

# AMSOIL<sup>®</sup>

► DEALER EDITION

## MAGAZINE

FEBRUARY 2025



# GET A JUMP ON SPRING OIL-CHANGE SEASON

| PAGE 8





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## Customized Marketing Solutions to Power Your Dealership

AMSOIL offers customized marketing assets through the AMSOIL Print Center and Installer Print Center to help you grow sales.

### AMSOIL PRINT CENTER

The AMSOIL Print Center has items for your independent Dealership — business cards, catalogs, banners, advertisements, posters, vehicle magnets and more. Access the AMSOIL Print Center through the Dealer Zone (Business Tools>Marketing Your Dealership>AMSOIL Print Center).

### AMSOIL INSTALLER PRINT CENTER

The new AMSOIL Installer Print Center features marketing assets for your installer accounts, including banners, flags, signage and more. Plus, menu boards and counter mats are **free** for installers.

You can access the Installer Print Center through the Dealer Zone (Business Tools>Additional Retail & Installer Sales Tools & Resources>Installer Print Center). Retail accounts can reach the Installer Print Center by logging in to their account at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca). It is also accessible at [AMSOIL.com/installerprintcenter](http://AMSOIL.com/installerprintcenter).

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**OE**  
 100% SYNTHETIC  
**\$XX.XX**

**HIGH-MILEAGE**  
 100% SYNTHETIC  
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OIL CHANGES INCLUDE:  
 4 QUARTS

(YOUR LOGO HERE)



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**Back Issues**

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

**On the Web**

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**THE COVER**

Seasonal maintenance activities ramp up in mid-February every year. Capture more sales this spring by checking in on your installers, retail stores and powersports dealers.







# From the Chairman

Change used to be difficult for me. I am particular. I like things a certain way, so I work to achieve my ideal state, then I like that situation to remain in that state. Sometimes, however, circumstances beyond my control change the situation, and not always in ways I like. Over time, I learned not to fight these circumstances and instead accept them quickly and adapt to my new reality.

Initially, I had to work at it. Now, it's almost second nature. *Almost.* Adapting to change has always been challenging, but in today's fast-paced world, it's a necessity. There's a book by Spencer Johnson called "Who Moved My Cheese?" that does a great job of illustrating positive ways of handling change and the negative outcomes that result from fighting it. The book's foundational message is that change is inevitable, and the sooner we accept it, the better positioned we'll be to succeed. Whether it's technological advancements, changes at work or changes in relationships, we can't cling to the way things used to be. We must anticipate change and prepare ourselves to move forward when it happens.

When something in our lives is going well, it's easy to grow comfortable and assume it will last forever. But nothing stays the same. Markets shift, industries disrupt and progress is made. If we stay in our comfort zone, we will miss opportunities. People commonly avoid skill development, resist new technologies or hesitate to adjust in business, and it holds them back. I am a strong advocate with our Strategic Leadership Team at AMSOIL to proactively resist complacency.

Staying proactive helps AMSOIL thrive in the face of change. I prefer to be forward-thinking rather than reacting to circumstances forced upon me. I keep a sharp eye on industry trends and evaluate what inevitable forces are headed our way and how I can put AMSOIL in the strongest position for the future. By taking initiative instead of waiting until it's too late, you set yourself up for success in uncertain situations. This mindset has led to changes at AMSOIL through the years that some Dealers initially did not like. The introduction of XL and OE Synthetic Motor Oils come to mind. Many Dealers told us they would not sell them, but they turned out to be an essential part of our product portfolio.

The Preferred Customer Program is another example that was opposed so strongly, we delayed the P.C. Program introduction by two years. Can you imagine our business without the P.C. option today? It is our strongest-performing sales channel.

Often, what holds us back isn't the change itself but fear of the unknown. Adjusting to new circumstances requires leaving behind what's familiar. Fear comes from imagining worst-case scenarios that may never happen. The antidote to fear is action, however small. Take the first step. Learn a new skill. Talk to the prospective new account you've been avoiding. Build some small victories and your confidence will build with them. The ultimate takeaway from "Who Moved My Cheese?" is that change, while intimidating, can be rewarding if we're open to it.

Prioritize the future versus the present. That is what we do at AMSOIL.

**Alan Amatuzio**  
Chairman & CEO



## PRODUCT SPOTLIGHT: AMSOIL Brake & Parts Cleaner (BPC)

### WHAT IS IT?

- Professional-strength parts cleaner.

### WHAT DOES IT DO?

- **Quickly** removes oil, grease, brake fluid and other contaminants from brake parts and other automotive components.
- **Cleans** brake parts with no major disassembly.
- **Leaves** no residue, helping eliminate brake squeal and chatter.
- **Dries** quickly.

### WHO IS IT FOR?

- **Automotive enthusiasts, do-it-yourselfers, commercial accounts.** Applications include brake parts, brake pads, calipers, drums and more.

*Not available in California, New Jersey or Canada.*



# LETTERS TO THE EDITOR

## SYNTHETIC-BLEND OIL AND RETAIL BUNDLES

AMSOIL introduced new Synthetic-Blend Oil in July. Great addition to cover cost-conscious customers. When will the P.C. and Retail Catalogs be updated to include these? They are not in the October 2024 versions and I don't want to be stuck with ordering catalogs that will soon be dated.

Last year I wrote questioning when the "snowmobile bundle" would be available and was advised to wait for an announcement. Still, a year later, there is no word. This would be a great item for us to promote. Maybe a Can-Am\* side-by-side powersports bundle as well. There are huge numbers of off-road enthusiasts in Arizona!

