

AMSOIL®

► DEALER EDITION

MAGAZINE

AUGUST 2024



THE WORLD'S BEST OIL CHANGE

| PAGE 8



Turn More Heads

AMSOIL car-care products are engineered with advanced technology to deliver powerful cleaning action that helps vehicles shine brighter.

AMSOIL High-Foam Car Shampoo

Powerful pH-neutral formulation delivers exceptional cleaning action without harming coatings and finishes.

- Hybrid technology of surfactants, cleaning agents and degreasers.
- Optimal foaming action lubricates surfaces and lifts contaminants away.
- Anti-static.
- Prevents water spots.
- May be used with bucket, foam gun or foam cannon.



AMSOIL Ceramic Spray

Advanced SiO₂ ceramic technology enhances gloss and protects painted and plastic surfaces for up to 12 months with a simple spray-on, wipe-off application.

- Easy application.
- Repels water.
- Enhances gloss.
- Protects against UV rays.
- Requires no cure time.

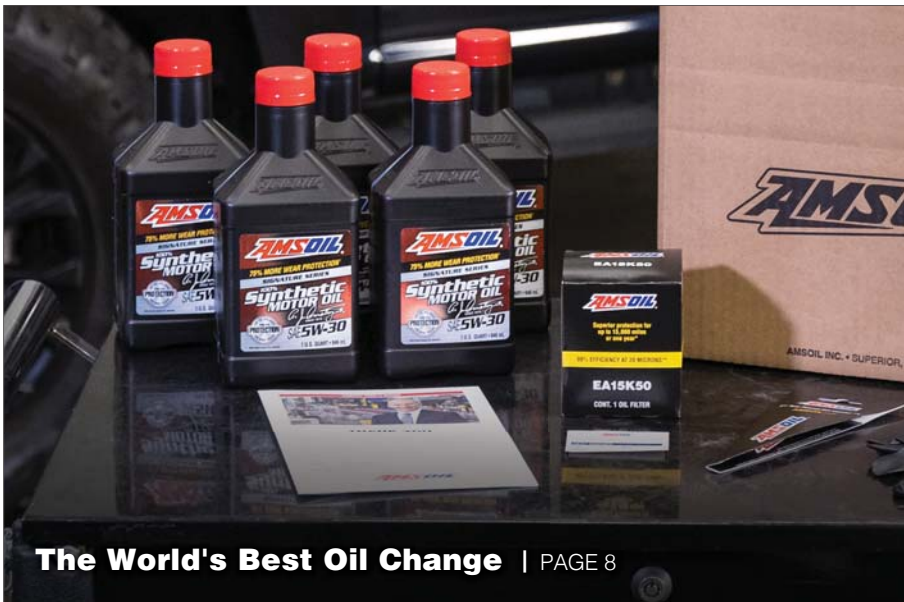


AMSOIL Interior Detailer

Cleans and restores like-new luster on plastic, trim, dashes and displays without streaks or greasy residue.

- Safe on all surfaces.
- 90-day UV protection.
- Formulated with odor-trapping technology that's free from dyes, films and silicone.
- Available in light-lemon and unscented varieties.





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On the Web

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THE COVER

Oil-change kits ordered through the AMSOIL Vehicle Lookups now come with extras, including a pair of nitrile gloves, an AMSOIL Fast Funnel and an AMSOIL Oil-Change Decal.



From the Chairman

We achieved an exciting milestone last month with the acquisition of Aerospace Lubricants, a specialty-grease manufacturer. This is different from the acquisition of Benz Oil in 2023. Benz Oil is no longer called Benz Oil; it is fully integrated into AMSOIL Industrial. Aerospace Lubricants is a wholly owned, independent subsidiary of AMSOIL and will continue as Aerospace Lubricants, manufacturing specialty greases to serve its current and new customers. AMSOIL is one of those new customers. We are going to invest in Aerospace to help them grow. We are also going to learn from them to help AMSOIL grow in the grease market. Over time, I expect this will result in new grease products for you to sell. Of course, this will also help put an end to the quality and supply issues we've battled with grease over the past couple of years. Now we have a steady grease partner, reliable supply, reliable quality and more control over product development, resulting in a stronger AMSOIL and a stronger Dealer opportunity.

Bigger companies often acquire smaller companies with the intention of stripping

them down, taking over and eliminating jobs. That's not what we're doing. We have acquired a new partner and we are providing our operational excellence to help Aerospace grow. The specialty-grease segment of the lubricants market is an area with strong growth potential. The lubricants market overall, however, has faced major headwinds, experiencing an unprecedented 17.6% decline in 2023. Well, I am happy to report that AMSOIL has not suffered any decline. In fact, the company has continued to grow, increasing revenue by 3% over the last fiscal year. While I am disappointed that we did not achieve the 8% growth goal I set last August, I am proud of our results compared to the rest of the industry – in that light, we're beating the market by more than 20%!

