

AMSOIL[®]

► DISTRIBUTOR EDITION

MAGAZINE

JANUARY 2025



WARM UP YOUR VEHICLE FASTER IN COLD WEATHER

| PAGE 9



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





Warm up Your Vehicle Faster in Cold Weather | PAGE 9

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From the Chairman

Did you know there is a difference between a slogan and a tagline? A slogan is a catchy phrase used for a limited time to promote a product or campaign. An example would be our latest lead slogan, “Specialized Lubricants Engineered for What You Drive and How You Drive.®” A tagline, on the other hand, is a more permanent expression to represent the brand as a whole.

When AMSOIL synthetic motor oil first became available for purchase, the tagline under the logo read, “The World’s Finest Engine Lubricant.” That remains true to this day. As AMSOIL began picking up steam, other companies took notice. Eventually, the major oil companies launched synthetic lubricants of their own. Their entry into the synthetic lubricant market helped legitimize AMSOIL and confirmed the message we were sending about synthetics’ superiority. At the same time, the majors’ big budgets and global presence allowed them to generate more brand awareness than AMSOIL could, and thus those brands enjoyed a larger market share despite the superior performance of our product. That is when we adopted the tagline, “The

Quiet Leader in Synthetic Lubrication.” AMSOIL didn’t have the brand recognition, but we sure had the best products and were pushing the industry forward. We wanted people to know that, while the majors had the brand recognition, we were here first and we were better.

Despite those early efforts, we continued to fight for recognition in the years that followed. Some of our competitors would use cleverly worded statements to imply they beat AMSOIL to market with synthetic oil. So, in 1997, we trademarked a new tagline designed to put our history of innovation and leadership front and center: “The First in Synthetics.®” It was a powerful, in-your-face way of letting the world know that when it comes to synthetic lubricants, AMSOIL is first. First in history, and first in quality.

During the brand research we performed last year, multiple participants indicated that “The First in Synthetics” no longer brandishes the power it once did. They mentioned that, while it indicates longevity and a storied past, it leaves some people thinking, “what have you done for me lately?” They are right.

A tagline should speak to our greater purpose and mission. It should be memorable, likeable and make the reader feel connected to the brand. We developed some potential new taglines and performed a market test to ensure we were moving in the right direction.

I am happy to reveal that we are adopting a new tagline: **Protection you demand. Performance you deserve.™** This excellent new tagline speaks directly to our mission, performed well in market testing and tells customers what they get when they choose AMSOIL. It will begin appearing in select marketing material moving forward.

“The First in Synthetics” is being retired. We will retain the trademark and continue using the phrase where appropriate, but it is no longer our tagline. I hope that you are as excited as I am about this change, and that you’ll put it to use in your efforts to sell AMSOIL products.

Alan Amatzio
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.

LETTERS TO THE EDITOR

AMSOIL CERAMIC SPRAY

I'd like to share a great experience I had with the new Ceramic Spray (CSF). I have a freshwater "since new" 2010 Yamaha* F150 outboard. In addition to the normal crud and accumulation, there were spots of what appeared to be calcium buildup. I power washed at 3,000 PSI with water, then gently hit it with 5% vinegar and a yellow/green kitchen scrubby (and a toothbrush for nooks and crannies). I then treated it with the Ceramic Spray. It looks NEW! Next is my Ram* 1500.

Bill Nygard

AMSOIL: That's fantastic! Thanks for sharing, Bill. We hope the results were just as impressive with your truck.

HYDRAULIC FLUIDS

I'm curious to know why no hydraulic fluids are listed in the P.C. and retail catalogs. I have many auto parts stores as customers, but our hydraulic oils will never get mentioned as they look through our catalogs. Many friends who are P.C.s use hydraulic oils too, but must go online to see them.

I made up my own two-page catalog to hand out to retail customers, but it's not the same as seeing it in color.

I think we are missing a big opportunity here to sell in retail outlets.

