

AMSOIL[®]

▶ DEALER EDITION

MAGAZINE

MARCH 2025



Jimmy Henderson Protects His Race Trucks and Commercial Equipment with AMSOIL Products

| PAGE 8



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.



Jimmy Henderson Protects His Race Trucks and Commercial Equipment with AMSOIL Products | PAGE 8

STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

David Hilgendorf

Brad Nelson

Tiffany Tenley

Jamie Trembath

Joel Youngman

Senior Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Alex Thompson

Editorial Contribution

Jamie Prochnow

Alex Thompson

Back Issues

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

On the Web

AMSOIL.com

AMSOIL.ca

Chairman & CEO

Alan Amatzio

President

Bhadresh Sutaria

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Letters to the Editor

AMSOIL INC.

Communications Department

The AMSOIL Building

925 Tower Ave.

Superior, WI 54880

letters@AMSOIL.com

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THE COVER

AMSOIL Championship Off-Road Pro4 racer Jimmy Henderson relies on AMSOIL products to protect not only his racing vehicles, but his commercial vehicles and equipment.





From the Chairman

In the January edition of “Lubes ‘N’ Greases” magazine, longtime LNG contributor and president of consulting firm Petroleum Trends International Tom Glenn painted a gloomy picture of quality in the motor-oil market. His article captured my attention because I share many of his concerns. Glenn points out that products sold based on specifications are vulnerable to commoditization. As competition increases and all market participants are aiming for the same set of performance specifications, it becomes harder to differentiate between brands. This typically leads to customers making buying decisions based almost entirely on price, and therefore, competing brands work hard to reduce the selling price of their products. That’s great when it benefits consumers, but there are gaps in oversight in our industry that allow unethical companies to market products that claim to meet certain standards, but sell at a price below what it would cost to manufacture an oil that performs as claimed. That puts customers’ vehicles at risk and it’s just plain wrong.

Glenn cited an American Petroleum Institute (API) report that revealed that nearly 50% of the engine-oil samples tested through the API audit program failed to comply with licensing standards. In addition, 15% of samples were categorized

as “questionable additives,” meaning their chemical composition did not match that of the fingerprint established at licensing. Add to that the ambiguities surrounding the definitions of “synthetic” and “synthetic-blend” motor oils and the only thing that’s clear is that consumers should be wary.

While some of our competitors may engage in unethical practices, sacrificing quality, their brand and their promise to the customer, AMSOIL is standing firm. We do not formulate down to a price; we formulate up to a performance standard. We insist on providing products that perform as promised, and, well, you get what you pay for. Product quality has been a cornerstone of our brand since day one, and it is important that everything about AMSOIL reflects the quality of our products. As we grow, aspects of our business outside of product quality can be challenged to keep pace while upholding our high standards – maintaining enough inventory, packing and shipping orders quickly and minimizing telephone on-hold times all become more difficult with growth.

We are not going to grow at the expense of quality or the customer experience, so we need to take steps to ensure we’re able to maintain our high standards in all areas. To reinforce that notion, we recently launched a “quality first” initiative

to beef up our commitment to earning the loyalty of every customer. To be clear, our commitment never faltered; however, we feel like the topic is worthy of continual examination and improvement. The quality first initiative is not about product quality; it’s about highlighting the importance of our customers’ overall experience and ensuring they get what they deserve. We are focusing on making sure we have the best packaging, we have products available to fulfill demand and orders are delivered on time. We are making capital investments and adding a second production shift to keep pace with demand and improve our ability to delight Dealers and customers. We are systematically evaluating all aspects of our business to ensure everything associated with AMSOIL is as high quality as the lubricants we manufacture.

However the quality issues in our industry shake out, you can trust that AMSOIL will remain right where we’ve always been – at the top.


Alan Amatuzio
Chairman & CEO



PRODUCT SPOTLIGHT: AMSOIL Heavy-Duty Degreaser (ADG)

WHAT IS IT?

- **Fast-acting**, citrus-based degreaser.

WHAT DOES IT DO?

- **Dissolves** oil, tar and grime.
- **Removes** sticky residue.
- **Works** fast.
- **Eases** cleaning.
- **Leaves** a clean scent.

WHO IS IT FOR?

- **Automotive and powersports enthusiasts, do-it-yourselfers, commercial accounts.** Applications include metal surfaces, oil-stained concrete, adhesive-coated surfaces, heavy-duty equipment, gears and chains, powersports equipment, farm equipment and more.

Not available in Canada.

LETTERS TO THE EDITOR

EBAY SALES

Why is it we cannot sell our old AMSOIL collectibles on eBay, as long as we only offer the item and not AMSOIL products currently available or programs or opportunities or not mention we are a Dealer?

Michael M. Barber

AMSOIL: Great question, Michael. We used to permit the sale of discontinued products and collectable items on eBay and similar sites. Unfortunately, that led to confusion amongst Dealers, a high amount of policy abuse and increased policy-enforcement issues. The current policy was adopted to eliminate confusion about what is allowed and what is not allowed and establish a clear policy that is easier to enforce.

APPLICATION GUIDE

Recently I purchased a new zero-turn mower. It came equipped with a Kawasaki* FR691V 23hp engine. As it neared time for the first oil change, I started looking for the necessary filters and oil to perform the task. Nowhere on the AMSOIL site could I find a listing for the FR691V Kawasaki engine. I only found the FR651V and the FR730V. I don't know if it's on the site and I just overlooked it or if it's been overlooked by the person responsible for keeping the application guide up to date.

I called tech support and found out the same filter (EA15K53) that I used on my Kolher* Command* 20hp will fit the Kawasaki engine.

