

# AMSOIL<sup>®</sup>

MAGAZINE

JUNE 2018



## Keep Your Customers Moving Forward With AMSOIL Synthetic Transmission Fluid

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Why Your Marine Lower Unit Needs Regular Service | PAGE 13



# FORMULATED FOR ADVENTURE



**AMSOIL Synthetic Metric Motorcycle Oil delivers cool, clean performance and confident clutch feel in sport bikes, cruisers and touring bikes. Now, add adventure bikes to that list.**

New 15W-50 Synthetic Metric Motorcycle Oil is recommended for motorcycles that require 15W-50 motorcycle oil, including those made by Ducati\*, BMW\*, KTM\*, Yamaha\*, Triumph\* and Royal Enfield\*. It delivers **robust power and acceleration**, helping your customers maintain pinpoint control over their bikes on any terrain. And it **fight wear and deposits** so they can focus on reaching their destinations, not fixing their bikes. It offers sales opportunities where none existed before.

For more information and market details that help boost your effectiveness selling metric motorcycle products, check out the Metric Motorcycle Oil Dealer Sales Brief in the Resource Library of AU Online in the Dealer Zone at [my.amsoil.com](http://my.amsoil.com).



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**Letters to the Editor**

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**THE COVER**

People who tow need to take extra care of their transmissions.





**Alan Amatzio**  
Co-President & COO



**Dean Alexander**  
Co-President

# From the Presidents

Major changes to an industry or market are sometimes driven by disruptors – something or someone is introduced that disrupts the status quo. People are introduced to the new idea or product and the paradigm shifts. When we launched the world's first API-qualified synthetic motor oil in 1972, it should have been a disruptor, but it was not. It was *revolutionary*, but it did not cause a rapid shift to synthetic lubricants. The disruption didn't begin until the Dealer network was formed.

OK, maybe it wasn't a disruption in the purest sense of the term – there certainly wasn't an immediate shift to synthetics, but you get the point. Dealers took the revolutionary product and got it into people's hands. They introduced a new concept and changed consumers' way of thinking. They were disruptors.

If you've been paying attention, you've noted that something big is coming. We've got something that could prove to be a disruptive innovator for one market segment,

and we're excited about it. No one else has this. It will be yours exclusively to sell.

But that will change, just like it did for synthetic motor oil. Others will follow, so we'll have to act fast. We are 100 percent confident that you will get it done – you've been doing it for the past 45 years.

A lot has changed in four-and-a-half decades, but a few constants remain. We're still exploring new technologies, experimenting with exotic formulations and discovering just how far we can go. We'll never stop. We're still focused on making the best motor oil in the world, and we do. And you're still taking our products into the field and disrupting the status quo. We can't wait to see what you can do with the next one.

If you want to know what it is, come to the 45th Anniversary Convention. You will not be disappointed. This will be the best convention yet. Plus, it's a celebration for you. We're celebrating 45 years of your accomplishments and

your entrepreneurial spirit. Many have seized this opportunity and taken it much further than they ever dreamed they would. You can claim the same for yourself, but you have to do it. We can't do it for you. You are in control. We're going to give you every advantage we can, but your success is ultimately up to you. Don't let this opportunity slip away. Get out and be a disruptor!

**Alan Amatzio**  
Co-President & COO

**Dean Alexander**  
Co-President

PASSENGER CAR  
DIESEL

FORTY FIVE YEARS  
— 2018 —

Go ahead... 



DREAM!

JULY 19 - 21, 2018

The AMSOIL 45th Anniversary Convention is on the horizon and it's not too late 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 AMSOIL.

Join other AMSOIL Dealers for a unique blend of training, fellowship and fun.

**REGISTRATION**

**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](http://amsoil45.eventbrite.com). Space is limited for the AU Business Summit, so register early.



**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.

**SOMETHING BIG IS COMING.**

BE HERE WHEN WE UNVEIL THE LATEST AMSOIL INNOVATION!



