

AMSOIL[®]

► DEALER EDITION

MAGAZINE

AUGUST 2022



AMSOIL Sponsorships Continue to **Grow in 2022**

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How *The Next 50* Compensation Plan Aims to Help Grow Your Dealership | PAGE 10

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 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.

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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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THE COVER

Pike's Peak International Hill Climb record-holder and founder of Chuckles Garage Scott Birdsall is among an impressive roster of sponsorships helping spread the word about AMSOIL products across North America.





From the President

Inflation is out of control, stocks are plummeting and supply and demand are still imbalanced across nearly every industry, disrupting manufacturing and driving prices upward. Many experts predict we're on the verge of a recession. Well, there's a silver lining to all this doom and gloom: you made the smart choice to become an AMSOIL Dealer. While an economic downturn certainly affects our business, AMSOIL and AMSOIL Dealers typically fare better than many other businesses thanks to the Dealer opportunity.

In past economic downturns, as times got tough and people sought ways to supplement their income, the AMSOIL opportunity provided an attractive solution. I have heard many stories from successful Dealers who credit their AMSOIL Dealership with carrying them through rocky financial times, or who found the AMSOIL opportunity after losing their job or encountering other financial difficulty. Few things make me happier than those stories. As we enter the latest round of economic uncertainty, we find ourselves in a stronger position than ever thanks to the TN50 compensation plan launching in October. Now, you have a much

simpler opportunity to share. It's easy to explain and understand, and new Dealers can see exactly how much they will earn on every product they sell. We are working on updates to JoinAMSOIL.com now and we'll be increasing our efforts to acquire new Dealers shortly after the new plan launches. I hope you'll use these resources to your advantage.

While the past 12 months have presented more than their share of challenges, AMSOIL is as strong as ever. We follow a fiscal year that runs from July 1 to June 30, and last fiscal year we set a goal to achieve 8% year-over-year growth. I am happy to report that we surpassed that goal for the second consecutive year. Considering the volatility continuing to plague our industry's supply chain, that is an impressive feat. Thank you for working with us to achieve this goal – a growing company benefits us all.

In the fiscal year ahead, it's very likely we will continue battling supply-chain issues, pricing volatility and now, increased economic uncertainty. I've never been one to back down from a challenge, however, and I am once again setting this year's goal at 8%

year-over-year growth. This will not be easy to achieve with a cooling economy and a larger base of business from which to calculate 8% growth, but I am confident we can do it together.

While many see doom and gloom, I see much for you to be excited about. You have a great deal to offer. We have an incredible product line that delivers tangible benefits for customers. We have attractive programs for customers and accounts that deliver ways to maximize the performance of their vehicles and equipment and stretch the value of their hard-earned money. And to top it off, we have an exceptional opportunity to earn income with an AMSOIL Dealership. In times of uncertainty, AMSOIL offers stability. What more could you ask for?

Alan Amatuzio
President & CEO

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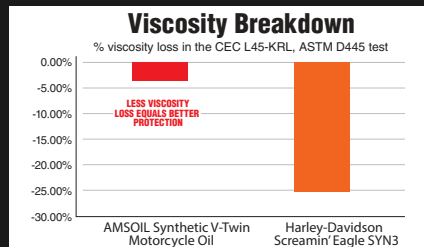
EVERYTHING YOUR HARLEY NEEDS, INCLUDING BETTER PROTECTION

Riding season will soon be winding down across much of the U.S. and Canada. Make sure your customers change their oil and filters to ensure their bikes are **protected against corrosion during storage and ready to roll next spring**. AMSOIL V-Twin Oil Change Kits include everything needed to perform an AMSOIL oil change in one convenient package. To find the right kit, use the Motorcycle Product Guide at AMSOIL.com/AMSOIL.ca.



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

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



^{BB}Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

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

LETTERS TO THE EDITOR

CALENDARS

Where is my new calendar? Can't AMSOIL afford it? Pathetic!

Jon Heller

AMSOIL: *We haven't mailed free calendars to Dealers in about 20 years, Jon. The calendars today are much higher quality and sold to Dealers at very reasonable prices. Most Dealers give them to accounts and other high-value customers. Personalized calendars may be ordered through the AMSOIL Print Center. Non-personalized calendars (G1105) may be ordered directly from AMSOIL.*

DEALER LOCATOR

Oftentimes a Dealer has to call AMSOIL Customer Service to find out if an account we want to sell to is protected or not. While the representatives are most helpful, too many Dealers aren't being responsible in uploading their accounts to the locator. As a Dealer, having this online reference is sometimes valuable in saving time rather than having to call Customer Service all the time. Is there another online database we can access to see which accounts are active and protected? This would save Dealers' time as well as Customer Service.

Andrew A. Gerber

AMSOIL: *Great question, Andrew. There is no account lookup tool; however, even if there were, Dealers would still need to qualify a business before pursuing it due to several factors that can render a lookup ineffective. For example, an account could be buying as a Dealer, and would therefore not appear on a retail or commercial lookup. An account could be registered under one business name, but do business as another name. A business could have multiple locations and receive products from a different location, or an account might have multiple phone numbers and email addresses. These are just a few of the potential scenarios that make an account lookup tool ineffective and reinforce the importance of solid qualification practices for Dealers who pursue retail and commercial accounts.*

CLOTHING AND PROMOTIONAL CATALOG

It would be nice if you could print the AMSOIL Clothing and Promotional Catalog (G1650) at least once a year. For example, I have several accounts that are Amish, and I need to have the catalog. I hope this is something you would consider.