I'm going to tell you a story that has nothing to do with oil, filters or lubricants of any type. It's a story of shock absorbers.

Back in 1981, I owned an early model 1977 Ford* F250* 4-wheel-drive pickup known as the High-Boy, and if you didn't know, Ford made a midyear change in 1977. They lowered the truck 4 inches to accommodate the growing need for a smoother ride and to ease entry into the truck.

I bought my truck used and it came with a set of 38" tall tires, but being the monster-truck enthusiast I was, I wanted to install a set of 40" tall tires. None of the lift-kit manufacturers made

a 4" kit, just a 2" add-a-leaf for the front end is all that was available. So I had to improvise. I sent the truck to the local spring shop, where they re-arched all 4 springs and got the truck up 4 inches.

Next were the shock absorbers and here's where the stories merge. Back then there was no internet or online application guides, just paper books with all the information and there was sure a lot of information. With the Monroe* Shock Absorber application guide, I was able to look up shock absorbers by collapsed measurement, extended measurement, amount of travel, top-end attachment style and bottom-end attachment style. This book proved to be invaluable to getting the correct shock for my truck.

Those books have been replaced by a computer terminal, where some pimply faced keyboard pounder asks year, make and model and if it doesn't show up, he can't help you.

I guess what I'm getting to is that an up-to-date application guide with an up-to-date cross-reference guide is essential for the Dealers and consumers to be able to find which filter fits their vehicle. Not just automotive filters, but heavy equipment, lawn equipment, recreational vehicles and motorcycles.

I've seen a big influx in cheap Chinese equipment coming into the country and these products have Yanmar,* Kubota,* Isuzu* and Briggs & Stratton* engines, but with brand names that are hard to pronounce. So maybe an application guide for just the engines with filter dimensions, thread pitch and size, sealing ring and hole diameters would be helpful. They were in all those paper application guides we threw out.

It seems that AMSOIL is coming out with new oils and lubricants for the ever-changing market, but with these new vehicles come new filters and AMSOIL needs to keep up with them also.

I don't know where you'd look up a 2024 Phlungpu* excavator to find oil filters, let alone hydraulic filters, unless you have the original numbers and a good cross reference.

Thanks,

Doug Pulver

AMSOIL: Thank you for your letter, Doug. That High-Boy sounds like a great truck! Obtaining accurate application details for non-automotive applications is more difficult than it would seem. We agree that the old manuals were excellent, but unfortunately, things change too quickly today and those hard-copy tools are rendered obsolete very quickly. We are working on solutions in this area and seeking better data sources. Once we have solved this issue, we will update the small-engine lookup. We apologize for the inconvenience.

CALENDARS

AMSOIL, the proven leader in off-road powersports maintenance and endurance products, official oil status and most notable among enthusiasts, should have a powersports calendar exclusively.

The AMSOIL digital *Hotwire* sent to me has an entirely different front picture of the 2025 AMSOIL calendar than was sent to me when ordered. What's up with that?

Thank you AMSOIL staff and leadership.

Barry Mugridge

AMSOIL: Thank you for your feedback, Barry. Powersports applications are often featured prominently in our yearly calendars, but we strive to showcase the wide range of applications for which we provide premium products. The 2025 AMSOIL calendar picture posted in the *Hotwire* was from an earlier calendar concept. We apologize for the error. The picture is now updated to match the current calendar.

Email letters to:
letters@AMSOIL.com

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

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



Alex Thompson | DIRECTOR, PRODUCT MARKETING – AUTOMOTIVE & COMMERCIAL PRODUCTS

New Motor Oil Specifications on the Horizon Part 2

In the never-ending quest for improved fuel economy and reduced emissions, government agencies like the National Highway Transportation Safety Administration (NHTSA) and Environmental Protection Agency (EPA) continue to tighten corporate average fuel economy (CAFE) requirements and restrictions on tailpipe emissions.

In the January "Tech Talk," we discussed GF-7, the new motor-oil category from the International Lubricants Standardization and Approval Committee (ILSAC). While technically two new categories, ILSAC GF-7A and GF-7B depending on viscosity, they are similar revisions to motor-oil standards that were requested by automakers to help their vehicles meet tightening EPA emissions regulations and aggressive CAFE standards, and to ensure modern oil formulations will provide sufficient protection in the new engine environments created with all the new technologies automakers are introducing. While a bit of an oversimplification, ILSAC is mostly focused on ensuring motor oil is suitable for new engine technologies.

You can think of ILSAC as a "top-down" organization, with original equipment manufacturers (OEMs) setting requirements. However, consumers have a wider range of vehicles, including older or specialized vehicles, that create a need for a more "bottom-up" approach to specifications. This is where the American Petroleum Institute (API) Engine Oil Licensing and Certification System (EOLCS) comes in. API is an industry association and the EOLCS defines oil standards, certifies and licenses oils and monitors conformity in the market. The API EOLCS has the challenge of accommodating requirements from both OEMs and the broader motor-oil market.

Given that connection, each new engine-oil category introduced by ILSAC also triggers a new revision of the API specification. ILSAC GF-7 is no exception, and the API "Resource Conserving" specification matches

the ILSAC specification. API will be updating "API SP" to "API SQ" with licensing beginning on March 31, 2025.

Note: For API service categories, the "S" in "API SQ" originates from "spark-ignition" engine applications and "Q" is the sequential revision. API specifications starting with a "C" refer to "compression-ignition" engine applications.

