AMSOIL®

MAGAZINE

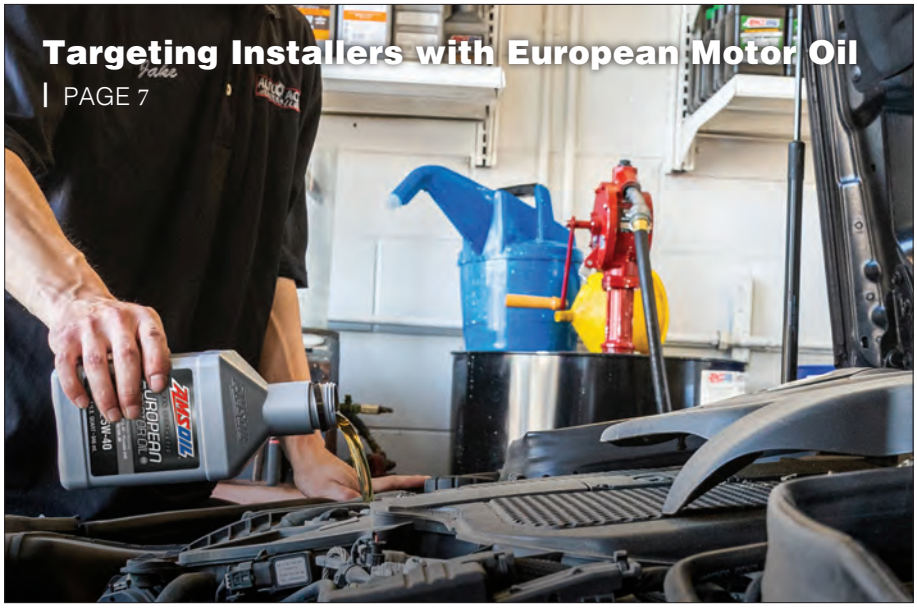
JULY 2021

TARGETING INSTALLERS WITH EUROPEAN MOTOR OIL

AMSOIL MAGAZINE

DISTRIBUTOR EDITION

JULY 2021



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STAFF

Editor
Terry Johnsen

Associate Editor
Joel Youngman

Staff Writers
John Baker
Brad Nelson
Jamie Trembath
Joel Youngman

Graphic Design Manager
Jeff Spry

Senior Graphic Designer
Luke Boynton

Content Contribution
Eric Brandenburg
Alex Thompson

Editorial Contribution
Mark Nyholm
Dan Peterson

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On the Web
AMSOIL.com
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President & CEO
Alan Amatuzio

Board Chair & Interim President
Dean Alexander

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Letters to the Editor
AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880

letters@AMSOIL.com

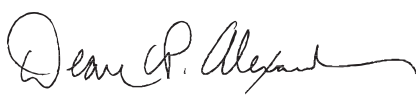
THE COVER

AMSOIL Synthetic European Motor Oil meets a wide range of industry and OEM specifications, helping installers stand out from their competitors.

From the President

Last month, we were forced to implement a price adjustment with short notice. I wish we had an alternative, but with cost increases coming in daily, we had no choice.
I don't think the lubricants industry has ever faced such challenging conditions. The pandemic, extreme weather and other global factors have put a squeeze on supplies of raw materials, while demand is soaring. The last time we faced such volatility was 2009, but the current situation is worse. Those of you who were here back then will recall that we were forced to issue multiple price increases in rapid succession, and ultimately issued a price decrease at the conclusion of that volatile period. The stability we've demonstrated through the current environment is a real testament to the great team we have in Superior. They have maintained our inventories and held pricing stable compared with our competitors by being creative in their approach and relying on the strong ties we've forged with our partners through the years.

Next month, I will be able to update you on the final results of our fiscal year.
I have seen the preliminary summary and it is positive to say the least. We have set our growth goals for the next fiscal year, which begins this month. I'll reveal them to you next month and set a new target for the year ahead. I know many of you had record sales in the past 12 months and I can't think of much that would make me happier than to see each of you do so again in the next 12 months.



Dean Alexander
Board Chair & Interim President

THE NEXT50
Commitment • Collaboration • Success

WHY BUY SIGNATURE SERIES?

DO YOU DRIVE IN HOT TEMPERATURES?

In testing, **kept pistons clean** and **held oil thickening to only 6 percent**, a minimal amount compared to the proposed specification limit of 150 percent.[4]

50 percent more detergents[5] to help keep oil passages clean and promote oil circulation. Provides **90 percent better protection** against sludge.[6]

DO YOU HAVE LONG COMMUTES?

30 percent more acid-neutralizing power[3] than Mobil 1* and 36 percent more than Royal Purple,* helping engines stay cleaner, longer.

