

# AMSOIL<sup>®</sup>

MAGAZINE

JUNE 2017



# TURBODIESEL ENTHUSIAST PROFILE



# PERFORMANCE AND RELIABILITY

AMSOIL Synthetic Brake Fluids surpass DOT requirements and provide auto enthusiasts and racers with superior high-temperature performance.

## DOT 3 & 4 Synthetic Brake Fluid (BFLV)

- **Maximum** ABS and traction-control performance
- **Covers** a broad range of applications

## DOMINATOR® DOT 4 Synthetic Racing Brake Fluid (BFR)

- **Ultra-high** boiling point to help resist brake fade and vapor lock during intense racing applications.



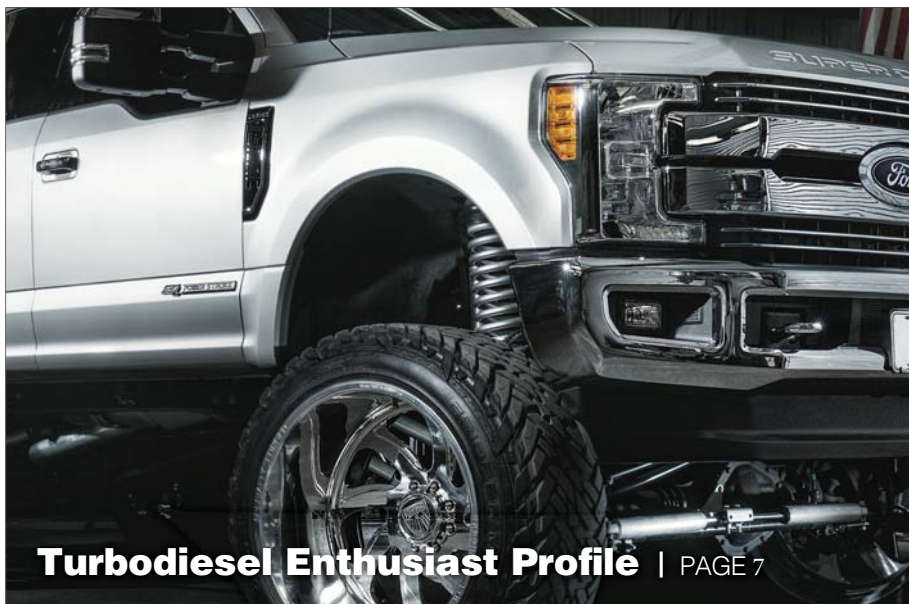
AMSOIL Brake Parts & Cleaner is a professional-strength product that helps auto enthusiasts and mechanics quickly remove oil, grease, brake fluid and other contaminants from brake parts and other automotive components.

## Brake & Parts Cleaner (BPC)

- **Quickly** and effectively removes grease and oil, leaving parts clean and residue-free
- **Fast-drying**, non-flammable formula



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**Letters to the Editor**

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**THE COVER**

This pickup represents what the typical turbodiesel enthusiast aspires to: custom rims, a lift kit and, most likely, ECM mods to alter engine and transmission performance for more power.



# Keep it cool.

Regardless of which brand of bike your customers own, they want to protect their investment. AMSOIL Synthetic V-Twin Motorcycle Oil is designed specifically for the unique demands of V-twin engines, including resistance to extreme heat and excellent wear protection. It helps your customers ride with confidence in the most extreme conditions.

New 15W-60 Synthetic V-Twin Motorcycle Oil (MSV) is designed by AMSOIL specifically for use in Indian\* and Victory\* motorcycles, including the popular Indian Scout. It offers you sales opportunities where none existed before.

For more information and market details that help boost your effectiveness selling V-twin products, check out the Synthetic V-Twin Lubricants Dealer Sales Brief in the Resource Library of AU Online in the Dealer Zone at <https://myaccount.amsoil.com>.



- Resists extreme heat
- Retains viscosity for excellent wear protection
- Convenience of one lubricant for all three sumps

OFFICIAL OIL



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# LETTERS TO THE EDITOR

## FIREARM STUDIES

I was wondering if there were any planned studies for the firearm products.

Thanks for your time.

**Jody Gordon**

**AMSOIL:** We performed significant testing during the development process in order to adequately benchmark our competitors. With test results in hand, we dialed up our performance to be best-in-class. We are not in the position to publish this data, but we are currently investigating additional testing that can be used for marketing purposes.

