

AMSOIL[®]

MAGAZINE

JANUARY 2017



HEAVY-DUTY CORROSION PROTECTION



Heavy-Duty Corrosion Protection | PAGE 5

FEATURES

- 5 Heavy-Duty Corrosion Protection
- 6 Preparing for the Road Ahead: An Interview with Dan Peterson
- 9 Effects of Excessive Engine Idling

DEPARTMENTS

- 3 From the Presidents
- 4 Letters to the Editor
- 10 Racing & Promotional News
- 13 Centerlines and Updates

ADVERTISEMENTS

- 12 A Premium Choice for European Vehicles
- 14 Making Sense of the New Diesel Oil Specifications



THE COVER
MPHD is dialed in for even stronger protection against corrosion.

STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

Kathy Anderson
John Baker
Dan McClelland
Melissa Sander
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Matt Erickson
Tim Golden
Jeremy Meyer
Mark Nyholm
Dan Peterson
Rob Stenberg

Editorial Contribution

Allen Bender
Eric Brandenburg

Advertising

Ed Newman

Back Issues

Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

On the Web

www.amsoil.com

Co-President & COO

Alan Amatzio

Co-President

Dean Alexander

Chairman of the Board

A.J. Amatzio

© 2017, AMSOIL INC.

All rights reserved.

Printed by Service Printers

Duluth, MN USA.

Letters to the Editor

AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
letters@amsoil.com



Alan Amatzio
Co-President & COO



Dean Alexander
Co-President

From the Presidents

You'll notice there's a copy of the *ALTRUM News* inserted in this issue of *AMSOIL Magazine*. That's something we haven't done in quite some time. In fact, we typically don't talk about ALTRUM at all in our *AMSOIL* publications because, well, we're an oil company. It confuses some people and actually irritates others. The issue of *ALTRUM News* included in this issue of *AMSOIL Magazine* contains a message from us that should clear everything up for you. ALTRUM offers something special for you, but it's not an opportunity like *AMSOIL* provides.

The *AMSOIL* opportunity is special unto itself. The Direct Jobbers who attended the DJ Convention in Tampa heard some preliminary details on some of our plans for building a stronger business. We have several projects in development designed to help you attract more Dealers and customers and make more money.

One way we do that is by upgrading current products and introducing new ones. We provide customers with next-level protection and tangible benefits, and we provide you with greater opportunity to earn sales. This month you're going to learn about our reformulated MPHD. It offers upgraded corrosion protection, faster drying time and great sales opportunities with enthusiasts and independent parts stores.

Another way we support your business growth is through the development of new programs that help you sell. The new Dispensing Equipment Program fits that description. If you pursue new business with installers and large commercial accounts, this program will help you remove a barrier to entry and increase sales.

You're also going to hear from Dan Peterson on some important issues we will face in the months

ahead. We recently made some organizational changes and Dan has been promoted to Sr. Vice President, Dealer Sales and Marketing. Dan has been with us for nearly 10 years. His deep technical knowledge, experience in our product development and marketing efforts and appreciation for the Dealer network make him an excellent choice for this new role. We are looking forward to what the future holds.

Dean Alexander
Co-President

Alan Amatzio
Co-President & COO

LETTERS TO THE EDITOR

PRICING

I would like to offer a rebuttal to the Dealer complaining about AMSOIL pricing and policies (August Letters to the Editor).

I am also a Dealer, but have a totally different outlook regarding the pricing and policies of AMSOIL. I find AMSOIL to be a great company. Their pricing and policies are very fair, and the merchandise is of a very high quality.

I can understand why AMSOIL chooses quality control and consistency over cheaper pricing. I wouldn't want to depend on the "local guy" if it were my products being displayed. I think if the writer were to look at other companies' policies, they would find AMSOIL to be in line with the others. One example is Harley-Davidson*. Harley-Davidson has copyright laws to protect their company from inferior quality being produced by "the local guy." They have too much at stake to allow the possibility of inferior products being sold with their trademark. This is a very big deal. Once a company's reputation has been damaged from the sale of inferior products, it is very hard to re-establish consumer trust. The writer is looking at this from a "dollars and cents" point. AMSOIL is looking at this from a quality and reputation point.

The AMSOIL shirts and clothing items I have purchased have been of a very high quality. I have purchased cheaper clothing, but it is just that – cheaper. Same for the business tools, which are of very good quality.

AMSOIL has treated me very well and is a very reliable company. If I were as dissatisfied as the writer, I would probably find another profession. I'm sure AMSOIL would rather have customers, Dealers and retail outlets that represent their company in a positive light, rather than complain about them. Unlike the writer, I am very satisfied being an AMSOIL Dealer. And unlike the writer, I will sign my name to this letter.

