



► DISTRIBUTOR EDITION

MAGAZINE

DECEMBER 2025

# 2025 YEAR IN REVIEW

A hand is shown holding a magnifying glass over the number "2025". The magnifying glass is positioned over the "0", making it appear larger and more prominent. The hand is holding the handle of the magnifying glass, which has a wooden grip and a metal frame. The background is a repeating pattern of the AMSOIL logo in a lighter yellow color.

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# MERRY CHRISTMAS AND THANK YOU

Thank you for all your efforts in 2025.  
Your hard work and dedication in the field haven't gone unnoticed.  
**We appreciate you.**





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# LETTERS TO THE EDITOR

## MOTORCYCLE OIL FILTERS

Somewhere around a year ago, it was difficult to get Motorcycle Oil Filter EAOM103. I believe you were improving the filtering part. However, you also retooled the outer shell of the filter, making it slightly larger in circumference than the previous filter. Because of that, my filter wrench no longer fits the filter. I have to use a set of channel lock pliers to get the filter off my motorcycle when I change the oil. Was that change an oversight or intentional? Please research that and let me know.

**Eldon Ogorzolka**

**AMSOIL:** This was an intentional change, Eldon. The EAOM103 filter went from 65 mm to 67 mm, and we currently recommend using the GA255 filter wrench to remove it.

## AMSOIL FLAG

In the July *AMSOIL Magazine*, Dealer Marty Metcalf talked about AMSOIL flags, or lack thereof. In June of this year I had the opportunity to enjoy the Idaho sand dunes for the first time. I was truly amazed at all the different off-road sand machines there!

The rule for the sand dunes is buggy whips with a marking flag that must top out at 8 feet above the ground. I saw all types of flags flying from these buggy whips on ATVs, UTVs, dirt bikes, trikes and high-horsepower sand cars: from the generic small orange triangle flag to full-size flags displaying the Stars and Stripes and different manufacturers' logos, but not one AMSOIL flag!

With AMSOIL supporting the off-road world and as a Dealer, I wished for a small flag to fly on my machine displaying the AMSOIL logo, but not only for my UTV, but for the on-road cruiser motorcycles at Daytona, Sturgis or any other rallies alike.

Just wishing out loud!

**Robert Sauer**

**AMSOIL:** Your wish is granted, Robert. A new AMSOIL flag is in the works. Stay tuned.

## TATTOOS

Please do not include images of people with tattoos anywhere in *AMSOIL* print.

**Raymond Montanari**

I just wanted to send a quick letter to say I appreciate the artwork on the arms of the gentleman handling the oil filter on September's *AMSOIL Magazine* cover.

**Anthony Sevigny**

**AMSOIL:** We appreciate your feedback, Raymond and Anthony. Opinions vary on tattoos. We serve a wide range of customers and respect both viewpoints. We are fortunate to have customers with and without tattoos, and we are thankful for them all.

## AMSOIL RACING BANNER

I have been a longtime user of AMSOIL products before I became a Dealer in September 2008. Until just recently, the past 3-4 years I have been sponsoring local race teams and just the past six months I have been fortunate enough to get my foot into NASCAR ARCA.\* I just recently noticed that our AMSOIL Racing Decal hasn't been available and I have been contacted by my local racers for a banner. I recently ordered three of our 2x4 AMSOIL Banners, but would really appreciate if AMSOIL offered an AMSOIL racing banner to possibly match our AMSOIL Racing Hat, not necessarily with the blue, but AMSOIL with the checkered swoosh or flag and add the statement, "Out to Dominate, Formulated to Win." I've seen that written somewhere.

Thanks,

**Brian Beean**

**AMSOIL:** Thank you for your suggestion, Brian. It has been forwarded to the appropriate personnel and will be considered for future introduction.

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.



**Garret Gibeau** | PRODUCT DEVELOPMENT ENGINEER II

## The Cold War: Why Your Engine's Winter Oil Grade Matters More Than You Think

When winter hits, your engine feels it.

