

AMSOIL®

► DEALER EDITION

MAGAZINE

SEPTEMBER 2024

UPDATES COMING FOR THE AMSOIL INSTALLER PROGRAM

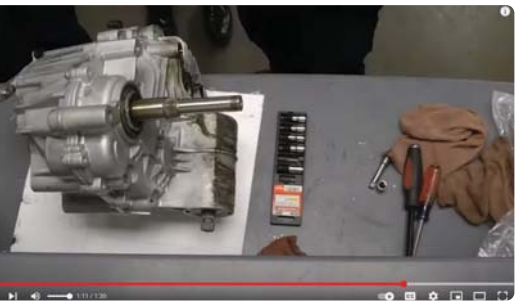
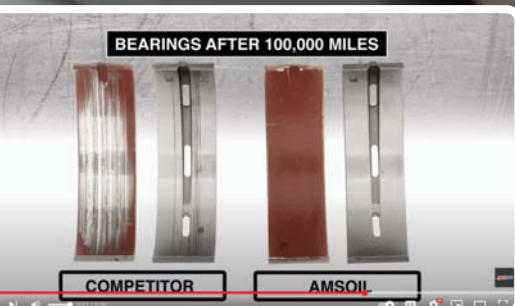
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Be the Expert



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.
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.



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

Len Groom

Jamie Prochnow

Editorial Contribution

Jamie Prochnow

Alex Thompson

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AMSOIL.com

AMSOIL.ca

Chairman & CEO

Alan Amatzuzio

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 designed to help you register more accounts and increase sales.





From the Chairman

This month, we're previewing upgrades to our Installer Program, including new marketing materials for installers that promote AMSOIL products, new volume discounts and a targeted value proposition designed to help you get your foot in the door. The centerpiece of these efforts, however, is new AMSOIL Synthetic-Blend Motor Oil. I know many Dealers think, *"why would anyone buy a synthetic-blend oil when we have perfectly good full-synthetic options?"* Believe me, I understand. I am not a synthetic-blend oil customer. But the same logic applies for people who want a synthetic-blend oil. They want what they want, and if you don't have it, they will go somewhere that does. I'll give you an analogy. You need a light-duty pickup to haul a few things and do a little towing. You've done your research and determined that a Ford* F150 is the truck you want. You go to the nearest Ford dealer and they are all out of F150s, but they have several F250s available. The salesman tells you all the ways the F250 is better – it's bigger, it has a bigger engine, bigger shocks, bigger payload, bigger frame, higher towing capacity – but that's not what you want. You don't need all those

benefits for your situation. So what do you do? You go to a dealer that has F150s.

The same principle applies here. It doesn't matter that other AMSOIL products deliver better protection, better performance, longer drain intervals and more – some customers don't want those things, and ultimately, customers define what's best for them, not us. That doesn't mean our commitment to quality and performance has changed; it means we're providing more opportunities for you to sell. We still make the best products – the best in each category we compete in.

Most synthetic-blend customers are not typical AMSOIL customers; most of them go to quick lubes or service stations to have their oil changed. Today, synthetic-blend oil changes are the second-most-popular service at installers, making up 30% of their business. These businesses typically seek partners that can provide a total solution; they don't want to purchase different types of oil from different suppliers. We want to put you in the best position to gain their business. With AMSOIL OE 100% Synthetic Motor Oil,

AMSOIL 100% Synthetic High-Mileage Motor Oil and AMSOIL Synthetic-Blend Motor Oil, you now have a complete portfolio for installers. Our upgraded Installer Program benefits help make AMSOIL even more attractive.

By now, you've noticed our slogan, "specialized lubricants engineered for what you drive and how you drive." That really summarizes what AMSOIL does. Our expansive product line delivers targeted benefits to provide customers and accounts with the protection they demand and the performance they deserve. We have multiple packaging options, an easy-to-use website and fast, free shipping to make their experience as convenient as possible. These efforts represent a significant investment in your success. I know it will pay dividends, because no other oil company has salespeople with the passion, drive and skill that AMSOIL Dealers possess.

Alan Amatzio
Chairman & CEO



Light Viscosity. Heavy Protection.

Introducing AMSOIL 0W-8 100% Synthetic Hybrid Motor Oil

New AMSOIL 0W-8 100% Synthetic Hybrid Motor Oil (HE08) meets the new Toyota* specification for the Corolla* equipped with the 2.0L (M20A-FXS) engine. Nissan,* Mitsubishi* and Honda* are expected to adopt the new specification for certain models over time.

AMSOIL 100% Synthetic Hybrid Motor Oil

- Purpose-built protection to combat issues caused by the start/stop cycle of hybrid engines.
- 100% synthetic formulation helps maximize fuel economy.
- Corrosion inhibitors stop corrosion caused by condensation.
- Flows quickly to reach critical components when engine engages.
- Helps keep combustion chamber and exhaust system clean.
- JASO licensed.

LETTERS TO THE EDITOR

CAR-CARE PRODUCTS

I just want to say a huge thank you to AMSOIL for launching the new car-care line. I'm very excited about these products and hope that everyone helps promote them. I'd love to see this line expand a little more to include a quality wheel cleaner, tire cleaner, tire dressing, bug and tar remover and iron remover. These are some of the fundamental cleaning products that I and most other people will use regularly. Thanks again, AMSOIL, for all you do. Keep up the good work.

