

AMSOIL[®]

► DISTRIBUTOR EDITION

MAGAZINE

AUGUST 2024



AMSOIL AEROSOLS MAKE GREAT DOOR-OPENERS



Turn More Heads

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.





AMSOIL Aerosols Make Great Door-Openers | PAGE 8

FEATURES

- 8 AMSOIL Aerosols Make Great Door-Openers
- 10 Distributor Spotlight

DEPARTMENTS

- 4 From the Chairman
- 6 Letters to the Editor
- 7 Tech Talk

ADVERTISEMENTS

- 2 Turn More Heads
- 5 AMSOIL Marine Engine Oil Now Available in 1-Gallon Containers
- 13 Specialized Lubricants Engineered for What You Drive and How You Drive

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

Alex Thompson

Editorial Contribution

Len Groom

Back Issues

Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

On the Web

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

Chairman & CEO

Alan Amatuzio

President

Bhadresh Sutaria

© 2024, AMSOIL INC.

All rights reserved.

Printed by Arrowhead Printing
Duluth, MN USA.

Letters to the Editor

AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
letters@AMSOIL.com



From the Chairman

We achieved an exciting milestone last month with the acquisition of Aerospace Lubricants, a specialty-grease manufacturer. This is different from the acquisition of Benz Oil in 2023. Benz Oil is no longer called Benz Oil; it is fully integrated into AMSOIL Industrial. Aerospace Lubricants is a wholly owned, independent subsidiary of AMSOIL and will continue as Aerospace Lubricants, manufacturing specialty greases to serve its current and new customers. AMSOIL is one of those new customers. We are going to invest in Aerospace to help them grow. We are also going to learn from them to help AMSOIL grow in the grease market. Over time, I expect this will result in new grease products for you to sell. Of course, this will also help put an end to the quality and supply issues we've battled with grease over the past couple of years. Now we have a steady grease partner, reliable supply, reliable quality and more control over product development, resulting in a stronger AMSOIL.

Bigger companies often acquire smaller companies with the intention of stripping

them down, taking over and eliminating jobs. That's not what we're doing. We have acquired a new partner and we are providing our operational excellence to help Aerospace grow. The specialty-grease segment of the lubricants market is an area with strong growth potential. The lubricants market overall, however, has faced major headwinds, experiencing an unprecedented 17.6% decline in 2023. Well, I am happy to report that AMSOIL has not suffered any decline. In fact, the company has continued to grow, increasing revenue by 3% over the last fiscal year. While I am disappointed that we did not achieve the 8% growth goal I set last August, I am proud of our results compared to the rest of the industry – in that light, we're beating the market by more than 20%!

Many of the obstacles to growth in the lubricants industry will remain in the year ahead, which will undoubtedly affect our progress; however, I remain confident that AMSOIL will continue to grow. We have an incredible team of experts, strong strategies and a laser focus on tactics that will fulfill

those strategies and make our growth goals reality. There is one more crucial component to our success: you. You help bring these strategies to life in the field, and when we all pull in the same direction, there is no obstacle we can't overcome. I am setting a goal of 7% year-over-year growth for this fiscal year, and I am counting on your help. We have designed strong products specifically to help you increase sales. Everything from our product portfolio to our marketing messages has been carefully crafted based on sound research and feedback from customers and accounts to put you in the strongest position possible. We are going to fight for a bigger market share to grow AMSOIL. What are you going to do? Are you going to fight with me?

Alan Amatzio
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

SYNTHETIC-BLEND OIL

One of the biggest selling points of AMSOIL products is we don't skimp on quality. Selling a lesser-grade, blended oil is a disgrace to the principles of AMSOIL. AMSOIL is not like everyone else's oil, but there won't be much difference if we do what everyone else does. What's next, using a base 3 oil?

Eric Terrill

I've been a Dealer for many years. I feel the gimmick of high-mileage oil and now synthetic blend will not sell as those people are already cruising Walmart* and parts stores.

Hervey Forward

AMSOIL OE Synthetic Motor Oil is a great oil. When it came out, it was less than four dollars a quart. We could compete in the quick-lube market. But now it's seven dollars a quart and we are losing accounts.

I am glad to see new oils coming out that are less expensive. My question is, why call them semi synthetic? Why not call them "full synthetic" like the other oil companies?