Reserve protection so you can go up to **25,000 miles**, 700 hours of operation or one year between oil changes, whichever comes first.

DOES YOUR VEHICLE HAVE A TURBOCHARGER?

72 percent better turbocharger protection than required[2] by the GM dexos1® Gen 2 specification.

Achieved **100 percent protection** against low-speed pre-ignition (LSPI).[3]

DO YOU TOW OR HAUL?

75 percent more engine protection against horsepower loss and wear.[7]

DO YOU DRIVE IN COLD TEMPERATURES?

66 percent better cold-temperature performance for easier starting, better fuel economy, improved oil flow and reduced wear.

DO YOU WANT EXTRA ENGINE PROTECTION?

Far superior wear protection compared to the competition – kept bearings looking like new after 100,000-mile test.[1]

*[1]Testing conducted in an independent lab using AMSOIL Signature Series 5W-30 Synthetic Motor Oil and a leading synthetic-blend 5W-30 motor oil in Ford F-150 trucks with 3.5L twin-turbo engines. [2]Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. [3]Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification. [4]Based on the ILSAC GF-5 PLUS specification. [5]vs. AMSOIL OE Motor Oil [6]Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. [6]Based 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 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.*

LETTERS TO THE EDITOR

POWER TRANSFER UNITS

I read with great interest Joe Foss's letter to the editor (March 2021 *AMSOIL Magazine*) since I recently purchased a used 2019 Ford* Explorer* XLT 4WD. Having been an independent AMSOIL Dealer since the mid-'70s, my first step when purchasing a new vehicle is to change all the vehicle lubricants over to AMSOIL. It would appear to me that I've discovered the "weak link" in this vehicle, thanks to Mr. Foss's letter. His letter further states that with the newer ones (such as my 2019), I don't have to attempt to suction it out of the PTU, correct? My vehicle currently is in the low 40,000-mile range.

Since I recently purchased a couple of the FloTool Flexible Pour Spouts (G3721), it would appear I've already covered one of the items needed to cover the problem. So, the next step on the near horizon is two quarts of SEVERE GEAR® 75W-140 (SVO). I'm assuming I will then have covered the problem, correct?

I always read the Letters to the Editor, and thanks to Mr. Foss as well as you folks, I'll have this covered.

John Hughes

AMSOIL: *Thank you for your loyalty to AMSOIL products, John. We're glad the previous letter on this subject provided some valuable insight. Like other Explorer models, your vehicle's PTU is likely not equipped with a drain plug, but the job can be accomplished using the SEVERE GEAR easy-pack and FloTool Flexible Pour Spout.*

AMSOIL BUSINESS

A year ago in March, I was wondering how my AMSOIL business would do with the lockdown because of the virus. Even more importantly, I was concerned about the AMSOIL company. Do they have the leadership and management in place to keep their doors open?

Fast forward to a year later. My customer base continued to grow and I experienced a 68% financial increase over the previous year! The biggest blessing was, the AMSOIL company not only survived, but they found a way to get their products shipped to our customers in a timely manner. The free shipping promotions were a great idea, along with the free product offerings. A big thank you for the new customer leads you have blessed us with.

I sprayed Mudslinger® on the outside vinyl of my 99 Chevy* cargo van. Having lived in Arizona for the past 10 years, the sun had faded the bumper molding and the molding above the rear cargo doors along the roofline. After 15 minutes, I wiped it off with a microfiber cloth, and the results were amazing! It looks almost like new. I sprayed the back of my side-view mirrors; now the bugs easily wipe off. Love it. Thank you, AMSOIL. Your leadership and management have been a wonderful blessing to so many.

John Schlimmer

AMSOIL: *That is outstanding, John! A 68% increase is remarkable. We appreciate your hard work and nice comments about our products and training. The past year has been extremely challenging, and the corporate team worked extremely hard to keep things moving in a positive direction. As you mentioned, the Distribution staff in particular has really put in the extra effort to keep our collective customers happy. Thanks for the nice comments, and congratulations once again on an excellent year for your Dealership.*

ELECTRIC VEHICLES

As you know, plug-in hybrids (and hybrids) still require traditional maintenance and, therefore, oil. However, my understanding is that electric vehicles (EV) do not need motor oil as they don't have the conventional internal combustion engine with all the moving parts. What does this mean to AMSOIL in the future? Right now, per *Time* magazine, only about two in every 100 cars sold in the U.S. are nonhybrid EVs. Worldwide, EV sales grew 40% in 2020, to 2.8 million vehicles from 2 million in 2019, despite the global recession brought on by COVID-19. My point is, these sales will most likely continue to grow, and over the long term, the world and specially developed nations will move on to EVs and the demand for motor oil will inevitably decrease. How does AMSOIL look at this? This is probably still years down the road, but with that said, the days of combustion engines seem to be numbered. I heard the words "if it has moving parts, it needs lubrication," but what will be the role of lubrication in electric vehicles? What I keep hearing is that EVs don't need motor oil. What will this mean for AMSOIL? For the Dealer Program?

