

# AMSOIL<sup>®</sup>

MAGAZINE

MARCH 2020

## ATTACK SPRING POWERSPORTS SELLING SEASON



Selling AMSOIL Gasoline Fuel Additives

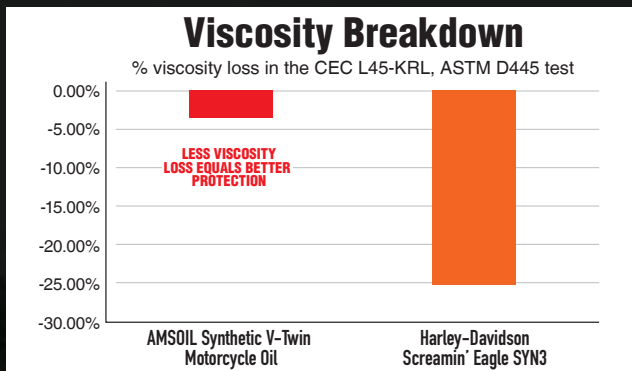


# EVERYTHING YOUR HARLEY NEEDS, INCLUDING BETTER PROTECTION

Dealers and customers asked for more V-twin oil-change kits, and we've delivered. Four kits are now available, including kits with an extra quart of oil for larger Milwaukee-Eight\* engines or a black oil filter instead of chrome. And, as always, Synthetic V-Twin Motorcycle Oil delivers **excellent protection against extreme heat** so you have **peace of mind your bike is protected**.

## AMSOIL Resists Viscosity Breakdown

AMSOIL resists viscosity breakdown **6X better** than Harley-Davidson\* SYN3\* for **improved protection** against compensator and transmission gear wear.<sup>BB</sup>



<sup>BB</sup>Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test. \*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.

## AMSOIL V-Twin Oil Change Kits include...

- 4-5 quarts of 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
- 1 chrome or black AMSOIL Motorcycle Oil Filter (EAOM103/EAOM103C)
- 1 drain-plug O-ring



Check out the Motorcycle Product Guide at [amsoil.com](http://amsoil.com) to find the right kit for your Harley-Davidson.



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EDITION

MARCH 2020

## Attack Spring Powersports Selling Season

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### THE COVER

This is the Lovell Racing Polaris\* RZR XP4 Turbo\*. It boasts 168 hp and has a top speed of 95 mph.





## PRODUCT SPOTLIGHT: AMSOIL GLASS CLEANER (AGC)

### WHAT IS IT?

- **Professional-strength** glass cleaner that effectively cuts through grease and grime faster than other leading glass cleaners

### WHAT DOES IT DO?

- **Quickly cuts** through grease and grime
- **Stays** where you spray it; does not drip or run
- **Leaves** no streaks or haze
- **Works great** on countertops, glass, mirrors and appliances

### WHO IS IT FOR?

- All customers. Glass Cleaner is ammonia-free and safe on all glass, including tinted windows.

Spring is here, and now is a great time to contact your customers and accounts to ensure they're fully stocked with AMSOIL products for all their needs.

# LETTERS TO THE EDITOR

## PERFORMANCE ENGINES

I ran across the “Black Gold” article in the October *Super Chevy* magazine. SPEEDiagnostix is a motor oil testing company. I wanted to bring this to your attention to see if you think they are right about “this oil will work for many, but certainly not all performance engines” (printed underneath a picture of AMSOIL OE 10W-30). API claims this oil is “backwards compatible.”

**Nathan Rice**

**AMSOIL:** Thank you for your letter, Nathan. This particular article discusses the reduced levels of zinc and phosphorus in modern automotive engine oils, how this negatively affects performance engines with flat-tappet camshafts, and the rise of “boutique oils” designed to address issues like this. The statement, shown with our OE 10W-30, is correct as OE is not recommended for performance engines with flat-tappet camshafts. AMSOIL Z-ROD® Synthetic Motor Oil is our high-zinc, high-phosphorus formulation engineered specifically for classic cars and performance vehicles with flat-tappet camshafts.

## PAG OIL

When servicing automotive air conditioners, PAG oil is instrumental. I’ve searched the AMSOIL website, but AMSOIL does not produce PAG usable in automotive or HVAC systems. Most vehicles on the road now use R134, and newer vehicles and specialty electric cars like Tesla\* use the 1234YF. The PAG oils are different for both refrigerants.

