



MAGAZINE

DECEMBER 2017

# AMSOIL EA® OIL FILTERS PROVIDE OUTSTANDING MARKET COVERAGE

| PAGE 8





# MERRY CHRISTMAS

AND THANK YOU, DISTRIBUTORS

Thank you for all your efforts in 2017.  
Your hard work in the field hasn't gone unnoticed.

**We appreciate you.**



*The First in Synthetics®*





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DECEMBER 2017

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**THE COVER**

AMSOIL Ea Oil Filters provide the perfect complement to AMSOIL synthetic motor oils and an excellent opportunity to increase sales.



## AMSOIL Ea® Oil Filters Provide Outstanding Market Coverage | PAGE 8

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**Alan Amatuzio**  
Co-President & COO

**Dean Alexander**  
Co-President

# From the Presidents

What are you working for? Have you set clear goals for your AMSOIL business? We hope so. Identifying your ultimate vision and setting realistic goals to help fulfill that vision goes a long way toward making you successful. You've probably read or heard this before from our sales group. You'd be surprised at how many people skip this important part of building a successful business. This is our ultimate vision:

AMSOIL products in every garage, success in every town and every customer is family.

Sounds good, right? Every year we build strategies and implement tactics to help us make that vision a reality – we set goals. Each of those goals is designed to help you be more successful. If our vision is to be realized, it is only possible through our combined efforts, and you play the most crucial role out in the field. It's our job to do whatever we can to support your efforts, and we are constantly working to do just that.

For example, if we're going to get AMSOIL products into every garage, we'd better have a broad product line. More specifically, we'd better have a diverse motor oil lineup to attract all types of enthusiasts. Oh, and we

better provide industry-leading quality and stay ahead of any issues within the marketplace. We've successfully done all of those things, and hopefully they've helped you sell more oil. This year we set goals designed to maintain our position as a technology leader. We upgraded our diesel products to exceed the new API CK-4 specification, and, most recently, we upgraded Signature Series, XL and OE ahead of the next set of gasoline motor oil specifications to successfully address that market's biggest concern: LSPI.

If every customer is family, we better treat them as such. This year we set a goal to improve customer service in all areas, and we've taken substantial steps toward completing that process. It's too soon to say we've completely achieved that goal, but we're comfortable with the progress being made. We hope you and your customers notice an improvement in the months ahead.

We accomplished a lot in 2017, mainly due to our focus on our vision and the goals that support it. What is your vision? Financial independence? Paying cash for a new dirt bike every year? Helping your children graduate college debt-free? Whatever it may be, set some realistic goals to help you get there, and act.

**Dean Alexander**  
Co-President

**Alan Amatuzio**  
Co-President & COO





# PERFORMANCE AND PROTECTION THAT'S MILES AHEAD OF THE REST.

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

The new formulation blows the doors off the latest industry standards. Say hello to the best motor oil we've ever made.

- **75 percent** more wear protection<sup>1</sup>
- **Guaranteed** protection for up to 25,000 miles or 1 year, whichever comes first
- Achieved **100 percent protection** against LSPI<sup>2</sup>

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

XL's boosted formulation delivers more cleaning power and promotes longer engine life.

- Extra protection that lasts up to **12,000 miles or 1 year**, whichever comes first
- Achieved **100 percent protection** against LSPI<sup>2</sup>

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

100 percent synthetic engine protection for advanced automotive technology, including turbochargers and direct injection.

- **Protects** against wear
- **Fights** sludge and deposits
- Achieved **100 percent protection** against LSPI<sup>2</sup>

**DEVOTED TO PROTECTION.™**

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)

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

<sup>2</sup>Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series, XL & OE 5W-30 motor oil in the LSPI engine test as required for the GM dexos1® Gen 2 specification.

# LETTERS TO THE EDITOR

## PRODUCT GUIDES

In regards to the online lookup guides for consumers and Dealers, why is it that the database continues to be outdated and lacks current and accurate information? What I am referring to specifically is the Boxer\* motor, transmission and final drive found in the R Series\* of BMW\* motorcycles. This is not a small niche market machine, but a platform that continues to account for more than 50% of BMW Motorrad's\* annual global and U.S. sales for the past 5+ years (77,787 [2017], 73,357 [2016], 61,250 [2015]).

