

AMSOIL[®]

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MAGAZINE

MAY 2026

NEW AMSOIL 100% SYNTHETIC MOTORCYCLE OIL

| PAGE 8





EXCITING NEW AMSOIL/ FLEECE PARTNERSHIP OPENS DOORS

The majority of current Fleece Performance Engineering customers own or operate a small commercial business.

Our new high-profile partnership with Fleece Performance Engineering increases AMSOIL brand awareness with Fleece customers, helping increase sales across the entire AMSOIL product line.



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From the Chairman

The war in Iran has sent shockwaves through our industry. Production facilities responsible for a huge percentage of global base oil production have been destroyed. The Strait of Hormuz closure blocked any outbound finished raw materials from reaching their destinations. As a result, key raw materials were quickly in short supply and prices soared at an unprecedented pace. Lubricant manufacturers scrambled. In fact, the Independent Lubricant Manufacturer's Association (ILMA) reached out to the American Petroleum Institute (API) and General Motors* to ask them to relax their rules governing the types of base oils used to meet their respective specifications. ILMA expressed concern that some independent manufacturers would be unable to comply with the requirements for existing licenses.

We do not share these concerns. We have diversified our supply of high-quality base oils and additives, which allows us to continue making oil to our exacting standards despite significant challenges. We meet on this situation daily, and each discussion centers on maintaining continuity of supply, ensuring maximum quality and minimizing the impact on our customers. Any activity that fails in one of those areas cannot be considered.

Fortunately, the leadership team at AMSOIL was ahead of this situation from day one. Thanks to disciplined planning, proactive sourcing and a lot of creativity, we are in a stronger position than most. Many companies are known as "spot buyers" that buy a little raw material here and there as needed and have no long-term purchasing commitments. We are not a spot buyer. We have deep supplier relationships and mutual contractual obligations that aid in these circumstances and help us maintain continuity of supply. We also have a tremendous research and development team that has done extensive work examining different base oils and additives to identify where each one has strengths and shortcomings, and how compatible each is with others. We can reference that work to act quickly in situations like this to confidently select raw materials we know will deliver the results we need.

As a result, we have sufficient supply of the high-quality raw materials we require to meet forecasted demand and strategies in place to ensure that remains true in the months ahead. Unfortunately, all of those supplies have dramatically increased in cost. We have received numerous price increases from our suppliers and the situation changes daily.

Some of you might be wondering why a situation in Iran affects AMSOIL as a U.S. company. Well, base oil and additive suppliers are global entities that provide a variety of products to numerous companies overseas as well, so they are tapping their U.S. manufacturing sites to help supply raw materials to entities that would have been served by facilities in the Middle East. That means supply is short for everyone.

The COVID pandemic presented many unprecedented challenges. AMSOIL emerged stronger than ever, and with new knowledge gained from overcoming those challenges. This situation is very different, and yet many of the lessons learned during COVID apply. I cannot predict what the weeks ahead will bring, but I can promise you that we are doing everything possible to maintain supply and keep prices low without sacrificing quality.

Alan Amatuzio
Chairman & CEO



PRODUCT SPOTLIGHT: AMSOIL MARINE ENGINE OIL (WCT, WCF, WCM)

WHAT IS IT?

- **Premium synthetic oil** designed to protect high-stress four-stroke marine engines against wear and corrosion

WHAT DOES IT DO?

- **Withstands** the heat and stress of high-rpm operation and delivers excellent protection against wear
- **Protects** against rust and corrosion during periods of inactivity and long-term storage for maximum engine protection, even when it's not running
- **Meets** the requirements of the NMMA FC-W Catalyst Compatible specification

WHO IS IT FOR?

