

AMSOIL[®]

▶ DEALER EDITION

MAGAZINE

SEPTEMBER 2022



New Viscosities Deliver
Upgraded **Protection** for
More ATVs and UTVs | PAGE 8

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

Starting Oct. 1, 2022, 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 using the new plan.

Legacy plan (current plan)

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

THE NEXT50™
Commitment • Collaboration • Success



Get ready with these resources

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

Still have questions?

We're here to help.

Email thenext50@AMSOIL.com.

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.





STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

Brad Nelson
Jamie Trembath
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

John Boyce
Sarah Matheson
Mark Nyholm
Dan Peterson

Editorial Contribution

Mike Nelson
Dan Peterson

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On the Web

AMSOIL.com
AMSOIL.ca

CEO & Board Chair

Alan Amatuzio

President

Bhadresh Sutaria

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Letters to the Editor

AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
letters@AMSOIL.com

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THE COVER

New 10W-30 and 5W-40 viscosities expand the reach of the AMSOIL Synthetic ATV/UTV Motor Oil line.





From the CEO

When I assumed ownership of AMSOIL, we began reshaping the company to enable seamless operation when people in key leadership roles are absent. Shortly after that work began, I had to take a 10-month leave, which highlighted the importance of this project. We call this work “succession planning,” and it applies at all levels of the company. As AMSOIL continues to grow, it is crucial that we identify the people who can step in to perform a job when another team member is missing for any reason or length of time.

That applies to me as well. We must have a structure for AMSOIL that allows the company to run in my absence while remaining true to my vision. With that in mind, I am appointing Bhadresh Sutaria President of AMSOIL effective Sept. 1, 2022. In his new role, Bhadresh will oversee daily operation of the company. Bhadresh has been helping with daily operation of the company as AMSOIL CFO for the last six years. He brings strong prior experience in general management, finance and strategy in both public and private companies.

I will remain AMSOIL CEO and assume the position of Chairman of the Board, overseeing the activities of our newly formed Board of Directors. Dean Alexander will remain as a member of the board.

I am not going anywhere, and I will continue writing this column in *AMSOIL Magazine*. These changes are to help us provide clear organizational succession to ensure my vision for AMSOIL is fulfilled whether I am here or not. This will also allow me to focus on further development of that vision and bringing forward exciting growth opportunities that will help make us even stronger.

As an AMSOIL Dealer, you won't notice a difference. I am sharing these details with you to reinforce a few key points:

1. AMSOIL is prepared to mitigate difficult or unexpected circumstances. You are backed by an organization that puts a premium on preparedness, professionalism and doing whatever's necessary to protect our Dealers, customers and employees.

2. AMSOIL is being structured to preserve my vision for the company, which includes maintaining an opportunity for people to earn money selling AMSOIL products.

3. AMSOIL is strong and growing. Freeing my time to focus on additional growth strategies will help us accelerate that growth. I want to find more ways to help you sell more products, gain more market share and earn more money.

Strong. Growing. Prepared. Agile. The best products. A simple compensation plan. That is what you get with AMSOIL, and they are key elements of my formula for ongoing success.

Alan Amatuzio
CEO & Board Chair

THE NEXT50™
Commitment • Collaboration • Success

PROTECTION AND DEPENDABILITY

Keep your firearms in top working condition with AMSOIL Synthetic Firearm Lubricant and AMSOIL Firearm Cleaner.

AMSOIL SYNTHETIC FIREARM LUBRICANT

- **Keeps** firearms working properly for generations
- **Helps** prevent blockage, jams and wear
- **Outstanding** protection in hot and cold climates

AMSOIL FIREARM CLEANER

- **Effectively** cleans fouling and powder residue
- **Helps** reduce misfires and increase reliability
- **Protects** against corrosion



LETTERS TO THE EDITOR

PRODUCT PICKUP

Will customers who order products online be allowed to pick up the products from a local AMSOIL warehouse in the very near future?

Also, will AMSOIL be providing the XL Series of oils in the 30-gallon container again soon?

Thank you,

Marcus L. Trotter

AMSOIL: Curbside pickup of AMSOIL products is available at all AMSOIL distribution centers, Marcus. We require all pickup-order requests be called in to AMSOIL Customer Service (1-800-777-7094) first. We do not plan to offer AMSOIL products in 30-gal. drums anymore. This package size is uncommon, and securing 30-gal. drums from suppliers has been a challenge for many years. The current supply-chain issues affecting the entire industry have worsened the issue, and our 30-gal. drum suppliers can no longer deliver the drums we need. We will continue to offer 16-, 55- and 275-gal. package sizes for products currently available in these sizes.

TN50 COMPENSATION PLAN

I just keep thinking that there is an ulterior motive for the new compensation plan because I don't see that it is any easier to explain. If you wanted Dealers to make cash compensation on every purchase, why weren't the P.C. purchases set up like the Retail and Commercial Programs, where you make cash and commission credits? It all boils down to one thing: if you are ambitious you will make it; if you are not then you won't make it no matter what the compensation program is. It just doesn't make sense to me to go through all this trouble when all you had to do was change the P.C. Program so the Dealer made cash commission on a sale.

