



DISTRIBUTOR EDITION

MAGAZINE

JUNE 2019



10W-30 JOINS
SIGNATURE
SERIES
MAX-DUTY
LINEUP | PAGE 8

Tips For Landing More Marine Customers This Summer

WHY BUY AMSOIL Synthetic Diesel Oil?

**DO YOU WANT
EXTRA ENGINE
PROTECTION?**



Independent testing shows **AMSOIL Heavy-Duty Synthetic Diesel Oil delivers 4X more protection against wear.**¹ For even greater protection, **Signature Series Max-Duty Synthetic Diesel Oil provides 6X more protection against wear.**²

**DO YOU TOW
OR HAUL?**



Signature Series Max-Duty delivers up to **60% better turbo cleanliness,**³ effectively withstanding the extra demands you place on the turbo when hauling heavy loads or updating the tune for maximum horsepower.

**DO YOU STORE
YOUR VEHICLES
OR EQUIPMENT?**



Signature Series Max-Duty provides up to **2X better rust protection.**⁴

**DO YOU
DRIVE IN HOT
TEMPERATURES?**



AMSOIL synthetic diesel oils **retain their protective viscosities for added engine protection in extreme temperature conditions.**

**DO YOU
DRIVE IN COLD
TEMPERATURES?**



AMSOIL synthetic diesel oils stay fluid in sub-zero temperatures for **easier starting, improved oil flow and reduced wear.**

Signature Series 0W-40 has a broad viscosity range that offers **4X better** cold-cranking ability than a 15W-40.

**DO YOU
OWN A
HIGH-MILEAGE
VEHICLE?**



Heavy-Duty Synthetic Diesel Oil provides up to **66% less** oil consumption, while Signature Series Max-Duty provides up to **76% less** oil consumption.⁵



¹Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation. ²Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation. ³Based on specification standards of CAT C13 2nd Ring Top Land Carbon testing. ⁴Based on industry standard testing using the NMMA FC-W Rust Test. ⁵Than required by the API CK-4 standard in the Caterpillar-1N oil consumption test.

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THE COVER

More vehicle manufacturers are turning to lower-viscosity diesel oil to meet demands for better fuel economy. New Signature Series 10W-30 Max-Duty Synthetic Diesel Oil delivers uncompromising protection and maximum efficiency.



New 10W-30 Joins Signature Series Max-Duty Lineup | PAGE 8

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From the President



Alan Amatzio
President & CEO

Last month I attended AU Live in Canada and found it very rewarding. We had an excellent turnout with Dealers coming to Niagara Falls, Ontario from all over Canada, including as far away as Alberta. Traveling clear across the country to attend an AMSOIL event is real commitment. I truly appreciate that level of commitment, and it's important that effort and sacrifice are rewarded with an event that delivers commensurate value. I don't believe in presenting hype. That is not who we are. We present a legitimate business opportunity based on superior products.

I want you to know that every single day at AMSOIL, all of our energy is focused on two key points: 1. Helping Dealers/Distributors be successful, and 2. Ensuring AMSOIL remains strong for many years to come. Every decision we make has those two points in mind. Sometimes that can be hard to see from an individual's perspective, and that's understandable. Imagine if we did not have the OE line of products. What would your business look like without those products? All those concepts were questioned and opposed by some, but they have all proven to be the best choices.

When I was reviewing this edition of the *AMSOIL Magazine*, I have to admit I was impressed with the amount of activity and tools we are providing – new products, new programs, updated labels, advertising claims, testing and other activities like video production not featured in this edition. Not every company is as focused as we are on helping our sales representatives be successful. I'm sure those of you who have been affiliated with other companies know what I mean. So I am going to highlight 3 areas of activity in this edition of *AMSOIL Magazine* that have a direct effect on you.

