

AMSOIL[®]

MAGAZINE

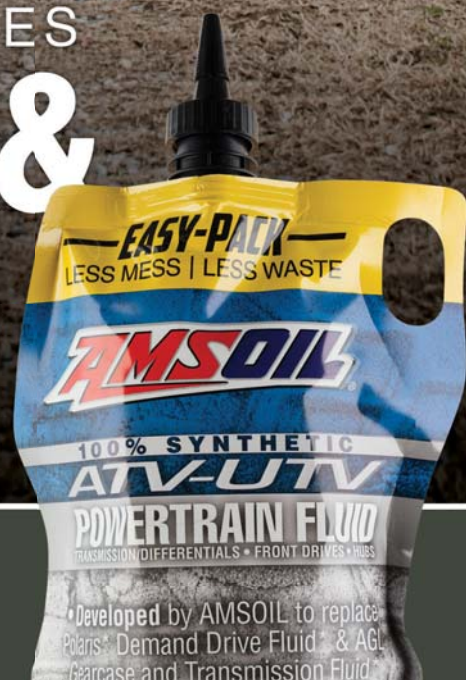
JANUARY 2020



NEW SYNTHETIC ATV/UTV
POWERTRAIN FLUID COMBINES

PROTECTION & CONVENIENCE

| PAGE 8





PRODUCT SPOTLIGHT:

AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT)



WHAT IS IT?

- Our BEST all-around two-stroke snowmobile oil

WHAT DOES IT DO?

- **Prevents** piston scuffing for long engine life
- **Fights** exhaust power valve sticking for reduced maintenance and maximum performance
- **Delivers** outstanding cold-flow [-69°F (-56°C)] for exceptional wear protection

WHO IS IT FOR?

- Hardcore enthusiasts
- Owners of powerful newer sleds that require extra protection, including those with Ski-Doo® E-TEC® and Arctic Cat® C-TEC® engines
- Snowmobile dealerships and other shops that cater to snowmobilers

With riding season in full swing, contact your snowmobile customers to make sure they're fully stocked with AMSOIL INTERCEPTOR and ready to hit the snow.



DISTRIBUTOR

EDITION

JANUARY 2020

New Synthetic ATV/UTV Powertrain Fluid Combines Protection & Convenience | PAGE 8



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THE COVER

Polaris* dominates the UTV market with its RANGER* models; its newest offerings boast up to 82 hp and 2,500 lbs. of towing capacity.

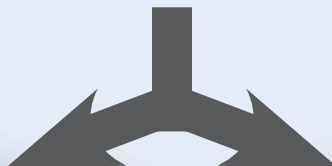
- **Same** Drain Interval
- **Similar** Cost
- **Improved** Performance



- **Shorter** Drain Interval
- **Lower** Cost
- **Improved** Performance



| STOCK# | UNITS | PKG./SIZE | U.S. WHOLESALE | CAN. WHOLESALE |
|--------|-------|-----------|----------------|----------------|
| ACD1G | EA | 1 Gallon | 32.15 | 42.10 |
| ACD1G | CA | 4 Gallons | 122.40 | 160.20 |



| STOCK# | UNITS | PKG./SIZE | U.S. WHOLESALE |
|--------|-------|-----------|----------------|
| DTT1G | EA | 1 Gallon | 32.35 |
| DTT1G | CA | 4 Gallons | 123.20 |

| STOCK# | UNITS | PKG./SIZE | U.S. WHOLESALE |
|--------|-------|-----------|----------------|
| ADN1G | EA | 1 Gallon | 21.75 |
| ADN1G | CA | 4 Gallons | 82.80 |

10W-30/SAE 30 SYNTHETIC HEAVY DUTY DIESEL OIL DISCONTINUED

Due to diminishing sales, 10W-30/SAE 30 Synthetic Heavy Duty Diesel Oil (ACD) is discontinued and available while supplies last. Customers using this product are encouraged to upgrade to either Signature Series Max-Duty 10W-30 Synthetic Diesel Oil (DTT) or Heavy-Duty 10W-30 Synthetic Diesel Oil (ADN).

