



► DEALER EDITION

MAGAZINE

OCTOBER 2022



BOOST SALES to Retail Stores

| PAGE 8

The Next 50 Compensation Plan IS NOW LIVE

The wait is over. *The Next 50* (TN50) compensation plan, the biggest and most exciting improvement to the Dealer opportunity in decades, takes 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.

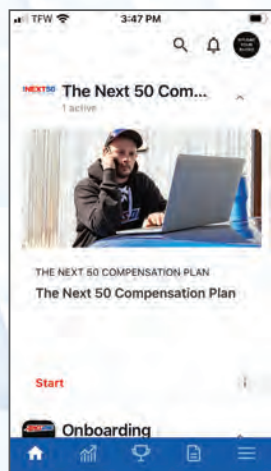
The Next 50 plan

Effective Oct. 1, 2022, all **new** Dealers, customers and accounts you register fall under *The Next 50* plan. We'll calculate and pay your commissions on new business using the new plan.

Legacy plan

All your **existing** Dealers, customers and accounts registered prior to Oct. 1 remain under the legacy plan. We'll calculate commissions on business with those existing Dealers, customers and accounts using the legacy plan.

THE NEXT50™
Commitment • Collaboration • Success



Learn more 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 made this change and how the plan works.

The Independent AMSOIL Dealer Policies & Procedures (G4000), available in the Dealer Zone, has been updated to include all details of the TN50 compensation plan.

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.***





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

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Printed by Arrowhead Printing

Duluth, MN USA.

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THE COVER

Dealer Mylo Twingstrom of Minnesota demonstrating the value of the easy-pack for one of his retail accounts. Inside this issue, AMSOIL Retail Program Manager Jamie Prochnow provides tips to help Dealers increase sales to retail stores.



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From the Chairman

In business, if you're not changing, you're losing. Social expectations, technological advancements, economic cycles, strong competitors – these factors and more drive constant evolution in business, while they are themselves constantly evolving. Today, the rate of change can be frighteningly fast, which makes some people uncomfortable. That's understandable. AMSOIL has experienced a great deal of change over the past several years, and I know some Dealers have been uncomfortable with the changes. Again, that's understandable; however, I believe you should be *more* uncomfortable if we were not evolving. That would mean we are not keeping pace with the rest of the business world and your opportunities would be stagnant or shrinking.

To the contrary, AMSOIL is strong and growing. No single person, idea, product or program can claim credit for our growth, but some credit is certainly owed to our willingness and ability to adapt and change according to what the market requires. The stronger AMSOIL is, the stronger your opportunity is. A strong and growing AMSOIL means plenty of investment in marketing, technology and people, which results in more brand awareness, better products and services and more people working on your behalf. It also means more change is inevitable.

Some of the changes we've enacted over the past few years have delivered outstanding results. We have revised the Dealer Sales Department to include personnel with dedicated roles and expertise, we expanded our capabilities and reach with our first ever virtual DJ Convention last fall, we dramatically improved our online presence with the launch

of our new e-commerce platform in 2020, our Customer Service team is bigger and stronger than ever – the list is almost endless. Last month, I announced a big internal change with the appointment of Bhadresh Sutaria as AMSOIL president. I want to reiterate that you won't notice any difference in how the company is run or our commitment to you. The president reports to me and I am not going anywhere. In addition, I am setting up an advisory board of directors to help me run the company and provide long-term corporate stability. This is another corporate governance change that is coming in the very near future and I will tell you all about it as it happens. What does all this mean? It means I am thinking about AMSOIL, its future and you. Life events happen when you least expect them, and my son's past Leukemia diagnosis (he is doing well today) made this very clear. My responsibilities beyond my family include AMSOIL and all the people who depend upon it. Therefore, I am responsible to ensure the company's effective operation in my absence should the need arise again. It is irresponsible of me to assume I will always be here or to let the company figure out its own way in my absence. Bhadresh is going to oversee the day-to-day decision making at AMSOIL so I can devote more time to areas I'm passionate about, including growth opportunities, the AMSOIL brand and the Dealer network. I want to commit maximum effort to developing a strong future for AMSOIL, but I can't do that if I'm too heavily involved in daily operations. Rest assured that I am the driving force that sets the direction and makes the final decisions. The appointment of someone else as president and development of a board of directors is a natural progression for a growing company. You all likely know Mark Zuckerberg is the founder and CEO

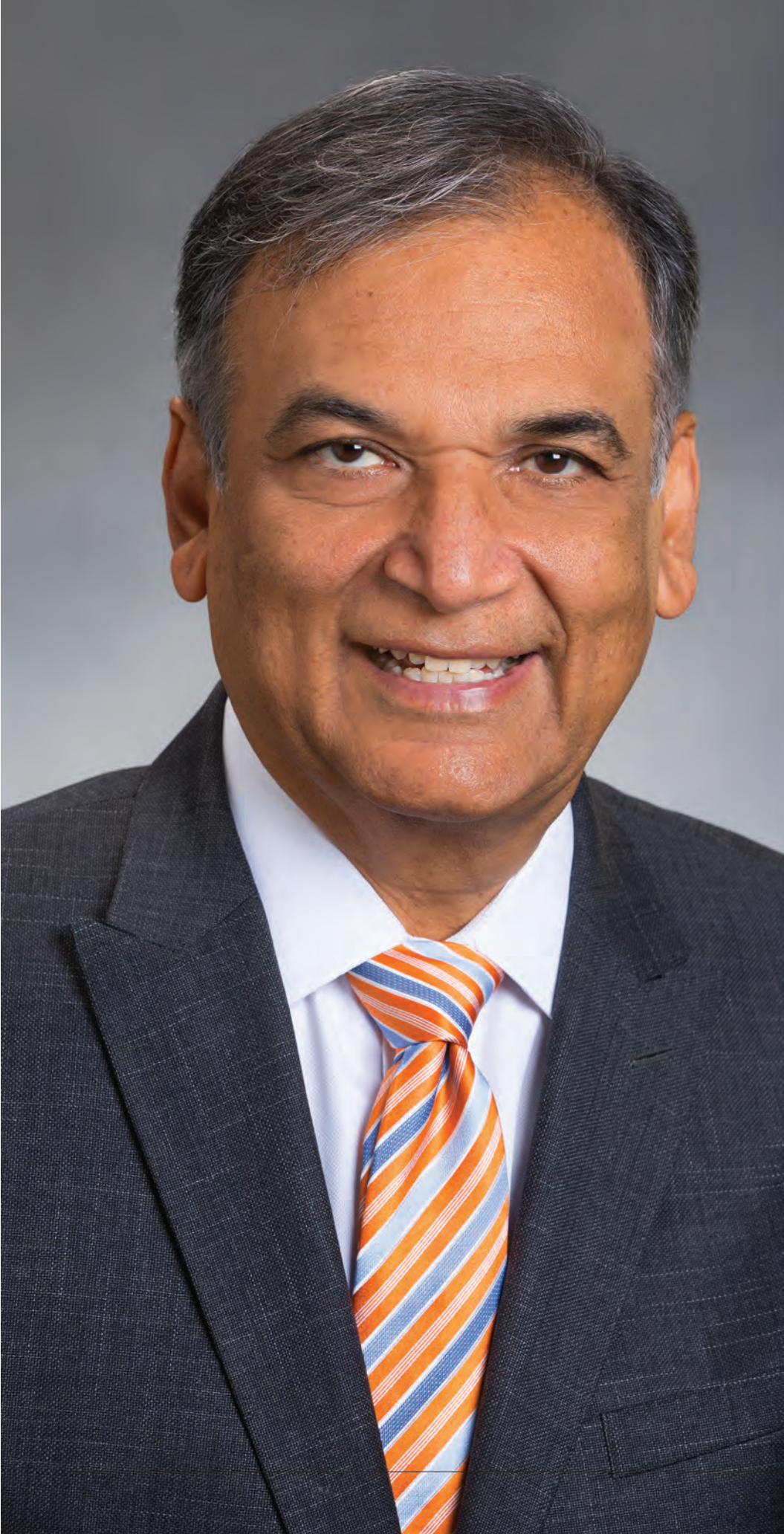
of Facebook* (Meta*), but do you know who the president is? Not Zuckerberg. Elon Musk is well-known as the leader of Space X* and Tesla.* He is the president of neither. Much like Al Amatuzio had Dean Alexander and me to help him run the company, I have Bhadresh and the strategic leadership team to help me. You will continue to find me at the helm here in Superior.