1. Product claims. The ads on pages 2 and 5 highlight our product claims. These set us apart from the competition, helping you earn sales.
2. New Signature Series 10W-30 Max-Duty Synthetic Diesel Oil, pages 8 and 9. The 10W-30 viscosity is now the second-most recognized viscosity for diesel oil, and it is easier to sell a viscosity recommended by the manufacturer than to convince a customer to use something different.
3. Upgraded powersports guides, page 13. This significant investment resulted in a best-in-class powersports lookup for you and your customers.

All of that in just one month's edition. I think that's great, and I hope you do too.

A handwritten signature in black ink that reads "Alan Amatzio". The signature is fluid and cursive, written in a professional style.

Alan Amatzio
President & CEO

“More AMSOIL product testing, please!”

“Can do.”

YOU ASKED FOR MORE PRODUCT TESTING... AND HERE IT IS.

In the Dealer survey we conducted in late 2017, you told us emphatically that you need more support to defend against competing brands.

The Performance Tests page at amsoil.com is your source for all current test results comparing AMSOIL products to the competition and the toughest industry standards. The information available shows hard data that differentiates AMSOIL products and shows prospects why they should make the switch to AMSOIL. We've also published most test results in our catalogs.

Make sure you're using our performance tests during the sales process.

- **Visit the Performance Tests section at amsoil.com** (www.amsoil.com/performance-tests.aspx) to locate AMSOIL product testing.
- **Share the tests relevant to your prospects' or customers' needs.** Text or email a short message with a Dealer-number transferring link to ensure you receive credit for all registrations and sales.

We all know AMSOIL is the best. Make sure your prospects know, too. Visit the Performance Tests page at amsoil.com today.

Find all AMSOIL product tests at amsoil.com/performance-tests.aspx

Signature Series Synthetic Motor Oil Performance Tests

Fights Wear

75% more engine protection against horsepower loss and wear!

SEQUENCE IVA ENGINE TEST

Industry Standard

AMSOIL Signature Series Motor Oil

AMSOIL Signature Series Motor Oil

AMSOIL Signature Series Motor Oil

AMSOIL Signature Series Motor Oil

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Protects Against LSPI

100% protection against

Example of piston damage observed during the test. The red arrow points to the hole that has been eaten!

AMSOIL Signature Series Motor Oil

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Diesel All-In-One Performance Test

Superior Cold-Temperature Protection

AMSOIL Diesel All-In-One provides as much as **32°F better protection** against cold-temperature gelling than Howes® Lubricator Diesel Treat.™ Plus raises cetane up to 4 points.

AMSOIL Diesel All-In-One

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Synthetic Dirt Bike Oil Performance Test

AMSOIL DELIVERS CONFIDENT CLUTCH FEEL

AMSOIL provides excellent clutch protection. How good is it? In extreme start testing, AMSOIL provided superior wear protection and kept clutch looking new.



XL Synthetic Motor Oil Performance Test

XL Resists Oil Breakdown

Provides **64% more protection** against oil breakdown* than required by the GM dexos1® Gen 2 specification.

AMSOIL XL Synthetic Motor Oil

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OE Synthetic Motor Oil Performance Test

OE Protects Against Wear

Provides **47 percent more wear** protection.*

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SABER® Professional Synthetic 2-Stroke Oil Performance Test

SABER PROFESSIONAL FIGHTS CARBON

Equipment using SABER Professional was **96% carbon-free**.*



AMSOIL SABER Professional 300 Hours

3.6% Screen Blockage

VS.

Leading Oil Brand

LETTERS TO THE EDITOR

ENGINE BEARINGS AD

You have recently put ads in magazines about a (problem/solution) test showing engine bearings after a 100,000-mile test. It is very impressive, but you left out so many details. Please answer these questions:

1. Were the 100,000 miles on two trucks all on dynos? Were the engines ever shut off during the test?
2. Were they run at varying RPMs? Sometimes under load?
3. Was the oil changed during the test?
4. Why did you use a "leading brand synthetic-blend" instead of a full synthetic? Several of my customers say that this was not a fair test (apples to apples).
5. Doesn't this kind of ad tell customers they can run AMSOIL more than the 15,000 or 25,000 miles advertised on the AMSOIL container?