Rob McLean

AMSOIL: Thanks for your enthusiasm, Rob. You're going to be a happy guy. We dove into this market by introducing three of the most widely used car-care products among enthusiasts, and we plan to expand the product line over time.

SHELF LIFE

This subject probably needs to be revisited as there are many opinions of how long our oils will stay good and when to stop selling them; 5-8 years seems to be the most common answer.

Many of us have bought product that we thought would sell through, but it didn't happen due to manufacturer's spec changes, customer vehicles being sold, etc.

Are there any good disposal methods other than sending them to a local recycling center or burning it in an oil-burning heater?

Happy Motoring!

Herb Wilm

AMSOIL: Thank you for your letter, Herb. Properly stored motor oil could potentially last indefinitely, but establishing a set shelf life of five years is necessary because oil specifications change regularly, rendering older formulations obsolete for modern vehicles and equipment. Because we guarantee AMSOIL product performance, this set shelf life ensures we do not face warranty claims related to the use of long-obsolete lubricants in modern vehicles and equipment. We use five years as a general guideline for liquid lubricants. Because grease can harden or lose its oil content over time, its shelf life is generally

two years. We recommend stocking Dealers use a first-in/first-out (FIFO) process, selling their oldest products first to ensure they don't age out while sitting in inventory. There aren't many options for proper disposal; recycling the oil or using it in an oil heater are your best choices. Watch for more on this topic in the months ahead.

AMSOIL MIRACLE WASH®

Would you please go back to the old Miracle Wash liquid in a bottle? The newer spray wash is terrible; most of the foam collects on the sprayer head. I've only tried two spray cans and will never buy it again until you switch back to the liquid. The rest of the AMSOIL products are great, but I can't say that for the spray wash. Please return the liquid wash.

Thank you,

Wayne Pimental

AMSOIL: Thank you for the suggestion, Wayne. We will review Miracle Wash's spray performance to see if we can replicate the issue you described. Rest assured that if we can identify a problem, we will fix it. The liquid Miracle Wash was discontinued many years ago due to low sales, but we've added your request to our suggestion tracking database. Similar product suggestions may be entered at AMSOIL.com/w/contact. We really appreciate suggestions from Dealers and customers and they weigh heavily in our product-development process, so submitting your ideas here is a great way to ensure your voice is heard.

COMMERCIAL ACCOUNT REGISTRATION

Recently I procured a new commercial account. But since the "new" online method, they are emailed their account number vs. the old method of them getting an account number and that number being sent to me, the registering Dealer. So, in this case, the owner is going on holidays and not looking at any emails. So, 10 days forward, the excitement of being registered as an account is waning, as I wait for him to get back from holidays. What if he doesn't care to operate his account online, but prefers to order through me? I just know

I filled out the online form, but I do not know his account number, nor does he.

Larry Weaver

AMSOIL: Thank you for your question, Larry. New account numbers can be found in the Dealer Zone. Once you submit a commercial or retail application, you can track its progress by navigating to Business Tools>Registrations, where you will find the application's current status. Once the status is marked "approved," an account number is assigned and emailed to the customer. Now that your new account's registration is complete, you can find the account details, including the account number, in your Reports (located under the New Customers section). You may share this information with your customer if they haven't seen the email from AMSOIL. As far as providing service to your customers, nothing has changed. If they do not want to place their own orders online or by telephone, you may place their orders for them.

AMSOIL P.I.®

The directions on P.i. say "Add entire bottle to tank at fill-up" and "Treats up to 30 gallons." The fuel-tank capacity of some motorcycles is only about three gallons - is the recommended ratio of P.i. still one bottle in a tank?

Robert Wolfe

AMSOIL: AMSOIL P.i. is not recommended for motorcycles, Robert. Instead, AMSOIL Quickshot® is formulated specifically to clean and restore peak performance in motorcycles and other small-engine and powersports equipment fuel systems, and the directions are tailored for smaller fuel tanks.

Email letters to:
letters@AMSOIL.com

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

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Alex Thompson | PRODUCT MARKETING MANAGER – AUTOMOTIVE

Reducing friction is an oil's primary function.

Synthetic lubricants have inherently superior lubricity for maximum friction reduction.

Friction is defined as a surface's resistance to relative motion. To better understand friction and its byproducts, take a moment, put your magazine down and start rubbing your hands together. If you apply enough pressure or speed, you should start to feel some heat; you may also feel fatigue and even a little wear. Now imagine rubbing your hands thousands of times per minute, and you can start to understand how engines can generate so much friction and heat. We've all experienced friction in our lives, but did you know there are four different types of friction?

1. Static friction is the relationship between objects at rest and is the strongest form of friction.

Think of your shoes each time you take a step. Without friction, your feet would simply slide out from under you.

2. Sliding friction is the relationship between one or more objects in motion.

This is the most common type of friction in automotive applications. Think of a piston moving up and down inside a cylinder.

3. Rolling friction is the relationship of an object rolling over a surface.

A great example of rolling friction is your tires on the ground. Without continued propulsion, the tires will eventually come to a stop due to the friction between the rubber and the ground.

4. Fluid friction is the relationship between an object and a liquid or gas.

Ever tried running in a pool? The water slows you down and it takes much more energy than running the same distance on land.