Many of the obstacles to growth in the lubricants industry will remain in the year ahead, which will undoubtedly affect our progress; however, I remain confident that AMSOIL will continue to grow. We have an incredible team of experts, strong strategies and a laser focus on tactics that will fulfill those strategies and make our growth

goals reality. There is one more crucial component to our success: you. You help bring these strategies to life in the field, and when AMSOIL Dealers and AMSOIL corporate pull in the same direction, there is no obstacle we can't overcome. I am setting a goal of 7% year-over-year growth for this fiscal year, and I am counting on your help. We have designed strong products, programs and promotions specifically to help you increase sales and grow your Dealership. Everything from our product portfolio to our marketing messages has been carefully crafted based on sound research and feedback from Dealers, customers and accounts to put you in the strongest position possible. We are going to fight for a bigger market share to grow AMSOIL. What are you going to do? Are you going to fight with me? Take advantage of the tools we provide to take your Dealership to the next level.

Alan Amatzuzo
Chairman & CEO

AMSOIL MARINE ENGINE OIL NOW AVAILABLE IN 1-GALLON CONTAINERS

AMSOIL Marine Engine Oil (WCT, WCF, WCM) is engineered for superior performance and protection in marine applications, and it is now available in 1-gallon (3.78-liter) containers for boats with larger sumps.

Protects Against Wear

Marine engines operate under high loads for extended periods. AMSOIL Marine Engine Oil is designed with excellent shear stability to deliver a consistent lubricating film that helps guard engine components from wear for maximum life.

Fights Rust

Marine engines face constant exposure to wet environments that cause rust and corrosion, which can reduce engine power, damage engine components and eventually cause catastrophic failure. AMSOIL Marine Engine Oil is fortified with potent inhibitors that guard against damaging rust and corrosion.

NMMA Certified

AMSOIL Marine Engine Oil is certified by the National Marine Manufacturers Association (NMMA) for use in gasoline-fueled four-stroke outboards, inboards, sterndrives and personal watercraft, and meets the API SM and NMMA FC-W Catalyst Compatible specifications.



Warranty

AMSOIL Marine Engine Oil is Warranty Secure,[®] keeping your factory warranty intact. It is a high-performance replacement for vehicle manufacturer-branded products, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*

The new gallon containers are not available in Canada.



LETTERS TO THE EDITOR

P.C. MEMBERSHIPS

One idea that may bring a raft of new customers: In Canada, offer a potential P.C. a free two-month membership and the Dealer pays their \$5. Give them all the benefits of the year's membership right up front. Then they get off and use it right away without any reticence that may be caused by the \$30 outlay. It's free to them and gives them the luxury of its benefits right up front. For the Dealer, there's not the necessity of "closing the sale." I would think that for the newly attained customer, once they taste the six major benefits of a P.C. membership, when billed \$25 after two months of experiencing its benefits, they are not going to turn around and say, "No, I don't want any more of that!" Maybe one out of 10 might say that, but in the meantime, you have gained nine new P.C.s. For U.S. \$20 P.C. memberships, perhaps charge \$3 for a two-month membership.

Costco* uses this method for first-time buyers at some locations in Canada. In fact, they say get your first purchase without any fees and they record it so that this only works once. Then, most people go right over and sign up.

Larry Weaver

AMSOIL: Thank you for sharing this idea, Larry. We currently offer a six-month trial P.C. membership, and the cost is often recouped with the savings from the customer's first purchase. That has proven to be a great option for people who are hesitant to jump in with a full year's membership. We have also found great success in attracting new P.C.s with our ongoing promotional offers. P.C. memberships are steadily growing, and we offer free membership renewals for P.C.s who spend \$500 in a year. This has proven to be highly effective in our customer-retention efforts. We appreciate hearing creative ideas for attracting new customers, and we will continue exploring new ways to help bring them in.

SYNTHETIC-BLEND OIL

One of the biggest selling points of AMSOIL products is we don't skimp on quality. Selling a lesser-grade, blended oil is a disgrace to the principles of AMSOIL. AMSOIL is not like everyone else's oil, but there won't be much difference if we do what everyone else does. What's next, using a base 3 oil?

Eric Terrill

I've been a Dealer for many years. I feel the gimmick of high-mileage oil and now synthetic blend will not sell as those people are already cruising Walmart* and parts stores.

Hervey Forward

AMSOIL OE Synthetic Motor Oil is a great oil. When it came out, it was less than four dollars a quart. We could compete in the quick-lube market. But now it's seven dollars a quart and we are losing accounts.

I am glad to see new oils coming out that are less expensive. My question is, why call them semi synthetic? Why not call them "full synthetic" like the other oil companies?

If they are priced about the same, won't people think a semi-synthetic oil is not as good as a full synthetic? Also, if you want to compete in the quick-lube market, make an oil that is only available in 55-gallon drums and 275-gallon totes.

