

# AMSOIL<sup>®</sup>

MAGAZINE

MAY 2018



FORTY FIVE YEARS  
— 2018 —



Go ahead...

# AMSOIL<sup>®</sup>

# DREAM!

**THE AMSOIL 45TH ANNIVERSARY CONVENTION:  
CELEBRATING OUR PAST, FORGING OUR FUTURE**

| PAGE 8



**Updated Metric Motorcycle Line:  
New Viscosity = New Opportunity** | PAGE 10



# The Confidence to Compete, the Protection to Win

AMSOIL DOMINATOR® 20W-50 Competition Diesel Oil (DCO) is engineered for modified, competition diesel engines and the high-horsepower demands of sled pulling, dyno runs and drag racing, providing professionals and enthusiasts with the power, protection and confidence needed to win.

- **Competition-grade** technology formulated specifically to deliver maximum power and protection in performance-modified diesel engines
- **Delivers** 50 percent more film thickness\* to withstand high cylinder pressures
- **High-viscosity** formulation provides an extra level of protection, while offsetting the negative effects of fuel dilution

**ULTIMATE  
— CALLOUT —  
CHALLENGE**  
PRESENTED BY  
ALLIGATOR  
PERFORMANCE



- **Extra zinc** and phosphorus for bulletproof wear protection
- **Delivers** superior shear stability to withstand the intense stress and compression common to high-horsepower diesel trucks
- **May be used** in any diesel engine calling for an API CK-4, CJ-4, CI-4+ or CH-4 diesel oil

\*Compared to the 3.5cP HTHS limit for SAE 15W-40





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MAY 2018



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**THE COVER**

Join us in Duluth, Minn. this July to celebrate 45 years of the AMSOIL Dealer network. No AMSOIL event compares to an anniversary convention, and this one will top them all.



**Alan Amatuzio**  
Co-President & COO

**Dean Alexander**  
Co-President

# From the Presidents

The two of us have been employed by AMSOIL for 65 years collectively. We haven't always been in executive roles, either. In fact, each of us gained experience through the years working in nearly every department of the company.

Dean started at AMSOIL in the Superior warehouse in 1980. He later managed the Richmond Distribution Center and eventually the entire distribution network. He moved into other areas of business management as the years passed, working hands-on in the chemical lab, marketing, finance and customer service.

Alan started in 1988 as a shop mechanic. He later moved into Production, eventually becoming Production Manager, then moving into a broader role in Operations as Plant Manager and, ultimately, COO. He also spent considerable time working with the marketing team, in the chemical lab and as Director of Industrial Lubricants.

Between the two of us, we've been involved in the day-to-day operations

of every department. After nearly 40 years of hands-on leadership, it's time for Dean to step away from the day-to-day activities and transition into a new role.

Effective July 1, 2018, Dean Alexander will become Board Chair and Alan Amatuzio will become the sole President and CEO of AMSOIL INC.

What does that mean exactly? Well, it means Alan will handle the day-to-day activities at company headquarters and Dean will work more behind the scenes. He will serve an advisory role on the board of directors, and he'll still be working as an executive at AMSOIL on special projects and overall company direction. Dean will focus on strategic planning and preserving our founder, Al Amatuzio's original vision. Much like Al, who came to the office regularly into his 90s, Dean has no intention of retiring any time soon. He might not work until he's 90, but he will remain involved to help guide the company forward for the foreseeable future.

What does that mean for your Dealership and the future of the Dealer network? Only good things. We're continuing to make progress on improvements to the Dealer Program, and you can expect that initiative to continue without end.

We hope to see as many of you as possible at the 45th Anniversary Convention this July. Please join us as we celebrate the past 45 years and look ahead toward the exciting years to come.

  
**Alan Amatuzio**  
Co-President & COO

  
**Dean Alexander**  
Co-President



# 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**

TESTED &  
PROVEN AT  
**100:1**

**AMSOIL**  
*The First in Synthetics*®



# LETTERS TO THE EDITOR

## WIX FILTERS

I was wondering why the WIX XP isn't offered on applications for which there isn't an Ea® Oil Filter. Case in point: a 2016 Chevrolet\* Colorado\* with the 3.6 engine. This is a cartridge filter and the only oil filter listed is the standard WIX 57090. Why not offer the WIX XP filter 57090xp? It would be a great match and I'm sure most would run that over the standard WIX filter.

