

AMSOIL[®]

► DEALER EDITION

MAGAZINE

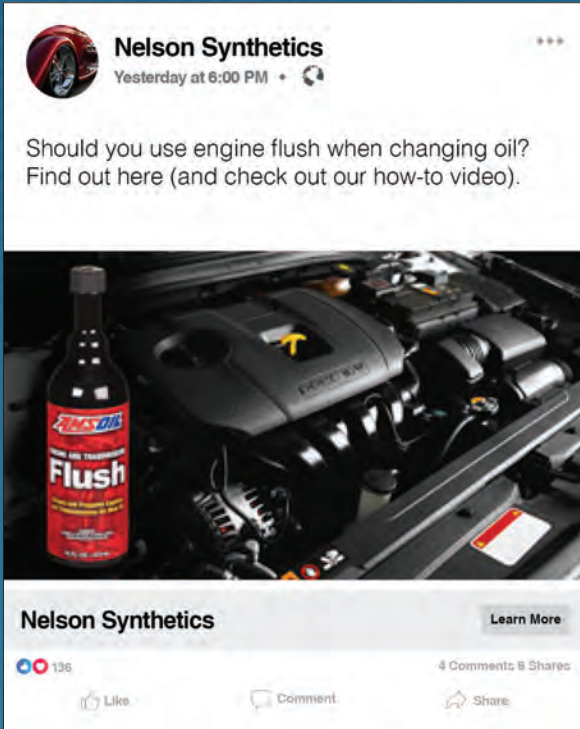
JUNE 2022



PREP FOR YOUR SUMMER ADVENTURE- BIKE TRIP

| PAGE 8

How to Use the AMSOIL Inside Track to Accelerate Your Marketing



- How-to videos • Customer testimonials
- Blog posts • Product news • Racing & events info

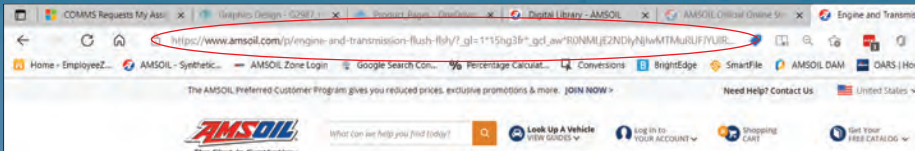
Aside from a great source for racing and events updates, technical articles, customer testimonials and more, the AMSOIL Inside Track (blog.AMSOIL.com) is a great source of marketing material for your social-media platforms, website and direct communications to customers and prospects. Here's how to take advantage:

- Link your social-media post, direct message or other communication to an Inside Track article with your Dealer number attached, like this:

<https://blog.amsoil.com/is-an-engine-flush-good-or-bad/?zo=1234567>

Substitute your Dealer number where shown.

- If someone navigates to AMSOIL.com/AMSOIL.ca using the link, you will be credited if he or she makes a purchase or registers as a customer or Dealer.



IMPORTANT NOTE:

While your Dealer number **won't** appear in the browser URL when the prospect arrives at AMSOIL.com/AMSOIL.ca...

...it **will** automatically appear in the referral field when the prospect registers as a customer or Dealer, ensuring you get credit.

Did someone refer you to AMSOIL? If so, please tell us.

Have a Referral Number? Enter it below:

CHECK OUT THE AMSOIL INSIDE TRACK (BLOG.AMSOIL.COM) AND START SHARING CONTENT TO ACCELERATE YOUR MARKETING.





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THE COVER

This modified 2008 KTM* 690 Enduro* bike is owned by AMSOIL Video Producer/ Photographer Wyatt Gruben, who took it on an epic ride along the Continental Divide.



From the President

It's official: *The Next 50* compensation plan and sales achievement program launch Oct. 1, 2022. We are extremely excited about the possibilities the new plan presents. We firmly believe that launching a new, simpler compensation plan that puts more money closer to the sale will help us attract and retain more energized Dealers. I cannot wait to see what the future holds, and I sincerely hope each of you experiences excellent growth thanks to these changes.

An AMSOIL Dealership has never been a get-rich-quick opportunity, and we have never promoted it as such. These days, it's increasingly more important to be clear about what people should expect – from a customer-satisfaction standpoint and a legal standpoint. We are developing Dealer recruitment materials now to help you bring new Dealers onboard. The messaging is carefully crafted based on sound market research and legal counsel to deliver the information prospective Dealers care about most without making

claims about potential earnings that could land you and AMSOIL INC. in legal trouble. The Federal Trade Commission (FTC) put all direct-sales companies on notice last year. They are applying greater scrutiny to claims that companies and their distributors make about the earning potential their respective opportunities provide, and failure to meet the standard carries hefty fines.

I have zero tolerance for that type of infraction. AMSOIL has always done things the right way, and as a result, we have never faced the embarrassment that comes with being identified as a bad seed by the federal government. As the face of AMSOIL in the field, it's your responsibility to ensure you understand and abide by these legal expectations. The easiest solution: just use the materials we provide. Don't make your own, and don't exaggerate the truth. We are developing training on this now that will help you ensure you're in compliance.

We are entering the final month of our fiscal year and continuing to

fight through the most volatile period ever in the lubricants industry. Swift, severe price increases, long lead times, transportation issues and an extremely limited supply of raw materials have plagued the industry for nearly two years. We are not out of the woods yet, but optimism is beginning to grow. With a little good fortune, we hope to be on the path toward normalcy by the end of the year.

Meanwhile, now is the time to make sure you know the TN50 compensation plan inside and out. If you have questions, we're here to answer them. Don't delay; October will be here before you know it.

Alan Amatuzio
President & CEO

THE NEXT50™
Commitment • Collaboration • Success

The Next 50 Compensation Plan Coming Oct. 1, 2022

The wait is almost over. *The Next 50* (TN50) compensation plan, the biggest and most exciting improvement to the Dealer opportunity in decades, will take effect Oct. 1, 2022.

Following more than a year of research that has involved industry experts and hundreds of hours of interviews with current and former Dealers, we developed the TN50 plan to meet the following goals:

- Simpler to understand and explain
- Pay new Dealers more
- Pay more closer to the sale

By introducing a simpler compensation plan that meets these goals, we hope that you'll register and retain more active, successful Dealers. That adds up to more Dealers selling more products, growing the pie for everyone over the long term.

