

# AMSOIL<sup>®</sup>

► DEALER EDITION

## MAGAZINE

JULY 2023



## Two New Viscosities Join Synthetic European Motor Oil Line

 | PAGE 8

**AMSOIL DOMINATOR<sup>®</sup> Synthetic  
Racing Oil Now Available in  
10W-40 Viscosity** | 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.<sup>1</sup>
- **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.

<sup>1</sup>Based 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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**THE COVER**

European sports cars like this are precision-engineered to thrill drivers with outstanding power, handling and comfort. It's only fitting they are protected by an oil made with the same care and attention to detail.



# From the Chairman

My family and I are cabin people. I grew up making memories with my dad and siblings at our family cabin, and now we are replicating that with my wife and children – except their memories are going to be much more exciting because they will include our Nautique\* wake boat. This thing is *remarkable*. It is powerful and creates a wake that enables the use of a wakeboard with no tow rope. We have had hours of fun on the Nautique, and I look forward to getting it in the water each spring.

Cabin life offers endless fun activities. We also have a 20' Ranger\* fishing boat at the lake, and we keep UTVs and snowmobiles there to take advantage of the excellent local trail systems year-round. It's not all fun and games, however. Cabin life also requires endless work. Essentially, you have to duplicate everything you do to maintain your home, but add unique chores like taking docks and boat lifts in and out of the lake. You

also have to mow the lawn, care for the siding, weed gardens, rake leaves and perform other maintenance. That means we keep a push mower, a riding mower, a string trimmer, a leaf blower and other tools at the cabin.

Maintaining just the items at our cabin with AMSOIL products would more than pay for a P.C. membership. And we are not unique. The lake our cabin is on is filled with cabins just like ours, each of which has similar toys and maintenance equipment. One Dealer could clean up on just that one lake. Plus, while the lake has its share of year-round residents, most people are there only part time and have a full-time residence somewhere else (i.e., more opportunity). If you could get half the people on the lake to buy AMSOIL products for half the things they own, you would be well on your way toward earning Tier 4 profits. That's just one lake. How many lakes are there in Wisconsin alone? The opportunity for AMSOIL Dealers is massive.

Is there a lake, trailhead or other attraction for motorsports or powersports enthusiasts near you? What can you do to become known as the AMSOIL guy or gal for them? Create some bite-size goals to make that a reality. After you've mastered one area, you'll have a strong foundation to expand the area in which you're known as the local source for AMSOIL products. Then, start a team of Dealers and expand your reach even further. There is an abundance of opportunity out there for AMSOIL Dealers. We are doing everything we can to support you with products and services, but the rest is up to you.

**Alan Amatzio**  
Chairman & CEO

# 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:

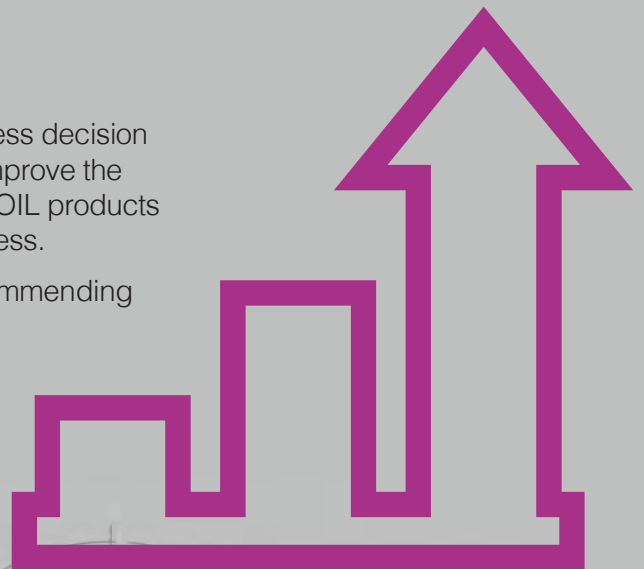


## STEP 05 PRESENTING SOLUTIONS

When you sit down for your second meeting with the business decision maker, present your case for how AMSOIL products can improve the profitability of a commercial business or how carrying AMSOIL products can increase margins and drive customers to a retail business.

Be specific about the products and programs you're recommending by including pricing and shipping details. You should also include information about volume discounts or any value-added services that are available.

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



# LETTERS TO THE EDITOR

## PREFERRED CUSTOMER ORDERS

Dealers have the capability to register Preferred Customers online. Could it ever be possible for Dealers to place orders for P.C.s online? I personally have P.C.s that expect and depend on me to call in orders. Online ordering might be a good new program. Thank you.

Sincerely,

**Fred Mertz**

*AMSOIL: Thank you for your question, Fred. We've avoided creating a way for Dealers to submit online orders for Preferred Customers for security reasons; Dealers cannot collect and re-enter Preferred Customers' payment information. Most Preferred Customers are willing and able to order themselves, and we encourage them to do so to allow Dealers to focus on more profitable activities such as recruiting new customers.*

## NEW CUSTOMERS

The recent launching of *The Next 50* makes the new program requirements real for all Independent Dealers. I like how it is working for us, with one exception. The definition of a "New Customer" is making it more difficult for us Dealers than it needs to be. This relates to what is a "New (Qualified) Customer" and how Dealers must meet that definition to remain "Customer Certified."

To help make my point, here is an actual example of one of my accounts.

I became an Independent Dealer in 2013. At that time, I hoped to get my Dealership started by giving \$10 (6-month) P.C. enrollments as gifts to a few friends. I was hoping that these folks would order AMSOIL products, and I would be off and running as a new Dealer. That did not happen! None of my gifts resulted in AMSOIL orders.

Fast forward to this winter; one of the guys whom I gave a gift P.C. enrollment, 10 years ago, recently signed up and made a qualifying order over \$100. Please understand, he had NEVER used or ordered AMSOIL products previously, so it made sense to me that he would be considered a "New Customer."