Samuel B. Wells

AMSOIL: Thank you for your letter, Samuel. We will answer your questions in order:

1. The test was completed on dynos to ensure both vehicles followed the exact same test parameters. The engines were only shut off to perform oil changes.
2. The loads and rpm were varied to simulate real-world driving.
3. Yes, AMSOIL Signature Series was changed at intervals up to 25,000 miles and the competitor at OEM-recommended intervals.
4. While testing against another full synthetic would be a great comparison (see our other head-to-head claims against other synthetics), we selected a synthetic blend for this test because it's what the OEM recommends for this vehicle and most consumers follow the OEM's recommendation.
5. We believe the primary message of the ad – the outstanding protection Signature Series provides – is loud and clear. We don't believe consumers will mistake the length of the test for a drain-interval recommendation.

SNOWBLOWERS

Most snow thrower engines require 5W-30 weight motor oil. AMSOIL only offers Small-Engine Oil in 10W-30 or 10W-40 weights. Is there a plan to offer a lighter

weight for small air-cooled engines used in snow throwers? Personally, I've been using a 5W-30 oil in my snow thrower's 10 hp motor, but would really prefer a synthetic oil specifically for cold-weather service (below 10 degrees F) in air-cooled engines. I suspect that there are millions of snow throwers out there using 5W-30 motor oil designed for use in automobiles.

Best Regards,

Bruce DeRites

AMSOIL: You're right, Bruce, most snowblowers require a 5W-30 for cold-temperature starting. We've been investigating the possibility of adding a 5W-30 Small-Engine Oil. Stay tuned.

AVIATION OIL

Recently I began exploring the private pilot world, when I stumbled across aviation oil. Given the AMSOIL connection to aircraft, wouldn't this have been one of the first oils to produce and establish dominance in? As a Dealer, it sure would be great to go after a premium customer with a premium product.

Jon Jones

AMSOIL: Thank you for your question, Jon. We offered aviation oils in the early days of the company, but exited this market due to high competition, low sales and high insurance costs. We recently spent significant time researching the modern aviation market to determine if there are any opportunities. In the end, we determined aviation oil is not a good fit for us. High insurance costs, required specifications, low volume, relatively low Dealer opportunity and potentially low return on investment were all key factors in our decision to stay out of the aviation market.

CANADIAN PRODUCTS/ DEALER KITS

I am an AMSOIL Dealer in Calgary, Alberta, Canada, just giving a couple suggestions.

First, I would love to see more products available in Canada that are only available in America right now, including ALTRUM and wiper blades.

I also think that Dealer kits should have a couple decals in it so we can instantly put them on our vehicle and be ready to go immediately.

I advertise everywhere and I get my business cards out everywhere since I started in November 2018 and only have a max of \$100 in sales. There's got to be a way to get more people to order on our website to get qualified customers and commercial and retail accounts because once a business is set on the answer "no," they stay on "no" no matter how much you convince them.

Thanks

Monty Rush

AMSOIL: Thanks for the suggestions, Monty. We know it's disappointing that ALTRUM is unavailable in Canada, but it just doesn't make good business sense to pursue ALTRUM in Canada further. Regulations, including the regulation of imported consumables, are different in Canada than in the U.S., adding to operational costs. Additionally, ALTRUM sales in Canada were extremely low when the products were available. There was insufficient volume to continue sales and be compliant with Canadian law – minimum production quantities would last beyond expiration dates. So while we'd like to help our Canadian Dealers stay healthy and have access to great ALTRUM commission credits, it's simply not feasible. As for wiper blades, we don't offer wiper blades in either country.