John Botts

AMSOIL: Thank you for your positive letter, John. We completely understand the desire to keep costs down, and we do everything we can to do just that. You are correct – we are highly concerned with our image. We manufacture top-shelf products and their quality must be reflected in everything associated with us, from hats to catalogs and everything in between.

ONLINE PRICES

I have a question regarding online posted prices of AMSOIL. I was working with a customer on pricing for Synthetic Manual Transmission and Transaxle Gear Lube (MTG). Upon my quote he then sent a screenshot of Summit Racing's website selling four quarts for \$59.03 (\$14.75 a qt.) with free shipping and no charge on tax. How is any Dealer supposed to compete with that pricing online when selling through the website is \$16.10 a quart? The item on Summit Racing is listed as "Advance Adapters Manual Transmission Fluid 715690A" with no mention of AMSOIL in the title. Are they an authorized Dealer/reseller? This is the third occasion that Summit Racing has ruined a sale for me. It's discouraging when the profit margin is already so low and customers expect you to match the pricing.

Justin Funck

AMSOIL: Have you offered your customer the opportunity to register as a Preferred Customer? Preferred Customers purchase AMSOIL products at wholesale prices, in addition to receiving other perks and savings, including opportunities for free and reduced shipping rates. As a Preferred Customer, your customer would pay \$11.95 for a quart of Synthetic Manual Transmission and Transaxle Gear Lube (\$11.36 a quart if purchased by the case). Summit Racing is not an AMSOIL account, but allows affiliates to sell through its website, one of which is an AMSOIL account. The account has been contacted and will remove AMSOIL products from the Summit website.

CORVAIR* TRANSAXLES

Just a heads-up on the Steve and Jane Hart letter to the editor in the August AMSOIL Magazine: We had our local car show hosted by the Black Canyon Classics Car Club of Montrose, Colo. This year the Corvair Club of America was in attendance in conjunction with their annual cruise, and I was educated by a number of the participants as they came by our AMSOIL booth. Hardcore Corvair owners in the know will never use any GL-5 lube in the transaxles, such as the Severe Gear® 75W-90 Synthetic Gear Lube (SVG) mentioned in the article, because it is critical to use only a GL-4 manual transmission fluid. GL-5 lubes will deteriorate the yellow metals in the transmission, while the GL-4 chemicals preserve them. I'll bet the Harts have never been made aware of this fact.

Thank you,

Larry and Debbie Fandrich

AMSOIL: The major difference between API GL-4 and GL-5 oils is the amount of sulfur and phosphorus (extreme-pressure) additives. GL-5 oils are formulated with higher additive levels in order to adequately protect hypoid gears. You are correct that the main concern with using GL-5 oils in transmissions is that the EP additives will chemically attack yellow metals like brass synchros. This certainly may happen if the oil is poor quality. AMSOIL Severe Gear 75W-90, however, is premium quality and easily meets the more severe copper corrosion requirements of the manual transmission specification API MT-1. We have no concerns with its use in the dune buggy.

In addition, a Corvair transaxle in a dune buggy most likely experiences much more severe shock-loading than it would in a typical classic car. Under these conditions, Severe Gear 75W-90 may provide even better protection than a GL-4 product such as AMSOIL Synthetic Manual Transmission and Transaxle Gear Lube (MTG).

EMISSIONS

Harley-Davidson was fined \$12 million due to emissions. What can AMSOIL do to decrease this issue? It would help sales if the new AMSOIL V-Twin Oil Change Kit would address this.

Don Ferguson

AMSOIL: This particular issue is not oil-related. The fine was for an illegal engine tuner that allowed the user to modify the fuel and timing curves, optimizing bikes for high-performance aftermarket parts. These changes produced emission outputs that were above legal limits for street-driven bikes.

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.



HEAVY-DUTY CORROSION PROTECTION

NEW FORMULATION LAUNCHES JAN. 23

AMSOIL Heavy-Duty Metal Protector (AMH) has been reformulated to provide improved performance as a corrosion inhibitor.

MPHD is an easy-to-use, spray-on product that effectively protects metal surfaces that are exposed to the

damaging effects of salt, moisture or chemical corrosion. It is ideal for steel, iron, aluminum, brass, copper and other metal surfaces exposed to water, dirt or road salt.

- **Protects** metal from the effects of water, salt and humidity
- **Excellent** long-term protection against corrosion
- **Displaces** water and prolongs equipment life
- **Leaves** a dry, long-lasting, wax-like film
- **Resists** dirt
- **Sprays** into hard-to-reach places

Quick-Drying, Long-Lasting Formula

The new Heavy-Duty Metal Protector formula provides a dry time of two hours, and a total cure is reached at 12 hours. Depending on the application, how it's used and the operating environment, protection can last up to several years.

