

AMSOIL[®]

► DISTRIBUTOR EDITION

MAGAZINE

MAY 2024



FIX HARD-STARTING TWO-STROKE EQUIPMENT

| PAGE 8

Motocross Sponsorships Build Brand Awareness | PAGE 12



The Best Motor Oil Line Just Got Bigger

AMSOIL SIGNATURE SERIES 0W-16 100% SYNTHETIC MOTOR OIL

Primary applications: Toyota* and Honda* vehicles that require 0W-16 viscosity and the API SP specification.

Product code: AZSQT/AZSQTC

Package size: 1-quart (946-ml) bottles

AMSOIL Signature Series 100% Synthetic Motor Oil

- **75% more** engine protection against horsepower loss and wear¹
- **50% more** cleaning power vs. AMSOIL OE Motor Oil
- **Protects** turbochargers 72% better than required² by the GM dexos1[®] Gen 2 specification
- **28% more** acid-neutralizing power than Mobil 1³
- **Trusted** by professional engine builders
- **Guaranteed** protection for up to 25,000 miles (40,200 km) or 1 year



¹Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. ²Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. ³Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased in July 2020.



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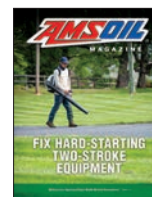
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THE COVER

AMSOIL SABER® Professional fights power-robbing carbon deposits and keeps exhaust ports and spark arrestor screens clean for easy starting and maximum power.



From the Chairman

Electric vehicles are continuing to make headlines, but the tone has shifted dramatically. *"Hertz* CEO Steps Down Amid Fallout from Failed Electric Car Venture."* *"Maine Rejects ICE Ban."* And my favorite, *"EV Euphoria is Dead."* The media and others are coming to grips with reality and recognizing that consumers are not ready to fully embrace electric vehicles. From raw-materials costs to infrastructure, too many challenges remain unsolved. That isn't to say that EVs won't be part of our future – they probably will be – but they will likely only be part of the overall picture. As we've said all along, the future is *eclectic*, not electric, and we are charging forward with that in mind.

Last month, we introduced an exciting new partnership with Lingenfelter Performance Engineering. I am enthusiastic about this relationship because, like our friends at Banks Power, the people at Lingenfelter share our passion for technology and our commitment to customer satisfaction. We have a high level of mutual respect thanks to our similar values. Lingenfelter was drawn to AMSOIL based on the performance of our products, but that's not the only factor that can

help a company earn new business. We recently acquired a large new customer, FNA Group, based not only on the quality of our products, but the quality of the service we provide. FNA Group is a leading pressure-washer manufacturer selling under multiple brands found at retailers across North America. Soon, each pressure washer sold by FNA will come with a bottle of AMSOIL OE Synthetic Motor Oil in the box.

It may not be obvious, but taking on this business was largely driven by how much it will benefit those who sell AMSOIL products. FNA sells a tremendous amount of pressure washers annually, and who buys pressure washers? Do-it-yourselfers and contractors – ideal customers. They own trucks, equipment and powersports toys, and they will be seeking AMSOIL motor oil to service their pressure washer. Many of them may be exposed to AMSOIL products for the first time, increasing our brand awareness and improving your opportunity to make sales.

We're creating more opportunities for you in other ways, too. We recently added gallon packaging options for AMSOIL Marine Engine Oil, and later this month we're adding a new line of

car-care products as well. These are not your average cleaning products; these are high-tech products that deliver powerful results. It is easy to demonstrate their effectiveness; the results are highly visible and immediate, providing a wonderful opportunity for you to demonstrate their power to potential new customers in person and online.

Now, when someone searches for gallons of marine oil, car shampoo, ceramic detailer, interior detailer or AMSOIL products for their pressure washer, AMSOIL will show up in a big way online. How can you take advantage?

Alan Amatuzio
Chairman & CEO



Tough Enough to Protect Your Truck

Introducing AMSOIL OE 0W-40 100% Synthetic Motor Oil

New AMSOIL OE 0W-40 100% Synthetic Motor Oil (OEG) is primarily recommended for newer RAM* HD* trucks equipped with the 6.4L Hemi* engine.

- **Designed** to deliver maximum wear protection, fuel economy and emissions control for the longer drain intervals recommended by original equipment manufacturers (OEMs)
- **Provides** 47% more wear protection than required by the GM dexos 1® Gen 2 specification¹
- **100% protection** against low-speed pre-ignition (LSPI)²
- **Licensed** by the American Petroleum Institute (API) to meet and exceed the requirements commonly found in owner's manuals.

