



▶ DEALER EDITION

MAGAZINE

APRIL 2025

**CAR ✦ CARE**

# Seven New Products

| PAGE 8



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**SPECIALIZED LUBRICANTS**  
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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).

**AMSOIL**

**ASK ABOUT AMSOIL PRODUCTS**

**ASK ABOUT**

**AMSOIL**

**AMSOIL**

**SPECIALIZED LUBRICANTS**  
ENGINEERED FOR WHAT YOU DRIVE & HOW YOU DRIVE

**SYNTHETIC-BLEND**  
\$XX.XX

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

**HIGH-MILEAGE**  
100% SYNTHETIC  
\$XX.XX

OIL CHANGES INCLUDE:  
4 OILS

(YOUR LOGO HERE)


**AMSOIL Car Care: Seven New Products** | PAGE 8

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

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**THE COVER**

Last year's launch of AMSOIL Car Care was a great success. Grab more new customers and add-on sales with the outstanding new additions to the line.



# From the Chairman

We are entering the final quarter of our fiscal year on pace to achieve our goal of 7% year-over-year growth. It may come down to the wire, and there are no guarantees, but I feel good about it. I am confident in our Dealers, our corporate team, our strategies and tactics. All of those factors have proven strong and effective. We have set aggressive growth goals for several consecutive years, and most years, we have achieved those goals. That is a difficult task – as the company grows, it becomes increasingly more difficult to achieve 7% or 8% growth year after year. It's like compound interest in reverse.

We are not just competing in the marketplace, we are winning. And winning creates new challenges. Right now, we are challenged to keep pace with demand. Our Production and Distribution teams are working overtime to keep pace, but it is nearly impossible. What a great problem to have! Unfortunately, it creates opportunities to disappoint customers and that is

the exact opposite of our goal. We are actively managing these issues and doing everything we can to not only rectify them, but prevent them from happening again.

Cross-functional teams meet weekly to examine orders and production schedules to identify potential or existing problem areas and plan remedies. We are hiring Distribution team members as quickly as we can, and we are establishing a second production shift in Superior. These actions will fortify our abilities for future growth, but they will take time to implement and effectively eliminate our current challenges.

We appreciate your patience as we work through these growing pains. While backorders or delayed shipments are frustrations to be avoided, they are happening because of the tremendous growth we are experiencing. Our investments in new equipment and people should signal confidence in our future. We would not take these steps if we were not confident in our trajectory.

AMSOIL is stronger than ever, and that means your opportunity is stronger than ever. Our work to improve the Commercial and Installer Programs is helping Dealers earn new business in those areas. Our focus on product excellence and innovative additions to the AMSOIL product line is attracting new customers and helping retain existing customers. Next month, we are expanding the AMSOIL Car Care line. Last year's Car Care launch exceeded forecasted sales volumes, so we are excited to add to this high-performance category. I hope you are taking advantage of the updated products, programs and sales tools we are providing to boost sales for your business. The harder we all pull in the same direction, the more successful we'll all be.



**Alan Amatuzio**  
Chairman & CEO



## PRODUCT SPOTLIGHT: **AMSOIL Power Foam (APF)**

### WHAT IS IT?

- **Carburetor** and induction-system cleaner for two- and four-stroke gasoline engines.

### WHAT DOES IT DO?

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

### WHO IS IT FOR?

- **Automotive and powersports enthusiasts, do-it-yourselfers, commercial accounts.** Applications include UTVs/ATVs, marine engines, motorcycles, lawncare equipment, tractors, cars and trucks.

*Not available in Canada.*

# LETTERS TO THE EDITOR

## SYNTHETIC GEAR OIL

I have been selling and using AMSOIL products for many years, beginning back in the seventies. In recent years, I've noticed that companies that sell differential ring gear and pinion sets are specifying NOT to use synthetic gear oil. If I am not mistaken, more than one major gear manufacturer has made this statement. This would seem to be against AMSOIL protocol since so many synthetic gear oils are manufactured by AMSOIL. Is there anything to what they are saying, or just "wives' tales?"

On another subject to do with ring gears and pinions, as much as I use, stock and back AMSOIL products, I have had a gear failure recently. The ring gear and pinion teeth wore to fairly sharp edges. I called the place that sells me my gears and they said that the gears did not get broken in properly. Since I used AMSOIL gear oil, I ruled out the oil being the fault. And, since I live and do business in a rural area, just the way the customer regularly drives seems to be an adequate break-in process.

Thank you; I await your answers or comments on either issue.

### Don Berry

**AMSOIL:** Thank you for your long-time loyalty as an AMSOIL Dealer, Don. While a few gear manufacturers specify conventional gear oil, it is not due to the ring and pinion gear set, but rather the frictional materials used in the clutch packs for limited-slip applications. The gear set itself would benefit from the protection and performance attributes of synthetic gear oil, but some aftermarket friction materials grip better with conventional oils, and use of some synthetic oils may result in chatter. AMSOIL SEVERE GEAR® Synthetic Gear Lube, however, is compatible with most friction materials on the market and is a great choice. It contains friction modifiers for limited-slip applications.

You are correct in ruling out the gear oil as the cause of your gear failure. While there are many causes for gear-set failure, what you described is most commonly associated with improper installation or a manufacturing defect. If the geometry between the ring and pinion is not 100% to manufacturer specs, it will cause excessive wear and "sharpening." This includes angle and offset of gears and the "plunge"

or pinion depth. While less likely, there is also a possibility that the gearset "hardness" may not have been within spec for the application. Neither of these conditions could be prevented or resolved by the gear oil.

