

# AMSOIL<sup>®</sup>

► DISTRIBUTOR EDITION

MAGAZINE

APRIL 2023



## Targeting Commercial Business

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Beware of Fraudsters | PAGE 12



# Commercial-Grade Oils for the Commercial Market

New AMSOIL 15W-40 Commercial-Grade Diesel Oil and Commercial-Grade Hydraulic Oil are formulated specifically to provide protection and value for commercial customers, while helping to compete against lower-priced conventional products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts.

## AMSOIL 15W-40 COMMERCIAL-GRADE DIESEL OIL (SBDf)

- **Advanced** synthetic-blend oil with greater than 50% synthetic base oil content.
- **2X better** wear protection.<sup>1</sup>
- **Meets** the latest API CK-4 diesel-oil specification.
- **Improved** heat and oxidation resistance.
- **Helps** maintain power and fuel efficiency.
- **Flows** dependably in cold temperatures for reliable startup and engine protection.
- **Reduced** oil consumption.

<sup>1</sup>Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222.



## AMSOIL COMMERCIAL-GRADE HYDRAULIC OIL (HCG32, HCG46, HCG68)

- **High-performance** conventional hydraulic oil.
- **Provides** strong wear protection to protect pumps and motors.
- **Resists** corrosion for long component life.
- **Fights** sludge to help maintain the cleanliness and operability of pumps, valves, solenoids and other components.
- **Provides** good filterability for maximum fluid performance and life.
- **Resists** foam to guard against cavitation and promote efficient operation.
- **Available** in three viscosities (ISO 32, ISO 46, ISO 68).





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**THE COVER**

The commercial market presents countless opportunities to branch out and secure more sales.



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# From the Chairman

Each year, we devote a generous amount of time to strategic planning. We set targets, then we develop strategies and tactics we believe will help us achieve our goals. At the 2019 DJ Convention, I shared our target of 8% year-over-year growth with the Direct Jobbers in attendance. The following month, I published the 8% goal for all Dealers in this column. Communicating our growth goal was a change. While we have always set targets and strategies for reaching them, we had not shared those targets with Dealers. The response was tremendous. Dealers were motivated and excited to push for 8% growth in their own Dealerships. Each year since, we have shared our growth goal with Dealers and reported our progress. We follow a fiscal year that runs from July 1 to June 30, so we are entering the final quarter of the year, which is a great time to let you know where we stand.

Right now, it's unclear whether we'll meet our target. Sales have softened in the past nine months compared to the same period last year, mainly due to the slowing U.S. economy. And while our strong growth over the past few years helps generate even more growth, it also makes it more difficult to grow at the same rate. For example, if your annual sales are \$1

million, you need to sell \$1,080,000 the following year to grow 8%. If you do that successfully four years in a row, you now need to sell \$1,360,489 to achieve 8% growth over the previous year (or 36% more than the \$1 million you started with). I'm not complaining – it's a great problem to have.

And this is a great time of year to make a substantial sales push. April is typically one of the strongest sales months of the year. Our customers are taking summer equipment out of storage, preparing winter equipment for storage and performing regular maintenance on their everyday vehicles. If we all pull together and execute well this month and take that momentum through June, we have a great shot at meeting our 8% growth target.

I have been clear about my desire to grow the company. Why do I want to grow so badly? First of all, it's in my nature. I am competitive and I want to win. If AMSOIL is growing at a pace above the market rate, that means we are beating our competition and that makes me happy. Next, if you're not growing, you're actually shrinking. While you stay the same, your competition grows all around you, just like grass grows up around an old car

that has been parked too long in a field. Finally, growth provides several healthy benefits to a business, including new opportunities for employees and Dealers, expanded products and services, ability to attract more customers, increased sales, boosted credibility, increased profits, increased stability, better ability to mitigate risks, a broader supply base, better ability to attract top talent and reduced threat of competition. All of those benefits are derived from growth.

While Dealer business has softened slightly, AMSOIL continues building strength thanks to our diversified business portfolio. Consumer sales are growing very slowly domestically and internationally.

Our industrial business unit, meanwhile, is demonstrating strong growth, making AMSOIL stronger so we can reap all the benefits listed above, which protects your opportunity and helps the company continue to support your efforts.

