

# AMSOIL<sup>®</sup>

► DEALER EDITION

## MAGAZINE

OCTOBER 2024



# NEW BENEFITS FOR THE AMSOIL INSTALLER PROGRAM

| PAGE 8

Two New Drivetrain Products | PAGE 12



# TARGET INSTALLERS

Approximately **75% of motorists** visit an independent mechanic, quick lube or other installer for oil changes. That number is expected to increase as vehicles continue to become more difficult to maintain, which is why it's vital for every Dealer to have at least one installer account to which he or she can send customers who don't change their own oil.

#### FOCUS ON THESE TYPES OF INSTALLER BUSINESSES:

- Full-service garages.
- Quick lubes.
- Powersports installers.
- Specialty service shops.

#### DEMONSTRATE HOW AMSOIL CAN HELP:

- Boost car count.
- Boost reputation.
- Boost sales per ticket.

#### Resources

These new items are now available to help you target installers. They're conveniently located in the Installer Business Tools section of the Dealer Zone (Business Tools>Installer Business Tools).

#### INSTALLER PROGRAM CATALOG (G3883)

Covers AMSOIL products and services for the installer market. Share it with prospects and highlight program benefits and pages applicable to the prospect's specific industry.

#### INSTALLER LINE CARD

Lists common AMSOIL installer products, along with their stock codes, viscosities, general applications and competitors.

#### INSTALLER VIDEOS

Targeted videos that show the range and performance of AMSOIL products for customers and staff of installer businesses. Installer promotional videos are available for Dealers to download in the Dealer Zone and for installers to download in the Account Zone.

#### CO-BRANDED PRINT CENTER FOR INSTALLERS

Updated, specialized materials available in the AMSOIL Print Center for installers to purchase for their businesses. Each of these items can be personalized with their own business logo and contact information.



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**STAFF**

**Editor**

Terry Johnsen

**Associate Editor**

Joel Youngman

**Staff Writers**

David Hilgendorf

Brad Nelson

Tiffany Tenley

Jamie Trembath

Joel Youngman

**Graphic Design Manager**

Jeff Spry

**Senior Graphic Designer**

Luke Boynton

**Content Contribution**

Eric Brandenburg

Jamie Prochnow

Alex Thompson

**Editorial Contribution**

Jamie Prochnow

Alex Thompson

**Back Issues**

Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

**On the Web**

AMSOIL.com

AMSOIL.ca

**Chairman & CEO**

Alan Amatzio

**President**

Bhadresh Sutaria

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**Letters to the Editor**

AMSOIL INC.

Communications Department

The AMSOIL Building

925 Tower Ave.

Superior, WI 54880

letters@AMSOIL.com

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**THE COVER**

Updates to the AMSOIL Installer Program are part of an investment to help you register and retain more accounts, while helping them sell more AMSOIL products.





# From the Chairman

We are launching our updated Installer Program this month. You will see a lot of activity in this area over the next year. This project is very similar to the Commercial Program update we launched in 2023, and we expect similar, positive results in the installer area. Thanks to our collective efforts, we are acquiring more commercial accounts, they are spending more annually than in previous years and revenue is up in commercial markets. Those trends indicate our research, strategies and tactics for the Commercial Program were sound. These efforts have been successful because they were designed to add value for commercial accounts. Whenever we can add value for customers and communicate that value effectively, the customers win, Dealers win and AMSOIL wins.

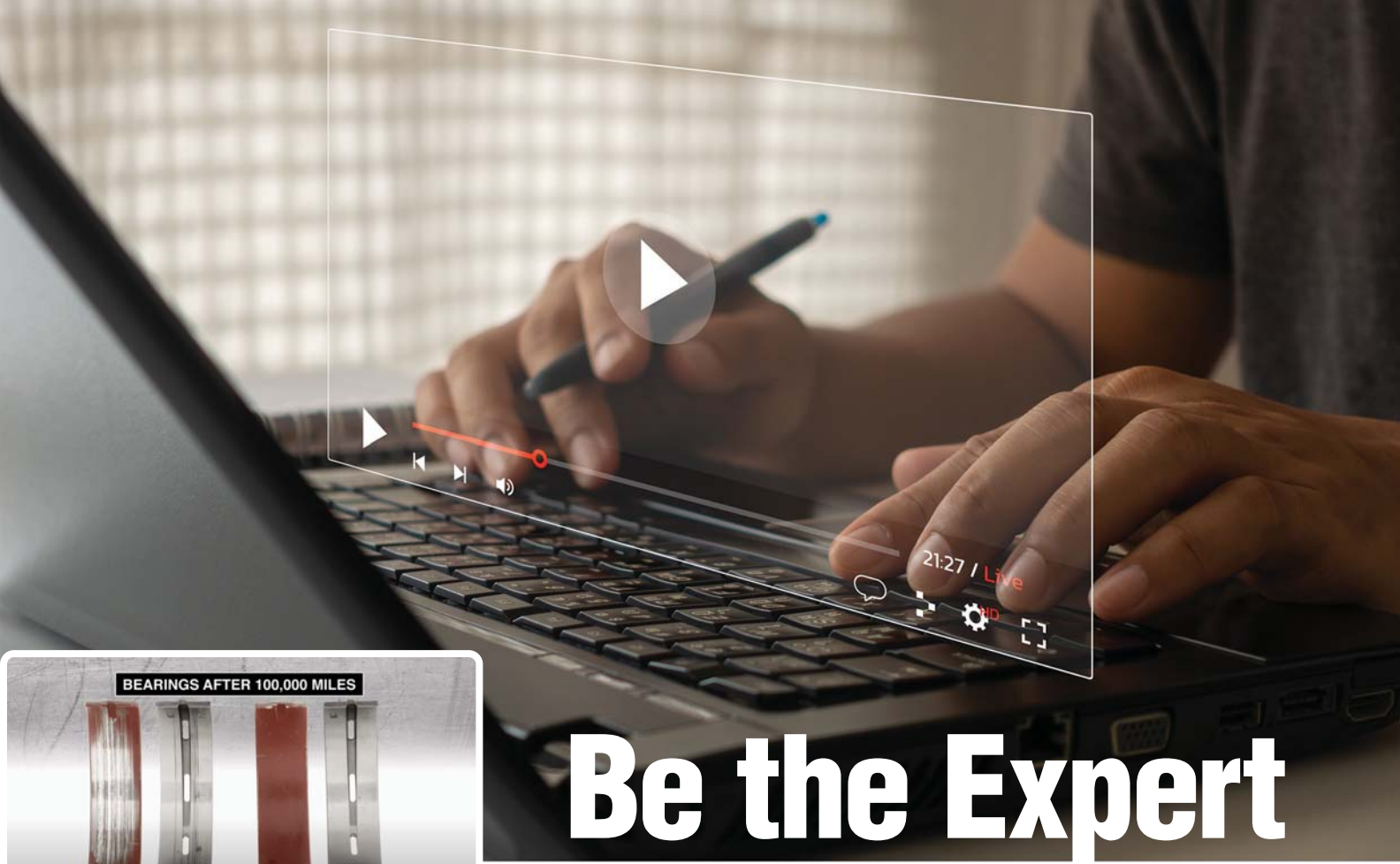
The installer market is important for securing continued strong growth and can provide a substantial boost for Dealers who work that market. Much like the updates to the Commercial Program, the updates we are introducing for the Installer Program and associated marketing material are designed to add value for installers and clearly communicate the benefits they value most. If you follow our lead and join us in pursuing more installer business, we will succeed together in taking a larger market share (and your monthly commissions will increase).