Meanwhile, the biggest change in the history of the Dealer network takes effect this month with *The Next 50* compensation plan. This is an idea I put forth because it generates significant benefits for AMSOIL Dealers and it will help us grow our company. It was a big AMSOIL team effort. Special thanks to Lee South and the IT Department for their work, and Dan Peterson, Pam Brantley and Dan Gorski, who strongly endorse this change and have led the way to it becoming reality. I am extremely proud of our team, the new plan and the positive changes it will help us bring about.

A few things at AMSOIL will never change. We will always be devoted to making the world's best lubricants. We will always be committed to doing the right thing. We will always work tirelessly to advance your position in the marketplace. And we will never be satisfied with second-best.

Alan Amatuzio
Chairman & CEO

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Commitment • Collaboration • Success



Meet AMSOIL President **Bhadresh Sutaria**

Bhadresh Sutaria joined AMSOIL in 2016 as chief financial officer, bringing deep expertise in general management, strategy, financial and business analysis, accounting, treasury and more. Bhadresh holds an MBA from Kellogg School of Management of Northwestern University. He has held leadership roles in general management, finance, sales, IT and operations at multiple organizations, including Monsanto,* Mascon,* YRC Worldwide* and Pearson.* He is passionate about business performance management, business transformation and innovation.

“When I first learned about AMSOIL, I was very intrigued,” said Bhadresh. “Here is a company with so many unique qualities going to battle against some of the biggest companies in the world and winning. After meeting Alan [Amatuzio] and Dean [Alexander], I couldn’t wait to join the team. Having partnered with them and the rest of the strategic leadership team at AMSOIL the past 6 years, I’m thrilled to step into the president role and try to further Alan’s vision. AMSOIL makes the best products and offers an amazing opportunity for people to earn money selling those products. I am going to use my expertise in partnership with other leaders at AMSOIL to drive continued growth through the Dealer network.”

A handwritten signature in black ink that reads "Bhadresh Sutaria".

LETTERS TO THE EDITOR

DIESEL OIL

I just read another article about the Delo 600 ADF with Omnimax* that has 0.4% sulfated ash content. AMSOIL Signature Series has 0.99 or 1.0% sulfated ash content. They are claiming this greatly reduces the amount of ash in the DPF system and prolongs its lifespan since there are fewer regeneration cycles. This oil has been around for a while now. Does AMSOIL have any comparison on how the two oils compare on this topic?

I know from personal experience how expensive it is to replace the DPF systems. I've been using the Signature Series Oil and added the bypass filtration system on a 2012 cab chassis/utility body F350* 6.7 we bought new. At a little over 130,000 miles, the DPF system was shot and had to be replaced at approximately \$5,000.

Thank you,

George Harrington

AMSOIL: Thank you for your letter, George. AMSOIL diesel oils meet API CK-4 requirements for ash content, providing durability, longevity and optimum DPF protection. The Chevron* product you mentioned is unique in the marketplace as its primary focus is extending the life of the DPF. We're concerned about the risk this approach presents to engine longevity. If you review Chevron's marketing brochures online, they show pictures of bearings that look a bit rough and label it "mild wear." In our opinion, it is more than mild. We formulate products to help extend equipment life, and we offer a level of engine protection well beyond what Chevron provides with its 0.4% ash product. DPF life is directly related to oil consumption. We formulate oils that minimize oil consumption, and that is our direct path to help extend the life of the DPF. What we cannot control is the design of the engine or the tolerances of its parts that directly affect the amount of oil that gets burned. No two engines are identical, and the DPF behind one may last hundreds of thousands of miles, while the DPF behind another may plug at less than 100,000 miles (160,934 km). AMSOIL diesel oils protect both the engine and the DPF, but there is no perfect solution for protecting both. AMSOIL diesel

oils are optimized to provide greater protection to the more expensive of the two components, the engine.

We investigate and test thousands of alternative chemistries to ensure we are providing our customers with the very best. We just aren't comfortable with Chevron's approach. Considering it's the only diesel oil in the industry that's adopted this approach, it appears the rest of the industry isn't comfortable with it either.

EZ ORDERS

When EZ ordering for a retail account, you're asked for a payment method and then for a billing address. The default choice is the Dealer's address.

When the client is paying for the order with a credit card, you need the account's billing address, not the Dealer's address.

When you click the link for using a different address, you have to manually input the client's billing address.

It would be nice if there was an option in the checkout process to auto-fill the account's billing address, perhaps from a Dealer's private address book, without having to input it manually every time.

P.S. - Yes, I know that the account can place their own orders, but I have one that always has me place their orders. I don't mind doing it; I am just suggesting a way to streamline the process for myself and other Dealers who have similar accounts.

Joe Tatro

AMSOIL: It sounds like you provide excellent customer service, Joe, but protecting customers' payment information is very important. It should never be saved unless it is encrypted and securely stored. The best practice, therefore, for Dealers who submit orders on behalf of customers is for the customer to pay the Dealer and for the Dealer to pay AMSOIL. The online ordering systems are designed to support and encourage Dealers to follow these best practices. Although this may seem inconvenient and time-consuming, it's nothing compared to the consequences of compromising

customers' personal, private or payment information. We encourage you to follow these best practices or encourage your customers to submit their own orders.

DIESEL INJECTOR CLEAN

I just wanted to give a big thank you for making such high-quality products that actually work. Because of the quality and how effective your products are, you give us Dealers much more confidence to talk to people about AMSOIL products.

I am a proud AMSOIL Dealer who, like most, works my business part time. I want to share a quick success story: My newly registered commercial account placed a \$500+ oil and filter order for his air-conditioning company vehicles. The owner recently purchased two gas and two diesel previously owned F350 work trucks, and none had any maintenance history records available. When I asked if he had any issues, he stated his diesel F350 was an absolute dog first thing in the morning until the engine was well into full operating temp. He wouldn't dare pull out into any traffic from a stop sign because the acceleration was so poor. I told him he may have fuel-injector deposits and gave him a bottle of Diesel Injector Clean. He called me about a week later, pretty excited about the "big difference" and "night and day" way his truck is now performing, particularly the acceleration issue. Another satisfied new AMSOIL customer – so much that he ordered two cases of Diesel Injector Clean right on the spot!

Sincerely,

Frank Anderson

AMSOIL: That's outstanding to hear, Frank. Thank you for sharing.