Signature Series Max-Duty Synthetic Diesel Oil and Heavy-Duty Synthetic Diesel Oil exceed the latest API CK-4 specification and represent a serious upgrade in protection and performance compared to oils formulated for previous API diesel oil specifications, including API CJ-4 and CI-4+.

- **More** piston-scuffing protection for reduced wear
- **Better** thermal control to resist oil thickening, aid in cooling and reduce wear
- **Improved** shear stability for maximum resistance to oil consumption and wear
- **Enhanced** aeration control, promoting oil-pump efficiency, wear protection and heat resistance

API CK-4 diesel oils are backward-compatible, meaning they are recommended in all applications specifying API CJ-4, CI-4+ (and prior) specifications.

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil

- **6X more** engine protection*
- **Reduced** oil consumption
- **Top-grade** protection for extended drain intervals

AMSOIL Heavy-Duty Synthetic Diesel Oil

- **4X more** engine protection**
- **Reduced** oil consumption
- **Outstanding** protection for OEM-recommended drain intervals

*Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation. **Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation.

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LETTERS TO THE EDITOR

AMSOIL TOUR

Allow me to brag about two members of the AMSOIL team in Superior: Scott Davis and Scott Morse. They did good deeds and your readers need to know.

To stay busy after I retired as a school superintendent, I started a home-based repair shop with the help of a former student, Lupe Barrera. Our focus/selling point is devotion to quality. Thus, AMSOIL was a perfect fit for our shop. The business has grown steadily over time.

Being back in my home state of Minnesota for a class reunion, my wife and I decided to tour the AMSOIL facility in Superior. This was such a good opportunity, and I flew Lupe up from our hometown of El Paso, his first plane trip. We called the plant and found that a group had already slotted a tour from Scott Davis. Mr. Davis, knowing we were far from home and on a tight schedule, arranged for Scott Morse to guide our tour, and he gave us a fantastic experience. I would recommend this plant tour for any AMSOIL Dealer.

Before signing off, let me offer a few product suggestions. The Assembly Lube would be more useful to our shop if offered in aerosol form. Also, as the Can-Am* off-road and Spyder* motorcycles have become more popular, I have longed for a 5W-40 oil, packaged for this application. Currently, we sell these customers the European Car Formula 5W-40 Classic Emissions System Protection Synthetic Motor Oil (EFM), but that is not as elegant of a solution as I would like.

Thank you for this forum. I know the company cares what we think.

Sincerely yours,

Paul Vranish

AMSOIL: Thank you for the kind words, Paul. We're pleased you enjoyed your plant tour and we really appreciate both Scotts, too. Assembly Lube is specially formulated to tenaciously stick on bearings. Putting it in an aerosol form would require adding a solvent, compromising bearing protection. We've investigated adding a 5W-40 motorcycle oil for Can-Am and Spyder applications, but the demand just isn't sufficient at this point. We will continue to monitor

Dealer requests. As an alternative, many customers use Formula 4-Stroke® Power Sports Synthetic Motor Oil (AFF) or 10W-40 Synthetic ATV/UTV Motor Oil (AUV40) in these applications.

CANADIAN CUSTOMER

I'm not a Dealer, but a consumer. As an auto enthusiast, I have a collection of high-end cars and belong to several auto clubs. For considerable years I have sought out AMSOIL products for many of my maintenance applications. However, I always have extreme difficulty in obtaining them at a competitive price. I do have an AMSOIL (USA) web account. However, being in Canada it is cost-prohibitive with customs and duties to ship directly to me as an end-consumer.

Recently, I saw a local ad online by one of your Dealers, who I contacted and we made arrangements to meet so I could purchase your SEVERE GEAR® 75W-90 Synthetic Gear Lube (SVG). He included a copy of the Dealer edition Magazine, ergo this letter.

I can buy your competitive products online, within Canada, shipped to my home in two days or less for considerably less. I'd rather not, but it's faster and cheaper so I sacrifice my preference for AMSOIL products. How can AMSOIL improve their online Canadian shopping experience? Retail and mortar outlets are disappearing. I'd like to be able to order a case of oil direct and have it here in two days like everything else I order online.

