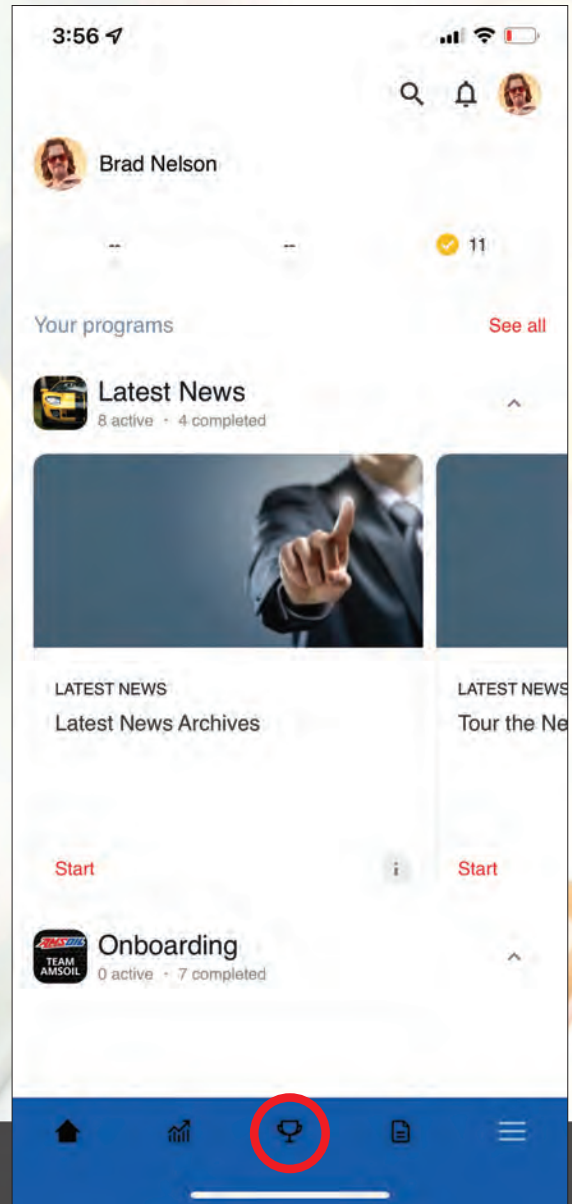
Dealers, start your engines!

Leaderboards were activated in the Dealer Zone in March, providing a fun way to see how you stack up against other Dealers in your home state or province.

The focus of the leaderboard will change every few weeks to mesh with events like product releases and sales initiatives. For example, the first leaderboard ranked Dealers based on the most Preferred Customers who purchased at least \$100 (U.S.) or \$130 (Canada) in AMSOIL products during the month of March.

Over time, leaderboards will pit Dealers in head-to-head competition on many aspects of the Dealer opportunity. If you fall behind in one, don't sweat it — just keep the hammer down for the next event.

Good luck.

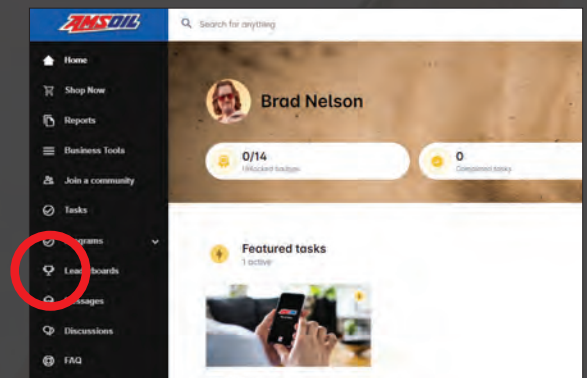


HOW TO ACCESS LEADERBOARDS:

- In the mobile app, access leaderboards by touching the trophy symbol at the bottom of the screen.
- If you are using a desktop computer, access leaderboards by clicking the “Leaderboards” tab on the left-navigation menu.

Seeing how you compare in various facets of the Dealer opportunity can help create awareness and growth strategies for your Dealership. Friendly competition can also be a fun motivator and tool for testing out new areas of the Dealer opportunity.

We're confident that using the tools in the new Dealer Zone will help you accelerate the growth of your Dealership. We will continue to highlight these powerful business tools in future magazine articles.



Car Show Insights

Many Dealers successfully promote AMSOIL products and register new customers and accounts at trade shows, fairs or race events. If you're thinking about getting in on the action, here are a few tips from our corporate team.