## OIL CHANGES

How could I get on the list of changing oil for AMSOIL? I was a mechanic for many years where I worked. I'm now an AMSOIL Dealer and change all my own oil in my vehicles and could do it for others. I'm retired now and have some spare time on my hands. I live in Heyworth, Ill.

**B. Dale Rogers**

**AMSOIL:** You can register to appear as an oil-change provider on the AMSOIL Locator if you meet certain requirements, including having a storefront with public access. Read the full list of requirements and download the application in the Dealer Zone (My Business>Retail Account Information Administration>Dealers Who Want To Be Listed As Retail/Installer).

## SILICONE BRAKE LUBRICANT

I plan to start pushing the Air Tool Oil at the local shops I visit, but I was wondering if anyone at AMSOIL has considered getting more products into automotive installer/technician hands like silicone brake lubricant or something similar to Super Lube #97008, which is also a dielectric grease. We have a great line of greases, and I wonder if this could be a new opportunity for the company. The only thing is please make it available in Canada. The limitations of certain aerosols and lubes is frustrating!

**Jeff Paddock**

**AMSOIL:** Thank you for your suggestion. We will definitely consider it in our product-development discussions. Although we'd love to offer all our products in Canada, certain products (aerosols, in particular) are governed under different requirements in Canada than in the U.S. These requirements would force us to alter formulations and packaging in ways that would reduce performance and increase costs. Because we do not want to offer less-effective products that cost more, a select few products are not available in Canada.

## DENVER DISTRIBUTION CENTER

I know there used to be an AMSOIL distributor in Denver several years ago. Is there any chance there will be another one in Denver? I heard somewhere there might be a chance.

Thanks,

**Fred Chartier**

**AMSOIL:** We have no plans to open a distribution center in the Denver market. Colorado Dealers and customers are currently serviced out of the Wichita Distribution Center. Because it is only 500 miles from Denver, there is not a business need to have distribution operations in the Denver area. Dealers and customers to the west of Colorado are currently serviced from the Las Vegas Distribution Center. Between those two distribution operations, the shipping coverage in the region is excellent based on current demand.

## TRADE SHOW DISPLAY

I must give kudos to AMSOIL for the help to Dealers with the 75% discount on the purchase of the new diesel oils for trade show displays. I do trade shows and display most of the products we carry. This assists the Dealers with the costs of samples. When other new products are released, it would be appreciated if this discount could be considered for their purchase.

I am attaching a couple photos of my display at the World of Wheels show in Edmonton.

Thank you,

**Denis Guenette**

**AMSOIL:** Thank you for your positive feedback. We are glad you were able to use this promotion to support your trade show efforts. This promotion was specific to a once-in-a-decade event where we invested heavily in re-working the entire diesel oil lineup and launching it all at once. Because we wanted to ensure we had as much coverage and support for the new lineup as possible, we felt sharing the cost for swapping out all the diesel oils in a Dealer's trade show display was the right thing to do. Given the rare and unique circumstances surrounding this product launch, it is unlikely we will provide this specific promotion with other new products. We are, however, continually looking at new ways to help Dealers be more effective and cost-efficient in running their businesses.



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.



**Matt Erickson** | TECHNICAL MANAGER – PCLT PRODUCTS AND MECHANICAL R&D

One of my responsibilities here at AMSOIL is to help develop tests in our mechanical lab designed to push lubricants to their limits, both ours and those of our competitors. An effective performance test accelerates lubricant degradation and forces the oil to its breaking point sooner than if tested in the field. This provides more data, faster.

#### The definition of “severe”

Given the severity of our testing, what happens when the equipment we test fails before our lubricants? Honestly, it causes us to simultaneously rejoice and curse. On one hand, we know our products withstand the toughest conditions we throw at them. On the other, we have to contend with the extra cost and hassle of test equipment that just isn't built to handle the punishing conditions.

The August 2016 Tech Talk revealed how some two- and four-stroke equipment we've tested couldn't stand up to our test conditions. We've run into the same predicament in the passenger car/light-truck market, too.

One recent incident involved the popular General Motors\* 3.8L motor. Historically, the GM 3.8L is a rock-solid engine that's powered millions of cars over the years. It's a fixture in industry performance testing. One standardized test uses this engine under severe conditions for 100 hours. But our oils soldier through that test like a walk in the park, so we have to triple its length to 300 hours to get useful data. Not an easy task for equipment not designed to handle such extremes.

