

# AMSOIL®

MAGAZINE

MARCH 2018



## AGGRESSIVE RIDING AND HARD WORK EQUAL STRESS:

Here's How To Protect Your ATV or UTV

## BREAK GLASS IN CASE OF EMERGENCY



When a storm knocks out power or the flood waters rise, you're not thinking about changing oil in your generator, water pump, light tower or other equipment. Instead, you're focused on the challenge at hand, and you need your small-engine-powered equipment to run flawlessly until the job is done.

That's why we formulated AMSOIL Synthetic Small-Engine Oil specifically to exceed the demands of severe-duty small engines. **It resists the extreme heat, damaging contaminants and stress that destroy lesser oils.** Its long-life formulation has repeatedly demonstrated its ability to safely exceed equipment-manufacturer drain intervals in the toughest conditions, delivering an extra measure of protection when you need it most.

*"I use this oil in my mowers, generator and all of my small four-stroke engines. I have been using it for about two years now and am amazed with the reduced oil consumption and how clean-looking the oil is after summer-long intervals, unlike conventional oil that turns sooty black."*

**Keith - AMSOIL User**



DISTRIBUTOR

EDITION

MARCH 2018



**Aggressive Riding and Hard Work Equal Stress: Here's How to Protect Your ATV or UTV**

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**THE COVER**

Whether used for chores or tearing up the trails, ATVs and UTVs work hard and stress the lubricants that protect them. Our new ATV/UTV Kits, coming April 2, provide a convenient solution for consumers who want upgraded protection for their machines.

PASSENGER CAR

— 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 have a chance to win exciting prizes. 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**



**FEATURED SPEAKERS**

**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.



**Industry Insights with Rob Shama**

President of Afton Chemical Rob Shama will expand on the latest trends in the automotive industry, electric cars and the demand for high-performance lubricants.



**BE HERE WHEN WE UNVEIL THE LATEST AMSOIL INNOVATION!**

# LETTERS TO THE EDITOR

## OE SYNTHETIC MOTOR OIL

The November issue of *AMSOIL Magazine* has a lot of OE focus. One thing mentioned is it is comparable to Mobil 1\* and “more affordable.” It may be comparable to M1, but not on price. OE is definitely more expensive. Of course you can find M1 priced higher if you want to, but anyone I know looks for the lowest price, not the highest. I have a total of zero OE customers, but know lots of M1 users. I have Preferred Customers using M1. The online retail price for a gallon of OE is \$29.05 (\$7.26/qt.). The minimum suggested retail for a gallon is \$25.50 (\$6.38/qt.). Walmart sells five quarts every day for \$25.47 (\$5.09/qt.). A large retail chain regularly has M1 on sale for \$22.89 for five quarts (\$4.58/qt.). As a Dealer, my cost is higher than M1 retail, and I still have to pay for shipping, which adds about another \$1 per quart to the cost. I would be willing to sell at my cost just to get the sale, but I do not know anyone willing to pay more than they can buy M1 for. By the way, these are current AMSOIL customers, just not for motor oil.

**Paul Wheeler**

**AMSOIL:** Thank you for your letter, Paul. Competitor pricing varies greatly by sales channel, location, season and time of purchase. It is best to compare sale prices to our P.C. prices – which represent an everyday savings, unlike temporary sales at big-box stores. In addition, Dealers and P.C.s now receive free shipping on qualifying orders; customers can save over online retail prices by purchasing through a Dealer, and they save even more by registering as P.C.s. A P.C. who places an order that qualifies for free shipping pays \$20.50/gal. (\$5.13/qt.) for OE.

The additional benefits of a P.C. membership might also help you make the sale – points, free gear and exclusive offers. We don't know of another oil company that matches our program. Finally, it's important to note that discount shoppers typically aren't AMSOIL customers. We do everything we can to keep prices down, but performance is always our first concern.

## 2018 CALENDARS

We were ready to order 200 calendars to give out and try something new to get business for us and our accounts. We

looked at the graphics and saw you have spotlighted 12 individual AMSOIL Dealers for 2018. Even if we were on there personally, I still would not have bought them. I want to promote us and AMSOIL to our customers only!

Do you realize when we hand out these calendars, we are promoting for other AMSOIL Dealers who are not even seeing or trying to land that customer?

