



MAGAZINE

MAY 2017



# ADVANCED PROTECTION NOW AVAILABLE FOR THE SCOUT

Maximize Success with Signature Series  
5W-30 Max-Duty Synthetic Diesel Oil



DEALER EDITION

MAY 2017



**Advanced Protection Now  
Available for the Scout** | PAGE 8

## FEATURES

- 7 Advanced Protection Now Available for the Scout
- 9 New Bottle Sizes Increase SABER® Professional's Convenience
- 11 Maximize Success with Signature Series 5W-30 Max-Duty Synthetic Diesel Oil
- 12 New AMSOIL Marine Gear Lube Pump: Easier Service with Less Mess

## DEPARTMENTS

- 3 From the Presidents
- 5 Letters to the Editor
- 6 Tech Talk
- 13 Racing & Promotional News
- 15 Centerlines and Updates

## ADVERTISEMENTS

- 4 Create Curiosity
- 19 Products for Work or Play
- 23 Performance and Reliability
- 24 Registering New Customers is Only Half the Battle

## STAFF

### Editor

Terry Johnsen

### Associate Editor

Joel Youngman

### Staff Writers

Kathy Anderson  
John Baker  
Dan McClelland  
Joel Youngman

### Graphic Design Manager

Jeff Spry

### Senior Graphic Designer

Luke Boynton

### Content Contribution

Alan Amatuzio  
Len Groom  
Mark Nyholm

### Editorial Contribution

Len Groom  
Mark Kroll

### 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](http://www.amsoil.com)

### Co-President & COO

Alan Amatuzio

### Co-President

Dean Alexander

© 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](mailto:letters@amsoil.com)



## THE COVER

This beautiful Indian® Scout\* is currently being put through the paces in the AMSOIL Mechanical Lab. Originally manufactured from 1920 to 1949, the modern-day Scout is Indian's second-most popular model behind the Roadmaster\*.





**Alan Amatuzio**  
Co-President & COO

**Dean Alexander**  
Co-President

# From the Presidents

What can we say about Al Amatuzio that hasn't already been said? We've received countless messages and phone calls from Dealers past and present since the passing of AMSOIL founder Al Amatuzio in April. We have personally read every single card and email, and we've seen your kind words on the Dealer Forum. The tremendous outpouring of support for the family has been remarkable, and we can't tell you how much we appreciate it. Each message we've received has glorified Al in one way or another. So many Dealers talked about how thankful they were to have the Dealer opportunity. Those of you who have been around long enough know that the amount of gratitude you felt toward Al was reciprocated 10-fold. For those of you who have not, here's a familiar story that bears repeating.

When Al introduced synthetic oil to the passenger-car market, the odds were not in his favor. Consumers didn't know what synthetic oil was,

auto manufacturers didn't think they needed it and Big Oil certainly didn't want it.

Al struggled to get his new oil on store shelves, and when he did, it languished next to its much cheaper conventional-oil counterparts. It wouldn't sell, and AMSOIL was struggling. Then Hall of Fame Dealer Shirley Green introduced Al to the concept of network marketing. The Dealer network was born and the company took off. If not for the work of AMSOIL Dealers, Al Amatuzio and AMSOIL might be nothing more than a footnote on Wikipedia today.

Al knew that Dealers played a crucial role in getting the company off the ground and helping AMSOIL grow through the years. His passion for AMSOIL and AMSOIL Dealers never waned. He was eternally grateful for the role you've played in the success of his company, and if you ever had the opportunity to meet him, there's a good chance he

let you know. At corporate events he'd usually get on stage and talk to the crowd about his flying days and tell stories from the early years of AMSOIL. He'd recognize a few employees and maybe a couple of Dealers. When he was done, he usually concluded by telling the room full of his Dealers that he loved each and every one of you. We can tell you with full sincerity that he meant it.

Thank you for all your kind words and prayers, and thank you for everything you do for AMSOIL.

**Dean Alexander**  
Co-President

**Alan Amatuzio**  
Co-President & COO



STEP ONE IN THE BUY-SELL PROCESS:

# Create Curiosity

“NOT LOOKING” TO “LOOKING”

- **Research** the prospect's business before making contact.
- **Actively listen** and take notes when possible.
- **Move** a potential customer from “*not looking*” to “*looking*” by creating curiosity in the value of AMSOIL products and the services you can provide.
- **Share stories** of how you've helped similar businesses.
- **Display patience**, empathy and perseverance throughout every interaction.

BREAKING DOWN THE BUY-SELL PROCESS

# LETTERS TO THE EDITOR

## FIREARM PRODUCTS

I do a lot of gun shows and it was brought to my attention that Lucas Oil\* is now recommended for Sig Sauer\* pistols. Is AMSOIL marketing to these manufacturers? It would be an awesome boon for Dealers everywhere if we could get them to recommend AMSOIL firearm products.

Sincerely,

**Eric Terrill**

**AMSOIL:** We have not yet targeted specific firearm manufacturers, but the reviews from the field are excellent. Rest assured we will examine any opportunities to partner with firearm manufacturers and choose the path forward that holds the greatest benefit for Dealers.