A tremendous amount of work goes into these projects, but it's incredibly rewarding when it pays off. We encounter a few false starts and deploy a few failed tactics, but that is to be expected. The important thing is to learn from those failures, adjust and proceed. By and large, the team here has demonstrated sound judgment and delivered excellent results. The growth we've experienced with the Preferred Customer Program is a perfect example. P.C.s are now our largest customer segment. Our marketing online, through SMS activity and email, our promotions and program enhancements are driving customer acquisition, and P.C.s are enjoying the benefits of the program. P.C.s who take advantage of the rewards we provide make approximately three more purchases annually than those who do not. They also spend almost three times more. Promotions are extremely popular, and they are a big driver of customer acquisition. In the past year, 34% of new P.C.s and online/catalog customers were acquired thanks to a promotion. And, customers who take advantage of a promotion spend more per order. Our products, promotions and program benefits are creating value for P.C.s, and that is driving engagement and loyalty.

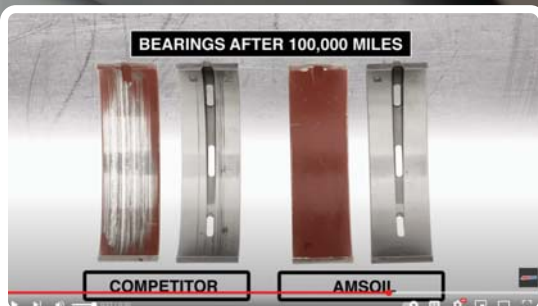
Some Dealers have asked why we don't run more Dealer promotions. The reason: every promotion is a Dealer promotion. We deploy these promotions to acquire new customers and drive increased sales per order. Each new customer we generate is assigned to a Customer-Certified Dealer, and those higher sales per order result in higher commissions for the servicing Dealer. Dealers stand to benefit substantially from every promotion we run, even when those promotions provide benefits for customers and accounts.

We are closely monitoring our advertising and promotions to ensure we get the biggest return on our investment. We will continue to refine our tactics to promote what's working and eliminate what isn't. I am excited to see the results of our efforts in the installer market and the reaction to our upgraded virtual oil-change kits. If we execute well in these areas, maintain our momentum in the commercial market and remain focused on adding value for customers of all types, we should have many happy Dealers this time next year.

**Alan Amatuzio**  
Chairman & CEO



# Be the Expert



## Share videos from the **AMSOIL** YouTube channel.

Becoming a trusted source of lubricant knowledge is the best way to make sales – and the AMSOIL YouTube channel can help you do it. Use it to introduce the AMSOIL brand, demonstrate product performance, share garage tips and more.

### Here's how to share videos:

1. Go to [youtube.com/amsoilinc](https://youtube.com/amsoilinc).
2. Search videos on the channel by clicking the magnifying glass below the AMSOIL logo.
3. Find an appropriate video.
4. Put the video in full-screen mode and click the arrow in the upper right corner.
5. Choose your preferred way to share the video: as a post, message or email.
6. Follow up to see if they have any questions and are ready to place an order.

# LETTERS TO THE EDITOR

## WINDOW STICKERS

I was wondering if it was possible to make the window stickers that mount on the inside of the vehicles a brighter color. Most of the newer vehicles nowadays have tinted windows, and it is difficult to see the sticker. Just a suggestion.

Thank you for your time.

**Nick Sedon**

**AMSOIL:** Thank you for your suggestion, Nick. We currently have window clings available in all white and full color. While it is tempting to produce the logo in different bright colors, the AMSOIL logo is a registered trademark and a huge part of the AMSOIL brand. A logo's main purpose is to identify, and consistent representation is crucial for building recognition. That's why we typically publish the logo only in black, white or full color using the official trademarked colors as described in our brand guidelines. Those details are covered in the AMSOIL brand style guide, which is available for download in the Digital Library of the Dealer Zone. For vehicles with dark tinted windows, we suggest a decal that applies to the window's exterior.

## AMSOIL PRODUCTS

I've been an AMSOIL Dealer and Preferred Customer for 20+ years, and I have to say that AMSOIL has the BEST PRODUCTS EVER. I used a lot of product for myself and my personal equipment. I have friends that will ask me if they can get AMSOIL for their equipment. I only do it for the products, and because I love AMSOIL. I only wanted to write a letter to say thank you for all you do.

**Frank McKenney**

**AMSOIL:** We love your enthusiasm, Frank. Thank you for your passionate letter and long-time loyalty.

## FACTORY MACHINE TECHNICIANS

I saw a past copy of your *AMSOIL Magazine* (2021) in a used bookstore. Your magazine should have a feature about how your products are made and bottled on automated machinery. This would be a good marketing tool for Dealers and the general public.

AMSOIL should give your factory machine technicians full recognition. Today's industrial oil process machinery has advanced electronics, complex mechanics and computer software, thus the need for expert technicians to keep it working.

AMSOIL should have partnership with the local community college for recruiting the next generation of factory technicians. Many community colleges have training programs in industrial machine technology, much which applies to your production. Your process technicians are your most important people.