# LETTERS TO THE EDITOR

## TAX CERTIFICATES

I understand the need to have a retail account submit a new Uniform Sales & Use Tax Certificate (G495) every few years. However, I don't recall ever seeing anything explaining how this is administered. Does the retail account receive any notice prior to the tax expiration date, or is it considered the account's responsibility to stay on top of this? As a sponsoring Dealer, it is embarrassing having to explain the AMSOIL policy when answering their question, "Why am I being charged sales tax?" In one instance, this had occurred for two or three months.

The only way that I have found to try to stay on top of this, and be proactive with my accounts, is through the Dealer Dashboard; clicking on each retail account's order history and making a note of the tax expiration date. Then I create a task reminder to pop up prior to the expiration date. This is a cumbersome and error-prone process at best.

Since Dealers are challenged to provide top-tier service to their accounts, if the retail account is being sent a notice about the tax expiration, why isn't the sponsoring Dealer being copied on this notice? Or, if there is no notice being sent to the retail account, an email notice sent to the sponsoring Dealer 30 days prior to the tax expiration would be an excellent way to enhance our service level.

### Gale Binder

**AMSOIL:** Thank you for your letter and efforts to serve your tax-exempt accounts, Gale. We send emails to accounts that are within 60 days of their certificates' expiration dates. These messages are sent on the 15th and 30th of each month. For accounts without email addresses on file, letters and certificates (G495) are sent by mail. Because we are obligated to confirm all certificates remain valid, updates are required even for accounts from states with certificates that "never" expire. In these cases, we require updated certificates every three years.

The reports in the new Dealer Zone should ease your efforts. Red "[E!]" symbols identify accounts that are due to update their exempt certificates.

Encourage accounts to look for email messages from AMSOIL. This is also another good reason to ensure all your customers have valid email addresses on file.

## AVIATION OILS

I agree with Martin Cranford from the February Letters to the Editor. I've been involved with aviation since AMSOIL had an aviation oil in the 1980s. Developing oil for aviation has its challenges with the cost of certification, liability and the specialty of dealing with leaded fuel. But one thing has drastically changed since AMSOIL exited the aviation market. It's the explosion of the Experimental Aircraft Association (EAA), with owners looking for something better. This has a huge market potential that doesn't need certification to be used; they only need to meet the specifications of engine builders. AMSOIL could develop an oil for this market, and if sales warrant, could move forward with the certification expense at a later date. This definitely needs a current reevaluation of potential, and a good place to start with product interests would be to do a study at the annual EAA event in Oshkosh, Wis. if needed.

### Brian Schmidtbauer

**AMSOIL:** Thank you for your feedback, Brian. We are continuing to study this market to gather information and determine if a viable opportunity exists for AMSOIL Dealers.

## WELCOME TO AMSOIL

I do trade shows to build my business. I find I get lost sometimes trying to explain features and benefits of AMSOIL products. I may get a few out, but in the heat of the situation of talking on the floor with potential customers, I will miss some of the points I want to make. In the February AMSOIL Magazine, in Len Groom's Tech Talk column, there's a hidden jewel I wanted to share. In his article he listed seven features for customers to know about. They spell WELCOME.

My brain can remember this since we're at trade shows to help educate consumers to our products.

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

WELCOME to AMSOIL!

### David Posson

**AMSOIL:** That is a great discovery, David. Thank you for pointing out this useful acronym for remembering the benefits of AMSOIL synthetic motor oils.

## CALENDARS

I sent out about 115 calendars this year. Every one of my customers gets one. I do a lot of Internet sales that are retail price purchases. With the calendar, I send a little Christmas letter saying thank you. I try to make it more personal instead of them dealing with a big company. The ones I hand out would never make the customer buy from them instead of me. The calendar program is great. Thanks for the customers you send my way.

### Dean Graybill

**AMSOIL:** We're glad you like the calendars, Dean, and thanks for providing such good service to your customers.

Email letters to:  
[letters@amsoil.com](mailto: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. Unsigned letters will not be published.



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

## Everyone wants better fuel economy

Fuel additives work great, but know their limits.

All things equal, everyone wants better fuel economy. If your truck gets 18 mpg, you'd be happier with 20 mpg, right?

Many factors affect fuel economy. While it's true that a modified, high-displacement V-8 is much thirstier than a tiny four-banger, your right foot and driving style contribute heavily to your mpg, or lack thereof. Did I mention tire pressure? The EPA says fuel economy can drop 0.2 percent for every 1 psi a tire is under-inflated. That may not sound like much, but it compounds quickly if all your tires are down 10 psi or so, which isn't a stretch.

