

# AMSOIL<sup>®</sup>

MAGAZINE

JULY 2018



Signature Series  
Synthetic Motor Oil:  
The Best We've Made

| PAGE 8



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YOU

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**We appreciate each of you.**



*The First in Synthetics®*



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EDITION

JULY 2018



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Printed by Service Printers

Duluth, MN USA.

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**THE COVER**

The latest formulation of AMSOIL Signature Series Synthetic Motor Oil is easily the best oil we've ever made. We use industry-standard wear tests to demonstrate its capabilities.





# From the President

I am humbled and honored to be the President and CEO of AMSOIL INC. This is not something I aspired to be when I was young. In fact, I would downplay my association with AMSOIL because I did not want to be treated differently. I held jobs fertilizing lawns by day and working as a custodian at night. My dad offered to pay me the equivalent of both jobs if I would come to work at AMSOIL. I turned him down because earning my own way was important to me. Eventually I gave in and came to work at AMSOIL part-time in maintenance while I attended school. Later I held various positions in production, operations and industrial lubricants; however, my responsibilities were much wider than the job titles described. When you are related to the company owner (the son, daughter or son-in-law, in Dean's case), you have to work harder than expected to prove your worth and earn the respect of your peers. That notion was not lost on me, and I did everything I could to earn their respect, which has now afforded me the opportunity to be the second-generation leadership of AMSOIL. This is a role I take very seriously.

When the company was small, we did whatever it took to get the job done. That often meant fulfilling tasks well outside our normal responsibilities. Performing many functions within the business was probably the best education I could have had, for there

is no substitute for experience. Small-business operators deserve far more credit than they are given. They have to wear many hats and succeed with each of them. That is not easy, and that's what you face.

All of us at AMSOIL recognize your efforts. We work tirelessly toward improving the business opportunity. Obvious examples include national advertising, high-profile racing sponsorships and free shipping. Less obvious are improvements to our website, policy enforcement, navigating and adapting to social media, providing direct personal contact when you call AMSOIL, exhaustive R&D, refusing to sell to major retailers and so much more.

AMSOIL is special, and that can only be understood when you are involved with the company for many years. AMSOIL Direct Jobber Ed Chambless said it best: "Are you in AMSOIL, or is AMSOIL in you?" For me, there is no question. AMSOIL flows through my veins. My intention is to build upon the key principles that make AMSOIL a great company: 1) no compromising on product quality 2) foster an environment of mutual respect 3) deliver excellent

customer service 4) conduct business with integrity and professionalism. Sounds easy! Well, there are volumes of books on how to do this, so it must not come naturally for most people. While the principles that guide our decisions are straightforward, the actual strategy for how we grow the company is complex. As any person in a leadership role knows, you have to have a strong, capable team of professionals to move the company forward. I can say with absolute certainty that we have that team in place, from senior management to first-level supervisors and at the functional levels. Our staff genuinely wants to see AMSOIL succeed – not because their jobs depend on it, but because they love the company. That is rare, and it's a direct result of our adherence to those key principles.

We are fortunate to have a company full of talented individuals working every day toward making the company better and creating more opportunity for you. I hope you will join us at the 45th anniversary celebration. You will get to see first-hand the new and exciting developments coming later this year.

**Alan Amatuzio**  
President & CEO



FORTY FIVE YEARS  
— 2018 —  
Go ahead...  



**DREAM!**

**JULY 19 - 21, 2018**

IT'S ALMOST HERE. IT'S NOT TOO LATE TO REGISTER.

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 the AMSOIL Dealer Network.

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.



**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**

Industry expert 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

## PRE-MIX TWO-STROKE OIL

I wanted to give you some feedback, ultimately leading to a suggestion:

I have been targeting small-engine shops that cater to independent landscapers and city/county entities.

I continually see pre-mix 50:1 two-cycle oil that utilizes non-ethanol fuel. I see the small guys buying it. It is selling and building volume in that market. I also see some agencies, such as city and county, that are telling their employees, "Go buy that container, for it is sanitary. No mixing and the container is throw-away." No mistakes, no spill, no mess.

This item could strengthen our Small-Engine Oil and SABER® business.

One of my customers revealed his cost is \$4.90 a can. He sells it retail for \$9.50 a can.