¹Based on independent testing of OE 100% Synthetic 0W-20 in the Peugeot TU3M Wear Test as required by the GM dexos1 Gen 2 specification. ²Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 100% Synthetic Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

LETTERS TO THE EDITOR

DIESEL IMAGES

I recently reviewed the by-equipment section of AMSOIL.com and noticed that the images used to represent the “diesel engine” category may not be fully aligned with our target audience and business objectives.

Currently, when visitors access the diesel engine section, they are greeted by images of pickup trucks. While these vehicles are certainly important for our market, I think it would be beneficial to also include images of large trucks such as Freightliner* or Peterbilt.*

These trucks are often associated with commercial and industrial uses, which might better represent the AMSOIL range of products for professionals and businesses. By adding these images, I believe we could better attract the attention of potential customers interested in bulk purchasing and opening commercial accounts.

I would greatly appreciate it if you could consider this suggestion.

Thank you very much,

Bruno Ranger

AMSOIL: We have the diesel-enthusiast and commercial markets covered, Bruno. There are two diesel options under “Shop by Equipment.” The “TurboDiesel Truck” link is geared toward turbodiesel pickup trucks, while the “Heavy-Duty Diesel Equipment” link is geared toward commercial applications.

MOTORCYCLES

I found Len Groom’s “Automotive oil and motorcycle oil are not the same” column (February 2024 Tech Talk) extremely insightful. It is especially helpful in engagements with individuals, especially and specifically my existing and new customers, in my H-D independent shop, where performance upgrades are the norm.

I’d like to have your permission to use your prose in a blog/vlog I will be crafting to insert on my website. Rest assured that I will give full credit to you for your most lucid comments and factual information, which I am confident will result in a much more informed motorcycle rider and consumer; one more confident with his choice to use AMSOIL lubricants in his power and drivetrains. And with that confidence, a much greater sense of assurance and security as he/she rides the highways and byways of America.

I’d also like to solicit your assistance in obtaining the “digits” marketing information geared toward motorcyclists on pp. 8-9 of the February *AMSOIL Magazine*. I would like to be able to use the .pdf, .gif or other format to take to Office Depot* or Staples* in order to have them print (on poster board) a large “information” board to place in my rally booth.

A greater part of Magee’s Garage performance motorcycle business model are motorcycle rallies, swap meets and similar events across the southeast USA.

Again, thank you very much for taking the time out to provide such a well-written and insightful article directed at the motorcycle industry community.

Very respectfully,

Michael P. Magee

AMSOIL: Thank you for your positive feedback, Michael. You are free to use our words in your sales efforts. In fact, we encourage you to do so to ensure your claims are legal. Be careful; some information in AMSOIL Magazine is directed specifically toward Dealers. You’ll want to remove anything like that before sharing it with customers. You may also use the test results we publish. All claims are available in jpeg format at AMSOIL.com/performance-tests.

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



Len Groom | SR. PRODUCT MARKETING MANAGER, POWERSPORTS & POWER EQUIPMENT

Engine assembly and break-in require specialty lubricants.

Engine builders seldom stray from proven brands in the engine-building process.

Engine building is a big subject in the performance industry. Hot rods, racecars, motorcycles and any other performance machine you can think of have engines that are designed and built for specific purposes. In fact, there are countless articles and even entire magazines devoted to aftermarket parts that make engines bigger, faster and stronger. What about the engines that start up every morning and bring us to work and never complain? How is the tireless D16* in my Honda* Civic* that struggles to get up a hill when the air conditioner is on any different than a 900-horsepower race truck? As far as the basic building process is concerned, there is no difference. Whether made for a racecar or a passenger car, an engine needs to be assembled and broken-in before it can do its job. While your daily commuter comes broken-in, many racers and performance enthusiasts build and break-in their own engines on a regular basis. AMSOIL offers two premium products designed for the assembly and break-in of new or rebuilt engines, giving customers the ability to build and run an engine using AMSOIL products exclusively.

Engine assembly is a meticulous process. Parts must be clean, and bolts must be torqued to specifications or catastrophic failure could result. Engine builders generally develop their own process for engine assembly with the details in mind and seldom deviate from it. The same goes for the lubricants they use. If an engine builder finds a product that works he becomes dedicated to that product. I know this because I built engines before joining the AMSOIL team.

