



**MAGAZINE**

JANUARY 2019



# STRENGTHENING YOUR BUSINESS

# WHY BUY SIGNATURE SERIES?

**DO YOU DRIVE IN HOT TEMPERATURES?**



In testing, **kept pistons clean** and **held oil thickening to only 6 percent**, a minimal amount compared to the proposed specification limit of 150 percent <sup>4</sup>. **50 percent more** detergents<sup>5</sup> to help keep oil passages clean and promote oil circulation. Provides **90 percent better protection** against sludge<sup>6</sup>.

**DO YOU HAVE LONG COMMUTES?**



**30 percent more acid-neutralizing power<sup>8</sup>** than Mobil 1\*, and 36 percent more than Royal Purple\*, helping engines stay cleaner, longer. **Reserve protection**, so you can go up to **25,000 miles**, 700 hours of operation or one year between oil changes, whichever comes first.

**DO YOU WANT EXTRA ENGINE PROTECTION?**



**Far superior wear protection** compared to the competition – kept bearings looking like new after 100,000-mile test<sup>1</sup>.

**DO YOU TOW OR HAUL?**



**75 percent more engine protection** against horsepower loss and wear<sup>7</sup>.

**DO YOU DRIVE IN COLD TEMPERATURES?**



**66 percent better cold-temperature performance** for easier starting, better fuel economy, improved oil flow and reduced wear.

**DOES YOUR VEHICLE HAVE A TURBOCHARGER?**



**72 percent better turbocharger protection** than required<sup>2</sup> by the GM dexos1<sup>®</sup> Gen 2 specification. Achieved **100 percent protection** against low-speed pre-ignition (LSPI)<sup>3</sup>.

<sup>1</sup>Testing conducted in an independent lab using AMSOIL Signature Series 5W-30 Synthetic Motor Oil and a leading synthetic-blend 5W-30 motor oil in Ford F-150 trucks with 3.5L twin-turbo engines. <sup>2</sup>Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. <sup>3</sup>Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification. <sup>4</sup>Based on the ILSAC GF-5 PLUS specification. <sup>5</sup>vs. AMSOIL OE Motor Oil <sup>6</sup>Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification. <sup>7</sup>Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. <sup>8</sup>Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Royal Purple High Performance 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased 05/03/18. <sup>\*</sup>All trademarked names 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.



See back label for details.



DISTRIBUTOR  
EDITION  
JANUARY 2019



**STAFF**

**Editor**

Terry Johnsen

**Associate Editor**

Joel Youngman

**Staff Writers**

Kathy Anderson  
John Baker  
Dan McClelland  
Jamie Trembath  
Joel Youngman

**Graphic Design Manager**

Jeff Spry

**Senior Graphic Designer**

Luke Boynton

**Content Contribution**

Brett Granmo  
Dave Meyer  
Mark Nyholm

**Editorial Contribution**

Matt Erickson  
Jamie Prochnow

**Back Issues**

Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

**On the Web**

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

**President & CEO**

Alan Amatzio

**Board Chair**

Dean Alexander

© 2019, AMSOIL INC.

All rights reserved.

Printed by Arrowhead Printing  
Duluth, MN USA.

**Letters to the Editor**

AMSOIL INC.  
Communications Department  
The AMSOIL Building  
925 Tower Ave.  
Superior, WI 54880  
[letters@amsoil.com](mailto:letters@amsoil.com)

**FEATURES**

- 7 Leading the Way in the Wind Industry
- 10 New Diesel Injector Clean + Cetane Boost: Convenient Warm-Weather Protection
- 11 Maximizing the Shelf Life of AMSOIL Products

**DEPARTMENTS**

- 5 Letters to the Editor
- 6 Tech Talk
- 12 Centerlines and Updates
- 14 Insight on Sales

**ADVERTISEMENTS**

- 2 Why Buy Signature Series?
- 4 Think Differentially
- 15 Three Powerful Aerosols