Sincerely,

**Tom Geogalos**

*AMSOIL: Thank you for your suggestion, Tom. We are constantly monitoring the market to understand the types of products customers want. We are currently watching the pre-mix fuel market very closely, but have not yet decided on a course of action.*

## GRAPHICS KITS

I would like to request another option for the Harley-Davidson\* "Ride Hard. Run Cool.®" graphics kit for our retail stores.

I deal with several different powersports stores, and they all cringe when I show them the display choices, especially when most of their sales are dirt bikes, ATVs and UTVs. I'm only making this suggestion due to our off-road product lines, which are gaining popularity from AMSOIL sponsoring events like Supercross, Arenacross and outdoor events like GNCC Racing. I understand it would have to be neutral branding, but something would be better than the standard Harley go-to.

Thank you,

**Aaron Brownell**

*AMSOIL: It's a good idea, Aaron. However, the Display Shelf with interchangeable graphics (G3215) was*

*discontinued partly due to situations like this; not every retail account could find a perfect fit amongst the graphics choices available. The Devoted to Protection graphics kit (G3215G) is still available while supplies last and is a good all-around choice for any type of retail account. The current Large Display Shelf (G3546) features the AMSOIL logo and is also a good fit for all retail accounts.*

## FIREARM CLEANER

I'm just curious if you plan on having the spray-can Firearm Cleaner and Protectant available in Canada. I am a gun owner and AMSOIL Dealer, and would like to try it out. I prefer the spray can over the dropper style for ease of use.

Thank you,

**Joshua Woloshyn**

*AMSOIL: We'd like to offer our aerosol Firearm Cleaner in Canada, Joshua, but aerosol products are governed under different requirements in Canada than in the U.S. These requirements would force us to alter formulations and packaging in ways that would reduce performance and increase costs. Because we do not want to offer less-effective products that cost more, most aerosols are not available in Canada.*

## MOTOR OIL & FILTRATION GUIDE

I was disappointed to find that the Motor Oil & Filtration Guide (G52) has been discontinued. It was the best overall foundation brochure for new customers and Dealers. It was a brochure I read many times as a new Dealer. I'm hoping it is being revised, but I'm sure it's probably not a popular item.

**Gerry Reid**

*AMSOIL: We liked that one too, Gerry. It was a classic. Unfortunately, too few people agreed and usage was so low that it had to go. That decision was made easier with the knowledge that its wealth of information is available in AU Online, in the home study guides specifically. Those, too, are no longer available in hard copy, but are maintained as PDFs in the Resource Library in AU Online*

*in the Dealer Zone. The Lubrication Fundamentals Home Study Guide might be an excellent replacement for the Motor Oil & Filtration Guide that you can download and email to any new Dealers or customers who are interested in learning more about lubrication science.*

## U.S. BANK CARD

I received a credit card in the mail from U.S. Bank. It has my name on it, so I called the card to see who authorized sending me a credit card to make sure there was no fraud going on. I asked them who gave them permission to start up a credit card in my name, and they said AMSOIL did, so I want to know what the purpose of setting up a credit card with a \$40,000 limit in my name was. At first I thought this is how they are going to do commissions instead of checks, but it's a credit card, not a debit card. If you can give me answers, that'd be great as to why they did this.

Thank you,

**Clint Renner**

*AMSOIL: We can assure you this AMSOIL U.S. Bank Visa card is the pay card on which we place your commissions, Clint. The \$40,000 limit is not a credit limit, but the maximum funds that can be on the card at any one time.*

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

Or, mail them to:  
**AMSOIL INC.**  
**Communications Department**  
**Attn: Letters**  
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**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.



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

## Behind the CAFE standards

A closer look at what you *don't* know about how fuel-economy requirements are calculated.

One number has sent the automotive industry into a frenzy of activity since it was announced seven years ago: 54.5.

If you've been following along, you'll recognize this as the corporate average fuel economy (CAFE) standard that was supposed to take effect in 2025. In early April, however, the EPA announced plans to relax those standards, as everyone expected. The EPA Administrator said the "current standards are based on outdated information, and that more recent information suggests that the current standards may be too stringent."

