

AMSOIL®

► DISTRIBUTOR EDITION

MAGAZINE

JUNE 2024



INTRODUCING AMSOIL CAR CARE

| PAGE 8

Overkill is Underrated | PAGE 12

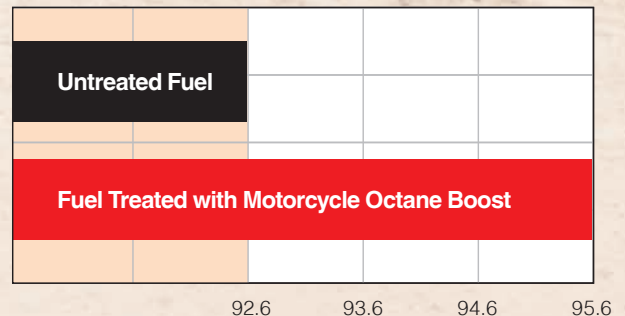


AMSOIL MOTORCYCLE OCTANE BOOST (MOB)

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



92.6 93.6 94.6 95.6

Research Octane Number Increase



STAFF

International Department

- Laurent Leduc
- Amber Gurske
- John Zhang - Asia
- Rachid Fatmi - Middle East/India
- Lucy Ibanez - Latin America/Caribbean
- Timur Pankov - Europe
- Mohamed Dadabhay - Africa

Ordering and Sales Coordination

Dan Maki

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

- David Hilgendorf
- Brad Nelson
- Tiffany Tenley
- Jamie Trembath
- Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

- Garret Gibeau
- Len Groom
- Keith Montgomery
- Sara Oettinger
- Alex Thompson

Editorial Contribution

Alex Thompson

On the Web

- AMSOIL.com
- AMSOIL.eu
- AMSOIL.lat
- AMSOIL.africa
- AMSOIL.asiapacific.com
- AMSOIL.fr
- AMSOIL.co.in
- AMSOIL.ca

Questions/Comments

international@AMSOIL.com

Chairman & CEO

Alan Amatzio

President

Bhadresh Sutaria

© 2024, AMSOIL INC.

All rights reserved.

FEATURES

- 8 Introducing AMSOIL Car Care
- 10 New AMSOIL 5W-40 Synthetic Metric Motorcycle Oil
- 12 Overkill is Underrated
- 13 Diesel Partnerships Build Brand Awareness
- 14 Distributor Spotlight

DEPARTMENTS

- 4 From the Chairman
- 6 Letters to the Editor
- 7 Tech Talk
- 16 Centerlines and Updates

ADVERTISEMENTS

- 2 AMSOIL Motorcycle Octane Boost (MOB) Maximizes Power & Efficiency
- 5 AMSOIL Marine Engine Oil Now Available in 1-Gallon Containers
- 11 Turn More Heads
- 17 Official Oil

THE COVER

Our new, premium AMSOIL Car-Care line expands your product portfolio, helping you open doors and win new sales.





From the Chairman

My first job at AMSOIL was as a mechanic, and our lead mechanic then was Bruce Haugdahl. That isn't really the correct title for him; Bruce was supremely talented and a bona fide genius, and he lent his many talents to us in several ways. I'll give you an example. My father had an expensive clock that quit working and he went to great lengths to have it repaired. After repeatedly striking out, he sent it to the manufacturer in Germany. They examined it and returned it with apologies, stating that it was impossible to fix the clock. Well, he shared the story in conversation with Bruce, who said, "let me take a look at it." He fixed it. Bruce possessed a rare combination of intelligence and ingenuity that I have not encountered in another person. He was my mentor when I worked in the shop and I learned a great deal from him about mechanical things.

One of the philosophies he reinforced was the appreciation for heavy-duty/quality items. Don't buy cheap, throwaway items; buy things that are meant to last. Today, we tend to think if something is "heavy-duty" it is big and bulky. That can be true, but "heavy-duty" really refers to an item's duty service rating, or the severity of service something is expected to operate under and fulfill its performance requirements. Going the standard-duty route saves you a couple bucks upfront, but over the long term it is pennywise and dollar dumb. Genuine heavy-duty items are stronger, longer

lasting and made from better materials, all of which speak to higher quality.

Our lubricants are built with that heavy-duty service philosophy. Seal conditioners provide a good example. Seals are elastomers that hold lubricants in and contaminants out. They are made from a rubber compound that can get hard, brittle, shrink and crack, which creates a leak. Conversely, if they get too soft, they will tear. Lubricants must contain the proper seal conditioners to ensure seals will last a long time. Seal softness is measured on a range called a durometer scale. Seal conditioners that provide a durometer rating from -3 (softer) to 5 (harder) are considered acceptable. We once had a chemical supplier present technology to us that scored 5 on the scale. I expressed concern that the chemistry was right on the edge and barely passed. They said, "a pass is a pass." Not around here it isn't. That's not how we do things.

