AMSOIL MAGAZINE

AUGUST 2019

BEST CHOICE FOR INCREASED FUEL LUBRICITY

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A Closer Look at Engine Sludge | **PAGE** 12

AMSOIL OIL FILTERS UPDATED

To reduce customer confusion, we are eliminating the "Ea®" name from our oil filter lines:

AMSOIL Ea Oil Filters → AMSOIL Oil Filters
AMSOIL Ea Heavy-Duty Extended-Life Oil Filters → AMSOIL Heavy-Duty Extended-Life Oil Filters
AMSOIL Ea Bypass Oil Filters → AMSOIL Bypass Oil Filters
AMSOIL Ea Motorcycle Oil Filters → AMSOIL Motorcycle Oil Filters

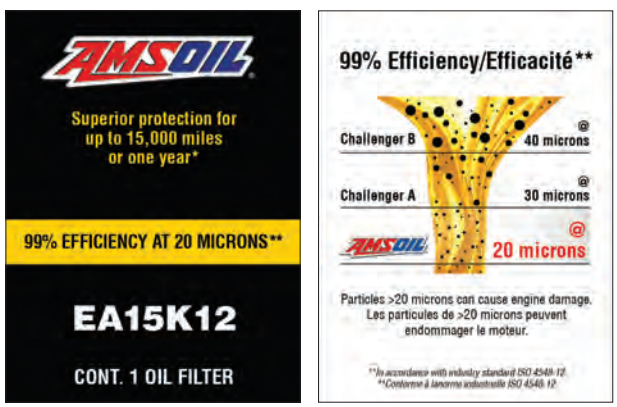
UPDATED LABELS AND PACKAGING
Beginning with AMSOIL Oil Filters (EAO, EA15K), updated bilingual labels and packaging will begin appearing in distribution centers in the fall.

99 PERCENT EFFICIENCY
Because testing reveals AMSOIL Oil Filters are 99 percent efficient and higher at 20 microns, we updated our 98.7 percent efficiency claim to 99 percent. Some of our competitors also claim 99 percent efficiency, but measured at larger 30- and 40-micron sizes.

EASY-GRIP COATING
We added easy-grip coating to our spin-on Oil Filters (EAO, EA15K), easing the job of tightening and loosening filters.

New product codes? No, "EA" will not be removed from the product codes.
Media change? No
Pricing change? No
Air filter change? No, Ea Universal Air Induction Filters (EAAU), Ea Racing Air Filters (EAAR) and Ea Pre-Filters (EAPF) will maintain the "Ea" name for the immediate future.

New Filter Label



New Filter Box

AMSOIL MAGAZINE

DISTRIBUTOR EDITION

AUGUST 2019

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

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THE COVER

This 2004 Dodge* Ram* is the creation of Ben Shadday of Done Right Diesel Performance. It produces roughly 2,500 hp and has clocked a 4.55 in the 1/8 mile.

From the President

An oil company out of Florida called Amalie* is being sued for knowingly misrepresenting its motor oil as good for modern vehicles. It is alleged that Xcel Premium Motor Oil*, made by Amalie, is falsely advertised as being safe for vehicles. According to the lawsuit, the oil is advertised as "premium," and that it "protects like no other." Yet the fine print on the oil's back label says it is not suitable for "most gasoline-powered automobile engines built after 1930," and "Use in modern engines may cause unsatisfactory engine performance and equipment harm."

How shameful! This type of underhanded business is inexcusable. Unfortunately, it's also not uncommon. Businesses in all industries make unscrupulous choices in order to part you from your money, but it's especially infuriating to me when oil companies do so and get away with it when we take such extreme care to do things correctly. It would be much easier to take shortcuts, disregard regulations that "don't matter" or tell little white lies. Instead, we apply rigorous scrutiny to everything we do.

When we recommend one of our products for a particular application, we guarantee it will perform as advertised. We don't just guess, and we don't just hope. We test and validate all areas of performance. In the lab and in the field, our products are subjected to extreme protocols designed to prove their abilities and demonstrate their quality. We develop specialized test procedures in an attempt to break the products we build, validate technologies for product development and perform comparative analysis. It also helps us differentiate various raw materials.