Thank you for your time,

Mario Mora

AMSOIL: *Thank you for asking this important question, Mario. While it's true that EVs use very little lubricant, and the current narrative has scores of automakers and motorists abandoning traditional vehicles for EVs, reality paints a different picture. Yes, the technology that powers our vehicles is changing, but an estimated 92 percent of vehicles on the road worldwide in 2030 will still use an internal combustion engine in some capacity, and they will continue to remain a strong force in the market well beyond that. Powersports and commercial vehicles and equipment, in particular, will continue to rely on internal combustion engines for the foreseeable future, and both these markets will remain strong areas for AMSOIL and AMSOIL Dealers. You can be sure we will continue to adapt and innovate as markets dictate to keep the Dealer opportunity strong for decades to come. For our in-depth look at this topic, check out the article in the April 2018* AMSOIL Magazine *(Dealer Zone>Product and Program Lit>Publications>*AMSOIL Magazine*).*

Email letters to:
letters@amsoil.com

Or, mail them to:
AMSOIL INC.
Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

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

An engine oil is more than its base oils

Focus more on what AMSOIL products do and less on what they're made from.

Mark Nyholm | STAFF PRODUCT DEVELOPMENT ENGINEER AND MECHANICAL R&D MANAGER

Dealers and customers sometimes ask us to divulge details about our engine oil formulations. Typically, they want to know the type of base oils we use since some enthusiasts want only synthetic oil made from polyalphaolefin (PAO) base oils, which they view as the best. And who doesn't want the best?

Well, they've come to the right place because we're in the business of making the best lubricants on the market. However, it's critical to understand that you're not simply putting a base oil in your engine – you're putting in a fully formulated lubricant. For that reason, you must consider the performance of the entire formulation, which can include multiple types of base oils and a full slate of additives.

The American Petroleum Institute (API) classifies base oils in a range from Group I-Group V.

- **Group I** base oils are the least refined. They are usually a mix of different hydrocarbon chains with little uniformity. While some automotive oils use these base oils, they are generally used in less-demanding applications.
- **Group II** base oils are common in conventional oils. They offer decent performance in the areas of volatility, oxidation stability, wear prevention and flash/fire point. They have only fair performance in areas such as pour point, viscosity retention and cold-crank viscosity.
- **Group III** base oils consist of reconstructed molecules that offer improved performance in a wide range of areas, as well as good molecular uniformity and stability. Manufacturers can use these synthesized materials in the production of synthetic and semi-synthetic lubricants.
- **Group IV** base oils are made from polyalphaolefins (PAOs), which are chemically engineered synthesized base oils. PAOs offer excellent stability, molecular uniformity and improved performance.
- **Group V** base oils are also chemically engineered oils that do not fall into any of the categories previously mentioned. Typical examples of Group V oils are esters, polyglycols and silicone. This is a catch-all for anything that doesn't fit into the other four groups, and some Group V oils are unsuitable for automotive use.

Unlike food, which generally gets less healthy the more it's processed, base oils generally offer improved performance as the level of manipulation increases. Because motor oil is more than just base oils, however, you cannot assume the final product follows suit.

For example, some oils made from Group III base oils can outperform some Group IV engine oils. Can that be true? Yes, because the final formulation is a function of the base oils and additives working together. Like base oils, additives come in a range of qualities. You could have a Group III-based engine oil with top-shelf anti-wear, antioxidant and other additives that outperforms a Group IV-based oil, even though Group IV base oils provide more pronounced benefits than Group III base oils. The point is, **an oil can't be judged solely by its base oils – the entire formulation must be taken into account.** It's much like the analogy that one should not judge a book by its cover.

This is a key point to remember if a customer asks about our base-oil technology. As mentioned, they want the best protection possible, which they assume only PAO-based synthetics provide. Great! We want people to seek the best protection for their equipment. However, the type or types of base oils used in any formulation are not more relevant than the type of additives used. Those elements work together to provide the protection the engine receives from the oil.

Like other companies, we hold formulation details as proprietary and don't divulge our trade secrets. Sorry. Revealing such details would give the competition an advantage that you can bet they aren't going to give us. We purchase a variety of base oils from a variety of suppliers. Our independence is a strength since we're not tied to a single supplier like many other companies. Instead, we source raw materials from all available suppliers. There are two nonnegotiable points: raw materials must possess the performance characteristics we desire, and they must be of excellent quality. No "ifs," "ands" or "buts." We then tailor our oils to be the best on the market.