Thanks,

Ralph Shelton

AMSOIL: *Thank you for your suggestion, Ralph. We hope to resume bi-annual printing of the Clothing and Promotional Catalog once the current supply-chain and shipping challenges subside. In the meantime, we suggest bringing a laptop to your next meeting with your Amish accounts and visiting AMSOIL.com/AMSOIL.ca to peruse AMSOIL clothing and promotional items. We're curious about where your Amish accounts are using AMSOIL products and their experiences using them. If any are interested in providing a testimonial, you could pass it along to us at testimonials@AMSOIL.com. It could also be mailed to the AMSOIL Communications Department at 925 Tower Ave.; Superior, WI 54880.*

PRICE INCREASE

Recently, I had one of my commercial accounts call me to verify his cost on a 55-gallon drum of Signature Series Max-Duty 15W-40 Synthetic Diesel Oil (DME). I called Customer Service to verify the pricing and delivery and also verified that this account was still credited to me as the Dealer. The customer called to order the very next morning and was given an almost \$200 price increase. I'm not sure this process was the best given how poorly this reflected on my service and AMSOIL as a company. All companies publish price increases ahead of a final disposition, and for AMSOIL to take that position and not let the customer enter the order at the initial quoted price, was poor business practice in my opinion.

Sincerely,

Geff Smith

AMSOIL: *We apologize, Geff. That is not a good start to a new relationship, and we completely understand your displeasure. Unfortunately, the situation this spring did not allow us to provide advanced notice of the price increase. Any time we announce a price adjustment, we experience a big increase in order volumes. The severe supply-chain issues plaguing the entire industry put us in a position where a major increase in orders would have resulted in a wide array of AMSOIL products becoming unavailable for extended periods. In order to maintain a steady supply of products for Dealers, customers and accounts, we had no alternative but to eliminate the rush on orders that accompanies advanced notice of pricing changes. That was not an action we took lightly and it's something we hope to never have to do again.*

PACKAGING

Maybe AMSOIL would be interested in a new way of packaging now that the cost of plastic has gone up so much. I have a quick lube account that uses cardboard boxes with a plastic liner, and have other accounts that would like it as well. Other companies are using them. It must be a cost savings?

David Green

AMSOIL: *Thank you for your suggestion, David. We've taken several thorough looks at the bag-in-a-box packaging option, but due to its prohibitive cost, potential leaking/safety issues and lack of manufacturing control, we have determined it is not a good fit.*

Email letters to:
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Matt Erickson | VP, PRODUCT DEVELOPMENT

LSPI is still causing problems

Prepare for an LSPI test for used oil.

Low-speed pre-ignition (LSPI) surfaced a few years ago and caused so much trouble that the auto industry introduced an updated oil specification, API SN PLUS, just to deal with it. Well, automaker data from the field suggests it's still a problem.

Before I dive in further, let's refresh our memories on LSPI. It's an abnormal combustion event that results in severe engine knock. It can happen when over-sprayed fuel combines with oil along the cylinder wall, creating droplets that hide in the piston crevice. Those droplets launch into the combustion chamber and ignite the fuel/air mixture too early. This creates a shock wave that collides with the upward-moving piston. Sometimes, drivers notice the engine idling roughly or knocking. In extreme cases, the force can break off chunks of the piston, destroying the engine – and causing expensive warranty claims the automakers don't want.

LSPI is a cousin of traditional engine knock, which has been around since engines were invented. But it is specific to gasoline-direct-injected engines that are usually turbocharged (T-GDI) and it normally occurs under low-speed, high-torque conditions, like when accelerating from a stop. That's a problem because most modern engines use turbocharging and direct injection to help meet tightening fuel-economy and emissions requirements.

This issue was so important that the industry introduced the API SN PLUS specification in May 2018, an amendment to the API SN specification that was current at the time. The new spec included an LSPI test in response to the rash of LSPI

issues arising in the field. Everyone agreed that it was needed to bridge the gap until the introduction of the API SP specification, which included an LSPI test.

Despite all this, some automakers are still seeing LSPI issues cropping up in the field. A recent Society of Automotive Engineers (SAE) paper indicates why. While some oils protect against LSPI when they're new and fresh out of the bottle, their ability to protect may diminish as the oil ages in service. In one test, administrators aged different API SN PLUS oils for 100 hours on a dyno. Then they subjected them to LSPI testing and found that some oils provided good LSPI protection when new, but not after they'd been aged.

The study found that the oil's formulation played a role in whether it protected against LSPI after aging. Oils with the proper balance of calcium and magnesium detergents were found to perform better after aging.

The industry is now working on an LSPI test for aged oil. All signs point toward introduction of another supplemental specification (probably API SP PLUS) that will include the new test.

This situation underscores the difficulty in formulating motor oil for today's engines. The oil must fight wear despite increased stress, resist deposits despite intense heat, maintain its viscosity, remain fluid in the cold, fight oxidation, resist the damaging effects of fuel dilution and cool hotter engines throughout longer drain intervals. Not only that, it must

protect against LSPI when new out of the bottle and continue that protection throughout the drain interval. That's a lot for a motor oil to handle, and those requirements make it increasingly difficult for formulators.

But we're up for the challenge. We were ahead of the game when LSPI first surfaced – AMSOIL synthetic motor oils achieved 100% protection against LSPI¹ – and, even though the aged-oil LSPI test is not yet fully defined, we're staying on top of it and early testing indicates we're in great shape.