Lynn Pabst

I know AMSOIL is coming out with synthetic blends to be cost competitive with what quick lubes use, to expand our market. But, unless I missed something, all major auto manufacturers are specifying full synthetic and have for a few years already. Isn't the blended oil only going to be for a limited duration in older vehicles? Wouldn't this be a waste of resources that AMSOIL could use for developing other products? I'm unclear as to why this is being done, and I imagine a lot of other Dealers are also.

Herb Wilm

AMSOIL: Thank you for sharing your questions and concerns. In order to grow and thrive, it's important we provide options for the different types of customers in the market. We make the best lubricants on the market and that will never change. While our competition may offer high-mileage oils that are nothing more than a gimmick, AMSOIL High-Mileage Oil provides targeted benefits for customers with high-mileage vehicles that have not used quality oil all along or have an unknown maintenance history. The high-mileage category makes up a significant portion of motor oil sales. We introduced this product to provide Dealers with an option for those customers, and AMSOIL Synthetic High-Mileage Oil has been the most successful

new product we have launched in decades. If a customer wants a high-mileage oil and you don't have one to sell, that customer will go find someone who does. The same thing is true for the synthetic-blend category. You are right, Herb, many OEMs are now specifying full-synthetic oils. Not all of them are, however, and the average vehicle age in the U.S. is almost 13 years, meaning the synthetic-blend market is very viable over this transition period. New AMSOIL Synthetic-Blend Motor Oil is not a full-synthetic motor oil, Lynn. There is a common misconception that "full synthetic" means something different from "100% synthetic." There is no difference. Full = 100%. "Synthetic-blend" indicates the product includes conventional base oils with some amount of synthetic base oils to boost performance. AMSOIL Synthetic-Blend Motor Oil includes more than 50% synthetic content. It provides good protection and performance, but our full-synthetic products provide greater benefits. It is designed to help Dealers gain more sales in the rapidly growing installer market, providing installers with an outstanding option for customers who are accustomed to using conventional oils, but desire better protection and performance. Installers typically offer their customers good-better-best options, along with a high-mileage choice. We design specialized lubricants engineered for what you drive and how you drive, and our goal is to provide the best oil in every category in which we compete. For some people, a high-mileage or synthetic-blend product is the best choice in their mind. With AMSOIL Synthetic-Blend Motor Oil, AMSOIL Synthetic High-Mileage Motor Oil and AMSOIL OE Synthetic Motor Oil in your selling arsenal, you are now equipped to grow sales by supplying installers with best-in-class options they need to serve their customers.

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



Len Groom | SR. PRODUCT MARKETING MANAGER, POWERSPORTS & POWER EQUIPMENT

Conquering Tough Terrain

Why superior oil matters for ATVs and UTVs

Consumers depend on their ATVs and UTVs to be workhorses, simplifying demanding chores and navigating challenging terrain. Whether it's hauling firewood through dense forests, plowing snow or powering through rocky trails, these vehicles are subjected to extreme stress. Pushing an ATV or UTV to its limits can lead to a phenomenon called mechanical shearing. This is when the oil's molecular structure breaks down under pressure, leaving critical engine and transmission components vulnerable to increased friction and premature wear and tear.

The Importance of Viscosity and Shear Stability

The primary function of engine oil is to reduce friction by preventing metal-to-metal contact between moving parts within the engine. Viscosity, a measure of an oil's resistance to flow, helps prevent gear pitting, oil burn-off and oil consumption. Oil that is too thin will not provide adequate lubrication, while overly thick oil can impede power delivery. To protect the engine, oil must maintain a stable viscosity across a wide range of operating temperatures, ensuring optimal lubrication during cold starts, hot idle and high-performance operation.

Shear Happens: Understanding Shearing and its Impact

When oil is subjected to intense pressure within the engine, its molecules experience shearing forces.

Shear: When the oil's molecular structure permanently breaks down under extreme pressure, it loses its ability to maintain a stable viscosity, compromising its lubricating properties.

Automotive oils lack the additives necessary to adequately protect ATVs and UTVs. If used in an ATV or UTV, they're susceptible to shear, leading to a dangerous loss of film strength. This exposes engine components to increased friction, accelerated wear and potentially catastrophic failure. Proper viscosity for the intended application is critical to ensure oil circulates properly and provides adequate film strength under pressure.

Superior ATV/UTV Motor Oil: Engineered to Resist Shearing

Several key technical properties differentiate superior ATV/UTV oils from inferior counterparts:

Thermal Stability: ATVs and UTVs often operate in stop-and-go situations or at high engine loads, leading to heat build-up. Superior oils boast high thermal stability, meaning they resist thinning at elevated temperatures and maintain a thick lubricating film.

AMSOIL Synthetic ATV/UTV Motor Oil has better stability than mineral oils and maintains viscosity across a range of temperatures, which helps suppress the additional friction and heat generated. This ensures consistent lubrication during cold starts and hot operation.

Shear Stability: AMSOIL Synthetic ATV/UTV Motor Oil excels at resisting shear with premium additives that bolster the oil's molecular structure.