What About Lubrication?

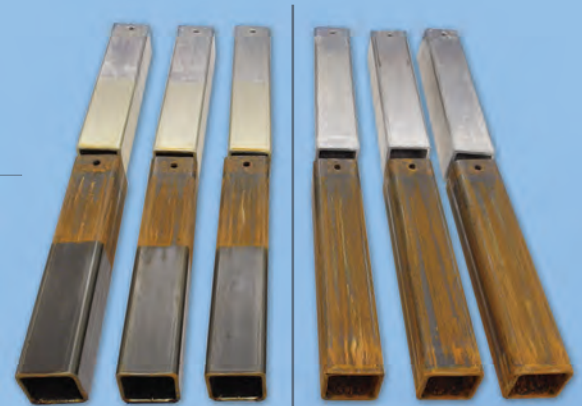
MPHD still provides some lubricating properties, but its primary focus is corrosion protection. We know many customers use MPHD as a chain lube. We recommend converting them to AMSOIL Chain Lube (ACL).

Applications

Automotive and trailer undercoat, spare tire carriers, battery terminals, tailgate hinges, handheld tools, snow plows, mower decks and blades, snowblowers, skid-steer attachments, farm machinery, fork lifts, metal gates/fences and much more.

Price Adjustment

With the improved performance of the formula, pricing has increased. Even with the price adjustment, both wholesale and suggested retail prices are very competitive in the corrosion inhibitor market.



We tested MPHD's corrosion-prevention properties on both aluminum and steel. The three aluminum pieces in the upper left were treated with MPHD on their lower halves, while the three aluminum pieces in the upper right were untreated. The three steel pieces in the lower left were treated with MPHD on their lower halves, while the three steel pieces in the lower right were untreated. Following treatment, the pieces were placed in a 5 percent saltwater bath for one hour, removed and allowed to dry for 23 hours. This process was repeated for two weeks. As seen in the pictures, the portions treated with MPHD show no signs of corrosion.



Data Bulletin

The updated AMSOIL Heavy-Duty Metal Protector data bulletin (G1136) covers the product's features and benefits.

Stock # Qty. U.S.
G1136 25 4.10

AMSOIL Heavy-Duty Metal Protector

Stock #	Units	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Wholesale	U.S. MSRP
AMHSC	EA	(1) 15-oz. Spray Can	1.3	5.27	8.15	11.35
AMHSC	CA	(12) 15-oz. Spray Cans	15.0	63.24	93.00	135.00

AMSOIL Heavy-Duty Metal Protector is not available in Canada.

ACTION PLAN

- Target automotive enthusiasts, powersports enthusiasts, professionals (including contractors and landscape professionals) and independent auto parts stores.
- Enthusiasts want to protect and prolong the life of their equipment. Corrosion is a natural process, but it can be prevented by using AMSOIL Heavy-Duty Metal Protector.
- MPHD is an outstanding door-opener and add-on sale. Once customers experience its benefits, they will be open to hearing about the benefits of using other premium AMSOIL products.



PREPARING FOR THE ROAD AHEAD: An Interview with Dan Peterson

Change defines our industry. Some advancements occur slowly, like the evolution of performance-enhancing engine technologies. Others happen abruptly, such as new oil performance specifications taking effect. To keep you informed of industry and company developments, *AMSOIL Magazine* sat down with AMSOIL Sr. Vice President, Dealer Sales & Marketing Dan Peterson.

AMSOIL Magazine: The changes to the AMSOIL synthetic diesel oil line are on a lot of Dealers' minds. Can you clarify the two new American Petroleum Institute (API) diesel oil specifications that took effect in December?

Peterson: To help ensure the motor oil you use in your car or truck offers a minimum level of performance, the API has published motor oil specifications for decades. They typically update their specs every few years to ensure lubricant performance keeps pace with engine and equipment advancements. Normally the transition from the outgoing to the incoming specification is simple and most people never notice it.

This time, however, the API has introduced two new diesel oil specifications – API CK-4 and API FA-4 – to replace the outgoing API CJ-4 spec. As you can imagine, this has led to some confusion.

AMSOIL Magazine: How do Dealers keep the two specifications straight?

Peterson: In most cases, your customers will require an oil that meets the new API CK-4 specification. CK-4 is backward compatible with the previous diesel spec. That means if your customers are using an oil recommended for API CJ-4, they should simply transition to the corresponding upgraded AMSOIL synthetic diesel oil, which will be available Feb. 6.

AMSOIL Magazine: Tell us about the two new diesel oil lines.