Engines will only become more sophisticated, meaning they'll place greater demands on oil. Rest assured that AMSOIL synthetic motor oil will deliver premium protection against LSPI both new out of the bottle and throughout the drain interval so you can get the most out of your T-GDI engine.

¹Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series, XL and OE 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

AMSOIL SPONSORSHIPS CONTINUE TO GROW IN 2022

Sponsorships and events help connect us with enthusiasts and generate excitement on a widescale level. They also help us grow the AMSOIL brand, which is an integral part of independent Dealer success. When AMSOIL has nationwide brand recognition, that makes it easier for Dealers to get their foot in the door and start making connections with prospects. This year we've expanded our investments in marketing and events and added a few new sponsorships. Here are a few highlights:

Destination Polaris

As we continue to tap into enthusiast markets, we've placed a special focus on side-by-sides by securing a partnership with Destination Polaris, the #1 off-road show in North America. Destination Polaris showcases all-terrain travel, racing and custom-built UTVs on cable networks throughout the United States and Canada. Starting in April, the show has been running our media campaign featuring the full-length "Run With Us" ad along with a "Brought to You By AMSOIL" billboard throughout all of season 13. This partnership has helped us broadcast the AMSOIL brand to over 15 million off-road enthusiasts who tune in to watch each week.

and the Red Bull Sand Scramble (Brawley, Calif.). Each of these events garners thousands of viewers and attendees. Becoming the Official Oil gains us significant visibility with UTV enthusiasts following along throughout the year.



AMSOIL Red Bull UTV Scrambles

The Red Bull Scramble Series features two competitive classes of side-by-side racing for both professionals and amateurs across the nation. AMSOIL picked up more traction in the off-road scene when we became the Official Oil of four Red Bull Scramble Series events this year: Red Bull Mountain Scramble (Champion, Pa.), Red Bull High Desert Scramble (Nephi, Utah), Red Bull Stone Scramble (Huntsville, Tenn.)

AMSOIL Ultimate Callout Challenge

AMSOIL continued as the title sponsor for the 2022 Ultimate Callout Challenge (UCC) in Indianapolis. UCC is a nationwide "callout" to owners and builders of some of the biggest diesel-powered hot rods in the country to come together for a three-day competition in drag race, sled pull and dyno events. Our sponsorship at UCC provides excellent exposure with diesel enthusiasts from all over the nation.



AMSOIL Championship Off-Road Series

This year marks our second consecutive year as title sponsor of the Championship Off-Road Series. The six-part series pits the best off-road drivers head-to-head in Pro 4x4, Pro 2wd and UTV classes on some of the most exciting off-road tracks in the sport – Antigo Lions Roaring Raceway, Crandon International Raceway, ERX Motor Park, Dirt City MotorPlex and Bark River International Raceway. About 1.6 million viewers tune in to watch live and re-running coverage of the AMSOIL Championship Off-Road Series, and live events attract thousands of fans.



Hot Rod Power Tour

In 2022, AMSOIL became the Official Oil of the Motor Trend Hot Rod Power Tour. This event is considered the largest traveling car show in the world, bringing thousands of vehicles and hundreds of thousands of spectators on a five-day, five-city road trip to celebrate classic cars, old-school trucks and newer hot-rod builds. This year, the tour went to the southeast of the United States, making stops in Memphis, Tenn., Lebanon, Tenn., Hoover, Ala., Pensacola, Fla. and Hampton, Ga. As the Official Oil of the power tour, we gained exposure not only with the participants and spectators, but also with the locals welcoming the Hot Rod Power Tour into their cities.

Daytona, Laconia and Sturgis

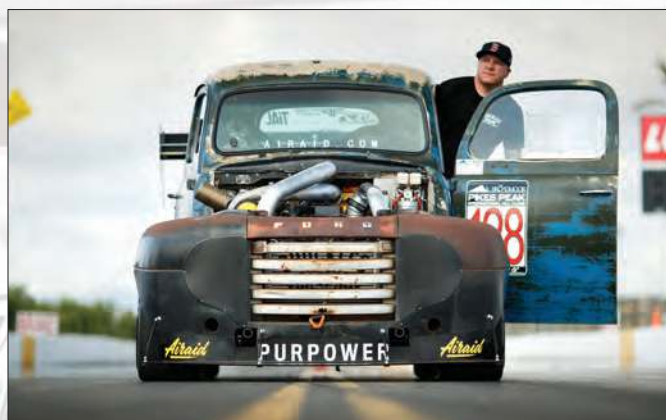
Every year, millions of riders hop on their bikes and travel from around the country to attend the nation's biggest and most iconic motorcycle rallies – Daytona Bike Week, Laconia Motorcycle Week and Sturgis Motorcycle Rally. AMSOIL remains the Official Oil of all three of these major rallies. We have a huge presence during these week-long celebrations of motorcycles and biker culture that, for many, are the pinnacle of the riding season. Our continued sponsorship of the largest motorcycle rallies in the United States throughout the years has secured our brand on the forefront of the motorcycle-enthusiast scene.

Roadkill Nights - Aug. 13

In 2022, AMSOIL became the Official Oil of Motor Trend's Roadkill Nights, a legally-sanctioned street racing event along Woodward Ave. in Detroit that kicks off a weeklong celebration of American car culture. In addition to the racing, Roadkill Nights features drift rides and demonstrations, classic and modern muscle car shows and more. Being the Official Oil of Roadkill Nights in a city filled with automotive history will provide us with great amounts of visibility and opportunities to connect with muscle-car enthusiasts. Nearly 40,000 people are expected to attend this year.