The process starts with assembly lube. Assembly lube is applied to the main bearings before the crankshaft is laid

in the block and torqued in place. This ensures the crankshaft is lubricated as it is moved during assembly and during the first few seconds when the engine is started. Piston installation is next. Assembly lube is applied to the rod bearings, the piston is slid into the cylinder and the rod is bolted in place on the crankshaft. Here again the assembly lube is critical to protect the rod bearings during assembly and initial startup. Camshaft installation usually follows. Many camshafts come with their own dedicated lube. If not, AMSOIL Assembly Lube can be used liberally on all areas of the cam before it is installed. This completes the rotating assembly, which will sit as the rest of the engine is assembled, so it is imperative the lube stays in place. AMSOIL Assembly Lube uses very high-viscosity oil and a tackifier agent to ensure it clings to engine parts. The heads can be installed next and the valvetrain can be adjusted. Assembly lube is used on the lifters, rocker arms and push rods. At startup, oil reaches this area of the engine last, but pressures can be very high. Assembly lube must have strong anti-wear properties to keep the parts from wearing without much help from the engine oil for the first few seconds an engine is run.

Engine break-in is as delicate a process as it is a subject of conversation; ask 10 different engine builders about their break-in procedures and you will likely get 10 different answers. You will, however, find some basic similarities. Engine break-in can be defined as the seating of the piston rings to the cylinder walls. A honed cylinder and a new set of rings have microscopic peaks and valleys on their surfaces. The goal of the break-in process is to file the peaks and valleys down to allow the ring to

seal to the cylinder wall. Without a good seal the fuel/air charge can slip past the rings during the compression and power strokes of the combustion cycle, leading to lost power and poor efficiency. In the racing and performance industry, rings must seat quickly. AMSOIL Break-In Oil is designed to allow “controlled wear” in the cylinder to speed the seating process. This is accomplished through base-oil technology.

Flat-tappet camshafts need to be broken-in correctly. After the engine has run for 15 minutes the cam and lifters will be matched, similar to how the rings are matched to the cylinder walls. The cam will also be heat-cycled and hardened, and oil additives play a key role in this area. Break-in oil must contain high levels of zinc and phosphorus (ZDDP) in order to protect the delicate cam lobes and lifters during the 15-minute break-in process. Without ZDDP, metal-to-metal contact occurs and the cam lobes can be rubbed off. Roller cams are less sensitive but should still be monitored carefully during the first minutes after the engine comes to life.

Engine break-in can be monitored by measuring cylinder leakage, tracking horsepower numbers or watching the oil blow-by residue in the exhaust port shrink as the engine is run. This unique process requires unique oil, and AMSOIL Break-In Oil is right for the job. It contains very high amounts of ZDDP for cam and lifter protection, yet uses a conventional base oil to promote quick ring seal. With the engine built and broken-in, all that is left is to select an AMSOIL product for use. For the track, we recommend DOMINATOR® Synthetic Racing Oil; for the street, we recommend Z-ROD® Synthetic Motor Oil.



Fix Hard-Starting Two-Stroke Equipment

Internal-combustion engines require a steady supply of air to run properly and produce maximum power. Two-stroke oils with poor detergency properties can allow carbon deposits to build up in the exhaust port and on the spark arrestor screen. Carbon chokes off airflow, which causes the engine to slowly lose power, run poorly, start hard and eventually fail to run altogether.

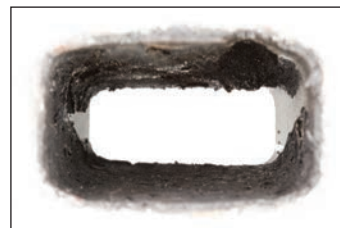
SABER® FIGHTS CARBON

AMSOIL SABER® Professional 100% Synthetic 2-Stroke Oil (ATP) solves this problem with excellent detergency that fights power-robbing carbon deposits and keeps exhaust ports and spark arrestor screens clean for easy starting and maximum power. In independent testing, SABER Professional mixed at 100:1 provided better performance and fewer carbon deposits than a leading competitor's two-stroke oil mixed at 50:1.

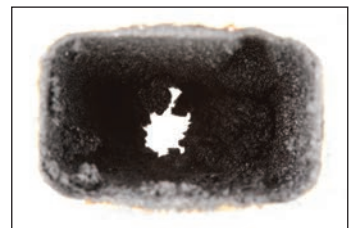


Search "SABER" on our YouTube channel at youtube.com/amsoilinc or scan the code to watch the video. Use it to help when interacting with customers.