The state of California, however, has indicated plans to resist the change. The state maintains its own, more strict air-quality standards, which several other states follow. All signs point to a testy and potentially long battle between the Golden State and Washington, D.C.

As I write this, the EPA has yet to announce the updated CAFE standards, leaving the auto industry in limbo. Will automakers have to build separate vehicles for California and the dozen or so states that follow its lead on emissions? If the fleet-wide average fuel economy target is no longer 54.5 mpg by 2025, what will be the new target?

Complicating matters, the outgoing 54.5-mpg target didn't reflect the fuel economy you and I would see in the real world anyway. To explain, let's take a few steps back.

The first CAFE standard took effect in 1978 and required each automaker's auto fleet to deliver an average of 18 mpg. The standard was expanded to include trucks and slowly increased to around 20 mpg for cars and trucks combined, where it hovered until the mid-2000s. It's inched upward since then, and automakers face penalties if they're out of compliance.

Automakers have a few tools at their disposal for meeting CAFE standards. One way, of course, is to build more efficient vehicles.

Each vehicle in an automaker's fleet is assigned a target mpg based on its footprint – its wheelbase multiplied by its track width. For example, a 41 sq. ft. or smaller passenger car, like a Honda\* Fit\*, built in 2018 has a CAFE standard of 45 mpg. But a 75 sq. ft. or larger pickup, like a Ford\* F-150, built the same year has a CAFE standard of 25 mpg.

You may be thinking, "My new pickup doesn't average 25 mpg. How does that work?" While the CAFE standard for a 2018 pickup is 25 mpg, the fuel mileage reported on the EPA window sticker you see at the dealership is just 19 mpg. The Honda Fit? Its window sticker reads 34 mpg.

Why the roughly 27 percent discrepancy? It boils down to lab testing versus different lab testing versus real-world driving. Did you catch all that? In case you didn't, there are three different methods of calculating fuel economy:

**1) The CAFE standard** is an estimate based on standardized EPA emissions testing. The testing includes two drive cycles in a controlled setting. One is meant to simulate urban driving, with frequent starts/stops and low speeds. The other simulates highway driving. The EPA averages the two cycles, with the city results weighted at 55 percent and the highway results 45 percent. The CAFE fuel-economy standard for each vehicle is estimated based on the amount of carbon expelled from the exhaust, not on actual fuel-economy testing.

The test may do a good job testing all vehicles equally, but it doesn't simulate real-world conditions that well. Some

drivers may spend 90 percent of their time on the highway. In some areas, drivers run the air conditioner constantly. Some drivers may have a lead foot.

**2) The EPA window sticker mpg** that influences your vehicle-buying decision is based on chassis dyno testing. To more closely predict real-world mpg, the EPA adds three additional cycles to its testing. However, subjecting every vehicle make and model to the additional testing every year would be expensive and laborious, so automakers test their own vehicles and the EPA confirms 15-20 percent of them. As we saw, the EPA window-sticker value is lower than the CAFE standard.

**3) Finally, you have the real-world mpg** you experience after you drive your truck off the lot, which is almost always lower than the CAFE estimate and the EPA figure reported on your window sticker. That's because, as good as their lab tests may be, EPA tests can't predict real-world results with 100-percent certainty.

When the EPA announces its new CAFE standards, which may not happen for several months, understand that it won't reflect the actual fuel economy tomorrow's vehicles will need to achieve. It's really a marketing number that garners headlines, but doesn't accurately predict your next vehicle's real-world fuel efficiency.

Automakers will continue to rely on synthetic lubricants to help achieve tomorrow's fuel-economy standards, whatever they may be. Synthetics not only reduce pumping losses, their increased protection enables modern engines to reach their full potential. This scenario translates into increased use of synthetics, which spells opportunity for you.

# SIGNATURE SERIES SYNTHETIC MOTOR OIL: THE BEST WE'VE MADE

The Sequence IVA Engine Test is a requirement for the industry-standard API SN specification. Signature Series Synthetic Motor Oil proved it protects your engine from the wear associated with increasingly common driving conditions.

By 2020 it's estimated that U.S. drivers will have endured 8.3 billion hours of stop-and-go driving conditions. Heavy traffic doesn't just tax your sanity, it takes a toll on your engine too.

