

# **AMSOIL**

**MAGAZINE**

SEPTEMBER 2018



**Signature Series  
Protects Turbochargers  
72% Better than Required  
by GM dexos1® Gen 2\***

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**SABER® Professional Proves Itself in STIHL® String Trimmers** | **PAGE 10**

\*Based on independent testing of AMSOIL Signature Series 5W-30 in the GM Turbo Coking Test as required for the GM dexos1 Gen 2 specification.



# Think differentially

THE NEW AMSOIL SEVERE GEAR® EASY-PACK



## AMSOIL SEVERE GEAR 100% SYNTHETIC GEAR LUBE (SVG, SVO)

The new easy-pack helps you access tough-to-reach fill holes. The flexible packaging makes gear lube installation cleaner and faster, and eliminates the need for a pump.



**AMSOIL**  
*The First in Synthetics®*



## Signature Series Oil Protects Turbochargers 72% Better than Required by GM dexos1® Gen 2<sup>1</sup> | PAGE 8

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### THE COVER

Impressive results in the GM\* Turbo Coking Test show Signature Series' superior protection properties.

<sup>1</sup>Based on independent testing of AMSOIL Signature Series 5W-30 in the GM Turbo Coking Test as required for the GM dexos1 Gen 2 specification.



# From the President

I ordered some cabinets recently to help organize the garage at our cabin. I inspected them carefully online to ensure they were good quality before placing the order, and patiently awaited their arrival so we could remove some of the clutter. Unfortunately, the cabinets were damaged in transit. This must be a common issue because the sheet of paper right on top when I opened the box was instructions for what to do if your cabinets are damaged.

I understand that sometimes things happen, so I followed the instructions and dialed the appropriate number without much fuss. I was connected with a customer-service agent who was friendly and helpful. She started working on my case right away, and she told me to just keep the damaged cabinets, which I thought was pretty nice since they weren't in complete disrepair. During our call, however, her computer system went down repeatedly. I started to suspect that she worked from home, and my suspicions were confirmed when dogs began barking and children began making lots of noise in the background. I love dogs and kids, but I did not enjoy fighting the customer-service agent's dogs and kids for her

attention. She could not complete the steps necessary to conclude my case and ship me new cabinets because her system was down, but she promised to enter it first thing in the morning and that I'd see my cabinets in just a few days.

Well, a few days went by, then a week, then a few more days. I followed up with a call to the same customer-service number and was connected to the same agent. She had forgotten to complete the entry into the company's system and my cabinets had not yet shipped. What had started as a relatively pleasant resolution to an unfortunate situation had devolved into something completely unsatisfactory. I went from being an advocate for this company to being a detractor.

This is precisely the type of experience I want AMSOIL customers to avoid. We all know that mistakes happen. What happens afterward is what makes the difference. When you call AMSOIL, you speak with a live human, and our staff is under strict orders to see any issue through to an appropriate resolution.

We want to make sure the customers you bring to AMSOIL have a good experience, and we're constantly

working to improve. We instituted new customer-service training over the past year and it's made us better. We poll our customers regularly to see where we stand. We were happy with our high initial marks, but we received even higher marks after the training took hold. Now we're expanding that training to other areas of the company. We're also upgrading our computer systems, both behind the scenes and on our public-facing website. We'll have much greater capabilities in the year ahead, and you and your customers will notice the difference. I believe in a constant pursuit of improvement. Whether it's our products, our service or any other aspect of the company, you can be sure that it's being scrutinized and we're working to make it better. I hope you're making similar efforts with your business.

**Alan Amatzio**  
President & CEO



# Signature Series Max-Duty Diesel Oil Proven Best at Protecting Engines from Rust

Intermittent use, prolonged storage, humidity and short drives can lead to the development of rust and corrosion, causing major damage to diesel engines. Examples of applications affected include: • **RVs • Off-Road Equipment • Marine**

## NMMA FC-W Rust Test

Developed to evaluate corrosion protection in the extreme operating environments of marine engines, the National Marine Manufacturers Association (NMMA) FC-W Rust Test represents a stringent, difficult-to-pass test for any engine oil. Metal coupons cut from actual Mercury\* cylinder liners are submerged in the test oil, placed in a salt humidity cabinet for 24 hours and rated.