Acknowledge your customers' desire for top-tier protection, but remind them that what the oil does is more important than its individual ingredients. Steer them toward our test results (AMSOIL.com/performancetests) that show our superiority compared to industry standards and competitive products.

TARGETING INSTALLERS WITH EUROPEAN MOTOR OIL

Volkswagen* famously dubbed the feeling "fahrvergnügen" in 1990, a made-up word loosely translated here as the everyday thrill of driving a peppy, agile vehicle with a firm, yet comfortable suspension system that tightly holds the road. The joy of driving never goes out of style, and sales of European vehicles have continued to climb in recent years. Meanwhile, AMSOIL 100% Synthetic European Motor Oil provides protection and performance that meets or exceeds the standards of European vehicle manufacturers.

Even with segment growth and outstanding AMSOIL products in your corner, capturing revenue from this market requires using strategies grounded in the characteristics of the European auto enthusiast.

Armed with the right knowledge, it is possible to select likely prospects, start conversations with them, effectively convey the advantages of using AMSOIL products and forge lucrative, ongoing business relationships.

The best prospects

Targeting installers with AMSOIL 100% Synthetic European Motor Oil is the best way into this market. Why? First, let's back up to understand the European auto enthusiast better. With this customer set, you might say that "good enough" is not good enough. Typically, they seek the finest quality in the items they own and have a higher level of adherence to their vehicle manufacturer's recommendations than drivers of domestic cars and trucks. They often seek original equipment manufacturer (OEM) approvals to ensure a product is compatible with their vehicle.

These customers are most often part of the do-it-for-me (DIFM) category, but finding that service can be a challenge with a lack of dealership service networks in smaller markets. Instead, many rely on specialty repair shops that focus on European vehicles.

Therefore, European specialty repair shops are the most likely customers for these products. These shops specialize in European vehicle aftermarket support for everything from general lube and tire service to extensive engine and electrical service.

Offering products that meet a wide variety of industry and original equipment manufacturer (OEM) specifications for European vehicles can help set these specialty shops apart from the competition – and that's how you can help them.

Prospects to customers

The following questions are suggestions to help you start conversations with installers. As much as possible, rely on your own experiences to guide you in asking the most effective questions. Personal stories and antidotes will help make the conversation more authentic and relatable.

Create curiosity

Briefly introduce yourself and the AMSOIL brand. Ask questions that jump-start the conversation and help you uncover the prospect's buying motivations. For example:

"Do you use the manufacturer's products, or are you open to aftermarket products?"

"How do you keep up with servicing increasingly complex automotive technology in European vehicles?"

"I've helped others maximize their European vehicle's performance and value. Can I share a couple examples?"

Discover needs

Once you've opened up a dialogue, help the prospect discover whether he or she has a need for AMSOIL products.

Ask open-ended questions that guide the conversation toward how AMSOIL products can solve problems. Use questions like:

"Are your customers experiencing any power or performance losses in their vehicles?"

"I've heard it's sometimes difficult to find aftermarket support for European vehicles. Do you ever have difficulty finding products?"

Assessment

You've uncovered the challenges the prospect faces. Now it's time to present the products that solve these challenges so he or she can assess whether AMSOIL products are the right fit. We talk more about which product benefits to highlight a little later.

Ongoing service

Upon receiving a customer order, determine what level of ongoing service you will provide. Will they require frequent visits? Or is checking in every few weeks acceptable? A concrete plan and calendar reminders will help you meet their expectations and create a loyal and longstanding relationship.

What sets AMSOIL Synthetic European Motor Oil apart

As we discussed, the assessment phase is the moment to share the protection and performance qualities of AMSOIL 100% Synthetic European Motor Oil. Here are some points to cover during that conversation.

Outstanding protection

AMSOIL European Motor Oil meets and often exceeds strict European manufacturer specifications. Its shear-stable synthetic base oils and high-quality anti-wear additives provide outstanding protection in high-temperature conditions and deliver dependable performance throughout the long drain intervals recommended by European manufacturers.

Emissions-system maintenance

AMSOIL European Motor Oil features precisely balanced formulations that consider the needs of modern exhaust treatment devices. Protecting sensitive emissions systems depends on using the optimal blend of SAPS (sulfated ash, phosphorus and sulfur) to keep these systems functioning properly.

Superior engine cleanliness

The excellent oxidation stability, heat resistance and detergency properties of AMSOIL European Motor Oil help keep engines clean. It is specifically designed to prevent sludge and varnish deposits, reduce oil consumption, extend engine life and provide maximum performance.