However, I was informed by AMSOIL headquarters that since this account had been previously enrolled, it "could not be considered a new (qualified) customer."

I can understand why an account that had previously ordered AMSOIL products shouldn't count as a new customer. However, this account had never ordered AMSOIL products. I find the current policy interpretation of "New Customer" by AMSOIL headquarters to be confusing and very discouraging to those of us working hard to secure accounts that actually order products.

In summary, I respectfully suggest that the definition of "New Customer" be linked to the date of the first qualifying order, and not linked to the date someone is first enrolled as an AMSOIL account. I have found that, many times, it is much more difficult to get the first order than it is to simply enroll them as an account.

Thank you for your consideration of this suggestion.

**Wayne A. Edgerton**

*AMSOIL: Thank you for your suggestion, Wayne. We're glad the new TN50 compensation plan is working for you, and your friend has finally decided to start using AMSOIL products. The requirements for being a "new" customer haven't changed with the launch of the TN50 compensation plan or customer certification. It's always been intended to allow Dealers one 12-month period to encourage new Preferred Customers, Dealers and accounts to buy the small amount of products required to be "qualified." Without this deadline, there would be less urgency for Dealers to follow up and ensure their new customers are satisfied and purchasing AMSOIL products. It also encourages Dealers who provide free Preferred Customer memberships to be selective and only give them to serious prospects. The policy is intended to help all parties involved and encourage Dealers to pursue that first sale as you are right, Wayne – that is more difficult than registering an account.*

## EMPOWERKIT

I'm curious to know if AMSOIL has had any complaints from other Dealers concerning the AMSOIL Dealer Website Customer Support from Empowerkit. I've had a website with them for several years and spent a lot of time adding a blog and posting to it with content related to the use of AMSOIL products and other automotive-related topics. When they moved all of the Dealer websites to a new design last year, I noticed that all of my personally written blog posts were not migrated back to the blog page I had set up. I was told they were having to do it manually. That was over 6 months ago and every time I speak to someone there I get the same answer. I'm in the queue and it will get done when it's my turn. I've spent a lot of time and money with them trying to make my AMSOIL Dealer website a great resource for my prospects and customers. This website generates most of my new customers and it's not providing all of the information I worked so hard to provide to my viewers. Is AMSOIL corporate aware of this issue?

Best Regards,

**Thom Wofford**

*AMSOIL: We're sorry you experienced this issue, Thom. Yes, other Dealers have seen the same problem. We've been in contact with Empowerkit, and we're confident the issue has been resolved. We hope Dealers have noticed the improvement. If you're still having troubles with your website, contact AMSOIL Dealer Sales at (715) 392-7101 (Monday-Friday, 8 a.m.-5 p.m. Central) or training@AMSOIL.com.*

Email letters to:  
**letters@AMSOIL.com**

Or, mail them to:  
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Attn: Letters  
925 Tower Avenue  
Superior, WI 54880**

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



**Len Groom** | MARKET MANAGER, POWERSPORTS & POWER EQUIPMENT

## AMSOIL DOMINATOR® Synthetic Racing Oil

What makes DOMINATOR different?

DOMINATOR Synthetic Racing Oil is a custom formulation designed specifically for high-performance racing applications. It contains increased levels of zinc and phosphorus additives in the form of zinc dialkyldithiophosphate (ZDDP). ZDDP is an extremely effective antiwear agent that also reduces friction and helps prevent corrosion and oxidation.

ZDDP works by forming a protective film on metal surfaces that reduces friction and wear in high-pressure conditions and helps prevent corrosion. As a friction modifier, it increases lubricity for maximum horsepower and torque. It acts as a sacrificial antiwear agent and reacts with the metal surface to create a chemical barrier that prevents direct contact and metal-to-metal wear.

The powerful, modified engines in racing vehicles produce extreme heat and pressures your average car or truck simply will never see. A 900-horsepower Pro 4x4 race truck can produce engine-oil temperatures exceeding 300°F (149°C). In comparison, engine-oil temperatures in a typical passenger car or light truck typically stay below 220°F (104°C). The difference is even more striking when you consider that the rate of motor-oil oxidation (chemical breakdown) doubles for every 18°F (10°C) increase in oil temperature, meaning that the oil breaks down more than 16 times faster when racing.

Additionally, the tremendous pressure and shearing forces that racing oil bears as it's squeezed between the main and rod bearings and cam lobes and lifters can tear apart the molecular structure of the oil, reducing

its viscosity and film strength. DOMINATOR Synthetic Racing Oil is specifically formulated to protect engines subjected to these extreme shearing forces.

### The cost of performance

Increasing performance in one area requires tradeoffs in other areas, including an oil's overall protection, performance and lifespan. The requirements of a racing oil are maximum performance and protection under high pressure and heat. For example, engine modifications that provide more power are typically offset by a higher risk of failure. Likewise, the boosted level of additives meant to increase protection in high-performance racing don't allow for other additives found in passenger-car motor oils that help maximize fuel economy, maximize cleanliness and improve cold-weather operation. DOMINATOR specifically provides an extra measure of protection for engines that run on the ragged edge.

Many performance racing engines are rebuilt often. In fact, we recently built a 1,000-horsepower LS crate engine and ran it on the dyno for 25 hours of extreme-use testing. We simulated wide-open-throttle drag racing, the rapid acceleration and deceleration of autocross and more-typical daily stop-and-go driving. During the rebuild, we saw DOMINATOR's excellent performance first-hand, as the bearings were protected and there was no scuffing or deterioration. We also saw no excessive wear on the camshaft, bore or pistons. We'll have this high-performance engine on display at our 50th Anniversary Convention for everyone to see.

### Racing oil in a daily driver?

It sounds logical to put high-performance racing oil in your daily driver, but there are a few reasons why you shouldn't. For starters, racing oils are designed to maximize protection under extreme use, and to be changed frequently, whereas automotive motor oils are designed to be long-lasting and reduce the frequency of oil changes.