Hot Rod Drag Week - Sept. 18-23

This year, AMSOIL will be the Official Motor Oil of the 2022 Motor Trend Hot Rod Drag Week. This five-day competition has drivers drag racing along a set route between four classic drag strips: World Wide Technology Raceway (Madison, Ill.), Indianapolis Raceway Park (Indianapolis), Byron Dragway (Byron, Ill.) and Cordova Dragway (Cordova, Ill.). The winner is crowned "Fastest Street Car in America." Thousands of spectators will be following Hot Rod Drag Week again this year, meaning this new sponsorship will help the AMSOIL brand gain notable traction among classic-car enthusiasts.



Endorsements

This year, Team AMSOIL welcomed Pike's Peak International Hill Climb record-holder and founder of Chuckles Garage, Scott Birdsall. Chuckles Garage is an internationally acclaimed custom-build shop with projects featured in the likes of *Hot Rod*, *Car Craft*, *Diesel World* and *Diesel Power* magazines, along with numerous television shows. Birdsall has a large and steady following on social media, and our partnership will help extend the AMSOIL brand to reach that audience. Birdsall joins Team AMSOIL alongside our other sponsored racers and influencers, including gas-and-diesel-performance-products engineer Gale Banks, snowmobile and off-road UTV team Scheuring Speed Sports, off-road trophy truck-driver Bryce Menzies, championship rock-crawler and off-road racer Brad Lovell and more.

To keep up with all AMSOIL-sponsored racing and events throughout the year, follow the AMSOIL Inside Track at blog.AMSOIL.com.



How *The Next 50* Compensation Plan **Aims to Help Grow** Your Dealership

The Next 50 (TN50) plan is set to take effect Oct. 1, 2022. AMSOIL Senior VP, Dealer Sales & Marketing Dan Peterson previews what it means for your Dealership and how we think it will strengthen the Dealer network for the next half century.

We've been looking forward to the TN50 plan for months and it's nearly here. How are final preparations going?

We're working our tails off to ensure everything goes smoothly on Oct. 1 when the new plan takes effect. We've been working on this for more than three years. It started in the ideation phase and progressed to development. We reached out to current and former Dealers to gain insights into what Dealers want in a new compensation plan, and we built the new plan on that foundation.

Now we're in the execution phase. We have our best people working on this as their top priority, and we're currently undertaking a massive amount of user testing. Our testing will ensure that the legacy plan and the TN50 plan work together seamlessly. We have several months of data on both plans to analyze, which will ensure that we iron out all the wrinkles so the plans harmonize and work together. This will ensure Dealers don't miss a beat once the new plan takes effect.

Remind us why AMSOIL is making this change.

Like I said, we talked to several Dealers as we developed the TN50 compensation plan. One important insight we gained was that today's prospective new Dealers are different than those who considered the opportunity years ago. People today don't have the patience to invest hours in understanding the legacy plan. Dealers have told us it's too difficult to explain, which prevents them from sharing the opportunity with others.

The TN50 plan is designed to align the Dealer opportunity with the expectations of today's prospective new Dealers. It makes calculating earnings easier, pays new Dealers more money and pays closer to the sale. These are vital features Dealers told us they need to recruit new Dealers.

The Dealer network is so vital to the success of AMSOIL that we're tripling down on its success. This is a big, bold move – the most exciting move we've made in decades. By aligning with modern trends, we think the new plan will strengthen the company and help grow the overall pie for everyone.

How will the TN50 plan affect Dealers' businesses?

It shouldn't affect daily business very much at first. As a reminder, the TN50 plan applies only to Dealers, customers and accounts you register on Oct. 1, 2022 and later. Those customers will generate earnings under the TN50 plan while your existing customers will continue to generate earnings under the legacy plan.

For example, if you register three new Preferred Customers in October, only those three P.C.s will generate earnings under the TN50 plan. Your commission statement will show which earnings come from the legacy plan and which earnings come from the TN50 plan. We made a commitment not to change the legacy plan to prevent a harsh change. At some point in the future, we'll move all business to the TN50 plan, but we don't expect that to happen for a long time.

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What immediate results do you anticipate from the TN50 plan?

My vision is that we're all going to be more excited to talk to potential new Dealers about the opportunity. Dealers have told us they're reluctant to share the Legacy Plan with others due to its complexity. Those reservations stifle growth. The new plan is much simpler to understand, pays new Dealers faster and pays more money closer to the sale.

*"Talk is cheap; making real investments costs a lot of money and time. We've poured **millions of dollars** into improving the opportunity for Dealers over the past several years."*

We've taken lots of questions from Dealers about when they can start talking about the new plan to prospects. That's great! It shows the excitement and potential that's building. We think Dealers will spend more time talking to prospects.

Corporately, we're going to invest more in marketing the opportunity. That will help add to the excitement that's swirling. As more Dealers join us and everyone registers more customers and

sells more oil, the excitement and overall pie will grow for everyone.

How can Dealers make the most of this change?

As you develop your Dealership in the months ahead, focus on two things:

1) Increase sales to directly sponsored customers and accounts.

Based on Dealer feedback, we designed the TN50 plan to pay more to the Dealer who makes the sale. The new plan rewards direct sales, so focus on selling to your sponsored customers and accounts.

2) Build a broader Dealer team with a high focus on your personally sponsored Dealers and their personally sponsored Dealers.

If you're currently focused on Dealers in your group who are down the line of sponsorship, direct your training and mentorship to the first two levels. That's where the money is in the TN50 plan.