- **Hardcore anglers and boating enthusiasts who demand the best protection for their marine engines.** Applications include gasoline-fueled four-stroke inboards, outboards, inboard/outboards, supercharged watercraft engines and personal watercraft, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*



"Been using 10W-40 marine oil for 3 years now. Won't trust any other oil for my 5.7L. I run hard and sometimes long to get to the fishing grounds. I don't wanna worry about oil, and I never do with AMSOIL. Great stuff"

— **Robert**
New York

LETTERS TO THE EDITOR

AMSOIL P.I.®

I encounter Porsches* with flat-six GDI engines that are known to have bore-scoring issues, so I send annual samples to Oil Analyzers. The most common issue found has been fuel dilution. I thought I would try AMSOIL P.i. to address this. In my car after a driving season of P.i. use, the fuel dilution came down minimally (4.2% to 4.0%). I combed the internet and found a respected source of information on these cars, and they recommended a competitor's brand of fuel-system cleaner with high PEA content. I called AMSOIL Tech Services about P.i. PEA content and they had no comment, only mentioning that the formulation was proprietary. I tried the competitor's product and fuel dilution dropped from 4.0% to 2.2%. Would AMSOIL consider revising P.i. PEA content to provide similar results? At present, I cannot recommend P.i. to address fuel-dilution issues for these engines.

Best Regards,

Doug Wright

AMSOIL: Thank you for your suggestion, Doug. AMSOIL P.i. is an optimized formulation of high-strength detergents, including premium PEA chemistry, which is expertly designed to thoroughly clean fuel systems and restore fuel-injector performance, which is essential for proper fuel atomization that can help reduce fuel dilution. Improperly balanced formulations can cause combustion, oil-contamination and environmental issues.

In most applications, one P.i. treatment every 4,000 miles (6,437 km) is sufficient to maintain injector cleanliness and restore optimal spray patterns. However, engines with heavily contaminated injectors or significant carbon buildup may require consecutive treatments. In these cases, each use of P.i. progressively removes deposits, which often explains performance gains and reductions in fuel dilution over time and use. It's a cumulative effect, which likely explains why you started seeing better results later on with the other product.

Many other factors can also play a role in injector cleanliness and fuel dilution,

including fuel quality, frequent cold starts and short trips, stop-and-go driving, extended idling, cold-weather operation, aggressive driving and repeated high-load conditions. Ultimately, AMSOIL P.i. is formulated to deliver maximum cleaning performance. For best results, we recommend routine use with high-quality fuel, and you can recommend the same for your customers with full confidence that they are getting exceptional cleaning power.

PROMOTIONAL MATERIALS

Thousands of businesses throughout North America have their brand and promotional material also profiting and making money for them. In many cases, the promotional material and swag make more than their product itself.

In fact, several automotive-related brands, particularly those built around TV personalities, influencers and niche custom shops, follow the Gas Monkey* model, where the brand's apparel, merchandise and licensing revenue far exceed the profit margins of their actual car builds.

Examples:

1. Ferrari* makes \$2 billion annually in sales revenue from licensed merchandise.
2. Ford's* licensing and merchandising division brings in over \$1 billion in retail sales annually.
3. Gas Monkey, Foose Design,* Cleetus McFarland,* etc.

I strongly believe that if AMSOIL gave Dealers more profit and added commission to the swag and promotional material, it would have a tremendous compounding effect.

1. Dealers would promote and sell more swag if they could profit from it.
2. The brand awareness would increase.
3. Increasing volumes of swag being sold would lower the prices of it, thus giving us the ability to profit even more or even just buy more for giveaways at lower costs.
4. Go back to #1 and repeat.

Thank you,

Denis Jolicoeur

AMSOIL: Thank you for your enthusiasm for AMSOIL and taking the time to share this suggestion, Denis. Our primary focus has always been manufacturing superior lubricants. Because we do not manufacture apparel or other promotional merchandise, we do not always have the ability to offer these items at wholesale pricing or pay commissions. We do, however, leverage our purchasing power to make AMSOIL-branded merchandise available to customers at very minimal profit margins. In addition, we support our Dealers and retail accounts through co-op programs that help offset costs associated with marketing and merchandising efforts.

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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 | PRODUCT MARKETING MANAGER - AUTOMOTIVE

Car Care Formulation Is More In-Depth Than You Think

Car-care products can seem straightforward: soap cleans, wax shines, towels dry. But it's not that simple.

AMSOIL Car Care products demonstrate that modern detailing products are carefully engineered systems. Each formula is designed to solve multiple problems at once — often problems that naturally compete with one another. Achieving high cleaning power without damaging surfaces, delivering durable protection without streaking or creating a deep, glossy finish that doesn't attract dust requires deliberate formulation choices and extensive testing.

