AMSOIL® MAGAZINE

▸ DISTRIBUTOR EDITION

MAY 2025

The AMSOIL Way

Flying Toward the Future

Local Fleets Market Breakdown | PAGE 8

More Ways to **Shine**

AMSOIL Car Care is expanding with new products to keep your vehicle looking its best.

AMSOIL WHEEL + TIRE CLEANER
pH-balanced, 2-in-1 formula safely breaks down and removes stubborn brake dust, road grime and tire blooming.

AMSOIL Quick Detailer
Simple spray-on, wipe-off application removes light dust and debris for a quick and effective detail between washes.

AMSOIL Tire + Trim Protectant
Advanced formulation conditions rubber and exterior plastic trim for a long-lasting finish that shields against UV rays.

AMSOIL Car Care Tools
Foam Cannon
Microfiber Detailing Towel
Drying Towel
Microfiber Wash Mitt

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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

Senior Graphic Design Manager
Jeff Spry

Senior Graphic Designer
Luke Boynton

Content Contribution
Eric Brandenburg
Len Groom

Editorial Contribution
Len Groom

On the Web
AMSOIL.com
AMSOIL.eu
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AMSOIL.africa
AMSOILasiapacific.com
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Chairman & CEO
Alan Amatuzio

President
Bhadresh Sutaria

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Letters to the Editor
AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880

letters@AMSOIL.com

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From the Chairman

As AMSOIL grows, it becomes increasingly more important to reinforce our mission, values and way of doing business. Yes, we will change with the times, but our core values must remain intact. To aid in putting the corporate team in the right mindset, we recently launched a new internal document for management called "The AMSOIL Way." It describes how we do things, sets expectations and empowers users to confidently make sound decisions that align with my direction. The story that follows is featured on the first page of The AMSOIL Way. It effectively ties our past to our future and accurately describes what The AMSOIL Way is all about. I thought all of you would appreciate it as much as I did, so I'm including it here.

The cover of The AMSOIL Way [and the cover of this edition of *AMSOIL Magazine*] features four F-102 "Deuces" flying in formation at the 1970 William Tell gunnery competition at Tyndall Air Force Base in Florida. The William Tell competition was the Air Force's air-to-air weapons meet that pitted the top flying units in the United States against one another in a series of flying missions designed to simulate realistic encounters with enemy aircraft. The image of these Deuces, or Red Tails, flying in formation conjures many of the themes you will find on the following pages – collaboration, integrity, excellence, determination. This particular group of Red Tails won that competition in 1970, and the way they accomplished this remarkable feat ties directly to our philosophies.

Their tale of success began with Operations and Maintenance personnel, who methodically created a plan by reviewing the records of all the jets in their fleet and choosing the best and most consistent aircraft for the competition. Next, the best pilots and weapons controllers were selected. For the next three months, the team of pilots, controllers and maintenance personnel practiced the different air-defense profiles they may encounter at the competition and ensured the jets they selected were in excellent condition. Avionics and radar specialists drew up plans to compensate for the humid weather the team would face in Florida.

While four jets are featured on the cover, a team of 36 made the trip to the William Tell competition, comprised of 30 maintenance personnel and six pilots. Four pilots flew the missions, but they could not have succeeded without the valuable contributions from all involved. The many hours of data analysis, the expert adjustments to equipment, the attention to detail devoted to aircraft maintenance – all a collaborative effort to put the 148th Fighter Group in the best position to win.

The 148th was not supposed to win the William Tell competition. They were underdogs. A small outfit based in Duluth, Minn., they did not have the resources or flash assigned to larger, premier Air Force bases. But they were committed, determined and focused. They brought their best and their collaborative effort helped them overcome the odds and beat the competition. Their leader, Lt. Col. Al Amatuzio, applied those values to the company he founded, AMSOIL.