Peterson: We've made the transition as simple as possible: new AMSOIL Signature Series Max-Duty Synthetic Diesel Oil replaces AMSOIL Premium

Synthetic Diesel Oil [DEO,DME]. And new AMSOIL Heavy-Duty Synthetic Diesel Oil replaces AMSOIL OE Synthetic Diesel Oil [OED,OEC].

AMSOIL Magazine: What benefits do the new formulations provide?

Peterson: The new diesel oils deliver better wear protection and phenomenal durability compared to industry requirements. Not only are customers getting an oil that performs better, pricing remains unchanged. Plus, we were even able to increase commissions somewhat on the Heavy-Duty line to benefit Dealers.

"We're never satisfied with minimum performance – we strive to be the best."

AMSOIL Magazine: What should Dealers know about the API FA-4 specification?

Peterson: API FA-4 was introduced to further improve fuel economy and reduce emissions. As such, oils recommended for the FA-4 specification must meet more strict fuel-economy requirements than oils recommended for CK-4.

We don't anticipate high demand for FA-4 oils since they're not backward-compatible with API CJ-4 and may only be used in certain 2017 and newer over-the-road trucks, when approved by the original equipment manufacturer (OEM). Initially there'll be very few applications in which FA-4 oils may be used.














It's also important to know that using FA-4 oils is optional. Each model-year 2017 and newer application will be different. Some OEMs may require using an oil recommended for either API CK-4 or FA-4 – it is up to the customer to decide which to use. If they desire maximum fuel economy, then they might favor FA-4. But, like I said, demand is expected to be low.

AMSOIL Magazine: Ford* recently announced that it will not recommend API CK-4 or FA-4 oils in its applications, saying it will only recommend diesel oils that meet the Ford WSS-M2C171-F1 specification or oils formulated specifically for the previous API CJ-4 specification. Why?

Peterson: We're unsure which CK-4 or FA-4 diesel oils Ford tested, but a company representative said the products led to increased wear in its 6.7L Power Stroke* engine.

The new AMSOIL Signature Series Max-Duty Synthetic Diesel Oil and Heavy-Duty Synthetic Diesel Oil formulations launching in February will contain boosted levels of wear protection beyond Ford's requirements. With the exception of Signature Series 5W-30, the new diesel oils will carry the Ford WSS-M2C171-F1 specification. Signature Series 5W-30 will also be tested and evaluated for the specification once Ford finalizes its 6.7L Power Stroke engine test. We are certain it will pass the test, and the Ford WSS-M2C171-F1 specification will be added to Signature Series 5W-30 in early 2017. You and your customers can be well-assured that all Ford Power Stroke engines, no matter the model year, are well-protected when using AMSOIL synthetic diesel oils.

NEW DIESEL OILS COMING FEB. 6

New Product Family	New Products	Outgoing Products	Protection Claim	Recommended for API
AMSOIL Signature Series Diesel Oil Max-Duty Protection	 DEO 5W-40	 DEO 5W-40	 6X More Wear Protection*	CK-4, CJ-4, CI-4+...
	 DME 15W-40	 DME 15W-40		
	 DHD 5W-30	N/A		
	 DZF 0W-40	N/A		
AMSOIL Diesel Oil Heavy-Duty Protection	 ADP 15W-40	 OED 15W-40	 4X More Wear Protection*	CK-4, CJ-4, CI-4+...
	 ADN 10W-30	 OEC 10W-30		
	 ADO 5W-40	N/A		

* than required by the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222.

** When compared to SAE 15W-40 oil in ASTM D5293 Cold-Cranking Viscosity test.

AMSOIL Magazine: Are either of the two new AMSOIL diesel oil lines recommended for API FA-4?

Peterson: No. We don't anticipate sufficient demand, but we'll monitor the market carefully. We have the technology in place to offer an oil recommended for FA-4, and we'll act if the need arises.

AMSOIL Magazine: Why aren't our new diesel oils API-certified?

Peterson: The API licensing system is a voluntary certification that only sets minimum quality standards. We're never satisfied with minimum performance – we strive to be the best.

The system can hinder our ability to cost-effectively implement technology that increases product performance. Our approach allows us to stay agile and adopt the latest technology to maximize overall engine protection.

AMSOIL Magazine: Are there plans to eliminate Premium Protection Synthetic Motor Oil (AMO, ARO), Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil (HDD), 15W-40 Synthetic Heavy Duty Diesel and Marine Oil (AME) or 10W-30/SAE 30 Synthetic Heavy Duty Diesel Oil (ACD)?

Peterson: No. Although we may update the labels, they'll all remain available as long as there's demand.

AMSOIL Magazine: Let's turn our attention to the two-stroke market. What key developments should Dealers be aware of?