## Superior Marine-Grade Rust Protection

We subjected Signature Series Max-Duty Synthetic Diesel Oil and four competitors to two rounds of testing. In order to pass the test, the average rating must be lower or equal to the reference oil average. As seen in the graph, Signature Series Max-Duty Synthetic Diesel Oil delivered a strong pass, while three competing oils failed and one was a borderline pass.

Signature Series Max-Duty Synthetic Diesel Oil provides up to **2X better** rust protection<sup>1</sup>, outperforming competing diesel oils.

<sup>1</sup>Based on industry standard testing using the NMMA FC-W Rust Test

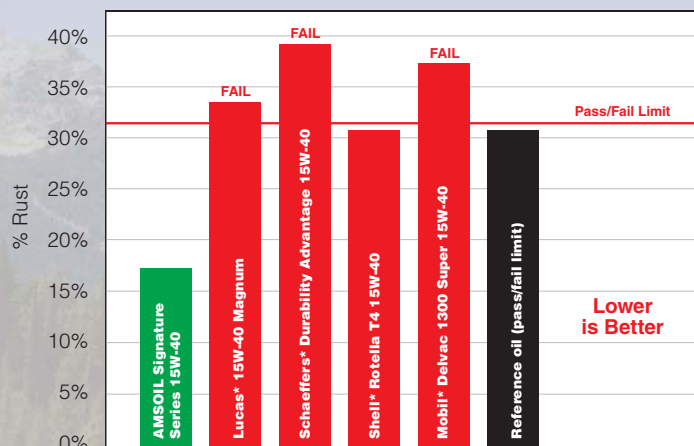


## WHY SHOULD YOUR CUSTOMERS BUY AMSOIL SIGNATURE SERIES MAX-DUTY SYNTHETIC DIESEL OIL?

- **6X more** engine protection<sup>2</sup>
- Highly optimized detergent package provides the **ultimate engine cleanliness** and **efficiency**
- **Extraordinary** marine-grade rust protection
- **Significantly exceeds** industry requirements
- **Full OEM** specification coverage
- High TBN provides outstanding acid neutralization for **long-term engine protection**
- **Reduces** oil consumption
- Exceptional **cold-temperature performance**
- **Top-grade protection** for extended drain intervals
- Available in **5W-30, 0W-40, 5W-40 and 15W-40** viscosities

<sup>2</sup>than required by the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222 using 5W-30 as worst-case representation

## NMMA FC-W Rust Test



Test results describe and represent properties of oils that were acquired on the dates listed in Table 1 (see [www.amsoil.com/rusttest.aspx](http://www.amsoil.com/rusttest.aspx)). Results do not apply to any subsequent reformulations of such oils or to new oils introduced after completion of testing. All oils were available to consumers at the time of purchase. Testing was completed in November 2017.

# LETTERS TO THE EDITOR

## WIX FILTERS

I am responding to Nicholas Mikitka's letter in the May 2018 *AMSOIL Magazine*. Though the WIX XP oil filters are made with a synthetic media, and the standard WIX oil filters are made with an enhanced cellulose media, I'm not sure the XP filter is a better choice. Both the standard and the XP filters provide excellent engine protection with synthetic oil use, both are for severe-service use, both have silicone anti-drainback valves (when applicable) and both are for OEM-recommended oil and filter change intervals. I believe the standard WIX filter is a better choice because the standard filters are 99% efficient at 23 microns, where the WIX XP filters are 99% efficient at just 35 microns.

Thank you,

**Steve Patchin**

**AMSOIL:** Thank you for bringing this to our attention, Steve. While both these WIX filter lines offer effective filtration protection, we generally offer standard WIX filters to complement the premium AMSOIL Ea® Oil Filter line, covering the vehicles our Ea Filter line doesn't and ensuring you can sell a high-quality filter to just about every customer.

## 0W-16

Toyota\* has a 0W-16 oil, and I am wondering if AMSOIL is going to make an oil with that viscosity.

**Andy White**

**AMSOIL:** That's a good question, Andy. We recognize the growing demand for the 0W-16 viscosity and have been hard at work developing an oil we can be proud to add to our lineup. Look for the introduction of our new OE 0W-16 Synthetic Motor Oil in next month's *AMSOIL Magazine*.

