

AMSOIL[®]

MAGAZINE

AUGUST 2017



SMASHING THE INDUSTRY STANDARD

A NEW LEVEL OF PROTECTION & PERFORMANCE ON THE HORIZON

AAA Testing Affirms Superiority of Synthetic Motor Oils



REFORMULATED FOR EVEN BETTER PERFORMANCE

AMSOIL DOMINATOR® Synthetic Racing Grease (GRG) has been updated with new chemistry, including a new calcium-sulfonate-complex thickener, that provides even better protection and performance in high-speed, high-temperature, heavy-load conditions. It is ideal for bearings and chassis components found in racing applications operated on snow, dirt, water and track.

Formulation Change? Yes
Compatible with Previous Formula? Yes
New Stock No.? No
Pricing Change? No

DOMINATOR Synthetic Racing Grease Data Bulletin

Stock #	Qty.	U.S.
G3155	25	4.10

- **High** dropping point for the ultimate protection in high-temperature service
- **Extended** high-temperature life
- **Superior** thermal and oxidative stability ensures longer bearing life
- **Outstanding** mechanical stability ensures longer grease integrity and life
- **Recommended** for both chassis and wheel-bearing lubrication, including high-speed, sealed-for-life and extended-life bearings

The new DOMINATOR Synthetic Racing Grease formulation will become available as current inventory is depleted.





DISTRIBUTOR EDITION

AUGUST 2017



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THE COVER

We are well-prepared for the upcoming new gasoline engine oil specifications with new formulations that go far beyond the minimum standards.



Alan Amatuzio
Co-President & COO

Dean Alexander
Co-President

From the Presidents

We've written a lot about direct fuel injection, turbochargers and variable valve timing in *AMSOIL Magazine* over the past year, and for good reason. These technologies are here to stay, and they're also really hard on motor oil. Add low-speed pre-ignition (LSPI) to the mix and it's clear that yesterday's oils won't hold up in tomorrow's engines. Gasoline motor oil specifications are changing soon to keep pace with these evolving technologies, much like they did for the diesel market late last year. GM dexos1® Gen 2 takes effect Aug. 31, and API SP/ILSAC GF-6 are coming in 2019. We are prepared, and you're getting a preview of our new passenger-car products in this issue. We've run our new formulations through the complete battery of tests required for the GM dexos1 Gen 2 specification. How do you suppose we did?

OE, for starters, provided 100 percent protection against LSPI in the engine test required by the GM dexos1 Gen 2 specification.¹

XL did equally well preventing LSPI in the test, and its boosted formulation provides 25 percent more cleaning power than OE to help keep oil passages even cleaner. Speaking of boosted, XL now carries a service life of up to 12,000 miles or one year, whichever comes first.

Finally, there's the new Signature Series Synthetic Motor Oil. How do you improve the world's best motor oil? Very carefully. This was no easy task – the existing formulation is exceptionally good. After more than two years and countless iterations run through bench, dyno and field tests, Signature Series delivers on all fronts. It has 50 percent more cleaning power than OE, and it protects turbochargers 72 percent better than required by the GM dexos1 Gen 2 specification.² It delivers 75 percent more wear protection³ and, like OE and XL, it also provided 100 percent protection in the GM LSPI test. This is the best motor oil we've ever built.

You have a lot to be excited about. You have a reputable third-party organization, AAA, telling the public that synthetics outperform conventional lubricants by an average of 47 percent and are worth the price difference. You have programs designed to create curiosity and help retain valuable customers and accounts. And you get to sell the best lubricants in the world. What a great time to be an AMSOIL Distributor.

Dean Alexander
Co-President

Alan Amatuzio
Co-President & COO

LETTERS TO THE EDITOR

AL AMATUZIO

What a wonderful tribute to Al Amatzio by the presidents. It was a privilege and honor to know Al for many years. He was the consummate gentleman.

Roberta Ward, wife of "Lefty" Ward, retired AMSOIL Technical Director

Sorry I've just now gotten around to expressing my condolences for the passing of a truly great man. I became a Dealer in 1986 and have been devoted to using the products since that time. I was sad to hear he had left us. AMSOIL is a fantastic company with a dedication to its customers and Dealers. I have always been confident with AMSOIL products.

