

AMSOIL[®]

► DEALER EDITION

MAGAZINE

DECEMBER 2022



BUILDING A WINNING RACE TEAM

| PAGE 8

2+ Million Mile Truck Uses Original King Pins Thanks to AMSOIL | PAGE 12

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, is now in effect.

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.

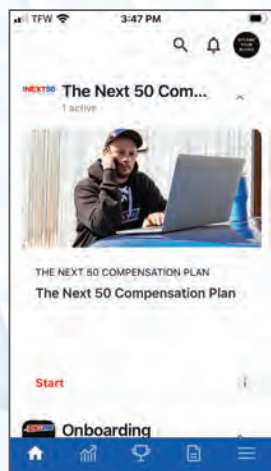
The Next 50 plan

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.





Building a Winning Race Team | PAGE 8

FEATURES

- 8 Building a Winning Race Team
- 10 How to Build Your Dealer Team
- 12 2+ Million Mile Truck Uses Original King Pins Thanks to AMSOIL
- 13 Maximum Protection for Severe Operating Conditions
- 14 Jeep World

DEPARTMENTS

- 4 From the Chairman
- 6 Letters to the Editor
- 7 Tech Talk
- 16 Monthly Leaders
- 20 Centerlines and Updates
- 22 Insight on Sales

ADVERTISEMENTS

- 2 *The Next 50* Compensation Plan is Now LIVE
- 5 Powerful Protection with a Sled Warranty to Match
- 19 The Importance of Dealer Certification Under *The Next 50* Compensation Plan
- 23 Combat Fuel Issues with AMSOIL Diesel Fuel Additives
- 24 Save the Date

STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

David Hilgendorf

Brad Nelson

Jamie Trembath

Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Brian Lammi

Alex Thompson

Editorial Contribution

Len Groom

Dan Peterson

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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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AMSOIL.ca

Chairman & CEO

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



THE COVER

AMSOIL and Scheuring Speed Sports have been a winning combination since 1998.



From the Chairman

The craft beer industry exploded over the past several years, and small breweries have emerged all over the place. There are now more than 200 in Wisconsin alone. I have noticed bumper stickers with the phrase “drink local,” promoting the consumption of locally produced brews and rejecting the mass-produced brands we’re all familiar with. Supporting a local business is certainly one reason to “drink local,” but the concept is more about choosing local breweries for their authenticity. Many of the big-name lagers everyone knows aren’t what they once were. Brands have been bought out and consolidated repeatedly through the years, to the point where only a handful of big brands are truly left, and they are producing and selling beer under many names. For a while, Miller Brewing,* a Wisconsin and American icon, was owned by a South African company. I don’t recall Miller straying too far from its typical image in advertisements during that period, and many patrons were probably unaware that they were no longer buying products from a truly American company. It is now owned by Molson Coors,* an American/Canadian company, and another example of consolidation.

At the end of the day, many of the big-brand beers taste somewhat similar

and people are often really buying based on image or price. All of the consolidation has led beer aficionados to speculate about true differences between products owned by the same company. Are some of them really the same thing in different cans? Are any of these products made using the recipes that made them famous? They’ve lost their authenticity.

Recently, Valvoline* global products were purchased by Aramco,* also known as The Saudi Arabian Oil Company.* Motiva* is an American company that operates as a fully owned affiliate of Saudi Aramco.* Are these truly American companies? How about Pennzoil* and Quaker State?* They are both named after a state in the U.S., but owned by foreign companies. These days, nothing is as it seems. Marketing and advertising hype are selling an image, and people aren’t always getting what they think they’re buying. These brands have rich histories, but are no longer authentic.

Meanwhile, we are exactly who we say we are. We are based in Wisconsin, we produce most products here in Superior and our drive for quality and continuous improvement is unrelenting. We test our products and publish the results. When you buy an AMSOIL product,

you get exactly what we say it is. You can call us and speak to a human being who will do whatever he or she can to answer your questions. While the company is growing and changing every year, the fire, energy and personal touch of a rebellious young company remains. We’re still going up against the biggest brands in the world, and we’re still providing an opportunity for people like you to be the local AMSOIL guy or gal. AMSOIL is the real deal. We are authentic. As our industry evolves and the company grows, many more changes will come. Through it all, we will remain who we are – an American, technology-driven lubricant manufacturer dedicated to making the best products in the world.

I wish you all happiness and good health this holiday season. Merry Christmas, and happy holidays.

Alan Amatuzio
Chairman & CEO

THE NEXT50™
Commitment • Collaboration • Success



POWERFUL PROTECTION WITH A SLED WARRANTY TO MATCH

Don't let the snowmobile manufacturer dictate which oil you use. Choose the superior protection provided by AMSOIL INTERCEPTOR® for your new, current-model-year or newer sled and we'll back you with our Runs on Freedom Limited Snowmobile Warranty that covers engine repairs for up to two years/5,000 miles/8,000 km.*



****Get the details and sign up at
AMSOIL.com/rofwarranty.***



LETTERS TO THE EDITOR

GIFT CARDS

We recommend offering gift cards with values of \$20, \$25 and \$50 with Dealer numbers attached. We could purchase them through Customer Service, and they would be mailed to customers or prospects. It would be a great way of establishing new prospects we meet and could be used for gifts on holidays and birthdays.