Reduced Power-Robbing Carbon (Exhaust Ports)



SABER Professional @ 100:1
4% Airflow Loss



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

Cleaner Pistons



SABER Professional @ 100:1



ECHO Power Blend @ 50:1



AMSOIL SABER Professional is guaranteed for any mix ratio up to 100:1.

Use the appropriate SABER Professional package size with the indicated gas can to achieve the mix ratio shown.

ATPPK

1 GAL. = 100:1

1.5-oz. Pillow Pack

ATPTS

1 GAL. = 50:1
(or use half for 100:1)

2.6-oz. Bottle

ATPBA

2.5 GAL. = 100:1

3.5-oz. Bottle

ATPSF

2.5 GAL. = 50:1
(or use half for 100:1)

6.4-oz. Bottle

ATPBC

5 GAL. = 80:1

8-oz. Bottle

ATPTE

5 GAL. = 50:1
(or use half for 100:1)

12.8-oz. Bottle

CONVENIENT PACKAGE SIZES

Busy crews don't want to waste time calculating how much oil to add to a gas can to achieve the desired mix ratio. AMSOIL SABER Professional is dialed in with 1.5-oz. (44-ml) packs and 2.6-oz. (77-ml), 3.5-oz. (104-ml), 6.4-oz. (189-ml), 8-oz. (237-ml) and 12.8-oz. (379-ml) bottles to simplify mixing fuel. Each bottle size pairs with a particular gas-can size to take the guesswork out of mixing fuel.



For larger SABER Professional package sizes, mix the indicated volume of oil per gallon of gas to achieve the mix ratios shown.

MIX	RATIO	OIL	FUEL
Conventional	32:1	4.0 oz.	1 U.S. GAL
Conventional	40:1	3.2 oz.	1 U.S. GAL
Conventional	50:1	2.6 oz.	1 U.S. GAL
Conventional	80:1	1.6 oz.	1 U.S. GAL
SABER® Ratio™	100:1	1.3 oz.	1 U.S. GAL
METRIC			
Conventional	32:1	125 mL	4 Litres
Conventional	40:1	100 mL	4 Litres
Conventional	50:1	80 mL	4 Litres
Conventional	80:1	50 mL	4 Litres
SABER® Ratio™	100:1	40 mL	4 Litres



Thanerssen Reddy
AMSOIL Distributor,
RTS Performance

DISTRIBUTOR SPOTLIGHT

The South African market has been dominated by mineral oils and only recently opened its eyes to the benefits of synthetic lubricants. The founder of RTS Performance, Thanerssen Reddy, is an avid car enthusiast with an eclectic collection of cars and “bakkies” (light trucks). His sheer passion for the internal-combustion engine and a dire lack of premium 100% synthetic lubricant options in South Africa inspired his decision to bring innovation to the market and become an AMSOIL Distributor.

Due to its distance from the United States, RTS Performance forged new relationships with South African support industries to deliver the high service levels that AMSOIL customers expect. The company distributes AMSOIL products through a network of sub-distributors that have firsthand knowledge and experience in the automotive enthusiast space.

“We take pride in finding ‘car-crazy’ people.”

Thanerssen Reddy
AMSOIL Distributor,
RTS Performance

Bringing AMSOIL products to market was an uphill battle because African countries usually import petroleum products from the East (not the West). Bureaucracy was a thorn in its side, but RTS Performance persevered through hundreds of emails and countless phone calls to obtain the proper permitting, and it received its first shipment of AMSOIL products in early 2023.

After finding immediate success, they ordered an entire container of the most popular AMSOIL products in late 2023, including AMSOIL Signature Series Synthetic Motor Oil, AMSOIL Extended-Life Synthetic Motor Oil, AMSOIL Signature Series Synthetic Automatic Transmission Fluid and AMSOIL OE Synthetic Automatic Transmission Fluid. Every customer had positive feedback,

including quieting of V8 lifters and gearboxes that provided more direct shifting with a smoother feel. The RTS Performance team experienced notable improvements in engine performance in their fleet of vehicles and in Reddy’s personal collection of vehicles.

The RTS team stated the biggest challenge they face is customers comparing AMSOIL products to cheap lubricants with inferior design and additive packages. They sometimes find conversations difficult because long-term performance often takes a backseat to initial cost, which they consider penny wise and pound foolish. Overcoming an overly price-conscious mindset requires the RTS team to be diligent about explaining the benefits of premium AMSOIL lubricants, and they



“Our greatest tool is educating customers on the advantages of AMSOIL products.”

