

# AMSOIL®

► DISTRIBUTOR EDITION

## MAGAZINE

SEPTEMBER 2024

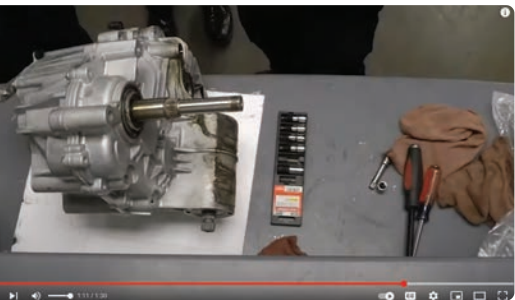
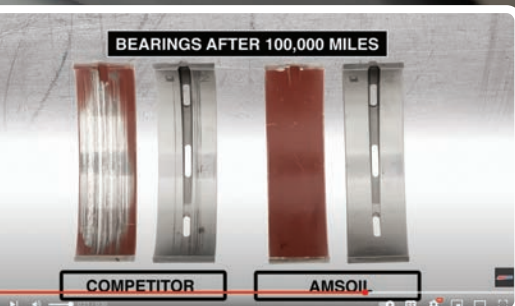
### SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU DRIVE AND HOW YOU DRIVE | PAGE 8



So You Just Bought Your First CVT... | PAGE 6



# Be the Expert



## Share videos from the **AMSOIL** YouTube channel.

Becoming a trusted source of lubricant knowledge is the best way to make sales – and the AMSOIL YouTube channel can help you do it. Use it to introduce the AMSOIL brand, demonstrate product performance, share garage tips and more.

### Here's how to share videos:

1. Go to [youtube.com/amsoilinc](https://youtube.com/amsoilinc).
2. Search videos on the channel by clicking the magnifying glass below the AMSOIL logo.
3. Find an appropriate video.
4. Put the video in full-screen mode and click the arrow in the upper right corner.
5. Choose your preferred way to share the video: as a post, message or email.
6. Follow up to see if they have any questions and are ready to place an order.



**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**

Len Groom

**Editorial Contribution**

Alex Thompson

**On the Web**

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

**On the Web**

- AMSOIL.com
- 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

**FEATURES**

- 6 So You Just Bought Your First CVT...
- 8 Specialized Lubricants Engineered for What You Drive and How You Drive
- 10 Prepare for Snow
- 12 Distributor Spotlight

**DEPARTMENTS**

- 4 Letters to the Editor
- 5 Tech Talk

**ADVERTISEMENTS**

- 2 Be the Expert
- 14 Light Viscosity. Heavy Protection.
- 15 Boxo UTV Tool Roll

# LETTERS TO THE EDITOR

## CAR-CARE PRODUCTS

I just want to say a huge thank you to AMSOIL for launching the new car-care line. I'm very excited about these products and hope that everyone helps promote them. I'd love to see this line expand a little more to include a quality wheel cleaner, tire cleaner, tire dressing, bug and tar remover and iron remover. These are some of the fundamental cleaning products that I and most other people will use regularly. Thanks again, AMSOIL, for all you do. Keep up the good work.

**Rob McLean**

**AMSOIL:** *Thanks for your enthusiasm, Rob. You're going to be a happy guy. We dove into this market by introducing three of the most widely used car-care products among enthusiasts, and we plan to expand the product line over time.*

## SHELF LIFE

This subject probably needs to be revisited as there are many opinions of how long our oils will stay good and when to stop selling them; 5-8 years seems to be the most common answer.

Many of us have bought product that we thought would sell through, but it didn't happen due to manufacturer's spec changes, customer vehicles being sold, etc.

Are there any good disposal methods other than sending them to a local recycling center or burning it in an oil-burning heater?

Happy Motoring!