Regards,

Ian Williams

AMSOIL: Thanks for your letter, Ian. It sounds like the AMSOIL Preferred Customer Program is a perfect fit. You can register as a P.C. for \$30 (\$20 U.S.) a year. Not only do you save up to 25 percent off retail pricing, you also receive free shipping on orders of \$130 (\$100 U.S.) or more, exclusive product offers, free gear, P.C. points and referral rewards. We have two distribution centers in Canada and consistently reach most customers within two-three business days. Contact your Dealer or check out www.amsoil.com/pc for more info. P.S. Watch for the new www.amsoil.ca in the months ahead.

WEBSITE

I have a few suggestions for the website:

1. Allow a person to email a cart to an individual. Many times, customers need help building an order. Allowing Dealers to build a cart and email it would be helpful.
2. Allow the website to save carts, and name them. Sometimes I may build a cart for a customer, but hold on to that cart until they are ready. Building, naming and saving carts is helpful in these situations.
3. Most of my orders are for customers. They purchase through me. It would be helpful if the site showed the Dealer price and the MSRP side by side throughout the process. Currently, I have to build the cart, then log in and find out my price, shipping and tax. Having the MSRP and the Dealer price listed together throughout the process would help me move through quotes quicker.

Thanks,

Roger Story

AMSOIL: Thank you for your feedback, Roger. The capability to save, name and email carts is currently under consideration for future development. Currently you can generate quotes by filling out the EZ Online Order Form, then creating and sharing a detailed PDF with your customer or prospect. The EZ Online Order Form may also be used to show suggested retail pricing next to Dealer pricing. Simply check the "Display Suggested Retail Pricing" option.

Email letters to:
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Mark Nyholm | TECHNICAL MANAGER, HEAVY-DUTY & MECHANICAL R&D

Prevent diesel-fuel gelling this winter

Cold-flow improvers keep the fuel flowing – and your truck rolling.

Up here in the northern U.S. and Canada, we've entered the frigid season. We have to throw on an extra layer of clothing to combat temps well below zero and clear ice from our ice-fishing holes a little more frequently.

For those of us burning diesel fuel, we also have to be wary of what comes out of the green-handled pump at the fuel station.

Diesel fuel can gel in winter

Diesel contains naturally occurring wax that solidifies in cold temperatures. Normally the wax is in liquid form, and due to its importance, we definitely want it in the solution. When temperatures drop, wax crystals form and cling to one another. As temperatures continue to decrease, formation continues until it restricts the flow of fuel through fuel filters, eventually stalling the engine. Wax formation in fuel is commonly known as "gelling." Depending on the fuel, gelling can occur at temperatures barely below 32°F (0°C).

Cold-weather terminology

In addition to "gelling," a few other common terms describe diesel cold-weather performance:

- Cloud point – The temperature at which wax crystals begin to form in diesel fuel. This is normally around 32°F (0°C) for #2 diesel fuel, but can be as high as 40°F (4°C).
- Cold-filter-plugging point (CFPP) – The point at which wax crystals allowed to form in untreated diesel fuel clog the fuel filter.
- Pour point – The lowest temperature at which fuel maintains its ability to flow.

We're #1

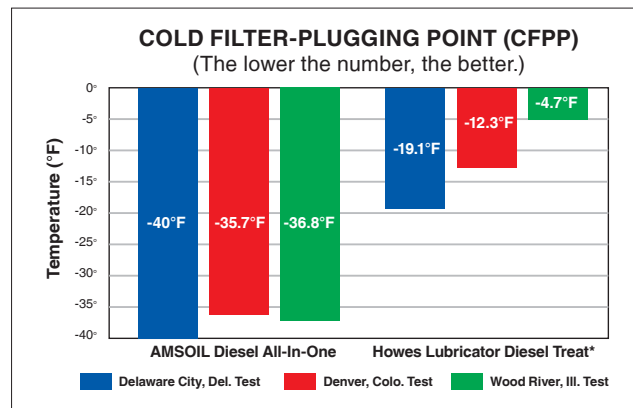
The ultra-low-sulfur diesel (ULSD) at every pump must meet certain CFPP characteristics to help protect drivers. Refineries typically achieve this by producing **winter-blend diesel**.

