

# AMSOIL<sup>®</sup>

MAGAZINE

OCTOBER 2017

## EXL MOTOR OIL STRONGER FOR LONGER



Next-Level Performance: Alan Amatzio on the New Signature Series Motor Oil Formulation





## When it comes to protection, can you have too much?

New Signature Series 100% Synthetic Motor Oil provides your customers with **engine protection that blows the doors off** the highest industry standards.

<sup>1</sup> Based on independent testing in the ASTM D6891 test using 0W-20 as worst-case representation.

<sup>2</sup> Based on independent testing of AMSOIL Signature Series 5W-20 motor oil in the LSPI engine test as required for the GM dexos1<sup>®</sup> Gen 2 specification.

<sup>3</sup> vs. AMSOIL OE Motor Oil

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



*The First in Synthetics<sup>®</sup>*

**DEVOTED TO PROTECTION.<sup>™</sup>**



## XL Synthetic Motor Oil: Stronger for Longer | PAGE 7



### FEATURES

- 7 XL Synthetic Motor Oil: Stronger for Longer
- 9 Next-Level Performance: Alan Amatzio on the New Signature Series Motor Oil Formulation
- 11 Help Customers Store Equipment with Confidence

### DEPARTMENTS

- 4 From the Presidents
- 5 Letters to the Editor
- 6 Tech Talk
- 13 Centerlines and Updates

### ADVERTISEMENTS

- 2 When it Comes to Protection, Can You Have Too Much?
- 12 Save at the Gas Pump
- 14 Three Top Snowmobile Brands, One Exceptional Oil

### STAFF

#### Editor

Terry Johnsen

#### Associate Editor

Joel Youngman

#### Staff Writers

Kathy Anderson  
John Baker  
Dan McClelland  
Jamie Trembath  
Joel Youngman

#### Graphic Design Manager

Jeff Spry

#### Senior Graphic Designer

Luke Boynton

#### Content Contribution

Alan Amatzio  
Matt Erickson  
Rob Stenberg

#### Editorial Contribution

Dan Gorski  
Michael Meuli

#### Advertising

Ed Newman

#### Back Issues

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

#### On the Web

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

#### Co-President & COO

Alan Amatzio

#### Co-President

Dean Alexander

© 2017, AMSOIL INC.

All rights reserved.

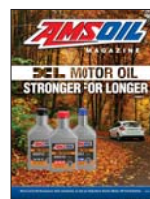
Printed by Service Printers  
Duluth, MN USA.

#### Letters to the Editor

AMSOIL INC.

Communications Department  
The AMSOIL Building  
925 Tower Ave.  
Superior, WI 54880

[letters@amsoil.com](mailto:letters@amsoil.com)



### THE COVER

Everything about new XL Synthetic Motor Oil is boosted. New look, more cleaning power, more protection and a longer drain interval.





**Alan Amatzio**  
Co-President & COO

**Dean Alexander**  
Co-President

# From the Presidents

This company was founded with one goal: make the best oil possible (mission accomplished!). But that goal actually supported a broader ideal, which was to support “the little guy.” Our founder, Al Amatzio, believed that no one was looking out for the little guy when it came to automotive lubrication. If this technology exists, he thought, why isn’t it being made available to the public? So, he set to work changing that.

Later, the Dealer network was founded, once again providing options for the little guy. Since then, thousands of AMSOIL Dealers have joined the network, and each one has had his/her own reasons for signing up. Some are looking for something to do in retirement, others are looking for extra money to retire sooner. Some are looking for a way to boost their kids’ college funds or make the payments on a new boat. Some Dealers just like being part of the team and interacting with like-minded people.

Whatever their motivations may be, a whole lot of little guys are finding fulfillment with an AMSOIL Dealership today. The best part is, most of them are having a lot of fun, too. Who would have thought you could work your way toward financial independence and have fun doing it?

There is no opportunity like the AMSOIL opportunity. World-class products, national advertising and sponsorships, free online training, fast shipping, no inventory requirements, low startup costs – you won’t find this same list of benefits with other entrepreneurial opportunities.

