

# AMSOIL<sup>®</sup>

MAGAZINE

JULY 2016

## Protect The Thrill

| PAGE 8



How a Motorcycle Wet Clutch Works | PAGE 9

Tips to Boost Sales of Small-Engine Oil | PAGE 10



# Ride Hard. Run Cool.®

Regardless of which brand of bike they own, V-twin riders want to protect their investments. Explain how AMSOIL Synthetic V-Twin Motorcycle Oil is designed specifically for the unique demands of V-twin engines, including **resistance to extreme heat** and **excellent wear protection**. It helps bikers ride with confidence in the most extreme conditions.

For more market insights, consult the Synthetic V-Twin Lubricants Dealer Sales Brief in the Dealer Zone (Training>Training Materials>Dealer Sales Briefs).



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**THE COVER**

New AMSOIL Synthetic DCT Fluid helps Dealers increase sales to automotive enthusiasts and installers.

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**Alan Amatzio**  
Co-President & COO

**Dean Alexander**  
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# From the Presidents

Earlier this year we unveiled our “Devoted to Protection” campaign featuring advertisements on TV, online and in print. The campaign reveals that Signature Series provides 75 percent more engine protection against horsepower loss and wear than required by a leading industry standard.\* That leading standard, of course, is the API SN specification.

This edition of *AMSOIL Magazine* reveals another claim for a different and growing market: AMSOIL Formula 4-Stroke® Synthetic Small Engine Oil reduces oil consumption 61 percent compared to three leading oil brands.\*\* Oil consumption in small-engine equipment should be a big concern for landscape professionals and homeowners alike, but we know it’s a concern for landscapers. Talking to landscaping contractors about Formula 4-Stroke Small Engine Oil’s outstanding resistance to extreme

heat and oil consumption should help you increase sales in this excellent market.

Next month we will reveal another claim you can use in your pursuit of new business. We think you’ll find it helpful in converting new customers.

After all, that is what it’s all about. Finding new catalog/online customers, accounts, Preferred Customers and Dealers is crucial for your success. AMSOIL Vice President, Dealer Sales and Service Bryce Malone writes about the importance of finding new Dealers, customers and accounts in this month’s “Insight on Sales” column. Bryce has some good ideas you can use to keep you on track as you work to grow your business.

You really only have two options for growing your business: find new customers or get your current

customers to buy more. Making additional sales to your existing customers is a sound goal and something you should be pursuing as part of your customer retention plan. Finding new customers, however, is crucial for growth. You all certainly attempt to register new Dealers, customers and accounts regularly, but many Dealers stop short of the true goal: making the sale. These product claims are aimed to help you successfully close more sales and grow your business.

**Dean Alexander**  
Co-President & CFO

**Alan Amatzio**  
Co-President & COO





## As Reliable as Your Favorite Lure

Most hardcore anglers have precious little time for fishing. To maximize their time on the water, they need lubricants that protect their motors from wear despite the challenging operating conditions.

AMSOIL marine products, including new 25W-40 Synthetic-Blend Marine Engine Oil (WCM), fight wear and maximize performance in marine engines. They deliver the benefits your customers need, whether they own a four-stroke or two-stroke motor.

- **Superior** wear protection
- **Excellent** rust and corrosion resistance
- **Reduced** smoke (two-stroke)

**View the Marine Products Dealer Sales Brief in the Dealer Zone (Training>Training Materials>Dealer Sales Briefs) for more market insights.**



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# LETTERS TO THE EDITOR

## V-TWIN MOTORCYCLE OIL

I like the idea of separate V-Twin Primary and Transmission Fluids, but what are the SAE ratings? There's nothing on the front of the containers. Without knowing, I am not going to use the fluids in my Harley\* and I have gotten the same reaction from my fellow riders. On the transmission fluid, putting the warning label on the back would leave plenty of room for SAE numbers. Primary Fluid has plenty of room already. This glaring mistake makes me feel real good with egg on my face when I'm trying to make a sale.

Thanks for your time.

