

AMSOIL[®]

MAGAZINE

FEBRUARY 2018

TOP NEW DEALERS OF 2017

| PAGE 10





DEPARTMENTS

- 4 Letters to the Editor
5 Tech Talks

ADVERTISEMENTS

- 3 Go Ahead... Dream!
10 Performance and Protection
That's Miles Ahead of the Rest.

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THE COVER

Congratulations to the top-performing new Dealers of 2017. Watch for these up-and-comers in the Monthly Leaders section of *AMSOIL Magazine* in the year ahead.

PASSENGER CAR

AMSOIL
DIESEL

FORTY FIVE YEARS
— 2018 —
Go ahead...
AMSOIL
DREAM!

JULY 19 - 21, 2018

The AMSOIL 45th Anniversary Convention is on the horizon and now is the time to register for this exciting event. This year we're pleased to offer the AU Business Summit (July 18-19), an optional day-and-a-half of innovative sales and marketing training. Make your way to Duluth, Minn. this summer to learn from our corporate staff, network with other Dealers and celebrate 45 years of the AMSOIL Dealer Network.

Act before March 31, 2018 to receive discounted tickets and join other AMSOIL Dealers for a unique blend of training, fellowship and fun.

REGISTRATION

Through March 31, 2018: \$139

April 1, 2018 until the Convention: \$149

AU Business Summit: \$25

To register or review lodging information, go to the Dealer Zone homepage and click on the "Go Ahead... Dream!" banner at the center of the page or simply visit amsoil45.eventbrite.com. Space is limited for the AU Business Summit, so register early.



**NETWORK MARKETING
FUNDAMENTALS WITH
TODD FALCONE**

High-energy speaker, author and trainer Todd Falcone will share network marketing tips through his comedic, yet direct approach.

LETTERS TO THE EDITOR

DECALS

I agree 100% with the letter from Bill Phelan [October *AMSOIL Magazine*]. I was speaking with my neighbor from a few doors down while he was mulching the front lawn and leaves. I mentioned to him about AMSOIL Small-Engine Oil. He asked what it was and where to buy it. My Chevy* Equinox* has four of the 13-inch decals on it, it's parked on the street and he's asking where.

If we can buy decals like "AMSOIL Sold Here" or "AMSOIL Synthetic Lubricants Available Here," these would allow us to add our email and phone information to our vehicle windows. I'd buy them with AMSOIL printed about 16 inches long like the static decal. I also have a spot reserved for the aluminum sign when it comes back. I use my vehicle for my day job and can't apply the AMSOIL vehicle graphics kits.

Best regards,

Jeff Hartt

***AMSOIL:** Thank you for your letter, Jeff. Be sure to check out the latest Apparel and Promotional Items Catalog (G1650) for these new items and more. We're also investigating our options for adding customizable decals to the Print Center, which will allow you to add your contact information to an AMSOIL decal.*

AVIATION OILS

Has AMSOIL ever considered producing aviation oils, hydraulic fluids and products? I am an A&P mechanic for business jets and live in the Air Capitol, Wichita, Kan., and I think our products would go over good in the aviation industry, especially with the piston engine and now diesel piston products. Besides, AMSOIL was started from aviation oils. How about we provide oils to the industry?

Martin Cranford

***AMSOIL:** Thank you for your suggestion, Martin. We offered aviation oils in the early days of the company, but exited this market due to high competition, low sales and high insurance costs. We are currently taking a fresh look at the aviation market to determine if there are any opportunities for Dealers there in the future. If it looks good, you can bet*

we'll have an announcement of some fresh aviation products here in AMSOIL Magazine.

APPROVED OILS LIST

I am a longtime Dealer since 2009, and my AMSOIL business is small, but I have lost my best customer, German Autocraft Inc., due to the European vehicle manufacturers oil list they use as approved oils in their autos. I contacted a longtime customer about his last order being so long ago and asked him if there were any issues I could help with. He told me it was nothing to do with me – that I have been great on my end – but the high-end vehicles he works on have approved oil lists. They say the oils on the list are all that are allowed to be used in their autos, and AMSOIL is not on the list. So he has stopped using AMSOIL due to the possibility of a lawsuit if he does use it and something happens. He suggested that AMSOIL should contact these manufacturers and try to have them test and approve AMSOIL and get on the list. I would appreciate it if this can be considered.