## AMSOIL CLOTHING

I wish AMSOIL made a lightweight jacket. In South Carolina it sometimes gets to 80°-90° weather. You just want something lightweight. However, you want people to know that you are an AMSOIL Dealer. I have all of the heavyweight and hoodies that AMSOIL makes, but they are too warm in the summer.

**Cordie Turbeville**

**AMSOIL:** Thank you for your suggestion. We have introduced many new clothing options, including a lightweight jacket, in the Clothing and Promotional Items Catalog (G1650) inserted in this issue of AMSOIL Magazine.

## INTERCEPTOR® DYE

This letter is a request for AMSOIL to please consider adding a dye to the INTERCEPTOR Synthetic 2-Stroke Oil, like the DOMINATOR® Synthetic 2-Stroke Racing Oil has. With the INTERCEPTOR oil being clear, it is very difficult to tell if a gas can has been mixed or not. I am involved in a large race team with several four-stroke and two-stroke dirt bikes. This past race season, four-stroke gas was put into a two-stroke bike during a desert race, which of course blew the motor. With

the racing we do, there is a need for the use of pit crews and it would make everyone's life much easier if the oil was dyed. This would allow anyone to be able to quickly identify if a gas can has been mixed for two-stroke use or not. I doubt we are the only ones in this position. Please consider this request.

Thank you,

**Terry Brown**

**AMSOIL:** Thanks for the request, Terry. If INTERCEPTOR were recommended for racing applications, we'd be more apt to fulfill your request. However, it is primarily recommended as a snowmobile oil, and because most non-racing snowmobiles are oil-injected, there is no need for dye. DOMINATOR is our primary recommendation for racing applications, is specifically engineered to provide top protection and performance in extreme racing conditions and is dyed so racers can tell their gas is mixed. Our best recommendation is to switch to DOMINATOR in your race bikes.

## DUNE BUGGY

I appreciated you publishing Larry Fandrich's thoughts in the January Magazine. I honestly hadn't given a second thought about using the Severe Gear® 75W-90 Synthetic Gear Lube (SVG) in our dune buggy's Corvair\* transaxle. I only wanted the best lube available in there because "severe" is often an understatement regarding how the buggy gets driven. We have a sand-dune saying: "If we don't break something, we aren't having enough fun." Well, I can safely say that none of the transaxle breakage experienced since the unit went in the car over 30 years ago has been lube-related. It has been either due to the unit's old age (manufactured in '65) or from me having too much fun (often driving the car on only its rear tires).

Anyway, thanks for your response. I had trusted the lube's excellence so much that I hadn't researched the GL-4/GL-5 scenario. I wasn't aware that most GL-5 formulations are "Corvair/transaxle-taboo." But, obviously, your response put me (and Larry?) among

those better-informed. If I ever have any synchronizer problems in the future, I'll let you know. In the meantime, it'll be business as usual. The buggy will get used to its full potential every time it hits the sand.

Respectfully,

**Steve and Jane Hart**

**AMSOIL:** Thank you for your follow-up letter. Like we said, Severe Gear 75W-90 is a premium product and we are fully confident in its performance in your dune buggy application.

## DOMINATOR TESTING

I use DOMINATOR 15W-50 Synthetic Racing Oil in my race car and am totally satisfied. I would recommend this to other racers. However, in the performance tests on the website, I don't see that DOMINATOR has been tested like some other varieties. Many racers use Red Line\* synthetic oil. I would like to see DOMINATOR compared to Red Line in comparison tests such as has been done with other AMSOIL lines to other major brands of synthetic motor oil. These would be great sales tools.

**Robert Sherman**

**AMSOIL:** Thank you for your suggestion, Robert. The line to get into the test lab is long, so we have to prioritize what gets through the doors. Racing oils will be reviewed in the future.

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.





**Len Groom** | TECHNICAL PRODUCT MANAGER – POWERSPORTS

## Engine airflow equals engine power

Maximizing two-stroke equipment power and operability requires an oil that fights deposits.

An internal-combustion engine needs three things to run: fuel, spark and air. Most people realize the importance of fuel and spark, but air is often overlooked. Maybe it's because no one has figured out how to make us pay for the air our vehicles consume. Plus, air itself doesn't require regular maintenance.

What does require maintenance, though, is your engine's ability to ingest clean air and expel exhaust. Simply put, your engine needs to breathe.

In an automotive engine, you ensure good airflow by changing the air filter when needed. You also may need to replace exhaust components if they deteriorate and develop restrictions. Motor oil can play a big role in the health of the catalytic converter and other emissions-control devices, particularly in diesels.

### Heavy deposits = lost power

Oil quality also has a huge effect on airflow through two-stroke engines used in string trimmers, chainsaws, backpack blowers and other equipment. If the oil's detergency isn't up to standards, deposits can form in the exhaust port (as seen in the image on the right) or on the spark-arrestor screen. Heavy deposits can choke off airflow and kill the engine.

To illustrate, imagine running around the outside of your house. Unless you're in horrible shape, you can probably do that with relative ease. Now, imagine doing it again, only this time while breathing through a straw. The straw's tiny opening restricts the volume of air cycling through your lungs. As a result, you slow down much sooner and likely need to stop running altogether to keep from passing out.