Nothing is worse than trying to get business, and someone sees another person on the calendar. We lose the business and it'll go to someone else because they were recognized. I find it NOT fair to the rest of us who are pounding the pavement as well as spending time and money promoting AMSOIL to make a living.

Months ago I suggested you put the AMSOIL girls for each month, which is more appealing, and those calendars would be on the wall, not on someone's desk as a coffee or lunch mat.

As a retired art director, I personally think you should rethink the calendar concept bigtime, from the AMSOIL girls like the ones you use on social media to nice scenery pictures of cool rides promoting the products. Not a good idea on this calendar concept!

Sincerely,

**Ken and Barb La Fountain**

**AMSOIL:** Thanks for your thoughts, Ken and Barb, and your idea for future calendars. The calendar is not intended for use as a customer recruitment tool. That's not to say that you can't use it that way, but it is more effective when used with existing customers as a constant reminder of AMSOIL hanging on their walls. The calendar kicks off the third year of a successful campaign reinforcing AMSOIL as a company of enthusiasts. We don't just talk about this stuff; we live it. And not just the people at company headquarters, but our independent Dealers all across North America, too. We understand why you might think the way you do, but you have to ask yourself how likely it is that the customers you work so hard with on a regular basis are going to attempt to leave your services for someone they haven't spoken with or met. They would have to find the other Dealer's information and make an effort

rather than just accepting the service you're presenting. In addition, this is about promoting AMSOIL. All of us. Not individual Dealers. Each individual Dealer is part of the greater whole, and this calendar and everything else we do is about the greater whole. We are certain that reinforcing our position as a company of enthusiasts and promoting the excellent character and genuine nature of our Dealers will yield positive results for all of us.

## FIREARM PRODUCTS POSTER

I enjoy using AMSOIL products in my business and personal life. Over the year, I have an AMSOIL booth for at least six gun shows where I promote the Firearm Lubricant, Firearm Cleaner and Metal Protector. These shows are indoors, and the booth space is limited to 8 ft. wide by 5 ft. deep. I can now order an 8-ft. firearm banner and two firearm point-of-purchase displays, which is great, but I do not always have a way to display the 8-ft. banner, and the point-of-purchase displays are small. I believe that it would be great if AMSOIL would have a firearm poster or posters.

**Keith C. Wilson**

**AMSOIL:** You're not alone, Keith. An increasing number of Dealers have let us know that they are working gun shows and having pretty good success. Normally posters for products that fall outside the main product lines of the powersports, heavy-duty or passenger-car categories are underused, so we don't produce them. Considering the increased number of Dealers participating in gun shows, however, we're glad to produce a poster for firearm products. Look for the new poster on p. 21.

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

Or, mail them to:  
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**Communications Department**  
**Attn: Letters**  
**925 Tower Avenue**  
**Superior, WI 54880**

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



**Matt Erickson** | TECHNICAL MANAGER - PCLT PRODUCTS AND MECHANICAL R&D

## Soot isn't just for diesels anymore

Today's gas engines can produce as much soot as yesterday's diesels.

I bet most of you reading this have some level of emotional attachment to traditional vehicles. The muscle-car era of the 1960s and 1970s kindled a lifelong passion for cars in millions of Americans and Canadians. And how many of you who grew up in the 1980s had a supercar poster or two on your bedroom wall? Today, based on sales, big pickup trucks seem to be everyone's favorite vehicle.

With fuel-economy regulations slowly reshaping the industry, it'll take more than nostalgia to maintain the viability of the internal combustion engine. They must continue to become even more efficient and clean-running.

That's one reason for the proliferation of turbocharged gasoline-direct-injection (T-GDI) engines over the past several years. Directly injecting fuel into the combustion chamber as opposed to an intake port upstream of the cylinder, as with a port-fuel-injected engine, offers more precise control over fuel delivery. This arrangement increases fuel economy and reduces CO<sub>2</sub>. T-GDI engines are also smaller and lighter than traditional engines that make similar power, helping automakers reduce weight and boost efficiency.

It'd be great if the story ended there. We'd all drive into the sunset in our pickups that deliver the perfect combination of comfort, functionality and efficiency. But somewhere along the way engineers noticed a strange phenomenon: Some T-GDI engines were experiencing abnormally high rates of timing chain wear, and many think soot is at least partially to blame.