Roger Holloway

***AMSOIL:** Our European Car Formula is on a number of major manufacturers' approved oil lists, including VW*, BMW*, Mercedes-Benz* and Porsche*. We also recommend it in many other European applications. Keep in mind that it is against Federal law for a manufacturer to deny warranty coverage based solely on the brand of lubricant used. Make sure your customers and accounts know that we back them up with our warranty, too, and they can use and install European Car Formula in high-end European vehicles with full confidence. See www.amsoil.com/warrantysecure for more information.*

ALTRUM NEWSLETTER

I have been a Dealer almost 42 years and was just informed yesterday that all Dealers do not receive all monthly newsletters. One of my Dealers said he did not know anything about the ALTRUM products. He said he had never received the ALTRUM newsletter, so I called AMSOIL. They told me unless he shows interest in ALTRUM, he will not get the newsletter. This is a cop out. He pays

his dues; he should get all the benefits, including all mailings, or he is getting shortchanged. He pays for it; he should get it. The company is shortchanging everyone that does not get all the benefits of both AMSOIL and ALTRUM. You need to sharpen your pencils and stop shortchanging the Dealers. This will increase the profits of the company and Dealers. Thank you for printing this in the *AMSOIL Magazine*.

Douglas Fay

***AMSOIL:** Thanks for being with us for 42 years. We appreciate your loyalty and all of your efforts through the years. Very few companies can claim to have relationships with folks who are loyal for more than four decades. We're flattered.*

We have never mailed the ALTRUM News to all Dealers; the way it is set up today is the way it's been since the beginning. We only promise Dealers a copy of AMSOIL Magazine, so we are not shortchanging anyone. That's the last thing we want to do. The simple truth is, most Dealers have little to no interest in ALTRUM, and forcing it on them will only degrade our relationship and waste money. We have made efforts to increase awareness of ALTRUM products over the past year by featuring an ALTRUM message in the Centerlines area of AMSOIL Magazine regularly. We even insert a copy of ALTRUM News in AMSOIL Magazine occasionally to ensure all Dealers have the opportunity to learn about it. Anyone who purchases ALTRUM products is added to the ALTRUM News mailing list, and back-issues of ALTRUM News are available for all to see at altrumonline.com. We will also add anyone to the ALTRUM News mailing list upon request.

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.



Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

Racing oil versus regular oil

Racing oil must be the best choice for my daily driver, right?

Here's a line of reasoning I hear sometimes from gearheads and other enthusiasts:

- 1) Racing engines are more severe than my engine.
- 2) Racing engines use racing oil.
- 3) Therefore, I should use racing oil in my vehicle for best protection.

It's true that your average racing engine creates operating conditions more severe than the average passenger car engine. However, that's not to say that modern engines aren't tough on oil. The last couple years, we've been telling you about the toll today's engines take on motor oil.

The turbocharged, direct-injection engines in modern vehicles generate increased heat and contaminants compared to their predecessors. Motor oil bears the brunt of the added stress. That's why industry motor-oil specifications keep growing tougher and automakers are increasingly recommending synthetic oils to meet these strict performance specs.

Racing, however, is a whole different animal. The powerful, modified engines in racing vehicles produce extreme heat and pressures your average car or truck simply will never see. Scott Douglas's 900-hp Pro 4x4 race truck can produce engine temperatures in excess of 300°F (149°C). Engine temperatures in a typical passenger car/light truck fall somewhere between 195°F and 220°F (90°C - 104°C). The difference is even more striking when you consider that the rate of motor oil oxidation (chemical breakdown) doubles for every 18°F (10°C) increase in oil temperature.

The tremendous shearing forces the oil bears as it's squeezed between the interfaces of the pistons/rings and cam lobes/lifters pose another problem. The pressure can tear apart the molecular structure of the oil, reducing its viscosity and film strength.

Racing oil has to be formulated differently to protect these demanding engines. Even so, it doesn't mean you should order a case of AMSOIL DOMINATOR® Synthetic Racing Oil for your car.

