

AMSOIL[®]

▶ DEALER EDITION

MAGAZINE

JUNE 2011

New OE Synthetic Diesel Oil Knocks Down Barriers In Diesel Market

PAGE 8



What's Driving the Growth of Synthetics? | PAGE 10

New AMSOIL Break-In Oil Provides High-Quality Engine Prep | PAGE 13

THE **BEST** ANGLERS ON THE PLANET

USE **AMSOIL**®

Outdoor Life, a leading name in outdoor media, recently named its "20 Best Anglers on the Planet," and two AMSOIL-sponsored anglers from "The Next Bite," Pete Maina and Gary Parsons, were among those honored. Both men use AMSOIL Synthetic 2-Cycle Oils and Formula 4-Stroke® Marine Synthetic Motor Oil and appreciate the benefits they provide.

Whatever your outboard, from Evinrude/Johnson or Mercury to Yamaha, Honda or Suzuki, AMSOIL Synthetic 2-Cycle Oils are designed to virtually eliminate smoke, increase power and acceleration and eliminate spark plug fouling.

AMSOIL Formula 4-Stroke® Marine Synthetic Motor Oil is designed for exceptional performance and certified by the National Marine Manufacturers Association (NMMA) for use in all inboard and outboard four-stroke engines.

Champion Muskie
Fisherman
Pete Maina



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DEALER EDITION

JUNE 2011



AMSOIL Introduces OE 15W-40 Synthetic Diesel Oil | PAGE 8

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THE COVER

OE Synthetic Diesel Oil offers high-quality protection and performance for OEM-recommended drain intervals.

FROM THE PRESIDENT'S DESK

It wasn't all that long ago that the business of selling AMSOIL motor oil involved much more than just selling oil. Plenty of legwork had to be done before any transactions were completed. Hurdles had to be cleared, and mindsets had to be altered. Synthetic oil was still new on the scene, and customers required education. "What makes the oil so special," they asked, "and why should I pay more for it?"

Despite the obstacles, our Dealers made tremendous inroads. The savvy segment of the motor oil market recognized the benefits of our oil. The performance made a difference. Then, as other synthetic oils began to appear, the demand for our products continued to climb. Others now shared in the education process and added support to the movement we started.

That movement has even more support today. In a market where once the automakers, oil manufacturers and industry organizations essentially closed us out, synthetic lubricants are now chewing up shares. As you will read on pages 10 and 11 in this issue of your *Magazine*, all of the forces that drive the motor oil market are pushing greater demand for synthetics.

In 2005 synthetic motor oil claimed five percent of the market. Today it claims seven to nine percent, and by 2019 it is projected to claim twelve and a half percent. That is tremendous growth in a very large market, but I think even that is conservative.

We can look back to just 1992 when General Motors broke ground by requiring that every Corvette rolling off its assembly lines be factory filled with synthetic oil. Eight Corvette engines had seized at the General Motors assembly plant in Bowling Green, Kentucky. Cold weather had moved in, and the thick, hard-to-pump oil did not reach the front camshaft bearings which were destroyed by lack of

lubrication. At 30 degrees, incidentally, it wasn't all that cold. It doesn't speak well for conventional oil.

The move of General Motors to synthetics, of course, was just the first of many. Advancements in engine design are now demanding more from lubrication. Take a look at the list on page 11 in this issue of the vehicles now factory filled with synthetic motor oil. That list will continue to grow.

The organizations responsible for setting lubricant performance specifications are driving the demand for synthetics too. Oils are now required to be much more robust. Specifications calling for better wear protection, greater engine cleanliness, improved fuel economy and reduced emissions are making it more difficult for conventional oils to make the grade. And the growing demand for extended oil drain intervals continues the push for synthetics.

AMSOIL has led the way for close to forty years and has helped drive the course of lubrication. We have earned our reputation through the quality of our products, and the diversity of our product line meets the demands of all customers. As more people look to synthetic oil they will look to AMSOIL.

It all points to opportunity, and the introduction of our new OE 15W-40 Synthetic Diesel Oil expands that opportunity even further. At a lower cost than our extended drain diesel oils, OE Diesel reaches those motorists who appreciate the performance of synthetic oil but aren't yet ready to move up to extended drains. It's the ideal oil for those diesel applications affected by the fuel dilution issues that prohibit

extended drains. Owners of 2007 and newer Ford, Dodge and GM diesel pick-ups will appreciate the value of our new OE Diesel. With OE, they get AMSOIL quality at a price comparable to standard-drain diesel oils.

As a final note, I want to thank the Dealers who attended our AMSOIL University. I enjoyed seeing all of you and congratulate you for taking a major step toward even greater success in your AMSOIL Dealership. I encourage all Dealers to join us next year. And to all of our Preferred Customers, I can assure you that at any time you feel that an AMSOIL Dealership is right for you, we will do all we can to help in your success too.



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

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Executive V.P. /
Chief Financial Officer

Alan Amatuzio
Executive V.P. /
Chief Operating Officer

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



Reduced operating costs mean **more money** for your schools.

As federal and state funds dry up, local school districts are looking for ways to save money and cut costs. Many school districts have learned that AMSOIL synthetic motor oils and drivetrain fluids can result in significant savings.

AMSOIL synthetic diesel oils, drivetrain fluids and fuel additives can help school districts experience:

- Reduced maintenance and downtime
- Increased fuel economy
- Cleaner operating, longer lasting engines

When you're ready to close the sale in *your* hometown, contact AMSOIL Tech Services for recommendations based on engine type and circumstances.



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LETTERS TO THE EDITOR

PRODUCT APPLICATION GUIDE

The May *AMSOIL Magazine* listed several applications for AMSOIL Heavy Duty Metal Protector (AMH), and I wanted to mention a couple more:

1. In addition to spraying the underside of the mower deck, I use it to coat the spare set of mower blades after they are sharpened and stored prior to replacing the blades on the mower. This keeps the newly sharpened blades from rusting, maintaining the sharp edge.
2. I noticed the cast aluminum fuel injector pump on my diesel truck was corroding from salt spray and other environmental elements. I brushed the pump with a wire brush and sprayed it with Heavy Duty Metal Protector, and I have not seen any more corrosion on the pump or fittings.

Larry Hansford

AMSOIL: Thank you for sharing these additional applications. Both Metal Protector and Heavy Duty Metal Protector are versatile products with countless uses around the house, garage and business.

AMSOIL MAGAZINE

The Dealer Magazine and the Preferred Customer edition is an interesting split in information to specific audiences. I am a Lifetime Dealer since 1985, and have seen many changes in the AMSOIL product line and publications. I have also been in technical writing and have published instruction books for 30 years.

The recent Magazine split is, in my opinion, an excellent tool for giving Dealers information not geared for the Preferred Customer. However, it keeps the servicing Dealer in the dark about what the Preferred Customer is reading. Thank you for providing both issues for download in the Dealer Zone.

A while back when I was at the 2008 AU convention I asked if we could do away with stapling inserts on the saddle stitcher and glue them like so many other magazines. I was told it was under study. It is now 2011; has anything been done?

I just received the new G85 Income Opportunities brochure, and I see that this piece of literature which was an excellent

recruiting tool has been converted to a wordy tri-fold put-you-to-sleep rendering of math and the marketing plan. What happened?

Joe Davis

AMSOIL: We're glad to hear you're keeping up with what your Preferred Customers are reading by checking out the Preferred Customer Magazine in the Dealer Zone. AMSOIL addressed the issue regarding insert stapling in the February Letters to the Editor; staples are used to ensure full-size and thicker inserts go in straight and stay in place. The redesigned Income Opportunities brochure presents the same information as the previous version, but the redundancy in the examples was removed by presenting them all on one page.

BRANDING FAMILIES

I like the recent moves to put oils together in their respective branding families (i.e. Z-ROD™, Signature Series, XL and OE). I know it will help me talk to customers about the different types of oil and how they may fit for them.