Winter-blend diesel is simply the standard #2 diesel fuel available at fuel stations everywhere mixed with some percentage of #1 diesel fuel. Number 1 diesel contains less wax and offers cloud and pour points of typically -20°F (-29°C) or colder, making it preferable in cold weather.

So, why not just use #1 diesel in winter and call it a day? Because it produces approximately 95 percent the energy output of #2 diesel, reducing your fuel economy and horsepower. And no one wants that. It's also a heck of a lot more expensive to make, so the refinery passes that additional cost off to the consumer, and no one wants to pay any more than they have to.

Weather is inherently unpredictable

Winter-blend diesel does a decent job preventing gelling, but it's not foolproof. That's because refiners typically base the fuel's rating on temperature projections that don't leave room for sudden and violent temperature swings. Where I live in northern Minnesota, we can easily go from 40°F (4°C) to below zero in hours. If the winter-blend diesel available at my nearest station isn't



blended for those temperatures, the fuel could gel and leave me stranded. That's not a risk I'm willing to take.

Use cold-flow improvers

The best motto in this case is the one the Boy Scouts use: Be prepared. Rather than tempt fate, use a diesel fuel additive formulated to prevent gelling. AMSOIL Diesel All-in-One (ADBP) is the perfect solution. In addition to providing potent detergency and lubricity to clean and lubricate injectors for maximum fuel economy and power, it contains cold-flow improvers that help prevent wax formation and settling. As a result, it guards against gelling to keep your diesel up and running despite frigid cold.

How does it stack up to the competition, you ask? Well, check out the graph. Diesel All-in-One provides as much as **32°F better protection** against cold-temperature gelling than Howes* Lubricator Diesel Treat.¹

For the best protection this winter, use Diesel All-in-One at every fill-up. That'll be one less thing to worry about.

¹Based 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.

New Synthetic ATV/UTV Powertrain Fluid Combines Protection & Convenience

Available Jan. 7, 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 and front drives in Polaris® ATVs and UTVs, offering the perfect combination of protection and convenience.

Protects in tough conditions

It's common to burden UTVs and ATVs with accessories designed to increase power or productivity, especially for UTV owners. Enthusiasts often add roof and door panels, a winch, a plow, skid plates and other accessories. Plus, how often do you haul a load of gravel or pull a trailer or other implement?

This all adds weight, and a good rule of thumb is extra weight equals extra heat. Heat, in turn, causes lubricants to break down sooner, which places your engine and differentials at risk of wear.

Synthetic ATV/UTV Powertrain Fluid's durable synthetic base oils naturally resist viscosity loss due to mechanical shear. It forms a strong lubricating film to keep metal components separated despite extreme pressure and heat from handling tough terrain or riding aggressively. It delivers confidence that your machine is protected in the toughest conditions, even if you have modified your ATV or UTV with accessories and tools that increase heat.

Replaces two OEM fluids

Owners of Polaris RANGER®, RZR®, GENERAL® and Sportsman® ATVs and UTVs have to buy two different original equipment manufacturer

(OEM) lubricants to service powertrain components on their machines: Polaris Demand Drive Fluid® and Polaris AGL Synthetic Gearcase Lubricant and Transmission Fluid.* Buying two fluids is a hassle.

We designed AMSOIL Synthetic ATV/UTV Powertrain Fluid to solve this problem. Extensive testing in our mechanical lab allowed us to engineer a versatile formulation that provides excellent wear protection for transmission/differentials and front drives, replacing both OEM fluids. It eliminates the need to buy and store multiple products for maximum convenience. In addition, it offers Polaris owners a high-performance

alternative to the OEM lubricants. Synthetic ATV/UTV Powertrain Fluid is Warranty Secure™ and will not void your ATV or UTV warranty.

