

# AMSOIL<sup>®</sup>

## MAGAZINE

SEPTEMBER 2017

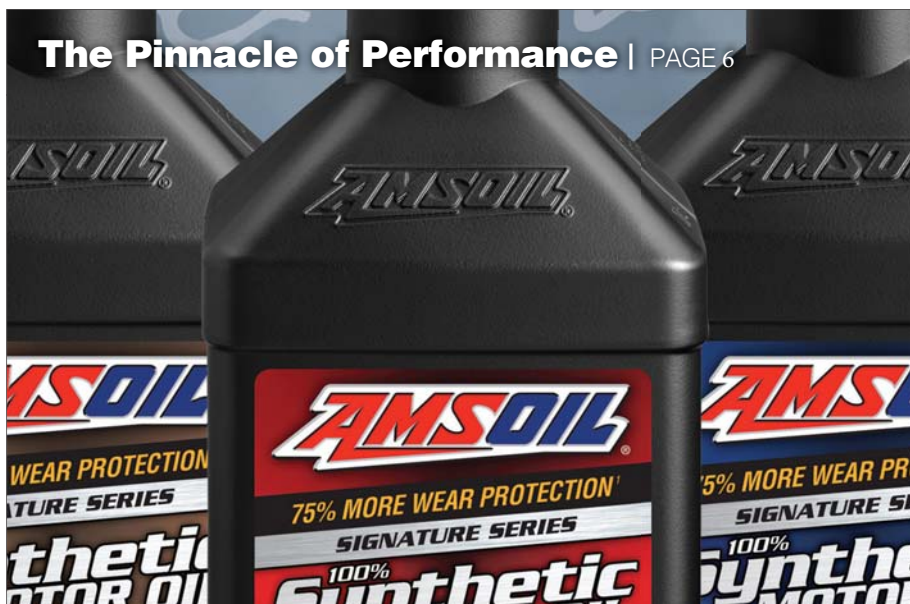
## The Pinnacle of Performance



Aligning AMSOIL Products With Your Customers' Business



SEPTEMBER 2017



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### THE COVER

Years of testing resulted in a new Signature Series Synthetic Motor Oil formula that redefines advanced technology and once again sets the bar for the industry.





**Alan Amatzio**  
Co-President & COO

**Dean Alexander**  
Co-President

# From the Presidents

When AMSOIL synthetic motor oil passed the American Petroleum Institute (API) qualification tests in 1972, it signaled a new era in lubrication performance. Nothing else could touch it. As the only API-qualified synthetic on the market, it out-lubricated, out-cooled, out-cleaned, out-last-ed – it outperformed in every category. Our company founder, Al Amatzio, certainly had help along the way. But it was his dogged determination that made it happen. It was his perfectionist demands for better protection and performance that drove the new oil to fruition, pioneering a new industry and opening a whole new world of possibilities.

He never settled for “good enough.” Al was famous for asking the product-development team “can we make it better?” Until the answer was “no,” you’d better not bring it forward. He would not accept anything less than the best.

That’s why the Signature Series name is reserved for only the best-of-the-best AMSOIL products. While the entire AMSOIL line boasts exceptional performance, Signature Series products go above and beyond. Products that bear Al’s signature

deliver uncompromising protection and feature industry-leading technology. They embody his “never settle” spirit. The new Signature Series Synthetic Motor Oil formulation meets that criteria and then some.

To be frank, we didn’t believe we could improve upon the last formulation by a wide margin – it was an extremely good product. But much to our delight, we were wrong. The next generation of Signature Series Synthetic Motor Oil is hands-down the best product we’ve ever made.

This oil has everything. It’s extremely durable and it protects against today’s biggest threat to engine longevity: low-speed pre-ignition (LSPI). And we’re extremely proud to introduce this cutting-edge new technology without increasing prices.

As more turbocharged, direct-fuel-injected vehicles flood the market, drivers are going to be confronted with LSPI and other serious side-effects with more regularity. It’s a major concern for automakers. In fact, the API and the International Lubricants Standardization and Advisory Committee (ILSAC) are meeting now to determine how best to introduce an

interim specification ahead of API SP/ILSAC GF-6, which has been delayed again until 2019. Vehicle manufacturers have serious problems today that can be addressed with properly formulated motor oil. Unfortunately, most API SN/ILSAC GF-5 oils are not up to the task.