The oil you choose plays a big role in how well your vehicle handles those cold starts. The Society of Automotive Engineers (SAE) sets a defined temperature range in which an oil's cold-crinking viscosity (CCS) and low-temperature pumpability (MRV) are measured within specification limits. These limits are part of the J300 specification — an SAE standard that categorizes oil viscosity into two main grades: winter and non-winter.

### Decoding the "W" and Final Viscosity Rating

To understand cold-weather performance, we must first look at a defined motor oil viscosity grade, like 10W-30, for its cold-crinking viscosity (CCS). Think of the "W" as standing for "winter." The W number indicates the oil's cold-temperature viscosity, or resistance to flow at low temperatures. Because each "W" designation is tied to a different test temperature, 10W oil, regardless of its ending viscosity, is tested at -13°F (-25°C), the lowest ambient temperature in which it will still meet cranking requirements in a cold environment. A 0W oil, on the other hand, has a cold-crinking testing temperature of -31°F (-35°C).

Upon engine startup, the oil pump quickly circulates oil from the sump to protect critical engine components, like crankshaft bearings, camshafts and turbochargers. If the oil is too thick, this process is delayed. It's in these first few seconds, before full oil pressure is achieved, that critical amounts of engine wear can occur as components grind against each other without adequate lubrication. A lower "W" grade indicates that the oil flows more readily in cold conditions or when the engine hasn't yet reached its optimal temperature, allowing it to reach key engine components quicker.

The second number indicates the oil's viscosity at the engine's normal operating temperature. This value is measured at 212°F (100°C). A lower number, such as 16 or 20, signifies thinner oil, while a higher number, like 40 or 50, represents

thicker oil. Each viscosity rating serves a specific purpose, as engine oils are not a one-size-fits-all solution.

### From 10W to 0W: A Practical Breakdown

Let's consider three common multi-grade oils: 10W-30, 5W-30 and 0W-30. At operating temperature, all three are SAE 30 once the sump reaches 212°F (100°C). In terms of cold weather, there can be a range of temperatures, and it is quite ambiguous. Northern Wisconsinites rejoice when they can break out shorts and T-shirts in early May, when the weather is sunny and 55°F (13°C). But to some Floridians, 55°F requires pants and a winter coat. One can take this fantastic analogy and use it to describe engine-oil performance at colder temperatures, such as choosing between 10W, 5W and 0W.

While 10W-30 oil might be adequate for milder winters, as temperatures dip below -13°F (-25°C), it can become significantly thicker, making the engine harder to crank, putting extra strain on the battery and starter and reducing the rate of flow to engine components.

Switching to a 5W-30 oil significantly improves oil flow in cold conditions. A typical synthetic 5W-30 flows easier than its 10W-30 equivalent once temperatures reach deeper into the negatives. Both 5W and 10W oils can contain high VI characteristics, but the 10W-designated oil has a ~1.7 factored viscosity increase compared to the 5W oil over a -9°F (-5°C) temperature difference. This small difference yields substantial real-world advantages. For instance, in a turbocharged engine where turbo bearings can exceed 200,000 rpm, faster oil flow is vital. Those crucial seconds can prevent oil starvation and protect against premature component failure.

For the coldest climates in North America, like the Upper Midwest or Canadian prairies, where temperatures can plummet to -31°F (-35°C) or lower, a 0W-30 is the superior choice. At these extremes, a

5W-30 oil may approach its cold-crank limit at -22°F (-30°C) and below, risking cavitation where the oil pump sucks in air instead of fluid. A 0W-30, however, remains fluid enough to ensure reliable lubrication, providing an essential margin of safety.

### Debunking Old Myths with Modern Synthetics

Switching from 10W-30 to 5W-30 — and further to 0W-30 — does not change the oil's ability to protect your engine at operating temperature, but it can improve cold-start performance, resulting in sufficient oil flow to protect critical engine components.

