

AMSOIL®

► DEALER EDITION

MAGAZINE

FEBRUARY 2023



HOW TO MARKET AT AMSOIL-SPONSORED EVENTS | PAGE 8

TOOLS TO BUILD YOUR DEALER TEAM

Sponsoring new Dealers provides an excellent opportunity to diversify your Dealership and earn more income. Use these resources to help present the Dealer opportunity and get started building your own Dealer team.



SPONSOR BASIC TRAINING

- The first step to becoming Sponsor Certified
- Get started in the Dealer Zone

JOINAMSOIL.COM

- Shares details about running an independent AMSOIL Dealership
- Provides information on how Dealers earn money
- Outlines the support AMSOIL provides to Dealers
- Mobile-friendly
- Attach a Dealer-number transferring link to ensure prospects are added to your team when they register

AMSOIL PRINT CENTER

- Selling AMSOIL Products Flyer (G3759) provides basic information on how Dealers earn money selling AMSOIL products
- About Us flyer (G1053) provides basic information on the AMSOIL company
- Customizable business cards available to share with prospective new Dealers

Performance & Protection

When AMSOIL founder A.J. Amatuzio introduced AMSOIL Synthetic Motor Oil — the first synthetic motor oil in the world to meet American Petroleum Institute service requirements — it set all-new standards for motor oil quality. AMSOIL synthetic motor oil outperformed conventional petroleum motor oils on all counts. It was clear from the start that this innovative product would play a major role in engine performance and longevity. Today, AMSOIL products are recognized as the best by engine builders, enthusiasts and professional mechanics for their superior performance and protection.

AMSOIL FIRSTS

- First Synthetic Motor Oil
- First Synthetic Automatic Transmission Fluid
- First Synthetic Diesel Oil
- First Synthetic Gear Oil
- First Synthetic Motor Oil with Synthetic Base Oil
- First Synthetic Motor Oil with Synthetic Additives
- First Synthetic Motor Oil with Synthetic Base Oil and Synthetic Additives
- First Synthetic Motor Oil with Synthetic Base Oil and Synthetic Additives

AMSOIL ENGINE PROTECTION

AMSOIL synthetic motor oils are designed to deliver protection beyond the ordinary.

Wear Protection

- Designed to form a durable oil film that protects hard-working engine parts even in extreme conditions
- High-velocity operation at peak efficiency and achieve maximum life

Superior Oxidation Resistance

- Formulated to resist oxidation and sludge formation to keep engines clean
- Resists thickening to deliver optimum wear protection

Thermal Stability

- Resists burn off, or volatilization, of engine operating temperatures for no and fuel economy
- Thermally stable base oils resist high-temperature breakdown for clean

Superior Fluidity

- Remain stable in extreme temperatures
- Increased cold-temperature fluidity provides faster cold-start protection
- Allow oil to flow quickly throughout the engine for rapid protection

How do you make money selling AMSOIL products?

You can start earning on day one with no minimum sales requirements to earn a commission. Selling more in a given month can qualify you to earn more on the products you sell.

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

PROFIT TIER	MIN. MONTHLY SALES	PROFIT
Tier 1	\$1,000	\$8.78
Tier 2	\$3,000	\$14.59
Tier 3	\$5,000	\$20.39
Tier 4	\$10,000	\$26.19

FOR GASLINES

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

When no minimum sales requirements you earn \$8.78 for every case of Signature Series 5W-30 you sell.

Sell \$1,500 worth of AMSOIL products in a month, earn \$14.59 per case.

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

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

As you can see, the more you sell in a month, the more you earn.

AMSOIL

Name _____
TITLE _____
Company Name _____
Address 1 _____
Address 2 • Address 3 _____
City, State Zip _____
Phone 1 • Phone 2 _____
Phone 3 • Phone 4 _____
Email _____
Website _____

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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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FEATURES

- 8 How to Market at AMSOIL-Sponsored Events
- 10 Gasoline Fuel-Additive Breakdown
- 12 Spring Oil-Change Sales Tactics
- 14 Dirt-Bike Maintenance

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 Tools to Build Your Dealer Team
- 5 New 2023 Calendars Available Now
- 19 *The Next 50* Compensation Plan is Now Live
- 23 Powerful Protection with a Sled Warranty to Match
- 24 Save the Date

THE COVER

Events like car shows, races, outdoors shows and more can provide a great way to generate leads, meet new people and register new accounts.





From the Chairman

I am writing this message just after our first blizzard of the year. Temperatures were unseasonably warm at the storm's onset, turning the initial precipitation into freezing rain and leaving a sheet of ice on every surface. The rain eventually turned into wet, cement-like snow. The accumulated ice and snow was heavy enough to bend trees more than 20 feet tall so that the tree tops touched the ground.

Weather events like this are not uncommon in the Northland. Those of us who have lived here for years know the drill well; when the storm concludes, the work begins. You have to get moving immediately or face the consequences. If you don't clear the area around your mailbox, your mail won't be delivered. If you don't clear your sidewalks right away, you will pack the snow and make it more difficult to remove later or potentially fall and get hurt. While the jobs may seem daunting, it's best to get them done right away. Don't procrastinate. Putting them off just makes them more difficult later and increases the severity of the consequences.

Procrastination always carries consequences. This is true for all aspects of our lives, including your AMSOIL Dealership. As an AMSOIL Dealer, you have the opportunity to earn money, if you choose. If you want more income but have been procrastinating on taking steps to make it happen, it will take longer to get what you want. I can't count the number of times a Dealer has told me "I wish I had started sooner." If you have not started prioritizing your journey with AMSOIL, the time to start is NOW. If you have begun but stalled, it's time to get back to it. Time is precious, but you can find the time if you put a priority on your future with AMSOIL.

