

# AMSOIL<sup>®</sup>

▶ DEALER EDITION

MAGAZINE

DECEMBER 2011

## Study Reveals AMSOIL Synthetic Lubricants Increase Fuel Economy

PAGE 10

6.54%  
Increase in Fuel  
Economy

AMSOIL Year in Review | PAGE 8

Stationary Natural Gas  
Engine Oil Provides  
Improved Performance | PAGE 13

# ASK QUESTIONS AND MAKE MORE MONEY

## QUESTION

If you knew you could drive for a year without changing your oil, why wouldn't you?

Whatever your customer answers, AMSOIL has a motor oil for their needs, whether OE, XL or Signature Series. Learn more about the three tiers of AMSOIL motor oil quality in the new Factory Direct catalog (G100).



## QUESTION

How worn are your wiper blades? Would you like to order a set of Trico blades to ensure maximum visibility this winter?

AMSOIL carries wipers, spark plugs and other accessories so you can be the primary resource for your customers' automotive service needs.



## QUESTION

When was the last time you **changed your transmission fluid?** Did you know that transmission fluid needs to be changed at some point?

The demands on automatic transmission fluid are significant, especially with vehicles used for towing. Yet it's often neglected when performing routine maintenance.



## QUESTION

Did you know that dirty fuel injectors can have a negative impact on fuel economy? When was the last time you cleaned your injectors?

Don't miss out on the opportunity to introduce customers to the AMSOIL fuel additive line. P.i. ranks among the most potent gasoline additives available today. AMSOIL has additives for small engines and diesels as well.



*The First in Synthetics*®



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Printed by Service Printers  
Duluth, MN USA.

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## THE COVER

A 6.54 percent increase in fuel economy can save diesel fleet owners thousands of dollars.

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# From the President's Desk

This past year AMSOIL INC. invested heavily to heighten our brand awareness and expand sales opportunities for Dealers in all markets, and there is no doubt in my mind that these investments have positioned all Dealers for even greater success in 2012.

It all starts with products, and we were on target with several introductions this past year. The reformulation of our Signature Series line to meet the most current industry specifications arms Dealers with the most advanced motor oil on the market. Its 25,000-mile drain interval recommendation sets the standard among all other oils, and as other companies promote the benefits of their new "extended-drain" oils, AMSOIL customers can be assured their oil of choice represents the absolute best in extended-drain technology. No other motor oil provides the value that our Signature Series oil provides.

We also expanded our main three tiers of motor oil to include lighter viscosity grades. As auto manufacturers push for improved fuel efficiency, AMSOIL Dealers are equipped with a full range of options. It all leads to satisfied customers and increased sales.

Our new OE 15W-40 Synthetic Diesel Oil opens new markets, as well. Like our OE gasoline oils, OE Diesel has great appeal to those who are not yet interested in extending their oil drain intervals or aren't willing to pay the extra upfront cash for a more expensive diesel oil.

Even more opportunities were created with the introduction of a few specialized oils. Our new Z-ROD Synthetic Motor Oil with its high-zinc/high-phosphorus formulation has had significant impact on the classic car market. Many classic car owners have come to trust the advanced technology that only AMSOIL delivers. Along similar lines, our new Break-In Oil and Assembly Lube are quickly gaining ground in a highly specialized market. These oils

have engines builders at all levels now shifting their loyalties to AMSOIL.

Our increased investment in advertising will have a long-term impact on sales. Beyond the television exposure we receive through our extensive involvement with racing, our online and magazine advertising will reach millions of more eyes. AMSOIL banner ads focusing on our passenger car motor oils are now appearing on several popular sites and networks, including Yahoo, Adtegrity and NASCAR. It is estimated this effort will serve up 122 million impressions. And our magazine advertising, which has traditionally focused on power sports and other niche markets, has been expanded to the passenger car market. AMSOIL ads appearing in both *Popular Mechanics* and *Car and Driver* magazines are reaching approximately 10 million readers each month.

Several field tests we have done will also weigh heavily on our success next year. On page ten of this issue of your *Magazine* you will find a summary of fuel economy testing we did with Ford Motor Company. Essentially, identical Kenworth short-to-medium-haul diesel trucks were compared using high-quality conventional lubes and AMSOIL diesel oil, transmission fluid and gear lube. All test variables were meticulously controlled, and the results were not shocking. The AMSOIL lubes provided 6.54 percent better fuel economy than the conventional lubes. Read it for yourself. It is concrete data Dealers can use to increase sales in the cost-conscious diesel fleet market. More field study test results will follow.

Beyond the investments the company has made to ensure our

continued growth, significant trends in the industry are leaning in our favor. Vehicle manufacturers are requiring synthetic oil in more models each year, and this will continue as the demands on lubricants become greater with the ongoing push for fuel efficiency and the advancements in engine and component design. Currently, sources reveal the synthetic oil market in North America stands at roughly 9 percent, up from 5 percent in 2005. This, along with the push for extended drain intervals, will move demand for AMSOIL lubricants.

As we look ahead to a prosperous new year, I wish you all a healthy and happy holiday season.



**A.J. "Al" Amatuzio**  
President and CEO, AMSOIL INC.

**Dean Alexander**  
Executive V.P. /  
Chief Financial Officer

**Alan Amatuzio**  
Executive V.P. /  
Chief Operating Officer

**A.J. "Al" Amatuzio**  
President &  
Chief Executive Officer



# What Are "Normal" and "Severe" Driving Conditions?

Vehicle manufacturers each define "normal" and "severe" driving conditions for their equipment. AMSOIL recommends owners check these definitions in their owner's manuals to determine the service conditions in which they typically drive.

AMSOIL defines **normal service** as personal vehicles frequently traveling greater than 10 miles at a time and not operating under severe service.

AMSOIL defines **severe service** for gasoline engines as turbo/supercharged engines, commercial or fleet vehicles, excessive engine idling, use of AMSOIL engine oil in vehicles with more than 100,000 miles without prior regular use of AMSOIL engine oil, daily short-trip driving less than 10 miles (16km), frequent towing, plowing, hauling or dusty-condition driving.

AMSOIL defines **severe service for diesel engines** as extensive engine idling, daily short-trip driving less than 10 miles (16km) or frequent dusty-condition driving.

To see how your customers' driving conditions correlate with AMSOIL recommended drain intervals, be sure to reference the AMSOIL Product Recommendation and Drain Interval Chart (G1490).



*The First in Synthetics*®

*Information is power.  
Get informed, stay informed.*

A detailed chart titled "AMSOIL Synthetic Motor Oil Maximum Recommended Drain Intervals" (G1490). The chart is organized into several sections, including "AMSOIL Synthetic Motor Oil Maximum Recommended Drain Intervals" and "AMSOIL Synthetic Motor Oil Maximum Recommended Drain Intervals". It contains multiple tables with columns for engine types (Gasoline, Diesel), oil grades (SAE 5W-30, 10W-30, 15W-40, 20W-50), and recommended drain intervals in miles and kilometers. The chart also includes sections for "AMSOIL Synthetic Motor Oil Maximum Recommended Drain Intervals" and "AMSOIL Synthetic Motor Oil Maximum Recommended Drain Intervals".

AMSOIL Product Recommendation and Drain Interval Chart (G1490)

# LETTERS TO THE EDITOR

## NEW AMSOIL CUSTOMER MOVES UP

My friend of 27 years is very set in his ways and has always used a competitor's product. He has a 2007 Tundra Crewmax, and he swore by the other oil. I bought his first oil change with the promise if he didn't see any positive change from his favorite brand to AMSOIL, I would never talk to him about it again.