Thanks,

**Nicholas Mikitka**

*AMSOIL: Thank you for bringing this to our attention, Nicholas. We will evaluate the possibility of adding this filter to our WIX offerings.*

## REFORMULATED OIL

The word "reformulated" takes away from our products. It leaves one wondering if the oil is old and being re-used. Our competition can say, "Our oils are brand new, while AMSOIL is an old, used and 'reformulated' product." Please consider not using this in your advertising. I hope the use of this word hasn't damaged the AMSOIL reputation by now.

Sincerely,

**Wm Marvin Rose**

*AMSOIL: Thank you for sharing your concern, Marvin. We don't believe this causes confusion in the marketplace as "re-refined" is generally the word used for recycled oil that has been restored for further use, and "reformulated" is the word commonly used for oil making use of a new formulation. We will take it under advisement, however, and apply an extra measure of scrutiny to any such references to ensure clarity.*

## BOMBER HATS

What's up with the bomber hats? Discontinued! Wow, big mistake. Every time I wear mine, when it's cold, I get asked, "Where can I get one? That looks really warm." Now I can no longer wear mine because it's just embarrassing to say it's no longer available, and that, my friend, is just un-American. Maybe you could get them made in America. Then we would all be happy and profitable.

Thanks,

**Richard Berglund**

*AMSOIL: Thanks for sharing, Richard. We have received quite a few similar comments, and we are looking into introducing a new version before winter. Keep an eye on Centerlines in the Dealer Zone and AMSOIL Magazine.*

## P.C. PRICING

I don't know who makes these types of decisions, but I would like to know why they continually take two steps forward and three steps back. They took two steps forward with a great idea to give Preferred Customers extra incentives to purchase products. Now they are taking three or four steps back by charging them more for product. People just want the product; they don't care about magazines, logo wear and things like that. You should have just left the program alone and not put the incentives in to start with. This just makes zero sense. Now the Dealers have another price list to try to remember. Now we are going to have to try to remember the Dealer cost, the retail cost, the catalog retail cost and now the new Preferred Customer prices. Kind of ridiculous, don't you think? This was a pretty easy business at one time, but it is getting harder and harder as the years go by. This is why it is getting harder and harder to get good people interested in the business.

**Ken and Barb La Fountain**

*AMSOIL: Thanks for your comments, Ken and Barb. Preferred Customer pricing was increased for a variety of reasons. First, it helped us introduce free shipping for P.C.s. The price increase does not cover the actual cost of this benefit, and it's a huge benefit for P.C.s and something that Dealers and customers have requested for some time. The price increase also helps alleviate the concerns expressed by some of our retail partners. Dealers have told us repeatedly, and accounts have told us directly, that the P.C. Program is a problem for retailers, and particularly the notion that P.C.s paid the same price as retail accounts. While some amount of conflict will always exist between the P.C. and retail channels, the creation of separate pricing models for the two groups eliminates arguably the biggest issue. Additionally, the 5 percent increase for P.C.s provides an additional 5 percent profit for Dealers who sell to P.C.s out of their inventories. Lastly, a separate, higher price point for P.C.s has been repeatedly requested by Dealers through the years, mainly for the reasons we've listed above. You can rest*

*assured we'll be working to simplify things wherever possible in the months ahead, and that includes in the pricing area.*

## PAYPAL

I use PayPal on most of my online purchases. It's a convenient and safe way to pay. I think AMSOIL would benefit from offering PayPal as a form of payment, both from their Dealers and P.C./retail customers. Dealers and P.C./retail customers would also benefit. Just an observation.

Thanks,

**Kevin Pilotte**

*AMSOIL: Thank you for your letter, Kevin. We introduced PayPal as a payment option in the AMSOIL Online Store in April 2017. It is expected to be available as an option with the EZ Online Order Form this fall or winter.*

## SEALANTS

First, I wanted to thank everyone at AMSOIL for making such great products. I would like to see an article on synthetic oil safe sealants. I believe AMSOIL should look into providing an AMSOIL-branded version of their own synthetic oil safe sealant. I personally use Loctite 574\* on things like differential covers, timing covers and anywhere I can't use a gasket, and have had great success with it.

Thank you,

**Jake Randall**

*AMSOIL: Thank you for your suggestions, Jake. We will consider your article idea, but you can be assured that most sealants are fully compatible with synthetic oils. Just check the sealant recommendations to be sure. We have considered producing an AMSOIL-branded sealant, but it hasn't made it to the top of our priority list yet.*

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Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



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

## Why European cars use special motor oil

Owning a European car comes with challenges, but finding the right motor oil doesn't have to be one of them.

