

# AMSOIL<sup>®</sup>

► DISTRIBUTOR EDITION

## MAGAZINE

FEBRUARY 2025



# GET A JUMP ON SPRING OIL-CHANGE SEASON

| PAGE 6

Introducing New Synthetic ATV/UTV Dual-Clutch Transmission Fluid | PAGE 8





## PRODUCT SPOTLIGHT: AMSOIL Brake & Parts Cleaner (BPC)

### WHAT IS IT?

- **Professional-strength** parts cleaner.

### WHAT DOES IT DO?

- **Quickly** removes oil, grease, brake fluid and other contaminants from brake parts and other automotive components.
- **Cleans** brake parts with no major disassembly.
- **Leaves** no residue, helping eliminate brake squeal and chatter.
- **Dries** quickly.

### WHO IS IT FOR?

- **Automotive enthusiasts, do-it-yourselfers, commercial accounts.** Applications include brake parts, brake pads, calipers, drums and more.

*Not available in California, New Jersey or Canada.*



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# From the Chairman

Change used to be difficult for me. I am particular. I like things a certain way, so I work to achieve my ideal state, then I like that situation to remain in that state. Sometimes, however, circumstances beyond my control change the situation, and not always in ways I like. Over time, I learned not to fight these circumstances and instead accept them quickly and adapt to my new reality.

Initially, I had to work at it. Now, it's almost second nature. *Almost.* Adapting to change has always been challenging, but in today's fast-paced world, it's a necessity. There's a book by Spencer Johnson called "Who Moved My Cheese?" that does a great job of illustrating positive ways of handling change and the negative outcomes that result from fighting it. The book's foundational message is that change is inevitable, and the sooner we accept it, the better positioned we'll be to succeed. Whether it's technological advancements, changes at work or changes in relationships, we can't cling to the way things used to be. We must anticipate change and prepare ourselves to move forward when it happens.

When something in our lives is going well, it's easy to grow comfortable and assume it will last forever. But nothing stays the same. Markets shift, industries disrupt and progress is made. If we stay in our comfort zone, we will miss opportunities. People commonly avoid skill development, resist new technologies or hesitate to adjust in business, and it holds them back. I am a strong advocate with our Strategic Leadership Team at AMSOIL to proactively resist complacency.

Staying proactive helps AMSOIL thrive in the face of change. I prefer to be forward-thinking rather than reacting to circumstances forced upon me. I keep a sharp eye on industry trends and evaluate what inevitable forces are headed our way and how I can put AMSOIL in the strongest position for the future. By taking initiative instead of waiting until it's too late, you set yourself up for success in uncertain situations. This mindset has led to changes at AMSOIL through the years that some initially did not like. The introduction of XL and OE Synthetic Motor Oils come to mind. Many told us they would not sell them, but they turned out to be an essential part of our product portfolio.

Often, what holds us back isn't the change itself but fear of the unknown. Adjusting to new circumstances requires leaving behind what's familiar. Fear comes from imagining worst-case scenarios that may never happen. The antidote to fear is action, however small. Take the first step. Learn a new skill. Talk to the prospective new account you've been avoiding. Build some small victories and your confidence will build with them. The ultimate takeaway from "Who Moved My Cheese?" is that change, while intimidating, can be rewarding if we're open to it.

Prioritize the future versus the present. That is what we do at AMSOIL.

**Alan Amatuzio**  
Chairman & CEO





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

## Exhaust Power Valves

Cleanliness is key to maintaining optimum exhaust-power-valve performance.

Exhaust power valves are a key component in two-stroke engines, balancing throttle response and power delivery to maintain optimal engine performance. Larger exhaust ports provide more airflow and additional performance at higher engine speeds, but can compromise horsepower and torque at lower speeds. Smaller exhaust ports provide better low-speed performance, but their restrictive size leads to reduced power as engine speed increases.

