



► DISTRIBUTOR EDITION

MAGAZINE

AUGUST 2025

SUPERIOR OIL FILTRATION

| PAGE 6





From the Chairman

"Value" seems like a relatively simple concept, but when you look up the term in the dictionary, there are eight slightly varied definitions. "The monetary worth of something." "A fair return or equivalent in goods, services or money for something exchanged." "A numerical quantity that is assigned or is determined by calculation or measurement." "A relative duration of a musical note." You get the idea. When I talk about value in terms of what AMSOIL provides customers, I'm talking about customers' perceived return for their money, or the "relative worth, utility or importance" of the products and services we provide.

Value is subjective. One person might really value a great cup of coffee and spend time and money to procure top-quality coffee at home or from a local coffee shop, while another person might believe coffee is coffee and just buy whichever coffee is cheapest and brew at home. Even money is valued differently by different people. Some people will do anything to save a

bucket, while others are more willing to spend their hard-earned funds.

I want to ensure that AMSOIL provides products and services that customers value more than their competing choices. While value is subjective, and we can't be everything to everyone, we can do many things to increase our value for our target customers. We provide a wide range of specialized products designed to help equipment last longer and save customers' time. We make it easy to access information about our products and get product recommendations. We conduct extensive testing and publish detailed technical information. We provide direct access to Customer Service and Technical Services personnel. All of these things add value for customers.

As a Distributor, you add value for your customers and accounts in multiple ways. Being responsive and reliable, anticipating needs, sharing your knowledge, acting as a trusted resource, helping accounts

achieve their goals, answering your phone day or night and visiting your customers add value.

The products and programs we provide are designed to add value for the people we serve. When we work together to add value for others, your business will grow, AMSOIL INC. will grow and everyone, including the customer, wins.

Alan Amatuzio
Chairman & CEO



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LETTERS TO THE EDITOR

ATV/UTV OIL-CHANGE KITS

I recently became an AMSOIL Dealer and own both a CFMoto® ZForce® side-by-side and a CFMoto CForce® ATV. While reviewing the available CFMoto oil-change kits on AMSOIL, I noticed that, unlike other brand kits, they do not include the drain plug washer or the oil filter cover O-ring.

I'm unsure of the reason for this, but if it's due to a perception that CFMoto is not yet a widely recognized brand, I want to highlight that CFMoto has gained significant popularity in both the USA and Canada. In fact, it is one of the leading brands in powersports sales today.

Would it be possible for AMSOIL to offer a more complete oil-change kit for CFMoto that includes these essential components? Providing a full kit would not only improve convenience for customers, but also likely increase the sales of these kits.

I appreciate your time and consideration and look forward to your response.

Best regards,

Roland Leveille

AMSOIL: Congratulations on recently becoming an AMSOIL Dealer, Roland. You are correct; CFMoto has been gaining ground in the ATV/UTV market, and we thank you for your suggestion. Suggestions like yours weigh heavily in our product-development decisions. Currently, the only AMSOIL ATV/UTV kits that include washers and O-rings are the specially packaged AMSOIL ATV/UTV Kits For Can-Am® Vehicles. We will look into including them with other ATV/UTV kits where necessary. Thank you for bringing this forward.

SATISFIED CUSTOMER

I have a long-time customer who owns a 1999 Ford® F-350 PowerStroke®. He absolutely loves this truck. Since buying it new, he has used it daily to pull a heavy two-axle cargo trailer filled with tools, as well as horse trailers and fifth-wheel campers on weekends. This truck definitely gets put to work.

Recently, the truck experienced a failed head gasket around one of the cylinders. With just under 400,000 miles on the odometer, he decided

to have his local diesel shop pull the engine, inspect it and refresh it with new bearings, gaskets and any other necessary components.

The shop later contacted him with surprising news — when they tore the engine down, they found virtually no carbon buildup or sludge, and every part they inspected was in excellent condition. Needless to say, the customer was ecstatic and called me right away. Thanks to this experience, he remains a loyal AMSOIL customer and plans to continue using AMSOIL oils and filters for many more years in all of his vehicles and equipment.

Thank you,

Jake Randall

AMSOIL: We love hearing stories like these, Jake. Thank you for sharing. It sounds like you have a customer for life, while the diesel shop could be an excellent lead as an AMSOIL installer account.