## EA® OIL FILTER

I have a 2014 Jeep Cherokee Trailhawk KL® 3.2L. I've owned it from new and have been waiting for an AMSOIL/Donaldson filter to come out for it. Will I ever see one? I was told in 2014 that it takes time to develop new filters.

Other than that, I am very happy with all the new products coming out!

**Christopher Robinson**

**AMSOIL:** We're glad you're happy with our new products, Christopher. You'll be even happier to know that, yes, we have been working on an Ea Oil Filter for your application for some time, and our tentative plan is to introduce it this fall. Stay tuned to *AMSOIL Magazine* and the Dealer Zone for an announcement of availability.

## PRODUCT PRICES

As a small Dealer, I was stunned I could pay less money buying my oil from a retail store than ordering it. With all the price increases over the years and adding the tax and shipping, it has come to the point it's cheaper to buy AMSOIL in other ways if I want to buy the product. Why is that? Aren't we, the Dealers, the ones who go out and promote the brand? With all the savings Auto Zone\* recently had on Mobil 1\* and Pennzoil\*, I was able to figure buying five quarts and a filter worked itself down to just over \$25 an oil change vs. buying AMSOIL and a filter at over \$60. With pricing like that, it's hard to push the AMSOIL brand while the savings are that big. The shipping is what's really putting the products out of reason, and I understand that's the way AMSOIL does their business, but it's also hurting the business too.

I hope you take this letter as constructive criticism since I believe in the products, just not the expense as a Dealer.

Regards,

**Andrew Hill**

**AMSOIL:** Thank you for your letter, Andrew. We can assure you that, as a Dealer, you pay the lowest prices at which we sell products. While retail accounts may choose to sell products at a loss, it doesn't make long-term business sense to do so. Pricing for competing oils varies greatly by sales channel, location, season and time of purchase, while AMSOIL Dealer pricing represents an everyday savings, unlike temporary sales at big-box stores. Remember, you also receive free shipping with orders of \$350 (\$450 Can.) or more, saving you even more. When comparing products based merely on initial price, it is best to look toward our OE line, which compares favorably to competing synthetic oils.

Five quarts and a WIX oil filter can be purchased for right around \$30 at Dealer cost.

## ZERO-TURN HYDROSTATIC TRANSMISSION

I bought a brand new Kubota\* Z726X\* zero-turn mower, and think I have decided on the Premium Protection 20W-50 Synthetic Motor Oil (ARO), but I'm wondering if you have anything for the hydrostatic transmissions.

The Kubota manual calls for Kubota HST suitable for the Z700 series. I think your 20W-50 Zero-Turn Synthetic Hydrostatic Transmission Fluid (AHF) might be compatible, but you don't list Kubota as an application at all.

Any help would be greatly appreciated.

Thanks,

**Nolan Wheatley**

**AMSOIL:** Thank you for your inquiry, Nolan. Yes, our 20W-50 Zero-Turn Synthetic Hydrostatic Transmission Fluid is the best choice for your Kubota mower transmission and will be a big upgrade. These transmissions run very hot (200°F and up), and you should see better control response and more speed when the mower is at operating temperature. The Kubota HST fluid is also a 20W-50, so our product is a direct cross. The back of our label does not represent a comprehensive list of applications for the product. We attempted to list the major units, but the product will work in any hydrostatic transmission that requires a 20W-50 viscosity.

Email letters to:  
**letters@amsoil.com**

Or, mail them to:  
**AMSOIL INC.**  
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**Attn: Letters**  
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**Superior, WI 54880**

Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



## What does “filled-for-life” really mean?

It can mean even more work, unless you use our SEVERE GEAR® easy-pack.

**Michael Meuli** | PRESIDENT, TECHNICAL DEVELOPMENT

Anything described as “maintenance-free” gets our attention. When it’s time to upgrade your house, I bet you’re more likely to opt for the maintenance-free siding than the brand that requires fresh paint every few years. Time to upgrade the contents of your closet? I suspect you’re more likely to buy the wrinkle-free pants or shirt than the traditional clothes that require you to take out the iron and ironing board to look your best.

