

AMSOIL[®]

MAGAZINE

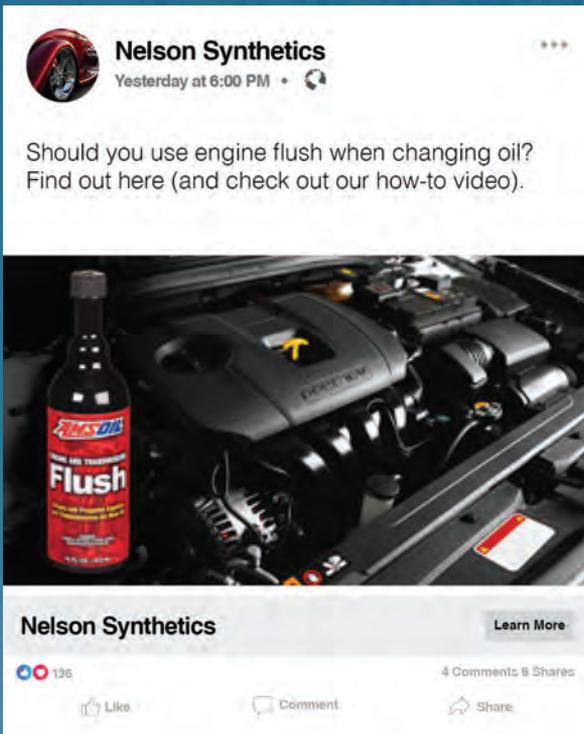
JUNE 2022



PREP
FOR
YOUR
SUMMER
ADVENTURE-
BIKE TRIP

| PAGE 8

How to Use the AMSOIL Inside Track to Accelerate Your Marketing



- How-to videos • Customer testimonials
- Blog posts • Product news • Racing & events info

Aside from a great source for racing and events updates, technical articles, customer testimonials and more, the AMSOIL Inside Track (blog.AMSOIL.com) is a great source of marketing material for your social-media platforms, website and direct communications to customers and prospects. Here's how to take advantage:

- Link your social-media post, direct message or other communication to an Inside Track article

CHECK OUT THE AMSOIL INSIDE TRACK (BLOG.AMSOIL.COM) AND START SHARING CONTENT TO ACCELERATE YOUR MARKETING.

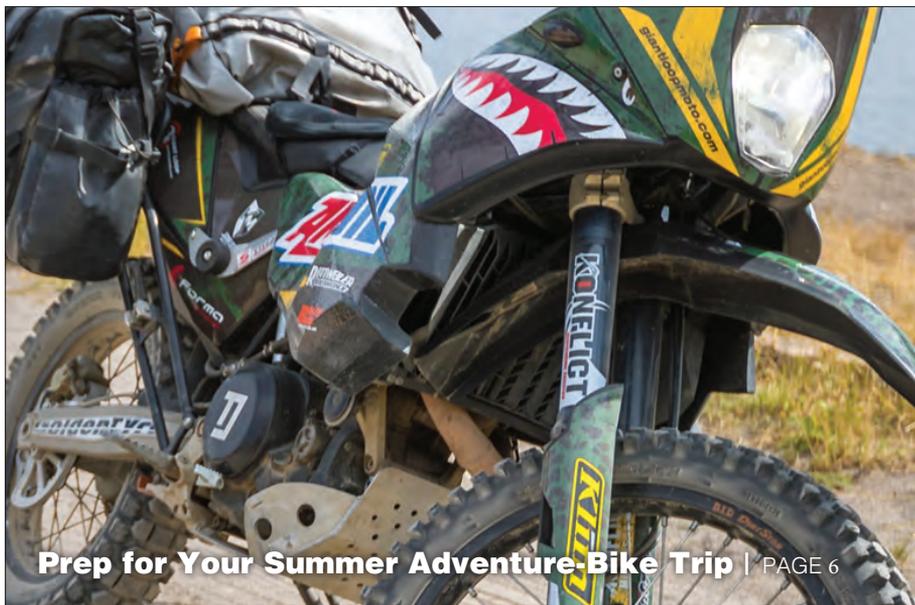




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THE COVER

This modified 2008 KTM* 690 Enduro* bike is owned by AMSOIL Video Producer/ Photographer Wyatt Gruben, who took it on an epic ride along the Continental Divide.

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LETTERS TO THE EDITOR

GREASE

I would like to keep using the AMSOIL Polymeric EP Grease in the future, but it leaks out of the grease gun all over the place when not in use. I use it to grease the suspension points on my motorhome. It doesn't seem to matter what the temperature is. I carry it in one of the hatches on my motorhome. Any suggestions?

Bill Boyce

AMSOIL: Thank you for your question, Bill. Grease bleed is unfortunate, but it does happen. While we can't prevent it from happening, there are a few things you can do to reduce it. First, keep the grease cool. The warmer it is, the more it will bleed. Next, keep your grease supply fresh. The longer it sits, the more it will bleed. Lastly, release the pressure on the grease by pulling the handle back and locking the spring in the retracted position. More pressure will create more bleed.

AMSOIL MAGAZINE

Since I became a Dealer in 1976, I have enjoyed every monthly edition of *AMSOIL Magazine* with its very colorful and Dealer-oriented articles. Frequently, I wanted to print your articles to use in promoting products, but they were directed toward Dealers and the background colors caused excessive cost, more difficult for home printing and no space for Dealer information.

Using white backgrounds, reducing the use of vivid colors and directing the article to customers as well as Dealers would be highly beneficial. The lower color usage might even lower the printing costs for AMSOIL as well as provide the materials to help Dealers sell more products, solicit new P.C.s, Dealers, retailers and commercial accounts. Thanks for your consideration.