*"By aligning with modern trends, we think the TN50 plan will **strengthen** the company and help **grow** the overall pie for everyone."*

One of the main reasons we designed the new plan this way was to pay new Dealers more money faster. Improving the new-Dealer experience is critical to strengthening the opportunity for the next 50 years. Under the new plan, new Dealers can start making money on day one with no minimum sales to earn a commission. Improving their experience will help you register and retain more Dealers, benefiting your Dealership.

What should Dealers do differently when the TN50 plan launches?

Devote more energy to marketing the Dealer opportunity. Maybe you've been frustrated in the past trying to acquire Dealers due to the complexity of the Legacy Plan. Reevaluate how and to whom you present the opportunity. Use digital tools to expand your reach and target new people. Enthusiasts at

car shows and bike rallies are great prospects, but in today's digital age, be sure to also reach out to younger people who spend much of their time online. In addition to the new plan, we've invested in ways to appeal to the next generation of Dealers with a leading ecommerce website and the new Dealer Zone, which is available as an app on your phone. All these changes will help get more people fired up about selling AMSOIL products, so take advantage.

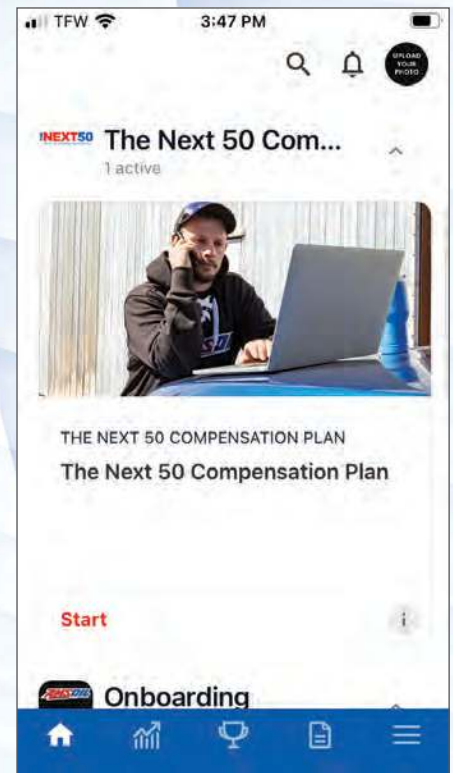
In addition to the new Dealer Zone, what other investments have we made for Dealers?

Talk is cheap; making real investments costs a lot of money and time. We've poured millions of dollars into improving the opportunity for Dealers over the past several years. We hired new IT people and other personnel to help develop and run the TN50 plan. And, like I said, we're going to invest money in marketing the opportunity to grow the network.

Introducing free shipping is another big investment that has boosted sales. Dealers have even built entire sales models around it. We've also simplified the Commercial Program and introduced discounts for commercial businesses and retail installers. These discounts have gotten us to price points at which Dealers can register larger accounts they previously couldn't get, helping grow their sales.

Promotions is another key area where we've invested a lot of money. Every time we run a promo, we see a spike in sales. We even pay commissions on promotional items Dealers' customers get for free. Dealers often ask for assets to help spread the word about new promotions. You can find graphics for your social-media accounts that coincide with current promotions in the Digital Library of the Dealer Zone at my.AMSOIL.com, so check in daily.

Speaking of which, everyone does business on their phones today, and we invested in improving the Dealer Zone, including optimizing it for mobile. It's a critical resource for the next generation of Dealers who live on their phones. It makes it possible to work your Dealership, get important info and take training anywhere, anytime.



What are the company's long-term goals for the Dealer network?

The Dealer network is constantly evolving, and that's a good thing. Our goals are to continue investing in and strengthening the Dealer network. It will continue to be the means through which we sell AMSOIL products to enthusiasts throughout the United States and Canada. Enthusiasts are the core of who we are. But we will augment and improve the opportunity by continuing to invest in programs for retail and commercial accounts. These areas offer opportunities and represent areas where we can diversify in the future. The TN50 plan is a key milestone in our strategy to strengthen the opportunity, but we're not done yet; we'll keep working hard so our Dealers can continue to succeed.

A Closer Look At Online Sales Attribution

Dealer-number transferring links are used to ensure Dealers receive credit for referrals they make to AMSOIL.com/AMSOIL.ca. Here's how the process works to attribute new customers and online sales to you.

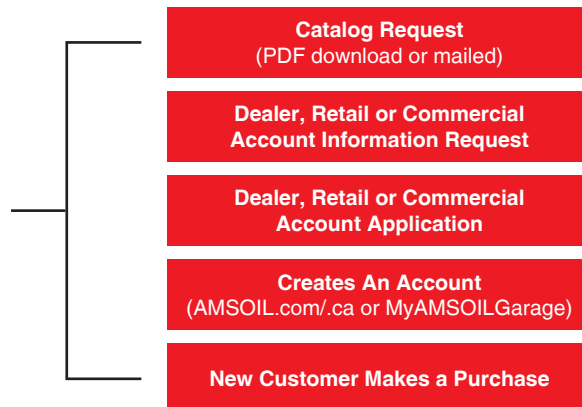
Dealer-Number Attribution

When a visitor comes to AMSOIL.com/AMSOIL.ca via your Dealer-number transferring link, we place a cookie in his/her browser for 30 days. This cookie contains your Dealer number.