Excellent for turbochargers

AMSOIL European Motor Oil has a robust composition that shields engines from the high temperatures produced by turbochargers. Its thermally stable oil formulation resists deposit formation and cools turbochargers. Its low pour point protects turbochargers against oil starvation in subzero temperatures and ensures a rapid return to appropriate oil pressure at startup.

Handling Objections

It is common to encounter buyer objections, but with a little preparation you can easily respond and keep the conversation on track. Here are some frequently heard objections and their appropriate responses.

Why should I use AMSOIL products instead of the manufacturer's brand?

AMSOIL products are designed specifically for European vehicles that demand specialized lubrication and protection for sensitive emissions systems.

AMSOIL dedicates time and effort into engineering its European Motor Oil to meet or exceed strict OEM specifications.

Why should I trust an American company to know what is best for my customers' European vehicles?

AMSOIL has extensive experience designing synthetic lubricants for a wide variety of foreign and domestic equipment, and has been part of the European motor oil market for decades. AMSOIL is no stranger to designing lubricants for sophisticated applications and they guarantee the performance of their products.

As an installer specializing in European vehicles, I already have a suitable product. Why should I carry AMSOIL products?

AMSOIL is a leader in synthetic lubricants and boasts a loyal following, allowing you to tap into this market and grow sales.

AMSOIL products aren't available everywhere, which allows you to separate your store from others in the area and attract new customers.

AMSOIL carries many OEM approvals, which can boost the credentials of your shop even more.

AMSOIL dedicates time and effort into crafting its European motor oils to meet or exceed strict OEM specifications.

FAQs

Here are some frequently asked questions and answers to further assist you with your preparation.

Why aren't all AMSOIL European Motor Oil products approved by original equipment manufacturers?

Not all manufacturer specifications correlate to one another. Rather than participating in all OEM licensing agreements, we choose to focus on designing products that meet or exceed the toughest specs in the industry.

Is the oil safe to use in a European vehicle if it is not officially approved by the manufacturer?

If it carries the correct specification, absolutely. Manufacturer approvals only mean an oil meets the minimum performance standards. AMSOIL goes beyond the minimum to provide maximum protection. Plus, AMSOIL products are warranty secure, keeping the factory warranty intact.

Can I use AMSOIL European Motor Oil in a diesel-powered vehicle?

Yes. The versatile formulation is suitable for gasoline and diesel engines.

What is the difference between low-, mid- and full-SAPS?

SAPS stands for sulfated ash, phosphorus and sulfur, which comprise a significant part of a motor oil's additive content. Because the vehicle emissions system and exhaust treatment devices of some European vehicles are sensitive to the SAPS content of oil, it's important to use an oil that meets the proper specification to ensure optimum engine protection and performance.

How often should I change AMSOIL European Motor Oil?

It's common for European car manufacturers to recommend long drain intervals during a normal maintenance cycle. AMSOIL recommends following these recommendations. Check the owner's manual for an appropriate drain interval or change according to the oil life monitor. The drain interval can be extended further based on oil analysis.

Is AMSOIL European Motor Oil compatible with other synthetic and conventional motor oils?

AMSOIL European Motor Oil is compatible with other synthetic and conventional motor oils. Mixing AMSOIL motor oil with other oils, however, will shorten the oil's life expectancy and reduce its performance benefits. AMSOIL does not support extended drain intervals where oils have been mixed.

Is AMSOIL European Motor Oil compatible with oil additives?

Aftermarket oil additives are not recommended for use with AMSOIL motor oils.

Tools to Aid Sales Efforts

Use these sales materials to increase the effectiveness of your sales efforts.

- Automotive Catalog (G3549 U.S., G3550 Can.)
- European Motor Oil Data Sheet (G3395)

We hope these tips for targeting installers with AMSOIL 100% Synthetic European Motor Oil will help you open additional accounts and grow your independent AMSOIL Dealership.

PRODUCT SPOTLIGHT:

AMSOIL MOTORCYCLE OCTANE BOOST (MOB)

WHAT IS IT?
A fuel additive designed specifically for motorcycles that increases octane up to three numbers.

WHAT DOES IT DO?
- **Helps** improve startup performance
- **Designed** to eliminate engine ping and knock for increased power at low-rpm operation
- **Contains** detergents that help combustion chambers and fuel delivery systems maintain cleanliness for optimum performance

WHAT IS ENGINE KNOCK AND WHY DOES IT MATTER?
Engine knock is a reference to the sound made from an uncontrolled and early ignition of gasoline in the combustion chamber. It causes a knocking or pinging sound, robs the engine of power and can cause catastrophic engine damage. The tendency of gasoline to knock is measured by its octane number. Lower numbers denote a greater knock tendency; higher numbers denote greater knock control. Knock may be eliminated by increasing the fuel's octane.

