

AMSOIL®

► DEALER EDITION

MAGAZINE

AUGUST 2023

New Specialized Lubricants Engineered for What You Drive and How You Drive It



New AMSOIL 100% Synthetic Hybrid Motor Oil | PAGE 8
New AMSOIL 100% Synthetic High-Mileage Motor Oil | PAGE 10
New AMSOIL Extended-Life 100% Synthetic Motor Oil | PAGE 12

Commercial-Grade Oils for the Commercial Market

AMSOIL 15W-40 Commercial-Grade Diesel Oil and Commercial-Grade Hydraulic Oil are formulated specifically to provide protection and value for commercial customers, while helping Dealers compete against lower-priced conventional products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts.

AMSOIL 15W-40 COMMERCIAL-GRADE DIESEL OIL (SBDF)

- **Advanced** synthetic-blend oil with greater than 50% synthetic base oil content.
- **2X better** wear protection.¹
- **Meets** the latest API CK-4 diesel-oil specification.
- **Improved** heat and oxidation resistance.
- **Helps** maintain power and fuel efficiency.
- **Flows** dependably in cold temperatures for reliable startup and engine protection.
- **Reduced** oil consumption.

¹Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222.



AMSOIL COMMERCIAL-GRADE HYDRAULIC OIL (HCG32, HCG46, HCG68)

- **High-performance** hydraulic oil formulated with conventional base oil and high-quality additives.
- **Provides** strong wear protection to protect pumps and motors.
- **Resists** corrosion for long component life.
- **Fights** sludge to help maintain the cleanliness and operability of pumps, valves, solenoids and other components.
- **Provides** good filterability for maximum fluid performance and life.
- **Resists** foam to guard against cavitation and promote efficient operation.
- **Available** in three viscosities (ISO 32, ISO 46, ISO 68).





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Printed by Arrowhead Printing
Duluth, MN USA.

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THE COVER

Three new AMSOIL 100% Synthetic Motor Oil lines are designed to help you capture new customers.



New Specialized Lubricants Engineered for What You Drive and How You Drive It | PAGE 8

FEATURES

- 8 New AMSOIL 100% Synthetic Hybrid Motor Oil: Advanced Protection for Hybrid Vehicles
- 10 New AMSOIL 100% Synthetic High-Mileage Motor Oil: Engineered for Vehicles with Over 75,000 Miles
- 12 New AMSOIL Extended-Life 100% Synthetic Motor Oil: Enhanced Protection for Peace of Mind and Convenience
- 16 A Closer Look at the ATV/UTV Market

DEPARTMENTS

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

ADVERTISEMENTS

- 2 Commercial-Grade Oils for the Commercial Market
- 5 High Performance, Meet High Performance
- 14 What's the Right Motor Oil for You?
- 21 Want to Register More Commercial and Retail Accounts?
- 24 More Playtime in One Box



From the Chairman

I don't watch a great deal of sports. I enjoy them, particularly football, volleyball, racing and professional fighting, but the little free time I have is typically spent participating in activities rather than watching others compete. I admire professional athletes and their dedication to performing at the highest level. It takes a tremendous amount of time, talent and hard work to get there. While it is evident that the pros are light-years ahead of the best amateurs, have you ever noticed that there are tiers within the professional ranks as well? What is it that sets the best-of-the-best apart from the other competitors in their field? I have noticed at least one common trait amongst the best players, drivers and fighters: killer instinct.

The elite know when to crank up the intensity and they do not relent. When your opponent is on his heels, that's the time to strike. You cannot let up. The goal, after all, is to win. That means someone else has to lose.

We may not be in a caged octagon or on a field, but in business, we are in competition. You are competing against other oil distributors. Fortunately, you have many advantages over your competition. You have a full product line to sell filled with high-performance options for any customer who wants a step up in protection. You have the backing of a strong corporation staffed by real people who care about your

success. You and your customers can contact AMSOIL Customer Service or Technical Service five days a week and interact with human beings dedicated to solving your problems. And your biggest advantage may be you and the personalized service you can provide. For example, many retail and commercial businesses that would make outstanding accounts for AMSOIL Dealers are insignificant to large oil distributors and won't receive the quality attention you can provide. It's up to you to exploit those advantages and make them work in your favor.

You are also in competition with yourself. Each day, you are given a new chance to do better than the day before. If you're learning as you go and evolving according to what you learn, you should be getting better. You are competing against yourself to sell more this month than you did last month, or during the same period last year.

The question is, do you have that fighting spirit? Do you have the killer instinct required to beat your competition? I do. I am energized and ready to go toe-to-toe with any competitor to win more business. Starting in 2019, I have provided Dealers with a year-over-year growth goal and reported on our results. We follow a fiscal year that begins July 1 and ends June 30, and last year our target once again was 8% growth. The

numbers have been tallied and we fell just short of our goal at 7% growth. While I am disappointed that we did not reach our target, we were very close. We still grew at a substantial rate and I am proud of all the hard work put in by AMSOIL employees and Dealers to make that happen.

I am also invigorated, and I will not relent. I am again setting an aggressive goal of 8% year-over-year growth, and you'd better believe I am going to put everything I can into achieving that goal. You'll find in this issue of *AMSOIL Magazine* some additional tools to help us reach new customers and achieve that goal in the form of new products. AMSOIL specializes in developing unique formulations designed for what you drive and how you drive. Our new Hybrid and High-Mileage products deliver unique benefits for people with those types of vehicles and broaden the opportunity for you to attract new customers and make sales. Pair them with the rest of the AMSOIL product line and inject that fighting spirit and we will be well on our way to shattering the 8% goal this year.

Alan Amatuzio
Chairman & CEO



High Performance, Meet High Performance

The AMSOIL 100% Synthetic European Motor Oil line has expanded to include 0W-30 and 10W-60 viscosities.

AMSOIL 0W-30 MS Synthetic European Motor Oil (EOT)

Proprietary formula designed for the unique demands of gasoline, diesel and hybrid European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional engine protection without harming emissions systems.

AMSOIL 10W-60 FS Synthetic European Motor Oil (ETS)

Engineered for high-performance European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional protection in extreme conditions. Provides excellent shear resistance, reduced oil consumption and reliable performance to confidently push engines to the limit.