SMALL-ENGINE OIL

As a small-engine mechanic, I really enjoyed reading the article in the May 2025 edition about the small-engine oiling systems (May "Tech Talk"). You did a great job of explaining the difference. The article did a great job of explaining the benefits of running AMSOIL Synthetic Small-Engine Oil as well.

Before I started using AMSOIL, I would have to change the oil in my small engines every year as the oil would be black by the end of the season. I have a lawn tractor with a pressurized oiling system with a filter. I filled it with AMSOIL 10W-30 Synthetic Small-Engine Oil three seasons ago, and the oil is still clean.

I fill all my customers' equipment with AMSOIL Synthetic Small-Engine Oil. My customers bring me their equipment before the start of every season for maintenance and appreciate the fact that they don't need an oil change every season. It is an excellent product!

Keep up the great work!

Tom Farkas

AMSOIL: We're glad you enjoyed the article, and thank you for your positive feedback, Tom.

AEROSOL CANS

Why can't the nozzle on the P.i.® cans be made to lock into one position rather than spinning in a 360°? They are sloppy loose and fall off all the time and the new can shape is not very user-friendly to the straw-retention straps that worked well on the older can shape.

Thanks,

Al Rittenhouse

AMSOIL: We assume you're referring to one of our aerosol products rather than P.i., Al. While we're currently exploring new nozzle options, the shape of our aerosol cans was updated for manufacturing efficiencies. The new can shape is made from a two-part steel design with an interior coating that is more efficient and environmentally friendly than the old three-part tin can that used a welded seam. With the industry moving away from three-part cans, our new can shape provides more flexibility for filling options.

OIL CAPS

First of all, I would like to thank all of you for GREAT products! I would like to see a more aggressive grip on oil caps (specifically Bar & Chain Oil) as older hands, cold weather or gloves make it more difficult to use. Something similar to Castrol® quart caps (not that I would use) are easier to grip.

Thank you,

Paul Schnell

AMSOIL: Thank you, Paul. Packaging plays an important role in the overall user experience of our products. We continually evaluate new opportunities to improve our packaging and will take your suggestion under consideration.

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Alex Thompson | DIRECTOR, PRODUCT MARKETING – AUTOMOTIVE & COMMERCIAL PRODUCTS

Synthetic Lubricants Resist Sludge Better than Conventional Oils

Sludge is the result of insoluble debris overloading the lubricant.

Anyone who has purchased a new vehicle knows its value depreciates the instant it's driven off the lot. In some ways, lubricants behave the same way. Once you install an oil or transmission fluid, it begins to age, especially conventional lubricants.

Oxygen reacts with the lubricant and results in a permanent chemical change where oil picks up oxygen and gets thicker. Just like oxygen attacks metal surfaces and causes corrosion, it negatively affects lubricants and reduces their ability to lubricate, cool and protect components. Excessive heat speeds the oxidation process. In fact, every 18°F (10°C) increase in temperature doubles the rate of oxidation.

Adding to the challenge, contaminants begin to form during normal operation. In engines, hot combustion gases can blow by the piston rings and contaminate engine oil. Glycol from engine coolant, water that forms with temperature fluctuations, soot (in diesels) and fuel are other common contaminants that affect lubricants. Left unchecked, contaminants accelerate chemical reactions, which overloads the lubricant and causes the formation of sludge – a gelatinous substance that wreaks havoc in engines.

Sludge can block the oil passages and oil-pump pick-up screen, resulting in oil starvation. You don't have to be an engineer to know what eventually happens to an engine that runs without oil. Often, the negative effects are cumulative rather than sudden. Many engines with variable valve timing (VVT) use oil-pressure-operated mechanical devices to change valve timing, duration and lift. Sludge can plug the solenoid screen or oil galleries and impact

Signature Series Cleans

AMSOIL Signature Series Synthetic Motor Oil has **50% more** detergents^D to help keep oil passages clean and promote oil circulation. It provides **90% better protection** against sludge.^{DD}

the operation of VVT mechanisms, eventually leading to a costly repair bill. Sludge reduces efficiency and increases time and money spent on maintenance.