Thanks to its premium base oils and unique, specialized formulation, AMSOIL Synthetic ATV/UTV Motor Oil is inherently better at maintaining viscosity over a wide temperature range for longer durations than

conventional oils, protecting gears against wear and optimizing performance.

Specialized Oils Protect During Storage

Motor oils don't naturally protect against rust or corrosion. Rust and corrosion inhibitors must be added to the formulation to provide the required protection, and some oils simply don't contain the correct additives in the correct concentration.

AMSOIL Synthetic ATV/UTV Motor Oil is formulated with anti-rust and anti-corrosion additives that form a resilient protective layer that clings to engine parts for maximum protection during storage.

Identifying the Right ATV/UTV Motor Oil

Not all ATVs and UTVs are created equal. Consider factors like engine size, manufacturer recommendations, how a vehicle is typically used and how it's being stored.

AMSOIL Synthetic ATV/UTV Motor Oil is engineered to perform better under extreme temperatures and pressures, delivering outstanding protection, even under unpredictable operating conditions. This translates to improved performance, greater reliability and powerful protection, giving you the confidence and peace of mind to tackle any terrain, anytime.



The World's Best Oil Change

Oil-change kits ordered through the AMSOIL Vehicle Lookups now come with extras.

Oil-change kits purchased through the AMSOIL Vehicle Lookups are getting a boost. Oil-change kits will now be shipped in an AMSOIL-branded box with a pair of nitrile gloves, an AMSOIL Fast Funnel and an AMSOIL Oil-Change Decal to record the date of service, current mileage and mileage at next service. The additional free items will be organized in an envelope that includes a thank-you message from AMSOIL Chairman & CEO Alan Amatuzio.

"We're focused on making the world's best oil change, and part of that means making it easy to order what you need," said AMSOIL Sr. Product Marketing Manager – Automotive Alex Thompson. "When you buy the world's best oil change, you should also have the best experience, from finding what you need to placing the order and installing the products. With our online tools, fast delivery and enhanced oil-change kits, we have the full experience covered."

AMSOIL Vehicle Lookups

Cars, trucks, motorcycles, ATVs, UTVs, snowmobiles, marine outboards, small engines, heavy-duty commercial vehicles.... The list of vehicle and equipment types is long and grows exponentially when you add in makes, models and years. With all those variables, it can be confusing to know which products to order.

AMSOIL offers an easy solution. The AMSOIL Vehicle Lookups at AMSOIL.com/AMSOIL.ca allow customers to enter their vehicle details and see exactly what they need to order, including kits with the correct type and amount of oil and filter needed for a complete oil change. And soon this function is becoming even more powerful.

Coming Soon: Use your license plate

AMSOIL Vehicle Lookups are under development so customers may enter their VIN or license-plate number

to automatically receive complete headlights-to-tailights product recommendations for their vehicle. This upgrade will be especially helpful for customers who may not know details about their vehicle, like the engine code or the drivetrain components with which it's equipped. For example, the 2010 Ford* Fusion* has two engine codes with different sump sizes for the same displacement motor. Pickup trucks frequently have different differential options that can change the capacity and viscosity of the gear oil.

"The ability for customers to simply enter their license-plate number and receive a complete list of product recommendations is huge," said Thompson. "It's going to make ordering AMSOIL products easier and faster for enthusiasts and more accessible for DIYers." Watch for an announcement in the Dealer Zone when this new feature is launched.

Correct Viscosity and Volume
of AMSOIL Motor Oil

Branded Shipping
Container

Correct AMSOIL
Oil Filter

AMSOIL Fast Funnel

Envelope with
Thank-You Message

AMSOIL Oil-Change
Decal

Nitrile Gloves

More than motor oil

Although oil changes are the most common vehicle maintenance performed, other fluids and components also require attention for vehicles to perform at a high level. AMSOIL Vehicle Lookups provide recommendations for every vehicle component that requires lubrication, as well as recommendations for filters, fuel additives, cleaners, protectants and other preventive-maintenance products.

Filter guides, too

Filter guides for vintage and heavy-duty vehicles and a Master Filter Cross-Reference Guide, which offers a simple way to cross-reference another filter brand to an AMSOIL, WIX, MANN or Donaldson filter available through AMSOIL, are also conveniently available at AMSOIL.com/AMSOIL.ca.

AMSOIL is the industry leader for product performance. While we continue to advance product development, we are also pushing the customer experience. The new oil-change kit enhancements represent another step toward that goal.

Protecting the Dealer Opportunity: Best Practices

An AMSOIL Dealership offers a lot of flexibility, but with that freedom comes the responsibility of maintaining a professional image. You may be an independent Dealer, but it's important to remember you're not just representing yourself, but the AMSOIL brand. Because you're the face of AMSOIL to many of your customers and prospects, we ask that you follow these guidelines to protect the Dealer opportunity for everyone.

Communicate Effectively

Make sure your contact information is always up to date so customers can reach you. Check to ensure you have your current phone number and email address posted on your Dealer website, Google, social media, business cards and anywhere else your business is listed. And always be responsive with your customers. If a customer reaches out to you, reply promptly and maintain smooth and open communication.