Email letters to:
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Or, mail them to:

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Superior, WI 54880

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



Brett Granmo | MARKET MANAGER AUTOMOTIVE B2B & HD ON-/OFF-ROAD

Who are excavation contractors?

Excavation contractors provide plenty of opportunity for AMSOIL Dealers to increase sales.

Excavation contractors use heavy machinery to dig, move and grade the earth for various construction projects. This includes site excavating, land clearing, leveling, grading, removing overburden, trenching, foundations, driveways, grave digging, sidewalks, sewer lines, pipes, drainage, demolition and landscaping.

On average, small to mid-size excavation contractors have 1-10 employees and 5-20 pieces of equipment. Equipment, materials and maintenance costs are extremely high, making up half a contractor's total revenue. Our target contractors service their own equipment and are seeking higher-quality, longer-lasting lubricants that are made in the USA to help lower their total cost of ownership, which directly affects their profits, reputation and project schedules.

Top Equipment

Excavators

Excavators are considered a standard of the industry. They can range in size from mini excavators that are perfect for hard-to-reach areas and small-scale projects, to large excavators that are ideal for large-scale projects.

Loaders

Front-end wheel loaders are the go-to option for shoveling large volumes in a short time. They can range in size from compact wheel loaders, medium wheel loaders and large wheel loaders. Loaders are frequently used for tasks such as loading and carrying, but they can also be used for excavating.

Dump Trucks

A standard dump truck has a chassis or base frame with a mounted bed. The front of the body contains a hydraulic ram that raises the bed. The back of the bed is hinged to the back of the truck so the front can be raised to dump material.

Graders

Motor graders, or road graders, have long, narrow blades to help flatten surfaces. A moldboard, or blade, for rough and fine grading is rotatable, with a cutting edge on the bottom to help cut and move terrain. Many professionals value their graders above other equipment due to their ability to perform fine grades and remove snow, while also working well for larger projects.

Skid Steers

A wheeled skid steer is a compact machine containing four wheels and two arms to a bucket used for scraping, scooping and some leveling. They are essential assets to any worksite due to their ability to easily replace the bucket with a variety of different attachments for completing nearly any type of project, including forks, augers and more. The skid steer received its name from its steering feature. One side of the machine is under power, while the other side skids to help turn.

Compact Track Loaders

Compact track loaders are similar to skid-steer loaders, but operate on rubber tracks instead of wheels. The added traction enables the machine to travel on soft ground without the threat of getting stuck. Track loaders come in multiple sizes

and can perform a variety of tasks, including earthmoving, excavating and demolition.

Dozers

Crawler dozers are high-powered, heavy-duty, tracked machines with a moldboard or front blade used for excavating or pushing rocks, debris and other materials.

Backhoes

A backhoe loader is similar to a wheeled front loader, but with a bucket in the back for excavation. Backhoe loaders are the most versatile pieces of machinery found on any site, and they're truly the workhorses of the construction industry. They're popular with excavation contractors because they provide two tools for the price of one. The wheels provide maneuverability, while allowing quicker travel compared to tracks.

The superior protection provided by AMSOIL products helps excavation contractors minimize downtime, extend equipment life and maximize fuel efficiency. Equipment spends less time in the shop and more time in the field, helping contractors lower cost-of-ownership and increase their bottom line. Relying on a wide range of equipment to get their jobs done, excavation contractors present an excellent opportunity for AMSOIL Dealers to increase sales of diesel oil, motor oil, filters, transmission fluid, coolant, grease, gear oils, hydraulic oils and fuel additives.

Boost Sales to Retail Stores

We sat down with AMSOIL Retail Program Manager Jamie Prochnow to gain insight on the current retail market segment and discuss ways to help Dealers increase sales to retail-store accounts.



AMSOIL Magazine: What advice can you give to Dealers when approaching prospective retail accounts?

Prochnow: Knowing the AMSOIL Retail Program is the number-one thing when going after prospects. In a space where they're carrying multiple SKUs, we want to find a way to stand out, and the AMSOIL Retail Program helps us do that. We offer free shipping for retail accounts on orders of \$400 or more in the U.S. and \$450 or more in Canada, and once they reach those numbers, that's all they need to start receiving benefits. We give them a free merchandising kit. We put retail stores on the AMSOIL Locator, which helps drive customers to their business. And we also offer co-op credit to retail accounts that can be applied to the cost of advertising, literature, merchandising and promotional items.

What often gets overlooked when selling the Retail Program to new accounts is the importance of not having monthly minimums that the store needs to hit. A lot of these retail stores end up getting into contracts with suppliers that say they have to carry a certain amount of their product in store. AMSOIL has none of those minimum inventory requirements, attachments or contracts. These stores can really buy as they sell.

Retail accounts also don't have to worry about competition from big-box outlets like Walmart* or Amazon* taking away their sales. AMSOIL products are sold exclusively at independent retail stores and small/regional retail chains.

AMSOIL customers are AMSOIL customers only. They're not going to buy Shell,* Mobil 1* or anything else. If your store doesn't carry AMSOIL products, many of these customers will just turn around and walk out the door.

AMSOIL products are premium products. If a customer is going out of his or her way to buy our premium oil, then chances are they'll be looking

for quality on every other part of their vehicle as well. Customers don't usually come in to buy AMSOIL products and then buy the cheapest windshield wipers. Everything that customer purchases alongside AMSOIL products will likely also be top-end because these are customers who really care about their vehicles and want the best. This is a great point to drive home with prospective retail stores. You'll be getting high-value customers when you start selling AMSOIL products in your store.

AMSOIL Magazine: What can Dealers do with their existing retail stores to generate more sales?

Prochnow: If you're looking to grow sales in a retail store, you really need to walk the store's floor and understand their area and what they're selling. Then look for opportunities and what role AMSOIL can potentially play to boost their lineup.

Powersports products have created a really big opportunity for sales right now with retail stores because a lot of them can't get the OEM powersports oils like Polaris* or Can-Am.* So they turn to AMSOIL, with our really strong brand recognition in the powersports area, to be able to make additional sales to those types of customers.

You can look at it the same way with our small-engine oils. Carrying a generator oil can provide a lot of sales potential for retail stores. In the north, having oil for snowblowers can be very important for attracting customers. Really, it's all about finding the right products to take care of the customers in their area.

AMSOIL sells something for every engine, and that's something retail stores want to do, too. Finding products to add sales for these stores gives them something extra to stand on.

AMSOIL Magazine: Why are add-on products important for retail stores?

Prochnow: Selling add-on products to retail stores helps them cover more engines and increase sales, which helps both you and the account. If a store can provide customers with not just motor oil for their vehicles, but also products for their ATV/UTV, dirt bike, mower, boat, snowmobile, etc., that turns the store into a convenient, one-stop shop. Customers can come to one place to get everything they need and leave, instead of having to go to multiple stores or a dealership (where some people feel they get marked up).

Store owners know their customers have other equipment in their garages, and the more they can provide for them, the better. They don't want to just let things stop at the vehicle. They want to be able to provide products for the other toys and equipment their customers have, too.

AMSOIL Magazine: What are some of our top-selling products for retail stores?