I have noticed that, in some of the scenarios, that all the proposed commission is not paid to the line of Dealers. What happens to this money that just disappears?

Ken and Barb La Fountain

AMSOIL: Thanks for your feedback, Ken and Barb. We have been communicative and transparent throughout the process

and we assure you there are no ulterior motives for making this change. Our goals are simple: energize the Dealer network and attract and retain more Dealers by introducing a compensation plan that is simpler to understand and explain, pays more closer to the sale and pays new Dealers more. Adding cash commissions to P.C. sales would only complicate things. It would not provide simple payment for product sales and purchases, it would introduce yet another type of commissions for Dealers to understand. You'd still be left with only commission credits for Dealer purchases and you'd still have varied commission types for sales to online/catalog customers. The TN50 plan eliminates all those hassles and the hoops you have to jump through to calculate your earnings every month.

The data from Dealer surveys and focus groups is clear: the legacy plan is complex. The TN50 compensation plan is far simpler for new Dealers to understand. Sell a product, earn the assigned profit. Sell enough in a month to qualify for higher profit tiers, earn more for each product sold.

There are scenarios where some available commissions are not paid out. This is called "breakage." There is breakage in the legacy plan, and there will be breakage in the TN50 plan. We have calculated the approximate amount of expected breakage and compensated for it in the product profit values. We have shown scenarios that show how Dealers who eliminate breakage will earn more in the TN50 plan. See the following example. We have also been clear about this: we are not making this change to take commissions from the Dealer network. Our intention is to pay out the same overall amount of commissions to Dealers.

Available Commissions on One Case of Signature Series Synthetic Motor Oil

25% Commission	\$20.92
9% DJ Performance Commission	\$7.53
Maximum legacy plan earnings	\$28.44
Tier 4 Profit	\$26.19
Leadership Bonus	\$5.53
Leadership Bonus 2	\$0.48
Maximum TN50 earnings	\$32.21

*Example of all available commissions on one case of Signature Series Synthetic Motor Oil. AMSOIL pays maximum available commissions in the legacy plan when selling Dealer is earning at the 25% level of the Commission Schedule and the upline Direct Jobber meets qualifications for full 9% payout of DJ performance commission. AMSOIL pays maximum available commissions in the TN50 plan when selling Dealer, sponsor and upline are earning at the Tier 4 level of the Profit Tier Schedule.

With time, hopefully, you will find the TN50 plan to be simpler and you have even more successful Dealers in the future. We have received a generous amount of feedback from Dealers who are excited about the new plan and the potential it holds. We agree with you on one thing – it takes ambition, intelligence and more to make it as an AMSOIL Dealer. You and others who've demonstrated these traits know this all too well, and no change we make to the Dealer opportunity will ever change that.

ELECTRIC VEHICLES

After reading the article about electric vehicles a few months ago in AMSOIL Magazine (December 2021), I couldn't help but detect a bit of animosity towards EVs. With the market steadily shifting to EVs, I believe this is our time to be the frontrunners in EV maintenance products and lubricants. At this time, I am not aware of anyone marketing EV-specific drive-system lubricants and filters. With the limited availability of OEM lubricants and filters for certain brands, we could easily be the leaders in aftermarket products for these vehicles. Let's not close the door on what the future holds. Let's embrace this opportunity to be number one.

Charles Brien

AMSOIL: We are always ready to embrace future technology, Charles, while maintaining that internal-combustion engines also have a bright future. Because EVs require little lubricant, and the service life of factory fluids is long (often fill-for-life), the aftermarket EV lubricant market is extremely small. In addition, many independent shops and enthusiasts don't have the tools to service EVs, leaving most maintenance to OEMs and their dealerships.

Email letters to:
letters@amsoil.com

Or, mail them to:
AMSOIL INC.
Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

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Mike Nelson | SENIOR PRODUCT DEVELOPMENT ENGINEER

Turbochargers put the “power” in powersports

Like the auto market, forced induction is reshaping powersports equipment.

A time-tested approach to having more fun with your powersports equipment is to add horsepower and torque while cutting weight. But, how do you do that while also having excellent range and lower environmental impact? Forced induction.

At the heart of most powersports equipment is an internal combustion engine. Just like in the automotive industry, powersports original equipment manufacturers (OEMs) always seem to want more power without sacrificing efficiency or increasing emissions.

Turbochargers are emerging as an effective way for OEMs to provide the powerful, hang-on-for-dear-life machines enthusiasts want while meeting government regulations. They're taking a page out of the automakers' playbook, who have been using turbos for years to boost power and fuel efficiency.

Let's take a look at a few examples. The Arctic Cat® ZR 9000 Thundercat® relies on a turbocharged 998-cc four-stroke engine to make more than 200 hp, making it the fastest production snowmobile on the market. In the two-stroke realm, the Ski-Doo® Summit X Turbo® 154 puts down 180 hp at up to 8,000 feet elevation. This makes up for power loss due to decreased oxygen when you're riding in the mountains.

On four wheels, we have the Can-Am® Maverick® X3 DS Turbo RR, which produces 18 lbs. of boost to help propel it to 60 mph in 4.3 seconds. It maxes out at 195 hp.