Our approach to car-care products is built on the same foundation we use to develop our lubricants: chemistry. The products are designed to not only make a vehicle look good on day one, but perform consistently across real-world conditions, different materials and repeated use.

The following examples from the AMSOIL Car Care line help illustrate the challenges and complexity of formulating them. While not a comprehensive list of our car-care products, every product in our Car Care line poses similar development challenges.

AMSOIL High-Foam Car Shampoo

AMSOIL High-Foam Car Shampoo (HFB) is a good illustration of how cleaning performance is balanced with surface safety. The core of the formulation relies on a blend of surfactants — molecules that reduce water's surface tension so it can lift and suspend dirt. High foaming isn't only about looks; stable foam increases dwell time, giving surfactants more opportunity to lift and hold dirt and grime before it is rinsed away.

The challenge is that aggressive detergents can strip waxes, sealants and ceramic coatings. To prevent that, AMSOIL uses milder, pH-balanced surfactants along with lubricity agents that allow wash media to glide over paint. This reduces the risk of wash-induced marring while still providing powerful cleaning. The result is a shampoo that cleans deeply but is compatible with modern protective coatings.

AMSOIL Ceramic Spray

AMSOIL Ceramic Spray (CSF) relies on polymers that bond to painted surfaces. These polymers crosslink as they cure, forming a thin, hydrophobic layer that repels water, enhances gloss and adds protection as either a standalone product or boost to an already ceramic-coated vehicle.

The formulation challenge here is delivery. The product must stay stable in the bottle, spread easily during application and then rapidly transition into a durable protective layer. Solvents and carriers are chosen to flash off at the right rate, giving users enough working time without leaving streaks. Additives help the polymers self level, ensuring uniform coverage. The chemistry allows the spray-on product to mimic some characteristics of professional ceramic coatings — without the cost, complexity or risk.

AMSOIL Tire + Trim Protectant

Tire and trim care perfectly illustrates competing formulation demands. AMSOIL Tire + Trim Protectant (TTP) needs to protect rubber and plastics from UV damage, while also resisting sling off once the vehicle is driven. To do this, we deploy protective polymers

and conditioners that penetrate porous rubber while also forming a surface film.

Here's the tradeoff: polymers that resist sling-off tend to settle or partially solidify over time. That's why the product may thicken or separate in storage. Shaking the bottle before use redisperses the polymers, restoring the balance between penetration and surface bonding. This isn't a flaw — it's evidence our formula is tuned for real-world performance.

AMSOIL Interior Detailer

Interior surfaces are chemically diverse: soft-touch plastics, vinyl, leather-coated materials and touchscreen displays all coexist. AMSOIL Interior Detailer (IDL, IDN) is formulated with low-residue cleaners that remove fingerprints, dust and light oils without leaving streaks or greasy residue behind. Anti-static agents are also incorporated to reduce dust attraction, helping interiors stay cleaner longer.

Engineering that Turns Heads

Next time you rinse a panel, spray on ceramic protection or dry a car in a single pass, you can see the payoff of unseen engineering. Car-care formulation really is more in-depth than most people think, and that complexity is exactly what turns heads.

NEW AMSOIL 100% SYNTHETIC MOTORCYCLE OIL

Designed for motorcyclists who demand protection and performance in extreme conditions, AMSOIL 100% Synthetic Motorcycle Oil delivers maximum power, precise shifting and unbeatable reliability.

New AMSOIL 100% Synthetic Motorcycle Oil is launching on May 26 as a rebrand and direct replacement for AMSOIL Synthetic Metric Motorcycle Oil. The entire "metric" product line has been reformulated to meet or exceed the latest international standards, including API SP and JASO MA2, for all four-stroke street, adventure, touring and racing motorcycles. Product codes remain unchanged. It is formulated, blended and packaged in the USA and complements the existing lineup of specialized, high-performance AMSOIL motorcycle products, including V-Twin, Dirt Bike and Scooter Oil.