Prochnow: For retail stores, our highest-selling products year-round are in our Signature Series Motor Oil line. What we're finding is that the "middle shelf" is disappearing in many retail locations. In the past, stores would have the bargain oil that sits on the bottom shelf, then a mid-tier oil and then the higher-quality oil at the top. Many don't really carry anything mid-tier anymore. It's no longer a hierarchy of good, better and best oils; they just carry the bargain and the best. That's where AMSOIL comes in. Stores don't get much selling the low-value oils that are \$2.50-\$3.00 a quart, but they do get more on the



TOP-SELLING PRODUCTS FOR RETAIL STORES IN FALL/WINTER

U.S. - EAST

1. INTERCEPTOR® Synthetic 2-Stroke Oil (AIT)
2. DOMINATOR® Synthetic 2-Stroke Racing Oil (TDR)
3. Signature Series 5W-30 Synthetic Motor Oil (ASL)
4. Signature Series 15W-40 Max-Duty Synthetic Diesel Oil (DME)
5. Synthetic 2-Stroke Injector Oil (AIO)
6. 15W-40 Synthetic Heavy-Duty Diesel and Marine Oil (AME)
7. 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
8. Signature Series 5W-20 Synthetic Motor Oil (ALM)
9. Signature Series 0W-20 Synthetic Motor Oil (ASM)
10. 15W-40 Heavy-Duty Synthetic Diesel Oil (ADP)

U.S. - MIDWEST

1. INTERCEPTOR Synthetic 2-Stroke Oil (AIT)
2. Signature Series 5W-30 Synthetic Motor Oil (ASL)
3. XL 5W-30 Synthetic Motor Oil (XLF)
4. 15W-40 Synthetic Heavy-Duty Diesel and Marine Oil (AME)
5. 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
6. Formula 4-Stroke® Powersports Synthetic Motor Oil (AFF)
7. Signature Series 15W-40 Max-Duty Synthetic Diesel Oil (DME)
8. SEVERE GEAR® 75W-90 Synthetic Gear Lube (SVG)
9. DOMINATOR Synthetic 2-Stroke Racing Oil
10. XL 5W-20 Synthetic Motor Oil (XLM)

U.S. - SOUTH

1. Signature Series 5W-30 Synthetic Motor Oil (ASL)
2. Signature Series 15W-40 Max-Duty Synthetic Diesel Oil (DME)
3. Synthetic Compressor Oil - ISO 100, SAE 30/40 (PCK)
4. 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
5. 15W-40 Synthetic Heavy-Duty Diesel and Marine Oil (AME)
6. Signature Series 5W-20 Synthetic Motor Oil (ALM)
7. Signature Series 0W-20 Synthetic Motor Oil (ASM)
8. Signature Series 10W-30 Synthetic Motor Oil (ATM)
9. OE 5W-30 Synthetic Motor Oil (OEF)
10. SABER® Professional Synthetic 2-Stroke Oil (ATP)

U.S. - WEST

1. Signature Series 5W-30 Synthetic Motor Oil (ASL)
2. Signature Series 15W-40 Max-Duty Synthetic Diesel Oil (DME)
3. 15W-40 Synthetic Heavy-Duty Diesel and Marine Oil (AME)
4. SEVERE GEAR 75W-90 Synthetic Gear Lube (SVG)
5. INTERCEPTOR Synthetic 2-Stroke Oil (AIT)
6. Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF)
7. Signature Series 5W-40 Max-Duty Synthetic Diesel Oil (DEO)
8. 15W-40 Heavy-Duty Synthetic Diesel Oil (ADP)
9. 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
10. Signature Series 0W-20 Synthetic Motor Oil (ASM)

CANADA - EAST

1. INTERCEPTOR Synthetic 2-Stroke Oil (AIT)
2. Formula 4-Stroke Powersports Synthetic Motor Oil (AFF)
3. DOMINATOR Synthetic 2-Stroke Racing Oil (TDR)
4. 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
5. 5W-50 Synthetic ATV/UTV Motor Oil (AUV50)
6. OE 5W-30 Synthetic Motor Oil (OEF)
7. Signature Series 5W-30 Synthetic Motor Oil (ASL)
8. SEVERE GEAR 75W-140 Synthetic Gear Lube (SVO)
9. OE 0W-20 Synthetic Motor Oil (OEZ)
10. Signature Series 5W-40 Max-Duty Synthetic Diesel Oil (DEO)

CANADA - WEST

1. Signature Series 5W-40 Max-Duty Synthetic Diesel Oil (DEO)
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9. OE 5W-30 Synthetic Motor Oil (OEF)
10. SEVERE GEAR 75W-90 Synthetic Gear Lube (SVG)



upsell by selling top-quality oils like AMSOIL Signature Series.

Retail product sales also vary depending on the region and time of year. Fall means hunting season in a lot of areas, and many people will be looking for ATV/UTV Motor Oil to hit the trails and get out to their stands. Customers will also be looking for Engine Fogging Oil and Gasoline Stabilizer to put away their summer vehicles and equipment. Then, as winter rolls around, INTERCEPTOR® Synthetic 2-Stroke Oil starts selling a lot.

Down south, things are a little different. Retail stores are still going to be selling motorcycle oil in the fall and winter. In fact, AMSOIL Synthetic V-Twin Motorcycle Oil is one of our highest-selling products year-round across the board. I've included a regional breakdown of our top-selling products for retail stores across North America in the current and upcoming seasons. Look at your store's area to start stocking up and finding opportunities for more sales.

STILL CLIMBING

Brad Lovell entered his first rock-crawling competition in 2004. Now, almost two decades later, Lovell has proven himself to be one of the most successful and versatile off-road racers in history. The championship-winning rock crawler adapted to win championships in Ultra 4, short-course and off-road desert racing. In all, Lovell has amassed nine season championships and more than 35 race victories, which earned him the honor of *Dirt Sports Driver of the Year* in 2012. He's taken that versatility into trophy trucks, taking to the desert to compete in events like the Mint 400 and Baja 500. In 2020, Lovell claimed the Every Man Challenge title at King of the Hammers, solidifying his status as one of the best in the sport. This month, Lovell is officially assuming legend status as an inductee into the Off-Road Motorsports Hall of Fame. But don't expect the new title to put Lovell into retirement mode. Experience brings certain advantages – and Lovell hasn't lost his drive to win races.

Road to the Off-Road Life

Lovell got to where he is through a mix of luck and determination. His passion for off-road exploration was sparked in childhood while bouncing around with his brother, Roger, in the back of his dad's Bronco* in the Colorado Rockies. But as he grew up, that passion turned into a career fueled by skill, creativity and work ethic.

"I remember when I was a kid watching

the Baja 1000 and thinking, 'That's the coolest thing. But how do you do that?'" said Lovell. "I got into off-roading by going to the Colorado Rockies camping. My dad had a Bronco that he'd tow with. My brother and I always wanted to go further and take tougher trails. He was smarter about it and wouldn't always do it, but that planted a seed."

When the brothers reached high school, Roger purchased his own Bronco and it was "game on." They started to explore further, testing their own limits for the sheer joy of it. "I think we got really good at it," said Lovell, "but we were just in a microcosm and had no idea."

After college, Lovell took a job as an engineer that allowed him to purchase a Ford* Ranger* and turn it into a competition vehicle. The brothers took it to their first rock-crawling competition, the U-Rock St. George, in 2004 and won.

"From that event we won the rest of the events that season, four events," said Lovell. "We went to U-Rock Super Crawl. We ended up coming in second. It was like, 'Wow, what a year!'"