He started with OE 5W-20 and a Wix filter, and we just changed his oil last night after 5,500 miles. His gas mileage, according to our math and his trip computer, has increased by ½ mpg. The magnetic drain plug was cleaner than he has ever seen it. In fact, it only took a quick wipe to remove the deposits from the plug. Before, he stated he would have to scrape sludge out of the threads. Due to the increased performance, he most recently bought XL 5W-20 and is using another Wix filter, but has already stated that next week he is going to upgrade to Signature Series and possibly try to go with a By-Pass Filter kit.

I just wanted to say thanks for the outstanding product and product support. If I can get him fully on board, the word-of-mouth sales alone will make everything worthwhile.

**Neal A. Austin**

*AMSOIL: Thank you for sharing your story and congratulations for effectively showing your friend the benefits of using AMSOIL products (and winning a new customer).*

## FACING FEARS

Thank you so much for Rob Stenberg's fine column about facing fears (October 2011 issue). From the beginning to the end it was a very good article, and very informative. It is definitely one that almost everyone can identify with. Personally, I too feel fear when trying to talk to someone with the idea of selling something. On the other hand, I find it easy to talk to people about AMSOIL without the idea of trying to sell them something because I believe in what I've used since 1974, and my experience and confidence sells itself. If you firmly believe in your product, it's easy to talk about.

Most of us don't talk apologetically about our brand of coffee, the truck we drive, the boots we wear, our favorite actor, our favorite TV show, our sports teams and so on. These are everyday things that we like and believe in. Should our oil be different?

I've never considered myself a good cold call salesman, but after reading about Sylvester Stallone and the effort he made for what he believed in, I think maybe I could make a better effort to talk to people about a subject I'm already comfortable with and believe in. Sometimes it just takes a bump to get things moving, and that is what Stenberg's column did.

**Mark Miller**

## FUEL ECONOMY

I have been using AMSOIL products for years in all my vehicles, and I am proud to say there is a noticeable difference. I own a 1998 Honda Civic nearing 150,000 miles that has AMSOIL products in the engine and transmission and Coolant Boost in the radiator. I recently completed a road trip from California to Wyoming and back and kept strict record of my mileage and fuel consumption. In the car were two adults and a trunk full of goodies, and we climbed over some steep grades; including the Sierra Nevada in California, Parleys Summit in Utah and Big Horn Mountains and South Pass in Wyoming; during the July heat with the A/C on. I never saw the temperature gauge budge at all, and I am pleased to report that my best fuel mileage on the trip was 45.9 mpg. By the end of the 3,232-mile journey, I consumed only 91 gallons of fuel, an average of 36.3 mpg.

I have used AMSOIL products for many years now and would like to thank the company for producing a superior product that I am proud to back. AMSOIL quality in both its products and company is hard to find in today's market.

Sincerely,

**Greg Klever**

## EA® OIL FILTER BOXES

I am writing to thank AMSOIL for the great additions to the Ea filter line. The addition of the cartridge-style filters is great, and I am already seeing them requested from my customers. I have one complaint though; we all know AMSOIL offers the best oil filter on the market, but the current box is weak and often comes apart or is crushed during shipping. It is embarrassing to pick up a filter to give the customer, and the filter falls out the bottom of the box. I would rather see the price raised 10 to 20 cents a filter for a well-constructed box.

Thanks,

**Scott Swendson**

*AMSOIL: Ea Oil Filters are packaged in an industry standard box, and a change would be quite expensive. Your suggestion, however, will be kept in mind as AMSOIL explores packaging options in the future.*

## EA® OIL FILTER GRIP

As a new independent Dealer and not-so-new consumer, I have found the Ea Oil Filters are difficult to use at times. On my 1999 Chevy Tahoe, the filter is difficult to use with an oil wrench and even more difficult by hand as the finish is so smooth. Is there a way to add a grip ring on the filter as is done in other commercial applications?

**James Van Steelandt**

*AMSOIL: The redesigned Ea Oil Filter line introduced in October features fluted cans for improved grip.*

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Letters are subject to editing for length and clarity; please include your name, address and phone number.



**Len Groom** | TECHNICAL PRODUCT MANAGER – POWERSPORTS

## Two-stroke specifications differ greatly from their four-stroke counterparts.

While lubricity is key, cleanliness and deposit control are also priorities in two-stroke oils.

Most people know two- and four-stroke engines have different lubrication requirements, but many don't know why. The differences in lubrication requirements are a direct result of the differences in the two- and four-stroke combustion processes.

Four-stroke engines common in automotive applications are continuously lubricated by a single source of filtered oil. Two-stroke engines, however, are lubricated by oil that is consumed during the combustion process. In addition, combustion occurs on every revolution of the crankshaft in a two-stroke application, compared to every-other revolution in a four-stroke engine, which generates more heat and places greater demand on the lubricant. The oil burned in the two-stroke combustion process can leave deposits on the piston crown, skirts and ring grooves. Two-stroke oil must be formulated to burn as cleanly as possible and control deposit formation; excessive deposits can result in engine failure. The high heat and tendency for deposit formation in two-stroke engines necessitate an oil with excellent lubricity, detergency and ability to prevent pre-ignition.

Lubricity describes an oil's friction-reduction properties. Lubricity is critical for managing the excess heat and high operating rpm common in two-stroke engines. High heat is generated not only from the rapid combustion process, but also from piston-to-cylinder friction. Two-stroke applications require a lubricant that withstands the heat. If the oil burns off too easily from combustion or does not provide the needed lubricity for piston lubrication, piston scuffing will occur, causing lost performance and even engine failure.

Detergency describes a lubricant's ability to control engine deposits. In two-stroke engines, deposit control is especially important on the piston skirt and ring areas in order to prevent ring jacking and

ring sticking. Ring jacking occurs when deposits accumulate behind the piston rings and force them against the cylinder wall, rupturing the lubricant film. Ring sticking is caused by deposit formation on the top and bottom of the ring within the ring groove that prevents the ring from forming a proper seal in the cylinder. If a proper seal is not formed, gases and heat from the combustion process can escape past the piston and burn the protective lubricant off the cylinder wall. This is known as blow-by which, again, results in piston scuffing, lost performance and even engine failure. A quality two-stroke oil must contain enough detergency to prevent engine failure from ring jacking and ring sticking.

Prevention of pre-ignition in the combustion chamber is important for efficient two-stroke operation. If the by-products of burned fuel and oil accumulate inside the combustion chamber, deposits can build on top of the piston (the crown). Piston crown deposits can absorb heat from the burning fuel and oil, creating hot spots that can ignite the fuel/oil mixture before the spark plug fires, which is known as pre-ignition. Pre-ignition can cause the temperatures and pressures in the combustion chamber to rise beyond the failure limits of the piston and head gasket, resulting in catastrophic engine damage. Ultimately, prevention of pre-ignition requires a lubricant carefully formulated with the proper detergent additives in the right amounts for effective deposit control.

The three areas identified – lubricity, detergency and prevention of pre-ignition – are critical to engine operation. There are other areas of importance too, including exhaust port deposit control to keep exhaust valves functioning, fluidity for oil injection systems, miscibility for mixing oil with gasoline at cold temperatures and rust protection for storage. Specifications are in place to help consumers choose

the right oil for their applications. Two-stroke specifications are developed and managed by multiple governing bodies, including the Japanese Automobile Standards Organization (JASO), the International Standards Organization (ISO) and the National Marine Manufacturers Association (NMMA). The American Petroleum Institute (API) also has a specification for two-stroke engine oils. Most of these organizations have adopted standards focused on lubricity, detergency and prevention of pre-ignition.

Of the current two-stroke specifications, NMMA TC-W3 is probably the most well-known. It was developed by marine engine manufacturers for water-cooled outboard engines; however, it has been deemed appropriate for other two-stroke engines by many manufacturers of land-based two-stroke engines. API TC is a long-standing specification that applies to air-cooled engines, which may include those with a radiator. JASO and ISO two-stroke specifications apply to air-cooled engines commonly found on handheld power equipment.