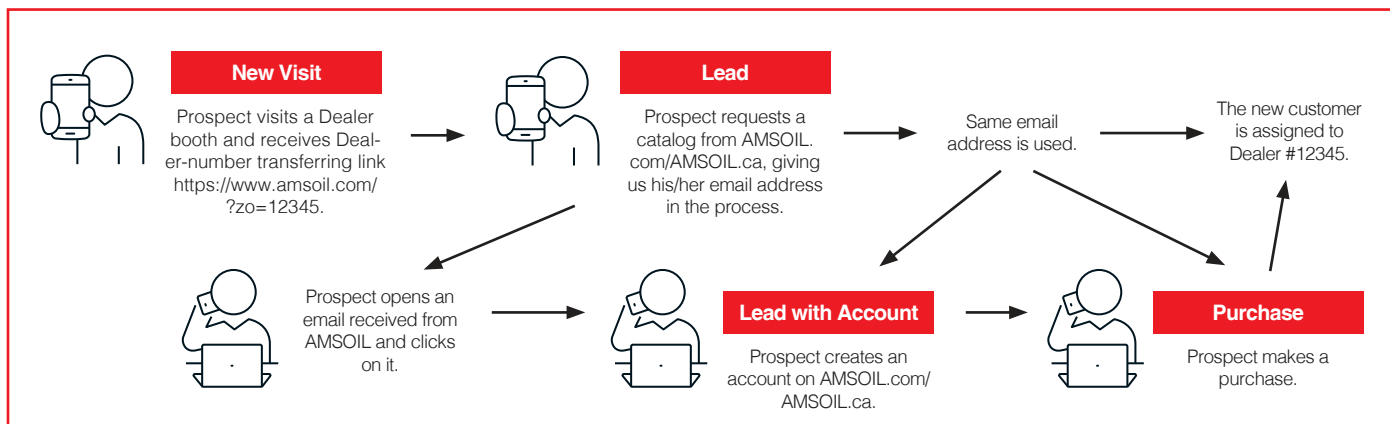
The AMSOIL system captures the Dealer number from the cookie during key conversion events when the visitor is on AMSOIL.com/AMSOIL.ca (see graphic at right). These are events where the visitor provides us with his/her email address, which we can keep track of as a potential customer. If any of these conversion events occur alongside your Dealer number from the browser cookie, you receive attribution in the AMSOIL system.

Dealer-number attribution in the AMSOIL system is especially useful because it can tie a prospective customer across multiple devices. Whether the prospect is using a desktop computer or mobile device, as long as he/she is signed in using the same email, we can still connect him/her back to your Dealer number. Then, when the prospect finally makes a purchase, you'll still get credit and the new customer will be assigned to you.

Here is an example of a prospect receiving a Dealer-number transferring link on his/her phone. The prospect clicks the link, goes to AMSOIL.com and requests a catalog, giving us his/her email address in the process. The next day, he/she opens an email from AMSOIL on his/her desktop



computer. The prospect clicks the link to AMSOIL.com and creates a new account. We recognize the email address used to create the new account as the same one from the phone containing the Dealer number cookie. So, when he/she makes a purchase, Dealer #12345 receives credit for it.



Your reports in the Dealer Zone can give you insight into what kind of web traffic you are generating and how it translates into new customers. There are three reports that outline the results of your online efforts:

- **Leads** - This report shows all the visitors from your Dealer-number transferring links who have requested more information or created an account.
- **Customers/Leads From Website** - This report shows new online customers and leads that were generated from your Dealer website.

- **Website Referrals** - This report lists the webpages on AMSOIL.com/AMSOIL.ca to which your Dealer website made referrals.

Limitations to Online Attribution

- Not every Dealer-number transferring link or web ad with your Dealer number attached to it will guarantee a new customer or account for you.
- The AMSOIL browser cookie gets updated every time a Dealer number is identified in an AMSOIL.com/AMSOIL.ca URL. If a prospect clicks on another Dealer's link at some point after clicking yours, that other Dealer's

number will be the one stored in the cookie.

- Visitors who clear their browser cookies will lose the Dealer-number cookie. In those cases, AMSOIL will no longer be able to identify if the returning visitor is tied to your Dealer number.
- Some visitors who click your Dealer-number transferring links may already be active and protected AMSOIL customers, meaning their Dealers will still receive credit for any purchases that are made.



UPGRADED EMPOWERKIT WEBSITES LAUNCHING IN AUGUST

AMSOIL partners with Empowerkit to offer AMSOIL Dealers a variety of outstanding website packages. On Aug. 15, we're updating our template of the Empowerkit sites for Dealers. The new template offers a greater professional online appearance and connection to the AMSOIL brand.

If you have an existing Empowerkit website, your site will be affected by this change. Be sure to check out the new template when it becomes available and start customizing your Dealer website.

What's changing?

- We've built new, enhanced sliders that connect your website with the enthusiasts who buy products from you. You will have the option to select these slider images for your site.
- We've also updated the call-to-action buttons to tie in the overall AMSOIL branding message even further.

What's not changing?

- The website package options for AMSOIL Dealers, ranging from a basic online business presence to a fully enabled, customizable, editable website, will remain the same.
- The website package option rates will also remain the same.
- While AMSOIL is driving the change to our Empowerkit website template, any issues pertaining to overall website function should still be directed toward Empowerkit.

For more information on creating a Dealer website, go to the Dealer Zone and select Business Tools>Marketing Your Dealership>My Dealer Website.



'Million-Mile Phil' Trusts AMSOIL for His Honda* Gold Wings*

Phil Steiner proudly calls himself an "80-year-old Lima, Ohio guy." The lifelong resident of the northwest Ohio city spent 44 years working for Ford Motor Company* in a variety of departments, including machining, production and cleaning.