- Check with the show promoter to **make sure another AMSOIL Dealer is not already established** – especially at smaller shows. This helps avoid confusion among attendees and competition among Dealers.
- Make sure you **arrive well-dressed and presentable**. The AMSOIL Clothing & Promotional Catalog (G1650) has a great selection of apparel you can choose to help you represent the AMSOIL brand.
- **Keep your booth well-stocked** with basic literature like fair handouts, catalogs and business cards. As a bonus, take advantage of the AMSOIL Print Center (Dealer Zone>Business Tools>Marketing Your Dealership>AMSOIL Print Center) and get your Dealer information printed or stamped on each item.
- **Many Dealers bring products for display only**, and do not bring much to sell on site. Attendees don't usually want to haul around motor oil bottles while attending a car or trade show.
- **Make sure you are only using current marketing** and promotional messaging. Check that all banners, flyers and other promotional items are up-to-date.
- Make sure you **have a way to easily gather contact information from leads** so you can follow up with them later.
- **Get Certified** so you are armed with all the product and account knowledge you need to present to prospects. Getting Certified also allows you to take advantage of the AMSOIL Trade Show Co-op Program.
- **Be prepared with the knowledge** to identify the best account type for prospects, and be sure you know how to register them.

TRADE SHOW CO-OP PROGRAM

Dealers can receive co-op assistance in support of their participation at trade shows and racing events. The co-op is designed to assist with event booth fees and literature costs. Clothing co-op is also available for you to present a professional appearance while working an event. See the Trade Show Co-op Form (G2075) for full program details.





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.** 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.*



“Been using 10W-40 marine oil for 3 years now. Won’t trust any other oil for my 5.7L. I run hard and sometimes long to get to the fishing grounds. I don’t wanna worry about oil, and I never do with AMSOIL. Great stuff”

– **Robert**
 New York

May Close-Out

The last day to process May orders in the U.S. and Canada is the close of business on Tuesday, May 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for May business will be accepted until 3 p.m. Central Time on Monday, June 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, May 30 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 23 for Victoria Day.

Supply-Chain Issues and Backorders

Supply-chain issues are creating significant challenges for manufacturers in all industries, including AMSOIL. All manufacturing components, including steel, chemicals and even drivers to deliver raw materials and finished goods, are in short supply. While we are working hard to secure enough base oils, additives and packaging to keep all our products in stock, we must sometimes place certain products on temporary backorder.

If a product you or a customer wants to purchase is temporarily out of stock, we encourage you to continue checking AMSOIL.com (AMSOIL.ca in Canada) for availability. You may also click the "Notify Me" button on the product page to receive an email notification when the affected product is available for purchase. The majority of AMSOIL products are available as normal and we expect that to continue; despite our best efforts, however, supplies of raw materials for grease, aerosols and filters continue to pose more significant challenges and likely will for a few more months.

Thank you for understanding; we apologize for any inconvenience this has caused.

Discontinued Greases

AMSOIL Arctic Synthetic Grease (GEC), Synthetic Fifth-Wheel Grease (FWG) and Semi-Fluid 00 Synthetic EP Grease (GSF) are discontinued and available while supplies last due to low sales, increased minimum grease-manufacturing quantities and continued supply-chain issues.

Quicker Payment for Catalog Orders

Effective May 1, we will start paying commissions on catalog orders in the same business month the orders were placed, ensuring Dealers are paid for their sales as quickly as possible and matching the way we pay commissions for Dealer and Preferred Customer orders.

Customer Certification Required to Appear on Dealer Locator

The "Locator Certified" designation has been retired, creating the need to set a new standard for Dealers to appear on the AMSOIL Dealer Locator. Effective June 1, Dealers must be Customer Certified to appear on the Locator, helping ensure customers are connected with active, knowledgeable Dealers and receive the best possible service.

Change to Alternative Qualification for Customer Certification

Today, those who have been a Dealer for less than 1 year can become Customer Certified by completing Customer Basic Training and registering two new qualified customers annually. Effective May 19, new Dealers can become Customer Certified with only two new qualified customers annually in their first 2 years as a Dealer, providing valuable additional time for new Dealers to build their Dealerships.