Kind Regards,

**Bob Sherman**

**AMSOIL:** Great questions, Bob. New AMSOIL Synthetic-Blend Motor Oil is geared primarily for installer accounts, and it is prominently featured in the new AMSOIL Installer Catalog (G3883). It was introduced to ensure Dealers could provide a complete product portfolio for installers, making AMSOIL a more attractive partner. Most customers and prospective customers who seek AMSOIL products do so for our premier, 100% synthetic products and aren't really interested in synthetic-blend products. Therefore, we intentionally exclude AMSOIL Synthetic-Blend Motor Oil from the Factory-Direct Catalog (G100/G300) and Retail Program Catalog (G3520/G3521). That may change over time.

We ran into a few hurdles when we launched the AMSOIL retail bundles, and we're continually improving the process. We started with bundles featuring our most-popular products and have now offered both passenger-car and diesel bundles. As we review their success, we plan to move into more seasonal product bundles like snowmobile and ATV/UTV. We don't yet have a timetable, but our goal is to include expanded product bundles in the future. We apologize for the delay. We want to launch these options as much as you do, but it's crucial that we're able to do it right when we do. Stay tuned.

## BRAKE & PARTS CLEANER

AMSOIL Brake & Parts Cleaner (BPC) is a marvelous product. It does a superb

job cleaning. May I suggest a product improvement for your consideration?

The can does a great job of cleaner discharge when held in a vertical position, but only the vertical position. Some parts are not accessible for cleaning when the can is in the vertical position. This leaves the user with a portion of the cleaner that can't be used.

Paint spray cans can be fully discharged when held in any position. Is it possible to change the valving on the Brake & Parts Cleaner so the cleaner can be discharged when the can is held in any position? A better user-friendly product would be the result.

Thank you for your consideration.

**Rob Spear**

**AMSOIL:** Thank you for your feedback, Rob. We are currently examining options to upgrade AMSOIL Brake & Parts Cleaner to an all-position spray nozzle while keeping the price in check.

## PRICING

Regarding being close to my customers: I call most of my customers every two weeks, take orders from them, order as group ship, then deliver them personally. When the powers that be at AMSOIL decided to stop totaling each order, it made my job more difficult and time consuming. But recently, individual items are no longer priced. That makes my job more difficult and irritates customers because they have to use the price list to check costs or wait for a few days until the actual invoice shows up.

I truly hope you can fix this inconvenient and unprofessional process and return to adding prices, please.

I do stay in frequent personal contact with my customers as I explained and I observe their discontent as they see these incomplete documents.

**Stan Bosler**

**AMSOIL:** It sounds like you are providing great personalized service, Stan. Nice work. Many other Dealers maintain a high level of personalized service, but go about things differently. In those cases, including prices on the pick slips created issues because those Dealers or retail accounts didn't want their customers to see wholesale prices. In addition, some commercial accounts didn't want employees to

see prices because they believed it contributed to theft. For those and other reasons, there's no perfect packing list that satisfies all customers, so we removed prices from the packing lists and have found that to be acceptable to the majority of customers. You and your accounts don't need to use price lists to look up pricing or wait for invoices though; we include prices on order-confirmation emails, in online order histories and on online invoices. Those resources are available as soon as the order is entered. Give us a call if you have questions or need assistance with those resources; we are happy to help.

## ALTRUM

I was heart struck to hear that AMSOIL is discontinuing the ALTRUM line. My wife and I (who are Dealers) have been taking ALTRUM vitamins since 2005 and rely on them for our daily health. Please reconsider the discontinuing of this great product, for it helps so many people and Dealers. Can you send us a list of what is available and quantities, so we can continue using and selling the ALTRUM brand? Thank you for your consideration in this matter.

**Kasey and Clarelyn DeJesus**

**AMSOIL:** We regret we had to make this difficult decision, Kasey and Clarelyn, but it had become increasingly difficult to maintain the ALTRUM line in the face of declining vitamin sales and considering our primary focus is on premium lubricants. Current ALTRUM inventory will be available for purchase while supplies last. Because remaining inventory is constantly changing, we recommend checking ALTRUMOnline.com for what is currently available. The site will be updated regularly as various products sell out.

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

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

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



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

## Exhaust Power Valves

Cleanliness is key to maintaining optimum exhaust-power-valve performance.

Exhaust power valves are a key component in two-stroke engines, balancing throttle response and power delivery to maintain optimal engine performance. Larger exhaust ports provide more airflow and additional performance at higher engine speeds, but can compromise horsepower and torque at lower speeds. Smaller exhaust ports provide better low-speed performance, but their restrictive size leads to reduced power as engine speed increases.

Adjustable exhaust valves that increase in size with engine speed were developed more than 50 years ago. Activation of these power valves can be controlled using exhaust or cylinder pressure, mechanically with cable or linkage or more commonly with an electronic control system that monitors engine rpm and throttle position for continuous performance optimization. Modern two-stroke engines are primarily found in off-road and racing vehicles, including snowmobiles, dirt bikes and go karts, so the importance of power-valve maintenance has become an afterthought for many.

### Power-Valve Functionality

Modern two-stroke exhaust power valves are designed to dynamically adjust the exhaust-port size in response to varying engine speeds. At low engine speeds, the power valve covers a portion of the exhaust port, creating better low-rpm performance. The valve retracts as engine speed increases, creating a larger exhaust port and maximizing high-speed power without sacrificing low- and mid-range performance and throttle response.

Because the power valves are located within the exhaust stream, they are exposed to high temperatures and a constant flow of contaminants. A combination of carbonaceous material, unburned fuel and oil residue can form deposits on power valves, restricting their movement. Eventually, these deposits get thick enough to cause the valve to stop moving, greatly reducing engine power and performance.

Minimal force is used to activate power valves, so even moderate restriction from deposit formation can render the valve inoperable and periodic maintenance is required to maintain peak performance. For example, snowmobile manufacturers recommend that valve cleaning be performed at least annually and at most every 1,000 miles (1,600 km). Power valves that are subjected to extensive idle or operation at continuous low speeds may require more frequent service.