The Next 50 plan (coming Oct. 1, 2022)

When it takes effect, all **new** Dealers, customers and accounts you register will fall under *The Next 50* plan. We'll calculate and pay your commissions on new business based on the new plan.

Legacy plan (current plan)

All your **existing** Dealers, customers and accounts registered prior to Oct. 1 will remain under the current plan. We'll calculate commissions on business with those existing Dealers, customers and accounts the same as we do now, and everything will function the same as it does today.

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

Still have questions?

We're here to help.

Email thenext50@AMSOIL.com.

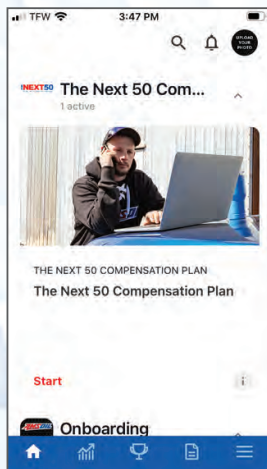
Change to the \$500 Minimum Monthly Personal Sales Requirement in the TN50 Compensation Plan

In response to Dealer feedback and the latest guidance on complying with FTC regulations, we are making an adjustment to *The Next 50* compensation plan before it launches. There will be no sales requirement to earn Tier 1 profits on any sale; however, Dealers will be required to have \$500 in personal sales to qualify for Tier 2, 3 or 4 profits. The relevant materials in the Dealer Zone have been updated to reflect this change.

THE NEXT50TM
Commitment • Collaboration • Success

Get ready with these resources

Check out *The Next 50* compensation plan program in the Dealer Zone (my.AMSOIL.com) for videos that help explain why we're making this change and how the plan will work.



PROFIT TIER SCHEDULE

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

- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.

LETTERS TO THE EDITOR

GREASE

I would like to keep using the AMSOIL Polymeric EP Grease in the future, but it leaks out of the grease gun all over the place when not in use. I use it to grease the suspension points on my motorhome. It doesn't seem to matter what the temperature is. I carry it in one of the hatches on my motorhome. Any suggestions?

Bill Boyce

AMSOIL: Thank you for your question, Bill. Grease bleed is unfortunate, but it does happen. While we can't prevent it from happening, there are a few things you can do to reduce it. First, keep the grease cool. The warmer it is, the more it will bleed. Next, keep your grease supply fresh. The longer it sits, the more it will bleed. Lastly, release the pressure on the grease by pulling the handle back and locking the spring in the retracted position. More pressure will create more bleed.

AMSOIL MAGAZINE

Since I became a Dealer in 1976, I have enjoyed every monthly edition of *AMSOIL Magazine* with its very colorful and Dealer-oriented articles. Frequently, I wanted to print your articles to use in promoting products, but they were directed toward Dealers and the background colors caused excessive cost, more difficult for home printing and no space for Dealer information.

Using white backgrounds, reducing the use of vivid colors and directing the article to customers as well as Dealers would be highly beneficial. The lower color usage might even lower the printing costs for AMSOIL as well as provide the materials to help Dealers sell more products, solicit new P.C.s, Dealers, retailers and commercial accounts. Thanks for your consideration.

Louis Kern

AMSOIL: Thank you for your long-time loyalty as an AMSOIL Dealer, Louis. You are correct; AMSOIL Magazine (Dealer Edition) articles are directed toward AMSOIL Dealers. Fortunately, we have other publications and

materials targeted specifically toward other customer and prospect types, including the AMSOIL Magazine P.C. Edition for P.C.s, Service Line for commercial and retail accounts, and various brochures and catalogs for different types of prospects. Each of these items is tailored for its intended audience and features messaging carefully crafted to hit the points consumers care about most. Exciting graphics and colors are powerful tools for reaching customers and prospects, but for the best results, we would dissuade you from printing these materials from home. Instead, we offer a high-quality selection of brochures and catalogs that can either be purchased in a physical format or downloaded and sent digitally. See the Dealer Zone (Digital Library>Literature) to browse the selection. In addition, articles from *The Inside Track* (blog. AMSOIL.com) and webpages from AMSOIL.com/AMSOIL.ca can be sent to customers and prospects with Dealer number-transferring links so you receive credit for any sales and registrations.

OIL COMPARISONS

I really like and appreciate the oil comparisons that AMSOIL does, but for those of us that work a lot of quick lubes and mechanic garages, a comparison of OE products and the basic Mobil 1,* Pennzoil,* Valvoline* and Castrol* synthetics would be really good. Most of those types of prospects don't want to even hear about the Signature Series and they certainly don't like extended drain interval-type oils. It was hard enough to get them past the 3,000-mile intervals. I need a more "apples to apples" type comparison.

Keep up the good work and thank you for allowing me to not have a job.

Carlton Lueg

AMSOIL: Thank you for your suggestion, Carlton, and congratulations on not having a job. We reserve head-to-head comparisons for our top-tier products, including Signature Series, to demonstrate that they're the best on the market.

When comparing OE to a competing product, we suggest comparing the typical technical properties from the respective data sheets.

For customers who want a 100% synthetic oil that provides high-quality protection at a competitive price, we focus more on the value our products provide:

1. We have been the leader in synthetic lubricants for 50 years and have accomplished many "firsts" along the way. We develop synthetic lubricants that address the performance challenges of the latest automotive technologies, including low-speed pre-ignition and the newest API specifications.
2. Our products meet or exceed industry requirements. AMSOIL OE Synthetic Motor Oil provides 47 percent more wear protection.¹ AMSOIL Heavy-Duty Synthetic Diesel Oil provides 4X more engine protection.²
3. We offer fast and free two-day shipping on qualifying orders, ensuring accounts receive product when they need it.
4. We do not allow AMSOIL sales at national discount chains or big-box stores, helping bring more enthusiasts who appreciate the quality of AMSOIL products into independent quick lubes and repair shops.

Email letters to:
letters@amsoil.com

Or, mail them to:
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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.



Mike Caruso | SENIOR PRODUCT DEVELOPMENT TRIBOLOGIST

Hydraulic oils have similar goals, but different chemistries

Some applications require specific benefits that not all oils are formulated to provide.