Well, we recently blew up a GM 3.8L engine. The image shows some of the

carnage we found after removing the oil pan. All those bits and pieces used to be a piston.

#### Unleaded gasoline

What happened, you ask? First, I'll ease any concerns you might have: it wasn't the oil's fault. We were in uncharted territory, never having an oil last so long in this test before, so we knew we were on borrowed time. In fact, after more than four weeks of testing, the oil hadn't even reached its breaking point. One of the exhaust valves broke off and fell into the cylinder, where it and the piston were pulverized into the mess you see here. As the piston and valve debris made its way to the oil pan, the crankshaft caught it and blew a hole in the side of the engine block. The severity of our test conditions combined with valve seat recession are to blame.

Years ago, lead was added to gasoline to, among other functions, lubricate the valve seats. Once lead was officially banned from gasoline, in 1996, the fuel no longer provided the same level of valve-seat protection. This lack of protection, combined with the extreme conditions of our test, invited valve recession. When valve seats recede, the valve no longer seats evenly. The result is a loss of heat-transfer that overheats and erodes the valve, as well as an uneven side load that causes the valve to bend slightly on every cycle. This one-two punch eventually caused the valve to fail. We ran this test under extreme conditions, as if you were towing continuously at highway speeds uphill for weeks. Oil temperatures exceeded 300°F. The extreme, 1,500°F exhaust gas temperatures, combined with the constant stress of unevenly eroded

valve seats, eventually led to valve failure, snapping a valve in half and destroying the engine.

#### Suitable for continued use

The good news, however, is the motor oil was still good. Even after hundreds of hours of operation so severe it destroyed the engine, the oil analysis still looked great. It made me smile to see our oil last that long, but it also made me cringe because we were going to have to once again re-test to try to get the oil to break.

This conundrum might present challenges to us engineers, but it amounts to you and your customers receiving the best synthetic lubricants available. We're happy to keep blowing up engines in our mechanical lab to ensure your engines are protected out in the field.



**Given the severe nature of our performance tests, the test equipment sometimes fails before our lubricants.**

# TURBODIESEL ENTHUSIAST PROFILE



Increase sales to turbodiesel enthusiasts with the superior protection and performance benefits of AMSOIL synthetic diesel oils.

Turbodiesel-powered vehicles have gained a strong foothold in the market over the past 10-15 years, and turbodiesel enthusiasts present outstanding sales opportunities for AMSOIL Dealers. They place great value on their trucks, and view them as more than just transportation; they define who they are. They invest in modifications to make their trucks unique or to increase power, durability or appearance, and they seek the best protection they can afford.

## Who are Turbodiesel Enthusiasts?

- Take pride in working on diesel vehicles
- Desire power, speed and performance
- Want their diesels to look good
- Concerned with extending vehicle life

## Turbodiesel Enthusiast Profile

- 96.9% male\*
- Average age: 44.9\*
- Average household income: \$87,246\*
- Any college: 65.1%\*
- Spend at least \$100/year upgrading their vehicles
- Self-identify as turbodiesel enthusiasts

## Why Target Enthusiasts?

- They are more aware of the AMSOIL brand, making it easier for you to sell.
- Overwhelming majority already either use synthetic oil or will consider it.
- They value quality and are willing to pay more for it.

## Attitudes About Engine Oil

- Most agree "changing oil is incredibly important and it makes me feel good



and is one of the best things I can do for my vehicle."

- The #1 reason they buy synthetic oil is for "improved engine protection."
- Extended drain intervals viewed more as a proxy for quality than a desirable practice.

## Modifications and Diesel Oil Challenges

Turbodiesel enthusiasts love to modify their trucks, including intake and exhaust modifications, turbo upgrades, programmers and suspension lifts. Modifications, however, can present serious challenges to lubricants, including intense heat and shearing forces. High-quality lubricants that provide maximum protection and performance under extreme heat and loads are essential for protecting trucks from the unintended negative effects of modifications.

## The Buy/Sell Process: Converting Turbodiesel Enthusiasts to AMSOIL Customers

Resist the temptation to make recommendations and tout technical features before you understand the buyer and have gained his or her trust. For best results, use your experiences with helping current customers to guide your conversation. For more information on the AMSOIL buy/sell process, see the T3 Training Program in AMSOIL University Online.

**Creating Curiosity:** Briefly introduce yourself and the AMSOIL brand. Ask about the prospect's vehicle. Ask questions that help you uncover the prospect's buying motivations.