We know there's no reason for consumers to take our word for it, so when we publish performance claims we usually send blind samples to an independent lab and use the results of those tests in our advertisements. We back up our claims with testing and we use industry-accepted tests and protocols for that testing. Then we subject our claims to a thorough legal review. We don't want to overstate our products' capabilities, so if anything we understate their performance.

I believe strongly in doing things right. We go the extra mile to ensure we're on solid ground with everything we do. Sometimes we lose business due to our principles, and that hurts. But we remain true to who we are, and you can count on that as long as I'm at the helm. I won't attach my name to anything less, and I wouldn't ask you to do so either. I am proud to be associated with AMSOIL products and you should be too. You can be confident that anything released by this company does exactly what it's supposed to do. That's not always true of our competition.

Alan Amatuzio
President & CEO

Winner of a SEMA Global Media Award & a Flexible Packaging Achievement Award

Cleaner. Faster. Easier.

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

Stay ahead of the curve with this revolutionary solution to challenging installations. Take advantage of the moment and introduce your customers to the unique AMSOIL easy-pack before the competition introduces their own versions.

LETTERS TO THE EDITOR

COMPARISON TESTS

Can we try and get more comprehensive tests compared to other "leading" competitors such as Schaeffer's* lubricants?

I'm in Montana and everyone is stuck on Schaeffer's, BG* oil additive, SFR* and a few other popular fluids in the diesel industry. Is there a way we can get some better head-to-head tests to show the benefits of AMSOIL, including cold starts, gear lube cold flow tests, DPF and EGR plugging tests?

I have some bigger truck repair shops in my area that I think I could have more leverage to show the benefits of AMSOIL against their brand.

Also, is there a way we could get an AMSOIL-branded fuel filter for the FASS* fuel pump system?

Thank you for the great products that you offer us.

Thomas Wilhelm

AMSOIL: *Thank you for your suggestions, Thomas. They have been forwarded to the appropriate product managers for evaluation. We currently provide a number of valuable comparisons against competing diesel products, including Schaeffer's. Check them out at amsoil.com/performancetests.aspx. They can also be seen in the AMSOIL market catalogs and on the Why Buy AMSOIL Synthetic Diesel Oil? handout (G3573). We generally defer to our WIX, MANN and Donaldson offerings for fuel filters. It is unlikely we will offer an AMSOIL-branded filter for this performance aftermarket lift pump.*

SPANISH CUSTOMERS

I have many Spanish-speaking customers that can be a challenge, but I have been able to manage. The Spanish Catalog helps. I have also converted much of my testimonial library to Spanish. I encourage more and more customers to take advantage of the free freight program, and have been reducing my need to carry a lot of inventory. I wonder if it is time to consider having a Spanish language option for our growing number of Spanish-speaking people who are hesitant to call and order themselves. I try to carry enough inventory, but with the number of products we now have, I would like to reduce my inventory and encourage all my customers to order direct. I wonder how many Dealers feel as I do.

Gerry Reid

AMSOIL: *Thank you for your letter and for going the extra mile to accommodate your Spanish-speaking customers, Gerry. If enough demand were generated, we would consider doing more for the Spanish-speaking market. As of now, however, there is insufficient demand to take steps toward additional Spanish-language support at this time.*

PRODUCT RECOMMENDATIONS

I was wondering when AMSOIL will have fluid/product recommendations for the all new 2019 Chevrolet* Silverado* and GMC* Sierra* 1500 trucks? They have been on the market now since August last year, but the lookup guide still does not recommend any fluids or filters. As an AMSOIL Dealer, it would be great to have this information as soon as possible so I can contact my customers to inform them that products are now available.