No one wants to perform unnecessary maintenance. We value products that promise to restore our most valuable resource: time.

That idea has influenced how many original equipment manufacturers (OEMs) design their vehicles. We’re seeing more vehicles roll off assembly lines with “filled-for-life” transmissions that (allegedly) don’t require motorists to spend a second of their time or penny of their money on a transmission fluid change during the vehicle’s lifetime. All things being equal, what casual motorist isn’t going to opt for the vehicle with a transmission that eliminates the hassle of dropping \$150 or so on a transmission flush and wasting time at the dealership or repair shop?

The dirty little secret, of course, is that “filled-for-life” simply means “filled for the life of the warranty.” If the transmission fails after you’ve eclipsed the vehicle warranty period, what do you suppose the dealership is going to do for you? Slide a bill for \$2,000 or so across the counter, that’s what.

It’s a good idea to change fluid in a “filled-for-life” transmission at least once during the vehicle’s lifetime, particularly if you tow or haul. Heat breaks down transmission fluid and causes sludge to form, which can clog the narrow fluid passages in the transmission’s valve

body. Worn, dirty fluid also contributes to clutch wear and glazing, which you experience as elongated or jerky shifts. “Filled-for-life” transmissions contain drain and fill plugs, so changing the fluid is possible.

“Filled-for-life” differentials are also popular. The 2016 Ford\* Super Duty 250, for example, is considered “filled for life.” However, the owner’s manual instructs you to change the fluid every 50,000 miles (80,467 km) in “severe” conditions and anytime the differential is submerged in water. Did you hear that, anglers? The 2017 Toyota\* Tundra\* likewise features a “filled-for-life” differential. But Toyota tells you to change fluid every 15,000 miles (24,140 km) if towing.

Don’t think older vehicles are immune. A 1996 Chevy\* Suburban\* has a “filled-for-life” differential. Again, though, GM recommends 15,000-mile (24,140-km) fluid changes in “severe” service.

As with a “filled-for-life” transmission, never changing the gear lube in your differential is a bad idea. Today’s vehicles make more power and torque than their predecessors, yet the gears and bearings that put all that power to the ground are largely unchanged. Adding to the challenge, many automakers have reduced the amount of gear lube in the differential to reduce energy lost to friction and boost fuel economy. Lower-viscosity fluids are also gaining popularity in an effort to increase fuel economy.

This scenario creates the perfect opportunity for extreme heat to wreak havoc on your differential. Towing and hauling increase friction, which in turn increases heat. Extreme heat causes the gear lube to thin, reducing the effectiveness with which it keeps gear teeth separated and prevents wear.

Thinner gear lube further increases friction, which causes heat to increase in a vicious cycle known as “thermal runaway.”

The solution to thermal runaway certainly is not to ignore your differential and never change the gear lube, despite what the owner’s manual might suggest. Most truck and SUV owners automatically fall under the “severe” driving designation due to towing and hauling, so they require differential service. Even if your driving habits don’t fall under the “severe” designation, it’s still a good idea to service the differential at least once during the vehicle’s lifetime. Again, “filled-for-life” means “filled for the life of the warranty.” If you burn up a bearing or chip the gear teeth in your “filled-for-life” differential once the warranty period has ended, don’t think for a second that the dealership is going to resolve the problem without charging you a ton of money.

Anyone who’s changed gear lube in their pickup or SUV knows the challenges: a tough-to-reach fill hole, gear lube spilled everywhere and bloody knuckles. Our new SEVERE GEAR easy-pack offers the perfect solution. Compared to rigid conical bottles that waste a quarter of the gear lube or more, our easy-pack offers the dexterity to maneuver around vehicle components and the flexibility to install nearly every drop of gear lube. It eases the process of changing gear lube, saving you time and hassle.

If you haven’t already, make SEVERE GEAR Synthetic Gear Lube part of your sales arsenal. It saves your customers maintenance and money in the long run. And now it’s easier to use than ever.



# SIGNATURE SERIES OIL PROTECTS TURBOCHARGERS 72% BETTER THAN REQUIRED BY GM DEXOS1® GEN 2¹

The General Motors (GM)\* Turbo Coking Test subjects motor oil to approximately three weeks of extreme heat soaks in the intense environment of a turbocharged engine. Signature Series Motor Oil provided outstanding protection against the harmful deposits common to turbos.