You're probably thinking, "But diesels produce soot, not gasoline engines."

Wrong – at least with T-GDI engines. When engineers borrowed the practice of directly injecting fuel into the combustion chambers of diesel engines and applied it to their gasoline counterparts, soot production tagged along. In fact, on some light-colored T-GDI vehicles, you can see a ring of soot on the bumper near the exhaust.

Soot, which is made of carbon, is the result of incomplete combustion. In a port-fuel-injection engine, gas and air mix in the intake port prior to entering the combustion chamber. This arrangement allows ample time for the gas and air to mix more completely, which results in more complete combustion. In direct-injection engines, the gas doesn't have as much time to mix with the air since it's injected directly into the combustion chamber. Plus, it's injected later during the operating cycle, further reducing its ability to completely mix with the air. As a result, direct-injection engines can result in less-complete combustion – and increased soot. Believe it or not, some modern T-GDI engines produce more soot than older diesels not equipped with particulate filters. That's one reason gasoline particulate filters are in development now and could soon end up on your next T-GDI vehicle.

All that soot is bad news for the timing chain. The particles can agglomerate into larger particles that wear out timing-system components and other sensitive engine parts prior to lodging in the oil filter. If bad enough, the chain can elongate and jump the teeth on the sprocket, throwing off timing enough to kill the engine. The chain could also break, which can result in catastrophic and expensive damage if, for example, a piston strikes and breaks a valve.

Fuel dilution may also be to blame for timing chain wear since excess fuel in the oil causes the oil to lose viscosity, which reduces wear protection. Though experts are still studying the problem, they have soot in their sights and are working hard to develop a test that measures an oil's ability to protect against soot-related wear. The current test under development uses a Ford\* 2.0L Ecoboost\* engine to evaluate timing chain protection. The final details of the test are still being ironed out, but it's well on its way and slated for inclusion in the forthcoming GF-6 motor oil specification, set for introduction in 2019.

We've already run the test, and I'm happy to say that Signature Series Synthetic Motor Oil performed extremely well. Oil formulation, specifically additive systems, plays a huge role in how the oil handles soot. The oil needs the correct dispersant and detergent additives in the correct concentrations to hold soot particles in suspension and prevent them from agglomerating into larger, wear-causing particles. Our oils are formulated with potent additives that keep soot in suspension to protect your engine.

Good filtration is just as important in today's engines. Our Ea® Oil Filters' synthetic media offers improved efficiency and capacity, helping ensure agglomerated soot is safely trapped in the filter and doesn't ruin your engine.

As engines grow more complicated, so do the challenges they present. That's why we remain diligent about identifying problems to engine life and developing solutions. That way we can all drive off into the sunset in the vehicles we love without worrying about wear.



# AGGRESSIVE RIDING AND HARD WORK EQUAL STRESS: HERE'S HOW TO PROTECT YOUR ATV OR UTV

ATVs and UTVs are the Swiss Army Knives of motorized equipment. They tackle any task or terrain, like pulling trailers, plowing snow, herding livestock, powering through mud and more.

All that hard work and good, clean fun, however, place tremendous stress on your machine. It's up to the motor oil and other lubricants to withstand the intense heat and stress that can sideline your rig if you're not prepared. However, standard-service lubricants may not be formulated to deliver the extra measure of protection needed to maximize ATV and UTV performance and life.

To take your maintenance routine to the next level, upgrade to AMSOIL synthetic lubricants.

## Accessories equal weight

It's common to burden UTVs or ATVs with accessories designed to increase power or productivity, especially for UTV owners. Enthusiasts often add roof and door panels, a winch, a plow, skid plates and other accessories. Plus, how often do you haul a load of gravel or pull a trailer or other implement?

This all adds weight, and extra weight equals extra heat. Heat, in turn, causes lubricants to break down sooner, which places your engine and differentials at risk of wear.

## Heat invites engine wear

The oil's primary job is to form a protective layer on metal parts to keep them separated so they don't rub together and wear out. High heat from the stress you place on your machine, however, can cause oils formulated for standard service to become thinner (lose viscosity). Oil that has lost viscosity can fail to develop an oil film of adequate thickness or strength to protect against wear.