Unbeatable Protection

AMSOIL Synthetic Motorcycle Oil is designed for motorcyclists who demand maximum protection and performance. It delivers unbeatable engine and transmission protection and performance, including precise shifting, consistent power delivery and maximum reliability, especially when riding in high heat or stop-and-go traffic.

Immediate Engine Response

It is precision engineered to deliver immediate engine response and maximum power and acceleration in high-performance motorcycles. Its 100% synthetic base oils and advanced additive technology ensure long-lasting protection

against engine and transmission wear for motorcycles operating at high rpm and extreme temperatures. Its shear-stable formula maintains viscosity under the extreme pressure of wet-clutch transmissions to provide consistently smooth and precise shifting. Advanced detergency helps keep components clean to deliver stable oil pressure, enhanced reliability and long engine and transmission life.

Upgraded Formula

New AMSOIL Motorcycle Oil substantially outperforms its predecessor, AMSOIL Metric Motorcycle Oil. It provides improved engine and transmission protection in extreme temperatures and greater resistance to foaming under the stress of high-rpm and stop-and-go riding.

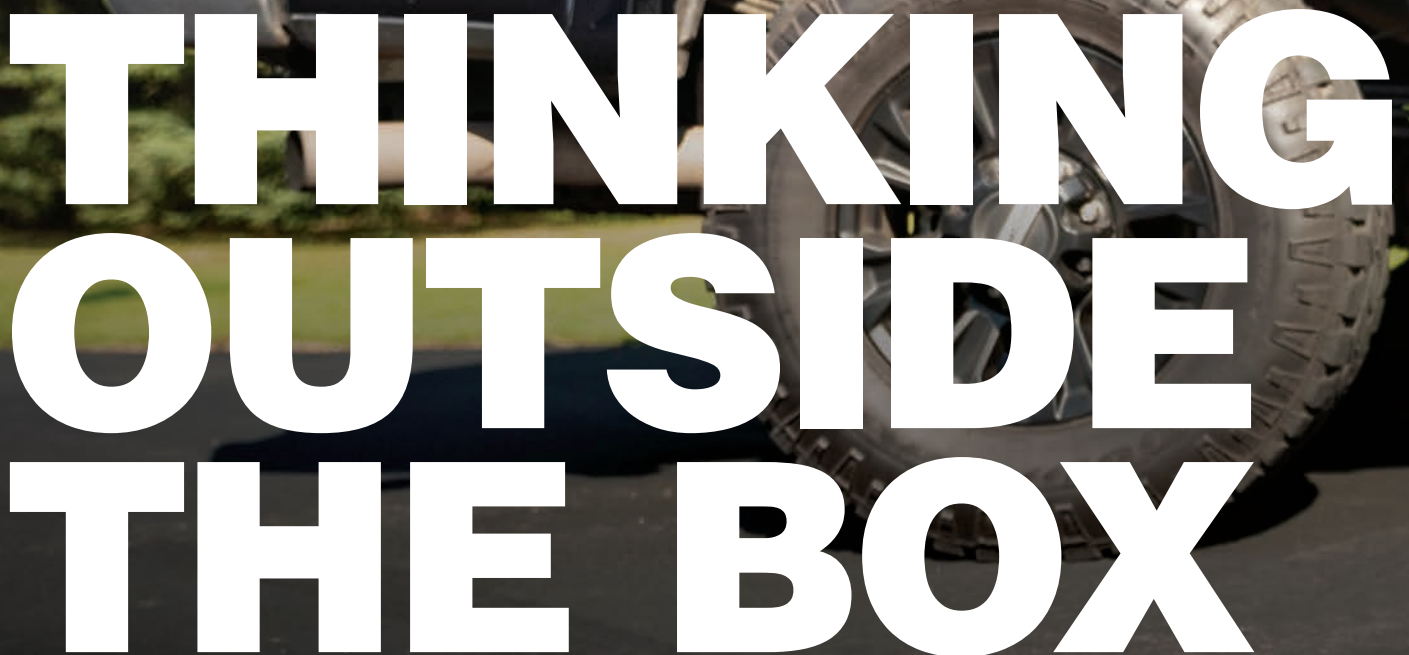
By offering products that meet the latest international standards, you're providing riders with peace of mind and positioning yourself as a trusted expert who stays ahead of industry changes, no matter which country their motorcycle came from. This leads to increased reliability and customer satisfaction, making repeat business more likely. Ultimately, this transition provides a stronger and broader motorcycle product lineup, making it easier to meet customer needs and grow your business.