## Slow-and-Go

Most engine wear occurs while idling or driving at low speeds under cooler engine temperatures. Stop-and-go traffic, warming up a vehicle in the winter and the extended idling common to commercial vehicles are all common situations that can accelerate wear.

## The Sequence IVA Engine Test

The Sequence IVA Test was developed to simulate the stresses commonly placed on the engines of taxis, delivery vehicles and commuter service vehicles. It measures the ability of crankcase oil to control camshaft lobe wear. Worn or damaged cam lobes can lead to a loss in efficiency, increased engine noise and expensive, large-scale repairs. The Sequence IVA Test is a great metric for assessing an oil's level of wear protection – the top concern among enthusiasts.

## Signature Series Vs. Engine Wear

AMSOIL Signature Series Synthetic Motor Oil develops a strong fluid film that keeps metal surfaces separated, while its robust anti-wear additives further reduce wear in metal-to-metal contact regions for maximum engine life. We submitted the lightest viscosity in the line, Signature Series 0W-20, to further increase the severity of the 100-hour test. AMSOIL Signature Series Synthetic Motor Oil provided **75 percent more engine protection against horsepower loss and wear<sup>1</sup>** than required by the Sequence IVA Engine Test, extending the life of vital components like pistons and cams.

*75 percent more engine protection against horsepower loss and wear<sup>1</sup>*

### How Temperature and Speed Affect Wear

Engine components expand and contract with changing temperatures. Cylinders and pistons are only perfectly round when an engine is at optimal operating temperature. When your engine is running but is not up to operating temperature, tight tolerances can cause wear. At slow speeds your oil pump isn't moving as much oil through the system, further increasing the risk of wear.

## TEST PARAMETERS

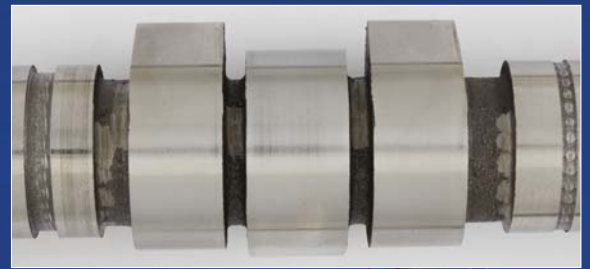
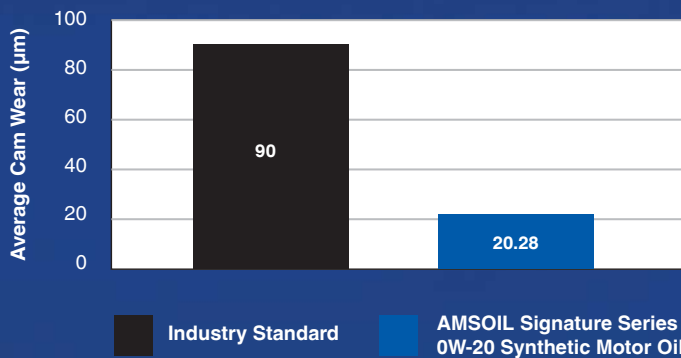
<b>Engine</b>	1994 Nissan* KA24E inline 4-cylinder, 2.4L
<b>Duration</b>	100 hourly cycles, 50 minutes at idle and 10 minutes of elevated rpm
<b>Measures</b>	Camshaft lobe wear – each camshaft lobe is measured in seven locations near the nose of the lobe where pressure is highest. All scores are then averaged to determine a final score.
<b>Simulates</b>	Stop-and-go driving conditions (short trips and extended idling)
<b>Requirement</b>	Maximum average cam wear limited to 90 µm (micrometers)