The turbocharger/direct fuel injection combo has emerged as automakers' favored choice for producing powerful engines and meeting government fuel-economy requirements. The increased airflow turbos generate enables an engine to burn more fuel and produce more power, but this power comes at a cost. The tremendous heat and stress turbos create cause some oils to break down and form harmful bearing deposits through a process known as turbo coking. Over time, turbos can suffer reduced performance or fail altogether.

## The GM Turbo Coking Test

The Turbo Coking Test was designed to simulate the extreme operating conditions of a turbocharged engine. It evaluates a motor oil's ability to resist deposit buildup in the oil passages and bushings of a turbocharger. Temperature increases within the turbo and the weight of any deposits are recorded.

## ISN'T THIS A FORD\* TURBOCHARGER?

Yes. Although the Turbo Coking Test is a GM test, it is used to demonstrate turbocharger protection for any brand.

## Signature Series Protects Turbochargers

The GM Turbo Coking Test requires an oil to limit the temperature change within the turbocharger to 13 percent or less to pass the test. Signature Series limited the temperature increase to only 3.6 percent, controlling heat and proving it protects against deposits common to high-temperature engine environments.



Signature Series controlled heat and minimized performance-robbing deposits on the turbo-bearing and shaft surfaces.

## TEST PARAMETERS

Engine	2012 GM 1.4L
Duration	2,000 cycles of extreme heat soaks – approximately 537 hours
Measures	A motor oil's ability to resist deposits in a turbocharger's oil passages and bushings
Simulates	High-heat operation of a turbocharged engine
Requirement	Temperature change within the turbocharger limited to 13 percent



## HOW TURBOS COULD SLOW YOU DOWN

The deposits common to turbochargers can lead to:

- Blocked oil passages, oil starvation and eventual failure
- Reduced turbine speed – resulting in lower boost pressures, reduced performance and poor efficiency
- Oil breakdown and oil burning
- Expensive turbo rebuild or replacement

**Protects turbochargers 72% better**  
than required by GM dexos1<sup>®</sup> Gen 2<sup>1</sup>



*Signature Series keeps temperatures and deposits in check and helps enthusiasts maintain their vehicle's **power and longevity**.*

### TURBOCHARGER

#### What it Does

Introduces more air into the combustion chamber, increasing efficiency and power

#### How it Challenges Motor Oil

Increases heat, which hastens chemical breakdown

#### Signature Series Advantage

Protects turbochargers **72% better** than required by the GM Turbo Coking Test<sup>1</sup>



<sup>1</sup>Based on independent testing of AMSOIL Signature Series 5W-30 in the GM Turbo Coking Test as required for the GM dexos1 Gen 2 specification.





# SABER® PROFESSIONAL PROVES ITSELF IN STIHL® STRING TRIMMERS

Summer landscaping season is winding down across most of the U.S. and Canada. Many professionals will soon face a lull in their hectic schedules, offering a great opportunity to start a conversation with commercial-account prospects about AMSOIL products. And we have the perfect tool to grab their attention.

Professional-use equipment takes a beating. String trimmers, mowers, backpack blowers and other equipment can run continuously in hot, wet and dirty conditions for months straight. Using low-quality oil makes the situation worse. Two-stroke oil that fails to protect against carbon causes stuck piston rings, clogged exhaust ports and plugged spark-arrestor screens. Stuck rings lead to compression loss, while heavy carbon chokes off airflow. Workers in the field are left with hard-starting, poorly running equipment that lacks the power to get the job done right.

## GET THE SABER'S EDGE

Before the 2016 summer landscaping season, we purchased three new STIHL® FS56RC string trimmers and gave them to Duluth Lawn Care, based in Duluth, Minn. The company relies on a fleet of professional-use mowers, string trimmers and other equipment to provide fast, high-quality lawn-mowing and other services to its 4,500 clients.

Typical use included continuous daily operation in high heat; wet, humid conditions; exposure to airborne dirt and other contaminants; and the general daily abuse of professional-use equipment.

