

AMSOIL[®]

► PREFERRED CUSTOMER EDITION

MAGAZINE

DECEMBER 2015



EUROPEAN CAR FORMULA EVOLVES

| PAGE 6

AMSOIL Performance Turns Customer into Dealer | PAGE 7



Extend Air Tool Life

AMSOIL Synthetic Air Tool Oil (AIR) effectively lubricates rotary and piston-type air-tool bearings and motors, while managing moisture and conditioning rubber and plastic seals and O-rings. It ensures air tools run smooth, reduces wear and helps tools last for years, even generations.

- **Helps** prevent corrosion and deposits, allowing air tools to run cleanly and reliably.
- **Reduces** wear, extending tool life.
- **Dispenses** easily.

Applications

AMSOIL Synthetic Air Tool Oil provides outstanding protection and performance in common air tools, including grinders, impact wrenches, ratchet wrenches, chisels, drills, sanders, hammers and nailers.



European Car Formula Evolves | PAGE 6

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THE COVER

New specifications highlight changes to the European Car Formula line.



Alan Amatuzio
Co-President & COO



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Co-President & CFO

From the Presidents

Christmas will be here before you know it. The holiday season inevitably leads people to reflect on the year that has just passed and assess all that has developed, good and bad.

We launched several new products this year, and all of them have exceeded our expectations in the marketplace. AMSOIL Synthetic Dirt Bike Oil, launched with the start of the Monster Energy Supercross season in January, has earned an immediate following with riders who appreciate the consistent clutch feel and the confidence it delivers.

We added two new viscosities to the Signature Series line early in the year as well. Each applies to a limited selection of high-horsepower performance vehicles, and each is dialed in to deliver the level of protection only Signature Series affords.

March saw the addition of three new V-Twin products. While AMSOIL 20W-50 Synthetic Motorcycle Oil remains our main recommendation for V-twin engines, transmissions and primaries, many bikers prefer separate oils for each component. AMSOIL Synthetic V-Twin Transmission Fluid and Synthetic

V-Twin Primary Fluid provide options for bikers who fall into that category, and they deliver the protection and benefits our products are known for in the motorcycle market. We also added a 20W-40 motorcycle oil designed specifically for use in Indian* and Victory* motorcycles. As one of the only synthetic options available, it was a welcome option for this growing segment of the V-twin crowd.

We launched our new ATV/UTV line in April. These products, like all of our products, underwent a tremendous amount of validation. Whether used for work or for play, ATVs and UTVs place enormous strain on lubricants. We developed these products to withstand all you can dish out.

With the addition of AMSOIL Synthetic Metric Motorcycle Oil in May, we rounded out a solid line of motorcycle lubricants engineered to deliver the precise benefits demanded by each application. We're constantly developing and improving, so you never know what lies ahead for the two-wheel market.

The European vehicle market received some attention, too, with the addition of European Car Formula 0W-40 Synthetic

Motor Oil in July and new specifications and manufacturer approvals added to the line later in the year.

Don't forget about new Air Tool Oil, our new line of Antifreeze/Coolants and the new packaging options for Diesel Injector Clean. Each is designed to offer you improved protection and convenience for your vehicles and equipment.

Looking back, those are several good developments. As you reflect on the past year, we sincerely hope you find just as many good developments in your life.

We wish you all a merry Christmas and a safe and happy holiday season.

Dean Alexander
Co-President & CFO

Alan Amatuzio
Co-President & COO

MAXIMUM PERFORMANCE FOR VIRTUALLY ANYTHING YOU RIDE.

While most oil manufacturers have fewer than 300 SKUs available to customers, **AMSOIL offers more than 1,000**. No matter what you ride, drive or operate, we have you covered. Visit www.amsoil.com to browse our full product line or consult the AMSOIL Product Guides for specific recommendations.





EUROPEAN CAR FORMULA EVOLVES

The line gains new applications and simplifies its labeling.