Beware of Ordering Scams

We have been made aware of several attempts by scam artists to target AMSOIL Dealers while posing as legitimate companies, including recent attempts by someone posing as a representative from Pfizer. It is important to be wary of scam attempts during the ordering process. If an opportunity seems too good to be true, it may be a scam. Be wary of the following warning signs:

- Unusually large orders or unusual product selection
- Email domain name doesn't match the legitimate company's website address
- Names on the account, credit card or shipping address don't match
- Multiple orders with different shipping addresses
- Multiple payment methods used or offered
- "New" businesses with no online presence
- Price isn't an issue and registering as a customer is too inconvenient
- Caller ID is different than phone number used on account
- Speed is important
- Unusual shipping locations, including trucking company depots, storage facilities, vacant buildings, apartments and package-forwarding services
- Retail businesses (resellers) that aren't concerned about paying sales taxes

While there can be legitimate reasons for some of these unusual situations, Dealers are well-advised to perform additional research. A couple minutes of online research by name, business name, address and telephone number can usually confirm whether an opportunity is legitimate. Asking customers a few questions about the type of business, how products will be used, who is the end customer and billing details associated with credit cards can also be helpful. Consumers are used to providing this type of information, and these questions can help identify fraudulent activities. If you have doubts, do more research, decline the opportunity and advise AMSOIL/others to look out for similar activities.

Do not rely on credit card authorization processes to determine if payment is valid. Transactions with stolen credit cards will be authorized until the theft or fraudulent activity is identified, but credit/debit card companies will charge back merchants for all fraudulent charges. In some cases this can take 90 or more days after the sale. At this point, there is little chance of retrieving products or identifying the customer.

Protect yourself and your Dealership by doing your homework and knowing who you're selling to. Remember, it is your responsibility to avoid selling products to another Dealer's protected customers and to ensure your customers aren't attempting to pass stolen credit cards or resell products online.

AMSOIL MARKET CATALOGS – TOOLS TO INCREASE YOUR SALES

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

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



Commercial Program Catalog

(G3469 U.S., G3474 Can.)

WHO'S IT FOR?

Current and prospective commercial accounts.

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

WHAT PRICING DOES IT SHOW?

Wholesale cost



Retail Program Catalog

(G3520 U.S., G3521 Can.)

WHO'S IT FOR?

Current and prospective retail accounts.

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

WHAT PRICING DOES IT SHOW?

Wholesale cost and MSRP



Automotive Catalog

(G3549 U.S., G3550 Can.)

WHO'S IT FOR?

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

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

WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing



Powersports & Racing Catalog

(G3511 U.S., G3512 Can.)

WHO'S IT FOR?

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

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

WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing





Dan Peterson | SENIOR VP, DEALER SALES AND MARKETING

The Next 50 Compensation Plan Rewards Activity

Make sure you're prepared to take advantage of the new plan's potential when it takes effect later this year.

We've done a lot of research in preparation for introducing a new compensation plan, and one key area we looked at was the importance of personal sponsorship of Dealers and accounts.

We know that newer Dealers are personally sponsoring accounts at a healthy rate. But the same is not true when it comes to sponsoring Dealers. Our statistics show that most Dealers registered in the past 10 years have **zero or just one** personally sponsored Dealer on their team.

As our statistics show, Dealers are building flatter Dealerships, but our existing compensation plan is misaligned with this trend. The plan was designed 50 years ago when the direct-selling industry focused more on sponsorship than personal sales. In fact, in some cases, the plan can pay seven or more Dealers on a sale. That doesn't leave much for the Dealer who made the actual sale. Plus, paying too much to upline sponsors can make new or small Dealers feel cheated, contributing to the shady reputation unethical companies have given MLM through the years.

The Next 50 plan is designed to solve these problems. It will pay a maximum of three Dealers on a sale, which lets us pay more to new Dealers and the Dealer who made the sale. These are two of the top-three features respondents to our 2021 Dealer survey said they want in a new plan; the third being to make it easier to calculate.

As a reminder, the new plan will apply to your **new** customers and accounts registered after it takes effect later this year. **Existing** customers and accounts will still generate commissions under the

current plan, which we'll call the "legacy plan."

Under *The Next 50* plan, if you're actively selling products and personally sponsoring other Dealers, it is highly likely you will make more money.