Thank you,

Tim Tuohey

AMSOIL: Great question, Tim. Commercial accounts are our target market and the main users of hydraulic oil. Since Preferred Customers are not our target market and typically do not buy much hydraulic oil, we do not advertise our hydraulic oils to those customers. As for the Retail Program Catalog (G3520/G3521), good call. We will add hydraulic oil at the next printing. In the meantime, the AMSOIL Product Catalog (G290) does already include the various lines of AMSOIL hydraulic fluid.

VALVE LIFTERS

I am an engine builder and lifetime AMSOIL Dealer. I read your article on valvetrains (November *AMSOIL Magazine*), and have one thing to comment on: the omission of the valve lifters. The components are listed from camshaft to push rods. The valve lifters ride on the camshaft, and are very sensitive to proper lubrication for friction reduction on conventional lifters (non-roller) and also are very sensitive to debris in the oil, as they have very close-tolerance parts.

Perley Johnson

AMSOIL: Thank you for your long-time loyalty as an AMSOIL Dealer, Perley. Great feedback. We should have made note of them. We did publish a follow-up article focused exclusively on valve lifters in the December AMSOIL Magazine. We appreciate your keen eye.

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

New Motor-Oil Specifications on the Horizon

In the never-ending quest for improved fuel economy and reduced emissions, government agencies like the National Highway Transportation Safety Administration (NHTSA) and Environmental Protection Agency (EPA) continue to tighten corporate average fuel economy (CAFE) requirements and restrictions on tailpipe emissions.

In response, automakers develop technologies to stay in compliance and avoid steep financial penalties. As automotive technology evolves, motor-oil standards must adapt to protect the new systems.

Clean Air Act

For example, the Clean Air Act was enacted in 1970 to reduce tailpipe emissions; it led to the development and mandated installation of catalytic converters in 1975. Catalytic converters use a catalyst, usually a precious metal like platinum, to neutralize harmful gases through chemical reactions, converting carbon monoxide to carbon dioxide. However, catalytic converters are susceptible to premature poisoning from contaminants and certain materials that were commonly used in oil formulations, like zinc dialkyldithiophosphate (ZDDP). This led to a new standard that lowered the allowable level of ZDDP in engine oils.

Diesel Particulate Filters

In 2007, the diesel market went through a set of regulation updates that also drove new technology development. Automakers curtailed tailpipe emissions by introducing diesel particulate filter (DPF) systems. As DPFs emerged, a new diesel-oil category followed to improve performance and address challenges specific to DPF systems.

GPFs Coming Soon

Earlier this year, the EPA approved the “Multi-Pollutant Emission Standard” for model-year 2027 and newer vehicles. Automakers are responding by developing gasoline particulate filter (GPF) technology. A GPF essentially

Test	Parameter	ILSAC GF-6	ILSAC GF-7	Reason for change
Sequence IIH	Oxidation and deposits	WPD > 4.2	WPD > 4.6	Improve engine cleanliness
Sequence VIE	Fuel economy	By grade	GF-6 + 0.5%	Compliance with CAFE regulations
Sequence IX	LSPI	Fresh motor oil only	Fresh and aged motor oil	Continuous LSPI protection
Sequence X	Chain wear	0.085 max	0.080 max	Improve timing-chain protection
MRV	Low-temperature pumpability	60,000 cP max	40,000 cP max	Improve low-temperature performance
Sulfated-ash content	GPF compatibility	—	0.9wt% max	Response to EPA regulations
Engine-Oil Gelation Test (EOGT)	Oil gelation with water contamination	D6795 EOFT	D6795 EOFT & EOGT (report only)	Improve water-contamination protection
Seals	Elastomer compatibility	5 materials	+4 materials (report only)	Relevant for modern engines

works as a trap for carbonaceous (soot) deposits before they exit the tailpipe.

