

# AMSOIL<sup>®</sup>

▶ DEALER EDITION

MAGAZINE

NOVEMBER 2023



## New Oil Analysis Kits Designed to Build Partnerships, Improve Profitability

| PAGE 8

New Commercial and Retail Account Application | PAGE 12



# SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU DRIVE AND HOW YOU DRIVE



V-twins, hybrids, lawn mowers, race cars – whatever you drive, no two engines function exactly the same way. Getting the best performance and longest life out of your vehicles and equipment requires specialized lubricants.

AMSOIL products are engineered to deliver targeted, application-specific benefits so you can extract maximum performance and life from your equipment.



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**THE COVER**

We're introducing three new oil analysis kits to help position Dealers as valuable partners, and help commercial accounts improve their profitability.



# From the Chairman

Many memorable conversations were had at the 50th celebration in July. While it was fun discussing our past accomplishments, the best conversations were those surrounding a Dealer's plans for growing his or her Dealership. It is powerful to watch the energy and excitement of one Dealer infect another Dealer and multiply throughout a group. If we could bottle that energy and provide it to you, I would.

One of my objectives is to increase opportunities for everyone associated with AMSOIL. Doing so will help us achieve our two main goals: 1. help AMSOIL Dealers be successful, and 2. ensure AMSOIL is strong for years to come. There is an abundance of opportunity for AMSOIL Dealers right now, and new opportunities arrive every day. The new products we launched in July were created specifically to help you earn new customers. We reformulated and rebranded AMSOIL XL as AMSOIL Extended-Life Synthetic Motor Oil. It is doing fine, but the change did not generate a major increase in sales – yet. Have you noticed the significant performance increase Extended-Life provides?

Plus a 20,000-mile drain interval and a fantastic price. It is a great solution for people who rack up the miles. Meanwhile, AMSOIL Synthetic Hybrid Motor Oil is off to a strong start, and AMSOIL Synthetic High-Mileage Motor Oil is blowing away our predictions. It is doing exactly what we wanted it to do (aside from delivering real benefits for customers) – help Dealers attract new customers and take a piece of the popular high-mileage segment.

"High-mileage motor oil" is a highly searched term online. With new AMSOIL High-Mileage Motor Oil now available, we're showing up in a big way when people look for a high-mileage solution, and we're gaining new customers because of it. Preferred Customer registrations are up. More Preferred Customers means more customers in the assignment pool, which means more customers and more commissions for you. That is, if you're Customer Certified. If you are not, make it a priority. Watch the required videos and register four new, buying customers in a 12-month period (two if you're a new Dealer). That's it. Then you're eligible to receive assigned buying customers from AMSOIL and receive all the

commissions they generate, including their first purchase. That's an incredible bargain! I don't know of a comparable program available from any other direct-sales organization, and when we consulted with industry experts, neither did they. They were impressed by this excellent opportunity we provide.

Think about that for a moment. Direct-sales experts who consult with the largest direct-sales companies in the world were impressed by our generous customer-assignment program. You have something special at your disposal. No direct-sales company has a better program. No oil company has better products. AMSOIL is strong and growing, which means we are able to continue developing innovative new products and programs to further improve your opportunity. You are on a winning team, and we are building momentum.

**Alan Amatuzio**  
Chairman & CEO

# Commercial-Grade Oils for the Commercial Market

AMSOIL Commercial-Grade Oils 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 COMMERCIAL-GRADE DIESEL OIL (SBDT, 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.
- **Available** in 10W-30 and 15W-40 viscosities.

<sup>1</sup>Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation.



## 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).



## AMSOIL COMMERCIAL-GRADE TRACTOR HYDRAULIC/TRANSMISSION OIL (TCGSB)

- **Formulated** with greater than 50% synthetic content for excellent protection and performance.
- **Anti-wear** additives protect gears and other components under heavy loads for long pump and valve life.
- **Recommended** for a range of applications, helping consolidate inventory and reduce misapplication.
- **Friction-modifier** additives promote consistent clutch operation, reduced chatter and smooth operation.
- **Anti-foam** additives help control fade and reduce sponginess.
- **Resists** oxidation at high temperatures for long oil and component life.
- **Conditions** seals and hoses to help prevent leaks.



# LETTERS TO THE EDITOR

## FIREARM CLEANER

I am in gunsmithing school through Sonoran Desert Institute\* and I also do range maintenance for a local shooting range. I shoot 2 to 5 firearms a week for testing/school.

AMSOIL Firearm Cleaner is the best I have ever used. Period.

That being said, I think it would be even better in a sonic cleaner. You guys should sell it in quarts to use as a soak and sonic cleaning solution.

My buddy owns a motorcycle shop and I used to restore vintage dirt bikes. Sonic cleaning carbs is the biggest trick we used. Especially with the ethanol in the fuel, carbs would get gummed up in 6 months of sitting. This AMSOIL Firearm Cleaner should be relabeled and sold as a carb cleaner/carbon buster. There are many automotive applications that this would be great for, even cleaning carbon from exhaust valves, heads, etc.

It could also replace Hornady One Shot\* case cleaner as a sonic solution for cleaning brass casings for reloading. The One Shot is good, but it's corrosive to aluminum so you can't soak it for long periods of time. Firearm Cleaner would be superior.

Please sell it in quarts for sonic cleaning; it's not corrosive to brass and aluminum like most engine degreasers are. Plus it leaves a protective coating that will prevent rust and oxidation from forming like regular solution does.

Thanks,

**Mason Perry**

*AMSOIL: Thank you for your suggestion, Mason. We're glad to hear you're experiencing great results with our Firearm Cleaner; we expect nothing less. We have considered offering it in quarts, but determined the potential demand is too low. We will, however, continue to monitor the market, and should we discover an opportunity, we will certainly pursue it.*

## CUSTOMER CERTIFIED

I understand that an alternative way to be "Customer Certified" is to register two or more new qualified customers annually, and have 24 or more active buying customers. What is the definition of an "active buying customer," and can I find my total in the Dealer Zone?