So, I hope I've established that friction is all around us. It's important, but

can have negative effects. We can't eliminate friction, but we can manage it, and managing friction is something in which we're experts. Understanding how lubricants react to various types of friction leads us to developing products that reduce wear and prolong component life, while retaining efficiency and power.

Friction not only results in loss of power and efficiency due to the extra effort required to overcome it, but it further robs power and efficiency through wear. As components wear, they lose efficiency. A piston ring wearing against a cylinder wall results in a loss in compression and power, in addition to increased blow-by and contaminates in the oil sump that shorten oil life and result in higher levels of oxidation and sludge. As a cam lobe wears, it cannot open the intake or exhaust valves as wide, resulting in loss of power and incomplete combustion. It all starts with friction.

There are many ways to manage friction with lubrication. One way is with viscosity. The proper viscosity provides the optimal fluid barrier between moving objects, reducing friction and wear. Formulating to a required viscosity is one thing, but maintaining that viscosity throughout the duration of the service interval or in severe operating conditions is another. Oils are subjected to conditions that can impact viscosity, such as heat resulting in thermal shear where molecular chains break temporarily and "thin" the oil. In severe conditions, another phenomenon called mechanical shear occurs, which physically breaks the molecular chains and cannot be repaired. All shear has negative

impacts on a lubricant's ability to keep parts separated.

Another way to manage friction is to use friction modifiers. Friction modifiers are commonly used in engine oils to reduce fluid friction and improve efficiency. They are also critical in supporting the separation of parts in lower-viscosity motor oils. In other applications, like transmissions and limited-slip differentials, friction modifiers are used to dial in the correct amount of friction required for smooth operation.

The last way to manage friction is to prevent contaminants from entering the system. Contaminants like fuel, water and glycol have significant impacts on viscosity and can result in fluid friction (thickening) or sliding friction (thinning). A robust oil manages these contaminants better than others to maintain proper viscosity.

Properly formulated, high-quality synthetic oils are inherently better at managing friction than lower-quality oils because they are chemically engineered for strength and consistency to ensure a stable viscosity in nearly all operating conditions, resisting the forces of thermal and mechanical shear. Higher detergency also makes them more resistant to chemical contamination, while uniform molecular chains with friction modifiers lessen the impact of fluid friction, making synthetic oils the best defense you can buy in the fight against friction.

Now, if you haven't already, stop rubbing your hands together and use a little static friction to continue turning the pages of this magazine.

UPDATES COMING FOR THE AMSOIL INSTALLER PROGRAM

We're revising the Installer Program in October to target accounts that service vehicles, helping you attract new customers and build better relationships with your existing ones.

WHAT IS AN INSTALLER ACCOUNT?

An installer account's primary business is servicing vehicles. They differ from retailers in that they do not have sales floors or product showrooms, and they sell few or no cases of oil over the counter. Instead, most of their AMSOIL product sales come as part of a service. Examples of installer accounts include oil-change shops, transmission- and muffler-repair centers and service garages.

OUR OBJECTIVE

We performed extensive research into the installer market to identify their expectations from an oil supplier and how we can position the AMSOIL brand to maximize your success. Back in July 2020, we changed our Installer Program to offer volume discounts. While this update was successful with expanding our customer base and increasing our product presence with installers, we determined the program needed more strategic changes. Our previous success in the auto-service-center channel combined with our market analysis show strong potential for growth and long-term benefits in targeting the installer industry.

Our objective is to reward installer accounts that actively sell AMSOIL products and incentivize them to go all-in with AMSOIL. We want to be more than just an afterthought or bit player for these businesses – we want to be a valued, top-of-mind partner. To do this, we've developed three goals we want our brand to meet for businesses that service vehicles:

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



A Brand in Demand



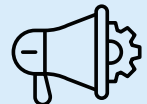
Expansive Product & Package Selection



Pain-Free Logistics



Increase Sales Per Ticket



Personalized Marketing Support

THE AMSOIL VALUE PROPOSITION

Independent AMSOIL Dealers partner with installer businesses to increase their car counts and sales per ticket, creating loyal customers who return to their shops again and again.

AMSOIL installer accounts purchase AMSOIL products at wholesale prices and receive the following benefits:

PERSONALIZED MARKETING SUPPORT

Installers need marketing pieces that can provide technicians and service providers the confidence to sell AMSOIL products. High levels of employee turnover and lack of time for training mean installer businesses need marketing pieces that can supply the words needed to engage customers, get them to ask about AMSOIL products and convince them to make the switch. We want to drive customers to installer businesses and arm installers with customized marketing that's designed to help them grow their businesses and win sales.

INCREASED SALES PER TICKET

Installers want partners that help increase revenue per ticket. AMSOIL products deliver higher margins and attract high-value customers, and we offer support to right-sell them. Our high-value products and technical experts help installers sell the right protection

and performance that customers seek. We also offer additional tools like monthly promotions and AMSOIL Product Guides that can find the right products for the specific vehicles installers are servicing.

PAIN-FREE LOGISTICS

Our research shows installers value programs that reduce costs, provide equipment to help them grow and remove hidden fees, contracts and purchasing minimums. We will continue to offer fast, free shipping on orders of \$400 U.S./\$450 Canada or more, volume discounts and no-cost dispensing equipment to maximize value for accounts. AMSOIL installers do not have to sign any contracts or meet any purchasing requirements, making it easy for them to choose what they want and how much they want with no strings attached.