I spend way too much time in my car not to enjoy the driving experience. That's one reason I've always been a car guy. And it's also why I love European cars. In my opinion, they represent the pinnacle of craftsmanship, quality and performance. Although, in recent years, a handful of U.S.-made cars with outstanding performance have given their European counterparts a run for their money. That's not to say, however, there haven't been drawbacks to having owned a BMW\*, Porsche\*, Saab\* and other European cars in my lifetime. Although today's foreign cars are largely reliable, many of their predecessors suffered from odd and expensive problems that resulted in the stigma that European cars are a pain to own.

Adding to the challenge, European cars require a different motor oil than what you use in your Ford\*, Chevy\* or Dodge\*. Today, I want to talk about those differences and how AMSOIL offers a solution for European car owners.

### 1) Strict Emissions Standards

The European Union maintains more strict standards for carbon dioxide (CO<sub>2</sub>) and carbon monoxide (CO) emissions than we do. (Our standards for nitrogen oxides [NO<sub>x</sub>] and particulate matter [PM] are more strict, however.) Because modern diesels emit lower CO<sub>2</sub> than gasoline engines, the European market pivoted toward increased use of diesels in the 1990s. Diesels also provide better fuel economy.

One drawback, however, is the higher levels of NO<sub>x</sub> and PM diesels produce. To counteract this, diesel-powered European vehicles are equipped with diesel particulate filters (DPF) and

catalysts designed to reduce tailpipe emissions.

Here's where motor oil comes into play. An oil's formulation can have a negative effect on sensitive emissions-control devices. Certain components in the motor oil formulation, such as sulfated ash, phosphorus and sulfur (known collectively as SAPS), can reduce the life of DPFs and other emissions devices. For that reason, motor oils formulated for European vehicles often contain lower SAPS levels to protect emissions-control systems.

### 2) Longer Oil Change Intervals

European automakers have recommended longer oil change intervals for years. In the U.S. and Canada, however, the traditional 3,000-mile oil change is still around.

Europeans are accustomed to changing oil far less often, with drain intervals of 16,000 km (10,000 miles) or so. One reason is the higher cost of oil in Europe. Another is the differences between manufacturer recommendations. For example, oil changes for 1999-2013 BMWs\* are required only every 15,000 miles.

Longer drain intervals common with European cars require an oil capable of protecting against wear, deposits and sludge for the duration, which requires a more robust oil.

### 3) Viscosity Differences

Check the owner's manual for which viscosity oil to use, and you'll likely find a chart that suggests different viscosities for different operating temperature ranges. In cold weather, the OEM may recommend 5W-30. In warm weather, 5W-40. Traditionally, drivers settle on a 0W-40 or 5W-40 to

offer the best of both worlds – good cold-flow at startup to protect against wear and good heat resistance once operating temperatures are reached.

### 4) OEM Approvals

Staying with your owner's manual, the OEM also recommends you use an oil that meets a specific performance standard. A Volkswagen\* owner, for example, must use an oil that meets the requirements of VW's own performance specs. The same holds for Mercedes\*, BMW, Porsche and other European cars.

Complicating matters, each OEM motor oil specification is slightly different. One OEM may require oils that offer better performance against oxidation, while another may require better resistance to viscosity loss. OEM specifications tend to be more strict and require better motor oil performance than the industry specs we're used to in the U.S. and Canada, such as API SN Plus or ILSAC GF-5. This, of course, requires more advanced (and typically expensive) motor oil technology delivered almost exclusively by synthetics.

All these differences can confuse your customers and leave them scratching their heads over which oil to use. Fortunately, we remove the guesswork with our Synthetic European Car Formula motor oil line. It's specifically formulated to meet the strict emissions requirements, viscosity needs and OEM performance specifications of today's sophisticated European vehicles. Use our Product Guide at [amsoil.com](http://amsoil.com) to find the specific oil for your customers.

Owning a European car may still present challenges to your customers, but finding the right oil to maximize protection and performance won't be one of them.