We are charging forward at corporate headquarters, developing more tools and better tools to help you be successful. We have developed a prioritized list of projects designed to improve your experience, and your customers' experience, when you interact with us. Collectively, these projects represent well over half a million

dollars invested into making it easier to do business with AMSOIL. We are steadily investing in the AMSOIL Dealer business with no signs of slowing. Coming soon, you are going to have a new line of lubricants for one of our main target markets. These products are designed specifically to help Dealers gain new business. Very exciting stuff. We are investing in our AMSOIL Dealer business and in your future. Are you investing in your AMSOIL future? Let's meet our goals together.

Alan Amatzio
Chairman & CEO

THE NEXT50™
Commitment • Collaboration • Success



New 2023 Calendars Available Now

Follow AMSOIL action throughout the year. The 2023 AMSOIL calendar features Team AMSOIL drivers and sponsored motorsports events, including Brad Lovell, Bryce Menzies, Hunter Patenaude, Scott Birdsall, AMSOIL Championship Off-Road, Sturgis and more.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone.

Non-personalized calendars are also available and may be personalized by adding your business card. Simply insert your card in the slotted area and your contact info is visible for a full 12 months.

AMSOIL Print Center Pricing* – Personalized

11 – 49 calendars	\$3.62 each
50 – 99 calendars	\$3.19 each
100 – 249 calendars	\$2.84 each
250 – 499 calendars	\$2.80 each
500+ calendars	\$2.48 each

*Free shipping in the U.S.

AMSOIL Pricing** – Non-Personalized

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.35
G1105-CA	10	15.00	20.00

**Calendars subject to shipping charges.

LETTERS TO THE EDITOR

POLICIES

Brutal policies are being enforced as the TN50 plan is being phased in. Feedback shared by Dealers with Sales and Marketing during the implementation is evidently being met with a consistent pattern of resistance. For example, even though it's been AMSOIL policy to never have sales quotas, Dealers are being told that we must sell more (a required sales quota) to ever be recognized in the online Dealer Locator again.

In his August letter to the editor, Mr. Gerber submitted a prudent recommendation that AMSOIL provide an online lookup tool in the Dealer Zone that would show immediate status of a potential account (i.e. commercial, retail, Dealer and/or Preferred Customer). It was made abundantly clear in the editor's response that AMSOIL was unable/unwilling to display all statuses; therefore, the TN50 council denied the request to display any statuses?

On the same page of the August 2022 AMSOIL Magazine, Mr. Smith raised a serious customer-satisfaction issue with the decision to raise prices without notification. Rationale to protect the AMSOIL supply chain at the expense of losing AMSOIL customer satisfaction and Dealer trust was prima facie evidence of inverted corporate values, placing profit margins over external people (i.e. customers/Dealers).

Implementing the TN50 mission has revealed a reliable path of corporate arrogance, which is a perfect example of how not to run a railroad.

Kevin Goodrich

AMSOIL: Hello Kevin. We welcome all feedback, positive and otherwise; however, your allegations are not factual. We'll address them individually. First, no brutal policies have been implemented, and there are no sales quotas to be an AMSOIL Dealer. Appearing on the Locator and receiving free assigned customers from AMSOIL are not entitlements; they are benefits available to AMSOIL Dealers, and those benefits are provided to Dealers who demonstrate a basic level of knowledge and

activity. It is extremely important that we connect customers with Dealers who meet some basic qualifications. How disappointed would you be if you used a locator tool on a company's website and were connected to a person who didn't answer the phone, didn't possess basic product knowledge or wasn't actively pursuing sales? To protect our reputation and the reputation of all Dealers, minimum requirements are necessary. These benefits are also intended to reward Dealers who are bringing in new business. The activity requirement is only four new qualified customers every 12 months – a very low bar.

Next, in our response to Mr. Gerber we made it clear that providing accurate account details is impossible, and therefore, it is necessary for Dealers to conduct basic qualification of accounts before pursuing them. We would be willing to create such a report if it were possible.

As noted in our response to Mr. Smith, the decision to raise prices without notification was not taken lightly. It was a one-time event during extraordinary circumstances and we hope we are never forced to repeat it. Contrary to your assessment, customer satisfaction was at the center of this decision. Costs of every item required to do business, from chemicals and wages to fuel and paper – every single thing – were increasing at an outrageous pace. We had to adjust prices. In addition, raw materials were extremely scarce. The situation was dire. Every time we announce a price adjustment, Dealers, customers and accounts stock up. Orders skyrocket. Had we provided advanced notification, we would have run out of many products, leaving all Dealers and customers with no products to purchase.

Lastly, our TN50 initiative is based entirely on strengthening and securing the Dealer opportunity for the future. The typical feedback from active, sales-driven Dealers is in strong support of the new direction; we hope you too will come to appreciate value delivered by TN50.

WEBSITE SEARCH

The complaint I receive the most from my P.C. and commercial customers is the search function on the website. To search for non-oil items such as "filler funnels," the results bring up oil. Searching "accessories," the search produces oil and other fluids. Searching for "gas additives" produces over 300 results, most of which are oil products. I realize there is a format on the homepage to go to "additives," and I bring this to the customer's attention, but I have found that the customers go to the search bar first.