Louis Kern

AMSOIL: Thank you for your long-time loyalty as an AMSOIL Dealer, Louis. You are correct; AMSOIL Magazine (Dealer Edition) articles are directed toward AMSOIL Dealers. Fortunately, we have other publications and

materials targeted specifically toward other customer and prospect types, including the AMSOIL Magazine P.C. Edition for P.C.s, Service Line for commercial and retail accounts, and various brochures and catalogs for different types of prospects. Each of these items is tailored for its intended audience and features messaging carefully crafted to hit the points consumers care about most. Exciting graphics and colors are powerful tools for reaching customers and prospects, but for the best results, we would dissuade you from printing these materials from home. Instead, we offer a high-quality selection of brochures and catalogs that can either be purchased in a physical format or downloaded and sent digitally. See the Dealer Zone (Digital Library>Literature) to browse the selection. In addition, articles from *The Inside Track* (blog. AMSOIL.com) and webpages from AMSOIL.com/AMSOIL.ca can be sent to customers and prospects with Dealer number-transferring links so you receive credit for any sales and registrations.

OIL COMPARISONS

I really like and appreciate the oil comparisons that AMSOIL does, but for those of us that work a lot of quick lubes and mechanic garages, a comparison of OE products and the basic Mobil 1,* Pennzoil,* Valvoline* and Castrol* synthetics would be really good. Most of those types of prospects don't want to even hear about the Signature Series and they certainly don't like extended drain interval-type oils. It was hard enough to get them past the 3,000-mile intervals. I need a more "apples to apples" type comparison.

Keep up the good work and thank you for allowing me to not have a job.

Carlton Lueg

AMSOIL: Thank you for your suggestion, Carlton, and congratulations on not having a job. We reserve head-to-head comparisons for our top-tier products, including Signature Series, to demonstrate that they're the best on the market.

When comparing OE to a competing product, we suggest comparing the typical technical properties from the respective data sheets.

For customers who want a 100% synthetic oil that provides high-quality protection at a competitive price, we focus more on the value our products provide:

1. We have been the leader in synthetic lubricants for 50 years and have accomplished many "firsts" along the way. We develop synthetic lubricants that address the performance challenges of the latest automotive technologies, including low-speed pre-ignition and the newest API specifications.
2. Our products meet or exceed industry requirements. AMSOIL OE Synthetic Motor Oil provides 47 percent more wear protection.¹ AMSOIL Heavy-Duty Synthetic Diesel Oil provides 4X more engine protection.²
3. We offer fast and free two-day shipping on qualifying orders, ensuring accounts receive product when they need it.
4. We do not allow AMSOIL sales at national discount chains or big-box stores, helping bring more enthusiasts who appreciate the quality of AMSOIL products into independent quick lubes and repair shops.

Email letters to:
letters@amsoil.com

Or, mail them to:
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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.



Mike Caruso | SENIOR PRODUCT DEVELOPMENT TRIBOLOGIST

Hydraulic oils have similar goals, but different chemistries

Some applications require specific benefits that not all oils are formulated to provide.

Hydraulic systems allow us to do everything from jack up a car to literally move mountains in mining operations. In their basic form, they require a pump, hoses, valves and actuators like cylinders or motors. Just add hydraulic oil and you're in business. Choosing or recommending the proper oil for a given system is usually as easy as opening the owner's manual and looking at the manufacturer's recommendation. It'll provide the performance specifications the oil must meet and the correct viscosity for your ambient temperatures.

While there are multiple types of hydraulic oil, which I'll explain in this column, they all must provide good wear protection, prevent corrosion and meet minimum and maximum viscosity requirements for the system's operating temperature range. In that sense, they are all the same.

Where they are not the same is in their chemistries. Some are designed for specific purposes and must be used in certain circumstances to comply with the law or maximize machine performance.

Zinc Anti-Wear Hydraulic Oil

Zinc-containing hydraulic oil is the most common type. It's less expensive than other hydraulic oils, provides excellent wear protection due to its zinc additives and has a long history of providing great service in all kinds of applications, from off-road construction equipment to industrial applications. However, since zinc is considered a heavy-metal pollutant, some applications have moved away from it in recent years. In addition, some applications that

are sensitive to even a small amount of deposits, like high-precision CNC machines, may require non-zinc oil due to possible deposit build-up affecting accuracy over time; zinc-containing oil provides good cleanliness for most hydraulic applications, however.

Non-Zinc Hydraulic Oil

Often referred to as "ashless," non-zinc oils use newer technology and provide the same level of performance without zinc. They are a bit more expensive and a little harder to find, but they are becoming common. They eliminate heavy metals to reduce environmental impact while reducing deposits in some precision applications. While you can safely use a non-zinc oil in, for example, your log splitter, be aware that mixing zinc and non-zinc oils may lead to compatibility problems in the form of high foam or filtration issues. To avoid this, flush the system before switching oil types.

Biodegradable Hydraulic Oil

It's no secret that environmental protection is a continuing concern. Biodegradable hydraulic oils address these concerns with their ability to quickly degrade into harmless substances in the presence of sunlight and microbes. Biodegradable oils are commonly made with base oils derived from vegetable stocks, such as canola, sunflower or rapeseed. They may also use polyalphaolefin (PAO) or synthetic esters. These oils can be designed to provide outstanding hydraulic performance for their intended applications, but can be more expensive depending on their formulation.

You may find them used in marine applications where Vessel General

Permit guidelines regulating vessel discharges must be followed, and by government agencies like the Army Corps of Engineers when working on projects like dams or dredging. They may be sold as "inherently" or "readily" biodegradable. While both valid designations, "readily" biodegradable products provide better biodegradability in the same conditions. If a mandate requires biodegradable hydraulic oil, odds are it will need to be a "readily" biodegradable product.

While these are the three most common types of hydraulic oil you'll encounter, there are others that are more common in industrial applications. For example, food-processing plants create the possibility of contamination, so they typically must use a food-grade hydraulic oil that meets National Sanitation Foundation requirements. Applications at elevated risk of fire, like those found in steel mills or firefighting applications, such as the Jaws of Life, must use a fire-resistant hydraulic oil. Aviation offers a whole different set of standards, such as the need for incredible cold-flow and cleanliness.

When working with customers or choosing the right oil for your applications, understand that one size doesn't necessarily fit all; ambient temperature, viscosity requirements, possible environmental impact and other factors come into play. If you're unsure, reach out to AMSOIL Technical Services at tech@AMSOIL.com or 715-399-8324 (TECH). They'll be happy to help identify which of our premium hydraulic oils is right for you. Check out our full hydraulic oil product line at AMSOIL.com/AMSOIL.ca.