European Car Formula 5W-30 Synthetic Motor Oil (AEL) has been reformulated to broaden its application potential in European and domestic models, including the Chevrolet* Cruze* Clean Turbo Diesel, Jeep* Grand Cherokee* 3.0L EcoDiesel* V6 and Dodge* Ram* 1500 EcoDiesel. It now meets the following additional specifications:

- Chrysler MS-11106 • ACEA C3 • GM dexos2™

The new formulation will be available in quarts and drums once the current formulation sells out. Forecasts predict the current formulation to last through January. The new formulation is available in gallons Dec. 1.

New Manufacturer Approvals

European Car Formula 5W-40 Synthetic Motor Oil (EFM) now carries the following additional manufacturer approvals:

- MB-Approval 229.5 • Porsche A40

In addition, the European Car Formula Synthetic Motor Oil labels are being revised slightly, removing the focus from SAPS levels and placing it on emissions system protection. The European Car Formula products will be referred to as the following:

- European Car Formula 0W-40 Classic Emissions System Protection Synthetic Motor Oil (EFO)
- European Car Formula 5W-40 Classic Emissions System Protection Synthetic Motor Oil (EFM)
- European Car Formula 5W-30 Improved Emissions System Protection Synthetic Motor Oil (AEL)
- European Car Formula 5W-40 Improved Emissions System Protection Synthetic Motor Oil (AFL)

Labels reflecting the changes will begin appearing as inventory of European Car Formula products with current labels is depleted.

New Focus

SAPS levels are a clear way of differentiating between oils within the European Car Formula family; however, the SAPS indicators on labels and advertisements added confusion for consumers who didn't know why SAPS levels are important. Ultimately, SAPS levels are important for ensuring sensitive emissions systems on European vehicles function as designed, and the labels have been updated accordingly. Although we will continue to provide information about SAPS, its focus has been deemphasized.

Five-Liter Packaging Discontinued

Five-liter packaging is discontinued and available while supplies last. Affected European Car Formula products will be available in gallons Dec. 1.



AMSOIL Performance Turns Customer into Dealer

AMSOIL product performance is often the tipping point for customers to become Dealers.



Such is the case with Dealer Julian Dhanani of La Jolla, Calif. "I started using AMSOIL products several years ago when I began modifying the 2006 Honda* Civic Si* I had at the time," Dhanani said.

Dhanani modified the Honda so he could run it on open track days at the Streets of Willow course in Rosamond, Calif., a 1.6-mile street track. He upgraded the camshafts in the car to use on the track.

After the camshafts were upgraded, the car began consuming more than a quart of oil every week, even though there were no mechanical leaks. "I tried almost every synthetic oil available at an auto parts store and found nothing that could solve the problem," he said.

Dhanani heard about AMSOIL products through an Internet forum and decided to install AMSOIL Signature Series 5W-30 Synthetic Motor Oil. "It immediately remedied the excessive

oil consumption," Dhanani said. "I continued to change the oil every 3,000 miles because I thought the 15,000-mile severe service interval was an outrageous claim."

He soon realized the oil continued to look like new when he changed it at 3,000 miles, and he pushed the change intervals further. [The way an oil looks at the change interval does not determine whether it still meets the specifications of serviceable oil.] "I eventually used oil analysis to confirm I could indeed run the oil 15,000 miles/one year, even with moderate engine modifications," Dhanani said.

He continued using the car on the road and on the track and installed "every AMSOIL product I could use during the last six years I owned the car," he said.

He eventually returned the car to stock. Personnel at the shop where the aftermarket camshafts were removed asked about their usage.

The camshafts had almost 70,000 miles of road and track use at the time. "The (shop people) were in disbelief because

the camshafts looked brand new and were easily re-sellable," he said. "The current owner of the camshafts is enjoying them immensely, even after putting on an additional 15,000 miles and counting, using AMSOIL, of course."

