

AMSOIL®

► DISTRIBUTOR EDITION

MAGAZINE

DECEMBER 2024





IRONCLAD PROTECTION

NEW SEVERE GEAR® 75W-85 100% Synthetic Gear Lube (SVL)

Engineered for maximum performance in severe-duty applications, such as towing, racing, off-roading and high ambient temperatures. Proprietary additives form an iron-sulfide barrier on gear surfaces for the ultimate line of defense.

- **Advanced** protection against wear.
- **Controls** thermal runaway.
- **Protects** against rust and corrosion.
- **Long** oil, seal and equipment life.

Use in differentials, manual transmissions and other gear applications requiring any of the following specifications: API GL-5/MT-1, MIL-PRF 2105E, SAE J2360, Ford XY-75W85-QL, GM 19300457, 19418501, 92184900, 19369842, Ram 68210057AB, 68083381AA, 683364258AA, 68232947AB, 68378949AA, 05136035AC, Toyota Genuine Gear Oil LT, 08885-02506





Year in Review | PAGE 8

FEATURES

- 8 2024: AMSOIL Year in Review
- 10 Team AMSOIL International Spotlight
- 14 Modern Hydraulic Lifters: Advanced Lubrication More Important than Ever

DEPARTMENTS

- 4 From the Chairman
- 7 Tech Talk
- 16 Centerlines and Updates

ADVERTISEMENTS

- 2 Ironclad Protection
- 5 AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic ATF
- 6 Target Installers
- 17 Boxo UTV Tool Roll

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

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 Amatzio

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

My father used to say, before we look ahead to the new year, it's important to glance back to assess our accomplishments from the previous year. Did we make good decisions? Did we work hard enough? Did we work smart enough? What can we do to improve?

Looking back, 2024 was a fantastic year for AMSOIL. We entered a high-profile partnership with Lingenfelter Performance Engineering. We introduced 14 new products, including our entrance into a lubricant-adjacent market with AMSOIL Car Care. We purchased Aerospace Lubricants, securing a strong partner for grease production and boosting our ability to introduce new grease options for you to sell. Much of this is detailed in this issue of *AMSOIL Magazine*, but much more has occurred behind the scenes that we have not divulged. For example, we installed a new production line at the AMSOIL Center that allows us to bring Easy-Pack manufacturing in house.

We also installed three new case erectors to assist on production lines with manual packaging operations. This helped reduce ergonomic strain on the Production team and speeds the process substantially, ultimately improving efficiency and reducing production costs. We added two capping heads to the additive production line, allowing us to double the output of high-volume products. We also upgraded the filler/capper on the Filz-All line, which is used to fill multiple package sizes, again allowing us to double the output of that line.

We began rolling out a new order-fulfillment solution in our distribution centers that is helping us ship orders faster, reduce waste and provide a better customer experience.

That's a long list of accomplishments, and it certainly isn't exhaustive. There is always room to improve, but I am satisfied with what was accomplished in 2024. Looking ahead, we will continue

charging forward at an intense pace in 2025. You can expect more new products and more investments in things designed to add value for you and our customers. I hope you will reflect on your progress in 2024 and make plans for how you will grow in 2025. I know many of you have milestones to celebrate from the past year's efforts. Take a moment to savor them through the holiday season and enter the new year with renewed vigor. I know I will.

Thank you for a fantastic year.

Alan Amatuzio
Chairman & CEO



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.



TARGET INSTALLERS

Approximately **75% of motorists** visit an independent mechanic, quick lube or other installer for oil changes. That number is expected to increase as vehicles continue to become more difficult to maintain, which is why it's vital to have at least one installer account to which you can send customers who don't change their own oil.

FOCUS ON THESE TYPES OF INSTALLER BUSINESSES:

- Full-service garages.
- Quick lubes.
- Powersports installers.
- Specialty service shops.

DEMONSTRATE HOW AMSOIL CAN HELP:

- Boost car count.
- Boost reputation.
- Boost sales per ticket.



Alex Thompson | PRODUCT MARKETING MANAGER – AUTOMOTIVE

Fuel-system maintenance is essential in modern engines.

Without regular cleaning, today's engines will not deliver the power and fuel economy they are designed to deliver.