Ask prospects if they have time to listen to how you've helped other enthusiasts protect the additional power and



### AMSOIL HEAVY-DUTY SYNTHETIC DIESEL OIL

- 4X more engine protection\*\*
- Excellent opportunity for price-conscious customers to move up to AMSOIL quality.
- Outstanding protection for OEM-recommended drain intervals
- Available in 10W-30, 5W-40 and 15W-40 viscosities

Shell Rotella T6\* and Mobil Delvac 1\* are comparable products in the \$25-\$30/gallon price range. Introduce prospects to the Preferred Customer Program for wholesale pricing and exclusive promotions.



### AMSOIL SIGNATURE SERIES MAX-DUTY SYNTHETIC DIESEL OIL

- 6X more engine protection\*\*
- Significantly exceeds industry requirements
- Top-grade protection for extended drain intervals
- Available in 5W-30, 0W-40, 5W-40 and 15W-40 viscosities

Schaeffer's SynShield\*, Red Line Diesel\* and Royal Purple Duralec Ultra\* are comparable products in the \$31-\$45/gallon price range. Introduce prospects to the Preferred Customer Program for wholesale pricing and exclusive promotions.



upgrades they've made to their trucks. Or use testimonials from Lavon Miller, Ray McClelland and Dave Ferguson (<https://www.youtube.com/user/AMSOILinc/videos>) to illustrate how we help diesel enthusiasts protect their investments.

When striving to create curiosity about AMSOIL products, it's also worth mentioning that many well-known diesel builders, including Lavon Miller of Firepunk Diesel; Ray McClelland of Full Throttle Kustomz and Dave Ferguson of Red Diamond Diesel, rely on AMSOIL products to protect their highly modified diesel engines operating in extreme conditions.

**Discovery:** In this phase, you have the prospect's interest and are discovering whether he or she has a need for AMSOIL synthetic diesel oil. Ask open-ended questions that steer the conversation toward how AMSOIL products can solve problems that the prospect may be experiencing.

- Did you know lift kits and big tires increase drivetrain stress and force

your engine to work harder? Top-quality synthetic diesel oil, gear oil and transmission fluid are key to protecting these components.

- Do you have a programmer? Programmers dramatically increase power and torque, but they also increase turbocharger and engine stress, cylinder pressures and heat, and tear your engine oil apart. Premium synthetic diesel oil, gear oil and transmission fluid help protect your turbocharger and engine from premature failure.
- Do you have a stock or aftermarket turbocharger? Turbo upgrades and compound turbo additions provide a significant increase in air available for your engine, but also increase boost pressures and heat. Turbochargers are susceptible to failure from high exhaust gas temperatures. Using the right synthetic diesel oil helps manage temperatures and provides the detergent capability to keep the bearing clean.

**Assessment:** The prospect will assess whether AMSOIL products are right for him or her. Consider all the information the prospect provides and link his or her problems to the proper solution provided by AMSOIL synthetic lubricants. Be sure to actively listen, and depending on how the conversation goes, suggest an option and program (Preferred Customer, commercial, retail) that works best for the prospect's needs.

### LET US KNOW: WHAT OBJECTIONS DO YOU FACE?

What are the top objections you hear about AMSOIL synthetic diesel oils from turbodiesel enthusiasts? Let us know by sending an email to [salespromo@amsoil.com](mailto:salespromo@amsoil.com) (Subject line: Diesel Objections).

- A) Price
- B) Satisfied with current oil brand
- C) Not API-licensed
- D) Brand recognition
- E) Extended-drain recommendations
- F) Other (please specify)

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# Creating Curiosity About AMSOIL Products

Highlighting the value of AMSOIL products and displaying patience can help move prospects from “not looking” to “looking.”

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The Buy-Sell Process describes the process we all move through whether buying a candy bar or a new vehicle. Understanding your potential customers' state of mind and where they are in the process is an important skill for all AMSOIL Dealers.

Often, your initial interaction with a prospect will reveal that he is in the first stage of the process – he's not looking for a new oil. Here, the goal is to move him from “not looking” to “looking.” One approach is to create curiosity by simply highlighting the product's value.

## VISUALIZING VALUE

Field Sales Representative Keith Cooksey has been guiding AMSOIL Dealers toward success for many years. He recently shared some of the strategies he, and the Dealers he works with, use to ease customers from “not looking” to “looking.”