If they are priced about the same, won't people think a semi-synthetic oil is not as good as a full synthetic? Also, if you want to compete in the quick-lube market, make an oil that is only available in 55-gallon drums and 275-gallon totes.

Lynn Pabst

I know AMSOIL is coming out with synthetic blends to be cost competitive

with what quick lubes use, to expand our market. But, unless I missed something, all major auto manufacturers are specifying full synthetic and have for a few years already. Isn't the blended oil only going to be for a limited duration in older vehicles? Wouldn't this be a waste of resources that AMSOIL could use for developing other products? I'm unclear as to why this is being done, and I imagine a lot of other Dealers are also.

Herb Wilm

AMSOIL: Thank you for sharing your questions and concerns. In order to grow and thrive, it's important we provide options for the different types of customers in the market. We make the best lubricants on the market and that will never change. While our competition may offer high-mileage oils that are nothing more than a gimmick, AMSOIL High-Mileage Oil provides targeted benefits for customers with high-mileage vehicles that have not used quality oil all along or have an unknown maintenance history. The high-mileage category makes up a significant portion of motor oil sales. We introduced this product to provide Dealers with an option for those customers, and AMSOIL Synthetic High-Mileage Oil has been the most successful new product we have launched in decades. If a customer wants a high-mileage oil and you don't have one to sell, that customer will go find someone who does. The same thing is true for the synthetic-blend category. You are right, Herb, many OEMs are now specifying full-synthetic oils. Not all of them are,

however, and the average vehicle age in the U.S. is almost 13 years, meaning the synthetic-blend market is very viable over this transition period. New AMSOIL Synthetic-Blend Motor Oil is not a full-synthetic motor oil, Lynn. There is a common misconception that "full synthetic" means something different from "100% synthetic." There is no difference. Full = 100%. "Synthetic-blend" indicates the product includes conventional base oils with some amount of synthetic base oils to boost performance. AMSOIL Synthetic-Blend Motor Oil includes more than 50% synthetic content. It provides good protection and performance, but our full-synthetic products provide greater benefits. It is designed to help Dealers gain more sales in the rapidly growing installer market, providing installers with an outstanding option for customers who are accustomed to using conventional oils, but desire better protection and performance. Installers typically offer their customers good-better-best options, along with a high-mileage choice. We design specialized lubricants engineered for what you drive and how you drive, and our goal is to provide the best oil in every category in which we compete. For some people, a high-mileage or synthetic-blend product is the best choice in their mind. With AMSOIL Synthetic-Blend Motor Oil, AMSOIL Synthetic High-Mileage Motor Oil and AMSOIL OE Synthetic Motor Oil in your selling arsenal, you are now equipped to grow sales by supplying installers with best-in-class options they need to serve their customers.

AMSOIL has Acquired Aerospace Lubricants

AMSOIL has acquired Aerospace Lubricants, a grease manufacturer based in Columbus, Ohio. Aerospace designs and manufactures a broad and specialized array of greases for industrial manufacturing operations and private-label customers in automotive, industrial, military, aerospace and consumer markets. Buying Aerospace gives us control over product supply. It also gives us better insights into the product-development process, which should translate into a pipeline of products tailored to our Dealers and customers over time.

Aerospace Lubricants will operate as an independent subsidiary of AMSOIL. It will continue supplying its products and services to Aerospace customers and AMSOIL. This strategic acquisition will not only help ensure consistent grease quality and a consistent supply of AMSOIL grease moving forward, it will also help make AMSOIL a leader in the specialty grease market, making AMSOIL and the Dealer opportunity stronger. We will invest in Aerospace to improve the company's capabilities and capacities to grow grease business for Aerospace and AMSOIL.





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

Conquering Tough Terrain

Why superior oil matters for ATVs and UTVs

Consumers depend on their ATVs and UTVs to be workhorses, simplifying demanding chores and navigating challenging terrain. Whether it's hauling firewood through dense forests, plowing snow or powering through rocky trails, these vehicles are subjected to extreme stress. Pushing an ATV or UTV to its limits can lead to a phenomenon called mechanical shearing. This is when the oil's molecular structure breaks down under pressure, leaving critical engine and transmission components vulnerable to increased friction and premature wear and tear.

The Importance of Viscosity and Shear Stability

The primary function of engine oil is to reduce friction by preventing metal-to-metal contact between moving parts within the engine. Viscosity, a measure of an oil's resistance to flow, helps prevent gear pitting, oil burn-off and oil consumption. Oil that is too thin will not provide adequate lubrication, while overly thick oil can impede power delivery. To protect the engine, oil must maintain a stable viscosity across a wide range of operating temperatures, ensuring optimal lubrication during cold starts, hot idle and high-performance operation.

