



► DISTRIBUTOR EDITION

MAGAZINE

SEPTEMBER 2025

A close-up photograph of a mechanic's hands, wearing black nitrile gloves, working on an engine. The mechanic is holding a can of AMSOIL 25,000-MILE OIL CHANGE INTERVAL OIL FILTER. The mechanic's left forearm is visible, showing a large, detailed tattoo of a skull and mechanical parts. The background is a blurred workshop environment with blue lighting.

# HOW LUBRICANTS WORK

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# From the Chairman

Recently, a friend of mine was cleaning out a storage closet with his kids. One of the kids grabbed a VCR off a shelf and asked, "what is this?" He enjoyed a good laugh over it and explained the ancient device's purpose in "the olden days." In the late 1900s, many Friday nights revolved around going to the local video rental store, browsing the selection and choosing a couple movies to enjoy. It was a staple of American life. Video rental stores were everywhere, and Blockbuster\* Video was the market leader with more than 9,000 stores worldwide. Today, only one store remains from the once-ubiquitous chain. As Netflix\* and other streaming services began beaming movies on demand into people's homes, Blockbuster held strong to its existing model. Netflix even offered to sell to Blockbuster in 2000 for \$50 million. Blockbuster declined. From \$6 billion in revenue in 2004 to filing for bankruptcy in 2010, Blockbuster's fast and sad decline provides some valuable lessons for business leaders. Companies must stay attuned to technological advances and be willing to pivot their business model.

History is littered with similar examples. Despite inventing the digital camera, Kodak\* clung to its film-based business model, fearing cannibalization of its core revenue. The company filed for bankruptcy in 2012 as competitors dominated the digital photography market. Lessons: Embracing innovation, even at the cost of short-term revenue, is essential for long-term survival. Nokia\* failed to foresee the smartphone revolution and stuck with its traditional phones. By 2013, its market share in smartphones had dropped to 3%, leading to its sale to Microsoft.\* Lessons: Continuous innovation and understanding market shifts are vital to maintaining leadership. Sears\*

neglected e-commerce and failed to modernize its business model, losing out to Amazon\* and Walmart.\* The company filed for bankruptcy in 2018, marking the decline of a once-dominant retail giant. Lessons: Embracing digital transformation is non-negotiable in the modern retail landscape. Volkswagen\* manipulated emissions tests to meet regulatory standards, compromising ethical practices. The company paid more than \$30 billion in fines and settlements, severely damaging its reputation. Lessons: Ethical leadership and compliance with regulations are critical for long-term trust and success.

These examples underscore the importance of visionary leadership, ethical practices and adaptability to create strong, sustained success. I am happy to say that the AMSOIL leadership team checks all those boxes and more. We have assembled a group abundant with integrity, determination and expertise.

In July, we made some organizational changes to optimize our business for future growth. Rob Shama has more than 40 years' experience in the chemical industry, including 30 years with Afton Chemical.\* Rob officially joined AMSOIL in 2023 as Chief Marketing Officer (CMO) and Sr. VP, Strategic Marketing, bringing tremendous insights and excellent leadership to the team. Rob is now Chief Revenue Officer (CRO) and oversees Sales and Marketing for all business units at AMSOIL.

Malissa Gallini is now Chief Operating Officer (COO). She is directly responsible for all aspects of manufacturing and supply chain and will lead the larger Operations group. Malissa joined the team in

November 2024 as Chief of Staff and VP, Strategic Planning. Her impact was immediate. Malissa has a strong leadership background, having served as VP of Manufacturing in the specialty chemical industry managing operations at multiple plants. Her background includes commercial aftermarket leadership in the aviation industry and in the military, where she served two tours overseas as an engineer officer.

Deena Peterson is now Sr. VP, Finance. With nearly 30 years at AMSOIL, Deena has developed a unique understanding of our business and demonstrated outstanding leadership of our Finance and Accounting teams. Her loyalty, acumen and integrity are second to none.

Lee South is now Sr. VP, Information and Digital Technologies. Over the past 18 years with AMSOIL, Lee has demonstrated exceptional leadership, dedication and strategic thinking. Lee will continue to lead AMSOIL Information and Digital Technologies teams with a special focus on AI strategy and development.

This group, along with the rest of the Strategic Leadership Team, exemplifies leadership. Their expertise, determination and vision will help ensure AMSOIL remains adaptable, ethical, innovative and customer-centric. We are building strength and prepared for whatever the future holds – even if it brings a return of the VHS tape (we have a VCR in the basement).

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Chairman & CEO

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**Letters to the Editor**

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# LETTERS TO THE EDITOR

## SHIPPING

Over the past month I have made orders that shipped out of Portland. The first was damaged in shipping and returned to AMSOIL before I ever saw it. I had to call in a replacement order. The second arrived with the box tape broken, but otherwise intact minus minor leakage from the new detailing products where they had shifted and tipped over in the box. The third order contained three different boxes. The first was damaged, repacked and retaped by UPS.\* I only lost one item, but most items' packaging or labeling were not what I would expect to see as new on a shelf. The second box had the corner crushed and the tape broken on both ends of the box. The third, which only contained a CK5 kit, was unscathed.