We hope this is helpful information and you would consider our suggestions.

Wiljen and Ron Camilo

AMSOIL: Thank you for your suggestion, Wiljen and Ron. We offered gift certificates in the past, but they were discontinued due to low demand. While there are a number of hurdles related to administration and compliance we must overcome, we will investigate this idea further to see if it's feasible to bring back a gift card program.

NEW PRODUCTS

It has been quite a while since AMSOIL has come out with new products. Are you working on something that will be offered soon? I know many have suggested this, but it would be great if we offered pre-mixed two-stroke fuel. Maybe partner with someone like VP.*

Jim Steinmetz

AMSOIL: We're always exploring new product possibilities, Jim. We hope you're finding new sales opportunities with our new 10W-30 and 5W-40 Synthetic ATV/UTV Motor Oils introduced in September. Stay tuned for more product introductions in 2023.

Product requests from our Dealers and customers weigh heavily in our product-development process, and we appreciate your feedback. We recently completed a full review to determine the feasibility of adding a pre-mixed fuel/SABER® product and, unfortunately, we will not be bringing it to market. Typically, the companies selling pre-mixed fuel are fuel companies, not oil companies, and have better access to low fuel prices. Our research indicated that we could not develop a product at a price that would compete with other pre-mixed products.

MESSAGES

Do you have plans to add the ability for Dealers to use the "Messages" feature in the Dealer Zone to send a group message to our entire downline? It would be nice if we could do that. Thank you for everything you do for us as Dealers.

Rob McLean

AMSOIL: Good question, Rob. We have recently added communities for Dealers' Personal Groups, allowing Dealers within the group to exchange messages.

CHEVY* SILVERADO*

I became an AMSOIL Dealer back in 2008 after reading up on diesel oils on the Chevy Duramax* forums, where owners seemed to prefer AMSOIL in their trucks. That was my first diesel truck, a 2007 Chevy Silverado ¾ ton. Then when I started to drive OTR, I went to a bigger truck and bought a new 2013 Chevy 1-ton Silverado 3500HD.

Thanks to AMSOIL products, my truck still runs like new. The truck was being used as a long-haul hot shot truck, with weekly trips from Winnipeg, Canada to Middlebury, Ind. to pick up recreational trailers (travel trailers and fifth wheels) and deliver them up to Alberta and Saskatchewan. On average I was putting on an average of 2-5,000 km (1,243 to 3,107 miles) per week.

I purchased my truck in November of 2013. Right from day 1, driving it off the dealer's lot, I filled my tank and added Diesel Concentrate (editor's note: AMSOIL Diesel Concentrate is now AMSOIL Diesel Injector Clean [ADF]). When it was time for my first oil change, I switched over to using Signature Series Max-Duty 15W-40. At the same time, I changed out my front and rear diffs to SEVERE GEAR® 75W-110 (front) and 75W-140 for the rear. I waited until I had 100,000 km (62,137 miles) on the Allison* transmission, and then had a tranny flush and filled with Signature Series Fuel-Efficient Automatic Transmission Fluid.

After I put on 75,000 km (46,603 miles), I added an AMSOIL Bypass System and started to do regular oil analysis, which I did at 50,000 km (31,069 miles)

on the oil, and it always came back with a good analysis stating no need to change oil yet, so I pretty much waited until I was around 60,000 km (37,282 miles) on the oil and then changed it. On a regular basis about every year in the spring, I changed out the diff fluids and added new, not that it needed it but I was hauling such heavy trailers and just wanted that extra protection that SEVERE GEAR provided me.

Every two years I took the truck into a transmission shop, where they would perform a flush and fill. Luckily, they were a retail account of AMSOIL and already knew the quality of AMSOIL trans fluids and always had plenty of fluid in stock.

From the time I drove it off the lot, I have always added Diesel Concentrate to my fill-ups, and I've had no problems with the fuel pump or injectors. The only mechanical problem I had with this truck was with emissions equipment, like the heater for the DEF fluid failed me three times, batteries needed to be replaced a couple of times and a new radiator and alternator.

The truck still runs like a new truck. Whenever I take it in for an oil change or safety inspection, the mechanics can't believe I have almost a million kilometers (621,371 miles) on her. Thank you to AMSOIL products for keeping her on the road without any major headaches.

Bill Ward

AMSOIL: It sounds like your Silverado is the iron man of trucks, Bill. Thank you for sharing this story. We always enjoy hearing about the outstanding results customers and Dealers experience with use of AMSOIL products.

Email letters to:
letters@amsoil.com

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

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



Len Groom | MARKET MANAGER, POWERSPORTS & POWER EQUIPMENT

Avoid ethanol-related problems

The ethanol in gasoline is blamed for a number of small-engine issues, but they can be avoided.

Gasoline has always included octane-boosting anti-knock additives, including lead, methyl tertiary butyl ether (MTBE) and ethanol. After discovering that leaded fuel was poisoning the air we breathe, refineries switched to MTBE. Eventually MTBE was detected in our groundwater, so in 2005 Congress instituted a renewable-fuel standard and refiners started blending fuel with ethanol.

What is ethanol?