Although we typically associate sludge with engines, it also affects transmissions, particularly those used in severe-service applications. Modern automatic transmissions feature a dizzying array of oil passages, gears, clutch packs and electronics. A steady supply of clean, high-quality transmission fluid is vital to getting the most out of your transmission. Sludge can clog the narrow oil passages and cause delayed or elongated shifts. Just as in engines, severe cases of sludge in transmissions can plug filters, leading to starvation and catastrophic failure.

Given the laws of chemistry, it seems nearly impossible to protect your vehicles against sludge, especially since modern engines and transmissions run hotter than their predecessors. But the good news is high-quality synthetic lubricants resist the tendency to form sludge while extending oil service.

As you may suspect, synthetic base oils do a better job resisting sludge than conventional base oils because they are naturally more resistant to oxidation. AMSOIL synthetic lubricants are formulated with base oils that resist reactions with free radicals that create

sludge, similar to how you need to keep up a strong immune system to resist chemical and genetic changes that can lead to cancer.

Detergent, dispersant and antioxidant additives also play a key role. They help maintain internal cleanliness by suspending contaminants, minimizing contaminant agglomeration and fighting free radicals to keep this cancer from forming in your engine.

Dirty components run poorly, pollute and don't last. They cause system failures in engines, compressors and gearbox systems that dramatically increase downtime, increase operating costs and reduce equipment life. Clean lubrication systems, on the other hand, require less maintenance, produce more energy, use fuel more efficiently, increase equipment service life and run cleaner.

AMSOIL synthetic lubricants not only resist oxidation and sludge formation, they can help clean existing deposits in neglected engines due to superior detergency. With modern engines and equipment demanding higher-quality lubricants, it's good to know AMSOIL synthetic lubricants are formulated to protect against sludge in the toughest operating conditions. Just like we all want to stay healthy so we can live long and purposeful lives, we want to keep sludge from forming in our engines so they can do the same!

^Dvs. AMSOIL OE Motor Oil ^{DD}Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification.



Superior Oil Filtration

AMSOIL Oil Filters (EAO/EA15K) feature advanced, full-synthetic media that traps and holds a greater amount of small, wear-causing contaminants compared to conventional filters. They provide extended service intervals for increased convenience while helping reduce engine wear.

High Efficiency

Efficiency is a filter's ability to capture contaminants. The more efficient a filter is, the more contaminants it will remove from oil. AMSOIL Oil Filters provide a filtering efficiency in accordance with industry standard ISO 4548-12 of 99% at 20 microns – one of the best ratings on the market. Some competitors also claim 99% efficiency, but at larger particle sizes of 30 to 40 microns.

Less Restriction

Proper oil flow is essential to keep engine parts lubricated at all times. AMSOIL Oil Filters' synthetic fibers are smaller than the fibers used in traditional filters, allowing for lower restriction which decreases engine wear. Our filters allow oil to flow through more easily than a typical cellulose filter does during cold-temperature warm-ups.

Contaminant Retention

A filter's capacity refers to the amount of contaminants it can hold and still remain effective. AMSOIL Oil Filters have a greater capacity for small, wear-causing contaminants than competing filter lines. They last longer and ensure the oil is properly filtered.

Superior Construction

AMSOIL Oil Filters are made with premium-grade full-synthetic media. The strictly controlled processing of this media

ensures accurate filter construction and delivers higher capacity and efficiency along with better durability.

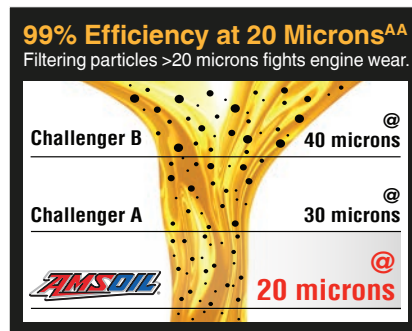
Our full-synthetic media technology is resin-free to resist degradation from hot oil. It features a rigid mesh material that is pleated with the media for superior strength.