# THE AMSOIL 45TH ANNIVERSARY CONVENTION: CELEBRATING OUR PAST, FORGING OUR FUTURE

The AMSOIL 45th Anniversary Convention is just around the corner, and now is the time to register for this exciting event. Take this rare opportunity to network with other Dealers and meet corporate staff face-to-face. Dealers visiting the Twin Ports of Duluth and Superior will attend entertaining and informative presentations, enter drawings to win cash and prizes, enjoy wonderful food and drinks and much more. Make your way to Duluth, Minn. July 19-21 for a unique blend of training, fellowship and fun and help us celebrate 45 years of the AMSOIL Dealer Network.

## WHAT TO EXPECT DIGITAL BOOT CAMP

If the thought of integrating digital technology into your business seems overwhelming, consider attending our Digital Boot Camp the evening of Tuesday, July 17. The class is designed for Dealers with little experience in the digital world who are committed to taking the first step. We'll focus on listing your business on Google My Business, using Facebook and more. The class will be limited to 50 participants. An announcement with the full details will arrive in your Message Center shortly. Contact Julie Peterson at 715-399-6327 or [jpeterson@amsoil.com](mailto:jpeterson@amsoil.com) to register for this hands-on learning opportunity.

## BUSINESS-BUILDING SUMMIT

Join us Wednesday and Thursday (July 18-19) for a special day-and-a-half of sales training. The optional Business Summit will be a great primer on strategies that don't just look good on paper, but actually lead to results in the field. Revisit the fundamentals of sales and marketing, learn to match the right AMSOIL products with each respective market and boost your business's presence in your community and beyond. It's just \$25 to attend

the Business-Building Summit, and you can add this ticket to your order when registering for the Convention at [amsoil45.eventbrite.com](http://amsoil45.eventbrite.com). Space is limited, so reserve your spot today.

## START YOUR ENGINES

On Thursday afternoon, AMSOIL Co-Presidents Alan Amatuzio and Dean Alexander will take center stage to welcome Dealers and officially open the Convention. Later, President of Afton Chemical Rob Shama will present on the latest trends in the automotive industry, electric cars and the demand for high-performance lubricants.

## THE EXPO

Friday starts with a handful of engaging presentations by our corporate staff followed by the AMSOIL Expo. Take a walk through the world of AMSOIL, touch base with old friends and make new ones – all in a state-of-the-art facility that is our namesake: AMSOIL Arena. Full tours of our manufacturing facility will also be offered throughout the afternoon.

## FRIDAY FESTIVAL

On Friday evening, join us for a unique event bringing the best aspects of an outdoor festival under one roof. The night will be packed with a wide variety of all-you-can-eat food options, drinks and carnival games. The casual setting will provide ample opportunity to make new connections with fellow Dealers and corporate staff. You'll even have the chance to hear AMSOIL Technical Services Representative Darryn Wallace and his band, The Fractals, present their special blend of surf and rockabilly music.

## THE OIL IS RIGHT

Saturday morning and afternoon will bring more fun and games. Every Dealer at the Convention will have the chance to be "the next contestant on 'The Oil Is Right,'" our take on the classic game show. Get on stage, test your skills and win big with fun games and thousands of dollars in cash and prizes. On Saturday afternoon, this year's standout Dealers will be recognized and presented special awards.

## TEN REASONS TO ATTEND THE AMSOIL 45TH ANNIVERSARY CONVENTION

- 1 Celebrate** 45 years of a successful Dealer network.
- 2 Connect** with other Dealers and corporate staff face-to-face.
- 3 Attend** the Business-Building Summit and gain **practical skills** you can use immediately.
- 4 Kick back and enjoy yourself** at the indoor festival.
- 5 Experience** a unique blend of training, fellowship and fun.
- 6 Learn** how others are **making money** with their AMSOIL businesses.
- 7 Rock out** with Technical Services Representative Darryn Wallace and his band, The Fractals.
- 8 Be inspired** to embrace a new direction in your AMSOIL business.
- 9 Get fired up** by featured speakers Todd Falcone and Rob Shama.
- 10 Be among the first** to see the latest AMSOIL innovation.






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

**JULY 19 - 21, 2018**

**THE WRAP-UP**

High-energy speaker Todd Falcone will fire up the crowd with his comedic, yet direct take on network marketing. Then, Saturday evening we'll come together for drinks in the Duluth Entertainment Convention Center's beautiful Lake Superior Ballroom followed by another great meal at the formal President's Dinner.

**REGISTRATION**

**Convention: \$149.00**  
**AU Business Summit: \$25.00**

**MUSICAL PERFORMANCE**



AMSOIL Technical Services Representative Darryn Wallace and his band, The Fractals.

