

AMSOIL®

► DISTRIBUTOR EDITION

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OCTOBER 2024

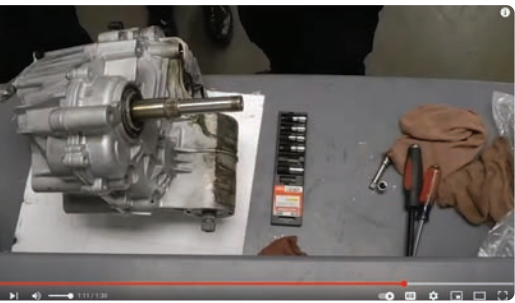
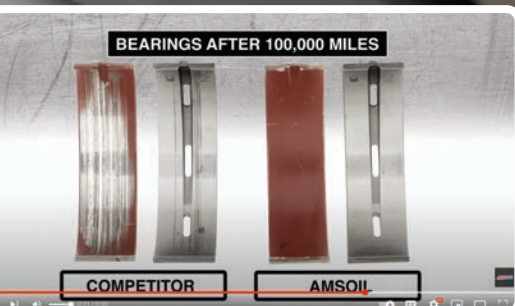


TWO NEW DRIVETRAIN PRODUCTS

| PAGE 10



Be the Expert

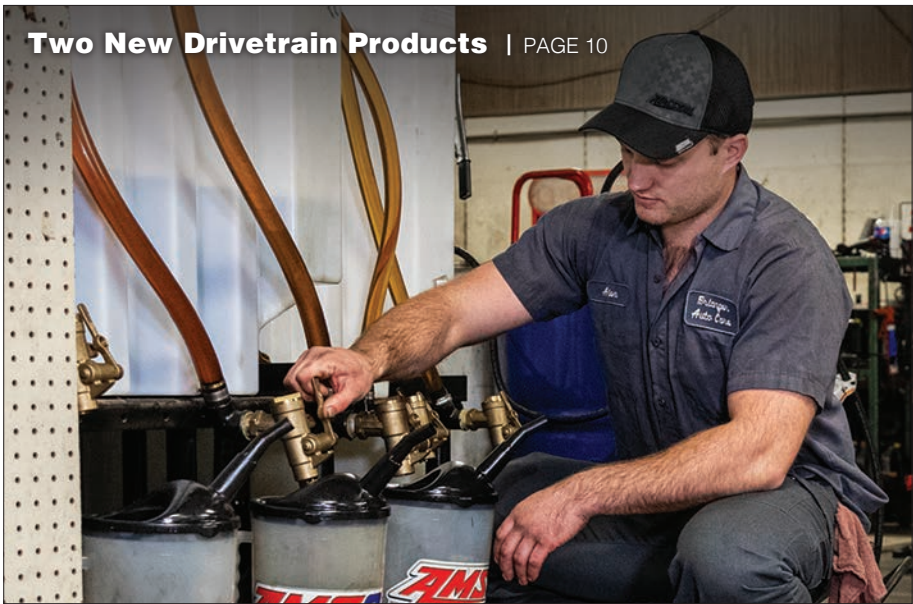


Share videos from the **AMSOIL** YouTube channel.

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.
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.



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LETTERS TO THE EDITOR

WINDOW STICKERS

I was wondering if it was possible to make the window stickers that mount on the inside of the vehicles a brighter color. Most of the newer vehicles nowadays have tinted windows, and it is difficult to see the sticker. Just a suggestion.

Thank you for your time.

Nick Sedon

AMSOIL: Thank you for your suggestion, Nick. We currently have window clings available in all white and full color. While it is tempting to produce the logo in different bright colors, the AMSOIL logo is a registered trademark and a huge part of the AMSOIL brand. A logo's main purpose is to identify, and consistent representation is crucial for building recognition. That's why we typically publish the logo only in black, white or full color using the official trademarked colors as described in our brand guidelines. Those details are covered in the AMSOIL brand style guide, which is available for download in the Digital Library of the Dealer Zone. For vehicles with dark tinted windows, we suggest a decal that applies to the window's exterior.

AMSOIL PRODUCTS

I've been an AMSOIL Dealer and Preferred Customer for 20+ years, and I have to say that AMSOIL has the BEST PRODUCTS EVER. I used a lot of product for myself and my personal equipment. I have friends that will ask me if they can get AMSOIL for their equipment. I only do it for the products, and because I love AMSOIL. I only wanted to write a letter to say thank you for all you do.

Frank McKenney

AMSOIL: We love your enthusiasm, Frank. Thank you for your passionate letter and long-time loyalty.

