

AMSOIL[®]

► DEALER EDITION

MAGAZINE

JULY 2022

PICKING UP SPEED

P.C. Program Gains Momentum Following Enhancements.

| PAGE 8

The screenshot shows the AMSOIL Rewards program website. At the top, there's a navigation bar with 'SHOP', 'BUSINESS OPPORTUNITIES', 'WHY AMSOIL', and 'CUSTOMER SERVICE'. Below this, a user is logged in as 'Hi, BRUCE WILL...'. The main content area is titled 'My Rewards' and shows '0 AMSOIL Rewards' with a last update of '15/10/2021'. A progress indicator shows 'Spend \$158 more to receive Free 5%' and 'Spent \$500'. A 'FREE MEMBERSHIP EARNED' badge is visible, expiring on 07/31/2022. Below this is a table for 'Available Rewards' with columns for Amount, Description, Coupon #, and Expiration date. A 'Rewards activity' section shows a table with columns for Available to spend, Pending rewards, Redeemed rewards, and Lifetime Earned to date, all currently at 0. At the bottom, there are 'Ways to Earn' cards: '5% Birthday Gift' (ADD BIRTHDAY), '5% Back' (Get 5% off your next order when you spend \$100 (up to \$5 value)), and 'FREE Membership' (If you spend \$500 in a year).

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.

THE NEXT50™
Commitment • Collaboration • Success

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.

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

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.

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.

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.





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Back Issues

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

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THE COVER

The MyRewards page featured on the cover is one of several enhancements to the Preferred Customer Program that are helping Dealers gain and retain more P.C.s, increasing commissions and driving healthy growth.



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From the President

We have been heavily focused on the 50-year anniversary of the Dealer network and strengthening the Dealer opportunity for the next 50 years, but another 50-year landmark is upon us. Fifty years ago this month, AMSOIL 10W-40 became the first synthetic motor oil in the world to pass all API test requirements. That crucial moment changed an entire industry. It legitimized our product, gained the attention of many skeptics and solidified our position as *The First in Synthetics*. The fight was far from over, though. Many additional battles ensued, and as many of you know, the next leap forward for AMSOIL occurred the following year with the formation of the independent Dealer network. Dealers helped build AMSOIL and the mutually beneficial partnership we've enjoyed since is something to celebrate. That's just what we're going to do next July 20-22, 2023 in Duluth, Minn./Superior,

Wis. Make plans now to join us as we reflect on the past 50 years and look ahead to *The Next 50*.

We are four short months away from the implementation of our most exciting TN50 initiative, the TN50 compensation plan. It is one of several projects designed to strengthen the Dealer opportunity and improve your ability to earn sales, and we are making plans now to steamroll through multiple additional improvements in the next 12 months. Some of them will be highly visible to you and our customers; others will be behind-the-scenes upgrades to our internal systems. All of them will make it easier to do business with AMSOIL and increase Dealer and customer satisfaction. These major investments are critical to our continued success and, coupled with your work in the field, will help turbocharge our growth.

What are you doing to boost your own growth? The first thing any Dealer should do is get Customer Certified. Last year, Dealers with just one entry in the customer-assignment pool received an average of 15-18 customers. For many Dealers, that's a significant boost. I am proud of AMSOIL and what we offer – a real opportunity to earn income with the world's first and best synthetic oil. I hope you are taking full advantage of all that AMSOIL offers. Send us stories about how AMSOIL has helped you at salespromo@AMSOIL.com. I'd love to read them.

Alan Amatuzio
President & CEO

THE NEXT50™
Commitment • Collaboration • Success

PRODUCT SPOTLIGHT:

AMSOIL HP MARINE[®] SYNTHETIC 2-STROKE OIL (HPM)

What Is It?

- **Premium synthetic oil** designed to protect high-stress two-stroke marine engines against wear and deposits.

What Does It Do?

- **Provides** increased lubricity for reduced engine wear during normal and lean-mix operation.
- **Prevents** piston-ring sticking and piston scuffing for maximum power and long engine life.
- **Helps** prevent piston and exhaust-port deposits for reliable, efficient operation and long engine life.

Who Is It For?

Hardcore anglers and boating enthusiasts who demand the best protection for their marine engines.

How Does It Perform?

HP Marine was used in a 40-hp Evinrude E-TEC outboard motor owned by a northern Minnesota fishing outfitter. After a full season of rental use with the motor set at its factory-lean setting, HP Marine prevented piston-ring sticking and piston scuffing.

Evinrude[®] E-TEC[®] Piston



- No piston-ring sticking for maximum power
- No scuffing for long engine life



LETTERS TO THE EDITOR

TACOMA* TESTIMONIAL

In the January *AMSOIL Magazine*, you have a story on an AMSOIL user closing in on 635,000 miles on his Tacoma. I own a 2016 Tacoma. What was not mentioned, regarding the engine, is how many cylinders it is. What is it, a four-cylinder or a V6?

Sincerely,

William P. Duray

AMSOIL: Thank you for your question, William. The Tacoma featured in the January *AMSOIL Magazine* is a four-cylinder.

CUSTOMER RETENTION

I've been an AMSOIL Dealer for a couple decades. My income has been like a rollercoaster and it is challenging to maintain a customer base. One thing about the compensation program I disagree with is there is no recognition of customer retention or, more specifically, customer reactivation. As I understand AMSOIL policy, if a customer is inactive for more than 18 months, the customer may be acquired by another Dealer. However, if that SAME customer is reactivated by the original sponsoring Dealer, NOTHING happens. If they were acquired by another Dealer, in this case I expect they would get credit for a New Customer. However, the original Dealer does not. I believe this is something that should be addressed in the newly proposed compensation program going forward. I look forward to seeing how the new compensation program will affect my Dealership, hopefully in a positive way.

Rick & Evelyn Gutknecht

AMSOIL: Thanks for being Dealers all these years, Rick and Evelyn. We understand the challenges of customer retention, and that's why we've worked hard to optimize the Preferred Customer Program. Its benefits are attracting and retaining more customers than ever, and we will continue refining the program to deliver increased value for customers and keep them coming back.