Is there a reason why AMSOIL doesn’t produce it? I completely understand that research and development is expensive, and PAG oil usage is minimal given that the average system for automobiles takes about 7 oz. Yet AMSOIL produces firearm products, and that use is just a few drops per cleaning or lubrication. Since I’m a stocking Dealer, I had a customer ask me why I’m not using AMSOIL PAG oil.

Thank you,

**Juan A. Manzano**

**AMSOIL:** Thank you for your question, Juan. Polyglycol (PAG) is incompatible with the synthetic lubricants we

manufacture. Development time, expected low volumes and additional costs driven by incompatibility (dedicated equipment, more expensive flushing procedures, special handling to avoid contaminating other products) make PAG automotive refrigeration oils an unattractive proposition.

While the need for PAG oils in today’s automotive market is minimal, they may play a more significant role as technology changes. We will continue to monitor developments and trends to ensure that as technology evolves, we are ready to meet the demand with the right products.

## DIESEL FUEL ADDITIVES

In the August 2019 *AMSOIL Magazine*, I read with interest the “AMSOIL Diesel Fuel Additives Best Choice for Increased Fuel Lubricity” article. The article revolved around the practice of some diesel owners adding two-stroke oil to their fuel to help address the low lubricity of ULSD fuel – one of the bar graphs relates the performance of AMSOIL Diesel Injector Clean to that of various two-stroke oils (including AMSOIL SABER® Professional).

The diesel market in the US is growing. There are many diesel additives on the market today – just cruise around inside the store area of a truck stop. I would like to see the performance results of the AMSOIL stable of diesel fuel additives go against the performance of other diesel fuel additives on the market. These should include Howes Diesel Treat\*, Lucas\*, Royal Purple Max-Tane Diesel\*, Liqui Moly Super Diesel\*, Stanadyne Performance Formula\* and Opti-Lube XPD\*.

Only when you compare the AMSOIL stable of diesel fuel additives against the major diesel fuel additives in the marketplace can AMSOIL and its Dealers speak with confidence, based on repeatable, scientific analytical data, how AMSOIL stacks up against the other similar products.

**Dan Swehosky**

**AMSOIL:** Thank you for your comments, Dan. Publishing formal claims against competitors requires significant pre-planning, legal vetting and financial investment. While we formulated our

diesel fuel additives to be the best on the market and collected enough data to suggest we were successful, we did not collect enough data in all areas to pass the legal muster required to publish formal claims against the competition. More recently, we have published two significant performance claims for Diesel All-In-One: Diesel All-In-One protects against injector wear better than Sea Foam\*, delivering 2X more diesel fuel lubricity.<sup>†</sup> Diesel All-In-One provides as much as 32°F better protection against cold-temperature gelling than Howes Lubricator Diesel Treat.<sup>‡</sup> Plus it raises cetane up to 4 points. We will continue to monitor the diesel fuel additive market and seek additional opportunities to test against competitors and publish the results.

## OIL CLAIMS

I see Valvoline Corp.\* making big claims all over the net (regarding its test facilities). Ideas?

**Elmer Goyette**

**AMSOIL:** Thanks for sharing, Elmer. Certainly all of the majors have some serious test facilities. So do we. We also partner with multiple third-party facilities to confirm unbiased results from our tests. We have state-of-the-art chemical and mechanical test equipment sufficient to help us design and manufacture the best synthetic lubricants in the world.

<sup>†</sup>Based upon independent testing of AMSOIL All-In-One obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased on Oct. 25, 2018 in the ASTM D6079 test.

<sup>‡</sup>Based on independent testing in July 2017 of AMSOIL Diesel All-In-One and Howes Lubricator Diesel Treat using diesel fuel representative of the U.S. marketplace and Howes’ recommended treat ratio for above 0°F (-17.8°C).

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.



**Allen Bender** | OIL ANALYZERS INC. MANAGER

## Don't judge an oil by its color.

Used oil analysis provides the full story about what's happening inside your engine.

We field a lot of calls around here from motorists with questions about motor oil. Sometimes, their questions reveal common misunderstandings about oil many of us may have once held. Today, I want to address a few of the most common misconceptions.

### **My motor oil has turned black. Do I need to change it?**

We hear this all the time. While common sense suggests you should change oil after it's turned black, oil color doesn't always reflect performance. In fact, motor oil that has turned black is a sign it's doing its job.