Here’s something else you can count on from AMSOIL: continual improvement. And that applies to all aspects of the company. Behind the scenes, we’ve recently been working on our customer service so we can serve you and our mutual customers better. Publicly, we’ve recently launched improved versions of two of our top product lines, Signature Series

and XL Synthetic Motor Oil. There’s more to come. There are exciting product innovations on the horizon and more program enhancements that we know you will love.

Whatever your motivations for being an AMSOIL Dealer, we hope you’ll make the most of these benefits. Recruit more Dealers, customers and accounts. Make that boat payment or pad your retirement account. Whatever you do, have fun doing it.

**Alan Amatzio**  
Co-President & COO

**Dean Alexander**  
Co-President

# LETTERS TO THE EDITOR

## CUTTING OIL

I am referring to a new product which you may already be developing. Plumbing is my background, and I've had two inquiries as to whether we carry cutting oil for cutting and threading steel pipe.

Ace Hardware in Paradise, Calif. sells it to retail customers for \$25 a gallon. Buttes Pipe and Supply said they sell to contractors for \$30.84 a gallon. They also told me they would consider paying \$21 a gallon (which they would then sell to their customers for \$30.84 a gallon).

I'm sure our marketing department would determine the demand, etc.

Thank you,

**Joseph C. Di Duca**

**AMSOIL:** Thanks for the idea, Joseph. Pipe-cutting oils are designed with specific metals and job conditions in mind, and they are usually mineral-oil-based. Because the pipe-cutting oil market is relatively small, and because several oils would likely be required to cover all customer needs, it is unlikely we will develop an oil formulated specifically for pipe-cutting. We are, however, exploring the possibility of a multi-purpose cutting oil for home shop and light commercial use. Whether that potential oil would be suitable for certain pipe-cutting jobs is yet to be determined.

## AMSOIL ADVERTISING

I am a new independent Dealer just starting out. I have used AMSOIL products in my 2006 Dodge\* Cummins\* diesel since it was brand new. I have 189,000 miles and tow an 18,000-pound fifth-wheel trailer. My truck is operating very well, thanks to the excellent lubrication it has received. I subscribe to *Diesel World Magazine* and saw in the July issue the outstanding ad placed by AMSOIL. Ads like this, I believe, help me in my attempts to register new accounts.

Thank you,

**Robert E. Upchurch**

**AMSOIL:** Thanks for the letter, Robert. It's great to hear about your success with AMSOIL products and the positive impact our advertising has on your business. That's the whole reason why we do it.

## SAE 40 DIESEL OIL

Will AMSOIL consider manufacturing an SAE 40 oil that can be used in EMD/locomotive two-stroke diesel engines?

**Adrian Barajas**

**AMSOIL:** While it is a good idea, it's probably not something we'll pursue, Adrian. We are focusing on areas that will benefit the most Dealers possible. Pursuing the EMD/locomotive two-stroke diesel market would benefit only a small subset of Dealers.

## VEHICLE GRAPHICS

Truck graphics do work. I work in Lancaster, Pa., and the Route 30 bypass goes right by my work. It's a big place with about 300 cars in the parking lot during the day. A guy driving down the bypass saw my truck in the parking lot, got off at the next exit, came into our parking lot and got my phone number off my truck. I met him in the parking lot on my break the next day with his OE oil. I also gave him our new catalog. He was so thrilled and said he wants to try the XL for his next oil change.

**Dean & Cathy Graybill**

**AMSOIL:** That's a great story, Dean, and an excellent testimony to the effectiveness of vehicle graphics. It also sounds like you earned a loyal customer through the good service you provided.

## DEALER FEES

I'm intrigued with the new Dealer pricing model, which virtually eliminates my monthly Premium Dealer Zone fee and my AU annual fee. However, I paid for my Dealership several years ahead already (I expire in 2022), so will I be penalized by having to pay the additional Dealer Zone/AU fees until my ultimate renewal or will there be some way to "buy in" under the current program to save the additional expense?

Thanks,

**Rick & Evelyn Gutknecht**

**AMSOIL:** You and other Dealers in your situation will face no penalties or additional charges, Rick. Dealers with five-year, 10-year or Lifetime Dealerships receive all of the additional benefits for the remainder of their terms. In your case, you now have access to AU Online and the Premium Dealer Zone at no additional charge. You will pay current renewal fees in 2022.