A customer was looking for the long flexible pour spout that attaches to the top of gallon bottles. I eventually found it under "pour spout," but it should be found under AMSOIL accessories also, or even funnels. Making it easier to find non-oil-related items would be a big plus.

Any consideration to this matter is appreciated.

Larry Hayes

AMSOIL: We're sorry to hear about this poor experience, Larry, and we've taken steps to address it. We recently launched a new search platform that provides the most relevant search results possible. In addition, the new platform provides relevant suggestions as the user types in the search box. Simply hover over a suggested term to see the top results related to that term. We hope this has cured the problem.

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



Mark Nyholm | STAFF PRODUCT DEVELOPMENT ENGINEER AND MECHANICAL R&D MANAGER

How boosting a diesel truck affects lubrication requirements

AMSOIL synthetic diesel oils offer the ultimate protection for modern turbos.

There is no doubt in my mind that many people struggle to remember when diesel pickup trucks were slow, loud and boring to drive. We tend to forget things that aren't exciting and replace those memories with more exciting ones. The addition of common-rail fuel injection systems in the early 2000s opened the door to exciting performance in diesel truck engines and created many smiling faces driving millions of modern diesel trucks. However, happiness doesn't always come without challenges.

The lube requirements for a diesel engine from 30 years ago and one manufactured today are vastly different. Rather than focusing on all the differences, let's consider how the turbocharger has changed lubrication for the better. Modern turbos are oil lubricated, provide more boost and can vary boost depending on vehicle speed. They're much more complicated than a turbo from the 1990s with a simple waste gate. Let's break this down into digestible pieces.

Today's variable geometry turbo (VGT) provides a considerable amount of boost pressure. Compound that by adding electronic tuning devices that create even more boost, and it truly takes a toll on your engine oil. More boost pressure equals more cylinder pressure, which results in more load on your pistons, rings, rods, crank and all the bearings in between. Engine oil lubricates and keeps all those metal parts separated. The more power the engine makes, the more load the engine oil needs to absorb.

This extreme load can be managed with more robust base oils and more technologically advanced additives, as found in AMSOIL Heavy-Duty

Synthetic Diesel Oil and Signature Series Max-Duty Synthetic Diesel Oil. Modern chemistry advancements have allowed us to successfully lubricate diesel engines putting out more than 500 horsepower. That's an enormous difference from diesel engines back in the 1980s that typically managed only about 120 horsepower.

Oil consumption and oil volatility have major effects on all components downstream of the combustion chamber. For the VGT to remain effective at varying boost pressure, the turbine vanes need to remain movable. And since the first thing that partially burned oil touches is the turbine and its movable vanes, it can present deposits that render the variable function of the turbo useless. Using high-quality base oils reduces the opportunity for oil in the sump to find its way outside the engine. Reducing oil consumption is not only good for protecting your turbo and downstream exhaust aftertreatment systems, but also for protecting your wallet.

Finally, one cannot build engines making immense power without managing the incredible heat generated. It doesn't help that original equipment manufacturers (OEMs) have intentionally increased heat in the engine because they've found that it improves engine efficiency. Modern diesel engines like to run at about 200°F (93°C) and sometimes hotter, depending on load, which means oil temperatures can easily reach 250°F (121°C) inside the engine.

The bearing of the turbo is engine-oil lubricated. It's small, with tight clearances and a shaft that spins at incredible speed, so high-quality,

clean oil is imperative to its continued operation. To solve all these problems, base oils that remain stable at higher temperatures, detergents that keep surfaces clean and antioxidants that maintain viscosity over the oil's entire service life are all formulated into AMSOIL synthetic diesel oils.

Although many vehicles still use 15W-40, other viscosities have really been gaining momentum, so AMSOIL offers Signature Series Max-Duty Synthetic Diesel Oil in five different viscosities. If you want to give your turbo the best chance at a long and healthy life, make sure you only use the best-quality AMSOIL diesel oils. Your turbodiesel will thank you.



HOW TO MARKET AT AMSOIL-SPONSORED EVENTS

AMSOIL is the Official Oil of many high-profile racing series and events. As part of our agreements with these series and events, we receive booth space to interact with prospective customers, raise brand awareness and generate leads. In turn, we offer this space to Direct Jobbers and Certified Dealers at no charge. If you have an interest in working at an AMSOIL event, here are a few tips to help you get started.

Apply to work at events in which you have an interest. You should be just as excited about the event as the other guests attending. The ability to strike up a conversation about what's going on around you is a great way to connect with potential customers.

Focus on displaying products that apply to the event and audience. (Example: For a snocross event, bring snowmobile oil, Chaincase & Gear Oil, etc.) Make sure you are knowledgeable about all the products you have available.

Your booth should reflect your audience and the market segment you are trying to reach. Make sure to stock up on relevant literature and up-to-date imagery for your display. This includes having catalogs, flyers and business cards. Take advantage of the AMSOIL Print Center (Dealer Zone>Business Tools>Marketing

Your Dealership>AMSOIL Print Center) and get your Dealer information printed on each item.

"Make sure your equipment to set up is in good working condition. We use two 10'x20' AMSOIL tents for our display, dunnage rack shelving, tables with AMSOIL table coverings, AMSOIL product display shelves that hold nine quarts each, lighting for inside the tent, AMSOIL tent flags and, most important, a good POS System. We use PayPal Zettle.

It tracks inventory, product purchase history and customer contact information. I also email current and past customers from events and let them know that we will be at a specific event. Some have contacted us and made pre-orders, and we have it available when they arrive!"