All a potential customer sees when reviewing the AMSOIL product guide is a motor oil option, if they're lucky. So the question is why the AMSOIL competitors in this segment, like Motul\* and Liqui Moly\*, can list all products (engine, transmission, gear and brake) consistently and accurately across all years of R models when AMSOIL can't. As a Dealer in this segment, it is hard to compete when AMSOIL seems to ignore it.

Thanks,

**Tricia Dutcher**

**AMSOIL:** Thank you for your letter, Tricia. We continually work to enhance our product guides, and we are currently working on updating our BMW information. Stay tuned.

## OIL CONSUMPTION

I sell racing oil to a Wisconsin B Modified race car driver. They are thinking they are going to have to stop using AMSOIL because it is starting to cost them a lot each weekend in oil usage. It has started using more and more oil, and it is now up to two quarts per night for a total of 21 laps. After the heat race of six laps they are about a half quart low, and after the 15-lap feature they are over a quart low. They are running DOMINATOR® 15W-50 Synthetic Racing Oil. They tried a different brand, similar weight oil and it used very little oil, only a couple ounces for the night. They like using AMSOIL because the car runs so much cooler; the night they ran the other brand, the engine ran much hotter. They went back to AMSOIL the next week and again the temp went back down, but it used just as much oil as before. It shows no smoke, the plugs look good and it receives as much power as always. A break-in oil was used when the engine was new, and they had no problems like this in past years with AMSOIL. They

change oil about every six nights of racing. At this amount of oil usage, they will have to fill it at least a quart or more over if they have to run a 30-lap feature. Any clue why AMSOIL is going somewhere?

**Steve Storck**

**AMSOIL:** Unfortunately, we don't know without looking at it, Steve. Oil consumption is not an issue with DOMINATOR Racing Oil. Oil consumption is an odd phenomenon. There are numerous reasons why an engine will consume oil. We identified 40 of them in our Reasons for Oil Consumption technical service bulletin, which is located in the Resource Library in AU Online. Sometimes, certain engines consume certain oils and not others. That is something no one fully understands and is not caused by the oil.

## V-TWIN OIL CHANGE KIT

I have modified the V-Twin Oil Change Kit. Although the mileage interval is different for motorcycle oil, primary fluid and transmission fluid, it is still once a year and very few ride over 10,000 miles in a year. Therefore, for my customers, a combined price for the filter and all fluids is more practical than pricing the V-Twin Oil Change Kit plus V-Twin Primary Fluid and V-Twin Transmission Fluid. I feel that a kit with all fluids and the filter is more practical.

**Keith Smith**

**AMSOIL:** Thank you for your suggestion, Keith. We will take it under consideration as we evaluate future options for V-Twin Kits. If we were to introduce such a kit, it would likely include extra quarts of 20W-50 Synthetic V-Twin Oil as that's what most customers use in all three components. In the meantime, creating your own kit for customers who perform all three services at once and prefer using separate fluids is great customer service.

## MULTI-PURPOSE OIL

Just a note to respond to the gent who's asking about 3-in-1 oil. My servicing manager and I ALWAYS drain the last few drops of every oil quart into a container, like our very small oil can with a long spout. Boy, does that stuff work. We had a clutch cable almost frozen up, so we took it loose and dropped a few drops in the cable housing. We were both surprised by the time we hooked it back up. Now, you

could pull the clutch lever with your pinkie finger. We use this small metal oil can for everything that just needs a few drops. Now we are trying to find some use for the plastic containers the oil comes in.

**Mike Menou**

**AMSOIL:** That's an excellent idea, Mike. Thank you for sharing.

Email letters to:  
**letters@amsoil.com**

Or, mail them to:  
**AMSOIL INC.**  
**Communications Department**  
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**Superior, WI 54880**

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





**Mark Nyholm** | TECHNICAL PRODUCT MANAGER, HEAVY DUTY

## Diesel oil technology keeps improving.

Don't let your customers get left behind.