One suggestion I have would be to expand off the Saber® Professional name and create a Pro Series of products. Under this umbrella I would consider putting Saber Professional (ATP), Bar and Chain Oil (ABC), 10W-30/SAE 30 Synthetic Heavy Duty Diesel Oil (ACD), Formula 4-Stroke® Synthetic Small Engine Oil (ASE) and possibly Synthetic Multi-Purpose Grease (GLC).

I think this would help in two ways. When calling on lawn care professionals and similar contractors, Dealers would have the Pro Series umbrella of products grouped together to start the conversation. Secondly, some do-it-yourself types like to buy the same stuff that the professionals use.

Thanks

Ryan Nelson

AMSOIL: Thank you for your suggestion. Although we understand your logic, most of these products are recommended for additional markets beyond lawn care. Nonetheless, we will consider your suggestion.

FLUID MAINTENANCE

After reading March's article about gear oil, I felt much more knowledgeable about it. Coincidentally, I had a family member bring up how poor his gas mileage was in his 1999 Nissan Frontier V6 4x4 with a manual transmission (he was only getting 12 MPG highway). I asked him how many miles were on the vehicle, and he said "oh, only about 60,000, so there can't be much wrong with it." I proceeded to explain in many cases, and likely his, time is a greater factor than mileage regarding fluid service life and drain intervals. I explained just because there weren't that many miles didn't mean the 12-year-old lubricants weren't degraded.

I issued him a challenge, and he agreed to let me change his front and rear differential lubricant (MTG), transmission lubricant (MTG) and transfer case fluid (ATF), as well as his engine oil (OEF). All still had the original fluids, except the engine of course, where he was using Pennzoil conventional oil. I used AMSOIL Engine and Transmission Flush in the motor, and poured a bottle of Pi.® in his fuel to ensure his fuel system was up to snuff. He immediately noticed smoother gear transitions and better speed retention when coasting out of gear. He just reported to me after a 600-mile trip he averaged 15.5 MPG. A rather incredible improvement, and a testimonial not only to AMSOIL, but the necessity of proper fluid maintenance, especially in 4x4 vehicles.

As a second note, his rear differential only drained about a half quart of the original gear lube, and it holds three quarts, illustrating the effect of volatility over time. It's safe to say another year and he was probably looking at failure of that gearset; it was a miracle it hadn't already.

Dave McChesney

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Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Three primary factors are normally responsible for oil failure.

Oil that becomes too thin, too thick or too acidic has exceeded its useful life.

Because they work to suspend contaminants and by-products of combustion, it is not uncommon for gasoline and diesel oils to become dark. It may be more noticeable in some applications. It does not mean the oil is failing or must be changed.

Fortunately, a number of different tools are available that measure motor oil's condition and its ability to continuously protect and perform its other key functions.

When motor oil exceeds its useful life or is impacted by a mechanical defect, it most commonly becomes too thin to separate metal parts, too thick to pump or too acidic for continued use.

Too Thin

When oil becomes too thin, it fails to provide the required oil film thickness to separate metal surfaces. Different engine designs require different starting oil thickness or viscosity. Viscosity at 100°C is one of the most highlighted oil properties and is a good indicator of adequate oil film thickness in an engine at operating temperature.

A number of things can cause engine oil to become too thin to protect engine parts. Excessive mechanical shear can thin oil to the point of causing issues with engine protection. As motor oil cycles through the engine, it is exposed to shear stress in the engine's upper end, piston walls and bearings that reduces its shear strength. Continuous exposure to these conditions causes oils built with inferior shear stability to thin excessively, leaving critical engine parts susceptible to metal-to-metal contact.

Fuel contamination of the oil sump is another major cause of excessively thin engine oil. Both gasoline and diesel fuel

are thinner than engine oil and when mixed, the oil's viscosity, film thickness and ability to separate parts are significantly reduced. While a small amount of fuel dilution is relatively common and does not have a material impact on oil life, excessive fuel dilution in mechanically compromised equipment is much more harmful.

Too Thick

When it comes to oil, although it may seem like "the thicker, the better," oil that is too thick is just as detrimental as oil that is too thin. Excessively thick oil is the most commonly discussed oil failure and the subject of many big oil company marketing campaigns.

When oil becomes too thick to flow to engine parts, these areas are starved of oil, resulting in metal-to-metal contact that can lead to catastrophic engine damage. The precursor to sludge is oil that has become much thicker than its original design. The cause is a complex chemical reaction involving heat, combustion by-products and oxygen combining to create chemical attack on the oil molecules. The resulting chemical reaction creates a much thicker substance that does not flow or protect as well as the original oil. When the reaction continues, sludge begins to form in areas of higher localized temperature and low flow. While some varnish is normal, sludge is a sign of excessively degraded oil that needs to be replaced. In order to inhibit sludge and varnish, the oil must resist attack by oxidation forces. Synthetic base oils have a much higher level of saturated molecules that inherently resist this constant bombardment. Additionally, antioxidants are added to either reduce the formation of free-radical oxidation precursors or soak up these precursors once they form.

Another cause of oil thickening, primarily affecting diesel oils, is excessive soot-loading in mechanically unsound engines. Diesel oils are designed to handle some soot contamination, but when the soot overloads the available dispersants in the oil, the oil thickens. The agglomerated soot particles reach a critical size and cause excessive wear commonly seen in diesel liners.

Too Acidic

Acids are a normal by-product of burning fossil fuels. Different fuel types, engines and combustion conditions create varying levels of acid formation. These acids, transferred via blow-by gases, are carried away to the engine oil. Oils are designed with a detergent that neutralizes these acids before they accumulate and cause engine damage. The detergent level is measured with a test called Total Base Number (TBN). This measure of alkalinity drops over the life of the oil and reaches a critical level when the oil can no longer consume the acids created by combustion. When TBN reaches a critical level, acids build up quickly and attack the surfaces most susceptible, including yellow metals and lead-lined bearings. Without correction, this condition quickly worsens and results in excessive chemical wear. Although less common, this failure mode can cause significant damage if left uncorrected.

AMSOIL synthetic motor oils are formulated to provide a broad level of overall protection, evidenced by guaranteed extended drain intervals. Synthetic base oils help resist oxidative decomposition, and a properly balanced, high-quality additive package helps keep contaminants in check and engines running for a long time. ■

AMSOIL INTRODUCES OE 15W-40 SYNTHETIC DIESEL OIL

The recent launch of OE Synthetic Motor Oil has allowed AMSOIL and its Dealers to reach a whole new base of customers, while providing a stepping stone to the significant benefits and cost savings of XL Synthetic Motor Oil or the top-tier line of Signature Series Synthetic Motor Oil.

Based on the same concept, new AMSOIL OE 15W-40 Synthetic Diesel Oil (OED) offers high-quality protection and performance for original equipment manufacturer (OEM)-recommended drain intervals at an initial price comparable with other standard-drain synthetic diesel oils.

OE 15W-40 Synthetic Diesel Oil meets API CJ-4 specifications and is suitable for modern and older, on- and off-road diesel applications. It is an excellent entry-level product for customers who want to move up to synthetic quality, but won't pay a significantly higher price than a conventional oil or aren't initially interested in extending their drain intervals. OE serves as an excellent door-opener for Dealers, who can later educate customers on the benefits of stepping up to AMSOIL Premium API CJ-4 Synthetic Diesel Oil (DEO, DME) and saving money through extended drain intervals when possible.

OE 15W-40 Synthetic Diesel Oil is ideal for those applications excluded from the extended drain interval recommendations of Premium API CJ-4 Synthetic Diesel Oil due to persistent fuel dilution issues, including 2007 to present light-duty GM, Ford and Dodge diesel pickups and 2007 to 2009 Caterpillar C13 and C15 on-highway engines. It exceeds the higher performance demands of modern engines and withstands the stress of heat, soot and acids to help prevent deposits, wear and corrosion.