Available only in Easy-Packs

Synthetic ATV/UTV Powertrain Fluid is available in easy-packs only. The award-winning easy-pack reduces mess and hassle, making tricky lubricant installations easier. It also eliminates the need to buy a lubricant pump, offering added value.

Discontinued and available while supplies last





DATA BULLETIN

Stock # Qty. U.S. Can.
G3665 25 4.10 5.60

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



More Great Products for ATVs and UTVs

Synthetic ATV/UTV Motor Oil (AUV40, AUV50)

- **Protection** for demanding chores and terrain
- **Delivers** consistent clutch feel
- **Superior** all-weather performance
- **Wet-clutch** compatible

Synthetic ATV/UTV Transmission & Differential Fluid (AUDT)

- **Protection** for demanding chores and terrain
- **Protects** heavily loaded, high-torque gears
- **Superior** all-weather protection
- **Convenient** easy-pack makes the job faster and cleaner

ATV/UTV Oil Change Kits (PK1, PK2, PK3)

AMSOIL ATV/UTV Kits combine everything needed to perform an AMSOIL oil change on the most popular Polaris® ATV/UTV models in one convenient package.

The AMSOIL ATV/UTV Kits include the following:

- 2 or 2.5 quarts (depending on the kit) of 5W-50 Synthetic ATV/UTV Motor Oil (AUV50)
- 1 oil filter



Synthetic ATV/UTV Powertrain Fluid

| U.S. Pricing | Stock # | Units | Pkg./Size | Comm. Credits | U.S. Wholesale | U.S. P.C. | U.S. MSRP | U.S. Catalog |
|--------------|---------|-------|---------------------|---------------|----------------|-----------|-----------|--------------|
| | AUPTPK | EA | 1 Quart Easy-Pack | 7.38 | 11.25 | 11.80 | 15.10 | 16.05 |
| | AUPTPK | CA | 12 Quart Easy-Packs | 88.56 | 128.35 | 134.80 | 179.70 | 190.65 |

THERE'S A LUBE FOR THAT

BEARINGS, GEARS, CYLINDERS

Regardless of equipment type, there are generally three basic types of components that require lubrication: bearings, gears and cylinders. Nearly all equipment and components fall under one of those three categories.

Bearings

Bearings allow a surface to rotate or slide when under load. The word "bearing" means to bear or support (in this case a shaft or surface). Bearings are categorized into two types: plain bearings and rolling-element bearings.

Plain bearings, such as sliding, journal, sleeve or bushing bearings, are generally softer than the shaft or surface being supported. This protects the shaft at the expense of the bearing. Softer bearing materials have a tendency to collect debris that the lubricant must overcome.

Plain bearings function best under hydrodynamic lubrication (full-film) or boundary (thin-film) lubrication. Oils and greases are typically used to lubricate these types of bearings.

Rolling-element bearings, also referred to as anti-friction bearings, are a class of bearings where elements such as balls, rollers or needles keep a moving surface separate from a stationary surface.

They are generally referred to by the shape of the rolling elements they contain: ball bearing, roller bearing, needle bearing or tapered-roller bearing. These types of bearings commonly function under elastohydrodynamic lubrication.

When lubricated properly, the load capacity and life of such bearings is limited primarily by the strength of the bearing steel. Oils or greases typically lubricate these types of bearings.

Typical materials used in the



construction of modern bearings are bronze, lead, copper, aluminum, nylon and plastic. Older bearings containing alloys of tin, copper and antimony are called babbitt, soft or white-metal bearings.

Gears

Gears are used to transfer power or motion from the power source to the application. They are also used to change the direction, speed or rotational force (torque) of that motion.

Gears come in many configurations that have different lubrication requirements depending on their intended application. Gears are most often lubricated with oils; however, thin greases (a mixture of oil and a thickener) may also be used.

Spur, Helical and Herringbone Gears

Spur, helical and herringbone gears are typically lubricated using what are commonly referred to as rust and oxidation (R&O) oils. R&O fluids are base oils with rust and oxidation inhibitors. Depending on the application, a mild extreme-pressure (EP) additive may be required.