Those values have helped AMSOIL beat the odds time and again throughout our history. They shaped our way of doing business, guided our decisions and helped us compete and win when we weren't supposed to. The same way it took a team of 36 for four pilots to win the William Tell, it takes all of us to win at AMSOIL. From Maintenance and Production to Distribution and Customer Service, every team member adds value and each contribution is crucial for our success.

Other, larger companies may have more resources and flash, but they do not have our team, our commitment, our determination or our focus. They do things their way, but we do things The AMSOIL Way, and we are winning because we adhere to these standards.

Alan Amatuzio
Chairman & CEO

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.

LETTERS TO THE EDITOR

DEF FLUID

Has AMSOIL ever contemplated producing and supplying DEF? Most, if not all, of the commercial trucking companies that I deal with ask me if I carry DEF, and I sadly tell them that DEF is not part of the AMSOIL product line....at the moment. These companies are all about one-stop-shop, and I just can't help them. I contemplated co-partnering with an area oil company that does provide DEF, but the price I would have to charge would limit my competitive edge. I believe there is a large market for this product and was wondering if AMSOIL corporate has thought about adding DEF to its product line?

Joe Romeo

AMSOIL: *We have reviewed the DEF market, Joe, and have chosen not to pursue it at this time. Unfortunately, DEF is a commodity, making it very difficult to differentiate from competing products while maintaining an acceptable price. We will continue to monitor the market and requests for future product-development opportunities.*

QUESTIONS AND SUGGESTIONS

I have several questions and a suggestion. First, what is the primary difference between P.i.® gas additive and Upper Cylinder Lube? Can the two products be used at the same time or is it best to let one dissipate into the fuel for a time before adding the other?

I sell a good deal of two-cycle oil. I have found, still, reluctance to run lean mixes even though most customers are using the product in high-rpm, low-load situations. Due to the many situations of use of two cycles, I feel it is time you devote a newsletter issue (or two) to the two-cycle products. I also have encountered a reluctance to use anything but DOMINATOR® in motors; the apparent thinking is SABER® and similar are "inferior" products. Trying to convince them otherwise seems an uphill battle, as does running the lean mixes, even in plain or bush bearing motors (where I recommend 50:1 or 70:1).

Lastly, I'd like to see you offer a true baseball cap instead of the "flat" style caps. Also a lightweight windbreaker like you used to carry.

Sincerely,

John Wolf

AMSOIL: *Thank you for your letter, John. We'll answer your questions in order. AMSOIL P.i. is a potent, deep-clean product designed to be used every 4,000 miles (6,400 km), while AMSOIL Upper Cylinder Lubricant is primarily a lubricant, but also contains maintenance-level cleaning properties. It is designed for use with every tank of fuel. Yes, the products are compatible with each other and can be used in the same tank of fuel. AMSOIL two-stroke oils are specialized formulations designed to deliver application-specific benefits. DOMINATOR Synthetic 2-Stroke Racing Oil is dialed-in for optimum performance in racing and high-performance applications, but it will not deliver optimum performance in handheld power equipment. Some customers may be reluctant to use the SABER Ratio in their handheld equipment, but that's OK. It's their choice. Using SABER at higher ratios still delivers excellent protection for their equipment. We offer several caps with pre-curved brims. They can be viewed in the Clothing, Merchandise & Product Information section at AMSOIL.com. We are currently considering adding a windbreaker to our clothing line.*

Email letters to:
letters@AMSOIL.com

Or, mail them to:
AMSOIL INC.
Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

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

Why the 'splash' is especially critical in unpressurized small-engine oil systems

We examine pressurized and unpressurized oil delivery in small engines and the consequences of inferior lubrication.

Len Groom | DIRECTOR, PRODUCT MARKETING – POWERSPORTS & POWER EQUIPMENT

Splash Lubrication in Small Engines

Small engines frequently distribute oil through the engine by splash lubrication. Unlike pressurized lubrication systems that use an oil pump to move the oil and maintain lubrication between engine components, unpressurized splash-lubrication systems see the crankshaft partly submerged in the oil sump, with its rotation momentum splashing oil on other engine components.