FACTORY MACHINE TECHNICIANS

I saw a past copy of your *AMSOIL Magazine* (2021) in a used bookstore. Your magazine should have a feature about how your products are made and bottled on automated machinery. This would be a good marketing tool for Dealers and the general public.

AMSOIL should give your factory machine technicians full recognition. Today's industrial oil process machinery has advanced electronics, complex mechanics and computer software, thus the need for expert technicians to keep it working.

AMSOIL should have partnership with the local community college for recruiting the next generation of factory technicians. Many community colleges have training programs in industrial machine technology, much which applies to your production. Your process technicians are your most important people.

Regards,

Glen W. Spielbauer

AMSOIL: Thank you for your letter, Glen. We have featured the production process and facilities in past issues of *AMSOIL Magazine*, and, undoubtedly, we'll do so again sometime in the future. Our HR team has strong relationships with several local colleges and universities to attract talent in all areas of our organization. With decades of experience producing industry-leading lubricants, we agree with your assessment – our Production team plays a major role in our success, and they are not always celebrated enough in public. Their expertise and dedication to quality are unmatched, which is evident in the consistent performance of our products and pristine condition of our facilities.

AEROSPACE LUBRICANTS

Wow, that was quite an announcement (August *AMSOIL Magazine*). Very exciting news indeed. That said, it does raise some questions.

Since the company (Aerospace) has their own sales force, how will this impact us Dealers? Will we have the opportunity to carry their products? Will their current line of greases be incorporated into our grease product line, but relabeled as AMSOIL greases? I'm anxious to see where this leads, as I'm sure a lot of other Dealers are.

This letter is in no way meant to criticize this purchase, so please don't take it that way. I think it will be a very positive deal.

Sincerely,

Bill Phelan

AMSOIL: We're glad you're excited about this news, Bill, as it brings outstanding growth potential for grease sales. Aerospace mainly manufactures specialized greases for industrial manufacturing operations and private-label customers, not general consumers that Dealers target. Some Aerospace products will be available to Dealers over time. We have already kicked off a project with Aerospace to improve the supply and quality of some AMSOIL-branded products. Stay tuned.

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



Alex Thompson | PRODUCT MARKETING MANAGER – AUTOMOTIVE

Advanced transmission technology requires advanced protection

New AMSOIL 100% Synthetic Ultra-Low-Viscosity Automatic Transmission Fluid provides engineered performance for 10-speed automatic transmissions.

Car manufacturers are constantly evolving, engineering safer and more energy-efficient vehicles to meet compulsory standards. Vehicles with advanced-driver-assistance-system (ADAS) features such as lane-departure warning, autonomous emergency braking and collision avoidance are a few examples of how manufacturers are meeting safety standards. However, innovation goes beyond passenger safety. Manufacturers must also produce cleaner, more fuel-efficient gasoline-powered vehicles to meet emissions-reduction targets placed on their fleets.

In 2013, GM* and Ford,* two of the leading automotive manufacturers in the United States, teamed up to create a new 10-speed automatic transmission. Over the years, they've modified and differentiated the basic unit to work in specific applications, replacing six- and eight-speed transmissions in select SUVs, trucks and high-performance sports cars. Not only do modern 10-speed transmissions have more gears, which keeps vehicles in the power band longer, providing better performance, they also offer more overdrive gears, leading to better fuel economy.

Designed for the Modern 10-Speed Transmission

As transmissions evolve, manufacturers are tasked with managing higher horsepower, and torque, coupled with higher payload and towing capacities, while customers demand smoother shifting performance across a longer service interval. All these improvements come from a transmission that's roughly the

same size, and fluid capacity, as its six-speed predecessor. The result is higher operating temperatures and pressures that can shear inferior transmission fluids.

As transmission technology advances, it also becomes more sensitive to pressure changes and frictional properties. ATF must maintain proper viscosity and frictional properties across the operating temperature range to ensure proper shifting performance whether operating in extreme cold or heat.

New AMSOIL Signature Series ULV 100% Synthetic Automatic Transmission Fluid is purpose-built for this role. Offering a transmission fluid specifically designed for the performance requirements of the DEXRON® ULV and MERCON® ULV specifications provides your customers with a confidence-inspiring option, providing the highest-quality protection on the market for their 10-speed applications. The ultra-low viscosity of this fluid also helps with fuel efficiency by reducing drag on clutch plates and other moving parts – improving the vehicle's overall performance.