AMSOIL products are tested to ensure they not only meet, but surpass the demands of the engine and operating environment for which they are developed. We recognize the importance of performance and reliability, which is why we engineer our two-stroke oils with high-quality chemistries to exceed industry standards and address specific demands of various two-stroke applications. In general, AMSOIL DOMINATOR® is ideal for two-stroke racing applications; AMSOIL INTERCEPTOR® is ideal for two-stroke recreational equipment; hp Injector® and Saber® Outboard are ideal for two-stroke marine equipment; and Saber Professional is ideal for handheld power equipment. For specific product recommendations and specifications, consult the AMSOIL 2-Cycle Chart (G1988). ■

# AMSOIL YEAR IN

# REVIEW

Several new products, exciting racing and promotional developments and new online Dealer tools highlight an eventful year.

## JANUARY

The **Ea® Oil Filter** line is expanded to include a group of filters carrying a 15,000-mile/one-year service interval (EA15K). The new filters expand the number of applications for which AMSOIL recommends an Ea Oil Filter.



AMSOIL-sponsored ice oval racer P.J. Wanderscheid becomes the first four-time AMSOIL Eagle River World Champion.

## FEBRUARY

AMSOIL announces a new partnership with Erik Buell Racing (EBR). The deal includes sponsorship of the EBR race team, led by driver Geoff May, in AMA Superbike competition. AMSOIL also becomes EBR's factory-fill motor oil, helping the partnership generate huge publicity and excitement in the motorcycle and racing worlds in only its first year.



## MARCH

AMSOIL Racing receives a new home on the World Wide Web at [www.amsoilracing.com](http://www.amsoilracing.com), providing a dedicated source for everything related to AMSOIL racing and promotional events.

## MAY

AMSOIL reformulates and expands the **Signature Series Synthetic Motor Oil** line (ASM, AZO, ASL, ATM) to meet the latest API SN Resource Conserving and ILSAC GF-5 industry specifications. The move completes the definition of three distinct families of passenger car motor oil.



**Z-ROD® Synthetic Motor Oil** (ZRT, ZRF) is introduced, featuring a high-zinc, high-phosphorus formulation engineered specifically for classic cars and performance vehicles.

A record attendance of 380 Dealers travelled to Duluth, Minn. to attend AMSOIL University.



## JUNE

Building on the success of OE Synthetic Motor Oil, **OE 15W-40 Synthetic Diesel Oil (OED)** brings a standard-drain AMSOIL synthetic diesel oil to the market. It provides excellent protection and performance in both on- and off-road diesel engines for the OEM-recommended drain interval and is suitable for both modern API CJ-4 and older diesel applications.



AMSOIL expands its presence in the engine-building market with **Break-In Oil (BRK)**, an SAE 30 oil formulated without friction modifiers to allow for quick and efficient piston ring seating in new and rebuilt high-performance and racing engines.



Upgrades to the **AMSOIL Center** in Superior, Wis. include parking lot improvement and two packaging lines capable of adding new package sizes to the AMSOIL product line. Distribution centers in Columbus, Lancaster and Las Vegas receive major expansions throughout the summer, resulting in increased square footage and showroom upgrades (additional distribution center upgrades are currently underway in Edmonton, Chicago, Toronto, Richmond and Dallas).

## JULY

The new Dealer Zone launches, categorizing information pertinent to AMSOIL Dealers at <http://myaccount.amsoil.com>. New mobile apps designed to allow Dealers to conduct business more efficiently include the Auto/Light-Truck Application Guide, Product Price Look-Up tool, Message Center and Dealer Dashboard (premium Dealer Zone only).

## AUGUST

**OE 0W-20 Synthetic Motor Oil (OEZ)**, **XL 0W-20 Synthetic Motor Oil (XLZ)** and **Signature Series 5W-20 Synthetic Motor Oil (ALM)** are introduced to meet demand for lighter-viscosity oils.



**Assembly Lube (EAL)** introduces an AMSOIL-quality engine assembly lube to the market. It is formulated to cling to engine parts and provide exceptional wear protection while inhibiting rust and corrosion in newly built or rebuilt four-stroke engines.



**Team AMSOIL** amateur motocross racer Justin Bogle wins the 450 A class championship at the AMA Amateur National Motocross Championships presented by AMSOIL, and later makes his professional motocross debut with Team Geico/AMSOIL/Honda.

## SEPTEMBER

To expand its reach into the heavy-duty and commercial markets, AMSOIL introduces **SAE 50 Long-Life Synthetic Transmission Oil (FTF)**. It helps reduce gear and bearing wear, improve shifting, increase fuel economy and extend transmission life throughout drain intervals of up to 500,000 miles/five years.



**Synthetic Chaincase & Gear Oil (TCC)** receives a new, larger 16-oz. bottle and convenient pour spout. Its extreme-pressure formula provides superior protection and performance for enclosed chains and gearcases found in snowmobiles, ATVs and general equipment.



**AMSOIL Super Team** Pro 2wd driver Chad Hord wins his first AMSOIL Cup.

## OCTOBER

The entire **Ea Oil Filter (EAO, EA15K)** line is redesigned using full synthetic media that provides up to twice the contaminant-holding capacity as before. They provide a filtering efficiency of 98.7 percent at 20 microns, ranking them among the most efficient filters available for auto/light trucks. Seven new filters are also added, including four cartridge-style filters. Canister filters receive fluted cans for improved grip.



**Diesel Concentrate (ADF)** becomes available in half-gallon bottles, increasing convenience when used in large fuel tanks.

**The AMSOIL Factory Direct Catalog (G100, G300)** receives a complete facelift.



## DECEMBER

The bold new magazine advertising campaign, which began earlier in the fall, continues with a full-page ad in *Popular Mechanics*. Also appearing in *Car & Driver*, ads showcasing the 25,000-mile/12-month drain interval provided by Signature Series Synthetic Motor Oil have now reached tens of millions of readers.



# STUDY REVEALS AMSOIL SYNTHETIC LUBRICANTS INCREASE FUEL ECONOMY 6.54 PERCENT IN DIESEL TRUCKING APPLICATIONS

To demonstrate the fuel economy benefits of its synthetic lubricants, AMSOIL INC. simultaneously compared fuel consumption in two nearly identical 2001 Kenworth T800B short- to medium-haul diesel trucks in accordance with the SAE J1321 In-Service Fuel Consumption Test Procedure. The procedure's primary goal is to eliminate all operating and environmental variables that may influence fuel economy – except lubricant selection.



## Methodology

The industry-standard SAE J1321 In-Service Fuel Consumption Test Procedure consists of a baseline segment and a test segment. Prior to initiating the baseline segment, both vehicles, one designated the control vehicle and the other designated the test vehicle, underwent a thorough lubricant flushing procedure before installation of Texaco® URSA® Super Plus 15W-40 in each vehicle's engine and Texaco Multigear EP 80W-90 in each vehicle's transmission and front and rear differentials. To ensure consistent results, both vehicles exhibited the following specifications:

- Cummins N14 engine
- Eaton Fuller 10-Speed Concept 2000 transmission
- Meritor RT-40-145 differential with 3.73 gear ratio
- Nearly identical gross vehicle weight ratings
- Approximately 750,000 miles
- Identical trailers weighing 16,500 lbs. and hauling 15,500 lbs. of cargo

Thorough maintenance also equalized tire pressure, tire condition, brake condition and other mechanical variables.

## Baseline Segment

With both vehicles suitably prepared, the baseline segment of the procedure began. Each vehicle was positioned at the start of a predetermined 40-mile test route beginning and ending at Ford's Rawsonville, Mich. fleet maintenance facility.\*

On cue, both vehicles executed the first complete run on the test route. Both drivers maintained identical speeds, engaged the cruise control simultaneously, braked appropriately and maintained adequate spacing to prevent aerodynamic interaction.