**Wayne A. Edgerton**

*AMSOIL: Good question, Wayne. For alternative Customer Certification purposes, "active buying customers" are personally sponsored Preferred Customers, Dealers, retail accounts and commercial accounts who have purchased AMSOIL products within the past 12 months. Catalog customers and other assigned, transferred or referred customers are not included. Your total number of active buying customers can be found in the Reports section of the Dealer Zone (My Details tab).*

## DECALS AND STAPLES

I have been an AMSOIL Dealer and graduated to a Direct Dealer since 2001. AMSOIL products are the best. It has been a great way to have a great supplemental income AND to be able to use the BEST synthetic oils and other products that you sell. I have two suggestions:

You could add to the AMSOIL decals the word "Dealer," similar to the decals that say AMSOIL Racing. You could display them on your personal vehicles so folks would know that you are an AMSOIL Dealer and could ask for more information from you.

Change how the newest catalogs/price lists are connected to AMSOIL Magazine from a staple, which you have to bend to remove the catalog/price list, to the small bead of removable adhesive that peels away. We all have seen this method connecting printed information together nowadays. This would allow removal of the catalog/price list and then you could still keep the AMSOIL Magazine itself intact without refolding the staple.

**Glenn Sterkel**

*AMSOIL: Thanks for the kind words and loyalty, Glenn. It is great to hear that you are enjoying your Dealership. We have the exact decals you're looking for. You can order an AMSOIL Dealer Window Cling (G3675) from us, or you can order customized decals with your contact information from the Print Center. Access the Print Center through the Dealer Zone at my.AMSOIL.com. As for your second idea, we have considered that in the past, but our price lists and catalogs are typically too heavy for that adhesive and it's likely most, if not all, of them would*

*fall out of the magazine. If a price list were to fall out in the mail and not have a supplement mailing line on it, the post office can fine us up to \$1,000 per piece. It's definitely not worth the risk.*

## PROMOTIONS

When AMSOIL gives promos out for commercial or retail accounts, it would be better for AMSOIL to automatically give the accounts their promo when they qualify because they are too busy to go back to an old email and find the code they need to get money off or a free gift. As a hands-on Dealer, I keep track of my accounts and orders. Most times, they don't even know. They are so happy that I let them know. If you can't automatically do it, at least send the codes to the servicing Dealer so we can remind them. Most times when I place an order for them, I have to ask for the code from customer service to get their discount.

David Green

*AMSOIL: Thank you for providing this extra level of customer service, David. It is common for online retailers to require customers to enter promotion codes for the promotions in which they wish to participate. Some customers do not want to participate in promotions at all, while others are not interested in certain promotions. For those who are interested, our promotional offers are difficult to miss as they are presented on the AMSOIL homepage, login page and webpage slider, and they're also presented throughout the shopping experience. Dealers can also find the current promotions and promotion codes posted in the Dealer Zone under "Latest News."*

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

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

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



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

## Two-stroke specifications differ greatly from their four-stroke counterparts.

While lubricity is key, cleanliness and deposit control are also priorities in two-stroke oils.

Most people know two- and four-stroke engines have different lubrication requirements, but many don't know why. The differences in lubrication requirements are a direct result of the differences in the two- and four-stroke combustion processes.

Four-stroke engines common in automotive applications are continuously lubricated by a single source of filtered oil. Two-stroke engines, however, are lubricated by oil that is consumed during the combustion process. In addition, combustion occurs on every revolution of the crankshaft in a two-stroke application, compared to every-other revolution in a four-stroke engine, which generates more heat and places greater demand on the lubricant. The oil burned in the two-stroke combustion process can leave deposits on the piston crown, skirts and ring grooves. Two-stroke oil must be formulated to burn as cleanly as possible and control deposit formation; excessive deposits can result in engine failure. The high heat and tendency for deposit formation in two-stroke engines necessitate an oil with excellent lubricity, detergency and ability to prevent pre-ignition.

Lubricity describes an oil's friction-reduction properties. Lubricity is critical for managing the excess heat and high operating rpm common in two-stroke engines. High heat is generated not only from the rapid combustion process, but also from piston-to-cylinder friction. Two-stroke applications require a lubricant that withstands the heat. If the oil burns off too easily from combustion or does not provide the needed lubricity for piston lubrication, piston scuffing will occur, causing lost performance and even engine failure.

Detergency describes a lubricant's ability to control engine deposits. In two-stroke engines, deposit control is especially important on the piston skirt and ring areas in order to prevent ring jacking and

ring sticking. Ring jacking occurs when deposits accumulate behind the piston rings and force them against the cylinder wall, rupturing the lubricant film. Ring sticking is caused by deposit formation on the top and bottom of the ring within the ring groove that prevents the ring from forming a proper seal in the cylinder. If a proper seal is not formed, gases and heat from the combustion process can escape past the piston and burn the protective lubricant off the cylinder wall. This is known as blow-by which, again, results in piston scuffing, lost performance and even engine failure. A quality two-stroke oil must contain enough detergency to prevent engine failure from ring jacking and ring sticking.

Prevention of pre-ignition in the combustion chamber is important for efficient two-stroke operation. If the by-products of burned fuel and oil accumulate inside the combustion chamber, deposits can build on top of the piston (the crown). Piston crown deposits can absorb heat from the burning fuel and oil, creating hot spots that can ignite the fuel/oil mixture before the spark plug fires, which is known as pre-ignition. Pre-ignition can cause the temperatures and pressures in the combustion chamber to rise beyond the failure limits of the piston and head gasket, resulting in catastrophic engine damage. Ultimately, prevention of pre-ignition requires a lubricant carefully formulated with the proper detergent additives in the right amounts for effective deposit control.