Each trimmer accumulated approximately 600 hours – far more time than the average homeowner puts on a trimmer. After the season, we disassembled the trimmers and checked for wear, carbon buildup and other distress. Select results

are shown here and on the new SABER® Handout (G3564).

After a full season of severe service at 100:1, SABER Professional...

- **Prevented** piston-ring sticking for maximum power
- **Eliminated** carbon deposits in the exhaust port for optimum airflow and power
- **Fought** engine wear for reliable operation
- **Reduced** oil costs 65%

## SABER FIGHTS CARBON

Heavy carbon build-up can be a problem in two-stroke equipment. Oils with poor detergency allow carbon to form in the piston ring lands, on the piston crown, in the exhaust port and on the spark arrestor screen. Carbon chokes off airflow through the engine, robbing the engine of power. It also causes the piston rings to stick in their grooves and fail to form a tight seal against the cylinder wall. The engine loses compression, leading to power loss. This adds up to frustrated workers in the field who can't work as quickly or efficiently as they need to complete jobs on time and up to standards.

As the images show, SABER Professional nearly eliminated carbon deposits to keep Duluth Lawn Care's STIHL trimmers running strong all season.

## CUTS OIL COSTS

Duluth Lawn Care also saved money on total oil cost. Mixing SABER Professional

at 100:1 saved them 65% compared to the cost they would have paid had they used the original equipment manufacturer oil at the conventional 50:1 mix ratio.

Given SABER's excellent performance, we reassembled the trimmers and returned them to Duluth Lawn Care, allowing the company to use its trimmers longer than historically possible with other oils.

The new SABER Handout provides a simple, yet effective, way to pique a prospect's curiosity about AMSOIL and start a conversation about how AMSOIL products can help them. See the insets for tips on how to talk to prospects and how to use the SABER Handout.

## How to Use the SABER Handout

- **Focus on the big picture.** Point out the cleanliness of the exhaust port and piston. Connect SABER's ability to fight carbon to what matters to landscapers: reliable, powerful equipment that lasts longer, saving money.
- **Keep the math simple.** Tell prospects that SABER Professional mixed at 100:1 saves them 50% or more on oil costs compared to mixing at 50:1. Don't get bogged down in specific percentages.
- **Use it as a bookmark.** Mark the Contractors spread in the Professionals Catalog to quickly access relevant information when working with a new landscaper.





#### SABER HANDOUT

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G3564	EA	Pack of 10	\$2.00	\$2.70

The SABER Handout fits perfectly inside the Professionals Catalog (G3469, G3474 Can.).



## 5 EXPERT TIPS FOR REACHING LANDSCAPERS AND OTHER PROFESSIONALS

AMSOIL Field Sales Representative Ernie Jones helps Dealers in the southeastern United States make sales calls, particularly to landscapers and other professionals. He offers his advice for reaching prospects.

## CARBON ROBS POWER. SABER FIGHTS CARBON.

After 600 hours of use in the field, SABER Professional protected Duluth Lawn Care's STIHL\* trimmers from carbon deposits.



0% Port Blockage



Virtually No Wear/Deposits

AMSOIL SABER Professional @ 100:1	STIHL HP Ultra* 2-Cycle Oil @ 50:1
3 STIHL FS56RC trimmers run a total of 1,898 hours	
2.4 gallons (9.1 L) of oil required	4.8 gallons (18.1 L) of oil required
\$111.00 oil cost**	\$316.56 oil cost**
<b>AMSOIL SABER Savings: \$205.56</b>	

\*\* Based on retail price of 1-gallon bottle obtained January 2017.

### 1. PREPARE

"Research the company and the market(s) it serves (maintenance, irrigation, hardscape, etc.). Talk about what's important to them. They know their biggest problems, so let them be the expert and be prepared to offer solutions – it's almost always problems with two-stroke equipment."

### 2. LOOK FOR CLUES

"Notice small clues as you approach the shop – specialty vehicles, broken equipment and the condition of the shop all provide conversation starters."

### 3. DETERMINE THEIR FAMILIARITY WITH AMSOIL

"If they've never heard of AMSOIL, you may have to start with the benefits of synthetics. This can take a few visits. If they know AMSOIL, I go straight to

SABER Professional because that's where they see the most noticeable improvement in performance and value. I use the Professionals Catalog (G3469, G3474 Can.) and SABER Handout (G3564) to show its excellent performance."

