

# AMSOIL<sup>®</sup>

MAGAZINE

MARCH 2021



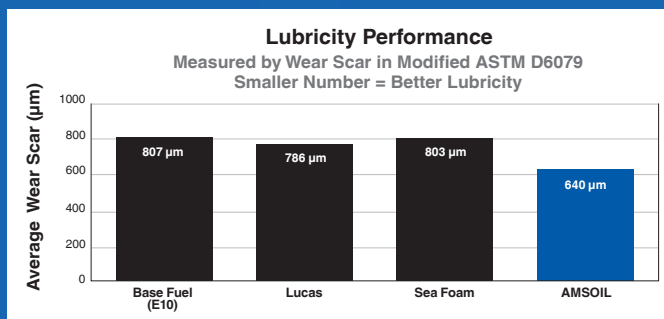
# RESTORE HORSEPOWER AND PRESERVE PERFORMANCE



**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>R</sup>**

## Upper Cylinder Lubricant

- Lubricates fuel system and upper cylinders
- Fights ethanol-related corrosion
- Helps keep injectors clean
- Capless compatible



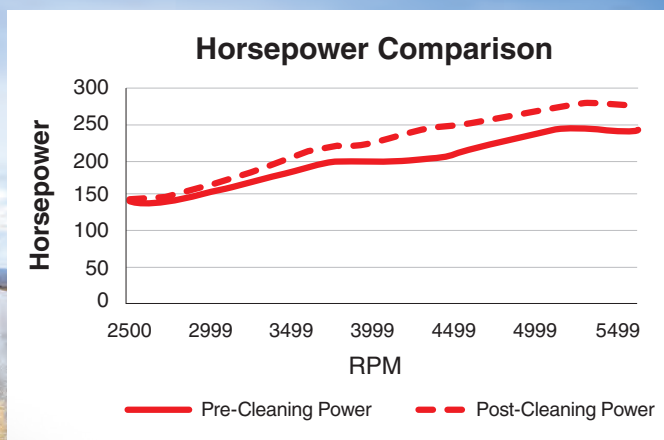
<sup>R</sup>Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. \*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

**AMSOIL P.i.<sup>®</sup> restores up to 14% horsepower.<sup>NN</sup>**



## P.i.<sup>®</sup> Performance Improver

- Restores power and performance
- Reduces need for costly higher-octane fuel
- Reduces noise from carbon rap and pre-ignition
- Controls pre-ignition "knock"
- Maintains the engine efficiency, fuel economy and power of new vehicles
- Capless compatible



<sup>NN</sup>Based on third-party testing in a 2016 Chevrolet Silverado 1500, 5.3L V-8 GDI with 100,616 miles, using one tank treated with AMSOIL P.i. Actual results may vary. \*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.



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**Letters to the Editor**

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# LETTERS TO THE EDITOR

## SOLUTIONS

I was visiting a commercial customer, where I helped take apart a hay rake. He asked me for the easy-pack. The machine only needed one quart of Semi-Fluid Synthetic EP Grease (GSF). We only have it in a 5-gal. bucket. So, I lost out on that sale. While there, he also asked for wheel-bearing grease in tubs for his other equipment. I let him know we don't have it in tubs. Not even a day later, one of my retailers sent me a picture of AMSOIL grease in a tub that he just finished, saying "order me more of this please." I never knew we had grease in tubs until he sent me that picture! But we don't offer it anymore so we had to cut open a tube to fill his old AMSOIL tub. Not ideal. I also set up at the GNCC races and I had at least five people ask for grease in a tub.

Selling to retailers and commercial or even industrial customers has its pros, like higher volume, but it has its annoying issues like one-off products or solutions. If AMSOIL keeps pushing the envelope like it has, we will find those solutions and the customers! Maybe we can become, or buy into, a factory fill for an automotive brand to earn market share? Another idea: If we had some info on how we are doing at selling products then maybe we can focus on products that need our attention.

The only solution I can think of for retail mom and pop installers is a system to store oil out of the way. If we had drums or a system mounted up high with a system to fill jugs down low it could solve the "no room for drums" argument. We would still have to sell drums or better yet, a bag in a box of say 10-20 gallons at a time to pump to the drum above with almost no waste. Also, most mom and pop shops can't afford to buy 3-4 drums (one for each weight) at a time so we could offer smaller packaging.

Another product people ask me for is "high-mileage" motor oils. I think we could sell a product like that if we offered it. If possible, maybe just add it to the labels.

I thank you for the amazing opportunity! I love being an AMSOIL Dealer and I look forward to many more years of success together! Keep up the great work!

