

AMSOIL[®]

MAGAZINE

NOVEMBER 2017

OE SYNTHETIC MOTOR OIL: PEACE-OF-MIND PROTECTION

| PAGE 8



Get Your Share of the Growing DIFM Market | PAGE 10



XL MOTOR OIL

STRONGER FOR LONGER

XL Synthetic Motor Oil (XLZ, XLM, XLF, XLT, XLO)

XL Synthetic Motor Oil features a new boosted formulation that delivers more cleaning power and promotes longer engine life. It's the perfect choice for enthusiasts who want to do something extra for their vehicles.

- **25 percent** more cleaning power¹
- **Achieved 100 percent** protection against LSPI²
- **Extra protection** that lasts up to 12,000 miles or 1 year, whichever comes first
- **API licensed** to meet the requirements commonly found in owner's manuals



Online Store: www.amsoil.com | Telephone: **1-800-777-7094** | EZ Online Order Form: myaccount.amsoil.com

¹vs. AMSOIL OE Motor Oil

²Based on zero LSPI events in five consecutive tests of AMSOIL XL 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1[®] Gen 2 specification.

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THE COVER

Reformulated OE Synthetic Motor Oil is a low-price motor oil, but it performs on par with many of our competitors' flagship offerings.





Alan Amatzio
Co-President & COO



Dean Alexander
Co-President

From the Presidents

We launched the OE line in 2010, and many Dealers grabbed it with both hands and hit the streets running. Most of them have had great success making inroads in the installer and retail markets with OE. Many other Dealers, however, rejected OE from the start. They viewed it as a step backward – it doesn't offer the same performance as XL or Signature Series, and it pays lower commissions. We can understand how those things might affect someone's view of OE, but those are just two facts out of many, and you need to consider all the facts to make an accurate judgment. We'd like to offer these additional facts:

Fact 1: OE is an excellent product.

This is indisputable. OE might not match Signature Series, but then, what does? OE delivers advanced protection for today's vehicles. Its performance is on par with many of the brand names consumers are used to, and it costs less. Like our other products, OE goes beyond the minimum standard, providing 47 percent more wear protection than required by the GM dexos1® Gen 2 specification.¹ It also achieved 100 percent protection against LSPI.² It is an excellent oil and worthy of the AMSOIL name; otherwise we wouldn't produce it.

Fact 2: OE goes where XL and Signature Series cannot.

Many enthusiasts want an upgrade in protection, but they can't pay a large premium. OE meets their requirements perfectly. It also fulfills the requirements of installers. In most cases, Signature Series and XL do not.

Fact 3: Excluding OE excludes approximately 75 percent of the market.

The shift from do-it-yourself (DIY) to do-it-for-me (DIFM) is well-established. Approximately 75 percent of drivers have their oil changed for them, which means installers control 75 percent of the market. As a sub-category, enthusiasts do still lean toward the DIY side, but if you don't have at least one installer, you're missing out. OE is your best weapon for securing more business with installers.

Fact 4: Dealers who embrace OE make more money.

How can that be when OE pays lower commissions? Simple. First, it is likely to be changed more often. Also, most installers, many parts stores and even a good number of enthusiasts are not open to Signature Series or XL. If you leave OE out of the equation, you have no chance of securing that business. It's about the customer and what's right for him or her. Sometimes, OE is what's

right and if you don't bring it to the table, you lose out.

Fact 5: The OE category is among the industry's fastest-growing categories.

OE is a low-price synthetic, and low-price synthetics are among the fastest-growing categories of motor oil. In addition, OE is one of our fastest-growing product lines. Once again, if you're not capitalizing on OE's appeal, you're missing out on one of your best opportunities for growth.

We hope that if you weren't on board before, you are now. There's more on this topic in this issue of *AMSOIL Magazine*. We have three great choices for automotive enthusiasts. Don't leave anything on the table. When you include all three lines of OE, XL and Signature Series to fit your customers' needs, you give yourself the best chance of success.

Alan Amatzio
Co-President & COO

Dean Alexander
Co-President

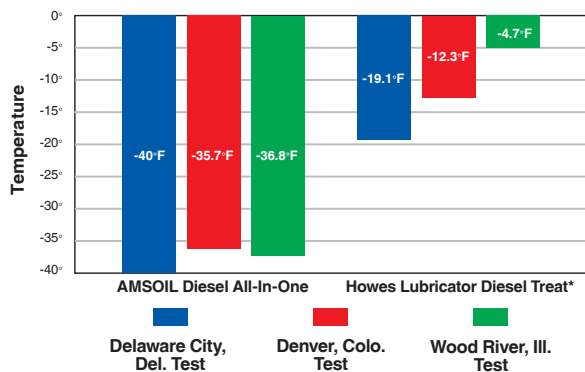
¹Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the GM dexos1 Gen 2 specification.
²Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen2 specification.