I know AMSOIL has made changes to their order-fulfillment system and might be struggling with growth, but having damaged shipments is far too common these days. The issue is not just from Portland; many Dealers have complained about this in the various Facebook\* groups.

I can deal with the longer shipping times we now experience, but when I wait 3-4 days instead of 2-3 days and it shows up damaged, it's extremely frustrating. My Amazon\* packages NEVER show up as bad as my AMSOIL packages. Why is that?

**Ron Wright**

**AMSOIL:** *We are disgusted to hear that, Ron. That is the exact opposite of the experience we want you, other Dealers and our customers to have. But your feedback is valuable as it allows us to investigate and identify things that can be improved. We are currently testing corrugated shipping boxes with thicker walls to reduce the possibility of damage during shipping. We are also working with our carrier partners on identifying process improvements through their delivery networks. We will continue this work until the problem is solved. Thank you for sharing with us, and thank you for your continued support and business.*

## DECALS

What happened to the free 4" decal with each order? The past 3 orders I placed did not have a decal included.

**Matt Smith**

**AMSOIL:** *Wow, Matt, we're surprised and disappointed to hear that. Every order is supposed to include a decal. Mistakes do happen and occasionally one is missed, but three in a row is something else. We'll send you a few extras to make up for it.*

## MOTOCROSS

I am an AMSOIL Dealer and have been using AMSOIL while racing dirt bikes in motocross/enduro since 1973, a long time! I go to many AMA races too and set up an AMSOIL tent for retail sales between races. I also sponsor the National 125cc Vintage motocross champion for the past four years, Jerry Mattox, and he is the #1 champion for 2021, 2022, 2023, 2024 and so far 2025.

I have seen a steady lack of interest by AMSOIL in products offered to dirt bikes, plus less race-day sponsorship at the tracks and any new offerings of more AMSOIL products to the ever-growing dirt-bike community.

Motocross jerseys = Discontinued  
Racing stickers = Gone away  
AMSOIL Flags = Discontinued  
AMSOIL Bags = Discontinued

Just to name a few; things that matter. It's all in the details. How about AMSOIL racing gloves? For ATV's too! Nope, discontinued.

One last thing: there is also no foam air-filter spray in a can like all of the competition has. PJ1,\* Bel-Ray,\* Maxima,\* UNI,\* VP,\* K&N,\* Tusk\* and, oh yes, even Lucas\* all have air-filter spray available, for years now! We are NOT best in class. Why doesn't AMSOIL have it? It is used every race. Wake up, R&D! We are leaving money on the table, my friends. I could sell cases of it!

Is it too hard to put DOMINATOR® 2-Stroke in a spray can? It would be another arrow in our quiver to sell rather than give it to a competitor.

In closing, we provide just two offerings for fork oil: light and/or medium. What is the weight? 5, 10, 15 or 20 weight? Who knows? No weight given on either, plus we need a 30-weight heavier and put the weight right on the bottles. Bel-Ray does it; why not AMSOIL?

Thanks,

**Russell Watters**

**AMSOIL:** *Thank you for your longtime support of AMSOIL, Russell, and congratulations on sponsoring a champion. Our sponsorship of dirt-bike racing has evolved through the years to include a variety of organizations and locations, but our overall support for the sport remains strong. AMSOIL is currently the Official Oil and presenting sponsor of the AMA Amateur National Motocross Championship (Loretta Lynn's), and the Official Oil of the Swap Moto series on the West Coast. We can understand why you would be disappointed in the discontinuation of the items you mentioned. We regularly rotate our promotional offerings according to demand and various trends, so similar items may very well make a return. Feedback from Dealers weighs heavily in these decisions, so we appreciate your input and we've shared all of your comments with the right people for future consideration.*

*AMSOIL Foam Filter Oil was discontinued several years ago due to low demand; however, we have recently re-evaluated this opportunity and we're happy to report that a new filter oil is coming soon. While there are no standards for classifying fork oil, Shock Therapy® Light would be a 5 weight and Shock Therapy Medium would be a 7.5 weight according to a commonly used method that measures viscosity at 100°C. As we explore opportunities for new products in the dirt-bike market, we will definitely keep heavier shock oils on the table for consideration. Meanwhile, our core offering for dirt-bike riders remains intact, including AMSOIL Dirt Bike Oil, AMSOIL Dirt Bike Transmission Fluid and AMSOIL Chain Lube.*

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





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

## Head Gaskets

Understanding a Critical Engine Component

The head gasket is one of the most important parts of an engine. Its role is to seal the cylinder head to the engine block. Sounds simple, but it's much more complicated than just connecting two pieces of metal. There are extreme pressures to hold in, contaminants to keep out and multiple fluids flowing through the cylinder head that need to remain separated. Without it, the engine's performance would decline significantly, risking severe damage.

### Why are engines designed to have heads and blocks, not one continuous piece?

You'd think the first thing you should do is build a single structure to eliminate the need for gaskets in the first place. However, there are several key reasons for building engines the way we do today.