The three areas identified – lubricity, detergency and prevention of pre-ignition – are critical to engine operation. There are other areas of importance too, including exhaust port deposit control to keep exhaust valves functioning, fluidity for oil injection systems, miscibility for mixing oil with gasoline at cold temperatures and rust protection for storage. Specifications are in place to help consumers choose the right oil for their applications. Two-stroke

specifications are developed and managed by multiple governing bodies, including the Japanese Automobile Standards Organization (JASO), the International Standards Organization (ISO) and the National Marine Manufacturers Association (NMMA). The American Petroleum Institute (API) also has a specification for two-stroke engine oils. Most of these organizations have adopted standards focused on lubricity, detergency and prevention of pre-ignition.

Of the current two-stroke specifications, NMMA TC-W3 is probably the most well-known. It was developed by marine engine manufacturers for water-cooled outboard engines; however, it has been deemed appropriate for other two-stroke engines by many manufacturers of land-based two-stroke engines. API TC is a long-standing specification that applies to air-cooled engines, which may include those with a radiator. JASO and ISO two-stroke specifications apply to air-cooled engines commonly found on handheld power equipment.

AMSOIL products are tested to ensure they not only meet, but surpass the demands of the engine and operating environment for which they are developed. We recognize the importance of performance and reliability, which is why we engineer our two-stroke oils with high-quality chemistries to exceed industry standards and address specific demands of various two-stroke applications. In general, AMSOIL DOMINATOR® is ideal for two-stroke racing applications; AMSOIL INTERCEPTOR® and AMSOIL Injector Oil are ideal for two-stroke recreational equipment; HP Marine™ and Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil are ideal for two-stroke marine equipment; and SABER® Professional is ideal for handheld power equipment. For specific product recommendations and specifications, consult the AMSOIL online lookups at [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.ca).

# NEW OIL ANALYSIS KITS DESIGNED TO BUILD PARTNERSHIPS, IMPROVE PROFITABILITY

Failure analysis, maintenance improvement and drain interval improvement kits are designed to help position Dealers as valuable partners, and help commercial accounts protect their equipment and profitability.

Many current and potential commercial accounts do not use oil analysis or understand the potential benefits, providing a great opportunity for AMSOIL Dealers to provide valuable insights and increase sales, while helping commercial customers mitigate problems and increase profitability.

## What is Oil Analysis?

Used oil analysis allows customers to get a detailed look into the health of their vehicles, equipment and lubricants, providing opportunities to take preventive action to resolve issues before they become big problems, reducing downtime, saving money

on parts and labor and preserving the business's ability to complete jobs on time without significant delays.

## New Kits

Oil Analyzers Inc. (OAI) is introducing three new kits geared specifically for commercial customers. Each kit serves a specific function and is designed to help commercial customers address problems and increase profitability. The new kits include everything an account needs to accomplish a specific goal, including detailed instructions, rationale for used oil analysis and sampling equipment.



## Failure Analysis Program Kit

The Oil Analyzers Failure Analysis Program Kit helps find the root cause of equipment failures through used-oil analysis and Oil Analyzers Inc. technical expertise. Once the root cause of equipment failure has been identified, an Oil Analyzers technical expert can help identify changes to routine maintenance to address the situation.

### Failure Analysis Program Kit (KIT15 U.S./KIT415 Can.)

- Instruction Guide • 3 Sample Bottles • 3 Test Forms
- 3 Shipping Return Mailers • 1 Vacuum Pump
- 25' Sample Tubing

### Included Tests

- 24 Metals by ICP • % Fuel Dilution
- % Soot (for diesel-oil samples) • % Water • Viscosity
- Total Base Number (TBN) for engines
- Total Acid Number (TAN) for non-engines
- Oxidation • Nitration

## Maintenance Improvement Program Kit

The Oil Analyzers Maintenance Improvement Program Kit helps set businesses on a path toward improved maintenance practices, helping keep critical equipment operating efficiently for longer periods of time and helping find, diagnose and correct major issues before they result in critical failures and unplanned downtime.

### Maintenance Improvement Program Kit (KIT16 U.S./KIT416 Can.)

- Instruction Guide • 4 Sample Bottles • 4 Test Forms
- 4 Shipping Return Mailers • 1 Vacuum Pump
- 25' Sample Tubing

### Included Tests

- 24 Metals by ICP • % Fuel Dilution
- % Soot (for diesel-oil samples) • % Water • Viscosity
- Total Base Number (TBN) for engines
- Total Acid Number (TAN) for non-engines
- Oxidation • Nitration





### Drain Interval Improvement Program Kit

The Oil Analyzers Drain Interval Improvement Program Kit helps businesses extend their current lubricant drain intervals based on the condition of used-oil samples. It also provides information on key physical properties (viscosity, total base number, oxidation) that indicate whether the oil is suitable for continued service.

### Drain Interval Improvement Program Kit (KIT17 U.S./KIT417 Can.)

- Instruction Guide • 4 Sample Bottles • 4 Test Forms
- 4 Shipping Return Mailers • 1 Vacuum Pump
- 25' Sample Tubing

### Included Tests

- 24 Metals by ICP • % Fuel Dilution
- % Soot (for diesel-oil samples) • % Water • Viscosity
- Total Base Number (TBN) for engines
- Total Acid Number (TAN) for non-engines
- Oxidation • Nitration

### Co-op Program Discontinued

Effective Dec. 31, 2023, the Oil-Analysis Co-op Program is discontinued.