Thanks for all your hard work.

Stephen Callmeyer

I just want to thank all those who were involved in the making of the commemorative magazine, "A.J. Amatzio: The life of a legend." This Magazine is a great tribute to him, and was very well done. I am so grateful for Al and the AMSOIL opportunity he provided me. He was a man with greatness and commitment to the AMSOIL Dealers from around the world, and was truly a "legend."

Thanks,

Wayne Owen

I was very sorry to hear of the passing of Al Amatzio. There never will be words to express the feelings of those who loved and cared for Al. My very best to all.

Len Lakes

I received the absolutely wonderful tribute to Mr. Al Amatzio in the mail yesterday. It is definitely a keepsake.

I have three suggestions:

1. Put an index of products in front of the product catalog.
2. On the front of the price list, put 715-392-7101 and 800-777-7094. I realize the 800 number is on the back page, but sometimes the forest is not seen because of trees.
3. In future price list printings, leave discontinued stock numbers in place, i.e. "OED replaced by ADP."

Sincerely,

Fred C. Mertz

AMSOIL: Thank you, everyone, for your kind words. Al was a great man who will not be forgotten, and we are proud to carry on his legacy through our premium products and dedication to you, our Dealers.

Thank you for your feedback, Fred. The toll-free ordering line is currently displayed on each page of the price list; we will add it to the cover with the next printing. We also plan to add an index to the product catalog with the next printing.

AMSOIL LOGO

As a Dealer for over 40 years, I have always seen the advantage of synthetic oils. Although the colors red, white and blue represent America and the company, I would like to see different color combinations in the logo – black/silver, red/yellow, green/orange, etc. Maybe your art department could put some combos together, run them in the Magazine and see what the other Dealers say. NASCAR* has color combinations; why not us?

Sincerely,

Jon Heller

AMSOIL: Thanks for the letter, Jon, and thanks for your loyalty. Not many companies can say they have Dealers who've been with the company for more than 40 years. There are some opportunities to alter the color of our logo, but they are rare – particularly considering our brand awareness. Companies such as Monster Energy*, Coke* and NASCAR enjoy extremely high brand recognition and can afford to present their logos in a variety of colors when the situation allows. Unfortunately, we do not enjoy such high brand recognition and it is important for us to present the official, full-color logo as frequently as possible. There are cases where we use the one-color logo in black or white, and we've even presented it in orange on some of our clothing options through the years. The vast majority of the time, however, we will stick with the official red, white and blue logo to reinforce the impression it makes with consumers and build recognition through repeated exposure.

DIESEL OIL

My 1999 Ford Super Duty F250* with 7.3-liter diesel engine and 235,000 miles has been on AMSOIL 15W-40 Synthetic Heavy Duty Diesel and Marine Oil (AME) since I bought the truck new. Should I keep the truck on this oil, or am I safe to switch over to the new Signature Series 15W-40 Max-Duty Synthetic Diesel Oil (DME)?

Also, my 1985 Mercedes 300SD* 5-cylinder turbodiesel automobile has been on the Heavy Duty Diesel and Marine Oil as well. Would it be safe to switch this engine to the new Signature Series 15W-40?

Thank You,

Ben Kehe

AMSOIL: Yes, upgrading your vehicles to Signature Series 15W-40 is safe and our recommended choice. Diesel oils meeting the new API CK-4 specification (including AMSOIL Signature Series Max-Duty Synthetic Diesel Oil and Heavy-Duty Synthetic Diesel Oil) represent a serious upgrade in protection and performance, including improved piston-scuffing protection, shear stability and resistance to oil thickening. They are also backward-compatible, meaning they are recommended in all applications specifying API CJ-4, CI-4+ (and prior) specifications. Our 15W-40 Diesel and Marine Oil is great, but it's no comparison to our new formulations.

Email letters to:
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Letters are subject to editing for length and clarity; please include your name, address and phone number.



Len Groom | TECHNICAL PRODUCT MANAGER

Solve ethanol issues before they arise

The fuel some love to hate isn't the problem – letting gasoline sit too long is the real problem.

How did an alternative fuel made mostly from corn grown in the Midwest become a political lightning rod?