### 4. PROVIDE SABER PROFESSIONAL SAMPLES

"Samples are helpful for allowing prospects to compare with their current product. Even in an average-sized operation, a shop mechanic is likely responsible for \$200,000 in equipment. He's unlikely to consider a change without proof that the product preforms as advertised."

### 5. ASK FOR A FOLLOW-UP VISIT

"Be respectful of the prospect's time and request a second visit."



# AMSOIL PRODUCTS TARGET EVERYTHING BUT YOUR PREY

Hunting season is fast approaching. Your customers' weapons help them harvest their prey, but their truck, UTV/ATV, trailer and other equipment help them find it. As you or your customers scout hunting areas or clear firing lanes, take some time for vehicle and equipment preparation, too. That way you can focus on hunting this fall, not fixing downed equipment.



## AMSOIL Synthetic ATV/UTV Motor Oil

- Protection for demanding chores and tough terrain
- Superior all-weather performance

## AMSOIL Synthetic ATV/UTV Transmission and Differential Fluid

- Reserve protection for heavily loaded gears

## AMSOIL Synthetic Front-Drive Fluid

- Protects high-stress hubs and differentials



## AMSOIL Silicone Spray

- Spray on your boots to resist water

## AMSOIL MP

- Silences squeaks and lubricates metal surfaces



## AMSOIL Signature Series Synthetic Motor Oil

- 75% more engine protection against horsepower loss and wear than required by a leading industry standard<sup>1</sup>, extending the life of vital components like pistons and cams.

## AMSOIL Signature Series Max-Duty Synthetic Diesel Oil

- The top tier of AMSOIL protection and performance for diesel engines. Provides 6X more engine protection.<sup>2</sup>



## AMSOIL Synthetic Water-Resistant Grease

- Great for trailer bearings
- Protects against water washout



## AMSOIL SEVEREGEAR® Synthetic Gear Lube

- New easy-pack eases installation
- Guards against gear and bearing wear
- Great for towing and hauling



## AMSOIL Synthetic Firearm Lubricant

- Helps prevent blockage, jams and wear
- Outstanding protection in hot and cold climates

## AMSOIL Firearm Cleaner

- Removes fouling and powder residue
- Protects against corrosion

<sup>1</sup>Based on independent testing in the ASTM D6891 test using 0W-20 as worst-case representation. <sup>2</sup>than required by the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222 using 5W-30 as worst-case representation.



# NO MATTER THE SLED, AMSOIL HAS YOU COVERED



- **Prevents** piston scuffing
- **Fights** exhaust power valve deposits
- **Outstanding** cold-flow (-69°F)

#### TARGET MARKET

- Hardcore enthusiasts
- Owners of powerful new sleds that require extra protection, including those with Ski-Doo® E-TEC® and Arctic Cat® C-TEC® engines
- Snowmobile dealerships and other shops that cater to snowmobilers

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

#### TARGET MARKET

- Retailers
- Occasional riders
- Those who desire the convenience of using one oil for snow and marine applications
- Vintage sled owners
- Cost-conscious customers

- **Maximizes** power
- **Burns** cleanly
- **Outstanding** piston & bearing protection

#### TARGET MARKET

- Racers
- Competition sleds
- Heavily modified engines

Online Store: [www.amsoil.com](http://www.amsoil.com) | Telephone: 1-800-777-7094 | EZ Online Order Form: [my.amsoil.com](http://my.amsoil.com)

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### OE 0W-16 Synthetic Motor Oil Launching in October

The OE synthetic motor oil lineup will gain a 0W-16 viscosity in October. OE 0W-16 Synthetic Motor Oil (OES) rounds out the OE lineup and meets the requirements of popular new vehicles like the 2018 Toyota\* Camry\* and the 2018 Honda\* Fit\*. Look for more details in next month's *AMSOIL Magazine*.