Adjustable exhaust valves that increase in size with engine speed were developed more than 50 years ago. Activation of these power valves can be controlled using exhaust or cylinder pressure, mechanically with cable or linkage or more commonly with an electronic control system that monitors engine rpm and throttle position for continuous performance optimization. Modern two-stroke engines are primarily found in off-road and racing vehicles, including snowmobiles, dirt bikes and go karts, so the importance of power-valve maintenance has become an afterthought for many.

### Power-Valve Functionality

Modern two-stroke exhaust power valves are designed to dynamically adjust the exhaust-port size in response to varying engine speeds. At low engine speeds, the power valve covers a portion of the exhaust port, creating better low-rpm performance. The valve retracts as engine speed increases, creating a larger exhaust port and maximizing high-speed power without sacrificing low- and mid-range performance and throttle response.

Because the power valves are located within the exhaust stream, they are exposed to high temperatures and a constant flow of contaminants. A combination of carbonaceous material, unburned fuel and oil residue can form deposits on power valves, restricting their movement. Eventually, these deposits get thick enough to cause the valve to stop moving, greatly reducing engine power and performance.

Minimal force is used to activate power valves, so even moderate restriction from deposit formation can render the valve inoperable and periodic maintenance is required to maintain peak performance. For example, snowmobile manufacturers recommend that valve cleaning be performed at least annually and at most every 1,000 miles (1,600 km). Power valves that are subjected to extensive idle or operation at continuous low speeds may require more frequent service.

### Power-Valve Cleaning

On inspection, the valve should move freely with little or no resistance and not be stuck in place. Discoloration and deposits are normal, but hard, dry carbon is worse than soft, oily deposits. Anything that hinders valve movement requires removal. Use AMSOIL Power Foam to dissolve residue and loosen deposits and a non-metallic brush to remove deposits without damaging the valve surfaces.

### Deposit Prevention

Quality two-stroke oil can improve the cleanliness, performance and longevity of exhaust power valves. The advanced formulation of AMSOIL INTERCEPTOR® 100% Synthetic 2-Stroke Oil (AIT) features a high dose of detergents that inhibit deposit formation on critical components to prevent exhaust power valve sticking, maximize engine performance and extend maintenance intervals.

# Get a Jump on Spring Oil-Change Season

It's a tradition that began out of necessity and continues to this day: spring oil changes. Multigrade oils eliminated the need for seasonal oil changes, but the tradition has stuck and passenger-car lubricant sales continue to peak in the spring.



Perhaps that makes sense. While our minds are focused on changing oil in our vehicles, we are also reminded to begin storing equipment from the current season and start preparing our powersports toys and equipment for the next season. It is advantageous to use this tradition to boost sales. It is time to start talking to your installers, retail stores and powersports dealers as they begin gearing up for the spring push.

## Get Out Early

The most important aspect in capturing the spring oil-change market is getting out slightly before the season arrives. Sales of passenger-car products begin ramping up in mid-February and peak in April, so start now. Installers, retail stores and powersports dealers are

likely already reviewing their current inventory and beginning to build up for the upcoming season. Start talking to your existing and prospective accounts.

## Prepare Your Customers

Make sure your retail, installer and powersports accounts have the right amount of inventory for the spring season.

- Start visiting your accounts and look at their shelves to see what they currently have in stock.
- Find out how many vehicles they anticipate servicing in the upcoming months.
- Determine which motor-oil viscosities will be in highest demand.



## Spring Cleanup

Retail businesses will have a lot of customers coming through their doors in the next few months. Make sure your accounts' storefronts are presentable and check to see if their AMSOIL banners and signs are in need of replacement. Remind retail stores that they can use the co-op credit they earned from purchases in 2024 to obtain new marketing pieces, including flags, banners, shelving fixtures and window decals that will help brighten the store and promote the AMSOIL brand.