The shop personnel were so impressed by the camshafts' condition that they began using AMSOIL products themselves. "Additionally, the first thing I did with my current 2013 Mitsubishi* Evolution* was switch every fluid over to AMSOIL products when I got it home, fresh from the dealership's lot," he said. "My experience with AMSOIL products was so profound that I became an independent Dealer and have had the pleasure of sharing its benefits with many family members, friends and customers over the last few years, along with all the ways Dealers can make money for supplemental income.

"Regardless of how much money I make through the business opportunity, I will continue to enjoy AMSOIL products and all of their benefits myself." ■

AMSOIL Provides Complete Vehicle Cold-Weather Performance

Extreme cold can cause conventional lubricants to thicken, starving vital moving parts of lubrication. In many cases, thick motor oil prevents vehicles from starting. Cold, thick transmission fluid results in sluggish shifts and inadequate protection for gears, valves and other critical parts. Thick gear lube, meanwhile, requires more energy to circulate, reducing fuel efficiency. Because gears and bearings are splash-lubricated, conventional gear lubes that are too thick at cold temperatures can starve internal components of lubrication, which can cause wear and premature failure.

Conventional petroleum lubricants thicken because they contain waxes. While modern refining techniques remove most of the waxes from petroleum oil, some remain. These wax-like molecules remain soluble at temperatures above

freezing, but crystallize into a honeycomb-like structure at lower temperatures and impair circulation. At startup, this can leave parts unprotected while the lubricant warms to a temperature that allows it to flow.

AMSOIL synthetic lubricants do not contain waxes. They provide superior low-temperature fluidity for fast, dependable winter starts; quick, responsive shifts and immediate startup protection.

Superior Fuel & Coolant Additives

Diesel applications can be especially sensitive to cold-weather issues. As the temperature drops, the waxes naturally found in diesel fuel begin to form crystals. The point at which wax crystals form is known as the cloud point. These crystals eventually clog the fuel filter and starve the engine of fuel, preventing it

from starting. While low-quality fuels may form wax crystals in temperatures as warm as 40°F, most fuels have a cloud point near 32°F. The point at which the wax crystals clog the fuel filter is known as the cold-filter plugging point (CFPP). AMSOIL Diesel Cold Flow reduces the CFPP of ultra-low-sulfur diesel fuel by as much as 20°F for increased protection.

In frigid conditions, motorists often idle vehicles for extended periods to warm the interiors and defrost the windows. The practice can be inconvenient and wasteful. AMSOIL Dominator® Coolant Boost uses proprietary tiered-surfactant technology to provide quick and effective heat transfer inside radiator and cylinder heads, resulting in faster engine warm-up times. As a result, vehicle interiors warm more quickly and the defroster becomes effective sooner. ■



1) TRANSMISSION
Signature Series Synthetic Automatic Transmission Fluid (ATF, ATL) flows readily in cold temperatures for almost instantaneous circulation and protection, inhibiting wear and promoting fast, responsive shifts.

2) GASOLINE / DIESEL ENGINE
Signature Series Synthetic Motor Oil (ASM, ALM, AZO, ASL, ATM, AZF, AMR) and Premium Synthetic Diesel Oil (DEO, DME) feature ultra-low pour points to ensure vehicles start immediately, even when the mercury plummets far below zero.

3) COOLING SYSTEM
Dominator® Coolant Boost (RDCB) inhibits harmful coolant system corrosion and reduces engine warm-up times up to 45 percent.

4) DIFFERENTIALS & TRANSFER CASE
Severe Gear® Synthetic Gear Lube (SVG, SVT, SVO) remains fluid in sub-zero temperatures to provide immediate lubrication, helping reduce wear and extend equipment life.

5) DIESEL FUEL SYSTEM
Diesel Cold Flow (ACF) helps prevent icing or gelling in diesel fuel, while Diesel Injector Clean + Cold Flow (DFC) provides the added benefit of excellent deposit-cleaning performance. Diesel Recovery (DRC) quickly liquefies gelled diesel fuel, thaws frozen fuel filters and reduces the need for a new filter in untreated fuel that has gelled.