Carbon deposits have the same effect on two-stroke engines. Extremely hot

combustion gases escape through the exhaust port during operation. For a two-stroke engine to ingest enough air to run properly and deliver maximum power, it has to cycle that air out of the engine at the correct rate, which is dictated by the size of the exhaust port. Restrictions prevent the engine from expelling combustion gases fast enough to refill the engine with fresh air/fuel and maintain optimum power. If the restriction is bad enough, the engine will quit altogether. In fact, the engine on the right, lubricated with ECHO\* Power Blend\* XTended Life\* Universal 2-Stroke Oil, suffered 76 percent airflow loss and, consequently, barely idled by the end of our test. You can see the full results in the ECHO 100:1 String Trimmer Technical Study (G3470), available to view free at [www.amsoil.com/performance-tests.aspx](http://www.amsoil.com/performance-tests.aspx).

### Solve the problem once and for all

In the field, power loss due to plugged exhaust ports and spark-arrestor screens frustrates workers and wastes time and money. Lawn and landscape professionals, for example, are under pressure to produce professional-

looking lawns and grounds as efficiently and cost-effectively as possible. A two-stroke oil that fails to protect against performance-robbing deposits wastes time and money. Sometimes workers resort to drastic measures to keep equipment running, like ripping the air cleaner out or pulling the spark-arrestor screen off the muffler to temporarily increase airflow and boost power. But that kicks the problem down the road instead of fixing it. It also deteriorates equipment and wastes money.

The solution is to use an oil with detergency properties proven to prevent deposits. As seen here, AMSOIL SABER® Professional Synthetic 2-Stroke Oil (ATP) mixed at 100:1 fights performance-robbing deposits better than other oils mixed at 50:1.

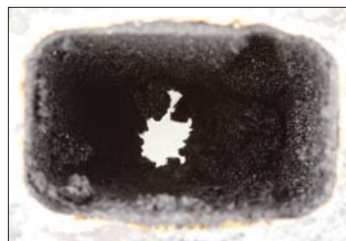
Not only does SABER Professional mixed at 100:1 save money on oil, it helps maintain the airflow equipment needs to deliver maximum power and help professionals get the job done on time and up to standards.

It may seem too good to be true, but we have the test results to prove it.

### STRING TRIMMER EXHAUST PORTS



**SABER Professional @ 100:1**  
300 Hours  
**4% Airflow Loss**



**ECHO Power Blend\* @ 50:1**  
300 Hours  
**76% Airflow Loss**

**Carbon deposits can choke off airflow, reducing power and eventually killing the engine. SABER Professional maintains engine operability and power by fighting deposits.**



# UPGRADED PROTECTION FOR INDIAN

Available May 1, new AMSOIL 15W-60 Synthetic V-Twin Motorcycle Oil (MSV) expands the V-twin motorcycle oil product line. It is recommended for the popular Indian\* Scout\* and all Victory\* motorcycles, providing opportunities for sales where none existed before.

Like the rest of the V-twin line, 15W-60 Synthetic V-Twin Motorcycle Oil is designed to resist extreme heat and deliver excellent wear protection. Summer riding can cause engine temperatures to skyrocket, especially in slow-moving rally or parade traffic, which places added stress on the oil and invites chemical breakdown

and wear. AMSOIL 15W-60 Synthetic V-Twin Motorcycle Oil's outstanding heat resistance helps bikers ride with confidence in the most extreme conditions.

## Helps Ease Shifting

Riders also like to use an oil that helps deliver smooth shifts. Here again, AMSOIL 15W-60 Synthetic V-Twin Motorcycle Oil delivers. Its wet-clutch-compatible formulation contains no friction modifiers and promotes smooth shifts, helping riders avoid killing the engine.

## Top Prospects

While Harley-Davidson\* holds the lion's share of the V-twin market, Indian and Victory have made strong inroads, particularly since the Indian brand was reintroduced in 2013 following a 60-year hiatus. A couple years ago, the two brands combined for more than \$600 million in annual sales.

In January, Polaris\* Industries, owner of both brands, announced it was ceasing operations of the Victory motorcycle brand after 18 years. The company has said it will focus its efforts in the motorcycle market on its popular Indian brand. Even so, thousands of Victory bikes still populate America's roadways and will for years to come. Indian, meanwhile, continues to buck the trend of flat V-twin sales over the past few years due to the brand's appeal among millennials and members of Generation X (ages 34-54). Riders value the classic look, premium quality and attention to detail offered by Indian, as well as the American spirit inherent in the brand. In addition to American brands, they tend to value history, attention to detail, quality, power and freedom – traits embodied in the AMSOIL brand. Indian targets riders who typically ride Harley-Davidson motorcycles. In fact, 80 percent of Indian owners previously rode a Harley and take pride in going against the grain of Harley culture.

Polaris' commitment to Indian, along with the thousands of Victory bikes currently on the road, should translate into strong demand for 15W-60 motorcycle oil.

### 15W-60 Synthetic V-Twin Motorcycle Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. MSRP
MSVQT	-EA	1 Quart	2.0	13.80
MSVQT	-CA	12 Quarts	24.8	164.05





The Scout is Indian's **second-most popular model**, behind only the Roadmaster\*.