## DECALS

Would the company please consider adding/upgrading the stickers we Dealers have available to offer our retail accounts? Some of the possible choices could be as follows:

- "AMSOIL Products Available Here"
- "We Proudly Use and Sell AMSOIL Products"
- "AMSOIL Synthetics Available Here"
- "AMSOIL Synthetics Sold Here"
- "We Sell and Install AMSOIL Synthetics"
- "AMSOIL, 1st in Synthetics, Sold Here"

These are just my suggestions off the top of my head. I would also suggest making them available in large sizes, at least 12 inches long or longer, and at least TWO different large sizes.

Thanks for listening.

**Bill Phelan**

**AMSOIL:** Thank you for your suggestion. We will investigate the possibility of adding retail-focused decals to our lineup. We are also looking into bringing back the "AMSOIL Synthetic Motor Oils Sold Here" aluminum sign.

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.



**Michael Meuli** | VICE PRESIDENT, TECHNICAL DEVELOPMENT

## Innovation enables our best ideas

Solve someone's problems and you'll have a customer for life.

History is full of big ideas, and they've often been met with resistance. Circumnavigating the globe? Can't be done. Human flight? Never. Landing a man on the moon? Impossible.

While many of us wring our hands and enumerate the reasons why things can't be done, the visionaries thankfully soldier on anyway. AMSOIL Dealers need no further proof than our founder, Al Amatuzio, who developed the world's first synthetic motor oil to meet API requirements despite resistance from industry "experts."

Realizing a groundbreaking idea often requires innovation. The years between President John F. Kennedy's declaration to put a man on the moon, in 1961, and Neil Armstrong's famous step, in 1969, were a flurry of activity that resulted in NASA's successful Apollo 11 mission.

One small step for man, one giant leap for innovation.

Our goal at AMSOIL is to expand our position at the forefront of innovation. After all, it's where Al Amatuzio founded the company. That means manufacturing products that solve problems and advance the industry.

Three perfect examples include reformulated Signature Series Synthetic Motor Oil, XL Synthetic Motor Oil and OE Synthetic Motor Oil. All three oils deliver 100 percent protection against low-speed pre-ignition (LSPI) in the engine test required for the GM dexos1® Gen 2 specification, helping automakers realize their goal of achieving the best fuel economy possible. Let me explain.

In 2011, the government amended corporate average fuel economy (CAFE) standards to require that the average fuel economy of auto/light trucks

increase to 54.5 mpg by 2025. It's a huge challenge that some speculate can't be done, at least not in the next eight years. Even so, the automakers unleashed their engineers and went to work. Their hard work has resulted in today's smaller turbocharged, gasoline-direct-injection (T-GDI) engines that deliver efficiency gains previously thought impossible. I remember when turbochargers were reserved for high-performance cars, like the Porsche\* 911 and Saab\* 99. Now, turbos seem to be everywhere. In fact, *WardsAuto*, a leading industry publication, says turbos were installed in a record 27.6 percent of vehicles built through March 2017. That number is only going to increase.

Unfortunately, LSPI has emerged as a side effect in T-GDI engines. In a nutshell, LSPI is a form of regular engine knock that can occur under low-speed, high-torque conditions, like when taking off from a stoplight. Under normal operation, spark-triggered ignition is timed to work in tandem with downward piston momentum. LSPI occurs when an oil/fuel droplet hiding in the piston crevice launches into the combustion chamber and ignites the fuel/air mixture too early. The resulting force clashes with the upward moving piston and can cause damage. By now, I hope you've learned about LSPI using our resources, like Matt Erickson's Tech Talk column in the April 2017 *AMSOIL Magazine* and our webpage at <http://www.amsoil.com/lander/lspi-update/>.

For now, automakers can program their engines to try to avoid operating conditions that invite LSPI. However, programming their engines to operate on the "ragged edge," which invites LSPI, can increase fuel economy up to 10 percent. With CAFE standards looming,

you can bet automakers are eager to take advantage of those gains.