### Power-Valve Cleaning

On inspection, the valve should move freely with little or no resistance and not be stuck in place. Discoloration and deposits are normal, but hard, dry carbon is worse than soft, oily deposits. Anything that hinders valve movement requires removal. Use AMSOIL Power Foam to dissolve residue and loosen deposits and a non-metallic brush to remove deposits without damaging the valve surfaces.

### Deposit Prevention

Quality two-stroke oil can improve the cleanliness, performance and longevity of exhaust power valves. The advanced formulation of AMSOIL INTERCEPTOR® 100% Synthetic 2-Stroke Oil (AIT) features a high dose of detergents that inhibit deposit formation on critical components to prevent exhaust power valve sticking, maximize engine performance and extend maintenance intervals.

# Get a Jump on Spring Oil-Change Season

It's a tradition that began out of necessity and continues to this day: spring oil changes. Multigrade oils eliminated the need for seasonal oil changes, but the tradition has stuck and passenger-car lubricant sales continue to peak in the spring.



Perhaps that makes sense. While our minds are focused on changing oil in our vehicles, we are also reminded to begin storing equipment from the current season and start preparing our powersports toys and equipment for the next season. As a Dealer, it is advantageous to use this tradition to boost sales. It is time to start talking to your installers, retail stores and powersports dealers as they begin gearing up for the spring push.

## Get Out Early

The most important aspect in capturing the spring oil-change market is getting out slightly before the season arrives. Sales of passenger-car products begin ramping up in mid-February and peak in April, so start now. Installers, retail stores and powersports dealers are likely already reviewing their current inventory

and beginning to build up for the upcoming season. Start talking to your existing and prospective accounts.

## Prepare Your Customers

Make sure your retail, installer and powersports accounts have the right amount of inventory for the spring season.

- Start visiting your accounts and look at their shelves to see what they currently have in stock.
- Find out how many vehicles they anticipate servicing in the upcoming months.
- Determine which motor-oil viscosities will be in highest demand.
- Use your Dealer reports to review your accounts' purchase histories in March, April and May and identify patterns to build a forecast for the months ahead.



## Spring Cleanup

Retail businesses will have a lot of customers coming through their doors in the next few months. Make sure your accounts' storefronts are presentable and check to see if their AMSOIL banners and signs are in need of replacement. Remind retail stores that they can use the co-op credit they earned from purchases in 2024 to obtain new marketing pieces, including flags, banners, shelving fixtures and window decals that will help brighten the store and promote the AMSOIL brand.





### Add-On Products

Many motorists view their spring oil changes as the once-a-year opportunity to cover all their vehicle-maintenance needs, which means transmission fluid, CVT fluid and gear lube will also be in demand. AMSOIL Pi.<sup>®</sup> (API) is another excellent add-on product for installers to use for yearly maintenance.



For retail stores, add-on products aren't limited to extra sales for one vehicle. They can also be products for the additional vehicles and equipment their customers own. Offering products that cover a variety of vehicles and engines helps position your retail accounts as one-stop shops for customers to get everything they need for all their vehicles and equipment. As the weather gets warmer, motorcycles and other summer recreational equipment will start coming out of the garage. If customers are coming out to buy oil for their vehicle's oil change, they might consider changing oil in their bikes too. Demand for small-engine oil will also pick up as yard work begins in the spring.

### Match Products

Look for opportunities to pair your product offering with what your current and prospective retail accounts are gearing up for this season. Check in with powersports dealerships and see what new vehicles are coming in this year, then determine which AMSOIL products you could offer that pair well with those vehicles. Find out what kind of lawn equipment hardware stores have coming in and explain the benefits and add-on sales opportunity presented by AMSOIL SABER<sup>®</sup> Professional (ATP). By asking your accounts how and what they're preparing for this season, you can help match AMSOIL products to fit those vehicle and equipment needs and provide additional sales.



### Leverage Tools for the Season

- AMSOIL Locator – An influx of customers will be visiting [AMSOIL.com](http://AMSOIL.com)/[AMSOIL.ca](http://AMSOIL.ca) looking for service centers to get their spring oil changes done. Make sure your qualified accounts are on the AMSOIL Locator so customers looking for service centers can easily find them.

- Retail Promos – Make sure you're aware of all current retail promos and get your accounts involved.

### P.C.s and Online/Catalog Customers

Most Preferred Customers and online/catalog customers order directly from [AMSOIL.com](http://AMSOIL.com)/[AMSOIL.ca](http://AMSOIL.ca). It's a good time to stoke your social-media efforts by sharing blog posts and how-to videos from The Inside Track and [youtube.com/amsoilinc](http://youtube.com/amsoilinc). We will also be launching promotions for these customers to help motivate ordering. Watch the Dealer Zone for promotions and share the marketing assets we provide to your own channels as they launch to help drive business. As always, be sure to use your Dealer-number transferring link so you get credit for sales you generate.

### Bottom Line

Your success in retail and installer spaces comes down to the service you provide as their Dealer. It's important to get out and work with your existing and prospective customers. Being present in these shops before everybody else will help you get a head start and be prepared for spring oil-change season.

# INTRODUCING NEW SYNTHETIC ATV/UTV DUAL-CLUTCH TRANSMISSION FLUID

ATVs and UTVs are a thrilling way to enjoy backcountry off-roading, dune and desert riding and racing. They offer many advantages over other off-road vehicles, including lower cost, better fuel economy, easier maintenance and adaptability to almost any terrain. They are sturdy, agile and easy to transport, providing increased mobility that is ideal for difficult-to-reach locations and operation in harsh environments.