Oil naturally darkens during use for a couple reasons, including heat cycles. During your drive to work, your engine reaches normal operating temperature (typically 195°F–220°F [90°C–104°C]), heating the motor oil. Then the oil cools while your car sits in the parking lot. The process repeats as you run errands over lunch and when you return home. This continual daily exposure to increased heat naturally darkens the oil.

In addition, normal oxidation can darken oil. Oxidation occurs when oxygen molecules interact with oil molecules and cause chemical breakdown, just like how oxygen causes a cut apple to brown or iron to rust.

Soot also causes oil to turn black. While we associate soot with diesels, today's direct-injected gasoline engines can produce more soot than older diesels without exhaust-treatment devices. While individual soot particles are too small to cause engine wear, particles can agglomerate into larger wear-

causing contaminants that can lead to wear before they lodge in the oil filter.

Just because the oil has turned black doesn't necessarily mean it's reached the end of its service life. Motor oil contains detergent and dispersant additives designed to clean contaminants like soot and prevent them from depositing onto metal surfaces. Oil that has turned black is an indication the additives are doing their job.

### **My motor oil feels gritty. Should I change it?**

When checking oil level, some motorists like to rub oil between their fingers to check for particles. Grit or other contaminants can mean the oil has chemically broken down, but this is unlikely, especially with a top-shelf synthetic oil. More likely, the oil filter has filled with contaminants and unfiltered oil is bypassing the filter and circulating through the engine. The filter is designed with a bypass valve to ensure the engine receives oil even if the filter is full. While dirty oil is preferable to no oil, it's not a long-term plan for success. In this case, change the oil and filter.

### **My oil looks like chocolate milk.**

This means water or engine coolant has contaminated the oil, typically due to a head gasket leak. We all know that water and oil don't mix. When they combine in your engine, water droplets suspend in the oil and alter its appearance until it looks frothy or like chocolate milk. The presence of water leads to foam bubbles, which rupture when pulled between engine parts during operation, leaving metal components unprotected against wear.

It also forms sludge, which can clog oil passages and ruin the engine. In this case, see a mechanic as soon as possible.

### **My motor oil looks or feels too thin.**

When someone says this, my reply is often, "Don't take this the wrong way, but go out to the garage and sniff your dipstick." Oil that has lost viscosity is often due to fuel dilution. You can usually smell gasoline or diesel fuel on the dipstick in such cases. Fuel dilution occurs when gas or diesel wash past the piston rings and contaminate the oil in the sump. It reduces oil viscosity, which reduces the oil's ability to prevent wear. It also leads to formation of harmful varnish and sludge. Fuel dilution can occur if you idle your engine excessively or due to a mechanical defect. It's also common in some modern direct-injected engines.

While it's possible to get a rough idea what's going on inside your engine due to oil color, appearance or scent, you need to perform oil analysis to find out what's really going on. When people call to raise any of the points on this list, I suggest oil analysis. By chemically analyzing a used-oil sample, a qualified lab can tell you if the oil contains excessive wear particles, water contamination, fuel dilution and more. Ultimately, the report will tell you if the oil is suitable for continued use or not. It's a cost-effective way to get the most out of your oil change...and your engine.

If you haven't yet, try oil analysis to find out what's going on in your engine.



# ATTACK SPRING POWERSPORTS SELLING SEASON

Enthusiasts in the north are anxious to pull their motorcycles, boats and other summer equipment from storage, while folks in the south have already been riding, boating and tearing up the trails. It's a great time to dedicate yourself to growing powersports product sales. Here are some points to consider to make this spring powersports season your best yet.