It used to be common practice for vehicle owners to spend a Saturday afternoon in the garage, giving their vehicles a tune-up. There was a sense of pride and accomplishment in working under the hood, getting their hands dirty and knowing the efforts would help keep the car or truck running strong. Back then, vehicles were much easier to work on – the engine layouts were open, components were accessible and the average Joe didn't need advanced training or complicated tools to perform maintenance.

Today's vehicles are a different breed. The push for better fuel economy has led to smaller engines littered with computerized monitoring systems and complex technologies all tightly packaged together. As a result, most of us are taking our vehicles to repair shops for even the most routine maintenance. Yet all vehicle owners can still perform a quick engine "tune-up" with no tools or automotive background required. Instead of turning wrenches, it comes in the form of a fuel additive.

As you know, motor oils are tasked with several functions beyond just lubricating, including keeping engine components clean. This is made possible by the use of detergent and dispersant additives. Their role is to prevent contaminants from sticking to engine components, especially hot components such as pistons and rings. However, motor oil is not able to prevent deposit build-up on certain components, including fuel injectors, intake valves and combustion chambers. That's where boosting the cleaning power of gasoline comes into play.

Fuel injectors are traditionally located in the air intake ports, and they spray fuel in a fine mist that mixes with air as it passes by the backs of the intake valves. Fuel injectors of this style are appropriately called port fuel injectors. Port fuel injectors become clogged with deposits over time, which causes that fine mist of fuel to turn into an unpredictable stream of fuel. As a result, the fuel doesn't mix as well with the air, and the combustion of the mixture is less effective.

Now consider a gasoline direct-inject engine such as the Ford* EcoBoost* or GM* Ecotec,* which have fuel injectors positioned with the tip located inside the combustion chamber. Because of this location advantage, they can better control the spray of finely atomized fuel into the cylinders, leading to increased power, reduced emissions and most importantly these days, improved fuel economy. During normal engine operation these injectors are exposed to much higher temperatures and pressures, which leads to more rapid deposit build-up than the build-up on traditional port fuel injectors. The outcome of plugged injectors is the same – poor spray patterns causing lost power and efficiency.

In a port fuel-injected engine, the next components that can be reached through the fuel system are the intake valves. Their job is to allow air into the combustion chamber at the precise time that it is needed, then close tightly to seal the chamber during combustion. The valves tend to accumulate deposits over time that can prevent them from sealing properly, allowing pressure loss and poor engine performance. Since the port fuel injectors are positioned to

spray at the valves, any deposits that form on them can be easily addressed through fuel additives. However, in direct-inject engines the intake valves never get fuel sprayed on them, so fuel additives have a minimal effect on cleaning those deposits.

The final components that see a significant benefit from fuel additives are the components that form the combustion chamber itself: the piston, cylinder walls and head. The extreme temperatures and pressures they are routinely exposed to make them prone to deposit formation. These deposits can lead to hot spots that cause the air-fuel mixture to ignite before it should, resulting in uncontrolled combustion known as engine knock. Today's engines have sensors to detect that condition, and they constantly make adjustments to compensate. The good news is that those adjustments prevent the knock from causing significant engine damage. The bad news is that the engine is no longer operating at its most efficient settings, leading to lost power and fuel economy.

This is where quality fuel additives make a difference. Their role is to clean the deposits that the motor oil cannot reach. AMSOIL P.i.[®] Performance Improver (API) is a highly concentrated formulation specifically designed to clean all of the deposits previously mentioned. In fact, P.i. cleans your entire fuel system and restores up to 14% horsepower¹ in one tank of gasoline. The result is restoring and maintaining engine performance. No wrench-turning required.

¹Based on third-party testing in a 2016 Chevrolet* Silverado* 1500, 5.3L V-8 GDI with 100,616 miles, using one tank treated with AMSOIL P.i. Actual results may vary.

AMSOIL YEAR IN REVIEW

2024

The past year saw AMSOIL make significant investments to boost success and increase brand visibility. Here's a look back at some of 2024's important news, events and product introductions.

CORPORATE NEWS

Bound by Performance: New Lingenfelter & AMSOIL Strategic Partnership

AMSOIL and Lingenfelter Performance Engineering (LPE) formed a strategic partnership. AMSOIL products are now the "Official Lubricants of LPE."