**Ken George**

**AMSOIL:** We appreciate your enthusiasm and suggestions, Ken. We've received similar requests for Semi-Fluid Grease

in smaller or easy-pack containers, and we will take a closer look at this option. Offering grease in tubs has been considered over the years, but market research reveals most modern applications feature grease-for-life bearings or come with grease zerks, severely limiting the demand for tubs. Due to cost, low overall demand, potential leaking/safety issues and lack of manufacturing control, we have determined bag in a box is not a good fit at this time, while high storage shelves create several issues related to access, safety and environmental regulations (that vary depending on location). We do offer tank and pumping solutions at low cost to Dealers as part of the Dealer Co-op Program (Dealer Zone>Commercial Business Tools>Tools to Help You Succeed>Bulk Dispensing Co-op Program). If 55-gal. drums are too large, most products are also offered in 30-gal. drums. We understand high-mileage motor oil is a fast-growing category and are actively reviewing solutions for this market.

## POWER TRANSFER UNITS

Ford\* has been having serious issues with their power transfer units (PTU) on their Explorers.\* Many have to be replaced under the warranty at less than 60,000 miles, costing the warranty company megabucks. Due to the small amount of oil in the PTU, the close proximity to the catalytic converter and hot engine, the oil turns to mud by 70,000 miles or less. The unit is not made for servicing. What we are doing is tapping-in a drain hole and extending the top vent by removing the cap and extending it with a 3-ft. hose so we can fill the PTU easier from the top of the engine. We replace the vent cap on the hose when finished filling the PTU. Ford now suggests that the PTU be drained and re-filled at about 30,000-mile intervals. The newer ones have drain holes, but we are unable to get to the fill hole easily and continue to use the vent-hose process to fill the unit. Ford used a 75W-140 oil. What does AMSOIL have for this purpose, and do you have an additive which can be added to extend the life of the PTU? PTU replacement will run around \$3,000.

Thanks,

**Joe Foss**

**AMSOIL:** Great question, Joe. We recently evaluated the best ways to

access and change the PTU fluid in a 2016 Ford Explorer, and found our new FloTool Flexible Pour Spout (see p. 20) coupled with an AMSOIL easy-pack presents a great solution. We went in through the wheel well area and had no issues accessing the fill port without modifying the existing layout. The most difficult part of the job was getting the old fluid out of the PTU. As for the fluid turning to "mud" within 70,000 miles, our SEVERE GEAR® 75W-140 (SVO) is specially built to withstand extreme heat and is an excellent choice.

## DIESEL APPLICATIONS

Thanks for your article "Down, but not out" in the October AMSOIL Magazine. I have a lot of diesel customers, and many are owners of diesel farm tractors. I personally have two diesel Jeeps,\* a diesel VW Bug\* and several diesel tractors. Many of my customers are looking for products for Kubota\* tractors and RTVs. I'm looking forward to seeing more AMSOIL products for diesels and hope in the future there will be a lookup guide for tractors.

Thanks,

**Bradd Vickers**

**AMSOIL:** Thank you for your letter, Bradd. We offer diesel oils for virtually every application, including Kubota tractors and RTVs. We'll look into the possibility of a tractor lookup. In the meantime, specific application questions can be directed to Technical Services (715-399-TECH, tech@AMSOIL.com).

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Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



**Len Groom** | MARKET MANAGER, POWERSPORTS & POWER EQUIPMENT

## Motorcycles, dirt bikes and ATVs/UTVs have unique needs

No oil is “one-size-fits-all.”

Whether in an air-cooled V-twin, metric sport bike, hard-working UTV or professional dirt bike, oil has to protect against wear and fight the damaging effects of extreme heat. Years ago it was possible to make one motor oil to protect all these applications. But today's engines aren't so simple.

### V-twin motorcycles

Air-cooled V-twins can get hot. In our dyno testing of a 2019 Harley-Davidson\* Milwaukee-Eight\* engine, the rear cylinder temperature hit 421°F (216°C).

Heat that intense can wreak havoc on the motor oil. The oil can lose viscosity and become thinner. A lighter viscosity than what the engine is designed to use can fail to protect parts against wear. Extreme heat also hastens chemical breakdown. In fact, the rate of oxidation doubles for every 18°F (10°C) increase in oil temperature.

It's vital that the oil meant for your air-cooled V-twin is formulated to withstand such intense heat. To accomplish that, we formulate AMSOIL Synthetic V-Twin Motorcycle Oil with added resistance to extreme heat. Its naturally heat-resistant synthetic base oils maintain viscosity despite extreme heat and the shearing force of transmission gears “cutting” the oil's molecular structure. That translates into reliable protection in the toughest riding conditions.

### Metric motorcycles

In metric sport bikes, foam is one of the biggest challenges to oil. A metric bike can easily surpass 10,000 rpm. The mechanical action of the crankshaft spinning that fast can whip air into the oil, causing foam.

If the oil isn't formulated to quickly release air, foam bubbles will travel throughout the engine. When they collapse between meshing gears or bearing surfaces, nothing is left behind to provide protection except air. We all need air, but it's worthless at protecting high-performance engines against wear.

For that reason, we formulate AMSOIL Synthetic Metric Motorcycle Oil specifically to resist foam. Its anti-foam additives weaken the surface tension of air bubbles, helping eliminate foam. This results in excellent wear protection no matter how heavy you lay into the throttle.