# Think differentially

THE NEW AMSOIL SEVERE GEAR® EASY-PACK

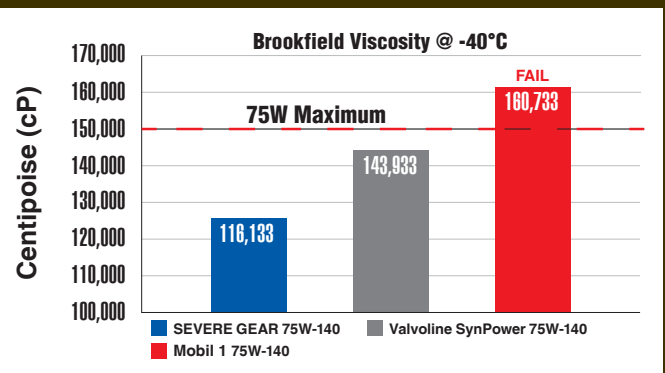
## AMSOIL SEVERE GEAR 100% SYNTHETIC GEAR LUBE (SVG, SVO)

The new easy-pack helps you access tough-to-reach fill holes. The flexible packaging makes gear lube installation cleaner and faster, and eliminates the need for a pump.

### FOR THE ULTIMATE COLD-WEATHER PROTECTION, TRUST AMSOIL

Some gear lubes fail to meet basic low-temperature requirements.

Mobil 1\* 75W-140 Gear Oil, for example, failed to meet the requirements of the industry standard<sup>§</sup>. AMSOIL SEVERE GEAR®, on the other hand, **delivers 20% more cold-temperature protection** than the standard requires. It delivers better cold-temperature protection than Mobil 1 and Valvoline\* SynPower\*.



<sup>§</sup>Based upon results of samples of Mobil 1 75W-140 and Valvoline SynPower 75W-140 purchased in 2018 and tested in ASTM D2983 by an independent testing facility in May 2018. Samples sent blind to eliminate bias.



\*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 developed by AMSOIL for use in the applications shown.

# LETTERS TO THE EDITOR

## WIND TURBINES

In a recent article about AMSOIL and their products published in a supplement to the local newspaper, Mr. Dan Peterson states, "We're in the Middle East, we're in Russia, we're in Europe. We have a huge business in China." Peterson goes on to say, "AMSOIL was a big factor in making the wind turbine industry sustainable."

My question would be: Are there opportunities for the AMSOIL Dealer in these markets?

Sincerely,

**Jim Anderson**

**AMSOIL:** The short answer is "no," Jim. You'll find a more thorough explanation of the wind industry in this issue of AMSOIL Magazine (pp. 8-10). International business is extremely complex whether the wind industry is involved or not. Import laws vary greatly from one country to the next, and even product recommendations are inconsistent. The liabilities raised surrounding taxes, import fees, product application and more make our traditional Dealer model incompatible with international business.

## MUDSLINGER

I recently purchased a case of the new Mudslinger product. I have always followed the practice of using many of the AMSOIL products myself. There is no better way to be able to support the excellent quality. I decided to spray Mudslinger to the underside of my 60" JD\* drive-on, drive-off mower deck. I sprayed over small amounts of residue that remained after my cleaning and left it wet. After mowing recently, I decided to check to see if Mudslinger would make the task of scraping away the lawn clippings any easier. I generally scrape the accumulation of lawn clippings after each mowing. I mow roughly 1 1/2 acres. To my surprise, the underside of the mower deck was shiny clean, no scraping required. I am amazed at how well this product performed. Thank you for adding another excellent product to the lineup.

Regards,

**Ken Marland**

I have a suggestion for AMSOIL and all Dealers. I have field tested this for several weeks and found it to work very well. I am a hunter and have always had a problem with mud being stuck to the bottoms and sides of my boots. I scrubbed them clean and waited for them to dry, then sprayed them

with a good amount of Mudslinger and let them dry. Now there is very little to NO mud on my boots. The Mudslinger helps to keep the mud out of my truck and camper. This could be a NEW market for Mudslinger for all Dealers. Both pairs of my hunting boots remain much cleaner than ever, and I like that and so will other hunters.

**Fred Bausher**

**AMSOIL:** Thank you for your feedback, Ken and Fred. We're proud of Mudslinger, and thrilled to hear about your positive experiences using it with applications other than ATVs, UTVs and dirt bikes. We appreciate hearing unique product uses from Dealers and would love to hear more. Any Dealers who have stories like these can share them with us at [salespromo@amsoil.com](mailto:salespromo@amsoil.com) or, if you would like to see them published here, [letters@amsoil.com](mailto:letters@amsoil.com).