Derived from biomass like corn or sugar cane, ethanol is an alcohol fuel that helps reduce petroleum use and greenhouse-gas emissions, while also supporting agriculture. It's mixed with gasoline at different ratios to produce the fuel you buy at the pump. Gasoline that contains up to 10 percent ethanol is referred to as E10, and flex-fuel vehicles are designed to run on up to E85. Unfortunately, ethanol can be bad for older vehicles, marine engines and small engines, including most boats, powersports vehicles and landscaping equipment. Let's discuss the two primary effects ethanol can have on fuel-system components and how you can avoid these problems.

Fuel system

Ethanol is an excellent solvent and drying agent that dissolves old gum and varnish deposits from the gas tank and fuel lines. However, it can also dissolve rubber and plastic gaskets, fuel lines and carburetor components and cause them to harden, crack and leak. Ethanol can also cause aluminum and brass fuel-system components to corrode and develop a white, flaky residue that clogs fuel passages.

Honda* states that the dissolved material can clog filters or leave

deposits on fuel injectors, fuel pumps, fuel-pressure regulators, carburetor jets, intake tracts, valves and valve guides. The result is a lawnmower, snowblower, chainsaw or other equipment that runs poorly or won't start. Small-engine manufacturer ECHO* agrees, stating in its warranty that these deposits can lead to poor engine performance, loss of power, overheating, fuel-vapor lock, improper clutch engagement and premature deterioration of fuel lines, gaskets, carburetors and other engine components.

Phase separation

Ethanol is hygroscopic and will absorb up to three-quarters of an ounce of water per gallon of gas before reaching its saturation point. Once the ethanol has absorbed enough moisture, phase separation occurs. Because the ethanol and absorbed water is heavier than the gas, it drops to the bottom of the fuel container, leaving the gasoline to float on top of the tank.

Most people never notice water in the tank or gas can when they refuel their equipment, which often results in a carburetor being ruined by rust and corrosion. The engine can also draw the ethanol/water mixture into the carburetor or injectors, leading to a lean-burn situation that can increase heat and potentially damage the engine. Additionally, the remaining fuel no longer offers adequate resistance to engine knock since the ethanol has separated from the gasoline. Burning low-octane fuel can also cause engine damage, especially in two-stroke engines.

Stihl* stresses that the layer of gasoline left floating on top has a lower octane level, which can result in unstable

engine operation, power loss and major engine failures. Ethanol's affinity for water explains why so many ethanol-related problems surface in the marine industry. In fact, some marina personnel claim up to 65% of repair orders are attributed to fuel-system problems.

Combating ethanol

While ethanol has become a popular scapegoat for mechanical failure, time is the real enemy. Ethanol-related problems affect boats, powersports and lawn & garden equipment more than your car or truck because seasonal-use machines sit idle for weeks or even months, causing phase separation. Components exposed to ethanol over time often fail prematurely.

Although some fuel additives claim to reverse the effects of phase separation, there's no way to reintegrate gasoline and ethanol once they've separated. Instead, it's best to prevent phase separation altogether by using premium non-oxygenated, ethanol-free gas in your small engines.

Another solution is to treat your fresh fuel with AMSOIL Quickshot,[®] which helps stabilize the fuel to prevent phase separation while reducing varnish, gum and insoluble debris. We tested Quickshot in fuel containing 10% ethanol and saw a 44% increase in oxidation stability and reduced injector clogging over untreated fuel. It addresses ethanol-related problems to help keep your engines running strong.

Understanding how fuel works is an important part of the maintenance and care of our equipment, so machines work reliably when we need them.



Building a Winning Race Team

Steve Scheuring raced snowmobiles on the ice-oval circuit in the 1970s and has been an innovator and tireless ambassador for the sport of snowmobiling ever since. He founded Scheuring Speed Sports in the late '90s as the first independent professional snocross team without factory backing. His long-term partnership with BRP* has also included development work on many modern trail snowmobile components.

A Winning Team

Scheuring Speed Sports amassed 32 podiums last year with Pro class riders Logan Christian and Hunter Patenaude, who finished the AMSOIL Championship Snocross season in second place, narrowly missing the season championship due to injuries. Patenaude previously won the Pro Lite championship and Sport championship and is expected to be a contender for the Pro championship this year. Nate Lavalley is representing the team in the Sport class after former teammate Adam Ashline won the Sport championship last year.

Scheuring's snow team dominates wherever they compete, with more than 320 Pro series podiums and the longest win streak of any team on the national circuit, securing at least one win every year for the last 12 years. They have also won one gold, six silver and five bronze medals at the Winter X Games.

Scheuring also manages an off-road racing squad in the AMSOIL Championship Off-Road series. Team mechanic Elliot Burns is partnered with recently signed Pro 4x4 and UTV pilot Kyle Chaney, winner of more than a dozen off-road racing titles. This year, the team won five races and secured nine podiums, including one in their Pro 4 Truck, and capped it off by winning the World Championship Cup at Crandon International Raceway. "This is the largest short-course off-road race on the planet and to win it is a huge milestone," said Scheuring.

Scheuring needed a place to test race sleds prior to the annual AMSOIL Championship Snocross series, so he built the premier North American 23-acre testing, training and practice site, Planet X, complete with a seven-room bunkhouse, race shop and capacity similar to tracks on the national tour.