Another important tip to keep in mind when communicating with customers and prospects is to use official product names when referring to specific products (e.g., AMSOIL Signature Series 0W-20 Synthetic Motor Oil, or Signature Series 0W-20). Don't just use the product code. The general public has no knowledge of our product codes and does not understand those references.

Lastly, when communicating with customers and prospects, don't bash the competition. It's important to refrain from bad-mouthing other oil companies. Instead, highlight the proven performance of AMSOIL products. The reviews and test results speak for themselves.

Stay Professional Online

Always represent yourself in a professional manner online. Make sure what you post on social media is appropriate and that you avoid sharing controversial things that could harm your reputation. Don't try to promote your business on official AMSOIL social media pages or blog posts, either. Those types of posts will be deleted and

may result in you being banned from future participation on those pages.

Make sure you also proofread all communications before they go out. Double-check that your online posts, emails and print communications are free of typos and errors. You don't want to hit send and then realize afterward that you accidentally misspelled "AMSOIL."

Use AMSOIL Resources

AMSOIL has a wide variety of literature items and online resources for Dealers to use, including brochures, catalogs, data bulletins, promotional items, web banners and more. These resources provide the most accurate and current information about AMSOIL products and programs. They are legally vetted and tested against our marketing research for effectiveness. Straying from these assets can result in legal issues and reduced effectiveness.

Watch product-training videos and read up on claims so you have knowledge and understanding of AMSOIL products and specifications. If you receive a product question and don't know the answer, don't guess. Contact AMSOIL Technical Services for the right guidance and then follow up with the person who asked.

For more information and guidance on conducting your AMSOIL Dealership, refer to the Independent AMSOIL Dealer Policies & Procedures (G4000) in the Dealer Zone (Digital Library>Dealer Literature).





AMSOIL
The First In Synthetic

1000 cases
1500 cases
1000 cases
1500 cases
1000 cases
1500 cases
1000 cases
1500 cases
1000 cases
1500 cases

Driving Exposure in the Great White North

AMSOIL is now the Official Oil of the Canadian Football League (CFL).

We are investing in a partnership with the CFL to drive increased brand awareness in Canada. At least 33% of Canadians watched regular-season CFL games in 2023, making this an exciting brand boost for Canadian AMSOIL Dealers.

Why the CFL?

The CFL is fast, fun, entertaining to watch and growing rapidly. And football fans are ideal AMSOIL customers.

Ever wonder why there are so many vehicle ads during football broadcasts?

According to *MotorTrend*, CFL fans are...

- **The highest concentration** of do-it-yourself automotive enthusiasts watching TV.
- **97% more likely** to purchase a truck.
- **79% more likely** to own three or more motorcycles.
- **65% more likely** to own three or more ATV/UTVs.
- **46% more likely** to own three or more vehicles.

Through our partnership with the CFL, AMSOIL Dealers will enjoy increased brand exposure that generates meaningful conversations with automotive and powersports enthusiasts.

"We have been actively seeking strategic partnerships to increase brand awareness in Canada," said AMSOIL CMO & Sr. VP, Strategic Marketing Rob Shama. "Our national advertising efforts definitely make a difference in Canada, but we didn't have any Canada-specific partnerships or events. Becoming the Official Oil of the CFL will change that in a big way."

What to Expect

The AMSOIL logo will appear during CFL broadcasts and in CFL stadiums. We'll gain additional exposure on the CFL website, in CFL videos and as presenting sponsor of the weekly CFL Power Rankings. More brand-boosting tactics are in development, including contests, player engagements and retail displays.

Strengthening Your Opportunity

We are excited about the potential this partnership presents for Canadian AMSOIL Dealers. Many Canadians will be exposed to the AMSOIL brand for the first time, and a big percentage of them will go to AMSOIL.ca to learn more or buy products.



OFFICIAL OIL OF THE CFL

Make sure you're Customer Certified so you can ride the CFL wave; all those new customers will be assigned to Customer-Certified Dealers. For full details on becoming Certified, search "Dealer Certification" in the Dealer Zone at my.AMSOIL.com.

CFL FANS ARE...

97% more likely to purchase a truck.

79% more likely to own three or more motorcycles.

65% more likely to own three or more ATV/UTVs.

46% more likely to own three or more vehicles.



New Training Program Boosts Your AMSOIL Product Knowledge

The new Product Training Program in the Dealer Zone dives deeper into AMSOIL products to help you stay on top of the latest knowledge and earn more sales.

The AMSOIL Product Training Program is a new course that presents information on AMSOIL products ranging from motor oil to diesel products, powersports products, fuel additives and more. Each week, a new task will launch in the Dealer Zone under the Product Training Program. Most of these tasks will be short, easy-to-follow videos or Dealer

Sales Briefs that provide deeper insight into the applications of an individual product. Many of these tasks will also focus on products that coincide with the monthly Leaderboards in the Dealer Zone.