Meets Emission System Requirements

AMSOIL OE 15W-40 Synthetic Diesel Oil is a low-sulfated ash formulation that meets the requirements for low-emission quality diesel oil and protects under the most severe conditions found in modern diesel engines. It is compatible with all exhaust treatment devices and is designed for engines equipped with diesel particulate filters (DPF).

APPLICATIONS

AMSOIL OE 15W-40 Synthetic Diesel Oil is recommended for diesel engines and, where appropriate, gasoline engines requiring any of the following specifications:

- API CJ-4, CI-4+, SM...
- ACEA E9
- DDC 93K218
- Cummins CES 20081
- MB 228.31
- CAT ECF-3, ECF-2, ECF-1-a
- Volvo VDS-4
- Renault RLD-3
- Mack EO-O Plus
- MAN 3575
- MTU Type 2.1



Extreme-Temperature Performance

AMSOIL OE 15W-40 Synthetic Diesel Oil is formulated for improved heat and oxidation resistance over conventional petroleum oil for cleaner engine operation. It maintains power and fuel efficiency for superior engine performance. OE Diesel Oil's dependable cold-temperature flow assures easier startup and improved post-startup protection.

Resists Oil Consumption and Emissions

Due to its low rate of volatility (burn-off), AMSOIL OE 15W-40 Synthetic Diesel Oil is able to reduce oil consumption and emissions. It maintains film strength even during high-temperature operating conditions to ensure dependable protection, performance and fuel efficiency.

Controls Soot-Thickening and Wear

AMSOIL OE 15W-40 Synthetic Diesel Oil is formulated with premium synthetic base stocks and robust detergent/dispersant additives that keep soot particles from agglomerating and forming larger wear-causing particles. It allows for optimal soot-related viscosity control to maintain stay-in-grade performance. ■

OE 15W-40 Synthetic Diesel Oil Data Bulletin

The AMSOIL OE 15W-40 Synthetic Diesel Oil data bulletin (G2885) covers the features, benefits and technical properties of OE 15W-40 Synthetic Diesel Oil.

Stock # Qty. U.S. Can.
G2885 25 3.10 3.50



OE 15W-40 Synthetic Diesel Oil

Stock #	Unit of Measure	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
OEDQT	EA	(1) Quart	2.1	5.10	6.60	5.50	7.10
OEDQT	CA	(12) Quarts	25.2	57.75	78.00	62.40	84.00
OED1G	EA	(1) Gallon	8.0	19.80	25.85	21.35	27.80
OED1G	CA	(4) Gallons	32.0	75.40	101.80	81.20	109.60
OEDTP	EA	(1) 2.5 Gallon	19.5	48.45	62.35	52.20	67.10
OEDTP	CA	(2) 2.5 Gallons	39.0	92.25	122.70	99.40	132.20
OED30	EA	30-gal. Drum	242.0	538.50	673.15	581.00	726.00
OED55	EA	55-gal. Drum	437.1	937.75	1,153.45	1,011.00	1,243.00

More AMSOIL Synthetic Diesel Oils

Premium 5W-40 and 15W-40 API CJ-4 Synthetic Diesel Oil (DEO, DME)

The premium choice for model-year 2007 and newer diesel engines requiring API CJ-4 emissions quality oil standards. Also recommended for pre-2007 diesel engines. Incredibly shear-stable to withstand the stress of heat, soot and acids and help prevent deposits, corrosion and wear. Effectively resists oil consumption and emissions, while improving fuel efficiency. Compatible with all exhaust treatment devices, including diesel particulate filters (DPFs). Recommended for three times the OEM drain interval recommendation in diesel applications.



Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil (HDD)

Engineered for on- and off-road diesel engines not equipped with diesel particulate filters (DPFs). Delivers extraordinary lubrication for extended drain intervals and withstands the stress of higher heat, higher acid levels and excessive soot-loading found in EGR-equipped engines. Consistently outperforms conventional and synthetic diesel oils for long-lasting performance and protection.



15W-40 Synthetic Heavy Duty Diesel & Marine Motor Oil (AME)

Engineered for on- and off-road diesel engines not equipped with diesel particulate filters (DPFs). High 12 TBN chemistry neutralizes acids and controls soot thickening from EGR and blow-by to protect against corrosion, cylinder bore polishing (wear) and varnish/sludge deposits. Resists heat and breakdown for long-lasting extended drain performance and protection.



15W-40 Synthetic Blend Gasoline & Diesel Oil (PCO)

Engineered for on- and off-road diesel engines not equipped with diesel particulate filters (DPFs). Combines versatility and heavy-duty engine protection into one cost-effective motor oil. Formulated with high levels of dispersant and detergent additives that effectively control acids and soot-thickening to help prevent corrosion, wear and deposits.



10W-30/SAE 30 Synthetic Heavy Duty Diesel Oil (ACD)

Engineered for on- and off-road diesel engines not equipped with diesel particulate filters (DPFs). Exceeds both 10W-30 multi-grade and SAE 30 straight-grade viscosity requirements. Designed to stop viscosity loss and associated bearing and cylinder bore wear over extended drain intervals, while high 12 TBN neutralizes acids from blow-by, exhaust gas recirculation (EGR) and high-sulfur diesel fuels.



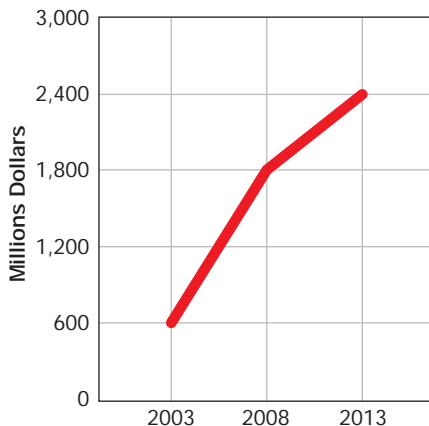
WHAT'S DRIVING THE GROWTH OF SYNTHETICS?

Although overall U.S. lubricant consumption has declined since 2006, the demand for synthetic lubricants continues growing, even throughout a worldwide recession. For example, while synthetic motor oil represented 5 percent of the motor oil market in 2005, it now accounts for 7-9 percent. Leading industry research company The Freedonia Group Inc. projects 7.3 percent annual growth for sales of synthetic motor oil through 2013 (Fig. 1) and 6.3 percent growth for synthetic hydraulic and transmission fluids (Fig. 2). A new study by Kline & Co., meanwhile, indicates synthetics' share of the global lubricants market will hit 12.5 percent by 2019.

Numerous Factors Behind Growth

The factors driving this growth can be traced to multiple sources, most notably the decision by original equipment manufacturers (OEMs) to install synthetic motor oil as the factory fill in mass-marketed vehicles in addition to high-performance models. Industry organizations and automakers continue introducing tougher motor oil standards best suited for synthetics, while aggressive advertising has convinced more motorists to begin using synthetics for their service fills. Due in part to the hard work of AMSOIL and its legion of Dealers over the past 40 years, synthetic lubricants have become the primary choice of an increasing number of OEMs and motorists.

U.S. Growth of Synthetic Motor Oil (Fig. 1)



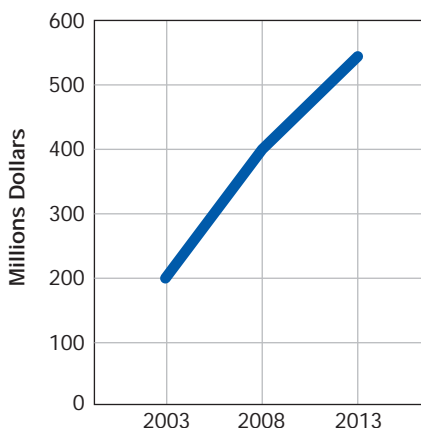
Projected 7.3% annual growth through 2013

Source: The Freedonia Group, Inc.