**Herb Wilms**

**AMSOIL:** *Thank you for your letter, Herb. Properly stored motor oil could potentially last indefinitely, but establishing a set shelf life of five years is necessary because oil specifications change regularly, rendering older formulations obsolete for modern vehicles and equipment. Because we guarantee AMSOIL product performance, this set shelf life ensures we do not face warranty claims related to the use of*

*long-obsolete lubricants in modern vehicles and equipment. We use five years as a general guideline for liquid lubricants. Because grease can harden or lose its oil content over time, its shelf life is generally two years. We recommend stocking Dealers use a first-in/first-out (FIFO) process, selling their oldest products first to ensure they don't age out while sitting in inventory. There aren't many options for proper disposal; recycling the oil or using it in an oil heater are your best choices. Watch for more on this topic in the months ahead.*

## AMSOIL MIRACLE WASH®

Would you please go back to the old Miracle Wash liquid in a bottle? The newer spray wash is terrible; most of the foam collects on the sprayer head. I've only tried two spray cans and will never buy it again until you switch back to the liquid. The rest of the AMSOIL products are great, but I can't say that for the spray wash. Please return the liquid wash.

Thank you,

**Wayne Pimental**

**AMSOIL:** *Thank you for the suggestion, Wayne. We will review Miracle Wash's spray performance to see if we can replicate the issue you described. Rest assured that if we can identify a problem, we will fix it. The liquid Miracle Wash was discontinued many years ago due to low sales, but we've added your request to our suggestion tracking database. Similar product suggestions may be entered at [AMSOIL.com/w/contact](https://www.amsoil.com/w/contact). We really appreciate suggestions from Dealers and customers and they weigh heavily in our product-development process, so submitting your ideas here is a great way to ensure your voice is heard.*

## AMSOIL P.I.®

The directions on P.i. say "Add entire bottle to tank at fill-up" and "Treats up to 30 gallons." The fuel-tank capacity of some motorcycles is only about three gallons - is the recommended ratio of P.i. still one bottle in a tank?

**Robert Wolfe**

**AMSOIL:** *AMSOIL P.i. is not recommended for motorcycles, Robert. Instead, AMSOIL Quickshot® is formulated specifically to clean and restore peak performance in motorcycles and other small-engine and powersports equipment fuel systems, and the directions are tailored for smaller fuel tanks.*

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

## Reducing friction is an oil's primary function.

Synthetic lubricants have inherently superior lubricity for maximum friction reduction.

Friction is defined as a surface's resistance to relative motion. To better understand friction and its byproducts, take a moment, put your magazine down and start rubbing your hands together. If you apply enough pressure or speed, you should start to feel some heat; you may also feel fatigue and even a little wear. Now imagine rubbing your hands thousands of times per minute, and you can start to understand how engines can generate so much friction and heat. We've all experienced friction in our lives, but did you know there are four different types of friction?

**1. Static friction is the relationship between objects at rest and is the strongest form of friction.**

Think of your shoes each time you take a step. Without friction, your feet would simply slide out from under you.

**2. Sliding friction is the relationship between one or more objects in motion.**

This is the most common type of friction in automotive applications. Think of a piston moving up and down inside a cylinder.

**3. Rolling friction is the relationship of an object rolling over a surface.**

A great example of rolling friction is your tires on the ground. Without continued propulsion, the tires will eventually come to a stop due to the friction between the rubber and the ground.

**4. Fluid friction is the relationship between an object and a liquid or gas.**

Ever tried running in a pool? The water slows you down and it takes much more energy than running the same distance on land.

So, I hope I've established that friction is all around us. It's important, but

can have negative effects. We can't eliminate friction, but we can manage it, and managing friction is something in which we're experts. Understanding how lubricants react to various types of friction leads us to developing products that reduce wear and prolong component life, while retaining efficiency and power.

Friction not only results in loss of power and efficiency due to the extra effort required to overcome it, but it further robs power and efficiency through wear. As components wear, they lose efficiency. A piston ring wearing against a cylinder wall results in a loss in compression and power, in addition to increased blow-by and contaminates in the oil sump that shorten oil life and result in higher levels of oxidation and sludge. As a cam lobe wears, it cannot open the intake or exhaust valves as wide, resulting in loss of power and incomplete combustion. It all starts with friction.