The compound generates more than \$400,000 of business for the community each year as every top driver and nearly 50 teams from around the world flood the tiny city of Aurora, Minn. in the weeks leading up to the season opener.

"Build it and they will come."

- Steve Scheuring

The onsite track affords Scheuring's team the opportunity to test and train at their own workshop, which is a huge advantage over teams that travel. Starting in October, the team pumps three million gallons of water from an old mine pit to make snow with 11 snow guns. Two state-of-the-art Pistenbully*



groomers and large earth-moving equipment replicate track conditions in the snocross series. Scheuring's experience with heavy equipment is also applied to his off-season business of wildland fire suppression for the U.S. Forest Service, including active burn management nationwide.

Scheuring believes the practice track encourages young drivers to overcome their fears and helps reduce injuries. His goal is to inspire youth to enjoy the sport more by gaining access to better technology, experienced mechanics and a better chance of success.

Stronger with AMSOIL

The team relies on piping, clutch, carburetion and other modifications to increase stock sled power by 20%, exposing the engine to intense heat far beyond standard operating temperature. "We go above and beyond

the capabilities of these motors. If they fail, they cost us money, they cost us time and they cost us races, and we can't afford to lose any of those. We've worked with AMSOIL the last 25 years developing two-stroke oils for our race sleds," Scheuring said.

"100% the reason that motor survived was because of the AMSOIL products."

- Steve Scheuring

He adds, "Al Amatuzio showed me the difference between confidence and ego. The key to success is the ability to change and adapt as times change, with strong and passionate leadership that believes in its employees, Dealers and products. It's very easy to promote AMSOIL products when you know they are the best in the business."

For a few years, AMSOIL pulled out of sponsoring professional racing teams and focused on grassroots racers exclusively. The signing of Scheuring Speed Sports in 1998 marked the company's return to professional motorsports. Retired Scheuring Speed Sports driver Carl Schubitzke is currently the president of ISOC, the organization that owns and operates the AMSOIL Championship Snocross and AMSOIL Championship Off-Road series.

HOW TO **BUILD** YOUR DEALER TEAM

Sponsoring new Dealers provides an excellent opportunity to diversify your Dealership and earn more income by boosting total team sales. Follow these steps to get started with building your own Dealer team.

Find New Dealers

The first step in the sponsoring process is finding people who would make valuable additions to your Dealer team. A good Dealer is someone who has an interest in AMSOIL products, wants to earn extra income and is willing to put effort into doing so. Current Preferred Customers are great prospects as they already use AMSOIL products and know their benefits. Other examples of people who might have an interest in becoming independent AMSOIL Dealers include:

- Someone who is passionate about cars, trucks or powersports
- Mechanics, fleet managers, farmers, etc.
- People who are into racing and competition
- Enthusiasts who are into race cars, modified trucks, ATVs, off-road jeeps and more

Potential new Dealers are everywhere. Think about people you know who share the interests and characteristics of successful independent Dealers. Friends and family can make great team members, as you already have an existing relationship that can make for easy connections.

Enthusiast hubs like car shows, trade shows, races and events are also places where you can find potential new Dealers. One way to attract interest is by wearing clean, professional AMSOIL clothing when you're out and about. You never know when someone might strike up a conversation and be interested in learning more about the Dealer opportunity.



Present the Dealer Opportunity

After you've identified a person you want to add to your Dealer team, you'll need to know how to present the Dealer opportunity to him or her. The easiest way to get a conversation started is by sharing your own Dealer story. Every Dealer's journey is unique, which makes your story authentic to you.

It's best to keep your story condensed to about 90 seconds or less. That way you can share information that will pique your prospective new Dealer's interest without dragging on for too long and losing it. Try using this frame when you share your Dealer story:

- Before I was a Dealer....
- Since I've been a Dealer...
- The best part of being a Dealer....

Combining your passion for AMSOIL with your own personal story will help you strongly present the opportunity to prospective new Dealers. When you do, be sure not to make exaggerated claims about what to expect. Use the materials AMSOIL supplies to help set accurate expectations.

Use Your Resources

Our Dealer recruitment site, joinAMSOIL.com, is designed specifically to communicate important information about the AMSOIL Dealer opportunity. It's a great resource to share with people you want to add to your Dealer team. The website provides details about running your own independent AMSOIL Dealership, how to make money and the support AMSOIL provides to Dealers. You can also register new Dealers directly on the site. When you send someone to joinAMSOIL.com, make sure your Dealer number is attached with a Dealer-number transferring link. That way, prospective new Dealers who click on it will automatically become members of your team if they decide to become Dealers.

Other resources available to help you present the Dealer opportunity include the Selling AMSOIL Products Flyer (G3759), which provides basic information on how Dealers earn money selling AMSOIL products, and the About Us flyer (G1053), which provides basic information about the AMSOIL company. Both flyers are available on-demand through the AMSOIL Print Center. Go to the Dealer Zone and select Business Tools>Marketing Your Dealership>AMSOIL Print Center to order.