## ENVIRONMENTAL BENEFITS

Though I am a fairly new Dealer, I think the AMSOIL company together with AMSOIL Dealers can do well by approaching environmental organizations and their supporters more vigorously. We are the one company that produces synthetic oil not tied to the fossil fuel companies. And because our products last so long, there is far less waste being sent to landfills and contaminating water sources.

I do suspect, but have no concrete statistics to back it up, that many environmentalists are still using lesser quality synthetics made by one of the fossil fuel giants, or even using regular motor oil and transmission fluid, etc.

And we can begin to change that.

Sincerely,

**Gordon Kobayashi**

**AMSOIL:** Thank you for your suggestion, Gordon, and welcome to the team. While all lubricant manufacturers, including us, have some ties to the fossil fuel industry (synthetic base oils are created through a reaction involving chemicals derived from crude-oil sources), you are correct regarding the significant environmental benefits of extended drain intervals. Not only do AMSOIL synthetic motor oils generate less waste through their extended-drain capabilities, they also contribute to increased fuel economy and reduced emissions. There are groups who value environmental benefits above all others, but our main market is composed

of enthusiasts who might appreciate the environmental benefits, but value protection and performance most. That's why we maintain our focus on those areas.

## WINTER STORAGE

A customer of mine normally doesn't change his oil on his four-stroke equipment used during the spring/summer/fall until the following spring. This equates to about a five-month period where he stores his equipment in an unheated building. Personally, I have always changed my four-stroke equipment oil in the fall before putting it into storage in my unheated shed.

My customer contends that the crankcases accumulate water via condensation over the winter storage period here in the Northeast and prefers to change oil in the springtime.

Please advise which method is recommended.

Best Regards,

**Bruce DeRites**

**AMSOIL:** Thanks for the question, Bruce. We recommend changing oil in seasonal four-stroke equipment in the fall prior to storage. Used oil contains acidic byproducts, moisture, fuel and other contaminants that can damage metal surfaces if allowed to sit in the engine for months without operation. For best protection, drain the used oil from the engine prior to storage and install fresh oil. In our experience, ambient temperature swings throughout the winter in most parts of North America aren't sufficient to create excess moisture in motor oil. Condensation can become a problem if the building in which the equipment is stored is repeatedly heated, then allowed to cool to ambient temperature later. It sounds like your customer uses an unheated building, so this shouldn't be a problem for him.

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.



**Matt Erickson** | DIRECTOR, TECHNICAL PRODUCT MANAGEMENT

## Most “electrified” vehicles still use motor oil

The auto industry is changing, but not the Dealer opportunity.

Does the term “electrification” make you fear for the future of the internal combustion engine and your Dealership?

As we explained in the April 2018 *AMSOIL Magazine* and again at the 45th Anniversary Convention last summer, it shouldn’t.

The truth about vehicle electrification is far different than some headlines lead you to believe. Let’s use Fiat Chrysler Automobiles (FCA)\* as an example. FCA grabbed headlines last summer when it pledged \$10.5 billion to electrifying its vehicle lineup, including Jeep\* and RAM\*. The story made news for a couple reasons. 1) Judging by the glut of headlines in my inbox, media outlets love any story about vehicle electrification and 2) FCA is considered a laggard on vehicle electrification compared to its competitors. Its announcement signals that even the holdouts have acknowledged that the future of the auto industry includes electrification.

Constantly seeing stories in your newsfeed about automakers pouring money into electrification can understandably make you nervous. Who’s going to buy the products you sell?

But you can relax. If there is one point you take from this column, make it this:

### “Electric” and “Electrified” are Vastly Different

Notice that FCA (and other automakers) are moving toward *electrification*, which simply refers to vehicles that have an electric motor somewhere in the drivetrain. This includes several different hybrid vehicles, including the following:

- **Micro hybrid** – Vehicles with stop-start technology, like the Ford\* F-150\*.
- **Mild Hybrid Electric Vehicle (MHEV)** – The electric motor cannot propel the vehicle alone; it’s mainly used for engine start, regenerative braking and acceleration assist.
- **Full Hybrid Electric Vehicle (FHEV)** – The electric motor alone can propel the vehicle, but has a limited range. See the Toyota\* Prius\*.
- **Plug-in Hybrid Electric Vehicle (PHEV)** – Same as a FHEV, but adds a second way of charging the battery. Uses an engine due to limited electric-motor range. See the Ford C-MAX Energi\*.