Thanks,

Nicholas Mikitka

AMSOIL: *Thank you for your letter, Nicholas. These applications were added to the AMSOIL product guide at www.amsoil.com shortly after we received your letter. We rely on a third party to provide the OEM specifications that allow us to recommend appropriate AMSOIL products. At times, delays receiving the specifications cause delays publishing our product recommendations. We apologize for the inconvenience, and are working toward improvement.*

AVIATION OIL

As a private pilot reading the letter regarding aviation oils in the June *AMSOIL Magazine*, I felt the need to reinforce your conclusions. You are quite correct that there is considerable competition and there are numerous other issues complicating matters. General aviation is a very small field. Less than 1% of the U.S. population holds a private pilot certificate or higher, and the average private pilot flies less than 50 hours per year. Unlike with automobiles, A&P federally certificated mechanics (airframe and powerplant) do most of the maintenance and all of the inspections on aircraft. A private pilot or aircraft owner is allowed to do certain types of preventative maintenance, which is very specifically spelled out in the FARS (Federal Aviation Regulations). Oil changes are one of those things.

Dealers entering airports, public use or private, attempting to introduce products are walking into foreign territory. They don't speak the language and, unless they are A&Ps, pilots or are involved with selling other aviation products, are considered outsiders. There are further issues with aviation fuel, which still contains lead. In fact, despite the label, "100 LL" low-lead fuel contains at least four times the amount of lead automobile fuels used to have. The lead is necessary to reduce detonation issues. Lead is a problem with aircraft engines. Finally, reciprocating (piston) aircraft engines generally use single-weight ashless oils, depending upon season. There are some exceptions. The Lycoming* O-320-D* series engine uses a multi-grade oil to avoid cam issues.

John Wolf

AMSOIL: *Thank you for your insight, John. Many of the obstacles you noted and the limited opportunity for Dealers weighed into our decision to stay out of this market at this time.*

Email letters to:
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Or, mail them to:
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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.

Lubricant specifications are here to help.

But they can be confusing if you miss these three points.

Matt Erickson | DIRECTOR, TECHNICAL PRODUCT MANAGEMENT

Let's step back in time for a minute. It's the 1920s. You're cruising around town in your Ford* Model A or maybe your Nash* Advanced Six Coupe. You're off to the theater to see the latest Charlie Chaplin picture. Life is good.

But your car needs motor oil. How can you be sure of the oil's performance? Will it provide the quality needed to keep your engine humming?

This dilemma is why we have motor oil specifications today. Back then, there was no telling what motorists were getting in each can of oil they purchased. One oil might offer good engine protection while another solidified in the cold, evaporated in the presence of heat and delivered all-around poor performance. The industry quickly realized the need for a simple way to assure motorists the oil they were buying wouldn't ruin their engines.

Eventually, the American Petroleum Institute (API) introduced its first gasoline motor oil performance specification – API SA. Motorists could look for oils recommended for the API SA specification and know that they were safe to use in vehicles built in 1930 and earlier. Soon, the API SB specification was introduced to supersede the previous specification. Fast forward several decades and now API SN PLUS is the current gasoline motor oil specification, with API SP/ILSAC GF-6 set to be introduced next May.

Today, the market is loaded with lubricant specifications, which is one reason many motorists don't understand them. In addition to API, there's ILSAC, ACEA and JASO specifications. And don't forget the dozens of specifications published by the automakers themselves, like GM* dexos® 1 Gen 2 or Chrysler* MS-6395. Plus, we have several transmission fluid specifications, like MERCON* LV and DEXRON* III.

Clear as mud, right?

Understanding lubricant performance specifications isn't that difficult if you identify a few key points.

1) A lubricant performance specification is a set of minimum performance standards. Say you turn to the back of your owner's manual and see that the original equipment manufacturer (OEM) recommends using a 5W-20 motor oil rated for API SN PLUS. That means you can safely use *any* 5W-20 motor oil recommended for API SN PLUS. To earn that designation, the oil must demonstrate a minimum level of performance in a range of motor oil bench and engine tests. These tests are designed to screen for wear protection, stability in the presence of heat, engine cleanliness and more. These standards usually set the minimum performance standard for conventional oils, which is a pretty low bar. That means two lubricants recommended for the same specification (API SN PLUS, for example) do not necessarily provide equal performance and protection. Lubricants meeting the specification requirements have only met the minimum performance requirements, leaving room for significant differences in performance.