SUPERIOR COLD-TEMPERATURE PROTECTION

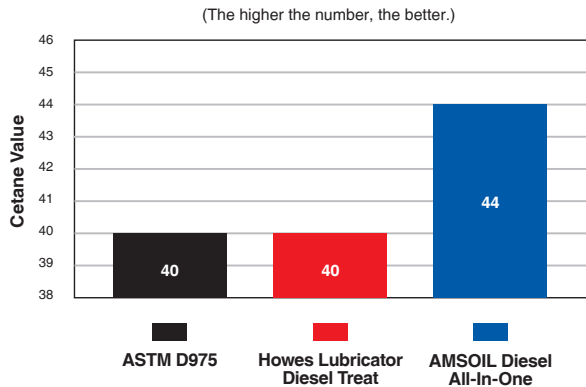
Cold Filter-Plugging Point (CFPP)

(The lower the number, the better.)



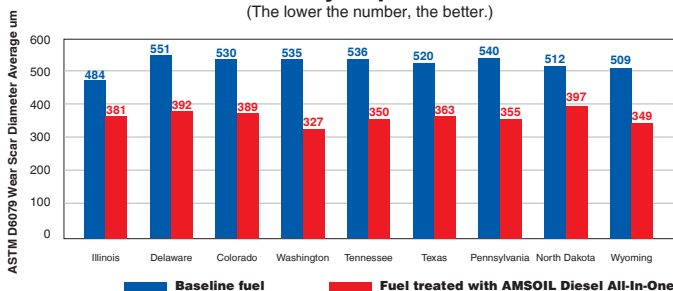
Cetane

(The higher the number, the better.)



Lubricity Improvement

(The lower the number, the better.)



The ASTM D975 diesel fuel standard specifies a wear scar below 520 µm in ASTM D6079 testing, while the Engine Manufacturers Association (EMA) specifies a wear scar below 460 µm. Testing reveals AMSOIL Diesel All-In-One provides significant lubricity improvement in diesel fuels found across the U.S., delivering improved wear protection.

Independent testing reveals AMSOIL Diesel All-In-One (ADB) provides as much as 32°F better protection against cold-temperature gelling than Howes Lubricator Diesel Treat. Plus, AMSOIL Diesel All-In-One boosts cetane by up to 4 points.¹



- **Cleans** dirty injectors to help restore horsepower and improve fuel economy



- **Lubricates** fuel pump and injectors to reduce wear



- **Fights** gelling in cold weather, enhancing fuel flow and helping prevent fuel-filter plugging



- **Increases** cetane up to 4 points for maximum horsepower, increased fuel economy and easier starts



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¹Based on independent testing in July 2017 of AMSOIL Diesel All-In-One and Howes Lubricator Diesel Treat using diesel fuel representative of the U.S. marketplace and Howes' recommended treat ratio for above 0°F.

LETTERS TO THE EDITOR

DEALER PHOTOS

My husband and I joined AMSOIL on 1/13/1988 and I have continued being a distributor since my husband passed away on 12/19/2013.

I read each issue of your magazine pretty thoroughly; however, I have one complaint. I think some of the pictures of Dealers have been in your magazine since 1988 or almost that long. How about publishing some current pictures? I would think some of the Dealers have had pictures taken since 1988.

Just a thought, but I would like to see some new pictures.

Thank you for your time.

Sincerely,

Darlene Nelson

P.S. I'm probably not the only Dealer that is getting tired of seeing the same pictures, some of which are very old pictures. I also tried to comment on your website, but was unable to find the appropriate screen, so decided to write this letter instead.

AMSOIL: You are correct, Darlene; some of the photos have been around for many years. While we have encouraged Dealers with older photos to send us something newer, the choice is ultimately up to them. We are happy to field your inquiries here, but you can find a full corporate directory by clicking the mail/phone icon at the top of the Dealer Zone at myaccount.amsoil.com. Thanks for sticking with us through the years and keeping your business going after your husband's passing.