We do not pay bonuses on returning customers. A customer can only be considered "new" once. The New-P.C. Bonus in the TN50 plan, and existing

qualification bonuses in the legacy plan, are not paid again if former customers reactivate regardless of whether their sponsor changed or not. We are very excited about the possibilities the TN50 plan presents and we're optimistic for the future. Our sincere hope for your Dealership, and all others, is renewed energy, deeper engagement, more interest in the Dealer opportunity and greater earnings.

TN50 COMPENSATION PLAN

If new Dealers couldn't understand the legacy plan, they should have gotten someone to sit down with them and explain it to their satisfaction. Isn't that the sponsor's job? I can remember back to when my first commissions were a couple dollars, but I didn't gripe about the plan. I slowly worked the plan and overcame the obstacles. We have a new generation of Dealers now who want "instant" success. There was nothing wrong with the legacy plan except maybe a lack of patience on the part of new Dealers. One of the reasons given for the implementation of TN50 is that the legacy plan was hard to understand. This TN50 is less understandable than the legacy plan in my opinion. Maybe that's because I'm so accustomed to the legacy plan. In the March *AMSOIL Magazine*, I didn't see any information on how TN50 affects the Dealer profit list. Under the legacy plan, it took 50 commission credits to earn a commission. Five-hundred dollars worth of AMSOIL products is roughly 260 commission credits now with the lowering of the ratio of cc's-to-product price. We'll need more than 5X more commission credits now to qualify for a commission. How is that better? I'm seeing lots of commissions that AMSOIL will not have to pay out because of failure to achieve the \$500 threshold. I'm seeing more of an emphasis on "recognition," "awards" and "cups" with increasing values of precious metals in name only, none of which can be used to buy gas or groceries. I'd rather see the cost of those novelties put into Dealer commissions. If this is what Dealers asked for in their survey responses, I think they made a mistake.

Thank you,

Erroll Ivery

AMSOIL: Thanks for sharing your feedback, Erroll. It would be great if sponsors worked to ensure their Dealers fully understood the commission plan; however, survey data clearly shows that most sponsors don't understand the legacy plan themselves and can't explain it to others. We understand and appreciate the effort and commitment demonstrated by Dealers like you through the years. Your willingness to commit despite the plan's complexity undoubtedly paid off for you and AMSOIL. But you and other Dealers having to power through until now isn't a good reason to avoid change. To the contrary, we want to remove the complexity for future generations of Dealers and improve the opportunity for Dealers today. We think we've done that with the TN50 compensation plan, and so far most Dealers agree.

We are working on a new Profit Lookup in the Dealer Zone now. It will provide all relevant information for both the legacy and TN50 compensation plans. To keep things as clean as possible and prevent confusing new Dealers, we will publish two separate hard-copy versions of the Profit List; one for the legacy plan and one for the TN50 plan.

We have good news for you about the \$500 minimum monthly personal sales requirement to earn a commission in the TN50 plan: we're eliminating that requirement altogether, making the TN50 plan even more attractive.

The specific thing Dealers requested in a recognition program is cash, and that's what the new program delivers. Each achievement level comes with a cash reward for Dealers who are Customer Certified. This program replaces the legacy growth bonus program as outlined in the Above and Beyond document and delivers a similar overall payout to the Dealer network.

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



Alex Thompson | Market Manager – Automotive B2C

How motor oil color affects performance.

(Hint: It doesn't).

One of the most resilient motor-oil myths out there is that motor oil that has turned black is unfit for service and must be changed. You can't go far on the Internet without running into a shadetree mechanic or self-described expert who repeats this myth as proven fact.

Although it makes sense on the surface, oil color is not an indication of condition; oil that has turned black may continue to provide good protection and performance. Oil analysis is the only way to tell for sure if the oil has reached the end of its service life.

So, what causes oil to turn black? And what gives it its color when it's new in the bottle?

Let's take the second question first. The oil's additives influence the final formulation's color. Some oils are naturally lighter and some are naturally darker depending on chemistry. Signature Series Synthetic Motor Oil, for example, has a slight reddish tint due to its additives.

AMSOIL 0W-20 LS-VW Synthetic European Motor Oil (EZT) has a greenish/blue color due to its unique additives that are required by Volkswagen* vehicles. Formulators can also add dye to the lubricant to change its color. Transmission fluid offers the perfect example. Red dye is added to prevent confusion with motor oil.

Some companies dye their oil presumably for marketing purposes. Royal Purple* comes to mind. They get a lot of mileage out of the unique color of their oil. LIQUI MOLY* recently introduced its MolyGen* motor oil that's

died fluorescent green. I'm not sure why you'd dye an oil the same color as some coolants, but I'll leave that discussion for another column.

Now, let's look at why motor oil darkens and sometimes turns black. As the oil circulates throughout your engine, it tends to assume the color of whatever it touches. If your engine contains carbon deposits or sludge, which are dark brown or black, the oil will slowly assume that color as its detergents and dispersants clean deposits and hold them in suspension. In this case, dark motor oil is confirmation that it's cleaning your engine.

Soot also darkens motor oil. While motorists associate soot with diesel engines, gasoline engines also produce soot.

Soot particles range from sub-micron size to 5 microns. Particles that agglomerate, or combine, can exceed 5 microns. By comparison, a human hair is about 70 microns in diameter. Full-flow filters can't remove soot particles from the oil, which contributes to the oil turning black. However, soot is too small to harm the engine since the oil's dispersants will hold soot in suspension and prevent it from adhering to metal surfaces. If particles do agglomerate, the full-flow filter can capture them.

I should mention that AMSOIL Bypass Filters, which are efficient down to 2 microns, can remove most soot, but they can't get it all, meaning oil can still appear black using bypass filtration.

Finally, natural heat cycles darken the oil. During your drive to work, your engine reaches normal operating

temperature (typically 195°F–220°F [90°C–104°C]), heating the motor oil. Then the oil cools while your car sits in the parking lot.

During lunch, the oil is heated again as you run errands. The process repeats on the way home. And the next day. And the next. This is known as "heat cycles," and heat cycles invite oxidation. Oxidation occurs when oxygen molecules interact with oil molecules and cause chemical breakdown, just like how oxygen causes a cut apple to brown or iron to rust. Some additives in motor oil are more susceptible to darkening due to heat and oxidation.