### Commercial Oil Analysis Kits

#### U.S. PRICING

Stock #	Description	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
KIT15	Failure Analysis Program Kit	85.00	89.70	106.30	106.55	2.23	3.71	5.19	6.66	21.28
KIT16	Maintenance Improvement Program Kit	100.00	105.50	125.05	125.30	2.63	4.37	6.10	7.84	25.04
KIT17	Drain Interval Improvement Program Kit	100.00	105.50	125.05	125.30	2.63	4.37	6.10	7.84	25.04

#### CAN. PRICING

Stock #	Description	Can. Whsl.	Can. P.C.	Can. MSRP	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
KIT415	Failure Analysis Program Kit	125.00	131.90	156.35	2.50	4.15	5.80	7.45	23.79
KIT416	Maintenance Improvement Program Kit	150.00	158.25	187.60	3.00	4.98	6.96	8.94	28.55
KIT417	Drain Interval Improvement Program Kit	150.00	158.25	187.60	3.00	4.98	6.96	8.94	28.55

# The One-Two Punch: AMSOIL P.i.<sup>®</sup> and Upper Cylinder Lubricant

Carbon deposits and sludge can build up over time, leading to losses in horsepower, performance and longevity. But AMSOIL P.i. and Upper Cylinder Lubricant can thwart those issues with a fierce one-two punch against deposits and sludge. P.i. gives engines an aggressive deep cleaning. Upper Cylinder Lubricant keeps engines clean while lubricating vital components in the top end. Together, AMSOIL P.i. and Upper Cylinder Lubricant provide a comprehensive system to help keep your customers' engines running in peak form.

## AMSOIL P.i.

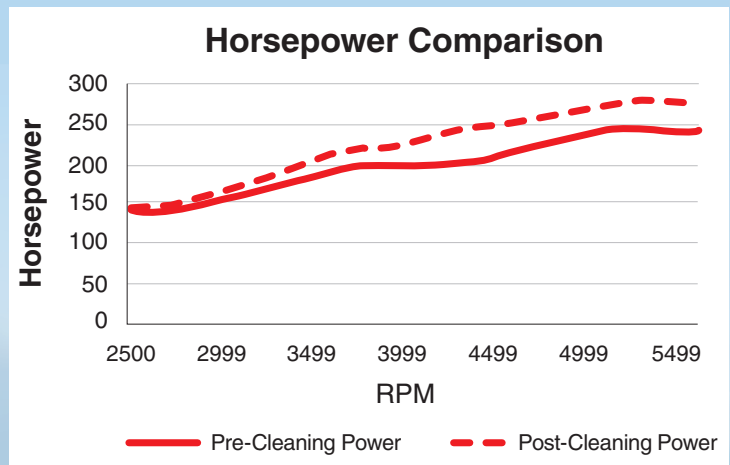
AMSOIL P.i. attacks carbon and sludge buildup head-on with concentrated detergents that aggressively clean stubborn, power-robbing deposits from injectors, valves and the combustion chamber. Third-party testing demonstrated the performance of P.i. using a 2016 Chevrolet<sup>\*</sup> Silverado<sup>\*</sup> with 100,616 miles (161,926 km) on the odometer. Following a single treatment with P.i., the truck measured an incredible 14% improvement in horsepower.<sup>1</sup>

P.i. restores GDI fuel injectors to 100% flow rate after one tank of fuel.<sup>2</sup> It helps keep valves clean and moving freely; helps protect against compression loss, difficult starting and rough idling; improves fuel economy and helps restore power and performance. AMSOIL P.i. reduces the possibility of both "carbon rap," when deposit buildup causes the piston to hit the cylinder head, and pre-ignition "knock" or "pinging."

AMSOIL P.i. is effective in one tank of gasoline. Simply add the entire bottle to the tank at fill-up and let it go to work. We recommend treating vehicles with AMSOIL P.i. every 4,000 miles (6,437 km).

## AMSOIL Restores Horsepower

AMSOIL P.i.<sup>®</sup> restores up to 14% horsepower.<sup>1</sup>



## AMSOIL Upper Cylinder Lubricant

AMSOIL Upper Cylinder Lubricant helps preserve and build on the gains made by AMSOIL P.i. It maintains cleanliness, particularly in the all-important fuel injectors, lubricates the under-lubricated top end of the engine and fights ethanol-related corrosion. That's important because an engine's top end is sparsely lubricated and prone to the development of deposits. It's also highly susceptible to corrosion, an issue compounded by the prevalence of water-absorbing ethanol in fuel. Upper Cylinder Lubricant features an AMSOIL-exclusive, powerful formulation designed to solve those issues.

It may seem surprising that a vital region inside modern engines could lack lubrication. But the intense heat of combustion and limitations of the oil-control piston ring result in a lack of oil at the top of each cylinder. Upper Cylinder Lubricant deploys unique additives to provide that missing lubrication and reduce piston-ring and cylinder wear – maximizing engine compression and horsepower. Its lubricity improves also aid in protecting fuel injectors and other fuel-system components from wear.

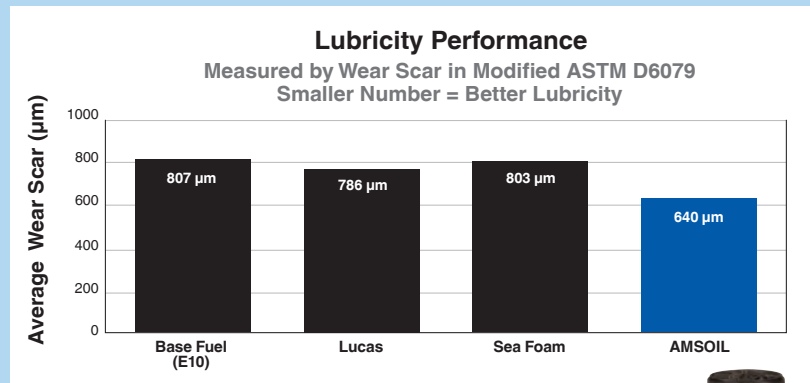
And, unlike many competing fuel additives, it actually works. AMSOIL Upper Cylinder Lubricant delivers 18% more lubricity than Lucas\* and 20 percent more than Sea Foam\* for better retention of horsepower and fuel economy.<sup>3</sup>

To battle corrosion, Upper Cylinder Lubricant uses potent corrosion inhibitors that coat metal surfaces, block out moisture and stop deterioration before it starts. This is particularly important when using gasoline that contains ethanol due to its ability to absorb water.

We recommend using Upper Cylinder Lubricant with every tank of fuel. Simply add the entire bottle to the tank when filling up and it will do the rest.