Following the run, data from each vehicle's engine control module were collected. The total gallons of fuel consumed in the test vehicle was divided by the total gallons of fuel consumed in the control vehicle to produce what's known as a Test/Control (T/C) ratio for that particular run. The vehicles then refueled from the same pump in preparation for the next baseline segment run, and repeated the process until the required data was compiled.

## Synthetic Lubricants Used

After completing the baseline segment, the test vehicle alone again underwent the flushing procedure, the lone difference being installation of the following AMSOIL synthetic lubricants:

- Engine: Premium API CJ-4 5W-40 Synthetic Diesel Oil (DEO)
- Transmission: SAE 50 Long-Life Synthetic Transmission Oil (FTF)
- Front and Rear Differentials: 75W-90 Long-Life Synthetic Gear Lube (FGR)

## Test Segment

With the control vehicle still using Texaco conventional lubricants and the test vehicle operating with AMSOIL synthetic lubricants, the test segment was initiated. Six complete runs were executed to accumulate the required data, with each run conducted according to the same procedures used during each baseline segment run.

*Continued on page 12*

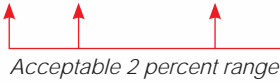


\*Note: The participation of the Ford fleet does not reflect an endorsement of AMSOIL INC. or AMSOIL products.

**Table 1 Baseline Segment Results**

	Run 1	Run 2	Run 3	Run 4	Run 5
Gal. Consumed in Control Vehicle (w/ conventional lubricants)	5.9	5.6	5.5	5.7	5.5
Gal. Consumed in Test Vehicle (w/ conventional lubricants)	6.0	6.0	5.8	6.3	5.9
T/C Ratio	1.02	1.07	1.05	1.11	1.07

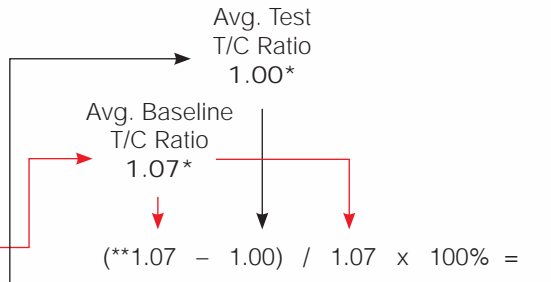
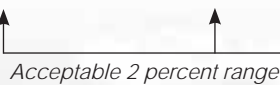
To eliminate statistical anomalies, only T/C ratios within a two percent range are used.



**Table 2 Test Segment Results**

	Run 1	Run 2	Run 3	Run 4	Run 5	Run 6	Run 7
Gal. Consumed in Control Vehicle (w/ conventional lubricants)	5.7	5.7	5.5	5.5	5.7	5.5	5.8
Gal. Consumed in Test Vehicle (w/AMSOIL synthetic lubricants)	6.0	5.7	5.8	5.7	5.7	5.7	5.8
T/C Ratio	1.05	1.00	1.05	1.04	1.00	1.04	1.00

To eliminate statistical anomalies, only T/C ratios within a two percent range are used.



**6.54%** Improved Fuel Economy using AMSOIL Synthetic Lubricants

\* Calculated using rules for significant digits.  
 \*\* (Avg. Baseline T/C Ratio) - (Avg. Test T/C Ratio) / (Avg. Baseline T/C Ratio) x 100%



Continued from page 10

### Baseline & Test Segment Results

Fully grasping how fuel economy results are determined using the SAE J1321 In-Service Fuel Consumption Test Procedure requires an understanding of how T/C ratios are calculated. Using the results of Run 5 as an example (Table 1), the T/C ratio for that particular run (1.07) is calculated by dividing 5.9 (gallons of fuel consumed in the test vehicle) by 5.5 (gallons of fuel consumed in the control vehicle).

SAE J1321 requires conducting runs until three T/C ratios within a 2 percent range are achieved. As seen in Table 1, the baseline segment required five complete runs to achieve three acceptable T/C ratios, while the test segment (Table 2) required six (the first run was conducted solely to facilitate the flushing procedure and was discounted from the final results). This requirement helps eliminate statistical anomalies that skew final results.

### Final Fuel Economy Results

The three baseline segment T/C ratios within a 2 percent range were averaged to produce the Average Baseline T/C Ratio (1.07). The ratio indicates for every 1.00 gallon of fuel consumed by the control vehicle (installed with conventional lubricants), the test vehicle (also installed with conventional lubricants) consumed 1.07 gallons of fuel. It is immediately evident the test vehicle displayed worse fuel economy during the baseline segment compared to the control vehicle despite both using conventional lubricants. This portion of the test procedure identifies the natural differences in fuel consumption between identically equipped vehicles.

The three acceptable test segment ratios were likewise averaged to produce the Average Test T/C Ratio (1.00), indicating for every 1.00 gallon of fuel consumed by the control vehicle (with conventional lubricants), the test vehicle (with AMSOIL synthetic lubricants) also consumed 1.00 gallon of fuel. Applying the natural differences identified in the baseline segment between the control vehicle and the test vehicle (which demonstrated worse fuel economy despite both having operated with conventional lubricants), the switch to AMSOIL synthetic lubricants resulted in increased fuel economy. Determining the exact percentage requires completing the equation shown on page 11.

### Conclusion

Testing completed in compliance with the industry-standard SAE J1321 In-Service Fuel Consumption Test Procedure demonstrates use of AMSOIL synthetic lubricants in short- to medium-haul diesel applications can increase fuel economy, and in this case did by 6.54 percent. Although this study was completed using full-sized semi trucks and 53' closed-box trailers, these results can be extrapolated to conclude that the fuel economy benefits extend to all types of fleet applications and can reduce costs in a variety of scenarios, including small fleets accumulating relatively few daily miles per vehicle and larger fleets accumulating significantly more.

### Brochure

The Diesel Fleet Fuel Economy Study Brochure (G2904) provides complete details of the study's methodology, test route, vehicles and results. Its eight-page, professional design makes it an effective tool for demonstrating the fuel economy benefits of AMSOIL synthetic lubricants to potential fleet accounts.



Stock #	Qty.	U.S.	Can.
G2904	1	1.05	1.15



### Handout

The Diesel Fleet Fuel Economy Handout (G2907) covers the highlights of the study, including results. Its one-page, eye-catching design makes it an effective tool in a variety of scenarios.

Stock #	Qty.	U.S.	Can.
G2907	25	4.10	4.40



# Stationary Natural Gas Engine Oil Provides Improved Performance

Advances in technology and rigorous field testing have allowed AMSOIL to reformulate Stationary Natural Gas Engine Oil (ANGS) to provide even-greater protection and performance over extended drain intervals. Field trial testing demonstrates reduced wear and valve recession, decreased equipment maintenance and increased periods between engine rebuilds.

As shown in the graphs, reformulated Stationary Natural Gas Engine Oil demon-

strates superior viscosity and TBN retention over extended drain intervals.

AMSOIL Synthetic Stationary Natural Gas Engine Oil delivers continuous protection in stationary natural gas engines calling for an SAE 40 low-ash lubricant. Its shear-stable formula qualifies it as a multi-grade 20W-40 so it can be used over a broad ambient temperature range, reducing the need for seasonal oil changes.



AMSOIL Stationary Natural Gas Engine Oil effectively maintains its protective viscosity and TBN, ensuring consistent protection throughout extended drain intervals.