#### THE HEAT IS ON

Why is extreme heat so bad for motorcycles? It causes the pistons to expand, potentially leading to catastrophic scuffing and cylinder wear. It also hastens oil breakdown – the rate of oxidation doubles for every 18°F increase in temperature. In V-twins – especially air-cooled models – the oil plays a vital role in carrying away heat and dissipating it into the atmosphere via the oil pan or oil cooler. AMSOIL Synthetic V-Twin Motorcycle Oil withstands intense heat, helping your bike last longer and run better.

# INDIAN SCOUT, VICTORY MOTORCYCLES

## Protection is Foremost

Whether they own an Indian or Victory, riders want first and foremost to protect their expensive bikes. During the first step in the buy-sell process, avoid the temptation to launch into a technical discussion and instead ask questions to help pique potential customers' curiosity.

- "High heat can be a problem with V-twins. Is that the case with you?"
- "Some Indian riders complain about being 'ripped off' by dealerships charging high prices for the original equipment manufacturer (OEM)-branded oil. Have you had the same experience?"

Once you've captured their interest, help them discover whether they have a need for AMSOIL products.

- "AMSOIL Synthetic V-Twin Motorcycle Oil potentially costs less and helps reduce heat."

As potential customers assess whether they need AMSOIL products, listen carefully and be sure to link their problems to the solutions AMSOIL products provide.

Get complete market details in the Synthetic V-Twin Lubricants Dealer Sales Brief in the Training menu of the Dealer Zone at <https://myaccount.amsoil.com>.

## Data Bulletin

The 20W-40 Synthetic V-Twin Motorcycle Oil data bulletin has been updated to include the new 15W-60 viscosity. It covers the products' features, benefits and technical properties.

## 15W-60 and 20W-40 Synthetic V-Twin Motorcycle Oil Data Bulletin

Stock#	Qty.
G3330	25



**WARRANTY<sup>®</sup>**  
**SECURE**

## DISTRIBUTOR ACTION PLAN

- Begin conversations with potential customers by asking general questions that pique their curiosity about AMSOIL products – "A lot of V-twin riders say high heat can be a problem with their bikes. Is that the case with you?"
- If they show interest, tie specific lubricant benefits to the bike owner's areas of concern. For most bikers, controlling heat and guarding against wear are most important.

- Sell AMSOIL Synthetic V-Twin Motorcycle Oil as a high-performance – and often less expensive – alternative for bikers who are not loyal to the OEM-branded oil or who question the value of OEM-branded lubricants.
- Point out the strong AMSOIL brand reputation among bikers. Remind them that AMSOIL is the Official Oil of the largest and most influential rallies in North America, including Sturgis, Daytona Bike Week, Laconia Motorcycle Week and the Lone Star Rally.



# NEW BOTTLE SIZES INCREASE SABER® PROFESSIONAL'S CONVENIENCE

Our research shows that users of SABER Professional Synthetic 2-Stroke Oil (ATP) value the convenience of using one mix ratio for all their equipment more than any other benefit. To enhance SABER Professional's convenience and simplify mixing fuel containers, the product is available in 2.6-oz., 6.4-oz. and 12.8-oz. bottles in the U.S. beginning May 1. The new 6.4-oz. (189-ml.) bottle will be available in Canada soon. Ongoing compliance and regulatory issues have pushed its launch in Canada to at least June 1. Watch the Dealer Zone for an announcement. Product codes and pricing are shown below.

## What about Current Package Sizes?

Current SABER Professional package sizes remain unchanged in the U.S. As previously announced, however, SABER Professional pillow packs, 3.78-litre, 237-ml. and 103-ml. bottles are discontinued in Canada due to low demand. They are available while supplies last.

## Eases Mixing Fuel

The new package sizes take the guesswork out of mixing containers of fuel. Busy landscapers, contractors and other professionals don't want to waste time calculating how much oil to add to a particular size gas can to achieve a desired mix ratio. They want mixing fuel to be easy, fast and foolproof.

New SABER Professional bottle sizes make mixing fuel easier than ever. The label clearly explains how: use the full bottle for 50:1 and half for 100:1.



AMSOIL SABER® Professional Synthetic 2-Stroke Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Wholesale	U.S. MSRP	Can. Wholesale	Can. MSRP
ATPTS	-EA	2.6-oz. Bottle	0.3	1.20	1.72	2.40	—	—
ATPTS	-CA	(12) 2.6-oz. Bottles	3.8	14.42	20.60	28.85	—	—
ATPSF	-EA	6.4-oz. Bottle	0.6	2.01	2.88	4.03	3.85	5.40
ATPSF	-CA	(12) 6.4-oz. Bottles	7.1	24.15	34.50	48.30	46.20	64.80
ATPTE	-EA	12.8-oz. Bottle	0.9	3.82	5.45	7.63	—	—
ATPTE	-CA	(12) 12.8-oz. Bottles	11.8	45.78	65.40	91.60	—	—

## DISTRIBUTOR ACTION PLAN

- When talking to potential customers, don't lead with a technical discussion. First, create curiosity by asking good questions, such as, "Do you have any equipment that requires more maintenance than others?"
- Use their answer to help them discover whether or not they have a need for AMSOIL products. For example, they may mention the spark arrestor screens on their string trimmers plug with deposits and cause rough-running.
- Pair their problems to the solutions AMSOIL products deliver. In this case, tell them that SABER Professional virtually eliminates carbon so equipment starts easier and runs strong. Use the results of the ECHO 100:1 String Trimmer Technical Study (G3470) to support your claim.