## P.I.® AND UPPER CYLINDER LUBRICANT

How much trouble would it be mixing AMSOIL P.i. and Upper Cylinder Lubricant and combining them into a mixture, kind of like Cetane Boost and Diesel Injector Clean? This could be a new product to test out.

### Michael Grella

**AMSOIL:** Great thought, Michael. Engines operate best when clean and well lubricated. AMSOIL P.i. is a potent, deep-clean product designed to be used every 4,000 miles (6,400 km). Adding the lubrication and corrosion-protection components of AMSOIL Upper Cylinder Lubricant to P.i. would limit their effectiveness to that single tank of fuel. Alternatively, Upper Cylinder Lubricant is primarily a lubricant, but also contains maintenance-level cleaning properties. It is designed for use with every tank of fuel to ensure the upper-cylinder area is properly lubricated and protected against corrosion and the formation of new deposits. Adding the cleaning power of P.i. to Upper Cylinder Lubricant for use as an "every-tank" product would be cost prohibitive. If you are looking for the best one-two punch, use P.i. every 4,000 miles (6,400 km) and Upper Cylinder Lubricant with every tank. Otherwise, Upper Cylinder Lubricant is essentially a combination product as it provides both cleaning and lubricating benefits.

## QUESTIONS AND SUGGESTIONS

I have been a Dealer since 2017. This is my first time sending a letter to AMSOIL. I am a retired mechanic from the 1980s. I started using AMSOIL in my cars in 1984 and only wish I became a Dealer then, but hindsight is 20/20. To the point:

1. Please bring back the White Performance Mesh Cap (G3274).
2. Why on the packing slips is there no breakdown of cost as far as unit price, extended price and suggested retail price?

3. I know in Canada we can only get the Synthetic Firearm Lubricant and Protectant (FLPBAC). Is this the same product that's in the aerosol for firearms?

4. Lastly, on the website I see that the Gaiter (G3699) has not been available. Would it be possible, now that we are affiliated with the CFL, that a Canadian/American version be made available?

This is my renewed vigor for the new year.

Sincerely,

### Theodore Wagar

**AMSOIL:** Thank you for your letter, Theodore. We're glad to have you as a Dealer, and we're especially glad you've entered the new year with renewed vigor! We'll answer your questions in order.

1. The White Performance Mesh Cap (G3274) was recently replaced by the similar Performance Mesh Cap – White (G3881). It can be viewed in the Clothing, Merchandise & Product Information section at [AMSOIL.com/ca](http://AMSOIL.com/ca).

2. While some customers want pricing details on their packing slips, many others do not. We ultimately removed them and found that to be acceptable to the majority of customers. Pricing details are still included in the order-confirmation emails and invoices accessible online. For more information on this topic, see the February AMSOIL Magazine "Letters to the Editor."

3. AMSOIL Synthetic Firearm Lubricant and Protectant delivers the same great formula and benefits in both the bottle (FLPBA/FLPBAC) and the spray can (FLPSC).

4. The Neck Gaiter (G3699) was discontinued due to low sales. We don't plan to replace it at this time, but we appreciate your suggestion and will consider it for the future.

Email letters to:  
[letters@AMSOIL.com](mailto: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.



**Garret Gibeau** | PRODUCT DEVELOPMENT ENGINEER II

## Hydraulic Know-How:

The Difference Between Hydraulic Fluid and Tractor Hydraulic Fluid

When searching for a suitable hydraulic fluid, it's important to understand that you have several options. From conventional and synthetic to biodegradable and tractor, each category offers different viscosity levels, affecting performance and durability. The wrong choice can lead to equipment failure, reduced lifespan or fines in biodegradable-dependent applications.

By understanding the distinct roles and benefits of hydraulic fluid, your expertise will not only help your customers optimize their equipment's performance, but also reinforce your position as a trusted advisor in the field. When in doubt, check the owner's manual to ensure you're selecting the right fluid. Now let's examine the key differences in formulation and application.

Hydraulic fluids are essential for maintaining the efficiency and longevity of hydraulic systems by preventing corrosion caused by moisture and minimizing foaming, which can disrupt operations. It's important to note that not all ISO 46 fluids deliver the same performance across different brands. In hydraulic systems that perform multiple functions simultaneously — such as agricultural tractors — standard hydraulic fluids often fall short. This is where tractor hydraulic fluid steps in. Specifically engineered for tractors, it ensures the seamless operation of critical components like the transmission and wet brakes. With unique frictional properties tailored to these systems, tractor hydraulic fluid outperforms standard options that simply can't meet the demands.

To ensure the best performance, you'll need a fluid that excels in both high and low temperatures. Synthetic hydraulic fluids stand out here, offering advantages over conventional options. For moderate climates (50-90°F / 10-32°C), conventional fluids may be adequate. But in more extreme hot or cold environments, synthetic fluids are far superior — they reduce sluggishness, resist oxidation, prevent varnish buildup and deliver smoother operation in demanding conditions.

Inevitably, some customers may object to price. You might hear, "Why should I buy tractor hydraulic fluid at \$40 per gallon, when I can get hydraulic fluid for \$10?" And here's how you handle that objection. First, it's about maintaining functionality, and regular hydraulic fluids just won't get the job done in a tractor's transmission. Second, it's about the long-term perspective. With this type of product, the adage "You get what you pay for" rings truer than ever. A prime example is the infamous 303 yellow bucket. Promised at a lower price, it was a notorious source of problems due to inconsistent performance and low quality.