Most professional racers change the oil every couple races, if not after every race, so racing oils are formulated with a lower total base number (TBN) than passenger-car motor oils. TBN is a measure of the oil's detergency properties and its ability to neutralize acidic byproducts. Oils with higher TBNs provide longer drain intervals.

AMSOIL Signature Series Synthetic Motor Oil features a TBN of 12.5 to enable its 25,000-mile (40,200-km)/one-year drain interval. In contrast, DOMINATOR Synthetic Racing Oil has a TBN of 8 and is recommended to be changed more often. As great as it performs on the track, DOMINATOR is not what you want in your engine when you're driving thousands of miles and several months between oil changes.

Additionally, phosphorus and emissions systems do not get along, and the specialized additive package in DOMINATOR is not designed for compatibility with emissions-control devices. While ZDDP has been used as a motor-oil additive for many years due to its excellent antiwear capabilities, levels of ZDDP in automotive motor oils are being reduced to mitigate potential negative effects on catalytic-converter performance.

# Two New Viscosities Join Synthetic European Motor Oil Line

Those who know, know. The sophisticated engineering, finely tuned performance and artistic styling of European cars can turn a daily commute into a grin-inducing experience. The design of these vehicles requires specialized motor oils to meet their specifications. AMSOIL is adding two new viscosities to the European Motor Oil family to do just that: AMSOIL 0W-30 Synthetic European Motor Oil and AMSOIL 10W-60 Synthetic European Motor Oil.

## AMSOIL 0W-30 MS Synthetic European Motor Oil

AMSOIL 0W-30 Synthetic European Motor Oil answers a growing demand for the BMW\* LongLife\* 01-FE 0W-30 specification. BMW updated its previous recommendation of LongLife 01 5W-30, and the new spec covers many newer BMW six-cylinder engines. The new recommendation is backward compatible with vehicles that currently use, and were factory filled with, 5W-30. AMSOIL 0W-30 European Motor Oil offers outstanding protection in high-temperature conditions and improved cold-flow properties.

### Product Highlights

- **Outstanding** protection in high-temperature conditions
- **Greater** flow in cold temperatures

### APPLICATIONS

Use AMSOIL 0W-30 Synthetic European Motor Oil in applications that require any of the following specifications: API SP, SN Plus, SN; ACEA C2/C3; BMW LL-01FE; MB 229.31, 229.51, 229.52; VW/Audi\* 504/507; Porsche\* C30.

## AMSOIL 10W-60 FS Synthetic European Motor Oil

AMSOIL 10W-60 Synthetic European Motor Oil provides a high-performance motor oil for a niche group of European performance vehicles, including BMW M Series,\* Ferrari,\* Aston Martin\* and Maserati.\* It delivers exceptional engine protection in extreme temperatures, shear resistance and reduced oil consumption.

The primary target for 10W-60 European Motor Oil is the BMW M Series. The M Series includes a niche group of

enthusiast vehicles that span the late 1990s to mid 2000s. Offering a compatible product for these vehicles strengthens our European Motor Oil line.

### Product Highlights

- **Exceptional** engine protection in extreme temperatures
- **Shear** resistance
- **Reduced** oil consumption

### APPLICATIONS

Use AMSOIL 10W-60 Synthetic European Motor Oil in applications that require API SN or ACEA A3/B3; A3/B4, including the BMW M Series, Ferrari, Aston Martin and Maserati.





## Drive with Confidence

The new 0W-30 and 10W-60 viscosities add to a robust line of AMSOIL Synthetic European Motor Oil that often exceeds strict European manufacturer specifications. Its shear-stable synthetic base oils and high-quality anti-wear additives provide outstanding protection in high-heat conditions for dependable performance throughout the long drain intervals recommended by European vehicle manufacturers.

Additionally, the excellent oxidation stability, heat resistance and detergency properties of AMSOIL European Motor Oil helps keep engines clean. It is designed to prevent sludge and varnish deposits, reduce oil consumption, extend engine life and provide maximum performance.

AMSOIL European Motor Oil provides outstanding protection for turbochargers by keeping them cool and resisting deposits. Impressive cold-flow properties protect turbochargers from oil starvation in subzero temperatures and ensure a rapid return to appropriate oil pressure at startup.

AMSOIL European Motor Oil includes FS, MS and LS identification to help differentiate between full-SAPS, mid-SAPS and low-SAPS formulations. What does that mean? European vehicles feature gasoline and diesel engines with emissions systems that are highly sensitive to SAPS (sulfated ash, phosphorus and sulfur) content. SAPS

are common oil additives that provide desirable performance properties, including detergency and protection against wear and oxidation. However, protecting sensitive emissions systems found in European vehicles requires different SAPS levels for different vehicles – it's not a one-size-fits-all deal.

## Selling the New Viscosities

European-car enthusiasts typically seek the finest quality and have a higher level of trust in vehicle-manufacturer recommendations. They look for original equipment manufacturer (OEM) approvals to ensure a product is compatible with their vehicle. These customers are most often part of the do-it-for-me (DIFM) category, but can be challenged with a lack of dealership service networks in smaller markets. Many rely on specialty repair shops that focus on European vehicles.

European specialty repair shops are the most likely customers for these products. They specialize in European-vehicle aftermarket support for everything from general lubrication and tire service to extensive engine and electrical service. Offering products that meet a wide array of industry and OEM specifications for European vehicles can help set them apart from the competition.

## Tools to help your sales efforts:

- European Motor Oil Dealer Sales Brief
- Automotive Catalog (G3549 U.S., G3550 Can.)
- European Motor Oil Data Sheet (G3395)

The addition of AMSOIL 0W-30 and 10W-60 Synthetic European Motor Oil can help keep you on the forefront of the European-vehicle market and grow your customer base of European-car enthusiasts.