Shear Happens: Understanding Shearing and its Impact

When oil is subjected to intense pressure within the engine, its molecules experience shearing forces.

Shear: When the oil's molecular structure permanently breaks down under extreme pressure, it loses its ability to maintain a stable viscosity, compromising its lubricating properties.

Automotive oils lack the additives necessary to adequately protect ATVs and UTVs. If used in an ATV or UTV, they're susceptible to shear, leading to a dangerous loss of film strength. This exposes engine components to increased friction, accelerated wear and potentially catastrophic failure. Proper viscosity for the intended application is critical to ensure oil circulates properly and provides adequate film strength under pressure.

Superior ATV/UTV Motor Oil: Engineered to Resist Shearing

Several key technical properties differentiate superior ATV/UTV oils from inferior counterparts:

Thermal Stability: ATVs and UTVs often operate in stop-and-go situations or at high engine loads, leading to heat build-up. Superior oils boast high thermal stability, meaning they resist thinning at elevated temperatures and maintain a thick lubricating film.

AMSOIL Synthetic ATV/UTV Motor Oil has better stability than mineral oils and maintains viscosity across a range of temperatures, which helps suppress the additional friction and heat generated. This ensures consistent lubrication during cold starts and hot operation.

Shear Stability: AMSOIL Synthetic ATV/UTV Motor Oil excels at resisting shear with premium additives that bolster the oil's molecular structure.

Thanks to its premium base oils and unique, specialized formulation, AMSOIL Synthetic ATV/UTV Motor Oil is inherently better at maintaining viscosity over a wide temperature range for longer durations than

conventional oils, protecting gears against wear and optimizing performance.

Specialized Oils Protect During Storage

Motor oils don't naturally protect against rust or corrosion. Rust and corrosion inhibitors must be added to the formulation to provide the required protection, and some oils simply don't contain the correct additives in the correct concentration.

AMSOIL Synthetic ATV/UTV Motor Oil is formulated with anti-rust and anti-corrosion additives that form a resilient protective layer that clings to engine parts for maximum protection during storage.

Identifying the Right ATV/UTV Motor Oil

Not all ATVs and UTVs are created equal. Consider factors like engine size, manufacturer recommendations, how a vehicle is typically used and how it's being stored.

AMSOIL Synthetic ATV/UTV Motor Oil is engineered to perform better under extreme temperatures and pressures, delivering outstanding protection, even under unpredictable operating conditions. This translates to improved performance, greater reliability and powerful protection, giving you the confidence and peace of mind to tackle any terrain, anytime.

AMSOIL Aerosols Make Great Door-Openers

AMSOIL offers a full range of premium aerosol cleaners, lubricants and protectants that make great add-on sales and door-openers.

AMSOIL Metal Protector (AMPSC)

- Cuts through rust and frees frozen components.
- Helps protect against rust and corrosion, even in salt water.
- Displaces water.
- Stops squeaks.
- Lubricates moving parts.



AMSOIL Heavy-Duty Metal Protector (AMHSC)

- Contains special rust and corrosion inhibitor additives.
- Protects against the effects of salt, moisture and chemical corrosion.
- Leaves a long-lasting (up to several years), protective, wax-like, amber coating.
- Sprays into hard-to-reach places and works as an undercoat.
- Ideal for steel, iron, aluminum, brass, copper and other metal surfaces.



AMSOIL Power Foam® (APFSC)

- Cleans deposits from ethanol and degraded fuel.
- Removes gum and varnish.
- Maximizes horsepower.
- Restores startability.
- Helps improve fuel economy.



AMSOIL Brake and Parts Cleaner (BPCSC)

- Quickly removes grease and oil.
- Leaves no residue.
- Dries quickly.
- Chlorinated, non-flammable formula.
- VOC-free.



AMSOIL Silicone Spray (ALSSC)

- Formulated for use on nonmetal surfaces (and metal surfaces that come in contact with nonmetal surfaces).
- Leaves a clear, odorless, nonstaining film.
- Helps prevent rubber cracking and drying.
- Locks out moisture.
- Does not attract dust or dirt.