**Alan Amatuzio**  
Chairman & CEO

# RESTORE HORSEPOWER AND PRESERVE PERFORMANCE



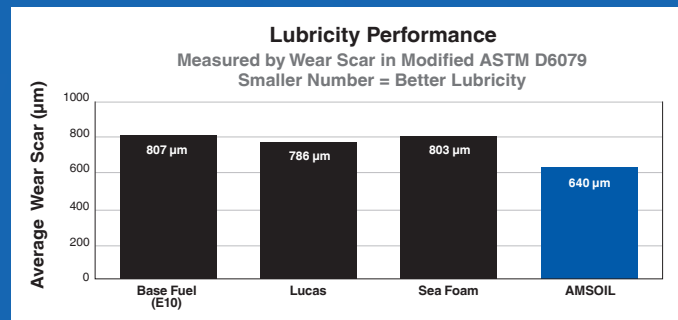
AMSOIL Upper Cylinder Lubricant delivers 18 percent more lubricity than Lucas\* and 20 percent more than Sea Foam\* for better retention of horsepower and fuel economy.<sup>R</sup>



Check out the video at [youtube.com/amsoilinc](https://youtube.com/amsoilinc) (Videos>How to Choose an Effective Fuel Additive) to see how AMSOIL fuel additives stack up against Sea Foam\* Motor Treatment.

## Upper Cylinder Lubricant

- Lubricates fuel system and upper cylinders
- Fights ethanol-related corrosion
- Helps keep injectors clean
- Capless compatible



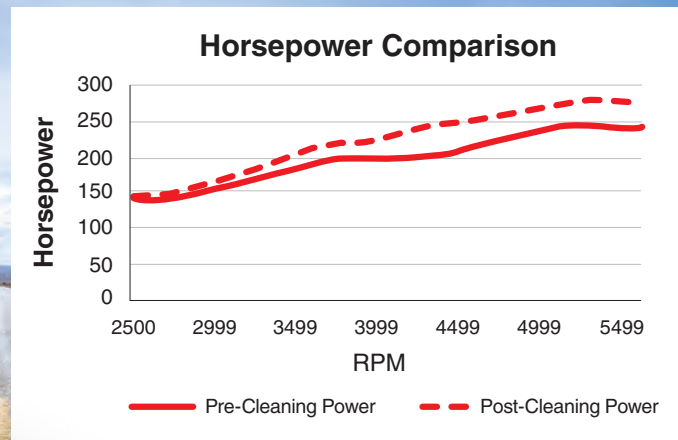
<sup>R</sup>Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. \*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

AMSOIL P.i.<sup>®</sup> restores up to 14% horsepower.<sup>NN</sup>



## P.i.<sup>®</sup> Performance Improver

- Restores power and performance
- Reduces need for costly higher-octane fuel
- Reduces noise from carbon rap and pre-ignition
- Controls pre-ignition "knock"
- Maintains the engine efficiency, fuel economy and power of new vehicles
- Capless compatible



<sup>NN</sup>Based on third-party testing in a 2016 Chevrolet<sup>®</sup> Silverado<sup>®</sup> 1500, 5.3L V-8 GDI with 100,616 miles, using one tank treated with AMSOIL P.i. Actual results may vary. All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.



# LETTERS TO THE EDITOR

## EUROPEAN-VEHICLE HANDOUT

I live in Pickering, the next city east of Toronto. During the last 10 years, the percentage of European vehicles has been increasing, and now I estimate it is around 15%. In Toronto, the percentage is even higher. It would be helpful if we had a European-vehicle handout like we have for ATVs and UTVs, marine, snowmobiles, dirt bikes, classic cars, racing, diesel, etc.

### Rein Lepik

**AMSOIL:** Thank you for your suggestion, Rein. The *AMSOIL Autos/Light Trucks Flyer (G2945)* covers the *AMSOIL European, Signature Series, XL and OE Synthetic Motor Oil lines*, allowing you to reach customers no matter what they drive. To focus a customer's attention on *AMSOIL Synthetic European Motor Oil specifically*, we suggest the *AMSOIL Synthetic European Motor Oil data sheet (G3395)*. Both documents are available in the *AMSOIL Print Center (Dealer Zone>Business Tools>Marketing Your Dealership>AMSOIL Print Center)*.

## AMSOIL INDUSTRIAL

I am a new AMSOIL Dealer, and I noticed a link for AMSOIL Industrial. Do the products differ from commercial products? I ask because there are no pictures of the products when viewing the products page under Industrial.