OEMs Opting for Synthetics Straight from the Factory

Not long ago, only high-performance cars subjected to increased power and operating temperatures like Corvettes and Ferraris left the factory filled with synthetic motor oil. Their owner's manuals also recommended use of synthetics for service fills. Today, however, compact cars, family sedans and other common vehicles are experiencing driving conditions nearly as harsh. To increase fuel economy, OEMs continue equipping many vehicles with the sophisticated fuel injection technologies

U.S. Growth of Synthetic Hydraulic & Transmission Fluids (Fig. 2)



Projected 6.3% annual growth through 2013

Source: The Freedonia Group, Inc.

and turbochargers once reserved for high-end cars. Vehicles are also receiving more aerodynamic designs, often requiring smaller engine compartments and smaller oil sumps. This reduces the amount of oil available to neutralize an increased level of contaminants. Coupled with higher operating temperatures, conventional oils in these environments quickly break down, leaving engines and turbos susceptible to wear and decreased life. In addition, most recent-model trucks and SUVs come with synthetic gear lube installed.





Drain Intervals Growing Longer

With an eye toward maximum customer convenience and reduced environmental impact, recommended oil drain intervals on newer vehicles continue extending far beyond 3,000 miles, with some up to 10,000 miles. The combination of increased engine stress and longer drain intervals creates an environment best suited for synthetic motor oils. Honda and Toyota now install 0W-20 synthetic motor oil in most of their vehicles, in part to increase fuel economy. Ford uses 5W-20 synthetic blend in most vehicles also to help increase fuel mileage. Historically, motorists who purchase these vehicles will continue to use synthetic motor oil based on the OEM factory fill, helping drive future sales.

With new technologies that increase engine stress introduced with seemingly every model year and drain intervals only becoming longer, expect the list of vehicles factory-filled with synthetic or synthetic blend motor oil to grow longer (Fig. 3).

More Stringent Industry Specifications

Partially in response to new engine technologies, the trade associations and organizations responsible for finalizing engine oil specifications continue requiring motor oils to demonstrate increased protection and performance. To meet the ILSAC GF-5 spec unveiled last fall, for example, an oil must meet a minimum turbo cleanliness merit score nearly twice as strict as was required for GF-2, the most recent spec to evaluate turbocharger deposit formation.

Similarly, fuel economy improvement requirements continue growing more stringent. ILSAC GF-5 requires motor oils to display a minimum 0.6 - 1.2 percent fuel economy improvement (depending on viscosity) after 100 hours in use compared to a reference oil.

Manufacturer Specs Even Tougher

Offering further complication, some automakers require oils that meet their own, even more strict, specifications. Volkswagen 504.00/507.00 requires reduced sulfated ash, phosphorus and sulfur (SAPS), while the General Motors dexos1™ spec for gasoline engines mandates better performance in specific areas compared to ILSAC GF-5 and API SN. In addition, some automakers are pushing for a worldwide motor oil specifica-

tion due in part to increased availability of high-quality base oils, likely favoring synthetics given the more strict emissions regulations in Europe. Although some conventional oils are able to achieve these desired results, the trend toward increased performance favors synthetics in the long run. With environmental concerns, increased fuel economy and reduced emissions driving development of new specifications, conventional oils are quickly being left behind.

Increased Marketing Efforts

Major oil companies clearly understand what the immediate and future growth of synthetics means to business and have dramatically increased the marketing of their synthetic oils. Pennzoil has heavily advertised its new Ultra motor oil, while Mobil recently unveiled its Super line, which includes a synthetic oil, via a widespread ad campaign. In fact, it's now rare to encounter a motor oil ad for a product other than a synthetic.

AMSOIL also has responded by marketing three distinct lines of synthetic motor oil, each tailored to the needs of different customers. The company's presence in the powersports market and the racing world is well-known, and the number of magazines, websites and television commercials

advertising AMSOIL is at an all-time high. Tens of thousands of Dealers around North America also personally introduce new people to AMSOIL synthetic lubricants every day.

Those in the do-it-for-me market are especially responsive to advertising, and are more likely to choose synthetic motor oil as their service fill after learning of the benefits, particularly if their OEM recommends it.

Strong Future

Market forces will continue to favor synthetic lubricants going forward. The number of applications that significantly benefit from their increased performance and protection continues growing. In addition to automotive applications, demands for increased efficiency and reduced maintenance are being placed on industrial gearboxes, hydraulic systems, compressors and more, meaning synthetics will continue their pattern of strong growth in the years ahead. ■



(Fig. 3)

Top-Selling Vehicles Factory-Filled with Synthetic or Synthetic Blend Motor Oil

Buick

- Lacrosse
- Regal GT

Chevrolet

- TrailBlazer SS
- Cobalt SS

Dodge

- Caliber SRT-4
- Charger SRT-6
- Challenger (6.4L)

Ford

- Escape
- F-150

• Focus

- Fusion
- Mustang

Honda

- Accord
- Civic Hybrid
- CRV
- Odyssey

Toyota

- 4Runner
- Avalon
- Camry
- Prius
- Sequoia
- Sienna



AMSOIL University Boasts Record Attendance

A total of 380 Dealers travelled to Duluth, Minn. May 15-19 to attend AMSOIL University (AU), the premier Dealer training event of the year. Participants took part in classes designed to increase knowledge of lubrication, filtration, business practices and other topics that help Dealers become more effective and increase sales.

AU began with the Sunday social welcoming event before getting into full swing Monday with classes and the all-Dealer forum. In addition to a cookout hosted at the AMSOIL Center in Superior, Wis. Tuesday evening, Dealers also enjoyed the President's Dinner on Wednesday, having the opportunity to interact with AMSOIL executives, employees and fellow Dealers.

Direct Jobbers Craig and Brenda Hamrick of Illinois attended for the fifth time and continue to value the educational opportunities.

"I think the best thing is being able to talk to the other Dealers and to pick up ideas," Craig Hamrick said. "We're like a big family." He counted the Powersports and Commercial Shop Talk events as memorable highlights.

"The Shop Talks are awesome. They started last year and they're amazing," he said. Each Shop Talk allowed Dealers a hands-on look at some of the latest developments in each market.

"It's the best training AMSOIL offers," Hamrick said. "It's tremendous informa-

tion all in one spot and in four days. I'm looking forward to next year already," he said.

AMSOIL University 2012 is scheduled for May 20-24 and registration is now open. Log in to the Dealer Zone and click the "AMSOIL University" link under the Dealer Sales Training tab for complete details or to register.

"We made Direct Jobber in two years, and I attribute that to AMSOIL University."

-Craig Hamrick



YOUR BEST INVESTMENT IS YOU.

NEW AMSOIL BREAK-IN OIL PROVIDES HIGH-QUALITY ENGINE PREP



New AMSOIL Break-In Oil (BRK) is an SAE 30 viscosity grade oil formulated without friction modifiers to allow for quick and efficient piston ring seating in new and rebuilt high-performance and racing engines. It contains anti-wear additives to protect cam lobes, lifters and rockers during the critical break-in period when wear rates are highest, while its increased film strength protects rod and main bearings from damage. AMSOIL Break-In Oil provides Dealers access to engine builders, race teams and car enthusiasts actively seeking a quality break-in oil.

Protects Critical Parts from Wear

New flat-tappet camshafts and lifters are not seasoned or broken in and must be heat-cycled to achieve proper hardness. During the break-in period, these components are susceptible to accelerated wear because they are splash-lubricated, unlike other areas of the engine that are pressure-lubricated. AMSOIL Break-In Oil contains high levels of zinc and phosphorus additives designed to provide the anti-wear protection required during this critical period.

Increased Film Strength

High-performance and racing engines often use aftermarket parts designed to increase torque and horsepower. The added stress can rupture the oil film responsible for preventing harmful metal-to-metal contact on rod and main bearings. AMSOIL Break-In Oil provides increased film strength to protect bearings from wear.