2) Many OEMs publish their own motor oil performance specifications. For decades, API and other industry lubricant specifications were the only game in town. This kept things relatively simple. Then, General Motors* introduced its GM dexos 1 spec in 2011, further confusing things for consumers. An OEM might determine its engines require oil that offers better performance in certain areas than required by industry specifications, hence the need for its own specification. European OEMs have been doing this for years.

3) Specifications aren't the same as brands. You might hear owners of GM vehicles say that they need to use "dexos oil" in their engines. There's no such thing as a brand of oil named "dexos." What the driver means to say is he or she needs to use an oil that is made for the GM dexos specification. This is a key difference because they might falsely think they have to use the OEM-branded fluid to maintain their warranty when they can, in fact, use any oil recommended for the dexos spec.

Lubricant specifications are designed to help motorists, but at the end of the day they're just recommendations. The Magnuson-Moss Warranty Act guarantees you the freedom to choose whichever oil you think is best for your vehicles and equipment. An OEM cannot deny warranty coverage simply based on the oil you use. For the record, AMSOIL recommends consulting your owner's manual for the recommended viscosity and oil specifications and using an oil that lists those on its label.

Lubricant specifications also simply set minimum performance requirements. We're not satisfied with "minimum" performance here. That's why customers who want the best protection should use AMSOIL instead of just any old oil recommended for their vehicles. For proof of how AMSOIL products exceed the toughest specifications, visit amsoil.com/performancetests.aspx.

AMSOIL DIESEL FUEL ADDITIVES BEST CHOICE FOR INCREASED FUEL LUBRICITY

Adequate diesel fuel lubricity is essential for protecting the highly engineered components in modern diesel engines, particularly high-pressure common-rail (HPCR) engines, which are subject to increased wear and deposits that interfere with an optimum spray pattern, reducing power and fuel economy. Many diesel owners add two-stroke oil to their fuel for added lubricity. AMSOIL delivers a better solution that provides additional benefits.

ULSD Provides Less Lubricity

Diesel fuel has traditionally had high lubrication properties, but the desulfurization process that allows fuel to meet modern ultra-low-sulfur diesel (ULSD) requirements also strips it of organic compounds responsible for lubrication. Although the ASTM D975 standard for diesel fuel provides a minimum level of lubricity, it's not as much as the Engine Manufacturers Association (EMA) has called for.

To meet government mandates for reduced emissions, nearly all diesel fuel sold in North America is ULSD, which contains a maximum of just 15 ppm sulfur, compared to traditional diesel fuel that contained up to 5,000 ppm prior to EPA regulations taking effect in 2006. ULSD is also compatible with modern exhaust treatment devices, such as diesel particulate filters (DPF), that also help reduce emissions.

The Two-Stroke Oil Remedy

Because lost fuel lubricity and the expenses associated with fuel-pump and injector replacements are serious concerns among diesel enthusiasts, some have adopted the practice of adding a little two-stroke oil to the fuel to replenish the lost lubricating properties. While this is generally a safe practice, it's not recommended. Because all two-stroke oils are different, it's a guessing game regarding how much oil is required to achieve a lubricity benefit. Using too little may not provide any benefit, while using too much may violate EPA laws regarding ash content.