Have you ever heard that lubricant viscosity can affect mpg? Every good AMSOIL Dealer knows that higher-viscosity lubricants require more energy to circulate than lower-viscosity lubricants. If you're using a 140-weight gear lube in the rear end and it's thickened due to cold weather, the engine is going to waste some fuel overcoming the increased fluid friction. It's for the same reason that master engine builders who want to make insane power use low-viscosity fluids. Does that decision consider engine durability? No, just the quick power rip.

These are just a few variables that affect fuel economy, but we'll end with towing and hauling. Most drivers understand that pulling a camper or hauling a load of gravel reduces fuel economy. But did you know that a roof rack has the same effect? In fact, a study published in the journal *Energy Policy* found that some roof racks loaded with supplies can reduce fuel economy as much as 25 percent. Aerodynamics are heavily weighed when vehicle manufacturers design body panels. It's why an F-16 can do well over Mach 1 while a ranch house can blow down in a 70-mph wind.

The desire to spend less on fuel has spawned dozens of fuel additives that promise increased fuel economy, among other benefits. We offer a full line of diesel fuel additives, in addition to AMSOIL P.i.<sup>®</sup> for gasoline engines and AMSOIL Quickshot<sup>®</sup> for powersports and small engines.

As great as our fuel additives perform, however, they can't compensate for strapping a pair of fat-tire bikes on your roof and pulling a camper on under-inflated tires. Where they do make a difference is inside the engine and fuel system.

The need to improve fuel economy and horsepower has driven several automotive innovations over the past couple decades. The increased use of direct fuel injection is one of them. In traditional port-fuel-injected engines, the fuel injectors spray fuel into a common rail where it mixes with air before entering the combustion chamber. While this configuration boosts efficiency compared to the carburetors it replaced, it's not as efficient as directly injecting fuel into the combustion chamber. Although direct-injection has only recently entered the gasoline realm, we diesel burners have used the technology for decades. This arrangement allows more precise delivery of the fuel, which increases fuel economy.

The downside, however, is the injector is exposed to the full onslaught of heat during the combustion event.

This extreme heat can bake deposits onto the injector tips. Since modern injectors are finely engineered with tight tolerances, even minute deposits can interfere with the injector's spray pattern, particularly in modern high-pressure

common-rail (HPCR) injectors found in today's turbodiesel pickups. Rather than emitting a fine mist of fuel that thoroughly combusts, the injector can emit a stream of fuel that doesn't burn as readily, reducing fuel economy.

Deposits can also form on the piston crown and the valves, negatively affecting engine operation. This can lead to pre-ignition if bad enough, which can damage the engine.

Here's where our additives make a difference. As performance concentrates, they contain a concentrated dose of cleaning agents that remove deposits from injectors and from within the combustion chamber. In older engines with accumulated deposits, they loosen and dissolve deposits, helping restore fuel economy to what your vehicle may have once provided. In newer vehicles that haven't had time for deposits to build up, they maintain fuel-system and engine cleanliness to help you get the maximum fuel economy for your engine. Not only that, but our additives are formulated to deliver all sorts of other great benefits. Diesel Cetane Boost, for example, helps improve startability, reduce smoke and increase power by raising the cetane of diesel up to seven points. Diesel Cold Flow reduces the cold filter-plugging point of diesel up to 40°F (4°C) to prevent gelling in cold weather. Our Diesel All-In-One provides all these benefits in one convenient package.

While no fuel additive can increase fuel economy beyond the engine's technical capabilities, our additives do a great job ensuring your vehicle consistently produces maximum mpg and save you money.

# KEEP YOUR CUSTOMERS **MOVING FORWARD** WITH AMSOIL SYNTHETIC TRANSMISSION FLUID

The automatic transmission fluid market has fractured into dozens of applications that require dozens of specifications. The CVT market is especially frustrating for motorists and installers. AMSOIL Synthetic CVT Fluid and the entire AMSOIL transmission fluid family cover a wide range of specifications, helping you cut through the confusion and find the right fluids for your customers.