I hope by now you're aware of the new API CK-4 diesel oil specification that took effect in December 2016 and our new diesel oils released in February that exceed the spec, including Signature Series Max-Duty Synthetic Diesel Oil. We updated our diesel oil line ultimately to improve your position in the market and help you make more money.

So, have you sold any of the new diesel oils yet? Are you successfully transitioning your customers from oils recommended for the previous API CJ-4 and CI-4+ specs to our new CK-4 diesel oils? If so, you're doing the right thing. If not, I'd like to hear the objections from your customers.

Moving customers from CJ-4 oils to the new CK-4 oils has been relatively easy. The more difficult transition has been moving users of our older CI-4+ diesel oils, including 15W-40 Synthetic Heavy Duty Diesel and Marine Oil (AME), Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil (HDD) and 10W-30/SAE 30 Synthetic Heavy Duty Diesel Oil (ACD), to our new products.

Why? To explain, I like to use an analogy: When was the last time you changed toothpaste brands? Can't remember? That's because people find a brand or product they like and stick with it forever as long as it performs well. How often do Ford\*, GM\* or RAM\* loyalists change brands? Not often, and the same applies here. Our CI-4+ diesel oils are great products and have treated thousands of customers well. But times change and so does diesel technology. The demands of today's diesel engines are not the same as 15 years ago, but our new CK-4 oils offer better protection and performance all

around, whether your customer drives a newer vehicle or an older one.

One question I get is, "Are the new CK-4 oils better than the CI-4+ products?" Yes.

To demonstrate my point, let's focus on just one oil, Signature Series 5W-30 Max-Duty Synthetic Diesel Oil (DHD). Many of your current customers are likely using Series 3000 5W-30 Synthetic Diesel Oil, but Signature Series Max-Duty's superior wear protection would be a better fit.

Our new CK-4 diesel oils exceed CI-4+ and CJ-4 oils in four main areas:

- Scuffing protection
- Aeration control
- Thermal control
- Shear stability

Not only does switching from Series 3000 to Signature Series Max-Duty Synthetic Diesel Oil offer your customers all these great benefits, the oil also provides 6X more engine protection than required by a leading industry standard\*. How can anyone say no to that?

What about fuel economy, you ask? Guess what? Signature Series 5W-30 Max-Duty provides the same fuel-economy performance. Fuel economy is primarily based on two properties: the oil's kinematic viscosity and its high-temperature/high-shear (HTHS) viscosity. In general, the lower the numbers, the better the fuel economy. Too low, however, and wear protection can suffer, so resist the urge to recommend an inappropriately low viscosity for your customers' diesel engines. With our products, you don't have to worry. We've properly

formulated the viscosity and HTHS to deliver both great fuel economy and exceptional wear protection.

To add to its list of benefits, Signature Series Max-Duty Synthetic Diesel Oil is recommended for more specifications, which may be important to customers who operate vehicles and equipment that burn different fuel sources. Signature Series Max-Duty is a true whole-fleet oil that you can recommend for gasoline or diesel engines. One oil for multiple applications helps reduce inventory and eliminate confusion when it's time for an oil change.

As you can see, we've eliminated any performance concerns your customers might have with moving from our older CJ-4 and CI-4+ diesel oils to our new CK-4 products. We once again have delivered on our goal of providing the best synthetic technology to our customers.

The only hurdle left to cross is customer complacency. Make sure to talk to them and help them along the way. Inform them how our new diesel oils deliver even better protection and performance. Plus, Signature Series Max-Duty costs less than Series 3000 5W-30 Synthetic Diesel Oil. Perhaps the price point alone will persuade them. If you still get push-back, I'd like to hear why. Drop me a line at [mnyholm@amsoil.com](mailto:mnyholm@amsoil.com). Perhaps I can arm you with some additional ammunition to push them over the hump.

\*Based on independent testing in the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222.

# COMBINE AMSOIL EA® OIL FILTERS WITH FILTERS FROM WIX®, MANN® AND DONALDSON® FOR 100 PERCENT MARKET COVERAGE

AMSOIL Ea Oil Filters (EAO, EA15K) rank among the highest efficiency filters available in the auto/light-truck market, providing a perfect pairing for the superior protection and performance provided by AMSOIL synthetic motor oils.