**Efficient manufacturing:** Each component can be cast and machined independently.

**Maintenance and repairs:** Remove and replace it without dismantling the entire engine.

**Thermal expansion:** They expand and contract at different rates due to temperature differentials during operation. Separating components avoids undue stress on the engine.

**Design flexibility:** Allows engine builders to optimize each component for its specific purpose.

**Cooling efficiency:** The cylinder head and engine block often have distinct cooling requirements. Having them as separate units allows for more precise placement of coolant passages.

### What are they made of?

**Multi-layer steel (MLS), copper, graphite and elastomers.** Modern head gaskets are designed to handle extreme conditions. These materials ensure the gasket remains durable under constant exposure to heat and pressure fluctuations.

### Why do they fail?

**Improper installation:** Over torqued, under torqued, bent/damaged, debris on the surface of the block or cylinder head, poor machining of the cylinder head or block or failure to choose the right gasket thickness.

**Over pressurizing:** Not matching the gasket to the expected pressures, or head stud capacity and torque, resulting in head stud "stretch" and cylinder head lift.

**Excessive heat:** Increasing cylinder temperatures or extreme heat/cool cycles.

**Damaged head/block:** Pre-ignition or cracked block.

**General wear and tear:** Exposure to constant heat and pressure will eventually lead to failure.

### What happens when they fail?

**A visible oil leak on the engine's exterior** signals a breach in the gasket between an oil passage and the atmosphere. This can cause a burning oil smell in the engine bay, and if ignored, may lead to significant oil loss.

**A visible coolant leak on the engine's exterior** suggests a gasket breach between a cooling passage and the atmosphere. This may cause white corrosion or scale buildup at the leak site, and if ignored, can lead to significant coolant loss and engine overheating.

**Excessive oil consumption and blue tailpipe smoke** signal a gasket breach between an oil passage and the combustion chamber. This leads to oil loss, burned oil deposits in the engine and buildup in exhaust aftertreatment systems.

**Milky or sludging oil, loss of viscosity and overheating** indicate a gasket failure between cooling and oil passages, leading to system contamination, reduced performance and overheating.

**Performance loss, misfires and check engine lights** suggest a gasket breach between the combustion chamber and atmosphere, often accompanied by an audible sound.

**Coolant loss and white tailpipe smoke** signal a gasket breach between the cooling passage and combustion chamber. This causes overheating, oil contamination, acid buildup and sludge, while combustion byproducts in the cooling system create air bubbles, deposits and reduced cooling efficiency.

### Early detection

Identify anomalies early and avoid costly repairs with these helpful tips:

- Use quality oil and coolants.
- Check oil and coolant levels regularly.
- Conduct routine oil analysis.
- Run compression tests.
- Inspect and maintain the cooling system.
- Watch engine gauges.
- Perform regular visual inspections.

With proper care, the right products and an understanding of how head gaskets work, you can ensure your vehicle performs at its best for many years to come.

# HOW LUBRICANTS WORK

A lubricant's primary functions are friction and wear reduction, but lubricants also play other important roles in an engine.

To better understand specifically how lubricants work, it's important to understand why they're used, what kinds of lubrication exist and what specific applications require lubrication.

## The Seven Functions of Lubrication

A lubricant must satisfy seven functions.

### Minimize Friction

The most common and essential function of lubricants is to minimize friction and wear between components. Lubricants form an oil film on the surface of metals to reduce friction. Reduced friction prevents heating and abrasion on the friction surface.

### Clean

Lubricants maintain internal cleanliness by suspending contaminants within the fluid or by preventing the contaminants from adhering to components. Base oils possess a varying degree of solvency that assists in maintaining internal cleanliness. Solvency is the ability of a fluid to dissolve a solid, liquid or gas. While the solvency of the oil is important, detergents and dispersants play a key role. Detergents are additives that prevent contaminants from adhering to components, especially hot components such as pistons or piston rings. Dispersants are additives that keep contaminants suspended in the fluid. Dispersants act as a solvent, helping the oil maintain cleanliness and prevent sludge formation.

### Cool

Reducing friction minimizes heat in moving parts, which lowers the overall operating temperature of the equipment. Lubricants also absorb heat from contact surface areas and transport it to a location to be safely dispersed, such as the oil sump. Heat transferability tends to be a trait of the base oil's viscosity – lighter oils tend to transfer heat more readily.

### Seal

Lubricants act as a dynamic seal in locations such as piston rings and cylinder contact areas to prevent contamination.

### Dampen Shock

A lubricant can cushion the blow of mechanical shock. A highly functional lubricant film can resist rupture and absorb and disperse these energy spikes over a broad contact area. As the mechanical shock to components is dampened, wear and damaging forces are minimized, extending the component's overall operating life.

**The oil pick-up tube screen is virtually free of sludge.**



### Protect

A lubricant must have the ability to prevent or minimize internal component corrosion. Lubricants accomplish this either by chemically neutralizing corrosive products or by creating a barrier between the components and the corrosive material.

### Transfer Energy

Because lubricants are incompressible, they can act as an energy-transfer medium, such as in hydraulic equipment or valve lifters in an automotive engine.

AMSOIL synthetic lubricants are carefully crafted to deliver exceptional results in their intended applications. Their balanced formulations fulfill all critical lubricant functions while emphasizing what matters most: friction and wear reduction.