EXPANSIVE PRODUCT & PACKAGE SELECTION

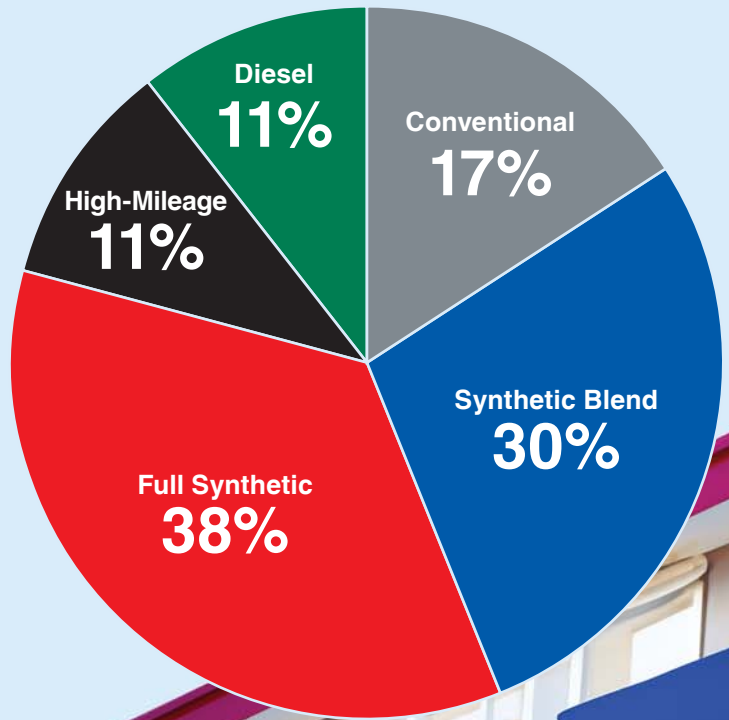
For AMSOIL to be relevant within the installer market, a full product portfolio is critical to success. We want to be a lubricant partner that installers can count on to fulfill all their product needs and cover all their customers. AMSOIL offers a complete line of synthetic and synthetic-blend lubricants, including high-mileage, European and diesel oils, to help cover a wide array of customers. With the addition of new AMSOIL Synthetic-Blend Motor Oil, our product portfolio now covers 83% of the installer market, with the remaining 17% covered by conventional oil that's rapidly declining in sales. As vehicle prices increase and consumers become more familiar with synthetic and synthetic-blend lubricants, the conventional market is expected to shrink even more.

A BRAND IN DEMAND

AMSOIL drives customers to installers with quality products and strong brand recognition. Carrying AMSOIL products can help installers attract loyal, passionate, high-value customers and enhance the reputation of their businesses.

Our value proposition is designed to help you sign and retain more accounts, while helping your accounts sell more AMSOIL products. Stay tuned next month as we dive further into the changes we're making to the AMSOIL Installer Program and provide updated resources to help you achieve success in this market.

AOCA Service Breakdown



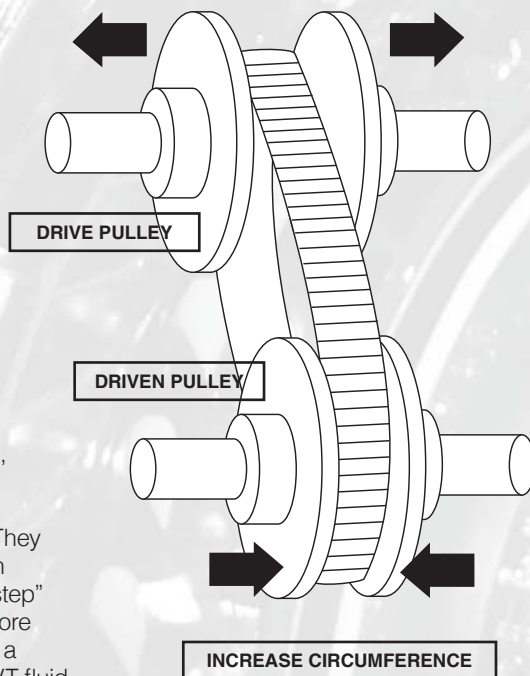
So You Just Bought Your First CVT...

CVTs require specialized fluids to reduce wear and maximize longevity.

Have you or someone you know recently purchased a vehicle with a CVT? You wouldn't be alone. CVTs, or continuously variable transmissions, have grown in popularity in recent years due to their ability to improve fuel efficiency. While CVTs have advantages over traditional transmissions, like improved fuel efficiency, smooth power delivery and a lower purchase price, they also have drawbacks. The system delivers more efficiency, but less power. They also trade off strength when compared to a traditional "step" transmission and require more maintenance. CVTs require a high-quality, specialized CVT fluid to maximize performance and longevity.

How it works

CVTs use a variable-diameter pulley system connected by a belt. One pulley is coupled to the engine and the other to the differential. The pulleys have a V-shaped groove where the belt travels. As the pulleys expand and contract, the drive belt moves inward and outward within the groove. If the V is narrowed, the circumference of the pulley where the belt travels becomes larger; if it's pulled apart, the circumference becomes smaller. The result is nearly infinite ratios between the drive and driven pulleys, commonly defined as a gear ratio or speed ratio.