Lingenfelter Performance Engineering offers in-house performance-engineered products that aim to provide "winning performance through innovative engineering." LPE was founded in 1973 and has become a globally recognized brand in the performance-engineering industry. The company offers engine building, engine and chassis tuning components and installation for vehicle owners; component product development and services to manufacturers, aftermarket and original equipment suppliers; prototype and preparation of product-development vehicles; late product life-cycle performance improvements; durability testing; and show and media event vehicles.

New Partnership with FNA Group Expands Brand Awareness

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



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

AMSOIL Partners with The Truck Show Podcast

AMSOIL partnered with popular podcasting duo Jay "Lightning" Tilles and Sean P. Holman from the long-running "The Truck Show Podcast with Lightning and Holman." The Truck Show is a weekly look at the world of trucks, including lifted, lowered and everything in between.



AMSOIL Partners with 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.





AMSOIL Acquires 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 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 stronger. We will invest in Aerospace to improve the company's capabilities and capacities to grow grease business for Aerospace and AMSOIL.

NEW AND REFORMULATED PRODUCTS

AMSOIL Synthetic EP Grease Reintroduced

We reintroduced AMSOIL Synthetic EP Grease (GSF) in an improved formula. AMSOIL Synthetic EP Grease helps solve problems associated with leaky gearboxes and difficult-to-service applications in commercial and fleet markets. It is primarily used in grease-filled cases where conventional greases do not provide adequate lubricant life or protection.



AMSOIL Signature Series Line Expands

AMSOIL Signature Series 0W-16 100% Synthetic Motor Oil (AZS) joined the AMSOIL Signature Series line. Its primary applications are Toyota* and Honda* vehicles calling for 0W-16.



AMSOIL OE Line Expands

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



AMSOIL Metric Motorcycle Oil Line Expands

AMSOIL 5W-40 100% Synthetic Metric Motorcycle Oil (MMF) joined the AMSOIL Metric Motorcycle Oil line. It 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.

Introducing AMSOIL Car Care

AMSOIL Car Care is a new 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 (HFB), AMSOIL Ceramic Spray (CSF) and AMSOIL Interior Detailer (IDL, IDN).



New AMSOIL Synthetic-Blend Motor Oil Expands Opportunities in the Installer Market

New AMSOIL Synthetic-Blend Motor Oil is primarily targeted toward retail installers and mechanics as a lower-cost option for daily drivers and commuters. AMSOIL Synthetic-Blend Motor Oil is a premium choice for those looking for an upgrade over conventional oils.



New AMSOIL 0W-8 100% Synthetic Hybrid Motor Oil: Light Viscosity. Heavy Protection.

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.



New AMSOIL Signature Series Ultra-Low-Viscosity Automatic Transmission Fluid

New 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 is now the primary recommendation for these applications.



New AMSOIL 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.





TEAM AMSOIL INTERNATIONAL SPOTLIGHT

Get to know your global team.



Mohamed Dadabhay
TERRITORY MANAGER, AFRICA

Joined AMSOIL 2021, from Johannesburg, South Africa.

Mohamad loves trekking through national parks with his family to experience wildlife in its natural habitat. He enjoys road and trail running, a good book and travels with a 17-hour playlist, extended battery pack and noise-canceling earbuds for regular flights between Johannesburg and New York.

He seeks Distributors with a similar passion for their business, products and customers. Mohamed once convinced the manager of a gold mine to switch from competitor products by taking a six-hour mine tour nearly two kilometers underground. The daily challenges he experienced in that work environment included being constantly wet, enduring near-freezing temperatures and wearing a radiation detector due to uranium deposits.



Rachid Fatmi
ACCOUNT MANAGER, MIDDLE EAST, AFRICA & INDIA

Joined AMSOIL 2015, from Milwaukee, Wis.

Rachid enjoys good food with friends and family, running, soccer and attending sports events. He always travels with running gear and is motivated by a strong belief in AMSOIL and its products.

Rachid focuses on developing a keen understanding of each target market and working with Distributors on building strong, long-term partnerships. He has expanded product reach and penetrated several new territories by choosing partners with similar values, including an emphasis on customer satisfaction and follow-through on agreements.



Amber Gurske
INTERNATIONAL BUSINESS DEVELOPMENT AND MARKETING MANAGER

Joined AMSOIL 2013, from Duluth, Minn.

Amber enjoys taking Distributors out for the best local food when they visit AMSOIL headquarters. She is also into traveling, hiking and running, and always travels with her running gear. She believes total openness and honesty help establish true and meaningful connections and aims to know everyone she interacts with on a personal level.