PREP FOR YOUR **SUMMER ADVENTURE-BIKE** TRIP

In recent years, the motorcycle market has begun shifting away from big, powerful V-twin cruisers, like a typical Harley-Davidson,* and toward lighter, versatile adventure bikes. The pandemic accelerated the shift as sales of adventure bikes jumped 46.5% from 2019-2020 as people in search of entertainment options during the lockdowns snapped up new and pre-owned adventure bikes. Maybe you or one of your customers are one of them. Before you embark on your summer adventure-bike trip, follow these steps to ensure you spend your time making memories and not repairs.

Research Your Bike & Route

Understand everything you can about your bike before you hit the road. It seems like every vehicle or piece of equipment reveals nuances over time, even new models. Maybe it's an electrical issue or frequently overlooked maintenance task, such as a valve adjustment. Research online forums dedicated to your make of bike to discover problems that have befallen other riders. Ask yourself...

- How much money will it cost me to prepare the bike?
- Am I capable of fixing things if (when) something goes wrong?
- Do I have the proper tools?

In the same vein, research your planned route beforehand to identify potential pitfalls, like road closures, flooding, forest fires and similar issues.

- What have other riders experienced on the route?
- Do you have updated, accurate maps and route notes?
- How difficult will the riding be and are your skills and experience equal to the task?

Again, the Internet is indispensable for this task. Put in the hours needed on the front end so you limit the problems that attempt to ruin your trip.

Pack, Unpack & Repack

Seasoned riders say this may be the most important, yet neglected, step. On long trips, you'll be tempted to pack far more than you need or can comfortably carry. Pack your bike to ensure everything has its place. Then unpack it, eliminate the unnecessary items and repack the bike. Keep doing it until you've purged anything that isn't essential. Keeping your bike lean and light will improve fuel efficiency, comfort and safety. It'll also improve your mood every time you must

dig through your saddlebags for an important item at the bottom.

Get Some Seat Time

Seat time is king. If you want to improve your riding and feel at home on your bike, spend time on it. It'll increase your comfort and confidence. It'll also provide opportunities to uncover issues you need to address before departure.

Anytime you change something on your motorcycle during preparation, test it to ensure it was for the best. You don't want to get two days into your journey and notice a problem that a little seat time beforehand would have revealed. What would have been a simple fix back home becomes a daunting task on the trail. Getting out and riding before your trip is the best way to avoid these potential pitfalls.

Convince A Friend To Join

This can be the most difficult, yet rewarding, task. While there is something to be said for the solace of riding solo, an epic journey is best with a friend or two.

Some of the best times on a trip aren't those spent riding, but gathered around a campfire at the end of the day recounting the day's events.

If your buddy is less experienced, start with a simple, one-day trip, not a full-on, live-off-the-bike, no-showers, month-long expedition. Your friends may resist, but when they return from the trip, they won't have any regrets.

Get Out And Go!

Who hasn't daydreamed about hitting the road on an epic adventure only to allow our daily duties to derail our plans? If you've thought about an epic adventure-bike trip, set the goal, work toward it and make it happen.

Ask anyone who's undertaken such an adventure and they'll tell you that it was well worth it and they wish they'd done it sooner. If you can't do it this summer, shoot for next summer. Find businesses that rent adventure bikes and start with a day trip. Get comfortable on the bike and strive for a longer trip.

If you need inspiration, check out AMSOIL Video Producer/ Photographer Wyatt Gruben's epic ride of the Continental Divide with his father. If the sight of the Rockies and Grand Tetons doesn't ignite your desire to hit the trail, nothing will.



Watch the Video
AMSOIL Rides
The Divide:
Mexico to Canada
2,700 Miles (4,345 km)
of Epic Adventure

PREPARE YOUR BIKE

This includes repairing known issues with the bike you uncover during your research. Don't forget these additional steps:

Change motor oil – Our research reveals that adventure-bike riders want a motor oil that delivers three primary benefits:

- **Wear protection**
- **Maximum fuel economy**
- **Good engine cleanliness**

AMSOIL Synthetic Metric Motorcycle Oil (MCT, MCF, MFF) delivers on all three fronts. It contains a heavy treatment of anti-wear additives to fight wear in tough conditions, while its synthetic base oils naturally resist heat better than conventional oils to reduce harmful deposits. It reduces friction, which helps maximize fuel economy, an important benefit when you're far from a filling station.

In addition, it's recommended for up to twice the motorcycle manufacturer's oil-change recommendation, meaning your bike is protected if you surpass the oil-change interval during your trip and don't want to stop to change oil.



Check fluids – Top-off the brake and clutch reservoirs, and check the coolant and suspension fluid. Look for leaks and fix problems before you start your trip. We offer a full line of motorcycle products that provide exceptional protection in high-heat, high-stress conditions. See them all at AMSOIL.com/AMSOIL.ca.

Check all lights

– Go around the bike and ensure the headlight, taillight and directional lights are working.

Change air filter – If you plan to encounter dusty, dirty conditions (and who isn't on an adventure bike?), start with a clean air filter. It's your first line of defense against the engine ingesting wear-causing contaminants that can reduce engine power and life.

Check chain & sprockets

– Ensure proper chain tension and look for signs of wear, like pointed sprocket teeth. Lubricate with AMSOIL Chain Lube (ACL), which provides excellent wear protection and doesn't attract dirt.



Inspect tire condition and psi – Look for cracking or checking along the sidewalls; they're a sure sign that it's time to buy a new set of tires. Check for proper psi and inflate as needed.

Inspect brake pads – Take a look at the brake pads and ensure adequate pad material. You don't want to hear the telltale squealing of worn pads while descending a mountain pass in the middle of nowhere.

Keys to a Successful Trade Show

Trade shows provide great opportunities to showcase a variety of AMSOIL products. They're also an excellent way to find potential AMSOIL customers. If you're planning to work a trade show, make sure to set your focus before, during and after the event.