## Synthetic Stationary Natural Gas Engine Oil

Stock #	Units	Pkg./Size	Comm. Credits.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ANGS05	EA	(1) 5-gal. Pail	107.37	160.25	213.15	171.80	228.60
ANGS55	EA	(1) 55-gal. Drum	918.56	1,611.50	1,982.15	1,729.00	2,127.00
ANGS27	EA	(1) 275-gal. Tote	4,416.50	8,030.00	9,876.90	8,613.00	10,594.00

### Controls Wear

AMSOIL Synthetic Stationary Natural Gas Engine Oil is formulated with low sulfated ash to minimize carbon deposits and port blockage, resulting in reduced maintenance and extended equipment life. Advanced anti-wear and anti-scuff protection helps control valve recession and wear on piston rings, cylinder liners and bearings during continuous severe-service operation in stationary natural gas engines.

### Keeps Engines Clean

AMSOIL Synthetic Stationary Natural Gas Engine Oil is engineered with premium base oils and additives to improve engine lubrication by keeping oil passages cleaner. Its balanced formula allows for a high total base number (TBN) to protect against corrosion while meeting low ash requirements.

### Controls Nitration

Nitration is a common concern in natural gas engines and can cause oil to thicken, reducing operational efficiency. AMSOIL Synthetic Stationary Natural Gas Engine Oil is naturally resistant to nitration, delivering maximum protection in natural gas engines.

### Protects Emission Systems

AMSOIL Synthetic Stationary Natural Gas Engine Oil is formulated with low zinc and phosphorus levels to prolong the life of emission catalyst systems without sacrificing wear protection.

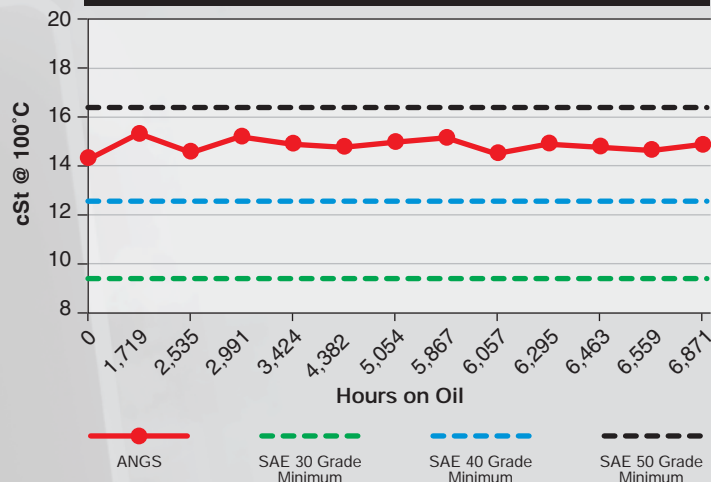
### Delivers Continuous Protection

AMSOIL Stationary Natural Gas Engine Oil is a long life oil that has demonstrated extended drain interval capabilities when carefully monitored by an oil analysis program. When extending oil drain intervals, change the oil filter at the engine manufacturer's recommended interval.

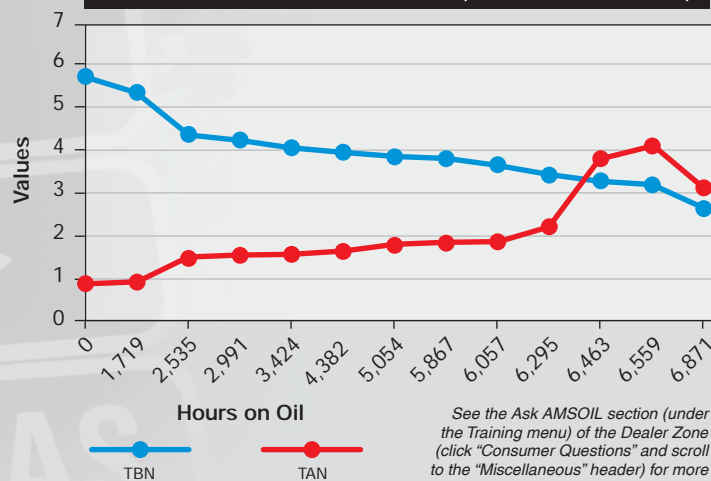
### Applications

AMSOIL Synthetic Stationary Natural Gas Engine Oil is recommended in four-stroke and select two-stroke natural-gas-fueled stationary engines that require low-ash (<.50%) engine oil.

## Oil Viscosity (ASTM D-445)



## Total Acid & Base Numbers (ASTM D-2896 & 664)



See the Ask AMSOIL section (under the Training menu) of the Dealer Zone (click "Consumer Questions" and scroll to the "Miscellaneous" header) for more information on TBN/TAN values.

# Automotive Aftermarket Shines at 2011 SEMA Show

The SEMA Show in Las Vegas is the premier automotive specialty products trade event in the world, drawing the industry's brightest minds and hottest products to one place. More than 3,000 journalists from all over the world invade the Las Vegas Convention Center for the week, stuffing their digital cameras with images that will appear in automotive magazines for the year to come. In addition to the opportunity to see hot cars, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more.

SEMA is more than just a trade show; it's an entire association representing 6,500 companies that contribute to the automotive industry in a variety of ways. Manufacturers, distributors, publishing companies, car clubs and even everyday auto enthusiasts benefit from the efforts of the SEMA organization. Over 135,000 attendees turned out to exchange ideas, transact business and experience the cutting edge of the automotive aftermarket.

TOP: Richard Andrews' custom 350Z Widebody Twin Turbo uses AMSOIL lubricants throughout to ensure it performs as good as it looks.

RIGHT: GM's current LS family of V-8 engines is the hottest product to hit the aftermarket since the original small-block Chevy.

The 2011 SEMA Show featured over one million square feet of show space divided into 12 sections. Throughout the duration of the show, spectators were granted access to miles of displays and innovative technology. Only the best project builders in the world are selected to showcase their workmanship at a show of this magnitude, and more than 1,000 feature vehicles were on display.

AMSOIL was well-represented at the 2011 SEMA Show. Several dozen feature vehicles displayed AMSOIL logos and had AMSOIL synthetic lubricants installed, including numerous imports, muscle cars and trucks. In addition, a dozen AMSOIL products were displayed in the New Product Showcase. ■

ON THE



WITH JEREMY MEYER

This might seem a bit cliché, but with the holiday season upon us and a new year just around the corner, maybe it's time to give a little thanks for the 2011 racing season.

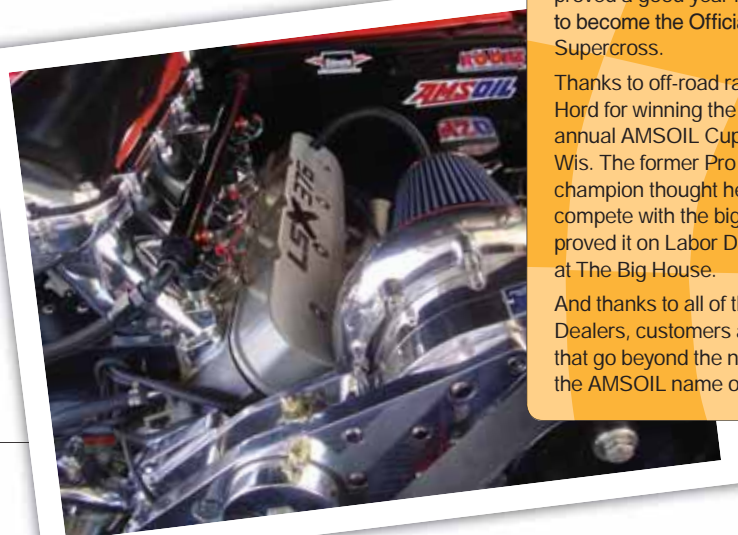
Thanks to oval ice racer P.J. Wunderscheid for setting the tone early this year with his fourth AMSOIL World Championship. P.J. is the only person to win the historic event four times.

Thanks to Erik Buell for chasing the American dream, starting up Erik Buell Racing and fielding the EBR/AMSOIL Superbike team. A sport bike made in the United States? Sounds like a good idea to all of us at AMSOIL.