### 0W-30 MS Synthetic European 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
EOTQT	EA	1 Quart	10.00	10.59	12.99	13.99	0.62	1.03	1.45	1.86	5.93
EOTQT	CA	12 Quarts	114.15	120.45	154.15	165.10	7.47	12.41	17.34	22.28	71.16

#### 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
EOTQTC	EA	(1) 946-ml bottle	13.30	14.09	17.19	0.62	1.03	1.45	1.86	5.93
EOTQTC	CA	(12) 946-ml bottles	151.80	160.15	205.20	7.47	12.41	17.34	22.28	71.16

### 10W-60 FS Synthetic European Motor Oil

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
ETSQT	EA	1 Quart	9.25	9.79	11.99	12.99	0.57	0.95	1.33	1.71	5.46
ETSQT	CA	12 Quarts	105.15	105.15	142.00	153.05	6.88	11.43	15.97	20.52	65.55

Not available in Canada.

# Direct Jobbers Share Tips on Finding Online Success

The digital age of marketing has brought forth endless opportunities to reach a large, targeted audience quickly and easily. Product and service messaging can be delivered on various platforms for relatively low cost. It is common to research products and services to determine the best option before making a purchase decision. However, the internet is a vast landscape of information and often serves content to consumers based on their internet activity and search history. With the right strategy, businesses and buyers can connect from anywhere in the world.

How does one compete in an arena where consumers are bombarded with content? Every time we open a web browser we're exposed to some form of digital marketing. Websites, search engines, social media, blogs and web ads are all digital marketing tools used to communicate products and services.

We asked a couple AMSOIL Dealers who use online marketing to weigh in on what works best for breaking through the noise.

Direct Jobber Tom Shalin has been a Dealer since long before the rise of the internet. When he became a Dealer in 1979, Shalin worked in the corporate world with an entrepreneurial spirit that also contributed

to his success with AMSOIL. His Dealership has evolved from humble beginnings when retail sales and new Dealers were the only ways to grow. Shalin dove in, finding new AMSOIL customers and holding Dealer meetings to help his downline flourish. His hard work paid off, with Shalin achieving



**Tom & Sheila Shalin**  
Direct Jobbers

Direct Jobber status just five months after becoming a part-time AMSOIL Dealer. With the onset of the internet, Shalin found new ways to cast a larger net and generate new business from anywhere in the U.S. and Canada through his website.

One of the first things any serious Dealer should do is establish a website to which new and prospective customers can be directed. A solid website with relevant information gives Dealers credibility and should be considered one of the best first impressions you can make. "Every Dealer should have an online portal regardless of their global strategy for digital marketing," says Shalin. "A website must have well-rounded content and be useful; otherwise people will not stay on it. The site must also be found. Both attributes must be part of the process, or you have wasted money."

First and foremost, your goals and budget are the most important factors to consider. "Determine what you want to achieve with digital marketing," said Shalin. "The goal is to build your business and drive customers to your business, not spend money branding AMSOIL. AMSOIL spends money branding; Dealers don't have to do that. The goal of a Dealer is to build their business with digital marketing."

Once you've determined your

primary goals and established a website, remember it takes time. "You must establish yourself, and the biggest challenge is to differentiate yourself from other Dealers," says Shalin. "Spending money upfront for advertising costs big dollars and drives up the cost of established digital marketing efforts for other Dealers. Over the years I have seen Dealers hit digital marketing big-time, thinking they are going to make a killing right away. They wind up disappearing in a month or two because of the huge losses they incurred."

Another common mistake is trying to learn or maintain multiple platforms all at once. Starting on a smaller scale on a medium that you're familiar with will pay off most in the long run. "Start with blogs or posts that are helpful, useful and illustrate your expertise to others," says Shalin. "Endeavor to make your knowledge a trusted resource for others. This takes time and faithfulness to your efforts, and sales may take some time. Keep in mind you may be inadvertently spending resources helping other Dealers or their customers. Be cognizant of the AMSOIL account-protection policies when existing customers or accounts contact you."

When your plan and website are in place, it's time to get the word out. Make sure your website URL is included

on all your business cards, literature and social-media posts. Adding a vehicle graphic with your URL is a great way to generate online traffic by simply being in physical traffic.

Search-engine optimization (SEO) and pay-per-click (PPC) are two common ways to increase website traffic, but there are financial perils if you haven't taken the time to research and understand the options before you. "There are many great options out there, but it takes knowledge and preparation to make them successful for your Dealership. Be sure you research the full scope of any SEO or PPC plan before investing any capital," says Shalin.

When your website starts seeing traffic, take the time to engage with people who interact with any of your digital marketing initiatives. Doing so will pay off in customer loyalty and referrals from those you've already captured. Be wary of competitors or naysayers looking to stir up trouble and stay above the fray. "When I first started digital marketing over 20 years ago, I was surprised how easy it was to build online loyalty," says Shalin. "My customers refer others. This is because of credibility and value that you build into your digital marketing. Some Dealers use blogs, social and interest groups, which is good and relatively inexpensive. However, this takes discipline and tact to not get into any squabbles online or create

animosity. Also, create value. Keep in mind that our competitors are out there, too, and can stir up issues. These are not valid interested leads, only competitors trying to tear down."

### Social-Media Success

Direct Jobber Eben Rockmaker has also established a successful Dealership through savvy social-media activity. His YouTube channel, Synthetic Oil Protection, has amassed a following of over 35,000 subscribers. The channel holds fun, relatable content that viewers find both interesting and informative.

Rockmaker started his AMSOIL Dealership after moving to Las Vegas and working various gigs, including an online car-finding business to help folks find reliable vehicles. That endeavor led him to the mighty SEMA Show that takes place each year in Las Vegas. It was there he met AMSOIL Direct Jobber Tom Georgalos, who explained what AMSOIL products can do. After researching testing data, then installing AMSOIL products and seeing the benefits firsthand, Rockmaker soon became an AMSOIL Dealer himself. His YouTube channel is now the main driver for developing his Dealership. We asked Rockmaker about his social-media strategy, and he was happy to lend some advice.