You are on the right track with your efforts. Don't take your foot off the gas. Keep distributing business cards, and learn everything you can about our products and programs. You are just getting started. Building a successful business takes time. With more experience and knowledge you will have better success with customers and accounts of all types. And good idea about including decals in the new Dealer Kits. Consider that done.

Email letters to:
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.



Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

Five reasons to use motorcycle oil in your bike

Ensure your customers are using the right oil in the right application.

The results of a study from lubricant-additive manufacturer Infineum* caught my eye recently. A survey of 1,000 bikers revealed that **fewer than 60 percent are using a motorcycle-specific oil in their motorcycles.**

Interestingly, more than three-quarters of respondents *think* they're using a motorcycle oil. Clearly there's confusion in the market that requires clarification.

Let's start with why you should always use motorcycle oil in a motorcycle engine. I'll boil it down to five key reasons.

1) Motorcycles run hotter

In general, automotive engines are water-cooled. A typical automotive engine can reach 235°F (113°C) during operation, which is plenty hot. Motorcycles, however, run even hotter, particularly big, air-cooled V-twins, like your average Harley-Davidson*. They rely on air flowing across the engine for cooling, which is inherently less efficient at dissipating heat. This configuration poses additional challenges in stop-and-go traffic when there's little airflow, particularly on hot summer days. In fact, testing of a 2012 Harley Street Bob* in our mechanical lab demonstrated an average cylinder-head temp of 383°F (195°C).

Heat that intense causes some oils to thin and lose viscosity, which reduces wear protection. High heat also hastens chemical breakdown of the oil (called *oxidation*), which requires you to change oil more often. In extreme cases, the bike's temperature sensors can shut down the engine if it gets too hot.

2) High rpm destroys lesser oils

Motorcycles tend to operate at engine speeds significantly higher than automobiles. Your average metric sport bike easily eclipses 10,000 rpm. Some have even pushed 20,000 rpm. Your car or truck's redline doesn't even come close.

High rpm places additional stress on engine components, increasing the need for wear protection. It subjects oils to higher loading and shear forces, which can rupture the lubricant film and reduce viscosity, both of which increase wear. High rpm also increases the likelihood of foaming, which can reduce an oil's load-carrying ability, further inviting wear.

3) Increased power density = increased stress

Motorcycle engines produce more horsepower per cubic inch than automobiles. They also tend to operate with higher compression ratios. Increased power density and compression lead to higher engine temperatures and increased stress. This places greater demands on motorcycle oil to fight wear, deposits and chemical breakdown.

4) Must also protect transmission

Many motorcycles have a common sump supplying oil to both the engine and transmission. In such cases, the oil is required to meet the needs of both the engine and the transmission gears. Transmission gears can shear the oil as it's squeezed between gear teeth repeatedly at elevated rpm, causing some oils to lose viscosity. Many motorcycles also incorporate a wet clutch within the transmission that uses the same oil. Motorcycle wet clutches require a properly formulated lubricant that meets JASO MA or MA2 frictional requirements.

5) Storage invites corrosion

Whereas automobiles are used almost every day, motorcycle use is usually periodic and, in many cases, seasonal. These extended periods of inactivity place additional stress on motorcycle oils. In these circumstances, rust and acid corrosion protection are of critical concern.

While a good passenger-car motor oil (PCMO) hits many of these performance areas, it doesn't get them all.

PCMOs usually contain friction modifiers to help boost fuel economy. Furthermore, PCMOs don't meet JASO MA or MA2 requirements. If used in a motorcycle, they can interfere with clutch operation and cause slippage. And no rider wants to deal with a slipping clutch. Likewise, motor oils have no natural rust or corrosion resistance. Instead, corrosion inhibitors must be added to the formulation, and typical motor oils don't contain them.

AMSOIL Synthetic Motorcycle Oil is designed for the unique demands of motorcycles. It's formulated without friction modifiers for precise, smooth shifts. It also contains a heavy dose of corrosion inhibitors to protect your engine against rust during storage. And it's designed to resist viscosity loss due to shear despite intense heat and the mechanical action of gears and chains.