Why? For starters, racing oils are changed frequently. Most professionals change oil every couple races, if not more frequently. For that reason, racing oils are formulated with a lower total base number (TBN) than passenger car motor oils. TBN is a measure of the oil's detergency properties and its ability to neutralize acidic byproducts. Oils with longer drain intervals have higher TBNs. AMSOIL Signature Series Synthetic Motor Oil features a TBN of 12.5 to enable its 25,000-mile/one-year drain interval. In contrast, DOMINATOR Synthetic Racing Oil has a TBN of 8 since we recommend changing it more often. As great as it performs on the track, DOMINATOR is not what you want in your engine when you're driving thousands of miles and several months between oil changes.

Second, you want to use an oil in your daily driver that excels in several performance areas:

- Wear protection
- Long oil life
- Maximum fuel economy
- Engine cleanliness
- Corrosion protection
- Oxidation resistance
- Easy cold-temp starts

Motor oil additives produce many of these benefits. For example, anti-oxidant additives fight high heat and extend oil service life. Anti-wear additives interact with the metal surfaces of engine parts and guard against metal-to-metal contact. Many additives form layers on metal surfaces. That being the case, they compete with each other for space, so to speak, like pigs competing for room at the trough.

Racing oils are often formulated with a heavy dose of friction modifiers to add lubricity for maximum horsepower and torque. The boosted level of additives meant to increase protection and performance during a race doesn't leave room in the formulation for additives found in passenger car motor oils that help maximize fuel economy, fight corrosion or improve cold-weather protection. In effect, the ravenous pigs at the trough leave no room for their brethren, resulting in a less well-rounded formulation.

Achieving the tasks of a passenger car motor oil requires a finely balanced formulation. Too much or too little performance in one area can negatively affect other areas – and the oil's overall protection and performance. The list of tasks required of a racing oil, however, is much shorter.

The right tool for the right job is an axiom with which you're familiar. The same holds for motor oil. It's best to leave racing oil to competition engines and use a properly formulated passenger car motor oil for your daily vehicle.



Mark Nyholm | TECHNICAL PRODUCT MANAGER, HEAVY DUTY

My wife and I went to the dentist recently. I said to the dentist, "I'm in a hurry, so don't waste time with gas or Novocaine – just pull the tooth so we can get outta here."

"I wish all my patients had your bravery and fortitude, Mark," the dentist replied. "Now, which tooth is it?"

I turned to my wife and said, "Open up and show him the tooth that's bothering you, dear."

OK, that really didn't happen. But that old joke reminds me of cavities, which in turn reminds me of cavitation, a potentially catastrophic mechanical failure sometimes seen in diesel engines.

Honestly, the cavities that sometimes send you to the dentist are similar to the cylinder liner cavitation that can send your diesel to the shop. Most diesel engines are designed with replaceable cast-iron cylinder liners that are pressed into the engine block. While this doesn't apply to turbodiesel pickups, it affects heavy-duty over-the-road trucks and other diesels. The piston moves up and down inside the liner, while a jacket of coolant surrounds the outside of the liner to cool the engine.

When the engine is running, the pistons move vertically inside their liners several thousand times per minute. Meanwhile, the rotary motion of the crankshaft applies a thrust force through the connecting rods to the piston. These contradictory movements cause the pistons to hammer the liners, causing significant vibration, similar to the effect of ringing a bell. This vibration can cause air bubbles to form in the coolant surrounding the liner.

When the bubbles rupture, they direct a high-pressure stream of coolant at the liner. Like a rushing river carving away a canyon wall (or Mountain Dew carving your teeth), the coolant can erode the liner until cavities

No one likes cavities

Whether they're in your mouth or your engine.

form. Left unchecked, these cavities can keep growing and eventually penetrate the liner, allowing oil and coolant to mix. Once that happens, it's only a matter of time before the engine fails.

Prevention is the best practice when it comes to cavities, whether they're in your mouth or your engine. That task falls on the engine coolant, and there are two ways formulators typically design engine coolant to fight cavitation.

The old-fashioned way

For years, formulators have added metallic salts, like nitrites and molybdenates, to coolant that attach themselves to the liner and form a sacrificial layer. When the coolant bubbles implode, the metallic salts absorb the pressure and break off from the liner surface rather than the metal itself. Metallic salts naturally deplete over time, meaning motorists must replenish them periodically by adding a supplemental coolant additive (SCA) to the coolant reservoir, typically midway through the service interval. Unfortunately, this is often overlooked.