David Huff
AMSOIL Direct Jobber

Be aware of any promotions currently taking place that can provide greater incentives for customers to stop at your booth and make a purchase.

Be prepared with the knowledge to identify the best account type for

prospects, and be sure you are able to register them.

Get to know what your audience is asking for and let them lead the conversation. This will help you better identify their needs so you can provide the right products and information.

"I find out what the target audience is [for the event], then tailor my display of products to focus directly on that target audience. So, let's say it's a dirt-bike crowd. I will have products that focus on the dirt bike: AMSOIL Synthetic Dirt Bike Oil, Dirt Bike Transmission Fluid, 2-stroke oils, etc. Then I will graduate out from there to include some V-Twin Motorcycle Oil, V-Twin Primary Fluid, Metric Motorcycle Oil and side-by-side products such as an AMSOIL ATV/UTV Kit. We know that many people who have dirt bikes also have pickup trucks, and a lot of those are diesel. So, we will include a display of diesel oils, filters and fuel additives."

Dane Evans
AMSOIL Direct Jobber



Post on your social media channels to help spread the word and tell all your customers where and when you'll be exhibiting. When you're at the event, share images of your booth online and encourage your followers who are attending to stop by.

"In preparation for events, I do my best to join any social media groups related to the event. Joining a specific Facebook group helps to see what some of the needs and interests are. Making some supportive comments helps build relationships. Then, before the event, I reach out to let the group know I'll have product available at the event. During the event, I offer a free promo or special if they stop by and visit the booth. The more familiar you are with the event, the more successful you'll be."

Dean Hempel
AMSOIL Dealer

One way that you can attract new customers at events is by giving attendees a reason to stop at your booth and learn more. You can offer incentives like a show discount or a drawing for a chance to win prizes.

When working at any event, remember that you are representing the AMSOIL brand. Keep your conversations positive and relate them back to the products you are selling. The knowledge you share should be fun and interesting. Avoid discussing sensitive topics like politics or religion.

MINIMUM CRITERIA FOR WORKING AN AMSOIL-SPONSORED BOOTH:

- Must be Customer Certified at the time of application
- Must have demonstrated sales of products in the market for the event
- Must understand and sign the code of ethics with application for the event

"For a one-time event, plan to be there early and stay late. I can't tell you how many times I've picked up a good, recurring customer after almost everyone has left."

Kevin Arlotti
AMSOIL Direct Jobber

To find AMSOIL-sponsored events, log in to the Dealer Zone and go to Business Tools>Marketing Your Business>Sponsored Events.

TRADE SHOW CO-OP PROGRAM

Dealers can receive co-op assistance in support of their participation at trade shows and racing events. The co-op is designed to assist with event booth fees and literature costs. Clothing co-op is also available for you to present a professional appearance while working an event. See the Trade Show Co-op Form (G2075) for full program details.

"When you attend one of these corporately sponsored events, you are the face of AMSOIL. Dress professionally, speak professionally, respectfully and politely and listen. The way you interact with the public is not only a reflection on your business, but on AMSOIL. I've always felt, first and foremost, that I'm there to provide trackside support to competitors, introduce products to the public and try to answer specific questions about those products. Sales will come if you make the experience about them and not just you."

John Coffey
AMSOIL Direct Jobber

WORKING LOCAL EVENTS

The same principles apply to events that are not corporately sponsored by AMSOIL. There are many local and regional opportunities for Dealers to work shows and gain new customers. Most of the time, Dealers don't sell large volumes of product at shows, but they do typically generate several valuable leads and new accounts that develop into customers. Watch for shows and events in your area that can help you build awareness for your Dealership, and have fun doing it.

Gasoline Fuel-Additive Breakdown

Store shelves are chock-full of gasoline additives that claim to increase fuel economy, smooth engine operation, reduce emissions, extend engine life, maximize horsepower and more. But do they really work? AMSOIL additives work, and we have the data to prove it, making them excellent add-on products for Dealers. Here's a brief breakdown of our gasoline fuel additives.

AMSOIL P.i.®

Over time, carbonaceous deposits form on your engine's fuel injectors, valves and in the combustion chamber. Injectors are highly engineered to tight tolerances, and even minute deposits interfere with the spray pattern, reducing power and fuel economy. Fouling can also lead to increased engine wear.

The problem is especially pronounced in gasoline direct-injection (GDI) engines that locate the injectors inside the combustion chamber where they are exposed to intense heat. In fact, direct injection typically creates 30 to 40 times more soot than port-fuel injectors (PFI). Eventually, you notice a reduction in power, throttle response, fuel economy and drivability.



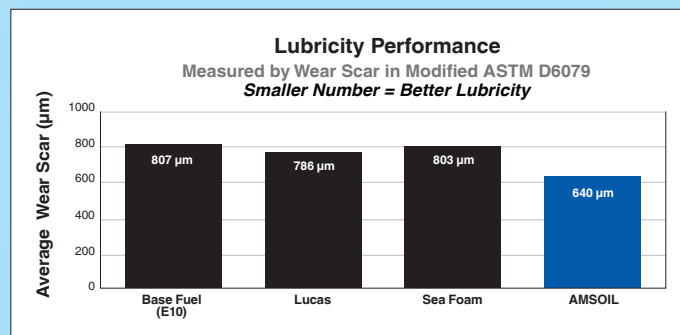
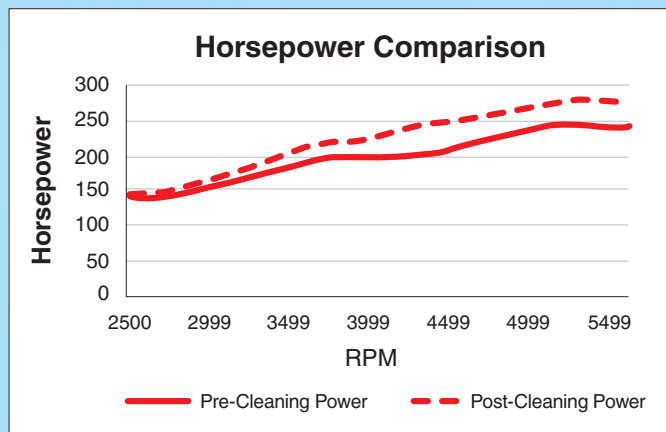
Upper Cylinder Lubricant