Vehicle owners traditionally switched to thicker, winter-rated motor oils during the cold months, but modern synthetic oils have advanced formulations that provide better engine protection at startup, even in cold weather. This reduces the concerns about engine wear.

### Making the Right Choice

For drivers facing regular temperatures below 5°F (-15°C), a full-synthetic 5W-30 motor oil is an excellent year-round choice, particularly for modern turbocharged gasoline direct-injection (GDI) engines. This viscosity aligns with most manufacturer recommendations and effectively prevents cold-start difficulties. While a 10W-30 will work, given its -13°F (-25°C) cold-crinking test, the 5W-30 offers better performance in these conditions.

Should your region experience extreme cold, with temperatures plummeting below -22°F (-30°C), transitioning to a 0W-30 for the winter months ensures your engine remains safeguarded even in severe weather.

Consulting your vehicle's owner's manual is the first step. However, understanding the significance of these viscosity ratings allows you to make a more informed decision, often surpassing minimum requirements, for your engine's longevity and performance.

# AMSOIL YEAR IN REVIEW

# 2025

Over the past year, we made significant investments to boost Dealer success and increase brand visibility. Here's a look back at some of 2025's important news, events and product introductions.

## CORPORATE NEWS



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

### Protection you demand. Performance you deserve.™

We introduced our new tagline: Protection you demand. Performance you deserve. It is derived from our mission and values, and it tells customers exactly what they can expect when they choose AMSOIL.

### AMSOIL Partners with the Freedom Factory

We partnered with the Freedom Factory, a 3/8-mile asphalt oval racetrack in Bradenton, Fla. owned by multi-discipline motorsports enthusiast and YouTube sensation Cleetus McFarland. Freedom Factory events frequently feature influencers competing against professional racers, including a Freedom 500 win by racing legend Travis Pastrana in an AMSOIL-sponsored car.







## NEW AND UPGRADED TOOLS

### New Enhancements Add Value to the AMSOIL Digital Experience

AMSOIL.com and AMSOIL.ca received several upgrades to provide the best customer experience on our websites. Upgrades include a homepage redesign, personalization across the AMSOIL website, a refreshed AMSOIL Locator and new license-plate lookup, autocomplete lookup, third-party login with Google\* and Apple,\* multifactor authentication and estimated delivery date feature.

CONTINUE SHOPPING FOR YOUR 2022 DODGE CHARGER

 AMSOIL Signature Series 5W-20 100% Synthetic Motor Oil PRODUCT CODE: ALMOT-6A ★★★★★ (5,000 reviews) Starting at: <b>\$15.49</b> RETAIL PRICE (946g) IMPROVED PRICE: \$11.39 SAVE: \$3.60	 AMSOIL Oil Filter PRODUCT CODE: BAISKY-6A ★★★★★ (2,424 reviews) Starting at: <b>\$24.65</b> RETAIL PRICE (946g) IMPROVED PRICE: \$19.25 SAVE: \$5.40	 AMSOIL Signature Series Fuel-Efficient 100% Synthetic... PRODUCT CODE: ATUPN-6A ★★★★★ (772 reviews) Starting at: <b>\$21.69</b> RETAIL PRICE (946g) IMPROVED PRICE: \$17.29 SAVE: \$4.60	 AMSOIL Oil Fuel-Efficient 100% Synthetic Automatic... PRODUCT CODE: OTUQT-6A ★★★★★ (355 reviews) Starting at: <b>\$12.39</b> RETAIL PRICE (946g) IMPROVED PRICE: \$9.39 SAVE: \$3.00	 AMSOIL 100% Synthetic Multi-Vehicle Power Steering Fluid PRODUCT CODE: PSHCN-6A ★★★★★ (25 reviews) Starting at: <b>\$10.89</b> RETAIL PRICE (946g) IMPROVED PRICE: \$8.39 SAVE: \$2.50	<a href="#">VIEW ALL</a>
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## Proven Powersports Performance

We tested AMSOIL Synthetic ATV/UTV Dual-Clutch Transmission Fluid (AUDCT) in a Can-Am\* Maverick R\* UTV and AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) in an Arctic Cat\* ZR\* 858 snowmobile. We subjected both vehicles to aggressive trail riding, then pushed them even harder on our dyno. Scan the QR codes to see the test results.