Ultra-Low-Viscosity Automatic Transmission Fluid: How it Works

When viscosity is too high, it can slow things down, resulting in poor heat transfer (overheating), high-energy consumption (fuel economy), sluggish shifting and even a potential for lack of lubrication (increased wear and tear on critical transmission components). When viscosity is too thin, you will most likely hear customers

complaining about erratic shifting, noises and accelerated wear or failure.

AMSOIL Signature Series ULV 100% Synthetic Automatic Transmission Fluid is formulated to withstand extreme environments and resist shear. It contains friction-modifier additives that deliver outstanding clutch-holding capacity (static friction), torque-transfer ability (dynamic friction) and anti-shudder properties (slipping torque-converter clutches) for smooth, reliable shifts. It also contains high concentrations of antioxidants, making it naturally heat resistant, providing outstanding protection against sludge and varnish deposits that can clog narrow fluid passages and contribute to clutch glazing.

Fuel-Efficient ATF vs. Ultra-Low-Viscosity ATF

For nearly 10 years, AMSOIL Signature Series Fuel-Efficient Synthetic Automatic Transmission Fluid has proven to be an excellent option for the 10-speed transmission. To align with current and future market needs, new AMSOIL Signature Series ULV 100% Synthetic Automatic Transmission Fluid is formulated specifically for transmissions requiring FORD MERCON® ULV and GM DEXRON® ULV specifications and is now the primary recommendation for these applications.

Boosted Protection for Riding in Harsh Western Environments

Many off-road enthusiasts head west to enjoy open spaces and challenging high-clearance desert and mountain trails. When driving in remote terrain, be sure to prep your ATV or UTV with additional protection and recovery equipment. Also consider that hard driving in harsh environments and extreme temperatures takes a greater toll on your engine.

Modern side-by-sides are often turbocharged for maximum power and performance. Turbos can spin up to 200,000 rpm, creating tremendous friction and additional heat that cause oil to break down faster. Oxidized oil also becomes thicker, making it harder to circulate and impairing its ability to protect against wear and deposits.

The rapid on-and-off throttle needed to navigate tough terrain also creates severe heat cycles that invite deposits, known as turbo coking. Shutting down a hot engine has the same effect, allowing hot oil to bake onto the turbo bearings. These increased deposits can reduce engine performance and life.

It's up to the oil to cool and lubricate the turbo bearings and shaft to ensure your vehicle is protected. We ran AMSOIL 0W-50 Synthetic ATV/UTV Motor Oil (AUV05) through real-world field testing in a turbocharged Polaris® RZR Pro XP® UTV. Then we turned the intensity up and ran numerous advanced performance-testing profiles on our dyno for a complete 50-hour oil-drain interval.

After testing, we tore down the engine and transmission to verify the results. Despite reaching extremely high



temperatures, we saw no deposits on the pistons or valves, indicating that optimal engine performance was maintained. There was also no wear on the cylinders, camshaft or bearings, which helps extend engine life. In fact, after our rigorous testing, all engine components looked as good as new. The oil also did not oxidize from the heat and showed no metal wear particles after the test, indicating ample reserve protection that provides peace of mind when tackling harsh environments and tough terrain.

AMSOIL provides a complete line of ATV/UTV products to keep your vehicle



running optimally in the most challenging conditions, including multiple viscosities of AMSOIL Synthetic ATV/UTV Motor Oil and complete oil-change kits for the most popular Polaris and Can-Am® models.





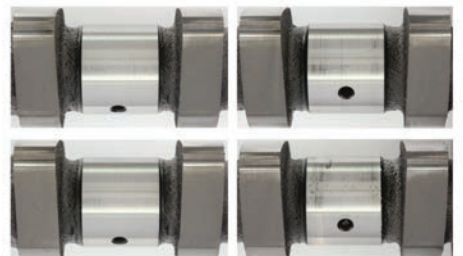
Cylinders are exceptionally clean and well-protected with cross-hatching still visible.



Pistons look great with minimal depositing on the crown.



Piston undercrowns look almost new with no deposits or staining.



Cam lobes show no signs of wear.



DISTRIBUTOR SPOTLIGHT

AMSOIL products have found a unique home in Georgia thanks to the unwavering dedication of GMT GROUP LTD. As an exclusive distributor, GMT has not only embraced the AMSOIL legacy, but transformed it into a beacon of success within a competitive market.

GMT's affiliation with AMSOIL began five years ago, driven by a recognition of the brand's unparalleled global reputation for quality. It was this very assurance of proven performance and consistent excellence underscored by superior technical support that inspired the company's leadership team to integrate AMSOIL products into its portfolio.