Oil analysis is the only surefire way to determine if the oil has reached the end of its service life. Chemically analyzing an oil sample reveals the condition of the oil, the presence of contaminants, fuel dilution and so on. Oil Analyzers Inc. offers testing; get more info at oaitesting.com.

Absent oil analysis, it's best to follow the oil-change recommendations in your vehicle owner's manual or on the motor oil label. The recommended service intervals for AMSOIL products are based on extensive testing and backed by thousands of data points spanning decades of real-world use.

When it comes to judging oil condition, trust the data, not your eyes. Otherwise, changing what appears to be worn-out oil could end up wasting time and money.

PICKING UP SPEED

Preferred Customer Program gains momentum following enhancements.

“We are thrilled with the new Preferred Customer Program,” said Director, Dealer Sales Pam Brantley. “It’s meeting all our expectations and proving itself to be a best-in-class loyalty program.”

Last fall, the AMSOIL Preferred Customer Program was overhauled to improve customer acquisition, retention, share of wallet and loyalty. Now, just over six months after launching the new program, the results are in: The AMSOIL Preferred Customer Program is rapidly meeting those goals and showing no signs of slowing. With its sharper focus on benefits that customers value most, the program is providing a strong tool to help Dealers grow and retain customers.

Design Considerations

We started by gathering ideas and opinions from existing Preferred Customers, online/catalog customers and Dealers. With that insight, we crafted benefits to engage customers at each stage of the membership cycle.

For example, enthusiasts might join to pay less for synthetic motor oil for their UTVs. From there they may use their savings to upgrade to AMSOIL products for their trucks and power equipment. When it’s time to renew, the benefits of their membership will be clear through their MyRewards page, making renewal a no-brainer. As time passes, Preferred Customers also enjoy being part of our community of gearheads, deepening brand loyalty. These aspects work together to increase customer retention, providing a foundation of revenue on which you can build your Dealership.

Base Stock

We kept the program’s most popular perks. Preferred Customers enjoy up to 25% off every order and free shipping on orders of \$100 (\$130 Can.) or more.

They also receive exclusive promotional offers throughout the year and the quarterly *AMSOIL Magazine*.

The low membership fee was held at \$20 (\$30 Can.) for a full year, and new members can start with a six-month trial for just \$10 (\$15 Can.).

P.C. Points were discontinued last fall, and P.C.s had until June 1 to use any points they had accumulated. Preferred Customers with P.C. Points were reminded through emails and online checkout to use their points before it was too late. On June 1, any remaining P.C. Points expired and can no longer be redeemed.

Added Components

In the new program, Preferred Customers receive a \$5 voucher (5% off up to \$100 in Canada) every time they spend \$100 and a \$5 birthday gift (5% off up to \$100 in Canada) to spend on their next order. Plus, when they spend \$500 or more in a year, membership renewal is free.

Preferred Customers can track their order history, rewards and progress toward free membership renewal through their MyRewards page. Rewards can be combined to use in a single purchase or with other promotional offers.

“Thousands of customers earn rewards in one month and make a purchase in the next month or two to avoid expiration of their rewards,” said Brantley. “The average order that uses a \$5 reward is approximately \$160.”

“Many customers understand that they can use their P.C. rewards with P.C. promotions, giving them even more savings and making their membership even more valuable.”

Variations Exist in Canada

The “\$5 Back” and “\$5 Birthday” rewards changed to “5% off up to \$100” in Canada to remain compliant with Canadian commerce laws. The benefit change took effect on June 27, but previously earned \$5 rewards will not expire. The overall value of the reward is the same as the U.S. program as each has a maximum value of \$5. The Canadian website and MyRewards page have been updated to advertise 5% rewards.

“The 5% benefit allows us to include an expiration date,” said Brantley. “An expiration date is important to create the urgency we want with our loyalty program.”

Positive Signs

Response to the new Preferred Customer Program is strong. For example, P.C.s are using their new \$5 rewards at a much higher rate than the old P.C. Points rewards. They are also making more frequent purchases, leading to higher annual spends.

“We believe these early results are leading indicators for continued future growth of our loyalty program,” said Brantley.

Preferred Customer rewards, which have an expiration date, are creating urgency and increasing order frequency. Promotions are compounding that effect with customers applying their \$5 rewards to those offers.

“When we email P.C. rewards, we see an immediate response from our customers,” said Brantley. “These are positive signs of program acceptance.”

Free Membership

The free-membership benefit is driving loyalty beyond expectations. Nearly 15% of P.C.s are currently earning free memberships, and that number is expected to grow.

“Many customers who spent less than \$500 in years past are now spending \$500 to earn the free membership,” noted Brantley. “We know that’s happening because we are seeing customers make a purchase to meet the threshold near their renewal date. This is a strong indicator that this benefit is valued.”

Birthday Benefit

According to Director, Integrated Marketing Holly Dill, the birthday benefit stood out for its popularity during the program planning stage.

“When we were redesigning the program, this was the most requested benefit,” said Dill. “Everyone has a birthday, so it’s nice to celebrate with a guaranteed reward.”

However, the benefit has been held back by Preferred Customers who haven’t provided their birthday month through their MyRewards page. Adding the birthday month is simple, but many haven’t done so.

“The customers that have received birthday rewards are using them,” said Brantley. “It proves that no matter how

young or old we are, we all seem to enjoy celebrating another trip around the sun.”

MyRewards

The MyRewards page is a one-stop shop for customers, which helps drive frequent page visits. P.C.s can see how close they are to earning their next \$5 reward or free membership. Additionally, it’s easy for customers to view their earned, pending and expired rewards and, with a click of a button, apply them to their cart.

P.C. Power

AMSOIL Preferred Customers are a community passionate about vehicle performance. They are also our best and most-loyal customers.

“A P.C. spends nearly three times more per year than an online/catalog customer,” said Brantley. “And P.C.s have a much stronger retention rate than online/catalog customers. We believe the P.C. Program benefits are compelling not just for loyal AMSOIL fans, but also new customers.”