The main selling point here? Quality protection equates to optimal performance. Your recommendation is important and has a lasting impact. Don't let your customer think that all hydraulic fluids are the same, as that philosophy can cause equipment failures and costly repairs.

Using cheaper fluids increases the risk of hose bursts due to insufficient seal conditioners or pressure surges in cold temperatures. These fluids

also fail to protect against oxidation and thermal breakdown at high temperatures, leading to varnish formation. Seal compatibility and elastomer life are key differences between cheap fluids and the AMSOIL portfolio. As seals and hoses age and degrade, leaks become more common. Combine aging elastomers with pressure spikes in cold weather, and you risk pumping your hydraulic reservoir onto the ground. AMSOIL fluids include seal conditioners to extend seal life and delay leaks. This is crucial for customers who understand the cost of leaks. While we can't fix damaged hoses, we can help hoses last longer and keep fluids where they belong.

When selling hydraulic fluid, highlight that investing in performance is a wise choice. The solution you are offering is designed specifically for their application, ensuring that wear, varnish buildup and performance degradation are minimized. Function and efficient operation are crucial to why your customer owns that piece of equipment. Optimizing its function will help you win and keep that customer. Be sure to brush up on our entire portfolio of hydraulic, tractor hydraulic and biodegradable hydraulic oils before advising your customers.

# CAR CARE

## Seven New Products

AMSOIL Car Care products are engineered with advanced technology to deliver powerful cleaning action that helps vehicles shine brighter. The line launched last June with AMSOIL High-Foam Car Shampoo, AMSOIL Ceramic Spray and AMSOIL Interior Detailer. Now, the AMSOIL Car Care line is expanding with seven new premium products and accessories: AMSOIL Quick Detailer, AMSOIL Wheel + Tire Cleaner, AMSOIL Tire + Trim Protectant, AMSOIL Foam Cannon, AMSOIL Microfiber Detailing Towel, AMSOIL Drying Towel and AMSOIL Microfiber Wash Mitt.

### AMSOIL QUICK DETAILER

AMSOIL Quick Detailer features a specially blended formulation of surfactants and cleaning agents that lubricate and lift away light dust and debris from painted and plastic surfaces. A simple spray-on, wipe-off application allows for a quick and effective detail between washes. **Available in May.**

- Removes light dust and debris.
- Lubricates surfaces.
- Easy spray-on, wipe-off application.
- Residue-free surfactants ensure a streak-free finish.
- Enhances appearance.



#### AMSOIL Quick Detailer

##### 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
QDSCN	EA	(1) 16-oz bottle	9.40	9.99	13.49	13.99	0.63	1.04	1.46	1.87	5.97
QDSCN	CA	(12) 16-oz bottles	106.94	112.85	160.45	165.85	7.52	12.49	17.46	22.43	71.65

##### CAN. PRICING

Stock #	Units	Pkg./Size	Can. Whsl.	Can. P.C.	Can. MSRP	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
QDSCNC	EA	(1) 473-ml bottle	12.40	13.19	17.79	0.63	1.04	1.46	1.87	5.97
QDSCNC	CA	(12) 473-ml bottles	141.60	149.40	213.00	7.52	12.49	17.46	22.43	71.65

### AMSOIL WHEEL + TIRE CLEANER

AMSOIL Wheel + Tire Cleaner provides a pH-balanced, 2-in-1 formula that safely breaks down and removes stubborn brake dust, road grime and tire blooming. It ensures an effective clean without harming wheels or tires. **Available in May.**

- pH-balanced formula is tough on contaminants and gentle on all wheel finishes.
- Removes tire blooming.
- Easy application.
- Lubricates wheel faces.
- Prepares tires for dressing.



#### AMSOIL Wheel + Tire Cleaner

##### 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
WTCCN	EA	(1) 16-oz bottle	12.20	12.99	17.49	17.99	0.82	1.36	1.90	2.43	7.78
WTCCN	CA	(12) 16-oz bottles	139.29	147.00	208.95	214.35	9.80	16.27	22.74	29.22	93.32

##### CAN. PRICING

Stock #	Units	Pkg./Size	Can. Whsl.	Can. P.C.	Can. MSRP	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
WTCCNC	EA	(1) 473-ml bottle	16.15	17.09	23.09	0.82	1.36	1.90	2.43	7.78
WTCCNC	CA	(12) 473-ml bottles	184.20	194.35	276.60	9.80	16.27	22.74	29.22	93.32





### AMSOIL TIRE + TRIM PROTECTANT

AMSOIL Tire + Trim Protectant features an advanced, non-greasy formulation that conditions rubber and exterior plastic trim, resulting in a long-lasting satin or gloss finish. It's designed with quick drying properties to reduce sling and contamination. An added protective UV barrier shields against harmful rays. **Available in May.**

- Non-greasy, quick-drying formula reduces sling.
- UV barrier inhibits dry rotting.
- Conditions rubber and exterior plastic trim.
- Results in a long-lasting satin or gloss finish.