Pressurized lubrication has advantages in delivering consistent and precise lubrication to critical components under extreme conditions. It also better dissipates heat and improves durability and reliability in high-stress engines. However, pressurized systems are more complex and come with higher initial and maintenance costs and increased risk of failure.

Splash lubrication eliminates complex parts, making it a cost-effective solution for low-rpm and low-load applications like lawnmowers and chainsaws. Fewer components not only reduce manufacturing and maintenance costs, but lower the risk of mechanical failures. However, splash lubrication may not evenly distribute oil at steep angles or high speeds and has limited cooling and lubrication efficiency.

Whether an application is lubricated by splash or pressure, starving engine components of lubrication quickly leads to increased friction between moving parts. The resulting wear eventually causes catastrophic engine damage.

AMSOIL Synthetic Small-Engine Oil is engineered to improve the performance and longevity of small engines that rely on splash lubrication.

1. Thermal Stability
AMSOIL Synthetic Small-Engine Oil has excellent thermal stability and resists breaking down under high heat, ensuring the oil maintains its viscosity and protective properties when the engine runs hot. Consistent oil performance at high temperatures minimizes the risk of friction and wear on critical engine components.

2. Subzero Temperatures
An oil's ability to coat moving parts quickly and effectively determines how well the engine is protected. The molecular structure of AMSOIL Synthetic Small-Engine Oil enables it to flow better at extremely cold temperatures, ensuring immediate lubrication that prevents damage caused by dry starts.

3. Sludge and Deposits
Conventional oils contain impurities that form sludge and deposits that can create blockages as the oil breaks down. AMSOIL Synthetic Small-Engine Oil resists oxidation and thermal degradation, helping keep internal engine components clean and promoting consistent oil distribution.

4. Friction and Wear
The molecular composition of AMSOIL Synthetic Small-Engine Oil maintains a thick lubricating film on engine components that reduces friction, translating to less wear on internal engine parts and improving the engine's overall durability.

5. Oil Life
Small engines often run intermittently under varying loads, which can accelerate oil degradation. AMSOIL Synthetic Small-Engine Oil has superior resistance to mechanical and thermal breakdown, requiring fewer oil changes and reducing maintenance time and costs.

6. Heavy Loads
Although splash-lubrication systems are typically used in low-stress applications, some small engines operate under heavy loads or high rpm. AMSOIL Synthetic Small-Engine Oil protects the engine during demanding operation by maintaining consistent lubrication that helps prevent overheating and wear.

AMSOIL Synthetic Small-Engine Oil

While splash-lubrication systems are cost-effective and straightforward, they depend heavily on the oil's quality to function optimally. Using AMSOIL Synthetic Small-Engine Oil in splash lubricated systems ensures consistent, reliable lubrication under temperature extremes, prolonged use and challenging operational environments. Reduced wear and extended oil and engine life make AMSOIL Synthetic Small-Engine Oil a smart investment for customers who depend on small-engine equipment reliability.

Local Fleets Market Breakdown

In the U.S., there are more than 10 million fleet cars, vans and small trucks. Here are some interesting facts about this market that might be applicable to your own market and country.

Markets

- City and School Buses
- Courier Services
- Taxis
- Private Security
- Limos
- Food Services
- Public Utilities
- Cities and Municipalities
- Refuse Trucks
- Police/Fire/Sheriff/DNR/Ambulance

Decision Makers

- Owner
- Shop Manager
- Mechanic
- Fleet Manager
- Transport Manager

Market Snapshot

- Decision makers are often at an office or maintenance facility.
- The market is not usually affected by seasonality.
- Cost-conscious; interested in saving money and maximizing vehicle efficiency.
- Largely automotive, with focus on engine oils, transmission fluids and gear lubes.
- Typically many prospects within a 50-mile (80-km) radius.
- Decisions often heavily influenced by vehicle owner's manual.