“Paint a picture that allows the customer to visualize the product's value,” Cooksey said. He recently put this idea into action while working with an extremely price-conscious prospect. “To redirect the conversation beyond price, I informed the potential customer that there



were many AMSOIL customers in the area with active lifestyles that not only purchase products for their trucks, but also for their boats, ATVs, motorcycles, and lawn-and-garden power tools,” Cooksey said.

“The prospect began to nod his head as I mentioned all the uses a person might have for our products. He then asked what I would recommend for his store. I knew we’d made serious progress,” Cooksey said. “A simple illustration changed the prospect’s perception of his own customers’ purchasing power and behaviors.”

### PATIENCE PAYS OFF

A prospective customer’s busy schedule can be a barrier to cultivating a successful partnership. Dealer Robert Palumbo often encounters prospects who are juggling several tasks and have little time to talk. “Don’t add to their stress level,” he said. “Don’t try to sell them anything. Ask questions that get them talking about themselves. Something you have in common will come up.

“Before you know it, you can offer them a bottle of Quickshot® to try in their camping generator, four-stroke oil for their rototiller or some SABER® for their chainsaw. Get them to use the product and see the results. Create an advocate. Now they’re ‘looking.’

“It takes time and commitment. Once you’ve created interest, you never know where it will lead or how quickly you’ll get there.”

Learn more about The Buy-Sell Process in the T3 and T4 level courses of AU Online or contact us at [training@amsoil.com](mailto:training@amsoil.com).



### STEP ONE IN THE BUY-SELL PROCESS:

- **Research** the prospect’s business before making contact.
- **Actively** listen and take notes when possible.
- **Move** a potential customer from “not looking” to “looking” by creating curiosity in the value of AMSOIL products and the services you can provide.
- **Share** stories of how you’ve helped similar businesses.
- **Display** patience, empathy and perseverance throughout every interaction.



## IF YOU BUILD IT, THEY WON'T COME

Creating a social media page and inviting your friends and family to “Like” or follow it isn’t enough. You have to make the content count to attract more viewers, followers and, ultimately, more customers.

We know from our marketing research that auto enthusiasts are the people who are most likely to buy AMSOIL products. We also know they are valuable and loyal customers. And while you can – and should – look online for places auto enthusiasts frequent (like forums), building a hub that attracts them makes it easier to talk to many people at once instead of one or a few at a time. Customer relationships are important for small businesses and present a huge advantage for AMSOIL Dealers, but simply creating a Facebook page or Twitter account and leaving it dormant isn’t enough to attract new customers. You have to keep them fresh with new and interesting content to get Google hits and become valuable to your followers.

### Try a Trifecta

Each communication platform has its strengths and weaknesses. Social media presents a great way to quickly interact with customers and other people interested in your products or the information you share. Unfortunately, social media is fast and people may not seek out what doesn’t show up in (or what disappears from) their feeds. Blogging, on the other hand, is great for creating long-term traffic; is an invaluable way for potential customers to get to know, like and trust you; and an excellent way to develop your connection with existing customers. It also draws loyal readers who will deliberately seek

out your posts. YouTube is a supporting tool that you can use to give your story and content more depth. Because it’s visual, though, it can’t convey topics better covered in writing.

However you choose to communicate with your customers, make sure it counts. Here are some tips to help you maximize your returns on social media:

**Get the lay of the land.** If you want to make an impact on your followers, you need to know what they’re into. That means you’ll have to do some research to find out what they like to do, read or talk about. Posting things you know your audience is interested in makes a big difference and will help you draw followers.

**Don’t focus on business.** You don’t have to sell something with each post or video. Just like when meeting new friends, talk to your audience about things that interest them. This encourages your followers to interact with you, which is what social media is all about.

**Get the right tools – and post often.** AMSOIL Dealers can use a social media manager to manage multiple social media profiles, schedule content and track traffic. Hootsuite is our favorite and offers a free basic account. It also provides free social media courses to help make your efforts count. For blogging and YouTube, create a content calendar to help you plan ahead and stay on schedule. We

plan out the AMSOIL Blog three months at a time.

**Share, promote and repurpose your content.** For every post or video you create, promote or share it in at least three or four different places. Because creating new content can be difficult, make an effort to repurpose your already published content. For example, make a video from a blog post or break a larger post into smaller, more detailed posts. Not only will it give you more content, but as long as you don’t reuse the same text, the new content will help boost your search engine optimization.