**Eben Rockmaker**  
*Direct Jobber*

### What kind of YouTube content receives the most engagement?

My videos feature regular, everyday cars people have that they want to take care of. The goal is putting out relatable content for those who want better performance, drivability and a better relationship with their vehicle. Show viewers how much you love the topic with excitement. Share that enthusiasm and it will spread.

### How much time do you put into your content?

Usually about 62 hours every week. I'm an AMSOIL Dealer full-time. I sometimes put in up to 74 hours a week total, but I'm having fun and it doesn't seem like work.

### How much new business comes from your YouTube channel?

Almost all of it comes through YouTube, close to around 91%. I also talk to people in person and do some email marketing. I send digital business cards out, which helps keep my info available and reduces the chance of lost or forgotten contact information from current and prospective customers.

### What advice do you have for other Dealers getting started?

Stick to your areas of competence and showcase what you're already good at. Whatever the topic – greasing, differentials, maintenance, small-engine repairs – find where you can speak as an expert. More people will understand content better when you know the subject. A lack of experience shows, and the message won't resonate. Stick with what you know and remember less is more as you begin. Start out with one platform, even if you have others. You'll get way more as you start, instead of stepping in different areas all at once. Pick a social-media lane to become great at, then you can diversify platforms down the road once you get acclimated.





# AMSOIL DOMINATOR® SYNTHETIC RACING OIL NOW AVAILABLE IN 10W-40 VISCOSITY

AMSOIL DOMINATOR® Synthetic Racing Oil is a sophisticated formula engineered to protect high-performance racing engines from the extreme rpm, temperatures and shock-loading created when pushing vehicles to their limits. DOMINATOR delivers maximum horsepower and engine protection that has been validated by numerous championship-winning race teams.

To finish first, first you must finish. “DOMINATOR is a proven line of racing oil for people who push their engines to the ragged edge,” said AMSOIL Market Manager – Powersports & Power Equipment, Len Groom. “We designed DOMINATOR to deliver exceptional protection in extreme racing environments, and that’s exactly what it does.”

The multi-grade formulation and thermally stable synthetic chemistry provides excellent cold-start protection when the engine is most vulnerable, plus continued protection from the intense heat generated at wide-open throttle.

- **Designed** specifically for high-performance racing engines
- **Formulated** to resist viscosity loss
- **Engineered** to maximize horsepower and torque
- **Fortified** with anti-wear additives for extra protection

## FEATURES:

### Fights Engine Wear

DOMINATOR Synthetic Racing Oil’s durable formulation resists viscosity loss due to mechanical shear to maintain a strong protective oil film. It is heavily fortified with zinc and phosphorus anti-wear additives to provide additional protection against scuffing and wear in severe racing conditions.

### Maximizes Horsepower

DOMINATOR is formulated with a proprietary friction modifier to reduce energy lost to friction. It delivers maximum horsepower and cooler engine temperatures, promoting improved lap times and longer-lasting components.

### Superior All-Temperature Performance

DOMINATOR provides maximum

protection in temperature extremes. Its low pour point offers excellent startup protection and provides less drag when the oil has not reached stable operating temperatures. At elevated operating temperatures, it maintains superior film strength. DOMINATOR’s thermally stable synthetic chemistry resists the effects of intense heat common to racing engines to provide reliable protection for the duration of the race.

### Commercial Availability

Many oil companies produce specialty racing oils for elite groups and do not offer them to consumers. For example, several popular oil manufacturers produce racing oils only for NASCAR\* teams. DOMINATOR Synthetic Racing Oil is formulated to a high level of performance that provides maximum performance and superior protection to all racers, regardless of their competition



level. That mean you get the same DOMINATOR Synthetic Racing Oil that is used in the engines of Team AMSOIL-sponsored racers, including Bryce Menzies and Brad Lovell.

**APPLICATIONS:**

DOMINATOR Synthetic Racing Oil is compatible with leaded and unleaded gasoline, diesel, alcohol, nitro-methane and nitrous oxide.

**Use DOMINATOR 5W-20, 10W-30, 10W-40 or 15W-50 in:**

- Asphalt late model
- Dirt late model
- Modified big block
- Modified small block
- Aluminum block
- GM\* crate late model
- Marine

- Bracket
- Midget
- Endurance
- Rally
- Sprint
- Truck-pull
- Diesel racing

**Use DOMINATOR SAE 60 in:**

- Drag racing
- Top fuel
- Pro-stock tractor pull
- Diesel racing



**DOMINATOR 10W-40 Synthetic Racing Oil**

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
RD40QT	EA	1 Quart	13.05	13.79	16.89	17.89	0.81	1.34	1.87	2.41	7.69
RD40QT	CA	12 Quarts	148.65	156.85	200.70	211.80	9.69	16.09	22.49	28.89	92.28

Not available in Canada.

# Muscle Car Mania: Modern Muscle

The 1960s and early '70s are often thought of as the glory days of the muscle-car era. That's understandable; the sexy mid-sized sedans with beastly V8s were an American invention that seemed unstoppable for over two decades. But rising gas prices, fuel-economy regulations and high insurance premiums eventually brought their demise in the early 1970s. The 1990s, however, saw the muscle car roar back from the grave, this time stuffed with modern goodies that brought them to new heights of power and performance while also meeting ever-tightening emissions regulations. Here are a few of the stand-out muscle-car engines of the modern era.

## Mopar\* Gen III 5.7-Liter Naturally Aspirated HEMI\* Eagle V8 Engine

The Mopar Gen III 5.7-liter HEMI V8 doesn't post wildly high power output, but it excels in reliability. Commonly found in Dodge\* Chargers\* and Challengers,\* the engine generates 375 hp and 410 lb-ft of torque without using forced induction, and the block is capable of 1,000+ hp with upgraded components. The Eagle landed in 2009 with several upgrades from the prior 340-hp 5.7-liter Gen III HEMI made primarily for RAM\* trucks, including variable valve timing (VVT), a redesigned combustion chamber and an active intake manifold that raised performance while lowering emissions.