North America is the largest ATV/UTV market, with about \$6 billion in sales and 5% growth annually. Millions of these ATV and UTV owners are seeking peak performance, so manufacturers like Polaris,\* Can-Am,\* Honda,\* Kawasaki,\* and Yamaha\* continue to deliver advanced technology, including turbocharged engines for more power and dual-clutch transmissions for smoother power delivery. Dual-clutch transmissions (DCT) are designed to maximize power delivery and improve performance with seamless, split-second shifting, but they can suffer from shudder or lurching at slow speeds.

To address the challenges of modern vehicle technology, AMSOIL continues to lead the market in developing application-specific lubricants. New AMSOIL Synthetic ATV/UTV Dual-Clutch Transmission Fluid (AUDCT) is engineered to ensure stable synchronizer engagement that prevents shudder, producing consistently fast, smooth shifting and helping extend the life of dual-clutch transmissions. We've already

tested and proven its superior anti-wear protection in the new Can-Am Maverick\* R dual-clutch transmission under heavily loaded, high-temperature operation, making it the first, best and only alternative to the manufacturer-branded DCT fluid.

The extreme pressure and high torque generated by ATVs and UTVs can mechanically shear oils, causing them to lose viscosity and reducing their ability to protect against wear. AMSOIL Synthetic ATV/UTV products have outstanding film strength that resists extreme pressure to provide superior anti-wear protection for heavily loaded, high-torque mechanical components.

Turbocharged engines and aggressive driving generate extreme heat that can cause lubricants to break down, leading to harmful deposits that accelerate engine wear. AMSOIL Synthetic ATV/UTV products resist the effects of extreme heat for cleaner and cooler operation, so you can comfortably and confidently push your machine to its limits.

AMSOIL ATV/UTV products are engineered to provide the superior performance, protection and peace of mind required for performing demanding chores and tackling tough terrain. They are also Warranty Secure® to maintain your manufacturer warranty, no matter what brand of ATV or UTV you own. Protect every adventure with our full line of AMSOIL ATV/UTV products.



## AMSOIL ATV/UTV Oil-Change Kits for Can-Am and Polaris

- A complete AMSOIL ATV/UTV oil change in a box.

## AMSOIL 100% Synthetic ATV/UTV Motor Oil

- Helps keep shrouded engines cool.
- Resists oxidation to help maintain peak performance.



## NEW AMSOIL Synthetic ATV/UTV Dual-Clutch Transmission Fluid

- Delivers fast, smooth shifts for Can-Am Maverick R dual-clutch transmissions.
- Lab-tested anti-wear protection under heavily loaded, high-temperature operation.



### AMSOIL Synthetic ATV/UTV Dual-Clutch Transmission Fluid

#### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
AUDCTQT EA	1	Quart	\$17.35	\$18.39	\$24.09	\$24.99	\$1.05	\$1.75	\$2.44	\$3.14	10.03
AUDCTQT CA	12	Quarts	\$198.15	\$209.05	\$287.35	\$298.25	\$12.63	\$20.98	\$29.33	\$37.67	120.33

Not available in Canada.



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## AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid

- Protects high-torque gears and bearings and heavily loaded hubs and differentials.



## AMSOIL 100% Synthetic Chaincase & Gear Oil

- Inhibits oxidation, rust and corrosion to promote long chain and gear life.



## AMSOIL DOMINATOR® 100% Synthetic Racing Grease

- Exceptional high-speed friction reduction and extreme-temperature performance.



## AMSOIL Powersports Antifreeze & Coolant

- 50/50 pre-mixed, noncorrosive ethylene-glycol formula lasts up to five years.



## AMSOIL Shock Therapy® Suspension Fluid

- Resists fade to provide smooth and consistent dampening.



## AMSOIL Mudslinger® Mud and Dirt Repellent

- Protects against UV damage and repels mud, dirt and snow for easy cleaning.



Use the Shop by Vehicle tool at [AMSOIL.com/](http://AMSOIL.com/) [AMSOIL.ca](http://AMSOIL.ca) to find the right AMSOIL products for all your vehicles.





# EZ QUOTE UPGRADE

The AMSOIL EZ Quote tool has been updated to provide Dealers with a more user-friendly tool that easily generates and stores quotes for prospective and current customers.

## WHAT'S CHANGED?

Dealers accessing the EZ quote can now create, edit and save quotes for prospective and registered customers. The quotes feature side-by-side pricing comparisons that show P.C. vs. online/catalog customer pricing, wholesale pricing vs. 5% or 10% volume discounts for commercial and installer accounts, or wholesale pricing vs. MSRP plus co-op credit information for retail-store accounts. You also now have the option to transfer the quote to an order for registered retail and commercial accounts.

## All PDF quotes have a new design that includes...


- Dealer name and contact info.
- Customer type.
- Quote date.
- Bill-to information.
- Ship-to information.
- Product and pricing grid that highlights the price that the selected quote qualifies for in dark blue.
- Disclaimers.

## TO ACCESS THE EZ QUOTE TOOL:

1. Go to "Create & Manage Quotes" to view your existing quotes. Click the "CREATE NEW" button to make a new quote.
2. Select the type of customer or account for whom you want to generate a quote.
3. Add the products you want for your customer's quote. The product pricing will reflect the selected customer type (wholesale, Preferred Customer or catalog).
4. Select a shipping method. Shipping rates are displayed

5. based on the selected customer type and order threshold. A "Do Not Include Shipping" option has also been added to show quotes without shipping costs.
5. Add the prospective customer's shipping address or select from your current registered customers' addresses.
6. Complete the quote. You will have the option to generate the EZ quote with or without sales tax.