### Diesel Recovery Relaunches in October

Temporarily unavailable over the summer as we explored new package options, AMSOIL Diesel Recovery (DRC) will relaunch in quart (946-ml) bottles in the U.S. in October and shortly thereafter in Canada. The 1-gallon (3.78-litre) bottles (DRC1G) and 55-gallon (208-litre) drums (DRC55) are discontinued. The 30-oz. (887-ml) bottles (DRCCN) are discontinued in the U.S. and available while supplies last in Canada. Look for full details in the October *AMSOIL Magazine*.

### Price Adjustment Effective Oct. 1

Rising costs including raw materials, transportation, packaging and labor have prompted most major and independent lubricant companies, including ExxonMobil\*, Valvoline\*, Chevron\*, Shell (Pennzoil)\* and Castrol\*, to announce up to 9-10 percent price increases effective in July and August. These rising costs also affect AMSOIL, requiring us to implement an average price increase of 3 percent in the U.S. and Canada effective Oct. 1, 2018. Despite this minimal price increase, we continue to ensure superior-quality products while maintaining competitive pricing. Commission credits will be increased accordingly.

### Runs on Freedom Decal (G3568) Price Reduction

We've reduced the price of the new Runs on Freedom Decal (G3568) to more closely align it with the price of our traditional AMSOIL logo decal.





# AMSOIL MARKET CATALOGS – NEW TOOLS TO INCREASE YOUR SALES

Full-sized product brochures are expensive, and you need multiple versions to cover multiple product lines. That's why we replaced them with new AMSOIL market catalogs. They **reduce your costs, allow you to show prospects and customers more products and include pricing**. Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

Online Store: [www.amsoil.com](http://www.amsoil.com) | Telephone: **1-800-777-7094** | EZ Online Order Form: [my.amsoil.com](http://my.amsoil.com)



## Professionals Catalog (G3469 U.S., G3474 Can.)

### WHO'S IT FOR?

Current and prospective commercial accounts.

- Contractors
- Fleets
- Over-the-road truckers
- Heavy-duty off-road equipment operators
- Farmers/ranchers
- Landscapers

### WHAT PRICING DOES IT SHOW?

Wholesale cost



## Retail Program Catalog (G3520 U.S., G3521 Can.)

### WHO'S IT FOR?

Current and prospective retail accounts.

- Independent mechanics
- Quick lubes
- Transmission shops
- Tire shops
- Hardware stores
- Auto parts stores
- Powersports dealerships



## Automotive Catalog (G3549 U.S. G3550 Can.)

### WHO'S IT FOR?

Current and prospective P.C.s and online/catalog customers.

- Auto enthusiasts
- Turbodiesel enthusiasts
- DIYers
- Classic car lovers
- European car owners

### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing



## Powersports & Racing Catalog (G3511 U.S., G3512 Can.)

### WHO'S IT FOR?

Current and prospective P.C.s and online/catalog customers.

- Motorcycle owners
- ATV/UTV enthusiasts
- Anglers
- Snowmobilers
- Dirt bike riders
- Racers

### WHAT PRICING DOES IT SHOW?

Online/catalog and P.C. pricing

All catalogs are being updated with Oct. 1 pricing now and will arrive in DCs throughout September. **Watch the Dealer Zone for announcements of availability.**





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September 2018

# Three Powerful New Aerosols

AMSOIL Mudslinger, Engine Degreaser and Glass Cleaner deliver performance that customers can see immediately.

## MUDSLINGER (AMS)

- **Provides** a protective layer of armor against mud, dirt and snow
- **Eases** clean-up after riding
- **Restores**, cleans and shines plastic, fiberglass and painted surfaces
- **Provides** a protective layer to counteract the damaging effects of UV rays
- **Pleasant** cherry scent

## ENGINE DEGREASER (AED)

- **Removes** the toughest grease, dirt and grime
- **Leaves** no residue
- **Easy** to use
- **Powerful** stream
- **Safe** on all engine components

## GLASS CLEANER (AGC)

- **Quickly** cuts through grease and grime
- **Does not drip or run**; stays where you spray it
- **Leaves** no streaks or haze
- **Ammonia-free** and safe on all glass, including tinted windows
- **Works** great on countertops, glass, mirrors and appliances

BEFORE ENGINE DEGREASER



AFTER ENGINE DEGREASER



Mudslinger, Engine Degreaser and Glass Cleaner are not available in Canada.



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