### Add-On Products

Many motorists view their spring oil changes as the once-a-year opportunity to cover all their vehicle-maintenance needs, which means transmission fluid, CVT fluid and gear lube will also be in demand. AMSOIL P.i.® (API) is another excellent add-on product for installers to use for yearly maintenance.



For retail stores, add-on products aren't limited to extra sales for one vehicle. They can also be products for the additional vehicles and equipment their customers own. Offering products that cover a variety of vehicles and engines helps position your retail accounts as one-stop shops for customers to get everything they need for all their vehicles and equipment. As the weather gets warmer, motorcycles and other summer recreational equipment will start coming out of the garage. If customers are coming out to buy oil for their vehicle's oil change, they might consider changing oil in their bikes too. Demand for small-engine oil will also pick up as yard work begins in the spring.

### Match Products

Look for opportunities to pair your product offering with what your current and prospective retail accounts are gearing up for this season. Check in with powersports dealerships and see what new vehicles are coming in this year, then determine which AMSOIL products you could offer that pair well with those vehicles. Find out what kind of lawn equipment hardware stores have coming in and explain the benefits and add-on sales opportunity presented by AMSOIL SABER® Professional (ATP). By asking your accounts how and what they're preparing for this season, you can help match AMSOIL products to fit those vehicle and equipment needs and provide additional sales.



### Leverage Tools for the Season

- AMSOIL Locator – An influx of customers will be visiting [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com) looking for service centers to get their spring oil changes done. Make sure your qualified accounts are on the AMSOIL Locator so customers looking for service centers can easily find them.
- Retail Promos – Make sure you're aware of all current retail promos and get your accounts involved.

### Bottom Line

Your success in retail and installer spaces comes down to the service you provide. It's important to get out and work with your existing and prospective customers. Being present in these shops before everybody else will help you get a head start and be prepared for spring oil-change season.

# INTRODUCING NEW SYNTHETIC ATV/UTV DUAL-CLUTCH TRANSMISSION FLUID

ATVs and UTVs are a thrilling way to enjoy backcountry off-roading, dune and desert riding and racing. They offer many advantages over other off-road vehicles, including lower cost, better fuel economy, easier maintenance and adaptability to almost any terrain. They are sturdy, agile and easy to transport, providing increased mobility that is ideal for difficult-to-reach locations and operation in harsh environments.

North America is the largest ATV/UTV market, with about \$6 billion in sales and 5% growth annually. Millions of these ATV and UTV owners are seeking peak performance, so manufacturers like Polaris,\* Can-Am,\* Honda,\* Kawasaki,\* and Yamaha\* continue to deliver advanced technology, including turbocharged engines for more power and dual-clutch transmissions for smoother power delivery. Dual-clutch transmissions (DCT) are designed to maximize power delivery and improve performance with seamless, split-second shifting, but they can suffer from shudder or lurching at slow speeds.

To address the challenges of modern vehicle technology, AMSOIL continues to lead the market in developing application-specific lubricants. New AMSOIL Synthetic ATV/UTV Dual-Clutch Transmission Fluid (AUDCT) is engineered to ensure stable synchronizer engagement that prevents shudder, producing consistently fast, smooth shifting and helping extend the life of dual-clutch transmissions. We've already

tested and proven its superior anti-wear protection in the new Can-Am Maverick\* R dual-clutch transmission under heavily loaded, high-temperature operation, making it the first, best and only alternative to the manufacturer-branded DCT fluid.

The extreme pressure and high torque generated by ATVs and UTVs can mechanically shear oils, causing them to lose viscosity and reducing their ability to protect against wear. AMSOIL Synthetic ATV/UTV products have outstanding film strength that resists extreme pressure to provide superior anti-wear protection for heavily loaded, high-torque mechanical components.

Turbocharged engines and aggressive driving generate extreme heat that can cause lubricants to break down, leading to harmful deposits that accelerate engine wear. AMSOIL Synthetic ATV/UTV products resist the effects of extreme heat for cleaner and cooler operation, so you can comfortably and confidently push your machine to its limits.