High-quality seal conditioners are expensive. We spend the extra money to ensure our lubricants keep seals in the best possible working condition. I am still a mechanic at heart. I have changed axle seals and know how much effort is required to replace them. I would much rather install a lubricant that provides the heavy-duty protection needed to ensure my seals remain in good condition than ever do that job again.

That is our mindset when we design AMSOIL lubricants. We only use the good stuff. That is only part of the

story, however. Our formulary designs extend beyond using only the best raw materials. Our formulation team includes chemists, chemical engineers and mechanical engineers to ensure a comprehensive design that considers all aspects of mechanical and chemical technology, plus my stamp of approval. We combine the best raw materials and a thorough understanding of the application requirements to determine the precise level of protection and performance the application needs, then build in more.

What does that mean for you? It means you aren't selling off-the-shelf lubricants designed to barely pass industry standards with "good enough," standard-duty chemistry. You're selling AMSOIL lubricants designed for heavy-duty service with heavy-duty chemistry. You're selling insurance to protect against unnecessary failures and repairs. How much does a seal replacement cost? The small extra cost of AMSOIL gear oil is nothing compared to the cost and hassle of replacing seals. Every AMSOIL product is designed with this heavy-duty philosophy so our customers get what they are really paying for when they buy our lubricants – confidence and peace of mind.

Alan Amatuzio
Chairman & CEO

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.



LETTERS TO THE EDITOR

BOTTLE CAPS

My recent order of mixed items, shipped from the Nevada Distribution Center, included two bottles of Quickshot.® The caps on both bottles had vibrated loose and fell off during shipment. The inner seal, for the most part, held up but did allow for a small amount of leakage. In the past approximately three years, I have experienced this two other times (with Quickshot and P.i.®). I can only assume that the automated process that secures the caps at your bottling facility failed to run it down all the way to engage the locking tabs. I wanted to call this to your attention.

Thank you for looking into this matter.

Regards,

Edward Frank

AMSOIL: Thank you for sharing your experience, Edward. This issue is rare, but unacceptable nonetheless. We have kicked off a corrective-action project through our quality-control process to ensure it is addressed.

COMMERCIAL CATALOG

Please tell me why AMSOIL decided to discontinue the G3469 Commercial Catalog with pricing and replace it with the G3798 Commercial Catalog with no pricing. You kept the G3520 Retail Catalog with pricing. This makes no sense at all.

If you want us to go out into the field and approach prospective commercial accounts, we need the proper ammunition. I do this with the G3520. In my opinion, a prospect is not going to the internet to look up pricing on products. They want to see pricing on the spot while they're at lunch, sitting in their dump truck, driving while a colleague thumbs through it, maybe at home sitting in his lounge chair, etc. Get the idea?

If you are going to keep the G3798, then add pricing. It can't be that difficult.

Every year for the past 20 or more, I send ordering accounts (both retail and commercial) an updated catalog, along with a calendar and a very nice typed "thank you" letter. I sent 60 out

in December 2023. Some got the new G3798 as I ran out of the G3469.

Thanks for your time.

James M. Peszko, PE

AMSOIL: Great question, James. With 60 active accounts, you certainly have an effective process in place. We have found that when pursuing commercial business, when and how pricing is presented can mean the difference between success and failure. We've learned that showing pricing too early in the sales process often prevents Dealers from moving beyond a price discussion. It doesn't allow Dealers time to understand their prospects' businesses and demonstrate how AMSOIL products can help them improve their profits. In addition, leaving catalogs with pricing behind for prospects to peruse usually fixates them on the listed prices; they often don't understand the volume discounts they could receive. For those reasons, we encourage Dealers to follow the AMSOIL Sales Process and present pricing later, using the EZ Quote form. Details about the AMSOIL Sales Process and the recommended resources can be found in the Dealer Zone under Commercial Business Tools. The AMSOIL Sales-Process Roadmap, in particular, is a great resource to help become more familiar with the AMSOIL Sales Process. In your situation, James, we suggest sending established accounts a copy of the U.S. Wholesale Price List (G3500) instead of a catalog.

OFFSEASON STORAGE

I enjoyed the article by Alex Thompson in the April AMSOIL Magazine about oil degrading over time. In previous issues, there was discussion about spring maintenance to get motorcycles and other toys ready after the winter. But wouldn't it be better to store them with fresh oil to minimize impact of contaminants during storage? Or does it make little difference?

Thanks!

Anthony Sevigny

AMSOIL: We're glad you enjoyed the April Tech Talk column, Anthony. Yes, we recommend changing oil in seasonal four-stroke equipment prior to storage. Used oil contains acidic byproducts, moisture, fuel and other contaminants that can damage metal surfaces if allowed to sit in the engine for months without operation. For best protection, drain the used oil from the engine prior to storage and install fresh oil.