She discusses specific Distributor challenges with her peer group to better understand the core problems and identify the best solutions. Amber says that even though AMSOIL Distributors in 90 countries represent their companies in unique ways, everyone respects each other and is a joy to work with. Seeing so many people sharing ideas across borders reminds her how small the world is.



Lucy Ibanez
SENIOR TERRITORY MANAGER,
LATIN AMERICAN

Joined AMSOIL 2015, from Apple Valley, Minn.

Lucy enjoys pottery, especially making coffee mugs that bring comfort to her mornings and are filled with energy to keep up with three young kids. She also takes long runs to calm her mind, examine any challenges subjectively and put them in perspective. She always travels with noise-canceling headphones, lip balm, sunscreen, a water bottle and lots of snacks.

When working toward a common goal with people all over the world, Lucy believes clear and timely communication is the key to success. But she says the people are the key to good business relationships. It's important to know and care about their family, home and hobbies as much as their business.



Laurent Leduc
SENIOR DIRECTOR,
INTERNATIONAL

Joined AMSOIL 2014, from Minneapolis, Minn.

Laurent enjoys beekeeping, swimming, fishing, hiking with friends and always wears a good pair of shoes for walking tradeshow and exploring when traveling. He once slept in a coffin-shaped bed at a Distributor's racing event and is proud of bringing AMSOIL 4T Performance Motorcycle Oil to market after discovering demand from a sub-distributor in Thailand.

He constantly monitors changes in world trade to identify potential challenges and solutions, so he is prepared to adapt quickly to any setbacks. Laurent focuses on building strong, collaborative relationships based on trust by getting to know people and responding directly to their needs. He says there will always be demand for quality companies and products.



Timur Pankov
GENERAL MANAGER, EUROPEAN
BUSINESS DEVELOPMENT

Joined AMSOIL 2018, from Cannes, France.

Timur enjoys outdoor workouts, sea swimming and exploring historical sites, museums, art galleries and theaters. He always travels with his kids' photos, a Kindle for reading and noise-canceling earphones. He has been a drift-car copilot in Spain and explored mountain caves in Georgia in support of his clients.

He loves building strong relationships with mutual respect and trust through honesty, transparency and open communication. Timur says success comes from resilience, adaptability and maintaining a positive attitude, while respecting cultural differences. To stay ahead of industry trends, Timur seeks Distributors who share the same values and vision. He says AMSOIL Distributor conferences are a great place for representatives from many countries to come together, strengthen our combined network and implement long-term strategies based on customer needs.



Dan Peterson
**SVP GLOBAL CONSUMER
BUSINESS**

Joined AMSOIL 2008, from Superior, Wis.

Dan enjoys time with friends and family (especially grandkids), bicycling, cross-country skiing, fishing, smoking meats and making soap. As an engineer, he helped develop thermal paper for point-of-sale receipts and is excited to be part of the international AMSOIL team.

Businesses win with vision and stability. Dan applies a diverse range of strategic management and product-engineering skills to solving the toughest challenges and ensuring mistakes aren't repeated. Staying competitive means picking the right opportunities, focusing on results and creating win-win solutions. He puts customers at the center of everything and is committed to building strong relationships with face-to-face communication and following through on promises. He says you can't fake empathy; people know if you really care.



John Zhang
GENERAL SALES MANAGER, ASIA

Joined AMSOIL 2012, from Superior, Wis.

John keeps a close eye on worldwide market trends and helps Asian Distributors share and implement effective marketing and sales strategies. He commends Distributor dedication and hard work in developing and growing AMSOIL business in each individual market and says open communication is how we will continue to meet specific regional customer needs together on a global scale.

Modern Hydraulic Lifters: Advanced Lubrication More Important than Ever

Engine technology constantly evolves as engineers work to deliver more power, efficiency and emissions control. This relentless innovation improves vehicle performance, but places new challenges on engine components that operate under increasingly demanding conditions.

Hydraulic lifters are a prime example. They play a crucial role in ensuring optimal engine performance and efficiency. And, as they become more sophisticated, the task of motor oil to safeguard them against wear and failure becomes more challenging.