METAL SIGNS

I can't remember how big the "AMSOIL Products Sold Here" and "Move Up To AMSOIL" metal signs were, but I think the new metal sign is way too small. If the customer puts the new sign on their building, people need binoculars to see the sign from the street. A lot of our businesses have been very grateful to us for getting them their outside building sign because it has brought in extra business. Some of our businesses actually take the time to ask people how they heard about their business, and some of the people told them they came in because of the AMSOIL sign on their building. "The product is sometimes hard to find and I saw your sign, so I came in to see if you carried the product that I need."

This advertising is of great value to the AMSOIL company, and I really do not know why you would even think of discontinuing them. This is kind of far-fetched, but it's like a restaurant selling hamburgers, hot dogs and pizza, but they only advertise in large letters on their building "Hamburgers, Hot Dogs, French Fries." They are losing their pizza customers and possibly even a hamburger or hot dog customer if a family is driving by and one or two people want a hamburger or hot dog and another person wants a pizza.

Thank you for your time,

Ken & Barb La Fountain

AMSOIL: Thank you for your suggestion, Ken and Barb. Due to popular demand, we have brought back the AMSOIL 2' x 3' Retail Sign (G1700). It has a state-of-the-art UV coating to help keep it looking new for years, even in exterior applications. Look for it in the enclosed AMSOIL Clothing & Promotional Items Catalog (G1650).

AAA OIL TESTING REPORT

I understand AAA wanting to be objective by using only brands that produce both conventional and synthetic oils. Even though the report is positive for synthetics, by design it overlooks the superiority of AMSOIL. Hopefully, someone at Superior will write an article that puts both the AAA research and AMSOIL in context. Such an article should also be available as a literature item.

Sincerely,

Dennis Dean

AMSOIL: Thank you for your letter, Dennis. While we were pleased with AAA's report and published an article about it in the August AMSOIL Magazine, we made the decision to avoid comparing the test results to our own. When comparing test data, it's best to acquire it from the same source for both statistical and legal reasons. To see how AMSOIL synthetic motor oil has stacked up to the competition through the years, check out the Performance Test Archive (www.amsoil.com/performancearchive.aspx).

LOW-COST SYNTHETICS

For years now synthetic oils, especially AMSOIL, have held the mantra of "better than conventional oils," touting value,

performance and protection benefits in the PCMO market.

However, with the current popularity of synthetics in general, a disturbing trend is emerging according to some industry experts, and that is a proverbial race to the bottom.

Today, some private-label and second-tier synthetic oils are available to the public and in bulk to shops and installers for significantly less than any of the top-tier synthetic oils, even our OE product. Personally, my business is being affected because to many shop owners and consumers, price is king. If it says "full synthetic" on the label, it's good enough for them regardless of quality.

As an industry leader, could AMSOIL champion an effort to influence ILSAC, SAE and others to once and for all set a minimum standard of quality and performance for a true synthetic oil and reverse this trend?

Andy Gomez

AMSOIL: You are correct, Andy, and we have plans in place to ensure continued growth in the face of this trend. Those plans do not include attempts to influence organizations like ILSAC and SAE, which are largely controlled by OEMs and where we have virtually no influence. Instead, our primary focus is on strategies we directly control, including developing innovative products that deliver more protection and value, strengthening and growing the AMSOIL brand and Dealer network, defining how our products provide more protection than industry standards and the competition, and improving customer service. We are also striving to highlight how AMSOIL adds value for installers, helping them gain and retain loyal customers, providing a premium option for their customers, setting themselves apart with an exclusive product line and improving profit margins.

Email letters to:
letters@amsoil.com

Or, mail them to:
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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.



Matt Erickson | TECHNICAL MANAGER – PCLT PRODUCTS AND MECHANICAL R&D

Anyone can claim to stand apart from the crowd

But few can prove it.

How do you make the world's best motor oil even better? With more than two years of calculated and persistent research and development validated by several rounds of bench, dyno and field tests, that's how.

The previous version of Signature Series Synthetic Motor Oil was the best motor oil we'd ever made. It delivered on all fronts, and it did so while providing enthusiasts maximum engine protection and performance while providing the ability to extend drain intervals if they wanted.

When we planned how to improve Signature Series in anticipation of the forthcoming GM* and ILSAC/API specification changes, we knew we had a challenge on our hands. We had to raise the bar even higher and push the limits of technology to ensure we continued to offer the best performance and meet the new challenges of modern engines that run hotter, produce more contaminants and present tougher conditions to motor oil. The oil would need to fight low-speed pre-ignition (LSPI), a damaging side effect surfacing in modern turbocharged, gasoline-direct-injected (T-GDI) engines; protect turbos despite intense heat and stress; fight engine wear; maintain its viscosity despite high heat and shearing force and continue to provide reserve protection for extended drain intervals.