The transmission fluid market has changed dramatically over the past decade and a half. Updated versions of the Ford\* and GM\* specifications that once dominated the landscape have fallen below 50 percent of current aftermarket use. Meanwhile, the market share of highly specialized, OEM-specific fluids is expanding.

## Room For Error

The combination of rapidly evolving technology and a growing number of ATF specifications has led to an increased probability of misapplication, especially in the CVT market. Even seasoned independent repair technicians can have difficulty choosing the correct fluid for every application. Installing the wrong fluid or deferring maintenance can lead to costly repairs. The graph at right illustrates the growing number of specifications. CVT specifications are becoming particularly problematic.

## Tricky Specifications

Consumers and installers alike are often confused by what constitutes a "universal" CVT fluid. The industry has yet to standardize viscosity requirements and other aspects of CVT fluid. To further complicate the matter, manufacturers that use the same transmissions as those in their competitors' vehicles can require the installation of a fluid that meets completely different specifications.

## AMSOIL Synthetic CVT Fluid

Lubricating a CVT is a balancing act. CVTs rely on metal-to-metal contact to function – the appropriate amount of friction keeps wear under control and the driver enjoying a quiet ride. AMSOIL Synthetic CVT Fluid meets or exceeds all the specifications required to protect transmissions in today's most popular vehicles. It provides exceptional frictional properties to help prevent belt and chain slipping and help extend transmission life.

## TARGET MARKETS

- Independent transmission and auto-repair shops
- DIYers/Auto enthusiasts

## KEY BENEFITS

- Excellent wear protection
- Helps prevent belt and chain slipping

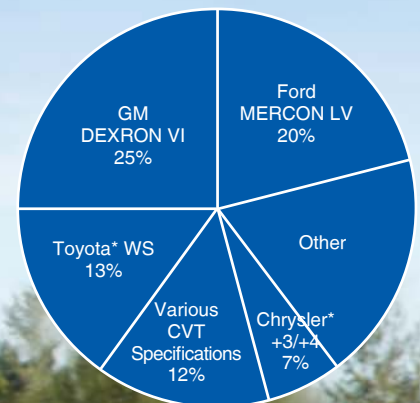
## Field Proven

Field testing was conducted to compare AMSOIL Synthetic CVT Fluid and Nissan\* NS-2 CVT Fluid. Test vehicles were driven 100,000 miles before the transmissions were torn down and inspected.

AMSOIL CVT Fluid kept the vehicle's belt and pulley system protected from wear throughout the duration of the field trial, proving it is an excellent replacement for Nissan NS-2 CVT Fluid.



## ATF Specifications in the Market





## AMSOIL Transmission Fluid Family

The AMSOIL transmission fluid family covers a wide array of specifications, filling the needs of virtually any customer and making it simple for installers. Your customers can rest assured their vehicles' drivetrains will perform the way they should with smooth shifting, no slipping or shudder and reserve protection.



### Signature Series Synthetic ATF

#### TARGET MARKETS

- Contractors, landscapers, fleet managers and other professionals
- DIYers/Auto enthusiasts
- Those who want the best in AMSOIL protection

#### KEY BENEFITS

- Reserve protection against heat
- Reduced maintenance
- Peace of mind
- 2X the OEM severe-service drain interval
- Meets the majority of popular specifications, eliminating confusion



### OE Synthetic ATF

#### TARGET MARKETS

- Independent auto repair shops and quick lubes
- DIYers/Auto enthusiasts
- Customers who want a high-performing fluid at a lower cost

#### KEY BENEFITS

- Helps installers capture their share of growing synthetic market
- Simplifies inventory
- AMSOIL protection and performance in a cost-optimized package



### 100% Synthetic DCT Fluid

#### TARGET MARKETS

- Independent transmission and repair shops specializing in high-performance vehicles
- Automotive enthusiasts

#### KEY BENEFITS

- Outstanding wear protection
- Excellent performance in extreme heat and cold
- Designed to prevent shudder

## More Than Just Motor Oil

AMSOIL Product Guides feature more than just motor oil recommendations. They make it quick and easy for you to find the right transmission fluids for your customers' vehicles. In most cases, the guides provide recommendations for every vehicle component that requires lubrication, and point you toward the appropriate filters, fuel additives, cleaners and other preventive maintenance products. In some applications, they also provide fluid capacities and drain-plug torques.