Thanks to the Factory Connection/AMSOIL team for delivering another Supercross championship. With Justin Barcia taking the East Coast Lites title, it proved a good year for AMSOIL to become the Official Oil of Supercross.

Thanks to off-road racer Chad Hord for winning the second annual AMSOIL Cup in Crandon, Wis. The former Pro Light champion thought he could compete with the big boys, and proved it on Labor Day weekend at The Big House.

And thanks to all of the AMSOIL Dealers, customers and racers that go beyond the norm to put the AMSOIL name out front.





# ***First Run of the AMSOIL Super Chevy Best of the Best a Success***

In February AMSOIL announced its partnership with *Super Chevy* magazine to present the inaugural AMSOIL Super Chevy Best of the Best program at *Super Chevy* shows across the country. Hosted at local racetracks, the events bring high-powered racing, swap meets, car shows and much more to Chevy and GM brand enthusiasts.

At each of the 12 Best of the Best shows, *Super Chevy* editors selected the best vehicles from the Chevelle, Camaro, Tri-Five, Full-Size and Nova categories. From there, readers select five in each category to advance to the final vote.

With the Best of the Best schedule completed, and thousands of reader votes generated, 12 Chevys in each group are awaiting the final vote to determine the ultimate Best of the Best in each respective category. The final winners receive an AMSOIL Super Chevy Best of the Best plaque, \$500 in AMSOIL products and bragging rights. As of press time, voting was still open. Winners will be announced at [www.amsoilracing.com](http://www.amsoilracing.com).

The AMSOIL Super Chevy Best of the Best contest has been covered in its entirety on the AMSOIL Racing website, and has received extensive coverage in *Super Chevy* magazine and on the *Super Chevy* website. ■



Mike Yale's 1970 Restomod: Baytown, TX Camaro category winner



Kirk Marshall's 1968 Caprice: Baytown, TX Full-Size category winner



Keith Palmer's 1966 Chevelle: Baytown, TX Chevelle category winner



Craig Smith's 1956 Utility Sedan: Baytown, TX Tri-Five category winner



Charlie Marino's 1967 Nova: Baytown, TX Nova category winner

# AMSOIL MONTHLY LEADERS



**Dave M. Mann**  
*Michigan*

7-STAR  
REGENCY PLATINUM  
DIRECT JOBBER

**FIRST**

Total Organization

**FIRST**

Personal Group Sales

**NINTH**

New Qualified Dealers  
and Accounts



**Leonard & Marcie Pearson**  
*Washington*

★★★★★  
REGENCY PLATINUM  
DIRECT JOBBERS

**SECOND**

Total Organization

**TENTH**

Personal Group Sales



**David & Carol Bell**  
*Texas*

★★★★★  
REGENCY PLATINUM  
DIRECT JOBBERS

**THIRD**

Total Organization

**THIRD**

Personal Group Sales

**EIGHTH**

Commercial and  
Retail Marketing



**George & Shirley Douglas**  
*Florida*

★★★★  
REGENCY PLATINUM  
DIRECT JOBBERS

**FOURTH**

Total Organization

**SEVENTH**

Personal Group Sales



**Mark & Sherree Schell**  
*Idaho*

★★★  
REGENCY PLATINUM  
DIRECT JOBBERS

**FIFTH**

Total Organization

**FOURTH**

Personal Group Sales



**Thomas & Sheila Shalin**  
*Kansas*

★★★★  
REGENCY PLATINUM  
DIRECT JOBBERS

**SIXTH**

Total Organization

**SECOND**

Personal Group Sales

**SECOND**

New Qualified Dealers  
and Accounts



**Ches & Natasha Cain**  
*South Dakota*

★  
REGENCY PLATINUM  
DIRECT JOBBERS

**TENTH**

Total Organization

**FIFTH**

Personal Group Sales



**Daniel & Judy Watson**  
*Florida*

★★  
REGENCY PLATINUM  
DIRECT JOBBERS

**NINTH**

Personal Group Sales



**Thomas R. Weiss**  
*North Dakota*

MASTER DIRECT JOBBER

**SECOND**

Commercial and  
Retail Marketing



**John & Dianne Moldowan**  
*Alberta*

REGENCY SILVER DIRECT  
JOBBER

**THIRD**

Commercial and  
Retail Marketing



**Greg & Debra McKenzie**  
*Alberta*

REGENCY GOLD  
DIRECT JOBBERS

**FOURTH**

Commercial and  
Retail Marketing



**Ray & Kathy Yaeger**  
*Wisconsin*

★★★★  
REGENCY PLATINUM  
DIRECT JOBBERS

**FIFTH**

Commercial and  
Retail Marketing



**Vijay Parany**  
*Ontario*

REGENCY GOLD  
DIRECT JOBBER

**FIRST**

New Qualified Dealers  
and Accounts



**Kent & Trudy Whiteman**  
*Utah*

REGENCY PLATINUM  
DIRECT JOBBERS

**THIRD**

New Qualified Dealers  
and Accounts



**Gene & Danae Fine**  
*Oregon*

★★★★  
REGENCY PLATINUM  
DIRECT JOBBERS

**FOURTH**

New Qualified Dealers  
and Accounts



**John & Jeanne Burke**  
*California*

REGENCY GOLD  
DIRECT JOBBERS

**FIFTH**

New Qualified Dealers  
and Accounts



**Thomas G. Kingston**  
*Minnesota*

PREMIER DIRECT  
JOBBER

**SIXTH**

New Qualified Dealers  
and Accounts



**Rich Lentes**  
*Washington*

PREMIER DIRECT  
JOBBER

**SEVENTH**

New Qualified Dealers  
and Accounts



# HALL OF FAME

Hall of Fame members are recognized for their long-standing service, achievement and commitment to excellence.



**Greg M. Desrosiers**  
*Alberta*

★★  
REGENCY PLATINUM  
DIRECT JOBBER  
  
SEVENTH  
Total Organization  
  
SIXTH  
Commercial and  
Retail Marketing



**Gerry & Patricia Reid**  
*North Carolina*

★  
REGENCY PLATINUM  
DIRECT JOBBERS  
  
EIGHTH  
Total Organization  
  
EIGHTH  
Personal Group Sales



**Michael H. Ellis**  
*Michigan*

★★  
REGENCY PLATINUM  
DIRECT JOBBER  
  
NINTH  
Total Organization  
  
SIXTH  
Personal Group Sales  
  
FIRST  
Commercial and  
Retail Marketing



**Timothy & Elizabeth Kerby**  
*Michigan*

DIRECT DEALERS  
  
SEVENTH  
Commercial and  
Retail Marketing



**Douglas Huculak**  
*Saskatchewan*

REGENCY GOLD  
DIRECT JOBBER  
  
NINTH  
Commercial and  
Retail Marketing



**Roger B. Silcox**  
*Alberta*

MASTER DIRECT JOBBER  
  
TENTH  
Commercial and  
Retail Marketing



**Gene & Karen Halsey**  
*South Dakota*

EXECUTIVE DIRECT  
JOBBER  
  
EIGHTH  
New Qualified Dealers  
and Accounts



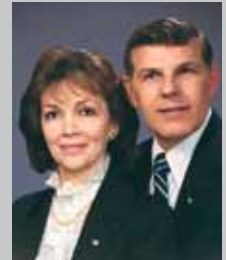
**Ken & Luanne Pearson**  
*Manitoba*

PREMIER DIRECT  
JOBBER  
  
TENTH  
New Qualified Dealers  
and Accounts



**Shirley Green**  
*Kansas*

★★  
REGENCY PLATINUM



**Bill & Donna Durand**  
*Wisconsin*

7-STAR  
REGENCY PLATINUM



**Harold Hartman**  
*Kansas*

★★  
REGENCY PLATINUM



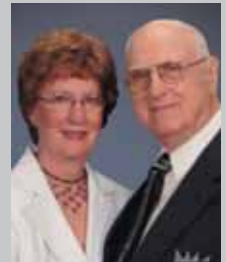
**LaDonna Harrison & LaVel Rude**  
*Minnesota*