We went to work formulating, testing, reformulating and testing again. And again. The test results exceeded our expectations, and after more than two years, we arrived at the Signature Series product now available to you.

You've likely noticed several performance claims surrounding the new product. These claims continue our tradition of setting our products apart from our competitors and showing customers how they benefit from using AMSOIL synthetic lubricants. Let me illustrate.

- **75% more protection against horsepower loss and wear¹**

I hope you've seen this claim by now. It's front-and-center on the product label and in our ads since research tells us enthusiasts value wear protection above all other motor oil benefits. We validated the claim based on the industry-standard API Sequence IV-A Engine Wear Test, the gold standard for testing engine wear. The test uses a 2.4L four-cylinder engine that runs 100 hours under extreme conditions designed to encourage wear. Signature Series crushed this test, delivering 75 percent more wear protection than required to pass.

- **Handles heat so well that it protects turbochargers 72% better than required by GM's dexos1® Gen 2 specification²**

Here's another important claim given the prevalence of turbos today. In fact, turbos were installed in a record 27.6 percent of vehicles built through March 2017, according to *WardsAuto*. The claim is based on the turbo coking test General Motors uses for its dexos1 Gen 2 specification. The oil is run in a 1.4L engine subject to extreme heat soaks. This means test administrators get the turbo extremely hot, then shut down the engine, allowing the intense heat to bake the oil. That's exactly what you

shouldn't do to a turbocharged engine if you want it to last. However, this is an extreme test to differentiate between good and bad oils, so the process is repeated 2,000 times.

Signature Series handled it with ease, providing 72 percent more protection than required. You can rest assured that your turbocharger is protected despite intense heat and stress.

- **Achieved 100% protection against LSPI³**

LSPI is the biggest new challenge for the automotive industry, and it is driving significant changes to motor oils. LSPI is a more destructive form of traditional engine knock that occurs in T-GDI vehicles. Motor oil can help prevent LSPI, which is why the industry has been working hard to upgrade specifications to include tests for LSPI.

We subjected Signature Series to the LSPI engine test required for the GM dexos1 Gen 2 specification. The test uses a GM 2.0L EcoTec* engine run five consecutive times to test for LSPI. Signature Series – in addition to XL and OE – aced the test, allowing zero LSPI events.

As you can see, we back up the claims surrounding Signature Series with data from legitimate industry-standard tests. We do it not only to stand out from competitors, but to help you stand out as the go-to resource to solve the problems modern vehicles present to your customers.

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¹Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.

²Based on independent testing of AMSOIL Signature Series 5W-30 in the GM Turbocoking test.

³Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1® Gen 2 specification.

OE SYNTHETIC MOTOR OIL: PEACE-OF-MIND PROTECTION

Available in November, the new OE Synthetic Motor Oil formulation provides increased wear protection for today's advanced automotive technology.

OE Synthetic Motor Oil (OEZ, OEM, OEF, OET)

OE Synthetic Motor Oil delivers 100 percent synthetic engine protection for advanced automotive technology, including turbochargers and direct injection. It's specifically formulated for the longer drain intervals recommended by original equipment manufacturers (OEMs). OE is favored by mechanics and drivers seeking peace-of-mind protection and exceptional value in synthetic motor oil.

Formulation Change? Yes

New Stock Numbers? No

Price Change? No

- **Protects** against wear
- Achieved **100 percent protection against LSPI¹**
- **Fights** sludge and deposits
- **API licensed** to meet the requirements commonly found in owner's manuals

Advanced Wear Protection

OE Synthetic Motor Oil provides excellent wear control and protects vital engine parts like pistons and cams. This added protection is particularly important given the extreme environments produced by many of today's smaller-displacement engines that typically run lower-viscosity motor oil. Camshaft wear can alter valve timing, greatly reducing engine efficiency. The Peugeot* TU3M Wear Test, which must be passed to meet the GM* dexos1[®] Gen 2 specification, determines a motor oil's ability to limit wear. For 100 hours the four-cylinder test engine is subjected to extreme, wear-inducing conditions. AMSOIL OE Motor Oil provided **47 percent more wear protection** than required by the GM dexos1 Gen 2 specification.²

AMSOIL OE Motor Oil provides **47 percent more wear protection** than required by the GM dexos1 Gen 2 specification.²

Protects Pistons from Low-Speed Pre-Ignition

Like Signature Series and XL, OE features an advanced detergent system for advanced protection. Most new engines feature gasoline direct injection (GDI), often combined with a turbocharger to boost power and improve fuel economy. These new technologies pose significant challenges to motor oil, one of which is low-speed pre-ignition (LSPI). LSPI is the spontaneous ignition of the fuel/air mixture prior to spark-triggered ignition. It occurs in today's advanced engines and is much more destructive than typical pre-ignition.