*Consult the Online Product Application Guide at www.amsoil.com for specific vehicle recommendations.



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Three primary factors are normally responsible for oil failure.

Oil that becomes too thin, too thick or too acidic has exceeded its useful life.

When motor oil exceeds its useful life or is affected by a mechanical defect, it most commonly becomes too thin to separate metal parts, too thick to pump or too acidic for continued use.

Too Thin

When oil becomes too thin, it fails to provide the required oil film thickness to separate metal surfaces. Different engine designs require different starting oil thickness, or viscosity. Viscosity at 100°C is one of the most highlighted oil properties and is a good indicator of adequate oil film thickness in an engine at operating temperature.

A number of things can cause motor oil to become too thin to protect engine parts. Excessive mechanical shear can thin oil to the point of causing issues with engine protection. As motor oil cycles through the engine, it is exposed to shear stress in the engine's upper end, piston walls and bearings that reduces its shear strength. Continuous exposure to these conditions causes oil built with inferior shear stability to thin excessively, leaving critical engine parts susceptible to metal-to-metal contact.

Fuel contamination of the oil sump is another major cause of excessively thin motor oil. Both gasoline and diesel fuel are thinner than motor oil and, when mixed, the oil's viscosity, film thickness and ability to separate parts are significantly reduced. While a small amount of fuel dilution is relatively common and does not have a material impact on oil life, excessive fuel dilution in mechanically compromised equipment is much more harmful.

Too Thick

When it comes to oil, although it may seem like "the thicker, the better," oil that is too thick is just as detrimental as oil that is too thin. Excessively thick oil is a commonly discussed mode of oil failure.

When oil becomes too thick to flow to engine parts, these areas are starved of oil, resulting in metal-to-metal contact that can lead to catastrophic engine damage. The precursor to sludge is oil that has become much thicker than its original design. The cause is a complex chemical reaction involving heat, combustion by-products and oxygen combining to create a chemical attack on the oil molecules. The resulting chemical reaction creates a much thicker substance that does not flow or protect as well as the original oil. When the reaction continues, sludge begins to form in areas of higher localized temperature and low flow. While some varnish is normal, sludge is a sign of excessively degraded oil that needs to be replaced. In order to inhibit sludge and varnish, the oil must resist attack by oxidation forces. Synthetic base oils have a much higher level of saturated molecules that inherently resist this constant bombardment. Additionally, antioxidants are added to either reduce the formation of free-radical oxidation precursors or soak up these precursors once they form.

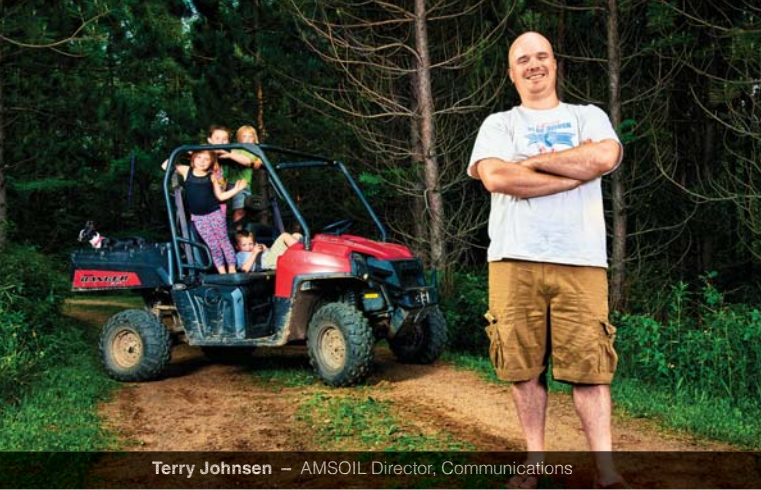
Another cause of oil thickening, primarily affecting diesel oils, is excessive soot-loading in mechanically unsound engines. Diesel oil is designed to handle some soot contamination, but when the soot

overloads the available dispersants in the oil, the oil thickens. The agglomerated soot particles reach a critical size and cause excessive wear commonly seen in diesel liners.