5W OILS

The "5W-20 vs 5W-30 vs 10W-30: What's the Difference?" Inside Track article published Dec. 16, 2021 states that 5W oils are tested at 40°C (104°F).

As we all remember from AMSOIL University, 5W oils are tested at -30°C in the SAE J300 Cold Crank Simulator test, and an oil only passes if its dynamic viscosity does not exceed 6600 cP. Additionally, pumpability is tested at -35°C.

Why has it taken more than two years for anyone to notice this mistake? Great question for the next staff meeting.

Cheers,

John Sturm

AMSOIL: You are correct, John. While AMSOIL tests products at multiple temperatures, the "W" rating is established using the ASTM D5293 Cold Crank Simulator, where a 5W oil's viscosity must not exceed 6,600 cp at -30°C (-22°F), and its pumpability must not exceed 60,000 cP at -35°C (-31°F). Thank you for bringing this to our attention. The article has been corrected.

Email letters to:
letters@AMSOIL.com

Or, mail them to:
AMSOIL INC.
Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

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



Alex Thompson | PRODUCT MARKETING MANAGER – AUTOMOTIVE

There are four basic types of wear.

Fortunately, all four can be controlled with quality lubrication.

In 2023, the average cost of a new vehicle in the U.S. was over \$48,000, while the average cost of gasoline was \$3.52 a gallon. The price of vehicle ownership has clearly risen over the past decade, and it's no wonder people are hanging onto their vehicles longer than ever. In fact, according to the Bureau of Transportation Statistics, the average age of passenger cars and trucks on the road in 2023 was 12.5 years, compared to 11.4 years in 2013. As more people look to keep their vehicles longer, more of them learn that, without proper maintenance, vehicles might not last as long as they'd like. It is up to drivers to protect their investments.

There is little more detrimental to your vehicle's engine than wear, and lubricating oils are your first line of defense. Numerous factors contribute to engine wear, but all can be categorized as one of the following four basic wear mechanisms: abrasive, corrosive, adhesive and fatigue.

Abrasive wear is caused by foreign particles entering the engine, most commonly soot and dirt. Once inside the engine these particles become trapped between moving parts – the piston and cylinder, for example – and grind against their metal surfaces. Wear particles act as sandpaper, continuously rubbing and wearing away metal surfaces by rupturing the oil film separating moving engine parts, resulting in particle-to-metal contact.

Abrasive wear commonly occurs when dirt or other contaminants enter the engine through the air intake system. These contaminants cause excessive wear on rings, pistons and cylinders.

Increased cylinder and ring wear can cause blow-by, which decreases compression and causes loss of power. An efficient filtration system can help prevent abrasive wear by blocking contaminants that would otherwise enter the oil sump and find their way into the system.

Corrosive wear is the result of chemical attack. Combustion byproducts introduce acids into the oil sump. If unaddressed, these acids can build up in the system and oxidize or corrode the surface of sensitive areas, including lead- and copper-lined bearings and other soft yellow-metal surfaces. As the surfaces begin to corrode, they weaken and in severe cases, oxidized metallic fragments can break free and become abrasive wear particles, compounding the impact.

The most commonly recognized mechanism is adhesive wear, which occurs when metal surfaces come in contact under conditions of high load, speed or temperature. Surface irregularities, called asperities, touch and weld momentarily, then break off as the surfaces separate. The load applied to the two points of contact is so high that they bend and adhere to one another. Rough metal surfaces with larger microscopic hills and valleys are more susceptible to this type of wear. Adhesive wear can result in scuffing, scoring or seizure.

Fatigue wear originates from situations where the lubricating film is in place, but recurring stress like vibration or shock-loading causes cracks or pits over time. This is a common type of wear found in equipment that frequently starts and stops or changes speeds. Fatigue wear can develop

in rolling element bearings as they pass over a stressed area repeatedly and, ultimately, develop cracks that release small bits of metal over time, leaving holes or pits in the surface. These holes or pits grow and connect, resulting in large losses of surface metal and catastrophic damage.

Regardless of equipment type, bearings, gears and cylinders are susceptible to wear, and thus require high-quality lubricant protection. Choosing the proper viscosity for your oil will aid in wear protection by reducing the likelihood of metal-to-metal contact. A full-synthetic base oil provides a naturally higher viscosity index for improved shear stability, again helping to reduce wear by maintaining proper viscosity. Oil film strength is also a key wear-protection property. Adequate film strength provides a lubricant barrier between moving parts, ensuring friction is greatly reduced.

The ability to identify the symptoms of each mechanism is important in order to diagnose both mechanical and lubrication issues. AMSOIL synthetic lubricants offer outstanding wear prevention to help vehicles last longer, which is something an increasing number of consumers are interested in.

INTRODUCING AMSOIL CAR CARE

AMSOIL car-care products are engineered with advanced technology to deliver powerful cleaning action that helps vehicles shine brighter.