### Richard Berglund

**AMSOIL:** Synthetic V-Twin Transmission Fluid (MVT) is 75W-110, while Synthetic V-Twin Primary Fluid (MVP) is SAE 50. We did not list the viscosities on the labels because Harley-Davidson\* specifies no other viscosity but 20W-50, and no aftermarket competitors list viscosities on their primary and transmission fluids. We likely will add the viscosities to the labels in the future due to new government regulations and feedback like yours. AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil (MCV) remains our primary recommendation for Harley-Davidson engines, transmissions and primary chaincases.

## AMSOIL MAGAZINE

Why can't we receive the AMSOIL Magazine publication in an earlier time frame? Many times there is an event listed that has already taken place or will do so within a few days, leaving no time to plan for it or attend.

I realize that the website may have more information posted sooner, but I currently am not extremely active and do depend on my magazine for information.

Thank you for your attention to this matter.

### Dennis M. Andrews

**AMSOIL:** The Magazine is typically mailed at the end of the month prior to the cover date. However, because it's sent through bulk mail, some Dealers don't receive it until later in the month. For the most up-to-the-minute

information, it's essential for you to log in to the Dealer Zone on a regular basis. In addition to timely announcements, digital copies of AMSOIL Magazine are posted prior to mail delivery. We are also considering a digital subscription that would allow Dealers who choose that option to receive the Magazine by email.

## MOTORCYCLE RIDERS

I have always considered AMSOIL to be a very safety-conscious company. Therefore, I was surprised and disappointed to see motorcycle riders not wearing safety helmets featured so prominently in the March issue of AMSOIL Magazine. Wearing a helmet while riding a motorcycle can mean the difference between life and death in even a minor accident. Thousands of motorcycle riders die on our roads every year and many of these needless deaths could have been avoided if the rider was wearing a helmet. Because of this, AMSOIL should be promoting use of helmets when riding motorcycles and not the opposite.

Sincerely,

### Larry Simpkins

**AMSOIL:** In order to produce natural-looking photos, AMSOIL asks its photo-session participants to dress exactly as they normally would for a day of riding. You are 100 percent correct about the importance of wearing helmets, however. Your concerns have been noted and we will be more diligent about seeking photo-shoot participants who wear them. However, neither Minnesota or Wisconsin require helmets by law and we will not destroy the authenticity of the photo by demanding those who do not wear helmets to do so for the photo.

## OIL CONSUMPTION

I always enjoy Dan Peterson's contributions. He has an excellent way of explaining things so I can understand them. In March, he wrote "Several factors contribute to oil consumption."

There's a factor of oil consumption he didn't mention that has always made me curious: oil consumption increases

as oil gets dirty. The extended drain intervals of AMSOIL synthetic motor oils illustrate this more than conventional oil.

For example, using AMSOIL Signature Series Synthetic Motor Oil and an Ea® Oil Filter, my car will go 15,000-20,000 kilometers before it's down a quart. But I'll need to add the next quart within about 10,000 kilometers.

Can you explain why this is?

Thanks,

### Robert Wolfe

**AMSOIL:** This type of oil consumption has the characteristics of a phenomenon called "ring float." It occurs in equipment/applications/conditions that are particularly tough on oil. Micro-contaminants accumulate in the oil to the point where they momentarily float/break the seal between the piston ring and the piston cylinder, increasing oil loss up the cylinder as the rings float and allow more oil into the combustion chamber and out the exhaust. The condition is temporary and typically goes away when the oil is changed.

Increased soot in GDI engines can also contribute to this condition. Diesel applications, and any applications that suffer from poor overall combustion efficiency, are particularly susceptible.

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Letters are subject to editing for length and clarity; please include your name, address and phone number.





Mark Nyholm | TECHNICAL PRODUCT MANAGER, HEAVY DUTY

Whether you're a diesel enthusiast or aspire to one day own a diesel vehicle, you might want to read on since the world of diesel-powered vehicles is changing yet again. Many of us are still a bit scorned from the introduction of API CJ-4 diesel oils in 2007, designed for vehicles equipped with emissions-reducing diesel particulate filters (DPF). There's a ton of information available arguing for and against DPFs, and I can't say I'm in love with them, but for the sake of the clean air we all need to breathe, we best accept them and move on.