**Independent AMSOIL Dealer**  
 Dealer Name  
 (123) 456-7890  
 dealeremailaddress@domain.com



**AMSOIL**  
The First in Synthetics

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**U.S. Online/Catalog Customer Pricing Quote** Quote: 1000  
Date: 11/28/2022

**Bill To:**  
Jane Doe

**Ship To:**  
Jane Doe  
1101 Susquehanna Ave  
Superior, WI 54880-1459  
Shipping Method: Standard Shipping

**Quoted Price:**

Stock #	Qty	Description	P.C. Pricing		Online/Catalog	
			Unit Cost	Total Cost	Unit Cost	Total Cost
ALMQT-EA	6	Synthetic 5W20 SS Motor Oil	\$12.49	\$74.94	\$16.29	\$97.74
EA15K13-EA	1	Absolute Efficiency Oil F...	\$18.25	\$18.25	\$23.30	\$23.30
APICN-EA	2	ORMD PI Performance Impro...	\$12.99	\$25.98	\$16.69	\$33.38
<b>*Product Sub Total:</b>				\$119.17		\$154.42
<b>*Shipping:</b>				\$0.00		\$0.00
<b>*Sales Tax:</b>				\$6.55		\$8.50
<b>*Order Total:</b>				\$125.72		\$162.92

\*For quote to be valid, customer must register, agree to terms and conditions, and be approved as a qualifying Preferred Customer account by AMSOIL INC. Qualifying accounts receive free standard ground shipping on orders over \$100US/\$130CAN. If order is less than \$100US/\$130CAN, a flat shipping rate of \$9.99US/\$12.99 applies. Not valid in Alaska or Hawaii. Canadian interline fees still apply. Additional exclusions may apply. Prices and availability subject to change without notice. AMSOIL reserves the right to revoke any offer or price inadvertently published due to error or omission. AMSOIL reserves the right to accept or reject any orders in offer. AMSOIL INC. is registered to collect sales tax in each state, providence, and most local jurisdictions where applicable. Sales tax will be charged at the rate applicable to the ship-to address.



# NEW ENHANCEMENTS ADD VALUE TO THE AMSOIL DIGITAL EXPERIENCE

AMSOIL.com and AMSOIL.ca have received several upgrades to provide the best customer experience on our websites. Here are just a few of the changes we've made to add value to AMSOIL online platforms.

## Homepage Redesign

- Emphasized the experience on a mobile device (where most visits take place today) to include larger images, more scannable content and a layout friendly to small screens.
- Expanded size of the personalized recommendation carousel to drive more focus on product imagery.
- Added a "Shop by Equipment" section to align with best practices around category shopping on retail homepages.
- Revamped value proposition section that uses engaging visuals to highlight key experiences with AMSOIL.
- Added an AMSOIL blog roll from our personalization engine.
- Included testimonials from several AMSOIL partners.



## Personalization

We now use personalization across the AMSOIL website to make browsing easier and more relevant for our customers. This includes tailored product recommendations based on their interests, frequently viewed or purchased items and products that perfectly match their selected vehicle. We also showcase personalized posts from The Inside Track and category recommendations to help customers quickly find what they need.

## AMSOIL Locator

Last year, we launched a refreshed AMSOIL Locator to help online users quickly find AMSOIL products and services near them. The new Locator offers a mobile-optimized experience, streamlined navigation and filtering, updated retailer page and callouts for "AMSOIL Premier Installers," making it easier than ever for customers to access what they need.

## License-Plate Lookup

Customers using the Shop by Vehicle tool can now use their license-plate number to find their vehicle if they don't know their year/make/model/engine. All that's required is input of the vehicle license-plate number and state, and the lookup will return the state's registered information for the vehicle.

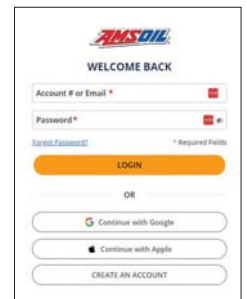
## Autocomplete Lookup

We've added fitment data to our search feature to help customers shop for products that fit their vehicle. Simply start entering the vehicle details and our search engine will begin showing items that are guaranteed to fit.



## Third-Party Login with Google and Apple

Third-party login allows users to log in to websites quickly using their Google or Apple accounts, reducing the need to remember additional emails and passwords. With fewer steps to sign up or log in, the process becomes faster and more efficient, improving overall user satisfaction. And, by minimizing the number of passwords users need to remember, third-party logins also lower the risk of customers using weak or reused passwords for their accounts.



## Multifactor Authentication

Multifactor authentication (MFA) is a security process we've added that allows users to provide two or more verification factors to gain access to an account or system. It adds an extra layer of protection beyond just a username and password. By requiring multiple forms of verification, MFA makes it much harder for unauthorized users to gain access, even if they have stolen a password.

## Estimated Delivery Date

Our new estimated delivery date feature provides customers with a projected timeframe for when their order will arrive. It helps manage expectations by offering...

- Clarity – Customers know when to expect their purchase, reducing uncertainty and anxiety.
- Convenience – It allows customers to plan around the delivery and when they're available to receive the package.
- Trust – Offering an estimated delivery date can increase customer confidence in the website's reliability and shipping accuracy.
- Transparency – It provides insight into shipping speed, especially if the delivery involves multiple steps or carriers.



## LUBRICATION 101: A LOOK AT BASIC LUBRICATION CONCEPTS

Lubrication can be a daunting subject for someone unfamiliar with its basic concepts. Even someone with experience in the field can be confused by the multitude of lubricants available on the market today. Reviewing a few basic lubrication principles can make it easier to understand why proper lubrication is necessary in every application.

### FRICITION

Webster defines friction as the “rubbing of one body against another,” and as “resistance to relative motion between two bodies in contact.” Friction can be beneficial. It generates heat that can be used to start a fire, and it is the principle behind a vehicle’s braking system.