Thank you,

### Jonathan Erario

**AMSOIL:** Thank you for your question, Jonathan. *AMSOIL industrial products differ from AMSOIL commercial products in that AMSOIL industrial products are intended for the AMSOIL Industrial business unit to pursue business-to-business (B2B) sales opportunities to original equipment manufacturers (OEMs) and large industrial operations, while AMSOIL commercial products are intended for AMSOIL Dealers to pursue commercial sales opportunities in the contractor, fleet and agriculture markets. Together, the AMSOIL Industrial focus on complex, high-liability industrial sales and the Dealer focus on enthusiasts, installers, retailers and commercial businesses deliver the diversification and strength to secure the AMSOIL opportunity well into the future.*

## BANNERS

Is there any chance AMSOIL can offer smaller banners? I have a few retail shops that like to have one, but the current 3'x8' and 4'x8' are just too big. Maybe something on the lines of 2'x4' would work well. This would also fit well in front of tables at trade shows.

Thanks,

### Nick Mikitka

**AMSOIL:** We have good news for you, Nick. We recently added a 4'x2' Black AMSOIL Banner (G3790) to the lineup of banner options. See p. 14 and *AMSOIL.com (Shop>Merchandise>Banners, Signage & Displays)*.



## JEEP\* WORLD

Your cover photo and article on the Jeep (November 2022 *AMSOIL Magazine*) bring back memories of my first years in the Army Military Police in 1977/1978. I was assigned a newer version of the Jeep, the M151A2,\* as my patrol vehicle in the 258th MP Company in Fort Polk, La. Those are fond memories of an excellent vehicle.

### Marty Gilmore

**AMSOIL:** Thank you for your service and for sharing your memories, Marty. We're glad you enjoyed the article.



**Brett Granmo** | MARKET MANAGER AUTOMOTIVE B2B & HD ON-/OFF-ROAD

## What are Synthetic Blends and Semi-Synthetics?

They use a combination of conventional and synthetic base oils to achieve higher performance at a lower price.

When it comes to lubricants, "synthetic blend" and "semi-synthetic" mean the same thing: an oil that uses a combination of conventional and synthetic base oils in its formulation. Most commonly this will be a blend of mineral-based Group II base oils and synthetic Group III or Group IV base oils.

It is important to note that, while base oils are a fundamental element of a motor oil's formulation, they are only part of the picture. Additives make up the other part of the equation, and the quality and concentration of additives have a significant effect on the oil's protection and performance.

### Why do synthetic blends exist?

Group II base oils are common in mineral-based (conventional) motor oils. They provide fair-to-good performance in the areas of volatility, oxidation stability and wear protection. However, they provide only fair performance in areas such as pour point and cold-crank viscosity.

Because synthetic base oils have greater molecular uniformity and stability than conventional base oils, they reduce oil burn-off in the presence of extreme heat and oxidation, which results in reduced oil consumption, improved wear protection and a cleaner engine. Synthetic base oils also improve low-temperature pour point and cold-flow properties when compared to conventional base oils.

The benefit of conventional oils is lower cost. Therefore, a synthetic blend is a great option as a stepping stone into a better-performing oil with synthetic properties at a lower price point.

### How much synthetic base oil in a synthetic blend?

There are no industry specifications or regulations that define a minimum amount of synthetic base oil that must be present for an oil to classify as a synthetic blend or semi-synthetic. This uncertainty presents problems. For starters, the level of protection the oil delivers compared to a conventional oil can vary depending on the proportion and quality of the synthetic base oils in the formulation.

Oil manufacturers do not divulge their formulations since it would give their competition an advantage. Every API-licensed synthetic-blend diesel oil we have tested contains less than 15% synthetic content. Because we're laser-focused on quality, we chose not to formulate the cheapest possible synthetic blend, as many of our competitors do.

### Is there a way to determine how much synthetic base oil is in a competitor's synthetic-blend oil?

It is difficult to measure the synthetic-base-oil content in synthetic-blend formulations containing less than 15% synthetic base oil. Improvements may appear as lower cold-crank viscosity and pour point numbers, but could also be masked by the quality of the conventional base oil in the formulation. In our experience, when oil marketers do not disclose how much synthetic base oil they are using it usually indicates a low percentage, and the added benefit of that small volume of synthetic base oil will be minimal.

### AMSOIL 15W-40 Commercial-Grade Diesel Oil

New AMSOIL 15W-40 Commercial-Grade Diesel Oil is blended with greater than 50% synthetic base oil. This formula meets the latest API CK-4 diesel oil specification, and the extra synthetic base oil provides better wear protection, lower oil consumption, better viscosity control and better extreme-temperature performance than conventional oil. It is specifically engineered to protect commercial equipment at a competitive price.