Thanersen Reddy
 AMSOIL Distributor, RTS Performance

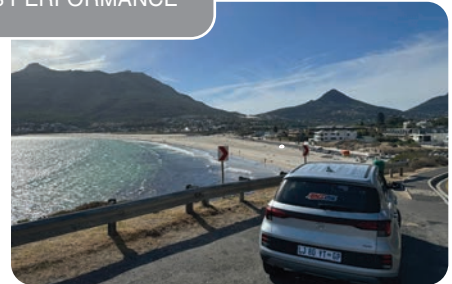
have continuously proven that the greatest tool for success is customer education.

Educating people about the advantages of using highly engineered synthetic lubricants is a priority for the company, and it is challenging in this emerging market that other manufacturers have ignored. Most locals, even auto enthusiasts, haven't had any exposure to AMSOIL products, so plans for growth involve placing the AMSOIL brand in people's minds. RTS Performance is currently targeting online advertising and automotive events throughout South Africa to attract more internal-combustion enthusiasts.

Its grassroots initiatives include sponsoring local sports teams to help the less fortunate get started in team sports, including cricket, soccer and field hockey. It also supports local food banks to help feed the most vulnerable in their surrounding communities.

With its level of commitment and motivation, combined with a keen understanding of the local market and its target customers, we expect RTS Performance will continue to dominate the market for synthetic lubricants in South Africa.

Distributor Spotlight
 COUNTRY: SOUTH AFRICA
 COMPANY NAME: RTS PERFORMANCE



MOTOCROSS SPONSORSHIPS BUILD BRAND AWARENESS

AMSOIL partners with multiple dirt-bike race series to build brand awareness and provide expanded opportunities.

Amateur National Motocross Championship

The world's largest and most prestigious amateur motocross racing program, with 51 local qualifiers and 18 regional championships spread across the United States. The national final is held in August at the Loretta Lynn Ranch in Hurricane Mills, Tenn.



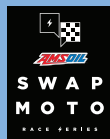
Grand National Cross-Country (GNCC)

For 13 weekends a year, America's premier dirt-bike and ATV racing series draws thousands of fans and upward of 1,500 racers. Weekend warriors compete against veteran riders on some of the toughest off-road terrain in the sport. Win or lose, pro or amateur, GNCC is all about rider against terrain.



Swapmoto Race Series

A unique and affordable grassroots dirt-bike racing series that is dominant in Southern California. With 72 classes for riders of all ages and levels of experience, low entry fees and youth discounts, anyone with a dirt bike can compete on some of the best tracks in the country.



Specialized Products for Dirt Bikes

AMSOIL provides a full line of specialized products engineered for dirt bikes. Whatever your customers ride, we have products they can depend on for maximum performance on the track or trail. Many riders struggle due to inconsistent clutch performance. AMSOIL Dirt Bike Oil is dialed-in for exceptional clutch feel, delivering the confidence riders need to get out front.



Search "How to Improve Clutch Feel" on our YouTube channel at youtube.com/amsoilinc or scan the code to watch the video. Use it to help when interacting with customers.



May Closeout

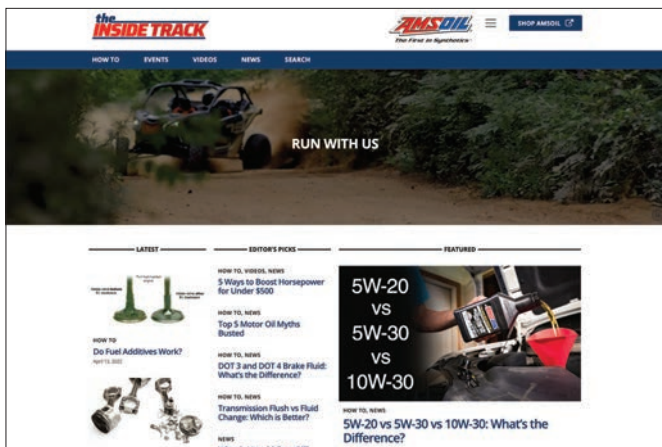
The last day to process May orders is Friday, May 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for May business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Thursday, June 6.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 27 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 20 for Victoria Day.