But, they can't until motor oils that fight LSPI hit the market. In fact, preventing LSPI is such a concern that it's the primary reason for the updated API and ILSAC specifications set to take effect in the fall of 2019. The automakers can't wait that long, however. In a July letter to the American Petroleum Institute, Ron Romano of Ford\* Motor Co. urged the API to create a supplement to the ILSAC GF-5 specification "as soon as possible" to measure LSPI protection. The supplement should be able to begin licensing by Jan. 1, 2018, Romano said. "[T]here is an immediate need for preventive action to reduce/eliminate the occurrence of oil-derived low-speed engine pre-ignition," he said. "This is needed to protect the numerous turbocharged direct injection engine powered vehicles on the road today that are experiencing and being damaged by LSPI."

That's where we come in. Despite their early resistance years ago, the automakers have come to rely on synthetic lubricants to protect their increasingly demanding engines. Today is no different. It takes a finely balanced, innovative oil to fight wear, resist extreme heat, neutralize contaminants, last throughout today's longer drain intervals and, now, prevent LSPI. And here we are with an answer. As the industry catches up to LSPI, you're already at the forefront of innovation with a solution to offer your customers.

We have more innovation in store. It's not just what's *inside* the AMSOIL bottle we're working on, either. Solutions to today's problems come in many forms. I can't say more now, so stay tuned.



# XL Synthetic Motor Oil: Stronger for Longer

Available in October, the new XL Synthetic Motor Oil formulation delivers more cleaning power, complete protection against oil breakdown and new extended-drain recommendations.

## 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. It's 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. The new formulation will become available in October or when current inventory is depleted.

**Formulation Change?** Yes

**Date Available?** October (rolling change)

**New Stock Numbers?** No

**Price Change?** No

- **25 percent** more cleaning power<sup>1</sup>
- **Achieved** 100 percent protection against LSPI<sup>2</sup>
- **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

## Fights Breakdown

XL Synthetic Motor Oil maintains its fluidity (viscosity) under the most extreme conditions. Some oils break down after extended periods of high- or low-temperature operation. These viscosity changes can lead to numerous issues:

- Excessive oil consumption
- Engine deposits
- Accelerated wear
- Difficult cold starts

The GM Oxidation and Deposit (GMOD) engine test simulates severe operating conditions to assess a motor oil's ability to control viscosity increase, deposits and oil consumption. The testing revealed that AMSOIL XL Synthetic Motor Oil provides 64 percent more protection against oil breakdown, ensuring protection in extreme temperatures.<sup>3</sup>

## XL Synthetic Motor Oil Data Bulletin

Stock#	Qty.	U.S.	Can.
G1404	25	4.10	5.60

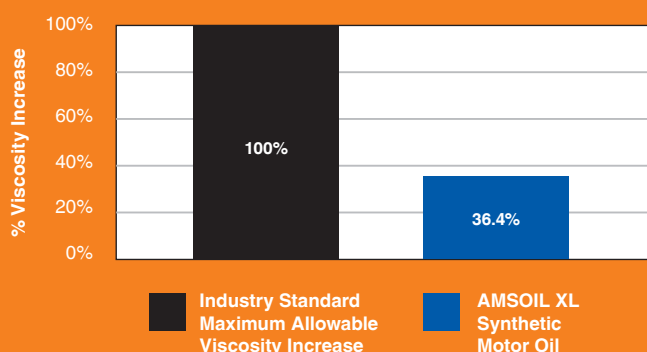
<sup>1</sup>vs. AMSOIL OE Motor Oil

<sup>2</sup>Based on independent testing of AMSOIL XL 5W-30 Motor Oil in the LSPI engine test as required for the GM dexos1® Gen 2 specification.

<sup>3</sup>Based on the GMOD engine test required for the GM dexos1® Gen2 specification.

## GM Oxidation and Deposit (GMOD) Test

Lower Number = Better Viscosity Control



## XL = Extended Life

AMSOIL XL Synthetic Motor Oil now provides even longer-lasting engine protection. Drain intervals can now be extended up to 12,000 miles, one year or longer when recommended in owner's manuals or indicated by electronic oil life monitoring systems. This recommendation extends to aftermarket, original equipment manufacturer (OEM) or AMSOIL Ea® Oil Filters as well – simply replace the filter at every oil change.

## Protects Pistons from Low-Speed Pre-Ignition

Like Signature Series and OE, XL features 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 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.