More change is coming, and I'm happy to say that the change has no negative consequences and we should all look forward to the new API specifications set to take effect this December.

Some of your customers might not know much about API specifications and what they mean to diesel owners. Most people simply want to know that the diesel oil they run in their trucks or equipment is providing the best possible protection – they couldn't care less about API specifications. But API specifications are vital to setting the bar for diesel oil performance.

The current API diesel specification is CJ-4. This December, API will introduce two new diesel specifications: CK-4 and FA-4.

CK-4 will be backward-compatible with CJ-4 and should be used in all applications requiring CJ-4 oils. The twist comes with FA-4 – its current design is not backward-compatible, and it's recommended only for model year 2017 and newer engines.

Why two specifications? Simply put, to satisfy fuel-economy requirements. The EPA wants our vehicles and equipment to run more efficiently and burn less fuel while trying to produce the same horsepower and torque. We now have two different specifications to understand, and it's important to make the right recommendation to avoid negative consequences.

#### New Diesel Oil Specifications Effective December 2016

API CK-4	API FA-4
Backward-compatible with current CJ-4 spec	<b>Not</b> backward-compatible; only recommended for 2017 and newer vehicles

The new CK-4 specification will provide much better engine protection compared to CJ-4. Large governing organizations responsible for this specification spent countless hours and millions of dollars in development to ensure oils that meet CK-4 deliver improvements in several key areas, including better liner-scuffing protection, reduced heat for hotter-running engines, shear stability for viscosity control, aeration control and more. CK-4 oils will exceed CJ-4 oils in performance while still providing extended service intervals for those looking to save time and money.

The new FA-4 specification is designed to help improve fuel economy. It does this in a couple ways. First is viscosity. You won't be seeing any SAE 40 FA-4 diesel oils. Most of them will be 10W-30, and you might even see a couple 5W-30 oils.

The second way is by reduced high-temperature/high-shear viscosity (HTHS). The minimum for CK-4 is 3.5 and the minimum for FA-4 is 2.9. Many studies have linked HTHS to improved fuel economy. The lower the number, the better opportunity for an improvement. That is exactly what API is calling for here. This does not mean that FA-4 oils will compromise wear protection – they have to pass the same tests as CK-4 oils.

These new specs present a big change to how you should provide product recommendations to your customers. If the original equipment manufacturer (OEM) recommends a CK-4 oil, recommend the same to customers. However, if the OEM allows for use of an FA-4 oil, your customer has a choice. You can recommend an FA-4 oil to provide better fuel economy or you can recommend the CK-4 oil. The recommendation is largely dependent on what performance benefits your customer desires most, and finding out requires developing a good rapport with them.

I realize that all of this can be confusing and frustrating. The days of one spec and one viscosity are over. Engine technology is driving us to change and provide more, application-specific diesel oil options. We must be smarter when recommending diesel oil to customers. Rest assured that AMSOIL will continue to lead the way in synthetic diesel oil technology for these two new specifications, and we'll be ready in December. ■



# SYNTHETIC DCT FLUID: PROTECT THE THRILL

New Synthetic DCT Fluid rounds out AMSOIL transmission fluid family.

The concept of two transmissions working in tandem within one vehicle dates back to the 1930s. The dual-clutch transmission (DCT) made its first practical appearance decades later in several 1980s-era race cars. In 2003, Volkswagen's Golf\* Mk4 R32 was the first production vehicle to feature the technology. Today the spectrum of vehicles with DCTs has widened to include vehicles made by BMW\*, Chrysler\*, Ferrari\*, Ford\*, Mercedes\*, Mitsubishi\*, Nissan\*, Porsche\* and more.

## Automatic and Dual-Clutch Transmissions

Automatic transmissions have a defined set of gears that engage based on vehicle speed. The correct gear is selected as the vehicle accelerates and decelerates. DCTs are automatic transmissions based on the architecture of manual transmissions. They consist of two manual gearboxes in the same housing. Most rely on computer-controlled, wet multi-plate clutches and do not require torque converters. DCTs provide more efficient shifts than traditional automatics because as one clutch engages, the other readies the next gear. Properly maintained and lubricated, the system delivers smooth, split-second shifts, the

perfect complement to a powerful, high-performance engine.