Applications

AMSOIL Break-In Oil is designed to effectively break-in high-performance and racing engines requiring SAE 30 oil, helping maximize compression, horsepower and torque. The engine builder's or manufacturer's break-in recommendations should be followed if available. Break-in period should not exceed 1,000 miles. Afterwards, drain and fill the engine with an AMSOIL high-performance synthetic oil that meets builder or manufacturer specifications. ■

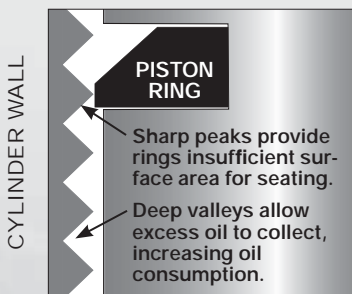
Data Bulletin

The AMSOIL Break-In Oil data bulletin covers the features, benefits and technical properties of Break-In Oil.

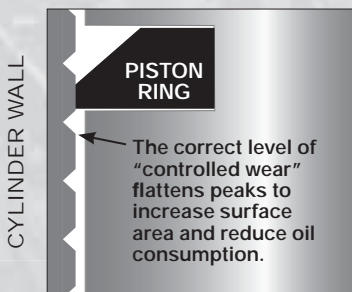
Stock #	Qty.	U.S.	Can.
G2881	25	3.10	3.75



New Cylinder (Fig. 1)



Broken-In Cylinder (Fig. 2)



Quickly Seats Rings

The primary goal during engine break-in is to seat the rings against the cylinder wall. Properly seated rings increase compression, resulting in maximum horsepower; they reduce oil consumption and prevent hot combustion gases from entering the crankcase. To achieve this, the oil must allow the correct level of "controlled wear" to occur between the cylinder wall/ring interface while maintaining wear protection on other critical engine parts. Insufficient break-in leaves behind peaks on the cylinder wall that prevent the rings from seating. The deeper valleys, meanwhile, allow excess oil to collect and burn during combustion, increasing oil consumption. Too much wear results in cylinder glazing due to peaks "rolling over" into the valleys and preventing oil from collecting and adequately lubricating the cylinder wall.

AMSOIL Break-In Oil's friction-modifier-free formula allows the sharp peaks on newly honed cylinder walls (fig. 1) to partially flatten. The result produces more surface area for rings to seat against, allowing formation of a dynamic seal that increases compression, horsepower and torque (fig. 2).

Break-In Oil

Stock #	Unit of Measure	Pkg./Size	Comm. Credits.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
BRKQT	EA	(1) Quart	3.46	5.30	6.90	5.70	7.40
BRKQT	CA	(12) Quarts	41.50	60.15	81.25	64.80	87.60

AMSOIL Heavy-Duty/Off-Road Technical Product Manager Mark Nyholm (right) congratulates 2011 Diesel Power Challenge winner Rocky Horn (left).



Trucks line up for the 1/4-mile drag racing competition at Bandimere Speedway.



Competitors pulled a Bobcat in the trailer pull contest.



FORD F-350 TAKES DIESEL POWER CHALLENGE CROWN

The 2011 AMSOIL-sponsored Diesel Power Challenge was held May 3-5 in Denver, Colo. Defending champion Dmitri Millard and his 2001 Chevy Silverado 2500 HD squared off against three Ford, three Dodge and three GM trucks selected from among hundreds of entries.

The competition kicked off with a long day of dyno testing, where Millard posted the top numbers (1,314.8 HP / 2,391.7 lb/ft torque). Day-two events were conducted at Bandimere Speedway in western Denver. Joel Saunders and his 2006 Dodge Ram 2500 won the 1/4-mile drag racing competition (11.267 seconds @ 125.62 mph). The five-ton trailer pull took place in the afternoon, where Rocky Horn and his 1997 Ford F-350 powered by a Cummins engine finished on top (10.244 seconds @ 72.38 mph).

With the field narrowed to five, the final challenges included a 150-mile fuel economy test. A 50,000-pound sled pull was held north of Denver at Keenesburg Fairgrounds. When the dust cleared following this final event, points were calculated and the drivers assembled for the awards presentation.

Newly Tolf and his 2004 Chevy Silverado 2500 HD tied for fourth with Andy Parker and his 2008 Ford F-350 Super Duty. The fuel economy test served as the tie-breaker, and Parker was awarded fourth and Tolf fifth. Saunders earned the third-place trophy, Dustin West and his 2005 Dodge Ram 2500 captured second and Horn was named the 2011 Diesel Power Challenge champion, earning \$500 in AMSOIL products and recognition in the pages of *Diesel Power* magazine this fall.

AMSOIL is the Exclusive Official Oil of the Diesel Power Challenge. Complete results of the competition will be featured in upcoming issues of *Diesel Power* magazine and www.dieselpowermag.com. ■

ON THE BOX WITH JEREMY MEYER

Each year, AMSOIL receives more than 500 hours of television coverage through its race and event partnerships. The coverage spans major networks, including CBS and ABC, as well as high-tier cable networks like ESPN, SPEED and Versus.

A few of our partnerships also allow AMSOIL to rebroadcast these television shows on amsoilracing.com. Simply click the Media link at the top of the page. From there, you will see several icons that allow you to watch the entire 2010 Traxxas TORC Series presented by AMSOIL (including Scott Douglas' AMSOIL Cup win), the complete 2010-2011 AMSOIL Championship Snocross Series and ATV 24/7.

These shows are some of the best-produced race programs ever assembled, and if you missed the original airings, you now have the chance to watch great racing from the comfort of your own home 24 hours a day, seven days a week.



Dave M. Mann
Michigan
7-STAR
REGENCY PLATINUM
DIRECT JOBBER
FIRST
Total Organization
FIRST
Personal Group Sales
SEVENTH
New Qualified Dealers
and Accounts



David & Carol Bell
Texas
★★★★★
REGENCY PLATINUM
DIRECT JOBBERS
SECOND
Total Organization
FOURTH
Personal Group Sales
SIXTH
Commercial and
Retail Marketing



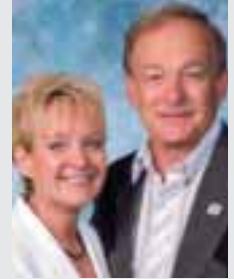
**George & Shirley
Douglas**
Florida
★★★★★
REGENCY PLATINUM
DIRECT JOBBERS
THIRD
Total Organization
THIRD
Personal Group Sales



**Thomas & Sheila
Shalin**
Kansas
★★★★★
REGENCY PLATINUM
DIRECT JOBBERS
FOURTH
Total Organization
SECOND
Personal Group Sales
SECOND
New Qualified Dealers
and Accounts



**Leonard & Marcie
Pearson**
Washington
★★★★★
REGENCY PLATINUM
DIRECT JOBBERS
FIFTH
Total Organization
SIXTH
Personal Group Sales



**Mark & Sherree
Schell**
Idaho
★★★★★
REGENCY PLATINUM
DIRECT JOBBERS
SIXTH
Total Organization
SEVENTH
Personal Group Sales



**Carl & Kimberlee
McNamee**
Ontario
★★
REGENCY PLATINUM
DIRECT JOBBERS
TENTH
Total Organization



Ray & Kathy Yaeger
Wisconsin
★★★★★
REGENCY PLATINUM
DIRECT JOBBERS
EIGHTH
Personal Group Sales
SECOND
Commercial and
Retail Marketing



**Daniel & Judy
Watson**
Florida
★★
REGENCY PLATINUM
DIRECT JOBBERS
NINTH
Personal Group Sales



**Gerry & Patricia
Reid**
North Carolina
★
REGENCY PLATINUM
DIRECT JOBBERS
TENTH
Personal Group Sales



Michael H. Ellis
Michigan
★★
REGENCY PLATINUM
DIRECT JOBBER
FIRST
Commercial and
Retail Marketing



Thomas R. Weiss
North Dakota
MASTER DIRECT JOBBER
THIRD
Commercial and
Retail Marketing