## Park it in the Garage

Help your customers stay on top of vehicle maintenance like transmission fluid changes with MyAMSOILGarage. It's a free service that can track your customers' vehicle records, as well as your own.



MyAMSOILGarage™

### MyAMSOILGarage

- Your online storehouse for vehicle and equipment maintenance information.
- Track vehicle maintenance for your customers (or show them how to use this free service).
- Ideal for helping busy commercial businesses properly maintain their fleets and equipment.
- Track oil, fluid and filter changes and receive maintenance reminders.
- Free for anyone with an AMSOIL online account.



# TOP TECH QUESTIONS - ANSWERED

We asked AMSOIL Technical Services to share some of the most common questions they get from Dealers and customers regarding AMSOIL products. Here are their answers.

## **Can I mix oils? (different brands, viscosities, synthetic and conventional, etc.)**

We carefully tailor our synthetic lubricants under the strictest quality control standards to provide the required properties for the intended application. Mixing AMSOIL synthetic lubricants is not only unnecessary, it may lead to reduced performance. AMSOIL synthetic motor oils are compatible with other conventional and synthetic motor oils. Mixing other oils with AMSOIL motor oils, however, will shorten the oil's life expectancy and reduce its performance benefits. We do not support extended drain intervals where oils have been mixed. Mixing other oils with AMSOIL motor oils will also void the AMSOIL limited warranty.

## **What base oils does AMSOIL use?**

We maintain formulation details as proprietary and do not divulge specifics regarding the type of synthetic base oils used in our synthetic lubricants. We developed the world's first API-qualified synthetic motor oil in 1972 and have remained the leader in the synthetic lubricant industry by continually researching new technologies and demanding only the highest-quality raw materials. As we move forward with new technologies, it is

increasingly more important that this information remains proprietary. We view synthetic base oils the same as we view additives, with each having its own set of unique properties. We do not insist on a particular type of base oil, but do insist on particular performance parameters. We choose whichever synthetic base oil or combination of base oils delivers the desired result and tailor our lubricants to be application-specific (gasoline, diesel, racing, transmission, gear, extended-drain, extreme temperatures, etc.). At the end of the day, the type of base oil used to formulate the oil is inconsequential; the product's performance is what matters.

## **Why are there no viscosities listed for the Motorcycle Transmission Oil (MVT) or Primary Oil (MVP)?**

Harley-Davidson\* does not specify the viscosity on its product, so we followed suit and did not list viscosities. For reference, AMSOIL V-Twin Transmission Fluid has a viscosity similar to a 110 weight gear lube. AMSOIL V-Twin Primary Fluid has a viscosity similar to a straight 50 weight motor oil. We say "similar" because they aren't exact matches. They are close.

## **Why are some AMSOIL synthetic motor oils capable of extended drain intervals?**

Our synthetic motor oils are formulated using premium synthetic base oils and the highest-quality additives. This helps them achieve greater cleaning power and provide better equipment protection over longer oil drain intervals. The unique synthetic formulation and robust TBN retention of AMSOIL synthetic motor oils work to resist oxidation and neutralize the acids that shorten the service lives of other oils. Their characteristic resistance to high-temperature volatility (burn-off) helps reduce oil consumption while maintaining viscosity longer than other oils. Check the product data bulletins for specific recommendations.

## **What does the "W" represent in 5W-30 motor oil?**

The "W" in 5W-30 motor oil stands for "winter" and indicates the oil meets or exceeds certain criteria for good low-temperature performance. Motor oil with SAE viscosity grade 5W-30 behaves like an SAE 30 oil at high temperatures and an SAE 5W oil at low temperatures, providing the necessary fluidity for rapid starts and efficient engine operation at low temperatures.