BEFORE

CHOOSING A SHOW

Determine the market segments and audiences you are most knowledgeable about and pick shows that are relevant to them.

PLAN

Determine your goals for each show and how you plan to achieve them. Prepare far ahead of time to ensure smooth sailing on the date of the event.

BOOTH DESIGN

Your booth should reflect your audience and the market segment you are trying to reach. Make sure to stock up on relevant literature and up-to-date imagery to display.

BUDGET

By planning ahead, you should be able to determine your costs of working the show upfront.

SOCIAL MEDIA

Post on your social media channels to help spread the word and tell all your customers where and when you'll be exhibiting.

DURING

STAFFING

All staff working your booth should be well-dressed and presentable. They should also be knowledgeable about products that appeal to the show audience.

BOOTH DESIGN

Keep an open and inviting booth. Focus on displaying products that apply to the show and audience. (Example: For an outdoor show, bring products for ATVs/UTVs, marine, firearms, etc.) Use a tabletop sign, video or even a booth demo. Audiences like to learn and be engaged. Make sure the knowledge you share is fun and interesting.

LEADS

Some shows offer the opportunity to scan badges to collect leads, but be aware of the cost to implement this. If you're collecting leads on your own, make sure to get permission from prospects to follow-up via email, text or phone calls.

SHOW SPECIAL

Give attendees a reason to stop at your booth and learn more. You can offer incentives like a show discount or a drawing for a chance to win prizes.

SOCIAL MEDIA

Share images of your booth online and encourage your followers to stop by and attend the show.

LISTEN

Get to know what your audience is asking for and let them lead the conversation. This will help you better identify their needs so you can provide the right products and information.

AFTER

LEADS

If you received show leads from the event promoters, follow up with those leads promptly within a week.

SOCIAL MEDIA

Share your success from the event online and encourage new and existing followers to come to you with any questions they may have about products. If you offered a drawing, make sure to post that a winner was chosen as soon as possible. (Note: You must get permission from the winner to share any of his or her information online.)

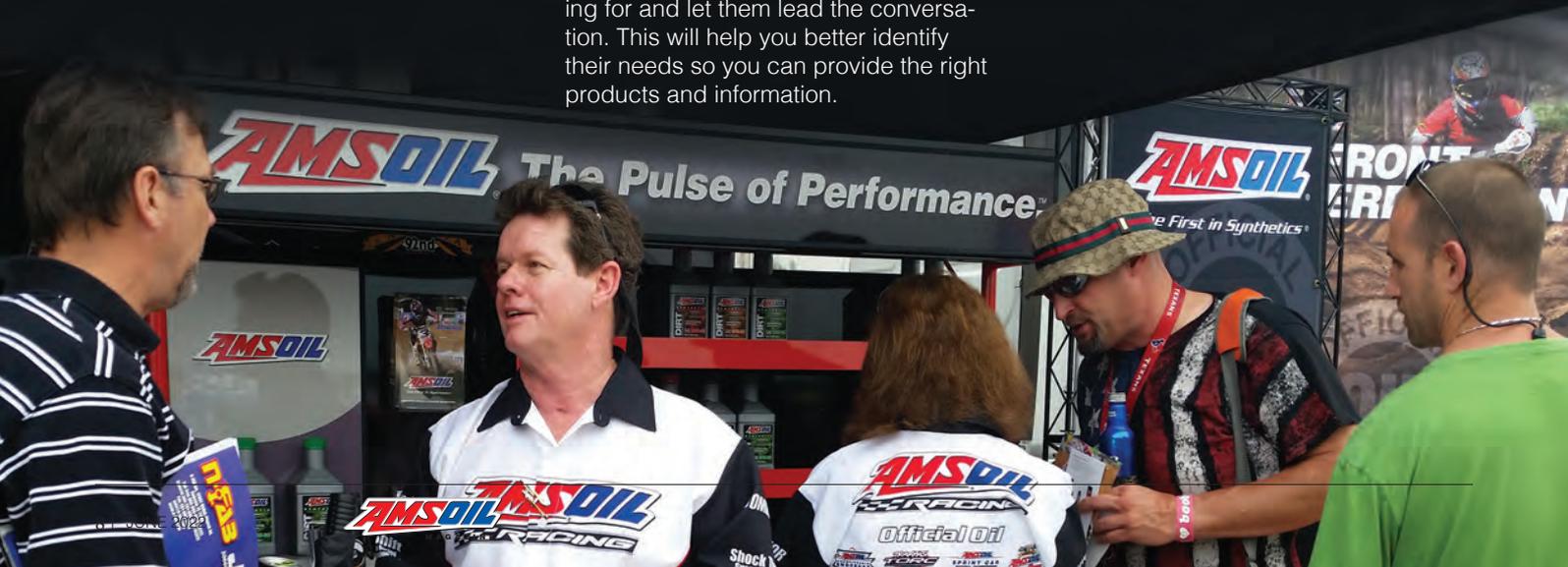
POST-SHOW ASSESSMENT Examine your goals and objectives and determine the outcome of your show leads and sales.

BUDGET

Fully assess your sales and expenses, and adjust your budget accordingly for next time.

PLAN

Use what you learned at this show to guide your plans for the next one.





KING OF THE MOUNTAIN

Scott Birdsall joins Team AMSOIL

"It's about finding that last tenth." That's how Scott Birdsall sees competition — and clearly, he knows where to go looking for it. Birdsall, the newest member of Team AMSOIL, is the visionary builder and driver of Old Smokey — a 1949 Ford* F1* pickup equipped with a 12-valve, 6.7L twin-turbo Freedom Racing Engines* Cummins* engine — that holds the Pikes Peak International Hill Climb diesel record with a time of 11:24.065. Birdsall and Old Smokey also hold the half-mile diesel land-speed record at 167 mph. Those accomplishments are even more incredible considering that Birdsall simultaneously operates two award-winning fabrication shops, Chuckles Garage and Resolute Motorsports in Santa Rosa, Calif. But instead of slowing down, Birdsall is just getting started. When the milestone 100th Pikes Peak International Hill Climb runs on June 26, he will be back with a new car intent on resetting his own record. And AMSOIL will be there to help.