These are impressive stats that the OEMs couldn't achieve nearly as efficiently without a turbocharger. Not

bad for a device that's essentially nothing more than an air pump. They work by using exhaust gases to spin a turbine that drives a compressor. This forces air into the combustion chamber. When you add more air, you can add more fuel, and that adds up to more power.

As with automotive turbocharging, the technology has drawbacks. Turbos increase heat, which oxidizes oil and causes it to break down sooner. Oil that has oxidized gets thicker, making it harder to circulate, and impairs its ability to protect against wear and deposits.

The turbo bearings can be sensitive to deposits in these units if the oil isn't up to the challenge. Hitting the throttle as you ascend a sand dune or hill on a scorching summer day, then backing off as you descend a hill or approach a corner in the trail, creates severe heat cycles that invite deposits, known as turbo coking. Shutting down a hot engine and letting the hot oil bake onto the bearings has the same effect.

Heavy turbo deposits reduce performance and life, potentially leading to money wasted on repairs. In addition, turbos can spin up to 200,000 rpm, which creates tremendous friction and additional heat. Again, it's up to the oil to cool and lubricate the turbo bearings and shaft to ensure your expensive machine is protected.

At AMSOIL, we formulate our products for the worst-case scenario, such as a 195-hp UTV flying down a trail, through the mud and over the hills on a hot summer day. In fact, those were the conditions to which we subjected a 2021 Can-Am Maverick X3 DS Turbo RR before testing it in our mechanical lab.

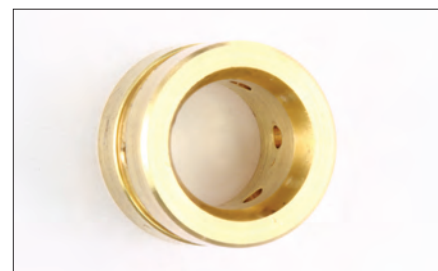
We wanted to gather real-world data on severity so we could push the UTV even harder in our lab testing. During our pre-test shakedown, oil temperature maxed out at 212°F (100°C). In our lab test, however, oil temp reached 244°F (118°C), showing the test's severity.

While we looked at engine and transmission protection overall, one area on which we focused was turbo protection. How did AMSOIL Formula 4-Stroke® Powersports Synthetic Oil (AFF) perform? As the image of the turbo bearing shows, flawlessly. Check out the full results in the April edition of *AMSOIL Magazine*. You can also watch a short video of the test at YouTube.com/AMSOILINC by entering “UTV” in the search field.

Turbocharging is the latest technology the OEMs are using to provide the power you want out of your machine. In the years ahead, I'm sure they'll develop even more technologies that challenge motor oil. We'll be ready when they do.



UTV TURBO BEARING 100 HRS. EXTREME DYNO TESTING



The bearing is clean and in like-new condition despite extreme heat and stress.

New Viscosities Deliver **Upgraded Protection** for More ATVs and UTVs

Available in early September, new AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil and 5W-40 Synthetic ATV/UTV Motor Oil provide expanded protection for hard-working and performance ATVs and UTVs, including those made by Honda,* Can-Am* and Kawasaki.*

Protection in Tough Conditions

ATVs and UTVs are used to tackle any task or terrain, like pulling trailers, hauling gravel, herding livestock, plowing snow, powering through mud and more. This hard work and aggressive riding place a lot of stress on the engine. It's also common to modify UTVs and ATVs with accessories designed to increase power and productivity, like roof and door panels, a plow, a winch, skid plates and other accessories. These upgrades allow riders to do more, but they also add weight and increase the severity of operation. Added weight equals added heat, and heat causes standard-service lubricants to break down sooner.

AMSOIL Synthetic ATV/UTV Motor Oil is engineered to withstand these severe operating conditions by delivering reserve protection against heat. It provides reliable wear protection and aids in cooling shrouded engines, so you can feel confident that your machine is protected when tackling tough jobs around your property or riding aggressively on the trail.

All-Weather, All-Climate Performance

AMSOIL Synthetic ATV/UTV Motor Oil performs in both cold and hot temperature extremes. It remains fluid in sub-zero temperatures to provide excellent startup protection, and it resists thinning due to extreme heat and mechanical shear for superior protection in hot conditions.

Two New Viscosities

Like the rest of the AMSOIL Synthetic ATV/UTV Motor Oil lineup, the new 10W-30 and 5W-40 viscosities were developed specifically for demanding chores and terrain. Their advanced synthetic technology resists oxidation and protects against extreme heat to help prevent sludge and varnish. AMSOIL 5W-40 Synthetic ATV/UTV Motor Oil (AUV54) provides excellent cold-flow ability for quick starts in cold temperatures. AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil (AUV30) provides exceptional protection during cold starts and high rpm. These severe-service formulations allow riders to confidently and safely push their ATVs and UTVs to the limit.