That’s why the new Preferred Customer Program, combined with strong Dealer action, have thrown gasoline on an already fiery program.

“While we were already seeing record growth in our P.C. Program prior to the changes, it was absolutely the right time to create even more value for our

customers by enhancing the benefits,” said Brantley. “Customers can easily see their savings and the value of their membership – and that sustains our long-term business. We believe the new P.C. benefits are the foundation of future success.”

With those things in mind, effort is being made to convert online/catalog shoppers to Preferred Customers. For example, while customers shop online, they are presented with the savings they could enjoy by adding a P.C. membership to their cart. The combination of strong program benefits and onsite messaging is moving online/catalog customers into the P.C. Program more quickly than in the past.

Running in High Gear

The biggest reason to promote Preferred Customer membership is to build your bottom line. Preferred Customers spend more and buy more often. Plus, they stick around, meaning you can build on your existing customer base instead of replacing lost customers, and they help you stay Customer Certified so you can receive free assigned customers from AMSOIL. The proof is in – promoting the Preferred Customer Program to your customers is the best way to throw your Dealership growth into high gear.

The MyRewards page allows Preferred Customers to easily see and access their accumulated rewards and progress toward free membership.

The screenshot shows the AMSOIL MyRewards website interface. At the top, there's a navigation bar with the AMSOIL logo, a search bar, and links for 'Look Up A Vehicle', 'Hello, BRUCE W...', 'Shopping CART', and 'Redeem My REWARDS'. Below the navigation bar, there's a main menu with 'SHOP', 'BUSINESS OPPORTUNITIES', 'WHY AMSOIL', and 'CUSTOMER SERVICE'. The main content area is titled 'My Rewards' and shows a user's account information, including 'HI, BRUCE WILL...', 'Manage Account', 'Update Account Information', 'Manage Subscriptions', 'Change Password', 'Account Activity', 'Membership Info', 'My Rewards', 'Address Book', 'Payment Info', 'Favorites', 'Order History', 'Manage In Stock Notifications', 'Message Center', and 'Contact AMSOIL'. The 'My Rewards' section shows a progress bar for '5%' off, with a goal of '\$58 Spent' and a 'FREE MEMBERSHIP EARNED' badge. Below this, there's a table for 'Available Rewards' and a 'Rewards activity' table. The 'Ways to Earn' section includes 'Birthday Gift', '5% Back', and 'FREE Membership'.

Amount	Description	Coupon #	Expiration date

Available to spend	Pending rewards	Redeemed rewards	Lifetime Earned to date
0	0	0	0

Ways to Earn	Ways to Earn	Ways to Earn
Birthday Gift 5% ADD BIRTHDAY	5% Back 5% Get 5% off your next order when you spend \$100 (up to \$5 value)	FREE Membership \$30 if you spend \$500 in a year

Commercial Training: Understanding Equipment Specifications

The AMSOIL Commercial Training Series is designed to increase Dealer success in the commercial market. The Understanding Equipment Specifications presentation provides valuable information about diesel, gasoline, transmission and grease specifications and trends.

Diesel Oil

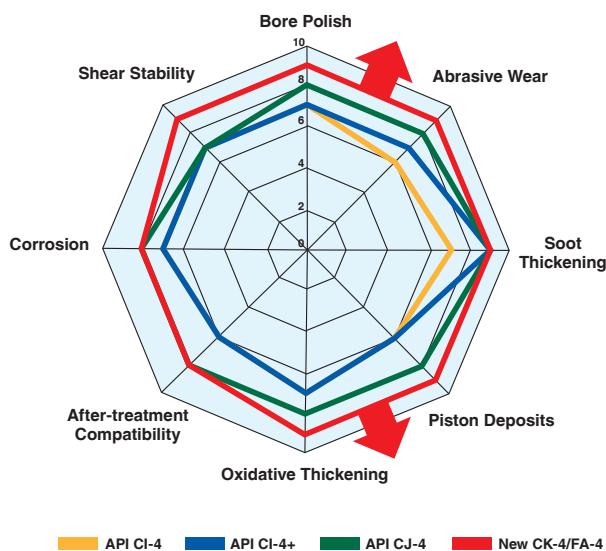
API CK-4

Designed for current model-year and older diesel engines, API CK-4 oils offer greater protection and performance benefits over previous API diesel oil specifications.

- More protection against piston scuffing for reduced wear
- Better thermal control to resist oil thickening, aid in cooling and reduce wear
- Improved shear stability for maximum resistance to oil consumption and wear
- Enhanced aeration control, promoting oil-pump efficiency, wear protection and heat resistance
- Backward-compatible and recommended in all applications specifying API CK-4 and prior specifications

API FA-4

API FA-4 was created to further improve fuel economy and reduce emissions in diesel engines, while delivering the same enhanced protection and performance benefits of CK-4. FA-4 oils are sometimes used as factory-fill oils in large over-the-road truck fleets, but API CK-4 oils may be used for subsequent oil changes.



AMSOIL Signature Series Max-Duty Synthetic Diesel Oil (DHD, DTT, DZF, DEO, DME)

- Our most advanced formula
- 6X more engine protection¹
- Use in vehicles that require API CK-4 or prior specification

AMSOIL Heavy-Duty Synthetic Diesel Oil (ADN, ADO, ADP)

- Excellent protection and performance
- 4X more engine protection²
- Use in vehicles that require API CK-4 or prior specification

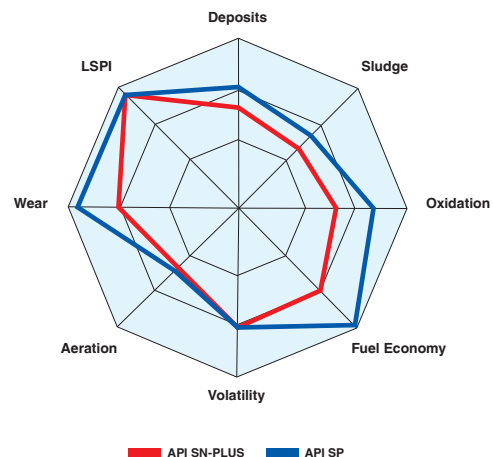
Gasoline Motor Oil

ILSAC GF-6A and GF-6B

ILSAC GF-6A and GF-6B focus on wear protection, prevention of low-speed pre-ignition (LSPI) and improved engine cleanliness. GF-6B features a more stringent fuel economy test and applies only to 0W-16 viscosity oils. Both specifications meet the industry-standard API SP specification, which is the latest specification found in owners' manuals.