## Signature Series Cleans

AMSOIL Signature Series Synthetic Motor Oil has 50% more detergents<sup>D</sup> to help keep oil passages clean and promote oil circulation. It provides 90% better protection against sludge<sup>DD</sup>.

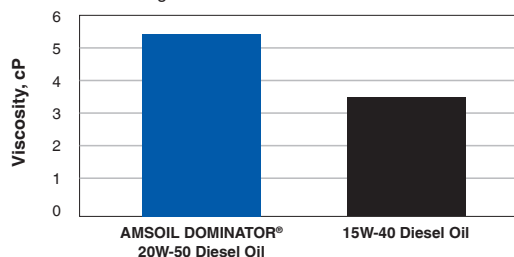
<sup>D</sup>vs. AMSOIL OE Motor Oil  
<sup>DD</sup>Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification.

## DOMINATOR® Protects Better

DOMINATOR Competition Diesel Oil delivers **50% more** film thickness<sup>Q</sup> to withstand high cylinder pressures and protect against wear.

### HIGH-TEMPERATURE/HIGH-SHEAR (HTHS) VISCOSITY

Higher = Better Wear Protection



<sup>Q</sup>Compared to the 3.5 cP HTHS limit for SAE 15W-40.

## Keeps Turbos Clean

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil provides protection boosted to the max, delivering up to **60% better turbo cleanliness**<sup>J</sup> and withstanding the extra demands you place on the turbo when pulling heavy loads or updating the tune for maximum horsepower.

<sup>J</sup>Based on specification standards of CAT C13 2nd Ring Top Land Carbon testing.

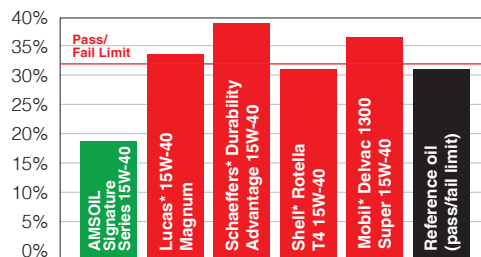
## Protects Against Rust

Provides up to **2X better** rust protection.<sup>K</sup>

Test results describe and represent properties of oils that were acquired on the dates listed in Table 1 (see [www.amsoil.com/rusttest.aspx](http://www.amsoil.com/rusttest.aspx)). Results do not apply to any subsequent reformulations of such oils or to new oils introduced after completion of testing. All oils were available to consumers at the time of purchase. Testing was completed in November 2017.

### NMMA FC-W RUST TEST

Lower Number = Less Wear



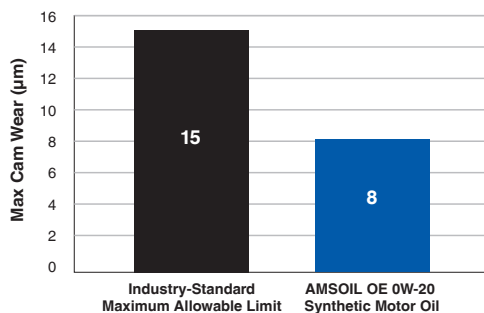
<sup>K</sup>Based on industry standard testing using the NMMA FC-W Rust Test.  
<sup>K</sup>All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

## OE Protects Against Wear

Provides **47 percent more** wear protection.<sup>G</sup>

### PEUGEOT TU3M WEAR TEST

Lower Number = Less Wear



<sup>G</sup>Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.





# Store Equipment with Confidence

Preventive maintenance is critical before winter storage.

Fall is right around the corner, and your customers are likely ready to start putting their summer recreational and work equipment into storage before winter hits, but many may be unaware of the problems that can occur during extended storage periods. While they may carefully clean and cover their equipment, there's another critical step they shouldn't overlook: changing the motor oil. This simple task provides valuable protection to engines during months of inactivity and ensures equipment is ready to go when spring rolls back around.

## **CHANGE THAT OLD OIL**

Although it may be tempting to put off that oil change until spring, leaving old oil in equipment over the winter can lead to several long-term problems.

### **Corrosion**

Over time and use, motor oil accumulates contaminants like dirt, moisture and combustion byproducts. These contaminants remain suspended in the oil, and if left in the engine during winter storage, they can cause internal parts to corrode and shorten equipment life.

### **Sludge**

Used motor oil thickens over time, forming sludge that settles in low spots of the engine and prevents oil flow once the engine is started, leading

to increased friction, overheating and eventual engine damage. This is especially critical with equipment like jet skis and ATVs, which experience significant stress during operation.

### **Reduced Performance and Life**

Engines rely on clean motor oil to perform smoothly and efficiently. Starting equipment with last season's old, used motor oil after a long period of storage puts unnecessary strain on the engine that can cause long-term wear and tear, reducing both performance and equipment life.