- **Outstanding protection** when used for racing, hauling, plowing or conquering tough terrain
- **Formulated** without friction modifiers to promote smooth shifting and positive clutch engagement
- **Fights** rust and corrosion
- **All-season** formula performs in extreme heat and cold
- **Wet-clutch** compatible

Premium Alternatives

Unlike OEMs who focus on making vehicles, we focus on one thing: developing premium lubricants and products that are purpose-built to protect the machines that use them. AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil and AMSOIL 5W-40 Synthetic ATV/UTV Motor Oil have been developed to offer cost-effective, high-performance alternatives to Honda and Can-Am lubricants of the same viscosities. AMSOIL Synthetic ATV/UTV Motor Oil is Warranty Secure™ and will not void your ATV or UTV warranty.



AMSOIL 5W-40 Synthetic ATV/UTV Motor Oil

U.S. PRICING			U.S.	U.S.	U.S.	U.S.
Stock #	Units	Pkg./Size	Wholesale	P.C.	MSRP	Catalog
AUV54QT -EA	1	Quart	11.55	12.29	16.09	17.09
AUV54QT -CA	12	Quarts	131.85	139.15	191.20	202.25
CANADA PRICING			Can.	Can.	Can.	U.S.
Stock #	Units	Pkg./Size	Wholesale	P.C.	MSRP	Catalog
AUV54QTC-EA	(1)	946-ml. Bottle	15.35	16.19	21.29	
AUV54QTC-CA	(12)	946-ml. Bottles	175.40	184.20	254.30	

AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil

U.S. PRICING			U.S.	U.S.	U.S.	U.S.
Stock #	Units	Pkg./Size	Wholesale	P.C.	MSRP	Catalog
AUV30QT -EA	1	Quart	10.50	11.19	14.59	15.59
AUV30QT -CA	12	Quarts	119.85	126.45	173.80	184.90

Not available in Canada.



Applications

- Use AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil (AUV30) in ATVs and UTVs that require a 10W-30 oil, including those made by Honda.*
- Use AMSOIL 5W-40 Synthetic ATV/UTV Motor Oil (AUV54) in ATVs and UTVs that require a 5W-40 oil, including those made by Can-Am* and Kawasaki.*

Check Out The Rest of the AMSOIL ATV/UTV Lineup

Synthetic ATV/UTV Motor Oil (AUV40, AUV50)

- **Outstanding protection** when performing demanding chores and tackling tough terrain
- **Consistent** clutch feel
- **Superior** all-weather performance
- **Wet-clutch** compatible

Synthetic ATV/UTV Transmission & Differential Fluid (AUDT)

- **Outstanding protection** when performing demanding chores and tackling tough terrain
- **Protects** heavily loaded, high-torque gears
- **Superior** all-weather performance

Synthetic ATV/UTV Powertrain Fluid (AUPT)

- **Protects** heavily loaded, high-torque gears
- **Designed** to prevent clutch chatter
- **Flexible** easy-pack for clean, fast installation
- **High-performance** alternative to Polaris* Demand Drive Fluid* and Polaris AGL Synthetic Gearcase Lubricant and Transmission Fluid*

ATV/UTV Oil Change Kits (PK1, PK2, PK3, CK1, CK2, CK3)

- **Combine** everything needed to perform an AMSOIL oil change on the most popular Polaris or Can-Am ATV/UTV models in one convenient package.



**ATV/UTV Oil Change Kits featuring AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil and 5W-40 Synthetic ATV/UTV Motor Oil will be introduced within the upcoming year.

HERE COMES *THE NEXT 50*

The new Dealer compensation plan and sales-achievement program take effect Oct. 1, 2022. Let's recap the high points in preparation for the most exciting change to the Dealer Program in AMSOIL history.

The New Plan is Simpler

The Next 50 (TN50) compensation plan removes the complexities of the legacy plan. No more confusing points systems, commission credits or variable commission values depending on customer type. For new customers starting Oct. 1, you earn the same assigned profit value for each product you sell, regardless of which customer type purchased it.

The New Plan Pays New Dealers More

New Dealers typically start by buying products for themselves and registering new Preferred Customers. In fact, 78% of all new-Dealer activity is in those two categories. We designed the TN50 plan to give new Dealers a boost, giving them a better taste of the possibilities an AMSOIL Dealership holds and encouraging more activity and better retention.

The New Plan Puts More Money Closer to the Sale

In the TN50 plan, a Dealer team is comprised of a Dealer, sponsor and upline, meaning a maximum of three Dealers earn money on any sale. This helps us put more money closer to the sale compared to the legacy plan, where more Dealers could earn on a single sale and commissions are sometimes paid to upline Dealers who have never interacted with the Dealer who made the sale.

\$10 New-P.C. Bonus

In the TN50 plan, every personally acquired new P.C. you bring onboard who purchases \$100 in AMSOIL products (U.S. wholesale value) generates a \$10 bonus for you.

The New Plan is Designed to Grow the Pie for Everyone

We're all eating from the same pie. In order to make it bigger, we need more Dealers, customers and accounts. We believe the TN50 plan will help us do that by attracting and retaining more new Dealers and energizing the entire network.

***NEW DEALER**
Personal purchase
of 1 ASLQT-CA



Earnings in Legacy Plan
83.66 CCs = **\$0**

Earnings in The Next 50 Plan
Tier 1 Profits = **\$8.78**

NEW DEALER
Personal purchase
of 5 ASLQT-CA



Earnings in Legacy Plan
418.30 CCs = **\$20.92**

Earnings in The Next 50 Plan
Tier 1 Profits = **\$43.90**

The Next 50 plan pays new Dealers more, helping acquisition and retention.