**Appreciate your community.** No matter which communication platform(s) you choose to engage your audience, be sure to show your community and customers that you appreciate them. Sharing a testimonial, simply responding to comments or offering a newsletter that speaks directly to customers or brings them news sooner are all great ways to show your gratitude.

**Commit.** If you want social media, blogging and YouTube to work for you, you have to post regularly. Posts don’t have to be long, but they should provide content your readers or viewers appreciate.

**Be genuine.** None of this will do you any good if you aren’t authentic. Be yourself, and don’t overthink it.



# Lavon Miller Successfully Defends Ultimate Callout Challenge Crown

Following the success of the inaugural Ultimate Callout Challenge (UCC) in Salt Lake City last year, the second-annual event brought 31 turbodiesel truck builders to Indianapolis for another no-holds-barred competition measuring horsepower and torque, quarter-mile times and sled-pull performances.

Defending UCC champion and AMSOIL-sponsored diesel builder Lavon Miller of Firepunk Diesel entered the competition with another title on his mind, and with an impressive winning time of 8.63 seconds in the drag race, a second-place finish in the dyno competition and a sixth-place finish in the sled pull, he once again took the top overall score for the championship. Shawn Baca of Industrial Injection won the dyno competition with shocking 2447/3311 (hp/torque) numbers and finished 13th overall, while Todd Welch of Power Driven Diesel earned the win in the sled-pull competition with a distance of 321.02 feet, finishing 17th overall.

See the full results at [ultimategalloutchallenge.com](http://ultimategalloutchallenge.com).

## 2017 Ultimate Callout Challenge Top 10 Finishers

Competitor	Drag Race (time)	Dyno (hp/torque)	Sled Pull (distance)	Overall Score
1. Lavon Miller, Firepunk	8.63	2399/2712	296.09	2386.578
2. Derek Rose, DNR Customs	9.164	2047/2778	312.07	2337.118
3. Wade Minter, SO CAL Diesel	9.796	1960/2727	311.05	2249.627
4. Donovan Harris, Armor Inc./Dynomite Diesel	9.520	1625/2182	312.11	2145.022
5. Jesse Warren, Warren Diesel	10.059	1611/2422	283.03	2038.652
6. Josh Gruis, Jag's Pro Truck Shop	9.797	1393/2153	286.07	1999.048
7. Mike Graves, Hollyrock Customs	9.555	1385/1811	275.11	1936.522
8. Zach Fuller, Starlite Diesel	10.039	1227/1862	247.01	1787.361
9. Aaron Rudolf, Rudy's Diesel	10.208	1122/1577	247.02	1710.491
10. Cody Hopkins, Destructive Diesel	11.565	1105/1608	255.01	1600.915



# As Reliable as Your Favorite Lure

Most hardcore anglers have precious little time for fishing. To maximize their time on the water, they need lubricants that protect their motors from wear despite the challenging operating conditions.

AMSOIL marine products fight wear and maximize performance in marine engines. They deliver the benefits your customers need, whether they own a four-stroke or two-stroke motor.

- **Superior** wear protection
- **Excellent** rust and corrosion resistance
- **Reduced** smoke (two-stroke)



*The First in Synthetics*®



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### June Close-Out

The last day to process June orders in the U.S. and Canada is the close of business on Friday, June 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for June business will be accepted until 3 p.m. Central Time on Thursday, July 6. All transfers received after this time will be returned.

### Change Coming to Oil Analyzers Inc. Reports

Fuel dilution issues with some gasoline direct injection (GDI) engines are driving a slight change to the Comments and Recommendations found on oil analysis reports where this condition is found.

Extensive studies of oil analysis results over the past few years have shown that, even with traditionally high levels of fuel dilution, most GDI engines will not show an elevation of wear metal levels. This resulted in oil analysis reports that were recommending unnecessary oil changes since there was no mechanical issue or unusual engine wear taking place. Because of this, Oil Analyzers Inc. has changed the Comments and Recommendations for all gasoline engines flagged for high fuel dilution on a report. The level will still be flagged, but there will no longer be a recommendation to change the oil unless elevated wear metal levels are found or the oil viscosity is greatly affected.

If you have any questions, contact Oil Analyzers Inc. at 715-395-0222.