LETTERS TO THE EDITOR

FREE SHIPPING

Thank you for your Dealer free-shipping promotion on orders over \$100. This is very helpful and I think it would help Dealers grow their business if it was permanent. I understand everything has gone up, but to have to order \$400 to get free shipping is too much. I stock product, but at times I don't need to order this much for my small business. If the permanent dollar amount to get free shipping for Dealers would come down permanently to at least \$200, that would be very helpful to grow my Dealership. At the end, I see this is an enticement for me to order more from you through smaller orders when I need them, so it's a win for you and a win for the Dealers with a small business. Just a thought.

Thanks for your time,

Mario Mora

AMSOIL: Thank you for your comments, Mario, and you're welcome for the free-shipping promo. If we could provide free shipping on every order to every customer with no minimum order value, we would; however, shipping our products to Dealers, customers and accounts carries significant costs, so we have to put minimums in place. We do reevaluate our minimums on a regular basis. Should the circumstances allow us to reduce the minimum purchase required for Dealers, or other customers, we will do so.

INFLUENCER RECOMMENDATIONS

The Red Beard's Garage* YouTube channel displays AMSOIL products and usage in "The Road to Horsepower" videos. Greg has 378k subscribers and 33k viewers per weekly video.

Mark Young

AMSOIL: Thanks for the tip, Mark. We've forwarded this information to the appropriate personnel for consideration. Dealers may submit influencer/sponsorship suggestions to racing@AMSOIL.com, or direct people to apply at blog.AMSOIL.com/AMSOIL-influencer-program. We appreciate the tips, and we evaluate them all.

X-TREME SYNTHETIC FOOD GRADE GREASE

I have been a Dealer for years. One of my important customers can no longer get his important product: X-Treme Synthetic Food Grade Grease (GXCCR), supposedly because of our inability to purchase cartridges from our supplier. This situation will undoubtedly result in my customer loss and his return to Jacobs,* where he can purchase his required grease. I have not been able to obtain a relevant explanation or date of probable production and shipment from AMSOIL. This is a very important product for all of us who have gotten accustomed to eating.

Leslie McClure

AMSOIL: Thank you for your years of loyalty as an AMSOIL Dealer, Leslie. X-Treme Synthetic Food Grade Grease was unavailable in cartridges for approximately two months due to an industrywide grease-cartridge shortage. This situation has improved, and X-Treme Synthetic Food Grade Grease is currently available for purchase in cartridges as normal. While cartridge supplies remain an industrywide issue, we are doing all we can to avoid future disruption to our grease availability.

AVIATION OILS

I am an aircraft mechanic and private pilot. I've loved AMSOIL products for many years. I recently bought an airplane and then started wondering, has AMSOIL ever been approached about making aviation oils for general aviation aircraft? There is a HUGE potential market out there and I would really love to see aviation oils and fuel additives in your lineup for aircraft use. Is there someone I could speak to about this? I typically run a 20W-50 in my airplane.

Sincerely,

Doug Harrison

AMSOIL: Thank you for your question, Doug. We offered aviation oils in the early days of the company, but exited this market due to high competition, low sales and high insurance costs. We recently spent significant time researching the modern aviation market to determine if there are

any opportunities. In the end, we determined aviation oil is not a good fit for us. High insurance costs, required specifications, low volume, relatively low Dealer opportunity and potentially low return on investment were all key factors in our decision to stay out of the aviation market.

PRODUCT RACK

I have a commercial installer truck-repair account who often is eligible for a product sales rack. Oddly enough, they do not want or need such a rack in their shop and have said so.

I believe the answer to this situation is to do due diligence and find out what, among our many on-site advertisement offerings, they might use if given free (such as a banner on the entry gate).

No problem without its solution.

Joe Aldridge

AMSOIL: Thank you for your letter, Joe. The same merchandising program allows a Dealer to purchase a tear-drop flag instead of the product sales rack. In addition to this benefit, installer accounts are eligible for purchase discounts. Installer discounts are based on the amount the installer purchases during the calendar year. Discounts are activated as soon as cumulative purchases reach the minimum threshold, and that discount is guaranteed for the full following year (January-December). Each installer's 2023 discount is based on the amount the installer purchased in 2022.

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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.



Alex Thompson | MARKET MANAGER – AUTOMOTIVE B2C

The Unique Lubrication Requirements of Hybrid Engines

New AMSOIL 100% Synthetic Hybrid Motor Oil is specifically engineered to address these challenges.

Hybrid vehicles are designed to improve fuel efficiency and reduce emissions. They combine an internal combustion engine powered by traditional fuels with an electric motor powered by batteries. Most often, the electric motor is used to propel the vehicle from stops and for low-speed driving, and the gasoline engine takes over powering the vehicle at higher speeds and recharges the batteries.

This is no guarantee, but hybrids are projected to comprise 18% of cars on the road by 2035, and roughly half of all hybrid owners identify as automotive enthusiasts, the kind of drivers who focus on maintaining their own vehicles to not only maximize safety and reliability and save money, but because they don't trust anyone else to do the job. This is an excellent growth opportunity for AMSOIL Dealers, as these customers are already searching for modern technology and premium products.

Hybrid Challenges

Hybrid vehicles endure a unique set of challenges due to frequent starting and stopping of the engine. Intermittent operation of combustion engines makes them especially vulnerable to corrosion and wear. The infrequent use leads to lower engine temperatures that cannot evaporate condensation inside the engine. Cooler cylinders can also cause incomplete combustion, increasing the likelihood of unburnt fuel leaking into the crankcase and contaminating the motor oil. This combination of water and fuel

leads to reduced oil viscosity and increased wear to bearings, cams and cylinders.

Motor oil needs to flow quickly to critical components every time the engine engages, which is problematic when the engine is constantly cold due to being off. The engine is also required to engage quickly to assist the electric motor during high load, and must instantly reach higher rpm. The engine must crank quickly to start under these conditions, and the oil must flow even quicker to provide proper engine protection.

Hybrid Solution

AMSOIL 100% Synthetic Hybrid Motor Oil is specifically engineered to address the unique demands of hybrid electric (HEV) and plug-in hybrid electric (PHEV) engines with a boosted dose of additives specifically designed to reduce condensation-related corrosion and maintain optimal engine performance. Its robust viscosity combats the negative effects of fuel dilution and maintains an optimal oil flow to key engine components at low temperatures, ensuring rapid protection of components at startup. It is a premium upgrade over traditional motor oils, delivering outstanding protection that extends oil drain intervals and maximizes hybrid performance, fuel economy and engine life.

AMSOIL 100% Synthetic Hybrid Motor Oil is API and ILSAC licensed and is recommended for service intervals of 15,000 miles (24,000 km) or 1 year in normal service.