There are many ways to manage friction with lubrication. One way is with viscosity. The proper viscosity provides the optimal fluid barrier between moving objects, reducing friction and wear. Formulating to a required viscosity is one thing, but maintaining that viscosity throughout the duration of the service interval or in severe operating conditions is another. Oils are subjected to conditions that can impact viscosity, such as heat resulting in thermal shear where molecular chains break temporarily and "thin" the oil. In severe conditions, another phenomenon called mechanical shear occurs, which physically breaks the molecular chains and cannot be repaired. All shear has negative

impacts on a lubricant's ability to keep parts separated.

Another way to manage friction is to use friction modifiers. Friction modifiers are commonly used in engine oils to reduce fluid friction and improve efficiency. They are also critical in supporting the separation of parts in lower-viscosity motor oils. In other applications, like transmissions and limited-slip differentials, friction modifiers are used to dial in the correct amount of friction required for smooth operation.

The last way to manage friction is to prevent contaminants from entering the system. Contaminants like fuel, water and glycol have significant impacts on viscosity and can result in fluid friction (thickening) or sliding friction (thinning). A robust oil manages these contaminants better than others to maintain proper viscosity.

Properly formulated, high-quality synthetic oils are inherently better at managing friction than lower-quality oils because they are chemically engineered for strength and consistency to ensure a stable viscosity in nearly all operating conditions, resisting the forces of thermal and mechanical shear. Higher detergency also makes them more resistant to chemical contamination, while uniform molecular chains with friction modifiers lessen the impact of fluid friction, making synthetic oils the best defense you can buy in the fight against friction.

Now, if you haven't already, stop rubbing your hands together and use a little static friction to continue turning the pages of this magazine.

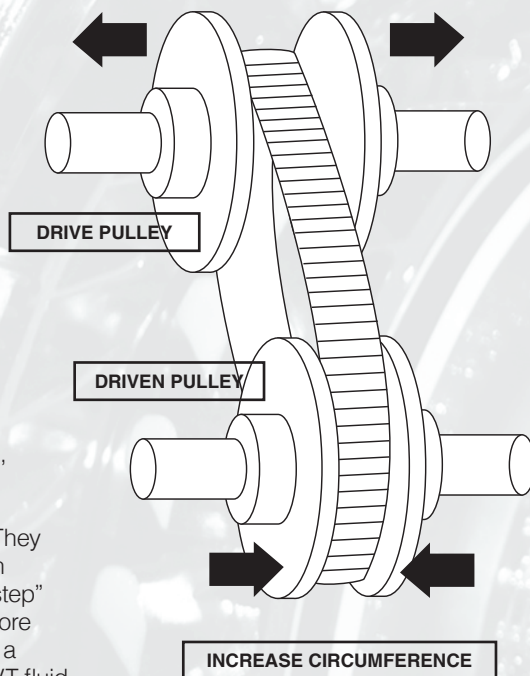
# So You Just Bought Your First CVT...

CVTs require specialized fluids to reduce wear and maximize longevity.

Have you or someone you know recently purchased a vehicle with a CVT? You wouldn't be alone. CVTs, or continuously variable transmissions, have grown in popularity in recent years due to their ability to improve fuel efficiency. While CVTs have advantages over traditional transmissions, like improved fuel efficiency, smooth power delivery and a lower purchase price, they also have drawbacks. The system delivers more efficiency, but less power. They also trade off strength when compared to a traditional "step" transmission and require more maintenance. CVTs require a high-quality, specialized CVT fluid to maximize performance and longevity.

## How it works

CVTs use a variable-diameter pulley system connected by a belt. One pulley is coupled to the engine and the other to the differential. The pulleys have a V-shaped groove where the belt travels. As the pulleys expand and contract, the drive belt moves inward and outward within the groove. If the V is narrowed, the circumference of the pulley where the belt travels becomes larger; if it's pulled apart, the circumference becomes smaller. The result is nearly infinite ratios between the drive and driven pulleys, commonly defined as a gear ratio or speed ratio.