WHAT'S THE TREAT RATE?
One 4-oz. bottle treats 4 to 6 gallons of gasoline.

IN WHAT APPLICATIONS CAN I USE IT?
Use Motorcycle Octane Boost in four-stroke air- or liquid-cooled motorcycles manufactured by Harley-Davidson,* Yamaha,* Honda,* Ducati,* BMW,* Triumph* and all other four-stroke motorcycles. It may be used in off-road applications, including ATVs, UTVs and snowmobiles, as an alternative to AMSOIL DOMINATOR® Octane Boost.

★★★★★

"This gave my bike better performance and increased mileage. Also eliminated the ping I would occasionally get. Would highly recommend this product."
– Charles, Verified Buyer

"This octane boost is fantastic. My 2013 Road Glide Ultra* runs so much smoother, quieter and more powerfully that it seems to be an entirely different motorcycle. With 91 octane being the highest available in my area, this octane boost has proven to be a wonderful solution to the 'ping pang, ting tang' that had made my rides less enjoyable. Thanks AMSOIL!"
– Chris, Verified Buyer

BRAKE FLUID DIFFERENCES EXPLAINED

The U.S. Department of Transportation (DOT) classifies brake fluid into four main categories:

• DOT 3 • DOT 4 • DOT 5 • DOT 5.1

Sorting through the different categories and understanding the applications for which they're recommended can be confusing. In this article, we provide the info you need to confidently sell this great add-on product.

Brake fluid differences

The primary differences between the categories of brake fluid are...

- Wet boiling point
- Dry boiling point
- Fluid composition

Boiling point defined

The brake fluid's boiling point is its most important characteristic. It indicates the temperature at which the brake fluid vaporizes. The higher the DOT classification, the higher the boiling point (see the chart), thus the better the fluid is at resisting heat, which is vital to safety and performance.

Braking generates intense heat between the brake pads and rotors. The heat can vaporize the brake fluid, causing it to become compressible, which leads to a spongy feeling when you apply the brakes.

Brake fade reduces performance

It also leaves gas in the brake lines, which is compressible, leading to a soft pedal. In racing and performance-driving circles, this is known as brake fade, and it's something drivers want to avoid. To drive as effectively and safely as possible, the driver must be confident that the brakes will perform on lap 10 as they did on lap one.

Brake fade can also come from the brake pad/rotor interface. The pads release gasses, which reduce contact between the pads and rotors. High-end rotors are slotted and drilled to release gasses quicker, limiting fade.

Brake fade isn't just for racers

Brake fade can also occur in non-performance applications. For example, descending a steep hill, especially when hauling a heavy load or towing a trailer, can generate tremendous heat if you ride or pump the brakes.

By the time you reach the bottom, your brake pedal may go nearly to the floor. Likewise, taking a spirited drive on a winding road can also invite fade if you're a little too aggressive on the brake pedal.

What's the difference between the fluid's wet and dry boiling points?

The dry boiling point is determined using fresh fluid straight from a new container. The fluid's wet boiling point is determined using fluid that's been contaminated with 3.7 percent water, thus it's always lower than the dry boiling point.

The fluid's wet boiling point is a more accurate reflection of what happens in the real world.

> DOT 3 brake fluid can absorb up to **2% water** each year, underscoring the need to change it periodically.

Brake fluid is hygroscopic, meaning it absorbs water (except silicone-based DOT 5 brake fluid). DOT 3 fluid, for example, can absorb up to two percent water every year. Moisture can enter the system when you remove the reservoir cap to add fluid, through worn seals and even through the rubber brake lines themselves. Thus the fluid's wet boiling point is the number that more accurately represents what's really going on in your vehicle.

Since brake fluid can wear out, it's vital you change it periodically. Otherwise, not only will your brakes become spongy and unsafe, the moisture will slowly corrode metal components.

A good rule of thumb is to change the brake fluid every other year in passenger vehicles, and at least every year in racing vehicles. The AAA says 88 percent of motorists overlook brake maintenance, so raising the point with your customers is a great way to deliver good service and pick up an add-on sale.

General recommendations

Each category of brake fluid is typically recommended for specific applications. The following provides guidelines, but consult the AMSOIL product guides at AMSOIL.com/AMSOIL.ca for specific recommendations.