Friction can also be detrimental. The heat generated as the result of friction can cause damage to an engine. Because contact is required to generate friction, wear can take place in these areas of contact, leading to material failures, overheating and the formation of deposits. Although there are many ways to reduce friction, the most common way is through the use of a fluid or semi-fluid lubricant. The key characteristic of lubricants is that they are not readily compressible, minimizing component contact or eliminating contact altogether.

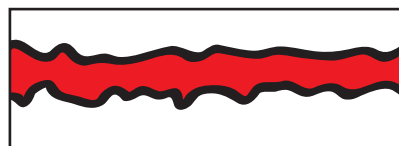
### TYPES OF LUBRICATION

There are three types of lubrication conditions that can exist between two surfaces:

**Hydrodynamic or Full-Film Lubrication** is the condition in which

surfaces are completely separated by a continuous film of lubricating fluid. The non-compressible nature of this film separates the surfaces and prevents metal-to-metal contact. The lubricant’s viscosity assumes responsibility for the majority of wear protection; additives play a limited role. Although full-film lubrication does not generally allow metal-to-metal contact, abrasive wear or scratching can still occur if dirt particles penetrate the lubricating film.

#### HYDRODYNAMIC LUBRICATION SURFACES SEPARATED BY BULK LUBRICANT FILM



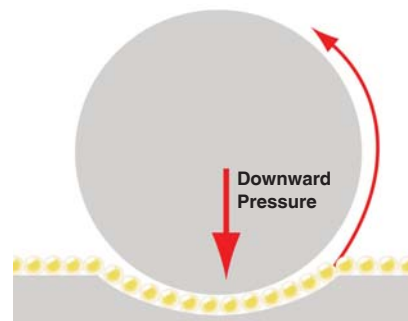
■ Boundary Film ■ Bulk Lubricant

Engine components operating under a full-film lubrication regime include the crankshaft, camshaft and connecting rod bearings, and piston pin bushings.

Under normal loads, transmission and rear-axle bearings also operate under a full-film regime.

**Elasto-Hydrodynamic Lubrication** exists when a sudden reduction of the oil film causes a temporary increase in viscosity. When viscosity increases, the film can become rigid, creating a

#### ELASTO-HYDRODYNAMIC LUBRICATION BULK LUBRICANT AND BOUNDARY FILM PLAY A ROLE



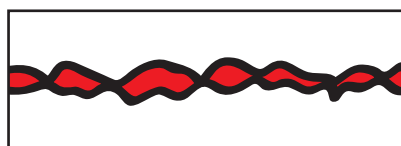
The shear strength of the fluid increases due to an increase in load or pressure of a surface and behaves as though it were stronger than the metal surface it acts against, thus causing the surface to deform.



temporary elastic deformation of the surfaces. The lubricant's viscosity and additives work together to protect surfaces in an elasto-hydrodynamic regime.

Anti-wear additives are often relied upon to protect engine bearings in high-load conditions, while both anti-wear and extreme-pressure additives work to protect gears in high-load conditions.

### **BOUNDARY LUBRICATION** PERFORMANCE ESSENTIALLY DEPENDENT ON BOUNDARY FILM



**Boundary Lubrication** is a condition in which the lubricant film becomes too thin to provide total surface separation. This may be due to excessive loading, low speeds or a change in the fluid's characteristics. In such cases, occasional metal-to-metal contact takes place between surfaces, and the surfaces are almost entirely dependent on the lubricant's additives to provide protection.

Anti-wear additives protect the cam lobes, cylinder walls and piston rings in engine high-load conditions, while anti-wear and extreme-pressure additives protect ring and pinion gears in rear axles.

### **OTHER LUBRICANT FUNCTIONS**

Though minimizing friction and wear is the primary function of a lubricant, it is also required to perform the following tasks:

**Clean** – A lubricant must maintain internal cleanliness by suspending contaminants or keeping contaminants from adhering to components.

**Cool Moving Elements** – Reducing friction minimizes the amount of heat generated and lowers the operating temperature of the components. A lubricant must also absorb heat from the components and transport it to a location where it can be safely dissipated.

**Prevent Contamination** – The lubricant must act as a dynamic seal in locations such as the piston, piston

ring and cylinder contact areas. This minimizes contamination by combustion byproducts, for example, in the lubricating system. Lubricants are also relied upon to support mechanical seals found elsewhere and to minimize external contamination and fluid loss.

**Dampen Shock** – The lubricant may be required to cushion the blows of mechanical shock. A lubricant film can absorb and disperse these energy spikes over a broader contact area.

**Transfer Energy** – A lubricant may be required to act as an energy transfer medium as in the case of hydraulic equipment or lifters in an automotive engine.

**Prevent Corrosion** – A lubricant must have the ability to prevent or minimize internal component corrosion. This can be accomplished either by chemically neutralizing the corrosive products or by setting up a barrier between the components and the corrosive material.

### **COMPONENTS OF A LUBRICANT**

Lubricants are generally composed of two groups of materials. **Base oils** comprise 75 to 95 percent of the finished product. The most commonly used base oils are derived from petroleum crude oil. **Additives** are usually added to the base oils to enhance or impart new properties. The use of such special chemical compounds is another way to minimize friction and wear, and they can offer protection when the lubricating fluid cannot maintain component separation.

### **INCREASED DEMAND ON LUBRICANTS**

As time goes on, the lubrication needs of equipment continue to change. As equipment becomes more advanced and sophisticated, the demands placed upon the required lubricants become more severe. What may have been a preferred lubricant in the past is likely to be totally unacceptable today.

The automotive industry is an excellent example of how demands on equipment have changed. The engines used in today's vehicles require significantly more from a motor oil than they did in the past.