AMSOIL Commercial-Grade Diesel Oil provides 2X better wear protection\* to help maximize equipment life and reduce maintenance cost and downtime for customers seeking an upgrade over conventional diesel oils.

*\*Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222.*

# Targeting Commercial Business

Grow and diversify your business by registering more commercial business.

Diversifying your AMSOIL business allows you to tap into a larger customer base, secure a consistent revenue stream and more easily navigate challenging economic times. The commercial market is a great place to start. Commercial accounts provide an exceptional opportunity to secure high-volume sales and increase commissions.

## What is a Commercial Account?

A commercial account is a commercial end-user that purchases AMSOIL products for use in its company vehicles and equipment, but does not resell them. You can usually find the most success registering small to medium-sized, independently owned, local businesses that service their own equipment, including excavation/off-road contractors, trade/construction contractors, lawn and landscape contractors, regional fleets and farms/ranches.

- **Excavation/Off-Road Contractors**  
Excavation, Grading, Land Clearing, Site Preparation, Foundation Digging
- **Trade/Construction Contractors** New  
Construction/Remodeling, Plumbing, Heating & Cooling, Roofing, Drywall/Insulation, Electrical, Concrete

- **Lawn & Landscape Contractors**  
Lawn Care, Landscaping, Hardscaping, Tree Service
- **Regional Fleets** Buses, Shuttles, Local Trucking
- **Agriculture** Farms, Ranches

## The AMSOIL Value Proposition

The vehicles and equipment used by commercial businesses in their daily operations are essential to their success. By selling AMSOIL products, your business is in a great position to help commercial accounts increase profitability and eliminate headaches related to their vehicles and equipment.

**AMSOIL products and services can help commercial accounts reduce costs, prevent downtime and stay on schedule by improving their lubrication program and delivering personalized service and technical expertise.**

Customers who purchase AMSOIL commercial products receive the following benefits:

## Maximum Equipment Performance & Life

Giving equipment the best lubrication means it will last longer. Accounts can be confident in the ability of our products to protect in harsh commercial environments.

## Increased Profitability

We protect critical components better than the competition with higher-quality, longer-lasting lubricants. The result: less time spent on maintenance and lower overall costs.

## Customized Program

Our goal is to improve the effectiveness and efficiency of the account's lubrication program so it can prevent downtime and focus on business.

## Strong Corporate Support

AMSOIL is a family-owned company. Our products are formulated, blended and packaged in Superior, Wisconsin, USA, and we have a full staff of customer service and technical experts available to answer questions.





## AMSOIL Sales Process

Commercial accounts operate businesses with higher demands and more complex needs. This makes pursuing commercial accounts uniquely challenging. The AMSOIL sales process is designed to help you become more successful at approaching and registering commercial customers.

### Step 1.

**Prospecting** – Identify potential new AMSOIL commercial accounts.

**Goal** – Identify high-potential commercial businesses on which to focus your sales efforts.

**Benefit** – Setting time aside specifically for prospecting allows you to maximize your time for account acquisition.

### Step 2.

**Approaching the Business** – Find the key decision makers.

**Goal** – Schedule time with the person/people who can make the decision to use AMSOIL products in the company's vehicles and equipment.

**Benefit** – Working directly with decision makers provides the best chance to influence a change to AMSOIL products.

### Step 3.

**Discovering Needs** – Ask questions.

**Goal** – Determine what is important and meaningful to the customer – their goals, wants and needs.

**Benefit** – Demonstrating you are there to solve problems leads the prospective commercial account to place more importance on improving profitability, rather than the upfront costs of AMSOIL products.

### Step 4.

**Developing the plan** – Do your homework.

**Goal** – Based on information the customer shared, develop a proposal focused on how AMSOIL products can help the commercial account improve its profitability.

**Benefit** – Developing a proposal based on information the customer shared allows you to present a total solution.

### Step 5.

**Presenting Solutions** – Proceed to the sale.

**Goal** – Establish a new commercial account and move forward with the first order.

**Benefit** – Listening allows you to present solutions based on the customer's needs, rather than assumed information.

### Step 6.

**Ongoing Service** – Strengthen your relationship.

**Goal** – Exceed the customer's expectations with the level of service you provide.

**Benefit** – Strengthening your relationship with the customer makes it less likely they will consider less-costly competition.

See the January *AMSOIL Magazine* for more information.