Target Buyers

- Smaller fleets that make decisions locally, not by a larger regional office.
- Own their own vehicles and perform their own maintenance.
- Vehicles accumulating high mileage and idle time.
- Typically buy smaller package sizes, including quarts and gallons, and will stock inventory.

Buyer Challenges/Pain Points

- Insurance rates.
- Fuel price fluctuations.
- Driver shortage.
- Fleet-optimization technologies.
- Tire costs.
- Driver behavior and turnover.
- Required DOT safety inspections and compliance checks.
- Route optimization.

What Matters Most to the Buyer

- Optimizing fuel efficiency.
- Reducing insurance costs.
- Easy access to maintenance products.
- Efficient maintenance planning.
- Protecting vehicles in extreme conditions.
- Maximizing uptime and operational efficiency.
- Meeting delivery deadlines.
- Exceptional customer service that builds trust.

Equipment

Fleets may use a variety of vehicle types.

CARS

- Common, low-investment means of transportation.
- Accumulate miles quickly, operate efficiently.
- May be well-maintained, but not always treated well.
- Typically transport 1-4 people.
- **Top brands:** Ford,* Chevrolet,* Toyota,* Chrysler,* Nissan,* Hyundai.*

BUSES

- Designed to efficiently haul high volumes of people.
- May be powered by gasoline, diesel, propane or natural gas.
- Busy schedules leave little time for maintenance.
- **Top brands:** Bluebird,* Volvo,* Thomas Built,* Prevost,* Navistar,* Liberty,* REV Group.*

EMERGENCY VEHICLES

- Variety of vehicle types supporting police, fire, ambulance, DNR, etc.
- Quickly accumulate mileage and idle time.
- Duty cycles leave little time for maintenance.
- **Top brands:** Many.

VANS

- Common means of transportation.
- Accumulate miles quickly.
- May be well-maintained, but not always treated well.
- Can more efficiently transport larger loads of people and cargo.
- **Top brands:** Ford, Chevrolet, Toyota, RAM,* Mercedes,* Nissan.

PICKUP TRUCKS

- Provide efficient transportation when cars or vans can't complete the job.
- Haul cargo and tools in the box.
- Both gasoline and diesel trucks are common.
- **Top brands:** Ford, RAM, Chevrolet, GMC.*

Motor Oil

	Signature Series	High-Mileage	OE
Technology	100% Synthetic	100% Synthetic	100% Synthetic
Viscosities	**0W-16, 0W-20, 5W-20, 0W-30, 5W-30, 10W-30, 0W-40, 5W-50**	**0W-20, 5W-20, 5W-30, 10W-30**	**0W-16, 0W-20, 5W-20, 5W-30, 10W-30, 0W-40**
Performance Claim	**75% More Wear Protection[1]**	**67% Sludge Reduction[2]**	**47% More Wear Protection[3]**
Drain Interval	25,000 miles (40,200 km) or 15,000 miles (24,000 km) severe service or 1 year	OEM	OEM
Top U.S. Competitors	Mobil 1 Extended Performance,* Pennzoil Ultra Platinum,* Red Line Full Synthetic*	Valvoline High Mileage,* Mobil 1 High Mileage,* Pennzoil Platinum High Mileage*	Mobil 1 Advanced,* Pennzoil Full Synthetic,* Valvoline Advanced*
Top Competitors' Price	$11-$17 per quart	$7-$9 per quart	$9-$11 per quart

Diesel Oil

	Signature Series Max-Duty	Heavy-Duty	Commercial-Grade
Technology	100% Synthetic	100% Synthetic	>50% Syn-Blend
Viscosities	**5W-30, 10W-30, 0W-40, 5W-40, 15W-40**	**10W-30, 5W-40, 15W-40**	**10W-30, 15W-40**
Wear Protection	**6X Better****	**4X Better****	**2X Better****
Drain Interval	Up to 3X OEM recommendation	OEM	OEM
Top U.S. Competitors	Schaeffer's 9000 Supreme,* Red Line Diesel,* Royal Purple Duralec Ultra*	Shell Rotella T6,* Chevron Delo 400 LE,* Valvoline Premium Blue*	Shell Rotella T5,* Chevron Delo 400 XLE*
Top Competitors' Price	$35-$50 per gallon	$30-$35 per gallon	$20-$25 per gallon

***Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222.*

Transmission Fluid

	OE Synthetic ATF
Technology	100% Synthetic
Viscosities	**Multi-Vehicle, Fuel-Efficient**
Top U.S. Competitors	Valvoline,* Mobil 1,* Castrol,* Royal Purple,* Pennzoil,* OEM brands
Top Competitors' Price	$6.50-$15 per quart

Fuel Additives

	P.i.®	Diesel Injector Clean	Diesel 4-IN-1	Diesel Recovery
Fuel Type	Gasoline	Diesel	Diesel	Diesel
Performance Claim	Cleans dirty Injectors	Cleans injectors, lubricates fuel pump	Cleans injectors, lubricates fuel pump, improves cetane, improves cold-temp operations	Melts fuel wax, restoring engine operations
Top U.S. Competitors	Lucas,* Seafoam,* SuperTech,* Valvoline,* LiquiMoly*	Howes,* Power Service,* Stanadyne*	Howes, Power Service, Stanadyne	Power Service

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

Common Four-Stroke Marine Engine Issues

Engine performance and reliability are keys to spending more time on the water. However, marine engines operate under high loads for extended periods and face constant exposure to wet environments. The combination of high-rpm engine operation and moisture invites corrosion and engine wear that can reduce performance, damage components and even cause catastrophic engine failure.

STRESS

Automotive engines spin at roughly 2,000 rpm to travel at 60 mph (97 kph). In contrast, gas-powered marine engines run at about 5,000 rpm to propel a boat at 26 knots (30 mph [48 kph]). Therefore, marine engines operating at higher rpm create additional mechanical stress that can shear motor oil, reducing its viscosity and ability to protect against wear.

AMSOIL Synthetic Marine Engine Oil is engineered with premium synthetic base oils that resist shearing in high-load marine applications.

HEAT

Sludge is a thick residue created by oxidation, combustion byproducts and insoluble contaminants in the oil. Higher engine speeds increase engine temperatures, accelerating oil oxidation and sludge and varnish formation, which thickens the oil, reduces engine efficiency and increases component wear. Oxidation can also deplete oil additives, leaving both the oil and the engine susceptible to failure.

AMSOIL Synthetic Marine Engine Oil is engineered with the superior oxidative stability of synthetic base oils to prevent high-temperature breakdown. It also features premium detergents and dispersants that inhibit deposit formation and keep contaminants in suspension for removal at the next oil change.

COLD

Marine engines often draw cold lake or river water directly into the cooling system, which means the engine takes longer to warm up. Cold engines can also prevent piston rings from sealing, allowing fuel to leak into the sump and dilute the oil.

AMSOIL Synthetic Marine Engine Oil has excellent low-temperature fluidity to quickly lubricate engine components at startup and add an extra measure of cold-temperature startup protection.

WATER

Engine heating and cooling cycles create condensation that can dilute both fuel and oil. When the engine is turned off, gravity draws the oil down into the oil sump, leaving engine components unprotected. The longer the engine sits, the more likely internal parts will experience corrosion. Accumulated rust scours metal surfaces like sandpaper and can prevent piston rings from sealing against cylinder walls, reducing compression and power. Aluminum components can also corrode, often leading to pre-ignition/detonation and potentially catastrophic engine failure.

Motor oils have no natural ability to protect against rust and corrosion, so special additives that cling to engine parts to provide protection must be included in the formulation. Most passenger-car motor oils contain insufficient corrosion inhibitors for marine engines, but AMSOIL Synthetic Marine Engine Oil is specifically formulated with boosted corrosion inhibitors to provide maximum marine engine protection.