## MOTORCYCLE – KEY POINTS

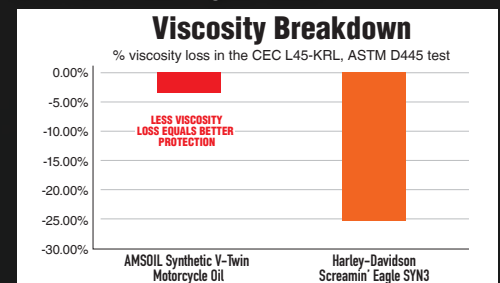
- Adventure bikes offer excellent potential sales. While the overall motorcycle market is flat to declining, **adventure bike registrations increased 6 percent** in 2018.
- To reach adventure-bike riders, understand the benefits they seek in a lubricant – **excellent wear protection, fuel economy and engine cleanliness**. “These riders see their bikes as their gateway to adventure,” said Len Groom, AMSOIL Technical Product Manager – Powersports. “They want to take long trips that cover all kinds of terrain. And they don't want engine problems or frequent stops for gas to slow them down.” Sell AMSOIL Synthetic Metric Motorcycle Oil as a way to help riders have the trip of a lifetime.
- Although sales of Harley-Davidson\* and other big cruiser bikes declined 4 percent in 2018, the market still offers opportunity due to excellent AMSOIL brand awareness. “Focus on protection against extreme heat,” said Groom. “Big air-cooled V-twins generate intense heat that can break down the oil, reducing wear protection. Use our latest performance test, which shows that **AMSOIL Synthetic V-Twin Motorcycle Oil resists viscosity breakdown 6X better than Harley-Davidson SYN3\***.”

## DIRT BIKE – KEY POINTS

- The dirt bike market consists of off-road/trail riders and motocross riders.
- Clutch slippage or inconsistent clutch feel can lead to slow starts out of the gate and ineffective riding on the trail. “We designed AMSOIL Synthetic Dirt Bike Oil and Synthetic Dirt Bike Transmission Fluid to **deliver consistent clutch feel**,” said Groom. “Sell the products' ability to **help improve the performance of both bike and rider**.”
- Both groups of riders want to get out front on the trail or track and **ride faster, more confidently and, ultimately, beat their buddies on the trail or win more races**.

## AMSOIL Resists Viscosity Breakdown

AMSOIL resists viscosity breakdown **6X better** than Harley-Davidson SYN3 for **improved protection** against compensator and transmission gear wear.<sup>BB</sup>

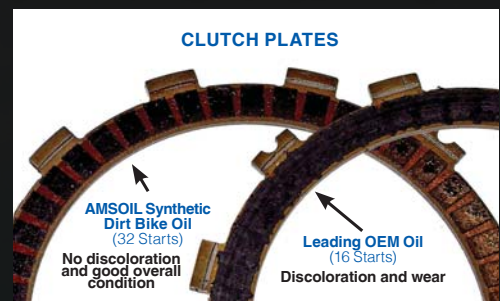


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[www.amsoil.com/performance-tests.aspx](http://www.amsoil.com/performance-tests.aspx)

## AMSOIL Delivers Confident Clutch Feel.

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



<sup>BB</sup>Based on dyno testing of a Honda® CRF450 dirt bike using AMSOIL 10W-40 Synthetic Dirt Bike Oil and a leading original equipment manufacturer 10W-40 conventional dirt bike oil. 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.

## ATV/UTV – KEY POINTS

- **UTV sales are booming**, with a record 458,000 units sold in 2018.
- The market is divided between utility/pleasure riders (74 percent) and sport/trail riders (26 percent).
- UTV owners spend approximately \$1,600 on aftermarket accessories, including **plows, trailers, winches, doors, roof panels** and more.
- “Accessories meant to boost productivity add weight, and a good rule of thumb is that **extra weight equals extra heat**,” said Groom.
- Sell AMSOIL synthetic ATV/UTV lubricants as another performance upgrade for enthusiasts. “They spend extra on accessories to increase their machines’ performance, so it makes sense to upgrade to a **premium lubricant to protect against increased heat and stress**,” said Groom.
- Synthetic ATV/UTV Powertrain Fluid (AUPT) and Synthetic ATV/UTV Transmission & Differential Fluid (AUDT) are available in the award-winning AMSOIL easy-pack, making tricky lubricant installations easier and eliminating the need for a messy lubricant pump. **“Use the easy-pack as a door-opener,”** said Groom. “It can help pique the interest of someone on the fence about switching to AMSOIL synthetic lubricants.”
- **Share the AMSOIL UTV Torture Test and UTV CVT videos** on social media to engage prospects.



### WATCH THE VIDEOS

Visit [youtube.com/amsoilinc](https://youtube.com/amsoilinc) to check out the UTV Torture Test and UTV CVT videos. Just type “UTV” in the page search (under “AMSOIL INC.”).