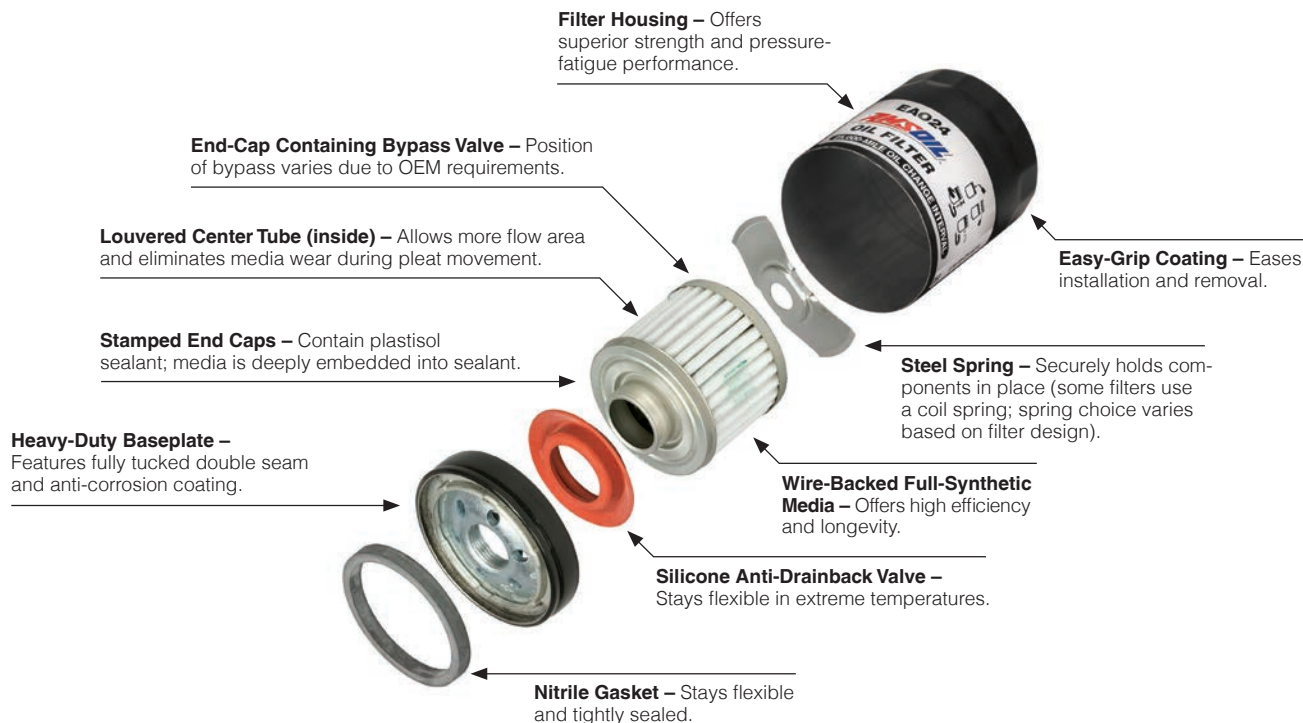
AMSOIL Oil Filters are constructed with nitrile gaskets that remain flexible and have been tested to extreme distances in severe environments. They feature fully tucked seams, a molded element seal, roll-formed threads and a long-lasting, premium-grade silicone anti-drainback valve.

Easy-Grip Coating

AMSOIL Oil Filters feature a textured coating to ease installation and removal.

^{AA}In accordance with industry-standard ISO SO 4548-12.





Service Life

When used in conjunction with AMSOIL synthetic motor oils, AMSOIL Oil Filters are guaranteed for extended service life:

- Filters designated with product code EA15K are recommended for 15,000 miles (24,000 km) or one year, whichever comes first, in normal or severe service.
- Filters designated with product code EAO are recommended for 25,000 miles (40,000 km) or one year, whichever comes first, in normal service or 15,000 miles (24,000 km) or one year, whichever comes first, in severe service.
- NOTE: Change oil filter at every oil change.

Consult the AMSOIL Product Guide, AMSOIL Online Filter Cross-Reference or MyGarage at AMSOIL.com/AMSOIL.ca to determine the appropriate filter for each application. When AMSOIL Oil Filters are used with a motor oil other than AMSOIL synthetic motor oil, the filter should be changed according to the vehicle manufacturer's recommendation.

Most AMSOIL Oil Filters feature a reference arrow to aid in proper installation. Once the filter is finger tight, it is easy to gauge the additional .75 to 1.25 turns required to ensure a good fit. Over-tightening can lead to leakage.