**Allan & Debra
Magee**
Idaho
DIRECT DEALERS
EIGHTH
Commercial and
Retail Marketing



**David & Tracey
Cottrell**
Ontario
MASTER DIRECT
JOBBER
NINTH
Commercial and
Retail Marketing



Herschel L. Gates
Florida
EXECUTIVE
DIRECT JOBBER
TENTH
Commercial and
Retail Marketing



**Kent & Trudy
Whiteman**
Utah
REGENCY PLATINUM
DIRECT JOBBERS
FIRST
New Qualified
Dealers
and Accounts



**Gene & Danae
Fine**
Oregon
★★
REGENCY PLATINUM
DIRECT JOBBERS
THIRD
New Qualified
Dealers
and Accounts



Vijay Parany
Ontario
REGENCY DIRECT
JOBBER
FOURTH
New Qualified
Dealers
and Accounts



Kevin J. Seeger
Wisconsin
REGENCY DIRECT
JOBBER
FIFTH
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



Ches & Natasha Cain
South Dakota

★
REGENCY PLATINUM
DIRECT JOBBERS
EIGHTH
Total Organization
FIFTH
Personal Group Sales
NINTH
New Qualified Dealers
and Accounts



Thomas H. Kirby
Michigan

★
REGENCY PLATINUM
DIRECT JOBBER
NINTH
Total Organization



Shirley Green
Kansas

★★
REGENCY PLATINUM



Bill & Donna Durand
Wisconsin

7-STAR
REGENCY PLATINUM



Greg & Debra McKenzie
Alberta

REGENCY GOLD
DIRECT JOBBERS
FOURTH
Commercial and
Retail Marketing



John & Dianne Moldowan
Alberta

REGENCY DIRECT
JOBBER
FIFTH
Commercial and
Retail Marketing



Jerry & Mary Criswell
Texas

PREMIER DIRECT
JOBBER
SEVENTH
Commercial and
Retail Marketing



Harold Hartman
Kansas

★★
REGENCY PLATINUM



LaDonna Harrison & LaVel Rude
Minnesota

(Lingwall Organization)
★★★★
REGENCY PLATINUM



Robert L. Schultz
Tennessee

PREMIER DIRECT
JOBBER
SIXTH
New Qualified Dealers
and Accounts



Mitchell Herf
Quebec

PREMIER DIRECT
JOBBER
EIGHTH
New Qualified Dealers
and Accounts



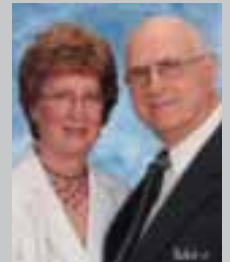
John & Jeanne Burke
California

REGENCY GOLD
DIRECT JOBBERS
TENTH
New Qualified Dealers
and Accounts



Ora Mae Boardman
Virginia

★★
REGENCY PLATINUM



Ray & Arlene Schmit
Minnesota

★★★★★
REGENCY PLATINUM



HIGHER LEVELS OF RECOGNITION

Master Direct Jobbers



Douglas & Kimberly Crawford
Oklahoma

New Direct Dealers



Sylvain Blanchard

Quebec

Sponsor:
Mitchell Herf
Direct Jobber:
Mitchell Herf



Jeffrey & Donna Erwin

New York

Sponsors:
Darryl D. Tilton
Direct Jobber:
Darryl D. Tilton



Robert Hayes

Tennessee

Sponsor:
Donald H. Lipscomb
Direct Jobber:
Donald H. Lipscomb



Lonnie & Betty Morrison

California

Sponsors:
Andy & Ali Jones
Direct Jobbers:
Andy & Ali Jones



Jerry & Sharon Poortenga

Michigan

Sponsors:
John & Mary Breen
Direct Jobbers:
John & Mary Breen



David Smith

Florida

Sponsors:
George & Shirley Douglas
Direct Jobbers:
George & Shirley Douglas



Roland B. Taylor

Virginia

Sponsor:
Dave M. Mann
Direct Jobber:
Dave M. Mann

New Direct Dealers



David & Eileen Sipes
Illinois
Sponsor:
Allen Koch
Direct Jobber:
Allen Koch

"We have been AMSOIL Dealers for three years. Our favorite part about being Dealers is talking with people and telling them about the great products AMSOIL has to offer. We can speak from experience because we run AMSOIL products in everything we own."

David & Eileen Sipes



George R. Magnani
California
Sponsor:
C. Wayne Tull
Direct Jobber:
C. Wayne Tull

"The best advice I can give other Dealers is to answer the phone. Contact every one of your customers right away. I send an email immediately and follow up with a phone call a day or two after."

George R. Magnani

First Time 1500 Level Honor Achievers | 1500 monthly commission credits 15 Dealers sponsored

Brian J. Duffy, OH • Sponsor: William G. Boyce Jr.