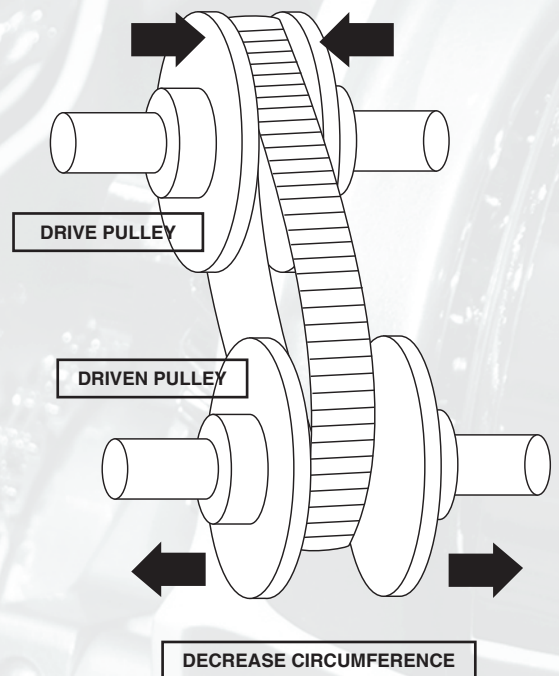


For example, as the vehicle accelerates, the drive pulley contracts, pushing the belt further out in the groove, essentially increasing its circumference, while the driven pulley becomes smaller, decreasing its circumference, allowing for smooth, seamless "shifts."

The vehicle's onboard computer relies on input from throttle position, engine speed, vehicle speed and other sensors to maintain the optimal "gear ratio" at all times.

## Benefits

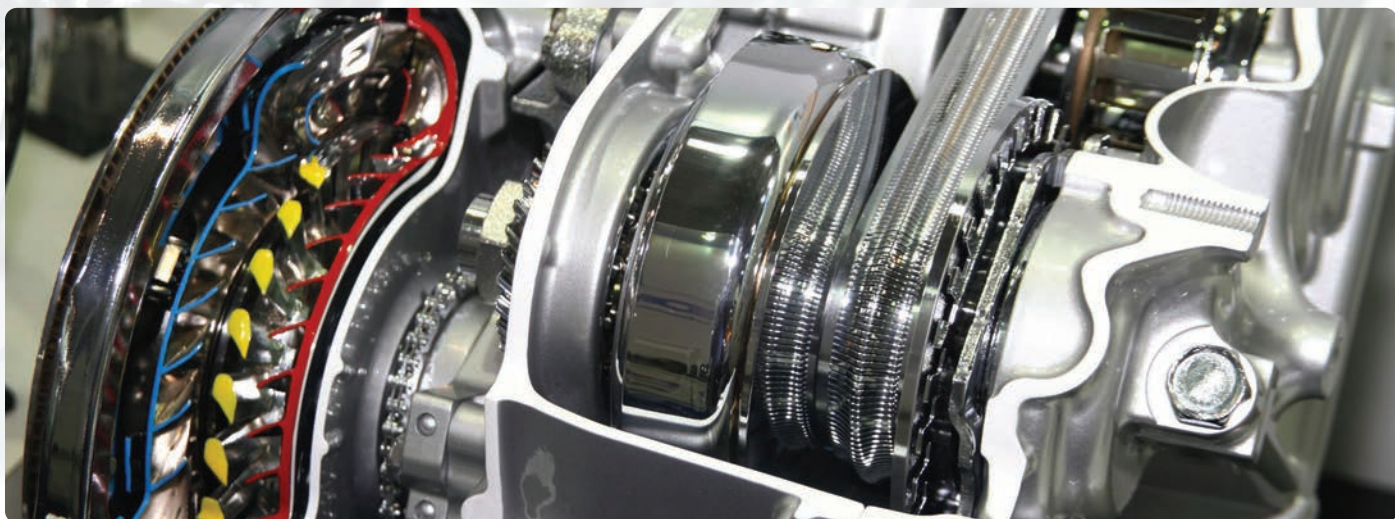
The major advantage of a CVT is the



ability to continuously adjust the gear ratio. In this way, CVTs can maintain the ideal torque ratio and always maximize power output and efficiency, whether accelerating, climbing or cruising at highway speeds.