- **DOT 3** is the most common type of brake fluid used in cars and trucks today and provides excellent all-around performance for most applications. It is compatible with DOT 4 and DOT 5.1.
- **DOT 4** is gaining popularity due to widespread use of anti-lock braking systems and traction control, which benefit from its lower viscosity. It's also excellent for racing applications. DOT 4 is compatible with DOT 3 and DOT 5.1.
- **DOT 5** brake fluid is silicone, meaning it doesn't absorb water. It's **not compatible** with the other brake fluids and is used mostly in classic cars that remain in storage for long periods and need a brake fluid that doesn't absorb water.
- **DOT 5.1** is used in high-performance and heavy-duty applications due to its high boiling point. It's compatible with DOT 3 and DOT 4 fluid.

We formulate two different brake fluids for passenger car/light-truck and racing applications, as shown on the facing page. Their synthetic formulations and premium additives deliver excellent braking performance while fighting corrosion for long brake-system life.

	Dry Boiling Point	Wet Boiling Point	Composition
DOT 3	205°C/401°F	140°C/284°F	Glycol Ether
DOT 4	230°C/446°F	155°C/311°F	Glycol Ether/Borate Ester
DOT 5	260°C/500°F	180°C/356°F	Silicone
DOT 5.1	260°C/500°F	180°C/356°F	Glycol Ether/Borate Ester

AMSOIL DOT 3 and DOT 4 Synthetic Brake Fluid (BFLV)

- **Maximum ABS and traction-control performance:** Low-viscosity, specially designed fluid for high-performance passenger car, light truck and powersports applications.
- **Firm brake pedal feel:** Maintains low compressibility in severe operating conditions, resulting in consistent brake pedal feel.
- **Helps extend the life of essential components** like calipers, wheel cylinders, seals, lines, master cylinders and ABS control valves.

Meets DOT 3, DOT 4 and DOT 5.1 requirements for maximum convenience.

AMSOIL DOMINATOR® DOT 4 Synthetic Racing Brake Fluid (BFR)

- **Provides vapor lock protection** through high boiling points.
- **Resists brake fade** common in racing applications for a confident brake feel all the way to the finish line.
- **Nitrogen blanket added** to avoid moisture absorption and prevent contamination during manufacturing and storage.

AMSOIL Synthetic Brake Fluid FAQs

Can I use AMSOIL DOT 3 & 4 Synthetic Brake Fluid in a DOT 3 application? Yes, DOT 3 and DOT 4 fluids are each glycol-ether based. AMSOIL DOT 3 & 4 Synthetic Brake Fluid is a DOT 5.1 product, exceeding the specifications of DOT 3 and DOT 4. Additionally, its 5.1 formula provides better protection against water contamination. Rather than two separate products, we elected to have one formula that performs best in all three applications.

Why is AMSOIL DOT 3 & 4 Synthetic Brake Fluid recommended for powersports applications rather than AMSOIL DOMINATOR DOT 4 Synthetic Racing Brake Fluid? DOMINATOR DOT 4 Synthetic Racing Brake Fluid is engineered for racing applications that require protection against extreme heat. AMSOIL DOT 3 & 4 Synthetic Brake Fluid is recommended for (non-racing) powersports applications that require a DOT 3, 4, or 5.1 product. AMSOIL DOT 3 & 4 Synthetic Brake Fluid also features a low viscosity, improving cold-weather performance and ABS and traction-control responsiveness.

Can AMSOIL DOMINATOR DOT 4 Synthetic Racing Brake Fluid be used in ABS systems? Yes, in racing applications where ABS systems are used, DOMINATOR DOT 4 Synthetic Racing Brake Fluid is recommended.

RESTORE HORSEPOWER AND PRESERVE PERFORMANCE

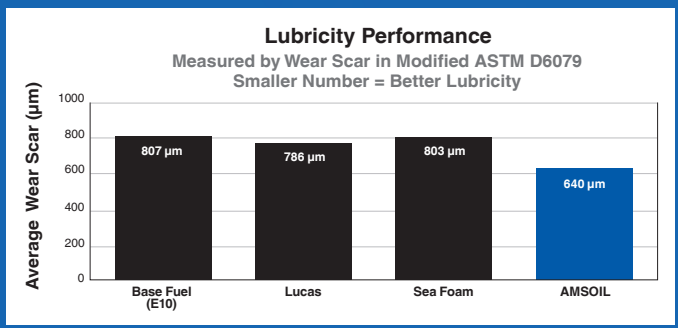
AMSOIL Upper Cylinder Lubricant delivers 18 percent more lubricity than Lucas* and 20 percent more than Sea Foam* for better retention of horsepower and fuel economy.[R]

YouTube

Check out the new video at youtube.com/amsoilinc (Videos>How to Choose an Effective Fuel Additive) to see how AMSOIL fuel additives stack up against Sea Foam* Motor Treatment.