Hypoid Gear

Hypoid gear sets are typically used in automotive components such as differentials. Sliding pressures and shock-loading require the use of high levels of EP additives (API GL-4 or GL-5 performance level). Generally, a fluid's API number roughly estimates its concentration of EP additives.

Bevel Gear

Bevel gear sets also require the use of EP additives; however, the level is less than the level required for hypoid gears.



Careful consideration of how a lubricant is to be applied provides insight as to what properties, such as viscosity and clinging tenacity, may be required.

Worm Gear

Worm gears typically use high-viscosity oils containing friction modifiers and very low EP additive levels. Because these gears may be brass or bronze material, EP additives should be avoided to prevent corrosion.

Many applications use a combination of gear types. The lubricant meeting the requirements of the most demanding gear will be the determining factor in deciding which lubricant to use.

Cylinders

Cylinders typically require minimal amounts of lubrication. Higher viscosity R&O fluids generally meet a cylinder's requirements. In cases where sliding loads are high (two-stroke gasoline engines), friction modifiers may be necessary.

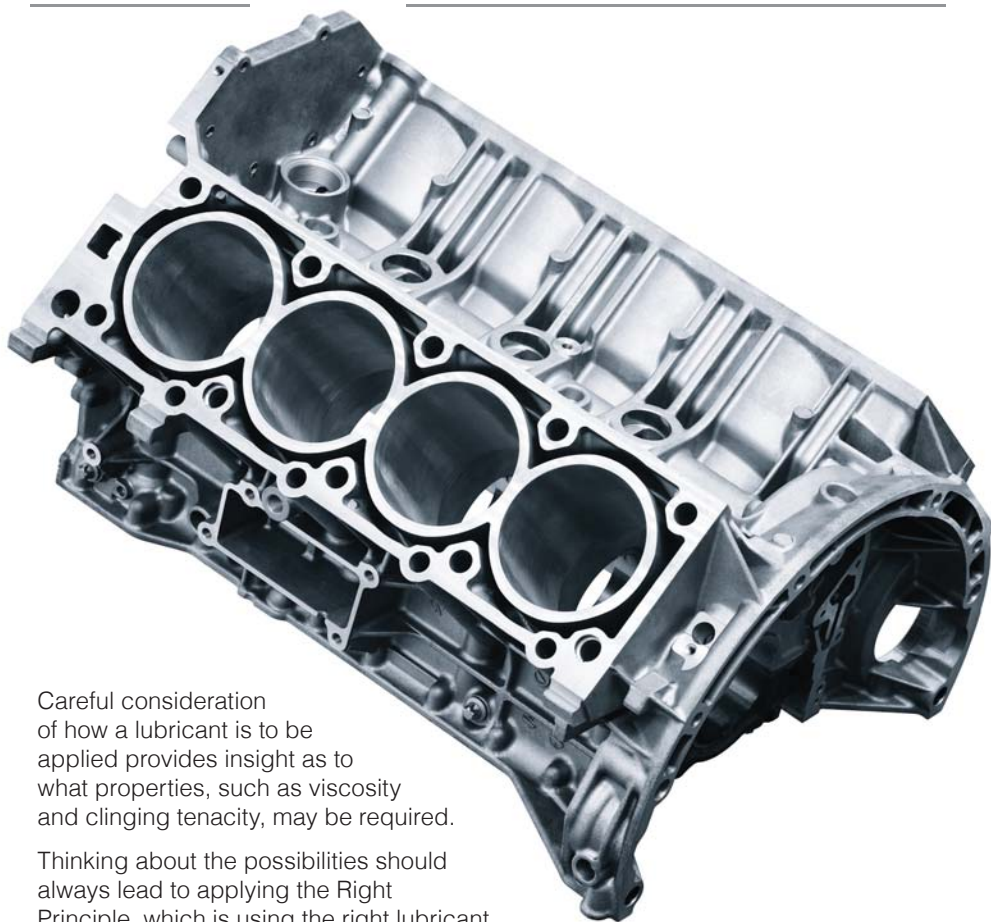
Apply 'The Right Principle'

When determining the proper lubricant for an application, the key is the ability to satisfy all equipment needs, such as compatibility with a particular method of supplying or applying the lubricant.