Regards,

**Glen W. Spielbauer**

**AMSOIL:** Thank you for your letter, Glen. We have featured the production process and facilities in past issues of *AMSOIL Magazine*, and, undoubtedly, we'll do so again sometime in the future. Our HR team has strong relationships with several local colleges and universities to attract talent in all areas of our organization. With decades of experience producing industry-leading lubricants, we agree with your assessment – our Production team plays a major role in our success, and they are not always celebrated enough in public. Their expertise and dedication to quality are unmatched, which is evident in the consistent performance of our products and pristine condition of our facilities.

## AEROSPACE LUBRICANTS

Wow, that was quite an announcement (August *AMSOIL Magazine*). Very exciting news indeed. That said, it does raise some questions.

Since the company (Aerospace) has their own sales force, how will this impact us Dealers? Will we have the opportunity to carry their products? Will their current line of greases be incorporated into our grease product line, but relabeled as AMSOIL greases? I'm anxious to see where this leads, as I'm sure a lot of other Dealers are.

This letter is in no way meant to criticize this purchase, so please don't take it that way. I think it will be a very positive deal.

Sincerely,

**Bill Phelan**

**AMSOIL:** We're glad you're excited about this news, Bill, as it brings outstanding growth potential for grease sales. Aerospace mainly manufactures specialized greases for industrial manufacturing operations and private-label customers, not general consumers that Dealers target. Some Aerospace products will be available to Dealers over time. We have already kicked off a project with Aerospace to improve the supply and quality of some AMSOIL-branded products. Stay tuned.

## P.C. MEMBERSHIPS

Hey folks, as for the letter about P.C. cost (August *AMSOIL Magazine*), what I do as a Dealer is pay the \$20 yearly cost for those who want to experience AMSOIL products at a discounted price. They are more than willing to buy at that time, thereby making the sale a cost-effective one for them and me. I don't pay for the second year, which has not been shown to be a deterrent for my customers. I keep track of the renewals on my account. New ones come in regularly because they tell others about the deal. I hand out my catalogs to everyone who will take them, as well as putting them in restaurants, markets and fuel stations. I check and replace catalogs every week. It's a very inexpensive way to find new customers and keep them happy too!

**Mike Spangler**

**AMSOIL:** That's great, Mike. It sounds like you've found a great system for registering and retaining Preferred Customers. Thank you for sharing your approach with other Dealers here.

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.



**Alex Thompson** | PRODUCT MARKETING MANAGER – AUTOMOTIVE

## Advanced transmission technology requires advanced protection

New AMSOIL 100% Synthetic Ultra-Low-Viscosity Automatic Transmission Fluid provides engineered performance for 10-speed automatic transmissions.

Car manufacturers are constantly evolving, engineering safer and more energy-efficient vehicles to meet compulsory standards. Vehicles with advanced-driver-assistance-system (ADAS) features such as lane-departure warning, autonomous emergency braking and collision avoidance are a few examples of how manufacturers are meeting safety standards. However, innovation goes beyond passenger safety. Manufacturers must also produce cleaner, more fuel-efficient gasoline-powered vehicles to meet emissions-reduction targets placed on their fleets.

In 2013, GM\* and Ford,\* two of the leading automotive manufacturers in the United States, teamed up to create a new 10-speed automatic transmission. Over the years, they've modified and differentiated the basic unit to work in specific applications, replacing six- and eight-speed transmissions in select SUVs, trucks and high-performance sports cars. Not only do modern 10-speed transmissions have more gears, which keeps vehicles in the power band longer, providing better performance, they also offer more overdrive gears, leading to better fuel economy.

### Designed for the Modern 10-Speed Transmission

As transmissions evolve, manufacturers are tasked with managing higher horsepower, and torque, coupled with higher payload and towing capacities, while customers demand smoother shifting performance across a longer service interval. All these improvements come from a transmission that's roughly the

same size, and fluid capacity, as its six-speed predecessor. The result is higher operating temperatures and pressures that can shear inferior transmission fluids.

As transmission technology advances, it also becomes more sensitive to pressure changes and frictional properties. ATF must maintain proper viscosity and frictional properties across the operating temperature range to ensure proper shifting performance whether operating in extreme cold or heat.

New AMSOIL Signature Series ULV 100% Synthetic Automatic Transmission Fluid is purpose-built for this role. Offering a transmission fluid specifically designed for the performance requirements of the DEXRON® ULV and MERCON® ULV specifications provides your customers with a confidence-inspiring option, providing the highest-quality protection on the market for their 10-speed applications. The ultra-low viscosity of this fluid also helps with fuel efficiency by reducing drag on clutch plates and other moving parts – improving the vehicle's overall performance.

### Ultra-Low-Viscosity Automatic Transmission Fluid: How it Works

When viscosity is too high, it can slow things down, resulting in poor heat transfer (overheating), high-energy consumption (fuel economy), sluggish shifting and even a potential for lack of lubrication (increased wear and tear on critical transmission components). When viscosity is too thin, you will most likely hear customers

complaining about erratic shifting, noises and accelerated wear or failure.

AMSOIL Signature Series ULV 100% Synthetic Automatic Transmission Fluid is formulated to withstand extreme environments and resist shear. It contains friction-modifier additives that deliver outstanding clutch-holding capacity (static friction), torque-transfer ability (dynamic friction) and anti-shudder properties (slipping torque-converter clutches) for smooth, reliable shifts. It also contains high concentrations of antioxidants, making it naturally heat resistant, providing outstanding protection against sludge and varnish deposits that can clog narrow fluid passages and contribute to clutch glazing.

### Fuel-Efficient ATF vs. Ultra-Low-Viscosity ATF

For nearly 10 years, AMSOIL Signature Series Fuel-Efficient Synthetic Automatic Transmission Fluid has proven to be an excellent option for the 10-speed transmission. To align with current and future market needs, new AMSOIL Signature Series ULV 100% Synthetic Automatic Transmission Fluid is formulated specifically for transmissions requiring FORD MERCON® ULV and GM DEXRON® ULV specifications and is now the primary recommendation for these applications.

# New Benefits for the AMSOIL Installer Program

The AMSOIL Installer Program has been redesigned to bring more value to accounts that service vehicles, helping you attract new customers and build better relationships with your existing ones. The new benefits provide even greater incentive for installers to choose AMSOIL for their shops.

In last month's edition of *AMSOIL Magazine*, we introduced our updated value proposition for installers and reviewed some of the work that went into designing the program updates. Let's get into what's new for AMSOIL Installers starting this month.