AMSOIL Tire + Trim Protectant											
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
TTPCN	EA	(1) 16-oz bottle	13.60	14.99	19.49	19.99	0.91	1.51	2.11	1.87	8.65
TTPCN	CA	(12) 16-oz bottles	154.94	169.50	232.45	237.85	10.90	18.10	25.30	32.50	103.81
CAN. PRICING											
Stock #	Units	Pkg./Size	Can. Whsl.	Can. P.C.	Can. MSRP	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs	
TTPCNC	EA	(1) 473-ml bottle	17.95	18.99	25.69	0.91	1.51	2.11	2.71	8.65	
TTPCNC	CA	(12) 473-ml bottles	204.60	215.90	307.20	10.90	18.10	25.30	32.50	103.81	

### AMSOIL Foam Cannon

The AMSOIL Foam Cannon is designed with premium components that are made to last and improve the washing experience. Its wide-mouth, wide-base design ensures stability and easy filling. Tackle hard-to-reach areas with ease and ensure complete coverage, reducing the risk of wash-induced scratches and swirl marks throughout the wash process. **Available in June.**

AMSOIL Foam Cannon					
	Stock #	Units	Whsl.	P.C.	MSRP
U.S.	G3911	EA	59.99	62.99	69.00
CAN.	G3911	EA	84.15	88.40	92.60

### AMSOIL Drying Towel

The AMSOIL Drying Towel provides an excellent finish to your wash. Its soft, 1100 GSM microfiber material provides superior absorbency, allowing you to dry a standard-size vehicle with a single towel. The non-abrasive, twist-loop weave design allows you to drag the towel across the surface of the vehicle, reducing the risk of scratches and swirls. **Available in May.**

AMSOIL Drying Towel					
	Stock #	Units	Whsl.	P.C.	MSRP
U.S.	G3913	EA	17.99	19.99	24.99
CAN.	G3913	EA	29.95	31.45	32.95

### AMSOIL Microfiber Detailing Towel

The AMSOIL Microfiber Detailing Towel features an ultra-soft, lint-free, 350 GSM borderless design for versatility in both interior and exterior detailing applications. Its high absorbency reduces streaks and requires fewer passes. The AMSOIL Microfiber Detailing Towel 2-pack offers exceptional value and convenience, ensuring you get a streak-free finish. **Available in May.**

AMSOIL Detailing Towel 2-Pack					
	Stock #	Units	Whsl.	P.C.	MSRP
U.S.	G3912	EA	9.49	9.99	10.99
CAN.	G3912	EA	13.25	13.95	14.60

### AMSOIL Microfiber Wash Mitt

The AMSOIL Wash Mitt is the perfect tool to complete a bucket wash. Designed with extreme 1500 GSM soft microfiber material to reduce scratches and swirls. A foam insert complete with a stitched divider offers better control and lower surface pressures than a standard chenille or "noodle" mitt. Make fewer trips to the bucket with excellent water retention and cut down on your wash time. **Available in May.**

AMSOIL Microfiber Wash Mitt					
	Stock #	Units	Whsl.	P.C.	MSRP
U.S.	G3914	EA	10.99	11.49	12.99
CAN.	G3914	EA	15.65	16.45	17.25

The expansion of the AMSOIL Car Care line makes it more comprehensive and provides a boost to the Dealer opportunity. The car-care space is expansive, especially in arenas where AMSOIL is already a strong brand, such as car shows and rallies. AMSOIL Car Care products provide an excellent opportunity to earn add-on sales with existing customers.

# MOTORCYCLE OILS SPECIALLY ENGINEERED FOR WHAT YOU RIDE

Modern engines are highly refined and benefit from specially designed protection, but a continuously increasing number of options means shopping for oil can get confusing. Owners of more than one motorcycle might be curious if they can use the same lubricants in their V-twin, metric motorcycle and dirt bike. However, different types of motorcycles present unique oil challenges that a single formulation can't easily meet.

## Why Choose Motorcycle-Specific Oil

Motorcycle oil serves multiple purposes by maintaining engine and transmission performance while protecting against wear. Increased heat accelerates oil oxidation, leading to deposit formation that robs motorcycle engines of efficiency and power. The shearing forces of the transmission further reduce the oil's lubricating ability, increasing the risk of component wear. Whether you ride a Harley-Davidson\* touring bike, Kawasaki\* sport bike or Honda\* dirt bike, AMSOIL motorcycle oil is designed to prevent oil breakdown under extreme heat and pressure.

## V-Twin Oil

The classic air-cooled V-twin engine found in most Harley-Davidson motorcycles gets extremely hot. For example, we saw cylinder temperatures reach 420°F (216°C) in our in-house dyno testing. Heat that intense wreaks havoc on cheap motor oil, causing it to lose viscosity and become thinner, effectively turning a 20W-50 into a 10W-40, or worse. Running an engine on a lighter viscosity than it is designed for increases the risk of internal engine wear.

Extreme heat also hastens chemical breakdown, as the rate of oxidation doubles for every 18°F (10°C) increase in oil temperature. That means for every 18°F increase in temperature, oil life is cut in half. It's imperative that the oil in an air-cooled V-twin can withstand such intense heat. AMSOIL Synthetic V-Twin Motorcycle Oil is formulated with synthetic base oils that maintain viscosity at these extreme temperatures.

Bikes that use the same oil for both the engine and transmission are especially prone to viscosity loss, as the force of shifting gears can also destroy the oil's molecular structure. AMSOIL Synthetic V-Twin Motorcycle Oil is shear stable and does not thin from mechanical activity, providing reliable protection against wear under the toughest riding conditions.