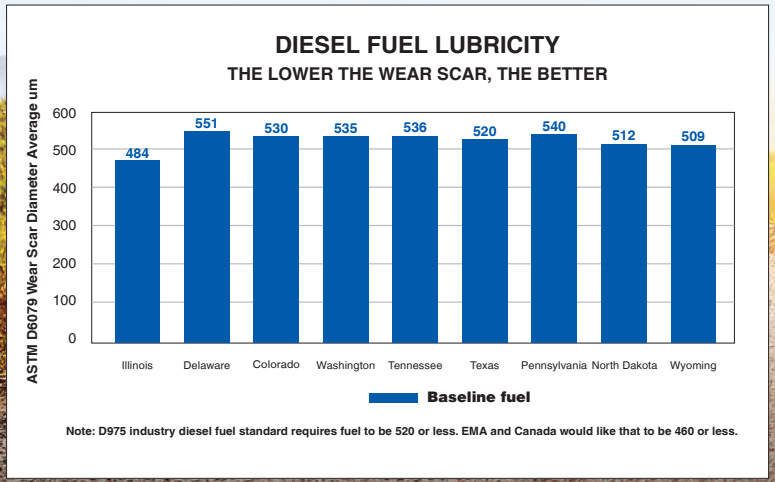
The Superior Remedy: AMSOIL Diesel Fuel Additives

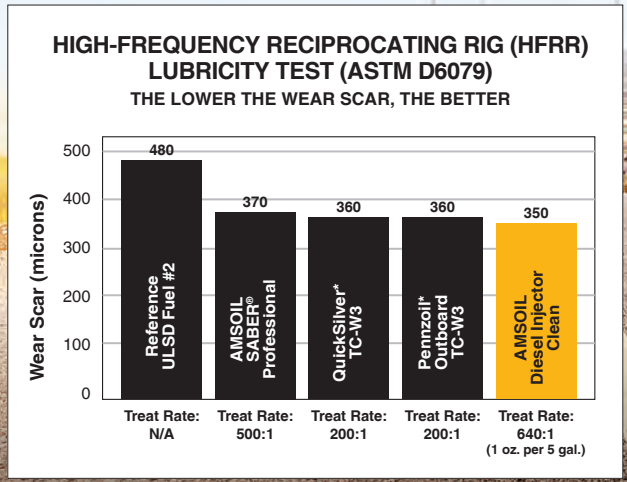
The best way to increase fuel lubricity is to use a fuel additive designed specifically for this purpose, like AMSOIL Diesel Injector Clean, Diesel All-In-One or Diesel Injector Clean + Cetane Boost. These additives also provide specific additional benefits designed to keep diesel engines operating at top performance (see next page).

Lubricity Test

The ASTM D6079 High Frequency Reciprocating Rig (HFRR) lubricity test simulates wear in high-shear conditions, measuring fuel lubricity by rubbing a steel ball on a plate in a bath of fuel and measuring the wear scar. Independent testing reveals Diesel Injector Clean provides superior fuel lubricity over untreated fuel and fuel treated with two-stroke oil.

- Better lubricity
- Clean fuel system
- Avoid EPA violations





	Diesel Injector Clean (ADF)	Diesel Injector Clean + Cetane Boost (ADS)	Diesel All-In-One (ADB)
Lubricates pumps and injectors to reduce wear	✓	✓	✓
Cleans dirty injectors	✓	✓	✓
Extends fuel-filter life	✓	✓	✓
Improves fuel economy up to 8%	✓	✓	✓
Restores power and torque	✓	✓	✓
Reduces smoke and emissions	✓	✓	✓
Helps prolong time between EGR and DPF regenerations	✓	✓	✓
Combats fuel-system corrosion	✓	✓	✓
Reduces downtime and maintenance costs	✓	✓	✓
Safe for use in all diesel fuels, including biodiesel	✓	✓	✓
Alcohol-free	✓	✓	✓
Increases cetane up to 8 points		✓	
Delivers maximum horsepower		✓	✓
Prevents wax settling during storage			✓
Lowers cold filter-plugging point (CFPP) by up to 40°F (22°C)			✓
Increases cetane up to 4 points			✓

MOTORCYCLE OIL, PRIMARY FLUID & TRANSMISSION FLUID: WHAT'S THE DIFFERENCE?

Some V-twin motorcycles, like modern Indian* and Victory* bikes, use a shared sump, meaning they use the same lubricant in the engine, transmission and primary chaincase. Most Harley-Davidson* motorcycles, however, use a separate sump for each lubricant. This presents Harley owners with a choice: Use the same lubricant in all three areas of the bike, or use a separate lubricant formulated and labeled for each area. Here, we offer guidance for deciding what's right for your customers.