Note: The reference arrow is unavailable on a select few AMSOIL Oil Filters.



More Premium Filters

AMSOIL Heavy-Duty Extended-Life Oil Filters (EAHD)

Provide excellent 99% filtering efficiency at 20 microns and high contaminant capacity for heavy-duty on- and off-road diesel and gasoline applications. Provide extended service intervals that coincide with the maximum drain intervals of AMSOIL synthetic engine oils.



AMSOIL Bypass Oil Filters (BMK)

High-efficiency bypass filters effectively remove minute dirt particles and soot by working in conjunction with the engine's full-flow oil filter.



AMSOIL Motorcycle Oil Filters (EAOM)

High-efficiency filters available for the motorcycle and powersports market. Provide excellent 99% filtering efficiency at 20 microns. Available in black or chrome (as available).



Aftermarket Partners

AMSOIL also offers premium filtration products from its aftermarket partners, including Donaldson, WIX and MANN FILTER.

Donaldson
Filtration Solutions

WIX
FILTERS

MANN
FILTER

PROTECT AGAINST CYLINDER-LINER CAVITATION

Dry and wet cylinder liners

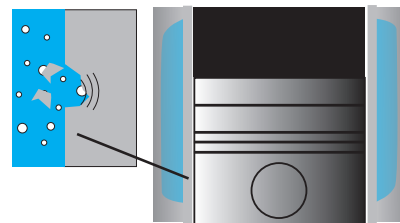
Dry cylinder liners are commonly used in smaller engines and passenger vehicles where cooling demands are lower. They do not come into direct contact with the engine's cooling system, but are pressed or fitted into the engine block, which is used for heat dissipation.

Wet cylinder liners are commonly used in heavy-duty engines where efficient cooling is critical. They are in direct contact with and surrounded by the engine's coolant, helping efficiently dissipate heat. While wet cylinder liners provide better cooling performance, they are more susceptible to corrosion if the cooling system is not properly checked and maintained.

How cylinder-liner cavitation occurs

When the engine is running, the pistons move vertically inside their liners several thousand times per minute. Meanwhile, the rotary motion of the crankshaft applies a thrust force through the connecting rods to the piston. These contradictory movements cause the pistons to hammer the liners, causing significant vibration, similar to the effect of ringing a bell. This vibration can cause air bubbles to form in the coolant surrounding the liner.

When the bubbles rupture, they direct a high-pressure stream of coolant at the liner. Like a rushing river carving away a canyon wall, the coolant can erode the liner until cavities form. Left unchecked, these cavities can keep



HOW CYLINDER LINER CAVITATION OCCURS

Imploding bubbles direct high-pressure coolant toward the cylinder liner, creating cavities through which the coolant can enter and mix with oil, damaging the engine.



AMSOIL Heavy-Duty Antifreeze & Coolant (ANTHD)

- **Excellent** protection against corrosion, cylinder-liner cavitation, freezing and boil-over.
- **Virtually** eliminates scaling problems.
- **Maximum** protection in extreme temperatures and operating conditions.
- **Long-lasting** protection for up to 1,000,000 miles (1,600,000 km), 20,000 hours or 8 years, whichever comes first, in heavy-duty applications.
- **Ethylene** glycol 50/50 pre-mix formulation.

AMSOIL Propylene Glycol Antifreeze & Coolant (ANT)

- **Excellent** protection against corrosion, cylinder-liner cavitation, freezing and boil-over.
- **Virtually** eliminates scaling problems.
- **Maximum** protection in extreme temperatures and operating conditions.
- **Long-lasting** protection for up to 1,000,000 miles (1,600,000 km), 20,000 hours or 8 years, whichever comes first, in heavy-duty applications.
- **Propylene** glycol concentrated formulation – requires mixing with distilled or high-quality water.

growing and eventually penetrate the liner, allowing oil and coolant to mix. Once that happens, it's only a matter of time before the engine fails.

Prevention is the best practice when it comes to cavitation. That task falls on the engine coolant, and there are two ways formulators typically design engine coolant to fight cavitation.