## New Commercial-Grade Oils for the Commercial Market

Considering conventional and synthetic-blend lubricants dominate the commercial market with more than 80% market share, lower prices are a top priority for most commercial-business owners and decision makers. New AMSOIL 15W-40 Commercial-Grade Diesel Oil (SBDF) and Commercial-Grade Hydraulic Oil (HCG32, HCG46, HCG68) are formulated specifically to provide protection and value for commercial customers, while helping to compete against lower-priced synthetic-blend and conventional products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts.

See the March *AMSOIL Magazine* for more information on AMSOIL Commercial-Grade products.







# MUSCLE CAR MANIA: Legends of the Ford\*

Classic Ford Muscle-Car Engines and the Products to Protect Them

The muscle car is an American innovation as original and rebellious as rock and roll, and few things in this world are as satisfying as their unbridled power. The “there’s-no-replacement-for-displacement” era didn’t produce cars that excelled at hugging corners, braking fast or conserving fuel, but they satisfied the seemingly insatiable itch for power and speed – designed to outrun their rivals on wide, straight American roads. The beating heart of classic muscle cars were their large-bore V8 engines that were crammed into mid-sized two-door sedans. In this edition of “Muscle Car Mania,” we look under the hoods of a select few legendary Ford muscle-car engines.

## Ford Flathead\*

The Ford Flathead is what hot rodding was built on, laying the foundation for the performance-parts aftermarket we know today. When it arrived in 1932, it was the first mass-produced V8 on the market, measuring 221 cubic inches and producing only 65 horsepower. But its cast block was far more affordable than the boutique V8s other brands were producing, and a high-performance aftermarket sprang up to support it, including carbs, intakes, camshafts, headers and cylinder heads. Servicemen returning from WWII sought out the Flathead as they joined the burgeoning

scene out of California. It wasn’t long before roadsters and land-speed racers were stuffing the design into their custom projects. By the third iteration (1949-1953), the engine had grown to 255 cubes and could produce 125 horsepower.

## 289 Small Block

From the high-performance K-code down to the 200-hp two-barrel versions, the 289 small block helped make the Mustang\* famous. The 289 was available in 1968 and the pony car’s massive popularity gave the small-inch Windsor\* an outsized purpose. The K-code Hi-Po\* was available from 1963-1967. It featured beefier block hardware, a reciprocating assembly and a solid lifter valvetrain. Without a doubt, Carroll Shelby helped place this small block in the spotlight, where it powered Cobras,\* G.T. 350s\* and Trans-Am\* racers to a variety of championships.

## 427 FE Medium Riser

The Ford 427 was bred for NASCAR,\* became an instant drag-race success and powered Ford muscle cars of the mid-60s. It was a bored-out version of the 390 cubic inch FE V8 with a forged crankshaft, solid lifters and high-nickel-iron-alloy block. The first 427s were low risers; then the high risers appeared in 1964 in Thunderbolt\* Fairlanes\*

and lightweight Galaxies.\* “High-riser” intake manifolds were raised to allow the air-intake charge a straight path to the valves. The medium riser was introduced in 1965 to provide a lower profile that would fit under stock hoods like Galaxies, Fairlanes and Comets\* and they retained much of the flow of the high risers, in part by using the same 2.195/1.733 valve package. The 427s were also equipped with a side-oiling system designed to fight against the g-forces of track racing and keep the 427 well-lubricated. Featuring a range of high-rise and mid-rise heads, and even an advanced single overhead cam version dubbed the “cammer,” racecar 427s could produce between 500 and 2,500 hp. That output helps explain the engine’s performance at Le Mans, where it propelled the famed GT40\* to victory in 1966.

## 428 Cobra Jet\*

When the 428 Cobra Jet debuted in 1968 it immediately turned heads. The 428 Cobra was a muscle car engine for the masses. Built from passenger-car components, it was affordable and boasted undeniable kick. It’s no wonder half of 1970 Mustangs used the engine. Cobra Jet-powered cars also established themselves as scrappy competitors in Stock and Super Stock drag racing – and maintained that status for over 40 years.





### **Boss 429\***

When Ford sought to compete with the Chrysler\* 426 Hemi\* in the NASCAR Grand National Division, known today as the NASCAR Cup Series, it developed the Mustang Boss 429. Ford went on to dominate the season with 429-powered Torinos\* and Cyclones,\* claiming 30 victories out of 54 races. The engine featured aluminum cylinder heads with a semi-hemispherical combustion chamber dubbed the “crescent.” The Boss 429 engine came standard with a single Holley\* 4-barrel carburetor rated at 735 cfm, mounted on an aluminum intake manifold. Rated at 375 horsepower, the Boss 429 held the highest factory horsepower rating for a Mustang until the 2000 Cobra R arrived with its 385-hp 5.4L four-valve. The engine was also practically invincible, consisting of a four-bolt main bearing block and extremely tough reciprocating assembly.