If the specifications are the same, what's the big deal? Well, in January we talked about the introduction of gasoline particulate filter (GPF) technology in new vehicles and the need for lower-ash motor oils. While API SQ Resource Conserving and ILSAC GF-7A and B are nearly identical specifications, API SQ oils that are not Resource Conserving will not necessarily have the same requirements, including sulfated-ash limits. This has large implications for the industry and, as GPF emissions technology is slowly adopted, it will also become more important to understand the API and ILSAC specifications outlined in your owner's manual.

While there are some changes in the specifications, they largely follow the precedent of having strong ties to one another. Just like we are prepared for ILSAC GF-7, AMSOIL is also prepared for API SQ. Now that we have shared the changes coming from ILSAC and API, I can disclose our plan to introduce these products to the market.

Keep in mind that these are emerging technologies and there are a very limited number of applications that will require these new specifications in coming years. AMSOIL always strives to be ahead of the industry and several AMSOIL motor-oil lines already meet or

exceed upcoming standards revisions. Those lines include AMSOIL OE 100% Synthetic Motor Oil, AMSOIL Extended-Life 100% Synthetic Motor Oil, AMSOIL 100% Synthetic High-Mileage Motor Oil, AMSOIL 100% Synthetic Hybrid Motor Oil and AMSOIL Synthetic-Blend Motor Oil. These products will undergo a label update to reflect the new specifications on or shortly after March 31. These updates will roll out as existing inventory is consumed.

That leaves Signature Series. AMSOIL Signature Series 100% Synthetic Motor Oil remains the best-performing motor oil on the market, but it does not comply with ILSAC GF-7 and API SQ ash limits and will not carry these new specifications ... yet. To maintain its position as the best motor oil out there, we've been working hard to develop next-generation motor-oil technology that is poised to deliver breakthrough protection and performance. Developing such an advanced product takes significant time and effort, and while we still have some final testing to wrap up over this next year, I can assure you we are on the cusp of something very exciting.

In the meantime, we've positioned all other AMSOIL motor oils to meet or exceed GF-7 and API SQ to ensure you have products to sell to customers who are early adopters of these new engine technologies or motivated by specifications. Welcome API SQ and ILSAC GF-7 and be prepared for more exciting technology developments to come.

JIMMY HENDERSON PROTECTS HIS RACE TRUCKS AND COMMERCIAL EQUIPMENT WITH AMSOIL PRODUCTS

AMSOIL Championship Off-Road Pro4 racer Jimmy Henderson started using AMSOIL products out of necessity. His passion for racing lies in the thrill of competing and overcoming challenges while maintaining patience and self-control. His commitment to continuous improvement focuses on resolving setbacks by analyzing the root cause of failure and implementing long-term solutions.

After repeatedly melting the piston rings in its race trucks, the Henderson Motorsports team determined it needed better oil. The team's thorough testing of AMSOIL DOMINATOR® Synthetic Racing Oil on the track confirmed its superior performance at extreme temperatures, with no engine failures. Since making the switch three years ago, the enhanced reliability of bearings and piston rings reduced the frequency of engine rebuilds, saving time and money.



“Keep fighting until you get where you want to be.”

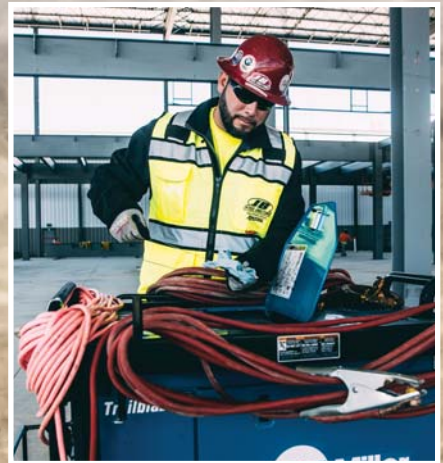
Henderson applies the same winning attitude to his Henderson Fab and JB Steel Erectors construction companies, which have been experiencing strong demand for new manufacturing facilities, data centers and warehouses. However, both companies were experiencing frequent downtime due to heavy-equipment failures, despite frequent oil changes.

After experiencing impressive results in racing, Henderson began transitioning all fleet vehicles and commercial equipment to AMSOIL products, including gas and diesel cars, trucks, semis, welders, forklifts, skid steers, cranes and reach lifts. Both companies have experienced smooth transitions to AMSOIL products, and the quarterly maintenance and spending analysis verifies significant increases in oil life and reductions in downtime.

Henderson's mechanical involvement includes direct performance feedback for race-vehicle setup and a maintenance-spending focus in construction. He says the most challenging aspects of running a race team or business are knowing your competitors, maintaining the equipment

and developing the team. He adds that building strong relationships through communication and helping others is the key to success. He increasingly sees high-school students opting for trades over college and believes it's because they find great purpose and opportunity in mastering a skill and working as a team.

Henderson maintains balance between his personal and professional life by integrating hobbies like golf into his work and taking family vacations. He takes pride in his six Pro4 wins, a top-10 finish in the NASCAR Nationwide Series and beating his dad in a Super Late Model race, but his ultimate goals are to win a Pro4 championship and be inducted into the Off-Road Motorsports Hall of Fame. It appears that he's on the right track.



MOTOR OIL SPECIALLY ENGINEERED FOR WHAT YOU DRIVE

You've most likely heard the AMSOIL slogan by now: Specialized Lubricants Engineered for What You Drive and How You Drive.[®] But what does that really mean? Specialized how? Isn't motor-oil performance measured on a simple continuum from worst to best? Not quite. Different vehicles endure different challenges depending on their design and usage. AMSOIL engineers motor oil to target those unique conditions and maximize power, performance and protection.