Peterson: Handheld two-stroke equipment is changing. Years ago, chainsaws, string trimmers and other equipment ran rich, and burned a lot of oil. The problems we saw back then included a lot of smoke and plug fouling. Times have changed. The government requires reduced emissions, and OEMs have complied by designing equipment that runs on less oil. This equals more heat, which can lead to ring sticking, exhaust-port plugging and spark-arrestor-screen blocking. We reformulated SABER Professional Synthetic 2-Stroke Oil (ATP) last year to address these issues.

AMSOIL Magazine: The ECHO* String Trimmer Technical Study (G3455) demonstrates SABER's superior performance. But why did you test SABER at 50:1 in the study instead of 100:1?

Peterson: We tested SABER at 50:1 in our mechanical lab to establish a performance baseline when mixed at the equipment manufacturer's recommended ratio. Establishing a performance baseline is a tactic we use to create a catalog of data for reference as we continually adjust our formulations for better performance.

SABER at 50:1 performed so well fighting carbon deposits and wear that we decided to publish the results. We know how much our Dealers and customers love seeing new performance testing. Plus, the results at 50:1 provide a sales tool if Dealers run into a prospect who's not interested in the benefits of using less oil. Let's face it – many operators reject AMSOIL out of hand because they assume they're supposed to use SABER at 100:1, and using less oil, in their minds, conflicts with their desire to maximize equipment life and performance. This study helps Dealers win over prospects who might otherwise never consider AMSOIL.

AMSOIL Magazine: Publishing test results of SABER at 50:1 makes it look like you're backing away from the 100:1 recommendation. Don't you trust SABER at 100:1?

Peterson: Absolutely. As the images show, SABER at 100:1 is just as effective as other oils at 50:1. In fact, we've just wrapped up more string trimmer testing with SABER mixed at 100:1, and the results are fantastic. SABER delivered outstanding cleanliness and wear protection, while the oil also solved nagging issues operators have experienced with exhaust-port blocking and spark-arrestor-screen plugging. We plan to publish those results by spring.

It's important for Dealers to know, however, that some modern two-stroke equipment runs extremely hot and is more prone to deposits and wear. SABER at 100:1 performs just as well as other oils at 50:1 in this equipment, but SABER does offer an extra measure of protection at 50:1 due to the added detergency provided by using more oil.

AMSOIL Magazine: In light of this performance testing, how should you sell SABER Professional?

Peterson: Our test results are available to help you sell, not tell you how to sell. If customers are happy using an 80:1 or 100:1 mix ratio, you can continue to market the value of using less oil and saving money.

But if Dealers run into a prospect reluctant to consider 80:1 or 100:1, use the ECHO String Trimmer Technical Study to sell them on 50:1. It's up to each Dealer to know his or her customers and prospects and sell SABER as the solution to the problems they're facing.

Stihl* String Trimmer Piston & Exhaust Port

SABER Professional
100:1



OEM-branded Oil
50:1



KEY TAKEAWAYS

- Two new AMSOIL synthetic diesel oils will be introduced Feb. 6 and are recommended for the new API CK-4 specification.
- New AMSOIL Signature Series Max-Duty Synthetic Diesel Oil replaces AMSOIL Premium Synthetic Diesel Oil.
- New AMSOIL Heavy-Duty Synthetic Diesel Oil replaces AMSOIL OE Synthetic Diesel Oil.
- We will not introduce a diesel oil recommended for the new FA-4 spec at this time due to low anticipated demand, but will act if the need arises.
- Modern two-stroke handheld equipment uses less oil and runs hotter than their predecessors, creating new performance challenges, such as exhaust-port and spark-arrestor-screen plugging.
- No two-stroke oil we've tested in our mechanic lab can match the phenomenal performance of SABER Professional, helping Dealers stand out.
- SABER Professional gives you the option to sell the benefits of either a 50:1 mix ratio or an 80:1/100:1 mix ratio depending on your approach and your customers' preferences.



EFFECTS OF EXCESSIVE ENGINE IDLING

Excessive idling leads to more than just poor fuel economy.

Engine idling is often unavoidable during day-to-day vehicle operation. Whether it's sitting in traffic or waiting in the school parking lot, excessive idling creates engine wear without advancing the odometer.

The detrimental effects of high idle times are numerous:

- Decreased fuel economy
- Incomplete fuel combustion, leading to fuel dilution and lowered oil viscosity, additive concentration and oil pressure – all of which increase the risk of wear
- Increased oil consumption
- Compromised injector tips, turbochargers and valve seats (diesel engines)

The service life of a motor oil is described in miles; however, it is greatly affected by a vehicle's operating conditions. This is why AMSOIL provides definitions for normal and severe service. Commercial and fleet vehicles are automatically included in the severe service category due to the nature of their operating conditions. Vehicles that frequently tow, haul and plow are obvious candidates for the category, but excessive idling is often overlooked.