Follow the owner's manual for severe-service oil-change interval recommendations.

Hybrid owners who are already using other AMSOIL products can rest assured they are receiving excellent protection. AMSOIL 100% Synthetic Hybrid Motor Oil is tailored to the unique challenges presented by hybrid vehicles, making it an excellent choice for customers looking for an additional upgrade in hybrid-engine protection over AMSOIL OE Synthetic Motor Oil.

Automotive dealerships, service centers and parts stores would certainly benefit from adding AMSOIL 100% Synthetic Hybrid Motor Oil to their product offerings considering the rapid growth of hybrid vehicles in the marketplace.



NEW AMSOIL 100% SYNTHETIC HYBRID MOTOR OIL

Advanced Protection for Hybrid Vehicles

Increasingly more people are turning to hybrid vehicles to reduce their environmental impact and save money on fuel costs. Most hybrid SUVs top 35 mpg, while most hybrid sedans exceed 45 mpg. That's about 40% better than non-hybrids. While their popularity still lags behind traditional internal-combustion (ICE) vehicles in the U.S., hybrids accounted for 4.4% of U.S. new-car sales in the second quarter of 2022, making them a substantial and rising market segment. While hybrid vehicles offer excellent fuel efficiency, the internal-combustion engine in a hybrid vehicle endures a unique set of challenges. Infrequent engine usage and increased stop/start activity place demands on lubricants not common in traditional ICE vehicles. New AMSOIL 100% Synthetic Hybrid Motor Oil is designed to solve those problems with purpose-built protection for the hybrid-drive cycle, maximizing hybrid-engine life, efficiency and performance.

Combats corrosion and water contamination

Hybrid engines operate intermittently, making them especially vulnerable to corrosion. Infrequent use and reduced loading of the ICE leads to lower engine temperatures that do not completely evaporate condensation, leading to rust, wear and decreased efficiency. AMSOIL 100% Synthetic Hybrid Motor Oil is formulated with a boosted dose of inhibitors to help prevent condensation-related corrosion and maintain optimal engine performance, while its elevated level of dispersants effectively manage water that enters through condensation.

Protects against fuel dilution

Frequent stop/start activity can lead to cooler cylinders and incomplete combustion, increasing the likelihood of unburnt fuel leaking down the cylinder walls into the crankcase and contaminating the motor oil – reducing its ability to provide proper lubrication. AMSOIL 100% Synthetic Hybrid Motor Oil is engineered with a robust viscosity to cling to cylinder walls and combat the negative effects of fuel dilution.

Helps viscosity control

Infrequent use of a hybrid's engine means oil must flow quickly to reach components when the engine engages, especially at higher RPM. AMSOIL 100% Synthetic Hybrid Motor Oil is formulated to provide optimal low-temperature viscosity control to ensure rapid protection of components at startup.

Best Prospects

AMSOIL 100% Synthetic Hybrid Motor Oil is an excellent choice for any hybrid electric (HEV) or plug-in hybrid electric vehicle (PHEV), regardless of mileage or age of the vehicle. Target hybrid drivers who want to take great care of their vehicles. Remember, hybrid owners are largely motivated by fuel savings, so be sure to emphasize the improved engine protection and efficiency provided by AMSOIL products.



These groups make ideal targets:

DIY (do-it-yourself) and CIY (choose-it-yourself) motorists who own hybrid electric vehicles. Hybrid vehicle owners seek the best protection and efficiency for their specialty vehicles.

Independent repair-shop owners find it challenging to stay on top of technology. They value information on new specifications and viscosity requirements, comparative testing and strategies for attracting new customers.

Independent auto-parts store owners value brands that drive traffic into their stores and set them apart from the competition.

AMSOIL 100% Synthetic Hybrid Motor Oil provides a substantial and growing market segment with advanced, purpose-built protection. It raises the bar in ways that are meaningful to the hybrid driver – offering enhanced vehicle longevity and efficiency. Its ability to manage frequent starts and stops, and the condensation that comes with that drive cycle, means this product line can provide a solid boost to your independent AMSOIL Dealership.

KEY PRODUCT ATTRIBUTES

- **Protects** for up to 15,000 miles (24,000 km) or one year, whichever comes first.
- **Purpose built** to combat issues common to HEV and PHEV vehicles.
- **100% synthetic** formulation helps maximize fuel economy.
- **Corrosion inhibitors** fight corrosion caused by condensation and fuel dilution.
- **Flows** quickly to reach critical components when engine engages.
- **Helps** keep combustion chamber and exhaust system clean.
- **API licensed.**
- **Why the benefits matter:** Purpose-built protection and messaging for hybrid customers delivers confidence that AMSOIL is a leader in hybrid-engine protection.

AMSOIL 100% Synthetic Hybrid Motor Oil

U.S. PRICING

0W-16			U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
Stock #	Units	Pkg./Size									
HE016QT	EA	1 Quart	8.50	8.99	10.99	11.89	0.52	0.87	1.21	1.56	4.98
HE016QT	CA	12 Quarts	96.72	102.05	130.60	141.50	6.28	10.43	14.57	18.72	59.79
0W-20											
HE020QT	EA	1 Quart	8.50	8.99	10.99	11.89	0.52	0.87	1.21	1.56	4.98
HE020QT	CA	12 Quarts	96.72	102.05	130.60	141.50	6.28	10.43	14.57	18.72	59.79

CAN. PRICING

0W-16			Can. Whsl.	Can. P.C.	Can. MSRP	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
Stock #	Units	Pkg./Size								
HE016QTC	EA	(1) 946-ml Bottle	11.35	12.09	14.69	0.52	0.87	1.21	1.56	4.98
HE016QTC	CA	(12) 946-ml Bottles	129.60	136.75	175.20	6.28	10.43	14.57	18.72	59.79
0W-20										
HE020QTC	EA	(1) 946-ml Bottle	11.35	12.09	14.69	0.52	0.87	1.21	1.56	4.98
HE020QTC	CA	(12) 946-ml Bottles	129.60	136.75	175.20	6.28	10.43	14.57	18.72	59.79

NEW AMSOIL 100% SYNTHETIC HIGH-MILEAGE MOTOR OIL

Engineered for Vehicles with Over 75,000 Miles

The average age of vehicles in the U.S. has been on the rise for the past six years, hitting a new record of 12.5 years in 2023. The trend is being driven by vehicle prices that continue to skyrocket. Pandemic supply-chain disruptions pushed vehicle prices upward, then a shortage of microprocessor chips added fuel to the trend. In the last half of 2022, purchasing a new vehicle became out of reach for many families as rising interest rates and inflation gave consumers a one-two combo. The result: Americans are choosing to keep their vehicles longer – and AMSOIL is launching a new product line to help. AMSOIL 100% Synthetic High-Mileage Motor Oil is designed specifically for the unique demands of high-mileage engines, helping extend the life of vehicles with over 75,000 miles (120,000 km) on the odometer. It cleans and protects engines with boosted detergency and an additive package that fights oil breakdown and leaks.