How Do You Make Money Selling AMSOIL Products in the TN50 Compensation Plan?

It's simple. Each product has defined profit values. As your overall monthly sales increase, you can qualify for higher profit values according to our Profit Tier Schedule.

This example shows what you earn for selling a case of Signature Series 5W-30 Synthetic Motor Oil.

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

Sell **any amount** of product in a given month, earn **\$8.78** per case of Signature Series 5W-30.

Sell **\$1,500** worth, earn **\$14.59** per case.

Sell **\$3,000**, earn **\$20.39** per case.

Sell **\$5,000**, earn **\$26.19** per case.

The more you sell in a month, the more you may earn on the products you sell.

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.

THE NEXT50™

Commitment • Collaboration • Success

How the New Sales-Achievement Program Works

The TN50 sales-achievement program is an annual program that tracks your personal and total team sales from January to December. As you progress, you will reach new achievement categories (Cups) and levels. If you're Customer Certified, you'll receive a cash reward for each achievement, and if you cross multiple thresholds within the calendar year, you'll receive the cash reward for each level as you reach it.

Your Starting Level

For existing Dealers, your sales target will be based on 2021 total annual sales. For example, if you sold \$11,000 in AMSOIL products last year, your target for 2022 according to the sales-achievement chart will be \$20,000 in annual sales. If you reach \$20,000 in sales in 2022, your target for 2023 will be \$35,000.

Dealer Titles in TN50

With *The Next 50*, we've created clear separation between Dealer titles and recognition for sales achievement. Moving forward, Dealers will achieve Direct Jobber status by selling \$100,000 in AMSOIL products (U.S. wholesale value) in one calendar year. You don't have to requalify. Once you become a DJ, you're always a DJ. The various DJ titles from the legacy plan (Premier, Executive, Master, Regency, etc.) are discontinued with the launch of the TN50 sales-achievement program. While many Dealers used those titles with customers, they were actually part of the legacy Dealer recognition program. Direct Dealer and Direct Jobber status will exist as qualifications for earnings in the legacy plan, but we will refer to Dealers as simply "Independent AMSOIL Dealer" or "Independent AMSOIL Direct Jobber."

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.

GOAL SETTING¹

While taking a break (some might call it procrastinating) from preparing a session on goal setting for our AMSOIL Manager Education Program, I found myself perusing the latest edition of *AMSOIL Magazine*. I was reading about the new *The Next 50* compensation plan and thought this would be a great time for Dealers to review, rethink and reprioritize their goals, much like I was asking our managers to do for this performance review cycle.

The research on goal achievement is clear, but disheartening. Many people simply do not achieve their goals. While we sometimes fail to reach our goals because we don't know what we need to do to reach them, it's more often the case that we know exactly what we need to happen, but we still fail. Everyone knows that eating less and exercising more will help you lose weight. But knowing is one thing, and actually doing it is another thing entirely.

The most popular New Year's resolutions every year are to lose weight and stop smoking, yet two-thirds of us are overweight and one-third of us are obese. One out of five American adults smoke. Seven out of 10 want to quit, and 50% of these people quit for at least one day in the previous year. And 85% of the people who want to quit, who have set the goal of quitting, fail. The implications of this are enormous as 500,000 Americans die each year from smoking-related illness.

But all is not lost. Here are five ideas to help you understand how goals work and what you can do to reach your goals and help others reach theirs.

1. Clearly identify what success

looks like. Much of the advice you typically hear about reaching your goals is both obvious and useless. "Stay positive!" – Why? Is that always true? (No). "Make a plan!" What kind of plan? Does it matter? (Yes). "Take action!" How do I act? I know what I need to do, but I never seem to actually do it. Can I fix that? (Yes).

The first step to getting anywhere is deciding where you want to go. Have you turned your desires into goals? Success is more likely when you focus on the right details, in the right way. Don't say, "Do your best." This turns out to be a lousy motivator. It's too vague and is a recipe for mediocrity.

2. Answer two questions (Why?

How?). When people are faced with a goal or making a change, they will ask themselves two questions:

1. Is it worth it?
2. Can I be successful?
 - If the answer to these two questions is yes, then you or the Dealers on your team are much more likely to achieve their goals. Your job is to help your Dealers understand *why* achieving a goal is worth it and *how* they can be successful.
 - Explain the reason. "Here is the reason why 'we' (not 'you') need to achieve this goal." In order to fully commit to a goal, a person must know the reason behind the goal. Don't assume he/she knows

why. Connect your Dealers to how their work is meaningful and the reasons this goal is important.

- Then help them understand *how* they will be supported (training, resources, etc.) in order to help them achieve their (not your) goal.

3. Set specific and difficult goals.

More than 1,000 studies have found that goals that spell out exactly what needs to be accomplished, and set the bar for achievement high, result in far superior performance than goals that are vague or set the bar too low. Vague, easy-to-achieve goals result in sub-par performance.