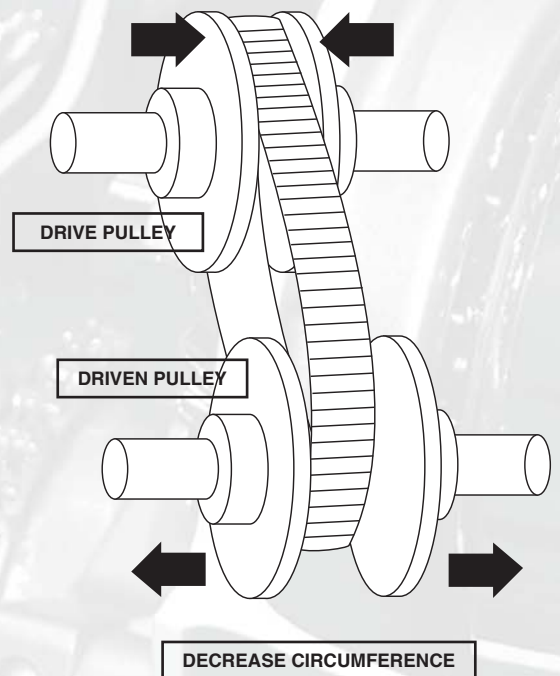


For example, as the vehicle accelerates, the drive pulley contracts, pushing the belt further out in the groove, essentially increasing its circumference, while the driven pulley becomes smaller, decreasing its circumference, allowing for smooth, seamless "shifts."

The vehicle's onboard computer relies on input from throttle position, engine speed, vehicle speed and other sensors to maintain the optimal "gear ratio" at all times.

Benefits

The major advantage of a CVT is the



ability to continuously adjust the gear ratio. In this way, CVTs can maintain the ideal torque ratio and always maximize power output and efficiency, whether accelerating, climbing or cruising at highway speeds.

By staying in the ideal "gear," CVTs significantly improve fuel efficiency, especially in city driving. The system is also lighter than traditional automatic transmissions, adding to their fuel-savings advantage.

CVTs eliminate gear shifts, allowing for a smoother ride and quick, seamless accelerations. Abrupt downshifting for passing or climbing hills is eliminated.



As automakers seek ways to improve fuel economy, the number of vehicle offerings with CVTs continues to grow. Vehicles with the option span the Ford* Escape,* Honda* Accord,* Lexus* RX,* Mitsubishi* Outlander,* Subaru* Outback* and Toyota* Corolla,* just to name a few.

Downsides

CVTs also have some disadvantages. Though it was previously listed as an advantage, some drivers miss the feel of gear shifts. CVTs can be less engaging to drive with less connection and driver feedback than a traditional automatic or standard transmission provides. They can also cause a slight delay when stepping on the accelerator as the CVT band adjusts.

CVTs often receive noise complaints. The gear ratio changes during accelerations, but the engine maintains a steady high rpm. That creates a loud droning sound as the vehicle gets up to speed.

A more serious problem is reliability. Common CVT issues include overheating, slipping, shuddering and sudden loss of acceleration. The transmission can fail completely if the belt is stretched excessively or becomes too worn. CVTs typically have shorter lifespans than conventional transmissions.

Although CVTs are less expensive than automatics off the lot, they are harder to work on and more expensive to fix or replace compared to conventional transmissions.

CVTs can't handle the power and torque of a truck or SUV. That's why they're mostly found in smaller cars and powersports vehicles like snowmobiles and UTVs.

AMSOIL 100% Synthetic CVT Fluid

Using the wrong fluid will reduce performance and could lead to catastrophic transmission failure. CVT fluid must contain the correct frictional requirements to guard against belt slipping and ensure the belt or chain remains in constant contact with the pulleys. Wear protection is vital to maximizing performance and longevity.



AMSOIL 100% Synthetic CVT Fluid (CVT) is specifically engineered to improve performance, fight wear and extend CVT life. It provides exceptional metal-to-metal frictional properties to help prevent belt and chain slipping, and help extend transmission life.

AMSOIL Synthetic CVT Fluid is durable, effectively resisting wear to the transmission's vital parts to help achieve long component life. In elevated heat, its thermally stable formulation guards against the harmful effects of thermal breakdown and formation of varnish that can threaten transmission performance and lifespan.

AMSOIL Synthetic CVT Fluid provides superior wet-clutch performance for outstanding anti-shudder durability and reduced noise, vibration and harshness.

Put to the Test

To prove its effectiveness, we put AMSOIL CVT Fluid to the test in vehicles that live in severe service. AMSOIL CVT Fluid was installed in four Las Vegas taxis, each driven 100,000 miles (160,934 km). As shown in the belt photos below, AMSOIL CVT Fluid delivered outstanding protection in severe-service conditions.



CVT with Confidence

Your new CVT vehicle has some excellent advantages, especially fuel efficiency and power output. But CVTs' record for reliability and the price tag to repair or replace them make proactive maintenance key. AMSOIL 100% Synthetic CVT Fluid can help maximize performance, reduce wear and extend CVT life, so you can enjoy driving with confidence.