Engine cleanliness

Deposits that have accumulated over time reduce engine performance and efficiency. AMSOIL High-Mileage Motor Oil provides enhanced detergency to breathe new life into dirty engines, removing deposit buildup to help restore peak performance.

Durable viscosity

Horsepower loss can occur as engines lose compression from cylinder and piston-ring wear. Maintaining a consistent fluid film helps counteract compression loss by sealing combustion chambers. AMSOIL High-Mileage Motor Oil is formulated to maintain viscosity, even in extreme temperatures. Its highly-durable viscosity provides proper film thickness, even during extreme operation.

Oil-consumption control

AMSOIL High-Mileage Motor Oil is thermally stable across a wide range of temperatures to resist volatility and consumption.

Leak protection

Oil leaks are an inconvenience that can lead to lack of lubrication and engine failure. AMSOIL High-Mileage Motor Oil provides a boosted dose of seal conditioners to restore aging seals and help stop leaks.

How to sell it

The high-mileage vehicle segment is big and getting bigger, making AMSOIL High-Mileage Motor Oil a huge opportunity for your independent Dealership.

Target enthusiasts who own vehicles with 75,000 miles (120,000 km) or more on the odometer, especially those with unknown maintenance histories or known usage of lower-quality oil. Explain that AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean sludge and deposits, and a robust viscosity that provides additional wear protection, even after some wear has already occurred. Added seal conditioners extend the life of seals and help protect against drying, cracking and leaking.



While 75,000 is not an extreme number of miles today, it is an ideal time to prepare engines for the road ahead.

Automotive enthusiasts should be a primary target as they value increased protection and invest in their vehicles to increase performance, durability or appearance. They seek the best protection they can afford.

The handyman subcategory of enthusiasts is focused on extending vehicle life and maintaining reliability. This customer type is not always seeking the highest performance from their vehicles, but rather reliability, efficiency and longevity. This customer is also more likely to perform his or her own oil changes, and is likely to see the value in AMSOIL High-Mileage Motor Oil.

Independent auto-parts store owners grow their businesses by growing their reputations. It's important to be seen as a trusted source of knowledge with standout products. In that way, purpose-built products help boost reputation, average sales receipts and the bottom line.

AMSOIL High-Mileage Motor Oil helps drivers keep their vehicles on the road for the long haul by targeting specific issues common to high-mileage

engines. It cleans and protects engines with boosted detergency and an additive package that fights oil breakdown and leaks to extend the lives of vehicles with 75,000 miles (120,000 km) or more. AMSOIL 100% Synthetic High-Mileage Motor Oil offers an exciting opportunity to keep your independent AMSOIL Dealership moving forward.

KEY PRODUCT ATTRIBUTES

- **Cleans** and protects for up to 12,000 miles (19,000 km) or one year, whichever comes first.
- **Protects** against leaks.
- **Fights** deposits.
- **API licensed.**
- **Why the benefits matter:** Purpose-built protection and messaging for high-mileage customers delivers confidence to keep aging vehicles on the road.



AMSOIL 100% Synthetic High-Mileage Motor Oil

U.S. PRICING

Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
0W-20											
HM020QT EA	1	Quart	8.50	8.99	10.99	11.89	0.52	0.87	1.21	1.56	4.98
HM020QT CA	12	Quarts	96.72	102.05	130.60	141.50	6.28	10.43	14.57	18.72	59.79
HM02055 EA	55	gal. Drum	1,566.95	1,653.15	1,927.35	2,121.55	86.89	144.31	201.70	259.12	827.63
5W-20											
HM520QT EA	1	Quart	8.50	8.99	10.99	11.89	0.52	0.87	1.21	1.56	4.98
HM520QT CA	12	Quarts	96.72	102.05	130.60	141.50	6.28	10.43	14.57	18.72	59.79
HM52055 EA	55	gal. Drum	1,566.95	1,653.15	1,927.35	2,121.55	86.89	144.31	201.70	259.12	827.63
5W-30											
HM530QT EA	1	Quart	8.50	8.99	10.99	11.89	0.52	0.87	1.21	1.56	4.98
HM530QT CA	12	Quarts	96.72	102.05	130.60	141.50	6.28	10.43	14.57	18.72	59.79
HM53055 EA	55	gal. Drum	1,566.95	1,653.15	1,927.35	2,121.55	86.89	144.31	201.70	259.12	827.63
10W-30											
HM1030QT EA	1	Quart	8.50	8.99	10.99	11.89	0.52	0.87	1.21	1.56	4.98
HM1030QT CA	12	Quarts	96.72	102.05	130.60	141.50	6.28	10.43	14.57	18.72	59.79

CAN. PRICING

Stock #	Units	Pkg./Size	Can. Whsl.	Can. P.C.	Can. MSRP	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
0W-20										
HM020QTC EA	(1)	946-ml bottle	11.35	12.09	14.69	0.52	0.87	1.21	1.56	4.98
HM020QTC CA	(12)	946-ml bottles	129.60	136.75	175.20	6.28	10.43	14.57	18.72	59.79
HM02055 EA	208	litre Drum	2,101.00	2,216.60	2,584.25	86.89	144.31	201.70	259.12	827.63
5W-20										
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HM520QTC CA	(12)	946-ml bottles	129.60	136.75	175.20	6.28	10.43	14.57	18.72	59.79
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10W-30										
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HM1030QTC CA	(12)	946-ml bottles	129.60	136.75	175.20	6.28	10.43	14.57	18.72	59.79



NEW AMSOIL EXTENDED-LIFE 100% SYNTHETIC MOTOR OIL

Enhanced Protection for Peace of Mind and Convenience

AMSOIL XL 100% Synthetic Motor Oil was already superior to most motor oil found on store shelves, but that didn't stop us from making it even better. XL has been reformulated to make it stronger for longer. The all-new AMSOIL Extended-Life 100% Synthetic Motor Oil line is overbuilt for road warriors so they can confidently drive up to 20,000 miles (32,000 km) or one year, whichever comes first, between oil changes. A proprietary combination of advanced synthetic base oils and a boosted additive package promotes cleanliness and prolonged engine life. AMSOIL Extended-Life protection delivers peace of mind and convenience far beyond most competing motor oils at a competitive price.