Whatever the reason, ethanol is always a controversial topic. Some love it, citing its ability to reduce our dependence on foreign oil while supporting American jobs. Some hate it, saying it reduces fuel economy and wastes farmland that could be used to grow food.

I'll leave that debate to someone else. Instead, I want to talk about the effect ethanol can have on fuel-system components, especially in powersports and lawn & garden equipment – and what you can do to avoid those problems.

What is ethanol?

But first, some background info. Ethanol is an alcohol fuel derived from plant materials, such as corn, barley or wheat. It's mixed with gasoline at different ratios to produce the fuel you buy at the pump. Most of us are familiar with E10, which is gasoline that contains up to 10 percent ethanol. Today, E15 is becoming more common. And owners of flex-fuel vehicles designed to run on increased concentrations of ethanol can opt for E85.

The upside of ethanol

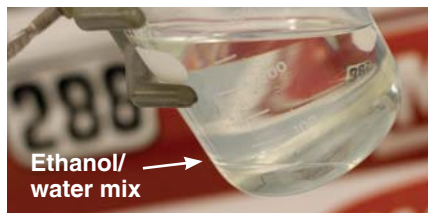
Years ago, lead was added to gasoline to, among other things, boost octane rating and help prevent engine knock. It turned out lead poisoned catalytic converters and harmed the environment, so it was replaced by methyl tert-butyl ether (MTBE). However, MTBE was shown to damage the environment if leaked or spilled. Today, ethanol has replaced MTBE as a more environmentally friendly means of boosting octane.

Fuel-system problems

That brings us to a major knock on ethanol – it's propensity to degrade rubber

and plastic fuel hoses and carburetor components. Ethanol can cause gaskets and fuel lines to harden, crack and then leak. It can also cause aluminum and brass fuel-system components to corrode and develop a white, flaky residue that clogs fuel passages. Some marina personnel I've talked to say up to 65 percent of their repair orders are attributed to fuel-system problems.

PHASE SEPARATION



Ethanol isn't to blame

While ethanol has become a popular scapegoat for mechanics, especially in the marine industry, it isn't the enemy – time is the enemy. Why do ethanol-related problems affect powersports and lawn & garden equipment more than your car or truck? Because your boat or lawnmower can sit idle for weeks or even months. During that time, the fuel can absorb moisture since ethanol has an affinity for water. That's why ethanol-related problems are so common in marine applications. Water can break the molecular bond between gasoline and ethanol, causing the water/ethanol mixture to separate from the gasoline and fall to the bottom of the tank. This is known as phase separation, and you can see an example of it in the image above.

Phase separation causes a couple problems. The engine can draw the ethanol/water mixture into the carburetor or injectors, leading to a lean-burn situation that can increase heat and damage the en-

gine. In addition, the gasoline left behind no longer offers adequate resistance to engine knock since the ethanol that provides the increased octane the engine needs has separated from the gasoline. Burning low-octane gas can cause damage due to engine knock, especially in two-stroke engines. Finally, if your boat, lawnmower or other piece of equipment sits unused, the water/ethanol mixture can slowly corrode aluminum and brass fuel-system components, not to mention rubber and plastic fuel lines and gaskets. Eventually those components fail and require replacement.

Driving your car or truck almost every day doesn't allow enough time for phase separation to occur, which is why we don't see these issues nearly as often in the passenger car/light-truck market.

Prevention is the best solution

Although some fuel additives on the market claim to reverse the effects of phase separation, there's no way to reintegrate gasoline and ethanol once they've separated. Instead, it's best to prevent it.

One solution is to use non-oxygenated, ethanol-free gas in your powersports and lawn & garden equipment. It costs a little more, but it eliminates problems associated with ethanol. Another solution is to treat every tank of fuel and container of gas with AMSOIL Quick-shot®. It helps keep water molecules dispersed in the fuel to prevent phase separation. It also cleans varnish, gums and insoluble debris while stabilizing fuel during short-term storage.

It's a great way to avoid ethanol-related problems and keep your equipment protected. There's nothing controversial about that.