Availability

All AMSOIL Synthetic Motorcycle Oil viscosities are available in quarts. AMSOIL 10W-40 Synthetic Motorcycle Oil (MCF) is also available in one-gallon and 55-gallon containers.





THINKING OUTSIDE THE BOX

New Cartons Launching in June

AMSOIL innovation has always gone beyond what's in the package. As customer expectations evolve and ordering behavior continues to shift, we're taking another step forward in how AMSOIL products arrive on customers' doorsteps. Beginning this summer, we're rolling out new shipping cartons used for all orders. This update will improve how products are protected, presented and delivered — resulting in less damage, stronger branding and a better overall customer experience.

Smarter, Stronger

The new AMSOIL cartons are designed to perform better throughout the shipping process. While the graphics are clean and intentional, the biggest improvements are structural. The cartons incorporate up to 28% stronger corrugate and are resized to significantly reduce internal shifting during transit and eliminate pallet overhang. These updates help protect products from the moment they leave the distribution center to the moment they arrive at the customer's door.

Just as important, the cartons arrive looking better. Less visible dirt, fewer crushed corners and more consistent

print quality contribute to a premium appearance that aligns with customer expectations of the AMSOIL brand.

Why the Change?

The carton update is driven by changes in customer ordering behavior and evolution of our business over time.

AMSOIL started with a single product. Today, we manage more than 600 unique products. The new carton strategy reflects the reality of today's business model and provides a scalable, consistent solution for the future.

What customers consistently care about is simple: accuracy, condition and fast, reliable delivery. The new carton strategy allows AMSOIL to deliver on all three more reliably than ever.

Mixed Approach to Consistent Experience

The new cartons bring alignment. Full-case and multi-product orders will ship in universal shipper cartons with clear, product-differentiated labels that mirror bottle labeling. Strong brand messaging reinforces our slogan: Specialized Lubricants Engineered for

What You Drive and How You Drive.® The result is a consistent look and feel across shipments that better reflects the AMSOIL position as a premium brand.

Cartons will continue to be repurposed whenever possible, supporting environmental stewardship by reducing waste.

What's Affected, What's Not

This update applies to all AMSOIL small packaging, including quarts, gallons, twin packs, easy packs and fuel additives. Certain items remain unchanged, including ATV/UTV and V-Twin Oil-Change Kits, as well as display cartons such as AMSOIL Motorcycle Octane Boost and AMSOIL SABER® Professional 100% Synthetic 2-Stroke Oil pillow packs.

Implementation will be gradual and controlled. Beginning in summer 2026, the change will roll out line by line, starting with quart and gallon lines, and will occur on a SKU-by-SKU basis as existing packaging inventory is used up. This ensures continuity of supply and minimal disruption to Dealers and customers.

NEW CARTONS COMING SOON

- *Rolling change beginning this summer*
- *Improved branding*
- *Reduced damage*
- *Consistent look and feel*
- *Better customer experience*



Distribution Improvements

The carton update is part of a broader investment in distribution and fulfillment. AMSOIL has upgraded three shipping cartons to higher board grades, implemented stronger tape and improved packing paper and made significant investments in automated pick-and-pack systems. These systems are designed to automatically configure cartons and contents to reduce damage, optimize carton size, control maximum weights and improve bottle orientation. Additional carton inserts further stabilize products in transit. With changes already in place, we are seeing a measurable reduction in damaged shipments — and future enhancements will continue that trend.

Customer Satisfaction

This change is not about cutting corners or reducing quality. In fact, it's the opposite. We are investing where it matters most to protect products, strengthen the brand and strengthen customer satisfaction. These updates will result in fewer damaged shipments, improved quality and consistency, stronger branding and an overall better customer experience.