## MARINE – KEY POINTS

- **Avid anglers and independent auto parts stores/convenience stores** near fishing hotspots make the best prospects.
- Avid anglers spend an average of \$745 annually on fishing gear, meaning they’re more **likely to see the value of a premium lubricant** than occasional weekend anglers.
- Highlight AMSOIL synthetic marine lubricants’ ability to **protect modern high-tech engines from wear, carbon deposits and corrosion**. “Hardcore anglers want to spend their free time fishing, not waiting for their expensive engines to be fixed,” said Groom. “AMSOIL products fight wear and deposits in the toughest conditions to keep anglers on the water.”
- Marine Gear Lube (AGM) and Quickshot® (AQS) provide excellent sales opportunities. “The marine market offers **another chance for the easy-pack to shine**,” said Groom. “It makes changing lower-unit gear lube easier and eliminates the hassle of using a lubricant pump. Plus, Synthetic Marine Gear Lube delivers **advanced outboard protection against power loss and gear wear**, even with up to 15 percent water contamination.”<sup>1</sup> Quickshot, meanwhile, **helps fight ethanol problems**, which can plague marine engines due to ethanol’s affinity for water.



Invite prospects to watch the video and get their **FREE Runs on Freedom™** decal at [www.amsoil.com/about/guarantee.aspx](https://www.amsoil.com/about/guarantee.aspx).

### “GREAT, BUT WILL IT VOID MY WARRANTY?”

Powersports original equipment manufacturers (OEMs) and dealerships sometimes pressure people into buying the OEM brand of lubricants to avoid losing their factory warranty. It’s one of the biggest hurdles AMSOIL Dealers face in the powersports market. Remember, according to U.S. federal law...

- **It is illegal** to tie warranty coverage to whichever brand of parts or lubricants you use. Manufacturers that do so must provide the parts or lubricants free of charge.
- **You have the freedom to choose** how you protect your vehicles and equipment, including use of products formulated for extended drain intervals.
- **Manufacturers can’t deny** warranty coverage without showing the aftermarket part or lubricant caused a failure.

Each Canadian province has its own Consumer Protection Act. Specific provincial consumer protection laws can be accessed through the Office of Consumer Affairs (OCA).



# NEW AMSOIL.COM, AMSOIL.CA LAUNCH THIS MONTH

The newly redesigned amsoil.com and brand new Canadian-specific amsoil.ca websites are built to create a best-in-class online shopping experience for you and your customers.

Tens of thousands of people visit amsoil.com every day looking for products, service, information and more. We have implemented a new e-commerce platform to create an even better online experience. The newly revamped amsoil.com provides improved features and capabilities that make it easier than ever for Dealers, customers and accounts to make purchases and find exactly what they need.

## IMPROVED NAVIGATION

Our product catalog has grown and so have the menu options on amsoil.com. We've improved navigation and enhanced the way our product catalog is organized. Along with a polished look and feel, the new navigation provides the following:

**Intuitive Shop menu** - This is the one-click stop for navigating to AMSOIL products. The Shop menu consolidates several menus from our previous navigation and redefines how our categories are organized. Within it, you'll find three sections: Motor Oil, Lubricants & Protectants and Shop by Equipment Type.

**Faster access to areas of the site you seek most** - Looking to find AMSOIL products near you? Look no further than the prominent AMSOIL Locator. Seeking to learn more about our products and why synthetic oil is superior to conventional? Discover the answers in our Why AMSOIL section. Wanting to match our products to your vehicle? Check out our Product Guides for a list of the right AMSOIL products.

## Enhanced on-site search experience

- Everything you're looking for is only a simple search away. You can now add products to your cart directly from the search results page.

## ENHANCED FUNCTIONALITY

The new amsoil.com is more than a redesign. The site is launched on a new e-commerce platform that supports all the features and functionality you expect from a top e-commerce retailer while retaining much of the look and feel of the old amsoil.com.

## NEW FEATURES

- **Streamlined checkout experience** - The checkout process will now live on a single page with a simplified look and feel.
- **Option to save credit cards** - In addition to profile enhancements for all users, customers now have the option to save a credit card to their profile for faster checkout.
- **Mobile-friendly design** - The new experience will work on screens of all sizes and has been optimized for mobile users.
- **Refreshed product page layout** - Learning about our products has never been easier. The new product page layout makes it simple to view technical information and product reviews on any device.

## AMSOIL.CA

We now have a shopping experience tailored exclusively for Canadian customers. The new amsoil.ca looks similar to amsoil.com but displays both our Canadian product catalog and Canadian prices by default (without having to log in), and features metric units of measurement. The new amsoil.ca will provide a strong foundation for growth in the Canadian market.