By staying in the ideal "gear," CVTs significantly improve fuel efficiency, especially in city driving. The system is also lighter than traditional automatic transmissions, adding to their fuel-savings advantage.

CVTs eliminate gear shifts, allowing for a smoother ride and quick, seamless accelerations. Abrupt downshifting for passing or climbing hills is eliminated.



As automakers seek ways to improve fuel economy, the number of vehicle offerings with CVTs continues to grow. Vehicles with the option span the Ford\* Escape,\* Honda\* Accord,\* Lexus\* RX,\* Mitsubishi\* Outlander,\* Subaru\* Outback\* and Toyota\* Corolla,\* just to name a few.

### Downsides

CVTs also have some disadvantages. Though it was previously listed as an advantage, some drivers miss the feel of gear shifts. CVTs can be less engaging to drive with less connection and driver feedback than a traditional automatic or standard transmission provides. They can also cause a slight delay when stepping on the accelerator as the CVT band adjusts.

CVTs often receive noise complaints. The gear ratio changes during accelerations, but the engine maintains a steady high rpm. That creates a loud droning sound as the vehicle gets up to speed.

A more serious problem is reliability. Common CVT issues include overheating, slipping, shuddering and sudden loss of acceleration. The transmission can fail completely if the belt is stretched excessively or becomes too worn. CVTs typically have shorter lifespans than conventional transmissions.

Although CVTs are less expensive than automatics off the lot, they are harder to work on and more expensive to fix or replace compared to conventional transmissions.

CVTs can't handle the power and torque of a truck or SUV. That's why they're mostly found in smaller cars and powersports vehicles like snowmobiles and UTVs.

### AMSOIL 100% Synthetic CVT Fluid

Using the wrong fluid will reduce performance and could lead to catastrophic transmission failure. CVT fluid must contain the correct frictional requirements to guard against belt slipping and ensure the belt or chain remains in constant contact with the pulleys. Wear protection is vital to maximizing performance and longevity.



AMSOIL 100% Synthetic CVT Fluid (CVT) is specifically engineered to improve performance, fight wear and extend CVT life. It provides exceptional metal-to-metal frictional properties to help prevent belt and chain slipping, and help extend transmission life.

AMSOIL Synthetic CVT Fluid is durable, effectively resisting wear to the transmission's vital parts to help achieve long component life. In elevated heat, its thermally stable formulation guards against the harmful effects of thermal breakdown and formation of varnish that can threaten transmission performance and lifespan.

AMSOIL Synthetic CVT Fluid provides superior wet-clutch performance for outstanding anti-shudder durability and reduced noise, vibration and harshness.

### Put to the Test

To prove its effectiveness, we put AMSOIL CVT Fluid to the test in vehicles that live in severe service. AMSOIL CVT Fluid was installed in four Las Vegas taxis, each driven 100,000 miles (160,934 km). As shown in the belt photos below, AMSOIL CVT Fluid delivered outstanding protection in severe-service conditions.



### CVT with Confidence

Your new CVT vehicle has some excellent advantages, especially fuel efficiency and power output. But CVTs' record for reliability and the price tag to repair or replace them make proactive maintenance key. AMSOIL 100% Synthetic CVT Fluid can help maximize performance, reduce wear and extend CVT life, so you can enjoy driving with confidence.

# Specialized Lubricants Engineered for What You Drive and How You Drive

The AMSOIL product catalog is vast. We offer everything from passenger-car motor oils and heavy-duty diesel oils to gear lubes, transmission fluids, fuel additives, filters and more. You may have wondered why we have so many different products and package options, or why we offer multiple motor-oil lines.

It's all designed to improve the Dealer opportunity and maximize your ability to make sales by supplying the products customers want. Our goal is to provide a premium AMSOIL product option for every application and customer type. Different customers have different needs, and we design specialized products engineered for what they drive and how they drive, delivering targeted benefits for each customer.

## Different Lines for Different Customers

For example, some customers, including automotive enthusiasts, want the best protection money can buy. AMSOIL Signature Series 100% Synthetic Motor Oil delivers for these customers. It's engineered for maximum protection and performance over extended drain intervals.