## **USE FOGGING OIL FOR EXTRA PROTECTION AGAINST CORROSION AND DRY STARTS**

During long periods of storage, inconsistent ambient temperatures can cause condensation to form within engines. When the condensate comes in contact with steel and iron components, surface corrosion can form, leaving cylinder liners, piston rings, anti-friction bearings and other contact surfaces laden with rust. Internal corrosion and rust can flake, leading to increased engine deposits, wear and friction, and cause the engine to run hotter and less efficiently, effectively reducing equipment life and increasing maintenance time and costs.

Long periods of storage can also dry out cylinders. Dry-starting an engine

often results in permanent damage and can dramatically shorten the life of the equipment.

AMSOIL Engine Fogging Oil (FOG) is an excellent solution for long-term protection against corrosion and damage from dry starts. Engine Fogging Oil's aerosol spray formulation thoroughly and evenly coats internal components to protect against corrosion and help prolong engine life.

## **WHAT ABOUT THE FUEL SYSTEM?**

Ethanol and other harmful contaminants commonly found in fuel can wreak havoc on a stored engine. Most fuels are pre-treated with the lowest additive concentration (LAC) level of additives, which allows them to be stored for a short period of time before degrading. During storage, however, degraded fuel can interact with air and moisture to form gums, varnish and deposits throughout the fuel system. These impurities can gum floats; clog injectors, fuel lines and carburetors; and cause poor engine performance and starting problems.

Adding AMSOIL Gasoline Stabilizer (AST) to fuel before long-term storage can help prevent harmful deposits from forming in the tank and fuel system, eliminating the need to clean or replace carburetors after long-term storage. For short-term storage, AMSOIL Quickshot® (AQS) should be used.



## Applications

AMSOIL Gasoline Stabilizer and Engine Fogging Oil applications include, but are not limited to, motorcycles, snowmobiles, ATVs, outboard motors, stern-drive and inboard marine engines, personal watercraft, lawn equipment, chainsaws, snowblowers, portable generators, handheld power equipment, motor scooters, powered farm equipment, powered construction equipment, cars and trucks.

## ADDITIONAL STORAGE TIPS

### Clean Your Equipment

Use AMSOIL High-Foam Car Shampoo to wash accumulated mud, grease, salt and grime from powersports equipment. Using a pressure washer is ideal for hard-to-reach areas like wheel hubs and undercarriages. Once complete, thoroughly dry equipment with a microfiber towel to prevent rust.

Lawn mowers, trimmers and chainsaws often collect grass clippings, oil and tree sap. Use a stiff brush to scrape away buildup on blades and chains. Wipe the equipment with a damp cloth, then dry completely.

### Inspect for Damage

Visually inspect your equipment for wear and tear. Replace damaged parts, sharpen blades and chains, tighten any loose fasteners and inspect tires for proper inflation and wear.

### Lubrication

Apply grease or lubricant to hinges, cables and other exposed areas prone to rust.

### Battery Maintenance

Batteries can lose charge and deteriorate in cold weather. Taking care of them ensures your equipment starts smoothly when you're ready to use it again. Disconnect the battery from powersports vehicles and store it in a cool, dry place. Attach it to a battery tender or trickle charger to maintain a consistent charge without overcharging.

For landscape equipment with small, sealed batteries, follow the manufacturer's recommendations for storage. Some may not require removal, but ensure they're fully charged before storage.

### Storage Location

If possible, store equipment in a climate-controlled garage, shed or basement to minimize exposure to extreme cold, moisture and pests. Keep equipment off the floor to prevent damage from moisture or flooding. Place small items like trimmers or chainsaws on sturdy shelves, and use pallets for larger items like mowers.

If indoor storage isn't possible, use water-resistant covers designed specifically for your equipment. Make sure the cover fits snugly to prevent water from pooling or pests from nesting.





# AMSOIL Powers the Passion: Indiana Sprint Week 2025

Every summer, Indiana transforms into the epicenter of dirt-track sprint-car racing as the USAC AMSOIL Sprint Car National Championship rolls through the state for Sprint Week – a high-octane spectacle that captures the heart of grassroots American motorsports. In 2025, the tradition continued with even more horsepower, history and heartbreak than ever before.

## **Eight Tracks, 10 Nights, One Epic Showdown**

Sprint Week is a grueling test of endurance, skill and mechanical grit. Over 10 nights, drivers compete in eight races across eight legendary Indiana dirt tracks, each with its own quirks and challenges. From the tight turns of Kokomo Speedway to the high banks of Lawrenceburg, the series pushes both racer and machine to their limits.

This year, the series made history by adding a new premium track to its lineup: the iconic dirt track at the Indianapolis Motor Speedway (IMS). The inclusion of IMS not only elevated Sprint Week, but drew national attention to the series.

## **AMSOIL: Driving Performance On and Off the Track**

It's no secret that commitment to motorsports runs deep with AMSOIL, fueling racers with high-performance synthetic lubricants engineered to win races. That passion and commitment are on full display at the USAC AMSOIL Sprint Car National Championship Series and Indiana Sprint Week.

Each year, AMSOIL chooses to back a number of standout drivers within our title series, each with his own style and story. The 2025 AMSOIL-sponsored racers include...

- **Justin Grant**, a former Sprint Week champion and perennial fan favorite, entered the week second in the

season standings. His aggressive, yet calculated, driving style made him a top contender with a win at the IMS Track – until disaster struck, ending his run.