(Lingwall Organization)  
  
★★★★  
REGENCY PLATINUM



**Ora Mae Boardman**  
*Virginia*

★★  
REGENCY PLATINUM



**Ray & Arlene Schmit**  
*Minnesota*

★★★★  
REGENCY PLATINUM



# HIGHER LEVELS OF RECOGNITION

## Master Direct Jobber



**Kenneth & Nobie  
Morehead**  
Arizona

*"I joined AMSOIL in 1993. I looked at the AMSOIL business as a way to supplement my retirement income; at that time I was planning to retire from my day job in 1999. My goal was to earn \$500 a month with AMSOIL. Today our AMSOIL income is more than my retirement income; we are truly blessed to be part of the AMSOIL family. I believe anyone can be successful in this business. First you need to learn the products and the programs, then you have to set some goals and have a plan to achieve them."*

**Kenneth Morehead**

## Executive Direct Jobber



**Peter W.  
Klossner**  
British Columbia

## Premier Direct Jobber



**Richard M.  
Guilz, Sr**  
New York

## New Direct Jobbers



**Christopher  
S. Jones**  
Kansas

*"Don't be afraid to ask prospects 'why' questions to better understand their resistance points. Is it the initial product cost? A myth about synthetic oil? This information allows us to educate our customers and help them feel good about using AMSOIL, the best available products, in their vehicles."*

**Christopher Jones**



**Richard &  
Pamela Large**  
Arizona



**John Sturm**  
Minnesota

**New Direct Dealers**



**Timothy & Elizabeth Kerby**  
Michigan  
*Sponsors:*  
Leslie & Linda Martin  
*Direct Jobbers:*  
Leslie & Linda Martin



**Thomas G. Kingston**  
Minnesota  
*Sponsor:*  
John Sturm  
*Direct Jobber:*  
Eric W. Dalgaard



**Richard Mendoza**  
California  
*Sponsors:*  
Hank & Marina Cox  
*Direct Jobbers:*  
Hank & Marina Cox



**Ron & Christina Palstring**  
Washington  
*Sponsors:*  
Donald & Dora Wiggins  
*Direct Jobbers:*  
Donald & Kathleen Reichert



**Arthur & Sandra Wilber**  
South Dakota  
*Sponsors:*  
David & Marcene Lenander  
*Direct Jobbers:*  
William & Bette Wheatley

**First Time 1000 Level Honor Achievers | 1000 monthly commission credits 10 Dealers sponsored**

Louis C. Nehk, MN • Sponsor: William M. Rose

Robert Schmitt, AK • Sponsors: Frank & Beth Holt

**First Time 500 Level Honor Achievers | 500 monthly commission credits 5 Dealers sponsored**

John & Valerie Baka, MD • Sponsor: David W. Daniel

Lewis L. Brown, CA • Sponsors: Eugene & Lucille Haskell

Ryan & Jill Deatherage, OK • Sponsors: Douglas & Kimberly Crawford

Bob Miller, CO • Sponsor: Jack R. Lesueur

Patsy Y. Mundale, MN • Sponsor: Joseph H. Yennie

Gary & Genny Rychard, OR • Sponsors: Steven & Kimberly Zuber

Lee Stouse, MI • Sponsor: Jason Mcpherson

Victor A. Viti, PA • Sponsor: Norman Bachert

**First Time 300 Level Honor Achievers | 300 monthly commission credits 3 Dealers sponsored**

John Janca & Marjorie Black, ON • Sponsor: Dale Sharpe

Jerome S. Clark, MD • Sponsor: Jonathan J. Frank

Doug Cooper, SK • Sponsor: James H. Petch

Rodelio & Agnes Dalmacio, TX • Sponsor: Delores Saunders

Lyle Floyd, WA • Sponsor: Dannie Thumma

Terry & Sandra Frommelt, IA • Sponsor: Allen Koch

Stephen & Nancy Johnston, WI • Sponsors: Mary & Dale Green

Tim Kelley, Ok • Sponsors: Steven & Christie Gruber

Richard A. Marino, FL • Sponsors: Leroy & Virginia Fishel

Luis Mollineda, CA • Sponsors: Casey & Avelina Jones

Michael Page, WI • Sponsor: Dave M. Mann

Harrison & Brenda Parham, GA • Sponsor: John P. Pizzo

Weston Pullen, MA • Sponsors: Dennis & Elizabeth Dean

Scott Richards, FL • Sponsor: Jeff Hays

Robert & Penny Silver, NY • Sponsor: Todd Bennett

Mark & Fonzie Smeltekop, MI • Sponsors: Scott & Katharine Davis

Rocky Thomson, TN • Sponsor: Ricky W. Shepherd

Ron & Lana Tydlaska, TX • Sponsors: Randy & Zelma Petrik

Chris Wilmoth, VA • Sponsors: Walter & Judy Ward

William & Lisa Wilson, CA • Sponsor: Dave M. Mann

Doug S. Young, CA • Sponsor: Bill Osborn

## December Close-Out

The last day to process December orders in the U.S. and Canada is the close of business on Friday, December 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CST on that day. The last day to process December orders in Alaska is the close of business on Saturday, December 24. All orders received after these times will be processed for the following month. Volume transfers for December business will be accepted until 3 p.m. CST on Friday, January 6. All transfers received after this time will be returned.

## Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, December 26 for Christmas Day and Monday, January 2 for New Year's Day. The Toronto Distribution Center will be closed Tuesday, December 27 for Boxing Day.

## Holiday Activities

The AMSOIL corporate headquarters will close at 12 p.m. CST on Friday, December 16 for holiday activities. Limited telephone ordering personnel will be available for orders, so AMSOIL asks that Dealers not attempt to contact corporate staff via the toll-free ordering number during this time so as not to overload 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.

## AMSOIL Maintains Freight Rates with UPS SurePost<sup>SM</sup>

AMSOIL INC. recently began using UPS SurePost to ship packages between 1-10 pounds (excluding oil products and fuel additives). Primary usage is for the shipping of literature, aftermarket products and ALTRUM vitamins out of Superior. The program allows AMSOIL to maintain its freight rates, with rates remaining unchanged for the fourth consecutive year.

Packages shipped through the UPS SurePost program are transported through the UPS ground network until reaching the customer's local post office; the postal service makes final delivery to the customer's address. Transit time is between 2-7 days, and packages may be tracked on ups.com.

## Expanded Edmonton and Chicago Distribution Centers to Open in New Locations

Company growth has prompted AMSOIL to expand five distribution centers. The expanded Edmonton and Chicago distribution centers will be opening in new locations, while the Richmond, Toronto and Dallas distribution center expansions have been completed at their current locations.

The new Edmonton Distribution Center increases space from 6,600 square feet to just over 14,000 square feet and is located one block away from the current location; the new address is 14328 – 121A Avenue, Edmonton, Alberta. The current distribution center will close at noon on Friday, December 16, and the new facility will open the morning of Monday, December 19.

The new Chicago Distribution Center increases space from 11,000 square feet to 19,000 square feet and is located two miles away from the current location; the new address is 485 Thomas Drive, Bensenville, IL 60106. The current distribution center will close at noon on Friday, January 6, and the new facility will open the morning of Monday, January 9.

Stay tuned to the Dealer Zone for any additional updates.



## Cold-Temperature Storage Recommendations

Because cold-temperature storage can be detrimental to the performance of some AMSOIL products, AMSOIL offers the following storage recommendations:

### Lubricants:

Store at temperatures at least 10°F above the lubricant's pour point.

### Greases:

Store in a dry environment at temperatures at least 10°F above the grease's lowest operating temperature.