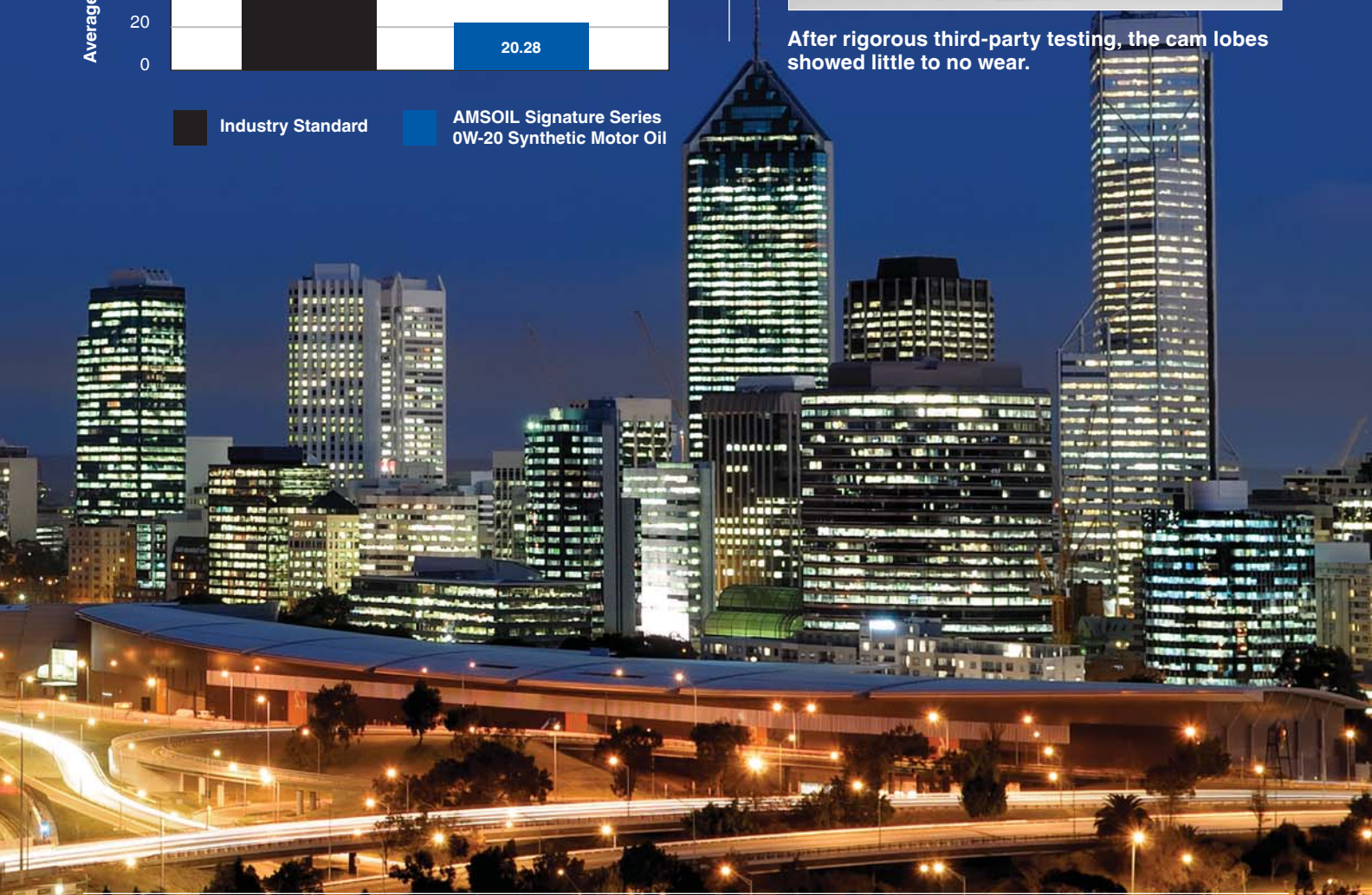


### SEQUENCE IVA ENGINE TEST

Lower number = less wear



After rigorous third-party testing, the cam lobes showed little to no wear.



<sup>1</sup>Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.



# AMSOIL Racing & Events Strategy Shifts Gears

Nearly everyone knows that it's easier to sell AMSOIL products to people who are familiar with our brand. Sponsoring professional drivers, racing series and motorsports events is a key part of our branding strategy. We've made some changes recently to our racing and events strategy designed to extract more value from our sponsorships. What does that mean to you? We sat down with Kevin Kastner, AMSOIL Racing and Events Manager, to find out.