## GM\*/Chevrolet\* 6.2-Liter Small-Block V8 LT1\* Engine

The original Chevy\* LT1 was born in 1970, but it received high-tech upgrades from 1991 to 1995. The Gen V LT1 was derived from a Chevy small-block Gen IV modernized with direct injection, active fuel management and continuously variable valve timing (CVVT). Under the hood of the C7\* Corvette\* (2014-2019), the LT1 puts out 460 hp and 465 lb-ft of torque with an optional exhaust system.

## Mopar Gen III 6.4-Liter/392 HEMI Apache\* V8 Engine

The Mopar Gen III 6.4-liter/392 HEMI Apache engine has roots in 1957's Gen 1 HEMI 392 cubic-inch engine and the second-generation Elephant\* 426 from 1964-1971. The Gen III first appeared in 2011 with enlarged displacement and power over the previous 6.1-liter HEMI with a longer stroke. The modern 6.4-liter muscle-car engine uses an 11:1 compression ratio to squeeze out 485 hp and 475 lb-ft of torque, huge numbers for a naturally aspirated engine. The Apache sits under the hood of the 2011-2018 SRT

392 Challenger and Charger, and the 2015 to present Dodge Scat Pack.\* The engine is equipped with modern features like VVT and a multiple-displacement system. The crankshaft and pistons use forged steel with an aluminum block and high-flow cylinder heads.

## GM\*/Chevrolet 6.2-Liter Small-Block V8 LS3\*/LSA\* Engine

The Chevy LS3 6.2-liter small-block V8 powered the Camaro\* SS\* from 2010-2015. Improved airflow over earlier generations enabled it to produce 426 hp and 420 lb-ft of torque. The LSA version added a 1.9-liter Eaton\* supercharger to some 2012-2015 Camaro ZL1s\* and the rare Cadillac CTS-V\* series, making it one of the most powerful muscle cars on the market with 580 hp and 556 lb-ft of torque. In addition to massive power output, the LSA also boasts incredible dexterity across its entire power band.

## Ford\* 5.2-Liter, Naturally Aspirated Voodoo\* V8 Engine

The hype around the Voodoo is hard to argue with. Introduced in 2015, the Ford Voodoo is a 5.2-liter, naturally aspirated V8 purpose built for the Ford Mustang\* Shelby\* GT350\* and GT350R,\* the more track-focused version. It features a dual-overhead cam (DOHC) and shares many components with the 5.2-liter Predator\* engine. A flat-plane crankshaft reduces weight and allows it to rev higher, up to a screaming 8,250 rpm. Other notable features include high-pressure direct injection, VVT, computer numerical control (CNC), ported cylinder heads and a 180-degree camshaft. With 526 hp and 429 lb-ft of torque through a six-speed manual transmission, the Voodoo engine puts the 2015-2020 Ford Shelby GT350 and GT350R among the most powerful naturally aspirated muscle cars out there, delivering 0-60 mph in 3.9-4.1 seconds.

## GM\*/Chevrolet Supercharged 6.2-Liter Small-Block LT4\* V8 Engine

Chevy's supercharged 6.2-liter LT4 V8 originally debuted in the Corvette C7 Z06\* before going on to power the sixth-generation Camaro ZL1\* in 2017. Based on the same Gen 5 small-block foundation as the 6.2L LT1 naturally aspirated engine, the LT4 features a cast-aluminum block and cylinder heads, direct injection, cylinder deactivation and CVVT with two valves per cylinder to support the higher output and cylinder pressures created by an Eaton supercharger. The LT4 is the most powerful engine Chevy has ever used in the Camaro, making the Camaro ZL1 the fastest and most ferocious Chevy production car yet with 650 hp and 640 lb-ft of torque. With a standard six-speed manual or optional 10-speed automatic transmission, the ZL1 covers 0-60 mph in 3.5 seconds and the quarter mile in 11.4 seconds at 127 mph before topping out at 193 mph.

## Ford Supercharged 5.2-Liter Predator V8 Engine

This beast might make you ask, "Who are you?" Since its debut in 2019, the handmade Predator engine has made the Ford Mustang Shelby GT500\* the most powerful Mustang in history. The Predator is a 5.2-liter aluminum-block engine with a cross-plane crank and DOHC design. Forged-aluminum pistons are coated in an anti-friction material called Grafal.\* The engine uses forced induction through a massive 2.65-liter Eaton TVS R2650\* supercharger to generate a whopping 760 hp and 625 lb-ft of torque. The result is 0-60 mph in under 3.3 seconds when paired with a Tremec\* seven-speed dual-clutch transmission in the Mustang Shelby GT500.



### Dodge SRT Hellcat\* 6.2-Liter Supercharged HEMI V8 Engine

The Dodge SRT Supercharged Hellcat 6.2-liter HEMI V8 engine is one of the most menacing production engines on the market. Since its introduction in 2015, it has been powering Dodge SRT Hellcat Challengers and Chargers. The Hellcat V8 debuted with 707 hp and 650 lb-ft of torque. Today, standard models produce 717 hp and 656 lb-ft of torque, while a larger 2.7-liter supercharger and Redeye\* model raise output to 797 hp and 707 lb-ft of torque. The Jailbreak\* model is tuned to unbridle a massive 807 hp.