The new Product Training Program is great for new Dealers who want to learn more about all the products AMSOIL

offers. It's also a great opportunity for those who are already familiar with the products to refresh their knowledge. The more understanding and expertise you have about AMSOIL products, the better equipped you are to sell them.

To get started with the new Product Training, log in to the Dealer Zone and click Programs>Product Training.

AMSOIL Aerosols Make Great Door-Openers

AMSOIL offers a full range of premium aerosol cleaners, lubricants and protectants that make great add-on sales and door-openers for Dealers.

AMSOIL Metal Protector (AMPSC)

- Cuts through rust and frees frozen components.
- Helps protect against rust and corrosion, even in salt water.
- Displaces water.
- Stops squeaks.
- Lubricates moving parts.



AMSOIL Heavy-Duty Metal Protector (AMHSC)

- Contains special rust and corrosion inhibitor additives.
- Protects against the effects of salt, moisture and chemical corrosion.
- Leaves a long-lasting (up to several years), protective, wax-like, amber coating.
- Sprays into hard-to-reach places and works as an undercoat.
- Ideal for steel, iron, aluminum, brass, copper and other metal surfaces.



AMSOIL Power Foam® (APFSC)

- Cleans deposits from ethanol and degraded fuel.
- Removes gum and varnish.
- Maximizes horsepower.
- Restores startability.
- Helps improve fuel economy.



AMSOIL Brake and Parts Cleaner (BPCSC)

- Quickly removes grease and oil.
- Leaves no residue.
- Dries quickly.
- Chlorinated, non-flammable formula.
- VOC-free.



AMSOIL Silicone Spray (ALSSC)

- Formulated for use on nonmetal surfaces (and metal surfaces that come in contact with nonmetal surfaces).
- Leaves a clear, odorless, nonstaining film.
- Helps prevent rubber cracking and drying.
- Locks out moisture.
- Does not attract dust or dirt.



AMSOIL Mudslinger® (AMSSC)

- Provides a protective layer of armor against mud, dirt and snow.
- Eases clean-up after riding.
- Restores, cleans and shines plastic, fiberglass and painted surfaces.
- Provides a protective layer to counteract the damaging effects of UV rays.
- Leaves a pleasant cherry scent.



AMSOIL Glass Cleaner (AGCSC)

- Quickly cuts through grease and grime.
- Does not drip or run; stays where you spray it.
- Leaves no streaks or haze.
- Ammonia-free and safe on all glass, including tinted windows.
- Works great on countertops, glass, mirrors and appliances.



AMSOIL Miracle Wash® (AMWSC)

- Requires just two easy steps: spray and wipe.
- Leaves vehicles with a fantastic shine and tough protective finish.
- Does not require soap or water.
- Repels dust and light dirt.
- Protects against the sun's ultraviolet rays.



AMSOIL Firearm Cleaner and Protectant (FCPSC)

- Penetrates deep into hard-to-reach components.
- Effectively cleans fouling and powder residue from all firearm surfaces, reducing misfires and increasing reliability.
- Protects guns against corrosion, allowing for safe storage and preserving performance, reliability and value.
- Safe to use on all metals, woods, composites and rubbers commonly found in firearms.



AMSOIL Synthetic Firearm Lubricant and Protectant (FLPSC)

- Effectively lubricates and protects firearms, helping extend life and prevent blockage, jams and wear.
- Outstanding protection and performance in both hot and cold climates.
- Specifically formulated for firearms, offering superior performance.
- Safe to use on all metals, woods, composites and rubbers commonly found in firearms.



AMSOIL Engine Degreaser (AEDSC)

- Removes the toughest grease, dirt and grime from modern vehicle engines.
- Leaves no residue.
- Easy to use.
- Powerful stream.
- Safe on all engine components.



AMSOIL Heavy-Duty Degreaser (ADGSC)

- Dissolves oil, tar and grime from metal, concrete and other surfaces.
- Removes sticky residue.
- Works fast.
- Low-VOC formula.
- Non-foaming.



AMSOIL Engine Fogging Oil (FOGSC)

- Designed to protect internal engine components during storage or long periods of inactivity.
- Provides long-term protection against corrosion and dry starts.
- Helps extend engine life and reduce operating expenses.
- Offers easy and clean application.
- Reaches more components and offers complete distribution of the oil.



AMSOIL Chain Lube (ACLSC)

- Provides outstanding wear and corrosion protection for all types of chains and sprockets.
- Helps extend chain life.
- Leaves a protective coating that will not fling off or attract dirt.
- Easy application.
- Fast-drying.



AMSOIL Spray Grease (GSPSC)

- White lithium grease protects against wear and corrosion.
- Lubricates moving parts for smooth, squeak-free operation.
- Adheres to metal surfaces for long-lasting performance.
- Quick, convenient spray gets into hard-to-reach places.
- Excellent water resistance.



With the exception of AMSOIL Metal Protector, AMSOIL aerosol products are not available in Canada. Use product code CMPSC to order Metal Protector in Canada.

BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



Reduced
Pricing

Up to 25% off
every order



Free
Shipping

On orders
over \$100
(\$130 Can.)



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](https://www.amsoil.com/pc) ([AMSOIL.ca/pc](https://www.amsoil.ca/pc)).

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

THE IMPORTANCE OF DEALER CERTIFICATION

Dealer Certification is crucial for building your Dealership and maximizing earnings.

Getting Certified Helps You...

- **Develop** your customer base
- **Build** your team
- **Reach** higher product profit values

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.

	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"> • Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator 	<ul style="list-style-type: none"> • Eligible to be assigned new Dealers 	<ul style="list-style-type: none"> • Eligible to be assigned retail accounts 	<ul style="list-style-type: none"> • Eligible to be assigned commercial accounts
How to Get Certified	<ul style="list-style-type: none"> • Complete Customer Basic Training • Register 4 new qualified customers annually OR • Register 2 or more new qualified customers annually and meet one of the following alternative qualifications: <ul style="list-style-type: none"> • Have been a Dealer for less than 2 years • Have 24 or more active buying customers • Have more than \$10,000 in personal purchases plus 5 or more active buying customers 	<ul style="list-style-type: none"> • Complete Sponsor Basic Training • Be Customer Certified • Sponsor 1 Dealer 	<ul style="list-style-type: none"> • Complete Retail Basic Training • Be Customer Certified • Register 1 retail account 	<ul style="list-style-type: none"> • Complete Commercial Basic Training • Be Customer Certified • Register 1 commercial account
How to Maintain Certification	<ul style="list-style-type: none"> • Have at least four new qualified customers registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified Dealer registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified retail account registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified commercial account registered within the past 12 months

August Closeout

The last day to process August telephone orders is Friday, Aug. 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 on Saturday, Aug. 31. All orders received after these times will be processed for the following month. Volume transfers for August business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, Sept. 6.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Sept. 2 for Labor Day.



AMSOIL has Acquired Aerospace Lubricants

AMSOIL has acquired Aerospace Lubricants, a grease manufacturer based in Columbus, Ohio. Aerospace designs and manufactures a broad and specialized array of greases for industrial manufacturing operations and private-label customers in automotive, industrial, military, aerospace and consumer markets. Buying Aerospace gives us control over product supply. It also gives us better insights into the product-development process, which should translate into a pipeline of products tailored to our Dealers and customers over time.

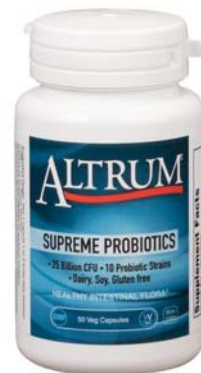
Aerospace Lubricants will operate as an independent subsidiary of AMSOIL. It will continue supplying its products and services to Aerospace customers and AMSOIL. This strategic acquisition will not only help ensure consistent grease quality and a consistent supply of AMSOIL grease moving forward, it will also help make AMSOIL a leader in the specialty grease market, making AMSOIL and the Dealer opportunity stronger. We will invest in Aerospace to improve the company's capabilities and capacities to grow grease business for Aerospace and AMSOIL.



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

ALTRUM Supreme Probiotics

Good gut health relies on maintaining a healthy balance of bacteria, and probiotics play a key role. Known as the "good" bacteria naturally found in the GI tract, probiotics are critical for healthy digestion and help maintain the integrity of intestinal lining.* ALTRUM Supreme Probiotics contain 10 probiotic strains, with a potency of at least 25 billion CFU per capsule to help maintain a healthy digestive system.



ALTRUM Supreme Probiotics				
Stock #	Units	Pkg./Size	Dealer Price	P.C. Price
ALPB	EA	(1) 50-ct.	39.20	41.20
ALPB	CA	(12) 50-ct.	447.24	469.80
Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
3.91	6.50	9.08	11.67	37.27
46.96	77.98	108.99	140.02	447.24

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

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

Changes to AMSOIL Magazine P.C. Edition

The *AMSOIL Magazine* P.C. Edition has been revamped to feature a renewed emphasis on content, including the latest AMSOIL product and corporate news, events and sponsorships. While *AMSOIL Magazine* no longer features an AMSOIL product catalog, Preferred Customers will receive an AMSOIL Factory-Direct Product Catalog in a separate mailing twice a year, providing them access to the full, up-to-date AMSOIL product line.

SUMMER IS A GREAT TIME TO ENGAGE WITH POTENTIAL COMMERCIAL ACCOUNTS

Now is a great time to get out and engage with potential commercial accounts. We emailed all Dealers some essential tools on July 3.

AMSOIL Sales-Process Roadmap

Walks through the AMSOIL Sales Process and highlights where specific commercial resources should be used.