AMSOIL ATV/UTV products are engineered to provide the superior performance, protection and peace of mind required for performing demanding chores and tackling tough terrain. They are also Warranty Secure® to maintain your manufacturer warranty, no matter what brand of ATV or UTV you own. Protect every adventure with our full line of AMSOIL ATV/UTV products.



## AMSOIL ATV/UTV Oil-Change Kits for Can-Am and Polaris

- A complete AMSOIL ATV/UTV oil change in a box.

## AMSOIL 100% Synthetic ATV/UTV Motor Oil

- Helps keep shrouded engines cool.
- Resists oxidation to help maintain peak performance.



## NEW AMSOIL Synthetic ATV/UTV Dual-Clutch Transmission Fluid

- Delivers fast, smooth shifts for Can-Am Maverick R dual-clutch transmissions.
- Lab-tested anti-wear protection under heavily loaded, high-temperature operation.





AMSOIL Synthetic  
ATV/UTV  
Transmission &  
Differential Fluid  
and Powertrain  
Fluid

- Protects high-torque gears and bearings and heavily loaded hubs and differentials.



AMSOIL 100%  
Synthetic  
Chaincase & Gear  
Oil

- Inhibits oxidation, rust and corrosion to promote long chain and gear life.



AMSOIL DOMINATOR®  
100% Synthetic Racing  
Grease

- Exceptional high-speed friction reduction and extreme-temperature performance.



AMSOIL  
Powersports  
Antifreeze &  
Coolant

- 50/50 pre-mixed, noncorrosive ethylene-glycol formula lasts up to five years.



AMSOIL Shock  
Therapy®  
Suspension Fluid

- Resists fade to provide smooth and consistent dampening.



AMSOIL Mudslinger®  
Mud and Dirt  
Repellent

- Protects against UV damage and repels mud, dirt and snow for easy cleaning.



Use the Shop by Vehicle tool at [AMSOIL.com/](http://AMSOIL.com/) [AMSOIL.ca](http://AMSOIL.ca) to find the right AMSOIL products for all your vehicles.





## LUBRICATION 101: A LOOK AT BASIC LUBRICATION CONCEPTS

Lubrication can be a daunting subject for someone unfamiliar with its basic concepts. Even someone with experience in the field can be confused by the multitude of lubricants available on the market today. Reviewing a few basic lubrication principles can make it easier to understand why proper lubrication is necessary in every application.

### FRICTION

Webster defines friction as the “rubbing of one body against another,” and as “resistance to relative motion between two bodies in contact.” Friction can be beneficial. It generates heat that can be used to start a fire, and it is the principle behind a vehicle’s braking system.

Friction can also be detrimental. The heat generated as the result of friction can cause damage to an engine. Because contact is required to generate friction, wear can take place in these areas of contact, leading to material failures, overheating and the formation of deposits. Although there are many ways to reduce friction, the most common way is through the use of a fluid or semi-fluid lubricant. The key characteristic of lubricants is that they are not readily compressible, minimizing component contact or eliminating contact altogether.

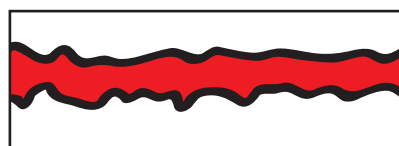
### TYPES OF LUBRICATION

There are three types of lubrication conditions that can exist between two surfaces:

**Hydrodynamic or Full-Film Lubrication** is the condition in which

surfaces are completely separated by a continuous film of lubricating fluid. The non-compressible nature of this film separates the surfaces and prevents metal-to-metal contact. The lubricant’s viscosity assumes responsibility for the majority of wear protection; additives play a limited role. Although full-film lubrication does not generally allow metal-to-metal contact, abrasive wear or scratching can still occur if dirt particles penetrate the lubricating film.