Hydraulic systems allow us to do everything from jack up a car to literally move mountains in mining operations. In their basic form, they require a pump, hoses, valves and actuators like cylinders or motors. Just add hydraulic oil and you're in business. Choosing or recommending the proper oil for a given system is usually as easy as opening the owner's manual and looking at the manufacturer's recommendation. It'll provide the performance specifications the oil must meet and the correct viscosity for your ambient temperatures.

While there are multiple types of hydraulic oil, which I'll explain in this column, they all must provide good wear protection, prevent corrosion and meet minimum and maximum viscosity requirements for the system's operating temperature range. In that sense, they are all the same.

Where they are not the same is in their chemistries. Some are designed for specific purposes and must be used in certain circumstances to comply with the law or maximize machine performance.

Zinc Anti-Wear Hydraulic Oil

Zinc-containing hydraulic oil is the most common type. It's less expensive than other hydraulic oils, provides excellent wear protection due to its zinc additives and has a long history of providing great service in all kinds of applications, from off-road construction equipment to industrial applications. However, since zinc is considered a heavy-metal pollutant, some applications have moved away from it in recent years. In addition, some applications that

are sensitive to even a small amount of deposits, like high-precision CNC machines, may require non-zinc oil due to possible deposit build-up affecting accuracy over time; zinc-containing oil provides good cleanliness for most hydraulic applications, however.

Non-Zinc Hydraulic Oil

Often referred to as "ashless," non-zinc oils use newer technology and provide the same level of performance without zinc. They are a bit more expensive and a little harder to find, but they are becoming common. They eliminate heavy metals to reduce environmental impact while reducing deposits in some precision applications. While you can safely use a non-zinc oil in, for example, your log splitter, be aware that mixing zinc and non-zinc oils may lead to compatibility problems in the form of high foam or filtration issues. To avoid this, flush the system before switching oil types.

Biodegradable Hydraulic Oil

It's no secret that environmental protection is a continuing concern. Biodegradable hydraulic oils address these concerns with their ability to quickly degrade into harmless substances in the presence of sunlight and microbes. Biodegradable oils are commonly made with base oils derived from vegetable stocks, such as canola, sunflower or rapeseed. They may also use polyalphaolefin (PAO) or synthetic esters. These oils can be designed to provide outstanding hydraulic performance for their intended applications, but can be more expensive depending on their formulation.

You may find them used in marine applications where Vessel General

Permit guidelines regulating vessel discharges must be followed, and by government agencies like the Army Corps of Engineers when working on projects like dams or dredging. They may be sold as "inherently" or "readily" biodegradable. While both valid designations, "readily" biodegradable products provide better biodegradability in the same conditions. If a mandate requires biodegradable hydraulic oil, odds are it will need to be a "readily" biodegradable product.

While these are the three most common types of hydraulic oil you'll encounter, there are others that are more common in industrial applications. For example, food-processing plants create the possibility of contamination, so they typically must use a food-grade hydraulic oil that meets National Sanitation Foundation requirements. Applications at elevated risk of fire, like those found in steel mills or firefighting applications, such as the Jaws of Life, must use a fire-resistant hydraulic oil. Aviation offers a whole different set of standards, such as the need for incredible cold-flow and cleanliness.

When working with customers or choosing the right oil for your applications, understand that one size doesn't necessarily fit all; ambient temperature, viscosity requirements, possible environmental impact and other factors come into play. If you're unsure, reach out to AMSOIL Technical Services at tech@AMSOIL.com or 715-399-8324 (TECH). They'll be happy to help identify which of our premium hydraulic oils is right for you. Check out our full hydraulic oil product line at AMSOIL.com/AMSOIL.ca.

PREP FOR YOUR **SUMMER ADVENTURE-BIKE TRIP**

In recent years, the motorcycle market has begun shifting away from big, powerful V-twin cruisers, like a typical Harley-Davidson,* and toward lighter, versatile adventure bikes. The pandemic accelerated the shift as sales of adventure bikes jumped 46.5% from 2019-2020 as people in search of entertainment options during the lockdowns snapped up new and pre-owned adventure bikes. Maybe you or one of your customers are one of them. Before you embark on your summer adventure-bike trip, follow these steps to ensure you spend your time making memories and not repairs.

Research Your Bike & Route

Understand everything you can about your bike before you hit the road. It seems like every vehicle or piece of equipment reveals nuances over time, even new models. Maybe it's an electrical issue or frequently overlooked maintenance task, such as a valve adjustment. Research online forums dedicated to your make of bike to discover problems that have befallen other riders. Ask yourself...

- How much money will it cost me to prepare the bike?
- Am I capable of fixing things if (when) something goes wrong?
- Do I have the proper tools?

In the same vein, research your planned route beforehand to identify potential pitfalls, like road closures, flooding, forest fires and similar issues.

- What have other riders experienced on the route?
- Do you have updated, accurate maps and route notes?
- How difficult will the riding be and are your skills and experience equal to the task?

Again, the Internet is indispensable for this task. Put in the hours needed on the front end so you limit the problems that attempt to ruin your trip.

Pack, Unpack & Repack

Seasoned riders say this may be the most important, yet neglected, step. On long trips, you'll be tempted to pack far more than you need or can comfortably carry. Pack your bike to ensure everything has its place. Then unpack it, eliminate the unnecessary items and repack the bike. Keep doing it until you've purged anything that isn't essential. Keeping your bike lean and light will improve fuel efficiency, comfort and safety. It'll also improve your mood every time you must

dig through your saddlebags for an important item at the bottom.

Get Some Seat Time

Seat time is king. If you want to improve your riding and feel at home on your bike, spend time on it. It'll increase your comfort and confidence. It'll also provide opportunities to uncover issues you need to address before departure.

Anytime you change something on your motorcycle during preparation, test it to ensure it was for the best. You don't want to get two days into your journey and notice a problem that a little seat time beforehand would have revealed. What would have been a simple fix back home becomes a daunting task on the trail. Getting out and riding before your trip is the best way to avoid these potential pitfalls.

Convince A Friend To Join

This can be the most difficult, yet rewarding, task. While there is something to be said for the solace of riding solo, an epic journey is best with a friend or two.

Some of the best times on a trip aren't those spent riding, but gathered around a campfire at the end of the day recounting the day's events.

If your buddy is less experienced, start with a simple, one-day trip, not a full-on, live-off-the-bike, no-showers, month-long expedition. Your friends may resist, but when they return from the trip, they won't have any regrets.

Get Out And Go!