Lovell would go on to win six rock-crawling championships, and aside from being exceptional at it, he loved it.

"It has that sense of achievement and it all stems back to just being competitive and going out recreationally on trails and seeing what you and your vehicle can do," said Lovell. "And that surged and overflowed in competitive rock crawling for a number of years."

Short Course

But Lovell's drive and energy couldn't be contained by rock crawling forever, and he started to eye other avenues for competition. In 2010, the team turned their focus on the then-premier short-course off-road series, TORC, and joined the Pro-Light field. But Lovell only stood on the podium once that first season.

"It was drastically different, drastically different skill set," said Lovell. "It took time to adjust."

But he did adjust and went on to win championships. Lovell raced short-course for eight years, but the team never stopped competing in rock crawling, King of the Hammers and hill climbs.

"We never specialized," said Lovell, "and I guess we logistically learned how to handle a race like the Baja 1000. It's very difficult to do those things together. There was more in the desert that we wanted to take on."

Desert Racing

Given his thirst for adventure, it's no surprise that the desert eventually pulled Lovell in. It encompasses every kind of off-road challenge in remote, harsh landscapes miles from anywhere. In 2006, Lovell decided to tackle the Baja 1000. He would go on to win the Baja Wide Open class six times.

"With Baja, it's the Wild West," said Lovell. "The chaos and the dust; you can't see. And there's people trying to get you to go the wrong way just to cause more chaos. It blew my mind. It's the pinnacle of off-road racing. It's real adventure."



Brad Lovell of Team AMSOIL is being inducted into the Off-Road Motorsports Hall of Fame – **but he's not done yet.**

Lovell said there's a wealth of knowledge, history and equipment that comes into play to succeed at Baja. "The winner needs a pretty clean race," he said. "But everyone behind them – they're using resources on the peninsula. It's pre-running – how to get hotels before they're sold out. All those things. It's a different science."

King of the Hammers

King of the Hammers is recognized as America's toughest off-road event – and winning it is one of the most prestigious accomplishments in racing. The 200-plus-mile course is a brutal test that wreaks havoc on drivers and machines. It traverses some of the gnarliest terrain in the sport, combining off-road racing and rock crawling throughout Means Dry Lake in Johnson Valley, Calif. But Lovell savors the challenge.

"I love the texture of it all with King of Hammers. There are times in the truck, at least for me, where it's frickin' scary or you're bouncing around a lot," said Lovell. "But I think what drives me at the end of the day is the idea that we've built this ourselves and we have something to prove, and we want to show the world that we have the capability to run with all these other teams that have become dynasties."

1968 Bronco

Make no mistake; Lovell is a Ford Bronco man.

"We've always been a Bronco family," Lovell says. "My dad had Broncos and we built a Bronco with him when I was

in high school. We've always had that Bronco."

In 2014, Lovell raced in his first NORRA 1000 with Boyd Jaynes in his 1968 Bronco. Fellow racer Chris Sullivan ended up in a bind after cresting a blind rise and rolled the Bronco while swerving to avoid a massive boulder. After locals helped get it back upright, it was clear the Bronco was totaled. But the experience planted a seed in Lovell. A few months later, he found a 1968 Bronco for sale online for \$8,500 and jumped at it.

"I found it while camping and I texted Roger and said, 'We have to go get this!'" said Lovell. "The idea was to take all our old race stuff, put it in this Bronco and go have fun. It's just like any project; it didn't end up that way."

The duo ended up putting in more time and money than planned, but when they were finished it was a full-on modern race Bronco.

"We barely got it done in time for the NORRA 1000," recalled Lovell. "Roger was starting and tuning his shocks along the race course."

But the brothers got the truck dialed in and it performed, winning its class three straight years on the Baja Peninsula.

"The Bronco has definitely generated some notoriety," said Lovell. "Ford asked to put it in the studio for the development of the new Bronco. It sat side-by-side with clay models in the design area there. That courtyard is where the original Bronco underwent the same design process. That makes that Bronco worth something."

Focused on the Future

It's hard to imagine a more storied off-road career than Lovell's, and induction into the Off-Road Motorsports Hall of Fame makes that official. But Lovell is clear on one thing: He's not done yet. He acknowledges and appreciates the honor, but he's also looking past it to his next set of goals, determined to stay at the top of his game. If anything, the honor seems to be focusing Lovell on his current strengths – skill, strategy and endurance.

When Lovell won the *Dirt Sports Driver of the Year* 10 years ago, he says he felt a little lost without another goal behind it. "It's kind of like, 'Hey, I made it,'" he explained, "and it takes away that ferocity that you need to make you push harder than you would otherwise push."

So, Lovell is treating this honor differently.

"This is another wild and crazy dream of mine to get into the Hall of Fame. It's an honor. It's not a trophy; it's not a juicy motorsports sponsorship. It's dignity and transcends all those things. I'm very proud of it," said Lovell. "But I still want to race."

Lovell says he intends to use his Hall-of-Famer status as a platform to race the events he enjoys most and promote the message he cares the most about, responsible off-road enjoyment.

"I think it will help over the coming years to focus on what I want to do," he said. "Because we've proven it."

AMSOIL Synthetic Transmission Fluid Tames Texas Heat

Bryan Bayles, of Katy, Texas saw a need while working as a groundwater sampler and turned it into a successful business. “We used to go to these sites that were really hard to get to because they weren’t being maintained,” he said. Neglect and disuse often turned groundwater sampling sites into jungles of overgrown weeds and brush, sometimes teeming with rats.



Today, Bayles' company, BTB Services, does what's called “post-closure care.” His crew maintains groundwater-testing sites around refineries and other sites so they remain accessible. “One site was 25 acres and in the middle of a town,” said Bayles. “People started complaining about rats running out of it.”

Much of the work involves using tractors, zero-turn mowers and handheld equipment to cut large areas of grass and brush. “We take tractors out and weed eaters to get the paths clear so we can get out there,” Bayles said. BTB Services operates three large mowing tractors, two zero-turn mowers, a skid steer and a brush mower. Being a stickler for maintenance, Bayles uses AMSOIL products in his vehicles and equipment.

Vehicles Must Face Brutal Texas Heat

His vehicles include a small fleet of half-ton and larger pickups that transport equipment to sites using gooseneck trailers. Working in the scorching Texas heat means BTB Services' trucks are exposed to temperatures that frequently exceed 100°F (38°C) for a good part of the season. Combined with towing up to 30,000 pounds (13,607 kg), the company's vehicles are the epitome of “severe-service” work trucks.

One such truck is a 2015 Chevrolet* 2500 that Bayles bought in 2015. Bayles does as much maintenance as he can himself, including changing transmission fluid and filters. When the truck had about 50,000 miles (80,000 km) on it, Bayles switched the transmission to AMSOIL Signature Series Synthetic Fuel-Efficient Automatic Transmission Fluid (ATL).

Internal Transmission Filter Never Changed

Given the severe conditions, Bayles changes transmission fluid every 30,000 miles (48,000 km). “I know that's extreme, but we're pulling about 30,000 pounds of weight behind the trucks,” he said. The maintenance strategy plus AMSOIL product performance have helped the truck eclipse 300,000 miles (483,000 km) with no issues. Bayles changes the external, spin-on transmission filter on the Chevy 2500 every 60,000 miles (96,500 km). However, since the transmission includes a drain plug and doesn't require dropping the pan, he didn't realize the transmission also has an internal filter, meaning it was never changed. “I felt horrible that I had 300,000 miles on the truck and I never had the pan off,” said Bayles.