### **What are “normal” and “severe” driving conditions?**

Each vehicle manufacturer defines “normal” and “severe” driving conditions for its equipment; we recommend owners check these definitions in their owner’s manuals to determine the service condition in which they typically drive. We define normal service as personal vehicles frequently traveling greater than 10 miles (16 km) at a time and not operating under severe service. We define severe service for gasoline engines as conditions that include commercial or fleet vehicles; excessive idling; or frequent towing, hauling, plowing or driving in dusty conditions. We define severe service for diesel engines as extensive engine idling, daily short-trip driving (less than 10 miles [16 km]) or frequent driving in dusty conditions.

### **What is considered “normal” oil consumption?**

What may be considered normal oil consumption for one vehicle may be excessive for another. As a rule, the more miles and wear accumulated on an engine, the more oil that engine consumes. Typically, one quart of oil within 3,000 miles (4,828 km) is normal, but it is best to confirm oil consumption limits with the vehicle manufacturer.

### **Is it required that all of the transmission fluid be removed before adding AMSOIL synthetic transmission fluid?**

No. AMSOIL synthetic transmission fluids are compatible with petroleum and synthetic transmission fluids and can be used to top-off transmission fluid levels. However, when conducting a transmission

fluid change, most of the fluid in the automatic transmission will be replaced with the new fluid.

### **Is it OK to use non-AMSOIL brand filters with AMSOIL lubricants?**

Yes. In gasoline applications, change the non-AMSOIL brand filter at one year/12,000 miles (19,312 km), whichever comes first, when using AMSOIL XL or Signature Series Motor Oil. In diesel applications, follow the OEM filter change interval.

### **Will extending oil change intervals void new-vehicle warranties?**

No. Extending oil change intervals will not void new-vehicle warranties. To affect the vehicle warranty, it must be determined that the lubricant was directly responsible for the failure; if the oil didn’t cause the problem, the warranty cannot be voided, regardless of brand or length of time in use.



# Why Your Marine Lower Unit Needs Regular Service

Though your marine motor gets all the attention, your boat isn't going anywhere without the lower unit. Its combination of gears, bearings and other components turn horsepower into movement. Lower units are resilient and can last for years – provided you service them annually. Here, we reveal the inner workings of a marine lower unit and show the common suffering points.

The **SHIFT SHAFT** allows the operator to select forward or reverse.