AMSOIL is known for formulating superior synthetic lubricants that deliver optimum protection and performance. Now, we put the same attention to detail and commitment to quality into a new line of car-care products. The result: AMSOIL Car Care, a line of high-performing cleaners and protectants that deliver a superior car-care experience through advanced, specialized formulations. AMSOIL Car Care includes AMSOIL High-Foam Car Shampoo, AMSOIL Ceramic Spray and AMSOIL Interior Detailer.

AMSOIL High-Foam Car Shampoo

Powerful pH-neutral formulation delivers exceptional cleaning action without harming coatings and finishes. Unique, hybrid technology of surfactants, cleaning agents and degreasers provides optimal foaming action to lubricate surfaces and lift contaminants away.

- High-foam formula is hard on dirt, but gentle on coatings and finishes.
- Anti-static to help repel dust and small debris.
- Prevents water spots.
- May be used with bucket, foam gun or foam cannon.

AMSOIL Ceramic Spray

Advanced SiO₂ ceramic technology enhances gloss and protects painted and plastic surfaces for up to 12 months with a simple spray-on, wipe-off application. Designed with extreme hydrophobicity to repel water, enhance gloss, prevent water spotting and reduce drying time.

- Easy application.
- Repels water.
- Enhances gloss.
- Protects against UV rays.
- Requires no cure time.

AMSOIL Interior Detailer

Cleans and restores like-new luster on plastic, trim, dashes and displays without streaks or greasy residue. Formulated with odor-trapping technology that's free from dyes, films and silicone. Safe on all surfaces, including plastic, trim, dashes and displays.

- Multi-surface use.
- UV protection for 90 days.
- Traps and eliminates odors.
- Available in light-lemon and unscented varieties.



Can I wash my car in direct sunlight?

It's best to wash your car in a shaded area to prevent the water and soap from drying too quickly and leaving water spots.

What should I do if soap dries on my vehicle?

Start the wash process over to ensure all streaks are removed.

Are there any concerns with using too much AMSOIL High-Foam Car Shampoo?

No, our recommended mix ratio provides the best combination of value and foam. Overtreating will increase foam density, but will not cause harm.

Are there any concerns with using too little AMSOIL High-Foam Car Shampoo?

Yes, our recommended mix ratio provides the best combination of value and foam. Undertreating will reduce its ability to effectively lift dirt and lubricate surfaces throughout the wash process, increasing the risk of scratching.

What does anti-static mean?

Anti-static is a feature that reduces the attraction of dust, pollen and other contaminants on treated surfaces.

What is the best way to clean the interior of a car?

Spray AMSOIL Interior Detailer and wipe away with a microfiber towel.

Can I use household cleaning products to clean the interior of my car?

It's not recommended. Household cleaning products may not be safe for use on car interiors and may damage the surfaces.

What if I get AMSOIL Ceramic Spray on plastic trim?

Unlike waxes that can dry white, AMSOIL Ceramic Spray is compatible with these surfaces and will not stain.

How do I remove stubborn dirt and debris from the interior of my car?

Use AMSOIL Interior Detailer and agitate with a soft bristle brush for stubborn stains. Depending on the severity of the dirt and debris, you

may need to take the vehicle to a professional for assistance.

Is AMSOIL Ceramic Spray a quick detailer?

No, there are no cleaners in AMSOIL Ceramic Spray. It is intended to be applied to a clean vehicle.

You advertise that AMSOIL Ceramic Spray provides "up to" 12 months of protection. What affects the lifespan of the coating?

Life expectancy depends on environment conditions. Road salt and excessive dust and dirt can reduce coating life. Re-apply to your liking; there is no concern with overtreatment.

Will these products freeze in cold temperatures?

Yes, store AMSOIL Car-Care products in temperatures above freezing. Freezing will not damage the products' effectiveness, however. Once thawed, they will function as originally intended.



New AMSOIL 5W-40 Synthetic Metric Motorcycle Oil

The AMSOIL motorcycle product line is growing again. New AMSOIL 5W-40 Synthetic Metric Motorcycle Oil (MMF) is specifically engineered for popular modern motorcycles, including BMW* R 1250 GS* and R 1300 GS,* Aprilia,* Benelli,* Can-Am,* Husqvarna,* Moto Guzzi* and other models specifying a 5W-40 viscosity.

Metric motorcycles are designed to deliver maximum performance and responsiveness, with engines that often surpass 10,000 rpm. A crankshaft spinning that fast can cause oil to foam, reducing its ability to protect internal engine parts against wear. Plus, metric motorcycle oils serve dual purpose as clutch lubrication, which requires oil that promotes smooth shifts. And metric touring and ADV bikes are built for long, cross-country trips that benefit from extended drain intervals.

AMSOIL Synthetic Metric Motorcycle Oil is specifically engineered to protect metric motorcycles, helping them run cleaner and cooler and shift smoother. By maximizing performance and responsiveness, riders enjoy thrilling delivery of power, torque, acceleration and cornering ability. Providing drain intervals up to twice the bike manufacturer's recommendations, riders can also confidently wander far from home.