Your engine's top end is sparsely lubricated and prone to the development of deposits. That's because the intense heat of combustion and limitations of the oil-control piston ring result in a lack of oil at the top of each cylinder. This can lead to ring and cylinder wear that reduces engine compression, decreasing power and performance. The top end is also highly susceptible to corrosion, an issue compounded by the prevalence of ethanol in fuel.



AMSOIL Upper Cylinder Lubricant is designed to solve those issues.

Many additives are marketed as upper-cylinder lubricants, but again, AMSOIL stands out. In fact, AMSOIL Upper Cylinder Lubricant delivers 18% more lubricity than Lucas* and 20% more than Sea Foam* for better retention of horsepower and fuel economy.³



AMSOIL P.i.® can change the game. P.i. contains concentrated detergent that aggressively cleans stubborn deposits from injectors, valves and the combustion chamber – restoring up to 14% horsepower.¹ P.i. restores GDI fuel injectors to a 100% flow rate after just one tank of fuel.²

In other words, AMSOIL P.i. is a low-cost and effective option for cleaning injectors, valves and the combustion chamber.

AMSOIL Upper Cylinder Lubricant also fights ethanol-related corrosion. It uses potent corrosion inhibitors to coat metal surfaces, block out moisture and stop deterioration before it starts. This is particularly important when using gasoline that contains ethanol due to its propensity to attract water.

In other words, AMSOIL Upper Cylinder Lubricant inhibits corrosion and reduces wear in the engine's top end to guard against compression loss and maintain peak horsepower.

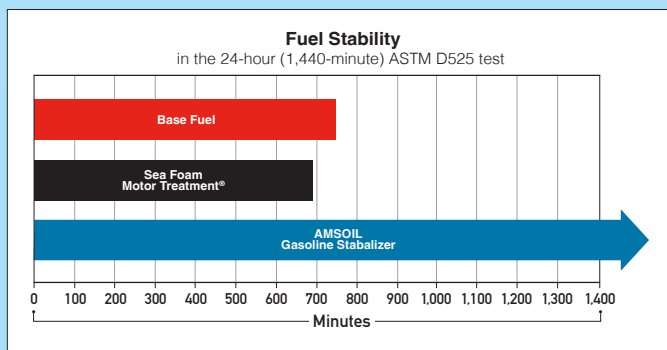
Gasoline Stabilizer

Shockingly, gasoline can start to break down in as little as 30 days. Gums and varnish become more concentrated and less soluble as lighter hydrocarbons evaporate. In addition, gas is continually oxidizing, which adds varnish and other gunk to the mixture. As the transformation progresses, gums, varnish and other solids foul the fuel system and prevent gas from flowing into the combustion chamber.



In severe cases, gasoline can change so dramatically that it no longer ignites. Ethanol added to gasoline at the refinery can absorb water from the air, which can lead to phase separation where the ethanol and gas separate into layers. Ethanol that has absorbed enough moisture and has sat long enough can foul the fuel system and prevent the engine from starting.

For these reasons, it's vital to stabilize fuel prior to storage. Proactively adding fuel stabilizer is a simple and inexpensive way to head off more serious downtime and repairs down the road. AMSOIL provides fuel stability that Sea Foam* Motor Treatment can't match, helping maintain startability and protect against the formation of varnish and gum.⁴



AMSOIL Gasoline Stabilizer improves gasoline stability for up to 12 months so your vehicles and equipment fire to life when you take them out of storage. It also protects against corrosion during storage to maintain fuel-system cleanliness.

We recommend adding AMSOIL Gasoline Stabilizer to your gas can with every fill. That way you never have to worry about fuel going bad inside your gas can, or worse, inside your powersports toys, lawnmowers, chainsaws or other equipment that's stored periodically.

Quickshot®

It happens. A piece of equipment is put into storage for several months without quality (or any) fuel stabilizer and it won't start or run well when it's pulled back out. Quickshot can help with

that. It features chemistry that cleans gummed or dirty injectors and carburetors and cleans hard-to-remove carbon deposits from piston tops, spark plugs and other combustion-chamber parts to restore engine performance. Quickshot also helps prevent water-induced ethanol separation and breakdown and protects against the formation of gum and varnish buildup in tanks and fuel systems for up to six months.



Diesel Fuel Additives

In addition to industry-leading gasoline additives, AMSOIL also offers a complete line of diesel fuel additives. For peak performance, diesel engines need a daily dose of detergent for cleaning and lubricity to protect the injectors and fuel pump while keeping the combustion chamber clean. Here's a brief introduction to each product.



AMSOIL Diesel Injector Clean uses unique chemistry to target and eliminate specific performance issues to maximize diesel power.