Can-Am Maverick  
Proof-of-  
Performance Video



Arctic Cat ZR 858  
R-XC Proof-of-  
Performance Video

## NEW AND UPDATED PRODUCTS

### New Synthetic ATV/UTV Dual-Clutch Transmission Fluid

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 tested and proved 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.



### AMSOIL Car Care: Seven New Products

The AMSOIL Car Care line expanded with seven new premium products and accessories: AMSOIL Quick Detailer (QDS), AMSOIL Wheel + Tire Cleaner (WTC), AMSOIL Tire + Trim Protectant (TTP), AMSOIL Foam Cannon (G3911), AMSOIL Microfiber Detailing Towel (G3912), AMSOIL Drying Towel (G3913) and AMSOIL Microfiber Wash Mitt (G3914).



### New Name for AMSOIL Diesel All-In-One

AMSOIL Diesel All-In-One is now AMSOIL Diesel 4-IN-1 (ADB). AMSOIL Diesel 4-IN-1 better describes what customers receive when they use this product – four distinct benefits.

### New AMSOIL 100% Synthetic ATV/UTV Continuously Variable Transmission Fluid

New AMSOIL 100% Synthetic ATV/UTV Continuously Variable Transmission Fluid (AUCVT) is engineered to ensure smooth, consistent driving, prevent shudder and help extend CVT life. We've tested and proven its superior anti-wear protection in the new Polaris\* Ranger\* XD 1500 under heavily loaded, high-temperature operation, making it the first, best and only alternative to the manufacturer-branded CVT fluid.



### AMSOIL Synthetic Greases Produced by Aerospace Lubricants Enter the Market

Several AMSOIL grease products produced by Aerospace Lubricants in Columbus, Ohio have begun rolling out. The new formulations deliver enhanced protection and performance, providing equal or superior benefits compared to previous formulations – while maintaining full compatibility.



AMSOIL 100% Synthetic High-Viscosity Lithium Complex Grease (GVC)

AMSOIL X-Treme 100% Synthetic Food-Grade Grease (GXC)

AMSOIL NLGI #2 100% Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR2)

AMSOIL NLGI #2 100% Synthetic Polymeric Off-Road Grease (GPOR2)

AMSOIL 100% Synthetic Multi-Purpose Grease (GLC)

AMSOIL 100% Synthetic Water-Resistant Grease (GWR)

AMSOIL NLGI #1 100% Synthetic Polymeric Off-Road Grease (GPOR1)

AMSOIL NLGI #1 100% Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR1)

# AMSOIL Partners with JH Diesel and 4x4

AMSOIL has partnered with JH Diesel and 4x4, a popular diesel shop in Bradenton, Fla. with a solid reputation for building some of the most formidable off-road vehicles on the market, covering everything from custom diesel engines to heavy-duty suspension systems, exterior modifications and performance upgrades.

JH Diesel founder and owner Justin Hildebrand is not only a lifelong 4x4 enthusiast and off-road adventurer, he has also become a popular YouTube influencer. Started simply as a means to promote his business, JH Diesel's YouTube channel quickly evolved into a platform where enthusiasts can watch the team build engines, race and compete.

We asked Hildebrand about his business, YouTube channel and success as a diesel influencer.

**AMSOIL Magazine:** What are your objectives for the JH Diesel YouTube channel?

**Hildebrand:** Our objective for the YouTube channel has changed and evolved over the years. We originally started it to help with shop production, advertising and exposure for the shop. It has since evolved into a completely different business, somewhere to show off our skills on one-off builds and be able to share our racing and competition experiences.