#### HYDRODYNAMIC LUBRICATION SURFACES SEPARATED BY BULK LUBRICANT FILM



■ Boundary Film ■ Bulk Lubricant

Engine components operating under a full-film lubrication regime include the crankshaft, camshaft and connecting rod bearings, and piston pin bushings.

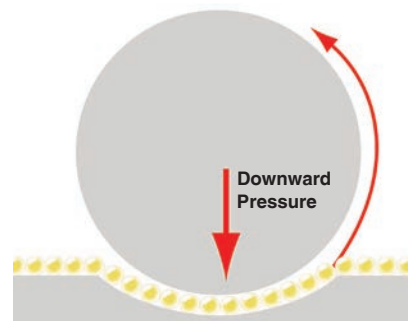
Under normal loads, transmission and rear-axle bearings also operate under a full-film regime.

#### Elasto-Hydrodynamic Lubrication

exists when a sudden reduction of the oil film causes a temporary increase in viscosity. When viscosity increases, the film can become rigid, creating a

#### ELASTO-HYDRODYNAMIC LUBRICATION

BULK LUBRICANT AND BOUNDARY FILM PLAY A ROLE



The shear strength of the fluid increases due to an increase in load or pressure of a surface and behaves as though it were stronger than the metal surface it acts against, thus causing the surface to deform.



temporary elastic deformation of the surfaces. The lubricant's viscosity and additives work together to protect surfaces in an elasto-hydrodynamic regime.

Anti-wear additives are often relied upon to protect engine bearings in high-load conditions, while both anti-wear and extreme-pressure additives work to protect gears in high-load conditions.

### **BOUNDARY LUBRICATION** PERFORMANCE ESSENTIALLY DEPENDENT ON BOUNDARY FILM



■ Boundary Film ■ Bulk Lubricant

**Boundary Lubrication** is a condition in which the lubricant film becomes too thin to provide total surface separation. This may be due to excessive loading, low speeds or a change in the fluid's characteristics. In such cases, occasional metal-to-metal contact takes place between surfaces, and the surfaces are almost entirely dependent on the lubricant's additives to provide protection.

Anti-wear additives protect the cam lobes, cylinder walls and piston rings in engine high-load conditions, while anti-wear and extreme-pressure additives protect ring and pinion gears in rear axles.

### **OTHER LUBRICANT FUNCTIONS**

Though minimizing friction and wear is the primary function of a lubricant, it is also required to perform the following tasks:

**Clean** – A lubricant must maintain internal cleanliness by suspending contaminants or keeping contaminants from adhering to components.

**Cool Moving Elements** – Reducing friction minimizes the amount of heat generated and lowers the operating temperature of the components. A lubricant must also absorb heat from the components and transport it to a location where it can be safely dissipated.

**Prevent Contamination** – The lubricant must act as a dynamic seal in locations such as the piston, piston

ring and cylinder contact areas. This minimizes contamination by combustion byproducts, for example, in the lubricating system. Lubricants are also relied upon to support mechanical seals found elsewhere and to minimize external contamination and fluid loss.

**Dampen Shock** – The lubricant may be required to cushion the blows of mechanical shock. A lubricant film can absorb and disperse these energy spikes over a broader contact area.

**Transfer Energy** – A lubricant may be required to act as an energy transfer medium as in the case of hydraulic equipment or lifters in an automotive engine.

**Prevent Corrosion** – A lubricant must have the ability to prevent or minimize internal component corrosion. This can be accomplished either by chemically neutralizing the corrosive products or by setting up a barrier between the components and the corrosive material.

### **COMPONENTS OF A LUBRICANT**

Lubricants are generally composed of two groups of materials. **Base oils** comprise 75 to 95 percent of the finished product. The most commonly used base oils are derived from petroleum crude oil. **Additives** are usually added to the base oils to enhance or impart new properties. The use of such special chemical compounds is another way to minimize friction and wear, and they can offer protection when the lubricating fluid cannot maintain component separation.