API SP

- Added piston deposit prevention for fuel economy and horsepower retention
- Improved turbocharger protection to prevent turbocoking and increase longevity
- Increased wear protection for maintaining like-new performance
- Increased sludge and varnish protection for cleaner engines
- Low-speed pre-ignition (LSPI) protection, preventing severe engine damage
- Backward-compatible and recommended in all applications specifying API SP and prior specifications



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

- 75 percent more wear protection³
- Guaranteed protection for up to 25,000 miles (40,200 km) or 1 year, whichever comes first
- Achieved 100 percent protection against LSPI⁴
- Use in vehicles that require API SP or prior specification

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

- 64 percent more protection against oil breakdown⁵
- Extra protection that lasts up to 12,000 miles (19,300 km) or 1 year, whichever comes first
- Achieved 100 percent protection against LSPI⁴
- Use in vehicles that require API SP or prior specification

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

- 47 percent more wear protection⁶
- Protects against wear and fights sludge and deposits
- Achieved 100 percent protection against LSPI⁴
- Use in vehicles that require API SP or prior specification

Automatic Transmission Fluid

Automatic transmissions continue gaining popularity, especially as modern designs rival and surpass manual transmissions in the areas of fuel efficiency and affordability. As the global demand for mobility grows, more people are purchasing vehicles with automatic transmissions than ever before. Most current automatic transmission fluid specifications are trending toward lower-viscosity fluids that maximize fuel efficiency, while pushing the limits of ATF formulations.

North American PCMO ATF Transmission Specs		
OEM	Specification	Application
Ford*	MERCON®-V	Ford automatic transmissions, 2007 and earlier
	MERCON®-SP	5-speed Ford & 6-speed ZF-designed RWD
	MERCON®-LV	Ford automatic transmissions, 2008 and later
	DEXRON® MERCON® ULV	Ford and GM 10-speed, 2020 and newer
GM*	DEXRON®-VI	All GM transmissions 6-speed and earlier
	DEXRON®-HP	GM 8-speed transmissions
Chrysler*	ATF+4®	Chrysler 6-speed and earlier
	LifeguardFluid8	Chrysler (ZF) 8- and 9-speed

Signature Series Synthetic Automatic Transmission Fluid (ATF, ATL)

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

OE Synthetic Automatic Transmission Fluid (OTF, OTL)

- Protects against wear
- Resists harmful sludge
- Excellent cold-weather performance

Grease

A grease's NLGI number (measure of the grease's consistency) and base-oil viscosity ensure optimum protection and performance for an application. NLGI numbers range from 000 to 6, with NLGI #1 and #2 representing the most common greases in the market.

General Base-Oil Guidelines

- Spindle bearings use ISO 32 or ISO 46.
- Wheel bearings (medium speed) use ISO 100 to ISO 220.
- Slow, heavily-loaded bearings use ISO ≥460.

GC-LB

Some manufacturers call for greases certified through the NLGI GC-LB Performance Classification System. GC-LB signifies the grease meets the most demanding test standards for chassis components and wheel bearings. Greases that meet the GC-LB specification typically also meet most automotive OEM requirements.

AMSOIL Grease for Rotating Bearings

- AMSOIL Synthetic Multi-Purpose Grease (GLC)
- AMSOIL Synthetic Water-Resistant Grease (GWR)
- AMSOIL DOMINATOR® Synthetic Racing Grease (GRG)

AMSOIL Grease for Rotating Bearings under Heavy Impact Loads

- AMSOIL Synthetic Polymeric Truck, Chassis and Equipment (GPTR)
- AMSOIL High-Viscosity Lithium-Complex Synthetic Grease (GVC)

AMSOIL Grease for Non-Rotating Bearings and Sliding Motions

- AMSOIL Synthetic Polymeric Off-Road Grease (GPOR)

Understanding Equipment Specifications Presentation

For more details, view the full Understanding Equipment Specifications presentation recording in the Dealer Zone (Digital Library>Videos>Commercial Account Training). This training is also available on the AMSOIL Dealer Facebook page.

Performance Tests

The Performance Tests page at AMSOIL.com/AMSOIL.ca is your source for all current test results comparing AMSOIL products to the competition and the toughest industry standards. We also publish many test results in our catalogs.

- Visit the Performance Tests section at AMSOIL.com/AMSOIL.ca (Why AMSOIL>Performance Testing). Tests are available as jpeg images, making them easier to download and share.
- Share tests relevant to your prospects or customers. Share results on social media or via text/email with a Dealer-number transferring link to ensure you receive credit for all registrations and sales.

³Based on independent testing of 0W-20 (as worst-case representation) using the ASTM D6891 standard test. ⁴Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series, XL & OE 5W-30 motor oil in the LSPI engine test as required for the GM dexos1[®] Gen 2 specification. ⁵Based on independent testing of AMSOIL XL 5W-30 motor oil in the GMOD engine test required for the GM dexos1 Gen2 specification. ⁶Based on max cam wear in independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.