- **Robert Ballou**, sitting sixth in points, brought his trademark intensity and experience to the track. He's always a threat to steal a win on any given night – including his win in Putnamville on July 25.
- **C.J. Leary**, piloting for Team AZ, entered the week ninth in points. A smooth driver with a knack for consistency, Leary aimed to make his mark on the week. He succeeded with a win at the Circle City track on Wednesday.
- **Gunnar Setser** of KO Motorsports, 12th in points, represented the next generation of sprint-car talent, showing flashes of brilliance throughout the week.
- **Ricky Lewis**, ranked 22nd in the ASCNC standings, may not have been a title favorite, but his grit and determination made him a crowd favorite.

## **Triumph and Tragedy: The Justin Grant Story**

Sprint Week is as much about resilience as it is about racing. For Justin Grant,

the 2025 edition was shaping up to be a career-defining run until a devastating crash upended his campaign. The incident, which occurred during a heated battle for position, left Grant with injuries requiring surgery. He returned with aspirations to race on Tuesday, but





ultimately decided against continuing, dashing any hope of reclaiming the Sprint Week crown.

The racing community rallied around Grant, whose toughness and sportsmanship have made him a respected figure in the paddock. His absence was felt deeply in the remaining races and served as a reminder of the daily risks the track brings.

### The Spirit of Sprint Week

Despite everything, Sprint Week 2025 delivered unforgettable moments: photo finishes, dramatic comebacks and the

roar of engines echoing across the Indiana landscape. Spectators showed up with their trademark gusto, cheering on their favorite drivers. Teams faced the grueling week with tireless dedication, keeping each sprint car in racing shape.

For AMSOIL, the week was a testament to the spirit of our partnership with USAC and the Sprint Car Series. It's not just about the sport – it's the racers, fans and organizers who make the series and Sprint Week special. The heart and hustle that defines sprint-car racing was evident with every race.

### Looking Ahead

As the dust settles on another thrilling Sprint Week, one thing is clear: the spirit of competition is alive and well in Indiana as the USAC AMSOIL Sprint Car National Championship Series and Indiana Sprint Week continue to grow, evolve and inspire.



## 2025 Sprint Week Results:

### Thursday, July 24

The Dirt Track at Indianapolis Motor Speedway; Speedway, Ind. – W: **Justin Grant\***

### Friday, July 25

Lincoln Park Speedway; Putnamville, Ind. – W: **Robert Ballou\***

### Sunday, July 27

Lawrenceburg Speedway; Lawrenceburg, Ind. – W: **Logan Seavey**

### Tuesday, July 29

Kokomo Speedway; Kokomno, Ind. – W: **Briggs Danner**

### Wednesday, July 30

Circle City Raceway; Indianapolis, Ind. – W: **C.J. Leary\***

### Thursday, July 31

Terre Haute Action Track; Terre Haute, Ind. – W: **Chase Stockon**

### Friday, Aug. 1

Bloomington Speedway; Bloomington, Ind. – W: **Logan Seavey**

### Saturday, Aug. 2

Tri-State Speedway; Haubstadt, Ind. – W: **Kevin Thomas Jr.**

**Indiana Sprint Week Champion:**  
**Kevin Thomas Jr.**

*\*AMSOIL-sponsored racer*

C.J. Leary





# Ensuring Retail Success this Season

Winter is full of opportunities. Ensuring your retail accounts are stocked and prepared for the colder months will help you drive sales and build trust with customers. From cars and trucks to snowmobiles, UTVs and winter power equipment, customers count on AMSOIL products to keep their equipment running reliably in the harshest conditions.

Be proactive and check in with your retail accounts now to help them prepare. By focusing on winterization essentials and the benefits of AMSOIL products you'll boost customer loyalty by increasing their profitability.

## Proven Winter Performance

Winter brings unique demands on vehicles and equipment, and cold temperatures can thicken lubricants, causing slow starts and increased wear. Snowmobiles, ATVs, UTVs, cars, trucks, agricultural and commercial vehicles all need products that perform reliably in freezing conditions. Customers want products that will protect their equipment so it stays reliable and worry-free all winter long.

Winter preparation is more than a seasonal task; it's an opportunity to showcase the unmatched performance of AMSOIL products and build stronger relationships with your retail accounts and their customers. By offering guidance, highlighting proven products and providing regional insights, you'll help your retail accounts deliver excellence to their customers.

Remind retail accounts to inform customers about why proper winterization is essential. Here are some key points to share...

- **Fluids:** Ensure lubricants are rated for cold-weather performance.
- **Fuel:** Protect fuel systems from degradation and gelling.
- **Grease:** Must resist water washout and remain fluid in cold weather.
- **Storage:** Prevent rust and corrosion in equipment stored during the winter.

## Proactive Steps

Position your accounts for success.

1. **VISIT RETAIL ACCOUNTS EARLY:** Encourage your accounts to order winter-related products in advance to ensure inventory is in stock before customers need it.

## 2. PROMOTE PROOF OF PERFORMANCE:

Share examples of how AMSOIL products excel in harsh winter conditions. Testimonials and case studies add credibility.