While DCTs are capable of seamless shifts, they can suffer from shudder or lurching at slow speeds. Transmission fluid with specific frictional properties is required to prevent shudder. DCT fluid must also maintain the proper viscosity to provide protection during the high-heat operation native to high-performance sports sedans and supercars.

## AMSOIL 100% Synthetic DCT Fluid

AMSOIL 100% Synthetic DCT Fluid is specifically engineered for sophisticated dual-clutch transmissions. Its superior frictional properties protect against shudder and gear clashing to consistently produce fast, smooth shifts. AMSOIL Synthetic DCT Fluid's exceptional durability provides stability in stop-and-go traffic and excels under intense, high-heat conditions. Its built-in oxidation resistance helps prevent sludge formation in vital transmission parts.

Consult the Synthetic DCT Fluid Dealer Sales Brief in the Dealer Zone (Training>Training Materials>Dealer Sales Briefs) for more information.



## DEALER ACTION PLAN

- Target automotive enthusiasts focused on performance, style and fun. Seek out auto repair shops, transmission shops and mechanics specializing in high-performance vehicles.
- Inform shop owners that AMSOIL Synthetic DCT Fluid is a cost-effective, quality alternative to vehicle-manufacturer-branded fluids selling for \$25 or more a quart, saving customers money and creating higher profit margins. Offering DCT fluid changes also sets them apart from their competition. DCTs have relatively short drain intervals, ensuring repeat sales and the opportunity to build customer relationships.
- AMSOIL is a trusted name in the high-performance car market. AMSOIL Synthetic DCT Fluid delivers uncompromising quality and performance at a competitive price point.

100% Synthetic DCT Fluid



# HOW A MOTORCYCLE WET CLUTCH WORKS

Lubricating a clutch with oil seems like an invitation for slippage and inconsistent shifts; however, a properly formulated oil can *reduce* clutch slippage. Here's how.

Wet clutches are widely used in motorcycles and dirt bikes. The term simply means the clutch is lubricated with oil, as opposed to a dry clutch. A wet clutch typically lasts longer and is more forgiving to operate than a dry clutch.

## Frictional Performance Vital

As shown in the images, the clutch connects the engine and transmission via a series of alternating friction and steel plates. Friction plays a big role in proper clutch operation.

To illustrate, imagine sitting aboard a motorcycle or dirt bike with the clutch lever activated, idling at a red light or in a starting gate. The friction and steel plates are separated, allowing the bike to run without moving. The light turns green or the gate drops. As you let out the clutch lever, the plates squeeze together. The transition from the friction and steel plates spinning independently to becoming locked together is an example of dynamic friction. Once the plates are locked together and spinning in unison, they're subject to the principles of static friction.

## Oil Chemistry Important

Motor oil plays a vital role in both areas. The formulation influences the dynamic friction you experience, which is best thought of as clutch feel. Oils with incorrect frictional properties can result in inconsistent or "loose" clutch feel. This negatively affects your ability to confidently pull away from a red light without the bike cutting out, or start quickly and grab the holeshot in a race.

The oil also contributes to the holding power, or static friction, between the plates once the clutch lever has been let all the way out and you're riding. Oils with incorrect frictional properties can allow the plates to slip in some circumstances, which you'll feel as lost power to the ground. A powerful V-twin riding up a hill, for example, can generate sufficient load to cause the clutch plates to slip and the bike to surge.

The oil's additive chemistry has the greatest effect on performance. Friction modifiers, added to some passenger car/light truck motor oils to maximize fuel economy, can decrease the coefficient of friction within the clutch pack and result in excessive slippage. Extreme-pressure additives, commonly used in gear lubes to protect against shock loads and intense pressures, can cause excessive clutch slippage and related damage.