Upper Cylinder Lubricant

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

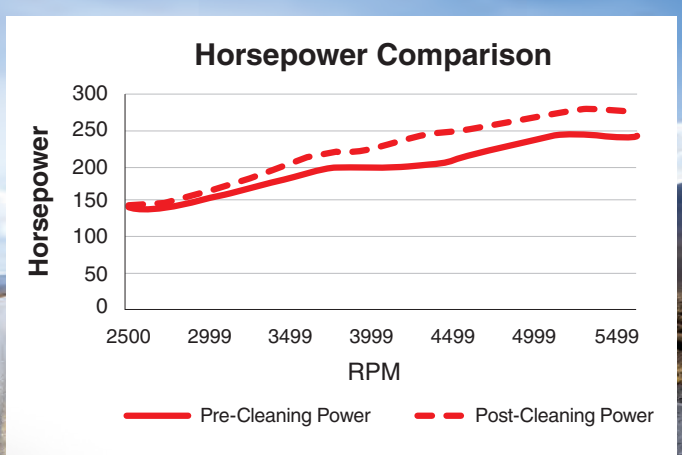


*[R]Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. *All trademarked names and images are the property of their respective owners and may be registered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

AMSOIL P.i.® restores up to 14% horsepower.[NN]

P.i.® 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



*[NN]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.*

July Close-Out

The last day to process July orders in the U.S. and Canada is the close of business on Friday, July 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for July business will be accepted until 3 p.m. Central Time on Friday, Aug. 6. All transfers received after this time will be returned.

Holiday Closings

The Toronto Distribution Center will be closed Monday, Aug. 2 for Civic Day. The Edmonton Distribution Center will be closed Monday, Aug. 2 for Heritage Day.

Complete New Dealer Basic Training

Our latest investment in the Dealer opportunity is now available – Dealer Basic Training. It provides the knowledge you need to effectively sell our products and programs, boosting your revenue.

Intuitive and easy to use
Training is divided into four modules:

- Customer Basic Training (Prerequisite)
- Sponsor Basic Training
- Retail Basic Training
- Commercial Basic Training

Complete Customer Basic Training first, which includes the foundational info needed to build a Dealership. Then complete the remaining three modules in any order you prefer.

Mobile-friendly
Each module is made up of several short videos and a knowledge check. A module takes less than an hour to complete. Work on training anytime, anywhere on your device.

Get started now
Dealer training is a great way to help new Dealers start strong while providing an excellent refresher for existing Dealers. Log in to the Dealer Zone (my.AMSOIL.com) now and click the AU Online icon to get started.

Note: Specify size by adding it to the end of the stock number. For example, order an XL Black Polo with stock number G3722XL.

MEN'S POLO SHIRT

Constructed of a dual-sided, moisture-wicking, polyester and cotton blend with UVR sun protection.

Black Polo Shirt

Stock#	G3722	S-XXX
U.S. Price:	32.00	
CAN Price:	43.00	

Royal Blue Polo Shirt

Stock#	G3723	S-XXX
U.S. Price:	32.00	
CAN Price:	43.00	

LADIES' POLO SHIRT

Constructed of a dual-sided, moisture-wicking, polyester and cotton blend with UVR sun protection.

Black Polo Shirt

Stock#	G3724	S-XXX
U.S. Price:	32.00	
CAN Price:	43.00	

Royal Blue Polo Shirt

Stock#	G3725	S-XXX
U.S. Price:	32.00	
CAN Price:	43.00	

PRODUCT SPOTLIGHT:

AMSOIL SYNTHETIC MARINE ENGINE OIL (WCT, WCF, WCM)

WHAT IS IT?

- **Premium synthetic oil** designed to protect high-stress four-stroke marine engines against wear and corrosion

WHAT DOES IT DO?

- **Withstands** the heat and stress of high-rpm operation and delivers excellent wear protection
- **Protects** against rust and corrosion during periods of inactivity and long-term storage for maximum engine protection, even when it's not running
- **Meets** the requirements of the NMMA FC-W Catalyst Compatible specification

WHO IS IT FOR?

- **Hardcore anglers and boating enthusiasts who demand the best protection for their marine engines**. They seek the best products possible to protect their expensive marine engines and their time on the water, and AMSOIL Synthetic Marine Engine Oil delivers. Applications include gasoline-fueled four-stroke inboards, outboards, inboard/outboards, supercharged watercraft engines and personal watercraft, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*

AMSOIL 25W-40 Synthetic-Blend Marine Oil is formulated specifically for Mercury motors, like the popular Verado,* that specify synthetic-blend oil. Because Mercury is the market leader and most Mercury owners won't stray from these guidelines, we developed AMSOIL 25W-40 Synthetic-Blend Marine Engine Oil to help you reach these customers.

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