AMSOIL Metric Motorcycle Oil Line Expanding in June

AMSOIL 5W-40 100% Synthetic Metric Motorcycle Oil joins the AMSOIL Metric Motorcycle Oil line in June. It is recommended for applications specifying 5W-40, including BMW,* Piaggio,* Aprilia,* Vespa* and Can-Am.* See the June *AMSOIL Magazine* for more information.



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.

New Partnership with FNA Group Set to Expand Brand Awareness

Through an exciting new partnership, AMSOIL will now supply motor oil for all new pressure washers manufactured by FNA Group. FNA Group makes pressure washers under several brands, including Simpson, Delco, Power Washer, AAA and OEM Solutions. Each new pressure washer manufactured by FNA will now include one 16-oz. bottle of AMSOIL OE Synthetic Motor Oil in the box.

Why OE?

FNA Group was using a conventional product before partnering with AMSOIL. OE Synthetic Motor Oil is a significant step up in protection and performance for FNA Group at the right price point. While OE Synthetic Motor Oil will do the job well, our standard, top-tier recommendation for these applications remains AMSOIL Synthetic Small-Engine Oil, which features a formulation dialed in for small engines and provides more robust protection and longer service life. Customers who want to continue using OE Synthetic Motor Oil in their pressure washer can continue doing so with complete confidence in the excellent protection they will receive from OE. Those who want a step up in protection should consider AMSOIL Small-Engine Oil.

OE in a 16-oz. Bottle?

We developed this unique packaging option exclusively for FNA Group. It is not available for purchase by Dealers or customers. That may change over time if there is significant demand for motor oil in 16-oz. bottles.

What's in it for our Dealers?

Many FNA consumers will be exposed to AMSOIL products for the first time when they purchase a pressure washer, all of whom are likely do-it-yourselfers or contractors and squarely in our target markets. You now have an opportunity to capture the service-fill oil sales for these units and engage these customers to sell them AMSOIL products for their vehicles and other equipment.

Coming Soon: AMSOIL Car Care

AMSOIL Car-Care products are coming in late May. The new ultra-premium car-care line will feature three products engineered to help vehicles shine brighter and last longer: AMSOIL High-Foam Car Shampoo, AMSOIL Ceramic Spray and AMSOIL Interior Detailer. Watch for details in the June *AMSOIL Magazine*.

AMSOIL MARINE ENGINE OIL NOW AVAILABLE IN 1-GALLON CONTAINERS

AMSOIL Marine Engine Oil (WCT, WCF, WCM) is engineered for superior performance and protection in marine applications, and it is now available in 1-gallon (3.78-liter) containers for boats with larger sumps.

Protects Against Wear

Marine engines operate under high loads for extended periods. AMSOIL Marine Engine Oil is designed with excellent shear stability to deliver a consistent lubricating film that helps guard engine components from wear for maximum life.

Fights Rust

Marine engines face constant exposure to wet environments that cause rust and corrosion, which can reduce engine power, damage engine components and eventually cause catastrophic failure. AMSOIL Marine Engine Oil is fortified with potent inhibitors that guard against damaging rust and corrosion.

NMMA Certified

AMSOIL Marine Engine Oil is certified by the National Marine Manufacturers Association (NMMA) for use in gasoline-fueled four-stroke outboards, inboards, sterndrives and personal watercraft, and meets the API SM and NMMA FC-W Catalyst Compatible specifications.



Warranty

AMSOIL Marine Engine Oil is Warranty Secure,[®] keeping your factory warranty intact. It is a high-performance replacement for vehicle manufacturer-branded products, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*

The new gallon containers are not available in Canada.





The First in Synthetics®

ISO 9001/ISO 14001 REGISTERED

Questions/Comments

international@AMSOIL.com

On the Web

- AMSOIL.com
- AMSOIL.eu
- AMSOIL.lat
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- AMSOIL.fr
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AMSOIL is the Official Oil of the 84th Sturgis Motorcycle Rally, Aug. 2-11, 2024.



AMSOIL is the Official Oil of the 83rd Daytona Bike Week, March 1-10, 2024.



Motorcycles generate extreme heat that can destroy motor oil and lead to engine and transmission wear. AMSOIL motorcycle products are engineered to help bikes run cooler, providing smooth, confident shifts and maximum engine performance and protection, **no matter what you ride.**

AMSOIL is the Official Oil of the 101st Laconia Motorcycle Week, June 8-16, 2024.



Quickly find the right AMSOIL products for your bike with our Motorcycle Lookup.

Don't choose just any oil. Make it official.