'Spotless! I can't believe it.'

After 257,000 miles (413,600 km) using AMSOIL Synthetic Transmission Fluid, Bayles dropped the pan to change the internal filter, unsure what he would find. The cleanliness of the pan and fluid amazed him; there wasn't even a hint of sludge or deposits. He texted his AMSOIL Dealer, Erroll Ivery, an image of the clean pan and pristine fluid with the words, “Spotless! I can't believe it.”

“I usually get a film on the magnets,” said Bayles. “There was not even a spot (of sludge) in the pan. It was amazingly clean. Of all the transmission pans I've had off, I've never seen one not have a film in it,” he said. Bayles said there wasn't even a film of deposits or sludge on the transmission filter.

The Chevy 2500 has about 315,000 miles (507,000 km) on it now and still



The transmission pan and filter contained no sludge or deposits; the fluid still appeared in like-new condition.

runs great. “Right now, I have it pulling a 32-foot trailer,” said Bayles. Including the payload, that adds up to about 22,500 pounds (10,200 kg). “I gave it a little bit of a break,” he said.

AMSOIL Synthetic Motor Oil Also Delivers Premium Protection

BTB Services has four trucks, two diesel and two gas, all of which use AMSOIL products in the engines, transmissions, differentials and cooling systems. All the company's diesel tractors use AMSOIL products, too. “We started using AMSOIL in our zero-turn this year,” said Bayles.

Bayles performed oil analysis on the engine oil in his trucks, and the results showed the oil in his gas trucks still had 20% oil life following 20,000 severe-service miles (32,000 km), while the diesel oil still had 50% oil life after 10,000 miles (16,000 km).

AMSOIL products help Bayles keep his trucks and equipment up and running, making money, which is vital for any business. “It definitely has helped keep the equipment well-maintained. I have never had any problems with the vehicles I maintain,” he said.

Bayles isn't shy about telling others about his AMSOIL success story. “It's a product I definitely highly recommend,” he said. “I believe in putting the best in all my equipment.”

Neglected Equipment: Air Compressors



Many people and businesses own small air compressors that are used for tasks such as inflating tires and balls, spraying paints and varnishes and running air tools like nailers, impact wrenches and air ratchets.

Oil-lubricated home compressors are typically powered by an electric motor that is connected to the pump unit either directly or by a belt. When the electric motor turns the pump unit a piston creates a vacuum as it travels down the cylinder and pulls air through the inlet port. As the inlet valve closes and the piston travels up the cylinder, air is compressed and pushed through the discharge port and into the tank.

The tank is filled with compressed air until it reaches a preset pressure, at which time the motor and pump shut off until the pressure in the tank drops to a predetermined point and needs to be filled again.

Although driven by an electric motor, oil-lubricated piston-type small air compressor pump units contain a crankshaft, valves, pistons, piston rings and bearings that require lubrication. Like the engines found on push mowers, compressors of this type often rely on a splash lubrication method to protect parts against wear.

Compressor maintenance is not a high priority for many people. Compressor units tend to be used only on an intermittent basis, and the oil is rarely, if ever, checked or changed. However, like any other engine, it is important to check the oil level occasionally and top it off if necessary to ensure optimum equipment protection and performance.

Compressor Oil Challenges

The challenges faced by compressor oil include the following:

- **Reduce** friction and dissipate heat. The more the pump unit runs, the hotter it becomes.
- **Resist** sludge and varnish to keep valves from sticking or leaking.

- **Minimize** foaming. Foam is a common byproduct of splash lubrication systems, leading to overheating and oxidation problems.
- **Corrosion** and rust control. Water is a natural byproduct of compressed air, often working its way into the compressor oil and leading to rust and corrosion problems in the pump.
- **Good** cold-temperature performance for units used in cold climates.

Who are Good Prospective Compressor-Oil Customers?

- Auto body shops • Quick lubes
- Auto repair shops
- Contractor fleet shops
- Contractor service trucks

PC Series Synthetic Compressor Oil

Engineered to meet the tough demands of industrial compressor applications, AMSOIL PC Series Synthetic

Compressor Oil provides outstanding protection and performance for small compressor applications. PC Series Compressor Oil incorporates the highest quality, thermally stable synthetic base stocks and premium non-detergent, ashless additives for maximum protection at high temperatures and pressures, lasting up to eight times longer than petroleum oils.

- **Helps** improve operating efficiency
- **Resists** viscosity increase from oxidation
- **Contains** anti-foam additives to resist foam and reduce heat, oxidation and wear
- **Anti-rust** fortified to help prevent rust and corrosion
- **Resists** varnish, carbon and acid formation



Defeating Foam

Whenever a rotating assembly is submerged in an oil bath, air bubbles, otherwise known as foam, form on the fluid surface. For example, the crankshaft in engines can create foam in motor oil, while differentials can create foam in gear oil. In motorcycles, shared-sump transmissions, where the transmission and engine use the same oil, are good at creating foam. Foam in hydraulic lifters can create valvetrain noise because the foam is made of air that compresses and creates lash in the valvetrain. Foam can lead to poor component protection and ultimately mechanical damage. That's why controlling foam is a critical part of lubricant formulation.

A Host of Issues

How does foam cause problems? There are several ways.

First, foam heats up under pressure to extreme temperatures and generates steam within the fluid.

Then, foam compounds the issue by creating an insulating layer that prevents the heat from dissipating. The heat and water contamination greatly limit the lubricant's effectiveness.

Second, foam promotes wear.

Because air is trapped inside the fluid, the fluid barrier is no longer impenetrable – and wear-causing metal-to-metal contact can occur.

Third, the trapped air in foam promotes oxidation and shortens the service life of the fluid.

Hydraulic and other industrial applications face another issue. When hydraulic fluids foam, they become compressible and can make machinery inoperable or extremely inefficient. These lubricants commonly require special formulations to control foaming.

Friend or Foam

So, foam is bad. But controlling foam is not an easy task. Oil viscosity, contaminants, changes in surface tension and additives can all act as catalysts to the formation of foam. Detergents and dispersants promote foaming and minimize the effectiveness of anti-foaming additives. Anti-foam agents can stop foaming, but require effective formulation to avoid trapping tiny bubbles within the lubricant.

Silicone additives are an example of how critical it is to get the formulation just right. Silicone compounds are widely used for their ability to reduce the surface tension of air bubbles. Reducing the surface tension causes the bubbles to break apart quickly and easily. Silicone compounds of only a few parts per million can be extremely effective in lubricant formulations, but excess amounts can actually promote foaming.

Organic compounds can also decrease the number of small bubbles, but require much higher concentrations than silicone.

Foaming Characteristics Test (ASTM D892)

A lubricant's ability to resist foaming is measured with the Foaming Characteristics Test (ASTM D892). It measures the amount of initial foaming (in millimeters) contained within an agitated fluid and compares that value to the amount remaining after 10 minutes of settling time. Generally, the less foam remaining after a short amount of time, the better.

Built-In Resistance

The advanced formulations of AMSOIL synthetic oils resist oxidation and acid formation that contribute to foam development. They are precisely formulated with anti-foam additives to suppress foam development for reliable protection and performance.

Help Customers Store Equipment With Confidence

AMSOIL products provide outstanding protection through the offseason.