OEMs like GM have addressed the issue by designing tests to determine a motor oil's ability to prevent LSPI. OE Synthetic Motor Oil provided **100 percent protection against LSPI¹** – zero occurrences were recorded in five consecutive tests.

OE Synthetic Motor Oil Data Bulletin

Stock#	Qty.	U.S.	Can.
G3404	25	4.10	5.60

¹Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

²Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the GM dexos1 Gen 2 specification.



Distributor Action Plan

- Use these new features and benefits to sell potential customers on the outstanding protection and performance OE provides.
- Always include OE in the discussion when describing the superior protection and performance of AMSOIL synthetic motor oil to prospects. Individuals using conventional lubricants and those new to synthetic motor oil will likely view another brand as the "best." Inform potential customers that OE is on par with Mobil1* or any synthetic on the market, and more affordable. You can confidently lead with OE when talking to installers of all types.
- OE is API licensed. This is an important detail among installers and auto parts store owners and is worth mentioning.
- Relate a testimonial from a customer or your own experience with OE to bring some of the high-level technical information into a real-world situation.
- Stay informed on the emerging threat low-speed pre-ignition (LSPI) poses to today's vehicles. Promote the ability of OE Synthetic Motor Oil to protect turbocharged and gasoline direct-injected (GDI) engines from the effects of LSPI.



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Get Your Share of the Growing DIFM Market

Approximately 75 percent of motorists visit a mechanic or other installer to have their oil changed. OE Synthetic Motor Oil offers excellent quality at a price point designed to help you break into this vital market. Dan Peterson, Senior Vice President, Dealer Sales and Marketing, explains.



Dan Peterson

AMSOIL Magazine: Who are the top prospects for OE Synthetic Motor Oil?

Peterson: Mainly, installers and people just entering the synthetic market. Just like in 2010 when we

first introduced it, OE is our entry-level synthetic motor oil. It offers outstanding protection at a price that's competitive with other full-synthetic motor oils, like Mobil 1*, Pennzoil* Platinum or Quaker State* Ultimate Durability.

OE was originally introduced as our answer to the lower-priced synthetic oils on the market that were nipping at our heels. Drivers moving up to synthetics for the first time found the lower price of those products attractive, so we needed a synthetic motor oil in our lineup to help Dealers compete, especially in the oil installer market. OE is the result. It's API licensed to alleviate warranty concerns, costs about the same as other premium synthetics and is recommended for original equipment manufacturer (OEM) drains. It was – and still is – the perfect product for much of the market.

AMSOIL Magazine: How have Dealers used OE to increase sales?

Peterson: Many Dealers use the product as a stepping-stone to transition new customers away from conventional oil. Selling someone on the premium protection and extended-drain benefits of Signature Series or XL can be a challenge if they're used to paying only a few bucks per quart and changing oil every 3,000 miles. OE helps bridge the gap between conventional oil and our top-tier products. Most Dealers, however, have found success selling OE to retail accounts and installers.

AMSOIL Magazine: How do Dealers use OE to increase sales to independent garages and other installers?

Peterson: The installer market is critical for. Remember, the overwhelming majority of motorists visit an installer to have their oil changed rather than installing it themselves. Everyone should have at least one installer account to reach these motorists and to which they can send their customers who don't want to change their own oil.

Some have found a niche offering XL Synthetic Motor Oil or Signature Series to installers, who in turn offer it as an alternative to their primary, or "house," synthetic oil. Our research shows that installers sell an average of eight cases of their second- and third-option synthetic motor oils each month. That's a nice boost to a Dealer's commission check. But installers perform the bulk of their synthetic oil changes using their lower-cost house synthetic oil. Signature Series and XL simply aren't priced to compete with an installer's house synthetic.

AMSOIL Magazine: How does OE fare in the same situation?

Peterson: OE is priced competitively with lower-cost synthetics, which puts Dealers in a better position to earn the coveted status as the installer's primary synthetic-oil supplier. Our research shows that an installer sells about 82 cases of its house synthetic oil per month. That's a 10-fold increase over its other synthetic-oil options. If Dealers want a bigger slice of the growing DIFM market, they need to compete with the lower-priced synthetics on the market, and OE helps them do that.