Each new bottle size pairs with a particular gas can size. For example, to mix SABER Professional at 100:1 in a five-gallon container, simply use half a 12.8-oz. bottle. Graduation marks and a clear bottle make it simple. For a 50:1 mix ratio, use the entire bottle. The graphic on the facing page shows which package size is designed for which size gas can.

## The SABER's Edge

For months, we've been touting the incredible performance of SABER Professional and what it does for landscapers, contractors and other professionals. For example, see the new ECHO 100:1 String Trimmer Technical Study (G3470).

All this information may seem overwhelming. And, in most cases, your potential customers won't need to see most of it – they just want a clear understanding of the following benefits SABER Professional provides for them:

- **Convenience** of one mix ratio for all equipment
- **Cuts** costs by 50% or more
- **Clean**, protected power

The information and technical studies we've published all boil down to those three benefits. Use them as your main selling points for SABER Professional.

## Positioned to Succeed

Using these selling points brings you in line with our research and field experience, which clearly reveals that professionals want products that help them ease confusion, save money and take care of their expensive equipment.



## SABER Professional Achieves Those Three Goals in the Following Ways:

First, it frees people from the confusion of mixing multiple containers of fuel. Some equipment manufacturers may recommend a 32:1 mix ratio in their equipment, while others recommend 50:1. Keeping multiple fuel containers around confuses workers and invites misapplication. SABER Professional eliminates confusion with one mix ratio for all equipment.

Second, professionals who use SABER Professional at 100:1 cut their costs by 50 percent or more compared to what they would pay using a 50:1 mix ratio. This delivers a much-appreciated boost to the bottom line for landscaping companies that operate on a razor-thin margin.

Third, as shown in the ECHO 100:1 String Trimmer Technical Study (G3470), SABER Professional fights power-robbing carbon better than other oils mixed at 50:1. By preventing spark-arrestor-screen plugging and exhaust-port blocking, SABER Professional helps maintain equipment power and operability. This translates into equipment that starts easier, runs better, lasts longer and helps crews work more efficiently.

### MAKES MIXING FUEL EASIER

#### 50:1 MIX RATIO



#### 100:1 MIX RATIO

USE 1/2  
THE SABER  
PROFESSIONAL  
BOTTLE

### What if they Balk at 100:1?

Some professionals believe using less oil than what their equipment manufacturer recommends runs counter to their desire to maximize equipment life. Don't push them toward where they're not comfortable going. Instead, acknowledge their concerns and remind them that SABER Professional still offers tremendous benefits at 50:1, including clean, protected power. We created the ECHO String Trimmer Study (G3455) and A Study of LUCAS® Semi-Synthetic 2-Cycle Oil in ECHO® String Trimmers (G3466) for just this scenario. It shows how great SABER Professional performs at 50:1 for those not interested in a 100:1 mix ratio.

Whichever mix ratio your customers are comfortable with, the new SABER Professional bottle sizes help them ease mixing containers of gas and reduce confusion.

## SABER PROFESSIONAL AT 100:1 OUTPERFORMS OTHER OILS AT 50:1.

### EXHAUST PORTS



**SABER Professional @ 100:1**  
300 Hours  
**4% Airflow Loss**



**ECHO Power Blend\* @ 50:1**  
300 Hours  
**76% Airflow Loss**

### SPARK ARRESTOR SCREENS



**SABER Professional @ 100:1**  
300 Hours  
**1% Airflow Loss**



**ECHO Power Blend\* @ 50:1**  
300 Hours  
**76% Airflow Loss**



# MAXIMIZE SUCCESS WITH SIGNATURE SERIES 5W-30 MAX-DUTY SYNTHETIC DIESEL OIL

New Signature Series 5W-30 Max-Duty Synthetic Diesel Oil (DHD) is a top-tier, versatile oil that is ideal for capturing sales in the fleet market. It presents wide applicability and the ultimate in protection, performance and convenience for mixed fleets, helping fleet managers simplify maintenance and lubricant inventory. Its extended-drain capability further maximizes convenience and minimizes downtime for fleet managers with busy schedules.

- **6X more** engine protection\*
- **Meets** diesel and gasoline specifications, including API CK-4, API SN and the upcoming API SP specification
- **Combines** the wear protection benefits of a 15W-40 with the fuel economy benefits of a 5W-30
- **Combats LSPI** (low-speed pre-ignition)
- **Low-phosphorus** formulation provides excellent protection for catalytic converters
- **Outstanding** cold-temperature performance
- **Extra protection** for extended drain intervals

## Why should I upgrade to an API CK-4 diesel oil (such as AMSOIL Signature Series or Heavy-Duty Synthetic Diesel Oil)?

Diesel oils meeting the new API CK-4 specification represent a serious upgrade in protection and performance compared to oils formulated for previous API diesel oil specifications:

- **More** piston-scuffing protection for reduced wear
- **Better** thermal control to resist oil thickening, aid in cooling and reduce wear
- **Improved** shear stability for maximum resistance to oil consumption and wear
- **Enhanced** aeration control, promoting oil-pump efficiency, wear protection and heat resistance