Additionally, gasoline containing ethanol will absorb water and separate, forming varnish, gums and other debris that plug fuel lines and reduce performance. AMSOIL Quickshot® is designed to combat ethanol-related fuel problems and keep marine engines running strong when using ethanol-based fuels.

AMSOIL ADVANTAGE

AMSOIL marine products are engineered for peak performance and maximum engine life in harsh marine environments, so you can spend more time on the water.

AMSOIL Synthetic Marine Engine Oil

- Protects highly stressed four-stroke marine engines.
- NMMA licensed and FC-W Catalyst Compatible.

AMSOIL HP Marine™ Synthetic 2-Stroke Oil

- Burns clean to minimize smoke, odor and aquatic toxicity.
- Maximizes power and engine life.

Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil

- Burns clean to reduce emissions and deposit formation.
- Maximizes power and engine life.

AMSOIL Synthetic 2-Stroke Injector Oil

- Burns clean to reduce emissions and deposit formation.
- Inhibits rust and wear.

AMSOIL Synthetic Marine Gear Lube

- Protects high-torque outboard lower units and sterndrives.
- Prevents gear wear at up to 15% water contamination.

AMSOIL Synthetic Water-Resistant Grease

- Ideal for submerged boat trailer wheel bearings, outboard motors, etc.
- Resists water washout and water degradation.

AMSOIL Oil Filters

- Powder-coated and corrosion-resistant finish.
- 99% efficient at 20 microns.

AMSOIL Engine Fogging Oil

- Inhibits corrosion during storage.
- Prevents dry starts after storage.

AMSOIL Gasoline Stabilizer

- Inhibits oxidation to prevent gum and varnish.
- Keeps fuel fresh for up to 12 months.

AMSOIL Quickshot®

- Removes varnish and gum in gasoline fuel systems.
- Stabilizes gasoline during short-term storage.

DISTRIBUTOR SPOTLIGHT

Group Eleven Co. has been committed to providing only the best high-performance automotive products to its customers in Kuwait since 2012. The company continuously seeks new opportunities to expand its business and bring premium automotive solutions to customers throughout the country.

Why AMSOIL?

The leadership team believes strong brand recognition opens doors, while product reliability ensures long-term customer satisfaction. Group Eleven wanted to represent a lubricant brand focused on innovation and long-term engine protection. While researching options, it discovered that AMSOIL has a reputation for innovation, quality and reliability that aligned perfectly with its vision.

In 2020, Group Eleven became an AMSOIL Distributor based on strong brand credibility. AMSOIL wasn't just another lubricant, but a performance solution that reinforces the company's image as a quality-driven distributor that differentiates its offerings in a competitive market. The team states that AMSOIL adds undeniable value to its product line with a reputation for premium quality and performance, which makes it easier to build trust with both resellers and consumers.

> *"AMSOIL consistently sets industry standards in synthetic lubrication."*

Overcoming Challenges

For a company that strives to provide the best vehicle products and services, it still found the main hurdle for selling AMSOIL products was educating consumers about the value of premium synthetic lubricants. In a price-sensitive market, it took years to shift customers' mindset from cheaper alternatives to a product focused on long-term performance and protection.

Additionally, the team had to build trust in a brand that, while globally respected, was still relatively new to the region. Through consistent product training, strong reseller support and delivering real-world performance results, the team has been able to overcome those challenges and build a loyal customer base.

Strategic Marketing

Group Eleven focuses on building strong reseller relationships, educating consumers about AMSOIL product benefits and maintaining consistent stock and fast delivery. The team promotes AMSOIL products through social-media ads, automotive events, trade shows and sponsorships that connect directly with target audiences. Social-media campaigns focus on sharing detailed product benefits, customer testimonials and performance results that educate and engage potential customers.

The company offers customer loyalty points that encourage repeat purchases and help develop strong brand and

Distributor Spotlight

COUNTRY: KUWAIT
COMPANY NAME: GROUP ELEVEN CO.