**FEATURED SPEAKERS**



Gain Industry Insights with Rob Shama



Network Marketing Fundamentals with Todd Falcone

**INSIGHTS FROM THE TOP**

We're pleased to have both President of Afton Chemical Rob Shama and network marketing guru Todd Falcone presenting at the Convention. "There's already been a lot of buzz around Falcone's participation – both here at corporate and throughout the Dealer network," said Director, Dealer Development Rob Stenberg. "His years of experience in the field as a distributor make him the perfect resource to share successful network marketing strategies with AMSOIL Dealers.

"The 45th Anniversary Convention will be different from all our past AMSOIL events," said Stenberg, "Stay tuned for some surprises."



# Updated Metric Motorcycle Line: New Viscosity = New Opportunity

Just in time for summer riding season, we're breathing new life into our Synthetic Metric Motorcycle Oil line. The existing 10W-30 and 10W-40 viscosities (MCT, MCF) feature updated labels and packaging that better appeal to riders, particularly in retail settings. New labels will be introduced as existing inventory is depleted. To round out the line and provide sales opportunities where none existed before, we're adding a 15W-50 viscosity (MFF) available May 7 that's recommended primarily for adventure and touring bikes.

## AMSOIL 10W-30 and 10W-40 Synthetic Metric Motorcycle Oil (MCT, MCF)

continue to provide the same great performance as always, including...

- **Premium** wear protection
- **Smooth**, confident shifts
- **Cool**, clean performance

AMSOIL Metric Motorcycle Oil is designed specifically for the unique needs of high-revving, hot-running metric motorcycle engines, particularly sport bikes like the Kawasaki\* Ninja\*, Yamaha\* YZF and Honda\* CBR; and touring bikes like the Honda Goldwing\*.

**Updated labels and packaging?** Yes  
**Formulation change?** No  
**New stock numbers?** No  
**Price change?** No

## New AMSOIL 15W-50 Synthetic Metric Motorcycle Oil (MFF)

has been added to the existing metric motorcycle line and is recommended for motorcycles that require 15W-50 motorcycle oil, including those made by Ducati\*, BMW\*, KTM\*, Yamaha, Triumph\* and Royal Enfield\*. It offers the same benefits as the 10W-30 and 10W-40 viscosities.

## What's it for?

The new 15W-50 viscosity fills a void in our Metric Motorcycle Oil line for certain touring bikes, particularly BMW and Ducati models. But it's primarily for adventure bikes, which are equipped for both on- and off-road riding. Growing in popularity, adventure bikes are typically smaller and lighter than traditional street bikes and feature hybrid tires for on- and off-road use, more forgiving suspensions and plenty of storage for long trips. They also feature a more ergonomically correct design than V-twin or sport bikes to allow for longer trips. Popular examples include the BMW R 1200 GS Adventure, Triumph Tiger\* 1200 XR and Ducati Multistrada\* Enduro\*.

**Adventure bikes are prized for their versatility to cover just about any kind of terrain, opening riders up to new experiences. New 15W-50 Synthetic Metric Motorcycle Oil offers access to this growing market.**



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



## The typical adventure-bike rider

Adventure-bike riders often fall into the 45-59 age range. They appreciate the futuristic design and advanced technology of their bikes. They take pride in their bike's refined engineering, particularly the high-rpm engine that offers the perfect combination of power, torque and fuel efficiency for just about any terrain.

Riders are spontaneous and crave adventure. They love the versatility their bikes provide to leave the beaten path and take to the trails, beach, sand dunes and other terrain. Their bikes are their gateways to new experiences. With prices for some new bikes pushing \$25,000, riders seek products that help maximize the lives and performance of their investments.



## How AMSOIL products support adventure riders

AMSOIL 15W-50 Synthetic Metric Motorcycle Oil offers riders the security that comes with using an oil as precisely engineered as the bikes in which it's used. It meets the exacting standards of industry and original equipment manufacturer (OEM) specifications. It is formulated to deliver the benefits riders most seek, including...

- Robust power and acceleration –** By fighting wear and power-robbing carbon, Synthetic Metric Motorcycle Oil helps preserve engine power for maximum torque and acceleration. The oil's precise frictional properties promote confident clutch feel, helping riders enjoy pinpoint control when starting from a dead stop and navigating terrain.
- Next-level wear protection –** Guarding against wear despite high rpm and intense heat results in long-lasting components that require less maintenance, letting riders focus on reaching their destinations, not fixing their bikes.
- Fights extreme heat –** Resisting breakdown and maintaining viscosity in extreme heat offers excellent protection during longer drain intervals while preserving fuel economy.