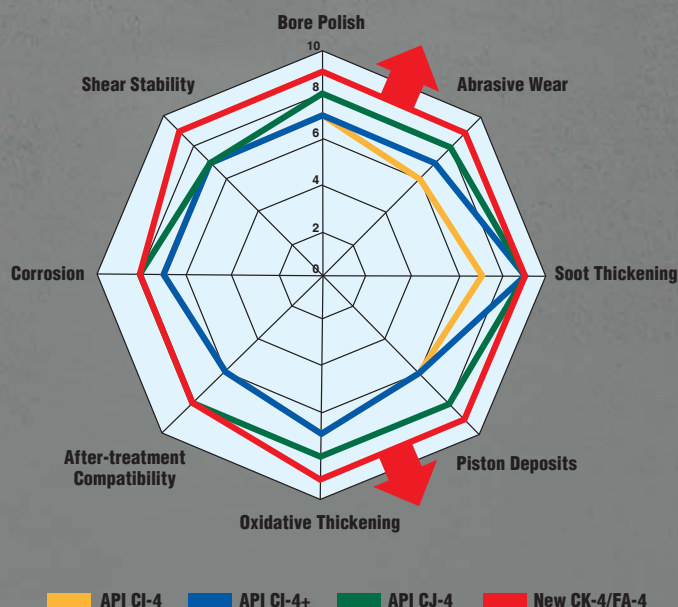
API CK-4 diesel oils are backward-compatible, meaning they are recommended in all applications specifying API CJ-4, CI-4+ (and prior) specifications.

"While Series 3000 5W-30 (HDD) set the bar for quality and convenience for over 20 years, new Signature Series 5W-30 Max-Duty sets the bar even higher. **This is the ultimate oil for mixed fleets, offering second-to-none protection for both diesel and gasoline vehicles.** I would recommend all customers currently using Series 3000 5W-30 convert to Signature Series 5W-30."

Alan Amatuzio  
Co-President & COO



## INCREASED PROTECTION THROUGH API CK-4/FA-4





# NEW AMSOIL MARINE GEAR LUBE PUMP: EASIER SERVICE WITH LESS MESS

The new AMSOIL Marine Gear Lube Pump (G3456) is specifically designed to ease installation and reduce mess when servicing lower units with quarts of AMSOIL Synthetic Marine Gear Lube (AGM). It includes an adapter that allows it to fit all lower units on the market, making it perfect for retail accounts or customers who sell or use AMSOIL Synthetic Marine Gear Lube. In addition, it includes a tip that threads into the lower-unit fill hole for easier fluid changes.

With the introduction of this new pump, the AMSOIL Bottle Hand Pump (G2039) will be modified slightly to remove an adapter that had been included solely for use with marine lower units. Its price and availability remain unchanged.

## Why Change Gear Lube?

Marine motors are constantly exposed to water. If water infiltrates the lower unit and contaminates the gear lube, it can cause foam, which weakens the fluid film and leads to wear. Water contamination also invites rust and corrosion, which act like sandpaper and scour bearing and gear surfaces.

Frequent throttle bursts, meanwhile, concentrate tremendous pressure on gears. The gear lube fluid film can rupture, especially if it's been weakened due to water contamination, leading to metal-to-metal contact.

## Help Avid Anglers and Boaters Stay on the Water

To avoid breakdowns and get the most out of their time on the water, boaters should service their lower units seasonally. Before plunging into a sales pitch, though, ask a few general questions to create curiosity and gauge their interest:

- Are you an avid angler? How often do you fish?
- Do you perform your own maintenance?

Depending on their responses, steer the conversation toward how AMSOIL synthetic lubricants help solve their problems.

- Water contamination is an issue for a lot of lower units. AMSOIL Marine Gear Lube protects components, even when contaminated with up to 10 percent water.

The key is to link your customer's problems to the solutions AMSOIL products offer. As good salespeople say, "Sell solutions, not products."



Adapter fits AMSOIL quarts.

Threaded tip makes fluid changes easier.



**Protects** components, even when contaminated with 10% water

**Reduces** friction and wear

**Helps** prevent rust and corrosion

### Marine Gear Lube Pump

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. MSRP
G3456	-EA	1 gear lube pump	0.3	9.90





## It's Car Show Season

Summer car shows increase AMSOIL brand recognition among enthusiasts.

Automotive enthusiasts pour countless hours into their vehicles, and are an ideal match for the premium protection and performance qualities of AMSOIL synthetic motor oils. In an effort to reach more auto enthusiasts, AMSOIL has increased its involvement in the car show circuit in recent years and is prepared for another busy summer.

### Carlisle Events

Hosting 12 collector-car and truck events annually, the car shows presented by Carlisle Events annually draw more than a half million people. AMSOIL is the Official Oil of Carlisle Events.

#### CARLISLE EVENTS SUMMER SCHEDULE

Events held at Carlisle Fairgrounds in Carlisle, Pa.