The key is to use a lubricant specifically formulated for wet clutches. AMSOIL Synthetic V-Twin Motorcycle Oil (MCV, MCS, MVI), Synthetic Metric Motorcycle Oil (MCF, MCT), Synthetic Dirt Bike Oil (DB40, DB50, DB60) and Synthetic Dirt Bike Transmission Fluid (DBTF) contain no friction modifiers or extreme-pressure additives. They're dialed-in with the correct frictional properties to promote smooth shifts and consistent clutch feel while guarding against wear for long clutch life.

## MOTORCYCLE CLUTCH BASICS



The **clutch basket** ① is attached to the engine. **Friction plates** ② are attached to the clutch basket via splines along their circumference.



The **hub** ③ is attached to the transmission. **Steel plates** ④ are attached to the hub via splines on their inside opening.



The hub fits inside the clutch basket and the friction and steel plates are woven together, connecting the two components and creating one assembly.

The **pressure plate** ⑤ squeezes the friction and steel plates together, binding the engine to the transmission and moving the bike. Activating the clutch lever relieves pressure, allowing the friction and steel plates to separate and rotate independently. Now the engine can idle without the bike moving.





# Tips to Boost Sales of Small-Engine Oil

Small-engine lubrication needs aren't as simple as some people think. Extreme heat and increased contaminants can lead to excessive oil consumption and power loss. Showing prospects how you can help them avoid downtime and expensive repairs by using a high-quality oil can help grow sales.

Small engines power lawnmowers, snowblowers, generators, pumps, tillers and other equipment. Many businesses rely on small-engine-powered equipment to complete jobs on time and up to standards, leaving no time for breakdowns.

## Small Does Not Equal Simple

Given their size and relatively basic design compared to automotive engines, many perceive small-engine lubrication requirements as simple. They may see no reason to use anything but inexpensive automotive oil. However, the opposite is true.

## Make a Case for Quality

As you move through the buy/sell process with prospects, point out the severe nature of small-engine operation compared to automotive engines.

- Elevated heat
- Increased contaminants
- Neglected maintenance
- Exposure to rust formation during storage
- No oil filter (some engines)

A professional zero-turn mower, for example, can run continuously five days a week all season long. Ambient summer temperatures can exceed 100°F in some parts of North America, exposing the engine to extreme heat, which invites oil consumption if the motor oil can't withstand the intense environment (see sidebar).

## Oil Consumption Invites Breakdowns

As heat slowly evaporates the oil or converts it into carbon deposits, the oil level in the sump drops. On job sites and around the home, it's not uncommon for weeks or even months to pass without anyone checking the oil. This scenario invites costly breakdowns if the engine runs for long periods with insufficient oil.

## Formula 4-Stroke® Synthetic Small Engine Oil (ASE) reduces oil consumption 61 percent compared to three leading oil brands\*\*.

Its synthetic base oils deliver improved resistance to extreme heat while guarding against wear. It reduces maintenance by requiring less-frequent top-offs while increasing peace of mind that expensive mowers and other equipment are protected no matter how severe the conditions or workload.

## DEALER ACTION PLAN

- Because of their size, it's often believed that small-engine lubrication needs are simple. The opposite is true. They run hotter and generate more contaminants than automotive engines. Furthermore, oil changes are often neglected or forgotten entirely.
- At the appropriate time in the buy/sell process, educate prospects about the severe operating conditions of small engines. Point out that automotive motor oils may not be formulated for the unique demands of small engines.
- Sell Formula 4-Stroke Synthetic Small Engine Oil as a solution to the challenges posed by small engines. Sell the reduced maintenance and peace of mind it offers.

## Power Loss and Rust Formation Also Problems

Deposits also contribute to compression loss and reduced power, which reduce efficiency and equipment life. As high heat causes deposits to form on the





piston ring land and in the ring grooves, the rings can become stuck in their grooves. When this happens, the rings fail to press completely against the cylinder wall, which reduces compression and leads to power loss. Deposits on the valves can prevent them from fully sealing, also contributing to compression loss.

In addition, automotive oils generally don't contain sufficient anti-rust inhibitors to protect against rust formation if small engines sit idle for long periods. When rust begins to form on internal engine parts, it doesn't stop. It acts like sandpaper and scours bearings, pistons, cylinders and other parts, causing wear.