### Ea® Oil Filter Price Adjustment

Fluctuating raw-material costs necessitate a minimal price adjustment on AMSOIL Ea Oil Filters (EaO, Ea15K, EaOM, EaHD) effective July 1. While most filters will increase in price, some will stay the same or decrease in price.

### MANN-FILTER Price Adjustment

MANN-FILTER has implemented a minimal price adjustment on its filters effective July 1. Some filters will increase in price, while others will decrease in price. On average, prices will increase by 1.1 percent.

### Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Tuesday, July 4 for Independence Day. The Edmonton and Toronto distribution centers will be closed Monday, July 3 for Canada Day.

### ALTRUM Products Benefit Dealers in Many Ways

ALTRUM supplements provide a unique opportunity for Dealers to improve and safeguard their health and that of their friends and family. Plus, the supplements are consumable, so they provide an easy way for you to increase monthly commission credits to meet your monthly minimum qualifications or reach new levels in the AMSOIL organization. It's a win-win.

#### BENEFITS OF ALTRUM SUPPLEMENTS

- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods



#### FOCUS ON VISION POWER

Your eyes need daily nutritional protection from aging, oxidative damage and environmental stresses. Every part of the eye – retina, lens, cornea, iris, optic nerve, tear duct and even the eyelid – is crucial for sharp vision and benefits from specific nutrients.

The June issue of *ALTRUM News* focuses on Vision Power, an advanced, multi-nutrient eye formula that provides the most highly prized, essential nutrients to strengthen and protect your eyes.\*



Vision Power				
Stock#	Units	Pkg/Size	Wt.Lbs.	Wholesale Price
DVP01	EA	(1) 100-count	0.2	31.00
DVP01	CA	(6) 100-count	1.2	177.30

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Order: 1-800-777-7094 | [www.altrumonline.com](http://www.altrumonline.com)

## Upgraded AMSOIL Dealerships Coming Aug. 1

Effective Aug. 1, new AMSOIL Dealers will receive an upgraded Dealer Kit featuring the new Dealer Quick-Start Guide (G3472), a straightforward, easy-to-read manual providing clear direction for starting and building their business. The kit also features product samples, allowing new Dealers to experience the benefits of AMSOIL products immediately so they can share their AMSOIL story with others.

### THE NEW DEALER KIT INCLUDES:

- Dealer Quick-Start Guide (G3472)
- Welcome Letter
- Wholesale Price List (G3500/G8500), Dealer Profit List (G3501) and Literature and Sales Aids Price List (G15)
- One bottle of P.i.® Performance Improver Gasoline Additive
- One bottle of Quickshot®
- Two 1.5-oz. Pillow Packs of SABER® Professional 100:1 Synthetic 2-Stroke Oil
- One can of Metal Protector

Additionally, all new and existing AMSOIL Dealers will enjoy full access to the Premium Dealer Zone (\$119.40 yearly value) and all levels of AU Online training (\$25 yearly value) free of charge. New Dealers will also receive a 10 percent rebate on their first order (\$1,000 max order/\$100 max rebate) if it is placed within the first 30 days of their registration. To help offset the cost of these improvements, Dealer fees will receive the following adjustments (taxes not included):

		U.S.	Can.
<b>Registrations:</b>	One Year:	\$49.95*	\$64.95*
<b>Renewals:</b>	One Year:	\$49.95*	\$64.95*
	Auto Renew (One Year):	\$40*	\$50*
	Five Years:	\$200*	\$250*

The six-month Dealership option will no longer be available. At registration, new Dealers will be able to choose direct deposit or the new option, a reloadable Visa card. Paper checks will not be presented as an option. Existing Dealers who wish to continue receiving paper checks will be charged an additional \$10 annually (\$59.95 [\$74.95 Can.] for a one-year renewal, \$49.95 [\$64.95 Can.] with auto-renew or \$250 [\$325 Can.] for a five-year renewal). Starting Aug. 1, a one-year promotion will allow existing Dealers who request a reloadable Visa card or enroll in direct deposit to renew for \$30 (\$40 Can.) one more time. Dealers currently enrolled in direct deposit are also eligible. Watch for details in the next issue of *AMSOIL Magazine* and in the Dealer Zone at [myaccount.amsoil.com](http://myaccount.amsoil.com).

\*With direct deposit or a reloadable Visa card.