Old Smokey

"I bought Old Smokey off Craigslist for \$225," said Birdsall. "I was just going to flip it, but it started to grow on me. I decided to make it into a shop truck to run around in and grab parts and stuff with, so we put a 12-valve Cummins diesel in it and some standard stuff.

"But I don't have any personal restraint," he continued. "So, one turbo turned into two, and two turned into two really big ones — and then it turned into needing big brakes. It turned into a 1,200-hp street truck. Before I knew it, it was a full-blown race truck with a license plate on it."

Old Smokey debuted at the 2016 SEMA show with a lot of buzz, going viral on social media and making *Car and Driver's* Top 10 of SEMA 2016. But Birdsall decided to take the truck to yet another level.

Old Smokey went through another rebuild with "literally everything" upgraded with \$400,000-plus of premium components. He says you can think of Smokey as a World Challenge Cup GT race car hiding under a '49 Ford F1. It has a computer-designed aerodynamics package that creates tons of downforce. The Freedom Racing Engines Cummins runs on NexDiesel,* a renewable fuel that burns clean and efficient. FASS Fuel Systems* pumps and Dynamite Diesel* injectors deliver the fuel, creating a staggering 1,463 hp and 2,100 lb.-ft. of torque. Birdsall says that Smokey is a beast to drive at 4,400 nose-heavy pounds and no driving aids like traction control or ABS.

"Smokey is like sitting on a silverback gorilla and giving it the taser," joked Birdsall. "It's a purely analog machine with no driver aids at all. The only driver aid is your fear of mortality."

Race to the Clouds

The Pikes Peak International Hill Climb, also known as "The Race to the Clouds," is a race to the summit of Pikes Peak in Manitou, Colo. The route stretches uphill 12.42 miles with 156 turns and 4,725 feet

of elevation gain, finishing at 14,115 feet above sea level.

"There's always been this mystique," said Birdsall about Pikes Peak. "It's one of the most legendary races in the world. I grew up watching it on TV with my dad, so I always held these drivers up on a huge pedestal. They're professional racing drivers, but they're also doing this crazy race up this half-dirt, half-paved road."

Birdsall has always been a gearhead with a love for speed. He grew up racing dirt bikes and go-karts through club racing and then some World Challenge racing. But he walked away from the track for a while to focus on snowboarding.

"Before I was a sponsored racer, I was a sponsored snowboarder," said Birdsall. "I rode for Burton* and Analog.* It's crazy because my first big sponsor in the automotive world was Airaid,* and their GM at the time was a bigwig at Burton.* We met at SEMA and it just clicked. My snowboard sponsor became my first auto sponsor."

In 2017, Birdsall set his sights on Pikes Peak. "I just got the idea; I wanted to go run the Peak," he said. But things didn't go his way initially.



"I threw it off the mountain in 2018 on my first try," said Birdsall. "I crashed in tire testing, herniated two discs in my neck and broke my tailbone." Old Smokey was also banged up. Birdsall and his crew fixed the truck in eight days and came back to qualify, but engine damage caused Birdsall to withdraw from the race.

He returned in 2019 and managed to start the race. But halfway through his run, rain and hail moved in and the race was called off for safety reasons.

But tenacity paid off in 2020. Birdsall and Old Smokey pulled down the Pikes Peak diesel record set in 2015 by an AWD Mercedes-Benz* C 250 d 4MATIC* driven by factory rally driver Uwe Nittel. He succeeded despite Old Smokey overheating at 12,800 feet, putting it into limp mode to the finish. But Birdsall takes it in stride.

"I don't know," he said. "It's just like my whole life, things just happen. There's no plan; it just flows into its own organic monster. Same thing with my Porsche* business; I never intended to have one. I just built one and it just became popular."

Chuckles Garage

In the early 2000s, Birdsall was working as a regional manager for a big-box retailer, but it wasn't his thing.

"I got sick of corporate America, so I had to leave for my own health reasons," he said. "It's not worth it, burning eight hours of your life for something you're not passionate about. You're just burning your life to fuel someone else's dreams."

In 2005, Birdsall opened Chuckles Garage. The shop specializes in custom builds with Birdsall as lead designer. The shop has gained an international reputation for its work, with projects featured in magazines like *Hot Rod*, *Car Craft*, *TRC*, *Diesel World*, *Diesel Power* and numerous TV shows.

"My personal passions are Porsches and vintage Japanese cars," said Birdsall. "By vintage I mean the 90s, things like that. For example, I have a '93 Selica* World Rally Car GT 4 and a '98 Supra* Twin Turbo that's basically a crazy streetcar with 1,300 horsepower."

As Chuckles Garage took off, the ever-restless Birdsall co-founded a second shop, Resolute Motorworks, to focus on fabricating Porsches. Resolute builds cars from the SC* and Carrera* 3.2 generation of 911 Porsches, ideally 3.2L cars produced from 1983 to 1989, and remakes them into serious on-/off-road cars with re-engineered components that are tested on desert, gravel, snow and pavement.

"Chuckles does pretty much anything I deem fun. Resolute does Overland 911s and Overland Cayennes," Birdsall said.

Return to Pikes Peak

Birdsall is returning to Pikes Peak in June. He hopes to reset his own record somewhere in the 9-minute mark. He also intends to push his half-mile diesel land-speed record to 180 mph. To run down those goals, he's building a new car.

"I want to take my Pikes Peak diesel record and put it up where it's really hard to get," said Birdsall. "The new car that I built to be Smokey's successor is a full-on Le Mans prototype, like a car

you'd see running the 24-hours of Le Mans. So that's a different kind of diesel. The new chassis will weigh less than 3,000 pounds with tons of downforce. Everything is super 'racecar' on it and thoroughly modern. I've basically taken it and blown it down to its basic elements and made it into its own chassis. We call it the 'CG Superlight LMP1.'"

The CG Superlight will be powered by a VM Motori* 24-valve diesel V6 built by Freedom Racing Engines. It's equipped with compound Garrett Motion* turbos to produce an output of 600 hp and 900 lb.-ft. of torque that's mated to a 6XD 6-speed sequential transaxle.