## Preserves Horsepower and Performance

AMSOIL delivers 18% more lubricity than Lucas\* and 20% more than Sea Foam\* for better retention of horsepower and fuel economy.<sup>3</sup>



## Combined Powers

AMSOIL P.i. and Upper Cylinder Lubricant are two tools every enthusiast should deploy to protect their engines. While AMSOIL P.i. is designed to attack and remove stubborn injector deposits, Upper Cylinder Lubricant helps preserve injector and combustion-chamber cleanliness and provides exceptional top-end lubrication. It's a one-two punch that can help keep your customers' vehicles running at peak power and performance for many miles to come.



<sup>3</sup>Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline.

# New Commercial and Retail Account Application

Effective Dec. 4, paper applications for AMSOIL retail and commercial accounts will be discontinued as we move to an online registration process. The new account application offers improved security and a streamlined experience that can help you and your new accounts keep track of the application's progress.

## Online Registration

Print versions of the Commercial Account Application (G3569 U.S., G8569 Canada) and the Retail Account Application (G3559 U.S., G8559 Canada) will be discontinued as we move the account application process online. Having a secure online application will help better protect customer information. Tax and credit applications will also be included in the new registration process to allow for a complete sign-up for the account.

## Updated Account Application Process

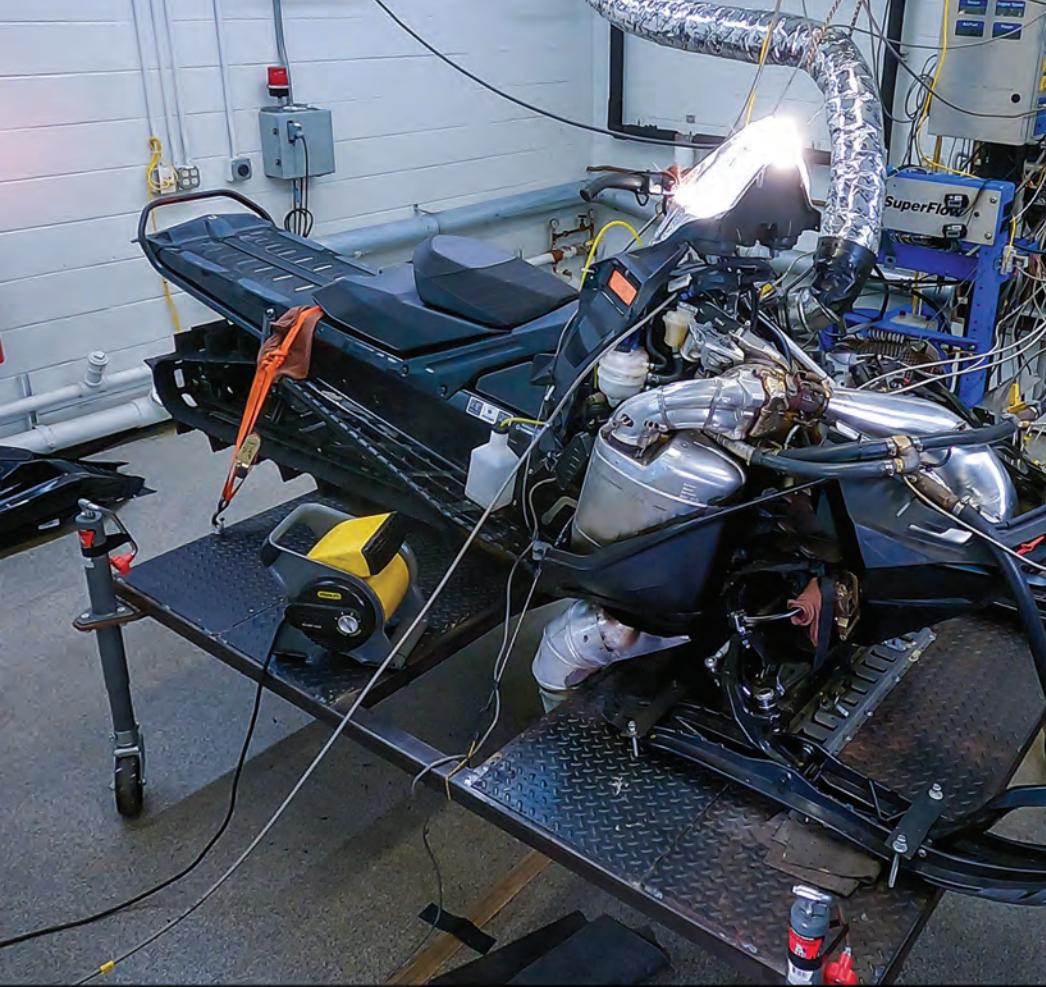
The new commercial and retail account application will not have separate EZ application forms in the Dealer Zone. Instead, the link to registration will go directly to one form that is consistent with all other AMSOIL customer applications. There will also be improved information on the status of pending account applications in the Dealer Zone so you can keep track of where your new accounts are in the application process.

## Email Verification

Commercial and retail account applications will require an email verification from the new account before the registration process moves forward. This will ensure that the prospective business is authentic and ready to become an AMSOIL account and help eliminate any duplicate accounts from being created during the application process.

To find the new AMSOIL commercial and retail account application, log in to the Dealer Zone and go to Business Tools>Registrations and Renewals>Registrations.





## CLEAN MACHINE

After 30 hours of operation at extreme temperatures and high turbo boost pressure, engine components remained clean and show no signs of wear.



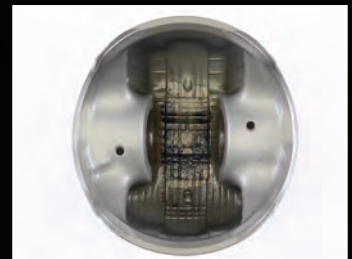
PISTON



HEAD



RAVE VALVE



UNDERCROWN

## We Tortured This Sled

Testing AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil

Manufacturers are designing today's sleds to deliver unprecedented power and performance, so snowmobile enthusiasts can push the boundaries even further. Some models use turbocharging to produce extreme horsepower, but turbos create intense heat and pressure with the potential to damage the engine. In these extreme conditions, deposits can form on the turbo bearing, pistons and exhaust power valves, reducing engine power and causing engine wear.

AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil (AIT) is designed to handle the challenging engine conditions created by high-performance sleds. To evaluate its performance, we installed INTERCEPTOR in a Ski-Doo 850 Etec Turbo R\* and ran it on our dyno for 30 hours, simulating a full season of mountain riding.

After testing, we tore down the engine and examined the parts for deposits and wear. The synthetic base oils and advanced additives in INTERCEPTOR prevented deposits and wear, keeping parts clean and helping deliver maximum power and engine life.

For more details, check out the video at [youtube.com/amsoilinc](https://www.youtube.com/amsoilinc).



# The Future is Eclectic, not Electric

A current trend is changing our industry – electric vehicles. Change isn't a bad thing; in fact, it brings opportunities. In many regards, change is a good thing — a necessity. The key is to understand what is changing to take advantage of those opportunities.

## Understanding the opportunity

Taking a high-level look at electric vehicles (EVs), it is important to ground ourselves in the definitions, because EV facts are often misquoted or misrepresented in the media.

**99**  
PERCENT

99% of Vehicles on the Road Use an Internal-Combustion Engine.

In 95% of new vehicles sold and more than 99% of the vehicles on the road today, an internal-combustion engine (ICE) is still the primary source of power. Hybrids are often lumped into the EV category when quoting electrification stats, but because all hybrids use internal-combustion engines, these stats are sometimes misleading.

Vehicles where a battery is the primary power source constitute only 5% of new vehicles sold and less than 1% of U.S. cars in service today. The battery-electric vehicles (BEV) that make up this group run almost exclusively on batteries and represent true EVs. However, it is a rapidly growing category due primarily to the success of one EV carmaker in combination with global government mandates for "cleaner" vehicles. Thus, BEV vehicles receive most media headlines.

## Different needs

True electric vehicles don't have engines; therefore, they don't use engine oil. However, they still use gear oil, transmission fluid, grease

and battery coolant to manage the temperature of the batteries and other electronics. In these cases, special properties are required of what we will call e-fluids:

- High thermal conductivity for quicker charging and longer battery life, which allows for smaller and faster motors.
- Electrical resistance to prevent shorting out, which allows immersion cooling with fluid directly contacting the components.
- Low flammability to prevent fires in case of accidents.

**90**  
PERCENT

90% of Americans Prefer an Internal-Combustion Engine.

Only synthetic fluids can be optimized to meet all these requirements. Synthetic esters or hydrocarbons, typically extremely low-viscosity PAOs, are the leading materials. We have extensive expertise in the use of those materials, and we are keeping very close tabs on opportunities to enter this market. When the time is right, AMSOIL will have products to meet market demand.

## Market Drivers

The dominant influence on EV demand is currently government regulation, with EPA requirements to reduce emissions driving much of the growth. The U.S. government also provides federal tax

credits of up to \$7,500 for purchasing electric vehicles. In fact, 46 states provide additional financial incentives, including tax credits, discounts for the chargers and reduced rates on electricity.

**20**  
PERCENT

20% of EV Owners are Returning to Internal-Combustion Engines.

The government is also investing on the supply side by providing incentives to automakers. And there have been proposals to ban internal-combustion engines as well. As for consumer demand, 67% of Americans believe EVs are better for the environment; however, 90% of Americans would still prefer an internal-combustion engine in their next vehicle, while 20% of EV owners are currently returning to internal-combustion engines due to range anxiety, charging time and rapid depreciation. Electric vehicles are clearly being pushed into the market more than consumers are asking for them.

## Infrastructure

It's not just about making the cars. Infrastructure must also progress to support the increased electricity demands. Electrifying the entire U.S. fleet will require at least a 40% increase in power generation, and we currently have an aging infrastructure with dirty power. There's a lot of work being done to make it cleaner and add capacity, but clean infrastructure improvements take a lot of time and money.

**40**  
PERCENT

Electrifying the U.S. Fleet Requires at Least a 40% Increase in Power Generation.

For example, building a new power plant takes about a decade from concept to completion and costs billions of dollars. While these challenges are all being worked on in parallel, it sets a slow pace for how quickly the EV market can grow.

**Natural Resources**

Another current limiting factor is the use of non-renewable raw materials for batteries, which are limited in supply. Cobalt is a key ingredient and 64% of the world's supply would be required to electrify the U.S. vehicle fleet alone. There is also limited production capacity and, at current rates, it would take nearly 35 years of mining lithium just to electrify the U.S. vehicle fleet.

Current known raw-material resources cannot support global EV goals, let alone all other electronic devices that compete for the same materials. It will be critical to develop new battery technology that is both scalable and environmentally friendly to electrify every future vehicle. These problems are being worked on by numerous entities, and there are some areas with good potential, including solid state batteries. We are keeping an eye on those developments.