Ensure your customers are using AMSOIL synthetic motorcycle oil in their bikes for the best protection this riding season.

NEW 10W-30 JOINS SIGNATURE SERIES MAX-DUTY LINEUP

AMSOIL Signature Series 10W-30 Max-Duty Synthetic Diesel Oil provides a premium, fuel-efficient choice.

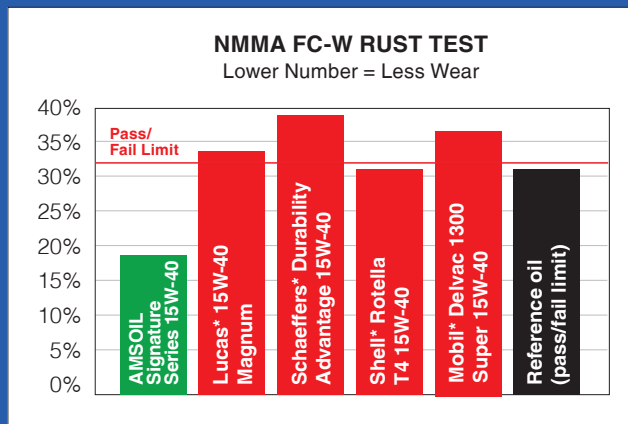
Fuel expenses comprise a significant portion of any fleet's budget, and optimizing fuel economy is essential for reducing costs and maximizing the bottom line. To help customers reach this goal, many original equipment manufacturers (OEMs) now recommend 10W-30 diesel oil for improved fuel economy and cost savings.

New Signature Series 10W-30 Max-Duty Synthetic Diesel Oil (DTT) is ideal for customers looking for premium protection and the improved fuel efficiency afforded by a 10W-30. It provides outstanding protection for over-the-road trucks, smaller off-road equipment and turbodiesel pickups specifying 10W-30 (Ford* specifies 10W-30 for normal service).

PROTECTS AGAINST RUST

AMSOIL Signature Series Max-Duty provides up to **2X better** rust protection.³

³Based on industry standard testing using the NMMA FC-W Rust Test.



DATA BULLETIN

The Signature Series Max-Duty Synthetic Diesel Oil Data Bulletin (G3467) has been updated to include the new 10W-30 viscosity. G3467



DELIVERS MORE WEAR PROTECTION

Independent testing shows **AMSOIL Signature Series Max-Duty Synthetic Diesel Oil provides 6X more wear protection than required by Detroit Diesel's standard¹.**

¹Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation.

- **6X** more engine protection¹
- **Highly** optimized detergent package provides the ultimate engine cleanliness and efficiency
- **Significantly** exceeds industry requirements
- **Excellent** fuel economy
- **High** TBN provides outstanding acid neutralization for long-term engine protection
- **Reduces** oil consumption
- **Exceptional** cold-temperature performance
- **Top-grade** protection for extended drain intervals
- **Also** available in 5W-30, 0W-40, 5W-40 and 15W-40 viscosities
- **Full** OEM specification coverage:
 - API CK-4/SN, CJ-4, CI-4+, CF · Volvo VDS4.5, VDS4, VDS3 · Mack EOS-4.5, EO-O · Renault RLD-4, RLD-3 · Cummins CES20086, CES20081 · Caterpillar ECF-2, ECF-3, ECF-1-a · DDC 93K218, 93K215, 93K214 · DFS 93K222 · ACEA E9, E7 · MB 228.31 · MAN 3575 · MTU Type 2.1, II, I · JASO DH-2 · Deutz DQC III-10LA · Ford WSS-M2C171-F1