As discussed in this issue's "Tech Talk," motor-oil formulations continue to evolve as new automotive technologies emerge and new specifications arrive to support them. ILSAC GF-7 and API SQ are heralding another step in the evolution of motor oil. AMSOIL is prepared with products that already meet or exceed the updated standards, and AMSOIL Signature Series 100% Synthetic Motor Oil is undergoing a revolutionary reformulation that promises to usher in the next generation of motor-oil technology.

Here's an overview of the AMSOIL gasoline motor-oil lines, including what makes them specialized and who they're designed for.

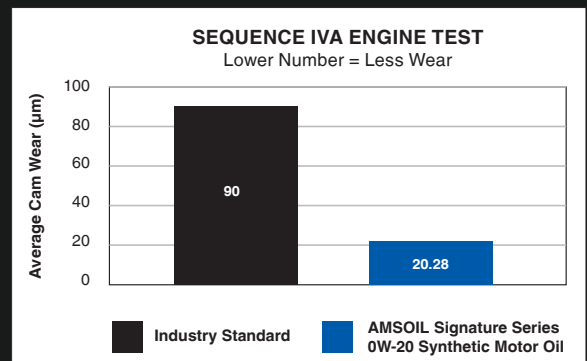
AMSOIL SIGNATURE SERIES 100% SYNTHETIC MOTOR OIL

AMSOIL Signature Series 100% Synthetic Motor Oil is engineered for enthusiasts seeking maximum protection and performance. It's precision-formulated with cutting-edge technology and a passion for making the world's best motor oil.

- 75% more engine protection against horsepower loss and wear.¹
- Protects turbochargers 72% better than required² by the GM dexos 1 Gen 2 specification.
- 28% more acid-neutralizing power than Mobil 1.*³
- 50% more cleaning power.⁴
- Trusted by professional engine builders.
- Guaranteed protection for up to 25,000 miles (40,200 km) or 1 year.

Signature Series Fights Wear

75% more engine protection against horsepower loss and wear.^A



^ABased on independent testing of AMSOIL Signature Series 0W-20 using the ASTM D6891 standard test.

¹Based on independent testing of AMSOIL Signature Series 0W-20 using the ASTM D6891 standard test. ²Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. ³Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased in July 2020. ⁴Compared to AMSOIL OE Synthetic Motor Oil.

AMSOIL EXTENDED-LIFE 100% SYNTHETIC MOTOR OIL

AMSOIL Extended-Life 100% Synthetic Motor Oil is overbuilt for road warriors so they can confidently drive up to 20,000 miles (32,000 km) or one year⁵ between oil changes. A proprietary combination of advanced synthetic base oils and a boosted additive package promotes cleanliness and prolonged engine life.

- 20,000 miles (32,000 km) of guaranteed protection between changes.⁵
- 37% more cleaning power⁶ to help keep your engine running smoother, longer.
- Protects against LSPI.
- Already meets or exceeds ILSAC GF-7 and API SQ standards.

AMSOIL 100% SYNTHETIC HIGH-MILEAGE MOTOR OIL

AMSOIL 100% Synthetic High-Mileage Motor Oil is designed specifically for the unique demands of high-mileage engines, helping extend the life of your vehicle. It delivers purpose-built protection at a time in your vehicle's life where it could benefit from more-robust maintenance.

AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean up sludge and deposits left behind from prior use of a lower-quality oil. A robust viscosity provides additional wear protection even after some wear has occurred. Added seal conditioners extend the life of seals from drying, cracking and leaking.

- Unique chemistry for vehicles with over 75,000 miles (120,000 km).
- Boosted detergent and dispersant package.
- Enhanced anti-wear additives.
- Reduced sludge by 67%,⁷ demonstrating its cleaning power that helps engines last longer and perform better.
- Guaranteed protection for up to 12,000 miles (19,000 km) or 1 year.⁸
- Already meets or exceeds ILSAC GF-7 and API SQ standards.

AMSOIL 100% SYNTHETIC HYBRID MOTOR OIL

Infrequent engine usage and increased start/stop activity place demands on lubricants not common in traditional internal-combustion vehicles. AMSOIL 100% Synthetic Hybrid Motor Oil is a premium upgrade over vehicle-manufacturer-branded motor oils, delivering purpose-built protection for the hybrid drive cycle to maximize engine life, efficiency and performance.

- Provides up to 16% better low-temperature viscosity than Mobil 1, delivering better protection at startup.⁹
- Specially formulated for hybrid engines.
- Superior sludge and deposit control.
- Enhanced corrosion protection.
- Trusted by professional engine builders.
- Guaranteed protection for up to 15,000 miles (24,000 km) or 1 year.¹⁰
- Already meets or exceeds ILSAC GF-7 and API SQ standards.

AMSOIL OE 100% SYNTHETIC MOTOR OIL

AMSOIL OE 100% Synthetic Motor Oil delivers 100% synthetic engine protection for advanced automotive technology, including turbos and direct injection. Specifically formulated for the longer drain intervals recommended by original equipment (OE) manufacturers.

- Fights sludge and deposits with 100% synthetic formulation.
- 47% more wear protection¹¹ than required by the GM dexos1 Gen 2 specification.
- 100% protection against LSPI¹² in the engine test required by the GM dexos1 Gen 2 specification.
- Already meets or exceeds ILSAC GF-7 and API SQ standards.

AMSOIL Z-ROD® 100% SYNTHETIC MOTOR OIL

AMSOIL Z-ROD 100% Synthetic Motor Oil is specially engineered for classic and high-performance vehicles to perform on the street and protect during storage. It contains high levels of ZDDP to prevent wear on flat-tappet camshafts and other critical engine components.

