

AMSOIL®

MAGAZINE

FEBRUARY 2020



NEW V-TWIN OIL CHANGE KITS
EXPAND MARKET COVERAGE

Maximum ATV/UTV Protection & Convenience

New AMSOIL Synthetic ATV/UTV Powertrain Fluid (AUPT) replaces Synthetic ATV/UTV Front Drive Fluid (AUFD), which is discontinued and available while supplies last. Synthetic ATV/UTV Powertrain Fluid is primarily recommended by AMSOIL for transmission/differentials, hubs and front drives in Polaris* ATVs and UTVs, replacing two different original equipment manufacturer (OEM) fluids for the ideal combination of convenience and protection.

- **High-performance** alternative to Polaris Demand Drive Fluid* and Polaris AGL Synthetic Gearcase Lubricant and Transmission Fluid*
- **Protection** for demanding chores and terrain
- **Protects** heavily loaded, high-torque gears
- **Designed** to prevent clutch chatter
- **Flexible** easy-pack for clean, fast installation



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THE COVER

The popular V-Twin Oil Change Kit is now available in four varieties instead of one. Kits deliver added convenience that customers appreciate.



NEW V-TWIN OIL CHANGE KITS EXPAND MARKET COVERAGE

The AMSOIL V-Twin Oil Change Kit was an instant success following its introduction in August 2016. It combines everything needed to perform an AMSOIL oil change on most Harley-Davidson* motorcycles in one convenient package.

Many have asked for kits with black AMSOIL Motorcycle Oil Filters instead of chrome. They've also requested kits recommended for newer Harley motorcycles with the Milwaukee-Eight* engine that requires five quarts of oil instead of four.

Available now, our three new V-Twin Oil Change Kits satisfy these requests. The original kit designated with product code HDCK is still available with updated packaging to match the other three kits. You can now buy the same kit with a black filter instead of chrome using product code HDBK.

Two additional kits that include an extra quart of oil are also now available for bikes with the Milwaukee-Eight engine, which takes five quarts of oil. The kit designated with product code HDMC contains a chrome filter, while the kit with product code HDMB contains a black filter.

Notify your customers of the availability of these new kits. Use their introduction as an opportunity to call on your current retail accounts to start a conversation that could lead to a sale.



HDCK



HDBK



HDMC



HDMB

Kits designated with product codes **HDCK and HDBK** are recommended for **most 1999-2016 Harley-Davidson** motorcycles.

- (4) quarts of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil
- (1) AMSOIL Motorcycle Oil Filter (**kit HDCK contains a chrome filter; kit HDBK contains a black filter**)
- (1) Drain-plug O-ring

Kits designated with product codes **HDMC and HDMB** are recommended for **most 2017-present Harley-Davidson** motorcycles.

- (5) quarts of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil
- (1) AMSOIL Motorcycle Oil Filter (**kit HDMC contains a chrome filter; kit HDMB contains a black filter**)
- (1) Drain-plug O-ring



HOW TO USE AMSOIL PERFORMANCE TESTS TO INCREASE SALES

Dealers frequently request more ways to differentiate AMSOIL products from competitors. In fact, it was a top priority listed in our 2017 survey. To satisfy your requests, we've steadily introduced more performance tests that show the superior performance of AMSOIL products compared to competing products and leading industry standards. You can find all current test results at amsoil.com/performance-tests.aspx.

You can also find many performance tests in the Factory-Direct Catalog (G100), in our market catalogs, on product data bulletins and elsewhere. We continue to introduce new performance results all the time.

We want Dealers to use our performance tests as often as possible to help gain new customers and increase sales. To achieve that end, we've revamped the AMSOIL Performance Tests webpage to make sharing performance tests easier. All performance tests are now available as jpeg files for easier downloading and sharing. You can save them to your device, post them on social media or your website, or send them directly to customers. Remember – don't overwhelm prospects with technical jargon and don't lead with performance claims. First, pique the person's curiosity about AMSOIL products by asking pointed questions and use our performance tests to help them overcome objections. Use only current information posted on amsoil.com. Once a performance test is archived, stop using it in your sales efforts. If you fail to comply, we'll have to place tighter restrictions on viewing comparative test results for legal reasons. Here are a few ideas for using performance tests to boost sales.

SHARE ON SOCIAL MEDIA

AMSOIL performance tests make perfect social-media content. Post results along with a short message and a link to the product.