### Ford 5.0-Liter Coyote\* V8

In the 1960s, Ford designed a four-valve V8 for AJ Foyt's "Coyote" car that took Indy 500\* victories in 1967 and 1977. The car became the namesake for Ford's vicious 5.0-liter V8 that debuted in 2011. The Coyote was designed for the Mustang GT\* to chase down the GM\* 6.2-liter LS3 in the Chevy Camaro and Chrysler\* 6.4-liter HEMI in the Dodge Charger and Challenger. The Coyote is a naturally aspirated engine featuring a 32-valve DOHC design with twin independent variable camshaft timing (Ti-VCT), features that raise power and fuel economy while reducing emissions. The Coyote has gone through three different design iterations for the Ford Mustang GT350 and GT500 and Ford F-150\* trucks. Despite its relatively small displacement, the Coyote churns out 460 hp and 420 lb-ft of torque – and can be tuned for higher output.

### GM/Chevrolet 5.5-Liter LT6\* V8 Engine

Legends aren't built in a day. Case in point, the design of the GM 5.5-liter LT6 V8 engine began back in 2014 with a blank sheet of paper. The first prototypes were made in 2015 and the first production engines rolled out in 2018. The final design is the most

advanced engine to live under the hood of a Corvette yet — and most powerful naturally aspirated V8 in a production car ever. The LT6 uses a DOHC configuration with a flat-plane crankshaft. Add in other advanced designs and components and the LT6 can put out 670 hp and 460 lb-ft of torque. The engine redlines at a dizzying 8,600 rpm. The GM LT6 engine serves as the standard powerplant for the mid-engine Chevy Corvette C8 Z06.\* The LT7\* is a twin-turbocharged version of the LT6 that's used in the C8 ZR1\* and C8 Zora.\*

### High-performance protection

If you have your foot on the accelerator of a modern muscle car, protecting it is a top priority. Here are some AMSOIL products to help keep your ride tearing up streets for years to come.

### AMSOIL SIGNATURE SERIES SYNTHETIC MOTOR OIL

AMSOIL Signature Series Synthetic Motor Oil is engineered with cutting-edge technology to achieve 75% more engine protection against horsepower loss and wear<sup>1</sup> than required by the industry standard, extending the life of vital components like pistons and cams. Signature Series develops a strong fluid film that keeps metal surfaces separated while robust anti-wear additives further reduce wear in metal-to-metal contact regions for maximum engine life and performance.

### AMSOIL OIL FILTERS

AMSOIL Oil Filters feature advanced full-synthetic media that help prevent wear by trapping and holding a greater amount of small, wear-causing contaminants compared to conventional and other high-efficiency filters. They provide filtering efficiency of 99% at 20 microns<sup>2</sup> while providing lower restriction to keep engine parts lubricated.

### AMSOIL SIGNATURE SERIES SYNTHETIC ATF

AMSOIL Signature Series Synthetic ATF is designed for vehicles that live in severe service. It handles heat so well, you can confidently double your vehicle manufacturer's severe-service drain interval with guaranteed AMSOIL protection.

### AMSOIL SEVERE GEAR® SYNTHETIC GEAR LUBE

AMSOIL SEVERE GEAR is engineered with high film strength for high-load demands. It reduces friction and provides the ultimate protection against wear, even in extreme temperatures. It's excellent for all cars and trucks, but especially well-suited for towing, hauling, racing or other severe-duty applications.

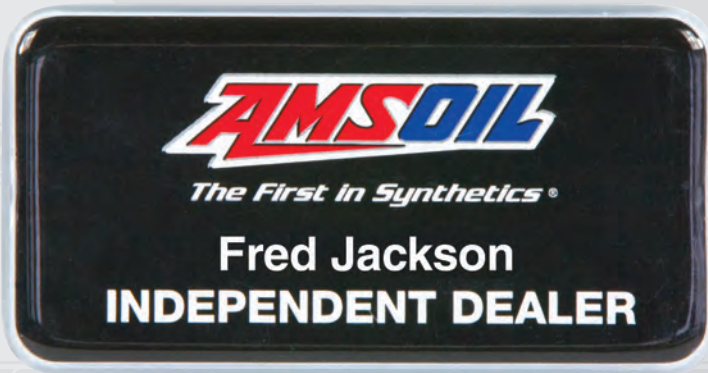
### AMSOIL P.I.®

AMSOIL P.i. is a gasoline performance improver with concentrated detergent that aggressively cleans stubborn, power-robbing deposits from injectors, valves and the combustion chamber. It's effective in port and direct-injection systems and cleans the entire fuel system in one tank of gasoline. For best results, clean your muscle-car fuel system with P.i. every 4,000 miles (6,400 km).

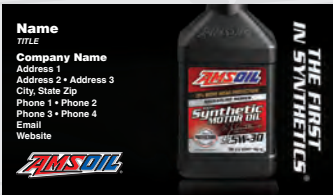
### AMSOIL UPPER CYLINDER LUBRICANT

Your engine's top end is sparsely lubricated and prone to the development of performance-robbing deposits. It's 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 with an AMSOIL-exclusive, powerful formulation that helps maximize engine power and performance while increasing engine life.

<sup>1</sup>Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.  
<sup>2</sup>In accordance with industry-standard ISO SO 4548-12.



**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.

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### July Closeout

The last day to process July orders is Monday, July 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 July business must be submitted by 11:59 p.m. Central on Friday, Aug. 4.

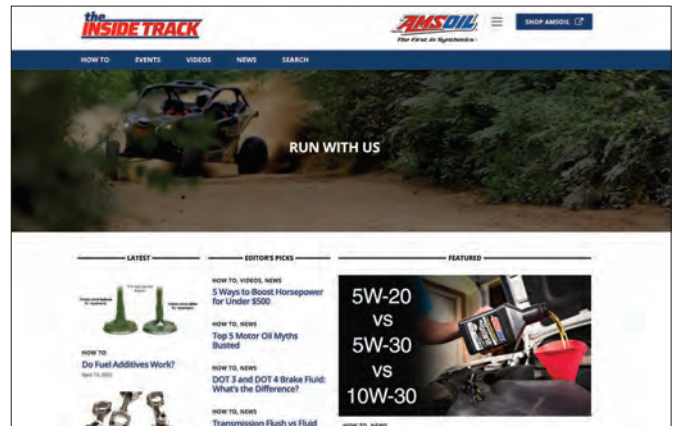
Volume transfers must now be submitted in the Dealer Zone (Business Tools>General Business Tools>Volume Transfer) or DBS. Transfers can no longer be submitted on the Dealer-to-Dealer Order Form (G01) or other forms through email or fax.