## Co-op Credit

The number-one program benefit requested by installer accounts and Dealers during our surveys and visits was co-op credit that can be applied to purchasing clothing, merchandise, advertisements, signs and other AMSOIL products that can't be obtained through promotions. Like AMSOIL retail stores, AMSOIL installer accounts that spend \$10,000 or more in a year will now earn 2% co-op credit (up to \$1,000) that can be applied to the costs of qualified advertising, literature, merchandising and promotional items for their business. Co-op credit will be distributed in January of the following year after it was earned and expires on Dec. 31.

## New Co-Branded Print Center

The new AMSOIL Installer Print Center features updated, specialized materials for installers to purchase for their businesses. Each item can be personalized with the installer's own business logo and contact information. The Installer Print Center items include...

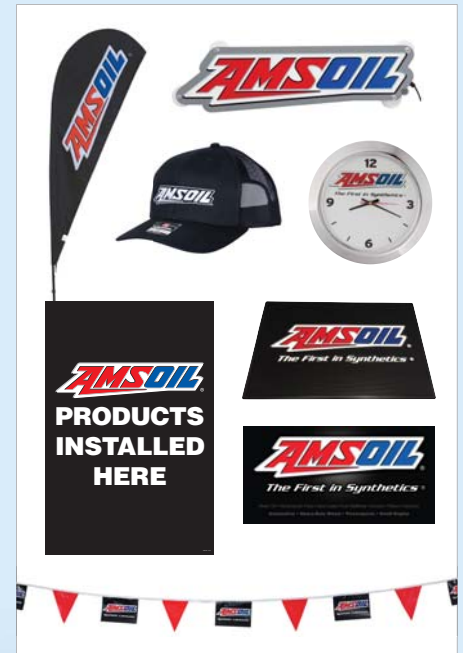
- Sell sheets
- Menu boards
- Counter mats
- Tents
- Business cards
- Poster packs

Check it out at [AMSOIL.com/installerprintcenter](http://AMSOIL.com/installerprintcenter).

## New Merchandising Kits

AMSOIL installer merchandising kits will be offered at a discounted rate to new installer accounts and through periodic promotions to existing accounts. The installer merchandising kits contain items for both inside and outside a shop, including signs, flags, hats and more. They are designed to boldly communicate that an installer offers AMSOIL products.

## MERCHANDISING KITS





## New Marquee Sign Support

For our largest installer accounts, AMSOIL will share the cost to install a marquee or large lighted sign with the AMSOIL logo outside the installer's business to help build their brand and attract customers. This helps support installers' desires for AMSOIL to be permanently promoted on the signs outside their businesses. Co-op credit can also be applied toward purchasing marquee signs.

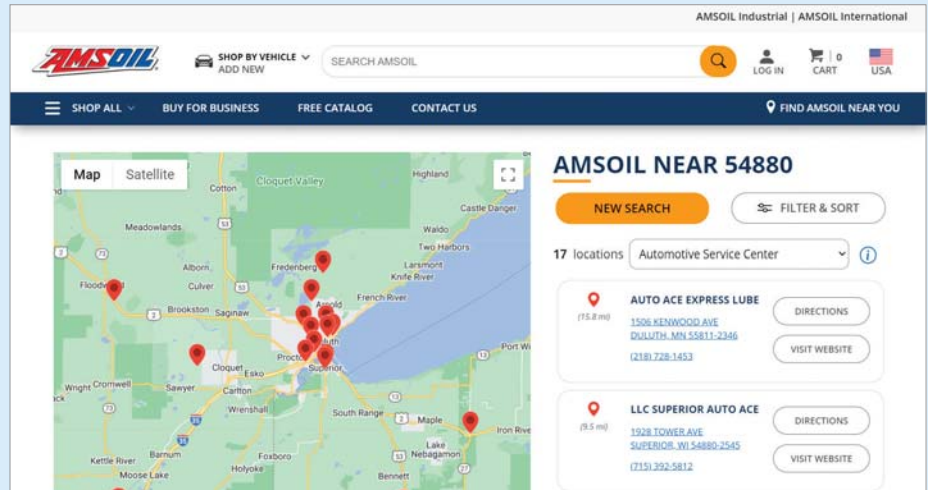
## New Installer Videos

We have produced five new, targeted videos that show the range and performance of AMSOIL products for installers' customers and staff. Designed to be shown in installer waiting areas, each video covers AMSOIL products that installers and their customers use the most, including motor oil, diesel oil, automatic transmission fluid, gear lube and fuel additives, and provide information on how the products work and how they benefit vehicles. The new installer promotional videos will soon be available for installers to download through the Account Zone.

## Installer Locator Updates

Tens of thousands of people visit AMSOIL.com and AMSOIL.ca every month, many looking for businesses that install AMSOIL products as part of a service. Installers that purchase \$10,000 or more annually will be eligible to appear on the AMSOIL Locator at AMSOIL.com/AMSOIL.ca to help drive customers through their doors. Installers

## INSTALLER LOCATOR



that spend over \$25,000 annually will be eligible for a premier listing on the AMSOIL Locator, meaning the business will be shown at the top of the search results.

## New Volume Discount Structure

The more an installer account spends on AMSOIL products in a year, the more benefits that are unlocked, including higher volume discounts. Installer volume discounts are based on the amount the business purchases during the calendar year. Volume discounts are activated as soon as cumulative purchases reach the minimum threshold, and that discount is guaranteed for the full following year (January – December). Accounts that purchase enough to qualify for a higher

discount level are granted that discount immediately, but accounts that fall out of qualification continue receiving their current discount rate for the remainder of the year.

The changes to the AMSOIL Installer Program are all part of an investment we're making to help you register and retain more accounts and help those accounts sell more AMSOIL products. The new features provide greater value for both potential and existing accounts and reward businesses that invest in AMSOIL by giving them even stronger benefits. These changes are part of our commitment to build loyalty among service centers everywhere and make it easier for you to generate more customers.