Birdsall will be driving the CG Superlight, but he won't be kicking Old Smokey to the curb. The fan-favorite will also return to the mountain, this time with Erin Kaufman behind the wheel.

Team AMSOIL

Given the audacity of his goals, Birdsall sought out a lubricant partner with a history of winning races and resetting limits – not to mention history with the Pike's Peak race.

"AMSOIL provides us with a reliability bump," said Birdsall. "It's definitely cool that I'm with a sponsor that has already conquered the peak – and basically puts my name in the hat with the Unsters. That's cool; they are royalty out there. And I really like the company's overall spread of motorsports. They really are into everything."

AMSOIL Director of Integrated Marketing Holly Dill agrees the partnership is a great fit and says Birdsall is an excellent spokesperson for AMSOIL.

"Scott naturally brings excitement through his racing," said Dill. "He values the technical leadership of AMSOIL within the lubricant industry. He's a fabricator, so he's very knowledgeable about vehicles and what gives them a competitive edge. Plus, he's spoken of very highly by his peers and competitors. Having integrity and doing things right is critical for any of our partnerships."

When Birdsall leaves the line to reset his Pikes Peak diesel record on June 26, AMSOIL will be there too, helping him find that last tenth.

Keep up with Scott Birdsall's adventures. Follow him on your favorite social media channel at @chucklesgarage.

Photo by Larry Chen



AMSOIL MOTORCYCLE OCTANE BOOST (MOB)

Maximizes Power & Efficiency

- **Increases** octane up to 3 numbers for maximum power and efficiency
- **Helps** improve startup performance
- **Reduces** engine knock and ping
- **Maintains** engine and fuel-system cleanliness
- **Does not** harm catalytic converters or oxygen sensors

AMSOIL Motorcycle Octane Boost Increases Research Octane up to 3 Numbers

| | | | | |
|--|--|------|------|------|
| | | | | |
| Untreated Fuel | | | | |
| Fuel Treated with Motorcycle Octane Boost | | | | |
| | | 92.6 | 93.6 | 94.6 |

Research Octane Number Increase

June Close-Out

The last day to process June orders in the U.S. and Canada is the close of business on Thursday, June 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 June business will be accepted until 3 p.m. Central Time on Wednesday, July 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, July 4 for Independence Day. The Edmonton and Toronto distribution centers will be closed Friday, July 1 for Canada Day.

| PROFIT TIER SCHEDULE | |
|----------------------|-------------------------------|
| Profit Tier | Min. Total Monthly Team Sales |
| Tier 1 | – |
| Tier 2 | \$1,500 |
| Tier 3 | \$3,000 |
| Tier 4 | \$5,000 |

- Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
- Must be Customer Certified to earn Tier 4 profits.

Change to the \$500 Minimum Monthly Personal Sales Requirement in the TN50 Compensation Plan

In response to Dealer feedback and the latest guidance on complying with FTC regulations, we are making an adjustment to *The Next 50* compensation plan before it launches. There will be no sales requirement to earn Tier 1 profits on any sale; however, Dealers will be required to have \$500 in personal sales to qualify for Tier 2, 3 or 4 profits. The relevant materials in the Dealer Zone have been updated to reflect this change.



- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications, earn commissions
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

ALTRUM Men's Male Power (ALMP)

Designed to support the active lifestyles of men, ALTRUM Men's Male Power is an herbal formula featuring a unique blend of epimedium, muira puama, maca and tribulus. These herbs are often considered natural aphrodisiacs and some early evidence shows they may enhance sexual performance.

Support overall male health and performance with ALTRUM Men's Male Power, formulated to meet the unique needs of men as they age.



| ALTRUM Men's Male Power | | | Comm. Credits | Dealer Price | P.C. Price |
|-------------------------|----|-------------|---------------|--------------|------------|
| ALMP | EA | (1) 60-ct. | 23.00 | 24.15 | 25.40 |
| ALMP | CA | (12) 60-ct. | 276.00 | 276.00 | 289.80 |

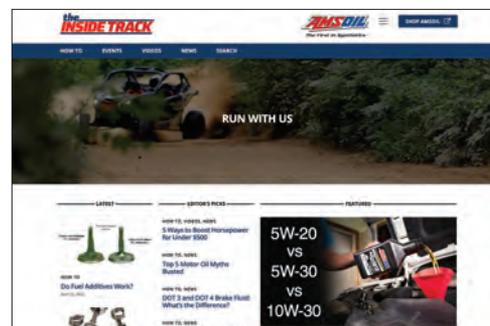
**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Source Info: Natural aphrodisiacs: Do they work? - Mayo Clinic

Order: 1-800-777-7094 | www.altrumonline.com

Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social-media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.



WHY BUY AMSOIL FUEL ADDITIVES?

**DO YOU WANT
FUEL TREATMENT
THAT WORKS?**



AMSOIL Upper Cylinder Lubricant delivers **18 percent more lubricity than Lucas*** and **20 percent more than Sea Foam*** for better retention of horsepower and fuel economy.¹

**DO YOU WANT TO
PREVENT COSTLY FUEL-
SYSTEM REPAIRS?**



AMSOIL Diesel Injector Clean provides the lubricity your fuel pump and injectors need, **reducing wear, improving service life and saving time and money** on maintenance costs.

**DO YOU WANT IMPROVED
HORSEPOWER?**



AMSOIL P.i.[®] Performance Improver **restores up to 14 percent horsepower.**²

**DO YOU DRIVE IN COLD
TEMPERATURES?**



AMSOIL Diesel All-in-One provides as much as **32°F (18°C) better protection** against cold temperature gelling than Howes^{*} Lubricator Diesel Treat³ and raises cetane up to four points.