That's an exciting prospect for Dealers who are poised to take advantage. Here are some areas to focus your attention on as we transition to the new plan later this year:

Focus Your Training Efforts – Training and mentoring your Dealer team will be even more important under *The Next 50* plan. Since the new plan pays a maximum of three Dealers on a sale, focus your training and mentoring on two levels of sponsorship. That includes your personally sponsored Dealers and their personally sponsored Dealers. This is where the money is focused in the new plan. This will mean narrowing your influence to first- and second-level sponsored Dealers. We want all Dealers to have a clear line of sight to these Dealers and benefit financially from mentoring and coaching work. It will mean taking a more active role in training and mentoring these first two levels. Sharpening your focus will help build stronger relationships with those whose success will help influence your success.

Personally Register Accounts – *The Next 50* plan is designed to reward Dealers who are actively selling products. The reason is obvious – you have to sell AMSOIL products to make money. This means Dealers should concentrate on personally registering customers and accounts and not rely heavily on Dealers on your team to take the lead in this area. To help you, we

revamped the Preferred Customer (P.C.) Program last fall and have improved the Commercial and Retail Programs. These changes will help you personally register more customers and accounts to build your customer base.

Personally sponsoring Dealers and coaching these Dealers to personally sponsor new Dealers will be an important component of *The Next 50* compensation plan. With its implementation, AMSOIL corporate will be actively marketing the Dealer opportunity through marketing campaigns and other investments. We know we need to provide this leadership, highlight the value of the new compensation plan and get this in front of prospective Dealers. All new Dealers who come in through these efforts will be assigned to Sponsor-Certified Dealers based on geographic proximity.

To achieve sponsor certification, you must complete Sponsor Basic Training, be Customer Certified and personally sponsor one Dealer. If you don't yet qualify, get started by completing Customer Basic Training in the Dealer Zone, if you haven't already, and then Sponsor Basic Training. Both training programs are easy to complete anytime, anywhere thanks to the new Dealer Zone.

Dealers have been building flatter Dealerships and focusing more on personal sales for years. It's time our compensation plan rewards those activities. This will help us grow the pie and help Dealers make more money in the long run, strengthening and securing the opportunity for another 50 years.

THE IMPORTANCE OF DEALER CERTIFICATION UNDER ***THE NEXT 50*** COMPENSATION PLAN

Dealer Certification is crucial for building your Dealership and maximizing earnings in *The Next 50* compensation plan.

Getting Certified Helps You...

- **Develop** your customer base
- **Build** your team
- **Reach** higher product profit values

PROFIT TIER SCHEDULE	
Profit Tier	Min. Total Monthly Team Sales*
Tier 1	\$500
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

• Minimum \$500 personal sales required to receive a commission.
 • Minimum personal sales volume requirement is waived for first 24 months as a Dealer.
 • Must be Customer Certified to earn Tier 4 profits.
 *U.S. dollars

Effective June 1, Dealers must be Customer Certified to appear on the Locator, helping ensure customers are connected with active, knowledgeable Dealers and receive the best possible service.

	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"> • Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator 	<ul style="list-style-type: none"> • Eligible to be assigned new Dealers 	<ul style="list-style-type: none"> • Eligible to be assigned retail accounts 	<ul style="list-style-type: none"> • Eligible to be assigned commercial accounts
How to Get Certified	<ul style="list-style-type: none"> • Complete Customer Basic Training • Register 4 new qualified customers annually OR • Register 2 or more new qualified customers annually and meet one of the following alternative qualifications: <ul style="list-style-type: none"> • Have been a Dealer for less than 1 year 2 years • Have 24 or more active buying customers • Have more than \$10,000 in personal purchases plus 5 or more active buying customers 	<ul style="list-style-type: none"> • Complete Sponsor Basic Training • Be Customer Certified • Sponsor 1 Dealer 	<ul style="list-style-type: none"> • Complete Retail Basic Training • Be Customer Certified • Register 1 retail account 	<ul style="list-style-type: none"> • Complete Commercial Basic Training • Be Customer Certified • Register 1 commercial account

Effective May 19, this alternative qualification method will change from 1 year to 2 years, providing valuable additional time for new Dealers to build their Dealerships.



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May 2022

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*Effective June 27, 2022, instead of a \$5 coupon, Canadian Preferred Customers will receive a coupon for 5% off their next order (up to a \$5 value). See Preferred Customer Program terms & conditions at AMSOIL.com/pc (AMSOIL.ca/pc).

Full-year membership still just \$20 (\$30 Can.).