ILSAC GF-7

Much like when ZDDP became a concern for catalytic converters in the 1970s, ash has become a concern for GPFs. Ash is typically used as part of an oil's detergent package. However, when consumed, it can create carbonaceous deposits that travel through the exhaust.

To prevent premature plugging of emissions systems, a new motor-oil standard is scheduled for release by the International Lubrication Standardization Approval Committee (ILSAC) on March 31, 2025.

The updated standard is designed to support GPF systems and improve piston cleanliness, timing-chain wear and LSPI prevention. ILSAC GF-7 is an incremental step in the evolution of motor oil, consisting primarily of tighter

limits on existing industry standards and introducing two new tests. The chart above breaks down the new limits and tests.

Already Ready

What does all this mean for you as an AMSOIL Dealer? First, AMSOIL is prepared with products that already meet or exceed the updated standard, and others are undergoing revolutionary changes to keep us at the forefront of lubrication technology. Second, this update provides an opportunity to start conversations with your customers, especially your installer accounts. Providing this information early helps you establish yourself as a valued advisor and allows them to start preparing. Finally, there's more to this story. The new API SQ specification is also coming soon. Stay tuned; we'll dive into those changes in the next issue.



PROTECTION YOU DEMAND. PERFORMANCE YOU DESERVE.™

Our new tagline is derived from our mission and values, and it tells customers exactly what they can expect when they choose AMSOIL. Watch for it to begin appearing on AMSOIL stationery and marketing assets soon, and join us in spreading our updated message.



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



Our Mission

We are driven to **earn the loyalty of every customer** by engineering innovative lubricant solutions and investing in expertise to deliver the performance they've been promised and the satisfaction they deserve.

We Value

A Spirit of Determination

Resolve to do what you set out to do. Hard work will pay off.

A Commitment to the Customer

Put the customer first. Customer satisfaction matters more than a sale.

Performance that Lives up to its Promise

Deliver what is promised. Integrity builds trust and loyalty.

A Culture of Collaboration & Professionalism

Work together and hold ourselves to high standards.

A Foundation of Expertise & Innovation

Keep learning. The cycle of expertise and innovation never stops.

WARM UP YOUR VEHICLE FASTER IN COLD WEATHER

AMSOIL DOMINATOR® Coolant Boost (RDCB) is designed to reduce corrosion and significantly enhance heat transfer in cooling systems. One of the overlooked benefits of better heat transfer is much quicker engine warm-up in winter conditions, which is noticed when the vehicle's defroster works much sooner.

To understand how DOMINATOR Coolant Boost reduces engine warm-up times in cold weather, it's important to understand the fundamentals of an engine's cooling system and how Coolant Boost's proprietary tiered-surfactant technology works. The same tiered-surfactant technology that aids in reducing engine operating temperatures also decreases engine warm-up times.

In a vehicle's cooling system, the goal is to quickly and effectively move heat away from engine components, permitting the engine to run at a safe, controlled temperature. An effective cooling system reduces stress on all aspects of the engine, including the oil. Alternatively, a corroded cooling system that transfers heat ineffectively will eventually lead to engine overheating, motor-oil breakdown and catastrophic failure.

A surfactant reduces the surface tension of water and antifreeze, allowing closer contact with metal parts. This closer contact increases the coolant's efficiency in transferring heat away from hot engine parts and out through the radiator and fan.

Many leading coolant additives contain only one surfactant, limiting their temperature ranges and effectiveness.

AMSOIL DOMINATOR Coolant Boost uses three surfactants, each designed to operate in a different temperature range to increase liquid-to-metal contact from the time the vehicle starts to the time it reaches operating temperature.

Graphic A illustrates how each surfactant in Coolant Boost's tiered-surfactant technology is designed to provide optimal performance over a wide temperature range, while competing products with only one surfactant are limited to performance in a single temperature range.