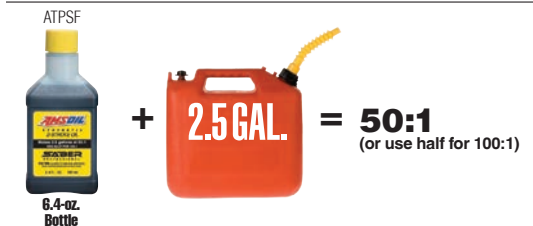
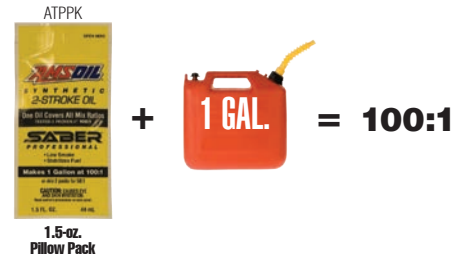
Other customers, including commuters, value reliable protection, but don't believe they need a top-of-the-line product. AMSOIL Extended-Life 100% Synthetic Motor Oil is made for these drivers, providing excellent protection and performance and extended drain intervals at a lower price point than our ultra-premium Signature Series line.

Still other customers may be interested in the better protection and performance associated with a synthetic motor oil, but are unwilling to spend significantly more or hesitant about extending drain intervals. AMSOIL OE 100% Synthetic Motor Oil is ideal for these customers, offering improved protection and performance for original equipment manufacturer (OEM)-recommended drain intervals at a lower price. It is also ideal for installer businesses.

## Different Package Sizes for Different Customers

Most AMSOIL synthetic lubricants are available in a variety of package sizes. Customers with smaller sumps may choose to purchase quarts or gallons, while customers with larger sumps may choose to purchase larger package sizes and accounts may want to buy drums or totes. But it goes beyond that. AMSOIL SABER® Professional Synthetic 2-Stroke Oil (ATP), for example, is available in a larger variety of package sizes to optimize convenience.

Busy landscape professionals don't want to waste time calculating how much oil to add to a gas can to achieve the desired mix ratio. 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.





## Fully Engineered Products

We fully engineer our lubricants from the ground up to provide premium protection. We start with product requirements and industry standard tests, and our chemists go to work in the chemical lab. Formulations are created and tested in real engines operating in the field, and we don't go easy on them. But, that's just the beginning. We take the field data and duplicate those conditions in the Mechanical Lab. Then, we turn it up. We create conditions far more extreme than customers will see in the real world just to make sure our products stand up to anything and provide unparalleled protection.

## New Products Present New Opportunities

Let's take a look at some recent AMSOIL product introductions and the specific opportunities they present.



### AMSOIL Commercial-Grade Product Line

#### What is it?

Competitively priced synthetic-blend and conventional lubricants.

#### Who is it for?

Commercial accounts that want protection and value and are not interested in purchasing higher-performing, full-synthetic lubricants.

#### How does it help Dealers?

Helps you compete against lower-priced conventional products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts.

**AMSOIL Commercial-Grade Diesel Oil (SBDF, SBDF)**

**AMSOIL Commercial-Grade Hydraulic Oil (HCG32, HCG46, HCG68)**

**AMSOIL Commercial-Grade Tractor Hydraulic/Transmission Oil (TCGSB)**



### AMSOIL Synthetic-Blend Motor Oil

#### What is it?

Competitively priced synthetic-blend motor oil.

#### Who is it for?

Installer accounts that want an outstanding mid-tier product offering (AMSOIL OE Synthetic Motor Oil presents an outstanding top-tier product offering).

#### How does it help Dealers?

Helps you 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.

**AMSOIL Synthetic-Blend Motor Oil (SB020, SB520, SB530)**



### AMSOIL 100% Synthetic Hybrid Motor Oil

#### What is it?

Motor oil designed specifically to combat the unique challenges posed by hybrid vehicles, including frequent starts and stops and fuel dilution.

#### Who is it for?

Hybrid-vehicle owners who want the best protection and performance for their vehicles, independent repair-shop and auto-parts-store owners.