Yours is. We are ahead of the game with new Signature Series Synthetic Motor Oil and meeting the new interim specification, when it’s introduced, will be as simple as adding the proper information to our labels.

When you hit the streets to do what you do best (sell oil), do so with utmost confidence. No one else has a product with Al’s signature on it and formulated to be the best in the world.

**Alan Amatzio**  
Co-President & COO

**Dean Alexander**  
Co-President

# LETTERS TO THE EDITOR

## MULTI-PURPOSE OIL

I'm writing in response to the Letter to the Editor regarding 3-IN-ONE\* oil (March *AMSOIL Magazine*). I have been an AMSOIL Dealer since 1981, and I still have and use 3-IN-ONE oil because there really isn't an AMSOIL substitute for more precise oiling. You just can't or don't want to oil some things with a spray can (model trains, fishing-reel lube ports, etc.). It gets everywhere, even with the straw. I have to imagine that you must have reviewed a market for this in the past and didn't pursue it.

Just my two cents...

**Brian Abbott**

**AMSOIL:** A 3-in-1 oil has been on our radar, but we have no immediate plans to introduce one. We typically focus on products for specific, high-performance applications; 3-in-1 oils are usually lower-performance lubricants intended for general applications that require minimal levels of lubrication. We may further investigate this market down the road, but we currently have other product development projects higher on the priority list. For more precise oiling of model trains and fishing reels, try AMSOIL Firearm Lubricant. While it's specifically designed for the lubrication requirements of firearms, it provides more-than-adequate protection for general applications that would normally use a 3-in-1 oil.

## ATV/UTV OIL CHANGE KITS

The sales of ATV and UTV oils in my powersports retail accounts have been declining over the last few years. I have received feedback that their do-it-yourself customers like the convenience of picking up an oil change kit that has everything they need, rather than buying the oil and filter separately. Likewise, the service department of one account prefers the V-Twin Oil Change Kit (HDCK) when doing service on Harley-Davidsons\*, rather than taking quarts and a filter. Has AMSOIL considered making other oil change kits for any of the ATV/UTV brands?

**Gale Binder**

**AMSOIL:** Yes, this idea has been discussed in-depth. We are committed to providing full-service solutions for our customers, and we plan to make new investments in the growing ATV/UTV market as soon as next spring. Stay tuned.

## AGGRAND

I'll start by saying I'm very disappointed about the AGGRAND division closing. The garden and agricultural shows that we have done in the past six years haven't brought any big sales, but there was a lot of interest in the product.

We frequently were told that prospective customers had never heard of AGGRAND. Did you not advertise in agriculture literature or garden magazines? Perhaps the fault on low sales was a lack of effort on your part to spread the word about this natural product line. You advertise AMSOIL all the time – online, magazines, national shows. ALTRUM has a monthly newsletter, but for AGGRAND we're lucky to see something every three months.

The thought as to why AGGRAND never took off rests squarely on your shoulders. Instead of closing the doors on AGGRAND you should be advertising it like you do AMSOIL. It is as innovative a product line as the synthetic oils into which you have put so much research, time and advertising. We had hoped to see a financially successful future in this product as a means to retire.

Sincerely,

**Matt & Marcelle King**

I would like to express my regret at the announcement of AGGRAND products being discontinued. My long-term AMSOIL account with Virginia Tech's athletic department finally ordered a trial of five gallons of AGGRAND NOS this spring after 10 years of my encouragement. I feel confident the price and performance will convince them to order more. The prestige of Virginia Tech's athletics will make this a wonderful testimony for other environmentally conscious colleges and universities to try and use AGGRAND. You may recall the trial in the March 1995 *AMSOIL Action News* by Virginia Tech's renowned turf grass specialist, Richard Schmidt, demonstrating 100 percent increase in root growth. But alas, there will be no more available.

I understand the need to show profit. But the timing, especially with the tremendous potential for academic institutions becoming customers as they are more and more environmentally conscious, could not be worse. I implore you, if at all possible, to keep the line alive for another

year or two to see if a turnaround might be on the horizon.