### **Boss 302**

The 1969–70 Boss 302 engine was developed for the 1969 Trans-Am race series. The engine married Cleveland\* heads to a completely different block found in the 427. It featured four-bolt main bearings, screw-in freeze plugs, higher nickel content and cylinder heads using a canted-valve design. The original version was used in the 1969 and 1970 Boss 302 Mustangs and Cougar Eliminators.\* The wide and large port heads with staggered valve placement gave the 302 high-power capabilities of 290 hp with 290 lb. ft. of torque. The engine wasn't necessarily a killer street brawler, but on the track it could do 8,000 rpm all day. The Boss 302 Mustang turned into one of the most successful Ford muscle cars of all time—with some 8,600 total Mustang units built.

### **Boss 351**

The Boss 351 had just one year of production and no factory-supported

race effort; yet it stands as perhaps the best small-block V8 performer of all time. It featured a four-bolt block, four-barrel Cleveland heads and 11:1 compression. Boss 351 Mustangs might be the fastest classic Mustangs, with car-critic tests of the day measuring high 13-second ¼-mile runs.

### **Protect Your Legend**

If you're lucky enough to have your foot on the accelerator of a legendary Ford V8, protection is a priority. Here's a list of AMSOIL products to help keep your classic muscle car ripping far into the future.

### **AMSOIL Break-In Oil**

Freshly rebuilt engines should start off with AMSOIL Break-In Oil. It's formulated with zinc and phosphorus anti-wear additives to protect critical components during the break-in period when engine wear rates are highest. It doesn't contain friction modifiers to allow for quick and efficient piston-ring seating, an important aspect of the break-in process to ensure maximum power and engine longevity.

### **AMSOIL Z-ROD® Synthetic Motor Oil**

AMSOIL Z-ROD® is engineered specifically for classic and high-performance vehicles to perform on the street and protect during storage. It features a high-zinc formulation that protects flat-tappet camshafts and critical engine components, along with a proprietary blend of rust and corrosion inhibitors for added protection during long-term storage. It's available in 10W-30, 10W-40 and 20W-50 viscosities.

### **AMSOIL Assembly Lube**

As they say, a great engine isn't built in a day. Partially assembled engines can sit idle for weeks or months at a time. During this process, an engine-assembly lube must be applied that will cling to parts and provide wear protection, inhibit rust and help

prevent deposit formation. AMSOIL Engine Assembly Lube handles all of the above.

### **AMSOIL Miracle Wash® Waterless Wash and Wax**

AMSOIL Miracle Wash is a must-have for owners dedicated to keeping their vehicle's appearance on par with its performance. Simply spray and wipe off to lift dirt away from the surface instantly. It leaves vehicles with a super-shiny finish that protects against dust, light dirt and harmful ultraviolet rays.

### **AMSOIL Gasoline Stabilizer**

When it's time to put her away at the end of the season, AMSOIL Gasoline Stabilizer is crucial to ensuring your ride is road-ready in spring. Gasoline can degrade in as few as 30 days. Treat your fuel tank prior to parking the vehicle for the winter to help prevent fuel degradation and poor engine performance when it's time to fire it back up.

### **AMSOIL DOMINATOR® Octane Boost**

Early V8 models were designed to use leaded gasoline. As a result, classic and collector autos often require the use of a lead substitute to preserve the components that were designed for the fuel of days gone by. AMSOIL DOMINATOR Octane Boost is excellent as a lead substitute in older vehicles. It increases octane up to four points, helping reduce engine knock and improving ignition while helping fuel burn more cleanly.

### **AMSOIL Engine Fogging Oil**

Any engine facing storage or lengthy inactivity should be treated with a good dose of AMSOIL Engine Fogging Oil first. Giving the cylinders a shot of oil protects them from rust, corrosion and harmful dry starts when it comes time to fire up your hot rod or classic car the following season.

# Beware of Fraudsters

Fraudulent activity is increasing every year and costing consumers and companies billions of dollars in financial losses. Here's what we're doing to protect AMSOIL from fraud, and what you need to know to protect your business.

## AMSOIL fights fraud

While AMSOIL distributors are expected to take reasonable measures to prevent fraud, we've also taken strong measures to prevent credit-card fraud from happening on our ordering platforms. AMSOIL websites are equipped with a security network that identifies and stops fraudulent activity in its tracks. Sometimes fraudsters use stolen credit cards to purchase items on ecommerce websites and have them shipped to unusual locations. AMSOIL has systems in place to identify fraudulent orders and we clear 95% of orders within minutes. Some orders require a higher level of evaluation that is typically completed within a couple hours. A few orders are declined as part of this process.