OEMs like GM\* have addressed the issue by designing tests to determine a motor oil's ability to prevent LSPI. The GM test allows up to five LSPI events to receive a passing score. XL Synthetic Motor Oil provided 100 percent protection against LSPI<sup>2</sup> – zero occurrences were recorded.

## DISTRIBUTOR ACTION PLAN

- Use these new features and benefits to sell potential customers on the outstanding protection and performance XL provides.
- XL is API licensed. This is an important detail among installers and auto parts store owners and is worth mentioning.
- Relate a testimonial from a customer or your own experience with XL 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 the ability of XL Synthetic Motor Oil to completely protect turbocharged and gasoline direct-injected (GDI) engines from the effects of LSPI.





# Next-Level Performance: Alan Amatzio on the New Signature Series Motor Oil Formulation

After more than two years and countless iterations run through bench, dyno and field tests, Signature Series delivers on all fronts. AMSOIL Co-President & COO Alan Amatzio recently spoke to us about taking Signature Series to the next level.



Alan Amatzio

**AMSOIL Magazine:** In keeping with AMSOIL tradition, the changes to Signature Series move beyond superficial updates aimed at meeting the upcoming industry standards. How did the story unfold?

**Amatzio:** The previous version of Signature Series was the highest performing motor oil we'd ever made – it had remarkable qualities. As we began developing the next generation of Signature Series to prepare for the arrival of the ILSAC GF-6 specification, we didn't expect to see substantial performance gains, but we were sure going to try.

As with all our products, we put in long hours to find the best solutions to meet the requirements, then pushed beyond them. We ended up with a motor oil that breaks through the previous iteration's benchmarks in almost every category. The new formulation demonstrates substantially better oxidation resistance – which means it can withstand incredible heat without breaking down and losing its original viscosity. It's simply more durable than it's ever been. The test results were surprising – even to us.

**AMSOIL Magazine:** It sounds like Signature Series is highly stable. What does this mean for drivers in the real world?

**Amatzio:** It means Signature Series is great at fighting thermal breakdown – it's not going to thicken. Controlling the rate of thickening is one of our fundamental goals. Thinner oils have less internal drag and are therefore more efficient – that translates into better fuel economy for the user. It's a continuum; if the oil maintains its viscosity for the duration of its time in your engine, its performance after 25,000 miles will be comparable to the day it was installed. Signature Series maintains "like new" performance throughout extended drain intervals.

**AMSOIL Magazine:** Full protection from low-speed pre-ignition is one of the prominent new features of Signature Series. What is LSPI and why is it garnering so much attention?

**Amatzio:** LSPI is the spontaneous ignition of the fuel/air mixture prior to spark-triggered ignition. It's a big issue in today's advanced engines and is more destructive than

typical pre-ignition. The combination of direct injection and turbochargers is particularly conducive to LSPI, and the combination of those technologies is increasing in popularity. GF-6 will address this issue, but it continues to be delayed and the vehicle manufacturers can't wait for it to come out. They've asked the API and ILSAC to introduce an intermediate specification as a stop-gap to address the issues they are facing in the field today. GM handled it on its own with the new dexos1® Gen2 specification.

We engineered Signature Series to fulfill the dexos1 Gen 2 requirements, then moved way past them. A passing score in the GM test is five LSPI events – our oil had zero occurrences. We reached that level of protection by incorporating a unique detergent system [TBN (total base number)]. You might think of TBN like Tums® for your engine. Taking Tums prior to a large meal will likely stop your heartburn before it starts. We've fortified Signature Series with an abundance of the right kind of detergents to preemptively neutralize the coming acids and fight LSPI. We're stocking our passenger car motor oil with the amount of detergents once only common in diesel oil – in fact, Signature Series has more detergents than you'll find in diesel oils.

We can say Signature Series has 50 percent more cleaning power than OE because that's an easily verifiable measurement. But the reality is, if you go out into the market, you'll find Signature Series has more cleaning power than almost everybody. It's over-engineered. And we're proud of that.