KEEPS TURBOS CLEAN

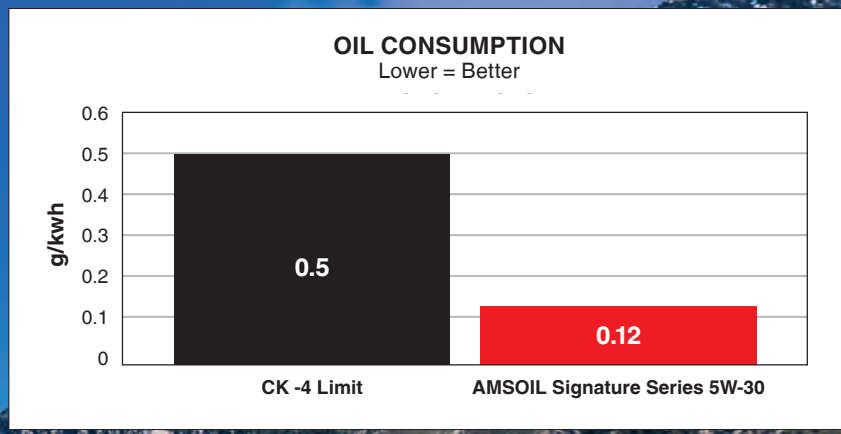
Signature Series Max-Duty Synthetic Diesel Oil provides protection boosted to the max, delivering up to **60% better turbo cleanliness²** and withstanding the extra demands you place on the turbo when pulling heavy loads or updating the tune for maximum horsepower.

²Based on specification standards of CAT C13 2nd Ring Top Land Carbon testing. Testing performed on 5W-30.

REDUCES OIL CONSUMPTION

Signature Series Max-Duty Synthetic Diesel Oil provides up to **76% less** oil consumption.⁴

⁴Than required by the API CK-4 standard in the Caterpillar-1N oil consumption test.





AMSOIL KEEPS BMW* ON THE ROAD FOR NEARLY 20 YEARS

For more than 18 years, Preferred Customer Ilya Moshenskiy of Redmond, Wash. has trusted AMSOIL synthetic lubricants to keep his 1998 BMW on the road.

"I'm a long-term customer. (I've) personally put over 400k miles in the driver seat," Moshenskiy said. "I have owned my 1998 BMW 528i* for over 18 years. It's still in the condition I remember it being when I first drove it off the dealer lot. Since day one, I have been doing my own oil changes exclusively using AMSOIL."

Moshenskiy said he depends on the car in all conditions.

"My car has been a workhorse getting me through thick and thin," he said. "Over the years, the 528i has been a reliable family member. It has given us countless memories over the past two decades, from the sunny beaches of San Diego to pummeling through two feet of snow

in British Columbia, Canada. I know whether I'm commuting or taking it on the next road trip, my 528i will get me there. My only worry are those pesky tail light bulbs that burn out with age."

Moshenskiy spreads the word about the AMSOIL European Car Formula that has kept his BMW running for so many miles.

"Every time I start a conversation about 400k miles on the original motor, people ask what's the secret," he said. "AMSOIL is the secret; that's what you need to know. I don't think I could have logged over 400k miles if it wasn't for AMSOIL. Believe it or not, this is still my daily driver."



Not only is the car still his daily driver, it looks like it's new.

"There's something about thick German paint that lasts long and looks new," Moshenskiy said. "I'm in Seattle and have taken the car on many trips in the Pacific Northwest and 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.

TIPS FOR LANDING MORE MARINE CUSTOMERS THIS SUMMER

ACTION PLAN

Use the information here to pique your prospects' or customers' curiosity about AMSOIL marine products. Create a social media post or send a text message with a link directing people to a relevant page on amsoil.com.

EXAMPLE MESSAGES

- Dump the pump! Changing gear lube on your marine motor is a hassle. Fortunately, the AMSOIL Synthetic Marine Gear Lube easy-pack makes it easy, letting you get rid of the messy lubricant pump.
- Did you know motor oil has no natural ability to fight rust or corrosion? While most motor oils don't contain rust or corrosion inhibitors, AMSOIL Synthetic Marine Engine Oil does. It fights rust and corrosion to maximize the life of your marine motor.
- Ethanol has a tendency to absorb water and separate from gasoline. It forms varnish, gums and other debris that plug fuel passages and reduce performance. AMSOIL Quickshot® fights ethanol problems to keep your marine motor running strong.