## INSTALLER PROGRAM BENEFITS

Total Annual Purchases	U.S.: <\$9,999.99 Canada: <\$11,999.99	U.S.: \$10,000-\$24,999.99 Canada: \$12,000-\$29,999.99	U.S.: \$25,000-\$99,999.99 Canada: \$30,000-\$109,999.99	U.S.: \$100,000+ Canada: \$110,000+
Discount	0%	5%	10%	15%
Co-op Credit Earned		2% (\$1,000 Maximum)	2% (\$1,000 Maximum)	2% (\$1,000 Maximum)
Free Shipping & Lift Gate	\$400 U.S./\$450 Can.	\$400 U.S./\$450 Can.	\$400 U.S./\$450 Can.	\$400 U.S./\$450 Can.
Listed on AMSOIL Locator		X	X Premier	X Premier
Co-Branded Print Center	X	X	X	X
Marquee Sign Support				X

# Boosted Protection for Riding in Harsh Western Environments

Many off-road enthusiasts head west to enjoy open spaces and challenging high-clearance desert and mountain trails. When driving in remote terrain, be sure to prep your ATV or UTV with additional protection and recovery equipment. Also consider that hard driving in harsh environments and extreme temperatures takes a greater toll on your engine.

Modern side-by-sides are often turbocharged for maximum power and performance. Turbos can spin up to 200,000 rpm, creating tremendous friction and additional heat that cause oil to break down faster. Oxidized oil also becomes thicker, making it harder to circulate and impairing its ability to protect against wear and deposits.

The rapid on-and-off throttle needed to navigate tough terrain also creates severe heat cycles that invite deposits, known as turbo coking. Shutting down a hot engine has the same effect, allowing hot oil to bake onto the turbo bearings. These increased deposits can reduce engine performance and life.

It's up to the oil to cool and lubricate the turbo bearings and shaft to ensure your vehicle is protected. We ran AMSOIL 0W-50 Synthetic ATV/UTV Motor Oil (AUV05) through real-world field testing in a turbocharged Polaris® RZR Pro XP® UTV. Then we turned the intensity up and ran numerous advanced performance-testing profiles on our dyno for a complete 50-hour oil-drain interval.

After testing, we tore down the engine and transmission to verify the results. Despite reaching extremely high



temperatures, we saw no deposits on the pistons or valves, indicating that optimal engine performance was maintained. There was also no wear on the cylinders, camshaft or bearings, which helps extend engine life. In fact, after our rigorous testing, all engine components looked as good as new. The oil also did not oxidize from the heat and showed no metal wear particles after the test, indicating ample reserve protection that provides peace of mind when tackling harsh environments and tough terrain.

AMSOIL provides a complete line of ATV/UTV products to keep your vehicle



running optimally in the most challenging conditions, including multiple viscosities of AMSOIL Synthetic ATV/UTV Motor Oil and complete oil-change kits for the most popular Polaris and Can-Am® models.





Cylinders are exceptionally clean and well-protected with cross-hatching still visible.



Pistons look great with minimal depositing on the crown.



Piston undercrowns look almost new with no deposits or staining.



Cam lobes show no signs of wear.

# Two New Drivetrain Products

## Signature Series Ultra-Low-Viscosity Automatic Transmission Fluid

AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic ATF (ULV) is designed specifically for transmissions requiring FORD MERCON\* ULV and GM DEXRON\* ULV specifications and will now be the primary recommendation for these applications.

The Ford\* and GM\* 10-speed transmission has improved power and performance in trucks, SUVs and high-performance cars since its inception. These units must manage ever-higher horsepower, payload and towing capacities, which create additional heat and pressure inside the transmission.

Elevated temperatures cause fluids to break down, allowing damaging metal-to-metal contact and the formation of sludge and varnish deposits. The problem is amplified in transmissions with more gears, clutch packs and narrow oil passages that require clean, high-quality fluid to achieve maximum performance and life.

## Reserve Protection

AMSOIL Signature Series ULV 100% Synthetic Automatic Transmission Fluid is engineered to withstand extreme heat and pressure to resist shear. It contains friction modifiers for smooth, reliable shifts, a boosted dose of antioxidants to defend against heat and strong protection against sludge and varnish deposits that can clog narrow passages and contribute to clutch glazing. It remains fluid in sub-zero temperatures and provides reserve protection during heavy use and abuse.

## Protection from Wear

Varying speeds and loads cause torque multiplication and extreme stress on gears and bearings. Signature Series ULV ATF is formulated with high film strength and premium anti-wear/extreme-pressure additives to help prevent wear during severe service.

## SEVERE GEAR® 75W-85 100% Synthetic Extreme-Pressure Gear Lube

New AMSOIL SEVERE GEAR® 75W-85 100% Synthetic Extreme-Pressure Gear

Lube (SVL) is specifically engineered for maximum performance in severe-duty applications, such as towing, hauling, steep-hill driving, commercial use, plowing, racing, off-road use, rapid acceleration, frequent stop-and-go operation and high ambient temperatures.

## Iron-Clad Protection

SEVERE GEAR maintains its viscosity for long-lasting protection against metal-to-metal contact. Proprietary AMSOIL additives form an iron-sulfide barrier coating on gear surfaces, providing the ultimate line of defense against wear, pitting and scoring.

## Thermal Runaway

AMSOIL SEVERE GEAR helps prevent “thermal runaway” – a phenomenon caused by a lubricant’s inability to control friction and increased heat under high-stress conditions. By controlling thermal runaway, AMSOIL SEVERE GEAR 100% Synthetic EP Gear Lube helps equipment run better and last longer.



### AMSOIL Signature Series Ultra-Low-Viscosity ATF

#### U.S. PRICING

Stock #	Units	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
ULVPK	EA	\$16.10	\$17.09	\$20.79	\$21.69	\$1.01	\$1.67	\$2.34	\$3.01	9.6
ULVPK	CA	\$183.51	\$193.60	\$247.75	\$258.50	\$12.09	\$20.09	\$28.07	\$36.06	115.19
ULV1G	EA	\$54.20	\$57.49	\$70.09	\$73.59	\$3.36	\$5.58	\$7.80	\$10.02	32.01
ULV1G	CA	\$206.47	\$217.85	\$278.75	\$292.60	\$13.44	\$22.33	\$31.21	\$40.09	128.06

#### CAN. PRICING

Stock #	Units	Can. Whsl.	Can. P.C.	Can. MSRP	Can. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
ULVQTC	EA	\$17.50	\$18.59	\$22.59	\$0.85	\$1.41	\$1.98	\$2.54	8.11	
ULVQTC	CA	\$199.80	\$210.80	\$270.00	\$10.21	\$16.96	\$23.71	\$30.46	97.29	
ULV1G	EA	\$68.35	\$72.49	\$88.29	\$3.36	\$5.58	\$7.80	\$10.02	32.01	
ULV1G	CA	\$260.20	\$274.55	\$351.40	\$13.44	\$22.33	\$31.21	\$40.09	128.06	