Warm regards,

**Allan Wulff**

**AMSOIL:** No one is more disappointed than we are in the closing of AGGRAND. Contrary to what you might believe, our investments in AGGRAND were beyond commensurate with the division's income. We tried a variety of methods over the past 27 years, including trade shows, celebrity endorsement, TV and more. Still, it isn't surprising to hear that you encountered many potential customers who had never heard of AGGRAND – reaching the point where most people have heard of a product or company typically requires billions spent on advertising annually.

Both letters touch on an AGGRAND trend with which we are all too familiar: it generated lots of interest, but not lots of sales. As you know, the interest is nice, but it's no good without the sales. Allan touched on another idea we know well: "keep the line alive for another year or two to see if a turnaround might be on the horizon." That's just what we'd been doing for some time, Allan. Unfortunately, that turnaround never came. Like AMSOIL before it, AGGRAND was ahead of its time. This time, however, it wasn't meant to be. The AGGRAND division lost money for years and sales were decreasing. Good business sense dictated that it was time to let AGGRAND go and focus our attention and resources on our core business – synthetic lubricants and helping Dealers find success in lubrication-related markets. We appreciate the efforts made by AGGRAND Dealers through the years.

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

## Transmission maintenance requires a shift in thinking

Like motor oil, transmission fluid must now do more.

What's more important to your vehicle, the engine or transmission?

It's a trick question; they're equally important. You're not going anywhere without either one. But which do people think more about? I suspect most casual motorists never spend an ounce of energy thinking about their transmission until it begins to shift erratically or slip. Then, when they're staring at a \$4,000 repair bill, you can bet their transmission is top-of-mind.

### An ounce of prevention

The good news is, you can avoid most transmission problems with a little preventive maintenance. Not only is periodically changing transmission fluid far easier and less expensive than an overhaul, it's vital to maximizing the life of today's vehicles.

Just like modern cars and trucks are tougher on oil, they're tougher on transmission fluid for largely the same reasons. For starters, vehicles make more power today than ever before. The automakers are in a seemingly endless arms race to produce more power than the competition. All that added power has to go through the transmission before reaching the wheels, yet modern transmissions are smaller and lighter than their predecessors. They also now use lower-viscosity fluids to help boost fuel efficiency. That translates into thinner fluid protecting against intense heat and wear inside a transmission that handles more power – not an easy task.

Cleanliness, too, is important. Heat is one of the transmission fluid's biggest enemies. It speeds the oxidation process and causes the fluid to chemically break down. Fluid that has broken

down can cause sludge and varnish to form, which clogs narrow oil passages and can lead to stuck valves. Soon, your vehicle can begin to shift hard, hesitate or quit shifting altogether.

### Longer drain intervals

Did I mention that drain intervals are also growing longer? A 2017 Ford\* F-150, for example, calls for 150,000-mile transmission fluid service intervals in normal service. Of course, most drivers' operating conditions fall under the severe service designation. Face it – you don't buy a pickup truck to cruise the main drag; you buy it to tow and haul.



**115,000 miles of severe-service driving that included frequent towing was no match for AMSOIL Signature Series Synthetic ATF.**

In this case, changing your transmission fluid is even more important, and Ford knows it since it reduces the drain interval to 30,000 miles. Towing and hauling generate intense heat, while the increased pressures can rupture the fluid film, allowing metal-to-metal contact and wear.

We wanted to prove the performance of AMSOIL Signature Series Fuel-Efficient Synthetic Automatic Transmission Fluid

in just this scenario, so we submitted it for a field trial at an independent test facility. A loaded trailer was routinely towed on real highways and city streets throughout the trial. Signature Series Synthetic ATF handled the punishment with ease. Throughout 115,000 miles in severe service – nearly 4X the manufacturer's recommended severe-service drain interval – Signature Series ATF delivered outstanding protection for gears (see image) and clutches and maintained smooth shifts.

### Fill for life?

Overcoming inertia might be the biggest barrier to convincing someone to service his transmission. And the automakers aren't helping with the proliferation of "fill-for-life" transmissions on the market that don't even include a readily accessible dipstick to check the fluid. Although they're designed to be "filled for life," that typically just means "fill for the life of the warranty." If it fails once the warranty has expired, what do you suppose the dealership is going to do for you? That's right; hand you a hefty bill. It's just as important to service these units and replace the fluid – which can be done – at least once to ensure the transmission lasts as designed and gives you years of solid performance beyond the manufacturer's warranty period.