Resists Oil Breakdown

Extended-Life Synthetic Motor Oil maintains its fluidity (viscosity) under extreme conditions. Some oils break

down and significantly increase in viscosity after extended periods of high-temperature operation. These changes can cause excessive oil consumption, engine deposits, accelerated wear and difficult cold starts. Extended-Life resists oil breakdown, ensuring protection in extreme temperatures.

Protects Pistons from Low-Speed Pre-Ignition

Extended-Life Motor Oil features unique chemistry to guard engines against the harmful effects of low-speed pre-ignition (LSPI). LSPI is the spontaneous ignition of the fuel/air mixture prior to spark-triggered ignition. Most new engines feature gasoline direct injection (GDI), often coupled with a turbocharger. These technologies heighten the possibility of LSPI events, which can destroy pistons and connecting rods. Extended-Life Motor Oil is designed to protect engines from LSPI.

Keeps Engines Clean

Extended-Life Synthetic Motor Oil is fortified with a boosted additive package that neutralizes acids and resists sludge, corrosion and carbon deposits. The extra protection built into Extended-Life Motor Oil provides peace of mind knowing your vehicle is receiving premium protection and the convenience of extended drains.

Selling Extended-Life Motor Oil

Extended-Life is a high-quality, extended-drain motor oil. Approach people who will understand and see the value in those product attributes, especially enthusiasts and businesses that cater to enthusiasts. AMSOIL is a trusted name in the automotive industry. Our motor oils far surpass the leading industry standards in protection against horsepower loss, engine wear and sludge. Extended-Life Synthetic Motor Oil allows enthusiasts to enjoy extended drains and a lower price point than our ultra-premium Signature Series Synthetic Motor Oil.



Target these groups first:

- Automotive enthusiasts value increased protection. They invest in their vehicles to increase performance, durability or appearance, and they seek the best protection they can afford. They often choose to run Signature Series Synthetic Motor Oil in some extra-special vehicles and Extended-Life in their daily drivers.
- Independent repair-shop owners find it challenging to stay on top of technology. They value information on new specifications and viscosity requirements, comparative testing and strategies for attracting new customers.
- Independent auto-parts store owners value brands that drive traffic into their stores and set them apart from the competition.

AMSOIL 100% Synthetic Extended-Life Motor Oil hits a sweet spot for many mechanically-minded people who seek to take meticulous care of their vehicles without the cost of an ultra-premium product. It offers extended drains and advanced protection at a competitive price. Extended-Life Motor Oil is a powerful product line to help you accelerate your independent AMSOIL Dealership.



KEY PRODUCT ATTRIBUTES

- **Provides** extended drains up to 20,000 miles (32,000 km) or one year, whichever comes first.
- **Maintains** viscosity under the most extreme conditions.
- **Features** unique chemistry to protect against low-speed pre-ignition (LSPI).
- **Fortified** with boosted additive package that neutralizes acids and resists sludge, corrosion and carbon deposits.
- **Why the benefits matter:** Extended-Life Motor Oil is an excellent choice for drivers seeking extended drains and outstanding engine protection at a lower price point than our ultra-premium Signature Series Synthetic Motor Oil.

AMSOIL Extended-Life 100% Synthetic Motor Oil

U.S. PRICING

0W-20	5W-20	5W-30	10W-30	10W-40							
Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
XLZQT	EA	1 Quart	9.35	9.89	12.09	13.09	0.58	0.96	1.34	1.72	5.48
XLZQT	CA	12 Quarts	106.37	112.25	143.65	154.60	6.90	11.47	16.02	20.59	65.76
XLZ1G	EA	1 Gallon	36.60	38.79	47.39	50.99	2.25	3.74	5.23	6.72	21.47
XLZ1G	CA	4 Gallons	139.25	146.95	188.00	202.15	9.02	14.98	20.93	26.89	85.89
XLMQT	EA	1 Quart	9.35	9.89	12.09	13.09	0.58	0.96	1.34	1.72	5.48
XLMQT	CA	12 Quarts	106.37	112.25	143.65	154.60	6.90	11.47	16.02	20.59	65.76
XLM1G	EA	1 Gallon	36.60	38.79	47.39	50.99	2.25	3.74	5.23	6.72	21.47
XLM1G	CA	4 Gallons	139.25	146.95	188.00	202.15	9.02	14.98	20.93	26.89	85.89
XLFQT	EA	1 Quart	9.35	9.89	12.09	13.09	0.58	0.96	1.34	1.72	5.48
XLFQT	CA	12 Quarts	106.37	112.25	143.65	154.60	6.90	11.47	16.02	20.59	65.76
XLF1G	EA	1 Gallon	36.60	38.79	47.39	50.99	2.25	3.74	5.23	6.72	21.47
XLF1G	CA	4 Gallons	139.25	146.95	188.00	202.15	9.02	14.98	20.93	26.89	85.89
XLTQT	EA	1 Quart	9.35	9.89	12.09	13.09	0.58	0.96	1.34	1.72	5.48
XLTQT	CA	12 Quarts	106.37	112.25	143.65	154.60	6.90	11.47	16.02	20.59	65.76
XLT1G	EA	1 Gallon	36.60	38.79	47.39	50.99	2.25	3.74	5.23	6.72	21.47
XLT1G	CA	4 Gallons	139.25	146.95	188.00	202.15	9.02	14.98	20.93	26.89	85.89
XLOQT	EA	1 Quart	9.35	9.89	12.09	13.09	0.58	0.96	1.34	1.72	5.48
XLOQT	CA	12 Quarts	106.37	112.25	143.65	154.60	6.90	11.47	16.02	20.59	65.76
XLO1G	EA	1 Gallon	36.60	38.79	47.39	50.99	2.25	3.74	5.23	6.72	21.47
XLO1G	CA	4 Gallons	139.25	146.95	188.00	202.15	9.02	14.98	20.93	26.89	85.89