## Market Coverage

Our Ea Oil Filter line covers more than 92 percent of North American passenger cars and light trucks on the road today, and we are in the process of adding new filters that will bring our market coverage to more than 95 percent. Ea Oil Filters provide excellent opportunities for Dealers to gain additional sales. After all, a customer who needs motor oil most likely needs an oil filter at the same time.

You may wonder why we don't offer Ea Oil Filters that cover the rest of the market. Covering the remaining market would require adding more than 100 filters to the lineup, as well as a number of additional challenges:

## Special Manufacturing Requirements

Only a select few filter manufacturers are capable of making AMSOIL Ea Oil Filters. We partner with specific manufacturers who build our filters according to our exact specifications. Ea Oil Filters use only high-performance full-synthetic media, and not all manufacturers maintain production lines capable of producing them.

## Potential Sales Volume

Most vehicles for which we don't offer an Ea Oil Filter are pre-1990s vehicles or specialty European cars. The limited market and potential sales

volume for those filters don't justify their introduction.

In some cases, we don't cover newer vehicles for which there is a limited market. The 2014-15 Chevrolet\* Cruze\* diesel, for example, only saw 12,173 vehicles enter the market.

## Engine Design Changes

In the case of many new vehicles, the engine design changes from one model year to the next, meaning the filter size changes, too. The 2016-17 Chevrolet Cruze diesel, for example, takes a different filter than the 2014-15 model. Considering Chevy only built approximately 7,000 Cruzes in 2016 and 2017, once again the potential sales volume doesn't justify introducing a new Ea Oil Filter.

In some cases, the original equip-

ment manufacturer (OEM) or filter housing manufacturer controls the filter design with a specific media, and we cannot produce a filter using our advanced media until the intellectual property (IP) expires.

## New Ea Oil Filters, WIX and MANN Options

We review our Ea Oil Filter line annually to ensure the optimum lineup for maximum vehicle coverage, and we add new filters based on several criteria, including WIX, MANN and Donaldson sales; number of customer requests; number of potential applications and whether or not the potential new filter fits our core market.

To ensure you can sell a filter to just about every customer, we partner with WIX, MANN and Donaldson to cover the vehicles our Ea Oil Filter







line doesn't. WIX, MANN and Donaldson filters offer excellent performance, and you can be confident you're taking care of your customers when they buy one.

Between AMSOIL Ea Oil Filters and our partnership with WIX and MANN, we cover the vast majority of the market with premium filtration options, allowing you to sell with confidence, gain new customers and build your business.

## AMSOIL Ea Oil Filters: The Superior Choice

AMSOIL Ea Oil Filters feature advanced full-synthetic media, making them one of the highest efficiency filters available for the auto/light-truck market.

### Advanced Media Technology

Cellulose and blended media found in most oil filters have larger fibers than the synthetic media found in AMSOIL Ea Oil Filters. They also have larger spaces between their fibers.

This larger space allows particles to pass through the media and sometimes get caught, plugging the media and slowing or stopping the flow of oil. The smaller fibers in synthetic media have a controlled size and shape, resulting in better durability and greater efficiency and capacity than cellulose filters. Ea Oil Filters provide a higher level of engine protection and extended filter change intervals.

### Absolute Efficiency

The exclusive technology used in AMSOIL Ea Oil Filters provides filtering efficiency of 98.7 percent at 20 microns. Ea Oil Filters are among the most efficient filters available for auto/light-truck applications.

### Maximum Capacity

AMSOIL Ea Oil Filters have greater capacity than competing filter brands, providing confidence the oil filter will provide filtered oil to the engine over the course of the drain interval.

### Improved Flow

The synthetic media in AMSOIL Ea Oil Filters allows maximum efficiency without restricting flow. This provides exceptional cold-start performance and ensures consistent oil flow to the engine.

### Extended Service Intervals

When used in conjunction with AMSOIL synthetic motor oils, AMSOIL Ea Oil Filters are guaranteed for extended service life:

- Ea Filters designated with product code EA15K are recommended for 15,000 miles/one year, whichever comes first, in normal or severe service.
- Ea Filters designated with product code EAO are recommended for 25,000 miles/one year, whichever comes first, in normal service or 15,000 miles/one year, whichever comes first, in severe service.