All four of these hybrid vehicle types use an internal combustion engine and require motor oil.

Here’s where the confusion arises: the following electric vehicles are also included under the broad category of “electrified” vehicles:

- **Range Extender Electric Vehicle (REEV)** – A battery electric vehicle that includes an internal combustion engine-driven generator to charge the batteries. See the Chevy\* Volt\*.
- **Battery Electric Vehicle (BEV)** – Propelled only by battery-powered electric motors, like the Nissan\* Leaf\*.
- **Fuel Cell Electric Vehicle (FCEV)** – Uses an electric motor, but stores energy in a hydrogen tank instead of batteries. See the Honda\* Clarity\*.

Although common sense suggests that a Nissan Leaf is drastically different than a pickup truck whose engine shuts off at stoplights, the auto industry says otherwise. So, when

an automaker announces its plans to introduce electrified vehicles, many people falsely assume they’re referring only to electric vehicles that don’t use an internal combustion engine. Some media outlets contribute to the confusion by interchanging “electrified” and “electric.” The fact is, however, the push toward electrification includes widespread use of drivetrain systems that still use a conventional engine. Take, for example, the 2019 RAM pickup with eTorque and a 48-volt mild hybrid system. The system replaces the engine’s alternator with a belt-driven motor/generator that contributes torque, smooths shifts and recovers energy, where it’s stored in a lithium-ion battery. This application of electrification increases fuel economy about 2-3 mpg for the 3.6L engine; the 5.7L Hemi\* engine and its classic rumble still remain available.

Yes, electrification is here – and it will only grow in the ensuing years. But it’s not as scary as the headlines may have you believe. Most vehicles will still require motor oil and other lubricants. In fact, an estimated 92 percent of vehicles on the road worldwide in 2030 will still use an internal combustion engine. These new drivetrain technologies will present challenges to lubricants best addressed by high-performance synthetics; the lubricant market is headed our way.

# Leading the Way in the Wind Industry

Nearly 58,000 wind turbines dot the American landscape. **Nearly 50 percent of those now use AMSOIL synthetic lubricants in their gearboxes.** Here's the story of how we shook up the wind industry – and how it benefits you.

We dove into the wind market more than a decade ago for the same reasons we enter most markets: to solve a problem. At the time, wind farm managers were struggling to find a wind turbine gearbox lubricant capable of delivering superior protection without requiring frequent and expensive changes. Fully appreciating the challenge requires understanding how a wind turbine gearbox works.

## Wind turbine gearbox 101

If you've ever driven past a wind farm, you've noticed how slowly wind turbine blades turn – typically 10-18 rpm. The generator inside the turbine's nacelle (the housing atop the tower), however, requires up to 1,500 rpm to produce the turbine's rated power. The gearbox increases rotational speed from the low-rpm turbine blades to the high-rpm electric generator. It uses a variety of planetary gears, helical gears and bearings to accomplish this.

All those moving parts must withstand tremendous torque and high speeds while operating in hot, humid, wet environments or sub-zero temperatures – sometimes all of the above throughout the year. Gear lube can quickly fail in such conditions.

That was precisely the case with the predominant wind-turbine gear lube on the market at the time. It tended to absorb moisture, which led to additives separating from

the lubricant (called additive drop-out). This leads to a form of fatigue failure called micropitting that can cause gears to fail. In fact, at that time, a wind-farm manager could expect 30-40 percent of the gearboxes in his turbines to fail within three to five years. This is unacceptable considering that, along with crane costs, replacing a wind turbine gearbox costs up to \$500,000.

To help prolong gearbox life, managers resorted to frequent gear-lube changes – typically every two to three years. That may not sound unreasonable

until you understand the toll a single lubricant change takes. First, the turbine has to be shut down, which reduces profitability. A team of trained technicians must then mobilize a specially designed truck capable of pumping the new lubricant to the gearbox (up to 300 feet above the ground) while draining the old oil. Not only that, the gearbox requires flushing to remove contaminants, which adds additional time and complexity. Changing oil in just one gearbox can cost thousands of dollars. Changing oil in every gearbox on a wind farm quickly becomes cost-prohibitive.

## Wind Turbine Filter Housing

When we entered the wind market, the predominant gearbox lubricant (left) absorbed moisture and created sludge. This led to filter plugging and frequent lubricant changes, which waste time and money. The AMSOIL lubricant, in contrast, maintains cleanliness and lasts longer, saving operators money.