For more insights into the metric motorcycle market, consult the Metric Motorcycle Oil Sales Brief on the Distributor Zone.

### Distributor Action Plan

- When talking to prospects, don't lead with a technical discussion about oil chemistry; instead ask questions to help pique their curiosity – "Do you have a minute to hear about how AMSOIL products help riders like you maintain power, torque and clutch feel?"
- If they show interest, tie the specific lubricant benefits to the bike owner's areas of concern, including excellent protection against engine and transmission wear.
- Many riders value the technology and precision engineering that go into their bikes. Point out that AMSOIL products are formulated to the most exacting OEM and industry standards.
- Offer AMSOIL Synthetic Metric Motorcycle Oil as a high-performance replacement for more expensive OEM oils.

## Synthetic Metric Motorcycle Oil Data Bulletin

**Stock # Qty. U.S.**  
G3348 25 4.10

### 15W-50 Synthetic Metric Motorcycle Oil

Stock#	Units	Pkg./Size	Comm. Credits	U.S. Dealer	U.S. P.C.	U.S. MSRP	U.S. Catalog
MFFQT	EA	1 Quart	6.79	10.35	10.90	13.90	14.85
MFFQT	CA	12 Quarts	81.52	118.14	124.05	165.40	176.55

# Signature Series Max-Duty Diesel Oil Proven Best at Protecting Engines from Rust

Intermittent use, prolonged storage, humidity and short drives can lead to the development of rust and corrosion, causing major damage to diesel engines. Examples of applications affected include: • **RVs** • **Off-Road Equipment** • **Marine**

## NMMA FC-W Rust Test

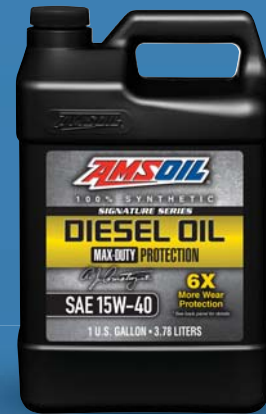
Developed to evaluate corrosion protection in the extreme operating environments of marine engines, the National Marine Manufacturers Association (NMMA) FC-W Rust Test represents a stringent, difficult-to-pass test for any engine oil. Metal coupons cut from actual Mercury\* cylinder liners are submerged in the test oil, placed in a salt humidity cabinet for 24 hours and rated.

## Superior Marine-Grade Rust Protection

We subjected Signature Series Max-Duty Synthetic Diesel Oil and four competitors to two rounds of testing. In order to pass the test, the average rating must be lower or equal to the reference oil average. As seen in the graph, Signature Series Max-Duty Synthetic Diesel Oil delivered a strong pass, while three competing oils failed and one was a borderline pass.

Signature Series Max-Duty Synthetic Diesel Oil provides up to **2X better** rust protection<sup>1</sup>, outperforming competing diesel oils.

<sup>1</sup>Based on industry standard testing using the NMMA FC-W Rust Test

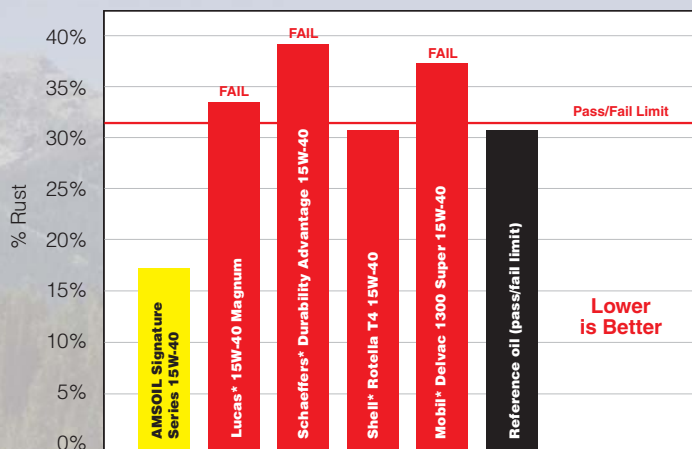


## WHY SHOULD YOUR CUSTOMERS BUY AMSOIL SIGNATURE SERIES MAX-DUTY SYNTHETIC DIESEL OIL?

- **6X more** engine protection<sup>2</sup>
- Highly optimized detergent package provides the **ultimate engine cleanliness** and **efficiency**
- **Extraordinary** marine-grade rust protection
- **Significantly exceeds** industry requirements
- **Full OEM** specification coverage
- High TBN provides outstanding acid neutralization for **long-term engine protection**
- **Reduces** oil consumption
- Exceptional **cold-temperature performance**
- **Top-grade protection** for extended drain intervals
- Available in **5W-30, 0W-40, 5W-40** and **15W-40** viscosities