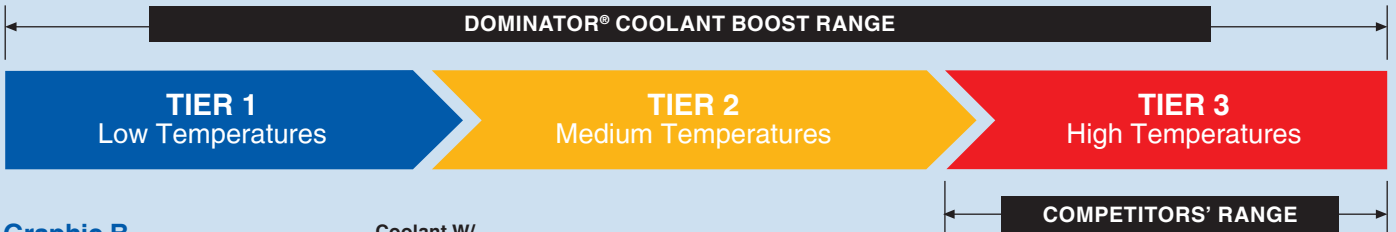
Graphic B outlines controlled testing of AMSOIL DOMINATOR Coolant Boost with a 50/50 antifreeze/water mix. When a cooling system reaches 120°F (48.9°C), you feel warm air coming out of the defroster. The time it takes to reach this temperature with Coolant Boost is reduced by 49% compared to the 50/50 antifreeze/water mix alone. The time required to warm the cooling system to 180°F (82.2°C) is reduced by 54%.

Through the use of tiered surfactants, AMSOIL DOMINATOR Coolant Boost delivers quicker warm-up times in the winter and reduced engine temperatures in the summer, making it an excellent choice for year-round use.



- Helps vehicles warm-up an average of 54% faster in winter.
- Reduces engine temps up to 25°F (13.8°C) in summer.

Graphic A



Graphic B

	Coolant Only	Coolant W/ Coolant Boost	Improvement
30° to 120°F	6.3 min.	3.2 min.	49% faster
30° to 180°F	11.4 min.	5.3 min.	54% faster

Who doesn't want their vehicle to warm-up faster on cold winter days? Talk to your customers about the benefits of AMSOIL DOMINATOR Coolant Boost.



DISTRIBUTOR SPOTLIGHT

ASARAY INTERNATIONAL has been the exclusive AMSOIL distributor in Libya since 2020. Its mission to provide only premium-quality products has positioned the company as a trusted leader in high-performance lubricants, which sets ASARAY apart from more established competitive brands.

Strategic Market Positioning

Introducing AMSOIL products to the Libyan market required overcoming various challenges, including strong competition and price sensitivity. ASARAY addressed both concerns by offering competitive pricing and encouraging customers to try switching to AMSOIL products. Longer shipping times for AMSOIL products coming directly from the U.S. were addressed with demand forecasting and careful order planning in collaboration with its AMSOIL Area Sales Manager. These strategies proved effective in overcoming initial resistance and establishing trust in AMSOIL.

Distribution and Expansion

ASARAY takes a strategic and versatile approach to distribution. The company interacts directly with consumers through AMSOIL-branded retail shops and service centers and has built a robust distribution network

across the country. Sub-distributors are offered marketing support to ensure brand loyalty, including shop preparation and AMSOIL signage. The company also wholesales products to shops, garages and service centers, with flexible support options for each customer's marketing efforts.

As the company continues to expand, it invests in digital marketing, collaborating with specialized service centers and engaging in high-profile sponsorships and motorsport events. A fleet of branded delivery vehicles ensures reliable access to AMSOIL products across the country.

Customer-Centric Approach

Customer service is the heart of ASARAY operations, helping the company build trust and loyalty. Performance-focused retail customers benefit from direct interaction with trained staff who offer personalized advice and service. Wholesale clients are supported by a dedicated

sales team skilled in understanding customer needs and fostering strong relationships. Prompt communication by phone, social media and email before and after sales ensures customer needs are continuously met.