- **Specific** - Removes the possibility of settling for less by telling yourself it's "good enough." When what you are striving for is vague, it's too tempting to take the easy way out when you are tired, discouraged or bored. You can't fool yourself if you set a specific goal. You have either reached it or you haven't, and if you haven't, you have little choice but to keep going.
- **Difficult** - It does you no good to set goals that are not realistic or impossible to achieve. Difficult, but

The more I practice the luckier I get.

-Arnold Palmer



JOHN BOYCE
VP, Human Resources

John Boyce is the Vice President of Human Resources for AMSOIL. Before joining AMSOIL in 2019 he worked for a number of companies, including ExxonMobil,* Koch Industries* and Exelon Nuclear.*

Boyce is also adjunct faculty at Northwestern University in Evanston, Ill., where he teaches classes in Organizational Behavior in the Masters of Product Design & Development Management program out of the McCormick School of Engineering.



Success is never accidental.
-Jack Dorsey

possible, is the right combination. More difficult goals cause you to, often unconsciously, increase your effort, focus and commitment to the goal; persist longer and make better use of the most effective strategies.

In Canada, researchers worked with log haulers who traditionally filled their trucks to 60% of their legal carrying weight on average. They were assigned a goal of 94%. Nine months later, they were at 90%. If you give log haulers the goal of carrying a lot more trees, it turns out they carry a lot more trees. People pretty much do what is asked of them, rarely more. Ask for great performance from someone, and if you are specific about what great is, you are much more likely to actually get it.

Set difficult goals and your team's performance will rise to the challenge. Setting and achieving difficult goals has other added benefits besides performance. Succeeding at something hard is more pleasurable, gives greater satisfaction and happiness and increases your overall sense of well-being.

- 4. Collaborate.** Allow Dealers on your team to have significant input into creating and owning their own goals. You can't impose your goals. If you do, your people may outwardly agree, but will not really be committed inwardly. You'll get compliance, but not commitment.
- 5. Write goals down.** People are much more likely to achieve a goal if they simply write it down. Get your Dealers to commit to their goals in writing. Then review them to make sure they are specific, difficult and measurable.



THE COOLANT LIFE

Coolant is a hard-working fluid. Heat produced by combustion must be removed to prevent overheating. Some of that heat escapes with the exhaust and some is absorbed by the engine block. But to keep heat within the engine's operating temperature range, coolant must be pumped through the engine to the radiator, where excess heat can be dissipated.

Besides aiding engine-temperature regulation, a quality coolant will also protect against:

- **Corrosion** that damages metal components.
- **Scaling** that interferes with heat transfer.
- **Cavitation** and pitting that damage cylinder liners (heavy-duty applications).

How important is it?

Coolant-system issues account for about 40% of engine problems, often due to motorists neglecting to maintain their coolant. It's easy to see why – coolant is a long-drain-interval product. With service intervals of around five years (and longer in heavy-duty applications), it's not top-of-mind. Compare that to engine oil, which is changed at least yearly and sometimes more often.

Coolant consists of a base (typically ethylene glycol or propylene glycol) mixed with additives and water. The base is primarily responsible for keeping the engine from turning into a block of ice in winter and a geyser in summer. Mixing water with coolant raises boil-over protection to around 265°F (129°C) and freeze protection to around -34°F (-37°C). The additives guard against corrosion, cavitation and scaling, while water effectively removes heat from the engine.



Coolant neglect leads to all kinds of problems, particularly if using inexpensive conventional green coolants found at almost every retailer. For example, corrosion occurs when an imbalanced coolant chemically reacts with metallic surfaces, forming reddish deposits that can appear as sludge or slime. Fouling can occur from contamination of the cooling system by microorganisms that create sludge and fouled surfaces with byproducts of rust or corrosion. As coolants age, the chemical protection of the metal surfaces breaks down and sludge accumulates.

The additives in green coolants use inorganic-acid technology (IAT), which relies exclusively on inorganic salts such as nitrites, phosphates and silicates for protection. Formulating exclusively with inorganic salts has drawbacks. They deplete rather quickly and can lead to scale buildup and sludge if maintenance is neglected.

One solution is to formulate the coolant using organic-acid technology (OAT). These coolants don't contain phosphates, silicates or other inorganic salts, virtually eliminating problems associated with conventional green coolants. They also last longer.

Another solution is hybrid organic-acid technology (HOAT). These coolants rely heavily on organic acids, but strategically use some inorganic salts to take advantage of their protective properties. A properly formulated HOAT coolant delivers long service life and excellent protection. Think of it as a belt-and-suspenders approach to protection.

Whichever coolant you use, it's best to flush the system about every five years to maintain its health.

Some do-it-yourselfers simply place a drain pan under the radiator and open the petcock. While it's better than nothing, this quick-and-dirty coolant service only removes about half the fluid.

Heavy-duty diesel operators often use supplemental coolant additives (SCAs). They're designed to be added to the coolant about halfway through the service interval, replenishing the additives that have depleted.

Coolant-system issues account for about **40% of engine problems**, often due to motorists neglecting to maintain their coolant.