### Gasoline Additives, Engine and Transmission Flush:

No adverse issues with cold-temperature storage.

### Diesel Concentrate, Cetane Boost, Diesel Recovery:

No adverse issues with cold-temperature storage.

### Diesel Cold Flow Improver, Diesel Concentrate Plus Cold Flow Improver:

Store at temperatures above 0°F.

### Brake Fluids:

Do not store at temperatures below -40°F for longer than two weeks.

### Heavy Duty Metal Protector, Metal Protector, Power Foam, Multi-Purpose Spray Grease, Fogging Oil, Silicone Spray:

No adverse issues with cold-temperature storage as long as products are allowed to warm to room temperature before use.

### Miracle Wash<sup>®</sup>:

Will freeze below 32°F. Can be thawed for use.

### Mothers<sup>®</sup> products:

Store at temperatures above freezing.

### Antifreeze and Engine Coolant:

Will not freeze. No adverse issues with cold-temperature storage.

### Dominator<sup>®</sup> Coolant Boost:

Store above 32°F.

### Slip Lock<sup>®</sup>:

No adverse issues with cold-temperature storage. If product separates, heat to room temperature and shake well before use.



### 15W-40 Synthetic Blend Gasoline & Diesel Oil Discontinued, Available at Discounted Pricing

With the growing popularity of AMSOIL OE 15W-40 Synthetic Diesel Oil (OED), AMSOIL 15W-40 Synthetic Blend Gasoline & Diesel Oil (PCO) is discontinued and available while supplies last. Effective December 1, remaining inventory is available at a 25 percent discount. As a full synthetic, AMSOIL OE Synthetic Diesel Oil offers benefits beyond those offered by AMSOIL Synthetic Blend Diesel Oil. It is formulated to meet the most current API specification, CJ-4, and is suitable for use in both modern and older diesel engines. AMSOIL Synthetic Blend Gasoline & Diesel Oil, on the other hand, only meets the previous API specification, CI-4+. OE Diesel Oil also is available at a lower cost than AMSOIL Synthetic Blend Gasoline & Diesel Oil.

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
PCOQT	EA	1 Quart	3.15	4.80	6.30	5.15	6.70
PCOQT	CA	12 Quarts	37.80	54.79	74.00	58.80	79.20
PCO1G	EA	1 Gallon	12.29	18.75	24.45	19.95	26.05
PCO1G	CA	4 Gallons	49.16	71.25	96.20	76.00	102.60
PCOTP	EA	(1) 2.5 Gallon	29.33	46.00	59.25	49.05	63.20
PCOTP	CA	(2) 2.5 Gallons	58.67	87.56	116.50	93.40	124.40
PCO30	EA	30-gal. Drum	290.25	483.75	604.70	517.00	646.00
PCO55	EA	55-gal. Drum	484.36	849.75	1045.20	907.00	1116.00
PCO27	EA	275-gal. Tote	2325.47	4228.13	5200.60	4512.00	5550.00

### New 2012 Calendars Available

The new 2012 AMSOIL calendar's theme is neglected equipment and the extra margin of protection AMSOIL products provide. The full-color calendar also includes information on AMSOIL INC. and the list of AMSOIL firsts.

Calendars personalized with your contact information are available from the AMSOIL Print Center. Access the AMSOIL Print Center through the Dealer Zone at [myaccount.amsoil.com](http://myaccount.amsoil.com). Non-personalized calendars are available from AMSOIL.

Non-personalized calendars may be personalized with your business card. Simply insert your business card in the slotted area and your contact information is visible for a full 12 months. No minimum-quantity orders required.

#### AMSOIL PRINT CENTER PRICING\*

##### PERSONALIZED

25 calendars	47.50	(1.90 each)
50 calendars	82.50	(1.65 each)
100 calendars	155.00	(1.55 each)
250 calendars	375.00	(1.50 each)

#### AMSOIL PRICING\*

##### NON-PERSONALIZED

Stock #	Units	Qty.	U.S.	Can.
G1105	EA	1	1.75	1.90
G1105	CA	10	15.00	16.05

\*Calendars also subject to shipping charges.





## Be SMARTER about goals in 2012.

Don't ignore this important step in building your AMSOIL business.

### Rob Stenberg | DIRECTOR, DEALER SALES

I know it's a busy time of year, but I want to add one more task for you to complete by the end of the month in the midst of all the holiday shopping and party planning. It is a familiar topic, and probably the best use of time for anyone serious about making the next 12 months the best of his or her AMSOIL career: setting goals.

Goal-setting is a vitally important part of a successful AMSOIL business. Jim Cathcart, a noted professional speaker, once said, "Most people aim at nothing in life and hit it with amazing accuracy." If we don't specify our destination, we have no reason to complain about not getting to where we want to go.

The SMART process is a very popular method for setting goals. SMART reminds goal-setters to keep goals Specific, Measurable, Attainable, Relevant and Time-Framed. Let's dig deeper into this process and expand on it just a bit.

What do I mean, exactly, by **specific**? I mean that your goals should be significant to you and your business. They have to mean something to you and propel you to take action. In his book "The Compound Effect," Darren Hardy called this your "why" power – the reason why you do what you do. It also means that your goals should stretch you. You have to grow and change in order to improve. Lastly, your goals should be simple to understand and be clear and concise.

**Measurable** is a well-understood word. You can't measure what you don't track. Again, your goal here needs to be meaningful. Your goal needs to motivate you in moving forward and

you have to be able to manage that goal. Make a decision on your goal and then manage the decision. The goal is set. Manage your activities so they move you toward that goal.

**Achievable** is once again a word that is well-understood, but let's dig just a bit deeper. Is the goal appropriate? If I wanted to play professional golf on the tour (which is a dream of mine), and I set that as a goal, I would need to make sure it is appropriate. Since I am past my golf-playing prime and would have an extremely tough time competing with younger men less than half my age; I live in Northern Minnesota with two kids to raise, a wife and a dog, this would probably not be an appropriate goal for me to set. Now, I am not saying to give up on your dreams, just that your dreams need to be attainable if you are setting them as goals. They need to be achievable and actionable. You need to be able to take action toward your goals. Also, make sure they are ambitious and get you out of your comfort zone.

**Relevant** is defined as having direct bearing on the matter at hand; pertinent. Do you have access to the resources you need to achieve your goals? Relevant also means that your goals, and therefore the actions you take to reach your goals, need to be results-oriented.

Making sure goals have a **time-frame** is very important. You have to have a time-frame in which you want to reach your goals. You have to track your progress to ensure that you are going to meet the timetable you set. This doesn't mean that things are set in stone. Time-frames may need to be

altered because of life events outside of your control, but setting time-frames is an important step in the goal-setting process.

I said I was going to expand on the SMART process, and this is where I am going to add E (evaluate) and R (re-evaluate) to the equation.

**Evaluate** your goals. Do they excite you and get your blood moving? Will you find the tasks and actions associated with reaching them enjoyable? Are your goals, and, again, your activities and tasks associated with them, ethical? These are all questions that you will want to ask as you evaluate your goals.

**Re-evaluating** your goals as you move forward is the next step. Are you being rewarded for reaching your goal and do you find it rewarding to yourself for participating in your current activities? Are you reaching and stretching yourself in your efforts to achieve your goals? Revisit your goals and make sure that you still want to reach them and record your outcomes to ensure they are keeping you on track.

Make 2012 the SMARTER year for your AMSOIL business. It is pretty easy to do, but as business philosopher Jim Rohn said, if something is easy to do, it also means that it is easy not to do. Take the time to plan your AMSOIL business goals for 2012. If you have any questions on setting goals, please don't hesitate to contact the Dealer Sales Department. Here is wishing you and yours a very happy, healthy and prosperous 2012.

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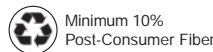
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December 2011

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