SMASHING THE INDUSTRY STANDARD

A New Level of Protection & Performance on the Horizon

The new Signature Series, XL and OE formulations launching this fall place our passenger car motor oil (PCMO) line ahead of the game.

The lubrication industry is rife with challenges, and the PCMO segment of the industry is no exception. Evolving engine technologies and tightening regulations drive new specifications, pushing motor oil companies to update their formulations to meet the latest demands. AMSOIL has once again cleared the path and found the most innovative solutions.

The Back Story

New regulations on fuel economy and emissions have pushed the automotive industry to develop smaller, more efficient engines. The prominence of direct injection (GDI) and turbochargers employed to meet rising corporate average fuel economy (CAFE) standards is placing new burdens on motor oil. Low-speed pre-ignition (LSPI) and increased engine temperatures are two of the more serious challenges to arise from the use of GDI and turbos.

Two new gasoline engine oil specifications have been developed to address these issues:

- **dexos1® Gen 2 [General Motors (GM)*]** – expected to be released late August 2017
- **API SP/ILSAC GF-6** – expected to be released Fall 2019

After months of vigorous testing, we've produced new formulations that far surpass the latest standards and add another level of performance and protection to an already solid foundation.



Signature Series Synthetic Motor Oil (ASM, ALM, AZO, ASL, ATM, AZF, AMR)

Improving Signature Series was a challenge, but the results prove the new formulation blows the doors off the latest industry standards. Capitalizing on its firmly established success, our upgraded Signature Series motor oil provides enthusiasts with maximum protection and performance. The new formulation will become available in September or when current inventory is depleted.

Formulation Change? Yes

Date Available? August

New Stock Numbers? No

Price Change? No

- **75 percent** more wear protection¹
- **100 percent** protection from LSPI²
- **Trusted** by professional engine builders
- **50 percent** more cleaning power³
- **Ideal** for turbos & direct injection
- **Guaranteed** protection for up to 25,000 miles or 1 year, whichever comes first

¹Based on independent testing in the ASTM D6891 test using 0W-20 as worst-case representation. ²Based on independent testing in the LSPI engine test as required for the GM dexos1[®] Gen 2 specification. ³vs. AMSOIL OE Motor Oil

XL Synthetic Motor Oil (XLZ, XLM, XLF, XLT, XLO)

XL Synthetic Motor Oil features a boosted formulation that delivers more cleaning power and promotes longer engine life. The new formulation also features a boosted drain interval, providing up to 12,000 miles or one year of protection. It is engineered for advanced automotive technology, including turbochargers and direct injection. XL is the perfect choice for enthusiasts who want to do something extra for their vehicles.

Formulation Change? Yes

Date Available? September

New Stock Numbers? No

Price Change? No

- **25 percent** more cleaning power¹
- **100 percent** protection against LSPI²
- **Extra protection** that lasts up to 12,000 miles or 1 year, whichever comes first
- **API-licensed** to meet the requirements commonly found in owner's manuals

¹vs. AMSOIL OE Motor Oil

²Based on independent testing in the LSPI engine test as required for the GM dexos1[®] Gen 2 specification.

OE Synthetic Motor Oil (OEZ, OEM, OEF, OET, OEB)

OE Synthetic Motor Oil delivers 100 percent synthetic engine protection for advanced automotive technology, including turbochargers and direct injection. It's specifically formulated for the longer drain intervals recommended by original equipment (OE) manufacturers. OE is favored by mechanics and drivers seeking peace-of-mind protection and exceptional value in synthetic motor oil.

Formulation Change? Yes

Date Available? October

New Stock Numbers? No

Price Change? No

- **100 percent** protection against LSPI¹
- **Protects** against wear
- **Fights** sludge and deposits
- **API-licensed** to meet the requirements commonly found in owner's manuals

¹Based on independent testing in the LSPI engine test as required for the GM dexos1[®] Gen 2 specification.



Perfect Score

LSPI is a hot topic in the lubricant industry. Auto manufacturers need to extract every bit of fuel economy from the vehicles they produce in order to meet increasingly stringent government regulations. Manufacturers can make fuel-economy gains in today's vehicles by adjusting vehicles' programming, but those changes would also almost guarantee LSPI would occur. LSPI's often disastrous effects (see image) are one of the driving forces in the scramble to create the new motor oil specifications, API SP/ILSAC GF-6 and GM dexos1 Gen 2. To gain about 10 percent more fuel economy, auto manufacturers will eventually reprogram their vehicles to maximize mpg, inviting LSPI and relying on motor oil to prevent catastrophic results.