## 3. HOST A TRAINING SESSION:

Teach retail accounts how to explain the winter benefits of AMSOIL products to their customers.

## 4. PROVIDE MARKETING MATERIALS:

Supply your retail accounts with flyers, signage and other content that highlight AMSOIL solutions.

Retail accounts are looking to you for expert guidance on which products work best and why. By visiting your accounts now and addressing potential gaps in their inventory, you'll ensure they're ready to meet customer demands.

Schedule visits with your retail accounts today, assess their needs and reinforce their confidence in AMSOIL products.

## Snowmobile Proof of Performance

We've tested AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) and AMSOIL Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil (AFF) in harsh winter conditions and on our dyno in the following sleds:

- Arctic Cat® ZR 858 R-XC\*
- Polaris® Switchback Assault Boost\*
- Polaris Pro RMK 850\*
- Ski-Doo® 850 E-tec Turbo R\*
- Yamaha® Sidewinder LTX\*

AMSOIL snowmobile products remain fluid at subzero temperatures, providing exceptional cold flow and easy starts

to deliver maximum power and engine life. AMSOIL INTERCEPTOR also helps prevent piston-ring sticking, piston scuffing and exhaust-power-valve sticking in two-stroke sleds.

## ATV/UTV Proof of Performance

We've tested AMSOIL Synthetic ATV/UTV Motor Oil, CVT Fluid (AUCVT) and DCT Fluid (AUDCT) in the field and on the dyno in the following models:

- Polaris RZR Pro XP Turbo\*
- Polaris RANGER XD 1500\*
- Can-Am® Maverick X3 DS Turbo RR\*
- Can-Am Maverick R\*

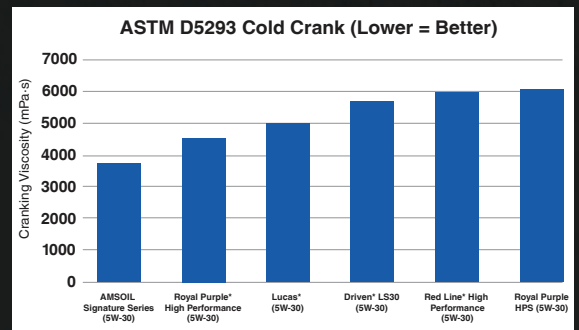
After reaching the manufacturer-recommended drain intervals, AMSOIL ATV/UTV products did not oxidize and exhibited no metal wear particles, delivering maximum power, performance and protection for extended engine and transmission life.

## AMSOIL Excels in Extreme Cold

AMSOIL 0W-40 Signature Series Max-Duty Synthetic Diesel Oil delivers **4X better cold-temperature performance** when compared to SAE 15W-40 oil in ASTM D5293 Cold Cranking Viscosity test.

## Signature Series Improves Startup Protection

AMSOIL provides better cold cranking viscosity, helping improve wear protection for engine components at startup.<sup>PP</sup>



<sup>PP</sup>Based on independent third-party testing in the industry-standard ASTM D5293 Cold Crank Simulator test as required by SAE J300.



## Regional Recommendations

Because winter weather varies widely across the country, it's important to recommend and stock up on the right AMSOIL products based on the region.

### Northern U.S. and Canada

#### HEAVY SNOWFALL:

Northern locations typically experience prolonged freezing temperatures and heavy snow.

- AMSOIL Synthetic Motor Oil
- AMSOIL Antifreeze & Coolant
- AMSOIL Diesel 4-IN-1 (ADB)

### Midwestern U.S.

#### AGRICULTURE AND HEAVY DUTY:

Customers depend on reliable equipment to manage freezing temperatures that can impact winter operations.

- AMSOIL Diesel 4-IN-1
- AMSOIL Synthetic Hydraulic Oil
- AMSOIL Gasoline Stabilizer (AST)

### Mountain and Western North America

#### OUTDOORS ENTHUSIASTS:

Mountain snow creates opportunities for outdoor adventurers and off-road recreation, especially snowmobiling.

- AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil (AIT)
- AMSOIL Formula 4-Stroke Powersports 0W-40 Synthetic Motor Oil (AFF)
- AMSOIL Synthetic Water-Resistant Grease (GWR)

### Southern U.S.

#### OCCASIONAL FREEZE:

Snow and ice are uncommon, but cold snaps still pose challenges.

- AMSOIL Synthetic Motor Oil
- AMSOIL Antifreeze & Coolant
- AMSOIL Gasoline Stabilizer





# Martin Camp Joins #TeamAMSOIL for Dakar Rally

For Martin Camp, racing is life, and motorcycles are the gateway to freedom and adventure. His lifelong dream of competing in the Dakar Rally is drawing closer as he approaches his 60th birthday. After skipping the Dakar for decades to focus on family and career, Camp recently committed to racing the 2026 Dakar, requiring that he complete an intense training regimen and prepare his bike and team.

Camp was introduced to racing at a young age, competing with four brothers around South Africa's Valley of a Thousand Hills and supported by an adventurous father — a wildlife park ranger and car racer. He became a sponsored enduro racer at age 16 and consistently finished in the top five throughout his teens. As an adult, he has continued chasing podiums worldwide, taking him to 54 countries over more than four decades.