### ATVs/UTVs

Because ATVs and UTVs are often used to perform heavy work at slow speeds, oil film strength is especially important.

Slow, methodical operation when heavily loaded places increased stress on the engine bearings. If the oil's film strength doesn't hold up, the increased pressure will rupture the oil film and slowly wear out the bearings.

AMSOIL Synthetic ATV/UTV Motor Oil is engineered with robust synthetic base oils that allow formation of a durable protective film in the toughest conditions.

You might think, “Sure, but my Harley runs hard, too.” True, but motorcycles are typically ridden recreationally, meaning they undergo increased stress when accelerating, but level out once you reach cruising speed. Riding at a consistent speed under light load creates less stress than, for example, pulling a stump out of the ground with your UTV or pulling a loaded trailer uphill through the mud with your ATV.

### Dirt bikes

Finally, we have dirt bikes, which undergo low-speed stress punctuated with periods of high revving.

Racers lean on the throttle out of the gate, then back off into the first corner. They're back on the throttle through the whoops, causing the rear tire to spin freely when it's in the air. Hitting the ground, though, places a heavy load on the engine.

Where dirt bikes differ, however, is in engine design. They are typically lightweight and meant for performance. Any time you remove mass, yet increase power, you increase engine stress. The combination of high rpm and lighter materials creates the perfect scenario for engine failure should the motor oil fail to do its job. Plus, dirt bikes can produce 50 hp or more, yet they barely hold a quart of oil, exposing the oil to tremendous stress.

We kept this in mind when formulating AMSOIL Synthetic Dirt Bike Oil. It resists wear and protects powerful, lightweight dirt-bike engines. It also delivers progressive, predictable clutch feel that provides strong holding power to avoid slipping.

The moral of the story is this: The days of using one oil for all your powersports toys are long over. Today's engines present unique demands that require specialized lubricants. Fortunately, we have a full line of products to cover you and your customers. Find what you need with our Product Guides at [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.ca).

# We Have the Diesel Market Covered

The recent introduction of AMSOIL 100% Synthetic Diesel Oil for smaller diesel vehicles expanded our diesel product portfolio, ensuring we offer premium-quality synthetic diesel oils for any diesel.



## Signature Series Max-Duty 5W-30 Synthetic Diesel Oil (DHD)

### MIXED FLEETS

Signature Series 5W-30 is a versatile oil aimed at mixed fleets of diesel and gasoline vehicles, simplifying maintenance and lubricant inventory.

- **6X more** engine protection<sup>1</sup>
- **Outstanding** cold-temperature performance
- **Extended-drain** capability maximizes convenience and minimizes downtime



## Signature Series Max-Duty 10W-30 Synthetic Diesel Oil (DTT)

### Heavy-Duty 10W-30 Synthetic Diesel Oil (ADN)

#### NEWER OVER-THE-ROAD TRUCKS SMALLER OFF-ROAD EQUIPMENT TURBODIESEL PICKUPS

Many newer over-the-road trucks come factory-filled with 10W-30 for improved fuel economy. Signature Series 10W-30 and Heavy-Duty 10W-30 are ideal for customers who want to maintain the improved fuel efficiency afforded by a 10W-30. They also provide outstanding protection for smaller off-road equipment and newer over-the-road trucks calling for a 10W-30.



## Signature Series Max-Duty 5W-40 Synthetic Diesel Oil (DEO)

### Heavy-Duty 5W-40 Synthetic Diesel Oil (ADO)

#### TURBODIESEL PICKUPS OVER-THE-ROAD TRUCKS HEAVY EQUIPMENT

Signature Series 5W-40 and Heavy-Duty 5W-40 are ideal for turbodiesel-pickup, over-the-road-truck and heavy-equipment owners who want the cold-weather and fuel-economy benefits of a 5W and the protection benefits of an SAE 40.



## Signature Series Max-Duty 0W-40 Synthetic Diesel Oil (DZF)

### VEHICLES AND EQUIPMENT OPERATING IN COLD CLIMATES

Signature Series 0W-40 is formulated specifically for diesel applications operating in extreme cold, helping engines turn over faster and reducing startup wear.

- **4X better** cold-temperature performance<sup>2</sup>
- **Provides** outstanding protection and performance
- **Extra** protection for extended drain intervals



### Heavy-Duty 10W-30

- **4X more** engine protection<sup>3</sup>
- **Excellent** opportunity for price-conscious customers to move up to AMSOIL quality
- **Outstanding** protection for OEM-recommended drain intervals

### Signature Series 10W-30

- **6X more** engine protection<sup>1</sup>
- **Ideal** for customers seeking the ultimate wear protection in severe operating conditions
- **Extra** protection for extended drain intervals

### Heavy-Duty 5W-40

- **4X more** engine protection<sup>3</sup>
- **Excellent** opportunity for price-conscious customers to move up to AMSOIL quality
- **Outstanding** protection for OEM-recommended drain intervals

### Signature Series 5W-40

- **6X more** engine protection<sup>1</sup>
- **Ideal** for customers seeking the ultimate wear protection in severe operating conditions
- **Extra** protection for extended drain intervals





### Signature Series Max-Duty 15W-40 Synthetic Diesel Oil (DME)

### Heavy-Duty 15W-40 Synthetic Diesel Oil (ADP)

#### OVER-THE-ROAD TRUCKS OFF-ROAD EQUIPMENT TURBODIESEL PICKUPS

Signature Series 15W-40 and Heavy-Duty 15W-40 are the primary recommendations for most on- and off-road heavy-duty diesel applications in the marketplace; 15W-40 is the most widely used viscosity in the diesel world.