Tyler J. Rinehart, TX • Sponsors: Norman & Doreen Rinehart

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

Michael & Mary Amon, SC • Sponsors: George & Barbara Kerr

Dragan Blanusa, NJ • Sponsors: Howard & Veronika Jewel

Brian Duffy, AZ • Sponsors: William & Shirley Boyce

Lee Hayes, CA • Sponsors: Thomas & Maril-jo Groh

Ashley James, AL • Sponsors: Paul & Annie Marrs

Chip Lueck, FL • Sponsors: Donald & Priscilla Dawson

Mark McCary, TX • Sponsors: Scott & Anita Plummer

Rollan & Linda Moriak, FL • Sponsor: Mark H. Durand

Carl E. Mutschler, TX • Sponsors: Raul & Shannon Torres

Frank Polowy, IL • Sponsor: Bernice R. Menold

Virgil & Virginia Salisbury, FL • Sponsors: Sammy & Adrienne Samuelson

Ricky W. Shepherd, TN • Sponsors: Donald & Joyce Nichols

Phil & Mary Thomson, CA • Sponsors: Sammy & Adrienne Samuelson

Bradley & Cynthia Timerson, NY • Sponsors: Raymond & Karen Peszko

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

Eddie R. Adams, FL • Sponsors: George & Shirley Douglas

John & Carol Banewicz, NY • Sponsors: Peter & Diana Lotito

Timothy Beers, VT • Sponsor: Mark Kapitan

Ryan & Ashley Black, TN • Sponsor: Michael E. Sparks

Michael Bonner, TN • Sponsors: Paul & Nancy Greenberg

John & Andrea Bontempi, TN • Sponsor: Michael E. Sparks

Thomas & Kathleen Chiaruttini, MD • Sponsor: Antanas Rygelis

Wayne T. Courson, FL • Sponsor: Bob Teague

Jordan Cutbirth, MO • Sponsor: Julianne Lemasters

Rene & Jocelyn Davila, TX • Sponsor: Kyle Davis

Cheryl E. Eaton, OK • Sponsors: Carol Eaton & Jack Green

John E. Frind, WA • Sponsor: Charles Merritt

Natasha Greenway, VA • Sponsor: Ricky W. Shepherd

John C. Groh, FL • Sponsors: Robert & Maureen Watford

Mark Hassenplug, PA • Sponsors: John & Diane Schultz

Matthew Haugen, WI • Sponsor: Herb Wilm

Casey Johner, ND • Sponsors: Jasper & Colleen Kleinjan

James & Juanita Johnson, TX • Sponsors: David & Eline Haunschild

Reese & Wanda Jones, CA • Sponsors: Dale & Jo Simmons

Don Jordan, TX • Sponsors: Hugh & Claudette Smikle

Richard Meyer, WA • Sponsors: Joseph & Donna Day

Ken A. Monsrud, GA • Sponsors: Larry & Kathryn Chambless

Clay & Clara Myers, NC • Sponsors: Thomas & Edna Van Every

Kevin Nolan, VT • Sponsor: Jeremy R. St. Pierre

Donald Pearce, SC • Sponsors: Kevin & Dianne Alexander

Randy & Zelma Petrik, TX • Sponsors: Ron & Sandra Ward

Glenn Rippetto, MO • Sponsors: Albert & Evelyn Weissenbach

Delores Saunders, TX • Sponsor: Bruce J. Shilander

Ron Seymon, WA • Sponsor: Charlie M. Anderson

Lowell Shim, FL • Sponsor: Lincoln A. Shim

Lance Smith, AR • Sponsors: Kenneth & Nobie Morehead

Thurl R. Smith Jr., AR • Sponsor: Lance Smith

David L. Snoper, MD • Sponsors: Douglas & Eileen Bottamiller

Raymond A. Storck, MN • Sponsors: Ray & Arlene Schmit

John R. Svoboda, TX • Sponsors: Thomas & Marily-jo Groh

Murray Tkachyk, AB • Sponsors: Darren & Vanella Kohls

George Toscano, OR • Sponsors: Garth & Marilyn Carmin

Larry & Patricia Weaver, AB • Sponsor: Darren & Vanella Kohls

Steve Weimer, ME • Sponsor: John Cassidy

J. Herbert Wheeler, UT • Sponsor: Mildred Ormiston

Brad Zieske, CO • Sponsor: Glenn Sterkel

June Close-Out

The last day to process June orders in the U.S. and Canada is the close of business on Thursday, June 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. CDT on that day. The last day to process June orders in Alaska is the close of business on Saturday, June 25. All orders received after these times will be processed for the following month. Volume transfers for June business will be accepted until 3 p.m. CDT on Wednesday, July 6. All transfers received after this time will be returned.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, July 4 for Independence Day. The Edmonton and Toronto distribution centers will be closed Friday, July 1 for Canada Day.

Antifreeze Price Adjustment

Due to increased raw material costs, the price of AMSOIL Propylene Glycol Antifreeze and Engine Coolant (ANT) has been adjusted effective June 1.

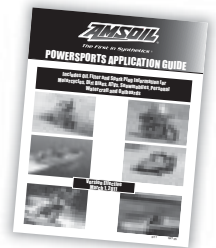
Antifreeze

Stock #	Unit of Measure	Pkg./Size	Comm. Credits.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ANT1G	EA	(1) Gallon	10.37	30.25	39.45	32.55	42.40
ANT1G	CA	(4) Gallons	41.47	115.20	156.10	124.00	168.00
ANT55	EA	55-gal. Drum	541.53	1504.25	1657.70	1618.00	1783.00
ANT27	EA	275-gal. Tote	2697.75	7493.75	8288.10	8058.00	8913.00

Powersports Application Guide

The Powersports Application Guide (G2135) has been updated and is available for purchase. It is also now available on CD (G2861). Includes oil, filter and spark plug information for motorcycles, dirt bikes, ATVs, snowmobiles, personal watercraft and outboards.

Stock #	Description	U.S.	Can.
G2135	Book	2.00	2.40
G2861	CD	5.00	6.00



Environmental Products Brochure

The newly redesigned AMSOIL Environmental Products Brochure is now available for purchase.

Stock #	U.S.	Can.
G1059	.55	.70



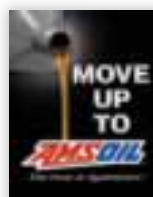
G2886 (Frame only)

A-Frame Sign

Lightweight, durable A-frame sign presents an excellent way to advertise AMSOIL products outside a business, trade show booth, etc. Four 18" x 24" double-sided inserts sold separately. Inserts are constructed of durable, fade-resistant corrugated plastic.

Stock #	Description	Wt. Lbs.	U.S.	Can.
G2886	A-Frame Sign	5.0	108.00	121.00
G2887	Move Up/Synthetic Oil Insert	1.0	15.00	17.00
G2888	Motorcycle Insert	1.0	15.00	17.00
G2889	OE/XL Insert	1.0	15.00	17.00
G2890	Powersports/Snowmobile Insert	1.0	15.00	17.00

G2887 (Double-sided)



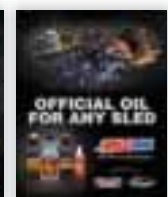
G2888 (Double-sided)



G2889 (Double-sided)



G2890 (Double-sided)



Men's Hoody

Black 60/40 combed cotton/polyester sweatshirt with screen-printed AMSOIL logo features rib knit cuffs and waistband, drawcord and front pouch pocket. Sizes S-4X.



Stock #	Size	U.S.	Can.
G2844	S	39.75	44.50
G2845	M	39.75	44.50
G2846	L	39.75	44.50
G2847	XL	39.75	44.50
G2848	2X	42.75	47.75
G2849	3X	45.75	51.00
G2850	4X	48.75	54.50



American Original T-Shirt

Constructed of 50/50 cotton/polyester blend to reduce fading. Sizes S-3X.

Stock #	Size	U.S.	Can.
G2892	S	13.75	15.50
G2893	M	13.75	15.50
G2894	L	13.75	15.50
G2895	XL	13.75	15.50
G2896	2X	15.50	17.50
G2897	3X	17.00	19.00



Quickshot® Now Available in Quarts

AMSOIL Quickshot® (AQS) premium fuel additive is now available in quart sizes.

Quickshot®

Stock #	Unit of Measure	Pkg./Size	Comm. Credits.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AQSQT	EA	(1) Quart	13.70	20.60	26.55	22.00	28.35
AQSQT	CA	(12) Quarts	164.43	234.90	317.15	251.40	339.00

AMSOIL Price Adjustment Effective July 1 (End of Business June 30)

Multiple price increases from suppliers and rising freight costs have forced AMSOIL to implement a price adjustment effective July 1. The adjustment mainly affects lubricants. AMSOIL has received multiple recent price increases from base oil and additive suppliers, and therefore cannot yet determine the exact percentage of increase necessary; however, it is expected to be approximately 3 to 8 percent. While the adjustment affects both the U.S. and Canada, the percentage of increase may vary in each country as conditions dictate.

AMSOIL refrains from adjusting pricing as much as possible. Unfortunately, the current market is not conducive to long-term pricing stability. While crude has recently demonstrated marginal stability, chemical suppliers continue to increase costs, citing tight supply within the industry and noting the lag between the increased price of crude and increased costs of producing high-quality raw materials. This is affecting all lubricant manufactur-

ers. As AMSOIL prepares to implement its third price adjustment since January 1, some competitors have already imposed their fourth price increase this year.

Updated pricing information will be available in the Product Pricing Interface in the Dealer Zone as soon as possible. Servicing Dealers are encouraged to inform their customers and accounts of the price adjustment; however, retail and commercial accounts will be notified of the impending price change by email, postcard and an Account Zone message. The AMSOIL Retail Catalog (G100, G300), Wholesale Price Lists (G3500, G8500) and Dealer Profit List (G3501) will be revised to reflect new pricing and commissions; watch the Dealer Zone for an announcement of availability. Repeated price adjustments prevented inserting the AMSOIL Retail Catalog in *AMSOIL Magazine* this spring. AMSOIL plans to include the catalog in *AMSOIL Magazine* at the next regularly scheduled catalog revision October 1.



Don't stop dreaming. Or maybe you should start.

Pursuing your dreams requires sacrifice and determination.

Rob Stenberg | DIRECTOR, DEALER SALES

By the time you read this, AMSOIL University 2011 will be in the can. During AU we talked with attendees about the importance of dreaming and more specifically, five reasons dreams don't take flight. This idea was taken from *Putting Your Dream to the Test* by leadership expert John Maxwell.

In the book's introduction, Maxwell outlines five reasons why people's dreams don't take flight.

1. Discouragement from others
2. Hindered by past disappointments
3. Settling for average
4. Lack of confidence
5. Lack of imagination

Do any of these reasons sound familiar to you? Have you been a victim and allowed even one of these reasons to stop you from going for your dream? I know I have.