For the record, AMSOIL recommends AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil (MCV) in the engine, transmission and primary chaincase on most Harleys (consult the Motorcycle Product Guide at amsoil.com for specific recommendations). It offers...

- **Convenience.** Riders buy and install one lubricant. This reduces cost and results in fewer half-used bottles of oil lying around the garage.
- **Simplicity.** Remembering to buy one lubricant is far easier than remembering three.
- **Great all-around performance** in all three areas of the bike.

We formulate 20W-50 Synthetic V-Twin Motorcycle Oil to be an excellent all-around lubricant. It delivers outstanding engine protection due to its proven ability to fight wear, reduce heat, maintain cleanliness and prevent corrosion during storage.

Synthetic V-Twin Motorcycle Oil also boasts a shear-stable formulation. It resists viscosity loss despite the intense pressure and churning action of high-rpm transmission gears, allowing it to deliver reliable transmission protection. Synthetic V-Twin Motorcycle Oil meets JASO MA/MA2 standards and is wet-clutch compatible for excellent performance in the primary chaincase. Its frictional properties are dialed-in to allow the clutch plates to engage and disengage without loading or slipping for smooth shifts.

Despite these benefits, some riders question the practice of using one lubricant in all three areas of their bikes. They have a difficult time accepting that a motor oil can also protect the transmission and primary chaincase.

Acknowledge your customer's or prospect's concern and resist the urge to start a debate. Otherwise, you're more likely to make an adversary than a customer. These riders are precisely why we offer Synthetic V-Twin Transmission Fluid (MVT) and Synthetic V-Twin Primary Fluid (MVP).

What are the differences?

In essence, Synthetic V-Twin Transmission Fluid and Synthetic V-Twin Primary Fluid are formulated to protect just one area of your bike rather than three. This specificity allows us to engineer each lubricant for its precise application.

Synthetic V-Twin Transmission Fluid has a higher viscosity than 20W-50 Synthetic V-Twin Motorcycle Oil. A higher-viscosity, or "thicker," lubricant can help quiet noisy transmission gears and enable smooth shifts. The lubricant develops a slightly thicker fluid film on gears, which provides cushion to help diminish loud "thunks" and gear noise.

Likewise, AMSOIL Synthetic V-Twin Primary Fluid is designed only to protect primary chaincase components. Its viscosity is similar to an SAE 50 motor oil. Formulating it as a straight-weight lubricant naturally offers an advantage in shear stability over other multi-viscosity lubricants. (AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil is absolutely shear stable and will not thin out from mechanical activity.) This helps the fluid remain thicker, which helps it cling to the compensator without being "flung off" as easily for maximum protection. In Harleys, the compensator acts as a shock absorber to prevent engine vibration from affecting the transmission. Compensator wear often leads to a knocking or ticking noise. Synthetic V-Twin Primary Fluid also clings well to the chain for excellent wear protection. And its wet-clutch-compatible formulation meets JASO MA/MA2 requirements.

One oil or three?

So, which is the better route for Harley owners? It depends on what your customer values.

For riders who desire the simplicity and convenience of using one lubricant for all three areas, following our primary recommendation of 20W-50 Synthetic V-Twin Motorcycle Oil in all three areas is the best choice.

For riders who prefer lubricants dialed-in for each area of their bikes and don't mind a few extra bottles of oil lying around the garage, steer them toward our full line of V-twin lubricants.

Either way, **they can't go wrong.**

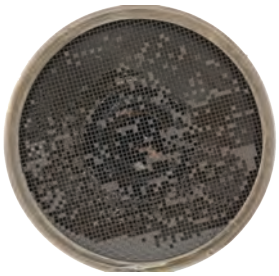
A CLOSER LOOK AT ENGINE SLUDGE

Engine sludge occurs when oxidized oil and contaminants build up on engine surfaces. It can restrict the flow of oil to the point of engine failure and costly repairs.