"I used to wash and wax the plant manager's car," said Steiner. "He liked that." It was a good fit for the longtime motorhead whose stable of vehicles includes a '57 Chevy* and a '59 Corvette.* The retired Ford worker is quick to point out he also owns a Lincoln* Towncar,* which was made by the Blue Oval.

Gold Wings Soar With AMSOIL Products

Steiner's real passion, however, is riding Honda Gold Wings. The crowned jewel of his garage is his 2015 GL 1800; its odometer reads nearly 704,000 miles (1.1 million km). Steiner also owns a 2002 Gold Wing with 554,000 miles (892,000 km) on it.

Amazingly, both bikes still have their original engines and, with the help of AMSOIL Synthetic Metric Motorcycle Oil, have required no engine work.

Lifelong Passion to Ride

Despite his current loyalty to Gold Wings, Steiner's riding career started aboard a '47 Harley-Davidson* Knucklehead.* "I

paid \$200 for it back in 1962," Steiner said. After a year, he bought a 1960 CH Sportster.* He rode it about 2,000 miles (3,200 km) roundtrip to Daytona Bike Week in Florida for four straight years. "Back then I was young and dumb," said Steiner. "Now I'm just old and dumb."

He soon upgraded to a 1968 Harley. "After 19,000 miles (30,600 km) I was putting a bottom end in it," said Steiner. "Of course, I pulled sidecar in the wintertime." Then he bought a new 1970 Harley, but was installing new valves after 25,000 miles (30,500 km) and a new chain every 8,000 miles (12,900 km).

Gold Wing Debuts in 1975

Steiner wanted a bike with a driveshaft instead of a chain, so he bought a Moto Guzzi.* "First time I took it through the car wash, it wouldn't start," he said. "I called the dealer up, and he said, 'Don't spray much water on that distributor.'" After about a year, the Honda Gold Wing debuted, beginning Steiner's love affair

with the bike. "I've been on a Gold Wing ever since," he said.

He and the dealer couldn't agree on a price for a new model, so he snapped up a used '75 with 300 miles (480 km) on it. He bought it in February and a friend had to help him pull-start the bike behind his car since the bike's starter refused to engage. "They didn't start good in the wintertime," said Steiner. In just eight months, he put on 30,000 miles (48,300 km). With each successive Gold Wing Steiner bought, he racked up more miles, breaking 200,000 miles (321,900 km) on his '85 Gold Wing and hitting nearly 270,000 miles (434,500 km) on his '91 model.

2 Million Miles on Gold Wings

Today, his garage is home to the aforementioned 2002 and 2015 Gold Wings that just keep running. Steiner figures he's ridden about 2 million miles (3.2 million km) on Gold Wings in his lifetime, earning him the nickname "Million-Mile Phil."

Phil Steiner's 2015 Honda Gold Wing recently surpassed 700,000 miles (1.1 million km) on its original engine.



After buying the 2015 Gold Wing, Steiner ran the original equipment manufacturer oil for about 5,000 miles (8,000 km) before switching to AMSOIL 10W-40 Synthetic Metric Motorcycle Oil (MCF).

Steiner loves riding so much that he sometimes rides through the night to reach his destination. "I have a good friend from Wausau, Wisconsin," he said. "I'm going to get up about 3 in the morning to go see him and I'll do a same-day deal – about 1,000 miles (1,600 km) up there." His friend has a 1975 Gold Wing with 1 million miles (1.6 million km) on it. "But he's had five motors," said Steiner.

No Engine Work Needed

Steiner's 2015 and 2002 Gold Wings are still running strong on their original engines. He didn't even change the alternator on the 2015 model until 570,000 miles (917,000 km). He also gets great mileage on his tires, with up to 50,000 miles (80,500 km) on the front tire. The mileage is so good that some other riders think he's lying about how long he uses them. "I have no reason to lie; they're just jealous because they can't get that many miles out of them," said Steiner. He doesn't push his bikes too hard, which contributes to their sparkling maintenance records. The 2015 model uses only one-quarter of a quart of oil every 400 miles (640 km). "She should be using oil at 700,000 miles," said Steiner.

The Moonshine Store in rural Illinois, famous for its Moonshine Burger, is one of Steiner's favorite destinations. "I ride 600 miles (965 km) for a hamburger," he said.

Rides 600 Miles for a Burger

Steiner doesn't take many overnight road trips anymore, but he still likes to get out and put some miles behind him. He likes to ride up to the famous Moonshine Store near Martinsville, Ill., home to the Moonshine Burger. The store once hosted a bike rally that Steiner sometimes attended. Although the rally is no more, he still likes to make the trip every now and again. "I run 600 miles (965 km) to get a hamburger," he said.

40 Straight Years of Daytona Bike Week

After 2 million miles (3.2 million km) riding Gold Wings, Steiner said there are only two or three states he's never visited. Florida is his most frequent destination. "I rode 40 years to Daytona (Bike Week) from Ohio from 1964 to 2004," he said. He never missed a year, even when the temperature plunged to -8°F (-22°C) one year as he left home. And back then he didn't have the equipment he has now to stay warm on cold rides. "I got an electric jacket, electric pants, heated insoles for my shoes, heated gloves and electric grips," he said. The bike even has a heated seat. "I'm the electric cowboy," said Steiner.

Aftermarket Oil Additive Causes Clutch Problems

Other than having some valves shimmed, the 2015 Gold Wing has required no engine work. However, he did have to replace the clutch recently after trying a popular aftermarket oil stabilizer he had sitting around his garage that Steiner figured might help reduce oil consumption. But it turned out to be more harm than good. "I noticed my clutch was slipping," he said. He'd never had clutch problems on a Honda before. Fortunately, while the bike was in the shop, Steiner was able to ride his "backup" 2002 Gold Wing. "I watch what I put in there now," he said.