AMSOIL Synthetic V-Twin Motorcycle Oil delivers excellent performance in the engine, transmission and primary chaincase, offering the convenience of a single oil for all three reservoirs. It is available in multiple viscosities as part of our complete V-twin product line, including complete oil-change kits with filter. For bikers who prefer specifically formulated oils, AMSOIL Synthetic V-Twin Transmission Fluid and Synthetic V-Twin Primary Fluid are engineered to the same exacting standards.

## Metric Motorcycle Oil

Metric motorcycles are known for delivering high levels of performance and responsiveness. Metric single, twin, triple and four-cylinder engines commonly found in standard (naked), cruiser, adventure (ADV), touring and sport bikes can easily surpass 10,000 rpm.

The mechanical action of the crankshaft spinning that fast can whip air into the oil, causing it to foam. If the oil isn't formulated with fast air-release properties, foam bubbles will travel throughout the engine. When they collapse between meshing gears or bearing surfaces, nothing is left behind except air, which provides zero protection against wear.

Most metric motorcycles require wet-clutch-compatible lubricants to deliver fast, smooth, efficient and consistent shifting performance. Additionally, touring and ADV bikes are designed to provide comfort and luxury for long, cross-country adventures, which benefit from extended drain intervals.

AMSOIL Synthetic Metric Motorcycle Oil is specifically formulated with anti-foam additives that weaken the surface tension of air bubbles, resulting in excellent anti-wear protection. The advanced additive package also delivers superior wet-clutch compatibility, enabling smooth shifts for a more comfortable ride. The advanced synthetic formula maximizes engine responsiveness to help riders confidently push their bikes to redline, for maximum speed, acceleration and cornering ability. It also extends drain intervals up to twice the bike manufacturer's recommendation, allowing riders to confidently wander far from home.

AMSOIL Synthetic Metric Motorcycle Oil enhances motorcycle performance and reliability and delivers superior protection against engine wear. It is available in multiples viscosities as part of our complete metric motorcycle product line, including oil filters and AMSOIL Powersports Antifreeze & Coolant.

## Dirt Bike Oil

Unsurprisingly, dual-sports and dirt bikes frequently operate in unfavorable off-road conditions, with ample low-speed stress punctuated by periods of high revving. Off-road racing adds frequent repetition between wide-open throttle on straights and rapid acceleration through corners. Throttling through jumps causes the rear tire to spin freely in the air, which creates a heavy load on the engine when it contacts the ground. Trail riding requires constant clutch and throttle manipulation to maneuver over and around obstacles.

Dirt bike engines are also inherently lightweight designs built for performance. However, removing mass and increasing power adds additional engine stress. Additionally, dirt bike pistons tend to have shorter piston skirts to reduce friction. Shorter pistons want to rock inside the cylinder, which concentrates tremendous force on the tiny contact area between the piston skirt and cylinder wall. Only a microscopic oil film provides protection in this area, so superior oil film strength is needed to help the engine survive. The combination of high rpm and lighter materials can quickly lead to dirt bike engine failure if the oil fails.

Making matters worse, many dirt bikes hold only about one quart of oil, which is tasked to protect all the engine and transmission components under these severe conditions. Therefore, most dirt bike riders change motor oil frequently. Under heavy use, dirt bike engines may even need to be rebuilt as often as every 15 hours.

AMSOIL Synthetic Dirt Bike Oil is engineered to enhance engine performance and reliability in extreme conditions, while delivering superior protection against engine wear. AMSOIL DOMINATOR® Synthetic 2-Stroke Racing Oil handles two-stroke dirt bike needs, and AMSOIL Synthetic Dirt Bike Oil is available in multiple viscosities for four-strokes as part of our complete dirt bike product line, including oil filters and AMSOIL Synthetic Dirt Bike Transmission Fluid.

### Choose AMSOIL

AMSOIL synthetic motorcycle oil meets or exceeds exacting motorcycle manufacturer and industry standards and is WARRANTY SECURE™ to maintain factory warranties. It is as precisely engineered as the bikes in which it is used, for peace-of-mind protection no matter what you ride or how you ride.



- Maximum Performance – Modern bikes produce extreme horsepower and torque. AMSOIL synthetic motorcycle oil preserves the performance and power you paid for.
- Consistent Shifting – Ever blamed missed shifts on your bike? AMSOIL synthetic motorcycle oil promotes smooth, consistent shifting you may have never experienced.
- Ride More – Nobody enjoys breakdowns. AMSOIL synthetic motorcycle oil protects engine components so you can ride longer and farther, worry free.



# Build High-Volume Account Sales with the AMSOIL Bulk Dispensing Co-op Program

To help Dealers grow sales with retail installers and large-volume commercial accounts, AMSOIL has partnered with Alemite and Fluidall to offer industry-leading equipment with the AMSOIL Bulk Dispensing Co-op Program in both the U.S. and Canada.

## Account Benefits

- **Buying** in bulk saves money.

Average Savings Per Quart*			
Synthetic-Blend Motor Oil	OE Synthetic Motor Oil	Extended-Life Synthetic Motor Oil	Signature Series Synthetic Motor Oil
\$0.94	\$0.65	\$1.13	\$1.11

\*Based on wholesale pricing difference between cases of quarts and 55-gallon drums

- **Helps** qualify for free shipping and lift-gate service.
- **Helps** alleviate administrative burdens; reduces expenses and waste.
- **Maximizes** floor space.

## DEALER BENEFITS

- **Helps** gain and retain accounts that prefer buying in bulk or are looking for better pricing.
- **On average**, accounts' monthly purchase totals have doubled after enrolling in the program.