# 2017 YEAR IN REVIEW

New products and reformulations highlight a big year.

## January

### HEAVY-DUTY METAL PROTECTOR REFORMULATED

AMSOIL Heavy-Duty Metal Protector (AMH) is reformulated to provide improved performance as a corrosion inhibitor. Although it still provides lubricating properties, its primary focus is now corrosion protection.



engines. New Heavy-Duty Synthetic Diesel Oil provides outstanding protection and performance for customers seeking an upgrade over conventional and other synthetic diesel oils.

## March

### NEW SMALL-ENGINE PRODUCTS EXPAND OPPORTUNITY

AMSOIL Formula 4-Stroke® Synthetic Small Engine Oil is rebranded as AMSOIL 10W-30 Synthetic Small-Engine Oil (ASE), while new 10W-40 Synthetic Small-Engine Oil (ASF) and 20W-50 Zero-Turn Synthetic Hydrostatic Transmission Fluid (AHF) round out the family of AMSOIL commercial-grade products aimed at landscapers, contractors and other professionals.



### NEW BRAKE FLUID AND BRAKE & PARTS CLEANER INTRODUCED

New AMSOIL DOT 3 & 4 Synthetic Brake Fluid (BLFV), DOMINATOR® DOT 4 Synthetic Racing Brake Fluid (BFR) and Brake & Parts Cleaner (BPC) help boost the performance, safety and reliability of brake systems. The new products are precisely tailored to the needs of auto enthusiasts and dedicated racers.



## February

### NEW SIGNATURE SERIES AND HEAVY-DUTY SYNTHETIC DIESEL OILS INTRODUCED

The overhauled AMSOIL synthetic diesel oil lineup brings even better protection and performance. New Signature Series Max-Duty Synthetic Diesel Oil represents the top tier of AMSOIL protection and performance for diesel



## April

### AMSOIL FOUNDER AL AMATUZIO PASSES AWAY

Our founder, Al Amatzio, passed away peacefully Saturday, April 1 surrounded by loved ones in his home. Al lived a long, incredible life, and he is greatly missed by everyone in the AMSOIL family. We are proud to carry on his legacy through our premium products.



### NEW MARKET CATALOGS MAXIMIZE EFFICIENCY

To help Dealers maximize efficiency and reduce literature inventory and expenses, we began consolidating our many brochures into all-encompassing market catalogs. The Professionals Catalog (G3469 U.S., G3474 Can.) was introduced in April, followed by the Powersports & Racing Catalog (G3511 U.S., G3512 Can.) in September.



### NEW BYPASS SYSTEM FOR FORD® SUPER DUTY® PICKUPS INTRODUCED

We added to our filtration line with a new Single-Remote Ea® Bypass Filter System (BMK33) for Ford 6.7L applications.





## May

### NEW 15W-60 SYNTHETIC V-TWIN MOTORCYCLE OIL INTRODUCED

New AMSOIL 15W-60 Synthetic V-Twin Motorcycle Oil (MSV), recommended for the popular Indian\* Scout\* and all Victory\* motorcycles, expands the V-Twin family and increases sales opportunities.



### NEW SABER® PROFESSIONAL BOTTLE SIZES INCREASE CONVENIENCE

To enhance AMSOIL SABER Professional's (ATP) convenience and simplify mixing fuel, new 2.6-oz., 6.4-oz. and 12.8-oz. bottle sizes are introduced.



## June

### SYNTHETIC FIREARM LUBRICANT AVAILABLE AS AN AEROSOL

Now available in both a drip-per bottle and an aerosol can, AMSOIL Synthetic Firearm Lubricant (FLP) effectively lubricates and protects guns, helping extend life and prevent blockage, jams and wear.



## July

### DIESEL FUEL ADDITIVES REFORMULATED, DIESEL ALL-IN-ONE INTRODUCED

The new AMSOIL diesel fuel additive line boasts several improvements, helping customers preserve the power and efficiency of their vehicles.