AMSOIL Magazine: Who are the best prospects for Dealers in the installer market?



Peterson: We have our best success with independent garages and regional oil-change facilities. The big corporate chains and franchises generally have contracted agreements with large oil manufacturers that limit their ability to introduce competing products. Plus, those businesses are almost always motivated solely by price. If you establish one as an account, be prepared to fight a constant price war with other suppliers. Your neighborhood mechanic who runs his own garage or a smaller, local quick lube is a better bet. They rely on word-of-mouth advertising and customer loyalty, meaning they're motivated more by selling quality products than inexpensive products, but they still need a competitively priced option. They're a much better fit for our brand.

On average, an installer sells **10 times more** of its house synthetic oil than its second- and third-option synthetics. OE offers the price point to establish it as an installer's house synthetic motor oil.



AMSOIL Magazine: Some Dealers object to selling OE due to its reduced commissions compared to Signature Series or XL.

Peterson: Yes, the commissions for OE are lower, but so is the price. It's important to remember that some people aren't yet ready for the premium benefits of Signature Series or XL. We think they're two of the best motor oils on the planet, and we want everyone to use them. However, we understand that motorists who are used to paying for conventional oil will balk at the premium price. Isn't it better to sell OE to those motorists rather than nothing at all? As AMSOIL Founder Al Amatuzio liked to say, a half a loaf is better than no bread. Plus, a typical OE customer changes oil more frequently than someone using XL or Signature Series, helping make up some ground with commissions.

AMSOIL Magazine: What else is AMSOIL doing to help Dealers register installer accounts?

Peterson: Offering a great product is just the start. Many incumbent oil suppliers provide oil-dispensing equipment to their installer accounts and sign them up to multi-year agreements, which presents challenges to our Dealers. To increase our competitiveness, we recently unveiled the Dispensing Equipment Program.

In a nutshell, we've partnered with Graco® International to provide industry-leading lubricant-dispensing equipment to help gain entry as a retail installer's house lubricant or become the bulk supplier for large-volume commercial accounts. The program allows you to provide retail and commercial accounts a high-quality lubricant pump, volume meter and mobile cart for dispensing lubricants while receiving up to 50 percent

co-op support to help offset the costs. [For details, click the Dispensing Equipment Program icon in the Dealer Zone.]

Not only that, but retail accounts get free shipping on orders of \$300 or more, which is vital to competing in this market.

Our research shows that an installer sells about 82 cases of its house synthetic oil per month. That's a **10-fold increase** over its other synthetic-oil options.

AMSOIL Magazine: Let's talk about quality. How does OE Synthetic Motor Oil perform in today's demanding engines?

Peterson: We developed and tested OE with our same rigorous approach to quality we used to formulate Signature Series and XL. It delivers excellent protection against wear and deposits, and it passes all the latest industry and OEM performance specs. It delivers performance on par with Mobil 1* – which represents the pinnacle of synthetic motor oil technology to those unfamiliar with our top-tier oils – and it does so at a lower price.

AMSOIL Magazine: Low-speed pre-ignition (LSPI) is a hot-button issue in the industry right now. How does OE perform in that regard?

Peterson: That's right. In fact, the need to combat LSPI is the primary reason the API and ILSAC are introducing updated

motor oil specifications in the fall of 2019. Many OEMs want the new specs introduced even sooner.

LSPI occurs in some modern turbo-charged direct-injection engines under conditions of low speed and high torque, like when you're taking off from a stop sign. Like run-of-the-mill engine knock – LSPI is a much more destructive form of typical engine knock – it can destroy pistons and connecting rods, wrecking your engine.

But here's the problem for automakers – programming their vehicles to operate under conditions that invite LSPI can boost fuel economy up to 10 percent. OEMs are eager to capture those efficiency gains, but not until there are motor oils on the market that combat LSPI. The new API and ILSAC specs won't be introduced for a couple years, but the OEMs can't wait that long. They are having problems right now, so the API and ILSAC are introducing an interim spec, API SN Plus, in the months ahead. We're ahead of the game. AMSOIL synthetic motor oils, including reformulated OE Synthetic Motor Oil, provided 100 percent protection against LSPI¹ in the engine test required for the GM dexos1 Gen 2 specification, proving its excellent performance in today's demanding engines.

AMSOIL Magazine: Finally, what feedback are you getting from Dealers about OE?