While we expect this switch will be a couple of years out yet, we have dedicated considerable resources to confront the problem. The testing has concluded and the results are in: all AMSOIL synthetic motor oils provided **100 percent protection against LSPI** in the engine test required for the GM dexos1 Gen 2 specification.

This specific test records an oil's ability to prevent LSPI. Five LSPI events can occur before the motor oil fails. Signature Series, XL and OE Synthetic Motor Oil all passed with zero pre-ignition events, proving they provide outstanding protection for turbocharged direct-injected engines.

Look for more exciting information about our synthetic motor oil lineup in upcoming issues of *AMSOIL Magazine*.



Example of piston damage due to an LSPI event observed during dyno testing. The red arrows indicate sections of the ring land that have broken away from the piston.

AMSOIL Signature Series, XL and OE Synthetic Motor Oil **aced the test** and produced **zero** pre-ignition events.**

DISTRIBUTOR IMPACT

- Reach out to customers and share the information surrounding the reformulations and the industry changes that spurred them on. Offering one-on-one educational meetings will help you build solid relationships and set you apart from the competition.
- In the coming months, we'll release more claims that illustrate the superior performance and protection of Signature Series, XL and OE Synthetic Motor Oil and help you sell more product. Look for more details in future issues of *AMSOIL Magazine* and use what you learn to provide high-level service to all your customers and accounts.

AAA TESTING AFFIRMS SUPERIORITY OF SYNTHETIC MOTOR OILS

AMSOIL introduced the world to synthetic motor oil in 1972, and we've been extolling the benefits ever since. While we've been joined by many vehicle and equipment manufacturers and competing motor oil companies over the years, the American Automobile Association (AAA) is the most recent company to promote the benefits of using synthetics. The popular club recently conducted in-depth testing to determine if it's worth paying more for synthetic oil over conventional oil.

The answer is a resounding "yes."

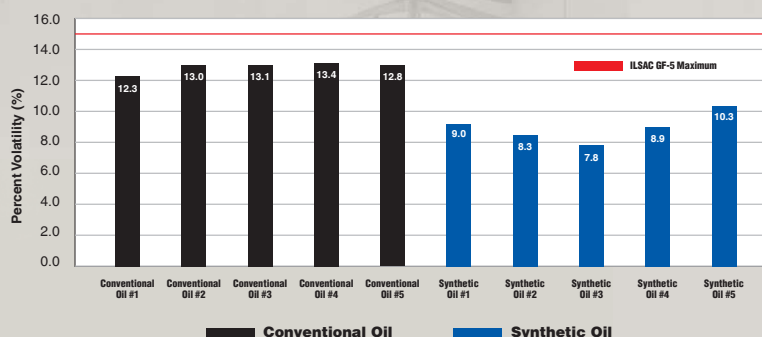
"Oil protects critical engine components from damage and AAA found that synthetic engine oils performed an average of 47 percent better than conventional oils in a variety of industry-standard tests," said John Nielsen, AAA's managing director of Automotive Engineering and Repair. "With its superior resistance to deterioration, AAA's findings indicate that synthetic oil is particularly beneficial to newer vehicles with turbo-charged engines and for vehicles that frequently drive in stop-and-go traffic, tow heavy loads or operate in extreme hot or cold conditions."

"It's understandable that drivers may be skeptical of any service that is nearly twice the cost of the alternative. While a manufacturer-approved conventional oil will not harm a vehicle's engine, the extra \$30 per oil change could actually save money in the long run by protecting critical engine components over time."

AAA Testing

AAA's research included eight industry-standard ASTM tests focusing on shear stability, deposit formation, volatility, cold-temperature pumpability, oxidation resistance and oxidation-induced rheological changes. Each test was performed on five synthetic and five conventional oils. The results of this study by a reputable, third-party organization reaffirm what we've been saying for more than 45 years and give you one more reference point to back up your claims in the buy-sell process.