Too Acidic

Acids are a normal by-product of burning fossil fuels. Different fuel types, engines and combustion conditions create varying levels of acid formation. These acids, transferred via blow-by gases, are carried away to the motor oil. Motor oil is designed with a detergent that neutralizes these acids before they accumulate and cause engine damage. The detergent level is measured with a test called Total Base Number (TBN). This measure of alkalinity drops over the life of the oil and reaches a critical level when the oil can no longer consume the acids created by combustion. When TBN reaches a critical level, acids build up quickly and attack the surfaces most susceptible, including yellow metals and lead-lined bearings. Without correction, this condition quickly worsens and results in excessive chemical wear. Although less common, this failure mode can cause significant damage if left uncorrected.

AMSOIL synthetic motor oils are formulated to provide superior overall protection. They resist mechanical shear and viscosity increase due to oxidation while combatting harmful acids to help you maximize the performance and life of your engine. ■



Terry Johnsen – AMSOIL Director, Communications



Paul Bauerly – AMSOIL Racing Coordinator



Leonard Groom – AMSOIL Technical Product Manager - Powersports



Justin Madsen – AMSOIL Forklift Operator/Warehouse Worker



Dean Alexander – AMSOIL Co-President & CFO



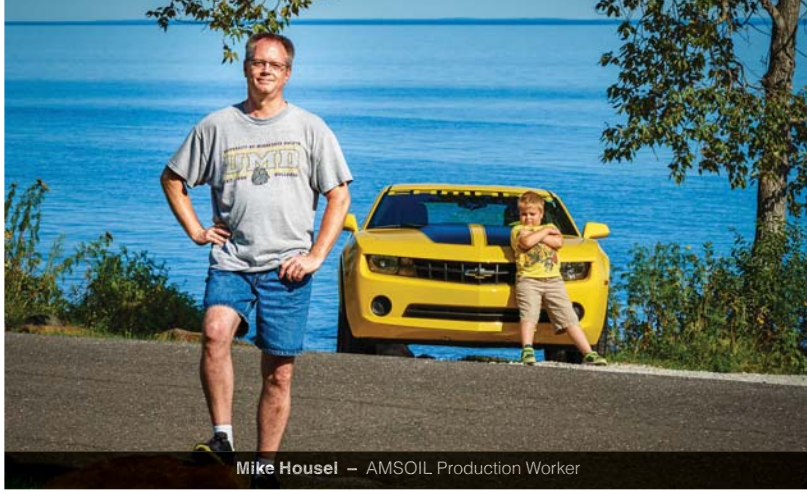
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Mike Housel – AMSOIL Production Worker



Jeremy Meyer – AMSOIL Race Program Manager



Alan Amatuzio – AMSOIL Co-President & COO



Dawn Brackett – AMSOIL DC Assistant

AMSOIL: A Company of Enthusiasts

Passion is a key quality in AMSOIL employees. Passionate people are driven, demand quality and pursue people and organizations with similar values. While AMSOIL employees are experts who are passionate about their respective fields, work is not their only area of focus. Outside of work, many AMSOIL employees share the same hobbies as AMSOIL customers.

“When you have so many enthusiasts on staff, it becomes easier to do your job,” Director, Integrated Marketing Erica Danielski said. “We know the challenges our customers face because we face them, too.”

Danielski used AMSOIL Synthetic Dirt Bike Oil as an example.

“In developing AMSOIL Synthetic Dirt Bike Oil, riders at work identified consistent clutch feel as key to confidently attacking the track or trail,” Danielski said. “The consumers and racers we spoke to were saying the same thing.”