### SEVERE GEAR® 75W-85 100% Synthetic Extreme-Pressure Gear Lube

#### U.S. PRICING

Stock #	Units	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
SVLPK	EA	\$16.30	\$17.29	\$21.09	\$22.09	\$1.02	\$1.69	\$2.36	\$3.03	9.67
SVLPK	CA	\$186.21	\$196.45	\$251.40	\$262.45	\$12.19	\$20.24	\$28.29	\$36.34	116.06

#### CAN. PRICING

Stock #	Units	Can. Whsl.	Can. P.C.	Can. MSRP	Can. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
SVLPK	EA	\$20.75	\$21.99	\$26.79	\$1.02	\$1.69	\$2.36	\$3.03	9.67	
SVLPK	CA	\$237.00	\$250.05	\$320.40	\$12.19	\$20.24	\$28.29	\$36.34	116.06	



# Help Commercial Accounts Track Maintenance with MyAMSOILGarage™

Whether managing small or large fleets of vehicles and equipment, keeping track of maintenance can be a daunting task for commercial accounts. Enter MyAMSOILGarage™: a free, easy-to-use online service that allows customers to track maintenance for an unlimited number of vehicles and equipment, including passenger vehicles, heavy-duty vehicles and equipment, lawn & landscape equipment, farm equipment and more.

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

## A Perfect Fit for Commercial Accounts

MyAMSOILGarage is a great value-added service that can help you stand out from the competition, and you can position yourself as a valued resource and partner to your commercial accounts by sharing it.

Tracking maintenance schedules is an important step for increasing efficiency and improving profits. Some smaller

fleets may still be using scraps of paper and notebooks to do this, which are easily misplaced. MyAMSOILGarage allows maintenance managers to track all services, including those for which they may not currently be using AMSOIL products, in one easy-to-access place online.

Using MyAMSOILGarage can also save time and money on software purchases and upgrades. Not only does it have the ability to store and track any type of maintenance activity, it has the added benefits of scheduling email reminders and printing or exporting total vehicle maintenance reports.

## Simple and Quick Product Recommendations

One of the most convenient and valuable functions of MyAMSOILGarage is storing vehicle and equipment information for simple and quick AMSOIL product recommendations and ordering. It eliminates the need for Dealers or accounts to remember vehicle make, model and engine size, and then manually navigate the Vehicle Lookups. It also helps Dealers provide better customer service.

Introducing commercial prospects to MyAMSOILGarage is a great way

to potentially turn them into AMSOIL commercial accounts, using it as a way to introduce AMSOIL products for each piece of equipment they plan to track. Offering this service for free, in addition to providing industry and product knowledge, helps establish Dealers as resources rather than simply salespeople.

"Helping a commercial account establish a MyAMSOILGarage account helps demonstrate you're not just there for a quick sale; you want to provide solutions for their business," said AMSOIL Commercial Program Manager Eric Brandenburg. "I advise AMSOIL Dealers working the commercial market to explore and familiarize themselves with MyAMSOILGarage. Ask your commercial customers what they currently do to track maintenance. What would they like to improve? Chances are, MyAMSOILGarage presents a great solution."

## How to Register

Customers can establish their free MyAMSOILGarage accounts by visiting [AMSOIL.com/whymygarage.aspx](https://AMSOIL.com/whymygarage.aspx) or clicking the MyAMSOILGarage link at [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca).



# HOW DOES THE AMSOIL TN50 COMPENSATION PLAN WORK?

The AMSOIL compensation plan is simple and straightforward. There are two ways to earn money through an AMSOIL Dealership:

## Selling AMSOIL Products

You earn money for selling AMSOIL products. Each AMSOIL product has defined profit values. The more you sell in a given month, the higher the profit values you can earn.

## Sponsoring New Dealers

You can help others start their own AMSOIL Dealerships. To compensate you for mentoring your Dealers, you earn a profit on their sales and their sales help you earn higher profit values on your sales. You cannot earn money by recruiting and sponsoring new Dealers; money is only earned on product sales.

## Product Sales

Each AMSOIL product has defined profit values listed in the Profit Lookup in the Dealer Zone and in the TN50 Dealer Profit List (G3779). As your monthly sales increase, you may qualify for higher profits according to the Profit Tier Schedule. Total monthly team sales are calculated using the U.S. wholesale prices of the products sold.

This example from the Profit List shows what you earn for selling a case of Signature Series 5W-30 Synthetic Motor Oil.

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4
ASLQT	CA	\$127.72	\$8.78	\$14.59	\$20.39	\$26.19

Sell **any amount** of product in a month, earn **\$8.78** per case of Signature Series 5W-30.

Sell **\$1,500** worth, earn **\$14.59** per case.

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

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

The more you sell in a month, the more you may earn on the products you sell.

### 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.

## Sales Programs

There are four types of AMSOIL customers: online/catalog customers, Preferred Customers, retail accounts and commercial accounts. Each group has a unique program designed to provide added value for participating customers. You earn the same profit values on a product no matter which type of customer purchases it.

## HOW DEALERS MAKE MONEY UNDER THE NEXT 50 PLAN

Let's look at another example. This Dealer sold \$337.29 in AMSOIL products. As a new Dealer, he/she doesn't have to meet the \$500 minimum sales requirement. The Dealer saved **\$72.23** off full price on the products he/she ordered while also pocketing \$23.32 in earnings.

Purchase	STOCK #	U.S. WHLS PRICE	TIER 1 PROFIT
<b>Personal Purchase</b>			
1 Case Signature Series 5W-30 Synthetic Motor Oil	ASLQT	\$127.72	\$8.78
2 AMSOIL Oil Filters	EAO17	\$28.12	\$1.26
2 P.i. Performance Improver	APICN	\$24.60	\$1.56
<b>P.C. One's Purchase</b>			
1 ATV/UTV Oil Change Kit	PK1	\$37.51	\$2.41
1 Case Quickshot	AQSCN	\$49.45	\$3.34
4 Mudslinger	AMSSC	\$37.80	\$2.52
<b>P.C. Two's Purchase</b>			
6 Quarts OE 5W-30 Synthetic Motor Oil	OEFQT	\$42.00	\$1.98
1 WIX Oil Filter	51348	\$7.15	\$0.21
1 Upper Cylinder Lubricant	UCLCN	\$4.20	\$0.29
<b>Total Sales</b>		<b>\$358.55</b>	<b>\$22.35</b>

### New-P.C. Bonus

You earn a \$10 bonus for every personally acquired new Preferred Customer you register who purchases \$100 or more (U.S. wholesale value) in AMSOIL products. That would put another \$10 in the Dealer's pocket in Example 2 because P.C. One's purchase exceeds the \$100 threshold for total earnings of **\$32.35**.