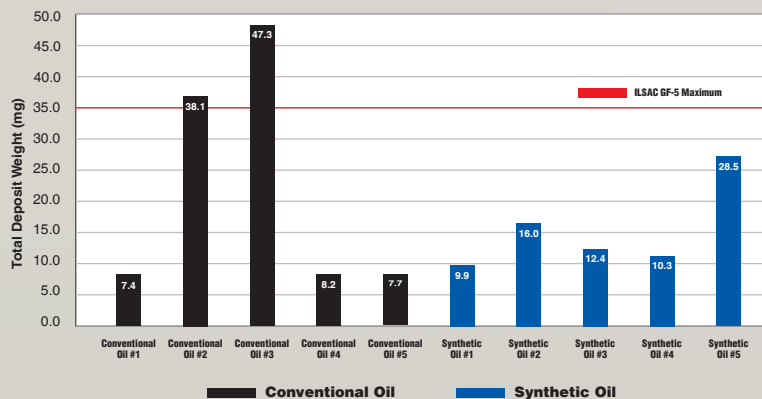
ASTM D5800 Selby-NOACK Volatility



NOACK Volatility Test

The NOACK Volatility Test (ASTM D5800) determines the evaporation loss of lubricants in high-temperature service. The more motor oils vaporize, the thicker and heavier they become, contributing to poor circulation, reduced fuel economy and increased oil consumption, wear and emissions. The lower the number, the better the resistance to vaporization.

ASTM D7097 TEOST MHT Total Deposit Formation



Thermo-Oxidation Engine Oil Simulation Test (TEOST)

The Thermo-Oxidation Engine Oil Simulation Test (ASTM D6335) determines the deposit-resisting properties of lubricants in high-temperature service. Motor oils can form deposits when exposed to increased heat, reducing efficiency and contributing to poor overall performance. The lower the number, the better the resistance to deposit formation.

AAA testing indicates synthetic motor oils more effectively resist high-temperature vaporization and deposit formation, helping maintain peak fuel efficiency and reducing wear, oil consumption and emissions.

Discovering Your Customers' Needs

Understanding prospects' values and day-to-day challenges helps uncover their most compelling needs.

You've piqued the interest of a potential customer by highlighting the value of AMSOIL products, but the process is far from over. Building trust and creating a solid relationship requires a full understanding of the customer's everyday workload and attitudes. What are the challenges of his business? What does he value most? The answers may not be what you'd expect. Step Two in the Buy-Sell Process centers around discovering your customers' specific needs and values.

The Basics

It may be helpful to step back and review two fundamental aspects of the Buy-Sell Process.

- **"Buy" comes first.** The focus must remain on the customer for the process to yield successful results.
- **This is a non-linear, circular process.** When a prospective customer slips from the "Assessment" phase to the "Not Looking" phase, a savvy AMSOIL Dealer recognizes the change and adapts his/her strategy accordingly.

A Day in the Life

Consider the issues typical shop owners encounter on a regular basis. Discovering what they need (and what they don't) might start with envisioning the drama unfolding before you even walk through the door.

- **The everyday balancing act** – managing the flow of vehicles in and out of the shop, paying bills, consulting with customers, etc.
- **Ordering hassles** – ensuring the right parts are delivered on time.

- **Managing time and money** – completing projects within a limited timeframe while attempting to maintain a certain profit margin.
- **Employee issues** – finding and retaining reliable workers.
- **On the shelf** – motor oil may not be high on their list of concerns.

Unexpected problems can arise suddenly in any of these areas. Be prepared to give a prospective customer some breathing room and, if needed, re-schedule your visit if the shop environment looks particularly hectic that day.

Ready to Listen

It's possible that many of your customers will have similar needs, values and experiences. There's only one way to find out. When speaking with an independent repair shop owner, consider prefacing the meeting with a straightforward question like, "Why did you decide to open your own business?" Listen intently to the answer. The prospect's story will provide insight into his/her values and motivations. Prospects' attitudes may even align with the way AMSOIL conducts business and approaches the market.



STEP TWO IN THE BUY-SELL PROCESS:

- **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 margins. Determine what compelling needs might exist.