## How the Co-op Program Works

You purchase bulk dispensing equipment and supply it to your account in exchange for the account agreeing to a two-year minimum purchase commitment. AMSOIL subsidizes the equipment cost and automatically deducts the remaining balance from your commissions over a two-year period.

## DEALER REQUIREMENTS

- You must have an established Dealership with history of commissions sufficient to cover the monthly payments for contracted dispensing equipment.

## ACCOUNT REQUIREMENTS

- Purchase drums or totes and meet minimum annual purchase quantities.
- Sign a two-year minimum-purchase contract.
- Have space for bulk packaging and dispensing equipment.
- Have the ability to manage bulk inventory. Dealers may need to educate accounts or provide short-term product management services.

## ACCOUNT APPROVAL

Participation in the Bulk Dispensing Co-op Program requires approval from the AMSOIL Dealer Sales Team. If approved, AMSOIL will prepare two agreements:

1. Account Purchase Agreement: Detailing the lubricant being purchased, required number of drums/totes, pricing and contract term.
2. Dealer Equipment Contract: Specifying the dispensing equipment SKU, quantity, cost of equipment and Dealer payment arrangement terms.

## PURCHASE PROCESS

1. **Determine** equipment needs with the account.
2. **Contact** AMSOIL Dealer Sales for approval of dispensing equipment co-op opportunity.
3. **Sign** the dispensing equipment contract with the account.
4. **Make** a 10% down payment and confirm monthly commission deductions to cover the remaining cost of the equipment.
5. **AMSOIL** processes the equipment order through Alemite or Fluidall and has it shipped directly to the account.
6. **You** will then receive notification at the completion of equipment payments/monthly commission reduction.

## Equipment Overview

The following equipment is offered in the contiguous United States and Canada through the Bulk Dispensing Co-op Program:

### ALEMITE OIL TROLLEY PACKAGE MODEL 343509:

- Oil package includes 3:1 RAM pump for 55-gallon drums (9918-A).
- HD reel with 30' hose - 1/2" inlet/outlet (7335-B).
- Electronic meter with flexible extension (3671).
- Air control with filter/regulator/gauge (7936).



### FLUIDALL GRAVITY FEED TOTE-A-LUBE SYSTEM, T120-70-70:

- Designed for oil storage.
- (1) 120-gallon tank.
- (2) 70-gallon tanks.
- 24" stand.
- Drip tray assembly & dispense kit.
- 36" W x 44" D x 105" H.
- Transfer pump required.



### ALEMITE TOTE MOUNTING PACKAGE MODEL 1450-IBC:

- Designed for 275-gallon totes.
- Model 9968 RAM 5:1 pump.
- Mounting brackets for reel and pump to attach to steel frame of tote.
- Connector hoses.
- Filter regulator.
- LD oil hose reel (1/2" x 35').
- Sight gauge.



### FLUIDALL GRAVITY FEED TOTE-A-LUBE SYSTEM, T70-3:

- Designed for oil storage.
- (3) 70-gallon tanks.
- 24" stand.
- Drip tray assembly & dispense kit.
- 36" W x 44" D x 87" H.
- Transfer pump required.

### ALEMITE TELESCOPING BARREL PUMP MODEL 6796:

Alemite Manual Pumps are available at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca) for purchase at a discounted rate. Regular shipping and tax charges apply. Available in United States and Canada.

- Fits all containers up to 55-gallon (208-liter) drums.
- Floating check valve allows liquids to drain back from pump when not in use

List Price: ~~\$112.70~~

AMSOIL Price: \$78



## Pricing Details and Purchase Requirements

Part#	Equipment	DEALER			ACCOUNT
		Dealer's Total Co-op Cost	10% Initial Down Payment	Monthly Commission Deduction	2-Year Purchase Commitment
343509	Alemite 55-Gallon Mobile Drum Kit	\$1,079.37	\$107.94	\$42.24	8 Drums; 4 per year
1450-IBC	Alemite 275-Gallon Tote Package	\$1,190.02	\$119.00	\$46.57	2 Totes; 1 per Year
6796	Alemite Hand Lever Pump	\$78.00	N/A	N/A	N/A
25T822	Graco Electric Transfer Pump	\$435.00	\$43.50	\$17.02	2 Drums; 1 per year
T1207070	Fluidall 3-Tank System	\$1,143.13	\$114.31	\$44.73	8 Drums; 4 per year
T703	Fluidall 3 70-Gallon Tank System	\$1,083.13	\$108.31	\$42.38	8 Drums; 4 per year

For more information on taking part in the AMSOIL Bulk Dispensing Program, call our Inside Sales Representative at 715-399-6539 or email [rwestberg@AMSOIL.com](mailto:rwestberg@AMSOIL.com).



# TEAM AMSOIL RACER KEN BRUNER LOOKS TO DEFEND UCC TITLE



AMSOIL is the Official Oil of the Ultimate Callout Challenge (UCC), a friendly annual competition between owners and builders of some of the biggest and gnarliest diesel-powered American hot rods. Competitors are required to complete three events: dyno, sled pull and drag race, with winners crowned in each event. Individual event scores are combined to determine an overall champion.



The winning turbodiesel truck at the 2024 AMSOIL Ultimate Callout Challenge (UCC) was built by Team AMSOIL racer Ken Bruner, a mechanical engineer who designs medical devices when he's not racing turbodiesel trucks with his company, Capital Diesel Performance.