Metallic salts

For years, formulators have added metallic salts, like nitrites and molybdenates, to coolant that attach themselves to the liner and form a sacrificial layer. When the coolant bubbles implode, the metallic salts absorb the pressure and break off from the liner surface rather than the metal itself. Metallic salts naturally deplete over time, meaning motorists must replenish them periodically by adding a supplemental coolant additive (SCA) to the coolant reservoir, typically midway through the service interval. Unfortunately, this is often overlooked.

Organic acid technology

The trend in the coolant market – and the strategy we use at AMSOIL – is to eliminate adding an SCA by formulating coolant with organic acid technology

(OAT). The chemistry of OAT coolants passivates the liner surface, which coats it in a thin, inert layer that provides protection against cavitation and corrosion. Unlike metallic salts, the additives in OAT coolants last much longer, eliminating the need to replenish the system with an SCA. Modern OAT coolants also help fight problems associated with traditional “green” coolants, like scaling and additive drop-out (which lead to “slime” in the coolant system) due to incompatibility issues.

Aside from using an OAT coolant, it's good practice to check coolant levels periodically. Also, make sure to check the pH and glycol levels annually. Glycol is important to the level of freeze protection and the coolant's boiling point. Over time, the water can evaporate from the system and increase glycol concentration, throwing off the coolant's balance. Perform fluid analysis once a year for best performance. We offer that service through Oil Analyzers Inc. (www.oaitesting.com). We also offer antifreeze test strips (G1164).



In third-party, industry-standard testing, cylinder liners protected by AMSOIL show virtually no signs of cavitation.¹

¹Based on results of the ASTM D7583 cavitation test

AMSOIL coolants effectively protect cylinder liners against cavitation erosion/corrosion pitting, without the problems associated with nitrite technology. Nitrites can cause aluminum corrosion, and they are being banned from coolants used by a growing number of manufacturers in both the heavy-duty and automotive markets. AMSOIL coolants feature top-performing technology that performs extremely well in ASTM D7583 (John Deere Cavitation Test) testing.



MORE PERFORMANCE, LESS WEAR: WHY GEAR-OIL COMPATIBILITY MATTERS

Many people overstress their vehicles, especially in the summer, pulling trailers, campers or boats, sometimes exceeding their rated towing limits in sweltering heat. Commercial vehicles often spend their lives in severe service. Severe-service conditions place extreme pressure on transmissions and differentials, making the proper selection of gear oil essential for maintaining the performance, efficiency and longevity of vehicles.

GL-4 vs. GL-5

The American Petroleum Institute (API) classifies gears using GL ratings, ranging from GL-1 to GL-5. Higher GL rating numbers represent more severe applications. GL-1 is the least severe and can usually be satisfied with a motor oil, while GL-5 is the most robust for managing severe applications.

The main difference between GL-4 and GL-5 gear oils is the level of extreme-

pressure (EP) additives included in the formulation. EP additives protect gears by providing a sacrificial layer on gear surfaces. They are essential for protecting gears operating under heavy loads and extreme temperatures.

While some GL-5 oils claim backward compatibility with GL-4 applications, it's critical to follow manufacturer specifications to avoid excessive wear on sensitive components. For optimal

protection, consult your owner's manual or use the Shop by Vehicle tool at AMSOIL.com/AMSOIL.ca for the manufacturer's recommendation. These sources will provide the specified viscosity (75W-90, 75W-110, 80W-90, 75W-140, etc.) and specification (API GL-4, API GL-5, API MT-1, etc.) recommended for your application.



GL-4 Gear Oil

GL-4 oils are typically recommended for spur and helical gears found in manual transmissions and transaxles where moderate speeds and loads are expected. They contain a balanced amount of extreme-pressure (EP) additives for smooth gear operation without causing undue wear to softer, yellow-metal components like brass or bronze synchros. This makes GL-4 the go-to choice for specific gearboxes requiring compatibility with sensitive components.

GL-5 Gear Oil

GL-5 gear oils are typically recommended for hypoid gears in automotive axles and differentials where high-speed and high-load conditions are common. GL-5 oils have nearly twice the EP additives of GL-4 oils. These advanced additives form a sacrificial barrier, protecting against wear in high-load regions. This formulation makes GL-5 oils indispensable for vehicles subjected to towing, off-road use or other extreme conditions.