The screenshot shows the AMSOIL website's recruitment page. At the top, there's a navigation menu with links for 'AMSOIL Dealer', 'More Flexibility', 'More Income', 'More Support', 'BECOME A DEALER', and 'LET'S CONNECT'. The main banner features a blue Dodge car with the headline 'This Is Where Freedom And Opportunity Meet' and a 'JOIN TODAY' button. Below the banner, there's a section titled 'Performance & Protection' with the AMSOIL logo and the tagline 'The First in Synthetics'. A central section titled 'How do you make money selling AMSOIL products?' explains the commission structure and includes a table of profit tiers. To the right, there's a 'FIRSTS' section listing various AMSOIL products and their benefits, along with a 'FOR FASTER ENGINES' badge. At the bottom, there's a 'STOCKS' table showing prices for various AMSOIL products.

PROFIT TIER SCHEDULE	MINIMUM \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
Tier 1	\$1.00
Tier 2	\$1.50
Tier 3	\$3.00
Tier 4	\$5.00

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



Onboard New Dealers

New Dealers find the most success when they have strong relationships with their sponsors. Taking effective actions early as a sponsor can have a significant impact on new Dealer earnings and your own. After a new Dealer is added to your team, reach out promptly and start building a solid mentoring relationship.

Training is available in the Dealer Zone to cover the basics of running a Dealership for new Dealers. As a sponsor, your role will be to fill in the gaps, share your experience and help answer questions that your new team members have along the way. Go through the basic foundations with your new Dealer by explaining how to register customers, place an order and find information in the Dealer Zone.

Establish how often your new Dealer would like you to be in contact and what works best for both of you. Having regular communications will help you stay connected through his or her journey.

Make sure to acknowledge any milestones and successes as your new team member progresses. Having an interest in their achievements will continue to motivate their efforts. Maintain consistent touchpoints as you both work to grow your team earnings.

Supporting new Dealers takes time and effort, but the long-term payoff is well worth it. Adding new Dealers helps you earn more money, diversify your Dealership and bring in different skills that can add value to your team. To get started with building your own Dealer team, complete Sponsor Basic Training in the Dealer Zone and become Sponsor Certified.

2+ Million Mile Truck Uses Original King Pins Thanks to AMSOIL

Ken Matuszak of Anna, Texas can say something no one else in the world can say: "I'm the proud owner of the last Marmon* truck that was ever manufactured."

The longtime trucker purchased the final truck that rolled off the Marmon Motor Company assembly line on Feb. 5, 1997. While most people recognize brands like Freightliner* and Peterbilt,* the lesser-known Marmon Motor Company forged a reputation for crafting premium, hand-built trucks out of its Denton, Texas plant from 1963 to 1997. In fact, some dubbed them the Rolls-Royce* of trucks.

After 24 years hauling freight and 2,174,000 miles (3,498,715 km), Matuszak can make another incredible claim thanks to AMSOIL synthetic grease, which he's used since day one: "I've never changed king pins and I've only changed one tie-rod end and one drag-link end," he said.

The king pins are large, hardened steel pins that connect the steering knuckles and axle on the front wheels. They contain bushings and bearings that maintain tight clearances to prevent play in the steering. They must withstand increased force to ensure correct

alignment, meaning they can be a suffering point, especially if maintenance is neglected.

"I just checked the king pins a couple weeks ago," said Matuszak. "I jacked up the front end and tried to see if I had any play; they're still just as tight as can be." He greases his truck's suspension and chassis with AMSOIL Synthetic Polymeric Off-Road Grease (GPOR) every 4,000-6,000 miles (6,400-9,600 km).

"A lot of guys don't grease their trucks often enough," said Matuszak. "If you're going to run 25,000 miles (40,000 km) or 50,000 miles (80,000 km) on a grease job, it isn't going to last," he said. "The grease gets pushed out or hammered out."

That's where AMSOIL Synthetic Polymeric Off-Road Grease offers an advantage. It provides exceptional adhesion and resists impact better than other greases in heavily loaded, extreme-pressure applications to stay in place longer. It also

resists water washout and contain 5% moly for excellent wear protection

While Matuszak is slowing down following more than 40 years on the road, he still makes a few 500-mile (800-km) round-trip runs between Austin, Texas and Dallas each week hauling furniture, restaurant equipment and similar freight. In the truck's early days, he lived in Wisconsin and accumulated about 3,000 miles (4,800 km) per week running between America's Dairyland and Texas, where he now lives. He makes it a point to mention the excellent performance of AMSOIL products to whomever he meets out on the road.

"Whenever I'm in a truck stop or group of people, I tell everybody," he said. "I can testify that the AMSOIL grease has saved me many dollars because I don't have to be in a shop getting king pins put in my truck. If you can preserve your equipment, you're saving yourself some money."



The Last MARMON
The quality, the performance, the intellect, each Marmon states...
It's engine runs, it's parts are like the light...
New dealers, new products, the equipment runs high...
As the shop changes shape, a bright future is set...
Your gear is yours, but don't let anyone...
The Last MARMON

Manufactured	2-5-97
Model	125 DHR
Vehicle ID #	1000080
Wheel Base	250"
Paint	Teal
Engine	Detroit Series 60-470HP





MAXIMUM PROTECTION FOR SEVERE OPERATING CONDITIONS

The winter months can be stressful for your vehicles' drivetrains, often encountering extreme operating conditions such as snow plowing, hauling heavy loads and towing heavy trailers. These extremes put more stress on drivetrain components than just driving back and forth to work.