Occasionally, a customer must correct the name, address or other misinformation in his or her account or order details. Once completed, it resolves the issue so the legitimate order can be processed.

Fraudsters also impersonate legitimate and well-known companies looking to purchase large product quantities, often within a short amount of time. AMSOIL customer-service representatives use the same security network to evaluate the applications and ensure all contact information matches legitimate company information. If the information does not match, the fraudulent account application is rejected.

## Dealers can be targeted

We work hard to prevent fraud at AMSOIL corporate headquarters, but fraudsters have adapted and seek other victims to carry out their schemes. AMSOIL distributors are occasionally targeted by scam artists posing as legitimate companies or AMSOIL staff. They tend to work through email or telephone because it makes them

more difficult to track. They also tend to contact distributors who are far away and don't pose the risk of visiting their location. The premise of working with a well-known company and earning a large profit can build excitement and cause distributors to miss warning signs. It is important to be wary of scam attempts during the ordering process. If an opportunity seems too good to be true, it may be a scam.

## Warning signs of fraud:

- Email domain name doesn't match the legitimate company's website address.
- Unusually large orders or unusual product selection.
- Names on the account, credit card or shipping address don't match.
- Multiple orders with different shipping addresses.
- Multiple payment methods used or offered.
- "New" businesses with no online presence.
- Price isn't an issue and registering as a customer is too inconvenient.
- Caller ID is different than phone number used on account.
- Speed is important.
- Unusual shipping locations, including trucking-company depots, storage facilities, vacant buildings, apartments and package-forwarding services.
- Retail businesses (resellers) that aren't concerned about paying sales taxes.

While there can be legitimate reasons for some of these unusual situations, it's always a good idea to perform additional research. A couple minutes of online research by name, business name, address and telephone number can usually confirm whether

an opportunity is legitimate. Asking customers a few questions about the type of business, how products will be used, who is the end customer and billing details associated with credit cards can also be helpful. Consumers are used to providing this type of information, and these questions can help identify fraudulent activities. If you have doubts, do more research, decline the opportunity and advise AMSOIL/others to look out for similar activities.

Be cautious of emails that seem out of the ordinary or don't fit the mold of your usual communications with an organization, and be aware of spoofing attempts. Even if the name and email address in the "from" box appear legitimate, hover your cursor over the email address. If the pop-up balloon reflects a different email address, the email is not legitimate and is likely an attempt to place a fraudulent order or steal personal information.

You can't rely on credit-card authorization processes to determine if payment is valid. Transactions with stolen credit cards will be authorized until the theft or fraudulent activity is identified, but credit/debit card companies will charge back merchants for all fraudulent charges. In some cases, this can take 90 or more days after the sale. At this point, there is little chance of retrieving products or identifying the customer. You are responsible for the transactions on your account and ensuring you do not use a stolen credit card to place an order. If you accept payment from a customer for an order of AMSOIL products, run the card through your own payment processor. Then, use your personal credit card to place your order directly through AMSOIL customer service or AMSOIL website.



## Account security

Your online account contains information about your phone numbers, email addresses and information on credit terms that hackers can use for more fraudulent solicitations. It is important that you adopt appropriate safeguards to protect the security of your personal information.

- Use strong, unique passwords for all your accounts.
- Don't share your account passwords with anyone, including your sponsor, downline Dealers and customers.
- Never transfer sensitive information like credit-card numbers, expiration dates and security codes (CVV) through email, SMS (text messages) or online chats. These methods are not secure and can be intercepted by third parties and used to make fraudulent purchases.
- Never ask your customers for their account login information or credit-card information. While you may think you're going above and beyond for your customers by doing this, many people will become skeptical and may not want to continue doing business with you.

## Bottom line

Fraudsters are lurking, but you have the power to fight back. Protect yourself by doing your homework and knowing who you're selling to. It's your responsibility to keep your accounts secure. Be on the lookout for warning signs of fraud and keep your accounts secure to ensure the safety of your customers' information and your business. If you question whether an email actually came from AMSOIL corporate, contact your regional representative.

### April Closeout

The last day to process April orders is Friday, April 28. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for April business must be submitted by 11:59 p.m. Central on Friday, May 5.

### Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 7 for Good Friday.