Modern vehicles are requiring lighter viscosity oils for improved fuel economy, but feature engines that output more power per cubic inch of displacement than ever before. To achieve this power level, vehicle manufacturers are adding

turbochargers that expose motor oils to higher temperatures and greater stress. Meanwhile, requirements for cleaner exhaust emissions have contributed to higher levels of contaminants in the oil and increased the oil's operating temperature. By reducing aerodynamic drag, manufacturers have also minimized the amount of air that flows over engines and drivetrains, causing operating temperatures to trend further upward. Even with all these changes, manufacturers are requiring lubricants to last longer than they ever did before.

### **HOW ARE SYNTHETIC OILS DIFFERENT?**

Although the engineering of synthetic base oils varies, synthetics are generally made through a reaction process that significantly improves the consistency of the base oil and its molecular uniformity. Conventional petroleum base oils, on the other hand, are obtained through a process of distillation.

Distillation slightly limits the molecular diversity that may exist within the base oil, but does not completely eliminate nonessential molecular structures. This is important because unnecessary molecular structures produce variations in the base oil's performance. The ideal lubricant's chemical composition is one in which the molecular construction is identical throughout, such as in a synthetic base oil. Because of the way synthetic base oils are produced, they are molecularly uniform and contain significantly less undesirable materials than a conventional base oil.

Molecular uniformity also affects the properties that each type of lubricant possesses. The properties of conventional oils tend to vary due to inconsistencies in the crude oil from which they are obtained. The properties and performance features of synthetics, on the other hand, are predictable due to their molecular uniformity.

AMSOIL synthetic lubricants are formulated to take advantage of the superior properties of premium synthetic base oils and top-of-the-line additives. They provide excellent lubrication and wear protection and have been designed to resist the chemical breakdown processes that limit the service life of conventional petroleum oils.

# 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>



## February Closeout

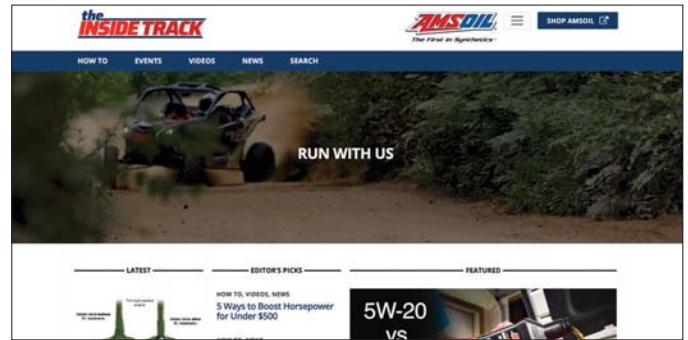
The last day to process February orders is Friday, Feb. 28. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for February business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Thursday, March 6.

## Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Feb. 17 for Family Day.

## OAI Price Adjustment Effective March 3

Increased testing, material and shipping costs have forced us to implement a price adjustment on Oil Analyzers kits, effective March 3. Standard oil-testing kits will increase by an average of 3%, U.S. commercial oil-testing kits will increase by an average of 8%, Canadian commercial oil-testing kits will increase by an average of 13%, diesel-fuel-testing kits will increase by an average of 5% and the coolant-testing kit will increase by 6%.



## 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.

# COMBAT FUEL ISSUES WITH AMSOIL DIESEL FUEL ADDITIVES

Poor diesel fuel quality can foul injectors, accelerate injector pump wear, lead to rough running, impede starting and cause cold-temperature stalling. AMSOIL diesel fuel additives effectively combat these issues and help improve diesel engine performance.





# 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 Retail Business Tools section of the Dealer Zone (Business Tools>Retail 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, and select items are available to accounts free of charge.





**Brian Lammi** | DEALER DEVELOPMENT MANAGER

## The Dealer Zone is your one-stop resource for training, tools and information

Log in to stay updated on the latest developments.

How often do you log in to the AMSOIL Dealer Zone? Hopefully, you have a plan to do so regularly. The Dealer Zone is the best source of information for everything related to your Dealership, including...

- **Latest News** – Important notifications and updates on products, services, weather-related closures and more. We suggest carving some time out of each day to quickly log in and check this section.
- **Product Training** – A variety of information on products and equipment care to help you gain product knowledge and information to share with your customers.
- **Dealer Training** – This is a great tool to help you learn about being an AMSOIL Dealer and sell to all different types of customers. It's a good idea to go through the Dealer training programs periodically to refresh your knowledge.
- **Digital Library** – This is a great section to check weekly. Whenever a new promotion is launched, new digital marketing assets are available for you to share with your customers online. Beyond that, there is also a large variety of literature, videos and other assets in the Digital Library that you can use to support and grow your Dealership.
- **Business Tools** – Generally, if you have a question about anything to do with your Dealership, you can find the answers here. The tools in this section are broken down

into different sections for your Dealership, commercial accounts, retail accounts and general business information. We have continued to enhance it to make it as easy as possible for you to find the information you need.

- **Discussion Boards** – This is a great area to share information and have discussions with other Dealers. Did you know you can also create a discussion group for your Dealer team? It's a great way to communicate with other Dealers.
- **Quick Links** – These are the areas of the Dealer Zone that are used most, featuring links to MyAMSOILGarage, ordering, reports, pricing lookups, account registrations and EZ ordering.
- **Sales Achievement Status** – Are you wondering where you are in the AMSOIL Sales Achievement Program? There is a spot on the right side of the Dealer Zone where you can easily track your progress and make sure you're working toward your next goal.

There is so much information in the Dealer Zone it's hard to pinpoint anything as being the most important, but we can say the best thing to do is log in, look it over and use it. The more time you spend learning and preparing, the better off you'll be when it comes to making sales and growing your Dealership.