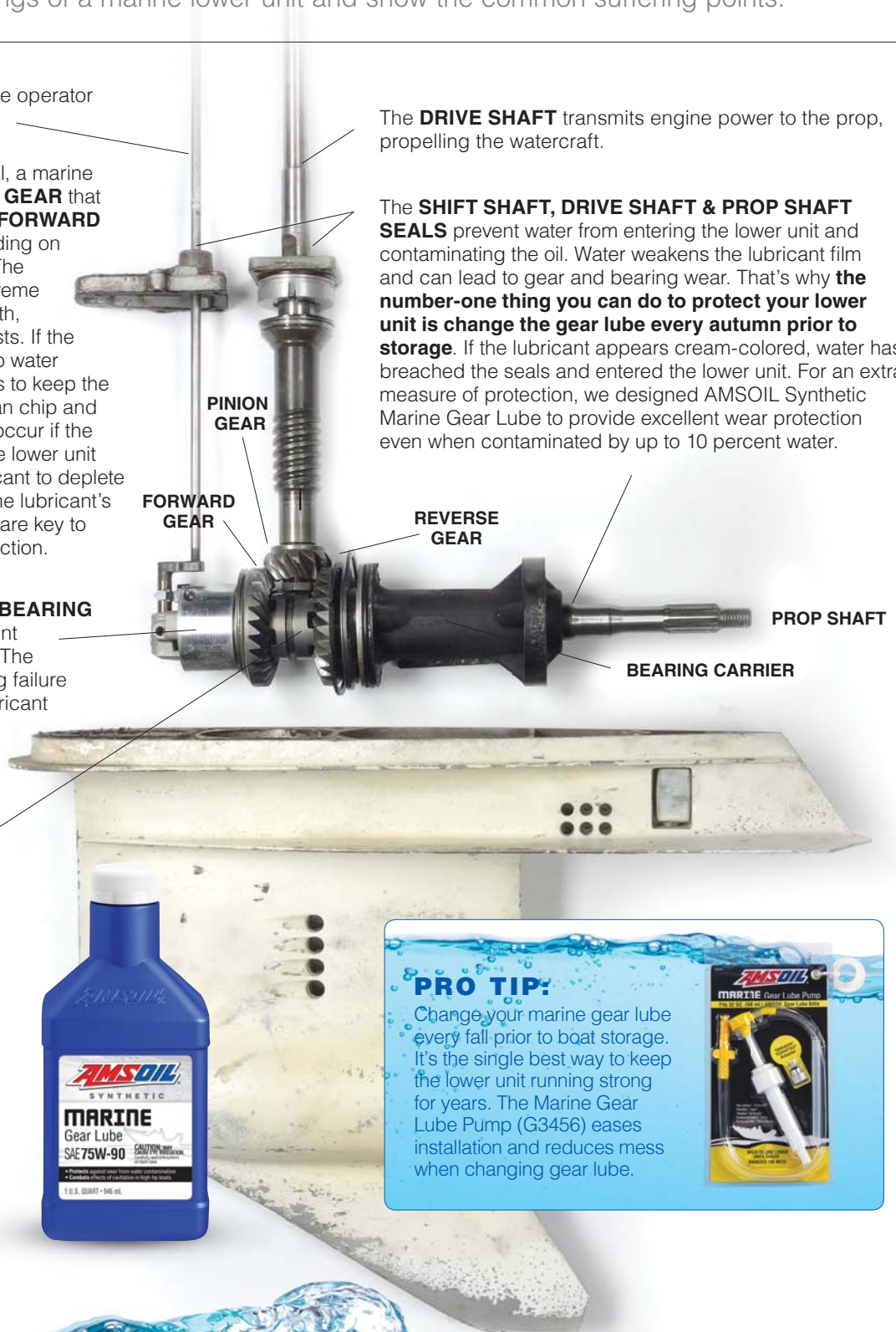
Like an automotive differential, a marine lower unit contains a **PINION GEAR** that drives a ring gear (either the **FORWARD** or **REVERSE GEAR**, depending on which the operator selects). The pinion gear concentrates extreme pressure on the ring gear teeth, especially during throttle bursts. If the lubricant film weakens (due to water intrusion, most likely) and fails to keep the gear teeth separated, they can chip and lead to failure. This can also occur if the boat owner fails to service the lower unit annually and allows the lubricant to deplete to a dangerously low level. The lubricant's extreme-pressure properties are key to providing superior gear protection.

The bearings, housed in the **BEARING CARRIERS**, require consistent lubrication to prevent failure. The number-one cause of bearing failure is degraded gear lube or lubricant starvation due to improper maintenance.

The **SHIFT DOG** contains large teeth that mate with similar teeth on the forward or reverse gears, connecting the drive shaft to the prop. If your outboard frequently pops out of gear, it's likely due to rounded-over shift-dog teeth as a result of wear. The shift dog is typically made of softer metal than the gears so it wears out instead of the gears, which are more expensive to replace. Strong anti-wear properties are vital to ensuring the lower unit shifts properly and stays in gear.

The **DRIVE SHAFT** transmits engine power to the prop, propelling the watercraft.

The **SHIFT SHAFT, DRIVE SHAFT & PROP SHAFT SEALS** prevent water from entering the lower unit and contaminating the oil. Water weakens the lubricant film and can lead to gear and bearing wear. That's why **the number-one thing you can do to protect your lower unit is change the gear lube every autumn prior to storage**. If the lubricant appears cream-colored, water has breached the seals and entered the lower unit. For an extra measure of protection, we designed AMSOIL Synthetic Marine Gear Lube to provide excellent wear protection even when contaminated by up to 10 percent water.



## PRO TIP:

Change your marine gear lube every fall prior to boat storage. It's the single best way to keep the lower unit running strong for years. The Marine Gear Lube Pump (G3456) eases installation and reduces mess when changing gear lube.





# PERFORMANCE AND RELIABILITY

AMSOIL Synthetic Brake Fluids surpass DOT requirements and provide auto enthusiasts and racers with superior high-temperature performance.