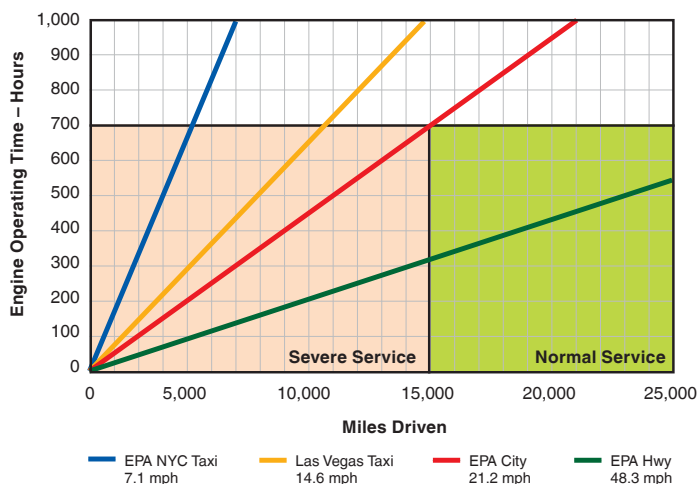
AMSOIL Signature Series Synthetic Motor Oil represents the pinnacle of oil formulation, but all oils eventually lose their ability to provide proper lubrication and component protection. We recommend changing Signature Series Synthetic Motor Oil after 700

hours of operation, in addition to the other established guidelines.

The graph to the right illustrates the importance of tracking both mileage and idle time. It shows the hours of engine operation, or idle time, versus the miles driven during a drain interval. The colored lines represent average speeds of a vehicle in four different scenarios.

Following the orange line in the graph shows that the Las Vegas taxi accumulated approximately 10,000 miles before reaching the 700-hour mark. It operated for the same amount of time as the New York City taxi, but traveled twice the miles. This is a clear example of how the hour limitation can significantly impact the number of miles accumulated during a drain interval.

Signature Series Motor Oil counteracts some of the effects of prolonged idling by helping prevent deposits and resisting oil volatility (burn-off). Its unique



synthetic formulation maximizes energy efficiency for optimum fuel economy.

If you do a lot of idling, it is vital to install a quality motor oil in your vehicle and maintain an accurate log of both mileage and hours of engine operation. Combining Signature Series Motor Oil with the appropriate drain interval will help prevent engine wear and costly repairs.

To read the full Las Vegas Taxi Cab Study, navigate to the Performance Testing page under the "Why AMSOIL" menu at www.amsoil.com.



© 2016 by Keenan Wright www.KDUBYA.com

Team AMSOIL Reaps Year-End Awards

Teams and drivers receive special recognition at USAC Banquet.

The Performance Racing Industry (PRI) show in Indianapolis is the center of the racing world each December. New products are showcased, series make major announcements and every motorsports niche is represented, from local dirt tracks to NASCAR, from karting to off-road.

Open-wheel racing rules in Indianapolis, with the Indy Racing League and the Indianapolis Motor Speedway leading the way, but the region is also well-known for its historical tie to sprint car racing. The United States Auto Club (USAC) has been a leader in racing and innovation for the past 50 years, and as the sport grows, its strength lies in its competition. Drivers make USAC a smorgasbord of great racing and a pipeline to seats at major events like the Indy 500. And each year, beyond the aisles of new products and promotions, USAC honors its drivers at its annual banquet. This year, Team AMSOIL took home some serious hardware.

USAC has three main racing series, including the AMSOIL National Sprint Car Championship. AMSOIL drivers were well-represented in the top 10, nabbing eight spots, including the 2016 championship effort of Brady Bacon. The Oklahoma

driver won his second AMSOIL series title, and also took home the Mike Curb Super License for securing the most national points combined in USAC's three main series (Sprints, Silver Crown and Midgets).

Team AMSOIL driver Chad Boespflug of Hanford, Calif. finished sixth in the AMSOIL Sprint Car series, and was named USAC's Most Improved National Driver after picking up six wins. In addition, Hoffman Racing, the team that owns Bacon's sprint car, took home the Chief Mechanic of the Year award.

The 2017 AMSOIL National Sprint Car championship is slated to start Feb. 23-25 in Ocala, Fla.



We have several bucket-list items in our arsenal for the diehard powersports enthusiast, especially if you like it a bit on the chilly side.

Hosting oval, snocross and vintage racing, the AMSOIL World Championship Snowmobile Derby is not only the largest and most prestigious snowmobile competition in the sport, it is one of the highest-ranking winter sports events in the Midwest and recognized around the world.