Hydraulic Lifters

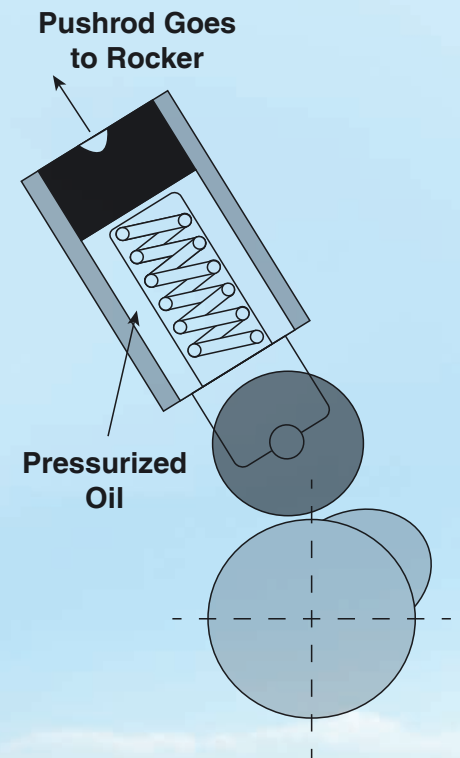
The two primary types of valve lifters are mechanical (or solid) and hydraulic. Mechanical lifters are solid metal components that transfer the camshaft's motion to the pushrods. They require a small clearance, or lash, to account for the thermal expansion of engine components. This lash must be periodically adjusted to maintain engine performance and prevent excessive wear.

Hydraulic lifters, also known as hydraulic tappets, are designed to maintain zero valve clearance regardless of engine temperature. They ensure the timing of valve openings and closings is precise to optimize engine performance, fuel efficiency and emissions. Their design

allows them to adapt to the thermal expansion of engine components to maintain consistent valve timing. This not only contributes to smoother engine operation, but extends the life of the engine by minimizing wear on valvetrain components.

Each hydraulic valve contains an internal piston that operates under the pressure of the engine's oil-circulation system and a one-way check valve that traps oil inside, allowing them to act as a solid lifter during valve operation. As oil enters the lifter, it pushes the piston upward, automatically compensating for any changes in engine dimension due to thermal expansion. The lifter's self-adjusting mechanism negates the need for periodic manual adjustments, a task that was once necessary with traditional mechanical lifters.

Mechanical lifters can handle higher rpm and provide more precise control over valve timing, making them the choice for performance and racing applications. On the other hand, nearly 100% of modern



production vehicles are equipped with hydraulic lifters due to their quieter operation and lower maintenance demands.

Hydraulic lifters have seen significant improvements to meet the demands of modern engines that are increasingly lighter, more compact and more powerful. Manufacturers make them with materials that offer greater wear resistance and durability, allowing lifters to operate effectively even under the high-stress, high-heat conditions found close to the combustion chamber. Lifters have also been designed to be compatible with lower-viscosity oils.

Common Issues

Hydraulic lifters face challenges. One common issue is lifter collapse, where the lifter fails to maintain proper pressure, leading to increased valve clearance and noisy operation. This can be caused by a variety of factors, including motor-oil contamination, air infiltration into the lifter or insufficient oil pressure. Over time, such conditions can lead to significant wear and eventual lifter failure.

Lifter noise can indicate problems such as improper lubrication or wear. If left unaddressed, these issues can escalate, leading to catastrophic failure. Regular maintenance and the use of high-quality motor oil are crucial to prevent these problems and maximize the longevity of hydraulic lifters.

Motor Oil's Role

Motor oil plays a critical role in the protection and operation of hydraulic lifters. These components require constant lubrication to protect them from wear. The buildup of sludge and deposits can impede lifter function and lead to premature failure.

Motor oil with excellent thermal stability is important for protecting engine components from extreme heat, and that's especially true with hydraulic lifters, which are exposed to the high temperatures generated by the combustion process.

AMSOIL Protection

AMSOIL motor oils provide exceptional protection for engine components, including hydraulic lifters. For example, Signature Series 100% Synthetic Motor Oil provides 75% more engine protection against horsepower loss and wear.¹ It is fortified with a heavy treatment of detergent additives, delivering 28% more acid-neutralizing power than Mobil 1* and helping engines stay cleaner, longer.² Robust anti-wear additives form a strong fluid film that separates metal surfaces, significantly reducing wear in metal-to-metal contact regions. Keeping components clean helps lifters last longer and maintain optimum performance.



Hydraulic lifters have seen significant improvements as engines have become lighter, more compact and more powerful.