Who hasn't daydreamed about hitting the road on an epic adventure only to allow our daily duties to derail our plans? If you've thought about an epic adventure-bike trip, set the goal, work toward it and make it happen.

Ask anyone who's undertaken such an adventure and they'll tell you that it was well worth it and they wish they'd done it sooner. If you can't do it this summer, shoot for next summer. Find businesses that rent adventure bikes and start with a day trip. Get comfortable on the bike and strive for a longer trip.

If you need inspiration, check out AMSOIL Video Producer/ Photographer Wyatt Gruben's epic ride of the Continental Divide with his father. If the sight of the Rockies and Grand Tetons doesn't ignite your desire to hit the trail, nothing will.



Watch the Video
AMSOIL Rides
The Divide:
Mexico to Canada
2,700 Miles (4,345 km)
of Epic Adventure

PREPARE YOUR BIKE

This includes repairing known issues with the bike you uncover during your research. Don't forget these additional steps:

Change motor oil – Our research reveals that adventure-bike riders want a motor oil that delivers three primary benefits:

- **Wear protection**
- **Maximum fuel economy**
- **Good engine cleanliness**

AMSOIL Synthetic Metric Motorcycle Oil (MCT, MCF, MFF) delivers on all three fronts. It contains a heavy treatment of anti-wear additives to fight wear in tough conditions, while its synthetic base oils naturally resist heat better than conventional oils to reduce harmful deposits. It reduces friction, which helps maximize fuel economy, an important benefit when you're far from a filling station.

In addition, it's recommended for up to twice the motorcycle manufacturer's oil-change recommendation, meaning your bike is protected if you surpass the oil-change interval during your trip and don't want to stop to change oil.



Check fluids – Top-off the brake and clutch reservoirs, and check the coolant and suspension fluid. Look for leaks and fix problems before you start your trip. We offer a full line of motorcycle products that provide exceptional protection in high-heat, high-stress conditions. See them all at AMSOIL.com/AMSOIL.ca.

Check all lights

– Go around the bike and ensure the headlight, taillight and directional lights are working.

Change air filter – If you plan to encounter dusty, dirty conditions (and who isn't on an adventure bike?), start with a clean air filter. It's your first line of defense against the engine ingesting wear-causing contaminants that can reduce engine power and life.

Check chain & sprockets

– Ensure proper chain tension and look for signs of wear, like pointed sprocket teeth. Lubricate with AMSOIL Chain Lube (ACL), which provides excellent wear protection and doesn't attract dirt.



Inspect tire condition and psi – Look for cracking or checking along the sidewalls; they're a sure sign that it's time to buy a new set of tires. Check for proper psi and inflate as needed.

Inspect brake pads – Take a look at the brake pads and ensure adequate pad material. You don't want to hear the telltale squealing of worn pads while descending a mountain pass in the middle of nowhere.

How Dealers Will **Make Money** Under Two Compensation Plans

The Next 50 plan is set to take effect Oct. 1, 2022, and Dealers have asked about how they'll generate earnings if they have customers and accounts under two different plans. Specifically, if you're earning at the middle or upper tiers of the commission schedule under the legacy plan, do you start at the bottom of the Profit Tier Schedule on sales to new customers under The Next 50 plan? The good news is, no, you don't start at the bottom.

Let's take a closer look and provide answers and examples to help clarify.

Check out "The Next 50 Compensation Plan" program in the Dealer Zone for more, including a video explaining how we calculate earnings under two compensation plans.

The Next 50 plan (coming Oct. 1, 2022)
When it takes effect, all new Dealers, customers and accounts you register will fall under The Next 50 plan. We'll calculate and pay your commissions on new business based on the new plan.

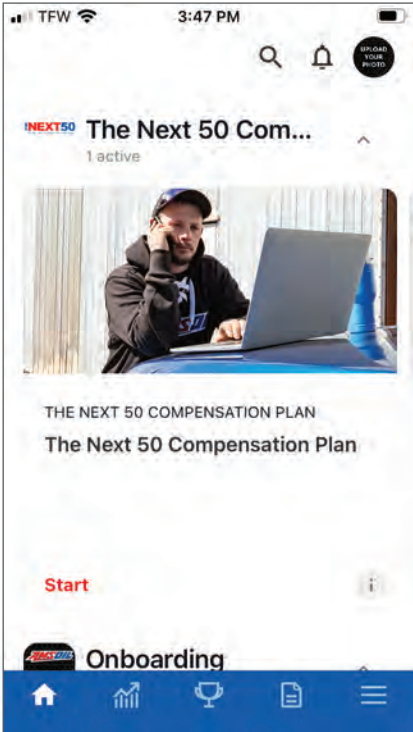
Legacy plan (current plan)
All your existing Dealers, customers and accounts registered prior to Oct. 1, 2022 will remain under the current plan. We'll calculate commissions on business with those existing Dealers, customers and accounts the same as we do now, and everything will function the same as it does today.



Are sales generated by sponsored Dealers and customers in both the legacy plan and 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 earnings level 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.



Still have questions?
We're here to help.
Email thenext50@AMSOIL.com.

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 (\$134.38/83.66 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 **\$1,343.80** (U.S. wholesale price), generating **836.60** commission credits. You also have three new P.C.s whose purchases total **\$403.14**, which would have generated another **250.98** CCs in the legacy plan.

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



$$x 10 = \$1,343.80$$

836.60 CCs

\$134.38

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



$$x 3 = \$403.14$$

250.98 CCs

\$134.38

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.

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

Commission Schedule		
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%

Your total team sales would be **\$1,746.94**, 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.

Sales to 10 P.C.s Registered Under Legacy Plan: **\$1,343.80**

Sales to 3 P.C.s Registered Under The Next 50 Plan: **\$403.14**

+ Total Sales: \$1,746.94

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

x 3 Cases

\$43.77

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

- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
ASLQT	CA	\$134.38	\$8.78	\$14.59	\$20.39	\$26.19

Legacy plan earnings: **\$92.03**

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

+ Total commissions for the month: \$135.80

Change to the \$500 Minimum Monthly Personal Sales Requirement in the TN50 Compensation Plan

In response to Dealer feedback and the latest guidance on complying with FTC regulations, we are making an adjustment to *The Next 50* compensation plan before it launches. There will be no sales requirement to earn Tier 1 profits on any sale; however, Dealers will be required to have \$500 in personal sales to qualify for Tier 2, 3 or 4 profits. The relevant materials in the Dealer Zone have been updated to reflect this change.