TO DOWNLOAD AMSOIL PERFORMANCE TESTS:

- Visit amsoil.com/performance-tests.aspx
- Click the performance test you want
- Download it to your device



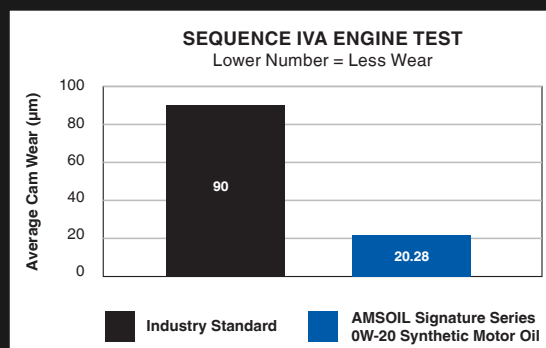
Yolo Car Parts

2 hrs

How much power do you need? How about all of it. AMSOIL Signature Series Synthetic Motor Oil blows the doors off the industry standard when it comes to protecting against horsepower loss and wear. Check it out here: <https://www.amsoil.com/shop/by-product/motor-oil/gasoline/>

Signature Series Fights Wear

75% more engine protection against horsepower loss and wear.^A



^ABased on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.

BOOKMARK AND SHARE

It's a great idea to **bookmark [amsoil.com/performance-tests.aspx](https://www.amsoil.com/performance-tests.aspx) on your connected device** so you can quickly show performance tests to prospects or customers. They help pique curiosity about AMSOIL products and can help convince someone on the fence to place an order.

Say your auto-enthusiast co-worker has shown interest in AMSOIL synthetic motor oil but is hesitant to try it in his turbodiesel pickup. Send him results that show Signature Series Max-Duty Synthetic Diesel Oil's outstanding turbo cleanliness. Tie the oil's performance to his desire to achieve maximum performance and life from his turbocharged engine. Prospects often want to see hard data that distinguishes AMSOIL from competitors, and having our performance tests at the ready lets you answer their questions and, hopefully, earn a sale.

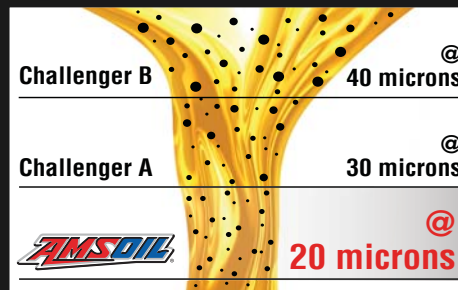
From: Yolo Car Parts
To: Billy Robots
Subject: 99% filtering efficiency

Hi Billy,

Thanks for using AMSOIL synthetic motor oil. Did you know AMSOIL makes oil filters, too? AMSOIL Oil Filters deliver 99% efficiency at 20 microns, outperforming competing filters. Check out the test results: <https://www.amsoil.com/shop/by-product/filters-and-by-pass-systems/oil/>

99% Efficiency at 20 Microns

Filtering particles >20 microns fights engine wear.^{AA}



^{AA}In accordance with industry-standard ISO SO 4548-12.

Keeps Turbos Clean

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil provides protection boosted to the max, delivering up to **60% better turbo cleanliness¹** and withstanding the extra demands you place on the turbo when pulling heavy loads or updating the tune for maximum horsepower.



¹Based on specification standards of CAT C13 2nd Ring Top Land Carbon testing.

Have a great day,

Yolo Car Parts

HOW LUBRICANTS WORK

A lubricant's primary functions are friction and wear reduction, but lubricants also play other important roles in an engine.

To better understand specifically how lubricants work, it's important to understand why they're used, what kinds of lubrication exist and what specific applications require lubrication.

The Seven Functions of Lubrication

A lubricant must satisfy seven functions.

Minimize Friction

The most common and essential function of lubricants is to minimize friction and wear between components. Lubricants form an oil film on the surface of metals to reduce friction. Reduced friction prevents heating and abrasion on the friction surface.

Clean

Lubricants maintain internal cleanliness by suspending contaminants within the fluid or by preventing the contaminants from adhering to components. Base oils possess a varying degree of solvency that assists in maintaining internal cleanliness. Solvency is the ability of a fluid to dissolve a solid, liquid or gas. While the solvency of the oil is important, detergents and dispersants play a key role. Detergents are additives that prevent contaminants from adhering to components, especially hot components such as pistons or piston rings. Dispersants are additives that keep contaminants suspended in the fluid. Dispersants act as a solvent, helping the oil maintain cleanliness and prevent sludge formation.

Cool

Reducing friction minimizes heat in moving parts, which lowers the overall operating temperature of the equipment. Lubricants also absorb heat from contact surface areas and transport it to a location to be safely dispersed, such as the oil sump. Heat transferability tends to be a trait of the base oil's viscosity – lighter oils tend to transfer heat more readily.