He has successfully competed in many challenging races, including the British and World Motorbike Enduro series, Weston-super-Mare, UAE Desert Challenge, Roof of Africa and Baja 1000 in Mexico. Camp also races without a motor, including the grueling 600-kilometer Cape Epic Mountain Bike Race featuring more than 16,000 meters of climbing elevation, and as a three-time finisher of the 90-kilometer Comrades Ultra Marathon.

For his 2026 Dakar bid, Camp chose the Kove\* 450 Rally EX bike for its Dakar-specific design and overall affordability. He is currently cross-training for the event with cycling, mountain biking, enduro and motocross and recently raced unsupported for "Malle Moto" in the Rallye du Maroc in Morocco as a qualifying event for the Dakar. Due to the extreme difficulty, he will race Dakar with a support team to maximize his chance of finishing.





Desert racing is extremely hard on equipment, so Camp chooses the best products to get him to the finish line and only represents brands in which he believes. He recently partnered with AMSOIL and uses the full range of AMSOIL products in all his vehicles, including engine oils, brake fluids and hydraulic fluids. In addition to choosing the best equipment and lubrication, Camp emphasizes the need for physical endurance, mental strength and precise navigation skills for a successful Dakar run.

Racing is also hard on the body and Camp is no stranger to injury, but he never quits and always repurposes setbacks as motivational and learning opportunities. He continuously gives back to the sport through race and product promotion, routing and navigation training and

mentoring young riders toward successful careers in international racing. And following in his father's footsteps, he is also an avid wildlife supporter, helping build an environmental radio network focused on preventing poaching.

Camp views completing the Dakar Rally as a milestone in his racing journey and the fulfillment of a lifelong dream. He plans to continue adventuring, mentoring riders and promoting AMSOIL long after the sun sets on Dakar. We can't wait to follow his journey with #TeamAMSOIL.

**Follow Martin Camp @**  
[youtube.com/@dreamsanddust414](https://www.youtube.com/@dreamsanddust414)  
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The Dakar Rally is an annual two-week, off-road endurance race across thousands of kilometers of challenging desert terrain that pushes both racers and machines to the breaking point. The race includes off-road cars, trucks, motorcycles and UTVs competing across multiple timed stages and navigating without GPS. Competitors require professional driving and precise navigation skills, physical endurance and mechanical aptitude, none of which provide assurance of completing the race. **Roughly 30% of entrants do not finish.**







# DISTRIBUTOR SPOTLIGHT

*MOTOSPEED Auto Spare Parts and Components became the official distributor of AMSOIL products for the United Arab Emirates (UAE) in 2021. The company's founders wanted to develop strong partnerships and provide innovative products that help customers get the most out of their vehicles. They applied a deep-rooted passion for automotive excellence to building a business focused on delivering premium lubricants backed by exceptional service and technical expertise.*

## Why AMSOIL?

Choosing the right partner was driven by the desire to truly improve vehicle performance by providing customers with trusted products focused on innovation, quality and reliability. AMSOIL was identified as a strong, reliable brand with a long-standing and proven reputation for consistently delivering the superior engine protection and performance that customers value most.

## Overcoming Challenges

Introducing premium products in a competitive market came with many challenges. Convincing customers to invest in quality required education, patience and persistence. MOTOSPEED tackled this by offering

product demonstrations, sharing technical insights and building trust through consistent service. It found that once customers experienced the quality of AMSOIL products, it became easy to earn repeat business.

## Distribution Strategy

Getting AMSOIL products into as many vehicles as possible required a distribution model built on reliability, flexibility and customer support, operating through a mix of retail, commercial and wholesale channels. This dynamic approach ensured accessibility to a wide range of customers, from individual car enthusiasts to large-scale service centers.

*"AMSOIL is more than a product — it's a partnership."*

## Marketing and Engagement

Company founders say that building strong customer relationships is the core of MOTOSPEED's success. The company maintains continuous direct communication through online platforms, field visits and dedicated





### Distributor Spotlight

COUNTRY: UNITED ARAB EMIRATES  
COMPANY NAME: MOTOSPEED

*"We're proud to represent a brand that delivers proven performance."*

support teams. Events and outreach initiatives help attract new customers and strengthen brand loyalty.

MOTOSPEED implements multifaceted strategic outreach efforts to expand market presence and drives sales. These include heavy investments in online advertising, social-media engagement and participation in automotive trade shows. Branded

promotional items are provided to boost visibility, and educational content helps customers understand the value of AMSOIL products.

The company stated that AMSOIL products meet customer performance and reliability needs by improving fuel efficiency, extending oil drain intervals and solving common issues like engine wear and frequent maintenance. It mentioned that AMSOIL Signature Series products have become popular among high-performance vehicle owners.

### Future Vision

MOTOSPEED's plans for continued growth include targeting new markets with investments in increased customer education and brand visibility. Its goal is to maintain a reputation for delivering superior products and services by ensuring everyone in the UAE has access to AMSOIL products.





**PROTECTION** | **PERFORMANCE**  
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# 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.