It cleans dirty injectors to restore power and torque and reduce smoke and emissions. It also lubricates pumps and injectors to reduce wear, downtime and maintenance costs.

AMSOIL Diesel Cold Flow combats diesel-fuel gelling by improving diesel cold-flow ability. It is formulated with an advanced deicer to enhance fuel flow and help prevent fuel-filter plugging in cold temperatures.

AMSOIL Diesel Cetane Boost raises the cetane number of diesel fuel up to eight points for maximum horsepower, increased fuel economy and easier starts in all diesel engines.

AMSOIL Diesel Injector Clean + Cetane Boost combines the superior detergency and improved lubricity of AMSOIL Diesel Injector Clean and the increased horsepower and cetane of AMSOIL Cetane Boost.

AMSOIL Diesel All-In-One puts the benefits of AMSOIL Diesel Injector Clean, Diesel Cold Flow and Diesel Cetane Boost into one convenient package. Diesel All-In-One delivers outstanding detergency, improved lubricity and higher cetane. It also does a great job preventing fuel gelling in cold weather. How good is it? AMSOIL Diesel All-In-One provides as much as 32°F (18°C) better protection against cold-temperature gelling than Howes* Lubricator Diesel Treat.⁵

As you can see, AMSOIL fuel additives work. By understanding the purpose and performance of each product, you'll be in a great place to open the door to new customers and offer add-on products for your current customers.

⁴Based on independent testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in the ASTM D525 using test fuel containing no oxidation-stability improving additives. ⁵Based on third-party testing in July 2017 of AMSOIL Diesel All-In-One and Howes Lubricator Diesel Treat using diesel fuel representative of the U.S. marketplace and Howes' recommended treat ratio for above 0°F (-17.8°C).

Spring Oil-Change Sales Tactics

Passenger-car lubricant sales tend to peak in the spring as many motorists consider the changing season as time to change their oil and perform other vehicle maintenance. Now is a great time to start talking to installers, retail stores and powersports dealers as they begin gearing up for the spring push.

Get Out Early

The most important aspect in capturing the spring oil-change market is getting out early before the season arrives. Sales of passenger-car products peak in April. Installers, retail stores and powersports dealers are likely already reviewing their current inventory and beginning to build up for the upcoming season. Now is the time to go out and start talking to your existing and prospective accounts.

Prepare Your Customers

Make sure your retail, installer and powersports accounts have the right amount of inventory for the spring season.

- **Start** visiting your accounts and look at their shelves to see what they currently have in stock.
- **Find out** how many vehicles they anticipate servicing in the upcoming months.
- **Determine** which motor-oil viscosities will be in highest demand.
- **Use** your Dealer reports to review your accounts' purchase histories in March, April and May and identify patterns to build a forecast for the months ahead.

Spring Cleanup

Retail businesses will have a lot of customers coming through their doors in the next few months. Make sure your accounts' storefronts are presentable and check to see if their AMSOIL banners and signs are in need of replacement. Remind retail stores that they can use the co-op credit they earned from purchases in 2022 to obtain new marketing pieces, including flags, banners, shelving fixtures and window

decals that will help brighten the store and promote the AMSOIL brand.

Add-On Products

Many motorists view their spring oil changes as the once-a-year opportunity to cover all their vehicle-maintenance needs, which means transmission fluid, CVT fluid and gear lube will also be in demand. AMSOIL P.i.® is another excellent add-on product for installers to use for yearly maintenance.

For retail stores, add-on products aren't limited to extra sales for one vehicle. They can also be products for the additional vehicles and equipment their customers own. Offering products that cover a variety of vehicles and engines helps position your retail accounts as one-stop shops for customers to get everything they need for all their toys. As the weather gets warmer, motorcycles and other summer recreational equipment will start coming out of the garage. If customers are coming out to buy oil for their vehicle's oil change, they might consider changing oil in their bikes too. Demand for small-engine oil will also pick up as yard work begins in the spring.

Match Products

Look for opportunities to pair your product offering with what your current and prospective retail accounts are gearing up for this season. Check in with powersports dealerships and see what new vehicles are coming in this year, then determine which AMSOIL products you could offer that pair well with those vehicles. Find out what kind of lawn equipment hardware stores have coming in and explain the benefits and add-on sales opportunity presented

by AMSOIL SABER® Professional. By asking your accounts how and what they're preparing for this season, you can help match AMSOIL products to fit those vehicle and equipment needs and provide additional sales.

Additional Tools for the Season

- **AMSOIL Locator** - An influx of customers will be visiting AMSOIL.com/AMSOIL.ca looking for service centers to get their spring oil changes done. Make sure your qualified accounts are on the AMSOIL Locator so customers looking for service centers can easily find them.
- **Retail Promos** - Make sure you're aware of all current retail promos and get your accounts involved.

Bottom Line

Your success in retail and installer spaces comes down to the service you provide as their Dealer. It's important to get out and work with your existing and prospective customers. Being present in these shops before everybody else will help you get a headstart and be prepared for spring oil-change season.



Dirt-Bike Maintenance

Most people would rather ride than wrench on their bikes, but there are some maintenance tasks that should never be skipped. A dirty and poorly maintained bike will inevitably fail, leaving you stranded in the best-case scenario. Routine maintenance ensures your dirt bike works correctly, which helps you stay safe and retain the value of your investment.

Maintenance tasks may differ depending on the model and whether it is a four-stroke or two-stroke engine. For instance, some four-strokes use the same oil to lubricate both the gearbox and engine, while others use separate oils. On the other hand, two-stroke dirt-bike gear oil is always separate because the engine oil is mixed with the gas.