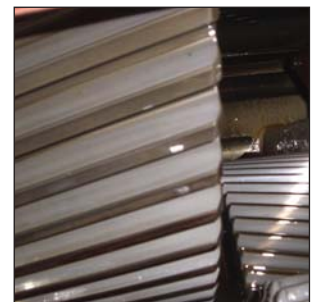
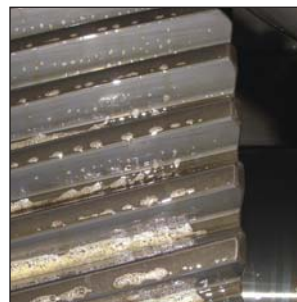
COMPETITOR



AMSOIL

## Wind Turbine Gearbox Gears

Foam bubbles collapse when compressed between gear teeth, leading to metal-to-metal contact and wear. The AMSOIL product, however, forms a consistent lubricating film void of foam, helping reduce wear.



## PERCENTAGE OF ELECTRICITY FROM WIND ENERGY



6.3%

4.7%



Sources: <https://www.energy.gov/eere/wind/2017-wind-market-reports#wind>; <https://www.nrcan.gc.ca/energy/facts/electricity/20068>

### Building a better lubricant

We went to work developing a better gear lubricant. In addition to years of lab testing, the lubricant was installed in seven wind turbines located in the Midwest. The turbines had been using a competitor's oil and were in rough shape. In fact, the wind farm manager later told us he had expected the gearboxes to fail within six months of testing. Instead, the AMSOIL product performed well and the turbines continued running. We monitored lubricant and turbine performance every month. The process uncovered several costly hurdles to servicing wind farms. For example, personnel must complete safety training, earn certification and carry millions of dollars of liability insurance simply to set foot on a wind farm, let alone climb a tower. In addition, wind farm managers expect suppliers to act as technical consultants and help them develop procedures for improving efficiency. We quickly realized that servicing wind farms requires a team of full-time, specialized experts. That's why we handle sales to wind farms corporately rather than through independent Dealers.

Despite years of severe service, the lubricant continued performing flawlessly. In total, the lubricant was in use for nine years without being changed and without incident. Recently, the wind farm elected to decommission the seven turbines





to perform infrastructure upgrades; however, the lubricant was still in great condition and performing well until its final day of use.

Our test data impressed the biggest and most prestigious manufacturers in the world. We have since earned approvals from nearly every major turbine manufacturer and gearbox manufacturer, including Siemens\*, Vestas\*, Flender\*, Nanjing Gear\* and ZF\*. This was a huge step since wind farm managers won't use non-approved oils in their turbines given the astronomical costs should something fail. Our gear lube is also the factory fill for one of the world's largest turbine manufacturers, as well as the run-in oil at nearly every major gearbox OEM that supplies the global wind industry. We continue to work toward earning more factory-fill agreements. AMSOIL products are now installed in nearly 50 percent of all wind turbines in the U.S., in addition to turbines in Europe, China, India, Brazil and more. We're proud to say that AMSOIL products have never caused a gearbox failure. That's a tremendous achievement considering the state of the industry prior to our arrival.

### What good is it for me?

You might be thinking, "That's great for AMSOIL INC., but how does it help my Dealership?" There are several ways.

#### 1) Increased expertise influences all AMSOIL products

The insights we've gleaned from our involvement in the wind industry influence additional product formulations. For example, we applied the advanced chemistry of our wind-turbine gear lubricant to the passenger car/light truck market via SEVERE GEAR® Synthetic Gear Lube. The chemistry that impressed the toughest critics in one of the world's most demanding industries influenced the chemistry in each easy-pack of SEVERE GEAR. Developing and testing synthetic technology in wind turbines builds our knowledge and helps us continue to improve our full line of world-class synthetic lubricants.

#### 2) Brand validation

Our leadership role in the wind industry strengthens the AMSOIL brand and helps validate your efforts in the field. Additionally, it shows that our size and influence is larger than some people think, boosting your credibility. Tell prospects and customers that the biggest and most prestigious manufacturers in the wind industry selected AMSOIL from all the lubricant manufacturers in the world to develop a gear lube for their gearboxes. Point out that AMSOIL lubricants are installed in nearly 50 percent of U.S. wind turbines. This level of credibility speaks volumes about our product quality. Ask prospects, "If AMSOIL synthetic lubricants perform that well in wind turbines, imagine how well they can perform in your vehicles and equipment."