Our goals are to continue bringing good content to the people who are watching us. We wouldn't be able to afford it and do it without their support. It's also great knowing we are inspiring people to start projects of their own. Another goal is to continue growing. We only went full time with YouTube less than three years ago; we are still new at this and have a lot of room for expansion and new opportunities.

**AM:** To what do you attribute the channel's growth and success?

**Hildebrand:** Our growth can be attributed to a couple things. One is we are very consistent. We work hard to bring new and exciting content on a weekly basis. We are constantly coming up with new ideas to keep everything new and fresh.

One of the biggest things we have going for us is our team. There are only two of us working full time with the YouTube channel, but without Justin (Eason) putting in the work he does, we wouldn't be half the channel we are. The next person would have to be my wife, Danielle. She is super supportive of everything we do and is always by my side to help make things happen. Without these two people, we wouldn't be able to progress like we have.

**AM:** Your videos are both educational and entertaining. Is that what you're striving for?

**Hildebrand:** Yes, we always try to be entertaining no matter what kind of video it is. Whether we are at the racetrack, at an event or in the shop repairing something, entertainment is always one of the most important things.



We do like to be serious though. Some of our viewers are here to learn and love the shop content, so we try to leave key things in our shop videos so they can learn how to do something.

**AM:** Which videos are the most popular?

**Hildebrand:** Most of our audience engagement comes from our budget builds. Anytime we start a budget build, it seems to spark a lot of interest from our fanbase and also brings new fans. Being able to build something on a budget shows people that you don't have to have a \$100,000+ build to get out there and have fun. For instance, last year we built a mud truck for under \$10,000. That included purchasing the truck, testing it and doing upgrades. In our experience, that amount is feasible to the average person.

**AM:** How does it feel to be an influencer who is recognized throughout the diesel community?

**Hildebrand:** I still consider myself to be just a diesel mechanic. That's usually



what I tell people who refer to me as an “influencer.” But, yes, we have grown to be an influencer. To be honest, it means a lot to me. I am a pretty regular guy on most weekdays. I’m at the shop working the office, talking to customers and helping my techs with whatever they may need. But it’s a really great feeling to be out somewhere and somebody shouts your name or asks for a picture. It’s honestly almost unreal to me.

It’s a great feeling to know people are being inspired by us to create their own builds and to keep the automotive community alive. It’s very cool to have someone tell you how your video helped them get through something or helped them learn how to do something. One of the best feelings of being an influencer is seeing the kids get excited to see you or meet you. All of our content is family friendly and to see the younger generation looking up to us is huge to us.

**AM:** Why would you encourage AMSOIL Dealers and customers follow your channel?

**Hildebrand:** AMSOIL Dealers and customers should follow us if they like seeing vehicles running AMSOIL products put to the test. We test and abuse everything we own, and it’s a testament to what AMSOIL products are capable of.

We have seen several advantages with AMSOIL products. We used AMSOIL Diesel 4-IN-1 (ADB) in one of our projects and within the first tank of fuel, the injectors seemed to be quieter and the truck honestly ran a little smoother at idle. Also, after changing oil over in our 1,500-hp Cummins\* square body, we noticed an 8-psi jump in oil pressure.

**JH Diesel and 4x4 website:**  
[jhdiesel4x4.com](http://jhdiesel4x4.com)

**JH Diesel and 4x4 YouTube channel:**  
[youtube.com/@JHDieseland4X4](https://youtube.com/@JHDieseland4X4)



## JH DIESEL AND 4X4 FAVORITE PRODUCTS:

- AMSOIL Signature Series Max-Duty 15W-40 Synthetic Diesel Oil (DME)
- AMSOIL DOMINATOR® 20W-50 Synthetic Competition Diesel Oil (DCO)
- AMSOIL Oil Filters (EAO80, EAO52, SDF88)
- AMSOIL SEVERE GEAR® 75W-90 Synthetic Gear Lube (SVG)
- AMSOIL SEVERE GEAR 75W-140 Synthetic Gear Lube (SVO)
- AMSOIL Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF)
- AMSOIL Diesel 4-IN-1 (ADB)
- AMSOIL DOMINATOR DOT 4 Synthetic Racing Brake Fluid (BFR)
- AMSOIL DOT 3 and DOT 4 Synthetic Brake Fluid (BFLV)





## December Closeout

The last day to process December orders is Wednesday, Dec. 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for December business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Tuesday, Jan. 6.