Formula 4-Stroke is formulated with a heat-stable additive system and concentrated carbon cleaners to resist oil breakdown and power-robbing deposits. It contains potent anti-rust inhibitors to protect engines even when they're not running.

### Top Prospects

Landscapers, contractors and other professionals are outstanding prospects for Formula 4-Stroke, in addition to other great AMSOIL products for small-engine-powered equipment, including SABER® Professional Synthetic 2-Stroke Oil (ATP), Quickshot® (AQS) and Synthetic Multi-Purpose Grease (GLC). Professionals rely on their equipment for their livelihood, and keeping it up and running making money is in their best interest. ■

### How Oil Consumption Occurs

Oil consumption is like water evaporating on a hot day. Just like the heat of the sun lifts water molecules out of a container of water and into the air, high engine heat can lift the light, unstable molecules out of oil, causing the oil level to drop. The evaporated oil exits the exhaust as air pollution.

High heat can also literally bake the oil into carbon deposits, as shown in the top image. In these Honda\* 5 HP engines, oil is splashed on the valve guide area to provide cooling and lubrication before running back down into the sump. Extreme heat, however, baked the leading oil brand to the valve guide area. As heat chemically broke down the oil and turned it into deposits, the oil level in the sump dropped. Left unchecked, the engine can run for long periods with insufficient oil, inviting costly breakdowns.

In contrast, the valve guide area lubricated with AMSOIL Formula 4-Stroke Synthetic Small Engine Oil contains minimal deposits and is functional. The oil's superior resistance to extreme heat prevented deposits and **reduced oil consumption 61 percent\*\*** compared to three leading oil brands, reducing maintenance and increasing peace of mind.



Leading oil brand – 125 hours



AMSOIL Formula 4-Stroke Synthetic Small Engine Oil – 125 hours

**Reduces oil consumption an average of 61 percent.\*\***

- Less maintenance
- Increased peace of mind



\*\*Based on 125-hour lab tests of small engines using AMSOIL Formula 4-Stroke 10W-30/SAE 30 Synthetic Small Engine Oil and three leading 10W-30/SAE 30 motor oils.









## The 2016 Street Rodder Road Tour Presented by AMSOIL is Underway

Street-rodders visit AMSOIL corporate headquarters on the opening leg of the tour.

Led by Road Tour Director Jerry Dixey in a custom 1961 Ford Sunliner\*, the 21st Annual Street Rodder Road Tour Presented by AMSOIL kicked off in St. Paul, Minn. with the Minnesota Street Rod Association's Back to the 50's Week, and it included a special trip to visit the AMSOIL corporate headquarters in Superior, Wis.

The Street Rodder Road Tour was initiated in 1996 by *Street Rodder* Magazine as a family-friendly means of celebrating street-rod culture. Each summer, it takes groups of street-rod enthusiasts across the country on eight different tour legs that include stops at car shows, museums and renowned car facilities. The tours are open to the public, and the highlights

are covered in a series of *Street Rodder* articles. AMSOIL has been a sponsor of the Street Rodder Road Tour since 2008.

"Supporting the Street Rodder Road Tour was an easy choice for us," said AMSOIL Race and Events Manager Jeremy Meyer. "These are our kind of people. They love cars and appreciate high-performance products. It's a natural fit for us."

Following Back to the 50's Week, the Ford Performance Coyote Tour departed for the NSRA Rocky Mountain Nationals in Pueblo, Colo., while the Vintage Air Tour departed from San Antonio for the same destination. In Pueblo, Dixey began driving the custom 1966 Ford Fairlane\* built by Dean Livermore of Hot Rods by Dean for the 2016 Road Tour.