<b>May 19-21</b>	Carlisle Import & Performance Nationals
<b>June 2-4</b>	Carlisle Ford Nationals
<b>June 23-25</b>	Carlisle Chevrolet Nationals
<b>July 14-16</b>	Carlisle Chrysler Nationals
<b>July 14-15</b>	Hurst Nationals Powered by Carlisle Events
<b>Aug. 4-6</b>	Carlisle Truck Nationals
<b>Aug. 24-27</b>	Corvettes at Carlisle

### Street Rodder Road Tour

Led by Road Tour Director Jerry Dixey, the Street Rodder Road Tour reaches more than 1 million people through national tour stops and online/print coverage in *Street Rodder Magazine*. AMSOIL is the presenting sponsor and Official Oil of the Street Rodder Road Tour.

#### STREET RODDER ROAD TOUR SUMMER SCHEDULE

<b>June 16-25</b>	MSRA Back to the 50s Week Tour (St. Paul, Minn.)
<b>July 7-16</b>	Syracuse Nationals Week Tour (Syracuse, N.Y.)
<b>July 28-Aug. 6</b>	Speedway Motors Tour (Lincoln, Neb. to Louisville, Ky.)
<b>Aug. 4-12</b>	American Tri-Five Tour (Louisville, Ky. to Bowling Green, Ky.)
<b>Aug. 11-19</b>	Autopalooza.org Tour (Bowling Green, Ky. to Detroit)

### MSRA Back to the 50s

**June 23-25**

Taking place every June at the Minnesota State Fairgrounds in St. Paul, Minn., Back to the 50s features 12,000 registered vehicles that typically draw tens of thousands of spectators. AMSOIL is the Official Oil of Back to the 50s.

### Car Craft Summer Nationals

**July 21-23**

Taking place at Beech Street Raceway Park in Bowling Green, Ky., the Car Craft Summer Nationals feature more than 2,500 performance vehicles that attract more than 25,000 spectators. AMSOIL is the official sponsor of the Undiscovered Builders class of the Car Craft Summer Nationals.

### Hot August Nights

<b>Aug. 4-5</b>	Virginia City
<b>Aug. 8-13</b>	Reno/Sparks

Taking place every August in Virginia City, Reno and Sparks, Nev., Hot August Nights showcases more than 6,000 classic cars (1976 and older) and draws more than 800,000 spectators. AMSOIL is the Official Oil of Hot August Nights.

### Import Face-Off

Featuring over 30 events nationwide, Import Face-Off is known as the most innovative import series in the country. Its car, truck and bike shows and various competitions draw thousands of spectators to each event. AMSOIL is the presenting sponsor and Official Oil of Import Face-Off.

#### IMPORT FACE-OFF SUMMER SCHEDULE

<b>May 7</b>	Texas Motorplex; Ennis, Texas
<b>May 21</b>	New England Dragway; Epping, N.H.
<b>May 28</b>	Woodburn Dragstrip; Woodburn, Ore.
<b>May 28</b>	Milan Dragway; Milan, Mich.
<b>June 4</b>	Tulsa Raceway Park; Tulsa, Okla.
<b>June 11</b>	Route 66 Raceway; Joliet, Ill.
<b>July 23</b>	Lebanon Valley Dragway; West Lebanon, N.Y.
<b>Aug. 27</b>	Pacific Raceways; Kent, Wash.

### IMPACT

Our presence at major car shows across the United States continues to build brand awareness among automotive enthusiasts. Auto enthusiasts are do-it-yourselfers who take pride in the performance of their vehicles, presenting outstanding opportunities for AMSOIL US Dealers to present the premium protection and performance benefits offered by AMSOIL products, winning new customers and increasing sales.

# Products for Work or Play



## ATV/UTV FAMILY



### AUV40

Use in ATVs and UTVs that require 10W-40 motor oil, including those made by Kawasaki\*, Suzuki\*, Can-Am\*, Honda\*, Yamaha\*, Kubota\* and John Deere\*.

### AUV50

Use in ATVs and UTVs that require 5W-50 motor oil, including the Polaris\* Ranger\*, RZR\* and Sportsman\*.

### AUDT

Use in ATV and UTV transmissions and front and rear differentials.

### AUFD

Use in ATV and UTV front differentials and hubs, including those made by Polaris and Hilliard\*. High-quality alternative to Polaris Demand Drive Fluid\*.

AMSOIL ATV/UTV lubricants are specially engineered with your customers' needs in mind. They're purpose-built for ATV/UTV differentials, transmissions and engines.



*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)



## May Close-Out

The last day to process May orders in the U.S. and Canada is the close of business on Wednesday, May 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 May business will be accepted until 3 p.m. Central Time on Tuesday, June 6. All transfers received after this time will be returned.

## Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 29 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 22 for Victoria Day.



## AGGRAND Division of AMSOIL INC. to Cease Operations

The AGGRAND division of AMSOIL INC. began as a way to bring high-quality, all-natural products to the fertilizer market. The line of AGGRAND Natural Fertilizers represents an effective, environmentally conscious alternative to chemical fertilizers. While AGGRAND products offer tremendous results and have gained many loyal users, the division has struggled for many years and sales do not justify its continuation. It has also taken valuable resources away from AMSOIL lubricant-related business. Therefore, following months of deliberation, we are forced to close the AGGRAND division according to the following timeline:

- AGGRAND production will cease on June 30, 2017.
- AGGRAND production will manufacture enough product to meet historic demand through August 31, 2017. However, if orders exceed historic sales, we cannot guarantee availability and the servicing Dealer will be notified through Sales Order Processing or their local DC.
- Product support via the AGGRAND phone line will be available through Sept. 30, 2017.
- Phone, paper and online ordering will be open to existing AGGRAND Dealers only through August 15, 2017.