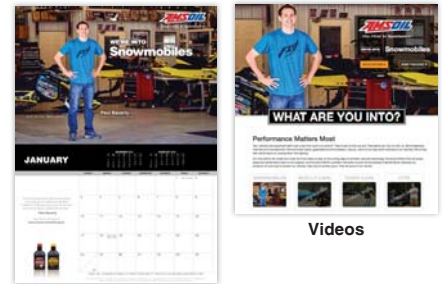
In-House Testers

The product validation process is invaluable. AMSOIL products are tested in the chemical lab, in the mechanical lab, on the racetrack and in the field. They are tested and retested in a variety of scenarios and extremes to ensure maximum protection and performance for consumers. We often seek a variety of test subjects to achieve the greatest variety of possible outcomes. While a great deal of validation is done with the help of independent third parties, AMSOIL-sponsored race teams and accounts, many AMSOIL employees also participate.

“We have such a broad product line,” Danielski said, “and it seemed as though no matter what type of application we wanted to test our products in, there were AMSOIL employees who had what we needed.”

We’re into It

In 2016, we are shining a spotlight on the AMSOIL family of enthusiasts behind the products. Twelve short videos provide a closer look at the people of AMSOIL and what they’re into. Each features a different employee telling his or her story in his or her own words. Those same employees are featured in the 2016 AMSOIL Calendar (G1105).



Videos

AMSOIL 2016 Calendar

AMSOIL CALENDAR PRICING

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.35
G1105-CA	10	15.00	20.00

Calendars also subject to shipping charges.

What are you into?

Watch for posts on Facebook, Twitter and other social media platforms inviting you to share what you’re into. Visit www.amsoil.com/enthusiasts to watch all 12 AMSOIL videos and upload a photo or video of your own. Successful submissions will be featured on amsoil.com and random entries will be selected to receive free AMSOIL gear. ■



Motocross, More Intense™

Feld Motor Sports continues its efforts to push AMSOIL Arenacross into the mainstream.

Several years ago, Feld Motor Sports examined its AMA Arenacross property to decide its future direction. Long considered an afterthought to Monster Energy Supercross, Feld wanted Arenacross to be more, so they developed an out-of-the-box plan for its long-term success – one that would change the structure of dirt bike racing in the United States.

One of its first priorities was finding a company that could see its vision and help bring instant credibility. In 2012, Feld announced AMSOIL as the series' title sponsor. The partnership allowed Feld to begin building upon the foundation of the series, with plans that included a robust television package, new venues and rider-development programs.

Since 2012, AMSOIL Arenacross has added national television packages, including Fox Sports 1 and Fox Sports 2. The series also witnessed growth at the front and back gates, with a 20 percent hike in live attendance and a 37 percent increase in rider participation. These are just a few of the reasons that AMSOIL agreed to extend its title sponsorship role through the 2018 season.

"We are excited to have AMSOIL signed back on as the title sponsor of

AMSOIL Arenacross and the Official Oil of Monster Energy Supercross," said Feld Motor Sports Vice President of Two Wheel Operations Todd Jendro. "With its continued support and commitment to the sport and over 40 years of heritage in motorsports, AMSOIL continues to be an integral part of what we do."

Feld also gave the series a fresh new logo, with a nod to the all-American colors of its title sponsor. To complement the logo, the slogan "Motocross, More Intense.™" is set to carry tremendous impact, especially in new markets like San Jose, Philadelphia and Los Angeles.

"There is no environment as intense as AMSOIL Arenacross," said AMSOIL Race Program Manager Jeremy Meyer. "The new slogan hits the nail on the head. The commitment that Feld has put into the series these past few years has been unmatched in the world of powersports. AMSOIL keeps reaching more people in bigger markets, and we are excited to see where the next three years are going to take us."

AMSOIL Arenacross kicks off its 2016 season in Cincinnati on Jan. 9. For the second straight year, the series will wrap up in Las Vegas May 6-7, the same weekend as Monster Energy Supercross.

ON THE
BOX

WITH JEREMY MEYER

When we write about events in the pages of this magazine or online at amsoilracing.com, much of the content centers around our big-name racers and largest events. We often forget about the small-town racers who make big impacts in their respective sports.

This year, the AMSOIL Grand National Cross Country series (GNCC) introduced the Hometown Hero Program, an initiative that allowed GNCC racers to promote their favorite sport to a new audience through a local, grassroots marketing campaign.