Keep Lifters Lifting

Hydraulic lifters play a critical role in the operation and efficiency of modern engines. As hydraulic lifters become more advanced to support engines that are increasingly more compact, powerful and efficient, the importance of maintaining them with high-quality motor oil is more important than ever. Hydraulic lifters operate in extreme heat and require premium protection to perform optimally for the life of the vehicle. AMSOIL motor oils deliver premium protection and performance, ensuring that your engine, including its hydraulic lifters, remains in peak operating condition for many miles to come.



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

December Closeout

The last day to process December orders is Tuesday, Dec. 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 December business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Monday, Jan. 6.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Dec. 24-25 for Christmas and Wednesday, Jan. 1 for New Year's Day. The Toronto Distribution Center will be closed Thursday, Dec. 26 for Boxing Day.

Holiday Activities

The AMSOIL corporate headquarters and Superior Distribution Center will close at 12 p.m. Central Time on Friday, Dec. 13 for holiday activities. Limited Customer Service personnel will be available for orders, so please do not attempt to contact corporate staff via the toll-free ordering number during this time to avoid overloading the limited staff. In addition, placing Dealer orders in advance of this date would be appreciated to aid in keeping the lines clear for customers.



Commercial-Grade Diesel Oil Gallons

AMSOIL 10W-30 and 15W-40 Commercial-Grade Diesel Oil (SBDT, SBDF) is now available in 1-gallon containers.

Pleasurecraft Engine Group Chooses AMSOIL

Pleasurecraft Engine Group, the recognized leader in premium marine engines, selected AMSOIL to develop specialized lubricants engineered for its engines, transmissions and V-drives. For more than 40 years, Pleasurecraft has provided the ultimate in premium power for the world's finest inboard watersports boats, motor yachts and sportfishing vessels.

"AMSOIL and Pleasurecraft are a natural fit," said AMSOIL CMO & Sr. VP, Strategic Marketing Rob Shama. "We are both driven to push performance technology forward and focus on manufacturing best-in-class products. All of us at AMSOIL were excited to develop these unique products specially for Pleasurecraft Engine Group and honored by their endorsement of AMSOIL."

Pleasurecraft designs and manufactures Pleasurecraft Marine Engines, Levitator Engines, Challenger Engines and Crusader Offshore Engines used in popular, high-end marine vessels like Nautique,* Centurion,* Diamondback Airboats,* Montara* and more. Our Product Development team partnered with the experts at Pleasurecraft to identify the unique demands of their products and engineer lubricants designed to deliver maximum performance and protection. The result: new Pleasurecraft Engine Group 10W-40 Synthetic Motor Oil, Pleasurecraft Engine Group Synthetic Transmission Fluid, Pleasurecraft Engine Group Synthetic V-Drive Fluid and Pleasurecraft Engine Group 50/50 Premix Propylene Glycol Coolant, all of which feature "Engineered by AMSOIL" on the front label.

These Pleasurecraft products will be sold exclusively by Pleasurecraft dealers. While they are not available for AMSOIL Dealers to sell, Dealers will benefit in many other ways. We have had limited success in marine markets. Having a premier original equipment manufacturer (OEM) like Pleasurecraft anoint AMSOIL the best choice for its products delivers instantaneous credibility. It drives greater consumer trust, validates our position of leadership, supports our brand expertise, provides extra exposure for our brand and increases our prestige and favorability.

That increased brand recognition and prestige will help Dealers sell more oil in marine markets, where we have a full line of specialized AMSOIL products designed for the most popular marine brands. This has proven true in the small-engine market, where we have co-branded products with Kohler* and Briggs & Stratton.*

Co-branding is common – Valvoline* and Cummins,* KTM* and Motorex* and Ducati* and Shell* are just a few examples of co-branding partnerships. If you have ever attempted to unseat one of these co-branded products, you know how powerful those partnerships can be, and you will benefit from the boost to the AMSOIL brand. Conversely, had we not agreed to this partnership, you would face the uphill battle of unseating some other company that would have undoubtedly partnered with Pleasurecraft in our place.

This endorsement from Pleasurecraft, along with those from Banks Power, Lingenfelter, Briggs & Stratton and Kohler, is affirmation of our position as the leader in synthetic lubrication. Use this partnership to increase sales for your Dealership.



PROTECTION | **PERFORMANCE**
you demand. | *you deserve.™*

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 | December 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