Thermal Runaway

The extreme pressures and temperatures generated by modern vehicles can lead to a serious condition known as “thermal runaway.” As differential temperatures increase, gear lubricants lose viscosity and load-carrying capacity. When extreme loads break the lubricant

film, metal-to-metal contact occurs, increasing friction and heat. This increased friction and heat, in turn, results in further viscosity loss, which further increases friction and heat. As heat spirals upward, viscosity spirals downward. Thermal runaway is a vicious cycle that leads to irreparable equipment damage and ultimately catastrophic gear and bearing failure.

Proven Protection

AMSOIL SEVERE GEAR® Synthetic Gear Lube is engineered to meet the demands of the most punishing applications and extreme environments. SEVERE GEAR is engineered with high film strength for high-load demands. It reduces friction and provides the ultimate protection against wear, excels in extreme temperatures, helps maintain efficiency and far outperforms conventional gear oils. SEVERE GEAR is excellent for all cars and trucks, but it's especially well-suited for towing, hauling, racing, commercial use and other severe duty.

SEVERE GEAR is formulated with proprietary additives that create an iron-sulfide barrier on gear surfaces, shielding them from wear, pitting and scoring. This unique technology helps ensure that components stay in peak condition, even under the heaviest loads.

How good is it? SEVERE GEAR uses technology that has been tested in one of the most challenging applications on earth – wind turbines. Prior to AMSOIL entering the sector, the wind industry struggled with high maintenance costs and component longevity. AMSOIL helped turn that around, and today we are a significant player in the industry. While our synthetic formulations for wind turbines differ from automotive applications, some of the same pioneering technology that protects turbine gearboxes is used in SEVERE GEAR formulations to protect vehicles.

Advanced Technology

Modern vehicles boast more horsepower and torque than ever before, subjecting their differentials to increased levels of stress and heat. Thermal runaway has become a true threat. Gear oils must provide adequate wear protection in extreme conditions, while also providing maximum fuel efficiency. To protect these vital components, it's essential to install the recommended gear lube for your vehicle. To maximize performance and protection, AMSOIL SEVERE GEAR provides technology that has been tested in the most extreme applications on the planet. For those who demand the best, AMSOIL SEVERE GEAR offers peace of mind backed by cutting-edge science and proven durability.





DISTRIBUTOR SPOTLIGHT

Oilmax Singapore Pte Ltd has been distributing AMSOIL products since 2019, transforming the way customers experience automotive performance and reliability. Operating in one of Southeast Asia's most dynamic markets, Oilmax has carved out a distinctive niche, winning customer trust through outstanding service and innovative marketing strategies.

A Reputation for Excellence

The company recognized the unique potential of AMSOIL products to address the needs of Singapore's discerning automotive market. Singapore's high vehicle density creates unique challenges, but strong consumer demand for premium lubricants also presents significant opportunities. Oilmax seized the opportunity to introduce a wide range of high-quality AMSOIL synthetic oils as the ideal solution for performance-conscious customers.

Oilmax's decision to become an AMSOIL distributor was driven by unmatched product quality backed by rigorous testing and proven results. They added, "We were inspired by the company's commitment to research, quality and real-world performance." This alignment of values was key to establishing an exclusive distribution partnership and bringing unparalleled reliability and performance to a crowded market.

Overcoming Obstacles

Like many distributors introducing new products, Oilmax faced an initial hurdle of educating the market. Singapore's automotive consumers are often loyal to mass-market brands they have relied on for years. Overcoming this barrier required a focused strategy built on education-based marketing.

Oilmax invested heavily in training its dealers, service-center owners and mechanics to become front-line ambassadors of the AMSOIL brand. By equipping these key influencers with the technical knowledge and hands-on experience needed to showcase the benefit of AMSOIL products, the team established a solid foundation of trust and credibility throughout Singapore. They also rely on live product demonstrations, real-world case studies and customer testimonials to highlight measurable improvements in engine cleanliness, wear reduction and extended drain intervals.

Singapore's vehicle numbers are tightly regulated, limiting organic growth. Rather than simply offering another product, Oilmax introduced a philosophy of innovation and superior performance. This approach resonated with service-center technicians and fleet operators, leading to sustained growth in both brand awareness and product sales.