'Educate, Entertain and Engage' to Gain New Accounts

Direct Jobber Doug Crawford of Oklahoma City, Okla. was sold on AMSOIL products in the 1980s after a friend suggested he try them.

Crawford was working at a Yamaha* dealership in Florida. "A trusted friend recommended I try SABER®. Of course it was known as "100:1" back then," Crawford said. He installed it in a Yamaha IT 175G dirt bike. "I couldn't believe how well it worked," he said.

By 1987, Crawford was in Kansas working as a vacuum cleaner salesman and driving a lot of miles in the sparsely populated state. He was changing the oil in his 1987 Dodge* Raider* every month.

Research brought him back to AMSOIL products and their extended drain intervals. He installed AMSOIL 10W-30 Synthetic Motor Oil and started driving the Raider for the 25,000-mile interval.

Crawford became a Dealer in 1987 and started working his business full-time in 2008. He jokes about his motivation to be a Dealer, exhibiting the free-thinking personality familiar to many in the Dealer network.

"Initially, it was because I was successful at getting fired more than I'd like to admit," Crawford said. "Today, I love what I do, the people I meet, the places I get to go and the confidence in knowing I represent a product which truly has no equal."

Crawford uses social media extensively to promote his business. He posts on Facebook and Instagram, often creating off-beat connections to promote AMSOIL and AMSOIL products.



"I often say that I'm not concerned with whether viewers are laughing at me or with me, as long as they laugh," he said. "My goal is to educate, entertain and engage viewers in hopes that they'll make a decision to try AMSOIL."

Crawford admits that his videos may seem a little "out there." "It's all about perspective. I put myself out there and I don't care about if people think I'm crazy," Crawford said. People respond to him and his business continues to grow, so he knows he's doing something right.

His one rule? "I never, ever ask anybody to buy anything on social media. Ever."

In fact, he rarely asks anyone to make a purchase outright. "I make suggestions and get the message out and the deal comes to me," Crawford said.

Crawford concentrates his efforts on Preferred Customers and retail accounts. He enjoys a lot of success through attending AMSOIL-sponsored events. His favorites are racing venues such as Supercross, Arenacross and ATV racing, but he also attends car shows.

"I ask a lot of questions of prospects in the early stages, so gaining them as an account is almost automatic," he said.

Crawford sometimes promotes his customers' businesses on social media. "And, periodically, I'll hook them up with a little AMSOIL swag or buy pizza, donuts, etc. Recently, I dropped off root beer floats – huge hit," he said.

He also does a lot of hands-on customer service for his accounts. As an example, he recently drove to Tennessee to help one of his Dealers with a show.

He attributes much of his success to his willingness to spend time with accounts, set up their shops and listen to their needs. "I'm not in a hurry," Crawford said. "The order happens sort of organically as part of the conversation. I let the process unfold to its natural conclusion of getting to an order. Typically, they order more than I suggest."

He found his niche as an AMSOIL Dealer. "We're not getting rich quick, but we can get rich slow," he said. "I love what I do. I don't dread the calls or the work."

Crawford has simple advice for other Dealers. "Never quit, and, as Rob Stenberg once suggested to me, 'get comfortable out of your comfort zone.'"

HOW FAR IS 207,111 MILES?

275 trips from AMSOIL headquarters in Superior, Wis., to the world-famous Sturgis Motorcycle Rally in Sturgis, S.D.
75 trips from New York City to Los Angeles.
8 times around the earth's equator.

13 TOP-END REBUILDS.

This includes new cylinders, pistons, rings, gaskets and either new or rebuilt cylinder heads, depending on condition. Re-built heads include new intake/exhaust valves, valve guides, a valve job and seals. The valve springs are pressure checked.

26 Pistons
7 Crankshafts

Miles accumulated on the front tire: 0

3 Transmission Rebuilds
2 Primary Chaincase Rebuilds

4 Fuel Injectors
3 Oxygen sensors
2 sets of cam bearings
2 Mufflers – At one point, elevated exhaust temperature heated the pipes so much that they began to sag, requiring replacement.



Just one of the 26 pistons we ran through the Harley. After 250 hours in high-heat conditions, the skirt still looks great, with no scuffing or wear.