**AMSOIL Magazine:** What has AMSOIL been up to in the racing and events world?

**Kastner:** The primary task the last year has been to perform an honest assessment of the effectiveness of our sponsorships and other opportunities. Are we in the right markets? Are we seeing a good return on our investments? Is what we're doing helping sell more products? As fun and exciting as racing, rallies, car shows and other events are, at the end of the day we have to make money doing it or it doesn't make sense.

**AMSOIL Magazine:** What have you discovered?

**Kastner:** We realized that we're not as highly involved in automotive racing as we'd like. We're involved in the AMSOIL USAC Sprint Car National Championship, and we've been long-time sponsors of Scott Douglas and Brad Lovell in the off-road world, but we need to amp up our focus on the automotive space, with more attention given to on-pavement events. Doing so allows us to more effectively reach car enthusiasts, which makes sense given the high proportion of passenger-car motor oil we sell. Historically, our sponsorships have skewed heavily toward powersports – and we'll continue to be active in that area – but our focus going forward will be targeted toward car and diesel-truck enthusiasts.

**AMSOIL Magazine:** Can you clue us in to some of the things you're working on?

**Kastner:** We're exploring several exciting options that we hope to nail down this year. Obviously, I can't give specifics until the ink is dry and our plans are set, but I can say that we're looking to expand into different types of racing and events. We're looking at metric motorcycle events, rally racing, asphalt racing – it's all on the table at this point.

**AMSOIL Magazine:** Why did we step away from the TORC Series?

**Kastner:** We're still high on short-course, off-road racing. But we want to shift our off-road efforts into new markets, new series and other high-profile events. You'll still see several Midwest teams supported by AMSOIL, along with Scott Douglas and Brad Lovell, at the AMSOIL Cup race over Labor Day weekend in Crandon, Wis. But you'll also see Douglas and Lovell in LOORRS, Ultra4 Racing and other events. Both drivers are excited for the chance to race in front of new fans and in new venues, and we're excited to put our brand in front of new people.

**AMSOIL Magazine:** What are we doing to increase engagement with people at races and events?

## RACING & EVENTS REACH

- An average of 500,000 viewers live-stream every AMSOIL Championship Snocross race.
- Nearly 1.5 million bikers attend Sturgis, Daytona Bike Week and Laconia Bike Week annually.
- AMSOIL attends or sponsors more than 200 events and races annually to market and advertise AMSOIL products to enthusiasts across North America.
- Carlisle Car Shows draw roughly 50,000 spectators to each of its 10 events held around the U.S.
- The AMSOIL Sprint Car National Championship generates more than 16 million new impressions annually.

**Kastner:** At some events, we're trying to engage differently with fans and competitors to extract more value. A great example is the GNCC Series. We used to set up a booth, hang up some AMSOIL banners and run a promotion. But it became

clear that our best audience at the races was the racers themselves. So we experimented with creating what we called the “AMSOIL Garage,” a dedicated area where grassroots competitors and privateers can go to have their dirt bikes and ATVs serviced with AMSOIL products at no charge. It’s great for them because they don’t have the deep pockets of a professional racing team. Long story short, it’s been a big success, particularly for the Dealers who work in the garage with us. At one event, the Dealer in attendance signed up more than 50 new accounts over the weekend. It’s a great example of how we want to maximize engagement with people, not just show them our logo.

**AMSOIL Magazine:** Will our emphasis on auto racing affect our involvement in the V-twin market?

**Kastner:** We currently sponsor Sturgis, Daytona Bike Week and Laconia Motorcycle Week. We are looking into diversifying our reach through participation in events that target metric riders instead of V-twin riders. Again, nothing is final, but Dealers should know that our goal is to expand our reach in the motorcycle market, not reduce it.

**AMSOIL Magazine:** Why did we decide not to renew our Official Oil sponsorship of Monster Energy Supercross?

**Kastner:** Supercross is saturated with brands, and its high-profile status carries a high-profile price tag. We were a little over-invested in the dirt bike market. We believe we can reach customers more effectively through a mix of grassroots engagements like the new “AMSOIL Garage” at events, in combination with an integrated marketing approach that includes digital, print, promotions and other traditional media. This approach allows for a more appropriate spend in the dirt-bike market, and allows us to deploy resources in other markets like auto, V-twin and diesel truck enthusiasts.