Plus, high heat invites sludge and performance-robbing deposits inside the engine. Sludge can clog oil passages and starve the engine of oil, while deposits can cause the piston rings to stick or interfere with proper valve

operation, leading to reduced engine compression.

Since compression equals power, over time your engine can make less power, limiting your ability to ride or work as effectively as possible. Eventually, deposits and sludge can wreck the engine completely.

## Shift to better performance

The story is similar inside the transmission, differential and front drive. All the extra weight and stress of hard work and performance riding concentrates intense pressure on gears. The lubricant coats the gear teeth during operation, guarding against metal-to-metal contact and wear. The added stress, combined with high heat, can break the fluid film and literally squeeze the lubricant from between the gears, leading to wear. As with the motor oil, high heat causes the lubricant to thin, which negatively affects wear protection.



### DISTRIBUTOR ACTION PLAN

- ATV/UTV Oil Change Kits are perfect for retail sales. Your retail accounts earn higher profits selling one kit compared to the individual pieces.
- Sell enthusiasts on the convenience and cost savings of buying one kit versus buying everything separately. They can buy everything from you instead of making multiple trips to a dealership or powersports shop.
- Many enthusiasts modify their machines with accessories designed to get more work done or increase power, which increases engine heat and stress. Sell AMSOIL Synthetic ATV/UTV Motor Oil as a performance upgrade that delivers reserve protection in the toughest conditions. See the sidebar for more.

### Upgrade to synthetic lubricants

So what's the solution? Ride more conservatively? Haul lighter loads and work less?

Never. Upgrade to high-quality AMSOIL synthetic motor oil, differential and transmission fluid, front drive fluid and other lubricants, especially if you've modified your ATV or UTV for greater power or productivity. AMSOIL synthetic ATV/UTV lubricants don't contain the impurities inherent to conventional lubricants, meaning they deliver better performance and last longer. Their naturally tough base oils resist extreme heat and maintain a strong protective film better than conventional products.

Think of synthetics as just another performance upgrade. You don't think twice about dropping a few hundred dollars on a snowplow or work trailer. Over the course of your machine's life, the few extra dollars you spend per oil change or transmission/differential service is a drop in the bucket by comparison, and the return on investment is invaluable.



## NEW ATV/UTV OIL CHANGE KITS OFFER **MAXIMUM** CONVENIENCE

Manufacturing challenges have delayed the introduction of the new ATV/UTV Oil Change Kits to April 2. Watch the Dealer Zone for an announcement of availability. New AMSOIL ATV/UTV Oil Change Kits (PK1, PK2, PK3) combine everything needed to perform an oil change on the most popular models of Polaris\* ATVs and UTVs in one convenient package.

- **2 or 2.5 quarts**  
(depending on the kit) of  
AMSOIL 5W-50 Synthetic  
ATV/UTV Motor Oil (AUV50)
- **1 oil filter**

The kit allows you to offer everything enthusiasts need to perform an oil change in one convenient package. Although kit prices are about the same as buying the oil and filter individually, retail accounts earn higher profits selling kits at MSRP than selling items individually, which helps you increase retail sales by offering businesses an incentive to carry the kits. Kits will be available in April. Watch the Dealer Zone for an announcement of availability.

The three kits are designed to cover the most popular Polaris ATVs and UTVs since Polaris boasts the highest market share. The kit designated with product code PK1 contains 2.5 quarts of oil. The extra half quart is packaged in a special bottle that's available only with this kit.

### APPLICATIONS

Each kit fits the following Polaris ATV/UTV models:

#### PK1

- ACE\* 900
- GENERAL\* 1000
- 2013+ RANGER\* 900 & 1000
- 2013+ RZR\* 900 & 1000

#### PK2

- ATP\* 330, 500
- Hawkeye\* 300, 400
- Magnum\* 325, 330, 500
- RANGER 400
- 2016 & earlier RANGER 500
- Scrambler\* 500, 850, 1000
- Sportsman\* 300, 400, 450, 500, 550, 570, 850, 1000
- Trail Blazer\* 330
- Trail Boss\* 325, 330
- Xplorer\* 500

#### PK3

- Ace 500, 570
- 2017+ RANGER 500
- RANGER 570, 700, 800
- RZR 570, 800
- Sportsman 600, 700, 800



The team finished second in its class at the grueling 24 Hours of Glen Helen (left to right: Zach Burgett, Chase Thomas, Anthony Samora, Garrett Maxwell and Justin Dyar).