Known as the "Indianapolis 500 of Snowmobile Racing," the Derby attracts more than 40,000 spectators annually. For more than 45 years, the race has been held on a fully contained, half-mile banked oval track located in the heart of one of Wisconsin's most popular resort areas, Eagle River. Fans travel from all over North America to watch more than 500 international drivers race at speeds in excess of 100 mph on a solid ice oval.

The Derby is a must-see event, and takes place Jan. 19-22. Cross it off your list, but remember to bring some warm boots.

Team AMSOIL Opens Snocross Season in Dominant Fashion

Scheuring Speed Sports and Judnick Motorsports drivers combine for four podiums in Duluth.

When the AMSOIL Championship Snocross (ACS) season opens in Duluth, Minn. each year, the AMSOIL-sponsored teams of Scheuring Speed Sports and Judnick Motorsports are always among the favorites to win. The two powerhouse teams are based out of the Duluth area, and each has a knack for being dialed-in when the action starts on Thanksgiving weekend. The 2016 campaign was no exception, as both teams piled drivers up on the podium in Duluth.

Scheuring Speed Sports ended last year's campaign with the second- and third-ranked drivers in the Pro Open class. Past series champion Tim Tremblay can win on any track, but he had a surprise battle this year in Duluth as teammate Lincoln Lemieux celebrated his 23rd birthday by winning his first career Pro Open race.

"My sled was rippin' all day," said Lemieux. "I knew if I could get around the outside, I'd have a clear track. I knew Tim was right there, but I just worked hard and tried to stay as smooth as possible."

Tremblay made his way through a talented lineup to finish a close second behind Lemieux.

"I was almost getting him, but there wasn't enough room or time to pass him clean," said Tremblay. "It's great to get on the box here, and for our team to go 1-2, it's even better."

While the Scheuring team sealed the first night of racing with the top two spots in Pro Open, the Judnick Motorsports drivers served notice that they are ready to take back the top of the class in Pro Lite. Second-year rider Jake Angove arrived in Duluth with a chip on his shoulder, and quickly proved he belongs in the pro ranks by sweeping his heat races and charging through the 15-man field for the win.



"I usually don't do well in Duluth," said Angove, "so to start the season off like this, it just pumps me up."

Angove's biggest challenge on the track came from rookie teammate Nick Lorenz, who was running in second before a broken idler wheel forced him back one spot.

AMSOIL Championship Snocross fires back up Jan. 6-8, 2017 in Shakopee, Minn. Watch the livestream at amsoilracing.com. The event will also air on CBS Sports Network. Check amsoilracing.com for the broadcast schedule.





A Premium Choice for European Vehicles

AMSOIL European Car Formula Synthetic Motor Oil is engineered to meet the specifications required by European manufacturers. Many installers lack a European line that provides the depth of coverage provided by European Car Formula. Make sure your accounts are aware of the broad coverage you provide.

EUROPEAN CAR FORMULA FAMILY

European Car Formula 0W-40 Classic Emissions System Protection Synthetic Motor Oil (EFO):

API SN, SM...; ACEA A3/B3, A3/B4; BMW LL-01; Mercedes-Benz 229.1, 229.3, 229.5; Porsche A40; Renault 0700, 0710; Volkswagen 502.00, 505.00

European Car Formula 5W-40 Classic Emissions System Protection Synthetic Motor Oil (EFM):

API SN, SM...; ACEA A3/B3, A3/B4; BMW LL-01; GM LL-B-025; Renault 0700, 0710

Manufacturer Approvals:*
MB-Approval 229.5; Porsche A40; Volkswagen 502.00, 505.00

European Car Formula 5W-30 Improved Emissions System Protection Synthetic Motor Oil (AEL):

API SN; SM...; ACEA C3; BMW LL-04; Mercedes-Benz 229.51; Porsche C30; GM dexos 2™; Chrysler MS-1106

Manufacturer Approvals:*
Volkswagen 504.00, 507.00

European Car Formula 5W-40 Improved Emissions System Protection Synthetic Motor Oil (AFL):

API SN, SM, CF...; ACEA C3; Chrysler MS-10850; GM dexos 2™; Volkswagen 502.00, 505.01; Ford WSS-2C917-A; Renault 0700, 0710

Manufacturer Approvals:*
BMW Longlife-04; MB-Approval 229.51; Porsche A40

* 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.

January Close-Out

The last day to process January orders in the U.S. and Canada is the close of business on Tuesday, Jan. 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for January business will be accepted until 3 p.m. Central Time on Monday, Feb. 6. All transfers received after this time will be returned.