Strategic Marketing Initiatives

Oilmax's marketing strategies extend far beyond the basics. Recognizing that consumers and businesses value performance data and visible results, the company has prioritized interactive engagement opportunities. The team attends trade shows, sponsors motorsports events and collaborates with service-center partners on marketing campaigns that showcase the advanced capabilities of AMSOIL products.

Digital platforms also play a major role, so Oilmax built a digital ecosystem to



“Extended drain intervals help service centers and fleet operators improve sustainability.”

Distributor Spotlight

COUNTRY: SINGAPORE

COMPANY NAME: OILMAX SINGAPORE PTE LTD

educate an increasingly tech-savvy audience and expand market reach. Its focus on customer engagement through social media and customized campaigns helps maintain strong relationships and introduces new users to AMSOIL products.

To reach a wider audience, Oilmax works closely with its service-center partners to promote AMSOIL products through practical demonstrations and co-branded marketing materials. This relationship-based approach has cemented its reputation as a reliable partner, not only supplying products, but also adding value with continuous support and education.

One of the company's best strategies has been building relationships with technical institutes to include AMSOIL products in automotive training programs. This initiative not only builds brand awareness, but also fosters trust among future mechanics, ensuring the brand's values and quality are understood at a grassroots level.

Earning Customer Loyalty

For Oilmax, trust and performance are the pillars of success. From individual vehicle owners to commercial fleet operators, customers have embraced AMSOIL products for their ability to solve common automotive challenges like noisy engines and frequent oil changes. One performance enthusiast noted, “Engine noise dropped after one oil change. It's quieter and smoother.” And a service-center partner acknowledged the brand's role in boosting its reputation by reducing engine complaints and improving fuel efficiency.

The company's dedication doesn't stop with sales. Oilmax maintains constant communication with customers through WhatsApp, phone calls and in-person visits, providing technical support and even running campaigns designed to direct consumer interest to service-center partners. This structured, personal approach has cultivated a network of advocates who continuously promote the brand's value.

Looking Ahead

To sustain its momentum, the team is targeting strategic segments like public-transport fleets and delivery operators, where extended drain intervals and engine protection provide measurable savings. It is also planning expansion into neighboring Southeast Asian markets by leveraging Singapore's central position as a regional hub.

A Shared Vision

The Oilmax journey demonstrates what's possible when innovation and education are combined with a strong and collaborative partnership. By addressing challenges with creativity and dedication, the company has established strong roots in a demanding market and positioned itself for continued growth and success. The Oilmax story is a testament to how AMSOIL empowers Distributors around the globe to deliver extraordinary results.

August Closeout

The last day to process August telephone orders is Friday, Aug. 29. 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 Sunday, Aug. 31. All orders received after these times will be processed for the following month. Volume transfers for August business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Saturday, Sept. 6.

Holiday Closings

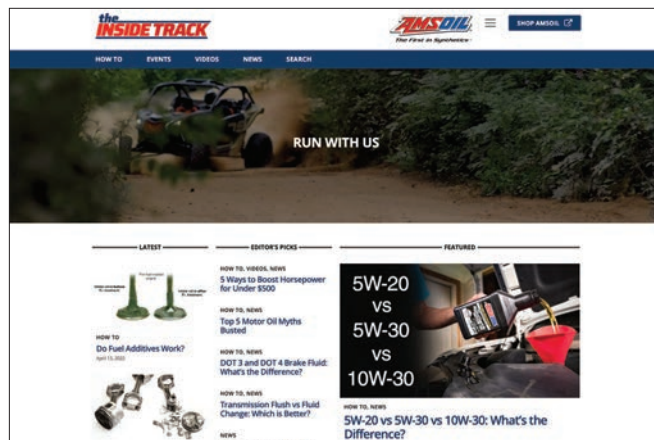
The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Sept. 1 for Labor Day.

AMSOIL Richardson 112 Cap

New AMSOIL Richardson 112 cap has the fit and quality you expect from Richardson Caps. Six-panel, all-black hat with mesh back and adjustable plastic snap closure for a universal fit. Features the AMSOIL logo embroidered in white on the front.



STOCK #	U.S.	CAN.
G3866	\$30.00	\$39.00



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August 2025

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