WARRANTY[™]
SECURE

- Superior wear protection.
- Smooth, confident shifts.
- Maximum performance.





Turn More Heads

INTRODUCING AMSOIL CAR CARE

AMSOIL car-care products are engineered with advanced technology to deliver powerful cleaning action that helps vehicles shine brighter.

AMSOIL High-Foam Car Shampoo

Powerful pH-neutral formulation delivers exceptional cleaning action without harming coatings and finishes.

- Hybrid technology of surfactants, cleaning agents and degreasers.
- Optimal foaming action lubricates surfaces and lifts contaminants away.
- Anti-static.
- Prevents water spots.
- May be used with bucket, foam gun or foam cannon.



AMSOIL Ceramic Spray

Advanced SiO₂ ceramic technology enhances gloss and protects painted and plastic surfaces for up to 12 months with a simple spray-on, wipe-off application.

- Easy application.
- Repels water.
- Enhances gloss.
- Protects against UV rays.
- Requires no cure time.



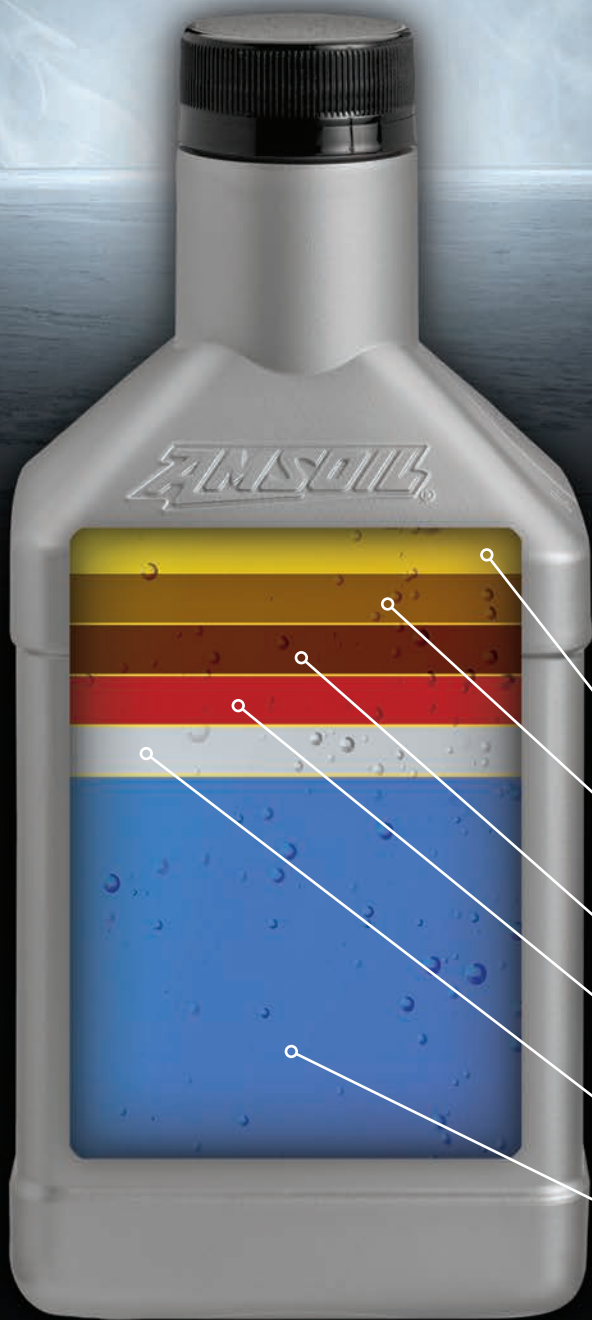
AMSOIL Interior Detailer

Cleans and restores like-new luster on plastic, trim, dashes and displays without streaks or greasy residue.

- Safe on all surfaces.
- 90-day UV protection.
- Formulated with odor-trapping technology that's free from dyes, films and silicone.
- Available in light-lemon and unscented varieties.



See the full article on pp. 8-9.



OVERKILL IS UNDERRATED

When you buy standard-service equipment, you get standard-service performance. AMSOIL lubricants are formulated with top-quality raw materials to deliver maximum protection, performance and peace of mind. Because when it comes to protection, we believe overkill is underrated.



VISCOSITY MODIFIERS

Shear stable to maintain viscosity for reliable protection.

BOOSTED DETERGENCY

Envelop particles and cling to contaminant surfaces. Boosted levels to quickly neutralize acids. Perform in high temperatures to keep components clean.

ROBUST ANTI-WEAR PACKAGE

Prevent wear on critical components.

EXTRA DISPERSANTS

Quickly attack particles to prevent agglomeration and sludge. Form strong bonds to contaminants to ensure dispersion throughout the oil.