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**Signature Series 0W-20 Synthetic Motor Oil**  
Product code: ASM0T-EA

★★★★★ 5 Read 1,090 reviews

*A New Level of Motor Oil Technology*  
Engineered for enthusiasts seeking maximum protection and performance. Precision formulated with cutting-edge technology and a longstanding devotion to making the world's best motor oil. The result: engine protection that blows the doors off the highest industry standards.

- 50% more cleaning power vs. AMSOIL OE Motor Oil
- Ideal for turbos & direct injection
- Guaranteed protection for up to 25,000 miles or 1 year

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Gasoline Motor Oil

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**Signature Series 0W-20 Synthetic Motor Oil**  
PRODUCT CODE: ASM0T-EA

*A New Level of Motor Oil Technology*  
★★★★★ 5 (1,090 reviews)

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PRODUCT CODE: ASM0T-EA

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European	Filters	Firearm Lubricants & C
Racing	Gear Lube	Compressor Oil
Natural Gas	Cleaners & Protectants	Bar & Chain Oil
2-Stroke Powersports	Bearing & Chassis Grease	Clothing, Merchandise
4-Stroke Powersports		

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# SELLING AMSOIL GASOLINE FUEL ADDITIVES

AMSOIL has a fuel additive for every vehicle and piece of equipment in your customers' garages. Understand where your prospective customers are in the sales process, then take advantage of the wealth of AMSOIL fuel additives available.

Avoid the temptation to begin conversations with prospects by launching into a technical presentation of product features. Instead, tailor your conversation depending on the phase of the sales process in which you find the prospect.

## Create Curiosity

The goal in this stage is to get the buyer's attention and build rapport. Try telling a story about a similar customer you have helped and pose a few general questions:

- Has your fuel economy decreased over time?
- Do you ever notice performance issues like a stumble or hesitation when you accelerate?

## Discover Needs

In this phase, you and the prospect work together to discover whether he or she has a need for AMSOIL products. Continue to ask open-ended questions and provide more information when needed.

- Do you know what kind of fuel injection your engine uses?

*Follow-up information: Many newer engines use direct fuel injection for increased fuel efficiency and high-power output. This new technology is great. However, it can promote carbon buildup, resulting in reduced performance.*

## Assessment

Consider all the information the prospect has provided and link his or her problems to the proper solution AMSOIL gasoline additives provide. Listen intently to his or her needs and offer the AMSOIL product that fits those needs.

*Use AMSOIL Upper Cylinder Lubricant at every fill-up as a maintenance tool to protect your vehicle against wear and ethanol-related problems.*

## Ongoing Service

Create a concrete ongoing service plan to help you meet expectations and create happy, loyal customers/accounts.

## AMSOIL fuel additives address the issues enthusiasts care about most.

### AMSOIL P.i.<sup>®</sup> vs. AMSOIL Upper Cylinder Lubricant

Your customers may wonder what the difference is between P.i. and Upper Cylinder Lubricant – and how their engines benefit from using them in tandem. P.i. is our deep-cleaning additive that is formulated to clean the entire fuel system and restore engines to like-new performance. Upper Cylinder Lubricant focuses on lubricating the top-end of the engine while also maintaining cleanliness and protecting against ethanol-related corrosion.

	P.i. Performance Improver	Upper Cylinder Lubricant
Cleans Injectors	✓	✓
Cleans Pistons	✓	
Cleans Combustion Chamber	✓	
Cleans Valves	✓	
Fights Ethanol		✓
Lubricates		✓
Capless Compatible	✓	✓
Treat Rate	30 gallons (114 L)	25 gallons (95 L)
Usage Interval	Every 4,000 miles (6,437 km)	Every tank

# WHY BUY AMSOIL FUEL ADDITIVES?

**DO YOU WANT FUEL TREATMENT THAT WORKS?**



AMSOIL Upper Cylinder Lubricant delivers **18 percent more lubricity than Lucas\*** and **20 percent more than Sea Foam\*** for better retention of horsepower and fuel economy.<sup>1</sup>

**DO YOU WANT TO PREVENT COSTLY FUEL-SYSTEM REPAIRS?**



Diesel Injector Clean provides the lubricity your fuel pump and injectors need, **reducing wear, improving service life and saving time and money** on maintenance costs.