Modern turbodiesel trucks and vehicles with V-10 engines boast more horsepower and torque than their predecessors, but differential designs have remained virtually unchanged. Differentials today are subjected to severe-duty service and encounter more stress and heat.

Thermal Runaway

The extreme pressures and temperatures generated by modern vehicles can lead to a serious condition known as "thermal runaway." As differential temperatures increase, gear lubricants lose viscosity and load-carrying capacity. When extreme loads break the lubricant film, metal-to-metal contact occurs, increasing friction and heat. This increased friction and heat, in turn, results in further viscosity loss, which further increases friction and heat. As heat spirals upward, viscosity spirals downward.

Thermal runaway is a vicious cycle that leads to irreparable equipment damage and ultimately catastrophic gear and bearing failure.

The AMSOIL Solution

AMSOIL SEVERE GEAR® Synthetic Gear Lube (SVG, AGL, SVT, SVO) and Signature Series Synthetic Automatic Transmission Fluid (ATF, ATL) provide maximum protection in demanding environments such as snow plowing, towing and hauling, providing increased lubricant film protection and reduced wear at elevated temperatures.

SEVERE GEAR Synthetic Gear Lube

- **Controls** thermal runaway
- **Superior** film strength
- **Outstanding** rust and corrosion protection
- **Helps reduce** operating temperatures
- **Easy-pack** reduces mess and hassle when performing tricky gear-lube changes



Signature Series Synthetic Automatic Transmission Fluid

- **Specifically formulated** for severe-service towing and heavy hauling
- **Delivers** reserve protection against extreme heat
- **Maintains** cold-temperature fluidity
- **Superior** friction durability for smooth, reliable shifts
- **Easy-pack** reduces mess and hassle when performing tricky lubricant changes



JEEP WORLD

PART 2: ENTHUSIASTS AND THE MARKET

Jeeps enjoy a cult-like following. The reasons Jeep* enthusiasts love their Jeeps vary – but love them they do. In the November *AMSOIL Magazine*, we covered Jeep history. In this issue, we dive into the market and how to reach it. Even among other enthusiast groups, Jeepsters stand out as a highly devoted group that's willing to spend money on vehicle upgrades and care. Therefore, if approached properly, Jeep enthusiasts can make excellent customers for AMSOIL Dealers.

The U.S. carpark

Before we put the Jeep market under the microscope, let's zoom out to the entire U.S. car parc. New vehicle sales have plateaued at around 17 million units, but the light truck segment continues to take share from passenger cars with over 80% of new vehicle sales. The "light truck" class includes the following:

1. PICKUPS

Largest segment of U.S. auto sales and stable.

2. CUVS

Second-largest segment and growing fast. CUVs are lighter and more fuel efficient with a unibody design.

3. SUVs

Large, but stagnant segment. SUVs feature a body-on-frame design and excel at towing and off-roading.

4. VANS

Smallest segment, but seeing slight growth due to the "van life" movement.

While domestic vehicle sales have plateaued, they remain at near-record levels due to population growth. EV sales are expected to grow to 30% of new vehicle sales by 2030, but with 281 million vehicles on the road, the overall car parc will change slowly.

The average age of vehicles in operation continues to climb. The current average age of vehicles on the road in the U.S. is 12.1 years. That figure is rising with the average price of new vehicles, which moved from \$41,000 in 2021 to \$47,000 in 2022 alone. Used vehicles are no longer a cheap option either; the average used vehicle sale was \$30,000 in 2022. These rising prices are pushing many drivers to keep their vehicles longer. Therefore, speaking to the features and challenges these vehicles face and how AMSOIL products can help with longevity will help in the sales process.

'Jeep thing' defined

Ever since the "jeep" was first sent into battle in World War II, the vehicle has signified freedom and adventure. That feeling has remained strong up to today, even as Jeep vehicles have evolved.

The Specialty Equipment Market Association (SEMA), a trade organization for automotive aftermarket businesses, asked a group of Jeep enthusiasts what keeps their Jeep-love going strong. Consider these two examples:

"It's a vehicle made for adventure. It can go anywhere I want to, and it's small enough to fit anywhere. It matches the adventurous lifestyle I want."

"I have driven Jeeps for many years and have always loved them. They are great for activities I participate in. It's also very versatile and has many options for upgrading."

These sentiments reflect elements of what most Jeep enthusiasts say about their vehicles. They're versatile, off-road capable, easy to upgrade and feature rugged good looks.

Engine size and aspiration

Most Jeep models on the road have the 3.6-liter Pentastar* V6 gasoline engine. Jeep has not widely used forced induction, but as continued engine downsizing progresses, expect more turbo Jeeps in the market like the 2.0-liter turbo offered today.

CUVs typically use smaller-displacement forced-induction engines. These engines typically run hotter and have smaller oil sumps, which taxes the oil. The combination of direct injection and turbocharging also leads to LSPI concerns under low-speed/high-torque loads, such as stop-and-go driving or off-roading.

Accessorization

Overall, 45% of SUV owners accessorize their vehicles in some way, with the average SUV enthusiast spending over \$5,000 in modifications. Enthusiasts are more likely to select a Jeep because of its adaptability and ease of customization, which helps explain why the Jeep Wrangler* is the most-frequently customized off-road vehicle.