"AMSOIL adds undeniable value to our product lineup."

product affinity. It also runs timed promotions to create excitement, attract new customers and encourage impulse purchases. These efforts have proven to provide extra customer value, expand reach and strengthen brand presence in the market.

Future goals include maintaining strong business relationships, growing the reseller network, increasing brand awareness and introducing AMSOIL products to new market segments across Kuwait.

Customer Profile

Low-quality and recycled motor oils are common in Kuwait, and they often cause mechanical problems, including noisy lifters and increased engine wear. Group Eleven's typical customers seek the best products to ensure peak performance and long-term protection of their vehicles. Company representatives said customers choose AMSOIL OE Synthetic Motor Oil for reliable and cost-effective protection in everyday vehicles, but those seeking only the best for their vehicles commit to AMSOIL Signature Series products.

The company communicates directly with customers through phone calls, emails and messaging platforms to ensure personalized service that addresses any questions or needs. Customers provide valuable feedback about how AMSOIL products reduce engine noise, enabling smoother vehicle operation and improved performance.

Huge improvements in vehicle reliability strengthen trust in the brand, helping the company earn repeat buyers who actively recommend AMSOIL products to others. The team adds impeccable service that increases consumer confidence, trust and loyalty, leading to continued company growth.

Testimonials

"After switching to AMSOIL, my car runs smoother and quieter… it feels like a new vehicle."
– Abdullah Kareem, Customer

"Vehicles with differential noise and rough performance showed immediate improvement using AMSOIL gear oils. We recommend it to all our customers."
- Abu Barrage 4X4 Garage

May Closeout

The last day to process May telephone orders is Friday, May 30. 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 on Saturday, May 31. All orders received after these times will be processed for the following month. Volume transfers for May business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, June 6.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 26 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 19 for Victoria Day.

Discontinued Filters

AMSOIL will no longer offer cabin air filters due to low demand. The following WIX filters will also no longer be carried due to low demand:

Air: 42133, 42297, 42351, 42385, 42420, 42524, 42551, 42825, 42831, 42834, 42864, 42885, 46035, 46108, 46126, 46273, 46322, 46416, 46443, 46444, 46472, 46503, 46646, 46803, 46873, 46946R, 49052, 49057, 49064, 49069, 49113, 49156, 49157, 49185, 49191, 49192, 49462, 49490, 49933

Lube: 24931, 24933, 24934, 24945, 51045, 51088, 51315, 51762, 51794R, 57003R

Fuel: 33023, 33031, 33129, 33402, 33486, 33559, 33579

Transmission: 57101, 58614, 58815, 58836, 58994

All filters will remain available while supplies last.

New Name for Diesel All-In-One

AMSOIL Diesel All-In-One is now AMSOIL Diesel 4-IN-1 (ADB). Labels and other support materials are being updated now, and freshly labeled product should be available in late May/early June. AMSOIL Diesel 4-IN-1 better describes what customers receive when they use this product – four distinct benefits.

New Look for AMSOIL Pails and Drums

Larger AMSOIL package sizes (pails and drums) are receiving upgraded labels and transitioning from blue to black packaging. This is a rolling change; customers will begin seeing the new packaging in mid-May.

Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.

SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU DRIVE AND HOW YOU DRIVE®

V-twins, hybrids, lawn mowers, race cars – whatever you drive, no two engines function exactly the same way. Getting the best performance and longest life out of your vehicles and equipment requires specialized lubricants.

AMSOIL products are engineered to deliver targeted, application-specific benefits so you can extract maximum performance and life from your equipment.

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

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Questions/Comments
international@AMSOIL.com

On the Web
AMSOIL.com
AMSOIL.eu
AMSOIL.lat
AMSOIL.africa
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OUTSTANDING PROTECTION FOR DUAL-CLUTCH TRANSMISSIONS

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.

- **Protects** heavily loaded, high-torque gears. • **Delivers** fast, smooth, quiet shifts.
- **Superior** extreme-temperature performance.