AMSOIL Commercial Catalog (G3798)

Useful for all your commercial sales efforts. Highlights the benefits of the AMSOIL Commercial Program, pertinent AMSOIL products for the commercial market and product performance claims. Designed specifically for the markets we target:

- Excavation/Off-Road Contractors • Trades/Construction Contractors
- Lawn and Landscape Contractors • Regional Fleets • Agriculture

AMSOIL Commercial Questionnaire

Print before every Discovering Needs meeting, take notes on it and use it as a guide to learn about your prospect's business and determine how you can help the business improve.

Being familiar with the AMSOIL Sales Process and getting started with the AMSOIL Commercial Catalog and Commercial Questionnaire will set you on the path to commercial success.

We aim to support your business growth. Visit the Dealer Zone (Business Tools>Commercial Business Tools) for more valuable resources designed to help your commercial sales efforts.

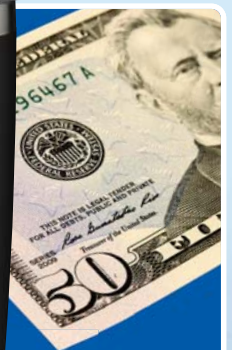


AND NOW THE REALLY EXCITING NEWS!

From July 3 to Sept. 3, 2024, for every new commercial account you register that makes a \$100 qualifying purchase...

- The account receives a **free YETI® tumbler.**
- You earn a **\$50 bonus.**

These are two great reasons to focus on commercial business. Help new customers improve their profits and earn an extra bonus for yourself. Reach out to the AMSOIL Commercial Team at commercial@AMSOIL.com with any questions. We are here to help.





Brian Lammi | DEALER EXPERIENCE MANAGER

Customer Certification is a Huge Win for Your Dealership

Being Customer Certified can provide a major boost to your income as an independent AMSOIL Dealer.

If you've logged in to the Dealer Zone, read the *AMSOIL Magazine* or attended one of our online Dealer meetings, you've heard us talk about Customer Certification. There are a lot of reasons why we discuss it so much, and they all have to do with your success as a Dealer.

Being Customer Certified gives you the opportunity to grow your income substantially. Customer-Certified Dealers earn up to 75% more on average than non-Certified Dealers.

What does Customer Certification mean? Let's take a moment to review the requirements. If you became a Dealer in the last two years, it means you must complete Customer Basic Training and bring in two new qualified customers per year. After that, the requirements change to four new qualified customers per year, in addition to completing the training.

How does this affect earnings? When you're Customer Certified, AMSOIL assigns customers to you. These are customers who come to AMSOIL.com/AMSOIL.ca without a referral to a Dealer. AMSOIL nurtures those leads until they make a purchase. Once they make a purchase and become an online/catalog customer or Preferred Customer, they are assigned to a Customer-Certified Dealer. And yes, that Dealer is paid commissions on the sale.

New retail accounts, commercial accounts and Dealers are assigned to Dealers who are Retail Certified, Commercial Certified or Sponsor

Certified, respectively. That means the Dealer has taken the Retail, Commercial or Sponsor Basic Training in the Dealer Zone and has at least one qualified account in the respective category.

New Preferred Customers and online/catalog customers are assigned to Dealers by rotation without any proximity requirements. New retail accounts, commercial accounts and Dealers start the assignment rotation based on location in order to find a Dealer close in proximity. If there isn't a Dealer nearby, the location radius expands until the closest one is found. While these customer types can be serviced from a distance, data shows that accounts with active, involved Dealers form stronger business relationships.

Even better news: the more qualified customers you bring in, the more assigned customers you receive from AMSOIL. For every eight qualified customers you bring in, your Dealership receives an additional entry in the customer-assignment "pool."

How do you get there? One step at a time. Set your goals to register that first qualified customer. Once you've accomplished that, seek your second customer, and so on. As you go through the process, you'll get better and better at finding qualified customers and feel more comfortable doing so. This will make it easier to grow your customer base and, in turn, help you receive more assigned customers from AMSOIL.

As I stated, we talk about this in many places, and have done so since the program started, because we know the value it has for Dealers. We believe in the ability for Customer Certification to help you grow your Dealership year after year.

So, what is holding you back? Start setting a goal today to become Certified or to add more qualified customers so you can get more customers assigned to you. Be sure to review the training programs in the Dealer Zone for more tips and tricks and reach out to your sponsoring Dealer or the Dealer Experience Team for more ideas on how to reach your goals.

PARK IT IN THE GARAGE



MyAMSOILGarage™

Wouldn't it be great if there were a way to keep track of all your customers' vehicle information in one easy, convenient location? Welcome to MyAMSOILGarage.™ In today's busy world, it's nice to know that vehicle maintenance can be monitored and scheduled through one easy-to-use source located on the AMSOIL website.

- **Email** reminders let customers know when it's oil-change time.
- **Information** for all your customers' vehicle-maintenance routines, including fluid fill capacities.
- **Free** to use.

We're hoping you'll park your vehicles here, too, along with the tens of thousands already here. Sometimes, the best things in life really are free.

Help your customers by reminding them of their lubrication needs. They will thank you for it.



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August 2024

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