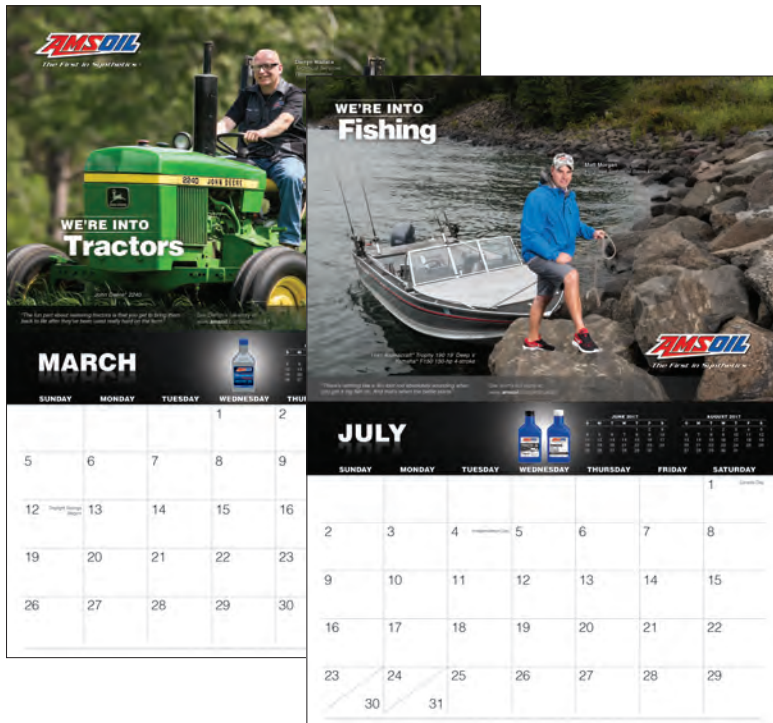
Dan Peterson Promoted to Senior Vice President, Dealer Sales and Marketing

The AMSOIL Dealer Sales, Communications, Integrated Marketing and Technical Marketing departments have been combined into the Dealer Sales and Marketing department, led by new Senior Vice President, Dealer Sales and Marketing Dan Peterson. With his deep technical knowledge, affinity for marketing and understanding of our Dealer network from his nearly 10 years as Vice President, Technical Development, Peterson is uniquely positioned for this new challenge of helping AMSOIL and its Dealers reach new levels of success.



New Ads in the AMSOIL Print Center

New full-page, half-page and quarter-page customizable ads have been added to the AMSOIL Print Center. Ads can be used to promote your AMSOIL business in local and regional publications, or have them printed and distribute them like flyers.



2017 AMSOIL Calendars Now Available

The full-color 2017 AMSOIL calendar is now available and shines a spotlight on one AMSOIL employee/enthusiast each month of the year. Calendars personalized with your contact information are available from the AMSOIL Print Center. Non-personalized calendars are also available and may be personalized by adding your business card. No minimum-quantity orders required.

AMSOIL Pricing** - Non-Personalized

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.

MAKING SENSE OF THE NEW DIESEL OIL SPECIFICATIONS



ADVANCES IN DIESEL TECHNOLOGY

- New engine materials
- More HP and torque than ever
- Run much hotter
- Operate under higher boost pressure
- Up to B20 biodiesel is acceptable



NEW STRINGENT REGULATIONS

TWO PATHS GOING FORWARD

Direct replacement for the diesel oil you are using now. **Backward compatible** with older engines

CK-4

API Specifications	BACKWARD COMPATIBLE	NOT BACKWARD COMPATIBLE
	CK-4	FA-4
0W-40, 5W-40, 10W-40, 15W-40	✓	
5W-30, 10W-30	✓	✓
More piston-scuffing protection for reduced wear	✓	✓
Better thermal control to resist oil thickening , aid in cooling and reduced wear	✓	✓
Improved shear stability to help prevent oil from thinning for maximum resistance to oil consumption and wear	✓	✓
Enhanced aeration control, helping prevent foam, which promotes oil-pump efficiency, wear protection and heat resistance	✓	✓
Lower HTHS viscosity, which can enhance fuel efficiency		✓



Even **more advanced**, lower viscosity oil grades for **next-generation engines** to help maximize fuel economy.

FA-4

BACKWARD COMPATIBLE
CK-4

NOT BACKWARD COMPATIBLE
FA-4

2017

CK-4

Backward Compatible (All Diesel Engines)	
My owner's manual calls for	I can use
API CK-4	CK-4
API CJ-4	CK-4
API CI-4+	CK-4
API CI-4	CK-4
API CH-4	CK-4
API CG-4	CK-4
API CF-4	CK-4

FA-4

NOT Backward Compatible (Option for 2017 and Beyond)	
My owner's manual calls for	I can use
API FA-4	CK-4 or FA-4



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)



Minimum 10%
Post-Consumer Fiber

AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA
© 2017, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

| www.amsoil.com |

January 2017