Some modern methods include any combination of the following techniques: pouring, dripping, wicking, immersion, brushing, spraying, pumping and impregnation.

Other factors include how, where and when the system is being used. The composition of the material used within the system can also dictate lubrication requirements. A seal or copper component, for example, might require specific lubrication treatments to avoid damage.

When determining the proper lubricant for an application, the key is the ability to satisfy all equipment needs, such as compatibility with a particular method of supplying or applying the lubricant.



Careful consideration of how a lubricant is to be applied provides insight as to what properties, such as viscosity and clinging tenacity, may be required.

Thinking about the possibilities should always lead to applying the Right Principle, which is using the right lubricant, in the right place, at the right time.

NEW PARTNERSHIP WITH BANKS POWER

HIGH-PROFILE ENDORSEMENT PROVIDES EXCELLENT EXPOSURE IN THE DIESEL ENTHUSIAST MARKET.

Diesel enthusiasts present an important market for AMSOIL. In order to reach them and help Dealers gain a foothold in the diesel market, we've invested in national TV programs; events; print, digital and social media; and partnerships with key influencers who provide expertise, credibility and compelling content.

Banks Power has recently endorsed AMSOIL as its lubricant of choice. As the premier designer and manufacturer of power-enhancing products for diesel- and gas-powered vehicles, Banks Power is well-known and respected in the diesel enthusiast community. Similar to AMSOIL, the company's fundamental principles combine old-fashioned business ethics and service with leading technology, elegantly engineered products, superior construction, scientifically proven performance and competitive prices.

RECORDS AND ACCOMPLISHMENTS

Banks Founder and President Gale Banks is one of the most recognized names in aftermarket performance. Since the 1960s, his futuristic, high-performance engines have broken new ground and set world records. His marine engines have propelled racing boats to national and world championships. After decades of racing, Banks Power is still the only company to have set records at Bonneville in both automobile and truck classes, including such titles as World's Fastest Passenger Car, World's Fastest Pickup and World's Fastest Motorhome. Most recently, the Banks team won the title of World's Fastest Diesel Drag Racing Pickup Truck.



TECHNOLOGICAL ACHIEVEMENTS

Banks company history is studded with technological achievements, including Gale's pioneering work in turbocharging marine engines in 1969; the premiere of twin-turbo small-block Chevy* engines in 1978; the invention and patent of the Banks OttoMind electronic fuel-management module in 1997; transmission control systems; exhaust scavenging systems; and the recent invention and patent of the iDash DataMonster, the only instrument to calculate, log and display an exclusive suite of engine parameters, including Manifold Air Density.

"I'm a futurist," says Banks. "My entire career has been about what's next. Through the decades, we at Banks have opened new markets in marine engines, turbocharging, truck and motorhome power systems, turbocharged tuner cars, diesel power systems, electronic tuners and exhaust brakes. Plus, I'm proud to have worked for many major car and engine manufacturers in defining their future products."

ENGINEERING

First and foremost, Banks is an engineering firm. Established in 1958, Banks has grown to 100+ employees on a 12-acre campus. The Mechanical Engineering Department is staffed with world-class automotive experts who design and test the latest high-performance equipment. In the Race Shop, special project vehicles feature cutting-edge diesel and gasoline development, multiple turbo applications, mind-boggling horsepower and head-turning style. Sophisticated electronic engineering technologies are applied to engine improvement in the rapidly growing Computer Systems Engineering Department. Gale Banks Engineering designs turbocharged engines from the centerline of the crankshaft and out.

INNOVATION

The legacy and technological leadership of Gale Banks Engineering in the diesel aftermarket is unquestioned. With its long history of breakthrough innovations (many patented) in high-performance gas and diesel engine development, including turbocharging and drivetrain, Banks has no rival. Time and again,

"I'm a futurist. My entire career has been about what's next. Through the decades, we at Banks have opened new markets in marine engines, turbocharging, truck and motorhome power systems, turbocharged tuner cars, diesel power systems, electronic tuners and exhaust brakes."