#### 3) Improves company image

While it may not be at the forefront of many enthusiasts' minds, many customers actively look for companies that support sustainability. By servicing renewable-energy assets and maintaining a leadership role in the industry, we strengthen our image, which reflects well upon Dealers.

#### 4) Helps keep costs down

A single wind farm can require thousands of gallons of lubricants. To meet demand, we purchase increased volumes of raw materials at a time, helping reduce purchasing costs. Manufacturing to meet increased demand also leads to greater production efficiency, which further holds costs in check. We pass the savings on to you and your customers.

We plan to continue growing our presence in the wind industry. It's a key part of our strategy to diversify and strengthen the company, which ensures the viability of the Dealer opportunity for years to come.



*AMSOIL has never caused a gearbox failure. That's a tremendous achievement considering the state of the industry prior to our arrival.*



\*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 developed by AMSOIL for use in the applications shown.

# New Diesel Injector Clean + Cetane Boost: Convenient Warm-Weather Protection

Available Jan. 22, Diesel Injector Clean + Cetane Boost (ADS) combines the superior detergency and improved lubricity of AMSOIL Diesel Injector Clean with the increased horsepower and cetane of AMSOIL Cetane Boost in one convenient package, providing the full potency and benefits of both products at an affordable price.

Diesel Injector Clean + Cetane Boost is purpose-built for serious enthusiasts and professionals who depend on diesel power to make a living. It provides the total package of injector cleaner, lubrication booster and performance improver in one easy-to-use treatment that aids in retaining power and fuel economy while preventing wear that leads to expensive repairs.

- **Cleans** dirty injectors
- **Lubricates** pumps and injectors to reduce wear
- **Increases** cetane up to 8 points – best cetane improvement on the market
- **Extends** fuel-filter life
- **Improves** fuel economy up to 8%

- **Combats** fuel-system corrosion
- **Delivers** maximum horsepower
- **Safe** for use in all diesel fuels, including biodiesel
- **Alcohol-free**

## Convenience and Cost Savings

Diesel Injector Clean + Cetane Boost is the ideal combination diesel fuel additive for climates that don't require the cold-flow benefits of AMSOIL Diesel Cold Flow.

## Recommendations

Diesel Injector Clean + Cetane Boost is recommended for use with all types of heavy- and light-duty, on- or off-road and marine diesel engines.

To prevent cold-weather fuel issues, add Diesel Cold Flow or switch to Diesel All-In-One.

Note: The 16-oz. (473-ml) bottle treats up to 80 gallons (303 L). The 8-oz. (237-ml) bottle is specially formulated to treat up to 20 gallons (76 L) in one convenient dose.



## Diesel Injector Clean + Cetane Boost

\*

# MAXIMIZING THE SHELF LIFE OF AMSOIL PRODUCTS

AMSOIL synthetic lubricants are designed to retain their original performance after a reasonable period of time in your storeroom. Proper storage ensures the freshest, most effective products possible.

From fresh fruit to batteries, most consumable products have a shelf life. Synthetic lubricants are no different. AMSOIL engineers products that retain their original performance for as long as possible. While a general, concrete timeline is difficult to predict, creating the right storage conditions can extend a lubricant's shelf life. Here are a few suggestions to maximize the time products may safely be stored.

## Protecting Your Investment

Products should always be stored in their original containers and, when possible, in a clean, dry, moderately temperate area. Lubricants should be stored away from solvents and cleaning agents.

## Shelter from the Storm

Lubricants should be stored indoors to avoid the higher potential for damage from environmental contamination and temperature fluctuations that comes with outdoor storage. Follow these best practices if outdoor storage is your only option:

- Protect containers from the elements (direct sunlight, dirt, water, snow, rain, etc.).
- Keep containers off the ground by storing them on pallets.
- Store unopened drum-packaged lubricant containers horizontally (except grease).

## First-In/First-Out

To reduce the possibility of extended storage, use the first-in/first-out (FIFO) method to ensure the oldest inventory is used first.