**AMSOIL Magazine:** In what other respects is Signature Series "over-engineered?"



Signature Series is more durable than it's ever been. The test results were surprising – **even to us.**

Alan Amatuzio  
Co-President & COO



**Amatuzio:** It's shown to be phenomenal in its cleaning power and heat resistance – but we can't forget about the cold-temperature side of the equation. A lot of wear occurs during cold starts. Signature Series 5W-30 easily flows in temperatures as low as -58°F. For drivers this translates into easier starts, better fuel economy and reduced wear, not just in extreme cold, but in all conditions.

**AMSOIL Magazine:** You're excited about this line, aren't you?

**Amatuzio:** I'm proud of all the products in our line, but I had an extra amount of anticipation for this one. I was so excited for the new formulation to be in the Signature Series bottle so I could change the oil in my vehicle. It's that personal for me. Signature Series stacks up against any motor oil out there. I have no hesitation in calling it the world's best. None.

**AMSOIL Magazine:** How can Signature Series receive these substantial advancements in performance and protection without a price increase?

**Amatuzio:** Our philosophy has always been that allocating resources to research and development is simply part of the cost of doing business. Creating a high-performance motor oil demands it. But there are situations that allow you to lower costs. If you find a high-quality material, you may not have to use a lot of it. Sometimes two materials working in tandem will give you a performance gain. Maybe you previously used twice the amount of additive at twice the cost, but weren't reaching your goal. Room for experimentation is built into our R&D process at AMSOIL.

Thanks to our on-site mechanical lab, we can perform endless amounts of testing to uncover new capabilities, explore new chem-

istry and just keep pushing the boundaries. That R&D experimentation process is what allowed us to make these improvements without increasing costs.

**AMSOIL Magazine:** How would you describe the new Signature Series Motor Oils to those unfamiliar with the line?

**Amatuzio:** I classify the family of Signature Series Oil as exotics. They're beyond the realm of other motor oil in terms of quality and performance. Our competitors simply can't match them. Our mechanical laboratories allow us to discover the subtle additive changes that ultimately have big effects. If you're not running hundreds of experiments, you're not attempting to be the best. The combinations sometimes seem endless, but we're dedicated to the process and finding what works. It's part science and part art.

**Signature Series** stacks up against any motor oil out there. I have no hesitation in calling it **the world's best.**

Alan Amatuzio  
Co-President & COO

**AMSOIL Magazine:** In which markets should Dealers pursue sales of Signature Series?

**Amatuzio:** Dealers should pursue sales with anyone who wants the best. Automotive enthusiasts are looking for a motor oil with all the qualities we've been talking about – excellent durability, cleaning power and wear protection. They want a unique product. We answered that call and engineered, or maybe over-engineered, Signature Series for them. Independent repair shops and auto parts store owners want to drive new customers into their stores by setting themselves apart from the competition. With its heightened performance and protection, Signature Series is a great fit for these locations. Couple that with our established following among the do-it-yourself (DIY) crowd and you have a great opportunity for sales.





# Help Customers Store Equipment With Confidence

AMSOIL products provide outstanding protection through the offseason.

Fall is in full swing and your customers are thinking about getting summer equipment put away before winter hits, but many may be unaware of the problems that can occur during extended storage periods. Preventive maintenance is critical before storing equipment for any extended period. Properly storing equipment through the cold winter months protects the engine, prevents rust and prepares it for action when spring rolls back around. With the right lubrication and fuel additives, you're on the right track to helping your customers protect their equipment, while presenting great door-openers for gaining new customers.

## Fight Corrosion and Dry Starts

During long periods of storage, inconsistent ambient temperatures can cause condensation to form within the engines of two- and four-stroke recreational vehicles, handheld power equipment, construction and farm equipment and other equipment used seasonally or infrequently. When the condensate comes in contact with steel and iron components, surface corrosion can form, leaving cylinder liners, piston rings, anti-friction bearings and other contact surfaces laden with

rust. Internal corrosion and rust can flake, leading to increased engine deposits, wear and friction, and cause the engine to run hotter and less efficiently, effectively reducing equipment life and increasing maintenance time and costs. Long periods of storage can also dry out cylinders. Dry-starting an engine often results in permanent damage and can dramatically shorten the life of the equipment.