Peterson: I've heard from several Dealers who have been successful gaining new customers and boosting their sales with OE Synthetic Motor Oil. Hearing those stories is one of the biggest benefits of my job, so keep them coming next time you see me at AU Live! or another event. OE Synthetic Motor Oil is a great product that we're proud to stand behind. I hope Dealers are just as proud to sell it.

¹Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1® Gen 2 specification.

WHAT IS YOUR STOR



AMSOIL PRODUCTS HELP TRUCKER ECLIPSE TWO MILLION MILES

When Jerry Pruett purchased his new 1999 Kenworth* over-the-road truck in December 1998, he installed AMSOIL synthetic lubricants. After reaching 1.6 million miles on the original transmission and differentials and 1.1 million miles on the factory-rebuilt engine in 2012, Pruett has since eclipsed 2 million miles.



B&M LANDSCAPE CONCEPTS DISCOVERS IMPROVED EQUIPMENT PERFORMANCE

"Since we have been on the AMSOIL program with our equipment, we don't have any hard-starting issues. The engines are just cleaner, and I don't have any smoking issues coming from the two-cycle equipment."

– *Tim Strickland, B&M Landscape Concepts*



FORD FE ENGINE BUILDER RELIES ON AMSOIL

"The dyno is a very high-stress environment for a motor. We're trying to make huge amounts of torque at very low rpm, very high load. If anything is going to hurt things like engine bearings – this is it. AMSOIL products do a good job of keeping the motor intact – and Lord knows I try to break it."

– *Barry Robotnick, Survival Motorsports*

AMSOIL INCREASES SALES WITH TESTIMONIALS

Your AMSOIL story is often the best tool for moving potential customers from “not looking” for lubricants to “looking” for AMSOIL products.

Hearing a family member or friend relate his or her experience with a particular company or product often inspires us to act. These stories influence our lives; from the items we buy to the vacations we take. In terms of the AMSOIL Buy-Sell Process, testimonials are what often compel prospects to advance from the “not looking” stage to “looking.” Whether it’s your story, a past customer’s or that of a professional motocross rider, a captivating narrative can tip the scales in your favor and earn you a sale.

Tell Your Story

Don’t underestimate the compelling nature of your own AMSOIL story. Relating your first-hand experiences, or those of your customers, can be more powerful than the flashiest advertisement. Tell the story in your own voice and let your confidence in the superior performance of AMSOIL products shine through.

Don’t underestimate your own AMSOIL story.

Find The Gold

Always be on the lookout for interesting customer testimonials. Depending on the individual, you may have to dig a little. People may assume that their experiences are unremarkable, but as an AMSOIL Dealer, their story might be extremely useful down the road. Ask open-ended questions and probe for how an AMSOIL product improved a poor-running vehicle or piece of equipment. Need assistance crafting questions or digesting the Buy-Sell Process? Contact the AMSOIL Dealer Sales Team at training@amsoil.com.

More Resources

One way we invest in your success is by providing AMSOIL testimonials from customers across the continent. From the story of Jerry Pruett’s incredible two-million-mile over-the-road truck to engine builder Barry Robotnick’s iconic Ford® FE® engines, we’ve compiled a lengthy list of engaging testimonials. If you haven’t already, visit www.amsoil.com/testimonials and check out the wide variety of stories. Point potential customers to a testimonial they would find interesting – it could lead to further dialogue and a new customer.



LANDCARE INNOVATIONS SAVES ON REPAIRS AND MAINTENANCE

“Our zero-turn mowers are running day in and day out. They’re faced with severe-duty service five to six days a week for seven to eight hours nonstop. The premium lubrication qualities provided by AMSOIL products are essential, and we perform oil changes and grease points every 200 to 250 hours.”

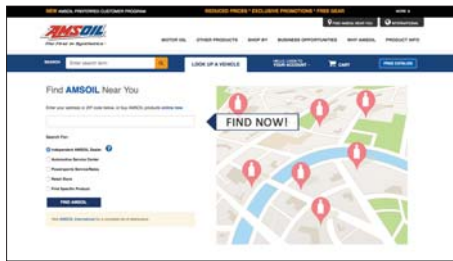
– *Tim Wilson, LandCare Innovations*

November Close-Out

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

Holiday Closings

The Edmonton Distribution Center will be closed Friday, Nov. 10 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Thursday, Nov. 23 for Thanksgiving Day.



Synthetic CVT Fluid Gallons

The introduction of AMSOIL Synthetic CVT Fluid in gallons has been delayed until Nov. 29.