#### Heavy-Duty 15W-40

- **4X more** engine protection<sup>3</sup>
- **Excellent** opportunity for price-conscious customers to move up to AMSOIL quality
- **Outstanding** protection for OEM-recommended drain intervals

#### Signature Series 15W-40

- **6X more** engine protection<sup>1</sup>
- **Ideal** for customers seeking the ultimate wear protection in severe operating conditions
- **Extra** protection for extended drain intervals



### 0W-20 100% Synthetic Diesel Oil (DP020)

### 5W-30 100% Synthetic Diesel Oil (DP530)

#### SMALLER DIESEL PICKUPS, VANS, CARS AND SUVs

AMSOIL 100% Synthetic Diesel Oil is engineered to provide industry-leading protection and performance for smaller diesel pickups, vans, cars and SUVs requiring the following specifications:



#### 0W-20

GM dexosD

#### 5W-30

GM dexosD, dexos2; Chrysler MS-11106; Ford WSS-M2C214-B1; ACEA C3

*Not for use in applications that require an API CK-4 (or prior) specification.*

- **6X more** engine protection<sup>4</sup>
- **Helps** extend engine life and reduce maintenance costs and downtime
- **Outstanding** protection for OEM-recommended drain intervals



### DOMINATOR® 20W-50 Synthetic Competition Diesel Oil (DCO)

#### MODIFIED, COMPETITION DIESEL ENGINES

DOMINATOR 20W-50 Synthetic Competition Diesel Oil is engineered for modified, competition diesel engines and the high-horsepower demands of sled pulling, dyno runs and drag racing.



- **Delivers** 50% more film thickness<sup>5</sup>
- **Jacked** with extra zinc and phosphorus for bulletproof wear protection
- **Provides** professionals and enthusiasts with the power, protection and confidence needed to win



<sup>1</sup>Based on third-party testing in the OM646LA cam wear test using 0W-20 as worst-case representation.  
<sup>2</sup>Compared to the 3-66P HTHS limit for SAE 15W-40.

A man wearing a white t-shirt, dark shorts, a blue cap, and sunglasses stands next to a white Volkswagen Beetle. The car is parked in front of a garage with two doors. The man has his hands in his pockets and is looking towards the camera.

# Half-Million-Mile VW\* Beetle\* Still Running Strong

Most people can't believe it when Randy Melvin tells them his 2000 Volkswagen Beetle has 500,000 miles (804,700 km) on it. The UPS tractor-trailer driver from Troutman, N.C. commutes 125 miles (201 km) round trip between home and Winston-Salem, N.C. each day. When it came time to purchase a new vehicle back in 1999, he opted for a VW TDI due to its high estimated fuel economy, despite the car's poor reviews.

"If you go back to the *Consumer Reports* reviews on that 2000 Beetle, they're terrible," said Melvin. "My dad said, 'Why are you getting that? The reviews are so bad.'" But Melvin knew a Volkswagen mechanic nearby whom he trusted, and he wanted the fuel-economy benefits of a diesel.

"At the time, the Volkswagen TDI was hard to get a hold of; you had to be in the right place at the right time," said Melvin. After 20 years, the 1.9L turbodiesel five-speed manual still gets 46 mpg.

### AMSOIL exclusively since almost day one

After buying the car, the dealership performed the first three oil changes using Castrol.\* Then Melvin switched to AMSOIL synthetic diesel oil exclusively and today uses Signature Series 5W-30 Max-Duty Synthetic Diesel Oil.

A shop mechanic and AMSOIL Preferred Customer with whom Melvin worked piqued his interest in AMSOIL products after sharing a testimonial about a truck

driver who'd eclipsed 1 million miles using AMSOIL products.

The car has run excellent all these years. Melvin hasn't performed any engine maintenance, except replacing the alternator, air compressor and routine timing-chain service.

"It's proven to me, especially if you can get a half-million miles with no engine failure whatsoever," he said. "The thing runs just as powerfully as it ever did." Melvin used to have a pre-owned 2001 Volkswagen with the same 1.9L diesel engine. "It only had 192,000 miles (309,000 km), but my 2000 would have run circles around it."

### People can't believe it

How do people react to his story? "They just can't believe [the car] has half a million miles on it," said Melvin. "Because I've worked at night the entire 20 years I've owned the car, it sits in the garage mainly in the daytime, so it pretty much looks like a brand-new car.