OXIDATION INHIBITORS

Help control viscosity, prevent deposits and aid extended drain intervals.

THE BEST SYNTHETIC BASE OILS

Long lubricant life. Excellent performance in extreme heat and cold. Strong foundation for protection and performance.

THE COMPETITION

CHEAP VISCOSITY MODIFIERS

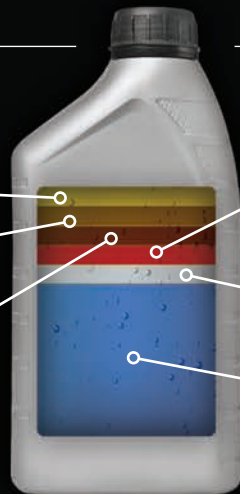
Shear easily to allow oil to quickly fall out of viscosity grade and deliver unreliable protection.

FEWER, CHEAPER DETERGENTS

Fail to cling to contaminants. More deposits. More acid. Lower performance in high temperatures. Shorter drain intervals. LSPI concerns.

JUST ENOUGH ANTI-WEAR ADDITIVES

Enough wear protection to pass minimum requirements. Not enough to prevent wear in severe service.



MINIMUM DISPERSANTS

Slow to engage particles, allowing for agglomeration and sludge. Weak adherence to contaminants for poor dispersion.

CHEAPEST OXIDATION INHIBITORS

Poor viscosity control, more deposits, shorter drain intervals.

THE CHEAPEST BASE OIL OPTION

Underperformance in heat and cold. Shorter lubricant life. Weak foundation for protection and performance.

Diesel Partnerships Build Brand Awareness

Diesel enthusiasts represent a significant market, and we've partnered with some exciting series and events to help connect with diesel enthusiasts, grow the AMSOIL brand and help Dealers succeed.

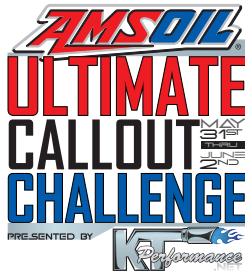


The Truck Show Podcast

AMSOIL recently partnered with popular podcasting duo Jay "Lightning" Tilles and Sean P. Holman from the long-running "The Truck Show Podcast with Lightning and Holman." Boasting nearly 350 episodes and going into its seventh season as the number-one truck-enthusiast podcast, The Truck Show is a weekly look at the world of trucks, including lifted, lowered and everything in between.



Lightning and Holman have proudly used AMSOIL products in their own vehicles for years, and they helped facilitate AMSOIL partnerships with Banks Power and the Diesel Power Challenge. AMSOIL will partner with the show on AMSOIL product integration and guest selection. With 330,000 downloads last year, The Truck Show Podcast provides excellent exposure in the diesel world.



AMSOIL Ultimate Callout Challenge

MAY 31-JUNE 2, 2024

AMSOIL enters its fourth year as the title sponsor of the AMSOIL Ultimate Callout Challenge (UCC) in Indianapolis. UCC is a nationwide "callout" to owners and builders of some of the biggest diesel-powered hot rods in the country to come together for a three-day competition in drag-race, sled-pull and dyno events. Boasting more than 30,000 attendees and invaluable media coverage, UCC provides excellent exposure to diesel enthusiasts from all over the nation.

AMSOIL-sponsored influencer and competitor Greg Alberalla placed 4th overall at UCC last year. He'll look for another top finish with his flagship truck at this year's event.



Diesel Motorsports

AMSOIL is now the Official Oil of Diesel Motorsports, the only SFI-licensed pickup-truck sanctioning body, providing family friendly diesel-drag-racing, sled-pulling, dyno and truck-show events. With seven high-profile events in six states, Diesel Motorsports produced over 480 million impressions in-person and across magazine articles, editorials, radio, internet and social media in 2023, providing valuable exposure to diesel enthusiasts.

Upcoming Events

EAST COAST DIESEL NATIONALS

June 22; Numidia, Pa.

THUNDER IN MUNCIE

Aug. 10; Gaston, Ind.

HORSEPOWER FESTIVAL

Sept. 21; Oskaloosa, Iowa

ROUTE 66 PERFORMANCE EXPO

Oct. 12; Lebanon, Mo.

PRI SHOW

Dec. 12-14; Indianapolis



Check out **The Truck Show Podcast S2, E8: Have You Heard? Brad Lovell Takes Lightning For A 100-mph Ride In The Bronco DR.**





DISTRIBUTOR SPOTLIGHT

In 2018, the United Bearing Industrial Corporation (UBIC) was seeking a quality lubricant brand for which they could become the sole distributor in the Philippines. While comparing competing products, UBIC discovered AMSOIL offered a wider product selection with superior quality and more professional branding.

AMSOIL stood out right from the start, but it was the level of professional communication, superior marketing support program and distributor support that convinced UBIC there was no alternative. UBIC's strategic vision is driven by quality products and exceptional customer service, which convinced AMSOIL of the company's operational capability and commitment to a strong partnership.