Read the manual

The first step of any maintenance project should be a review of the owner's manual. Not only will it tell you the precise year, make and model, which ensures you order the correct parts, but it also lets you know how often to perform each maintenance task and the recommended products to use, including the required lubricant volumes. Let's walk through some basic dirt-bike maintenance items that should be performed regularly.

Cleanliness

Washing your dirt bike after every ride prevents dirt and grime buildup. A simple garden hose, a bucket of hot water with dish soap, a sponge and a bristle brush will work wonders. Put a plastic bag over the exhaust to keep water out. If using a pressure washer, never point it at bearings, linkages, hoses, seals or

fluid compartments, including the chain, airbox, spark plugs and oil reservoir. Your engine will thank you for not introducing water to the combustion process. Wash the bike top down, using a sponge or microfiber cloth on plastic parts and the brush for greasy, grimy, hard-to-reach spots. Dry the bike thoroughly, then inspect it for anything leaking, loose or out of place. And, of course, apply a coat of Mudslinger® to make the cleaning process easier next time.

Loose bolts

Bolts and screws can work loose due to vibration while riding. Carefully inspect and tighten bolts using a torque wrench to ensure they are at spec and not under- or over-tightened.

Fluid leaks

Fuel, oil, brake and clutch fluid, coolant and fork-seal leaks may occur when your dirt bike is subjected to rough terrain. Check around fill and drain plug seals and around the engine and tanks after every ride, and don't forget to look for telltale signs on the ground. Replacing seals and plugs and repairing punctures is a lot easier and more cost effective than waiting for the component to fail outright.

Lubrication

Because dirt bikes are exposed to extreme environmental conditions, the engine oil needs to be changed more frequently than on a street bike. Change engine oil, gear oil and clutch and brake fluid per the manufacturer's recommendations to ensure smooth operation and to extend engine and component life.

Use grease around the air filter, seals, bearings and sprockets to reduce resistance and to help protect them from water, dirt and sand intrusion. Due to heavier use, brake and clutch fluids also require more frequent changes on a dirt bike, and at the very least every two years. Coolant levels should also be routinely checked and topped off as needed.

Chain

Check your chain for proper tension, which should be loose enough to compensate for wheel travel, but not so loose that it comes off the rear sprocket. Don't forget to lubricate the chain so it moves freely and doesn't rust.



Air Filter

A clean air filter protects your engine from harmful particles and debris and improves your dirt bike's performance. A simple bath in water is often enough, but you can also use some household detergent or an aerosol air-filter cleaner. After it dries, add a coat of air-filter oil to further protect the air filter. If the air filter is beyond cleaning, go ahead and replace it.

Tires

Tire pressure is an integral part of motorcycle safety, and the correct pressure varies with different terrain and styles of riding, generally requiring lower pressure for softer terrain and higher pressure for single-track and other hard-pack trails. Also check for wear and damage to tires before every ride.

Cables

Throttle, clutch and brake-cable condition is paramount to the safe control of your dirt bike. Check all the cables for smooth operation, adjust as necessary and promptly replace worn or damaged cables.

How Often?

While fluid-change intervals are usually based on the number of hours ridden and the conditions the bike is ridden in, it is a good practice to change the fluids at the end of every riding season to remove any contaminants before putting your dirt bike into storage. However, you should wash your dirt bike and lubricate the chain after every ride.

The best products for your dirt bike include application-specific oil formulated with the right additives for the harsh off-road environments to which your dirt bike is subjected. The owner's manual will provide specifications for engine, gearbox and fork oils. Manufacturers often recommend their own brand of parts and lubricants, but they cannot require you to use their products, so you are free to use any brand that meets their specifications.

Performing routine cleaning and maintenance according to the owner's manual will help your dirt bike run better, last longer and maintain its value. For maximum performance and protection, make AMSOIL products part of your regular maintenance routine.



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.

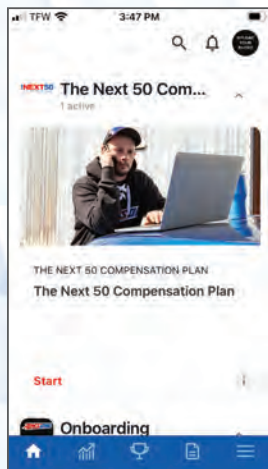
The Next 50 plan

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.



February Closeout

The last day to process February orders is Tuesday, Feb. 28. 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 February business must be submitted by 11:59 p.m. Central on Monday, March 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 Edmonton and Toronto distribution centers will be closed Monday, Feb. 20 for Family Day.

Kathy Berry

It is with great sadness that we announce the passing of longtime AMSOIL employee, Kathy Berry. She died after a brief battle with cancer on Jan. 3, 2023.



Kathy was well-known to many Dealers. For the past 26 years, she worked with Oil Analyzers customers, answered the phone at the front desk of the AMSOIL Center and greeted all who entered.

When it came to greetings, no one did it better than Kathy. Her neat, orderly area was always smartly decorated in honor of the current season. She never failed to smile, extend a warm greeting and deliver a witty remark to make people smile in return. Kathy asked about people's personal lives, not because she was nosy, but because she cared. Whatever detail she learned about the people who passed by soon became thoughtful tokens of friendship, like favorite candies appearing on coworkers' desks, or small bags of treats prepared for coworkers' children. She taught Sunday school at her church and often spoke of "her kids" (her Sunday-school students). Kathy's charming presence was memorable enough to elicit inquiries from visitors from around the country – even around the world – who only met her once (*Hey, how's Kathy at the front desk?*). Kathy loved working at AMSOIL and interacting with Dealers and customers. She was one of a kind, and we will miss her dearly.