In any aspect of life, communication is tough. We try to get important information to our Dealers in every

way we can, but it's not always easy. We know emails get pushed to junk or spam folders, email addresses change and it's easy for messages to get lost in the sea of emails we all receive daily, which is why the Dealer Zone is the best way for us to communicate to the entire Dealer Network. But more than that, the reports and other information in the Dealer Zone are crucial pieces of information to help you grow your Dealership. How often are you tracking your accounts' sales trends in your reports so you can follow up if their purchasing habits change?

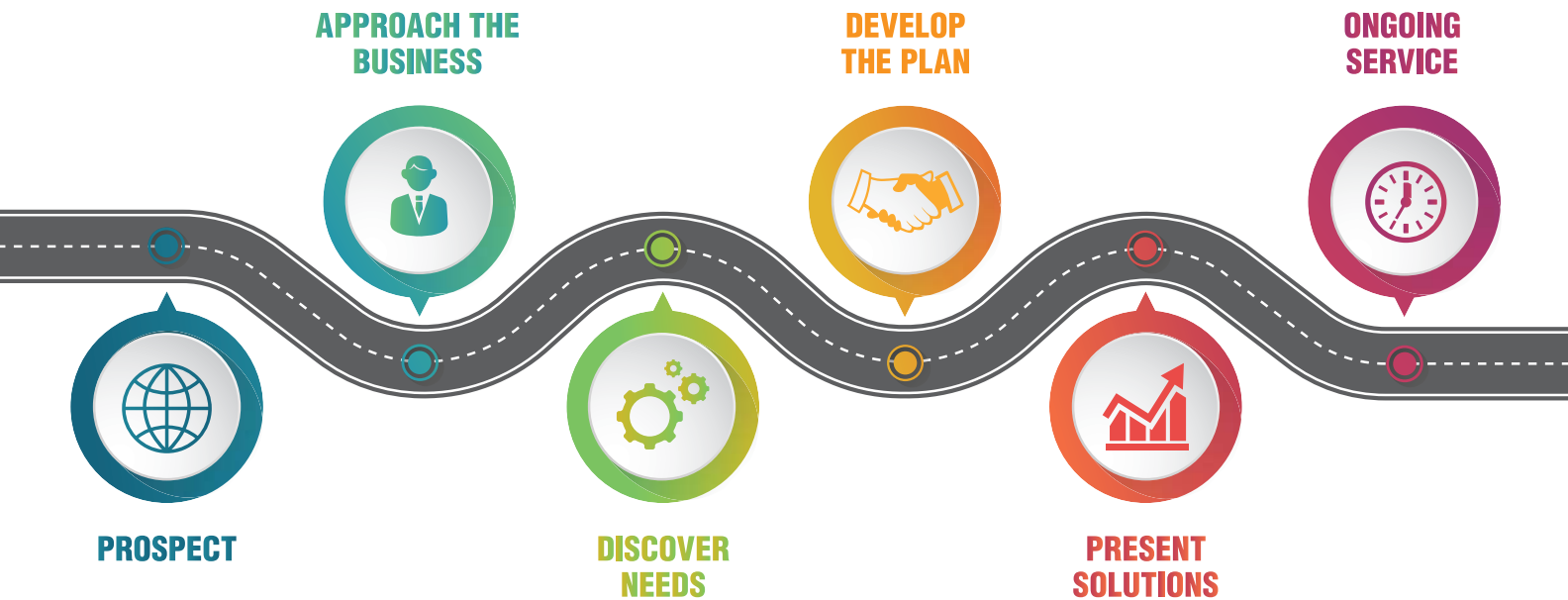
Use the information in the Dealer Zone to form new habits to grow your Dealership. Carve out 10 minutes a day to check the Latest News and review your reports and sales trends. Create a new routine of using this data to reach out to your customers at the right time. Look for new product announcements and marketing assets in the Digital Library that can be shared on your social-media platforms or through text and emails to your customers. Take 30 minutes to review new training or to refresh your knowledge on a course you've already taken.

The Dealer Zone is a deep well of information, and it can feel overwhelming if you don't approach it with a plan and in incremental steps.

Here's to great success for 2025!

# Follow the Sales Process

The AMSOIL sales process provides a clear roadmap for pursuing commercial, installer and retail business. **Follow these six steps** to be more successful at landing commercial, installer and retail accounts:



## AMSOIL SALES PROCESS - STEP TWO - APPROACH THE BUSINESS

# Approach the Business

After you have identified a prospect, your next step is to approach the business and reach the people who can make the decision to start buying AMSOIL products. Your goal at this stage is to find out who the key decision maker of the business is and set up a meeting with him or her.

**Plan your approach ahead of time. The more prepared you are, the more confident you will be when approaching new commercial, retail or installer businesses.**



**Use these tools in the Dealer Zone as you go through the AMSOIL sales process:**

- Installer Roadmap (Business Tools>Retail Business Tools>AMSOIL Sales Process Roadmap – Installer)
- Commercial Roadmap (Business Tools>Commercial Business Tools>AMSOIL Sales Process Roadmap – Commercial)





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February 2025



# IRONCLAD PROTECTION

## NEW SEVERE GEAR® 75W-85 100% Synthetic Gear Lube (SVL)

Engineered for maximum performance in severe-duty applications, such as towing, racing, off-roading and high ambient temperatures. Proprietary additives form an iron-sulfide barrier on gear surfaces for the ultimate line of defense.

- **Advanced** protection against wear.
- **Controls** thermal runaway.
- **Protects** against rust and corrosion.
- **Long** oil, seal and equipment life.

Use in differentials, manual transmissions and other gear applications requiring any of the following specifications: API GL-5/MT-1, MIL-PRF 2105E, SAE J2360, Ford XY-75W85-QL, GM 19300457, 19418501, 92184900, 19369842, Ram 68210057AB, 68083381AA, 68364258AA, 68232947AB, 68378949AA, 05136035AC, Toyota Genuine Gear Oil LT, 08885-02506