## AMSOIL Product Shelf Life

Product shelf life varies significantly depending on product design, environmental contamination, chemical contamination and temperature. Most liquid lubricants can last five years if you follow these suggestions and properly store your products. Because grease can harden or lose its oil content over time, it generally has a storage life of two years. If you have questions or require technical guidance on another topic, call AMSOIL Technical Services at (715) 399-TECH or email us at [tech@amsoil.com](mailto:tech@amsoil.com).

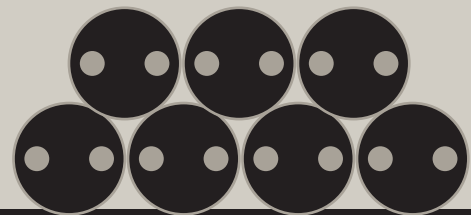
## FACTORS THAT AFFECT SHELF LIFE

### CONTAMINATION

Water intrusion and the migration of water vapor, along with the introduction of foreign materials like cleaning agents and solvents, can cause a lubricant to degrade, resulting in reduced performance.

### TEMPERATURE

The ideal storage temperature is 32°F (0°C) to 85°F (29°C) – temperatures out of this range can promote water migration, cause additive separation and reduce the effectiveness of additives over time.



### STORE DRUMS HORIZONTALLY

Keep the bung caps at the 3 and 9 o'clock positions and the lubricant covering both entrances. This reduces the chance of water vapor migration through the bung due to the thermal expansion and contraction of the air head-space.

### January Close-Out

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

### Winter Offers the Perfect Time to Approach Landscapers

Professional landscapers make some of our best prospects. Across much of North America, business slows in the winter, marking the ideal time to approach landscapers and start a conversation about how AMSOIL products can help them maximize equipment life and profitability. AMSOIL SABER® Professional Synthetic 2-Stroke Oil (ATP) is a great place to start. It offers a nearly immediate performance improvement in handheld two-stroke equipment, including string trimmers, chainsaws and backpack blowers. The SABER Handout (G3564) is an excellent sales tool for landscapers. It shows images of STIHL\* string trimmer parts following a 600-hour field trial with a professional landscaping company. SABER Professional prevented power-robbing carbon, helping the company extend trimmer life. Mixed at 100:1, SABER Professional also saved the company more than 50 percent on oil. Use the SABER Handout along with the Commercial Program Catalog (G3469, G3474 Can.) to start a conversation with prospects this winter. You may just land a new customer in time for spring landscaping season. View the Commercial Products Dealer Sales Brief in the Resource Library of AU Online (my.amsoil.com) for insights on signing up landscapers and other commercial-account prospects.



#### SABER Handout

The SABER Handout fits perfectly inside the Commercial Program Catalog or works great on its own.

### Commercial Program Catalog (G3469 U.S., G3474 Can.)

#### WHO'S IT FOR?

Current and prospective commercial accounts.

- Contractors • Fleets • Over-the-road truckers
- Heavy-duty off-road equipment operators
- Farmers/ranchers • Landscapers

#### WHAT PRICING DOES IT SHOW?

Wholesale cost



### Matt Erickson Promoted to New Position

Matt Erickson has been promoted to Director, Technical Product Management. Erickson has served as Technical Product Manager – Passenger Car since coming to AMSOIL in 2011. While in that position, he led the development and growth of our passenger-car/light-truck products. Erickson

is a licensed Professional Engineer and earned his master's degree in mechanical engineering from North Dakota State University in 2006. In his new role, Erickson will use the expertise he's built over his career to guide the development of our entire product line. "I'm excited for the opportunity to help the company in a broader capacity," said Erickson. "We will continue to develop world-class products that empower Dealers to grow their businesses."



### Metal Protector Available in 4-oz. Spray Cans March 5

Due to manufacturing issues, the launch of the Metal Protector 4-oz. (118-ml.) spray cans has been pushed to March 5.

Metal Protector effectively lubricates moving parts, silencing squeaks without gumming up mechanisms. It displaces moisture from fresh water or salt water to help prevent corrosion, and it is the product of choice for drying and protecting electrical and ignition systems. Metal Protector penetrates deep through rust and corrosion to restore movement of rusty parts.

- **Cuts** through rust and frees frozen components
- **Helps** protect against rust and corrosion, even in salt water
- **Displaces** water
- **Stops** squeaks
- **Cleans**
- **Sprays** into hard-to-reach places
- **Protects** electrical equipment
- **Lubricates** moving parts



#### AMSOIL Metal Protector



## Use a SWOT analysis to set business goals

This month, take a minute to look forward by first looking backward.