Maxwell goes on to provide 10 questions that a person needs to answer if he/she is going to pass the dream test. One of those questions is "The Cost Question." According to Maxwell, "Dreams are personal. And so are the sacrifices that must be made to achieve them." No truer words have been spoken. If we are going to reach our dreams, we know deep down that we will need to give something up in return. Weekends on the road? Possibly. Playing one round of golf a month instead of one per week? You bet.

There will be things you will need to give up to reach your dream and you have to be willing to pay that price. It doesn't cost a dime to dream, but the journey toward reaching that dream is not free. When you set out pursuing your dream,

there really doesn't seem to be any obstacles. When you begin to think about that dream, it's all fun, isn't it? That is because all you see are the possibilities of your dream coming to fruition. You see all the potential and that potential being realized. It is rare at this stage that anyone thinks about the cost. But, cost needs to be taken into consideration.



If you want to see your dream come to reality, you have to be willing to do more than picture the outcome in your mind. You must be willing to pay the price necessary to move forward. According to Maxwell, "That's why dream believers are in abundance. Dream buyers are rare." Don't be afraid to buy that dream.

All that said, Maxwell also writes that it is possible to pay too much for your dream. You should not be willing to pay any price to see your dream realized. Sometimes the costs are too high. You have probably known people, or seen others in the news, who have sacrificed

their families, compromised their values or ruined their health as they pursued their dreams. You have to decide what price is too high to pay for your dream. Maxwell recommends creating a short list of things that you would protect at all costs. Having a longer list could make it difficult to see your dream come true. Be sure to keep your focus on the essentials and then be ready and willing to give up everything else.

Don't let fear stop you from reaching your dream. Fear is probably the number-one reason that people don't take action and attempt to realize their dreams. This means you need to grow, stretch and get out of your "comfort zone." It is not recommended that you live without fear. Fear can be very beneficial, but not when it stops you from realizing your dream. Many people have a fear of flying, yet they are more likely to die in a car accident. Many people fear being killed by a shark, but barnyard pigs kill more people than sharks do. Stretch yourself and get out of your comfort zone.

At AU this year, we talked to many AMSOIL Dealers who want to see their dreams come true. They took action, even if there was a little fear, and attended this year's event. Like many of you, they were probably discouraged by others when sharing their desire to start their own business. They probably had to push through some past disappointments. Who knows, their confidence may even have been a little shaken. But, they made it here and now have a great deal of information to help make their dreams come true. What are your dreams? Maybe attending AU 2012 should be on that list.

Good Selling! ■

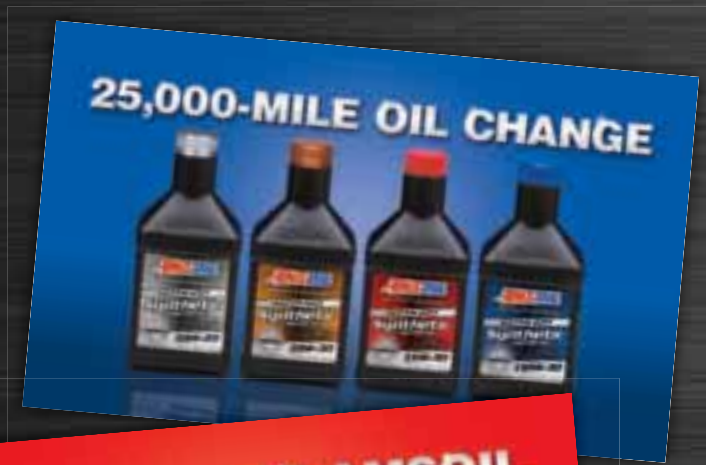
Introducing Two New Products in the Print Center

New Customizable Banners

Several styles to choose from. Customize with your contact information, your accounts' contact information or any sales message of your choice. Constructed from outdoor-quality vinyl. Include grommets.

Size	Price
8X4	\$86.00*
5X2.5	\$72.00*

* Includes shipping.



New Business Card Designs

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Qty.	Price
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400	\$42.00*
1,000	\$70.80*

* Does not include shipping.



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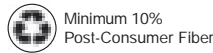
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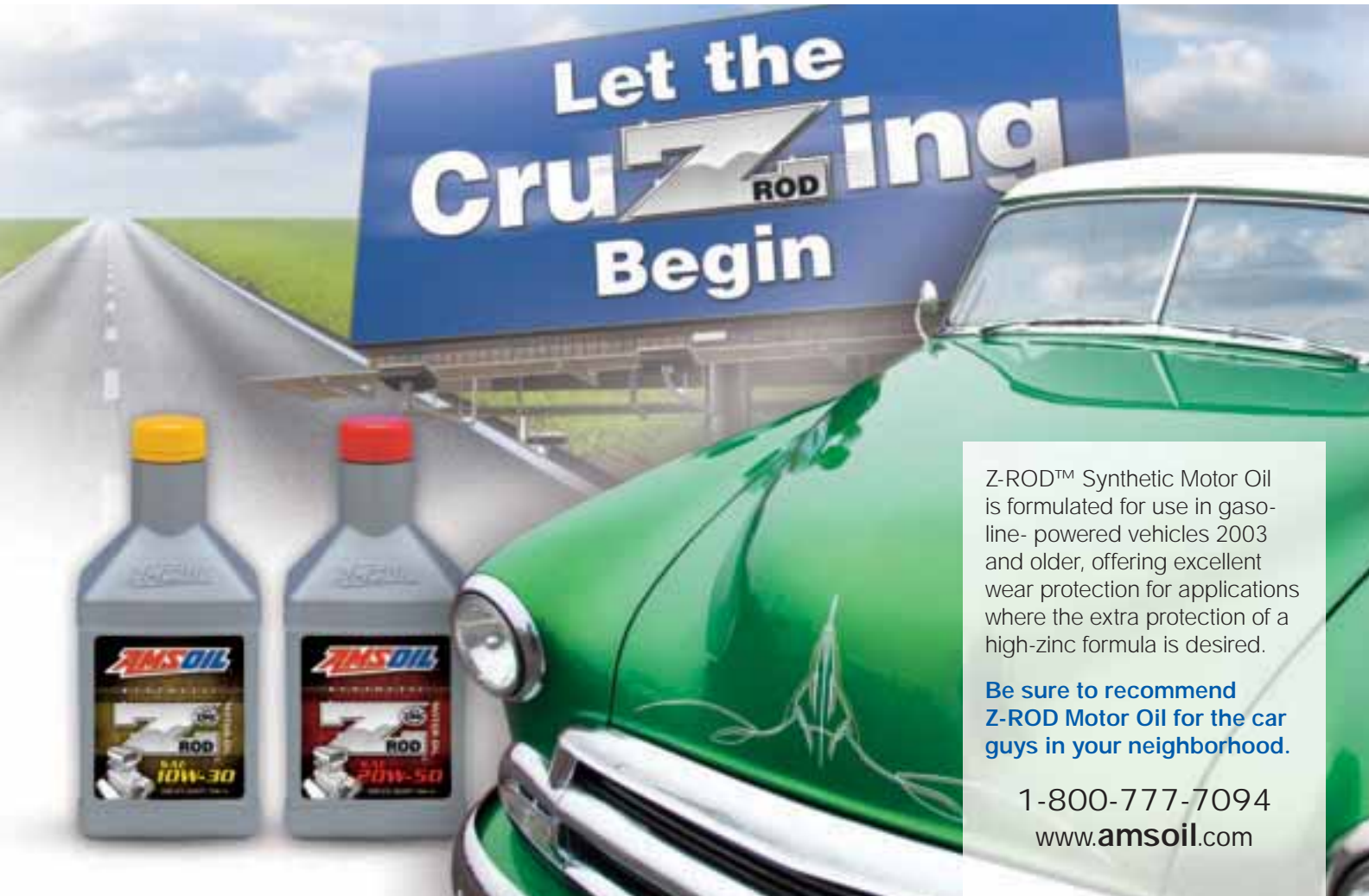


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