**DO YOU STORE
SEASONAL EQUIPMENT?**



AMSOIL Gasoline Stabilizer provides fuel stability that **Sea Foam Motor Treatment can't match**, helping maintain startability and protect against the formation of varnish and gum.⁴

¹Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. ²Based on third-party testing in a 2016 Chevrolet[®] Silverado[®] 1500, 5.3L V-8 GDI with 100,616 miles (161,926 km), using one tank treated with AMSOIL P.i. Actual results may vary. Visit AMSOIL.com/pi for test details. ³Based on third-party 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 (-17.8°C). ⁴Based on third-party testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in the ASTM D525 using test fuel containing no oxidation-stability improving additives.





Mark Nyholm | STAFF PRODUCT DEVELOPMENT ENGINEER AND MECHANICAL R&D MANAGER

Emissions-control systems are designed for a reason.

You can have more power *and* cleaner air.

If any of you diesel nuts out there are like me, finding reliable and legal power-adders is becoming trickier. Guess what, folks; the EPA sets emissions standards for good reasons and we shouldn't attempt to bypass them by modifying or removing the factory-equipped exhaust systems. And, if you've read the news lately, you know that a notable and respected company in the industry has joined the list of violators and is now forced to pay fines for using software designed to cheat emissions tests.

If you've ever read a diesel magazine or talked to anyone in the industry, 2007 was the year that light-duty turbodiesels took a turn for the worse in some customers' eyes. That year marked the introduction of the diesel particulate filter (DPF), which is designed to manage exhaust particulates and soot. An old friend and magazine editor, David Kennedy, once wrote, "How many times have you gotten up in the morning, gone outside, taken a deep breath and said, 'You know, the air here is just too clean?'" Although you may believe the DPF is the worst invention ever, it's in your exhaust system to help protect the air we breathe. So, instead of despising it and being confused about what it does and how it does it, let's clear the air on the device to improve your understanding. Clear the air...get it?

The diesel combustion process is imperfect. It always has been and likely always will be. For example, diesel fuel does not burn completely, creating soot as a byproduct. The DPF is a honeycomb-like filter positioned downstream from the exhaust manifold that catches soot. As soot

accumulates over time, the DPF begins to plug. A diesel engine requires huge volumes of air for combustion and needs to quickly exhale that air through the exhaust. A plugged DPF creates restriction, which leads to reduced power and fuel economy, and eventually chokes off the engine entirely, which is why some folks remove them.

Original equipment manufacturers (OEMs) designed a process called "regeneration" to clean the DPF. Your truck monitors DPF restriction and automatically begins a regeneration cycle when the pressure exceeds a specific limit, illuminating a DPF-regeneration light on the instrument cluster. You'll also likely notice a hot smell coming from your exhaust. If you're lucky, it will regenerate while you are flying down the freeway and you'll never know. This all depends on your driving habits. The more you drive in town or idle, the more often the DPF will regenerate. So, for diesel truck owners who only head to church on Sunday, put some right foot into it once in a while to help burn trapped soot in the DPF.

There are two methods of DPF regeneration. The first is to spray raw diesel fuel into the cylinder on the exhaust stroke after combustion. Diesel fuel injected on the exhaust stroke does not combust; instead, it travels down the exhaust stream until it reaches the DPF, where it combines with soot and burns. The second method uses an injector in the exhaust upstream of the DPF that sprays fuel to raise pipe temperatures. Both methods generate the high temperatures needed to burn DPF soot.

This first method works fairly well; however, injecting fuel on the exhaust stroke can cause fuel to wash past the piston rings and into the crankcase, diluting the engine oil. That's a pretty big issue considering diesel fuel and engine oil readily mix, resulting in reduced oil viscosity. I've seen oil analyses from trucks with fuel dilution up to 10%. That might seem relatively low, but 10% fuel dilution can cause your 15W-40 engine oil to thin to the equivalent of an SAE 20. That's a big reduction in engine protection for engines designed to operate on 15W-40.

So, how do you know how your engine is faring? Oil analysis, my friend. Wait until you are about to change oil, take a sample and have it tested. It's the best way to know the health of your truck. Then you can make an educated decision on the oil's service life. Get details at oaitesting.com. It's also best to use AMSOIL synthetic diesel oils. They provide exceptional protection no matter what your driving style and deliver excellent protection for diesels prone to fuel dilution.

Now, about finding legal power-adders. Before you join the ranks of those who have removed their factory emissions systems, check out what the folks at places like Banks Power and ATS Diesel Performance are doing. They're developing some pretty interesting technologies that add power while maintaining your factory emissions system, giving you plenty of power – and clean air.

Expert Tips For A Successful Fishing Season

Each season, tens of millions of Americans and Canadians hit the water in search of fish, making it one of the most popular activities in both countries. Few anglers have unlimited time to fish, so to help maximize your opportunities this season, we solicited a few tips from professional anglers John Gillespie and Pete Maina. Here's their advice for making this a successful fishing season.

Prep Your Rods & Reels

Inspect and clean your fishing rods and reels prior to heading out for the day. Pay close attention to line condition. "It's silly and wasteful to lose fish due to line breakage, so part of your rod prep should be to check the main line for strength and frays," said Maina. He recommends Seaguar* Smackdown Braid fishing line. "And always start with new, fresh fluorocarbon leader material."

Gillespie recommends changing all fishing line prior to the start of the season. "I use a power line so I can spool all the reels with the same line. Then when I'm fishing, I can adjust the leader material to fit the species I am targeting on any given day," he said.



Pro Tip: AMSOIL MP is excellent for cleaning fishing reels.

Remember the 'Boring' Details

Obsessing over the hottest new lures, fishing tactics and weather patterns means we sometimes miss a few nuts-and-bolts items. In Maina's experience, here's what you're most likely to forget when you head out in the morning:

- Proper landing net for the species
- Boat plug
- Sunscreen
- Rain gear (no matter the forecast)
- Proper release tools (pliers, cutters)

"Make sure your outboard motor, electronics, trolling motor and livewells are operable, too," Maina added.



Sort Out and Set Up Your Tackle Boxes

Sorting lures, hooks and other tackle is perfect therapy on a Saturday afternoon. Purging your collection of rusted or damaged items and organizing everything delivers unmatched satisfaction. It also ensures you're not fumbling around the boat in search of your chartreuse jig heads or perch-pattern crankbaits.