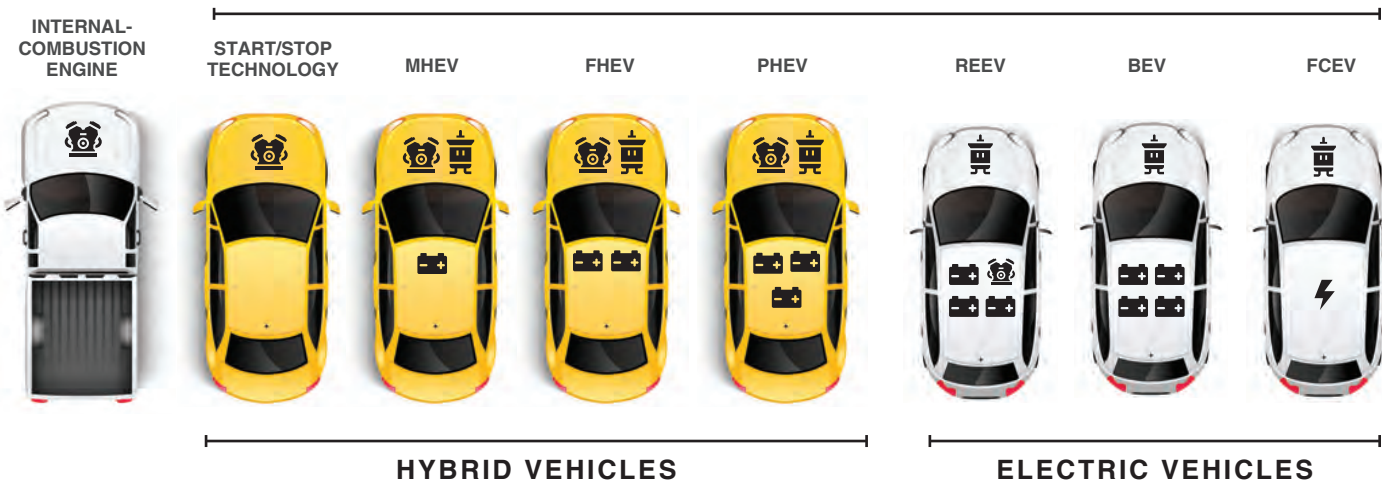
**Listen to the leader**

Until new battery technology becomes available, some vehicle manufacturers and others in the engineering community are pushing for a better approach to reduce carbon emissions. Toyota\* is leading that conversation, and has repeatedly stated that to lower carbon emissions as much as possible, it makes more sense to spread the limited supply of lithium among as many vehicles as possible.

This means a larger number of hybrids will lower emissions more than a limited number of pure-electric vehicles, because it makes more efficient use of the limited resources. This solution would mean internal-combustion engines stick around a lot longer. They are also pushing for a mix of other technologies to reduce emissions instead of putting all the eggs into the EV basket.

EVs are part of our future, but they will not be the only solution. With our currently available battery technology, EVs can't be the only solution. Instead, the future will be eclectic, where a variety of technologies are used to meet carbon-reduction goals and internal-combustion engines remain in the mix for some time.

**ELECTRIFIED VEHICLES**



Internal-Combustion Engine (ICE)	Runs only on a gas or diesel engine.
Start/Stop Technology	Engine automatically shuts off in certain conditions, like when idling at a stop light, to save fuel. Note that many automakers define these as "micro-hybrid" vehicles.
Mild Hybrid-Electric Vehicle (MHEV)	Electric motor cannot propel vehicle alone. Mainly used for engine start, regenerative braking and acceleration assist.
Full Hybrid-Electric Vehicle (FHEV)	Electric motor alone can propel the vehicle.
Plug-in Hybrid-Electric Vehicle (PHEV)	Full hybrid-electric vehicle where the battery can be charged externally.
Range-Extender Electric Vehicle (REEV)	A battery-electric vehicle that includes an internal-combustion-engine-driven generator to charge the battery.
Battery-Electric Vehicle (BEV)	Propelled only by a battery-powered electric motor.
Fuel-Cell Electric Vehicle (FCEV)	Uses an electric motor, but stores energy in a hydrogen tank instead of a battery.

# What's the Right Motor Oil for You?

No matter what you drive or how you drive, 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	✓✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓



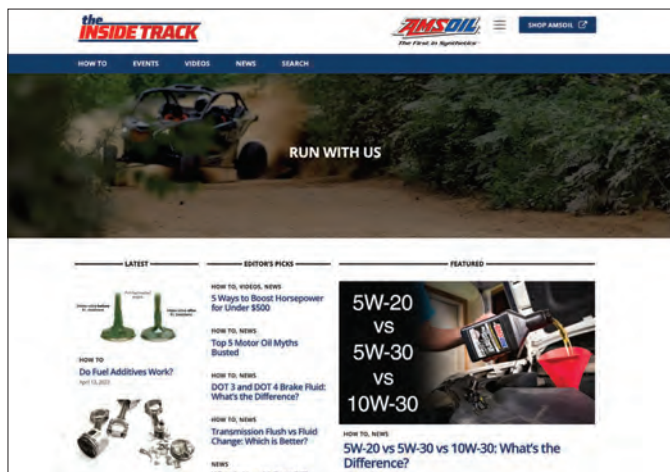
## November Closeout

The last day to process November orders is Thursday, Nov. 30. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for November business must be submitted by 11:59 p.m. Central on Wednesday, Dec. 6.

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

## Holiday Closings

The Edmonton Distribution Center will be closed Monday, Nov. 13 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Nov. 23-24 for Thanksgiving Day.



## 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.

## Beware of Ordering Scams

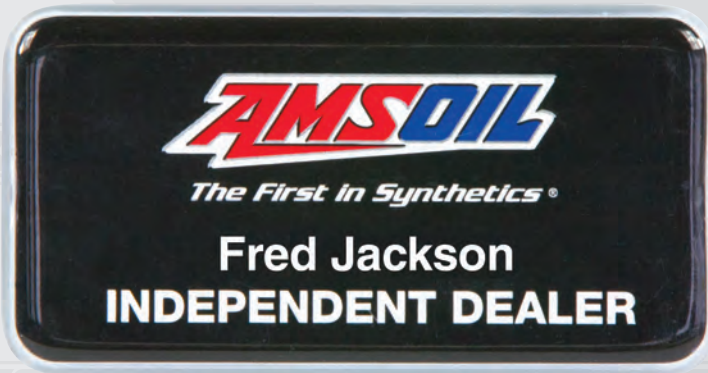
We have been made aware of several attempts by scam artists to target AMSOIL Dealers while posing as legitimate companies, including recent attempts by someone posing as a representative from Pfizer. It is important to be wary of scam attempts during the ordering process. If an opportunity seems too good to be true, it may be a scam. Be wary of the following warning signs:

- Unusually large orders or unusual product selection
- Email domain name doesn't match the legitimate company's website address
- Names on the account, credit card or shipping address don't match
- Multiple orders with different shipping addresses
- Multiple payment methods used or offered
- "New" businesses with no online presence
- Price isn't an issue and registering as a customer is too inconvenient
- Caller ID is different than phone number used on account
- Speed is important
- Unusual shipping locations, including trucking company depots, storage facilities, vacant buildings, apartments and package-forwarding services
- Retail businesses (resellers) that aren't concerned about paying sales taxes

While there can be legitimate reasons for some of these unusual situations, Dealers are well-advised to perform additional research. A couple minutes of online research by name, business name, address and telephone number can usually confirm whether an opportunity is legitimate. Asking customers a few questions about the type of business, how products will be used, who is the end customer and billing details associated with credit cards can also be helpful. Consumers are used to providing this type of information, and these questions can help identify fraudulent activities. If you have doubts, do more research, decline the opportunity and advise AMSOIL/ others to look out for similar activities.

Do not rely on credit card authorization processes to determine if payment is valid. Transactions with stolen credit cards will be authorized until the theft or fraudulent activity is identified, but credit/debit card companies will charge back merchants for all fraudulent charges. In some cases this can take 90 or more days after the sale. At this point, there is little chance of retrieving products or identifying the customer.

Protect yourself and your Dealership by doing your homework and knowing who you're selling to. Remember, it is your responsibility to ensure your customers aren't attempting to pass stolen credit cards or resell products online.



**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](http://AMSOIL.com) (U.S.)/[AMSOIL.ca](http://AMSOIL.ca) (Canada).

**On-Brand & Competitively Priced**



Jamie Prochnow | RETAIL PROGRAM MANAGER

## Get customers ready for the upcoming season

Reach out to your retail, installer and commercial accounts about the latest AMSOIL product offerings.

Fall is upon us. Here in the Northland, the leaves have changed colors and dropped from the trees and now we're getting ready for the winter. Your customers will be preparing to get their product assortments right for the next season. They'll also be refreshing shelves and looking at new products to bring in.

In this past year we have introduced several new products, and all of them are being met with a lot of interest. Some of the most notable ones are AMSOIL Commercial-Grade Diesel Oil, High-Mileage Motor Oil and Hybrid Motor Oil. If you haven't reached out to your customers about these new products, there is no time like the present. Make sure you're using these opportunities to create positive touchpoints with your contacts and let them know about the full AMSOIL product offering available to them.

One surprise has been the success of the Commercial-Grade products in the retail segment. While we've seen movement by retail stores to add these products to their assortment, we've seen a much larger adaptation by installers. Commercial-Grade products can be a great price-competitive option for diesel shops or an add-on product for your existing accounts. Either way, don't let the commercial labeling fool you into thinking that's the only opportunity.

The next big product release was the AMSOIL High-Mileage Motor Oil line. This is a product the market demanded we create, and we're seeing early success. In September,

we surveyed our installer accounts. We had a very good response rate and learned a lot of valuable information. One thing we learned was the importance of high-mileage vehicles to their businesses. While it is still a smaller segment of the overall installer business, two-thirds of our installer accounts said that AMSOIL High-Mileage Motor Oil was a top-three product offering at their shop. If you're not discussing this product with your customers, you're missing out. Make sure you look at all the information AMSOIL has to offer about this product. We didn't just create any high-mileage oil. We gave it the AMSOIL treatment, meaning it is the best high-mileage oil in its category.

The other addition to the AMSOIL lineup is the new Hybrid Motor Oil offering. While it's still a small and emerging market, we have seen nice growth with this new product. It's no surprise it was also mentioned by many of our AMSOIL installers as a sought-after product. Although it's a smaller percentage of the share, hybrid oils are making up almost 15% of their business.

Knowing the makeup of your customers' businesses, the trends they're facing and their goals for growth will help you make the best recommendations possible. Their goal and your goal are the same: to reach their targeted objectives. If your accounts are successfully selling AMSOIL products to reach their goals, your Dealership will also benefit.

As we head into winter, challenge yourself to make meaningful touchpoints with your customers. Look at your installer and commercial account purchases. Find out how close they are to reaching a new volume discount level or losing their current discount and let them know. Saving a customer money is a great way to build a strong relationship. It shows you're not just after your bottom line, but theirs as well. It's also a great way to separate yourself from the competition and provide meaningful contact.

Next, reach out to your retail-store and powersports accounts about their co-op credit. A benefit is only a benefit if it's used. Make sure they know how much credit they have, how to use it and when it expires. This is a great way to get customers the AMSOIL gear they're asking for. Encouraging your accounts to order earlier also helps guarantee they get the items they want on time.

Lastly, plan a visit to your customers. It's easy to fall into the phone and email trap. While those methods of communication can be useful and a good way to stay in contact, nothing beats an in-person visit to show you value the business relationship. It also gives you the opportunity to see their shop, check on inventory and meet all the people who work there. A little face-to-face conversation can go a long way.

As always, happy selling.

# 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 01 PROSPECTING

In this step of the AMSOIL sales process, identify businesses in your area that have high potential to register as AMSOIL retail or commercial accounts. Businesses that fall under these categories will provide your best chance for success:

### COMMERCIAL

- Contractors
- Fleets
- Agricultural operations

### RETAIL

- Installers
- Retail stores
- Powersports dealerships

Start looking for opportunities and create a list of potential accounts you want to target.





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November 2023

# PROTECTION AND DEPENDABILITY

Keep your firearms in top working condition with AMSOIL Synthetic Firearm Lubricant and AMSOIL Firearm Cleaner.

## AMSOIL SYNTHETIC FIREARM LUBRICANT

- **Keeps** firearms working properly for generations
- **Helps** prevent blockage, jams and wear
- **Outstanding** protection in hot and cold climates

## AMSOIL FIREARM CLEANER

- **Effectively** cleans fouling and powder residue
- **Helps** reduce misfires and increase reliability
- **Protects** against corrosion