# AMSOIL PRODUCTS HELP TEAM TO PODIUM FINISH IN 24-HOUR MOTOCROSS RACE

Each fall, the world-famous Glen Helen Raceway in San Bernardino, Calif. holds one of the most grueling races in motocross – the 24 Hours of Glen Helen. Last October, Justin Dyar, of Chandler, Ariz., and four of his friends mastered the narrow canyons and tamed the wild trails to finish second in their class. And they credit AMSOIL products with helping them reach the podium.

## A tough race for tough riders

Motocross is challenging enough in broad daylight. Imagine riding in the middle of the night.

That's what awaits competitors in the 24 Hours of Glen Helen. Last year's race, which took place Oct. 14-15, 2017, featured a nine-mile course that required competitors to ride every kind of terrain imaginable at the Glen Helen Raceway complex, including single-track, rock washes, ridges, an off-road truck racing track, narrow canyons – even the parking lot. "It gets pretty gnarly out there," said Dyar. "There are parts where you're go-

ing through canyons just barely wider than your handlebars."

Riders began the course at 10 a.m. Saturday and rode continuously until 10 a.m. Sunday. "Going through those canyons at night is pretty sketchy because you might be turning right, but then you have a left turn ahead of you, so you go into a lot of the stuff blind," said Dyar. Injuries are common, especially at night. This year,



Dyar came up on a rider in the middle of the night who had fallen and broken his ankle in the canyons. "It's a race, but it's also survival," Dyar said. "Everyone just wants to get to the finish line."

## Teaming up

Dyar, who started riding BMX as a kid before graduating to motocross, first competed in the 24 Hours of Glen Helen in 2015. The team didn't finish due to rider injuries, but the experience whetted his appetite for more. So he approached four of his friends with whom he'd grown up riding dirt bikes and suggested they form a team. AMSOIL Dealer and lifelong

family friend Paul Gullo, owner of Gullo's Garage in Queen Creek, Ariz., was one of the team's sponsors.

### One dirt bike, 24 hours

The team used a lone 2005 Honda\* CRF450R for the race, although rules permitted the class in which the team competed to use up to six bikes.

Dyar and his four teammates (Anthony Samora, Garrett Maxwell, Chase Thomas and Zach Burgett) structured the race so each rider completed two laps, then stopped to refuel and switch riders. That gave them just under an hour on the bike at a time. "You're tired, but you're not fatigued to where you're falling down when you get into the pits," said Dyar. During the night, each rider would take a short nap after his laps. "Somebody would wake you up when the guy before you went out so you could start getting dressed just so if he had an issue after a lap, you could hop on the bike," said Dyar.

Although the bike had low hours, Dave Maxwell of Mesa, Ariz.-based X2 Motorsports, one of the team's sponsors, rebuilt the motor prior to the race for peace of mind. The bike was essentially stock, with no performance upgrades.

When Dyar installed AMSOIL 10W-40 Synthetic Dirt Bike Oil (DB40) in the engine and transmission, Maxwell asked if he was 100 percent confident in the oil. Dyar said he wouldn't run AMSOIL in his bike if he didn't truly believe in it. Having failed to finish the 24 Hours of Glen Helen in the past, Dyar wasn't about to jeopardize his latest attempt with a questionable oil.

Maxwell also suggested stopping to change oil midway through the race. The bike essentially runs non-stop for 24 hours, generating tremendous heat and placing elevated stress on the engine and transmission. Maxwell was also concerned about the clutch standing up. But the team elected to forgo a mid-race oil change based largely on Dyar's confidence in AMSOIL products.

"I know it's a torturous race, but I've never had an issue with AMSOIL my entire life," said Dyar. "I had confidence that the oil wasn't going to leave me stranded in the desert."

### Flawless performance

Other than adding a little oil to the engine an hour or so into the race, the Honda didn't use any oil throughout the 24 hours. Plus, the transmission required no top-offs and the bike continued to start on the first kick all race long.