Appearance and functional modifications are much more common than engine upgrades, including wheels and tires, lighting, suspension and intake products. Most upgrades are installed DIY.

It's important to note that there are unintended consequences to modification. In fact, all modification can affect the durability and reliability of remaining original equipment manufacturer (OEM) components, driving a need for high-performance aftermarket lubricants. That's why the most frequently purchased aftermarket products include maintenance oils.

Enthusiast Jeep models

Common Jeep-enthusiast models include the CJ (1955-1986), YJ (1987-1996), TJ (1996-2006), JK (2007-2018) and JL (2018-2022). Of the 2.1 million TJ and JK Jeeps on the road, 62% have been modified, with 71% of the work performed by the owner. Incredibly, 67% of all Jeep Wranglers are lifted and 55% are used off-road.

Focus on protection

The annual average mileage on Jeeps suggests that extended-drain intervals may not be a top selling point. However, 34% of Jeep drivers already purchase a performance motor oil. That's because reliability and protection are highly valued with this group, even over horsepower and performance. Therefore, focusing on the protection and reliability that AMSOIL products offer will likely have the most impact with this group.

Looking down the road

Over a third of Jeep owners have a second vehicle, often driven as a daily commuter. And 63% own other toys and equipment like trailers, campers, boats, jet skis, motorcycles, ATVs, UTVs, snowmobiles and more. That means showing a Jeep enthusiast how AMSOIL products can help protect their off-road vehicle can also lead to a larger share of wallet down the road.

All in all, the Jeep market stands out for owner passion and aftermarket dollars spent. Off-roaders put their modified vehicles to the test in remote places, and they value the reliability and protection that AMSOIL products offer. Understanding the Jeep market and the people that drive this iconic vehicle can help you access it and grow your independent AMSOIL Dealership.



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.

December Closeout

The last day to process December orders is Friday, Dec. 30. 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 December business must be submitted by 11:59 p.m. Central on Friday, Jan 6.

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.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Dec. 26 for Christmas Day and Monday, Jan. 2 for New Year's Day. The Toronto Distribution Center will be closed Tuesday, Dec. 27 for Boxing Day.

Holiday Activities

The AMSOIL corporate headquarters will close at 12 p.m. Central Time on Friday, Dec. 9 for holiday activities. Limited Customer Service personnel will be available for orders, so please do not attempt to contact corporate staff via the toll-free ordering number during this time so as not to overload the limited staff. In addition, placing Dealer orders in advance of this date would be appreciated to aid in keeping the lines clear for customers.

Holiday Shipping

Keep in mind that shipping companies are extra busy during the holiday season, possibly resulting in shipping delays. Plan accordingly and place orders earlier than normal to ensure they arrive on time.

Donaldson Price Adjustment

Effective Jan. 1, Donaldson has implemented an average 3.6% price increase on its filters due to increased raw-material, freight and labor costs.

Visit The AMSOIL Inside Track

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

ALTRUM[®]

FOR YOUR HEALTH

- **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 Zinc Plus

New ALTRUM Zinc Plus is formulated with L-OptiZinc,[®] a form of zinc complexed with amino acid methionine that helps the body better absorb and retain this important nutrient. Some research has shown zinc can decrease the length of a cold when taken as soon as symptoms present themselves. This highly bioavailable form of zinc helps support enzyme function and the immune system.

ALTRUM Zinc Plus contains 30 mg of zinc with copper immune support* in one daily capsule.



ALTRUM Zinc Plus

Stock #	Units	Pkg./Size	Dealer Price	P.C. Price
ALZP	EA	(1) 100-ct.	16.15	17.00
ALZP	CA	(12) 100-ct.	184.44	193.80
Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
1.61	2.68	3.75	4.81	15.37
19.36	32.16	44.95	57.74	184.44

**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: Zinc - Mayo Clinic*

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

AMSOIL CLOTHING AND PROMOTIONAL ITEMS

AMSOIL clothing and promotional items make great Christmas gifts.

Men's Gear Shirt

Constructed of a 60/40 percent ring-spun cotton/polyester blend.

Stock# G3784 S-XXX
U.S. Price: 20.00
CAN Price: 27.00



Navy Champion Sweatshirt

Constructed of a 50/50 cotton/polyester blend with double-dry, moisture-wicking technology. Rib knit sleeve cuffs and hem.

Stock# G3786 S-XXX
U.S. Price: 32.00
CAN Price: 43.00



20-oz. Yeti Tumbler

Double-walled, vacuum-insulated 20-oz. tumbler with engraved AMSOIL logo and black powder coat finish. Keeps drinks hot for more than six hours and cold for more than 24 hours.

Stock# G3788
U.S. Price: 35.00
CAN Price: 47.00



Women's Checker LS Shirt

Constructed of a 90/10 percent ring-spun cotton/polyester blend.

Stock# G3785 S-XX
U.S. Price: 22.00
CAN Price: 30.00

Men's FZ Outdoor Hoodie

Super heavyweight, full-zip hooded sweatshirt. Constructed of cross-grain 80/20 ring-spun combed cotton-polyester with front pouch pockets. Spandex rib knit cuffs and waistband.

Stock# G3749 S-XXX
U.S. Price: 58.00
CAN Price: 76.00



AMSOIL Drive Street Sign

95% recycled-aluminum 5" x 24" embossed street sign.