Overcoming Market Challenges

Despite global acclaim, the company still faced challenges building brand recognition in Georgia. The team noted that AMSOIL products are primarily promoted in the U.S. market, which necessitated a strategic localized marketing approach. By leveraging social media and engaging with automotive enthusiasts, GMT has fostered open discussions to effectively educate local consumers about the benefits of AMSOIL products. This strategy has not only increased brand visibility, but has also cultivated a base of loyal customers who seek quality and reliability above all.

Georgia's car market predominantly consists of secondhand vehicles, driving demand for affordable and robust low-viscosity synthetic oils. AMSOIL OE 0W-20 100% Synthetic Motor Oil has quickly gained popularity and trust among local consumers. The number of hybrid-powered vehicles is also steadily increasing and is currently about 30% of the market, making the recent addition of AMSOIL 100% Synthetic Hybrid Motor Oil well-suited to regional customer needs.

Innovative Marketing Strategies

GMT's approach to marketing AMSOIL products is multifaceted and dynamic. From branding licensed-partner outlets with premium AMSOIL lightboxes to collaborating with influencers for wider reach, the company has ensured that the AMSOIL image remains synonymous with superior quality. By expanding that reach through service centers and showrooms across the country, it has strategically positioned AMSOIL as the lubricant of choice for high-performance vehicles in Georgia.



The anticipation of future products highlights GMT's proactive approach to market expansion. Its aspiration to introduce an even broader array of offerings underscores a keen understanding of regional demand and a readiness to deliver innovative solutions. One team member even visited the AMSOIL factory and returned to Georgia with new marketing strategies and ideas.

Fostering Customer Trust and Satisfaction

Direct communication with customers remains a cornerstone of GMT's success. It ensures customer inquiries



Distributor Spotlight
 COUNTRY: GEORGIA
 COMPANY NAME: GMT GROUP LTD.



*“AMSOIL
 commands great
 respect due to its
 strong reputation.”*



are addressed promptly through social networks and direct communications, fostering trust and reliability. The team mentioned that customers appreciate the high-temperature performance, reliability and extended service intervals of AMSOIL products.

Testimonials from high-performance car owners, including drivers of Ferrari,* Lamborghini,* Mercedes-Benz* and BMW* vehicles, indicate satisfaction and trust in AMSOIL Signature Series 0W-40 100% Synthetic Motor Oil for its proven power, protection and performance.

These endorsements are not only a testament to the product's excellence, but to GMT's commitment to customer satisfaction.

Building a Future with AMSOIL

As a solutions-based business, GMT attests that the partnership has elevated its market position and enriched its brand identity as a trusted AMSOIL distributor.

GMT continues to innovate and expand, with plans to introduce new products and services that cater to the evolving needs

of its customers. GMT's unwavering dedication to quality and customer satisfaction positions it for continued growth as an AMSOIL distributor.

The journey of GMT underscores the power of strategic distribution, customer engagement and a commitment to excellence. Distributors like GMT ensure that customers anywhere in the world can experience the superior performance and protection that defines the AMSOIL brand.

Two New Drivetrain Products

Signature Series Ultra-Low-Viscosity Automatic Transmission Fluid

AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic ATF (ULV) is designed specifically for transmissions requiring FORD MERCON* ULV and GM DEXRON* ULV specifications and will now be the primary recommendation for these applications.

The Ford* and GM* 10-speed transmission has improved power and performance in trucks, SUVs and high-performance cars since its inception. These units must manage ever-higher horsepower, payload and towing capacities, which create additional heat and pressure inside the transmission.

Elevated temperatures cause fluids to break down, allowing damaging metal-to-metal contact and the formation of sludge and varnish deposits. The problem is amplified in transmissions with more gears, clutch packs and narrow oil passages that require clean, high-quality fluid to achieve maximum performance and life.

Reserve Protection

AMSOIL Signature Series ULV 100% Synthetic Automatic Transmission Fluid is engineered to withstand extreme heat and pressure to resist shear. It contains friction modifiers for smooth, reliable shifts, a boosted dose of antioxidants to defend against heat and strong protection against sludge and varnish deposits that can clog narrow passages and contribute to clutch glazing. It remains fluid in sub-zero temperatures and provides reserve protection during heavy use and abuse.

Protection from Wear

Varying speeds and loads cause torque multiplication and extreme stress on gears and bearings. Signature Series ULV ATF is formulated with high film strength and premium anti-wear/extreme-pressure additives to help prevent wear during severe service.