Fall is in full swing and your customers are thinking about getting summer equipment put away before winter hits, but many may be unaware of the problems that can occur during extended storage periods. Preventive maintenance is critical before storing equipment for any extended period. Properly storing equipment through the cold winter months protects the engine, prevents rust and prepares it for action when spring rolls back around. With the right lubrication and fuel additives, you're on the right track to helping your customers protect their equipment, while presenting great door-openers for gaining new customers.

Fight Corrosion and Dry Starts

During long periods of storage, inconsistent ambient temperatures can cause condensation to form within the engines of two- and four-stroke recreational vehicles, handheld power equipment, construction and farm equipment and other equipment used seasonally or infrequently. When the condensate comes in contact with steel and iron components, surface corrosion can form, leaving cylinder liners, piston rings, anti-friction bearings and other contact surfaces laden with

rust. Internal corrosion and rust can flake, leading to increased engine deposits, wear and friction, and cause the engine to run hotter and less efficiently, effectively reducing equipment life and increasing maintenance time and costs. Long periods of storage can also dry out cylinders. Dry-starting an engine often results in permanent damage and can dramatically shorten the life of the equipment.

While most two- and four-stroke motor oils are formulated to protect against internal corrosion and dry starts, their effectiveness fades over time. AMSOIL Engine Fogging Oil (FOG) is an excellent solution for long-term protection against corrosion and damage from dry starts. Engine Fogging Oil's aerosol spray formulation thoroughly and evenly coats internal components to protect against corrosion and help prolong engine life.

Fight Deposits, Gum and Varnish

Ethanol and other harmful contaminants commonly found in fuel can wreak havoc on a stored engine. Most fuels are pre-treated with the lowest additive concentration (LAC) level of additives, which allows them to be stored for a



short period of time before degrading. During storage, however, degraded fuel can interact with air and moisture to form gums, varnish and deposits throughout the fuel system. These impurities can gum floats; clog injectors, fuel lines and carburetors; and cause poor engine performance and starting problems. Adding AMSOIL Gasoline Stabilizer (AST) to fuel before long-term storage can help prevent harmful deposits from forming in the tank and fuel system, eliminating the need to clean or replace carburetors after long-term storage. For short-term storage, AMSOIL Quickshot® (AQS) should be used.

Applications

AMSOIL Gasoline Stabilizer and Engine Fogging Oil applications include, but are not limited to, motorcycles, snowmobiles, ATVs, outboard motors, stern-drive and inboard marine engines, personal watercraft, lawn equipment, chainsaws, snowblowers, portable generators, handheld power equipment, motor scooters, powered farm equipment, powered construction equipment, cars and trucks.

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.

October Closeout

The last day to process October orders is Monday, Oct. 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for October business will be accepted until 3 p.m. Central on Friday, Nov. 4. All transfers received after this time will be returned.

Volume transfers must now be submitted in the Dealer Zone (Business Tools>General Business Tools>Volume Transfer) or DBS. Transfers can no longer be submitted on the Dealer-to-Dealer Order Form (G01) or other forms through email or fax.

AMSOIL Installer Kit Discontinued

The AMSOIL Installer Kit (G250 U.S., G8250 Can.) is discontinued due to declining sales. It remains available as supplies last.

Direct Jobber Monthly Fee Eliminated

For decades, AMSOIL Direct Jobbers have been charged a \$25 monthly fee to help cover the administrative costs of managing volume transfers, commission payments and other general services. Through the years at AMSOIL we have developed greater efficiencies and more automation that has reduced the amount of manual processes required to handle these tasks. Therefore, we are eliminating this fee. Direct Jobbers will no longer be charged the \$25 monthly fee after the September commission period.

Aerosol Product Packaging

The following AMSOIL aerosol product packaging will transition from cans with sticker labels to litho-printed cans (design printed directly on the can). While the aerosol-can shapes and caps will also change, product sizes and formulas will remain the same. Product with new litho-printed labels will be introduced as existing inventory is depleted, but Dealers and customers can expect to start noticing the new litho-printed labels in October.

Heavy-Duty Degreaser, Engine Degreaser, Silicone Spray, Miracle Wash,[®] Chain Lube, Glass Cleaner, Heavy-Duty Metal Protector, Metal Protector, Mudslinger,[®] Brake & Parts Cleaner, Power Foam[®]



- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications, earn commissions
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

ALTRUM C 500 Plus (ALVC)

Sufficient vitamin C intake provides a spectrum of health benefits that affect your entire body. From forming blood vessels, muscles and cartilage to neutralizing harmful free radicals, vitamin C is vital to your body's overall well-being. It's not naturally produced and can only be obtained through diet. Eating a rich diet of fruits and vegetables is the best source, but those who smoke, have certain medical conditions or a limited diet risk deficiency and may need to supplement their intakes.

ALTRUM C 500 Plus provides 500 mg of vitamin C in each capsule. It's enhanced with bioflavonoids that work synergistically with vitamin C for maximum absorption.



| ALTRUM C 500 Plus | | | | | |
|-------------------|-------|--------------|---------------|--------------|------------|
| Stock # | Units | Pkg./Size | Comm. Credits | Dealer Price | P.C. Price |
| ALVC | EA | (1) 100-ct. | 12.25 | 12.90 | 13.55 |
| ALVC | CA | (12) 100-ct. | 147.00 | 147.00 | 154.80 |

**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.
Source Info: Vitamin C - Mayo Clinic*

Order: 1-800-777-7094 | altrumonline.com

Fair Handouts and Data Sheets to be Available On-Demand Only

AMSOIL fair handouts will be converted to a one-page, flyer format. The flyers and all AMSOIL data sheets will be available on-demand only through the AMSOIL Print Center effective Oct. 1, 2022. Digital printing technology allows us to make this transition and continue to quickly provide high-quality sales tools for Dealers. The existing inventory of data sheets and fair handouts will be available while supplies last. PDF versions will remain available for download in the Dealer Zone.

Access the AMSOIL Print Center through the Dealer Zone (Business Tools>Marketing Your Dealership>AMSOIL Print Center). Literature items in the Print Center are available for Trade Show Co-op. Eligible participants will be issued promo codes that can be used for reduced pricing on their orders.

Updated Catalogs Now Available

This issue of *AMSOIL Magazine* includes the updated AMSOIL Factory-Direct Catalog (G100 U.S./G300 Canada). The AMSOIL Factory-Direct Catalog and market catalogs offer an excellent opportunity for Dealers to exhibit AMSOIL products. They also contain information on becoming an AMSOIL account or Preferred Customer.

How It Works

Attach your Dealer number in the area marked "referral number" on the back cover of the catalog. Use a catalog label from the AMSOIL Print Center for a more professional impression. Distribute the catalog to potential customers.

Where to Distribute

- Trade Shows • Fair Booths
- Race Events • Conventions
- Conferences • Direct Mail
- Anywhere you meet someone

Maintain Contact with Prospects

Direct contact with potential customers is the best way to earn a sale or gain a new account or Preferred Customer. The more people hear about AMSOIL products and programs, the more likely they are to take advantage of their benefits. Direct mailings to potential customers can give you a foot in the door, but don't stop there. Follow up with potential customers to answer questions, provide clarity and give them one-on-one service.