Keys to a Successful Trade Show

Trade shows provide great opportunities to showcase a variety of AMSOIL products. They're also an excellent way to find potential AMSOIL customers and Dealers. If you're planning to work a trade show, make sure to set your focus before, during and after the event.

BEFORE

CHOOSING A SHOW

Determine the market segments and audiences you are most knowledgeable about and pick shows that are relevant to them.

PLAN

Determine your goals for each show and how you plan to achieve them. Prepare far ahead of time to ensure smooth sailing on the date of the event.

BOOTH DESIGN

Your booth should reflect your audience and the market segment you are trying to reach. Make sure to stock up on relevant literature and up-to-date imagery to display.

BUDGET

By planning ahead, you should be able to determine your costs of working the show upfront.

SOCIAL MEDIA

Post on your social media channels to help spread the word and tell all your customers where and when you'll be exhibiting.

TRADE SHOW CO-OP

Dealers can receive co-op assistance in support of their participation at trade shows and 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. See AMSOIL.com/AMSOIL.ca (Shop>Clothing, Merchandise & Product Information) to browse AMSOIL clothing and promotional items for use at trade shows and events.

DURING

STAFFING

All staff working your booth should be well-dressed and presentable. They should also be knowledgeable about products that appeal to the show audience.

BOOTH DESIGN

Keep an open and inviting booth. Focus on displaying products that apply to the show and audience. (Example: For an outdoor show, bring products for ATVs/UTVs, marine, firearms, etc.) Use a tabletop sign, video or even a booth demo. Audiences like to learn and be engaged. Make sure the knowledge you share is fun and interesting.

LEADS

Some shows offer the opportunity to scan badges to collect leads, but be aware of the cost to implement this. If you're collecting leads on your own, make sure to get permission from prospects to follow-up via email, text or phone calls.

SHOW SPECIAL

Give attendees a reason to stop at your booth and learn more. You can offer incentives like a show discount or a drawing for a chance to win prizes.

SOCIAL MEDIA

Share images of your booth online and encourage your followers to stop by and attend the show.

LISTEN

Get to know what your audience is asking for and let them lead the conversation. This will help you better identify their needs so you can provide the right products and information.

AFTER

LEADS

If you received show leads from the event promoters, follow up with those leads promptly within a week.

SOCIAL MEDIA

Share your success from the event online and encourage new and existing followers to come to you with any questions they may have about products or P.C./Dealer opportunities. If you offered a drawing, make sure to post that a winner was chosen as soon as possible. (Note: You must get permission from the winner to share any of his or her information online.)

POST-SHOW ASSESSMENT

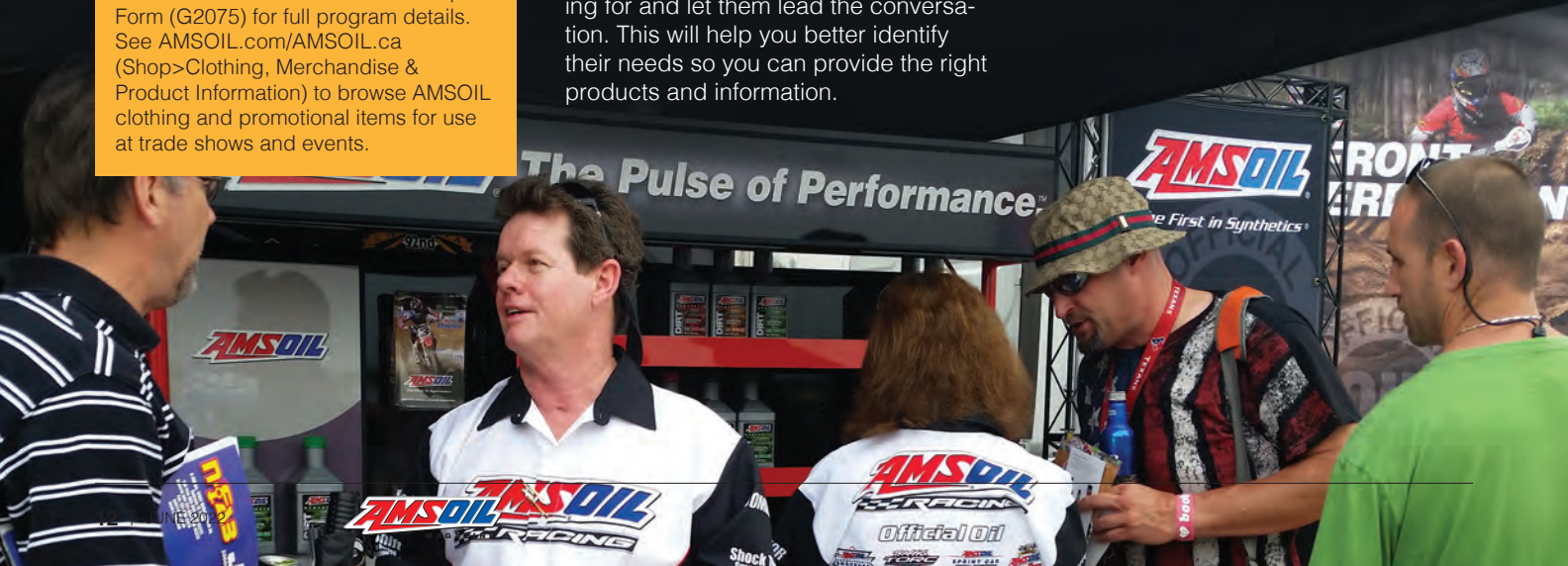
Examine your goals and objectives and determine the outcome of your show leads and sales.

BUDGET

Fully assess your sales and expenses, and adjust your budget accordingly for next time.

PLAN

Use what you learned at this show to guide your plans for the next one.