## DOT 3 & 4 Synthetic Brake Fluid (BFLV)

- **Maximum** ABS and traction-control performance
- **Covers** a broad range of applications

## DOMINATOR® DOT 4 Synthetic Racing Brake Fluid (BFR)

- **Ultra-high** boiling point to help resist brake fade and vapor lock during intense racing applications.



AMSOIL Brake Parts & Cleaner is a professional-strength product that helps auto enthusiasts and mechanics quickly remove oil, grease, brake fluid and other contaminants from brake parts and other automotive components.

## Brake & Parts Cleaner (BPC)

- **Quickly** and effectively removes grease and oil, leaving parts clean and residue-free
- **Fast-drying**, non-flammable formula



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



**Dan Peterson** | SENIOR VICE PRESIDENT, DEALER SALES AND MARKETING

## Remember – you’re selling solutions, not products

You can’t provide the correct solution without first listening to your customer.

Some people like having fun at the expense of the stereotypical “pre-owned car-sales professional.” The salesman in the classic movie *National Lampoon’s Vacation* is the prime example – slick look, bad suit, phony smile and the constant use of your name without pronouncing it right. It’s funny on the big screen, but when you experience a poor salesperson in real life, you want to grab your wallet and run for the door.

Here is my experience with a salesman named Ed. The last time I bought a used vehicle, the sales professional’s number-one concern was uncovering my car-buying budget. When I refused to give him a number, he badgered me like it was a challenge to break my will and wrestle a dollar figure from me. The more he tried, the more evasive I became. He followed me around the lot, shifting to superficial small talk at times until I felt like a wild animal, cornered and ready to lash out. When he turned his head to size up his next victim, I shuffled to my car and headed out the back entrance. As you probably guessed, he never learned my budget or earned my business.

What went wrong? Let’s look at some specific issues with his approach.

1) Ed appeared to be looking out for himself instead of me. He obviously wanted to make a sale and was not interested in me. He failed to create curiosity about any of the vehicles he had for sale – no excitement about what he had recently learned about vehicles on the lot or those he had driven.

2) Rather than attempt to discover my needs, Ed tried to satisfy his needs, which was to sell a vehicle. That’s why he tried to learn my budget right away so he didn’t waste any of his time on his way to a sale. He didn’t ask questions to find out what I was looking for or my reason for making a trip to the lot. He failed to discover my needs.

3) Ed couldn’t adequately assess which of his vehicles fit my needs because he never uncovered my needs. He led with vehicles he assumed solved my transportation problems and ended up missing the mark. If he had tried to assess my needs, he would have learned I was looking for a truck rather than the cars he wanted to show me. As a result, he developed zero trust and lost any chance of earning my business.

In contrast, here’s another experience I had at a different dealership. My wife and I were greeted with “hellos” in the parking lot. We walked into the showroom and the first thing we heard was, “There’s coffee, pop and popcorn along the back wall, and the bathrooms are to your left.” The salesperson showed that our comfort took priority over making a quick sale. After we grabbed some coffee, we walked around the showroom. I had a feeling we were being watched, but nobody bothered us. When we started opening doors on a new vehicle, a salesperson came over and talked about the van. He was knowledgeable and, as I fumbled with seat adjustments, he jumped in and demonstrated how to move the seats and stow them inside the floor. He asked where we had driven from that

morning. He then shared how much he loved Duluth, Minn. and the restaurants he visits when in town. He told us about a family member who wanted to move to Duluth permanently. After this initial conversation and the topping-off of our coffee cups, the salesperson told us that if we needed anything further to talk to anyone in the room. After we looked at a couple more vehicles, I walked to the person who had treated us so well initially and requested a test drive.

So, why the big difference in experiences? The answer is obvious: The salesperson at the second dealership delivered better service and put our needs ahead of his own. It’s that simple. Yet, despite the simplicity of good service, we don’t enjoy positive experiences everywhere we go. And I bet none of us can honestly say we deliver this level of service 100 percent of the time.

Challenge yourself to provide impeccable service every time you interact with someone. No matter how skilled we are at selling, we all need a reminder from time to time. Remember that you’re providing solutions to your customers’ problems more than you’re selling products. You can’t suggest the correct AMSOIL product without first understanding your customer’s needs. Ask pointed questions and, above all, listen attentively to their answers. Don’t be Ed; be yourself.

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