Top-tier additives and rust inhibitors deliver maximum performance and keep your classic engine free of rust and corrosion in storage.

- Engineered for classic vehicles.
- Helps retain horsepower.
- High-zinc formula protects flat-tappet cams, lifters, rockers and other critical components.
- Protects against rust during storage.

AMSOIL 100% SYNTHETIC EUROPEAN MOTOR OIL

European performance and styling define a culture of exceptional engineering. AMSOIL matches that devotion to precision with lubricants designed for the unique demands of gasoline, diesel and hybrid European vehicles. Its precise formulation of advanced synthetic base oils and premium additives deliver exceptional engine protection without harming emissions systems.

- Designed for the unique demands of gasoline, diesel and hybrid European vehicles.
- European formula features precise blend of synthetic base oils and premium additives.
- Exceptional engine protection without harming emissions systems.

AMSOIL DOMINATOR® 100% SYNTHETIC RACING OIL

AMSOIL DOMINATOR Synthetic Racing Oil is designed to protect high-performance racing applications operating on the ragged edge. DOMINATOR is engineered to withstand the elevated rpm, high temperatures and shock-loading common to racing applications. Its robust formulation is lab-crafted to provide maximum horsepower without sacrificing engine protection and it has been tested and validated by championship-winning race teams.

- Formulated specifically for racing and high-performance engines.
- Robust formulation resists viscosity loss.
- Proprietary friction modifier maximizes horsepower and torque.
- Fortified with anti-wear additives for extra protection.

⁵Normal Service – Up to 20,000 miles (32,000 km) or one year, whichever comes first, in personal vehicles not operating under severe service. ⁶Compared to AMSOIL OE Synthetic Motor Oil. ⁷Based on independent testing of AMSOIL 0W-20 100% Synthetic High-Mileage Motor Oil using a modified Sequence VH Test (ASTM D8256). ⁸Normal Service – Up to 12,000 miles or one year, whichever comes first, in personal vehicles not operating under severe service. ⁹Based on independent, third-party testing of AMSOIL 0W-20 100% Synthetic Hybrid Motor Oil and Mobil 1 0W-20 Hybrid Full Synthetic Motor Oil (batch code 10222M14A RN6613 326900 D340BUDE015 purchased April 17, 2023) in the industry-standard ASTM D5293 Cold Crank Simulator test as required by SAE J300. ¹⁰Normal Service – Up to 15,000 miles or one year, whichever comes first, in personal vehicles not operating under severe service. ¹¹Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification. ¹²Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

TARGET LANDSCAPERS

Professional lawn and landscape contractors present significant opportunities to grow and diversify your Dealership, secure high-volume sales and increase commissions. Their busy season is right around the corner, and now is the ideal time to approach potential accounts and start a conversation about how AMSOIL products can help them maximize equipment life and profitability.

Outstanding Protection for Two-Stroke Equipment

Internal-combustion engines require a steady supply of air to run properly and produce maximum power. Two-stroke oils with poor detergency properties can allow carbon deposits to build up in the exhaust port and on the spark arrestor screen. Carbon chokes off airflow, which causes the engine to slowly lose power, run poorly, start hard and eventually fail to run altogether.

SABER® Fights Carbon

AMSOIL SABER® Professional 100% Synthetic 2-Stroke Oil (ATP) solves this problem with excellent detergency that fights power-robbing carbon deposits and keeps exhaust ports and spark arrestor screens clean for easy starting and maximum power. In independent testing, SABER Professional mixed at 100:1 provided better performance and fewer carbon deposits than a leading competitor's two-stroke oil mixed at 50:1.

Convenient Package Sizes

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

Outstanding Protection for Four-Stroke Equipment

Engine dependability is vital to running a profitable business, yet most small-engine oils we've tested are nothing more than re-labeled automotive oils, which are formulated with fuel economy in mind, not durability. That won't cut it. Compared to liquid-cooled automotive engines, small engines run hotter; operate under constant load; generate more oil-damaging contaminants;

suffer from neglected maintenance; and are exposed to dirt, rain, snow and other extremes. Simply put, they're far tougher on oil than most people think.

AMSOIL 100% Synthetic Small-Engine Oil

AMSOIL Synthetic Small-Engine Oil (AES, ASE, ASF, SEF) isn't merely a re-badged automotive oil. Instead, we designed it from the ground up specifically for small-engine dependability. Landscape contractors can rest assured their engines are protected even during periods of extended use when there's no time for scheduled maintenance. It's built to solve the problems that plague small engines, including wear, power loss, oil consumption, harmful carbon deposits and stuck rings and valves. It helps landscapers, contractors and other professionals get more work done and save money.





More Premium AMSOIL Products for Landscapers

AMSOIL 20W-50 100% Synthetic Hydrostatic Transmission Fluid (AHF)

- **Fights** wear for smooth, responsive operation.
- **Purpose-built** to outperform motor oils.
- **Resists** high heat and shear.
- **Maximizes** mower speed and responsiveness.

AMSOIL Semi-Synthetic Bar and Chain Oil (ABC)

- **Tacky** formula clings to metal surfaces better than other oils.
- **Delivers** unparalleled lubrication and protection.
- **Anti-wear** additives extend the life of bar-and-chain applications.
- **Ideal** for chainsaws.

AMSOIL 100% Synthetic Water-Resistant Grease (GWR)

- **Specially** formulated for wet-duty performance.
- **Excellent** water-washout resistance to stay in place longer.
- **Exceptional** protection from corrosion.
- **Outstanding** load-carrying and EP performance for heavy and abusive loads.



AMSOIL SABER Professional is guaranteed for any mix ratio up to 100:1.