Steiner wastes no words when talking about his experience using AMSOIL products. "It's done me a good job," he said. He hopes to hit 1 million miles (1.6 million km) with his 2015 Gold Wing. Steiner said he takes care of himself and walks everyday so he can continue to pursue his riding passion. He also takes care of his bikes with the help of AMSOIL Synthetic Metric Motorcycle Oil. "I just go out every day," he said. "When I'm on the road, I run gas tank to gas tank. I just like to ride."



August Close-Out

The last day to process August orders in the U.S. and Canada is the close of business on Wednesday, Aug. 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for August business will be accepted until 3 p.m. Central Time on Tuesday, Sept. 6. All transfers received after this time will be returned.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Sept. 5 for Labor Day.



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Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C. Price
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ALWM	CA	(12) 90-ct.	408.00	408.00	428.40

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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 independent testing of AMSOIL Signature Series 5W-30 in the Sequence IIIH Engine Test (ASTM D8111), required by the ILSAC GF-6 and API SP specifications, vs. AMSOIL OE Motor Oil. ⁵Based 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. ⁶Based on independent testing of AMSOIL Signature Series 0W-20 using the ASTM D6891 standard test. ⁷Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2996. Oils purchased July 2020. ⁸Based upon testing of AMSOIL Signature Series 5W-30 and a national conventional brand 5W-30 in the ASTM D5293.





Fast, frequent recognition key to improving your experience

The Next 50 recognition program sets attainable goals and encourages success.

Dan Peterson | SENIOR VP, DEALER SALES AND MARKETING

In the excitement surrounding *The Next 50* (TN50) compensation plan, which takes effect Oct. 1, 2022, it's easy to overlook another great change coming in October: the TN50 Sales Achievement Program. The program awards Dealers when they reach higher annual team sales. Customer-Certified Dealers also earn a cash reward. Let's take a look at how it works.

How the TN50 Sales Achievement Program Works

Suppose your 2021 total annual team sales were \$25,000. That would put you at the fifth level of the Bronze Cup achievement category. You would reach the next sales achievement level or category when you met the next highest annual sales threshold. In this example, if you exceed \$35,000 of team sales within a calendar year, you would advance to the first level of the Silver Cup category, earning a plaque to recognize your achievement. And, if you're Customer Certified, you'd also be paid \$525 for your achievement. The early annual sales thresholds are relatively low, and they continue to increase at reasonable increments. That's because we want to start recognizing new Dealers and keep recognizing all Dealers who are working and growing.

How do I know my sales achievement category and level?

That's the next obvious question. Beginning in October, you can find that information on the Dealer Zone homepage so you see it every time you log in. We'll also show your progress toward the next level or category so you can set goals to achieve them and watch your progress.

We will use every Dealer's 2021 sales to determine his/her starting achievement category and level. We'll also use your sales throughout 2022 to determine your current statuses, which you'll see in the Dealer Zone. This fall, we'll start awarding plaques and paying cash rewards to Customer-Certified Dealers who reach new categories and levels during 2022. If you're Customer Certified, you'll see the cash reward on your October 2022 commission statement (paid in November).

For example, say your 2021 sales placed you at level 5 of the Bronze Cup category on Jan. 1, 2022. Now suppose you had a great summer and your team sales within a calendar year reached \$50,000. You'd jump to level 2 of the Silver Cup category. Not only would we send a plaque, if you're Customer Certified, we'd pay you two different \$525 cash rewards for the two levels you reached. This underscores the value of customer certification; if you're not yet certified, start working on it by completing the Customer Basic Training program in the Dealer Zone.

The TN50 Sales Achievement Program is another way we're improving the Dealer experience. In October, get into Dealer Zone to see your sales achievement category and level. Then start working to reach the next level or category.

Annual Sales	Sales Achievement Category	Sales Achievement Level	Cash Reward*
\$1,000	Bronze Cup	1	\$40
\$2,500		2	\$50
\$5,000		3	\$100
\$10,000		4	\$175
\$20,000		5	\$350
\$35,000	Silver Cup	1	\$525
\$50,000		2	\$525
\$75,000		3	\$875
\$100,000		4	\$875
\$125,000		5	\$875
\$150,000	Gold Cup	1	\$875
\$175,000		2	\$875
\$200,000		3	\$875
\$250,000		4	\$1,750
\$300,000		5	\$1,750
\$350,000	Platinum Cup	1	\$1,750
\$400,000		2	\$1,750
\$500,000		3	\$3,500
\$600,000		4	\$3,500
\$700,000		5	\$3,500
\$800,000	Diamond Cup	1	\$3,500
\$900,000		2	\$3,500
\$1,000,000		3	\$3,500
\$1,250,000		4	\$8,750
\$1,500,000		5	\$8,750
\$2,000,000	Titanium Cup	1	\$10,000
\$3,000,000		2	\$20,000
\$4,000,000		3	\$20,000
\$5,000,000		4	\$20,000
\$6,000,000		5	\$20,000
\$8,000,000	Ambassador Cup	1	\$30,000
\$10,000,000		2	\$30,000
\$12,000,000		3	\$30,000
\$14,000,000		4	\$30,000
\$16,000,000		5	\$30,000

*Must be Customer Certified to receive cash reward.

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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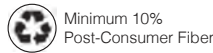


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