The better way

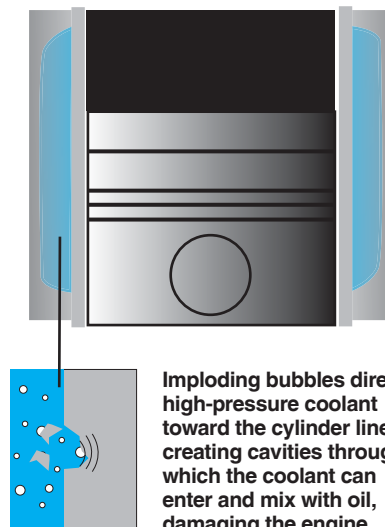
The trend in the coolant market – and the strategy we use at AMSOIL – is to eliminate adding an SCA by formulating coolant with organic acid technology (OAT). The chemistry of OAT coolants passivates the liner surface, which coats it in a thin inert layer that provides protection against cavitation and corrosion. Unlike old-fashioned metallic salts, the additives in OAT coolants last much longer, meaning you don't have to replenish the system with an SCA. Modern OAT coolants also help fight problems associated with old-fashioned "green" coolants, like scaling and additive drop-out (which leads to "slime" in your coolant system) due to incompatibility issues.

Aside from using an OAT coolant, it's good practice to check your coolant level periodically. Also, make sure to check the pH and glycol levels annually. Glycol is important to the level of freeze protection and the coolant's boiling point. Over time, the water can evaporate from the system and increase glycol concentration, throwing off the coolant's balance. Perform fluid analysis once a year for best performance. We offer that service through Oil Analyzers Inc. (www.oaitesting.com). We also offer antifreeze test strips on amsoil.com.

Using AMSOIL Heavy-Duty Antifreeze & Coolant (ANTHD) and taking care of your diesel's cooling system go a long way toward avoiding the financial pain of fixing an engine ruined by cylinder liner cavitation.

As for your teeth, you're on your own with that.

How Cylinder Liner Cavitation Occurs



Imploding bubbles direct high-pressure coolant toward the cylinder liner, creating cavities through which the coolant can enter and mix with oil, damaging the engine.

THE CLASS OF 2017

Every year new AMSOIL Dealers join our ranks. Here's a look at the top-performing Dealers who started their businesses in 2017.

MOST NEW CUSTOMERS — U.S.

Dealers Josh and Brandy Childers of Middletown, Ohio registered their first customer in March 2017.

Childers has always worked in the automotive and heavy-duty machinery industries. His current job is building tractors. "I've always had a wrench in my hand building something," Childers said.

He is also a student of lubrication and plans to become a Certified Lubrication Specialist.

His knowledge gives him a lot of credibility in the numerous Facebook groups he is part of, Childers said. In fact, he does about 90 percent of his business through those groups. He shares his personal experiences with AMSOIL products and answers questions about specific problems. He posts oil analysis information to back up his recommendations. "Oil analysis is the key to marketing," Childers said. He maintains a separate group for his Dealers, who are spread out across the country. And he is available "24/7." "I'll give them (group members) as much information as they'll let me give them," Childers said.

He recommends that new Dealers create Facebook business pages. It allows people to learn about the products without having to interact until they are ready, Childers said. "It's also a great way for customers to leave reviews about products and their interactions with me," he said.



Childers is looking for independence. He plans to be working his AMSOIL business full time by the time he is 50 years old.

He has learned a lot from his Direct Jobber, Andrei Pop, who encouraged him to learn as much as he could about AMSOIL products and building his AMSOIL business. "He has bent over backwards to teach me what he knows," Childers said.

His advice for new Dealers is to stay focused. "Success is all about perseverance," Childers said. "Keep your eye on the goal and keep moving even if you fall. It's also about having good people around you to support you. Learn everything you can from the guys that walked the road before you, and know that you can do it."

MOST NEW CUSTOMERS — CAN.

Dealer Mark Fleury of Brampton, Ontario, Canada registered the most new customers in Canada. He is also number one in the Most New Dealers and the Highest Sales to New Customers categories.