Cold-Temperature Storage Recommendations

Cold-temperature storage can be detrimental to the performance of some AMSOIL products. Follow these recommendations to avoid potential problems:

Lubricants: Store at temperatures at least 10°F above the lubricant's pour point.

Greases: Store in a dry environment at temperatures above freezing (32°F).

Gasoline Additives, Engine and Transmission Flush: No adverse issues with cold-temperature storage.

Diesel Injector Clean, Diesel Cetane Boost, Diesel Recovery: No adverse issues with cold-temperature storage.

Diesel Cold Flow, Diesel All-In-One: Store at temperatures above 0°F.

Brake Fluids: Do not store at temperatures below -40°F for longer than two weeks.

Heavy Duty Metal Protector, Metal Protector, Chain Lube, Power Foam, Fogging Oil, Silicone Spray, Spray Grease, Heavy-Duty Degreaser, Brake and Parts Cleaner: No adverse issues with cold-temperature storage as long as products are allowed to warm to room temperature before use.

Firearm Lubricant, Firearm Cleaner: No adverse issues with cold-temperature storage. Warm to above -40°F before use.

Miracle Wash®: Store at temperatures above freezing (32°F).

Antifreeze and Engine Coolant: Will not freeze. No adverse issues with cold-temperature storage.

Coolant Boost: Store above 32°F.

Slip Lock®: No adverse issues with cold-temperature storage. If product separates, heat to room temperature and shake well before use.



Great for Mixed Fleets



SUPERIOR DIESEL PROTECTION

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil and Heavy-Duty Synthetic Diesel Oil exceed the latest API CK-4 specification and represent a serious upgrade in protection and performance compared to oils formulated for previous API diesel oil specifications, including API CJ-4 and CI-4+.

- **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.

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil

Signature Series Max-Duty Synthetic Diesel Oil represents the top tier of AMSOIL protection and performance for diesel engines.

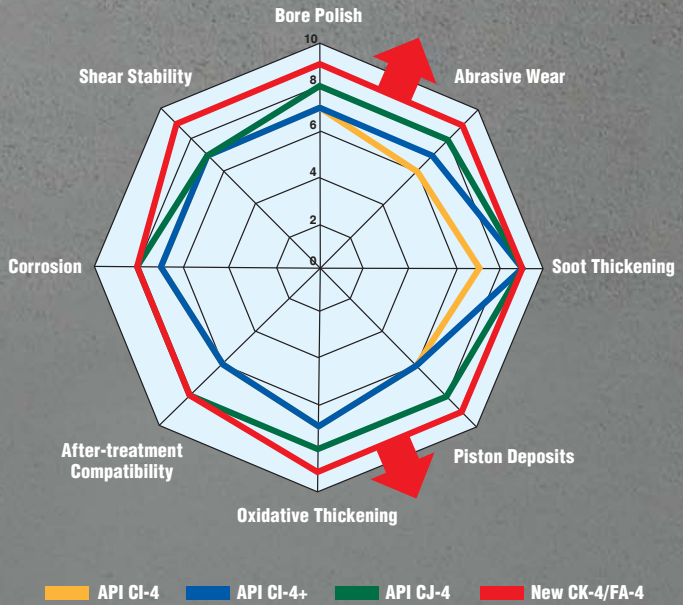
- **6X more** engine protection*
- **Reduced** oil consumption
- **Top-grade** protection for extended drain intervals
- **Available** in 5W-30, 0W-40, 5W-40 and 15W-40 viscosities

AMSOIL Heavy-Duty Synthetic Diesel Oil

Heavy-Duty Synthetic Diesel Oil provides outstanding protection and performance for customers seeking an upgrade over conventional and other synthetic diesel oils.

- **4X more** engine protection**
- **Reduced** oil consumption
- **Outstanding** protection for OEM-recommended drain intervals
- **Available** in 10W-30, 5W-40 and 15W-40 viscosities

INCREASED PROTECTION THROUGH API CK-4/FA-4



*Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation.
 **Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation.



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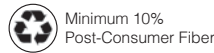
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November 2017

PROTECTION AND DEPENDABILITY

Keep your firearms in top working condition with AMSOIL Synthetic Firearm Lubricant and AMSOIL Firearm Cleaner.

AMSOIL Synthetic Firearm Lubricant

- **Helps** extend firearm life
- **Helps** prevent blockage, jams and wear
- **Outstanding** protection in hot and cold climates

AMSOIL Firearm Cleaner

- **Effectively** cleans fouling and powder residue
- **Helps** reduce misfires and increase reliability
- **Protects** against corrosion