Bruner claims his engineering background helps him understand how things work, but his experience comes from breaking stuff, evaluating why and fixing it. He puts an engineering touch on everything from suspension setup to center of mass, trying to anticipate what could happen, then designing things to not break. Attention to detail is obvious in every aspect of his builds.

Bruner's 2024 UCC-winning truck started as a 2006 Dodge\* Ram\* 2500, upgraded with a 6.7L Cummins\* engine built by Freedom Racing Engines\* with a solid Hamilton Cams\* block, twin Garrett\* G55 turbochargers and tuned by Ryan Milliken of Hardway Performance Solutions.\* It's a high-performance engine with a highly modified 48RE transmission to transfer that power to the ground.

The winner of the AMSOIL Ultimate Callout Challenge is decided by combined scoring in three events: one-eighth mile drag time, maximum dyno horsepower and sled pull distance.

**KEN BRUNER'S 2024 UCC CHAMPIONSHIP WINNING RESULTS:**

**1st-place drag:** 5.29 seconds

**2nd-place dyno:** 2,832 horsepower using four stages of nitrous, starting at 3,200 rpm and ramping up to peak horsepower at 4,300 rpm with turbos spinning at 75,000 rpm. The dyno registered 3,120 pound-feet torque in competition.

**1st-place sled pull:** 317.81 feet. To prevent destroying the engine and tires, the truck was limited to output 1,600-hp to the wheels on the sled pull, running 5,500 rpm in second gear.

Ken Bruner ran the following AMSOIL products to keep his 2,800-hp turbodiesel running perfectly throughout the entire competition:

- AMSOIL DOMINATOR® 20W-50 Competition Diesel Oil
- AMSOIL SEVERE GEAR® 100% Synthetic Gear Lube
- AMSOIL Signature Series Multi-Vehicle 100% Synthetic Automatic Transmission Fluid

The 2025 AMSOIL Ultimate Callout Challenge will be held May 30 – June 1 at Indianapolis Raceway Park in Brownsburg, Ind. Visit [ultimatecalloutchallenge.com](http://ultimatecalloutchallenge.com) for more information.



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\$500 in a year

\*Instead of a \$5 coupon, Canadian Preferred Customers will receive a coupon for 5% off their next order (up to a \$5 value). See Preferred Customer Program terms & conditions at [AMSOIL.com/pc](https://www.amsoil.com/pc) ([AMSOIL.ca/pc](https://www.amsoil.ca/pc)).

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



# THE IMPORTANCE OF DEALER CERTIFICATION

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

## Getting Certified Helps You...

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

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

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

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

### April Closeout

The last day to process April orders is Wednesday, April 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 April business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Tuesday, May 6.

### Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 18 for Good Friday.

### Recent Backorders of AMSOIL High-Viscosity Grease and AMSOIL X-Treme Food-Grade Grease

As you know, maintaining a reliable supply of some grease products has been a challenge. Thanks to our purchase of Aerospace Lubricants to address grease supply and quality issues, that challenge is being solved. Moving forward, AMSOIL 100% Synthetic High-Viscosity Lithium Complex Grease and AMSOIL X-Treme 100% Synthetic Food-Grade Grease will be produced by Aerospace Lubricants. This will help alleviate the backorders experienced by Dealers and customers in recent months. You might notice slight differences in the packaging when these greases become available in the weeks ahead.

### 300-Pack Quantity of Factory-Direct Catalogs Discontinued

The option to purchase 300-pack quantities of the U.S. Factory-Direct Catalog (G100-PK) and the Canadian Factory-Direct Catalog (G300-PK) is discontinued due to low usage. The promotion from the AMSOIL Print Center for free catalog labels with purchase of the 300-packs of the factory-direct catalogs is also discontinued. Dealers can still purchase the factory-direct catalog in quantities of 1 and 100.

### 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.



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

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

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



ORDER AT  
**AMSOIL.com/AMSOIL.ca**



# 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.



**Eric Brandenburg** | COMMERCIAL PROGRAM MANAGER

## Use the Commercial Value Proposition to Grow your Business

It's been two years since we launched our updated commercial value proposition.

What is a value proposition? It's a statement that explains what a company offers its customers and how it differs from competitors. When creating a value proposition, you want to consider the problems that your products or services may solve for a customer, what makes you unique and how you differ from the competition. A good value proposition is specific, clear and will help attract new customers.

We developed the AMSOIL commercial value proposition about two years ago. You can find it prominently displayed in the Commercial Program Catalog (G3798). The six parts to the value proposition are designed to specifically talk to our target markets, address what may be important to them and speak to what they may not be getting from their current vendor.

The value proposition is also designed to help you be able to easily speak to it. Some examples of this include...

### Maximum Equipment Performance & Life

AMSOIL products are designed to help ensure your equipment lasts for a long time and is working in top condition out in the field where it is making you money.

### Customized Program

Having an efficient lubrication program designed for you will give you more time to focus on your customers and other important parts of your business.

### Fast, Free Shipping on Orders Over \$400 (\$450 in Canada)

With our extensive product line, we can quickly deliver products to your door to help you avoid wasting time and money sending your staff to pick up products at a store.

### Personalized Service

Your independent AMSOIL Dealer is committed to understanding your business and providing the best products and services specific to help your operation run as efficiently as possible.

### Increased Profitability

Our goal is to provide the best lubricants and services to your business so you can spend less time on maintenance and keep your equipment out where it is making money and increasing your profitability.

### Strong Corporate Support

While your Dealer is the boots on the ground, the service provided is backed by a full team of customer service and technical experts at AMSOIL to ensure all your needs are met.