CAN. PRICING

0W-20	5W-20	5W-30	10W-30							
Stock #	Units	Pkg./Size	Can. Whsl.	Can. P.C.	Can. MSRP	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
XLZQTC	EA	(1) 946-ml Bottle	12.30	13.09	15.89	0.58	0.96	1.34	1.72	5.48
XLZQTC	CA	(12) 946-ml Bottles	140.40	148.15	189.60	6.90	11.47	16.02	20.59	65.76
XLZ1GC	EA	(1) 3.78-litre Bottle	48.05	50.99	62.19	2.25	3.74	5.23	6.72	21.47
XLZ1GC	CA	(4) 3.78-litre Bottles	183.00	193.10	247.20	9.02	14.98	20.93	26.89	85.89
XLMQTC	EA	(1) 946-ml Bottle	12.30	13.09	15.89	0.58	0.96	1.34	1.72	5.48
XLMQTC	CA	(12) 946-ml Bottles	140.40	148.15	189.60	6.90	11.47	16.02	20.59	65.76
XLM1GC	EA	(1) 3.78-litre Bottle	48.05	50.99	62.19	2.25	3.74	5.23	6.72	21.47
XLM1GC	CA	(4) 3.78-litre Bottles	183.00	193.10	247.20	9.02	14.98	20.93	26.89	85.89
XLFQTC	EA	(1) 946-ml Bottle	12.30	13.09	15.89	0.58	0.96	1.34	1.72	5.48
XLFQTC	CA	(12) 946-ml Bottles	140.40	148.15	189.60	6.90	11.47	16.02	20.59	65.76
XLF1GC	EA	(1) 3.78-litre Bottle	48.05	50.99	62.19	2.25	3.74	5.23	6.72	21.47
XLF1GC	CA	(4) 3.78-litre Bottles	183.00	193.10	247.20	9.02	14.98	20.93	26.89	85.89
XLTQTC	EA	(1) 946-ml Bottle	12.30	13.09	15.89	0.58	0.96	1.34	1.72	5.48
XLTQTC	CA	(12) 946-ml Bottles	140.40	148.15	189.60	6.90	11.47	16.02	20.59	65.76

AMSOIL Extended-Life 10W-40 Synthetic Motor Oil (XLO) is not available in Canada.

What's the Right Motor Oil for You?

No matter what you drive or how you drive it, we formulate industry-leading motor oil to protect your vehicle. Use the chart below to choose the right motor oil for your ride.

Frequently Asked Questions

Why do I need AMSOIL High-Mileage Motor Oil? For engines exceeding 75,000 miles (120,000 km) with unknown maintenance history or known usage of lower-quality oil, AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean sludge and deposits. It also features a robust viscosity that provides additional wear protection, even after some wear has already occurred. Added seal conditioners extend the life of seals and help protect against drying, cracking and leaking.

When should I use AMSOIL High-Mileage Motor Oil? A good rule of thumb is to use AMSOIL High-Mileage Motor Oil at or around the time your vehicle has accumulated 75,000 miles (120,000 km). While 75,000 is not an extreme number of miles today, it is an ideal time to prepare your engine for the road ahead with an added boost of protection.

Do I need to use AMSOIL High-Mileage Motor Oil if I've already been using AMSOIL motor oil? No. If you've been consistently using AMSOIL motor oil, your engine is already operating at peak performance and has been protected against wear. However, if you've been

using AMSOIL OE and are looking for an upgrade in overall engine protection as it ages, AMSOIL High-Mileage Motor Oil is an excellent choice.

Aren't AMSOIL motor oils recommended for vehicles regardless of mileage? Correct, all AMSOIL motor oils offer outstanding performance and protection regardless of vehicle mileage. However, for those seeking targeted benefits at an affordable price, AMSOIL High-Mileage Motor Oil is the best choice for high-mileage applications. For those seeking the ultimate performance and protection regardless of miles, we still recommend Signature Series Motor Oil.

Is AMSOIL High-Mileage Motor Oil the best AMSOIL product to use in high-mileage vehicles? AMSOIL offers two excellent products that provide boosted benefits for high-mileage applications. AMSOIL High-Mileage Motor Oil focuses on the key challenges that high-mileage vehicles face at a lower price point. AMSOIL Signature Series Motor Oil does everything High-Mileage Motor Oil does, while providing industry-leading performance and protection across the board. Signature Series is the best choice regardless of vehicle mileage.

Why do I need Hybrid Motor Oil?

Hybrid engines operate under a different set of parameters and conditions that typically result in additional fuel and water contamination, leading to corrosion. AMSOIL Hybrid Motor Oil is uniquely formulated to address these specific challenges.

When should I use Hybrid Motor Oil?

AMSOIL Hybrid Motor Oil is an excellent choice for any hybrid electric (HEV) or plug-in hybrid electric vehicle (PHEV), regardless of miles or age of the vehicle.

What if I've been using another AMSOIL motor oil in my hybrid vehicle?

If you've already been using AMSOIL motor oil, your engine has received excellent protection. All AMSOIL motor oils of the appropriate viscosity are compatible with hybrid technologies, but AMSOIL Hybrid Motor Oil is specially tailored to focus on the unique challenges presented by hybrid vehicles at an affordable price. If you've been using AMSOIL OE and are looking for an upgrade in hybrid-engine protection, AMSOIL Hybrid Motor Oil is an excellent choice.



	SIGNATURE SERIES	EXTENDED-LIFE (XL)	HIGH-MILEAGE	HYBRID	OE
WEAR PROTECTION	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓
ENGINE CLEANLINESS	✓✓✓✓✓	✓✓✓	✓✓✓✓	✓✓	✓✓
SERVICE INTERVAL	✓✓✓✓✓	✓✓✓✓	✓✓✓	✓✓✓	✓✓
EXTREME TEMP PERFORMANCE	✓✓✓✓✓	✓✓	✓✓	✓✓✓✓	✓✓
CORROSION PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
OIL-CONSUMPTION CONTROL	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓
VISCOSITY CONTROL	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
LEAK PROTECTION	✓✓✓✓✓	✓✓	✓✓✓✓	✓✓	✓✓
SEVERE-SERVICE PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓



Jamie Prochnow | RETAIL PROGRAM MANAGER

Powersports products and bundles offer great opportunities

Covering the powersports market can help you and your retail accounts stand out from the competition.

Summer is in full swing and fall is right around the corner. It's the time of year people spend on vacations or out on the weekends playing with their toys. The powersports market is alive and thriving, and you need to be talking to your retail accounts about it. AMSOIL offers products for every engine, and there are plenty in powersports.

Your retail accounts are always looking for an edge to stand out in their local area. Powersports products are a great door-opener to introduce them to AMSOIL products and provide them with a brand name they need. Powersports original equipment manufacturers (OEMs) have a tight hold on their products and prefer to sell through their own distributor network. This leaves retail stores, no matter how large, without the ability to capitalize. Combine this lack of access with their desire to be a one-stop shop for all their customers' vehicles and you have a great opportunity.