Fleury's experience is in the trucking industry, and his passion is motorcycles. Sideline from his work and his passion by an injury, Fleury was looking for something to do when a Dealer talked to him about AMSOIL and the Dealership opportunity. He registered as a Dealer soon after. "I've never looked back," Fleury said. "I love it."

Fleury said he attends a lot of car shows. He displays every AMSOIL product and makes himself available to talk with anyone who approaches. "People will come to the tent that says 'AMSOIL,'" Fleury said. "They either want products or they want to ask questions."

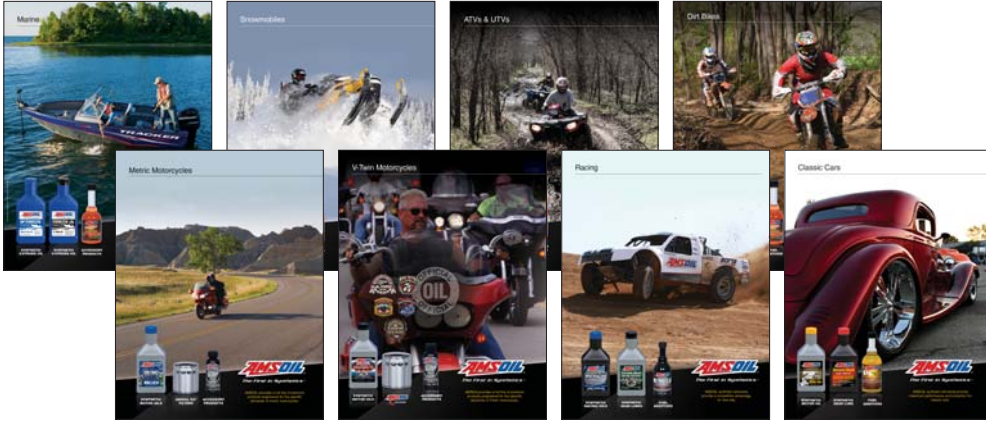
His philosophy for gaining customers is to listen to what they have to say. "Let them tell you their story," he said. "Then you guide them to the right program for them."

Making a connection with any potential customer is his first goal. "I introduce myself to every new customer and listen to what they have to say," Fleury said. "I am not here initially to sell product; I am here to build relationships. A friend of mine years ago said to me, 'The best salesman is not the one who talks, but the one who listens.' I firmly believe this and embrace it. I try to give that 'personal touch' that seems to be missing in our ever-busy world. I stay in constant contact with all of my accounts, whether they are commercial, retail, Dealers, Preferred Customers or retail purchasers."

Fleury has customers who regularly come to his home to pick up their products. He said he pitches the Preferred Customer Program to them, but most of them like the arrangement as it is. "They want that personal touch," he said.

He plans to expand his customer base and increase his online activity this year, as well as attend a greater variety of shows.

Roughly \$10



Roughly \$1



AMSOIL Market Catalogs
**REDUCE INVENTORY
& SAVE YOU MONEY**

GET MORE FOR LESS WITH AMSOIL MARKET CATALOGS

You've piqued your prospective customer's curiosity about AMSOIL products and helped him discover a need for high-quality synthetic lubricants. Now it's time to showcase the value of AMSOIL products and help him identify the solutions they provide.

Depending on the prospect, there are several ways to highlight the appropriate AMSOIL products. Traditionally, Dealers have used our printed brochures to showcase product performance and value in a range of markets, including auto/light truck, diesel, motorcycle and more.

Now there's a better way

Managing an inventory of printed material that's updated frequently can be expensive and inconvenient. Plus, full-sized brochures are inconvenient for your prospects to carry around at a trade show or other event.

New AMSOIL Market Catalogs

To help you maximize efficiency and reduce literature inventory and expenses, we've been consolidating our many brochures into all-encompassing market catalogs. The catalogs speak to each segment of a particular market and include a full selection of products relevant to that market. Current options are shown here. Each catalog contains the appropriate product pricing for the intended audience, as well as information on becoming either an AMSOIL Preferred Customer, commercial account or retail account, depending on the catalog.