Seal

Lubricants act as a dynamic seal in locations such as piston rings and cylinder contact areas to prevent contamination.

Dampen Shock

A lubricant can cushion the blow of mechanical shock. A highly functional lubricant film can resist rupture and absorb and disperse these energy spikes over a broad contact area. As the mechanical shock to components is dampened, wear and damaging forces are minimized, extending the component's overall operating life.

The oil pick-up tube screen is virtually free of sludge.



Protect

A lubricant must have the ability to prevent or minimize internal component corrosion. Lubricants accomplish this either by chemically neutralizing corrosive products or by creating a barrier between the components and the corrosive material.

Transfer Energy

Because lubricants are incompressible, they can act as an energy-transfer medium, such as in hydraulic equipment or valve lifters in an automotive engine.

AMSOIL synthetic lubricants are carefully crafted to deliver exceptional results in their intended applications. Their balanced formulations fulfill all critical lubricant functions while emphasizing what matters most: friction and wear reduction.

Signature Series Cleans

AMSOIL Signature Series Synthetic Motor Oil has 50% more detergents^D to help keep oil passages clean and promote oil circulation. It provides 90% better protection against sludge^{DD}.

^Dvs. AMSOIL OE Motor Oil

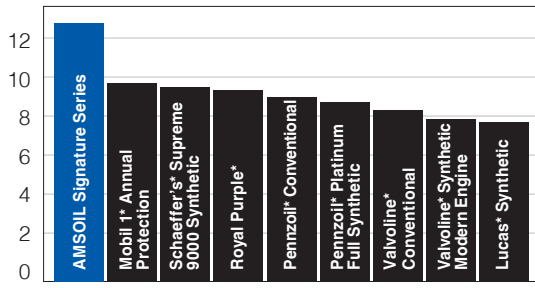
^{DD}Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification.

Signature Series Neutralizes Acids

AMSOIL Signature Series is fortified with a heavy treatment of detergent additive and it delivers 30% more acid neutralizing power^E than Mobil 1*, and 36% more than Royal Purple*, helping engines to stay cleaner, longer.

ACID NEUTRALIZING POWER

Represented By Total Base Number (TBN) in ASTM D2896



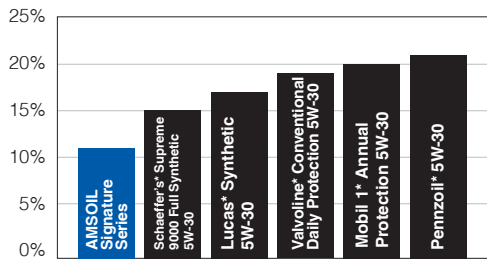
^EBased upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Royal Purple High Performance 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased 05/03/18. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

Signature Series Fights Viscosity Breakdown

AMSOIL fights viscosity breakdown **better than the competition^O**, providing superior protection of pistons, cams and bearings.

VISCOSITY BREAKDOWN

Represented By % Viscosity Lost In The Kurt Orbahn Test



^OBased on independent testing of AMSOIL Signature Series, Schaeffer's Supreme 9000 Full Synthetic, Lucas Synthetic, Valvoline Conventional Daily Protection, Mobil 1 Annual Protection and Pennzoil 5W-30 in the Kurt Orbahn Test. Oils purchased on 5/3/18. *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.

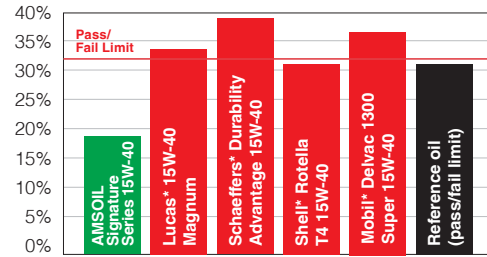
Protects Against Rust

Provides up to **2X better** rust protection.^K

Test results describe and represent properties of oils that were acquired on the dates listed in Table 1 (see www.amsoil.com/rusttest.aspx). Results do not apply to any subsequent reformulations of such oils or to new oils introduced after completion of testing. All oils were available to consumers at the time of purchase. Testing was completed in November 2017.