### Holiday Closings

The Toronto Distribution Center will be closed Monday, Aug. 7 for Civic Day. The Edmonton Distribution Center will be closed Monday, Aug. 7 for Heritage Day.

### New Hours for Distribution Centers

Effective July 3, all AMSOIL distribution centers will operate from 8 a.m. to 4:30 p.m. Monday through Friday. This change aligns the hours of operations for all AMSOIL distribution centers, and because our carriers pick up between 2 and 4:30 p.m. daily, we will now have an extra hour each day to process orders. The Anchorage Distribution Center managed by Carlile hours will remain 8 a.m. to 5 p.m. Monday through Friday.



### 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.

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**CUSTOMER BASE**  
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**Birthday Gift**

Celebrate your day with \$5 off\*



**\$5 Back**

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



**Exclusive Promotions**

Throughout the year



**Free Membership**

When you spend \$500 in a year

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

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



**PRODUCT SPOTLIGHT:  
AMSOIL MARINE ENGINE OIL  
(WCT, WCF, WCM)**

**WHAT IS IT?**

- **Premium synthetic oil** designed to protect high-stress four-stroke marine engines against wear and corrosion

**WHAT DOES IT DO?**

- **Withstands** the heat and stress of high-rpm operation and delivers excellent wear protection
- **Protects** against rust and corrosion during periods of inactivity and long-term storage for maximum engine protection, even when it's not running
- **Meets** the requirements of the NMMA FC-W Catalyst Compatible specification

**WHO IS IT FOR?**

- **Hardcore anglers and boating enthusiasts who demand the best protection for their marine engines.** Applications include gasoline-fueled four-stroke inboards, outboards, inboard/outboards, supercharged watercraft engines and personal watercraft, including those made by Honda,\* Mercury,\* Yamaha,\* Johnson/Evinrude,\* Bombardier/BRP,\* Suzuki,\* Nissan,\* Tohatsu,\* OMC,\* Volvo-Penta,\* Mercruiser,\* Chevrolet\* and Ford.\*



“Been using 10W-40 marine oil for 3 years now. Won’t trust any other oil for my 5.7L. I run hard and sometimes long to get to the fishing grounds. I don’t wanna worry about oil, and I never do with AMSOIL. Great stuff”

– **Robert**  
New York



Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

## An objection doesn't have to mean no sale

How you respond to objections can make all the difference in your ability to overcome them.

Objections are one of the hardest things to effectively overcome in the sales field. No matter what type of sales you are in, you will encounter them along the way as you navigate the sales process.

Objections can come at any time in the sales process. They might present themselves before you even reach a decision maker at a business. Gatekeepers may have objections as part of their job to prevent salespeople from taking up the time of busy decision makers at the business. Sometimes, objections can be based on incorrect or limited information. When an objection comes early in the sales process, it's more likely to prevent you from moving the sales process along rather than an actual objection to your product or what you are trying to offer.

Whether you are speaking to a gatekeeper or trying to set up a meeting with a decision maker, communicating your intent can help put your prospect at ease. This can lead to fewer meaningless objections that are only intended to prevent you from moving forward. For example, the intent of the "discovering needs" step in the AMSOIL sales process is to gather more information about your prospect's business to determine if AMSOIL products are a good fit and could help improve its profits. You should let your prospect know that is what you want to accomplish at that meeting. You will then take the information you collect and prepare a proposal, including pricing, which will be presented at a follow-up meeting. Communicating this plan to your prospect can help limit the upfront objection that AMSOIL is too expensive. By following these steps, you'll put your best foot forward.

The step in the AMSOIL sales process during which you will most likely encounter objections is when you are presenting solutions. In this step, you are presenting how you can help the prospect's business improve profits and then asking them to take action, establish an AMSOIL account and make a purchase. In other words, you are trying to sell, which is why objections are most likely to present themselves.

Objections shouldn't be viewed as roadblocks, but more as areas of opportunity. How you approach them can have a definite impact on their outcomes. Never discount or ignore an objection. Doing so makes your prospect feel unheard and can damage your credibility. The prospect is evaluating you, and his or her impression of how you respond now will give insight to how you may respond when servicing their account.

There are some key points that can help improve your success in overcoming objections.

- When you are in the "developing the plan" stage of the AMSOIL sales process, you are getting ready to present your solutions. This is a good time to think about possible objections the prospect may have. The information you gathered from him or her should direct you to what those objections may be. Some possibilities could be price, packaging, delivery times, ordering or a past experience with AMSOIL. How will you respond? Prepare yourself prior to your second meeting.
- When presenting solutions, review with the prospect the key points he or she shared at the first meeting. These

should be the points that you are going to address with your solutions. Ask if anything has changed.

- When an objection is presented, it's important to listen. Don't interrupt. That's sometimes harder to do than it sounds. Confirm that you understand what the customer is saying. Repeat the objection back to them.
- Respond to the objection. Sometimes you may not be prepared with an answer. Maybe more research is needed in order to provide an effective response. That's OK. Taking the time to get the correct response is a lot more effective than giving a rushed, improper response. When more research is required, be sure to set up a time to follow up with the prospect.

Objections can come from multiple people within a business and at different times within the sales process. Objections that you face when presenting solutions are generally going to be the most credible and sometimes the most challenging to overcome. A good question to ask when responding to an objection is, "If I am able to address your concern(s), are there any further reasons to not move forward with AMSOIL?" This signifies to the prospect that you are taking their concerns seriously and want to make sure that you address all of them. It also demonstrates that you are ready to start your partnership with them.



# 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.





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July 2023

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