Participants hung posters at local restaurants, gas stations and grocery stores. The young riders also used social media to help promote their local races, using specific hashtags (#HometownHero and #GNCCracing) for proof of involvement. In return, the series offered free race entries for their hometown events.

Did the program work? With 2,207 total racers, the GNCC event in Unadilla, N.Y. had the largest rider entry of the 2015 season. Officials also saw increases in event attendance, including the season finale in Indiana.

Stretching the almighty dollar is important to a race series or event. Promotions don't always have to use big budgets with the biggest names. Many times the smallest voices are heard the loudest.

Jaw-Dropping Build Steals Show at SEMA

Huge horsepower on display for AMSOIL.

Despite not being open to the public, it seemed as if the 2015 SEMA Show in Las Vegas had the whole world in attendance. SEMA, or the Specialty Equipment Market Association, is the world's premier automotive product trade show, attracting more than 100,000 industry leaders from more than 100 countries to the Las Vegas Convention Center the first week of November. The show provides attendees with educational seminars, product demonstrations and special events. It also draws the industry's brightest minds, including famed hot rod builder Gordon Tronson, who headlined not only the AMSOIL booth, but perhaps the entire show this year.

Tronson's automotive genius is well-known worldwide, particularly for his numerous appearances on The History Channel's "Counting Cars" and for the jaw-dropping builds he has created. He launched into stardom in 2010 when he unveiled a custom-built 1927 Model T Roadster dubbed "Double Trouble" because of the car's twin Ford* 4.6-liter V-8 engines that produce 1,200 horsepower.

"It started as an idea on paper," Tronson said at the time of his award-winning custom rod. "There were no plans, no paper, no blueprints, no nothing."

AMSOIL witnessed Tronson's genius first-hand at the 75th Sturgis Motorcycle Rally this past August, when he used the popular AMSOIL booth to display his custom-built chopper that boasts not two, but four Harley-Davidson* engines, each kicking out 100 hp.

It is capable of turning out 4,000 hp with eight Holley double-pumper carburetors and four Teflon blowers.

"The custom chopper was a key draw for AMSOIL in Sturgis," said AMSOIL Trade Show Manager Patricia Stoll. "The people just flocked to see the bike, and Gordon was eager to talk about it. But he was also eager to talk about his next project, and we knew then it would be a perfect fit for our SEMA display."

At SEMA, there is no shortage of custom builds on new and classic cars. Chrome is shined to blinding levels and set center stage for all to see. Tronson went a step forward with his latest project, incorporating his multi-engine philosophy from the chopper build and going off-script with a 1962 Ford Econoline* pickup. The concept truck runs on four DOHC supercharged Hemi engines. It is capable of turning out 4,000 hp with eight Holley double-pumper carburetors and four Teflon blowers. Tronson hand-built a new tube chassis to support the weight of the four motors and turned to AMSOIL synthetic lubricants to support the engines' 128 valves.

"This car had to have been one of the most photographed vehicles at SEMA," said Stoll. "When you go to SEMA, you need to find a way to stand out from all the other exceptional builds, and Gordon surely made AMSOIL stand out this year."

For a complete look at how AMSOIL was involved at SEMA this year, visit www.amsoilracing.com and search SEMA. ■



* 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. All products advertised here are AMSOIL-engineered for use in the applications shown.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Friday, December 25 for Christmas Day and Friday, January 1 for New Year's Day.

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will close at 3 p.m. local time Thursday, December 24 for Christmas Eve.