New Diesel All-In-One (ADB) combines the premium detergency, lubricity, cold-flow and cetane benefits of Diesel Injector Clean (ADF), Diesel Cold Flow (ADD) and Diesel Cetane Boost (ACB) in one convenient package, providing the full potency and benefits of all three products at an affordable price. It also provides as much as 32°F better protection against cold-temperature gelling than Howes Lubricator Diesel Treat\*. Plus, AMSOIL Diesel All-In-One boosts cetane by up to 4 points.<sup>1</sup>

## August

### DOMINATOR® SYNTHETIC RACING GREASE REFORMULATED

AMSOIL DOMINATOR® Synthetic Racing Grease (GRG) is 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.



## September

### SIGNATURE SERIES REFORMULATED

The new AMSOIL Signature Series Synthetic Motor Oil formulation blows the doors off the latest industry standards, providing enthusiasts with maximum protection and performance for up to 25,000 miles or one year, whichever comes first.



## October

### XL REFORMULATED

The boosted new AMSOIL XL Synthetic Motor Oil formulation delivers more cleaning power, promotes longer engine life and provides a longer, 12,000-mile/one-year drain interval. It's engineered for advanced automotive technology, including turbochargers and direct injection.



## November

### OE REFORMULATED

The new AMSOIL OE Synthetic Motor Oil formulation provides increased wear protection for today's advanced automotive technology. It's specifically formulated for the longer drain intervals recommended by original equipment manufacturers (OEMs).



<sup>1</sup>Based on independent testing in July 2017 of AMSOIL Diesel All-In-One and Howes Lubricator Diesel Treat, using diesel fuel representative of the U.S. marketplace and Howes' recommended treat ratio for above 0°F.

# 13 AMAZING AMSOIL MECHANICAL LAB STATISTICS

**148**  
work weeks<sup>1</sup>

We conducted 148 work weeks of testing last year.

**3**  
engine tests<sup>2</sup>

That translates into an average of 3 engine tests running at all times.



**380**  
hours at  
**3,600**  
rpm<sup>3</sup>

Each engine test is designed to simulate real-world severe conditions and push lubricants to their breaking point. To illustrate, one 3.8L GM\* engine ran more than 380 hours at 3,600 rpm.

**13**  
types of  
engines<sup>8</sup>

We tested 13 types of engines spanning markets including automotive, motorcycle, lawn & garden and more.

**41**  
million<sup>6</sup>

The valves opened and closed more than 41 million times and the crankshaft completed more than 82 million revolutions.



**2,040**  
feet per  
minute<sup>5</sup>

At 3,600 rpm, the pistons moved an average of 2,040 feet per minute.

**SPEED  
LIMIT  
100**<sup>4</sup>

That's sufficient speed to propel a car over 100 mph.

**82**  
million<sup>7</sup>

**13,200**  
hours of  
string  
trimming<sup>9</sup>

Two-stroke oils were tested in the 3 leading brands of string trimmers using a total of 44 trimmers. At 300 hours per test, that's 13,200 hours of string trimming.

  
**70,000**  
miles<sup>10</sup>

In 2017, our Harley-Davidson\* Street Bob\* logged 70,000 miles and underwent 5 engine rebuilds. That's enough to circle the earth at the equator almost 3 times.

**5**  
engine  
rebuilds<sup>11</sup>

**18,000**  
gallons<sup>12</sup>

The equipment and engines we tested burned 18,000 gallons of premium 91-octane gasoline. That's enough fuel to produce more than 209,000 horsepower.

**209,000**  
horsepower<sup>13</sup>





# API SN PLUS: IN THE FAST LANE

Amid pressure from original equipment manufacturers (OEMs), the American Petroleum Institute (API) is accelerating the release of a supplemental specification to further address low-speed pre-ignition (LSPI). AMSOIL is ahead of the game with three lines of motor oil that achieved 100 percent protection against LSPI.<sup>1</sup>

OEMs have been turning to smaller, turbocharged, gasoline-direct-injection (T-GDI) engines in recent years to meet increasingly strict fuel-economy and emissions requirements. Although modern T-GDI engines deliver more power while using less fuel and producing fewer harmful emissions than their predecessors, a potentially damaging side effect has emerged: low-speed pre-ignition (LSPI).