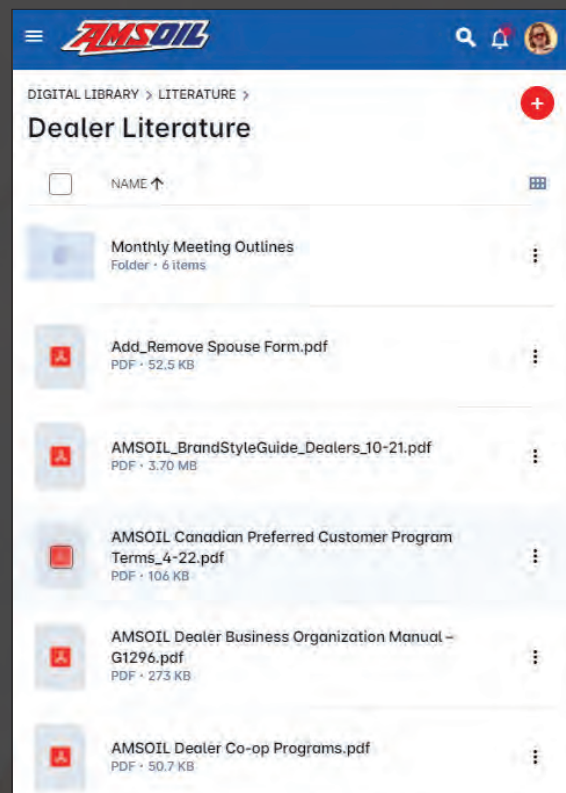
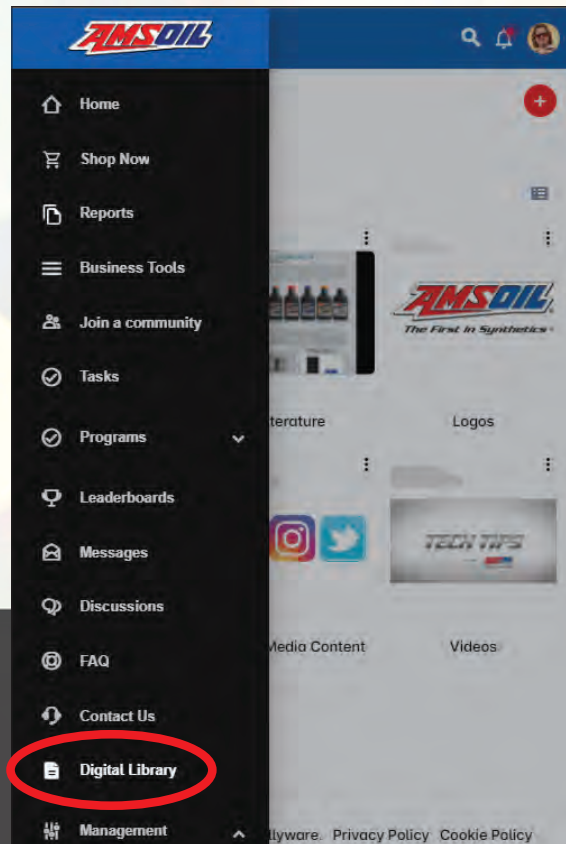
NEW DZ HIGHLIGHTS: DIGITAL LIBRARY

The newly overhauled Dealer Zone can turbocharge your independent Dealership. It's a one-stop shop for managing, learning, connecting and staying informed. One cornerstone of the Dealer Zone is the Digital Library. The Digital Library holds literature, videos, logos, product images, social media content and more. The Digital Library can be easily accessed from the left navigation menu on the Dealer Zone homepage.

You might be using items stored in the Digital Library now without knowing it. Several items within the Business Tools menu link to documents that are stored in the Digital Library. For example, if you select "Business Tools" on the left-navigation menu, then select "Commercial Business Tools" and click "Bulk Dispensing Program," the document that appears lives in the Digital Library.

Therefore, the same document can also be found by first going to the Digital Library, opening the "Literature" folder, then the "Dealer Literature" folder. The document titled "Bulk Dispensing Co-op Program" is the same document linked to the "Bulk Dispensing Program" tab in the "Commercial Business Tools" menu.

The fastest way to find anything in the Digital Library (or Dealer Zone overall) is the search function. Just enter the name or G-number of the item you're seeking and let the search do the rest.





KING OF THE MOUNTAIN

Scott Birdsall joins Team AMSOIL

"It's about finding that last tenth." That's how Scott Birdsall sees competition — and clearly, he knows where to go looking for it. Birdsall, the newest member of Team AMSOIL, is the visionary builder and driver of Old Smokey — a 1949 Ford* F1* pickup equipped with a 12-valve, 6.7L twin-turbo Freedom Racing Engines* Cummins* engine — that holds the Pikes Peak International Hill Climb diesel record with a time of 11:24.065. Birdsall and Old Smokey also hold the half-mile diesel land-speed record at 167 mph. Those accomplishments are even more incredible considering that Birdsall simultaneously operates two award-winning fabrication shops, Chuckles Garage and Resolute Motorsports in Santa Rosa, Calif. But instead of slowing down, Birdsall is just getting started. When the milestone 100th Pikes Peak International Hill Climb runs on June 26, he will be back with a new car intent on resetting his own record. And AMSOIL will be there to help.

Old Smokey

"I bought Old Smokey off Craigslist for \$225," said Birdsall. "I was just going to flip it, but it started to grow on me. I decided to make it into a shop truck to run around in and grab parts and stuff with, so we put a 12-valve Cummins diesel in it and some standard stuff.

"But I don't have any personal restraint," he continued. "So, one turbo turned into two, and two turned into two really big ones — and then it turned into needing big brakes. It turned into a 1,200-hp street truck. Before I knew it, it was a full-blown race truck with a license plate on it."

Old Smokey debuted at the 2016 SEMA show with a lot of buzz, going viral on social media and making *Car and Driver's* Top 10 of SEMA 2016. But Birdsall decided to take the truck to yet another level.

Old Smokey went through another rebuild with "literally everything" upgraded with \$400,000-plus of premium components. He says you can think of Smokey as a World Challenge Cup GT race car hiding under a '49 Ford F1. It has a computer-designed aerodynamics package that creates tons of downforce. The Freedom Racing Engines Cummins runs on NexDiesel,* a renewable fuel that burns clean and efficient. FASS Fuel Systems* pumps and Dynamite Diesel* injectors deliver the fuel, creating a staggering 1,463 hp and 2,100 lb.-ft. of torque. Birdsall says that Smokey is a beast to drive at 4,400 nose-heavy pounds and no driving aids like traction control or ABS.

"Smokey is like sitting on a silverback gorilla and giving it the taser," joked Birdsall. "It's a purely analog machine with no driver aids at all. The only driver aid is your fear of mortality."