### **INCREASED DEMAND ON LUBRICANTS**

As time goes on, the lubrication needs of equipment continue to change. As equipment becomes more advanced and sophisticated, the demands placed upon the required lubricants become more severe. What may have been a preferred lubricant in the past is likely to be totally unacceptable today.

The automotive industry is an excellent example of how demands on equipment have changed. The engines used in today's vehicles require significantly more from a motor oil than they did in the past.

Modern vehicles are requiring lighter viscosity oils for improved fuel economy, but feature engines that output more power per cubic inch of displacement than ever before. To achieve this power level, vehicle manufacturers are adding

turbochargers that expose motor oils to higher temperatures and greater stress. Meanwhile, requirements for cleaner exhaust emissions have contributed to higher levels of contaminants in the oil and increased the oil's operating temperature. By reducing aerodynamic drag, manufacturers have also minimized the amount of air that flows over engines and drivetrains, causing operating temperatures to trend further upward. Even with all these changes, manufacturers are requiring lubricants to last longer than they ever did before.

### **HOW ARE SYNTHETIC OILS DIFFERENT?**

Although the engineering of synthetic base oils varies, synthetics are generally made through a reaction process that significantly improves the consistency of the base oil and its molecular uniformity. Conventional petroleum base oils, on the other hand, are obtained through a process of distillation.

Distillation slightly limits the molecular diversity that may exist within the base oil, but does not completely eliminate nonessential molecular structures. This is important because unnecessary molecular structures produce variations in the base oil's performance. The ideal lubricant's chemical composition is one in which the molecular construction is identical throughout, such as in a synthetic base oil. Because of the way synthetic base oils are produced, they are molecularly uniform and contain significantly less undesirable materials than a conventional base oil.

Molecular uniformity also affects the properties that each type of lubricant possesses. The properties of conventional oils tend to vary due to inconsistencies in the crude oil from which they are obtained. The properties and performance features of synthetics, on the other hand, are predictable due to their molecular uniformity.

AMSOIL synthetic lubricants are formulated to take advantage of the superior properties of premium synthetic base oils and top-of-the-line additives. They provide excellent lubrication and wear protection and have been designed to resist the chemical breakdown processes that limit the service life of conventional petroleum oils.



# DISTRIBUTOR SPOTLIGHT

*CLC Import C.A. is run by a team of automotive enthusiasts in Venezuela dedicated to performance, reliability and excellence. In 2019, the company started distributing AMSOIL products throughout the underserved country, with a focus on education and customer service.*

## Overcoming Challenges

Venezuela has an aging vehicle fleet with an underlying need for superior-quality lubricants. The team initially faced significant hurdles due to Venezuela's complex economic and political landscape, compounded by the global pandemic and ongoing fuel shortages. Positioning AMSOIL as a market leader required implementing a proactive, strategic campaign with persistent efforts to educate consumers about the benefits of synthetic lubricants. The teams says that AMSOIL products address the unique Venezuelan market needs with superior performance and an unparalleled brand image.

## Strategic Market Positioning

CLC's comprehensive distribution network includes regional sub-distributors, service stations, retail outlets and direct-to-consumer channels that ensure product availability across the nation. The

company directly targets automotive enthusiasts by partnering with prestigious shops and knowledgeable mechanics who understand and can communicate the superiority of AMSOIL products. The company also implements regular training sessions and workshops that enable sales teams to better educate individual customers.

## Marketing Efforts

CLC's marketing strategy to build brand trust and visibility includes leveraging social media and industry influencers; traditional radio, television, billboard and social-network advertising; store signage, digital catalogs and quality point-of-purchase (POP) material; and branded merchandise like T-shirts, hats and stickers.

The team conducts interviews featuring technical insights and customer success stories, which are implemented in a marketing

campaign, "La Era del Sintético" (The Age of Synthetics), that promotes AMSOIL across diverse sectors, including racing, motorcycles and daily drivers.