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*"I had confidence that the oil wasn't going to leave me stranded in the desert."*

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Dyar and his teammates rode through the night, methodically moving their way up the leaderboard. On the final lap Sunday morning, after nearly 24 straight hours of grueling riding, they passed the team ahead of them with just a few minutes to spare to move from third to second place in their class, finishing the race on the second step of the podium. "If I didn't have the confidence in AMSOIL that I do, I would have probably wanted to have done an oil change at some point in the race, which would have taken about five minutes," said Dyar. Instead, they pulled into second place with only two or three minutes left in the race.

"Without a doubt, if we would have had to change the oil, there's no way we would have gotten second," he said. "We want to thank everyone who sponsored our team because we literally couldn't have done it without them," said Dyar.

Throughout it all, AMSOIL Synthetic Dirt Bike Oil performed just as well as the riders. Despite Maxwell's initial concerns about the clutch holding up, the oil delivered confident clutch feel and performance all race long, with no fading. "He [Maxwell] was thoroughly impressed by the end of the race," said Dyar. "That clutch was solid the whole time," he said. Other teams weren't so fortunate, including one team that had to replace a clutch in the middle of the night.

Dyar's confidence in AMSOIL products started when Gullo used AMSOIL products during an oil change on Dyar's 2013 Ford\* F-150. "I put 15,000-20,000 miles on an oil change and the stuff comes out just fine," said Dyar. He was so impressed with the results, he started using it in his dirt bike, too. He just upgraded to a 2017 Ford Raptor\*, which will soon be converted to AMSOIL products.

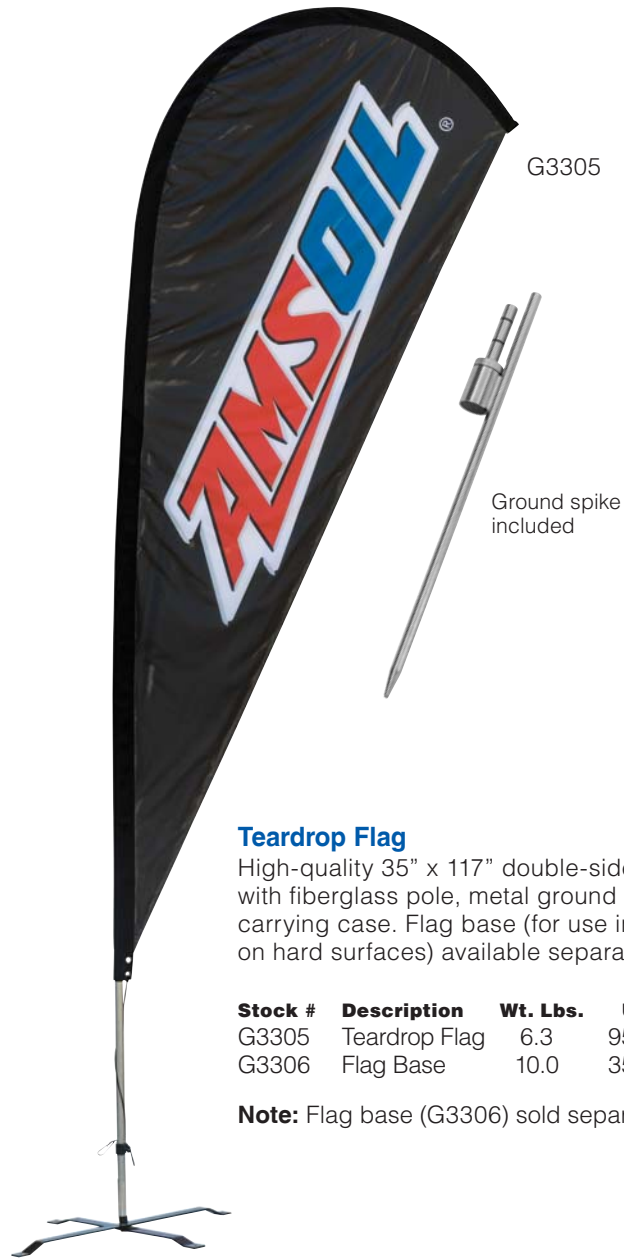
"It's not let me down; it's a strong oil," said Dyar. "It's nice running with the confidence that you're not going to have an issue out at the track from the oil going bad," he said.



Although rules for their class allowed up to six bikes, the team used a lone 2005 Honda\* CRF450R for the entire 24-hour race.