### 2016 STREET RODDER ROAD TOUR PRESENTED BY AMSOIL SCHEDULE

#### Factory Five Racing Tour – July 8-17

Wareham, Mass. (Factory Five Racing) to Syracuse, N.Y. (Syracuse Nationals)

#### The Autopalooza.Org Tour – Aug. 12-20

Detroit (Culminating with the Woodward Dream Cruise)

#### The Shades Of The Past Tour – Sept. 2-10

Nashville, Tenn. to Pigeon Forge, Tenn. (Shades Of The Past)

#### The Dynamat Tour – Sept. 9-18

Pigeon Forge, Tenn. (Shades Of The Past) to Burlington, Vt. (NSRA Northeast Nationals)

#### The Sherm's Custom Plating Tour – Oct. 14-23

Northern California to Bakersfield, Calif. (NHRA California Hot Rod Reunion)



This past June, AMSOIL entered its first year as the Official Oil of Back to the 50's, and the show delivered on its grandiose promise of an endless parade of cars and trucks, from Model As to F-100s. While bigger isn't always better, in this case, bigger is pretty darn good.

For the past four decades, the Minnesota Street Rod Association has held the annual event at the Minnesota State Fair Grounds in St. Paul. That history, coupled with great weather, helped make it one of the largest car shows in North America.

Just about every one of the owners of the estimated 12,000 cars in attendance sat proudly near his or her car, eager to share every detail and story behind it. The event also brought in more than 125,000 attendees, many of whom spent the afternoon walking down memory lane, eyeing up the classic cars and reminiscing with the owners of the cars they had while growing up.

The stories poured in from across the country, from both young and old. AMSOIL loves to hear those stories, and come next June, we will head Back to the 50's to hear them all over again.

# Turbodiesel Competitions Showcase Big Horsepower and Torque

## Diesel Power Challenge Crowns New Champion

Now in its 12th year, the 2016 Diesel Power Challenge in Denver pitted 10 reader-selected turbodiesel trucks against each other in grueling challenges that included dyno tests, drag races, trailer and sled pulls and even an obstacle course.

Boasting a consistency that helped him earn a podium in every event, Charlie Keeter and his 2004 Ford F-250\* emerged victorious in this year's competition. Close behind was runner-up finisher Neal Torley and his 2008 Ford F-250. Torley was the only competitor to finish all the skills tests without drawing a penalty. Ray McClelland and his 2007 Dodge Ram\* 2500, which successfully posted best-in-test dyno numbers, rounded-out the podium in third.

## Competitors Battle for Inaugural Ultimate Callout Challenge Championship

The inaugural Ultimate Callout Challenge invited 32 turbodiesel truck owners to Salt Lake City for a no-holds-barred competition measuring horsepower and torque, quarter-mile times and sled-pull performances.

Firepunk Diesel's Lavon Miller, a two-time Diesel Power Challenge champion, entered the competition as one of the favorites and did not disappoint, taking an impressive win in the dragstrip competition and earning strong second-place finishes in both the dyno and sled-pull competitions to take the top overall score and the Ultimate Callout Challenge championship. Ryan Milliken of Hardway Performance earned the win in the sled-pull competition and finished second overall, while local competitor Shawn Baca of Industrial Injection won the dyno competition and finished third overall.

## DEALER IMPACT

AMSOIL is the Exclusive Official Oil of the Diesel Power Challenge and Ultimate Callout Challenge. The drivers rely on the premium protection and performance qualities of AMSOIL synthetic motor oils and drivetrain fluids to keep their trucks protected and running at peak performance throughout the intense, high-heat conditions of competition.

Covered extensively by turbodiesel-market magazines *Diesel Power* and *Diesel World*, the eyes of turbodiesel enthusiasts everywhere were on the Diesel Power Challenge and Ultimate Callout Challenge, creating outstanding exposure for AMSOIL products. Because the vast majority of turbodiesel enthusiasts own trucks and want the best protection for their investments, they present a prime market for AMSOIL Dealers.



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## MORE THAN JUST PREMIUM MOTORCYCLE OILS



*The First in Synthetics*®

Online Store: [www.amsoil.com](http://www.amsoil.com)

Telephone: 1-800-777-7094

EZ Online Order Form: [myaccount.amsoil.com](http://myaccount.amsoil.com)

### IMPORTANT ADD-ON SALES:

- Ea® Motorcycle Oil Filters
- Quickshot®
- Motorcycle Octane Boost
- Shock Therapy® Suspension Fluid

### July Close-Out

The last day to process July orders in the U.S. and Canada is the close of business on Friday, July 29. 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. CDT 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. CDT on Friday, Aug. 5. All transfers received after this time will be returned.