**Jamie Prochnow** | US COMMERCIAL PROGRAM MANAGER

Happy 2019!

The wrapping paper has been recycled, the stockings taken down and the tree dragged to the curb. It's time for new beginnings and resolutions to better ourselves for the year to come.

Have you ever wondered about the origin of New Year's resolutions? Some believe the tradition comes from the Roman god Janus (from which we derive "January"). He's always shown as having two heads. One head looks back to the previous year, while the other looks forward to the year ahead. For ancient Romans, Janus represented the gateway from the last year to the new. Romans lamented their past mistakes while promising to be better in the year to come. Lo and behold, the tradition continues every Jan. 1 whenever someone resolves to abandon his poor health choices and join the gym, quit smoking or devote himself to improving his life in another way.

In the spirit of the season, I want to take a minute to simultaneously look back and forward.

Corporately, AMSOIL INC. implemented several exciting changes last year.

We introduced new products to further strengthen and diversify our already excellent product line. New Mudslinger (AMS), an aerosol that provides a protective layer of armor against mud, dirt and snow on ATVs, UTVs and dirt bikes has been a hit. We've received several rave reviews from the field.

And, we revolutionized the industry yet again with the introduction of the SEVERE GEAR® easy-pack. The easy-pack takes the hassle out of changing gear lube thanks to its flexible design. It won a SEMA Global Media Award at the SEMA show last fall.

As you look forward this year, resolve to use all these tools to grow your business. Begin assessing your business using a SWOT analysis to prepare for the new year:

**Strengths** – Areas where you excel. Note your strengths and build them further. If you're especially adept using social media, for example, use your skills to reach out to prospects in new markets this year. Continue to learn the latest social-media trends and use your strengths to diversify and grow your business.

**Weaknesses** – Areas where you can improve. Weaknesses aren't liabilities; they're opportunities. Knowing your weaknesses can help you set goals to improve. For example, if you know relatively little about our diesel or powersports products, set a goal to use resources to build your knowledge.

**Opportunities** – Circumstances that lend themselves to a positive outcome. Ask yourself, "What's happening in

the market that can help my business grow?" A perfect example is the introduction of the SEVERE GEAR easy-pack. Maybe you hadn't given gear-lube sales a second thought. The easy-pack, however, solves a problem for enthusiasts and installers. Best of all, no other lubricant company offers this solution. But you can bet they eventually will. The easy-pack positions you to gain new customers and sales if you act now.

**Threats** – Circumstances that can hinder business growth. Examples include other oil suppliers approaching your accounts, declining retail sales nationwide or apathy on your part. All can reduce your income if you're not diligent about improving your situation. Make sure you're delivering impeccable customer service so your accounts don't lapse; diversify your business with Preferred Customers, commercial accounts and other customer types; and, above all, stay on your toes and don't quit!

While 2018 was exciting, big things are in store for the future. This year, we'll continue to improve opportunity and introduce new products. Here's to ringing in a new year. Happy selling in 2019!



## THREE POWERFUL AEROSOLS

AMSOIL Mudslinger, Engine Degreaser and Glass Cleaner deliver performance that customers can see immediately.

### MUDSLINGER (AMS)

- **Provides** a protective layer of armor against mud, dirt and snow
- **Eases** clean-up after riding
- **Restores**, cleans and shines plastic, fiberglass and painted surfaces
- **Provides** a protective layer to counteract the damaging effects of UV rays
- **Pleasant** cherry scent

### ENGINE DEGREASER (AED)

- **Removes** the toughest grease, dirt and grime
- **Leaves** no residue
- **Easy** to use
- **Powerful** stream
- **Safe** on all engine components

### GLASS CLEANER (AGC)

- **Quickly** cuts through grease and grime
- **Does not drip or run**; stays where you spray it
- **Leaves** no streaks or haze
- **Ammonia-free** and safe on all glass, including tinted windows
- **Works** great on countertops, glass, mirrors and appliances

#### BEFORE ENGINE DEGREASER



#### AFTER ENGINE DEGREASER



*Mudslinger, Engine Degreaser and Glass Cleaner are not available in Canada.*

\*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 developed by AMSOIL for use in the applications shown.



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD  
US POSTAGE  
PAID  
AMSOIL

ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)