Original Programming Series & Episodes

Airdate:
Motor Trend On Demand Debut

Airdate:
Motor Trend Channel (YouTube)

ENGINE MASTERS

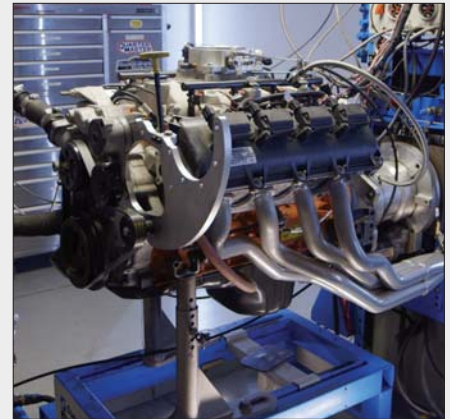
EM - Episode 4.1 (1)	Monday, Nov. 23, 2015	Monday, Nov. 23, 2015
EM - Episode 4.2 (2)	Monday, Dec. 14, 2015	Monday, Dec. 14, 2015
EM - Episode 4.3 (3)	Monday, Dec. 28, 2015	Monday, Dec. 28, 2015
EM - Episode 4.4 (4)	Monday, Jan. 4, 2016	Monday, Jan. 4, 2016
EM - Episode 4.5 (5)	Monday, Jan. 18, 2016	Monday, Jan. 18, 2016
EM - Episode 4.6 (6)	Monday, Jan. 25, 2016	Monday, Jan. 25, 2016
EM - Episode 5.1 (7)	Monday, Feb. 1, 2016	Monday, Feb. 29, 2016
EM - Episode 5.2 (8)	Monday, Feb. 15, 2016	Monday, March 14, 2016
EM - Episode 5.3 (9)	Monday, Feb. 29, 2016	Monday, March 28, 2016
EM - Episode 5.4 (10)	Monday, March 14, 2016	Monday, April 11, 2016
EM - Episode 5.5 (11)	Monday, March 28, 2016	Monday, April 25, 2016
EM - Episode 5.6 (12)	Monday, April 11, 2016	Monday, May 9, 2016

HIATUS - MAY THROUGH NOVEMBER

EM - Episode 5.7 (13)	Monday, Nov. 21, 2016	Monday, Dec. 19, 2016
EM - Episode 5.8 (14)	Monday, Dec. 5, 2016	Monday, Jan. 2, 2017
EM - Episode 5.9 (15)	Monday, Dec. 19, 2016	Monday, Jan. 16, 2017
EM - Episode 5.10 (16)	Monday, Jan. 2, 2017	Monday, Jan. 30, 2017
EM - Episode 5.11 (17)	Monday, Jan. 16, 2017	TBA
EM - Episode 5.12 (18)	Monday, Jan. 30, 2017	TBA

New Motor Trend YouTube Show Presented by AMSOIL

AMSOIL has signed on as the presenting sponsor of an all-new engine dyno program that debuted Monday, Nov. 23 on the *Motor Trend* YouTube channel. Hosted by David Freiburger of the popular online program "Roadkill," Steve Dulcich of *Engine Masters* magazine and dyno guru Steve Brule of Westech Performance Group, "Engine Masters presented by AMSOIL" is an informative and fun show featuring parts testing and engine-to-engine shootouts. The first episode appeared Monday, Nov. 23 at youtube.com/motortrend, and new episodes will be added on Mondays throughout the next several months (see schedule).



AMSOIL DEALERSHIP OPPORTUNITIES AVAILABLE

Be your own boss. Full-time or part-time, an AMSOIL Dealership is the ideal business opportunity. No quotas to fill. No inventory requirements. Contact your sponsoring Dealer or see the Preferred Customer Zone for more information. To upgrade to Dealer, click the "Buy Wholesale" link at the top of www.amsoil.com or order or download a Change of Status Form (G18US in the U.S., G18UC in Canada) from the Preferred Customer Zone.

NO MATTER THE SLED, AMSOIL HAS YOU COVERED



- **Prevents** piston scuffing
- **Fights** exhaust power valve deposits
- **Outstanding** cold-flow (-72°F)

Ideal for hardcore enthusiasts and owners of powerful new sleds that require extra protection, including those with Ski-Doo* E-TEC* and Arctic Cat* C-TEC* engines

- **Easy** start
- **Low** smoke
- **Excellent** wear protection

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