LSPI is a more destructive form of regular pre-ignition, which has been around as long as the internal-combustion engine. Because motor oil formulation can play a huge role in combating LSPI, the new ILSAC GF-6/API SP motor oil specifications are slated to

include a test for LSPI. But the introduction of ILSAC GF-6/API SP has suffered delays and won't take effect until 2019 at the earliest. OEMs, however, can't wait that long. For that reason, many are pushing hard for an interim specification to measure LSPI protection.

*OEMs are pushing hard for an interim specification to measure LSPI protection.*

## API SN Plus

The pressure from OEMs has spurred the API to fast-track API SN Plus and set an optimistic early 2018 release date. This proposed supplemental specification requires motor oil to meet particular benchmarks that reduce the likelihood of LSPI. General Motors' proprietary dexos1<sup>®</sup> Gen 2



One of the possible designs for the new API "donut." SN Plus could be featured on the symbol in early 2018.

specification, released in August, also requires motor oils to undergo an LSPI test. The SN Plus designation would likely be integrated into the API "donut" and displayed on the back labels of motor oil packaging.

## Ahead of the Game

A properly formulated motor oil is critical for protecting an engine against LSPI. As the industry struggles to catch up, we have thoroughly examined the threat LSPI poses and already developed solutions. We've developed advanced detergent systems that protect against LSPI and exceed the industry standards. Signature Series, XL and OE achieved 100 percent protection against LSPI<sup>1</sup>.

Your customers can be confident that AMSOIL synthetic motor oils protect modern T-GDI engine against LSPI and deliver years of reliable service.

<sup>1</sup>Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series, XL and OE 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

## December Close-Out

The last day to process December orders in the U.S. and Canada is the close of business on Friday, Dec. 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 December business will be accepted until 3 p.m. Central Time on Friday, Jan. 5. All transfers received after this time will be returned.

## Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Dec. 25 for Christmas Day and Monday, Jan. 1 for New Year's Day. The Toronto Distribution Center will be closed Tuesday, Dec. 26 for Boxing Day.

## Holiday Activities

The AMSOIL corporate headquarters will close at 12 p.m. Central Time on Friday, Dec. 8 for holiday activities. Limited telephone ordering personnel will be available for orders, so please do not attempt to contact corporate staff via the toll-free ordering number during this time so as not to overload the limited staff. In addition, placing Dealer orders in advance of this date would be appreciated to aid in keeping the lines clear for customers.

## Holiday Shipping

Keep in mind that shipping companies are extra busy during the holiday season, possibly resulting in shipping delays. Plan accordingly and place orders earlier than normal to ensure they arrive on time.

## Preferred Customer Price Increase Jan. 5

Effective Jan. 5, Preferred Customers are subject to a minimal 5 percent price increase. Even with the price adjustment, Preferred Customers still save up to 25 percent over retail prices. The rest of the market, including competitors like Mobil\*, is issuing 6-9 percent price increases to all consumers, and none of them offer a wholesale buying option. The AMSOIL P.C. Program is the best value out there.

This is a new set of pricing; we are not increasing prices across the board on other wholesale account types, e.g., Dealers, retail accounts and commercial accounts. However, we are carefully reviewing all products, and a select few may receive minimal price adjustments as necessary. New wholesale and P.C. pricing will be available in the Product Pricing Interface in the Dealer Zone. New P.C. pricing will also appear in the P.C. edition of *AMSOIL Magazine*, which will be sent to all P.C.s in January rather than February. You can order copies of the P.C. edition using G17PC and specifying the issue. New P.C. prices will not be added to the AMSOIL Wholesale Price List (G3500, G8500). Stay tuned for more information on this and other exciting program changes next month.

## New Dealer Zone Coming Soon

The AMSOIL Dealer Zone is receiving a major overhaul. We've improved the search function and simplified the navigation so you can more easily find the tools you need to run your business. Watch for the changeover this January.



## Increase Snowmobile Oil Sales this Winter with Display Shelf Snowmobile Graphics

Snowmobile season is here. Help your retail accounts sell more snowmobile oil by equipping them with the snowmobile graphics (G3218) for the AMSOIL Display Shelf (G3215).