NMMA FC-W RUST TEST

Lower Number = Less Wear



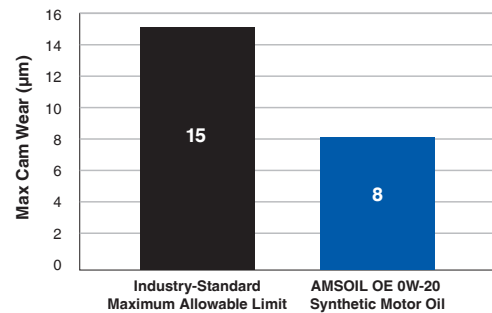
^KBased on industry standard testing using the NMMA FC-W Rust Test. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

OE Protects Against Wear

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

PEUGEOT TU3M WEAR TEST

Lower Number = Less Wear



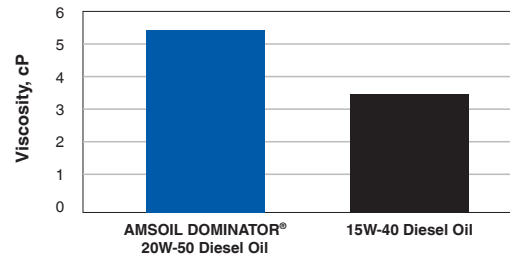
^GBased on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.

DOMINATOR® Protects Better

DOMINATOR Competition Diesel Oil delivers **50% more** film thickness^Q to withstand high cylinder pressures and protect against wear.

HIGH-TEMPERATURE/HIGH-SHEAR (HTHS) VISCOSITY

Higher = Better Wear Protection



^QCompared to the 3.5 cP HTHS limit for SAE 15W-40.



Matt Erickson | DIRECTOR, TECHNICAL PRODUCT MANAGEMENT

What does “cold” mean to an engine?

Your engine is far more sensitive to cold ambient conditions than you might think.

What is “cold”?

The answer depends on your physiology and environment. For us northerners who expect six-month winters, the word “cold” doesn’t enter our vocabulary until the temperature drops below zero. And, even in the midst of a brutal cold snap, a day of sunshine and -10°F (-23°C) temps can feel comfortable after wind chills of -50°F (-46°C) or colder.

Head down south and the definition of “cold” changes. A 60°F (16°C) day can feel cold after months of triple-digit summer temperatures. Of course, some people are more susceptible to cold than others. Without fail, every time we have a snowstorm around here, you’ll see a guy at the gas station or grocery store in shorts and flip-flops right next to someone wrapped in a winter coat and scarf.

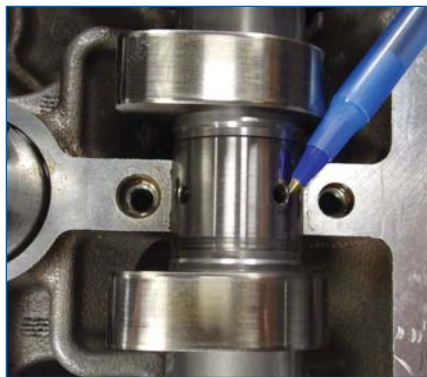
The definition of “cold” is different for each person. It’s also different for your engine.

Cold-flow matters to all drivers

We often tout the excellent cold-flow properties of AMSOIL synthetic lubricants on these pages and in our marketing material. Drivers down south may be tempted to ignore that benefit, but it applies in those environments, too.

While true that oil thickens more in winter weather and causes increased starting difficulty, an engine is considered “cold” after it’s sat long enough to cool to ambient temperature, typically overnight. As it cools, oil viscosity increases (it thickens). When it’s time to start your vehicle in the morning, the thicker oil doesn’t flow through the engine

as readily as it does when it’s at operating temperature. Cold, thick oil can be slow to flow through the tiny oil passages throughout your engine, like those in the camshaft shown here. It’s during this time that vital engine parts can operate without lubrication, increasing wear.



Oil that has thickened overnight can fail to quickly flow through tiny oil passages, even in summer.

Poor lubricant cold-flow properties can also affect variable valve timing (VVT) systems. Engines equipped with VVT have solenoids with tiny openings through which the oil flows and acts as a hydraulic fluid to actuate VVT components. Oil that fails to properly flow through these tiny passages reduces VVT performance and can trigger a check-engine light.

Lower pour points = better protection

An oil’s pour point reflects how well it flows at low temperatures and how well it protects against cold-start wear. This is vital considering most wear occurs at startup.

Pour point is defined as the lowest temperature at which a motor oil will continue to flow under prescribed conditions. The Pour Point Test (ASTM D97) spells out the standard procedure for determining an oil’s pour point. The sample is slowly cooled and tilted sideways every time the temperature drops 5°F (3°C). The pour point is the lowest temperature at which the oil still flows. Oils with lower pour points flow more readily at startup, providing critical lubrication faster for reduced wear and maximum engine life. Whether you’re in northern Wisconsin in February or Arizona in August, this is important if you want to protect your engine.