AMSOIL Mudslinger® (AMSSC)

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



AMSOIL Glass Cleaner (AGCSC)

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



AMSOIL Miracle Wash® (AMWSC)

- Requires just two easy steps: spray and wipe.
- Leaves vehicles with a fantastic shine and tough protective finish.
- Does not require soap or water.
- Repels dust and light dirt.
- Protects against the sun's ultraviolet rays.



AMSOIL Firearm Cleaner and Protectant (FCPSC)

- Penetrates deep into hard-to-reach components.
- Effectively cleans fouling and powder residue from all firearm surfaces, reducing misfires and increasing reliability.
- Protects guns against corrosion, allowing for safe storage and preserving performance, reliability and value.
- Safe to use on all metals, woods, composites and rubbers commonly found in firearms.



AMSOIL Synthetic Firearm Lubricant and Protectant (FLPSC)

- Effectively lubricates and protects firearms, helping extend life and prevent blockage, jams and wear.
- Outstanding protection and performance in both hot and cold climates.
- Specifically formulated for firearms, offering superior performance.
- Safe to use on all metals, woods, composites and rubbers commonly found in firearms.



AMSOIL Engine Degreaser (AEDSC)

- Removes the toughest grease, dirt and grime from modern vehicle engines.
- Leaves no residue.
- Easy to use.
- Powerful stream.
- Safe on all engine components.



AMSOIL Heavy-Duty Degreaser (ADGSC)

- Dissolves oil, tar and grime from metal, concrete and other surfaces.
- Removes sticky residue.
- Works fast.
- Low-VOC formula.
- Non-foaming.



AMSOIL Engine Fogging Oil (FOGSC)

- Designed to protect internal engine components during storage or long periods of inactivity.
- Provides long-term protection against corrosion and dry starts.
- Helps extend engine life and reduce operating expenses.
- Offers easy and clean application.
- Reaches more components and offers complete distribution of the oil.



AMSOIL Chain Lube (ACLSC)

- Provides outstanding wear and corrosion protection for all types of chains and sprockets.
- Helps extend chain life.
- Leaves a protective coating that will not fling off or attract dirt.
- Easy application.
- Fast-drying.



AMSOIL Spray Grease (GSPSC)

- White lithium grease protects against wear and corrosion.
- Lubricates moving parts for smooth, squeak-free operation.
- Adheres to metal surfaces for long-lasting performance.
- Quick, convenient spray gets into hard-to-reach places.
- Excellent water resistance.



With the exception of AMSOIL Metal Protector, AMSOIL aerosol products are not available in Canada. Use product code CMPSC to order Metal Protector in Canada.



DISTRIBUTOR SPOTLIGHT

Passion for the sport of motorcycling led Motoralmor Cia. Ltda. to become a distributor of spare parts and accessories for motorcycles in Ecuador. With a focus on helping customers improve motorcycle performance and extend engine life, the company was seeking a quality lubricant brand that supported its specific business and marketing needs. The company became an AMSOIL distributor in 2020, convinced by positive recommendations from AMSOIL customers and distributors, complemented by a complete line of motorcycle-specific products.

The company likes that AMSOIL has consistently proven itself a leader in lubricant innovation and performance, with investments in research and development that result in advanced products that exceed industry standards. An established reputation for quality among loyal distributors in more than 90 countries reinforced the effectiveness of the AMSOIL brand and the reliability of its products. Motoralmor found incredible success marketing the value and utility of AMSOIL motorcycle oils because the consistently high product quality exceeds all motorcycle-manufacturer specifications.

The company reaches Ecuadorian consumers through a variety of distribution methods, including wholesale through sub-distributors,

vehicle-service locations and retailers. It's found that the AMSOIL brand and portfolio of premium-quality synthetic lubricants instills customer confidence and promotes recurring sales. It added that the AMSOIL marketing support program has proven extremely effective, providing a budget for promotions as a percentage of purchases that creates additional business opportunities for the company and its sub-distributors.

Motoralmor has employed several strategies to grow its AMSOIL business. Overcoming objections has required perseverance and continuous customer education, highlighting the value of AMSOIL products and building strong relationships based on trust and technical knowledge.



The local lubricant market is highly competitive, with numerous brands available, so the team at Motoralmor places strong emphasis on differentiating AMSOIL products by highlighting specific benefits. Educating customers about superior quality and performance



Distributor Spotlight
 COUNTRY: ECUADOR
 COMPANY NAME: MOTORALMOR CIA. LTDA.