### AMSOIL DEALERSHIP UPGRADES

<b>LITERATURE</b>	<ul style="list-style-type: none"> <li>• Dealer Quick-Start Guide (G3472)</li> <li>• Welcome Letter</li> <li>• Wholesale Price List (G3500/G8500), Dealer Profit List (G3501) and Literature and Sales Aids Price List (G15)</li> </ul>
<b>PRODUCT SAMPLES</b>	<ul style="list-style-type: none"> <li>• One bottle of P.i.® Performance Improver Gasoline Additive</li> <li>• One bottle of Quickshot®</li> <li>• Two 1.5-oz. Pillow Packs of SABER® Professional 100:1 Synthetic 2-Stroke Oil</li> <li>• One can of Metal Protector</li> </ul>
<b>ADDITIONAL BENEFITS</b>	<ul style="list-style-type: none"> <li>• Premium Dealer Zone</li> <li>• Access to all levels of AU Online training</li> </ul>
<b>FIRST-ORDER REBATE</b>	<ul style="list-style-type: none"> <li>• 10% back on first order if placed within 30 days</li> </ul>
<b>NEW OPTION FOR GETTING PAID</b>	<ul style="list-style-type: none"> <li>• Reloadable Visa card</li> </ul>

## Filter Wrenches

The line of AMSOIL filter wrenches applies to nearly the entire line of Ea® Oil Filters (EaO/Ea15K) and Ea® Motorcycle Oil Filters (EaOM).

### Filter Wrench (64 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 64 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EA15K09, EA15K10, EA15K12, EA15K13, EA014, EAOM103, EAOM103C, EAOM109. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA265	2.65	3.55

### Filter Wrench (74 mm)

Designed to install and remove AMSOIL Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 74 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAOM122C, EAOM132, EAOM132C, EAOM133, EAOM133C, EAOM137C. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA258	2.65	3.55

### Filter Wrench (76 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 76 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO17, EAO18, EAO23, EA15K29, EA15K32, EAO34, EAO37, EAO38, EA15K50, EA15K51, EAO64, EAOM122, EAOM134, EAOM134C, EAOM135, EAOM135C, EAOM136C, EAOM138. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA251	2.65	3.55

### Filter Wrench (93 mm)

Designed to install and remove AMSOIL Ea Oil Filters in hard-to-reach locations, this easy-to-use 93 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO11, EAO15, EAO21, EAO24, EAO26, EAO27, EAO31, EAO40, EAO42, EAO52, EAO59, EAO98. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA252	2.65	3.55

### AMSOIL Filter Wrench (76mm x 15 Flute)

Designed to install and remove the AMSOIL Ea15K20 Oil Filter (the GA251 Filter Wrench no longer fits the Ea15K20 Oil Filter).



Stock #	U.S.	Can.
GA264	2.65	3.55



STEP TWO IN THE BUY-SELL PROCESS:

# Discover Needs

## FOCUS ON THE CUSTOMER'S NEEDS

- **You** have moved a potential customer from “not looking” to “looking” by creating interest and curiosity – now focus on his or her needs.
- **Discovering** what the customer values most is your prime objective in this phase.
- **Many** businesses are concerned with maintaining high-quality service, attracting customers and improving their margins. Determine what other compelling needs might exist.

Learn more about The Buy-Sell Process in the T3 and T4 level AU Online courses or contact us at [training@amsoil.com](mailto:training@amsoil.com).





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June 2017



## The Superior Protection of AMSOIL Synthetic Firearm Lubricant Now Available as an Aerosol

Now available in both a dripper bottle and an aerosol can, AMSOIL 100% Synthetic Firearm Lubricant and Protectant effectively lubricates and protects guns, helping extend life and prevent blockage, jams and wear.

- **Outstanding** protection and performance in both hot and cold climates
- **Specifically** formulated for firearms, offering superior performance over multi-purpose products
- **Safe to use** on all metals, woods, composites, rubbers and other materials commonly found in firearms

### AMSOIL Synthetic Firearm Lubricant

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. MSRP	Can. Wholesale	Can. MSRP
FLPSC	EA	(1) 5-oz. Spray Can	0.38	8.60	11.15	--	--
FLPSC	CA	(12) 5-oz. Spray Cans	4.5	97.80	132.60	--	--
FLPBA	EA	(1) 4-oz. Bottle	0.4	7.00	9.80	9.30	12.95
FLPBA	CA	(12) 4-oz. Bottles	4.8	79.95	115.95	106.20	154.20

AMSOIL Synthetic Firearm Lubricant aerosol packaging is not available in Canada.