### Holiday Closings

The Toronto Distribution Center will be closed Monday, Aug. 1 for Simcoe Day. The Edmonton Distribution Center will be closed Monday, Aug. 1 for Heritage Day.

### AGGRAND OGIO Polo Shirt

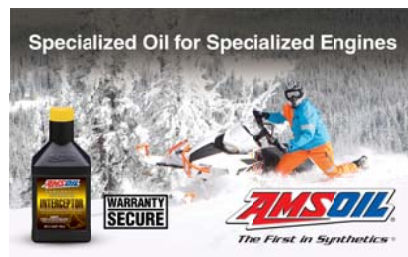
High-performance, upscale OGIO polo shirt looks great with either jeans or dress slacks. Constructed of 100 percent moisture-wicking polyester. Embroidered logo.

Stock #	Size	U.S.	Can.
G3366S	S	39.95	53.05
G3366M	M	39.95	53.05
G3366L	L	39.95	53.05
G3366XL	XL	39.95	53.05
G3366XXL	2X	41.95	55.75
G3366XXX	3X	43.95	58.40



### Gas-Pump Toppers

Designed for placement in the gas-pump topper frames found at most gas stations, these double-sided and durable Gas-Pump Toppers effectively raise customer awareness and help increase sales. Premeasure pump topper frames to ensure you order the correct size. Pump topper frames not included.





## New Deluxe Grease Gun Kit Available Aug. 1

Launching Aug. 1, the new AMSOIL Deluxe Grease Gun Kit provides improved performance and includes multiple grease-distribution options for maximum convenience. The previous AMSOIL Grease Gun Kit (GLCKT) is discontinued and available while supplies last. Check the August *AMSOIL Magazine* for more details.

## U.S. Price Adjustment Effective Aug. 1

After holding the line on pricing in the U.S. for the past five years, we are forced to implement a minimal price adjustment effective Aug. 1. The costs of base oils and other raw materials have increased significantly in the past few months, while the costs of every aspect of manufacturing and distribution have increased over the past five years. The accumulation of those increased costs requires an average price increase of 6 percent on many AMSOIL products. Commissions will be increased accordingly. The renewed strength of the Canadian dollar and relative stability of the exchange rate has allowed us to leave Canadian pricing as it stands.

Updated pricing information will be available in the Product Pricing Interface in the Dealer Zone as soon as possible. We will notify retail and commercial accounts by mail and online, but you should follow up with your accounts to ensure they are aware of the pending price adjustment. The AMSOIL U.S. Wholesale Price List (G3500) and Dealer Profit List (G3501) will be revised to reflect new pricing and commissions; watch the Dealer Zone for an announcement of availability. The AMSOIL Retail Catalog (G100) will also be revised and made available as soon as possible. Since the price adjustment occurs close to the regularly scheduled October catalog revision, you will receive a copy in your September issue of *AMSOIL Magazine* rather than the October issue.



### OGIO Polo Shirt

High-performance, upscale OGIO polo shirt looks great with either jeans or dress slacks. Constructed of 100 percent moisture-wicking polyester. Embroidered logo.

### Red OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3020	S	39.95	53.05
G3021	M	39.95	53.05
G3022	L	39.95	53.05
G3023	XL	39.95	53.05
G3024	2X	41.95	55.70
G3025	3X	43.95	58.40

### White OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3026	S	39.95	53.05
G3027	M	39.95	53.05
G3028	L	39.95	53.05
G3029	XL	39.95	53.05
G3030	2X	41.95	55.70
G3031	3X	43.95	58.40

### Black OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3032	S	39.95	53.05
G3033	M	39.95	53.05
G3034	L	39.95	53.05
G3035	XL	39.95	53.05
G3036	2X	41.95	55.70
G3037	3X	43.95	58.40

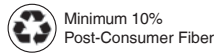


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