"I change oil every 10,000 miles (16,000 km), and with conventional oil changing every 3,000 (4,800 km), you're going to spend more money, not counting the labor. To me, it's a no-brainer."

### Drive it until it quits

"I've always believed you should drive a car until it quits," said Melvin. "To me, buying a car every two to three years isn't beneficial." With the help of AMSOIL products, it may be a while before Melvin's Beetle quits running. "I just think it's a good product. It's proven to me, and I can tell that to anybody," he said. "I'll probably work until I'm 62, so I hope to put at least another 150,000 miles (241,000 km) on it."



## RIDER TYPES

### V-TWIN

It's helpful to break down V-twin riders according to the brand to which they are loyal.



- **Harley-Davidson\*** boasts the largest market share by a considerable margin. The Harley brand dominates biker culture despite flat sales the past few years. Riders tend to be older and love the feeling of hitting the open highway on their bikes. They enjoy riding to bike rallies, such as Sturgis, Daytona Bike Week and Laconia Motorcycle Week. They also enjoy attending bike-night events in their areas. Target riders who are less loyal to Harley-branded products. Some Harley owners question the value of Harley-Davidson-branded parts and accessories, including lubricants. Target enthusiasts who accumulate high miles or who have modified their bikes for increased performance. These riders are often in tune with changes in performance or the riding experience (heat, noise, shift quality).
- **Indian\*** continues to gain followers, particularly among enthusiasts who want to stand out from the Harley crowd. Owners value American brands, history, attention to detail, quality, power and freedom – traits embodied in the AMSOIL brand. Most have looked forward to owning an Indian motorcycle for years, while many are former Harley-Davidson owners who became dissatisfied with the brand.

### METRIC

It's helpful to break down metric riders according to bike type.



- **Adventure** – The fastest-growing segment in the entire motorcycle market. Riders tend to be young do-it-yourselfers who take pride in their bikes' refined engineering. They are spontaneous and crave adventure. Their bikes are their gateways to new experiences. Popular examples include the BMW\* R 1200 GS Adventure\* and Triumph\* Tiger\* 1200 XR.
- **Sport** – Typically young males. In their minds, their sport bikes – known popularly as “crotch rockets” – are built to conquer the road and pass slow cruisers. Sport riders are typically adrenaline junkies who thrive on speed and power. Examples of sport bikes include the Kawasaki\* Ninja,\* Yamaha\* YZF\* and Honda\* CBR.\*
- **Cruiser** – For many riders, their bikes represent the start of a new hobby. They value their metric cruisers for their affordability compared to a Harley or Indian. Riders often spend time customizing their bikes with saddle bags, extended forks, oversized rear tires and paint jobs. Showing off their bikes is nearly as important as riding them. Examples include the Honda Shadow,\* Yamaha V-star\* and Kawasaki Vulcan.\*
- **Touring** - Riders tend to be older, affluent retired couples. They value comfort, luxury, safety and the adventure of long, cross-country trips. They ride primarily to relax, discover new places and enjoy memorable adventures. Fittingly, they value reliability and safety. The Honda Goldwing\* is the prototypical metric touring bike.

# Motorcycle Market Breakdown

Summer riding season is right around the corner. Regardless of the type of bikes they ride, motorcycle enthusiasts have long been among our best customers.

The AMSOIL brand is strong with riders, and our products provide the benefits people seek to help get the best performance and longest life from their bikes. Here, we break down the motorcycle market and offer tips on how to reach more riders this season.

For more insights, see the Synthetic V-Twin Lubricants and Synthetic Metric Motorcycle Oil Dealer Sales Briefs in the Dealer Zone (Training>Dealer Sales Briefs).



The overall motorcycle market is divided into two categories:

#### V-TWIN

- Refers to the engine configuration of most large-displacement, typically air-cooled cruiser bikes. Harley-Davidson is by far the most popular brand, with Indian gaining ground.

#### METRIC

- Traditionally foreign-made bikes that require metric tools to perform maintenance. This category includes adventure bikes, sport bikes, cruiser bikes and large touring bikes. Honda, KTM,\* and Kawasaki are common manufacturers.



## KEY AMSOIL PRODUCT BENEFITS

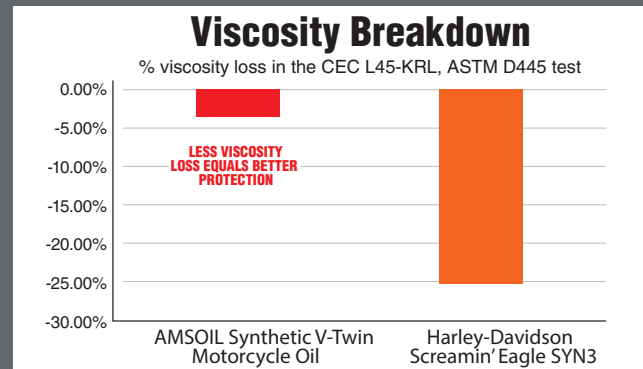
Enthusiasts have different motivations and interests, so it's important to speak the correct language when talking to prospects. For example, treating an adventure bike owner like a Harley owner will result in frustration and a lost potential sale. Understand what each rider type values in the products they purchase for their bike and how AMSOIL products align with their desires. The info below offers guidance.