SEVERE GEAR® 75W-85 100% Synthetic Extreme-Pressure Gear Lube

New AMSOIL SEVERE GEAR® 75W-85 100% Synthetic Extreme-Pressure Gear

Lube (SVL) is specifically engineered for maximum performance in severe-duty applications, such as towing, hauling, steep-hill driving, commercial use, plowing, racing, off-road use, rapid acceleration, frequent stop-and-go operation and high ambient temperatures.

Iron-Clad Protection

SEVERE GEAR maintains its viscosity for long-lasting protection against metal-to-metal contact. Proprietary AMSOIL additives form an iron-sulfide barrier coating on gear surfaces, providing the ultimate line of defense against wear, pitting and scoring.

Thermal Runaway

AMSOIL SEVERE GEAR helps prevent “thermal runaway” – a phenomenon caused by a lubricant’s inability to control friction and increased heat under high-stress conditions. By controlling thermal runaway, AMSOIL SEVERE GEAR 100% Synthetic EP Gear Lube helps equipment run better and last longer.

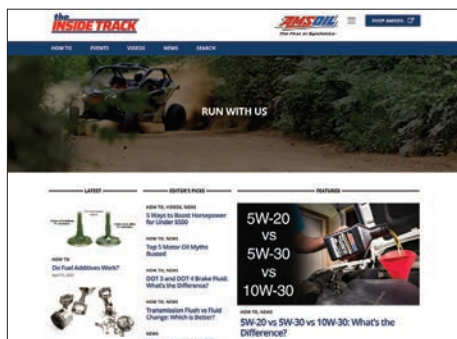


October Closeout

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

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Oct. 14 for Thanksgiving 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.

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.



The bag is stitched from high-quality Cordura® nylon to ensure your tools stay organized and rattle-free. Roll features two tool pouches, one sewn to the roll with the expanded socket set, and a removable velcro pouch for additional tools you want with you. The external straps and durable metal spring buckles enhance the security of your tools. The 24 tool pockets are labeled with the respective tool names to take the guesswork out of your tool selection.

- 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.

Dimensions: 18" L x 7" W

Tool set includes:

- 8, 9, 10 & 13 mm 1/4" drive 12-point sockets.
- T30 & T40 1/4" drive sockets.
- 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18 & 19 mm 3/8" drive 12-point sockets.
- 5/8" & 13/16" spark-plug sockets.
- 17 & 19 mm 1/2" drive 12-point sockets.
- 27 & 30 mm 1/2" drive 6-point sockets.
- 9-piece metric allen hex key set.
- 9-piece Torx key set.
- 6 x 100 mm flat-blade & PH2 x 100 mm Philips screwdrivers.
- 7" curved-jaw locking plier.
- 7" needle-nose plier with wire cutter.
- 8, 10, 12, 13, 14, 15, 16, 17, 18 & 19 mm metric combination wrenches.
- 10" chrome adjustable wrench.
- 1/4" & 3/8" 90T hand ratchets.
- 1/2" drive 380 mm long breaker bar.
- 1/4" drive x 50 mm, 3/8" drive x 75 mm & 1/2" drive x 125 mm extensions.
- Ball-peen hammer.
- Tire pressure gauge.
- Tire valve.
- 24 labeled pockets display the respective tool selection.
- Roll-up tool roll bag.
- Removable velcro tool pouch for additional items.

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



AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic ATF

Advanced Protection for High-Performance 10-Speed Transmissions

AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic Automatic Transmission Fluid is designed specifically for transmissions requiring FORD MERCON* ULV and GM DEXRON* ULV specifications.

- **Withstands** extreme heat and pressure to resist shear.
- **Advanced** friction modifiers help deliver smooth, reliable shifts.
- **Boosted** dose of antioxidants help defend against heat.
- **Protects** against sludge and varnish deposits that can clog narrow passages and contribute to clutch glazing.
- **Formulated** to withstand the rigors of heavy towing, elevated temperatures and challenging terrain.
- **Remains** fluid in sub-zero temperatures.



The First in Synthetics®

ISO 9001/ISO 14001 REGISTERED

Questions/Comments

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PROTECTION AND DEPENDABILITY

Keep your firearms in top working condition with AMSOIL Synthetic Firearm Lubricant and AMSOIL Firearm Cleaner.

AMSOIL SYNTHETIC FIREARM LUBRICANT

- **Keeps** firearms working properly for generations.
- **Helps** prevent blockage, jams and wear.
- **Outstanding** protection in hot and cold climates.

AMSOIL FIREARM CLEANER

- **Effectively** cleans fouling and powder residue.
- **Helps** reduce misfires and increase reliability.
- **Protects** against corrosion.