Motivating someone to maintain his transmission can be tough if it's working fine and isn't causing problems. But ask him, "Would you like to spend a couple hundred bucks today to keep it that way, or would you rather spend a couple thousand someday to fix it?"



# The Pinnacle of Performance

Available in September, the new Signature Series Synthetic Motor Oil formulation builds upon its rock-solid foundation to offer enthusiasts a new level of engine protection.

## 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?** September (rolling change)

**New Stock Numbers?** No

**Price Change?** No

- **75 percent** more wear protection<sup>1</sup>
- **100 percent** protection from LSPI<sup>2</sup>
- **Trusted** by professional engine builders
- **Ideal** for turbos & direct injection
- **50 percent** more cleaning power<sup>3</sup>
- **Guaranteed** protection for up to 25,000 miles or 1 year (in normal service)

## Maximum Wear Protection

Signature Series Synthetic Motor Oil provides **75 percent more engine protection against horsepower loss and wear** than required by a leading industry standard<sup>1</sup>, extending the life of vital components like pistons and cams. Its strong fluid film keeps metal surfaces separated while its robust anti-wear additives further reduce wear in metal-to-metal contact regions for maximum engine life.



After rigorous third-party testing, the cam lobes show little to no wear thanks to Signature Series.

## Protects Pistons from Low-Speed Pre-Ignition

We armed Signature Series with an advanced detergent system to protect vital engine parts like pistons and connecting rods. Most new engines feature gasoline direct-injection (GDI), often combined with a turbocharger to boost power and improve fuel economy. These new technologies pose significant challenges to motor oil, one of which is the advent of low-speed pre-ignition (LSPI). LSPI is the spontaneous ignition of the fuel/air mixture prior to spark-triggered ignition. It occurs in today's advanced engines and is much more destructive than typical pre-ignition. Signature Series provided **100 percent protection against LSPI** in the engine test required by the GM dexos1<sup>®</sup> Gen 2 specification.



## Signature Series Synthetic Motor Oil Data Bulletin

Stock#	Qty.	U.S.	Can.
G2880	25	4.10	5.60



## Protects Turbochargers

The tremendous heat and stress turbos create can cause some oils to break down and form harmful bearing deposits through a process known as turbo coking. Over time, turbos can suffer reduced performance or fail altogether. AMSOIL Signature Series Synthetic Motor Oil handles heat so well that it **protects turbochargers 72 percent better than required by the GM dexos1 Gen 2 specification.**\* It enables modern engines to achieve their full potential and service life. Signature Series provides the ultimate protection against extreme heat and the harmful deposits that can plague turbochargers and features the high film strength needed to guard against accelerated wear.



## Maximum Cleaning Power to Battle Sludge

AMSOIL Signature Series Synthetic Motor Oil has **50 percent more detergents** to help keep oil passages clean and promote oil circulation.<sup>1</sup> Its detergent and dispersant additives are so effective, Signature Series provides **90 percent better protection against sludge** than required by a leading industry standard.<sup>2</sup>

## Easier Cold-Starts

Signature Series Synthetic Motor Oil does not contain paraffins (wax) and stays fluid in temperatures as low as -58°F. Extreme cold causes other motor oil to thicken, starving vital moving parts of lubrication, accelerating wear and even preventing vehicles from starting. Signature Series provides 66 percent better cold-temperature performance than conventional oil for easier starting, better fuel economy, improved oil flow and reduced wear.

## Reserve Protection

AMSOIL Signature Series Synthetic Motor Oil provides reserve protection, allowing you to go up to 25,000 miles or one year (in normal service) between oil changes if you choose. Its unique synthetic formulation and long-drain additive system are inherently stable to resist oxidation and neutralize acids over longer periods.

Signature Series is designed to deliver outstanding engine protection, cleanliness and performance over extended drain intervals – guaranteed. It provides peace of mind so you can fit oil changes into your schedule, while also reducing vehicle maintenance and waste oil.



## Limiting Oil Consumption

Signature Series has a uniform molecular structure that limits evaporation and keeps it where it's needed most – protecting your engine. Volatility (burn-off) occurs when oil gets hot, causing lighter molecules to burn off or evaporate. Signature Series falls far below the API limit for volatility, reducing the need for frequent oil top-offs and limiting vehicle emissions.