## AMSOIL SYNTHETIC V-TWIN MOTORCYCLE OIL

- **Maximizes engine life** at cruising speeds and in stop-and-go traffic due to **excellent resistance to extreme heat and wear**.
- Helps **prolong gear and chain life**, reducing maintenance.
- **High-performance alternative** for bikers who are not loyal to the OEM-branded oil or who question the value of OEM lubricants.
- For **Harley** riders, AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil (MCV) provides superior transmission and primary chaincase protection, in addition to premium engine protection, offering the convenience of one high-quality synthetic lubricant for all three sumps.
- For **Indian** riders, AMSOIL 20W-40 (MVI) and 15W-60 Synthetic V-Twin Motorcycle Oil (MSV) are premium alternatives to OEM oils. They are among the only aftermarket, full-synthetic motorcycle oils available for their bikes.

## 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 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test.

## BEST PROSPECTS

The top AMSOIL prospects in each category include the following:

- **Independent bike shops** that seek a competitive advantage over motorcycle dealerships and want to offer products unavailable elsewhere
- **Powersports dealers**
- **Auto parts stores**
- **Motorcycle enthusiasts**

## AMSOIL SYNTHETIC METRIC MOTORCYCLE OIL

### Adventure Bikes

- Fights wear and performance-robbing carbon for **robust power and acceleration**
- Helps **reduce maintenance**, allowing riders to enjoy their on- or off-road journeys and focus on reaching their destinations, instead of fixing their bikes
- Smooth, confident shifts **ease rideability**
- Resists breakdown and maintains viscosity in extreme heat for **excellent protection** during longer drain intervals while **preserving fuel economy**

### Sport Bikes

- Smooth shifts help riders **quickly accelerate** through the gears and **confidently maneuver** tight turns
- Outstanding foam control and superior wear protection **protect the engine** while riding aggressively
- Helps riders **maximize speed, acceleration and cornering ability**

### Cruiser Bikes

- Premium wear protection **protects the engine** during throttle bursts and sudden acceleration
- Superior wet-clutch compatibility delivers **smooth, confident shifts**
- **Enhances peace of mind and confidence**, helping riders stand out from their peers

### Touring Bikes

- Premium wear protection maximizes **engine reliability** during long trips far from home
- Capability to extend drain intervals up to twice the motorcycle manufacturer's recommendation provides **peace of mind**
- **Smooth, confident shifts** enhance comfort
- Supports riders' desires to take the cross-country **trips of a lifetime**



# PERFORMANCE AND PROTECTION THAT ARE MILES AHEAD OF THE REST.

## Signature Series Synthetic Motor Oil (ASM, ALM, AZO, ASL, ATM, AZF, AMR)

Signature Series blows the doors off the latest industry standards. Say hello to the best motor oil we've ever made.

- **75 percent** more wear protection<sup>1</sup>
- **Guaranteed** protection for up to 25,000 miles or 1 year, whichever comes first
- Achieved **100 percent** protection against LSPI<sup>2</sup>

## XL Synthetic Motor Oil (XLZ, XLM, XLF, XLT, XLO)

XL's boosted formulation delivers more cleaning power and promotes longer engine life.

- Extra protection that lasts up to **12,000 miles** or **1 year**, whichever comes first
- Achieved **100 percent** protection against LSPI<sup>2</sup>

## OE Synthetic Motor Oil (OEZ, OEM, OEF, OET)

100 percent synthetic engine protection for advanced automotive technology, including turbochargers and direct injection.

- **Protects** against wear
- **Fights** sludge and deposits
- Achieved **100 percent** protection against LSPI<sup>2</sup>

<sup>1</sup>Based on independent testing in the ASTM D6891 test using 0W-20 as worst-case representation.

<sup>2</sup>Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series, XL & OE 5W-30 motor oil in the LSPI engine test as required for the GM dexos1<sup>®</sup> Gen 2 specification.



# Performance matters.

Designed to perform.  
Designed to protect.  
Designed for your engine.