<sup>2</sup>than required by the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222 using 5W-30 as worst-case representation

## NMMA FC-W Rust Test





## As Reliable as Your Favorite Lure

If you're like most anglers, you never have enough time to fish. Don't waste a second on unnecessary maintenance or downtime – protect your motor from wear and performance-robbing deposits that try to sideline your boat at the marina.

AMSOIL marine products fight wear and deposits in the toughest operating conditions. They deliver the benefits you need, whether you own a four-stroke or two-stroke motor.

- **Superior** wear protection
- **Excellent** rust and corrosion resistance
- **Maximum** engine cleanliness
- **Reduced** smoke (two-stroke)



**AMSOIL**  
SYNTHETIC  
**MARINE**  
Engine Oil  
SAE 10W-30 • Excellent high-stress, high-rpm endurance • Increased rust and corrosion protection  
ONE U.S. QUART • 946 mL

**AMSOIL**  
SYNTHETIC  
**MARINE**  
Engine Oil  
SAE 10W-40 • Excellent high-stress, high-rpm endurance • Increased rust and corrosion protection  
ONE U.S. QUART • 946 mL

**AMSOIL**  
SYNTHETIC BLEND  
**MARINE**  
Engine Oil  
SAE 25W-40 • Excellent high-stress, high-rpm endurance • Increased rust and corrosion protection  
ONE U.S. QUART • 946 mL

**AMSOIL**  
SYNTHETIC  
**HP MARINE**  
2-Stroke  
INJECTOR OIL  
CAUTION: CAUSE EYE AND SKIN IRRITATION. Carefully read instructions on back label.  
• Guards against piston wear • High emergency flame dispersant  
ONE U.S. QUART • 946 mL

**AMSOIL**  
SYNTHETIC  
**OUTBOARD**  
2-Stroke Oil  
100:1 PRE-MIX  
CAUTION: CAUSE EYE AND SKIN IRRITATION.  
ONE U.S. QUART • 946 mL

### May Close-Out

The last day to process May orders in the U.S. and Canada is the close of business on Thursday, May 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for May business will be accepted until 3 p.m. Central Time on Wednesday, June 6. All transfers received after this time will be returned.

### Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 28 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 21 for Victoria Day.

### Diesel Recovery Temporarily Unavailable

Because we're exploring new packaging for AMSOIL Diesel Recovery (DRC), the product will be temporarily unavailable from May 1, 2018 until Fall 2018 (it will be reintroduced in time for the winter season). Watch the Dealer Zone and *AMSOIL Magazine* for an announcement of availability.

### API SN PLUS Specification is Here

May 1 is the first licensable date for API SN PLUS. The soon-to-take-effect specification was requested by the automobile industry to protect passenger vehicles from low-speed pre-ignition (LSPI). AMSOIL anticipated this change, and the current Signature Series, XL and OE synthetic motor oil formulations all meet or exceed the specification. Look for updated product labels featuring the new API "donut" in the near future. For more information on the dangers of LSPI, visit [www.amsoil.com/lspi](http://www.amsoil.com/lspi).

### WIX Price Adjustment

WIX has implemented a 3 percent price increase on its filters effective June 1.

### Filter Wrenches

The line of AMSOIL filter wrenches applies to nearly the entire line of Ea® Oil Filters (EaO/Ea15K) and Ea® Motorcycle Oil Filters (EaOM).