That sounds like a decent solution, but SCAs have drawbacks. For starters, they're a hassle. The operator must test the coolant using test strips and match the color of the strip to a chart. The risk is adding too much SCA, which can cause additive "dropout." This occurs when the additives separate from the coolant base and form sludge and slime that plug coolant passages. Too much SCA can also lead to scale buildup, which inhibits heat-transfer.

Fortunately, there's a better way. You can use a high-quality coolant that doesn't require the hassle of SCAs and does a better job of fighting common problems like scale, sludge and slime.

AMSOIL provides such a coolant: Heavy-Duty Antifreeze & Coolant (ANTHD). It uses a HOAT formulation that delivers excellent protection against overheating and corrosion for up to 1 million miles (1,609,344 km), 20,000 hours or 8 years, whichever comes first, and it doesn't require the hassle of adding an SCA.

For passenger car/light-truck owners, AMSOIL Passenger Car & Light Truck Antifreeze & Coolant (ANTPC) features an OAT formulation that eliminates additive drop-out, scaling and other issues inherent to conventional coolants. It's pre-mixed 50/50 with high-quality water and is compatible with all ethylene and propylene coolant colors.

AMSOIL Low Toxicity Antifreeze & Engine Coolant (ANT) is the solution for those who want a low-toxicity, biodegradable coolant. Its HOAT formulation delivers excellent protection for up to 150,000 miles (241,000 km) or 5 years, whichever comes first, in passenger cars and light trucks. In heavy-duty applications, it lasts 1 million miles (1,609,344 km), 20,000 hours or 8 years, whichever comes first. It's compatible with all ethylene and propylene coolant colors.

The coolant system is critical for vehicle performance and longevity. If it's been a while, now is an excellent time to give your system a flush and a fresh start with an AMSOIL coolant.



WHY BUY SIGNATURE SERIES?

DO YOU DRIVE IN HOT TEMPERATURES?



AMSOIL is barely challenged by the industry-standard testing, demonstrating only a **0.1% viscosity increase**. Even when the **test length is doubled**, AMSOIL delivered **twice the viscosity control** required by the standard.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?



28 percent more acid-neutralizing power⁸ than Mobil 1,^{*} 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.

DOES YOUR VEHICLE HAVE A TURBOCHARGER?



72 percent better turbocharger protection than required² by the GM dexos1[®] Gen 2 specification.

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

DO YOU TOW OR HAUL?



75 percent more engine protection against horsepower loss and wear.⁷

DO YOU DRIVE IN COLD TEMPERATURES?



AMSOIL synthetic motor oils make **cold-weather starting 39% easier** than conventional motor oils.⁹

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 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.



September Close-Out

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

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Oct. 10 for Thanksgiving Day.

U.S. Price Adjustment Effective Oct. 1

Prices for most products will hold the line.

We are holding prices at current levels for most products, helping Dealers and customers weather general inflation pressures in the market. We are implementing a minimal price adjustment on aerosols and 16-gal. kegs in the U.S. effective Oct. 1. Canadian prices will remain unchanged. Commissions will also be adjusted.

Why Are We Adjusting Prices?

We are continuing to face rising raw-material, additive, labor and freight costs. While we are absorbing these increased costs and holding the line on pricing for the vast majority of products, we must implement a price adjustment on aerosol products and 16-gal. kegs.

Our competitors have also issued multiple price increases. We take price increases seriously and only make adjustments when necessary. Aerosol products will increase by an average of 4.8% and 16-gal. kegs will increase by an average of 12%, with some products increasing less and others increasing more.

Accessing Updated Pricing

Updated pricing information is available in the Pricing Lookup in the Dealer and Account Zones. To access pricing effective Oct. 1, select a product type in the menu, then select "Future Pricing." The AMSOIL Wholesale Price List (G3500, G8500) and catalogs (Factory-Direct [G100, G300], Automotive [G3549, G3550], Powersports & Racing [G3511, G3512], Commercial Program [G3469, G3474], Retail Program [G3520, G3521]) are available with updated pricing in the Dealer Zone. Printed versions will be available as soon as possible. A printed U.S. Wholesale Price List is enclosed for U.S. Dealers. We will notify your retail and commercial accounts of the price adjustment and include a U.S. Wholesale Price List in the September *Service Line*. We encourage you to follow up with them in person as well.



Another Win for Consumer Freedom

Some original equipment manufacturers (OEMs) still push the false narrative that consumers must use the OEM brand of parts and lubricants in their vehicles and equipment to maintain their warranties. We and our Dealers continue to fight this narrative, and the U.S. Federal Trade Commission (FTC) is on our side.

In June, the FTC took action against motorcycle manufacturer Harley-Davidson* for using terms in its 2021 limited warranty that suggested the warranty would be void if consumers used independent parties for parts or repairs instead of Harley-Davidson and its authorized dealers:

"Genuine Harley-Davidson parts are engineered and tested specifically for use on your motorcycle. Insist that your authorized Harley-Davidson dealer uses only genuine Harley-Davidson replacement parts and accessories to keep your Harley-Davidson motorcycle and its limited warranty intact."

Harley-Davidson has been ordered by the FTC to fix its limited warranty to recognize the right to repair and to notify consumers that their warranties will remain in effect even if they use a different brand of parts.