#### How does it help Dealers?

Helps Dealers tap into the growing hybrid-vehicle market and gain more sales.

**AMSOIL 100% Synthetic Hybrid Motor Oil (HE08, HE16, HE20)**



### AMSOIL 100% Synthetic High-Mileage Motor Oil

#### What is it?

Motor oil designed specifically for the unique demands of high-mileage engines, helping extend vehicle life.

#### Who is it for?

Owners of high-mileage vehicles seeking an extra level of protection to keep their vehicles on the road, independent repair-shop and auto-parts-store owners.

#### How does it help Dealers?

The high-mileage vehicle segment is large and getting larger, and customers are actively seeking high-mileage motor oils. AMSOIL High-Mileage Motor Oil helps Dealers gain those sales.

**AMSOIL 100% Synthetic High-Mileage Motor Oil (HM020, HM520, HM530, HM1030)**

# PREPARE FOR SNOW

Snowmobiles are meant to be ridden hard, but aggressive riding at wide-open throttle takes its toll on the engine. Manufacturers are designing today's sleds to deliver unprecedented power, so enthusiasts can push the boundaries even further.

Some models use turbocharging to produce extreme horsepower, but turbos create intense heat and pressure that can potentially damage the engine. Deposits can form on the turbo bearing, pistons and exhaust power valves in these extreme

conditions, reducing power and causing engine wear.

AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) is designed to handle the challenging engine conditions created by high-performance sleds. To evaluate performance, we installed INTERCEPTOR in a Ski Doo® 850 Etec\* Turbo R and ran it on our dyno for 30 hours, simulating a full season of mountain riding.

After testing, we tore down the engine and examined the parts.

INTERCEPTOR prevented deposits, piston skirt scuffing and ring sticking to deliver maximum power and provide outstanding engine protection.

Encourage your retail accounts to stock our full line of AMSOIL snowmobile products so they can offer premium snowmobile service before the season starts and help their customers spend more time riding all winter.



# E OW



## AMSOIL Fights Wear

AMSOIL INTERCEPTOR®  
Synthetic 2-Stroke Oil  
delivered **outstanding  
wear protection and  
cleanliness** in a rental  
sled throughout 1,617  
miles (2,602 km) of abuse.<sup>CC</sup>

<sup>CC</sup>Based upon use of a new 2019 Polaris® RMK® 850 as a rental sled at Grizzly Lodge December 2018 - February 2019.



AMSOIL kept pistons  
virtually free of carbon with  
nearly all coating intact.



AMSOIL fought the formation  
of carbon deposits, allowing  
power valves to move freely.





# DISTRIBUTOR SPOTLIGHT

*Australian AMSOIL Distributor Sdrive Pty Ltd. proudly represents AMSOIL across the continent under its Active Auto Sportique brand. Beginning 17 years ago as an AMSOIL reseller through the former regional distributor, the leadership team made a pivotal change six years ago to become the exclusive importer of AMSOIL products in Australia. This decision was fueled by a desire to focus on providing premium, high-performance products in a market saturated with more than 30 other lubricant brands.*

Sdrive operates a multifaceted distribution network, including a dedicated webstore, reseller websites and a direct-to-business portal. Physical distribution includes nationwide availability through an owned and operated network of retail stores, B2B trade sales through sales representatives and wholesale distribution.

Navigating the Australian market presented many challenges. A retail culture that focuses on budget-friendly options obscures the long-term value of premium products like those from AMSOIL. Additional hurdles include competition with many locally produced and distributed brands, market-specific packaging differences, international exchange rates, escalating overhead costs and regional original equipment manufacturer (OEM) specifications.

The Sdrive team persevered thanks to an unwavering belief in consistently outstanding performance and extensively marketing AMSOIL products across

numerous applications. The versatility of the AMSOIL product line enables Sdrive to serve diverse clientele, from weekend dirt-bike enthusiasts to trade customers purchasing in bulk.