As the oil installed in your vehicle ages, oxygen reacts with the lubricant, resulting in a permanent chemical change. The oil picks up oxygen and becomes thicker. Just like oxygen attacks metal surfaces and causes corrosion, it negatively affects lubricants and reduces their ability to lubricate, cool and protect components. Excessive heat speeds the oxidation process. In fact, every 18°F (10°C) increase in temperature doubles the rate of oxidation.

Adding to the challenge, contaminants begin to form during normal operation. In engines, hot combustion gases can blow by the piston rings and contaminate engine oil. Glycol from engine coolant, water that forms with temperature fluctuations and fuel are other common contaminants that affect lubricants. Left unchecked, contaminants accelerate chemical reactions, which overload the lubricant and cause the formation of sludge – a gelatinous substance that wreaks havoc in engines.

Sludge can block the oil passages and oil-pump pick-up screen, resulting in oil starvation. Often, the negative effects are cumulative rather than sudden. Many engines with variable valve timing (VVT) use oil-pressure-operated mechanical devices to change valve timing, duration and lift. Sludge can plug the solenoid screen or oil gallies and impact the operation of VVT mechanisms, eventually leading to a costly repair bill. Sludge reduces efficiency and increases time and money spent on maintenance.



sludge: a gelatinous substance that wreaks havoc in engines.

Signature Series vs. Sludge

Signature Series Synthetic Motor Oil was subjected to the Sequence VG test to measure its ability to prevent sludge. As expected, Signature Series produced an oil pick-up tube screen virtually free from sludge (see image below). Our unique combination of detergents and high-quality base oils control oxidation and sludge to keep engines clean and efficient.

AMSOIL synthetic lubricants not only resist oxidation and sludge formation, they can help clean existing deposits in neglected engines due to superior detergency. With modern engines and equipment demanding higher-quality lubricants, it's good to know AMSOIL synthetic lubricants are formulated to protect against sludge in the toughest operating conditions.

Signature Series has **50 percent more detergents**[1] to help keep oil passages clean and promote oil circulation. It provides **90% better protection** against sludge[2].

[1]vs. AMSOIL OE Motor Oil
[2]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 PLUS specification.

August Close-Out

The last day to process August orders in the U.S. and Canada is the close of business on Friday, Aug. 30. 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 August business will be accepted until 3 p.m. Central Time on Friday, Sept. 6. All transfers received after this time will be returned.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribu-tion centers will be closed Monday, Sept. 2 for Labor Day.

Performance Tests

The Performance Tests section at amsoil. com (www.amsoil.com/performancetests. aspx) is the go-to place to locate all AMSOIL product comparisons to industry standards and the competition. They present valuable tools when working with customers and prospects.

Updated SEVERE GEAR® Synthetic Gear Lube Quart Labels

AMSOIL SEVERE GEAR Synthetic Gear Lube rigid quart packaging now features updated labels. Expect to see the new labels in distribution centers as current stocks are depleted. The formulation and pricing remain unchanged.

AMSOIL ATV/UTV Oil Change Kit (PK1) Temporarily Unavailable

The AMSOIL ATV/UTV Oil Change Kit designated with product code PK1 is temporarily unavailable due to a filter-supply-chain disruption. ATV/UTV Oil Change Kits designated with product codes PK2 and PK3 remain available. We're working to resolve the issue and restore the kit's availability as soon as possible. In the meantime, we will fulfill all current backorders as quickly as possible using alternative means. Watch the Dealer Zone for additional updates as they become available.

Products change, but the opportunity remains

Our top-selling products shed light on the state of the lubricants industry.

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

The synthetic lubricant market has changed over the past five years. Sales of entry-level synthetics, like OE Synthetic Motor Oil, and higher-value products, like Signature Series Synthetic Motor Oil, have grown. Powersports products have changed a great deal, too. Our introduction of specific product families, like ATV/UTV and dirt-bike products, has eased the decision-making process for customers and provided new opportunities. When I started at AMSOIL in March 2007, our biggest sellers were...