Eases Complexity and Saves Money

Each catalog replaces multiple application brochures, reducing hassle and cutting your expenses. In the past, for example, to meet the needs of someone assessing the value of AMSOIL products for his fleet of powersports equipment, you'd need to spend almost \$10 on eight different brochures that contained fewer products and no pricing. Now, you can show the prospect all the info he needs in the Powersports & Racing Catalog for just \$0.90.

If you want to show the complete AMSOIL product line, you can still use the Retail Catalog (G100).

Online Store: www.amsoil.com | Telephone: **1-800-777-7094**
EZ Online Order Form: myaccount.amsoil.com

Professionals Catalog (G3469)

Geared toward contractors, fleets, over-the-road truckers, heavy-duty off-road equipment operators and farmers/ranchers. Promotes the benefits of registering as an AMSOIL commercial account. Contains wholesale pricing.



Powersports & Racing Catalog (G3511)

Designed for motorcycle, marine, dirt bike, ATV/UTV, snowmobile and racing enthusiasts. Promotes the benefits and savings of registering as an AMSOIL P.C. Contains catalog/online pricing.



Retail Program Catalog (G3520)

Targeted toward installers, independent garages, auto parts stores and other potential retail accounts. Explains the benefits of registering as an AMSOIL retail account. Contains wholesale pricing.



Automotive Catalog (G3549)

Designed for auto enthusiasts, turbodiesel owners and others who are passionate about driving, competing and taking care of their vehicles. Promotes the benefits and savings of registering as an AMSOIL P.C. Contains catalog/online pricing. (Currently in development and available soon)





Briggs & Stratton Synthetic 4T Racing Oil Now Available for Resale in Canada

In 2011, we entered a partnership with leading small-engine manufacturer Briggs & Stratton to develop a motor oil specifically for the company's most demanding racing engines. Briggs & Stratton Synthetic 4T Racing Oil was the result.

Historically, Canadian Dealers could purchase limited quantities of the product for promotional purposes only and not for resale in Canada. We're happy to announce the elimination of that restriction. Canadian Dealers may now purchase Synthetic 4T Racing Oil for resale in Canada.

We've updated the product with a bi-lingual label to comply with Canadian law. While AMSOIL products with bi-lingual labels are typically available for sale only in Canada, we're making an exception in this case due to our partnership with Briggs & Stratton. For that reason, all bottles of Synthetic 4T Racing Oil now feature a bi-lingual label regardless of the country in which they're sold. This helps keep costs down and streamline distribution.

For product details, see the updated Briggs & Stratton Synthetic 4T Racing Oil product data bulletin (G3114).



No More Confusion

ONE MIX RATIO POWERS THEM ALL

Landscape professionals know what a hassle it is to maintain different fuel containers at different mix ratios. Offer them the convenience of one fuel container for all their two-stroke equipment needs.

SABER® Professional can be mixed at conventional mix ratios or, for maximum results, AMSOIL recommends the SABER Ratio™ (80:1, 100:1).

- **Saves Time & Money**
- **Low Smoke**
- **Stabilizes Fuel**

Landscape professionals will soon begin preparing for another season. **Now is the time to visit prospects and your existing accounts.**

TESTED & PROVEN AT 100:1



Briggs & Stratton Synthetic 4T Racing Oil

Stock#	Units	Pkg./Size	Comm. Credits	U.S. Dealer	U.S. MSRP	U.S. P.C.	Can. Dealer	Can. MSRP	Can. P.C.
GBS2960	EA	1 Quart	6.72	10.71	14.99	11.25	14.25	19.94	14.95
GBS2960	CA	12 Quarts	80.59	128.47	179.86	134.90	170.94	239.32	179.40



The First in Synthetics®

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

EZ Online Order Form: myaccount.amsoil.com



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 protection¹
- **Guaranteed** protection for up to 25,000 miles or 1 year, whichever comes first
- Achieved **100 percent protection** against LSPI²

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 LSPI²

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

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 LSPI²

DEVOTED TO PROTECTION.™

Online Store: www.amsoil.com | Telephone: 1-800-777-7094 | EZ Online Order Form: myaccount.amsoil.com

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

²Based 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.



CHANGE SERVICE REQUESTED

Published 12 times annually

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AMSOIL

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WE HONOR



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