## DISTRIBUTOR ACTION PLAN

- Use these numerous new claims to illustrate the superior protection and performance Signature Series provides.
- There have been rapid advancements in automotive technology. Inform prospects of the new OEM specifications and how Signature Series far surpasses the most stringent of these requirements.
- Relate a testimonial from a customer or your own experience with Signature Series to bring some of the high-level technical information into a real world situation.
- Stay informed on the emerging threat low-speed pre-ignition (LSPI) poses to today's vehicles. Promote Signature Series' ability to completely protect turbocharged and gasoline direct-inject (GDI) engines from the effects of LSPI.



\* Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test.

<sup>1</sup> vs. AMSOIL OE Motor Oil <sup>2</sup> Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification.





# Aligning AMSOIL Products With Your Customers' Business

Share your experiences with AMSOIL products and tailor your recommendations to the customer's needs and goals. Sometimes the most effective strategy is to let the customer discover his own solution.

You've listened to your prospective customer talk about his business and values, and now it's time to make some recommendations based on what you've learned. Make a thorough analysis of his situation and provide thoughtful guidance. Simply rushing toward completing the order and getting out the door will not serve anyone's interests in the long run.

## Don't Push

We've all been in an uncomfortable situation with a pushy salesperson. Having confidence in yourself and AMSOIL products is important, but pressuring a customer to buy something will sour both the sale and the relationship. In the "Discovery" phase of the Buy-Sell Process, you uncovered the prospective customer's needs. Think about the goals and challenges he expressed and make sure your recommendations are based on *his* needs, not simply the products and quantities you hope to sell.

"There are a lot of salespeople who have talked their way out of a sale," said AMSOIL Director, Dealer Development Rob Stenberg, "but there's not a salesperson out there who has ever listened his way out of a sale."

## Understand The Market

Every Distributor should have a solid understanding of AMSOIL products, but your knowledge shouldn't end there. Having a firm grasp on the ins and outs of the market in which you're working is vital. Prospective customers will expect you to effectively assess their situations and share

market insights that will improve their businesses. One way to illustrate your knowledge of the market is to share an example of how you helped another customer in a similar situation.

## Share A Story

Relate how you helped another shop owner attract more customers, increase margins or tackle a specific issue. These examples will show that you've helped similar shops develop strategies for success.

## Be Specific

Offer the prospective customer specific solutions that address his needs. Later, in the "Ongoing Service" phase of the process, these items should be included in a concrete, comprehensive plan.

Here are a few common questions an owner might need to resolve before considering integrating AMSOIL products into his shop:

- Who will provide staff training?
- Is my storeroom large enough to adopt another product line?
- Can my current customers afford AMSOIL products?
- How do these products fit into my business and today's market?

## Illustrate The Options

Share examples of how individual AMSOIL products have helped you or your customers protect and enjoy their vehicles and equipment. The prospect will likely relate to one of these stories and discover for himself the benefits of adopting a certain product. Provide a roadmap, but let customers find their own solutions.





**Market Knowledge** – Understand the challenges shop owners face everyday and what *their* customers might be looking to buy.

**Product Knowledge** – Research the technical and practical aspects of AMSOIL products and share stories of how they've helped other customers.

**Skill Sets** – Develop your active-listening and organizational skills so you're able to retain the details of every interaction you have with a prospect. Use any asset that helps you build trusting, solid relationships.

Combine these elements to find the “**sweet spot**” in each sub-market, whether you're working with the owner of an independent repair shop or an independent auto parts store.



# Tips to Effectively Sell AMSOIL Synthetic Snowmobile Oil

Believe it or not, winter is right around the corner. When talking to snowmobilers this season, make sure to uncover their needs and recommend the correct AMSOIL snowmobile oil. The following provides the essentials for targeting the best prospects with the correct product benefits. For more, consult the Dealer Sales Briefs in the Resource Library of AU Online in the Dealer Zone.

AMSOIL synthetic snowmobile oils are **Warranty Secure®**, keeping your customers' factory warranties intact. They're excellent choices for Polaris®, Ski-Doo®, Arctic Cat®, Yamaha® and other brands.



## AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT)

For hardcore enthusiasts who own high-performance sleds and live for snowmobiling.

- **Best** engine protection
- **Best** engine and exhaust power valve cleanliness
- **Best** cold-flow

To reduce emissions, modern two-stroke snowmobiles are designed to burn less oil without sacrificing power. This generates high heat, which can lead to piston-ring sticking, piston scuffing and exhaust-power-valve sticking.