"AGGRAND products have been a part of our business for a long time," said Dan Peterson, Senior Vice President, Dealer Sales and Marketing. "But the fertilizer market has become extremely competitive and price-sensitive, and our sales numbers simply do not justify moving forward with the line. More importantly, this decision allows us to direct increased resources to the core of our business – synthetic lubricants – and focus more directly on success in the lubrication markets."

## AMSOIL Clothing Items - Limited Quantities

Limited quantities of the following AMSOIL clothing items are available while supplies last.  
See [www.amsoil.com](http://www.amsoil.com) (click "Clothing") for descriptions.

### Leather Motorcycle Jacket

Stock #	Size	U.S.	Can.
G3171	S	275.00	365.00
G3172	M	275.00	365.00
G3173	L	275.00	365.00



### 2016 Motorcycle Rally T-Shirt

Stock #	Size	U.S.	Can.
G3419S	S	14.95	19.85
G3419M	M	14.95	19.85
G3419XL	2X	16.95	22.55



### Full-Zip Hoody

Stock #	Size	U.S.	Can.
G3235	S	38.50	51.15
G3236	M	38.50	51.15
G3237	L	38.50	51.15
G3238	XL	38.50	51.15
G3239	2X	41.50	55.15
G3240	3X	44.50	59.10



### Hoody

Stock #	Size	U.S.	Can.
G2844	S	37.75	50.15
G2845	M	37.75	50.15
G2846	L	37.75	50.15
G2847	XL	37.75	50.15
G2848	2X	40.75	54.10
G2849	3X	43.75	58.10



### Black Softshell Jacket

Stock #	Size	U.S.	Can.
G2811	M	63.75	84.75
G2812	L	63.75	84.75
G2814	2X	66.75	88.75
G2815	3X	69.50	92.45



### Black Two-Pocket Button-Down Shirt

Stock #	Size	U.S.	Can.
G3349S	S	49.00	59.20
G3349M	M	49.00	59.20
G3349XL	2X	52.00	62.85
G3349XXX	3X	55.00	66.45



### White Button-Down Shirt

Stock #	Size	U.S.	Can.
G1978	S	32.00	42.55
G1979	M	32.00	42.55
G1980	L	32.00	42.55
G1981	XL	32.00	42.55
G1982	2X	35.00	46.55



### Ladies' OGIO Glam Shirt

Stock #	Size	U.S.	Can.
G3223	S	49.00	65.10
G3224	M	49.00	65.10
G3225	L	49.00	65.10
G3226	XL	49.00	65.10
G3227	2X	52.00	69.05
G3228	3X	55.00	73.05



### Ladies' Fleece Hooded Zip-Up

Stock #	Size	U.S.	Can.
G3072	S	49.95	66.30
G3073	M	49.95	66.30
G3074	L	49.95	66.30
G3075	XL	49.95	66.30
G3076	2X	52.95	70.30
G3077	3X	55.95	74.25



### Ladies' Soft-Shell Jacket

Stock #	Size	U.S.	Can.
G3230	M	54.00	71.75
G3231	L	54.00	71.75
G3232	XL	54.00	71.75
G3234	3X	62.00	82.35



### Ladies' Leather Motorcycle Jacket

Stock #	Size	U.S.	Can.
G3184	XL	275.00	365.00
G3185	2X	300.00	399.00



Stock #	U.S.	Can.
G3194	14.75	19.60

### Ladies' Cap







# PERFORMANCE AND RELIABILITY

AMSOIL Synthetic Brake Fluids surpass DOT requirements and provide auto enthusiasts and racers with a brake fluid that delivers superior high-temperature performance.

## DOT 3 & 4 Synthetic Brake Fluid (BFLV)

- **Maximum** ABS and traction-control performance
- **Covers** a broad range of applications

## DOMINATOR® DOT 4 (BFR)

- **Ultra-high** boiling points to help resist brake fade and vapor lock during intense racing applications.



AMSOIL Brake Parts & Cleaner is a professional-strength product that helps auto enthusiasts and mechanics quickly remove oil, grease, brake fluid and other contaminants from brake parts and other automotive components.

## Brake & Parts Cleaner (BPC)

- **Quickly** and effectively removes grease and oil, leaving parts clean and residue-free
- **Fast-drying**, non-flammable formula



\*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.



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSRT STD  
US POSTAGE  
PAID  
AMSOIL

ISO 9001/ISO 14001 REGISTERED

Donaldson.  
Filtration Solutions



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](http://www.amsoil.com)

May 2017

# REGISTERING NEW CUSTOMERS IS ONLY HALF THE BATTLE

## Success is not Achieved Until a Purchase is Made

Customers are most enthusiastic about AMSOIL products when they first register, and customers who try AMSOIL products sooner may be more likely to become regular customers. Strike while the iron is hot. Pursue sales to new customers when they register or soon thereafter.

The longer they go without making a purchase, the less likely they are to purchase at all.