AMSOIL offers better startup lubrication

AMSOIL synthetic lubricants provide better cold-flow properties than conventional oils and most other synthetic oils. Our synthetic base oils don’t contain the waxes inherent to conventional oils. As a result, they provide increased fluidity during cold starts. This translates into oil that flows almost immediately through your engine, protecting it against wear. That’s a great selling point no matter how you define “cold.”

Understand Copyright and Licensing

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Black Watch Cap

100% acrylic knit watch cap. One size fits most.



Limited Quantities Available

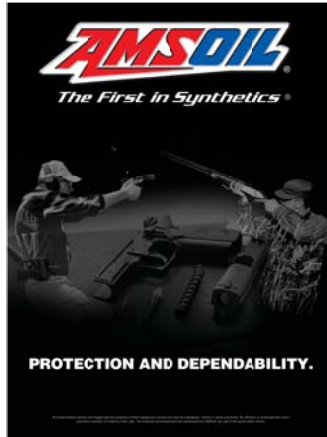
FXR Jacket

Constructed with a wind- and water-resistant 290g polyester tri-laminate Omni-Stretch™ shell and removable FXR Thermal Dry™ Active Liner with 200g Thermal Flex™ Fill. Snowproof and moisture-resistant FXR Dry Vent™ System, durable YKK® Vislon front zipper with inner placket, YKK hand pocket zippers with fleece lining, YKK side body vent zippers, removable/adjustable hood, hook and loop adjustable cuffs, reflective screens, Lycra cuff extensions on removable inner liner, shock cord adjustable bottom hem, fade-free sublimation prints.

Powersports



Firearm



Marine



18" x 24" Poster Pack Includes six different posters.

Stock# G3658



V-Twin Motorcycle



Diesel



Passcar



PRODUCT SPOTLIGHT: ZERO-TURN MOWERS

- AMSOIL Synthetic Small-Engine Oil
- AMSOIL 20W-50 Synthetic Hydrostatic Transmission Fluid



What are they?

- Synthetic Small-Engine Oil (AES, ASE, ASF) is a **commercial-grade formulation** designed to **maintain power** and promote **long equipment life**
- 20W-50 Synthetic Hydrostatic Transmission Fluid's (AHF) high-zinc formula fights wear and resists thinning, helping **maintain mower speed and responsiveness** better than motor oils

What do they do?

- **Help** landscapers and other professionals complete jobs on time and up to standards
- **Reduce** time and money spent maintaining equipment
- **Maximize** equipment life and profitability

Who are they for?

- **Lawn and landscape contractors** who depend on small engines to make a living
- **Do-it-yourself (DIY) homeowners** who take pride in the care and appearance of their yards

With spring approaching, contact your commercial accounts and make sure they're stocked up on AMSOIL products for their mowers and other small engines.

"Our zero-turn mowers are running day in and day out. They're faced with severe-duty service five to six days a week for seven to eight hours nonstop. The premium lubrication qualities provided by AMSOIL products are essential, and we perform oil changes and grease points every 200 to 250 hours."

Tim Wilson
LandCare Innovations



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)



Minimum 10%
Post-Consumer Fiber

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www.amsoil.com

February 2020

HEAVY-DUTY DEGREASER NOW AVAILABLE AT A LOWER PRICE



Heavy-Duty Degreaser (ADG) has been reformulated to provide the same great performance at a lower price. Effective Feb. 4, it is available at a lower price with higher commissions.

- Dissolves oil, tar and grime
- Removes sticky residue • Works fast
- Low-VOC formula • Non-foaming

Applications

- Metal surfaces • Oil-stained concrete
- Adhesive-coated surfaces • Heavy-duty equipment • Gears and chains • Powersports equipment • Farm equipment and more

Where should I use Heavy-Duty Degreaser and where should I use Engine Degreaser?

Heavy-Duty Degreaser and Engine Degreaser both offer outstanding degreasing benefits, but feature different formulas fine-tuned for their intended purpose. Heavy-Duty Degreaser is a multi-purpose, citrus-based degreaser that is safer on plastic, paint and rubber. Engine Degreaser is a proprietary formula designed specifically to remove dirt and grime from modern vehicle engines.

AMSOIL

HEAVY-DUTY DEGREASER

FAST-ACTING CITRUS-BASED DEGREASER

Safely removes grease, oil, adhesives and tar

DANGER: EXTREMELY FLAMMABLE. CONTENTS UNDER PRESSURE. MAY CAUSE SKIN IRRITATION. SENSITIZER. Consult first aid procedures on back label.

NET WEIGHT 15 OZ. • 425 g