Sell INTERCEPTOR's proven ability to help maximize performance and ensure reliable operation by preventing ring sticking, piston scuffing and exhaust-power-valve sticking in modern, high-performance sleds. It's also less expensive than original equipment manufacturer (OEM)-branded oils.

## AMSOIL Synthetic 2-Stroke Injector Oil (AIO)

For casual riders and those seeking the convenience of one oil for year-round use.

- **Convenient**, multi-use formula
- **Excellent** value
- **Excellent** wear protection

Synthetic 2-Stroke Injector Oil is perfect for riders who don't necessarily want the superior performance of INTERCEPTOR or DOMINATOR. It offers riders the convenience of using only one oil for all their two-stroke powersports toys, including marine applications. It is also ideal for vintage sleds. It's perfect for retailers who want to carry limited inventory and offer an oil to satisfy the needs of a wide range of customers.

## AMSOIL DOMINATOR® Synthetic 2-Stroke Racing Oil (TDR)

For racers, professional riders and owners of modified sleds.

- **Purpose-built** for racers
- **Extra** protection for modified sleds
- **Maximizes** power

Racing and modified sleds generate intense heat and pressure. High heat can burn off light oils, while intense pressure can exceed the film strength of low-viscosity oils, inviting wear.

DOMINATOR is formulated with heavier base oils to protect bearings, pistons and other components from the rigors of high-performance riding. Sell DOMINATOR's race-proven protection against wear. Its emphasis on wear protection means it doesn't guard against power-valve sticking as well as INTERCEPTOR.

## AMSOIL Formula 4-Stroke® Power Sports Synthetic Motor Oil (AFF)

For owners of four-stroke snowmobiles.

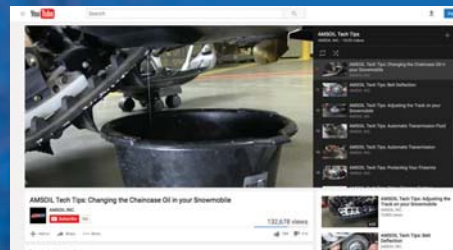
- **Easy** cold-weather starts
- **Quick** startup protection
- **Helps** prevent carbon/varnish formation

Cold temperatures can cause conventional oils to thicken, making them difficult to circulate until the engine warms up. Cold, thick oil may not reach components at startup, causing wear.

Formula 4-Stroke Power Sports Synthetic Motor Oil provides outstanding cold-flow properties. Sell the oil's ability to ease cold starts and guard against wear at startup, helping extend engine life.







## AMSOIL TECH TIP VIDEOS

We offer valuable snowmobile Tech Tip videos on the AMSOIL YouTube page. Become a resource for your customers and prospects by embedding AMSOIL Tech Tip videos on your website and social media pages. Visit [www.youtube.com/AMSOILinc](http://www.youtube.com/AMSOILinc) (Playlists>AMSOIL Tech Tips).

## MORE SNOWMOBILE PRODUCTS

### Synthetic Chaincase & Gear Oil (TCC)

Superior protection for enclosed chains and gears



### Quickshot® (AQS)

Effectively addresses performance issues related to ethanol, water and dirty pump gas



### Synthetic Water-Resistant Grease (GWR)

Provides outstanding water-washout and spray-off resistance

### Deluxe Grease Gun Kit (GLCGN)

Eases the job of greasing equipment





# Products for Work or Play



## ATV/UTV FAMILY



### AUV40

Use in ATVs and UTVs that require 10W-40 motor oil, including those made by Kawasaki\*, Suzuki\*, Can-Am\*, Honda\*, Yamaha\*, Kubota\* and John Deere\*.

### AUV50

Use in ATVs and UTVs that require 5W-50 motor oil, including the Polaris\* Ranger\*, RZR\* and Sportsman\*.

### AUDT

Use in ATV and UTV transmissions and front and rear differentials.

### AUFD

Use in ATV and UTV front differentials and hubs, including those made by Polaris and Hilliard\*. High-quality alternative to Polaris Demand Drive Fluid\*.

AMSOIL ATV/UTV lubricants are specially engineered with your customers' needs in mind. They're purpose-built for ATV/UTV differentials, transmissions and engines.