Fishing is big business in the U.S. and Canada. The most recent statistics show that nearly 50 million Americans went fishing in 2017. In Canada, 3.2 million anglers participated in recreational fishing in 2015. That's nearly 10 percent of the country's population. Chances are you know a few people who love to fish, but who aren't yet using AMSOIL marine products. Here are a few pointers for selling AMSOIL marine products to prospects and existing customers.



#1 Dump the pump

For best performance, anglers should change marine lower-unit gear lube annually. Otherwise, water that has breached the seals and infiltrated the lower unit can contaminate the gear lube. Water promotes foam, which interferes with the formation of a strong lubricating film to protect against wear. It also invites rust and corrosion, which can lead to wear on bearings and gears.

Changing gear lube using a pump can be a mess. The new AMSOIL Synthetic Marine Gear Lube easy-pack (AGMPK) eliminates the messy gear-lube pump. Synthetic Marine Gear Lube delivers advanced outboard protection against power loss and gear wear, even with up to 15 percent water contamination.**

Sell your prospects on the **convenience** of the new easy-pack, along with the lubricant's ability to **fight wear** despite water contamination.



#2 Fight rust and corrosion

Marine motors are constantly exposed to moisture. Water-cooled marine motors also run at lower temperatures than air-cooled engines, so moisture in the oil doesn't evaporate as readily. When the motor is shut down for the day, moist air continues to enter the engine as it cools, increasing the risk for rust and corrosion on engine parts. Rust can flake off and circulate throughout your motor, scouring parts like sandpaper. And, if rust starts to form, it doesn't stop, making prevention critical.

Most people are surprised to learn that motor oil has no natural ability to protect against rust or corrosion. Instead, special rust and corrosion inhibitors must be added to the formulation, and some oils simply don't contain the correct additives in the correct concentration.

AMSOIL Synthetic Marine Engine Oil contains an advanced additive system that helps **protect engines from the damaging effects of moisture**. Tell prospects that, unlike some other oils, it combats rust and corrosion to maximize engine life.

#3 Address ethanol problems

Most pump gas today contains ethanol. Manufacturers often recommend using ethanol-free gas in marine motors, but not every angler complies. Ethanol can absorb water and separate from the gasoline in a process known as *phase separation*. The ethanol can quickly form gum, varnish and other debris that plug fuel-flow passages and reduce engine performance. AMSOIL Quickshot® (AQS) keeps water dispersed in tiny

molecules and safely moves it out of the tank via the combustion chamber. It also stabilizes gas during short-term storage while cleaning carburetors and engine components.

Sell Quickshot as an inexpensive, yet effective, way to **fight ethanol issues and keep anglers on the water**.

#4 Reduce smoke & plug fouling

If you've spent any time at a boat landing, you've seen someone start a two-stroke outboard and send a cloud of blue smoke billowing into the sky. It not only pollutes the air, it's annoying and embarrassing.

Two-stroke outboards that produce heavy smoke likely suffer from fouled plugs, too. The oil burns in the combustion chamber and leaves behind heavy, oily deposits on the plug electrode, which can prevent it from firing, killing the motor.



FOULED PLUGS EQUAL HARD-STARTING, ROUGH-RUNNING ENGINES.

For injector or pre-mix applications, AMSOIL HP Marine® Synthetic 2-Stroke Oil (HPM) and Synthetic Injector Oil (AIO) are fortified with potent detergency additives that help **maintain cleanliness and reduce plug fouling**. They also burn cleanly for **reduced**

smoke. For pre-mix applications, AMSOIL Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil (ATO) **reduces smoke and plug fouling** better than other oils mixed at 50:1.