The team states that Instagram is a powerful tool for creating direct connections with customers while showcasing their dedication to quality service. They have also found success with localized and user-targeted product promotions, including AMSOIL Marine Engine Oil in coastal areas and DOMINATOR® Synthetic Racing Oil to motorsports enthusiasts.

## Distribution and Expansion Strategies

The company's current expansion plans include establishing new storage and distribution hubs across Venezuela that will improve product accessibility and convenience. It is also actively addressing untapped markets by promoting application-specific AMSOIL products.





**Distributor Spotlight**  
 COUNTRY: VENEZUELA  
 COMPANY NAME: CLC IMPORT C.A.



*“AMSOIL products meet high quality standards that reflect excellence.”*



**Success Stories and Testimonials**

CLC customers value trusted brands that deliver premium quality and consistent availability. AMSOIL products are in high demand because they directly address regional challenges like reduced engine performance and reliability issues caused by low-octane fuel and competitors' low-quality engine oil. Testimonials from partners like Toxic Performance Workshop highlight the unmatched performance and reliability of AMSOIL products:

- AMSOIL Signature Series ATF eliminated timing issues and oil consumption while maintaining smooth shifts in a turbocharged Ford\* F-150 Raptor.\*
- AMSOIL Signature Series ATF resolved GM\* 8L90 transmission hesitation, ensuring smoother performance and improved torque-converter reliability.
- AMSOIL 5W-30 Synthetic European Oil maintained excellent engine reliability while achieving a record-setting 900 hp in a high-performance Toyota\* Supra MK5\* build.

**Looking Ahead**

The team at CLC Import C.A. embodies dedication to quality and passion for excellence. Their innovative strategy continues to raise the vehicle-performance bar in Venezuela, inspiring immense consumer confidence, recognition and trust in their company and the AMSOIL brand.

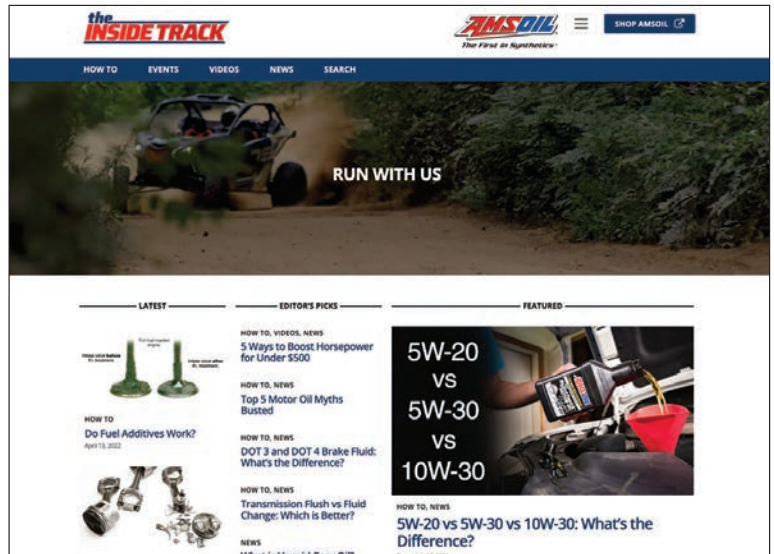


## February Closeout

The last day to process February orders is Friday, Feb. 28. 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 February business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Thursday, March 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.



# COMBAT FUEL ISSUES WITH AMSOIL DIESEL FUEL ADDITIVES

Poor diesel fuel quality can foul injectors, accelerate injector pump wear, lead to rough running, impede starting and cause cold-temperature stalling. AMSOIL diesel fuel additives effectively combat these issues and help improve diesel engine performance.