“AMSOIL has consistently proven itself as a leader in lubricant innovation and performance.”

has proven successful in cases where customers are unfamiliar with AMSOIL or already using other brands. They also found that explaining the long-term benefits and value of AMSOIL products, in combination with testimonials from satisfied customers and performance demonstrations, helps overcome any price-related objections.

The leadership team believes in networking to build strong relationships with mechanics, retail stores and motorcycle clubs. The company quickly identified that expert advice and technical education on product benefits

are critical to closing more sales. They started the CLUB AMIGO MECANICO (CAM) national training program to impart practical and theoretical knowledge about AMSOIL lubricants to both consumers and mechanics.

Motoralmor works directly with customers to support commercial marketing, branding and activations in strategic areas, including exclusive AMSOIL days. To increase brand affinity, the company offers promotions based on purchase volume to retailers as a loyalty program based on annual sales. A 12-person team of sales advisors

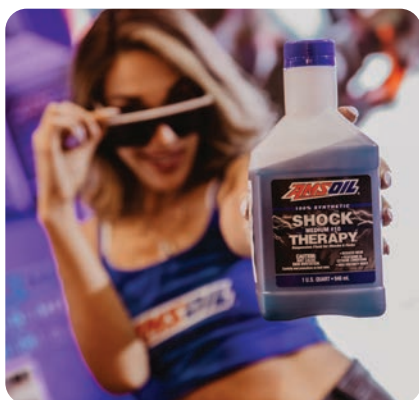
regularly visits service and retail stores to maintain close relationships and offer technical support. It also added a dedicated AMSOIL Brand Manager who handles strategic partnerships and provides personalized training, technical support and outreach to quickly resolve any concerns and ensure complete satisfaction.

The company developed a program for service shops to exchange empty AMSOIL bottle labels for gifts, which helps combat counterfeiting in the region. It also placed a QR code on each bottle that can be scanned in



the company's MOXAL app, awarding customers points that can be exchanged for AMSOIL merchandise.

Motoralmor invests heavily in promotional advertising, bringing a strong AMSOIL presence to premier fairs, shows and racing events across the country, including point-of-purchase merchandise like t-shirts, keychains, posters and stickers. Their Renueva tu Imagen (RTI) renovation program helps remodel customer-facing facilities with AMSOIL promotional signage and branded store repainting. And they sponsor the best motocross, enduro, circuit and rally race drivers with AMSOIL branding of motorcycles, cars and jerseys, known as the "AMSOIL Pilots Team."



"AMSOIL provides flexibility and unlimited potential for business growth."

Facebook and Instagram are the company's main outlets for reaching its desired audience. Attractive and easy-to-understand social content covering customer experiences, the AMSOIL Pilots Team and sponsored events provokes calls to action, including questions about the products and where to find them. The company uses social media to target a precise geographic and demographic audience and encourages satisfied customers to share positive testimonials about the performance of AMSOIL products. The data collected helps Motoralmor identify new products that meet the specific needs of Ecuadorian consumers.

Motoralmor also uses email to distribute newsletters and periodic updates of new products, promotions and events. WhatsApp and text messaging provide quick and direct communication to inform customers about special offers and service reminders. Phone calls are reserved to provide additional support and ensure customer satisfaction. Organized events, workshops and meetings are used to interact with customers face-to-face and obtain direct feedback.

Delivering value with a perfect balance of quality, performance, protection, fuel efficiency and support is an ongoing challenge. Motoralmor says AMSOIL products have exceeded its customers' expectations in extreme conditions, with extended oil change intervals, reduced maintenance and cleaner engines. Customers love the AMSOIL products that are 100% synthetic and built specifically for their application and they gain trust and peace of mind by buying a high-quality, 100%-synthetic lubricant that is made in America.

Motoralmor proves that rapid growth is achievable as an AMSOIL distributor by using innovative marketing strategies, building strong partnerships and focusing on education and customer satisfaction.



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 | AMSOIL.com | August 2024
© 2024, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU DRIVE AND HOW YOU DRIVE

V-twins, hybrids, lawn mowers, race cars – whatever you drive, no two engines function exactly the same way. Getting the best performance and longest life out of your vehicles and equipment requires specialized lubricants.

AMSOIL products are engineered to deliver targeted, application-specific benefits so you can extract maximum performance and life from your equipment.