As part of a customer-experience initiative we deployed in 2024, we closely monitored feedback and performance. The result was clear: zero negative customer feedback, reduced concerns about order accuracy, cleaner deliveries, less ink transfer and improved identification of leaking packages before they reached the customer.

Most importantly, the initiative reinforced branding consistency and aligned AMSOIL with the packaging standards customers expect from a premium brand.

The Right Decision

Ultimately, we are changing our carton design strategy because it's the responsible thing to do. It improves the customer experience, supports our mission, responds to evolving ordering behavior, strengthens carton integrity, reduces damage, improves production efficiency, supports environmental stewardship and delivers a cleaner, more consistent, on-brand appearance. These new cartons may seem like a small change, but their impact is meaningful. By thinking

outside the box – or in this case, about the box – we are delivering stronger shipments, reduced damage, improved branding and a better experience for customers.

May Closeout

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

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 25 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 18 for Victoria Day.

AMSOIL Reusable Oil Spill Mats

AMSOIL Oil Spill Mats provide reliable surface protection wherever spills, drips or leaks are likely. These soft, absorbent mats feature a waterproof, slip-resistant backing to help prevent soak-through and protect concrete, epoxy and other surfaces. Available in two convenient sizes. Both mats are reusable, washable and made in the USA, making them a durable solution for long-term garage protection.



Reusable Oil Spill Mat (29" x 36")

Ideal for oil changes, everyday maintenance or to protect vehicle interior.

STOCK # G3954
 U.S. Price: \$14.00
 CAN Price: \$20.00

XL Reusable Oil Spill Mat (60" x 72")

Perfect for larger projects, motorcycles or placement under equipment during storage.

STOCK # G3955
 U.S. Price: \$38.00
 CAN Price: \$51.00

RIDE HARD. RUN COOL.®

OFFICIAL OIL



**AMSOIL RESISTS
VISCOSITY
BREAKDOWN**

6X

**BETTER THAN
HARLEY-DAVIDSON*
SYN3***

for improved protection against
compensator and transmission gear wear.**



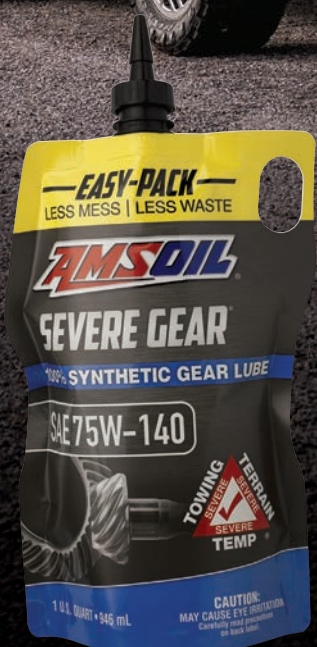
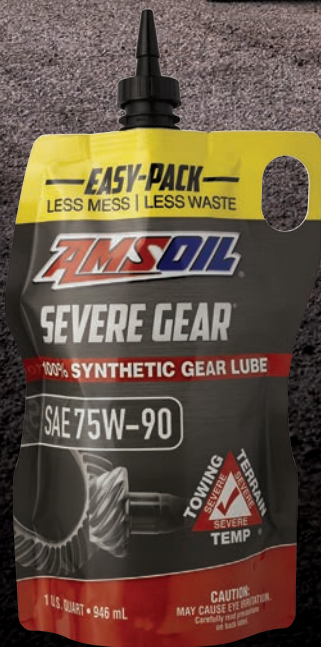
ORDER AT

AMSOIL.com

**Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil and Harley-Davidson Screamin' Eagle SYN3 purchased on 1/26/24 in the CEC L45-KRL, ASTM D445 test.

TOW WITH CONFIDENCE

AMSOIL SEVERE GEAR® Synthetic Gear Lube and Signature Series Synthetic Automatic Transmission Fluid provide maximum protection in demanding environments such as towing, hauling and commercial use, providing increased lubricant film protection and reduced wear at elevated temperatures.





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KEEP THE SHINE ON YOUR RIDE

AMSOIL CAR CARE Premium car-care products to help vehicles shine brighter and last longer. Complete, expanded product line available for spring.