"The AMSOIL marketing program is the best we've encountered."

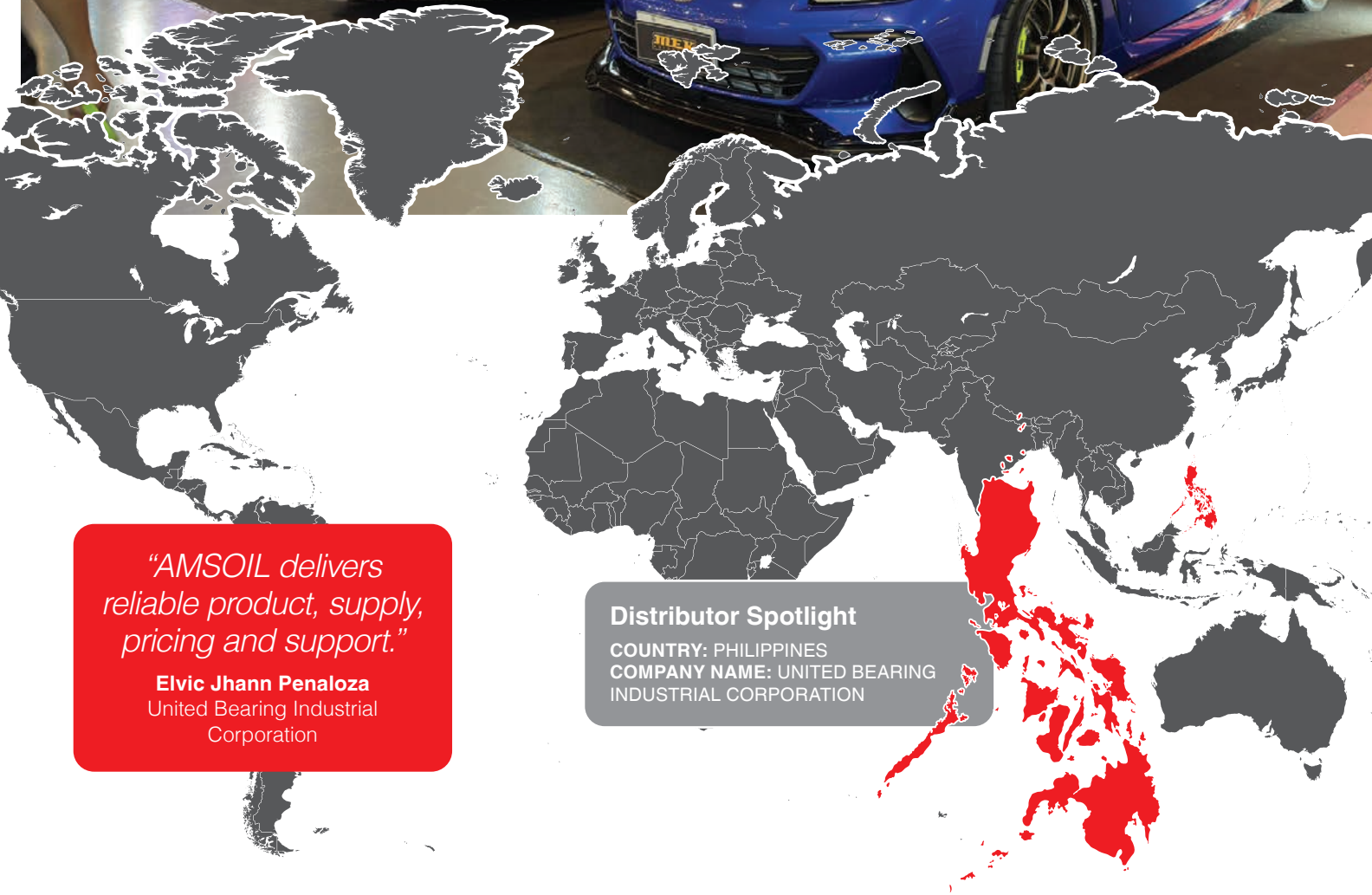
Elvic Jhann Penalosa
United Bearing Industrial Corporation

In addition to assuming wholesale distribution, UBIC immediately started targeting service shops before eventually adding retail locations. Its key marketing tool has been establishing a network of AMSOIL resellers across the entire country, increasing brand recognition and enabling it to reach customers faster. The company employs a nationwide team of sales agents who actively support existing customers and seek out potential new customers, preferring face-to-face interaction over phone and email.

Trust plays a key role in the company's ease of adding new customers; UBIC maintains pricing equality that supports all AMSOIL resellers instead of creating direct competition. Implementing a minimum advertised price (MAP) policy resulted in all AMSOIL resellers maintaining fair and healthy margins compared to competing products.