Use the appropriate SABER Professional package size with the indicated gas can to achieve the mix ratio shown.

ATPPK

+ 1 GAL. = 100:1

1.5-oz. Pillow Pack

ATPTS

+ 1 GAL. = 50:1
(or use half for 100:1)

2.6-oz. Bottle

ATPBA

+ 2.5 GAL. = 100:1

3.5-oz. Bottle

ATPSF

+ 2.5 GAL. = 50:1
(or use half for 100:1)

6.4-oz. Bottle

ATPBC

+ 5 GAL. = 80:1

8-oz. Bottle

ATPTE

+ 5 GAL. = 50:1
(or use half for 100:1)

12.8-oz. Bottle

PREVENT FUEL-CONTAMINATION ISSUES IN EXCAVATORS

Keeping equipment operating on the jobsite is vital for maintaining a successful business, but fuel contamination presents a common problem for excavators and other off-road equipment that constantly operate in dusty, dirty environments. Maintaining a clean and efficient fuel system is essential for avoiding costly downtime and premature equipment failure.

Common Fuel Contaminants

Water enters fuel systems through condensation in fuel tanks or exposure to rain and humidity. Water contamination can lead to corrosion and microbial growth.

Dust and dirt can enter the fuel system through unsealed fuel caps or poor fuel-storage and handling practices.

Gum and varnish form when diesel fuel oxidizes over time, coating fuel-system components and reducing efficiency.

Negative Effects of Fuel Contamination

Fuel contamination increases wear on fuel injectors and other internal components, decreases equipment performance and leads to more frequent breakdowns and premature equipment failure. Early detection can save contractors time and money. Common symptoms of fuel contamination include the following:

Difficult Starts

Engines are tougher to start when contaminants obstruct fuel flow.

Reduced Power

Engines lose power and acceleration when dirty fuel affects combustion.

Black or White Smoke

Black or white exhaust smoke can indicate improper combustion caused by contamination.

Clogged Fuel Filter

Contaminants can clog fuel filters, leading to poor combustion and power loss.

Corroded Fuel-System Components

Corrosion on injectors or tanks is often a sign of water contamination.

Preventive Measures

Fuel contamination can typically be blamed on environmental exposure, poor fuel-handling practices or degradation of the fuel itself. Taking steps to prevent fuel contamination is crucial for keeping excavators and other off-road equipment on the job.

Use High-Quality Fuel

Purchase fuel from reputable suppliers. Low-quality fuel is more likely to contain impurities that affect engine performance and life.

Store Fuel Properly

Store fuel in airtight, clean, weather-resistant containers. Frequently clean storage tanks and inspect for leaks or water ingress.





AMSOIL Diesel Injector Clean (ADF)

- **Cleans** dirty injectors.
- **Lubricates** pumps and injectors to reduce wear.
- **Protects** fuel systems against water contamination.
- **Combats** fuel-system corrosion.
- **Extends** fuel-filter life.
- **Improves** fuel economy up to 8%.
- **Restores** power and torque.
- **Reduces** smoke and emissions.
- **Helps** prolong time between EGR and DPF regenerations.
- **Reduces** downtime and maintenance costs.
- **Safe** for use in all diesel fuels, including biodiesel.



OAI Diesel Fuel Contamination Test (KIT10)

The OAI Diesel Fuel Contamination Test Kit tests for water, sediments and aerobic bacteria. Includes 32-oz. container, UPS pre-paid shipping label, sample form and instructions.

Drain Water Traps

Most excavator fuel systems are equipped with water separators. It's important to drain these traps to prevent water buildup.

Change Fuel Filters

Fuel filters should be changed regularly to help maintain proper fuel flow and prevent contaminants from reaching the injectors.

Inspect the Fuel System

Inspect the fuel system periodically for signs of rust, sludge or microbial growth. Early detection can prevent significant problems.

Test Fuel

Routine fuel-quality testing helps identify issues before they escalate. Testing can detect contamination early, ensuring fuel meets the necessary quality standards.

Use High-Quality Fuel Additives

Fuel additives designed to manage water and prevent oxidation can enhance fuel stability and prevent fuel-system contamination.



THE IMPORTANCE OF DEALER CERTIFICATION

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

Getting Certified Helps You...

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

PROFIT TIER SCHEDULE

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

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

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

March Closeout

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

Price Adjustment on Limited Products Effective April 1

We are implementing a minimal price adjustment on select products in the U.S. and Canada effective April 1, 2025. Most products are unaffected.

Why are We Adjusting Prices?

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

Which Products are Affected?

The 13 products listed below will increase in price anywhere from 4.8% to 15.92%, with an average increase of 10.47%.

- AMSOIL ATV/UTV Kits for Can-Am* Vehicles (CK4, CK5, CK6)
- AMSOIL ATV/UTV Kits for Polaris* Vehicles (PK1, PK4)
- AMSOIL Oil Filters (EA15K05, EA15K07, EA15K09, EA15K13, EA15K38, EA15K02, EA15K12)
- AMSOIL Motorcycle Oil Filter (EAOM134)

The 19 products listed below will decrease in price anywhere from 6.2% to 19.9%, with an average decrease of 12.3%.

- AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid (AUDTPK, AUDTQT)
- AMSOIL 10W-30 Synthetic ATV/UTV Motor Oil (AUV30)
- AMSOIL 10W-40 Synthetic ATV/UTV Motor Oil (AUV40)
- AMSOIL Oil Filters (EA15K06, EA15K08, EA15K16, EA15K28, EA15K35, EA15K39, EA15K43, EA15K49, EA15K54, EAO24, EAO55, EAO98, EA15K19, EAO80)
- AMSOIL Motorcycle Oil Filter (EAOM103C)

Accessing Updated Pricing

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

New Oil Analyzers All-In-One Kit

The new Oil Analyzers All-In-One Oil Analysis Kit combines everything needed to pull used oil samples in a convenient all-in-one kit. Kit includes a vacuum sample pump, 25 feet of sample tubing, three sample bottles and three oil-analysis tests (same test package included with the OAI Full-Service Kits). This is a great option for first-time Oil Analyzers customers who are new to oil analysis, or existing customers who haven't purchased the vacuum pump or sample tubing. Three oil-analysis tests provide the option to test multiple components from the same vehicle (engine, differential, transmission) or test the same component three times for better trending of wear patterns. This kit can be used for all drivetrain fluids, but cannot be used for coolant.

NOTE: The All-In-One Oil Analysis Kit is not part of the Commercial Oil Analysis Program.



OAI All-In-One Oil Analysis Kit										
U.S. PRICING										
Stock #	Description	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
KIT18	OAI All-In-One Kit	\$90.00	\$94.95	\$112.55	\$112.80	\$2.37	\$3.93	\$5.49	\$7.06	22.54
CAN. PRICING										
Stock #	Description	Can. Whsl.	Can. P.C.	Can. MSRP	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs	
KIT418	OAI All-In-One Kit	\$140.10	\$147.15	\$175.25	\$2.80	\$4.65	\$6.50	\$8.35	26.67	

Commercial-Grade Oils for the Commercial Market

AMSOIL Commercial-Grade Oils are formulated specifically to provide protection and value for commercial customers, while helping Dealers compete against lower-priced conventional products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts.

AMSOIL COMMERCIAL-GRADE DIESEL OIL (SBDT, SBDF)

- **Advanced** synthetic-blend oil with greater than 50% synthetic base oil content.
- **2X better** wear protection.¹
- **Meets** the latest API CK-4 diesel-oil specification.
- **Improved** heat and oxidation resistance.
- **Helps** maintain power and fuel efficiency.
- **Flows** dependably in cold temperatures for reliable startup and engine protection.
- **Reduced** oil consumption.
- **Available** in 10W-30 and 15W-40 viscosities.

¹Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation.



AMSOIL COMMERCIAL-GRADE HYDRAULIC OIL (HCG32, HCG46, HCG68)

- **High-performance** hydraulic oil formulated with conventional base oil and high-quality additives.
- **Provides** strong wear protection to protect pumps and motors.
- **Resists** corrosion for long component life.
- **Fights** sludge to help maintain the cleanliness and operability of pumps, valves, solenoids and other components.
- **Provides** good filterability for maximum fluid performance and life.
- **Resists** foam to guard against cavitation and promote efficient operation.
- **Available** in three viscosities (ISO 32, ISO 46, ISO 68).



AMSOIL COMMERCIAL-GRADE TRACTOR HYDRAULIC/TRANSMISSION OIL (TCGSB)

- **Formulated** with greater than 50% synthetic content for excellent protection and performance.
- **Anti-wear** additives protect gears and other components under heavy loads for long pump and valve life.
- **Recommended** for a range of applications, helping consolidate inventory and reduce misapplication.
- **Friction-modifier** additives promote consistent clutch operation, reduced chatter and smooth operation.
- **Anti-foam** additives help control fade and reduce sponginess.
- **Resists** oxidation at high temperatures for long oil and component life.
- **Conditions** seals and hoses to help prevent leaks.





Installer Program changes showing early success

It's been six months since we launched our updated installer value proposition.

Jamie Prochnow | RETAIL DEVELOPMENT MANAGER

Last October, we launched improvements to the AMSOIL Installer Program. In just a short time, we're seeing big results. Sales are growing, customers are migrating to larger package sizes and new-customer acquisition and opening order sizes are increasing. We're also seeing share-of-wallet growth with transmission fluids, fuel additives and the new AMSOIL Synthetic-Blend products. This is all great news and shows our ability to compete in this target market.

You've heard me say it before: you can't send your car to Amazon* for repair. Installers are a valuable and integral part of any local community. This will only increase as vehicle complexity continues to rise, the age of the car parc increases and fewer people choose to do their own maintenance.

When we think about installers, our mind automatically goes to chains like Jiffy Lube* and Grease Monkey.* The reality is, most installers are independent and own one or two locations. According to a "National Oil & Lube News" survey from its November/December 2024 issue, 74% of installers identify as independent and not franchised, while 77% say they operate only one location and 11% indicate they operate two locations. This is great news for AMSOIL. This is our target market and there is plenty of opportunity.

As we head into the 2025 oil-change season, it's important to understand the changes we made to the Installer Program, why we made them and the overall value proposition for installer accounts. When we launched the program, we divulged the vast research that went into creating our value proposition. This has since been

validated by other industry participants and organizations.

First, we changed the conversation from price to oil changes per day, month or year. This is the language of the customer and will help ease entry to the value-proposition conversation. Most full-service garages will perform 15-20 oil changes per day, while a quick lube will perform 50 or more. To reach the new discount threshold in the Installer Program, installers must commit to only six oil changes per week. That's one per day. It's a very small part of their overall business to gain a discount, and is most likely a much lower threshold than our competition. We designed a helpful oil-change calculator that can be found in the Dealer Zone.

As part of our pain-free logistics, the discount threshold was changed from \$3,500 U.S./\$4,500 Canada to \$10,000 U.S./\$12,000 Canada to receive a 5% discount. When looking at the commitment level of one oil change per day, it is very attainable. We also added a third-tier discount of 15% to be more competitive for accounts that are all-in with AMSOIL. We also brought back the number-one asked-for item, co-op credit. Accounts that reach the 5% discount level now receive co-op credit to help supply marketing items for the store and clothing for employees.