Gale Banks
Banks Founder and President



Banks has proven its design, engineering and manufacturing prowess in whole vehicle development/modification, including Project Sidewinder, Banks/GMC* Syclone and the big-block twin-turbo Pontiac* Firebird.*

TESTING

Banks uses only the most advanced equipment and facilities for testing and re-testing existing products, production prototypes and experimental designs for performance, durability and compatibility. Ongoing testing ensures unparalleled functionality, product endurance and quality control.

'BANKS PROTECTED BY AMSOIL' ENDORSEMENT

A digital media presence is essential for reaching younger diesel enthusiasts. Banks' popular YouTube videos reach millions of enthusiasts, expertly explaining the keys to building more power. AMSOIL products and the AMSOIL brand will soon be integrated into these videos, providing valuable and highly credentialed exposure to diesel enthusiasts. Check out the video selection at www.bankspower.com.



Creating further valuable exposure, Banks Power is offering its new differential cover bundled with four easy-packs of AMSOIL SEVERE GEAR® as the first-fill lubricant, as well as a flyer with information on AMSOIL products and how to purchase them. The special package is part of our national advertising strategy and presents an excellent opportunity to grow AMSOIL brand awareness and drive more business to AMSOIL Dealers.

WINTER OFFERS THE PERFECT TIME TO APPROACH LANDSCAPERS

Professional landscapers make some of our best prospects. Across much of North America, business slows in the winter, marking the ideal time to approach landscapers and start a conversation about how AMSOIL products can help them maximize equipment life and profitability.

AMSOIL SABER® Professional Synthetic 2-Stroke Oil (ATP) is a great place to start. It offers a nearly immediate performance improvement in handheld two-stroke equipment, including string trimmers, chainsaws and backpack blowers. The SABER Handout (G3564) is an excellent sales tool for landscapers. It shows images of STIHL® string trimmer parts

following a 600-hour field trial with a professional landscaping company. SABER Professional prevented power-robbing carbon, helping the company extend trimmer life. Mixed at 100:1, SABER Professional also saved the company more than 50 percent on oil. Use the SABER Handout along with the Commercial Program Catalog (G3469)

to start a conversation with prospects this winter. You may just land a new customer in time for spring landscaping season. View the Commercial Products Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs) for insights on signing up landscapers and other commercial-account prospects.

Commercial Program Catalog

WHO'S IT FOR?

Current and prospective commercial accounts

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

WHAT PRICING DOES IT SHOW?

Wholesale cost

U.S. Commercial Program Catalog

| Stock # | Units | Pkg./Size | U.S. Dealer |
|---------|-------|-------------------|-------------|
| G3469 | EA | 1 U.S. catalog | 0.90 |
| G3469 | CA | 100 U.S. catalogs | 85.00 |
| G3469 | PK | 300 U.S. catalogs | 240.00 |

SABER Handout

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





CHANGE SERVICE REQUESTED

Published 12 times annually

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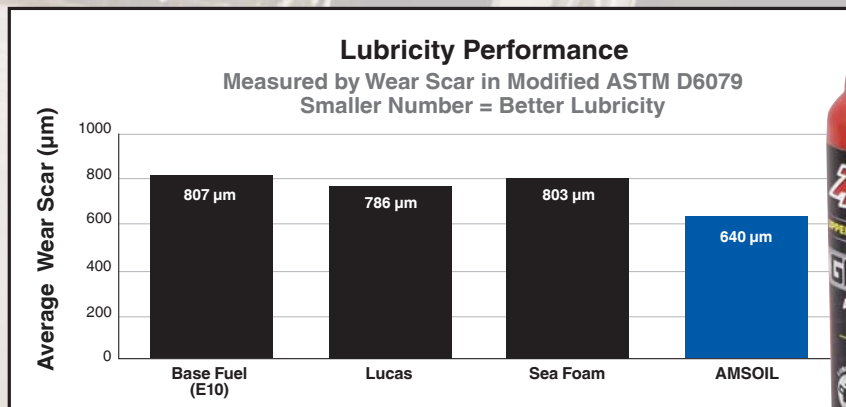
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