## EUROPEAN MOTOR OIL FAMILY

### 0W-20 LS-VW (EZT):

Use in vehicles that require API SN-PLUS, SN... • ACEA C5 • VW 508.00/509.00

### 0W-20 LS (AFE):

Use in vehicles that require API SN-PLUS (Resource Conserving), SN, SM... • ILSAC GF-5 • ACEA C5 • A1/B1 • BMW LL-17FE+ • MB 229.71 • Ford WSS-M2C947-B1 • Opel/Vauxhall OV0401547 • Fiat 9.55535-GSX • Chrysler MS-12145 • Volvo VCC RBS0-2AE

### 0W-40 FS (EFO):

Use in vehicles that require ACEA A3/B3, A3/B4 • API SN/SM... • BMW LL-01 • MB 229.1/229.3/229.5 • Porsche A40 • Renault 0710, 0700 • VW/Audi 502.00/505.00

### 5W-30 LS (AEL):

Manufacturer Approvals: VW 504.00/507.00  
Use in vehicles that require API SN • ACEA C3 • GM dexos2 • Chrysler MS-11106 • MB 229.51 • BMW LL-04 • Porsche C30

### 5W-40 MS (AFL):

Manufacturer Approvals: MB-Approval 229.51 • Porsche A40  
Use in vehicles that require ACEA C3 • API SN/SM/CF... • BMW LL-04 • Chrysler MS-10850 (supersedes MS-10896) • Ford WSS-M2C917-A • GM dexos2 (supersedes LL-A-025 and LL-B-025) • Renault RN0700/RN0710 • VW/Audi 502.00/505.01

### 5W-40 FS (EFM):

Manufacturer Approvals: MB-Approval 229.5 • Porsche A40 • VW/Audi 502.00/505.00  
Use in vehicles that require ACEA A3/B3, A3/B4 • API SN/SM... • BMW LL-01 • Renault 0710, 0700 • Opel GM LL-B-025



**NEW**

**NEW**

**AMSOIL**  
100% SYNTHETIC  
**EUROPEAN MOTOR OIL** LS-VW

Engineered For Vehicles Requiring  
VW 508.00/509.00  
**SAE 0W-20**  
1 U.S. QUART • 946 mL

**AMSOIL**  
100% SYNTHETIC  
**EUROPEAN MOTOR OIL** AFE

Engineered For Vehicles Requiring  
BMW LL-17FE+  
MB 229.71  
**SAE 0W-20**  
1 U.S. QUART • 946 mL

**AMSOIL**  
100% SYNTHETIC  
**EUROPEAN MOTOR OIL** FS

Engineered For Vehicles Requiring  
MB 229.1, 229.3, 229.5 • BMW LL-01  
Porsche A40 • VW 502.00/505.00  
**SAE 0W-40**

**AMSOIL**  
100% SYNTHETIC  
**EUROPEAN MOTOR OIL** AEL

Engineered For Vehicles Requiring  
MB 229.51 • BMW LL-04 • Porsche C30  
VW 504.00/507.00  
**SAE 5W-30**  
1 U.S. QUART • 946 mL

**AMSOIL**  
100% SYNTHETIC  
**EUROPEAN MOTOR OIL** AFL

Engineered For Vehicles Requiring  
MB 229.51 • BMW LL-04 • Porsche A40  
VW 502.00/505.01  
**SAE 5W-40**

**AMSOIL**  
100% SYNTHETIC  
**EUROPEAN MOTOR OIL** EFM

Engineered For Vehicles Requiring  
MB 229.5 • BMW LL-01 • Porsche A40  
VW 502.00/505.00  
**SAE 5W-40**  
1 U.S. QUART • 946 mL

**March Close-Out**

The last day to process March orders in the U.S. and Canada is the close of business on Wednesday, 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 Tuesday, April 6. All transfers received after this time will be returned.

**Holiday Closings**

The Edmonton and Toronto distribution centers will be closed Friday, April 2 for Good Friday.

**Second Major Small-Engine Manufacturer Chooses AMSOIL**

Nearly a decade ago, Briggs & Stratton\* chose AMSOIL to formulate a motor oil for its most demanding racing engines. The partnership has resulted in increased brand recognition and credibility in the small-engine market, leading to increased opportunities for AMSOIL Dealers to sell our full range of products to lawn and landscaping contractors, small-engine shops, golf courses and more. In fact, lawn and landscaping contractors now comprise the largest segment of AMSOIL commercial accounts. We are now introducing a second co-branded product, this time with Kohler\* Power.

Kohler is one of the largest small-engine manufacturers in the world. The company is highly regarded for quality and ingenuity with a rich history spanning the past 100 years. Kohler approached us for help developing a new small-engine oil, and the partnership ultimately resulted in their request for a co-branded product for them to sell. We agreed to fulfill their request and developed a co-branded 10W-50 product for them to sell and new 15W-50 Small-Engine Oil for you to sell.

Having a premier brand like Kohler anoint AMSOIL the best choice for its products delivers instantaneous credibility. An endorsement from an original equipment manufacturer (OEM) drives greater consumer trust; validates our position of leadership; supports our brand expertise; provides extra exposure for our brand; and increases our prestige and favorability.