# 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:**

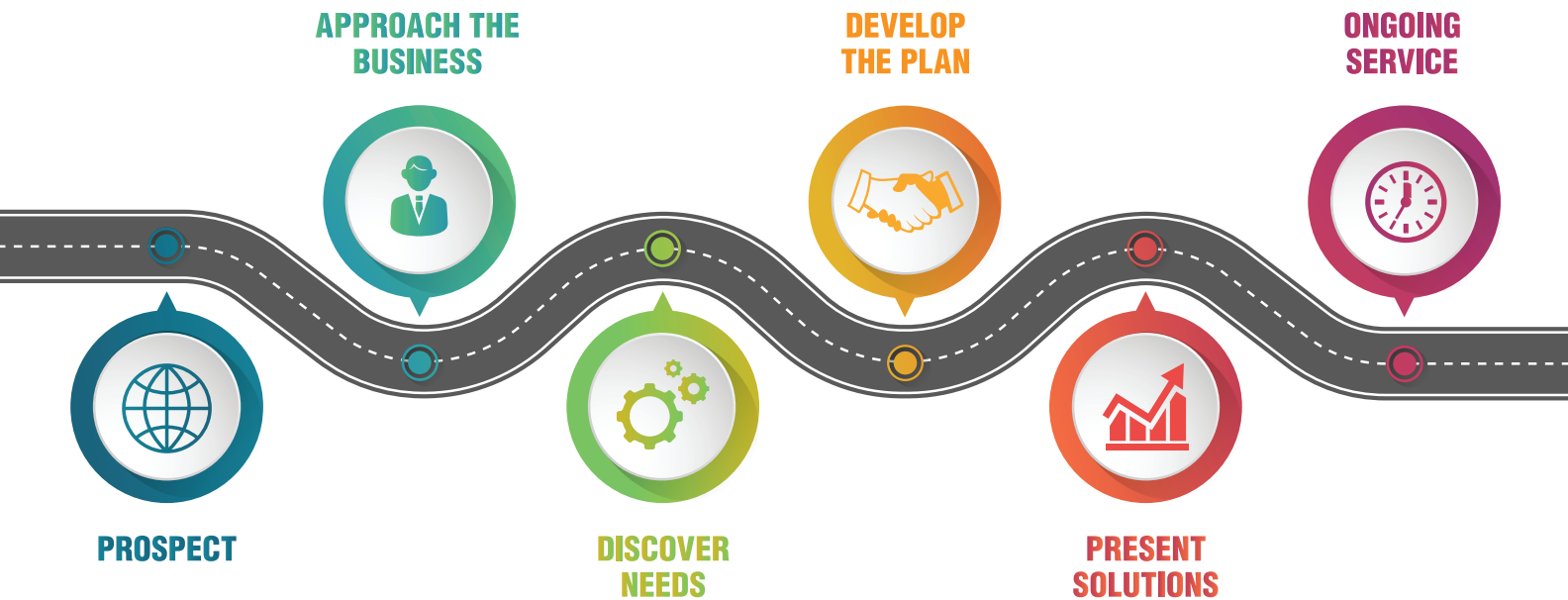
- Full-service garages.
- Quick lubes.
- Powersports installers.
- Specialty service shops.

## **DEMONSTRATE HOW AMSOIL CAN HELP:**

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

# Follow the Sales Process

The AMSOIL sales process provides a clear roadmap for pursuing commercial, installer and retail business. **Follow these six steps** to be more successful at landing accounts:



AMSOIL SALES PROCESS - STEP TWO - APPROACH THE BUSINESS

## Approach the Business

After you have identified a prospect, your next step is to approach the business and reach the people who can make the decision to start buying AMSOIL products. Your goal at this stage is to find out who the key decision maker of the business is and set up a meeting with him or her.

**Plan your approach ahead of time. The more prepared you are, the more confident you will be when approaching new commercial, retail or installer businesses.**







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

ISO 9001/ISO 14001 REGISTERED

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# 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, 68364258AA, 68232947AB, 68378949AA, 05136035AC, Toyota Genuine Gear Oil LT, 08885-02506