*The First in Synthetics®*

Online Store: [www.amsoil.com](http://www.amsoil.com)

Telephone: **1-800-777-7094**

EZ Online Order Form: [myaccount.amsoil.com](http://myaccount.amsoil.com)



## September Close-Out

The last day to process September orders in the U.S. and Canada is the close of business on Friday, Sept. 29. 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 September business will be accepted until 3 p.m. Central Time on Friday, Oct. 6. All transfers received after this time will be returned.

## Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Oct. 9 for Thanksgiving Day.



### Gray Two-Pocket Button-Down Shirt

On-trend two-pocket long-sleeve shirt with embroidered logo. Constructed of 100 percent combed cotton chambray.

Stock #	Size	U.S.
G3493S	S	31.95
G3493M	M	31.95
G3493L	L	31.95
G3493XL	XL	31.95
G3493XXL	2X	33.95
G3493XXX	3X	35.95



### Dealer Work Shirt

Two-pocket shirt with concealed button front placket. Constructed of 65/35 polyester/cotton soil-release and moisture-management fabric. AMSOIL Dealer logo printed on left chest.

Stock #	Size	U.S.
G3483S	S	34.95
G3483M	M	34.95
G3483L	L	34.95
G3483XL	XL	34.95
G3483XXL	2X	36.95
G3483XXX	3X	38.95

## New AMSOIL Market Catalogs

To help Dealers maximize efficiency and reduce literature inventory and expenses, we have been consolidating our many brochures into all-encompassing market catalogs. The catalogs speak to each segment of the particular market and include a full selection of products relevant to that market. This spring, we introduced the Professionals Catalog (G3469 U.S., G3474 Can.), which is geared toward contractors, fleets, over-the-road truckers, heavy-duty off-road equipment operators and farmers/ranchers.

## Powersports & Racing Catalog

### Now Available

The new Powersports & Racing Catalog (G3511 U.S., G3512 Can.) is the latest addition. It's designed for motorcycle, marine, dirt bike, ATV/UTV, snowmobile and racing enthusiasts. It demonstrates the premium protection provided by AMSOIL products in powersports and racing applications, while promoting the further benefits and savings of registering as an AMSOIL Preferred Customer (P.C.).

In the past, it would have cost you \$8.40 (U.S.) to distribute the same material covered in this new catalog for only \$0.90 (U.S.).

### Powersports & Racing Catalog (U.S.)

Stock #	Units	Description	Wt. Lbs.	U.S.
G3511	EA	1 U.S. Catalog	0.1	0.90
G3511	CA	100 U.S. Catalogs	10.0	85.00
G3511	PK	300 U.S. Catalogs	30.0	240.00

### Powersports & Racing Catalog (Canada)

Stock #	Units	Description	Wt. Lbs.	U.S.
G3512	EA	1 Can. Catalog	0.1	0.90
G3512	CA	100 Can. Catalogs	10.0	85.00
G3512	PK	300 Can. Catalogs	30.0	240.00

The Powersports & Racing Catalog replaces the following brochures, which are discontinued:

### Brochures

Marine Brochure (G1008)

Snowmobiles Brochure (G1526)

ATVs/UTVs Brochure (G3342)

Dirt Bikes Brochure (G3325)

Metric Motorcycles Brochure (G3344)

V-Twin Motorcycles Brochure (G3337)

Racing Brochure (G3051)

Classic Cars Brochure (G3113)

Keep checking *AMSOIL Magazine* and the Dealer Zone as we introduce more market catalogs in the coming months.





#### Action Plan

The Devoted to Protection ad was developed using extensive market research, and it was tested thoroughly with groups of auto enthusiasts, our target market. Its protection-centric messaging resonated strongly with these groups. Consider these facts as you interact with prospective customers and accounts.

### DEVOTED TO PROTECTION.™

When it comes to keeping the car you love safe, there's a motor oil that offers the world-class performance you demand. AMSOIL shields your automobile with 75% more engine protection against horsepower loss and wear than required by a leading



industry standard\*, extending the life of vital components like pistons and cams. Discover how we offer next-level protection. Unleash the Spartans at [amsoilprotects.com](http://amsoilprotects.com).

\*Based on independent testing of AMSOIL Signature Series 5W-30, in ASTM D7320 as required by API SN specification.





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