"I arrange my tackle boxes according to the species I'm after," said Gillespie. "I have a walleye box, bass box, panfish box and trout box. All are labeled so they are easy to find in the boat."

Set Up For Multiple Species – But Know Your Target

Anglers often head out in search of a specific species of fish, like muskie or walleye. This lets you prepare your rods and tackle beforehand so you're ready to start casting once you hit the fishing grounds. "It's good to have the boat ready for multiple species and situations, but have a main target species and plan, including the chosen body of water and structures you will be targeting," said Maina.

Every angler knows that reality doesn't always align with expectations, so have a Plan B ready. Maina recommends a little visualization to help. "Think the day through and prioritize structure and methods you think will work best. This way you can prep rods and tackle for the best presentations," he said. "Having thought of secondary structure targets and methods will ensure you have the proper setup ready, including live bait, bobbers, sinkers and all the miscellaneous items for your chosen presentation."

GIVE YOUR BOAT & TRAILER THE AMSOIL TREATMENT

You can't catch fish if you never get past the landing. Before the season begins, prepare your boat, outboard, kicker motor, trailer and other equipment. If you encounter a problem, like a flat tire on your trailer, this provides time to fix it so you don't waste half the morning running to the hardware store when you should be fishing.

- Remove boat from storage
- Start outboard and kicker motors to ensure they run
- Charge batteries for all electronics
- Check trailer tire pressure and condition
- Ensure trailer lights work
- Check trailer and boat registrations

Change Lower-Unit Oil

Maina and Gillespie both strongly recommend AMSOIL Synthetic Marine Gear Lube (AGM) in the lower unit. It delivers advanced outboard protection against power loss and gear wear, even with up to 15% water contamination.¹

"With the AMSOIL easy-pack, it takes me about five minutes to change lower-unit oil and is mess-free," said Gillespie. He also recommends removing the prop and cleaning out any fishing line that's stuck. It can damage seals and cause leaks if left unattended.

Maintain the Fuel System

Fuel-system maintenance is also vital since ethanol, present in most fuel today, has an affinity for water and can cause phase separation, a process in which ethanol mixes with water and falls to the bottom of the tank. When the mixture is pulled into the combustion chamber, it can lead to a lean-burn situation and damage the engine. AMSOIL Quickshot® (AQS) helps prevent phase separation while cleaning deposits from the fuel system for maximum power and operability.

Grease Trailer Bearings

"There's nothing worse than having your bearings go out on the way to the lake," said Gillespie. He greases the bearings each spring and fall with AMSOIL Synthetic Water-Resistant Grease (AWG). It resists water washout and helps protect bearings so you can focus on fishing, not making repairs.

Change Outboard Motor Oil

If you're running a four-stroke motor, it's best to change oil in the fall prior to storage so contaminants don't sit in the engine all winter. If you missed it, start the season right with an oil change using AMSOIL Synthetic Marine Engine Oil (WCT, WCF, WCM). It delivers excellent high-stress, high-rpm endurance while fighting rust and corrosion for long engine life.

AMSOIL MP for Nearly Everything

"AMSOIL Metal Protector (AMP) is handy in the boat for so many things, like protecting tools, motors and reels against rust," said Maina. "In freezing temps, it helps battle line and rod-guide freezing."

Gillespie agrees. "I spray it on my fishing tools to prevent rust," he said. "I use MP on my trailer hitch and even on the bow mount – always carry a can of AMSOIL MP."



"With the AMSOIL easy-pack, it takes me about five minutes to change lower-unit oil and is mess-free."

– John Gillespie

Pete Maina

- One of *Outdoor Life's* Top 20 Anglers on the Planet
- North America's #1 authority on muskie & pike fishing
- Visit petemaina.com

John Gillespie

- Host of "John Gillespie's Waters & Woods"
- Expert fishing instructor with more than 1,500 shows produced in 28 years
- Learn more at gillespiefishing.com

¹Based upon AMSOIL testing of AMSOIL Synthetic Marine Gear Lube 75W-90 in ASTM 3233 and ASTM D892.

Car Show Insights

Many Dealers successfully promote AMSOIL products and register new customers and accounts at trade shows, fairs or race events. If you're thinking about getting in on the action, here are a few tips from our corporate team.

- Check with the show promoter to **make sure another AMSOIL Dealer is not already established** – especially at smaller shows. This helps avoid confusion among attendees and competition among Dealers.
- Make sure you **arrive well-dressed and presentable**. Have a great selection of apparel you can choose to help you represent the AMSOIL brand.
- **Keep your booth well-stocked** with basic literature like fair handouts, catalogs and business cards.
- **Many Dealers bring products for display only**, and do not bring much to sell on site. Attendees don't usually want to haul around motor oil bottles while attending a car or trade show.
- **Make sure you are only using current marketing** and promotional messaging. Check that all banners, flyers and other promotional items are up-to-date.
- Make sure you **have a way to easily gather contact information from leads** so you can follow up with them later.
- **Be prepared with the knowledge** to identify the best account type for prospects, and be sure you know how to register them.





PRODUCT SPOTLIGHT:
AMSOIL SYNTHETIC MARINE ENGINE OIL (WCT, WCF, WCM)

WHAT IS IT?

- **Premium synthetic oil** designed to protect high-stress four-stroke marine engines against wear and corrosion

WHAT DOES IT DO?

- **Withstands** the heat and stress of high-rpm operation and delivers excellent wear protection
- **Protects** against rust and corrosion during periods of inactivity and long-term storage for maximum engine protection, even when it's not running
- **Meets** the requirements of the NMMA FC-W Catalyst Compatible specification

WHO IS IT FOR?

- **Hardcore anglers and boating enthusiasts who demand the best protection for their marine engines.** Applications include gasoline-fueled four-stroke inboards, outboards, inboard/outboards, supercharged watercraft engines and personal watercraft, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*



“Been using 10W-40 marine oil for 3 years now. Won’t trust any other oil for my 5.7L. I run hard and sometimes long to get to the fishing grounds. I don’t wanna worry about oil, and I never do with AMSOIL. Great stuff”

– **Robert**
 New York



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