**March Close-Out**

The last day to process March orders in the U.S. and Canada is the close of business on Friday, March 30. 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 March business will be accepted until 3 p.m. Central Time on Friday, April 6. All transfers received after this time will be returned.



**Teardrop Flag**

High-quality 35" x 117" double-sided flag with fiberglass pole, metal ground spike and carrying case. Flag base (for use indoors or on hard surfaces) available separately.

Stock #	Description	Wt. Lbs.	U.S.	Can.
G3305	Teardrop Flag	6.3	95.00	126.75
G3306	Flag Base	10.0	35.00	46.85

**Note:** Flag base (G3306) sold separately



Mark Kroll | US Sales Manager

“What’s new?”

You’re bound to field this question once or twice a day when visiting accounts. Customer surveys and focus groups tell us that managers of independent repair shops and similar businesses want more information about industry developments and the sales opportunities they provide.

The introduction of sophisticated turbocharged, direct-injection (T-GDI) engines has opened the door for Dealers to highlight how our products solve the challenges posed by modern engines. For example, let’s look at OE Synthetic Motor Oil, our line designed for independent mechanics, quick lubes and other installers:

- **Achieved 100% protection against low-speed pre-ignition (LSPI)<sup>1</sup>**
- **Delivers 47 percent more wear protection** than required by the GM\* dexos1<sup>®</sup> Gen2 specification<sup>2</sup>
- **Fights sludge and deposits**
- **Backward compatible** with GM dexos1 (0W-20, 5W-20 & 5W-30 viscosities)

As the demands engines place on motor oil become more challenging, industry and original equipment manufacturer (OEM) oil specifications have become more strict in lockstep. It’s likely your accounts have heard about the GM dexos1 Gen 2 specification. However, according to what they tell us, they simply don’t

## Challenges breed opportunity

Today’s demanding engines need a better oil – don’t let this opportunity pass you by.

have the time or tools to educate themselves on the topic. That’s where you can step in with a solution. We provide a wealth of resources to stay current with industry changes. The goal is to communicate the following to your customers: **Modern engine technology and government regulations have increased the demands placed on motor oil. AMSOIL products provide the protection required to meet these demands.**

What can you do to make the most of this opportunity? First, familiarize yourself with the latest industry developments so you can properly educate your customers. You can also consult our LSPI landing page at [amsoil.com/lander/lspi-update](http://amsoil.com/lander/lspi-update).

To help you spread the message, we developed the LSPI Flyer (G3551). It quickly explains the dire consequences of LSPI and how AMSOIL products can help.

The key takeaway is that AMSOIL synthetic motor oils solve the challenges of today’s engines, relieving your customers of the burden of keeping up with these changes and worrying whether they’re taking adequate care of the vehicles they service.

For many of these customers, AMSOIL synthetic motor oil is considered their high-quality specialty oil. They rarely offer AMSOIL as their “house” oil and tend to sell it on request only. The need for a cost-effective motor oil that meets the demands of modern engines creates a unique opportunity for you to sell AMSOIL OE. Shop owners need a competitively priced, high-quality synthetic oil that meets the demands of modern engines, creating the perfect opportunity to present OE as the ideal solution. It’s priced comparably to other high-quality synthetics, increasing the likelihood of earning the coveted status as the installer’s house synthetic oil. Our research shows that installers sell on average 10 times more of their house synthetic than their second- or third-option synthetics, increasing your sales.

Opportunities like this are short-lived. Your accounts will hear about LSPI and other topics from industry outlets and their customers. This is a great chance to put it all together and demonstrate how AMSOIL products combined with your personalized service are the best choice for them.

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

<sup>2</sup> Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the GM dexos1 Gen 2 specification.



CHANGE SERVICE REQUESTED

Published 12 times annually

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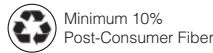
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# PROTECTION AND DEPENDABILITY

Keep your firearms in top working condition with AMSOIL Synthetic Firearm Lubricant and AMSOIL Firearm Cleaner.

## AMSOIL SYNTHETIC FIREARM LUBRICANT

- **Helps** extend firearm life
- **Helps** prevent blockage, jams and wear
- **Outstanding** protection in hot and cold climates

## AMSOIL FIREARM CLEANER

- **Effectively** cleans fouling and powder residue
- **Helps** reduce misfires and increase reliability
- **Protects** against corrosion