Stock# G3753
U.S. Price: 10.00
CAN Price: 13.00



Dan Peterson | SENIOR VICE PRESIDENT, DEALER SALES

The Next 50 Recap

Changes we've made this year will strengthen the Dealer opportunity into the next 50.

This has been a year of major changes at AMSOIL. As we implemented our strategy to secure the Dealer opportunity into the future, a lot of changes had to be made to facilitate future growth and success. I thought it'd be beneficial to review the major initiatives that have taken place this year so you can see what we're working with as we head into the new year.

P.C. Program Upgrades

At the end of 2021, we announced that the P.C. Program had been upgraded to give Preferred Customers more ways to save on the products they purchase. As we moved into 2022, we kept the P.C. Program's most popular perks. Preferred Customers enjoy up to 25% off every order and free shipping on orders of \$100 (\$130 Can.) or more. They also receive exclusive promotional offers throughout the year and the quarterly *AMSOIL Magazine*. The low membership fee was held at \$20 (\$30 Can.) for a full year, and new members can start with a six-month trial for just \$10 (\$15 Can.). With the new P.C. Program, we boosted some of the benefits by giving Preferred Customers a \$5 voucher (5% off up to \$100 in Canada) every time they spend \$100 and a \$5 birthday gift (5% off up to \$100 in Canada) to spend on their next order. And, when they spend \$500 or more in a year, membership renewal is free.

By adding value to the P.C. Program, we've helped attract new P.C.s and retain existing ones. Preferred Customers are some of our best customers. They spend more, buy more often and they're loyal, meaning you can build on your existing customer base instead of replacing lost customers.

They also help you stay Customer Certified so you can receive free assigned customers from AMSOIL. Plus, 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.

New Dealer Zone

The Dealer Zone (my.AMSOIL.com) was overhauled in February to make operating your independent Dealership easier and more effective. The new Dealer Zone was built to be a one-stop shop for Dealers to manage their Dealerships, learn, connect with other Dealers and stay informed. In addition to a redesigned layout, several new features were added, including the discussions feature, which allows Dealers to ask questions or start conversations within a community on any related topic of their choice, and leaderboards that provide a fun way to see how you stack up against other Dealers in your home state or province. The new Dealer Zone app was also developed to allow you to work on your Dealership anywhere from your mobile device.

TN50 Compensation Plan

The launch of *The Next 50* (TN50) compensation plan was the biggest change to the Dealer Program in AMSOIL history. After more than a year of research that involved industry experts and hundreds of hours of interviews with current and former Dealers, the TN50 plan was developed to be simpler to understand and explain, pay new Dealers more and pay more closer to the sale.

Under the TN50 plan, you earn the same assigned profit value for each product you sell, regardless of which customer type purchased it. And 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.

Sales Achievement Program

The TN50 sales-achievement program was also introduced this October. Much like the previous compensation plan, feedback and surveys revealed Dealers found the previous points-based recognition program difficult to understand, explain and achieve higher levels. Based on that feedback and to ensure consistency with *The Next 50* compensation plan, we designed *The Next 50* (TN50) recognition program to provide the benefits of immediate, frequent recognition for Dealers and ongoing recognition for active and growing Dealers. The TN50 sales achievement program reinforces activities that lead to success and satisfaction.

As we move into 2023, I encourage you to take advantage of all the new features and programs that have been made available this past year. All of these changes were designed to improve the overall experience for you and your customers to secure AMSOIL and the Dealer network into the next 50 years.

COMBAT FUEL ISSUES WITH AMSOIL DIESEL FUEL ADDITIVES

Poor diesel fuel quality can foul injectors, accelerate injector pump wear, lead to rough running, impede starting and cause cold-temperature stalling. AMSOIL diesel fuel additives effectively combat these issues and help improve diesel engine performance.

AMSOIL Diesel All-In-One (ADB)

- Combines superior detergency, improved lubricity, excellent anti-gelling properties and increased horsepower in one convenient package

AMSOIL Diesel Injector Clean (ADF)

- Effectively removes all types of fuel-system deposits and improves lubricity

AMSOIL Diesel Cold Flow (ADD)

- Depresses diesel-fuel pour point and improves cold-flow filtration properties

Not available in Canada

AMSOIL Diesel Recovery (DRC)

- Quickly liquefies gelled diesel fuel and thaws frozen fuel filters

AMSOIL Diesel Cetane Boost (ACB)

- Improves combustion efficiency and power and increases cetane up to eight points

AMSOIL Diesel Injector Clean + Cetane Boost (ADS)

- Combines superior detergency, improved lubricity and increased horsepower in one convenient package





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WE HONOR



(Discover in U.S. only)

Merry Christmas and Happy New Year! We had a busy year. Stay tuned for more exciting news and developments in 2023 as we celebrate 50 years of the AMSOIL Dealer network. my.AMSOIL.com



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December 2022

SAVE THE DATE

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



July 20-22, 2023

Superior, Wis. / Duluth, Minn.

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!**



LODGING DETAILS NOW AVAILABLE

AMSOIL has reserved room blocks in multiple area hotels to accommodate Dealers who will be traveling for the event. Check Latest News in the Dealer Zone for full details.