### PROFIT TIER SCHEDULE

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

## Sponsoring

When you help someone else start an AMSOIL Dealership, you become that person's sponsor. That means you should provide some training, mentorship and encouragement to help your new Dealer be successful. Each month, sales made by the Dealers on your team, except those who qualify for Tier 4 profits and their team members, are added to your sales, boosting your position on the Profit Tier Schedule. You also earn the difference between your profit level and your Dealers' profit level.



## 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.

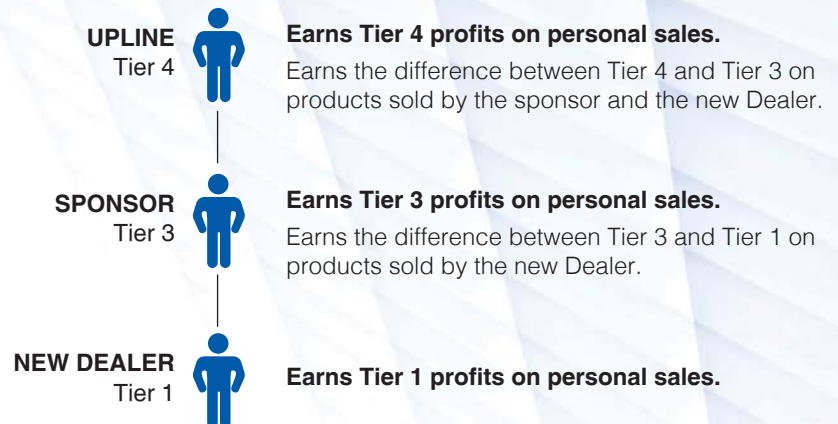
This Dealer sold \$1,200 of AMSOIL products in one month, qualifying to earn Tier 1 profits. A Dealer who he/she sponsors sold \$400 of product that same month. The sponsor's team sales total \$1,600, qualifying him/her to earn Tier 2 profits on the products he/she sold. The new Dealer earns Tier 1 profits on the \$400 of product he/she sold. The sponsor is also paid the difference between Tier 2 and Tier 1 profits on the products the new Dealer sold.

As you add more Dealers and sell more products, you continue to rise up the Profit Tier Schedule.

## When Your Dealers Sponsor Other Dealers

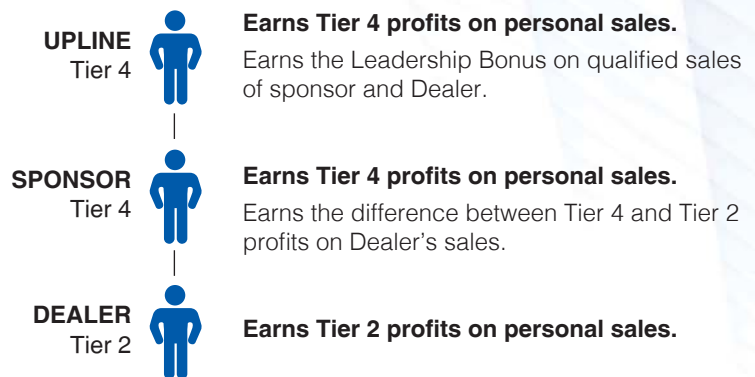
When your Dealers begin sponsoring new Dealers, you can earn from their activity as well because you should provide mentorship and encouragement to both Dealers. When someone on your team sponsors another Dealer, you become that Dealer's upline because you are up the line of sponsorship. A maximum of three Dealers make money on any product sale.

Let's say an upline is earning at Tier 4, the sponsor is earning at Tier 3 and the Dealer is earning at Tier 1. The upline earns Tier 4 profits on his/her sales and the difference between Tier 4 and Tier 3 on the sponsor's sales and the new Dealer's sales.



## Leadership Bonuses

When you meet Tier 4 qualifications, you become eligible to earn the Leadership Bonus on sales made by Dealers on your team who qualify for Tier 4 profits and their personally sponsored Dealers who are on your team. Leadership Bonus values are detailed in the Profit List. Only one Dealer earns the Leadership Bonus on a sale, and remember: a maximum of three Dealers earn money on a single sale.



For more information and examples on how AMSOIL compensates Dealers, check out the TN50 Compensation Plan brochure (G3758) in the Dealer Zone (Digital Library>Literature>Brochures).

# BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



Reduced  
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Up to 25% off  
every order



Free  
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On orders  
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(\$130 Can.)



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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.

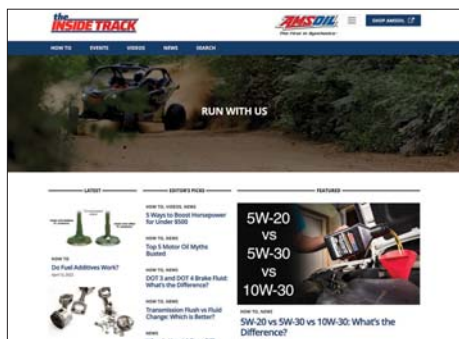
	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"> <li>• Eligible to be assigned buying P.C.s and online/catalog customers</li> <li>• Earn sales-achievement cash rewards</li> <li>• Appear on the AMSOIL Dealer Locator</li> </ul>	<ul style="list-style-type: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

### October Closeout

The last day to process October orders is Thursday, Oct. 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for October business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Wednesday, Nov. 6.

### Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Oct. 14 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.

### Boxo UTV Tool Roll

The BoxoUSA Tool Roll is loaded with the most commonly used tools for UTVs designed to the high standards of the mobile and professional grade tool market. Provides a simple way to carry tools to tackle most jobs. Tested and proven durability in outdoor elements. Compact tool-roll size makes it easy to fit virtually anywhere in your rig or vehicle.



The bag is stitched from high-quality Cordura® nylon to ensure your tools stay organized and rattle-free. Roll features two tool pouches, one sewn to the roll with the expanded socket set, and a removable velcro pouch for additional tools you want with you. The external straps and durable metal spring buckles enhance the security of your tools. The 24 tool pockets are labeled with the respective tool names to take the guesswork out of your tool selection.