Other engine-oil categories can be congested with a lot of competition. Think of all the lubricant brands competing for shelf space in passenger cars or diesel. The field thins out considerably in the realm of powersports. AMSOIL can fill that gap, which can lead to opportunities to gain shelf space in other areas down the road.

As you think about approaching your customers, remember the sales process that's been covered in *AMSOIL Magazine* and the Sales-Process Training Program in the Dealer Zone. Do your research and be prepared to present your customers with what will sell in their area. For example,

a parts store in downtown Dallas most likely doesn't need snow or marine oil. Your better bet would be to emphasize motorcycle or ATV/UTV products. As always, be open and listen to your accounts' direction on which products they need. You can even ask what they are hearing from their customers and about sales they may have lost. The important takeaway is that if you aren't talking about it, they most likely don't know about it. By having this conversation, you can help them differentiate themselves from their competition. In doing so, you help differentiate yourself from your competition as well.

If you were at the AMSOIL 50th Anniversary Convention, you heard the big news about AMSOIL moving into bundles to help support our retail businesses. Powersports products will be a big area of focus for these bundles, and you even got a sneak peek at what will be offered. The goal is to provide a full line of products to help your retail accounts be successful selling to an entire market.

As consumers, we're used to the bundling of products and actively seek them out. If you've logged on to Amazon,* Best Buy* or any online retailer, you've probably seen the phrase "frequently bought together" or "purchase together and save." There is strong research behind the effectiveness of this technique. While we notice it most in direct-to-consumer sales, it holds true in business-to-business sales as well. AMSOIL wants to capitalize on this and will be introducing product bundles for retail customers in the near future. Outside the benefit of the "deal" the customer receives, it helps AMSOIL

gain a larger footprint in a store. The bundles are designed to go with the AMSOIL Metal Display Shelf (G3653) and will have everything needed for retail accounts to be successful in attacking a new market. For example, a snow bundle will come with quarts and gallons of INTERCEPTOR® Synthetic 2-Stroke Oil, DOMINATOR® Synthetic 2-Stroke Racing Oil and the additives that go with them, all in one convenient package. They will even have the opportunity to receive the shelf with their purchase. It's an all-in-one plan for the specific category they're seeking, all backed by AMSOIL research and sales data on what sells and what's needed to cover their customers' needs.

When we talk to dissatisfied customers about why AMSOIL doesn't sell, it's usually because they only bought a case of this or that and it's hard for customers to find. A single product viscosity or SKU is easily lost in a sea of competition. When found, it often doesn't meet all the customer's needs, leading to dissatisfaction for the retailer, the customer and you, the Dealer. A complete bundle of products on a shelf ensures the retailer is buying the correct product mix and helping them stand out.

We're very excited about the partnership between bundles and powersports products that will be coming to your retailers soon. Stay tuned for more information in the coming months as we get ready to launch.

AMSOIL has a long and storied history in powersports, providing cutting-edge products built for performance. Make sure to take time to talk to your accounts about how this can help them stand out. As always, happy selling.

A CLOSER LOOK AT THE ATV/UTV Market

ATVs and UTVs have become extremely popular for their ability to tackle tough terrain and access remote recreational activities such as trail riding, hunting, fishing, camping and off-road racing, while also helping complete demanding chores back home. They are a terrific way to experience and enjoy the outdoors and work more efficiently.

North America is the largest market for ATVs and UTVs with roughly \$6 billion in sales and growth of 5% annually. Some factors driving the rapid growth are consumer interest in adventure sports and recreational activities, increasing demand in military and agricultural applications and major marketing efforts from powersports manufacturers, including Polaris,* Can-Am,* Honda,* Yamaha,* Kawasaki* and John Deere.*

ATV Benefits:

- Agility and maneuverability
- Smaller and lighter
- Less expensive



UTV Benefits:

- Ability to carry passengers
- Greater cargo capacity
- Enhanced stability and safety



Sports and Recreation

ATVs and UTVs are popular for recreational adventures and a thrilling way to access remote areas for off-roading and backcountry nature exploration. ATVs benefit from their compact size and maneuverability with a reduced turning radius, but UTVs offer additional comfort, passenger seating and safety features.



- Off-road trail riding and exploring
- Hunting, fishing and camping
- Dune and desert riding
- Competitive racing



Agricultural, Industrial and Commercial

ATVs and UTVs are used in ranching, farming and commercial operations because they offer many advantages over other utility equipment, including versatility, fuel economy, load capacity, easier maintenance, reduced soil compaction and adaptability to different terrain. The vehicles can also be equipped with various attachments and accessories to perform more specific tasks like plowing snow.



- Crop, field, fence and livestock management
- Hauling or towing materials and equipment
- Fertilizer and pesticide application
- Facilities and site transportation
- Land surveying and mapping
- Groundskeeping and landscaping
- Park and campground management
- Utility and maintenance services

Military and Law Enforcement

ATVs and UTVs are used in military and police service for patrolling, security, reconnaissance, logistics support, medical evacuation and combat operations. ATVs and UTVs are sturdy, small, agile and easy to transport, providing increased mobility that makes them ideal for difficult-to-reach locations and operation in harsh environments. Vehicles can be customized with armor protection, weapons systems, communication devices and other defense and law-enforcement solutions. Polaris even developed a dedicated ATV for military applications.



- Emergency response, search and rescue
- Troop and equipment transportation
- Security, patrol and reconnaissance
- Remote mobility and combat support

DEALER OPPORTUNITIES

The ATV/UTV market is highly competitive and dynamic, requiring constant product innovation and improvement to meet consumer demand for technologies that enhance performance, efficiency, comfort and safety. AMSOIL Synthetic ATV/UTV Motor Oil is engineered to provide the superior performance, protection and peace of mind required for performing demanding chores and tackling tough terrain, and it is Warranty Secure® to maintain manufacturer warranties.

AMSOIL Synthetic ATV/UTV Motor Oil is available in five viscosities for a wide range of models, plus seven convenient Oil Change Kits for the most popular Polaris and Can-Am models. AMSOIL also offers oil filters, coolant, grease and chaincase, transmission, differential, powertrain and suspension fluids. Offering the full line of AMSOIL ATV/UTV products provides many unique sales opportunities to powersports dealers, repair shops, off-road performance shops, retail stores and ATV/UTV enthusiasts.