Another big part of our value proposition is offering a full and expansive product and package selection. We know accounts in this space buy a variety of products, not only in multiple categories like engine oils, transmission fluids and additives, but multiple levels within a category. For example, it's common for an installer to carry full-synthetic,

high-mileage and synthetic-blend oils to service multiple customer price points and demands. AMSOIL now offers almost 90% of products purchased by installers. Most of the remaining 10% is conventional lubricants, which is a declining category industry-wide. With our expansive portfolio, AMSOIL can now be a primary lubricant supplier rather than a secondary option.

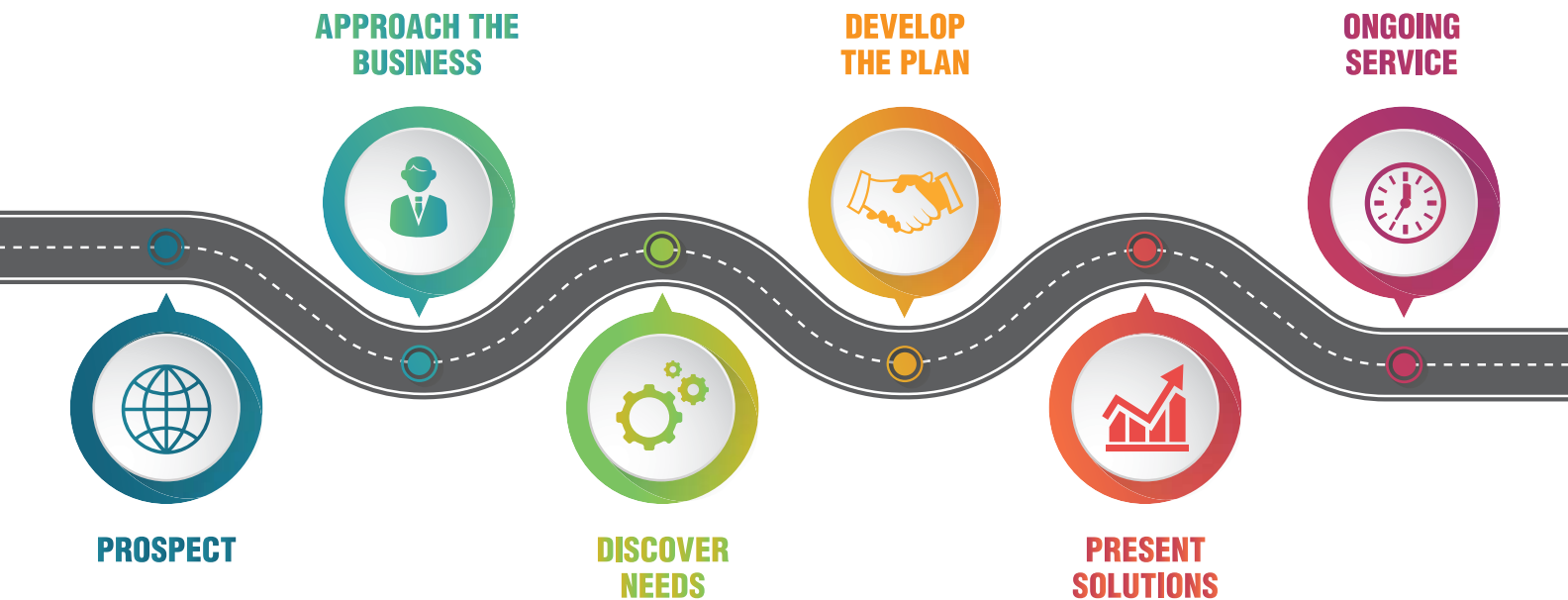
Our increased product offering and pain-free logistics lead us to increased sales per ticket. When we surveyed our accounts and examined the industry, car count and sales per ticket were number one on installers' list of goals. We have the products and the reputation to bring in high-value customers and allow for higher service prices. Our competitive pricing means increased margins for accounts.

Rounding out the installer value proposition is personalized marketing support and our status as a brand in demand. We must work to understand our customers' goals and be more than a commodity. Not every customer will be an AMSOIL customer. Our most successful accounts share the same passion for customer service as we do. They want to do what's best for their customers, and that is installing the best product: AMSOIL.

As an independent AMSOIL Dealer, you are the last piece of the puzzle. You are local, just like they are. You care about them as a customer like they care for their customers. While other oil vendors show up a couple times a year, you're there when our competitors are not. By leaning into that service and the AMSOIL value proposition, you have what it takes to be successful in this market. As always, happy selling.

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 THREE - DISCOVER NEEDS

Discover Needs

When you first meet with a prospective commercial, installer or retail account, your objective is to gain an understanding of the business, its operations and what is most important to it. You're trying to discover what the business needs in order to make appropriate AMSOIL recommendations.

The Commercial or Retail Questionnaire (available in the Dealer Zone) can help you navigate 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)



PROTECTION | PERFORMANCE
you demand. | you deserve.™

ISO 9001/ISO 14001 REGISTERED

Donaldson.
Filtration Solutions



WE HONOR



(Discover in U.S. only)

The summer landscaping season is coming up quickly. Now is a great time to visit landscape accounts and prospects to discuss their lubrication needs for the coming season.
my.AMSOIL.com



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Greg Vaughn

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Vaughn Enterprises, Inc.

AMSOIL Direct Jobber

Greg@VaughnInc.com

www.VaughnInc.com

Office: 920-733-2753



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.