NEW DZ HIGHLIGHTS: BUSINESS TOOLS

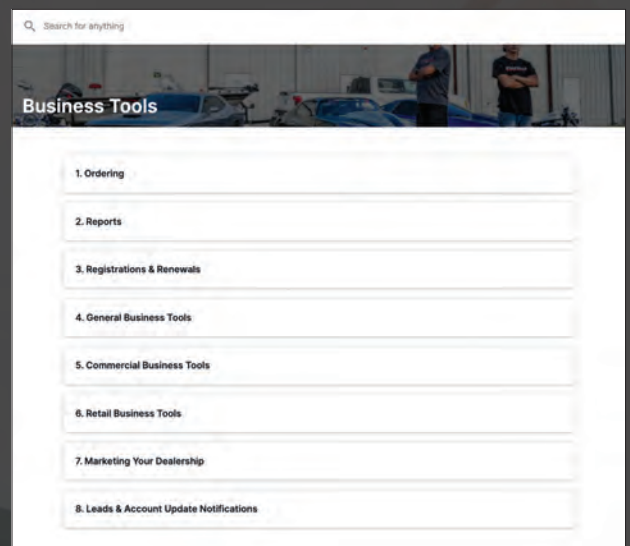
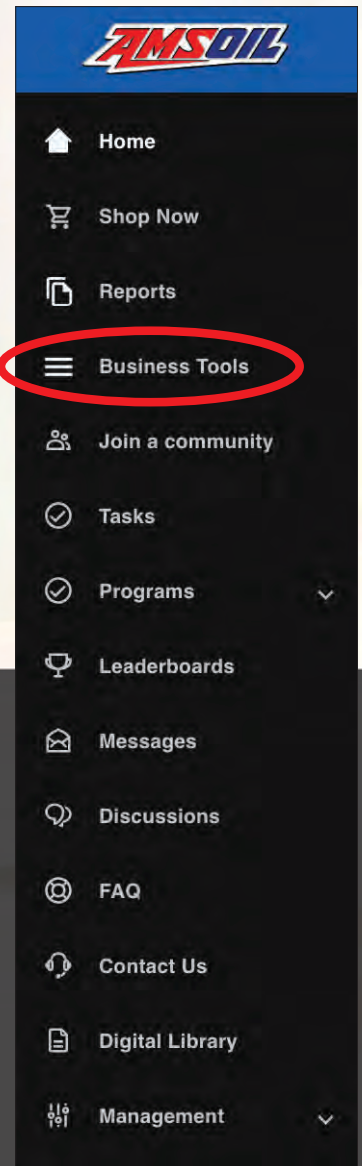
The new Dealer Zone puts the power to run your Dealership in your back pocket. It's a powerful tool for managing, learning, connecting and staying in the loop on all things AMSOIL. One critical area of the Dealer Zone is the Business Tools tab located in the left-navigation menu of the homepage.

The Business Tools tab contains links to essential items for building your Dealership. The menu includes Ordering, Reports, Registration & Renewals, General Business Tools, Commercial Business Tools, Retail Business Tools, Marketing Your Dealership and Leads & Account Update Notifications. Selecting any of those tabs will lead you to additional resources and tools relevant to that area.

For example, if you open the Ordering tab, you will be able to access AMSOIL.com/AMSOIL.ca and the EZ/Co-op Order Form or view your personal order history. Registrations & Renewals will lead you to links for registering and renewing Preferred Customers or your Dealership. And so on.

Pro Tip: Fillable PDFs linked from the Digital Library must be downloaded to your device before you can customize the fields.

As you develop a mental map of where specific tools live in the Dealer Zone, your business activity will continue to accelerate with less effort — powering growth of your independent Dealership.



A Step-by-Step Guide to Dealer-Number Transferring Links

Sharing a link to [AMSOIL.com](https://www.amsoil.com)/[AMSOIL.ca](https://www.amsoil.ca) or The Inside Track? Make sure it has your Dealer number attached with a Dealer-number transferring link.

Dealer-number transferring links are URLs to corporate AMSOIL webpages with your Dealer number attached. These links allow you to direct prospective customers and Dealers to the information they need while also keeping them connected to you as a Dealer and ensuring you receive commissions on any purchases they make during their visit.

When you use these links with your Dealer number attached, your referral information automatically transfers with it. That means you'll receive credit if a prospect follows your link to make a purchase, request a catalog or submit an application. Dealer-number transferring links also work when you share blog posts and other information from the AMSOIL Inside Track, keeping your Dealer number connected to new visitors who may make a purchase later. Your referral number will be linked to their device for up to 30 days, so any time they return to the corporate site, you'll still receive credit for their transactions.

Creating a Dealer-Number Transferring Link

1. Navigate to the target page on [AMSOIL.com](https://www.amsoil.com)/[AMSOIL.ca](https://www.amsoil.ca) or [blog.AMSOIL.com](https://blog.amsoil.com).
2. Highlight the complete URL from the navigation bar in the web browser.
3. Copy and paste the URL into a personalized email, text, direct message or social media post.
4. Add “?zo=1234567” to the end of the URL (use your actual Dealer number). The link should appear with blue underlined text.

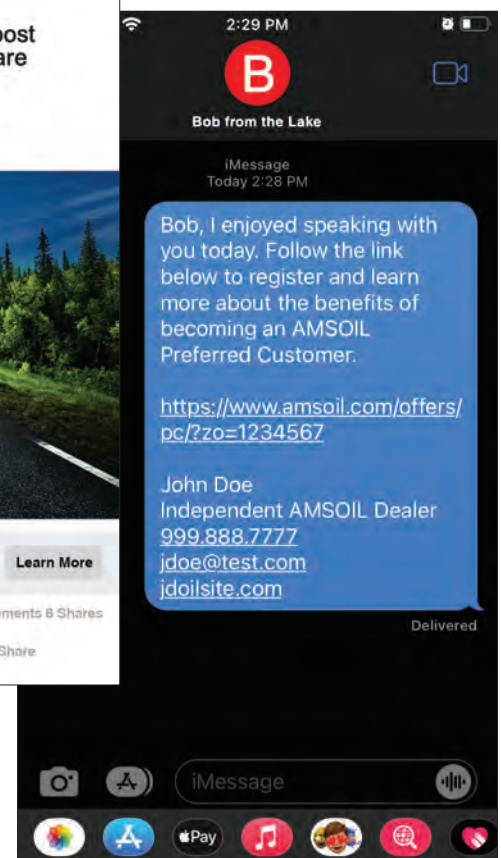
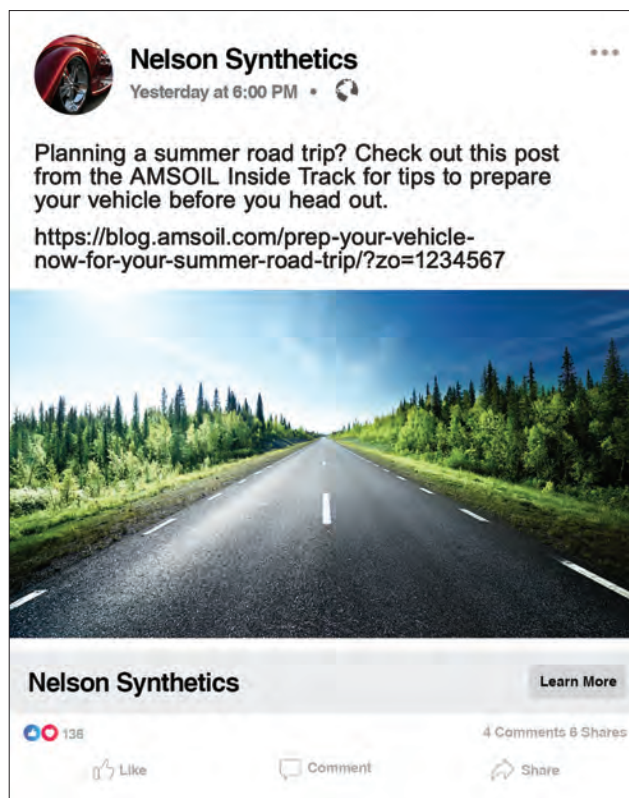
Keep in mind that some prospects may click more than one Dealer's link before making a purchase. If a prospect clicks a link you send, but doesn't make a purchase, then later clicks a link from another Dealer before making a purchase, that Dealer receives the customer and credit for the sale.