How Customers Place Orders

Customers who wish to place orders from your catalogs can simply go

online or call the AMSOIL toll-free ordering line and place their orders specifying the referral number (your Dealer number) printed on the catalog. This ensures that you receive the retail profits and commission credits. Ordering customers are automatically sent updated factory-direct catalogs every six months for the next 18 months at no additional cost to you. In addition, any of your customers who call AMSOIL wishing to become Preferred Customers will automatically become members of your personal group.

Free Shipping

Online/catalog customers and Preferred Customers in the contiguous U.S. and Canada receive free shipping on orders of \$100 U.S./\$130 Can. or more. Customers who order less than \$100 U.S./\$130 Can. will be charged a flat shipping fee of \$9.99 U.S./\$12.99 Can.

Reaching New Prospects

The AMSOIL Factory-Direct Catalog is a great opportunity to reach potential customers with whom you wouldn't ordinarily have contact. A direct mailing to a specific neighborhood could reach numerous customers who do

not attend race events or trade shows, but still want the best protection for their vehicles. Also, people at shows or events who are initially only somewhat interested or don't have time to talk can take a factory-direct catalog home to review at their leisure.

Ordering Catalogs

AMSOIL Factory-Direct Catalogs are available individually and in packages of 100 and 300. Order 900 or more catalogs using product code G100-PK and receive a promotional code in your Message Center inbox redeemable for free catalog labels from the AMSOIL Print Center.

Catalogs with your information pre-printed on the back cover are available through the AMSOIL Print Center. Access the Print Center through the Dealer Zone.



Also Newly Updated:

- Commercial Program Catalog (G3469 U.S., G3474 Can.)
- Powersports & Racing Catalog (G3511 U.S., G3512 Can.)
- Retail Program Catalog (G3520 U.S., G3521 Can.)
- Automotive Catalog (G3549 U.S., G3550 Can.)

AMSOIL Factory-Direct Catalog Ordering Information

| Stock # | Units | Description | Wt. Lbs. | U.S. Price | Can. Price |
|---------|-------|---------------------|----------|------------|------------|
| G100 | EA | 1 U.S. Catalog | 0.1 | .50 | .70 |
| G100 | CA | 100 U.S. Catalogs | 10.0 | 43.00 | 60.00 |
| G100 | PK* | 300 U.S. Catalogs | 30.0 | 120.00 | 165.00 |
| G300 | EA | 1 Canada Catalog | 0.1 | .50 | .70 |
| G300 | CA | 100 Canada Catalogs | 10.0 | 43.00 | 60.00 |
| G300 | PK* | 300 Canada Catalogs | 30.0 | 120.00 | 165.00 |

*Order three or more and receive free catalog labels from the Print Center.

Customizable catalogs are available through the AMSOIL Print Center.



Dan Peterson | SENIOR VP, DEALER SALES AND MARKETING

Growth with commercial and retail accounts in *The Next 50*

Commercial and retail accounts provide excellent opportunities to build your Dealership.

We just began the final piece of *The Next 50* vision with the launch of the new TN50 compensation plan on Oct. 1. I'm sure you're excited to get out and start securing new customers. We don't just have catalog customers and Preferred Customers, we also have commercial and retail accounts that offer great amounts of growth and opportunity.

Commercial businesses offer a great amount of earning potential. But to access these types of accounts, you need to have a good foundation with the AMSOIL Commercial Program.

If you're interested in building commercial sales, I encourage you to attend our commercial training sessions. These monthly meetings cover both the technical knowledge and sales skills needed in the challenging commercial market segment. Check in on the Latest News section of the Dealer Zone to find out when the next session takes place. Or, you can listen to the recorded meetings available in the Dealer Zone (Digital Library>Videos>Commercial Account Training).

We've sharpened our focus on the commercial markets that provide AMSOIL Dealers the highest chance for success. These would be contractors, fleets and agriculture accounts. We've developed sales tools with content and messaging specifically for these industries, such as the Commercial Sales Aid (G3278) and the Commercial Questionnaire. They're designed to help you get businesses within these industries talking about cost of ownership, and how switching to AMSOIL products can help reduce operating costs.

Commercial inside sales and commercial field representatives are here to help Dealers with these types of accounts. This includes providing assistance with placing orders, tracking shipments, implementing special billing requests, solving problems, reaching out to accounts and Dealers when accounts are nearing new discount levels, reaching out to accounts and Dealers when purchases have declined and helping Dealers research and acquire new accounts. Their goal is to assist you with the tasks that may be challenging to accomplish on your own.

Retailers and installers also provide excellent opportunities for sales growth. We've created a tactical focus on helping Dealers with installer accounts by focusing on drum and tote pricing. Our large-quantity package sizes are competitively priced, and we speak to per-quart pricing. That's what installers really want to hear in the marketplace.

We're also pushing hard for you to use our strong AMSOIL brand recognition to help retailers legitimize their offering in the powersports area. AMSOIL has gained a lot of visibility in the powersports market, and retail accounts can leverage that to provide products for customers who own powersports equipment.

Another way to promote growth with retail accounts is by making sure you're putting the right products into the right locations. Retail stores benefit more from carrying top-of-the-line products like Signature Series Motor Oil. Installer accounts, on the other hand, are better suited

stocking our OE Motor Oil line that allows customers to keep coming in at standard oil change intervals. It's important to find the right products that will keep inventory moving with these accounts.

Make sure your accounts understand what AMSOIL brings to the table and why we stand out from our competitors. We have the performance testing to prove the superiority of our products. And we offer a lot of additional value with our programs. Other companies require retail stores to enter into contracts. The AMSOIL Retail Program, in contrast, doesn't require any contracts. This is becoming increasingly more important, especially when competitors can't deliver on what was promised.

Commercial and retail businesses can create excellent opportunities to grow your Dealership, but they often require an extra level of service. We want to help you achieve success with these types of accounts. Make sure to take advantage of all the tools and resources that are available to help you in these markets. If you haven't already become Commercial Certified or Retail Certified, that's a great place to get started.



FIFTY YEARS
 1973 **AMSOIL** 2023

THE **NEXT50**™

We're just getting started.

SAVE THE DATE

July 20-22, 2023

Superior, Wis. / Duluth, Minn.

Make plans now to join us as we celebrate **50 years** of the AMSOIL Dealer network.

WHAT TO EXPECT

- **Great food**
- **Fun** social events with Dealers and corporate employees
- **Informative** presentations from corporate leadership
- **Great food**
- **Opportunity** to interact with AMSOIL-sponsored athletes and influencers
- **Great food**
- **Chances** to win prizes
- **The latest** updates on product development, industry challenges and our plans for the future
- **Did we mention great food?**
- **A celebration!**



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WE HONOR



(Discover in U.S. only)

The wait is over, and The Next 50 compensation plan is now live. Be sure you're up to speed by reviewing the videos in the Dealer Zone that help explain why we made this change and how the plan works. my.AMSOIL.com



Minimum 10%
Post-Consumer Fiber

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October 2022

Upgraded Performance and Protection For ATVs and UTVs

New AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil and 5W-40 Synthetic ATV/UTV Motor Oil provide expanded coverage for hard-working and performance ATVs and UTVs. Whether tackling tough chores or riding aggressively on the trail, AMSOIL Synthetic ATV/UTV Motor Oil's outstanding severe-service formulation **allows riders to confidently and safely push their machines to the limit.**

- **High-performance** alternatives to OEM-branded fluids
- **Protection** when performing demanding chores and tackling tough terrain
- **Delivers** consistent clutch feel
- **Superior** all-weather performance
- **Wet-clutch** compatible