The biggest initial challenge to growth was brand recognition. UBIC actively educates customers that the correct lubricant is based on vehicle-manufacturer specifications rather than using a single lubricant for all vehicles. Its customers love the quality and reliability of AMSOIL products, and after switching, nearly all customers stick with them.

To continue expanding the AMSOIL business, UBIC is currently focused on extensive social-media ad campaigns combined with sponsorships and a continued presence at major tradeshows. The leadership team is eager to penetrate the price-sensitive commercial-vehicle sector by demonstrating the value of premium AMSOIL performance and protection to fleet owners. AMSOIL Diesel Oils are its best-selling products due to a preference for diesel vehicles in the



“AMSOIL delivers reliable product, supply, pricing and support.”

Elvic Jhann Penalosa
 United Bearing Industrial Corporation

Distributor Spotlight
 COUNTRY: PHILIPPINES
 COMPANY NAME: UNITED BEARING INDUSTRIAL CORPORATION



Philippines, so they already have proof of performance to help convince potential commercial customers.

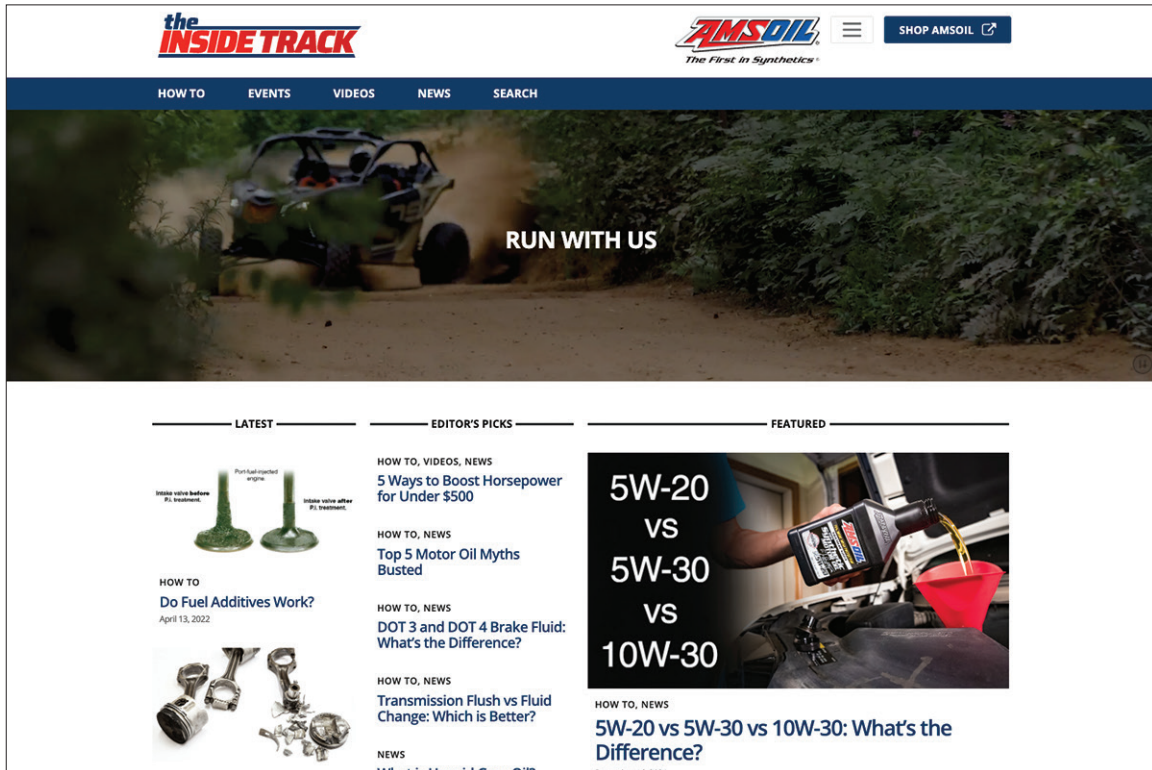
UBIC is grateful for the continued support it receives from AMSOIL. In 2019, AMSOIL conducted a full-scale training for the UBIC sales and marketing team in Manila. In 2022, UBIC V.P. of Logistics and Sales Elvic Jhann Penalosa visited AMSOIL in Superior,

Wis. to tour the facilities and meet with the AMSOIL leadership team.

United Bearing Industrial Corporation's journey as the AMSOIL distributor in the Philippines showcases its dedication, strategic planning and customer-centric approach, emphasizing resilience, innovative marketing and strong partnerships as a gateway to success.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Thursday, July 4 for Independence Day. The Edmonton and Toronto distribution centers will be closed Monday, July 1 for Canada Day.



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.



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
- AMSOILasiapacific.com
- AMSOIL.fr
- AMSOIL.co.in
- AMSOIL.ca

*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 INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA | © 2024, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC. | AMSOIL.com | June 2024

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.