Race to the Clouds

The Pikes Peak International Hill Climb, also known as "The Race to the Clouds," is a race to the summit of Pikes Peak in Manitou, Colo. The route stretches uphill 12.42 miles with 156 turns and 4,725 feet

of elevation gain, finishing at 14,115 feet above sea level.

"There's always been this mystique," said Birdsall about Pikes Peak. "It's one of the most legendary races in the world. I grew up watching it on TV with my dad, so I always held these drivers up on a huge pedestal. They're professional racing drivers, but they're also doing this crazy race up this half-dirt, half-paved road."

Birdsall has always been a gearhead with a love for speed. He grew up racing dirt bikes and go-karts through club racing and then some World Challenge racing. But he walked away from the track for a while to focus on snowboarding.

"Before I was a sponsored racer, I was a sponsored snowboarder," said Birdsall. "I rode for Burton* and Analog.* It's crazy because my first big sponsor in the automotive world was Airaid,* and their GM at the time was a bigwig at Burton.* We met at SEMA and it just clicked. My snowboard sponsor became my first auto sponsor."

In 2017, Birdsall set his sights on Pikes Peak. "I just got the idea; I wanted to go run the Peak," he said. But things didn't go his way initially.



"I threw it off the mountain in 2018 on my first try," said Birdsall. "I crashed in tire testing, herniated two discs in my neck and broke my tailbone." Old Smokey was also banged up. Birdsall and his crew fixed the truck in eight days and came back to qualify, but engine damage caused Birdsall to withdraw from the race.

He returned in 2019 and managed to start the race. But halfway through his run, rain and hail moved in and the race was called off for safety reasons.

But tenacity paid off in 2020. Birdsall and Old Smokey pulled down the Pikes Peak diesel record set in 2015 by an AWD Mercedes-Benz* C 250 d 4MATIC* driven by factory rally driver Uwe Nittel. He succeeded despite Old Smokey overheating at 12,800 feet, putting it into limp mode to the finish. But Birdsall takes it in stride.

"I don't know," he said. "It's just like my whole life, things just happen. There's no plan; it just flows into its own organic monster. Same thing with my Porsche* business; I never intended to have one. I just built one and it just became popular."

Chuckles Garage

In the early 2000s, Birdsall was working as a regional manager for a big-box retailer, but it wasn't his thing.

"I got sick of corporate America, so I had to leave for my own health reasons," he said. "It's not worth it, burning eight hours of your life for something you're not passionate about. You're just burning your life to fuel someone else's dreams."

In 2005, Birdsall opened Chuckles Garage. The shop specializes in custom builds with Birdsall as lead designer. The shop has gained an international reputation for its work, with projects featured in magazines like *Hot Rod*, *Car Craft*, *TRC*, *Diesel World*, *Diesel Power* and numerous TV shows.

"My personal passions are Porsches and vintage Japanese cars," said Birdsall. "By vintage I mean the 90s, things like that. For example, I have a '93 Selica* World Rally Car GT 4 and a '98 Supra* Twin Turbo that's basically a crazy streetcar with 1,300 horsepower."

As Chuckles Garage took off, the ever-restless Birdsall co-founded a second shop, Resolute Motorworks, to focus on fabricating Porsches. Resolute builds cars from the SC* and Carrera* 3.2 generation of 911 Porsches, ideally 3.2L cars produced from 1983 to 1989, and remakes them into serious on-/off-road cars with re-engineered components that are tested on desert, gravel, snow and pavement.

"Chuckles does pretty much anything I deem fun. Resolute does Overland 911s and Overland Cayennes," Birdsall said.

Return to Pikes Peak

Birdsall is returning to Pikes Peak in June. He hopes to reset his own record somewhere in the 9-minute mark. He also intends to push his half-mile diesel land-speed record to 180 mph. To run down those goals, he's building a new car.

"I want to take my Pikes Peak diesel record and put it up where it's really hard to get," said Birdsall. "The new car that I built to be Smokey's successor is a full-on Le Mans prototype, like a car

you'd see running the 24-hours of Le Mans. So that's a different kind of diesel. The new chassis will weigh less than 3,000 pounds with tons of downforce. Everything is super 'racecar' on it and thoroughly modern. I've basically taken it and blown it down to its basic elements and made it into its own chassis. We call it the 'CG Superlight LMP1.'"

The CG Superlight will be powered by a VM Motori* 24-valve diesel V6 built by Freedom Racing Engines. It's equipped with compound Garrett Motion* turbos to produce an output of 600 hp and 900 lb.-ft. of torque that's mated to a 6XD 6-speed sequential transaxle.

Birdsall will be driving the CG Superlight, but he won't be kicking Old Smokey to the curb. The fan-favorite will also return to the mountain, this time with Erin Kaufman behind the wheel.

Team AMSOIL

Given the audacity of his goals, Birdsall sought out a lubricant partner with a history of winning races and resetting limits – not to mention history with the Pike's Peak race.

"AMSOIL provides us with a reliability bump," said Birdsall. "It's definitely cool that I'm with a sponsor that has already conquered the peak – and basically puts my name in the hat with the Unsters. That's cool; they are royalty out there. And I really like the company's overall spread of motorsports. They really are into everything."

AMSOIL Director of Integrated Marketing Holly Dill agrees the partnership is a great fit and says Birdsall is an excellent spokesperson for AMSOIL.

"Scott naturally brings excitement through his racing," said Dill. "He values the technical leadership of AMSOIL within the lubricant industry. He's a fabricator, so he's very knowledgeable about vehicles and what gives them a competitive edge. Plus, he's spoken of very highly by his peers and competitors. Having integrity and doing things right is critical for any of our partnerships."

When Birdsall leaves the line to reset his Pikes Peak diesel record on June 26, AMSOIL will be there too, helping him find that last tenth.

Keep up with Scott Birdsall's adventures. Follow him on your favorite social media channel at @chucklesgarage.

Photo by Larry Chen



AMSOIL MOTORCYCLE OCTANE BOOST (MOB)

Maximizes Power & Efficiency

- **Increases** octane up to 3 numbers for maximum power and efficiency
- **Helps** improve startup performance
- **Reduces** engine knock and ping
- **Maintains** engine and fuel-system cleanliness
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AMSOIL Motorcycle Octane Boost Increases Research Octane up to 3 Numbers

Untreated Fuel				
Fuel Treated with Motorcycle Octane Boost				

92.6 93.6 94.6 95.6

Research Octane Number Increase

June Close-Out

The last day to process June orders in the U.S. and Canada is the close of business on Thursday, 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 Wednesday, 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 4 for Independence Day. The Edmonton and Toronto distribution centers will be closed Friday, July 1 for Canada Day.