### New Hours for Distribution Centers

Effective July 1, all AMSOIL distribution centers will operate from 8 a.m. to 4:30 p.m. Monday through Friday. This change aligns the hours of operations for all AMSOIL distribution centers, and because our carriers pick up between 2 and 4:30 p.m. daily, we will now have an extra hour each day to process orders. The Anchorage Distribution Center managed by Carlile hours will remain 8 a.m. to 5 p.m. Monday through Friday.



### AMSOIL T-Handle 8-in-1 Screwdriver

Swivel-design screwdriver with 1/4" and 5/16" hex drivers and three dual-ended bits: #0 Phillips and 1/8" slotted blade, #1 Phillips and 3/16" slotted blade, #0 Phillips and 1/4" slotted blade.

**Stock# G3789**

U.S. Price: 8.00

CAN Price: 11.00



### 4'x2' Black AMSOIL Banner

This 4'x2' banner is constructed of UV- and weather-resistant premium outdoor-grade vinyl and hemmed for durability. Includes grommets and rope for multiple mounting options.

**Stock# G3790**

U.S. Price: 20.00

CAN Price: 27.00





## Dexos R ushers in a new motor-oil standard for high-performance engines.

*AMSOIL is already in front of it.*

**The GM dexos<sup>®</sup> R specification applies to 0W-40 and 5W-50 motor oils that can withstand the rigors of high-speed, high-load conditions created with high-performance driving.** Testing is complete and AMSOIL Signature Series already exceeds the spec. The dexos R icon will be added to Signature Series 0W-40 and 5W-50 packages as a rolling change in 2023.







## Before you start selling, start asking questions

Discovering needs is a vital step in the AMSOIL sales process.

**Eric Brandenburg** | COMMERCIAL PROGRAM MANAGER

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Most of us are excited to start selling AMSOIL products and discuss everything great they can do right off the bat. But when you first meet with a business prospect, it's important that you switch gears and ask open-ended questions first. Working to understand the business and learning what is most important to the prospect will help you establish a solid relationship and formulate the best business proposal.

It's important you offer your prospect the best price, at the right time. Discovering what the business needs first and setting up a follow-up meeting to discuss pricing at a later time can help your prospect take his or her guard down for this initial conversation. If you start by focusing on price right away, he or she will only be concerned about the cost of your product and won't be considering anything else, like how you could improve the business's profits. Price is a very important aspect of the sale, but it's not the only aspect. What you want to do is show your prospects how our premium product can save them money or attract more customers for just a little extra upfront cost. You can't demonstrate how AMSOIL products can improve profits unless you understand the

business operations first. Asking questions is the first step in really getting to know the business and gathering crucial information that you wouldn't be able to find out on your own.

Asking your prospect the right questions also helps ensure it's the right opportunity to form a partnership. You could learn about issues right up front that make the business incompatible with AMSOIL. In that case, you won't need to waste any more of your time or theirs. You want to determine if AMSOIL will be a good fit based on the information you gather.

Prior to going into a customer meeting, make sure you've done your homework and discovered as much information as you can about your prospect. Having that prior knowledge shows your prospect that you're interested in their business and developing a relationship, not just trying to quickly sell something.

Remember, at this stage in the sales process, you are not trying to sell anything. The goal of your first visit when meeting with prospects is understanding their business, their current lubrication program or lubricant suppliers, issues they are facing and what is most important to them. You're trying to discover what the

business needs in order to make appropriate recommendations to help a commercial business improve its profitability or a retail business attract more customers. Once you have gathered this information, you'll arrange a follow-up meeting. That will be when you present your proposal to the business.





The First in Synthetics®

ISO 9001/ISO 14001 REGISTERED

**Questions/Comments**

international@AMSOIL.com

**On the Web**

- AMSOIL.com
- AMSOIL.eu
- AMSOIL.lat
- AMSOIL.africa
- AMSOIL.fr
- AMSOIL.co.in
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April 2023



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## ONE MIX RATIO POWERS THEM ALL

Landscape professionals know what a hassle it is to maintain different fuel containers at different mix ratios. SABER® Professional offers the convenience of one fuel container for all their two-stroke equipment needs.

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- **Low Smoke**
- **Stabilizes Fuel**

TESTED & PROVEN AT 100:1



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One Oil Covers All Mix Ratios  
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**SABER**  
PROFESSIONAL

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• Low Smoke  
• Stabilizes Fuel

CAUTION: CAUSES EYE AND SKIN IRRITATION. Read carefully precautions on label above.

1 U.S. QUART (946mL)