It's one thing to have a value proposition on paper, and it's another thing to follow through on that value proposition in practice. When you are speaking to a prospective new account about it, you're making a commitment that this is what they can expect. When that is not reality, you become just another salesperson, and a long-term partnership becomes less likely.

We have built resources at AMSOIL to help support the commercial value proposition. As previously mentioned, the value proposition is prominent in the Commercial Program Catalog. Use the catalog as you are speaking to the value proposition. In a short interaction, reference the back page of the catalog. Your message will be more effective when someone is looking at your sales resource and listening to you talk about it. This can also help keep the conversation on track.

Your best source for commercial account resources is the Commercial Business Tools section in the Dealer Zone. There, you will find links to all our resources laid out in a chronological order to where they best fit within the AMSOIL sales process. Beyond the catalog, you will find resources like comparison charts, infographics, the Commercial Questionnaire, cost calculator, information on oil analysis, data sheets and much more.

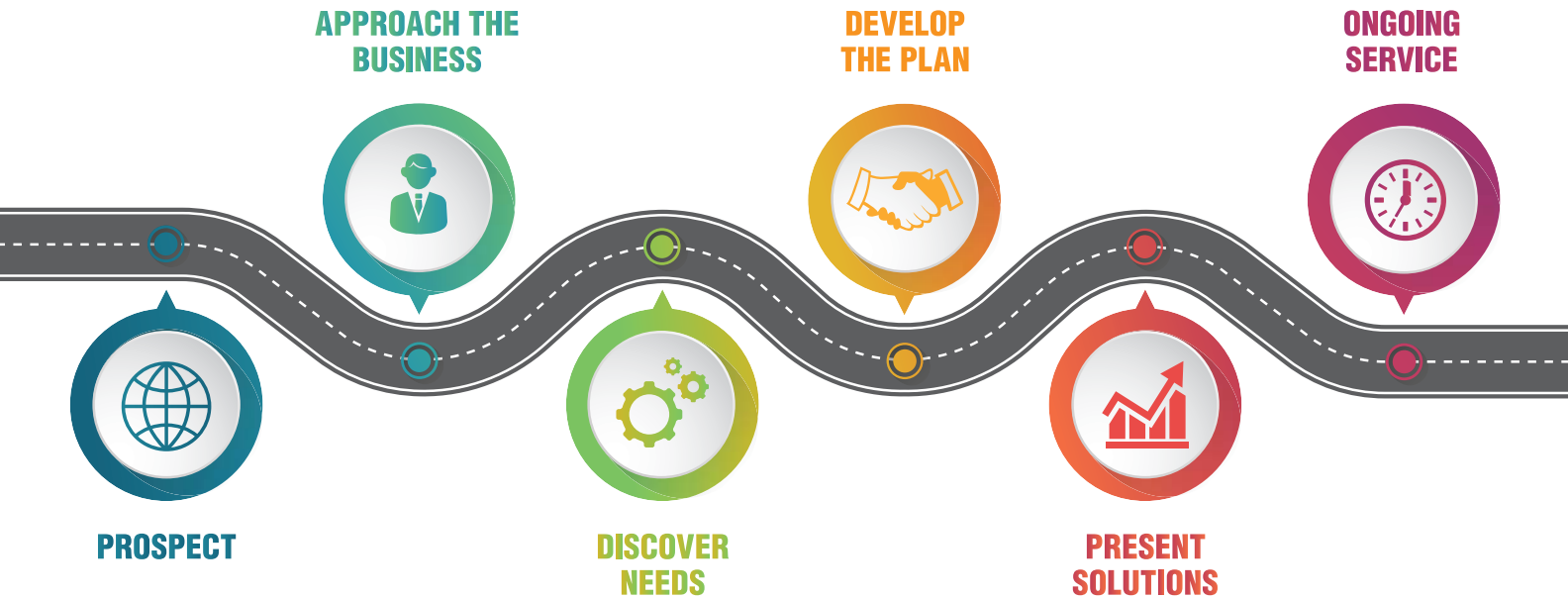
Like many things in business, value propositions aren't static. Ours may be effective today, but refinement may be warranted down the road. The markets we serve may change, customer needs may change and our AMSOIL offerings may change. What resonates today with a customer may not be what resonates tomorrow. If we want to continue growing, we may make changes to any aspect of our current commercial value proposition with that goal of continued growth in mind.

Stay engaged with the messages we put out in *AMSOIL Magazine*, the Dealer Zone and the *Hotwire*. Stay up to date with the resources we have available to attract new customers. This will help you create the best chance for success in growing your commercial business, as certain resources may resonate more prominently with specific customers.

If you are serious about growing your commercial business, become familiar with the commercial value proposition and use our resources to speak to it. Reach out to the AMSOIL Commercial Team when you have questions. We are here to help.

# 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 FOUR - DEVELOP THE PLAN

### Develop the Plan

Based on information the customer shared, develop a proposal focused on how AMSOIL products can help the potential account improve its profitability. Prepare a professional presentation folder containing your solutions and leave it with the prospect.

**Gather your resources in the AMSOIL Pocket Folder (G1432) for this part of the sales process.**



**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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April 2025



## OUTSTANDING PROTECTION FOR DUAL-CLUTCH TRANSMISSIONS

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.

- **Protects** heavily loaded, high-torque gears.
- **Delivers** fast, smooth, quiet shifts.
- **Superior** extreme-temperature performance.