- Signature Series 5W-30 Synthetic Motor Oil (ASL)
- 15W-40 Synthetic Heavy-Duty Diesel and Marine Oil (AME)
- 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
- INTERCEPTOR® Synthetic 2-Stroke Oil (AIT)

Contrast that with today's top sellers:

1. Signature Series 5W-30 Synthetic Motor Oil (ASL)
2. 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
3. Signature Series 15W-40 Max-Duty Synthetic Diesel Oil (DME)
4. AMSOIL Oil Filters (EAO, EA15K)
5. Signature Series 5W-20 Synthetic Motor Oil (ALM)
6. 15W-40 Synthetic Heavy-Duty Diesel and Marine Oil (AME)
7. OE 5W-30 Synthetic Motor Oil (OEF)
8. Signature Series 5W-40 Max-Duty Synthetic Diesel Oil (DEO)
9. XL 5W-30 Synthetic Motor Oil (XLF)
10. Signature Series 0W-20 Synthetic Motor Oil (ASM)

Signature Series 5W-30 is by far our top-selling product and will be for the next couple years. While our largest seller, it's not growing like other Signature Series viscosities. The 0W-20 viscosity boasts the highest growth rate within the family thanks to many newer vehicles leaving the factory with lighter-viscosity oil in their crankcases. Overall, Signature Series gasoline motor oil is growing well and is our top choice for enthusiasts who want the best.

In the powersports market, 20W-50 Synthetic V-Twin Motorcycle Oil continues to be our top seller. Other products, however, are driving overall growth in the market due to declining sales of Harley-Davidson* bikes and a general decline in riders overall. Our ATV/UTV products have the highest growth rate in the powersports market. This represents a great opportunity for you to capture new sales in a high-growth market segment.

Signature Series 15W-40 Max-Duty Synthetic Diesel Oil is close behind in third. Its sales passed 15W-40 Synthetic Heavy-Duty Diesel and Marine Oil sales a long time ago and is the top choice for diesel enthusiasts who want the best. While Synthetic Heavy-Duty Diesel and Marine Oil has an outstanding history and still provides outstanding protection and long drain intervals in older diesels, industry specifications have been updated three times since we introduced the oil. Customers with older diesels can certainly continue to use it, or they have the option to transition to our Max-Duty or Heavy-Duty diesel oil product family for best protection.

AMSOIL Oil Filters are our number-four seller. Motorists usually pair them with Signature Series Motor Oil for outstanding wear protection. AMSOIL Oil Filters offer industry-leading 99 percent efficiency at 20 microns in capturing small, wear-causing particles, in addition to increased dirt-holding capacity.

OE 5W-30 Synthetic Motor Oil comes in seventh. It's our best-selling product in the retail channel. It provides an excellent combination of good wear protection with a reduced price for people switching to synthetics for the first time. It also offers good profitability for retailers at a price comparable to other highly regarded brands. However, it's not designed to compete with low-cost private-label synthetics and bottom feeders.

While sales of XL 5W-30 Synthetic Motor Oil, our ninth-best seller, aren't growing, the 0W-20 and 5W-20 viscosities of XL Synthetic Motor Oil continue to grow. XL provides a nice balance of boosted wear protection and extended drain intervals at a price below Signature Series. It continues to provide excellent value for customers and our retail partners.

We continue to expand our product line with new products and innovative packaging, like our award-winning easy-packs. Although the top sellers may change, you can depend on AMSOIL to introduce exciting products and packaging that help customers solve problems – and help you grow sales.

RIDE HARD. RUN COOL.®

- **Retains** viscosity for excellent wear protection
- **Resists** extreme heat
- **Promotes** smooth, confident shifts

Regardless of which brand of bike your customers own, they want to protect their investment. AMSOIL Synthetic V-Twin Motorcycle Oil is designed specifically for the unique demands of V-twin engines, including resistance to extreme heat and excellent wear protection. It helps your customers ride with confidence in the most extreme conditions.

For more information and market details that help boost your effectiveness selling V-twin products, check out the Synthetic V-Twin Lubricants Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs).

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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

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

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