Specialized Products Engineered for What You Drive and How You Drive

The AMSOIL product catalog is vast. We offer everything from passenger-car motor oils and heavy-duty diesel oils to gear lubes, transmission fluids, fuel additives, filters and more. You may have wondered why we have so many different products and package options, or why we offer multiple motor-oil lines.

It's all designed to improve the Dealer opportunity and maximize your ability to make sales by supplying the products customers want. Our goal is to provide a premium AMSOIL product option for every application and customer type. Different customers have different needs, and we design specialized products engineered for what they drive and how they drive, delivering targeted benefits for each customer.

Different Lines for Different Customers

For example, some customers, including automotive enthusiasts, want the best protection money can buy. AMSOIL Signature Series 100% Synthetic Motor Oil delivers for these customers. It's engineered for maximum protection and performance over extended drain intervals.



Other customers, including commuters, value reliable protection, but don't believe they need a top-of-the-line product. AMSOIL Extended-Life 100% Synthetic Motor

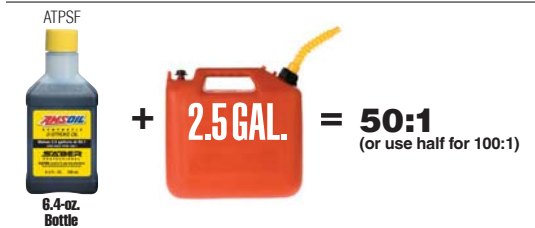
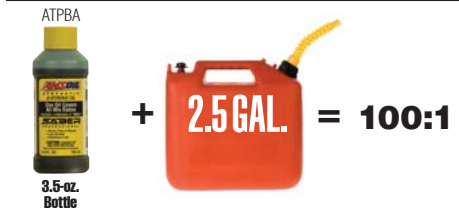
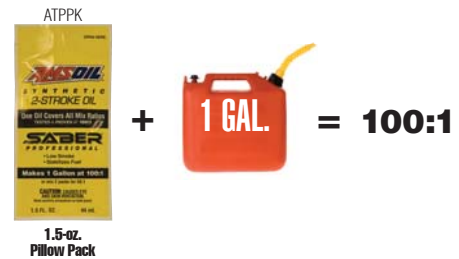
Oil is made for these drivers, providing excellent protection and performance and extended drain intervals at a lower price point than our ultra-premium Signature Series line.

Still other customers may be interested in the better protection and performance associated with a synthetic motor oil, but are unwilling to spend significantly more or hesitant about extending drain intervals. AMSOIL OE 100% Synthetic Motor Oil is ideal for these customers, offering improved protection and performance for original equipment manufacturer (OEM)-recommended drain intervals at a lower price. It is also ideal for installer businesses.

Different Package Sizes for Different Customers

Most AMSOIL synthetic lubricants are available in a variety of package sizes. Customers with smaller sumps may choose to purchase quarts or gallons, while customers with larger sumps may choose to purchase larger package sizes and accounts may want to buy drums or totes. But it goes beyond that. AMSOIL SABER® Professional Synthetic 2-Stroke Oil (ATP), for example, is available in a larger variety of package sizes to optimize convenience.

Busy landscape professionals don't want to waste time calculating how much oil to add to a gas can to achieve the desired mix ratio. SABER Professional is dialed in with 1.5-oz. (44-ml) packs and 2.6-oz. (77-ml), 3.5-oz. (104-ml), 6.4-oz. (189-ml), 8-oz. (237-ml) and 12.8-oz. (379-ml) bottles to simplify mixing fuel. Each bottle size pairs with a particular gas-can size to take the guesswork out of mixing fuel.



Fully Engineered Products

We fully engineer our lubricants from the ground up to provide premium protection. We start with product requirements and industry standard tests, and our chemists go to work in the chemical lab. Formulations are created and tested in real engines operating in the field, and we don't go easy on them. But, that's just the beginning. We take the field data and duplicate those conditions in the Mechanical Lab. Then, we turn it up. We create conditions far more extreme than customers will see in the real world just to make sure our products stand up to anything and provide unparalleled protection.

New Products Present New Opportunities

Let's take a look at some recent AMSOIL product introductions and the specific opportunities they present to Dealers.



AMSOIL Commercial-Grade Product Line

What is it?

Competitively priced synthetic-blend and conventional lubricants.

Who is it for?

Commercial accounts that want protection and value and are not interested in purchasing higher-performing, full-synthetic lubricants.

How does it help Dealers?

Helps you compete against lower-priced conventional products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts.

AMSOIL Commercial-Grade Diesel Oil (SBDF, SBDF)

AMSOIL Commercial-Grade Hydraulic Oil (HCG32, HCG46, HCG68)

AMSOIL Commercial-Grade Tractor Hydraulic/Transmission Oil (TCGSB)



AMSOIL Synthetic-Blend Motor Oil

What is it?

Competitively priced synthetic-blend motor oil.

Who is it for?

Installer accounts that want an outstanding mid-tier product offering (AMSOIL OE Synthetic Motor Oil presents an outstanding top-tier product offering).

How does it help Dealers?

Helps you 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.

AMSOIL Synthetic-Blend Motor Oil (SB020, SB520, SB530)



AMSOIL 100% Synthetic Hybrid Motor Oil

What is it?

Motor oil designed specifically to combat the unique challenges posed by hybrid vehicles, including frequent starts and stops and fuel dilution.