That increased brand recognition and prestige will help you sell more oil, particularly in the small-engine category. You have the full AMSOIL Synthetic Small-Engine Oil family at your disposal, including the new AMSOIL 15W-50 Synthetic Small-Engine Oil, which will debut in June 2021, further expanding your opportunities in the small-engine market. AMSOIL 15W-50 Synthetic Small-Engine Oil is designed for multiple small-engine applications, including Briggs & Stratton, Kawasaki\* and Kohler, and it will be priced very competitively. In addition, AMSOIL is perhaps the only aftermarket lubricant manufacturer that provides purpose-built products for nearly every piece of two- and four-stroke equipment in the lawn and landscape category, including SABER,<sup>®</sup> which presents powerful benefits for savings and protection – you are in prime position for success.

Co-branding is common – Valvoline\* and Cummins,\* KTM\* and Motorex\* and Ducati\* and Shell\* are just a few examples of co-branding partnerships. If you have ever attempted to unseat one of these co-branded products, you know how powerful those partnerships can be, and you will benefit from the boost to the AMSOIL brand. Conversely, had we not agreed to this partnership, you would face the uphill battle of unseating some other company that would have undoubtedly partnered with Kohler in our place.

This endorsement from Kohler is affirmation of our position as the leader in synthetic lubrication. Use this partnership to increase sales for your business.

**“PROPERTY OF” SWEATSHIRT**

Constructed of 50/50 cotton/polyester blend.

**Stock# G3694 S-XXX**  
 U.S. Price: 26.00  
 CAN Price: 35.00



**FloTool Flexible Pour Spout**

Pour spout designed to improve accessibility for hard-to-reach fill ports. Features a section of flexible hose with separate cap, adjustable valve and adapter to conveniently fit AMSOIL easy-pack, quart and gallon packages.

<b>Stock#</b>	<b>U.S. Wholesale</b>	<b>Can. Wholesale</b>
G3721	3.99	5.35

# NEW AMSOIL ATV/UTV OIL CHANGE KITS FOR CAN-AM VEHICLES NOW AVAILABLE

New ATV/UTV Oil Change Kits for Can-Am\* vehicles (CK1, CK2, CK3) provide the ideal combination of AMSOIL protection and convenience for owners of most Can-Am ATVs and UTVs. Use the Product Guides at [AMSOIL.com](http://AMSOIL.com) and [AMSOIL.ca](http://AMSOIL.ca) to find the right kit for you and your customers. Order today to ensure you're ready for spring riding season.

## Why Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil?

In its owner's manuals, Can-Am recommends 5W-40 synthetic-blend oil for "general-purpose" use. However, it recommends additional viscosities depending on ambient conditions. For example, enthusiasts can opt for 0W-40 in cold temperatures for faster start-up protection, or 10W-50 in warm temperatures for increased resistance to heat. Because AMSOIL

Formula 4-Stroke Powersports 0W-40 delivers exceptional all-weather protection, it's the lone viscosity we offer in our Can-Am Oil Change Kits. Its premium synthetic base oils and 0W rating mean it flows quickly in cold weather for excellent startup protection. In hot conditions, it resists oxidation and forms a durable lubricating film to deliver excellent wear protection. It delivers the best of both worlds all season long.

## Perfect for retailers

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. For more market insights, see the ATV/UTV Products Dealer Sales Brief in the Dealer Zone under the Learning Center tab.



- 4 quarts of Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil
- Oil filter
- O-ring & washers

### APPLICATIONS

- Maverick\* X3



- 2.5 quarts of Formula 4-Stroke Powersports 0W-40 Synthetic Motor Oil
- Oil filter
- O-ring & washers

### APPLICATIONS

- Outlander\* 500-1000 • Renegade\* 500-1000 • Commander\* 800-1000
- Defender\* HD8 & HD10 • Maverick 800-1000 • Traxter\* HD8 & HD10



- 3.5 quarts of Formula 4-Stroke Powersports 0W-40 Synthetic Motor Oil
- Oil filter
- O-ring & washers

### APPLICATIONS

- Defender HD5 • Outlander 400-450
- Traxter HD5

To find the correct AMSOIL ATV/UTV Oil Change Kit for your ATV or UTV, consult the ATV and UTV Product Guides at [AMSOIL.com/guides](http://AMSOIL.com/guides).





CHANGE SERVICE REQUESTED

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WE HONOR



(Discover in U.S. only)

Make sure your customers and accounts know about our full line of premium synthetic diesel oils, covering everything from smaller passenger vehicles to modified, competition turbodiesel trucks. [AMSOIL.com](http://AMSOIL.com)



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| [AMSOIL.com](http://AMSOIL.com) | March 2021



# GET A HEAD START ON SPRING OIL CHANGE SEASON

Now's a great time to reach out to new and existing customers and get ready for the season ahead.

**CONTACT CUSTOMERS** Touch base with your accounts to share the latest AMSOIL news and offers.

**REACH OUT TO INSTALLERS** Show your support for installers by asking if you can assist in their efforts to keep the spring oil changes flowing.

**INTRODUCE YOURSELF TO PROSPECTS** Introduce yourself and start building a relationship with potential new accounts.

**USE SOCIAL MEDIA** Deliver posts that educate, entertain, inspire or inform to reach a wider audience this spring.