- 66-piece metric tool set with the most commonly used tools.
- 24 labeled pockets display the respective tool selection.
- Durable and secure tool roll made from high-quality Cordura nylon.
- Two tool pouches – one sewn on and one removable velcro pouch.
- Convenient compact storage roll fits anywhere on a vehicle.
- Mounted handle, external straps and durable metal clasp.
- Versatile tool roll ideal for any vehicle.
- Lifetime warranty.

**Dimensions:** 18" L x 7" W

#### Tool set includes:

- 8, 9, 10 & 13 mm 1/4" drive 12-point sockets.
- T30 & T40 1/4" drive sockets.
- 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18 & 19 mm 3/8" drive 12-point sockets.
- 5/8" & 13/16" spark-plug sockets.
- 17 & 19 mm 1/2" drive 12-point sockets.
- 27 & 30 mm 1/2" drive 6-point sockets.
- 9-piece metric allen hex key set.
- 9-piece Torx key set.
- 6 x 100 mm flat-blade & PH2 x 100 mm Philips screwdrivers.
- 7" curved-jaw locking plier.
- 7" needle-nose plier with wire cutter.
- 8, 10, 12, 13, 14, 15, 16, 17, 18 & 19 mm metric combination wrenches.
- 10" chrome adjustable wrench.
- 1/4" & 3/8" 90T hand ratchets.
- 1/2" drive 380 mm long breaker bar.
- 1/4" drive x 50 mm, 3/8" drive x 75 mm & 1/2" drive x 125 mm extensions.
- Ball-peen hammer.
- Tire pressure gauge.
- Tire valve.
- 24 labeled pockets display the respective tool selection.
- Roll-up tool roll bag.
- Removable velcro tool pouch for additional items.

**STOCK #** G3878  
 U.S. Price 365.00  
 Can. Price 485.00



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Don't let the snowmobile manufacturer dictate which oil you use. Choose the superior protection provided by AMSOIL INTERCEPTOR® for your new, current-model-year or newer sled and we'll back you with our Runs on Freedom Limited Snowmobile Warranty that covers engine repairs for up to two years/5,000 miles/8,000 km.\*



***\*Get the details and sign up at  
AMSOIL.com/rofwarranty.***





## Installer Program Changes and What They Mean to You

Enhancements to the Installer Program help you better partner with your customers.

**Jamie Prochnow** | RETAIL PROGRAM MANAGER

Last month, we introduced the new value proposition for the installer market. As stated, a lot of research went into understanding this market and developing a strategy to win. I also covered what it means to be an AMSOIL installer and the low bar we've set for accounts to reap the benefits of the Installer Program.

This month, we've introduced the Installer Program changes taking effect Oct. 1. One of these changes is the addition of co-op credit for installers, based on all purchases made in 2024, that will be available starting in January 2025. Co-op credit was the number-one request from the installers and Dealers we surveyed. You've also read about the new Installer Print Center, expanded product portfolio, enhancements to the AMSOIL Locator, selling tools and much more that are now offered through the Installer Program.

One additional change we made was to the volume discounts offered to installers. First and foremost, if your customer earned a 5% discount in 2024, we will not take that away in 2025. We made a commitment to our customers that they would keep that discount from the time it was earned plus the following year, and we are honoring that commitment. The changes to the volume discounts in the Installer Program will only affect new customers registered Oct. 1, 2024 and later. That gives your existing accounts

that use volume discounts an entire year to settle into the program and increase their purchases.

We understand raising the threshold to earn volume discounts from \$3,500 U.S./\$4,500 Canada to \$10,000 U.S./\$12,000 Canada might seem like a big jump, but given the amount of oil your customers are purchasing, this threshold is very attainable. Let's look at what that commitment really means to your installers.

On the low end, 15 oil changes per day is an average for service-garage customers that are focused on full auto maintenance. On the high end, 50 oil changes per day are achieved at quick lubes that service vehicles in 15 minutes or less. These are not the big four+ bay shops, but common two-bay facilities.

Oil Changes Per			
Day	Week	Month	Year
15	90	360	4,320
30	180	720	8,640
50	300	1,200	14,400

At the old volume-discount thresholds, it was obvious we were rewarding customers for very little commitment. This meant some of those businesses were not actively promoting or selling AMSOIL products, but rather keeping just enough on hand for customers who actively asked for our products. We want to make sure we're supporting

installers that value and promote the AMSOIL opportunity and aren't just taking advantage of the AMSOIL brand and name recognition.

We believe the new volume-discount thresholds are still extremely attainable for installers, even more so with our new synthetic-blend product. At the low end, it's less than a 7% commitment to overall oil-change volume. This equates to approximately six oil changes per week, or one per day. When you break this down for your account instead of talking about dollars and cents, it can have a dramatic impact on the AMSOIL conversation.

We are committed to not just selling oil, but finding ways to partner with installer accounts to boost their car counts, ticket sales and reputations. Most installers are still independently owned. While name brands get a lot of attention, the majority of these businesses are small-town shops looking for a partner and wanting to protect their reputations in the communities in which they live and serve. AMSOIL installers care about their customers and want to do what is right. That's no different than what's at the core of AMSOIL, AMSOIL Dealers and our products.

We're excited to be rolling out this updated program and going after a steady and growing market. As always, happy selling.

Oil Changes Per Year	Oil Changes to Reach \$3,500 U.S./\$4,500 Can	Percent of AMSOIL Business U.S./Can	Oil Changes to Reach \$10,000 U.S./\$12,000 Can	Percent of AMSOIL Business U.S./Can
4,320	106/101	2.5%/2.3%	300/269	6.94%/6.23%
8,640	106/101	1.23%/1.17%	300/269	3.47%/3.11%
14,400	106/101	0.74%/0.7%	300/269	2.08%/1.87%



## AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic ATF

**Advanced Protection for High-Performance  
10-Speed Transmissions**

AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic Automatic Transmission Fluid is designed specifically for transmissions requiring FORD MERCON\* ULV and GM DEXRON\* ULV specifications.

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- **Advanced** friction modifiers help deliver smooth, reliable shifts.
- **Boosted** dose of antioxidants help defend against heat.
- **Protects** against sludge and varnish deposits that can clog narrow passages and contribute to clutch glazing.
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- **Remains** fluid in sub-zero temperatures.



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Minimum 10%  
Post-Consumer Fiber

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October 2024

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- **Keeps** firearms working properly for generations.
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- **Effectively** cleans fouling and powder residue.
- **Helps** reduce misfires and increase reliability.
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