This rapidly growing market presents an excellent opportunity to increase sales, and AMSOIL provides catalogs, flyers and other tools to help. Keep your eye on the Dealer Zone in August for promotions designed to help you increase sales of AMSOIL ATV/UTV products.



Want to Register More Commercial and Retail Accounts?

The AMSOIL sales process provides a clear roadmap for pursuing commercial and retail business. If you want to be more successful at landing commercial and retail accounts, follow these six steps:



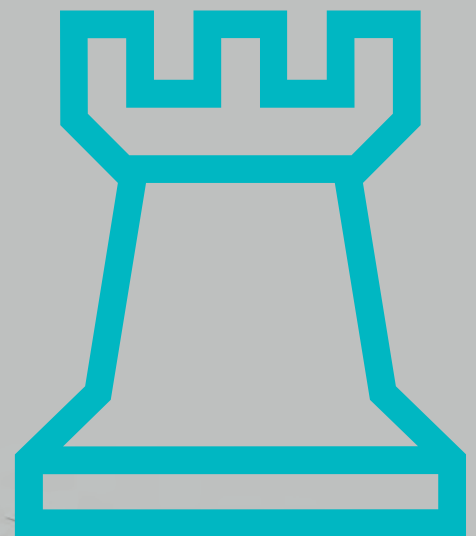
STEP 06 ONGOING SERVICE

After you register a new commercial or retail account, offering exceptional ongoing service is the key to setting yourself apart from other lubricant suppliers.

Some examples of ways you can continue to offer service include...

- Building a forecast to ensure products are available when the customer needs them.
- Making sure the customer is up to date on current product pricing, new product offerings and any discounts the business may receive.
- Setting up an oil-analysis program for a commercial account.
- Ensuring a retail account has AMSOIL promotional items to attract new customers.

For more information on the AMSOIL sales process, complete Sales-Process Training in the Dealer Zone.



August Closeout

The last day to process August orders is Thursday, Aug. 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for August business must be submitted by 11:59 p.m. Central on Wednesday, Sept. 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, Sept. 4 for Labor Day.

CK1, CK2 and CK3 ATV/UTV Oil-Change Kits Discontinued

AMSOIL ATV/UTV Oil-Change Kits for Can-Am* vehicles (CK1/CK1C, CK2/CK2C, CK3/CK3C) are discontinued in the U.S. and Canada and available while supplies last.

U.S. customers are encouraged to switch to the new CK4, CK5 and CK6 kits, which feature the same fitments, but replace OW-40 (AFF) with 5W-40 (AUV54), Can-Am's most recommended viscosity. Canadian customers are encouraged to switch to the new CK4C or CK5C kits. Note that the CK6C kit was not launched in Canada due to low sales for the CK3C kit.

Contact AMSOIL Technical Services at (715) 399-TECH or tech@AMSOIL.com with questions or product inquiries.

Engine Fogging Oil Cases Increase to 12 Cans

AMSOIL Engine Fogging Oil cases (FOGSC CA) are increasing from six cans to 12 cans. The larger cases will begin appearing in distribution centers in early August. Engine Fogging Oil's formulation and pricing (per unit) remain unchanged.



- **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 Joint Support

Healthy joints are critical to maintaining an active lifestyle, but they undergo everyday stress as they work to keep us moving. Help support the formation and function of healthy joint structures with ALTRUM Joint Support. It's formulated with glucosamine, which is naturally present in bones and joints, and Boswellin® to help promote healthy joint function. ALTRUM Joint Support also includes vitamin C, manganese and copper, nutrients known for contributing to the production and maintenance of healthy joint tissue.



ALTRUM Joint Support				
Stock #	Units	Pkg./Size	Dealer Price	P.C. Price
ALJS	EA	(1) 90-ct.	26.20	27.55
ALJS	CA	(12) 90-ct.	299.40	314.40
Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
2.62	4.35	6.08	7.81	24.95
31.43	52.21	72.97	93.74	299.40

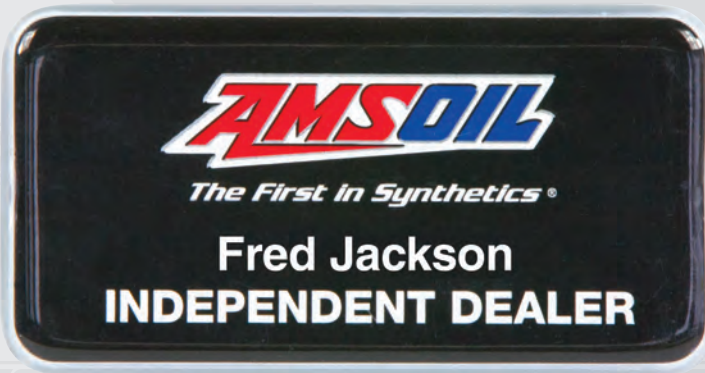
**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

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

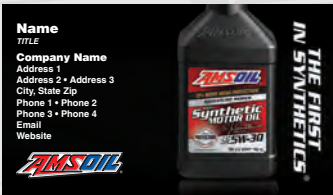
Visit The AMSOIL Inside Track

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.





Magnets



Business Cards



Data Sheets



Flyers

Let Them Know You Mean Business

You represent a premium product. Make sure your sales materials are premium too.

The AMSOIL Print Center is your one-stop shop for business cards, signage, data sheets and much more. It provides professionally printed materials that place AMSOIL as a premium brand and you as a trusted professional.

Access the Print Center through the Dealer Zone (Business Tools>Marketing Your Dealership>AMSOIL Print Center).

Flyers and data sheets in the Print Center are available for trade-show co-op. Eligible participants are issued promo codes that can be used for reduced pricing on their orders. Print Center prices include

shipping and customization of each item to include your Dealer information.

Just need a digital copy? The Digital Library in the Dealer Zone holds data sheets, brochures and other marketing collateral that can be shared digitally. If you're messaging, emailing or texting a document, this is your best source. It's quick, easy and free.

To order printed catalogs, visit AMSOIL.com (U.S.)/AMSOIL.ca (Canada).

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WE HONOR



(Discover in U.S. only)

Fall hunting season is right around the corner. AMSOIL products help ensure your customers' vehicles and firearms are well-protected and operating at peak performance. my.AMSOIL.com



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AMSOIL.com

August 2023

MORE PLAYTIME in One Box



AMSOIL delivers everything you need to change oil in one convenient kit so you can spend more time playing and less time wrenching.

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EZ Online Order Form: my.AMSOIL.com