Sdrive's growth strategy hinges on educating customers about the long-term savings and reduced maintenance costs that can be realized when choosing AMSOIL products. It has successfully tapped into the automotive and motorcycle markets, converting customers from cheaper alternatives by highlighting the benefits of longer drain intervals and superior performance. The company is also making significant strides by targeting the mid-tier market with AMSOIL OE Synthetic Motor Oil. The team has found much success leveraging personal and professional relationships, engaging in continuous communication with customers through phone, email, online and promoting at retail and trade shows.



Sdrive is putting AMSOIL products where customers are by expanding its retail operations, which serve as distribution hubs, and improving access to AMSOIL products in major automotive and motorcycle catalogs. It is also investing in online advertising and motorsports sponsorships, leveraging successful campaigns to enhance brand recognition and customer engagement.

Sdrive claims the best marketing tool is real-world experience, showcased by a fleet of more than 50 vehicles running on AMSOIL products. The company



*“We are a solutions-based business and 99% of the time AMSOIL has it covered.”*

**Distributor Spotlight**  
 COUNTRY: AUSTRALIA  
 COMPANY NAME: SDRIVE PTY LTD.

vehicles manage the constant abuse of stop-and-go traffic, long idle times and high temperatures, with many having over 400,000 kilometers on the original engines and transmissions. This practical demonstration sways many hesitant customers by proving the reliability and performance of a wide range of AMSOIL products.

Word of mouth is also a powerful ally, bolstered by active involvement in motorsports events, including track days, motorkhana (gymkhana), hill climb, sprint cars and World Time Attack Challenge. Sdrive’s AMSOIL-themed Ford\* Mustang\*

running on AMSOIL Signature Series Synthetic Motor Oil holds track records for the most laps completed in one day. The team is always seeking new support and sponsorship opportunities to gain additional exposure.

Testimonials from satisfied customers further reinforce this success, including a professional motorcycle drag racer touting improved performance. Immediately after switching to AMSOIL products, he ran faster than he ever had using a competitor’s oil. One motorkhana team was overheating on the first lap of a major televised and live-streamed event. Sdrive

gave the pit crew AMSOIL DOMINATOR® 15W-50 100% Synthetic Racing Oil and AMSOIL DOMINATOR Coolant Boost and they were able to complete the event. The race team added a large AMSOIL sticker and number plate to the car.

Sdrive Pty Ltd.’s long journey with AMSOIL is a testament to the powerful combination of premium products, strategic distribution and developing a culture of unwavering customer trust. Sdrive believes that standing out from the competition is much easier when you focus on the best products.



## Light Viscosity. Heavy Protection.

### Introducing AMSOIL 0W-8 100% Synthetic Hybrid Motor Oil

New AMSOIL 0W-8 100% Synthetic Hybrid Motor Oil (HE08) meets the new Toyota\* specification for the Corolla\* equipped with the 2.0L (M20A-FXS) engine. Nissan,\* Mitsubishi\* and Honda\* are expected to adopt the new specification for certain models over time.

### AMSOIL 100% Synthetic Hybrid Motor Oil

- Purpose-built protection to combat issues caused by the start/stop cycle of hybrid engines.
- 100% synthetic formulation helps maximize fuel economy.
- Corrosion inhibitors stop corrosion caused by condensation.
- Flows quickly to reach critical components when engine engages.
- Helps keep combustion chamber and exhaust system clean.
- JASO licensed.



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

## Boxo UTV Tool Roll

The BoxoUSA Tool Roll is loaded with the most commonly used tools for UTVs designed to the high standards of the mobile and professional grade tool market. Provides a simple way to carry tools to tackle most jobs. Tested and proven durability in outdoor elements. Compact tool-roll size makes it easy to fit virtually anywhere in your rig or vehicle.

- 66-piece metric tool set with the most commonly used tools.
- 24 labeled pockets display the respective tool selection.
- Durable and secure tool roll made from high-quality Cordura nylon.
- Two tool pouches – one sewn on and one removable velcro pouch.
- Convenient compact storage roll fits anywhere on a vehicle.
- Mounted handle, external straps and durable metal clasp.
- Versatile tool roll ideal for any vehicle.
- Lifetime warranty.



**STOCK # G3878**  
U.S. Price 365.00  
Can. Price 485.00