Who is it for?

Hybrid-vehicle owners who want the best protection and performance for their vehicles, independent repair-shop and auto-parts-store owners.

How does it help Dealers?

Helps Dealers tap into the growing hybrid-vehicle market and gain more sales.

AMSOIL 100% Synthetic Hybrid Motor Oil (HE08, HE016, HE020)



AMSOIL 100% Synthetic High-Mileage Motor Oil

What is it?

Motor oil designed specifically for the unique demands of high-mileage engines, helping extend vehicle life.

Who is it for?

Owners of high-mileage vehicles seeking an extra level of protection to keep their vehicles on the road, independent repair-shop and auto-parts-store owners.

How does it help Dealers?

The high-mileage vehicle segment is large and getting larger, and customers are actively seeking high-mileage motor oils. AMSOIL High-Mileage Motor Oil helps Dealers gain those sales.

AMSOIL 100% Synthetic High-Mileage Motor Oil (HM020, HM520, HM530, HM1030)

PREPARE FOR SNOW

Snowmobiles are meant to be ridden hard, but aggressive riding at wide-open throttle takes its toll on the engine. Manufacturers are designing today's sleds to deliver unprecedented power, so enthusiasts can push the boundaries even further.

Some models use turbocharging to produce extreme horsepower, but turbos create intense heat and pressure that can potentially damage the engine. Deposits can form on the turbo bearing, pistons and exhaust power valves in these extreme

conditions, reducing power and causing engine wear.

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

After testing, we tore down the engine and examined the parts.

INTERCEPTOR prevented deposits, piston skirt scuffing and ring sticking to deliver maximum power and provide outstanding engine protection.

Encourage your retail accounts to stock our full line of AMSOIL snowmobile products so they can offer premium snowmobile service before the season starts and help their customers spend more time riding all winter.



E OW



AMSOIL Fights Wear

AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil delivered **outstanding wear protection and cleanliness** in a rental sled throughout 1,617 miles (2,602 km) of abuse.^{CC}

^{CC}Based upon use of a new 2019 Polaris® RMK® 850 as a rental sled at Grizzly Lodge December 2018 - February 2019.



AMSOIL kept pistons virtually free of carbon with nearly all coating intact.



AMSOIL fought the formation of carbon deposits, allowing power valves to move freely.



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

September Closeout

The last day to process September orders is Monday, Sept. 30. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for September business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, Oct. 4.

Upgrades Made to Commission Payments

We recently made some upgrades to the electronic payment information page for Dealer commission payments. Here are some of the key features of the new updates:

Change Your Commission Payment Method Anytime

Dealers can change the method of receiving their commission payments at any time and are no longer required to contact AMSOIL Account Services to unlock their account. You can change from the U.S. Bank reloadable Visa card to direct deposit, and vice versa.

U.S. Bank Reloadable Visa Card Information (Applicable to U.S. Dealers)

Dealers in the U.S. who pre-selected the U.S. Bank reloadable Visa card when registering have access to additional resources for their card. You can log in to your account, activate your card, replace a lost or stolen card and more. All Dealers who have selected this option are encouraged to log in to their account and learn more about their U.S. Bank reloadable card.

NOTE: To replace a lost or stolen card, you must log in to your account first to access the information page.

To access the electronic payment information page for Dealer commission payments in the Dealer Zone, go to Business Tools>General Business Tools>Dealer Profile Management>Electronic Payment Information.

If you have any questions about commission payments or need further assistance, contact AMSOIL Account Services at accountservices@AMSOIL.com or 800-777-7094 option 2.

Price Adjustment on Limited Products Effective Oct. 1

We are implementing a minimal price adjustment on select products in the U.S. and Canada effective Oct. 1, 2024. Most products are unaffected.

Why are We Adjusting Prices?

We adjust prices based on costs and market influences. Remaining healthy and profitable requires adjusting prices according to fluctuating raw-materials, freight and labor costs, and remaining competitive and maximizing your sales opportunities requires adjusting prices to ensure we are priced appropriately compared to the competition. A thorough examination of AMSOIL product pricing vs. competing alternative products has been conducted to ensure our products are aligned with market expectations and these changes will not detract from your ability to compete.

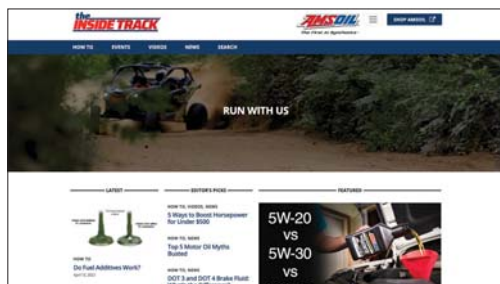
Which Products are Affected?

The nine products listed below will increase in price anywhere from 1.9%-8%, with an average increase of 4.3%.