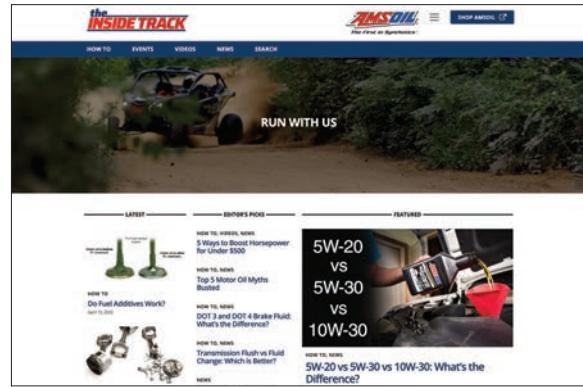
## Holiday Shipping

Keep in mind that shipping companies are extra busy during the holiday season, possibly resulting in shipping delays. Plan accordingly and place orders earlier than normal to ensure they arrive on time.

## Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Dec. 24-25 for Christmas and Thursday, Jan. 1 for New Year's Day. The Toronto Distribution Center will be closed Friday, Dec. 26 for Boxing Day.

The AMSOIL corporate headquarters and Superior Distribution Center will close at 12 p.m. Central Time on Friday, Dec. 12 for holiday activities. Limited Customer Service personnel will be available for orders, so please do not attempt to contact corporate staff via the toll-free ordering number during this time to avoid overloading the limited staff. In addition, placing Dealer orders in advance of this date would be appreciated to aid in keeping the lines clear for customers.



## 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.

## Concluding 2025 Note from the International Team

Thank you to all of our Distributors for a successful year. We are so fortunate to work with some of the best folks around the world and truly enjoy working with all of you. We are grateful for your hard work, passion and friendship. We look forward to working with all of you in 2026 and many years to come, and we enjoy having you as part of #TeamAMSOIL.

Dan Peterson, Laurent Leduc, Amber Gurske, John Zhang, Mohamed Dadabhay, Timur Pankov, Lucy Ibanez, Rachid Fatmi





# COMBAT FUEL ISSUES WITH AMSOIL DIESEL FUEL ADDITIVES

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

## **AMSOIL Diesel 4-IN-1 (ADB)**

- Combines superior detergency, improved lubricity, excellent anti-gelling properties and increased power in one convenient package

## **AMSOIL Diesel Injector Clean (ADF)**

- Effectively removes all types of fuel-system deposits and improves lubricity

## **AMSOIL Diesel Cold Flow (ADD)**

- Depresses diesel-fuel pour point and improves cold-flow filtration properties

Not available in Canada

## **AMSOIL Diesel Cetane Boost (ACB)**

- Improves combustion efficiency and power and increases cetane up to eight points

## **AMSOIL Diesel Injector Clean + Cetane Boost (ADS)**

- Combines superior detergency, improved lubricity and increased power in one convenient package

## **AMSOIL Diesel Recovery (DRC)**

- Quickly liquefies gelled diesel fuel and thaws frozen fuel filters





# PRODUCTS TAILORED TO EVERY BUSINESS

AMSOIL provides a complete portfolio of high-quality lubricants to cover all types of accounts. The complete AMSOIL product line ensures all vehicles and equipment are well-protected.



## INSTALLER



## RETAIL



## COMMERCIAL





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

ISO 9001/ISO 14001 REGISTERED

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AMSOIL.com

December 2025

## 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.