**AMSOIL Magazine:** “Influencers” is the buzzword in marketing now. What’s our approach to working with influencers?

*“Many of our corporately sponsored competitors help us with research and development by validating product performance in the toughest conditions. That’s something Dealers should be excited to share with potential customers.”*

**Kevin Kastner**  
AMSOIL Racing and Events Manager

**Kastner:** Influencer marketing keeps growing and shows no signs of stopping. We look for influencers who act as brand ambassadors. They need to understand our products and relate to the ideals of AMSOIL and our Dealers. That means people who are ethical, authentic and who show expertise in their fields. Kenny Hauk, of Hauk Designs, is a great example. He creates some of the coolest machines on the planet and stands as an expert in auto design and fabrication to his thousands of social media followers. Whenever Hauk Designs – or any of our influencers – mentions AMSOIL on social media, or one of Hauk’s vehicles bearing our logo appears in a photo shoot or at a car show, it becomes that much easier for Dealers to start a conversation about AMSOIL with those followers.

**AMSOIL Magazine:** How do Dealers benefit from our racing and events marketing?

**Kastner:** People like Scott Douglas and Lincoln Lemieux validate our products in the toughest performance arenas. That allows Dealers to say, ‘Hey, we have pro racing teams at the highest levels using AMSOIL products with great success. Is that something you’re interested in?’

We don’t just throw money at people and ask them to stump for our brand; many of our corporately sponsored competitors help us with research and development by validating product performance in the toughest conditions. That’s something Dealers should be excited to share with potential customers.

**AMSOIL Magazine:** Any final insight?

**Kastner:** You have plenty of reasons to be excited about our brand. We’re growing our diversity by expanding the types of racing and events we sponsor. We’re partnering with innovative influencers whose voices carry a lot of weight among enthusiasts. And we’re working on ways to get more value out of our sponsorships. I encourage Dealers to follow us on Facebook, Instagram and Twitter to see what we and our influencers are up to. They can also check out [community.amsoil.com](http://community.amsoil.com) to see all the racers and events we sponsor. I look forward to meeting many of you at the 45th Anniversary Convention this month.

## KEY TAKEAWAYS

- An assessment of our racing and events strategy revealed that we need to better appeal to auto and diesel-truck enthusiasts by increasing our presence in those spaces.
- To diversify our strategy, we’re investigating several racing and event opportunities, such as metric motorcycle events, rally racing and asphalt racing.
- We want to increase fan and participant engagement at select events to better drive home the value of our brand.
- We have a growing stable of influencers who act as AMSOIL ambassadors to their thousands of followers. See what they’re up to on the AMSOIL social media platforms.



# PROTECTION & DEPENDABILITY

## THE SUPERIOR CLEANING POWER OF AMSOIL FIREARM CLEANER NOW AVAILABLE IN A DRIPPER BOTTLE

Now available in both an aerosol can and a dripper bottle, AMSOIL Firearm Cleaner penetrates deep into hard-to-reach components, effectively cleaning fouling and powder residue from all firearm surfaces, safely protecting them for storage, reducing jamming and increasing reliability.



AMSOIL Synthetic Firearm Lubricant								
Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	
FLPSC	EA	(1) 5-oz. Spray Can	8.55	9.00	9.45	11.65	11.85	
FLPSC	CA	(12) 5-oz. Spray Cans	102.60	102.60	107.75	138.60	140.65	
FLPBA	EA	(1) 4-oz. Bottle	7.00	7.35	7.75	10.25	10.50	
FLPBA	CA	(12) 4-oz. Bottles	84.00	84.00	88.20	121.80	124.35	

AMSOIL Firearm Cleaner								
Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	
FCPSC	EA	(1) 5-oz. Spray Can	3.75	5.25	5.55	7.35	7.55	
FCPSC	CA	(12) 5-oz. Spray Cans	45.00	60.00	63.00	87.00	89.05	
FCPCN	EA	(1) 8-oz. Bottle	8.00	8.40	8.85	11.70	12.05	
FCPCN	CA	(12) 8-oz. Bottles	96.00	96.00	100.80	139.20	142.90	

AMSOIL Synthetic Firearm Lubricant aerosol packaging and AMSOIL Firearm Cleaner are not available in Canada.

### 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

# 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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