Success Stories

Customers consistently express satisfaction with AMSOIL product quality and reliability. Evidence of success comes in the form of glowing customer testimonials, often reporting cleaner engines, smoother performance and reduced noise after switching to AMSOIL products. Passenger-car motor oils lead the demand, but motorcycle oils and AMSOIL P.i.® also receive high praise and are gaining popularity. Customers comment on how smooth their engines run using AMSOIL products and appreciate that they have access to the same products used in the U.S.



Distributor Spotlight
 COUNTRY: LIBYA
 COMPANY NAME: ASARAY INTERNATIONAL



“AMSOIL listened to my challenges and offered the support I need.”



Marketing Efforts

ASARAY uses a multifaceted marketing strategy and AMSOIL marketing support tools to drive brand awareness and customer engagement. Social media campaigns target automotive enthusiasts with professionally designed graphics and influencer endorsements, while educating consumers on AMSOIL product benefits. Motorsports event sponsorships, including drifting, rallies and a major race in Tripoli, help cement AMSOIL brand reputation among high-performance vehicle owners. Automotive trade shows and expos feature AMSOIL-

branded booths and a combination of billboards on busy streets and branded retail storefronts increase visibility throughout the country.

Future Plans

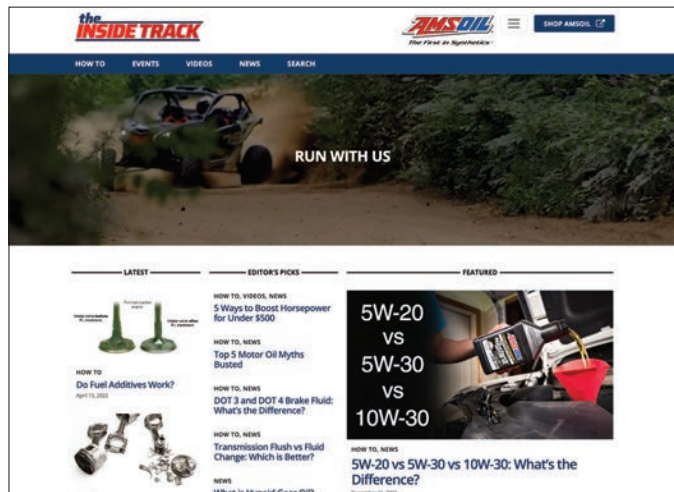
The company is committed to extending brand presence through emerging markets, including promoting hybrid-vehicle products. It is growing its customer base through education, targeted marketing and continued investment in brand visibility. Strengthening its distribution network and developing more branded stores are also top priorities in maintaining existing customer

relationships while extending the reach of the AMSOIL brand.

The company employs a customer-centric approach, dedication to quality and strong marketing and sales support, which clearly resonates with its target audience. By consistently exceeding customer expectations, ASARAY INTERNATIONAL has developed a reputation for excellence and secured a strong demand for AMSOIL products throughout Libya.

January Closeout

The last day to process January orders is Friday, Jan. 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 January business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Thursday, Feb. 6.



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.



Carhartt® Tool Bag

Durable 10.5"H x 14"W x 9"L Carhartt® Foundry Series Tool Bag. Features large main zip compartment with additional side pockets. Made of heavy-duty canvas that can shed light rain; inner metal frame for structure and tough, abrasion-resistant base.

STOCK # G3829
 U.S. Price \$70.00
 Can. Price \$92.00



POWERFUL PROTECTION WITH A SLED WARRANTY TO MATCH

Don't let the snowmobile manufacturer dictate which oil you use. Choose the superior protection provided by AMSOIL INTERCEPTOR® for your new, current-model-year or newer sled and we'll back you with our Runs on Freedom Limited Snowmobile Warranty that covers engine repairs for up to two years/5,000 miles/8,000 km.*



****Get the details and sign up at
AMSOIL.com/rofwarranty.***





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.



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

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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