While most two- and four-stroke motor oils are formulated to protect against internal corrosion and dry starts, their effectiveness fades over time. AMSOIL Engine Fogging Oil (FOG) is an excellent solution for long-term protection against corrosion and damage from dry starts. Engine Fogging Oil's aerosol spray formulation thoroughly and evenly coats internal components to protect against corrosion and help prolong engine life.

## Fight Deposits, Gum and Varnish

Ethanol and other harmful contaminants commonly found in fuel can wreak havoc on a stored engine. Most fuels are pre-treated with the lowest additive concentration (LAC) level of additives, which allows them to be stored for a



short period of time before degrading. During storage, however, degraded fuel can interact with air and moisture to form gums, varnish and deposits throughout the fuel system. These impurities can gum floats; clog injectors, fuel lines and carburetors; and cause poor engine performance and starting problems. Adding AMSOIL Gasoline Stabilizer (AST) to fuel before long-term storage can help prevent harmful deposits from forming in the tank and fuel system, eliminating the need to clean or replace carburetors after long-term storage. For short-term storage, AMSOIL Quickshot® (QS) should be used.

## Applications

AMSOIL Gasoline Stabilizer and Engine Fogging Oil applications include, but are not limited to, motorcycles, snowmobiles, ATVs, outboard motors, stern-drive and inboard marine engines, personal watercraft, lawn equipment, chainsaws, snowblowers, portable generators, handheld power equipment, motor scooters, powered farm equipment, powered construction equipment, cars and trucks.



# SAVE AT THE GAS PUMP



## LESS FRICTION, MORE EFFICIENT ENGINE OPERATION

The benefits of AMSOIL synthetic lubricants are many. Superior wear protection, increased horsepower, cooler-running engines, reduced deposits, reduced oil consumption, resistance to oxidation and breakdown, easier winter starts – they all add up to a better-running, longer-lasting vehicle. But, for many motorists, improved fuel economy is an especially relevant benefit. Nearly everyone is interested in saving more at the pump.

It is well-documented that synthetic oils can help improve fuel economy by reducing friction, and now is a great time to introduce your customers to the fuel-economy benefits of AMSOIL synthetic lubricants.



**AMSOIL Pi.®** provides additional fuel-economy benefits, effectively improving fuel economy up to 5.7 percent, while reducing emissions and restoring power and performance.



### October Close-Out

The last day to process October orders in the U.S. and Canada is the close of business on Tuesday, Oct. 31. 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 October business will be accepted until 3 p.m. Central Time on Monday, Nov. 6. All transfers received after this time will be returned.

### 5W-40 Heavy-Duty Synthetic Diesel Oil 2.5-Gal. Containers Available Oct. 12

Effective Oct. 12, AMSOIL 5W-40 Heavy-Duty Synthetic Diesel Oil (ADO) will be available in 2.5-gallon containers.

### Synthetic CVT Fluid Gallons Coming in November

Effective Nov. 1, AMSOIL Synthetic CVT Fluid (CVT) will be available in gallon containers.

# Three Top Snowmobile Brands One Exceptional Oil

**Arctic Cat\* ZR 6000**  
(2,000 miles)



**Ski-Doo\* MXZX 600 TNT**  
(1,327 miles)



**Polaris\* Indy 600**  
(1,116 miles)



**WARRANTY  
SECURE™**

[www.amsoil.com/  
warrantysecure](http://www.amsoil.com/warrantysecure)



- NO PISTON RING STICKING FOR MAXIMUM POWER
- NO PISTON SCUFFING FOR LONG ENGINE LIFE

After a full season of real-world riding in the three top snowmobile brands, **AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil** (AIT) prevented ring sticking, piston scuffing and exhaust power valve sticking. No matter which brand of sled your customers ride, we have them covered.

Reach out to your customers and accounts today to make sure they're stocked up on AMSOIL snowmobile products when the snow arrives.



\*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use. All products advertised here are developed by AMSOIL for use in the applications shown.





CHANGE SERVICE REQUESTED

Published 12 times annually

PRSRT STD  
US POSTAGE  
PAID  
AMSOIL

ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)



Minimum 10%  
Post-Consumer Fiber

AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA  
© 2017, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

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

October 2017

## Independent Auto Repair Shops

Approximately **82 percent** of (US) 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?**