#5 Fight engine wear

Marine motors are characterized by high-rpm operation that can shear the molecular structure of oil and reduce its ability to protect against wear. On average, a marine motor propelling a boat 30 mph operates at 5,000 rpm, while an automotive engine powering a car 60 mph operates around 2,000 rpm.



Oil that has lost viscosity due to shear can fail to form a durable protective film on metal components, allowing metal-to-metal contact and wear. Heavy deposits can also set in, causing piston rings to stick, which leads to compression loss and reduced power. Stuck rings can also lead to catastrophic piston scuffing.

AMSOIL Synthetic Marine Engine Oil (WCT, WCF, WCM) boasts a shear-stable formulation that withstands the demands of high rpm or all-day trolling, helping **protect against breakdowns and extend engine life**.



**Based upon AMSOIL testing of AMSOIL Synthetic Marine Gear Lube 75W-90 in ASTM 3233 and ASTM D892.

June Close-Out

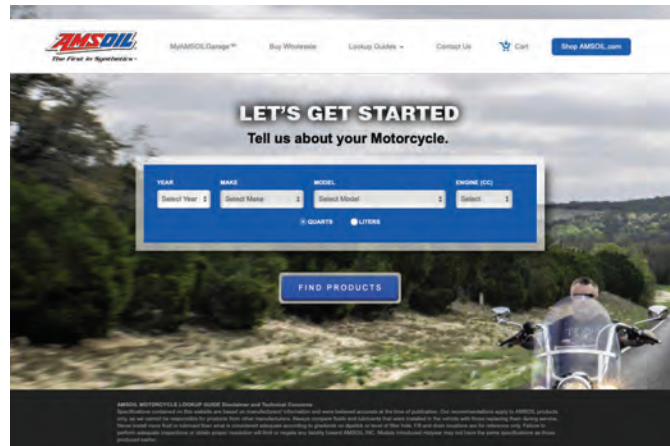
The last day to process June orders in the U.S. and Canada is the close of business on Friday, June 28. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for June business will be accepted until 3 p.m. Central Time on Friday, July 5. All transfers received after this time will be returned.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Thursday, July 4 for Independence Day. The Edmonton and Toronto distribution centers will be closed Monday, July 1 for Canada Day.

AMSOIL Oil Filters

Going forward, the AMSOIL Ea® Oil Filter name will be simplified to AMSOIL Oil Filters. New artwork will begin appearing in the fall.



Upgraded AMSOIL Powersports Product Guides Offer Improved Coverage

The product guides at amsoil.com allow you to provide quick, accurate product recommendations for customers and prospects. To help ensure your customers have a great experience at amsoil.com, we recently made a large investment in expanding the powersports product guides to provide recommendations for more applications.

The AMSOIL powersports product guides make up one of just two such guides in the industry. Most lubricant and filter companies don't offer a powersports product guide due to the increased cost and sheer amount of work required. As part of our commitment to Dealers, AMSOIL made a significant investment in customized data and programming to maintain product guides that cover thousands of different makes and models of powersports applications. Our improved powersports product guides now provide recommendations for 225 different equipment brands and nearly 180,000 different components, including the following:

- Motorcycles
- ATVs
- UTVs
- Outboard motors
- Snowmobiles
- Personal watercraft

The powersports product guides deliver improved coverage for several makes of equipment. For example, we now offer recommendations for most Honda® motorcycles. While the expansive nature of the powersports industry makes it nearly impossible to cover every single make and model of equipment, these improvements enhance our coverage, and we'll continue to work on closing the few gaps that remain.

In addition to lubricant recommendations, the powersports product guides offer a more user-friendly interface than the only other guide in the industry. And ours are the only powersports guides to integrate filters, reducing the amount of input required of the user, improving the user experience.

Visit amsoil.com and familiarize yourself with the AMSOIL powersports product guides. Notify your customers and prospects about the guides and encourage them to explore their contents.



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June 2019

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