**DO YOU WANT BETTER FUEL ECONOMY?**



AMSOIL P.i. Performance Improver reduces emissions and **increases fuel economy up to 5.7 percent.**<sup>2</sup>

**DO YOU DRIVE IN COLD TEMPERATURES?**



Diesel All-in-One provides as much as **32°F better protection** against cold temperature gelling than Howes Lubricator Diesel Treat\*<sup>3</sup> and raises cetane up to four points.

**DO YOU STORE SEASONAL EQUIPMENT?**



AMSOIL Gasoline Stabilizer provides fuel stability that **Sea Foam\* Motor Treatment can't match**, helping maintain startability and protect against the formation of varnish and gum.<sup>4</sup>



**Why Buy AMSOIL Fuel Additives? Handout**  
Use as a bookmark to mark the fuel additives pages in the AMSOIL market catalogs.



<sup>1</sup> Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. <sup>2</sup> Based on independent testing using EPA tests: Federal Test Procedure 75 (FTP), Supplemental Federal Test Procedure (US06), and the Highway Fuel Economy Test (HFET). Average fuel mileage increase of 2.3 percent. <sup>3</sup> Based on independent testing in July 2017 of AMSOIL Diesel All-In-One and Howes Lubricator Diesel Treat using diesel fuel representative of the U.S. marketplace and Howes' recommended treat ratio for above 0°F. <sup>4</sup> Based on independent testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment\* purchased Oct. 25, 2018 in the ASTM D525 using test fuel containing no oxidation-stability improving additives.





# WHY MOTOR OIL NEEDS TO BE CHANGED

AMSOIL synthetic motor oil helps you feel confident your engine is protected and can deliver extended drain intervals. But every motor oil eventually loses its potency and must be replaced to ensure peak engine performance.

Let's take a look at what happens to motor oil over time and why you periodically need to change oil.

### **Additives: Designed to Deplete**

Additives are added to base oils to reduce destructive processes and enhance beneficial properties. For example, antioxidant additives help slow the rate of oxidation. Detergency additives help prevent deposits and sludge while cleaning pre-existing deposits. Anti-wear additives are added to some lubricants to form a sacrificial barrier on metal components and help prevent wear.

While AMSOIL synthetic motor oil gives you the convenience of fitting oil changes into your schedule, it remains vital to install fresh oil at the appropriate time.

Since they're sacrificial in nature, additive depletion is one of the primary reasons motor oil loses its effectiveness and must be changed.



### LOSING THE BASE

Base oils are the backbone of the finished lubricant that ends up in your engine. Over time, they lose effectiveness due to the following factors: **oxidation, high heat, moisture, viscosity loss and fuel dilution.**



### OXIDATION

The interaction between oxygen molecules and motor oil molecules naturally leads to chemical breakdown. Just as oxygen causes a cut apple to brown or exposed metal to rust, it breaks down base oils and reduces motor oil's effectiveness. Oxidation can lead to increased oil viscosity, which negatively affects energy efficiency. It also causes the formation of harmful deposits and sludge.



### HIGH HEAT

Today's engines run hotter than ever before, with temperatures up to 235°F (113°C), and even higher if towing or hauling.



### MOISTURE

Your vehicle is subjected to temperature swings, even when it is parked in the garage. Those temperature swings cause condensation to form inside your engine, leading to water contamination. Leaving a vehicle parked for extended periods or taking short trips that don't allow the engine to fully warm up allow water to remain in the oil rather than evaporating and exiting through the tailpipe. Water can lead to formation of sludge – another reason why you must change oil.



### VISCOSITY LOSS

A lubricant's viscosity is its most important property. Viscosity has a direct bearing on wear protection, and your engine is designed to operate best using a motor oil of a specific viscosity (e.g. 5W-30). The intense pressure the oil bears as it's squeezed between moving parts, like the piston ring/cylinder wall interface, can tear apart, or shear, its molecular structure, leading to viscosity loss. Suddenly, the 5W-30 motor oil your engine was designed to use is now essentially a 5W-20 oil, and wear protection may be compromised. When this happens, it's time to change your oil.



### FUEL DILUTION

Fuel can wash past the piston rings and contaminate the motor oil, causing it to lose viscosity. Frequent short trips that don't allow the oil to reach normal operating temperature can be especially problematic because the fuel won't volatilize and exit through the PCV system. Excessive fuel dilution leads to sludge and varnish, requiring you to change oil more frequently.