When To Use “&” instead of “?” in Your Dealer-Number Transferring Link

If there's already a question mark (?) anywhere in the URL you selected, use an “&” instead of a question mark.

Example:

<https://www.amsoil.com/InformationRequest.aspx?type=catalog&zo=1234567>





AMSOIL RETAILER PIT LANE OIL CHANGE FEATURED IN NOLN

National Oil and Lube News (NOLN) is the leading media outlet serving oil-change and quick automotive maintenance shop owners and operators, providing technical information and knowledge from the industry, operator profiles and business ideas. AMSOIL retail account Pit Lane Oil Change landed a business profile in the March 2022 issue of *NOLN* after owner Kevin Robinson submitted photos of his shop based off another feature.

The Power of Presentation

Pit Lane Oil Change is a three-bay oil-change service center located in Richmond, Ky. The shop opened in May 2021. Its original building once sat empty for five years, and the place was in rough shape when Robinson purchased it in February 2021. But with a vision in mind and some major renovations, he turned a rundown vacancy into a sparkling business.

Robinson makes a special point to keep his facility well-maintained for his customers, who greatly appreciate it.

The waiting area and bathrooms are kept clean at all times, and picnic tables are available outside for them to enjoy the scenery. "The atmosphere is far better than any other garage in town," he said.

Prior to Pit Lane Oil Change, there was only one oil-change service provider nearby with two bays, and people searching for an oil change often complained about the wait. When Robinson opened Pit Lane Oil Change, he wanted to bring some competition by having a three-bay service center

and carrying AMSOIL products. "There are some die-hard, loyal Valvoline* customers in town, but I'm hoping to help them make the switch," Robinson said. With help from servicing AMSOIL Dealer Glen Kadelbach, Pit Lane Oil Change developed a well-stocked shop that carries products to fit all different types of customers. New patrons who were unfamiliar with AMSOIL products tell him they can feel the difference in their vehicles after getting serviced, with appreciation for better throttle response and longer oil-change intervals.

Building a Business

As a newer business in town, Pit Lane Oil Change recognizes the importance of building a loyal customer base. Employees focus on providing excellent service to leave a lasting impression. The experienced mechanics and technicians make sure to bring top-notch quality for every customer driving through the doors and provide complimentary brake inspections and windshield cleaning with every service. Robinson has a lot of faith in the products he carries because he personally uses them and shares his own testimonials with customers to show the value they're getting. "AMSOIL is cheaper in the long run; saving gas, saving on oil-change intervals and saving time," he said. Pit Lane also offers periodic coupons and discounts to give new and existing customers another incentive to stop in. They even held raffles and giveaways during a car show event in town last year to help attract people to the shop.

"The atmosphere is far better than any other garage in town."

Hope for the Future

"It's been hard opening a business during a pandemic. Timing has been rough since the price of oil has fluctuated so much in the last year," Robinson said, "But I listened to a higher calling and knew it was the right decision." They hope to continue building inventory with a full variety of products to reach even more customers. They also want to keep expanding business with European vehicles. "They need oil specifically engineered for European cars and can save a lot of money by skipping the dealership and coming straight to us," he said. Robinson noted that business has been picking up at Pit Lane Oil Change, and they're seeing many of the people they've previously serviced returning again. They continue to build their customer base by making service, accommodations and value their highest selling points.



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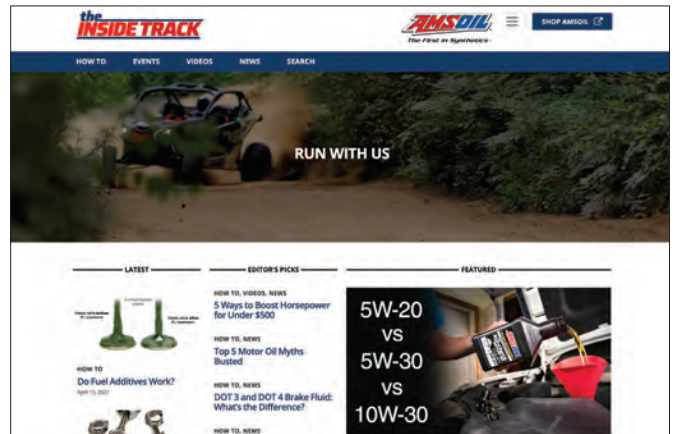
¹Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test.

July Close-Out

The last day to process July orders in the U.S. and Canada is the close of business on Friday, July 29. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for July business will be accepted until 3 p.m. Central Time on Friday, Aug. 5. All transfers received after this time will be returned.