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

ALTRUM Zinc Plus

Popular for reducing or shortening cold symptoms, zinc also offers several additional health benefits. Zinc deficiency can lead to poor wound healing and night vision and reduced immunity to fight infection and age-related macular degeneration. Support your overall health this winter with new ALTRUM Zinc Plus. Available in highly bioavailable form, research has shown ALTRUM Zinc Plus offers better absorption and retention compared to other forms of zinc tested.*



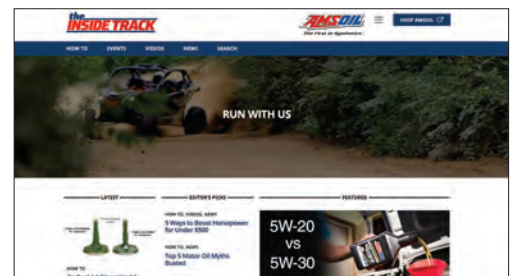
ALTRUM Zinc Plus				
Stock #	Units	Pkg./Size	Dealer Price	P.C. Price
ALZP	EA	(1) 100-ct.	16.15	17.00
ALZP	CA	(12) 100-ct.	184.44	193.80
Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
1.61	2.68	3.75	4.81	15.37
19.36	32.16	44.95	57.74	184.44

**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

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DON'T NEGLECT YOUR DRIVETRAIN

Vehicle drivetrains often encounter extreme operating conditions, such as hauling heavy loads and towing heavy trailers. These extremes put more stress on drivetrain components than just driving back and forth to work.

The AMSOIL Solution

AMSOIL SEVERE GEAR® Synthetic Gear Lube (SVG, AGL, SVT, SVO) and Signature Series Synthetic Automatic Transmission Fluid (ATF, ATL) deliver maximum protection in demanding environments, 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



Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

The first step in the AMSOIL sales process is prospecting.

Identifying high-potential businesses will increase your chance of success.

It's happened to all of us – you meet someone and you know right away, *he'd make a great AMSOIL customer*. Maybe he's an enthusiast and cares about maximizing vehicle performance. Or maybe she is just looking to upgrade to higher-quality lubricants to solve issues with her equipment. Whatever the reason, you've recognized that this person has high potential for becoming an AMSOIL customer. Pursuing commercial and retail businesses includes a similar concept. In the prospecting stage of the AMSOIL sales process, you're identifying businesses in your area that have high potential to register as AMSOIL commercial or retail accounts.

To make the most of your time, you should focus your prospecting efforts on the types of businesses that match well with AMSOIL products. We've determined that contractors, fleets and agricultural operations make great commercial accounts, while installers, retail stores and powersports dealers make excellent retail accounts.

- Contractors are businesses like professional excavating companies, home builders, lawn and landscaping companies, tree services and other trades. They need to complete vital jobs on time and on budget.
- Fleets are businesses like local and regional delivery services, transportation shuttles and bus companies. Their vehicles are vital to their success, and it's important that they stay up and running.
- The agriculture segment covers farms and ranches. They rely heavily on maintaining their equipment and maximizing productivity.

- Retail businesses include independent quick lubes, independent service garages, powersports dealers, heavy-duty truck repair and parts stores. They want to attract new customers and maximize their bottom line.

Of course, there are a lot of businesses that fall outside of these categories, and you don't have to discount or ignore them. But these are the markets with which Dealers typically have the most success. These types of businesses align nicely with our products and programs, and we have resources tailored specifically for them. There are abundant opportunities to tap into, and they can be found in any town, city, community or rural area across the U.S. and Canada. I know on the commercial side, a lot of excavators are still using conventional oils. And, we know contractors aren't going to be converting to electric vehicles any time soon.

Try making mental notes of prospective businesses as you drive through your community. Maybe you've seen a yard with a fleet of equipment while you were out running errands. Or perhaps you've seen a new landscaping company working in your neighborhood. Places where you do business, like your local service garage or auto parts store, could be potential accounts, too. You can also leverage personal relationships that could provide opportunities. Maybe you have friends, family members or neighbors who work at potential businesses that you can tap into.

You can also find a lot of information about business prospects online. A

simple Google search for contractors in your area can help get the ball rolling. Professional networking platforms like LinkedIn may be useful for identifying individuals you may want to connect with in a particular business. Even social media sites like Facebook can provide information and opportunities.

When you're identifying prospects, think about whether you'll be able to visit the business on a regular basis. They should be in your regional area or a place where you travel to frequently. It's important to find businesses where you would be able to provide service on a face-to-face basis. Dealers who don't ever see their accounts don't tend to get a lot of business.

Keep in mind that you don't have to look for the biggest businesses out there. Those are going to be harder to get because they have a lot more needs and are more complex. I suggest starting small. Instead of thinking of your first prospects as the biggest opportunities, look for small opportunities to get your feet wet and build from there. You want to find businesses that match well with AMSOIL products. Once you get the hang of the sales process, you can start going after larger operations.

Remember, you're going to be following the rest of the AMSOIL sales process to help you navigate approaching the business, discovering its needs, developing a plan and presenting solutions so you can successfully register a new account. Right now, just look around and make a list of prospective businesses in your area. That's all you need to do to get started.



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February 2023

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.

Registration only \$50. Register now
at AMSOIL50.eventbrite.com

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.