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

- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.

Change to the \$500 Minimum Monthly Personal Sales Requirement in the TN50 Compensation Plan

In response to Dealer feedback and the latest guidance on complying with FTC regulations, we are making an adjustment to *The Next 50* compensation plan before it launches. There will be no sales requirement to earn Tier 1 profits on any sale; however, Dealers will be required to have \$500 in personal sales to qualify for Tier 2, 3 or 4 profits. The relevant materials in the Dealer Zone have been updated to reflect this change.



- **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

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Designed to support the active lifestyles of men, ALTRUM Men's Male Power is an herbal formula featuring a unique blend of epimedium, muira puama, maca and tribulus. These herbs are often considered natural aphrodisiacs and some early evidence shows they may enhance sexual performance.

Support overall male health and performance with ALTRUM Men's Male Power, formulated to meet the unique needs of men as they age.



ALTRUM Men's Male Power			Comm. Credits	Dealer Price	P.C. Price
ALMP	EA	(1) 60-ct.	23.00	24.15	25.40
ALMP	CA	(12) 60-ct.	276.00	276.00	289.80

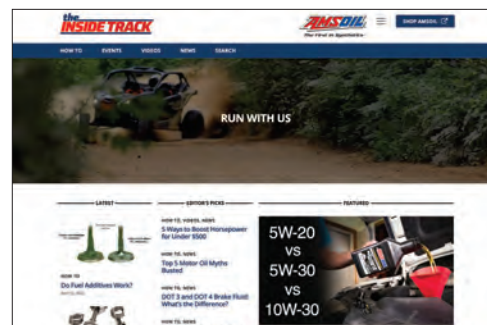
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Source Info: Natural aphrodisiacs: Do they work? - Mayo Clinic

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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.





Dan Peterson | SENIOR VP, DEALER SALES AND MARKETING

5 responsibilities of a successful sponsor

Building a successful Dealer team starts with being available.

Sponsoring other Dealers can be a powerful way to grow your Dealership. You can earn more money based on their performance. If they succeed, chances are you will succeed, too.

But, as the famous saying goes, “With great power comes great responsibility.” Being a successful sponsor carries some important requirements, such as mentoring and training your sponsored Dealers. It’s also important to remember that *The Next 50* compensation plan, set to take effect Oct. 1, 2022, pays a maximum of three Dealers on any sale. This means you should focus your training and mentorship on your sponsored Dealers and their sponsored Dealers (two levels). Doing so will make the most of your time and energy.

That said, here are the five primary responsibilities a sponsor has toward his/her Dealers.

1) Be available

This is foundational to building a strong Dealer team. The first thing you should do after registering a new Dealer is provide your contact information. When he/she calls or texts, respond as soon as possible. If your Dealers know you’re there to support them, they’ll be more likely to reach out with questions. This keeps the lines of communication open and their fire for selling AMSOIL products stoked.

2) Become an expert on our product lines and customer programs

Make sure you have a good grasp of our product lines and customer programs. Understand the main products we formulate for each market and the key benefits of our customer programs. This helps you teach your

Dealers to direct prospects toward the best customer program for them, resulting in the best experience for everyone.

The Dealer Zone is a great resource for learning about our products and programs. Even longtime Dealers can benefit from a refresher course. Check out Customer Basic Training for a good overview. If it’s been a while since you’ve completed it, run through it again for a reminder; it takes under an hour and you can do it easily on your phone while you’re waiting in line or sitting in the boat waiting for the fish to bite.

3) Get Dealers off to a successful start

True, your Dealers have to take the initiative, but as their mentor, it’s up to you to help get them started. Get them through the “Onboarding” and “Get Customer Certified” Dealer Zone programs immediately. Reach out to your Dealers every so often. In fact, when you register Dealers, ask how often they’d like you to check in. Ask them about markets where they’d like to focus and talk about the key products in those markets.

Our Conversation Guide in the Dealer Zone (Digital Library>Literature>Dealer Literature) offers guidance in this area so you can help get them off to a good start.

4) Build a community

Make your new Dealers feel like they’re part of a successful team. If you have group meetings digitally or in person, include your new Dealers so they can pick up ideas, ask questions and share their own insight. Part of the appeal of an independent Dealership

is becoming part of a group of like-minded people who value caring for their vehicles and equipment with the best products out there. Be creative about how you keep your team informed and having fun.

5) Motivate and recognize Dealer performance

You’ll find that different techniques motivate Dealers differently. Some appreciate it when you recognize sales growth within your team. Others are satisfied when you provide a venue for them to share their ideas with the team. A motivated team is a productive team.

If you’ve decided to build your Dealer team through sponsorship – great! I love to see Dealers setting goals and working hard to achieve them, and everyone at AMSOIL loves helping you succeed. Just bear in mind the responsibilities you’re assuming when you sponsor other Dealers. Be prepared to mentor and train your sponsored Dealers and their sponsored Dealers (two levels) by focusing on the five primary responsibilities outlined here. If helping others succeed isn’t up your alley, that’s fine – focus on growing personal sales and personally registering customers and accounts. A Dealership provides the flexibility to satisfy just about everyone.

Check out Sponsor Basic Training in the Dealer Zone for more insights on what it takes to be an effective sponsor. Thanks to the versatility of the new Dealer Zone, training is simple to complete on your phone anytime, anywhere.

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.

Change to the \$500 Minimum Monthly Personal Sales Requirement in the TN50 Compensation Plan

In response to Dealer feedback and the latest guidance on complying with FTC regulations, we are making an adjustment to *The Next 50* compensation plan before it launches. There will be no sales requirement to earn Tier 1 profits on any sale; however, Dealers will be required to have \$500 in personal sales to qualify for Tier 2, 3 or 4 profits. The relevant materials in the Dealer Zone have been updated to reflect this change.

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	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.

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 changed from 1 year to 2 years, providing valuable additional time for new Dealers to build their Dealerships.



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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 just \$20 (\$30 Can.).