In America, the Magnuson Moss Warranty Act protects consumers' freedom to choose the brand of parts and lubricants they think is best.

- It is illegal to tie warranty coverage to whichever brand of parts or lubricants you use. Manufacturers that do so must provide the parts or lubricants free of charge.
- You have the freedom to choose specially formulated products, including those formulated for extended drain intervals.
- Manufacturers can't deny warranty coverage without showing the aftermarket part or lubricant caused a failure.

If you've had a motorcycle, UTV, snowmobile or other dealership pressure you into buying the manufacturer's brand of parts or lubricants to avoid losing your factory warranty, contact the FTC at www.ftc.gov/complaint. Remember, Dealers cannot file complaints on behalf of their customers; the customers need to file them on their own.

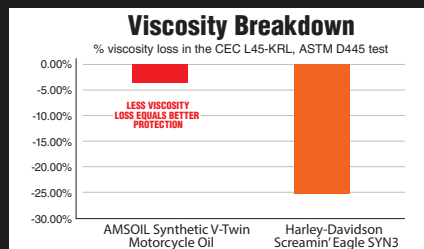


EVERYTHING YOUR HARLEY* NEEDS, INCLUDING BETTER PROTECTION

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



- 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 (EAOM134/EAOM134C)
 - 1 drain-plug O-ring

^{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.*



The Next 50 plan secures us into the future

The Next 50 plan strengthens the Dealer opportunity.

Dan Peterson | SENIOR VP, DEALER SALES AND MARKETING

While July 2023 seems like a long way off, we are busy preparing for the AMSOIL 50th Anniversary Convention that will take place July 20-22, 2023 in Duluth, Minn. and Superior, Wis.

As you've probably guessed, the theme of the 50th Anniversary Convention will be *The Next 50*. For nearly two years we've been talking about our goals and plans to strengthen the Dealer opportunity for the future. But some of you may still be questioning why we're making all these changes.

The truth of the matter is that sitting still wasn't going to keep the Dealer opportunity viable into the future. We need consistent growth to increase strength and success for AMSOIL and AMSOIL Dealers.

Dealers aren't end-user customers; you're independent partners with AMSOIL. Your success is our success, and vice versa. It's been our goal to collaborate more openly with you to better compete in the marketplace and continue our mutual success in this partnership for the next 50 years.

A key component of the AMSOIL brand is professional expertise. It's why we've made the push to do everything we can to provide the knowledge and tools to build Dealers' professional image and technical expertise. Being able to effectively communicate valuable information to customers in a professional manner helps you achieve greater success in the marketplace.

Finding new customers, building relationships with them and closing the sale is the core of what you do as an independent Dealer. It's important that we use tools that can help us become more efficient. Business today is

conducted on digital platforms, and it's how business will be conducted in the future. We need to embrace emerging digital platforms to secure success for future generations.

Simplification is needed now more than ever. We have to remove the complexities of doing business with AMSOIL if we want to continue acquiring new generations of Dealers.

We were not going to strengthen and secure the Dealer opportunity into the future by maintaining the status quo. Feedback from Dealers showed us that our existing compensation plan was overly complex and difficult to explain to new Dealers. Additionally, Dealers told us that the existing plan doesn't pay new Dealers enough. Our 2021 survey showed us that Dealers wanted a compensation plan that pays more to the person who made the sale. We heard all of you loud and clear, and we agreed. Things needed to change.

At the start of 2021, we laid out our vision to secure the Dealer opportunity for the next 50 years. Our goals were to train knowledgeable Dealers, increase the demand for AMSOIL products, grow commercial and retail installer business and create a simpler, more enjoyable Dealer experience.

In the ensuing months, we rolled out Dealer Basic Training and revamped our Dealer Certification requirements to help Dealers gain the knowledge and tools needed to successfully sell AMSOIL products. We also doubled down on marketing and advertising to build more brand awareness and generate new customers, all of whom get assigned to Dealers. Then we simplified our Commercial Program and

introduced discounts for commercial businesses and retail installers to help Dealers secure and service larger accounts. And next month, on Oct. 1, 2022, the last piece of *The Next 50* vision will fall into place as we launch the new TN50 compensation plan.

The TN50 compensation plan is easier to understand, pays new Dealers more and pays more closer to the sale. I have high hopes that it will fulfill your expectations and our objective to create an easier, better Dealer experience.

We've invested a lot of time, effort and resources to fully prepare for this last step. It's the biggest change we have introduced in decades. All of the changes we've made in the last two years are part of our commitment to you. AMSOIL Dealers helped build this company into what it is today, and we want to grow our mutual success for years to come.

We introduced *The Next 50* as a vision for how we're going to strengthen and secure the Dealer opportunity for the next 50 years and beyond. I'm confident that the changes that have taken place over the course of these two years will make that vision a reality.

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

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

Getting Certified Helps You...

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

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
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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September 2022

BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



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Up to 25% off every order



Free Shipping

On orders over \$100 (\$130 Can.)



Birthday Gift

Celebrate your day with \$5 off*



\$5 Back

Get a \$5 coupon with every \$100 you spend*



Exclusive Promotions

Throughout the year



Free Membership

When you spend \$500 in a year

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

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