This 51.5" x 19.5" x 31" display shelf features interchangeable graphics with shelf liners. Purchase with separate graphics package(s) of your choice. Three shelves (weight capacity: 60 lbs. per shelf). Holds 72 quarts or 27 one-gallon bottles.

Stock #	Description	Wt. Lbs.	U.S.	Can.
G3215	Display Shelf	50.0	122.00	149.20
G3215G	Devoted to Protection Graphics	3.0	35.00	42.45
G3217	Motorcycle Graphics	3.0	35.00	42.45
G3218	Snowmobile Graphics	3.0	28.00	37.36

## Snowmobile P-O-P Bottle Display

This 18.5" x 60" x 18" bottle display features eight shelves. Holds 48 quarts (six quarts per shelf).

Stock #	Description	Wt. Lbs.	U.S.	Can.
G3314	Snowmobile P-O-P Display	16.0	84.00	112.08

## Changes to Free Shipping for Retail Accounts Coming Next Month

Effective at the close of business on Jan. 5, 2018, the minimum order value (MOV) for retail accounts to receive free shipping is increasing to \$350 (\$450 Can.). The flat shipping rate paid for orders below those thresholds is also increasing to \$11.99 (\$13.99 Can.). Our research shows that most retailers place orders in excess of these minimum order values, meaning the increases should have minimal effect on your business.

## Donaldson® Price Adjustment

Donaldson has implemented a minimal price adjustment for its full product line. Effective Jan. 1, a 2.5 percent price adjustment will apply to all Donaldson filters.



# ALTRUM<sup>®</sup>

FOR YOUR HEALTH

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

## Focus on Vitamin C During Cold and Flu Season

Vitamin C is an essential antioxidant vitamin that protects cells against the damage caused by free radicals.\* It nutritionally aids normal growth and repair of tissue – including bones and cartilage\* – and may support the body's immune system.\*

Each tablet of ALTRUM Vitamin C-600 with Rose Hips contains 600 mg of vitamin C in a controlled-release form, providing continuous release of this nutrient throughout a six- to eight-hour period.

## What are Rose Hips?

Rose hips contain the seeds of the rose plant. Fresh rose hips contain antioxidants that fight free radicals that can damage cells, along with providing a rich, natural source of vitamin C. Rose hips share many uses with vitamin C, including preventing and treating colds, flu and vitamin C deficiencies, according to WebMD online.\*

Use C-600 Formula with Rose Hips when additional vitamin C is required beyond that found in your daily ALTRUM Multi.

## Benefits of C-600 Formula with Rose Hips

- **Supports** healthy connective tissue\*
- **Supports** cellular health\*
- **Provides** antioxidant protection\*

## C-600 Formula with Rose Hips

Stock #	Units	Pkg./Size	Wt. Lbs.	Wholesale Price	Comm. Credits
VBO20	EA	(1) 100 tablets	0.4	7.50	7.15
VBO20	CA	(6) 100 tablets	2.4	42.60	42.60

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



## Vintage Quilted Jacket

Constructed of 65/35 polyester/cotton quilted material with custom AMSOIL zipper pull. Two-color applique AMSOIL logo on back, two-color embroidered AMSOIL logo on left chest and woven AMSOIL label on right outside seam.

Stock #	Size	U.S.	Can.
G3449S	S	59.95	79.80
G3449M	M	59.95	79.80
G3449L	L	59.95	79.80
G3449XL	XL	59.95	79.80
G3449XXL	2X	59.95	79.80
G3449XXX	3X	59.95	79.80

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December 2017

# New 2018 Calendars Available Now

The new full-color 2018 AMSOIL calendar features one AMSOIL Dealer-enthusiast and the products he or she uses for each month of the year.

Calendars personalized with your contact information are available from the AMSOIL Print Center. Click the Print Center icon in the Dealer Zone.

Non-personalized calendars are also available and may be personalized by adding your business card. Simply insert your business card in the slotted area and your contact info is visible for a full 12 months. No minimum-quantity orders required.

## AMSOIL Pricing\*\*

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.35
G1105-CA	10	15.00	20.00

\*\*Calendars also subject to shipping charges.

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