#### Filter Wrench (64 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 64 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EA15K09, EA15K10, EA15K12, EA15K13, EAO14, EAOM103, EAOM103C, EAOM109. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA265	2.95	3.95

#### Filter Wrench (74 mm)

Designed to install and remove AMSOIL Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 74 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAOM122C, EAOM132, EAOM132C, EAOM133, EAOM133C, EAOM137C. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA258	2.95	3.95

#### Filter Wrench (76 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 76 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO17, EAO18, EA15K20, EAO23, EA15K29, EA15K32, EAO34, EAO37, EAO38, EA15K50, EA15K51, EAO64, EAOM122, EAOM134, EAOM134C, EAOM135, EAOM135C, EAOM136C, EAOM138. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA251	2.95	3.95

#### Filter Wrench (93 mm)

Designed to install and remove AMSOIL Ea Oil Filters in hard-to-reach locations, this easy-to-use 93 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO11, EAO15, EAO21, EAO24, EAO26, EAO27, EAO31, EAO40, EAO42, EAO52, EAO59, EAO98. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA252	2.95	3.95

## Limited Quantities: AMSOIL Clothing and Promotional Items

Limited quantities of the following AMSOIL clothing and promotional items are available while supplies last.

### Leather Motorcycle Jacket

Leather motorcycle jacket features debossed logo and "Ride Hard. Run Cool.™" sleeve design. Zippered air vents with leather tabs on front and back, reflective piping on front and back, zippered wrist closures, two inside pockets (one zippered) and mesh inner lining. Runs small; order one size larger than you normally wear.



### Leather Motorcycle Jacket

Stock #	Size	U.S.	Can.
G3171	S	275.00	365.00
G3172	M	275.00	365.00

### Ladies' Leather Motorcycle Jacket

Stock #	Size	U.S.	Can.
G3185	2X	300.00	399.00



### 2017 Motorcycle Rally T-Shirt

Highlights AMSOIL as the Official Oil of the Sturgis Motorcycle Rally, Daytona Bike Week, Laconia Motorcycle Week and the Lone Star Rally. Constructed of 50/50 cotton/polyester blend.



Stock #	Size	U.S.	Can.
G3495S	S	13.95	18.60
G3495M	M	13.95	18.60
G3495L	L	13.95	18.60
G3495XL	XL	13.95	18.60
G3495XXL	2X	15.95	21.25
G3495XXX	3X	17.95	23.90

### Mechanic Gloves

Fitted gloves offer great protection, shock resistance and dexterity. Constructed of four-way stretch knitted spandex with padded Clarino imitation leather palms and fingers, elastic neoprene cuffs and Velcro closures.



Stock #	Size	U.S.	Can.
G3065	S	24.50	32.60
G3066	M	24.50	32.60
G3067	L	24.50	32.60
G3068	XL	24.50	32.60
G3069	2X	26.50	35.25
G3070	3X	26.50	35.25

### 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

### Tech Jacket

Constructed of 65/35 polyester/cotton material with custom AMSOIL zipper pull. Five-color applique AMSOIL logo on back, five-color embroidered AMSOIL logo on left chest and woven AMSOIL label on right outside seam. Sleeves are close-fitting for mechanics working over an engine. For a looser fit, order one size larger than you normally wear. For a relaxed fit, order two sizes larger than you normally wear.



Stock #	Size	U.S.	Can.
G3448S	S	54.95	73.05
G3448M	M	54.95	73.05
G3448L	L	54.95	73.05
G3448XL	XL	54.95	73.05

### Black Two-Pocket Button-Down Shirt

Black two-pocket long-sleeve lightweight button-down shirt with easy roll-up sleeves and button tabs. Constructed of 65 percent polyester/35 percent cotton. Embroidered logo.



Stock #	Size	U.S.	Can.
G3349S	S	49.00	59.20
G3349M	M	49.00	59.20
G3349XXL	2X	52.00	62.85
G3349XXX	3X	55.00	66.45

### Ladies' Cap

Military style ladies' cap with jewel decoration. Velcro closure.



Stock #	U.S.	Can.
G3194	14.75	19.60

### Stainless Steel Mug

Fourteen-oz. mug is thermally insulated for hot or cold beverages. Features clear acrylic outer shell, stainless steel inner shell and spill-proof lid.



Stock #	U.S.	Can.
G3340	9.95	13.30

### Magnetic LED Work Light

Bright work light with 36 LEDs includes a .5 watt flashlight on top (with magnetic back), seven-position magnetic pivot stand, pivoting hook and non-slip grip. Excellent for use in the garage or vehicle and in emergency situations. Includes three AA batteries.



Stock #	U.S.	Can.
G3339	17.75	23.60



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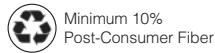
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May 2018



## SOMETHING BIG IS COMING

Be among the first to see the latest AMSOIL innovation as we unveil it at the AMSOIL 45th Anniversary Convention.