- AMSOIL 0W-30 MS 100% Synthetic European Motor Oil
- AMSOIL 15W-60 100% Synthetic V-Twin Oil
- AMSOIL 100% Synthetic ATV/UTV Powertrain Fluid
- AMSOIL 15W-50 100% Synthetic Small-Engine Oil
- AMSOIL Powersports Antifreeze & Coolant
- AMSOIL Brake & Parts Cleaner
- AMSOIL Heavy-Duty Metal Protector
- AMSOIL Mudslinger®
- AMSOIL Firearm Cleaner & Protectant

Accessing Updated Pricing

Updated pricing information is available in the Pricing Lookup in the Dealer and Account Zones. To access pricing effective Oct. 1, select a product type in the menu, then select "Future Pricing." The AMSOIL Wholesale Price List (G3500, G8500) and catalogs are being updated now. Watch for announcements of availability in the Dealer Zone. We will notify your retail and commercial accounts of the price adjustment and include a Wholesale Price List in the September *Service Line*. We encourage you to follow up with them in person as well.



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.

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.

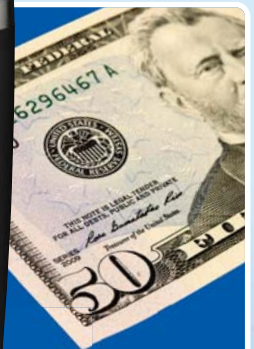


AND NOW THE REALLY EXCITING NEWS! OFFER EXTENDED THROUGH OCT. 1

From July 3 to Oct. 1, 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.





Jamie Prochnow | RETAIL PROGRAM MANAGER

The Importance of Knowing the Market

Research is helping us better understand the installer channel.

I'm really excited to share updates from the installer channel. Changes like this don't happen overnight, and a lot of people have been involved in making it happen, including Dealers like you. We have been researching the market, sending out surveys and conducting on-site visits to better understand what installer customers are looking for. At the end of the day, we identified three common themes installers are concerned about: car count, sales per ticket and reputation.

Our next goal was to take these learnings, match them with AMSOIL strengths and build a value proposition we can use to win in this market. Those values include providing personalized marketing support, increased sales and margins, pain-free logistics, expansive product and package selection and a brand in demand. You'll read a lot about these values in the coming months, and we'll be providing resources and material to help you sell this to your accounts.

One big change you've probably already noticed is the launch of the Synthetic-Blend Motor Oil product line. This is offered in three viscosities to serve your installers – 5W-30, 0W-20 and 5W-20. Why only three viscosities? These three viscosities alone make up over 50% of our sales to installer customers. We wanted this product to fit right in the mix of what they're using and not take away from our other great products.

The other question I've received since this launch is why are we offering a synthetic blend if AMSOIL is a full-synthetic company? While this is mostly true, we have synthetic-blend products in the lineup today, and we've had them throughout our history as

well. I also like to think of AMSOIL as the best oil company, and our new synthetic-blend product line continues that legacy. We didn't just build any synthetic-blend motor oil. Like with AMSOIL Commercial-Grade Diesel Oil, we're redefining the market with a synthetic blend that contains over 50% synthetic content. This, simply stated, is the best synthetic-blend oil on the market. We have not compromised quality, but built a product we know customers are already purchasing to give you access to a greater share of your installer accounts' business. To be relevant in this space, we need to offer the products customers demand.

With the addition of a synthetic-blend motor oil to our already-robust product offering of full-synthetic, high-mileage, European, diesel and other specialty lubricants, we now cover over 83% of the products customers purchase. You may be thinking, 83% is not 100%. You're correct. Depending on the source, conventional oils still make up 17% of the overall market. Conventional oil is a dying product and becoming increasingly hard to find. This share of the market is expected to shrink further and dry up quickly in the coming years. Conventional-oil customers are also not AMSOIL customers. They're extremely price driven, and AMSOIL will always choose performance and quality over price.

Part of our goal was to better understand our installer customers. We have three main installer customer types: service garages, quick lubes and specialty shops like tire and muffler businesses. Each one has unique needs that we have to meet. But how much oil are they buying?

A typical service garage or specialty shop will perform approximately 15-20 oil changes on average per day, while a quick lube will perform 50-70 per day, with their highest days into the triple digits. These are not large four-to-eight-bay shops, but rather your average local one-to-two-bay customers. What does this mean?

Using a conservative 15 oil changes per day, your account will sell approximately 90 oil changes per week, 360 per month and 4,320 in a year. This increases exponentially as you move from a service garage to a true quick lube. At 50 oil changes per day, your account will sell approximately 300 oil changes per week, 1,200 per month and a whopping 14,400 per year. To earn a 5% discount in the current AMSOIL Installer Program, your account only has to purchase \$3,500 worth of product in the U.S. or \$4,500 in Canada. This is approximately 44 cases of oil. At first glance, this seems like a lot, but when you break it down, 44 cases is 528 quarts of oil. The average vehicle sump size is five quarts, meaning they only need to perform approximately 106 oil changes per year, or two per week. This is a very low bar for an installer to meet.

We believe in the installer value proposition we're putting forward. As mentioned earlier, this was the result of a deep dive into this market and a true understanding of what these customers value. Installers will be around for a long time in your local market. Vehicle repair still must be performed in town; you can't ship your car back to Amazon to have it fixed. Combined with the increasing complexity of vehicles, we know AMSOIL products can win in the installer channel. I hope you're as excited as I am for the upcoming changes, and as always, happy selling.

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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WE HONOR



(Discover in U.S. only)

Fall hunting season is almost here. Help ensure your customers' vehicles and firearms are well-protected and operating at peak performance with premium AMSOIL products.
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September 2024

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.

- 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.



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