SuperFlow
LOGISTICS GROUP
SUPERFLOW • TCBS

bottle

Sturgis
cycled



This metal shield directs airflow onto the rear cylinder, simulating the effect of a rider's legs.

SuperFlow.

Wheel Speed Engine Speed 5 rear tires

Air/Fuel Power



NEXT UP

This 2017 Indian^{*} Scout^{*} replaced the Harley on the dyno and is now rumbling away. We hope to publish test results soon, so stay tuned.

207,111 MILES – A PART-BY-PART ANALYSIS

What We Learned After Putting More than 200,000 Miles on this Harley-Davidson*

It's no secret that we go the extra mile when it comes to product testing. In the case of our 2012 Harley-Davidson, we went 207,111 miles. Since arriving at the AMSOIL mechanical lab in March 2015, the bike has been a fixture on our SuperFlow CycleDyn engine dynamometer. It has served as the proving grounds for several different motorcycle oil formulations. After several rounds of testing spanning more than two years, here are the highlights of the bike's eventful time in the AMSOIL mechanical lab.

THE MOTORCYCLE

2012 Harley-Davidson FXDB Dyna^{*} Street Bob^{*}
1584-cc engine

THE TESTING

All totaled, we ran 14 different tests using the Harley. We typically tested candidate motorcycle oil formulations with the goal of constantly improving the final product available to customers. To do that, we designed a 250-hour (about 14,000 miles) proof-of-performance test designed to create a motorcycle oil's biggest enemy – heat.

The computer-controlled engine dyno is programmed to hold the bike at a steady 55 mph, alternating between low-torque (25 ft. lbs.) and high-torque (57 ft. lbs.) conditions to simulate highway cruising punctuated by periods of hill climbing. A 25-hp fan directs air over the engine, simulating airflow at highway speeds.

Early on, we discovered that the rear cylinder was abnormally hot compared to the front. We realized lack of airflow was to blame. When a rider is sitting on the bike, his or her legs deflect cooling air over the rear cylinder. To recreate this scenario, we constructed a metal shield that mimics the effect of someone sitting on the bike, resulting in accurate rear-cylinder temperatures.

After each test, the engine is disassembled and examined for wear, deposits, varnish and other distress. Each engine part is documented, photographed and archived. Then, to ensure accurate future test results, we reassemble the engine with fresh parts for the next round of testing.

250-HOUR TEST BY THE NUMBERS

260°F – Avg. Oil Temp
2,475 – Avg. rpm
383° – Avg. Rear Cylinder Head Temp.
266° – Avg. Front Cylinder Head Temp.
1,459° – Avg. Max. Exhaust Temp.

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TIPS TO BOOST SALES OF SMALL-ENGINE OIL

Given their size and basic design compared to automotive engines, your customers may perceive small-engine lubrication requirements as simple. They may see no reason to use anything but inexpensive automotive oil in their mowers or other equipment.

The opposite is true.

Compared to most automotive engines, small engines experience...

- **Elevated** heat
- **Increased** contaminants
- **Neglected** maintenance
- **Exposure** to rust formation during storage
- **No oil filter** (some engines)

Not all automotive oils may be up to the task of protecting small engines.

AMSOIL Synthetic Small-Engine Oil, in contrast, is formulated with a heat-stable additive system and concentrated carbon cleaners to resist oil breakdown and power-robbing deposits. It contains potent anti-rust inhibitors to protect engines even when they're not running.

Help your customers keep their mowers and other equipment up and running, making money. Encourage them to switch to AMSOIL Synthetic Small-Engine Oil today.



Riding and Push Lawnmowers • Snowblowers • Generators • Pumps • Welders • Skid-Steers • Compressors • and more



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Independent Auto Repair Shops

Approximately **82 percent** of American drivers are **DIFM** (Do-It-For-Me) customers. Having an excellent independent repair shop on your list of accounts can greatly benefit your business. A solid relationship with at least one installer helps you meet the needs of DIFM customers. It also creates more commissions and profit potential.

If you don't have an installer account, where will you send new customers who don't change their own oil?

For more information and training on how to secure accounts in this market, visit the T4 Training in AU Online.