Holiday Closings

The Toronto Distribution Center will be closed Monday, Aug. 1 for Civic Day. The Edmonton Distribution Center will be closed Monday, Aug. 1 for Heritage Day.



Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.



2022 Rally T-Shirt

Limited quantities available. Constructed of 100% super-soft cotton.

Stock# G3760 S-XXX
 U.S. Price: 20.00
 CAN Price: 27.00

Two-Tone Hat

Structured, dark gray and black hat with mesh back and adjustable Velcro closure. Embroidered AMSOIL and Runs on Freedom logos. Loop label on bill. One size fits most.

Stock# G3767
 U.S. Price: 20.00
 CAN Price: 27.00



Vintage Camo Long-Sleeve T-Shirt

Constructed of a 60/40 cotton/polyester blend.

Stock# G3740 S-XXX
 U.S. Price: 20.00
 CAN Price: 27.00

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In testing, **kept pistons clean** and **held oil thickening to only 6 percent**, a minimal amount compared to the proposed specification limit of 150 percent.⁴

50 percent more detergents⁵ to help keep oil passages clean and promote oil circulation. Provides **90 percent better protection** against sludge.⁶

DO YOU HAVE LONG COMMUTES?



30 percent more acid-neutralizing power⁸ than Mobil 1* and 36 percent more than Royal Purple,* helping engines stay cleaner, longer.

Reserve protection so you can go up to **25,000 miles**, 700 hours of operation or one year between oil changes, whichever comes first.

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Achieved **100 percent protection** against low-speed pre-ignition (LSPI).³

DO YOU TOW OR HAUL?



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DO YOU DRIVE IN COLD TEMPERATURES?



66 percent better cold-temperature performance for easier starting, better fuel economy, improved oil flow and reduced wear.

DO YOU WANT EXTRA ENGINE PROTECTION?



Far superior wear protection compared to the competition – kept bearings looking like new after 100,000-mile test.¹



¹Testing conducted in an independent lab using AMSOIL Signature Series 5W-30 Synthetic Motor Oil and a leading synthetic-blend 5W-30 motor oil in Ford F-150 trucks with 3.5L twin-turbo engines. ²Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. ³Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification. ⁴Based on the ILSAC GF-5 PLUS specification. ⁵vs. AMSOIL OE Motor Oil. ⁶Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification. ⁷Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. ⁸Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Royal Purple High Performance 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased 05/03/18. All trademarked names are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.



Dan Peterson | SENIOR VP, DEALER SALES AND MARKETING

The Next 50 plan brings exciting changes

But some features of the Dealer opportunity will stay the same.

The Next 50 (TN50) compensation plan is set to take effect Oct. 1, 2022. We're excited about the potential the plan has to strengthen and secure the Dealer opportunity for the next 50 years. While the new plan introduces some great changes that'll help us grow the pie for everyone, some aspects of the opportunity are staying the same. Let's start with a few of the bigger changes.

Affects NEW Customers and Accounts Only

When it takes effect Oct. 1, all new Dealers, customers and accounts you register will fall under the TN50 plan. We'll calculate and pay your commissions on new business based on the new plan.

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

Easier to Calculate Earnings

Dealers told us in surveys and directly that they want a compensation plan that is easier to understand and explain to others. Under the TN50 plan, each AMSOIL product is assigned a product profit value that Dealers earn depending on their position on the Profit Tier Schedule. The more you sell in a month, the more you potentially earn. No more commission credits or commission schedule – explaining how a new Dealer can make money in a given month is much simpler under the new plan.

Pays a Maximum of Three Dealers on Each Sale

Dealers also told us they want a plan that pays new Dealers more and pays more closer to the sale. This helps new Dealers see the fruits of their labor sooner and encourages them to continue their Dealership, boosting income for their sponsor. Paying someone multiple levels up the line of sponsorship who doesn't even know the Dealer who made the sale can make new or small Dealers feel cheated. We have to change that to align with the expectations of potential new Dealers and with the way Dealers are building their Dealerships today.

Plus, new Dealers start earning on day one with no minimum sales requirement to earn a commission. This helps them earn money sooner and hit the ground running.

Earn the Same Regardless of Customer Type

Under the TN50 plan, Dealers earn the same profit on a product regardless of customer type, eliminating the confusion that arises when trying to explain commission credits vs. account commission credits vs. account cash commissions vs. retail profit.

Now, let's look at what's staying the same about the TN50 plan.

You Can Sponsor Other Dealers

Building a Dealership by sponsoring other Dealers has been a mainstay of the opportunity since 1973, and it will continue to be part of the plan going forward. You still have the option to grow your Dealership by sharing the opportunity with potential Dealers, boosting your income.

The Importance of Training and Mentorship

While AMSOIL plays a role in onboarding and training new Dealers, sponsors are expected to take the lead in helping new Dealers get up to speed. Since the TN50 plan pays a maximum of three Dealers, focus your training and mentorship on your sponsored Dealers and their sponsored Dealers (two levels).

Overall Commissions Payout

The TN50 plan pays out the same overall amount of commissions. We designed the plan to help Dealers make more money by growing the Dealer network overall and introducing more customers to AMSOIL products, not to save the company money. The new plan will pay approximately the same amount of earnings to the Dealer network.

Our Commitment to You

AMSOIL Dealers helped build this company, and we sincerely appreciate your hard work. We've invested considerable resources into a new compensation plan that will strengthen this opportunity well into the future. We think the TN50 plan will attract more new Dealers, improve retention and benefit everyone. This is one of the biggest and most exciting changes we have introduced in decades. The new plan is designed for the next generation of AMSOIL Dealers and continues the commitment of offering an income opportunity for small entrepreneurs with big dreams.

To get up to speed, visit the Dealer Zone and check out "The Next 50 Compensation Plan" program. If you still have questions, send them to us at thenext50@AMSOIL.com.

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

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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WE HONOR



(Discover in U.S. only)

The Next 50 compensation plan takes effect in three short months. Check out *The Next 50 Compensation Plan* section in the Dealer Zone for videos that help explain the changes and how the new plan works. my.AMSOIL.com



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