**March Close-Out**

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

**Ea® Universal Air Induction Filters, Ea Racing Air Filters and Ea Pre-Filters Discontinued**

Due to low and declining sales, Ea® Universal Air Induction Filters (EAAU), Ea Racing Air Filters (EAAR) and Ea Pre-Filters (EAPF) are discontinued and available while supplies last.

**Chain Lube Now Available in 4.5-oz. Spray Cans**

Now available in convenient 4.5-oz. spray cans, Chain Lube is a dedicated aerosol chain lubricant that provides outstanding wear and corrosion protection for all types of chains and sprockets. It penetrates deep into the pins and bushings of chains and leaves a protective coating that will not fling off or attract dirt, dust, sand or grit.

- Outstanding protection against wear and corrosion
- Helps extend chain life
- Does not attract dirt
- Does not fling off
- Easy application
- Fast-drying



**Diesel Fuel Additive 8-oz. Bottles**

We are currently updating our 8-oz. Diesel Injector Clean (ADFP), Diesel Injector Clean + Cetane Boost (ADSP) and Diesel All-In-One (ADBP) diesel fuel additive bottles with longer necks, easing installation in Jeep\* and Dodge\* Ram\* 2500, 3500 and 1500 applications. Pricing remains unchanged. Expect to see updated bottles as current stocks are depleted.



**AMSOIL Antifreeze & Coolant Receives New Packaging and Reformulation**

Propylene Glycol Antifreeze & Engine Coolant (ANT), Passenger Car/Light Truck Antifreeze & Coolant (ANTPC) and Heavy-Duty Antifreeze & Coolant (ANTHD) have received updated packaging, labels and a slight reformulation to increase performance. Expect to see updated product in distribution centers as current stocks are depleted.



# GET A HEAD START ON SPRING OIL CHANGE SEASON

Warmer weather is often the cue to perform vehicle maintenance – oil changes in particular. It's a great time of year to reach out to existing customers and make new relationships with potential customers.

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## **CONTACT EXISTING CUSTOMERS**

Touch base with your catalog customers, P.C.s, commercial accounts and retail accounts to share the latest news and remind them of the many benefits AMSOIL provides.

## **INTRODUCE YOURSELF TO PROSPECTS**

Now is a great time to walk into a shop, introduce yourself and

start building a relationship with potential new accounts.

## **REACH OUT TO INSTALLERS**

Spring is typically a busy time for installers. Show your support for these accounts by calling to check in or stopping by their shops to see if you can assist in their efforts to keep the spring oil changes flowing.

## **USE PROMOS**

Use promotions as an opportunity to touch base with your customers and introduce them to new additions to the AMSOIL lineup or products they might not know we offer.

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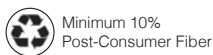


WE HONOR



(Discover in U.S. only)

Why buy AMSOIL fuel additives? Because they work, for starters. Check out the new Why Buy Fuel Additives flyer (G3667) in the Dealer Zone at my.amsoil.com.



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March 2020

**“More AMSOIL product testing, please!”**

**“Can do.”**

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

Dealers frequently request more support to defend against competing brands.

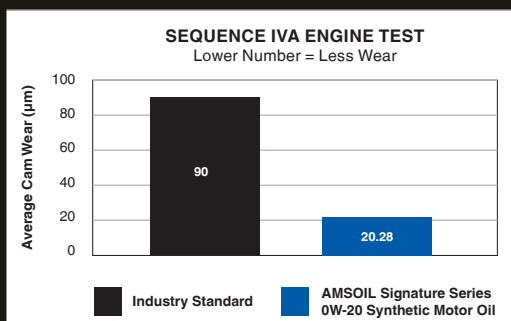
The Performance Tests page at [amsoil.com](http://amsoil.com) is your source for all current test results comparing AMSOIL products to the competition and the toughest industry standards. We've also published most test results in our catalogs.

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

- **Visit the Performance Tests section at [amsoil.com](http://amsoil.com)** ([www.amsoil.com/performance-tests.aspx](http://www.amsoil.com/performance-tests.aspx)). Tests are now available as jpeg images, making them **easier to download and share**.
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We all know AMSOIL is the best. Make sure your prospects know, too. Visit the Performance Tests page at [amsoil.com](http://amsoil.com) today.

**Signature Series Fights Wear**  
**75% more engine protection** against horsepower loss and wear.<sup>A</sup>



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

Find all AMSOIL product tests at [amsoil.com/performance-tests.aspx](http://amsoil.com/performance-tests.aspx)