

# AMSOIL<sup>®</sup>

▶ DEALER EDITION

## MAGAZINE

SEPTEMBER 2023



# Snowmobile Market Analysis

| PAGE 8

AMSOIL Dealerships Inducted into the AMSOIL Hall of Fame | PAGE 10



# Advanced Hybrid Protection

Run hard, stop, run hard, repeat. **AMSOIL 100% Synthetic Hybrid Motor Oil** provides advanced, purpose-built protection to combat issues caused by the start/stop cycle of hybrid engines, including condensation-caused corrosion and fuel dilution.

## AMSOIL 100% Synthetic Hybrid Motor Oil

- **Purpose built** to combat issues common to HEV and PHEV vehicles
- **100% synthetic** formulation helps maximize fuel economy
- **Corrosion inhibitors** fight corrosion caused by condensation
- **Flows quickly** to reach critical components when engine engages
- **Helps** keep combustion chamber and exhaust system clean
- **API** licensed





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**THE COVER**

AMSOIL snowmobile products provide outstanding brand recognition and excellent opportunities to gain sales in the strong snowmobile market.



# From the Chairman

I am writing this just a few days after the 50th Anniversary Convention ended, and I am still feeling the afterglow. If you were there, you know what I mean. If you weren't there, you missed out on a fantastic event. By the time you read this, you're sure to have heard about the highlights, like all the cash we gave away, the grand-prize trip to Hawaii and KISS on stilts. Or maybe the surprise speech from Gale Banks at the DJ luncheon or seeing all the influencers who joined us at the Decades Party and the Chairman's Dinner. I could go on. For me, the highlight truly was feeling all the energy in the room and the passion of the Dealers present.

You've certainly read up on our new products by now. The new Extended-Life, Hybrid and High-Mileage families are designed to help you attract new customers. They are unique formulations that deliver targeted benefits. We like to say they are specialized lubricants

engineered for what you drive and how you drive. We steered clear of the high-mileage segment for years because, if you're using an AMSOIL synthetic motor oil, you don't need a high-mileage motor oil. In addition, we knew some of our competitors were not providing any real benefits to their high-mileage customers, they were simply relabeling an existing formula and calling it "high-mileage." Shameful. Not AMSOIL. AMSOIL Synthetic High-Mileage Motor Oil delivers real benefits for high-mileage vehicles, like boosted seal conditioners and detergency, durable viscosity and excellent thermal stability. Now, you have new opportunities to reach more new customers (and boost your commissions). And you can be proud to provide products that deliver real benefits and perform as advertised.

That is part of our brand promise. AMSOIL will never sell a product that doesn't live up to our high brand

standards. I spoke about this at the 50th celebration and described the values we uphold at AMSOIL, which are determination, commitment to customers, commitment to doing the right thing, professionalism, innovation, purpose driven and a desire to be the best. Everything we do is grounded in those values, and I firmly believe adherence to them will keep AMSOIL on a continuous path of growth for years to come. When you interact with someone at AMSOIL headquarters, you should expect to be met with someone who upholds those values. I hope you'll do the same in your daily activities.

**Alan Amatuzio**  
Chairman & CEO



# Maximum Engine Longevity

**AMSOIL 100% Synthetic High-Mileage Motor Oil** is engineered specifically for the unique demands of high-mileage engines, helping extend the life of vehicles with over 75,000 miles (120,000 km) on the odometer.

## AMSOIL 100% Synthetic High-Mileage Motor Oil

- **Boosted** additive package fights oil breakdown and leaks
- **Enhanced** detergency removes deposits to help restore peak performance
- **Consistent** fluid film helps counteract compression loss by sealing combustion chambers
- **Formulated** to maintain viscosity, even in extreme temperatures
- **Extra** dose of seal conditioners helps restore aging seals and stop leaks
- **Protects** for up to 12,000 miles (19,000 km) or one year, whichever comes first
- **API** licensed



# LETTERS TO THE EDITOR

## 2-STROKE OILS

I recently read this in a book about 2-stroke engine repair. It says synthetic oil runs off of parts and exposes them to corrosion. Is this true of AMSOIL 2-Stroke Oils, or not?

Sincerely,

**Nathan Rice**

**AMSOIL:** Thank you for your question, Nathan. We suspect the book containing this information is a bit dated. This is not true for AMSOIL synthetic 2-stroke oils. We specifically engineer corrosion protection into AMSOIL 2-stroke oils, ensuring equipment is well-protected at all times.

## MARINE ENGINES

I am an AMSOIL user for my cars and marine. A problem has been happening to the marine groups that I belong to, and for this reason, I am writing to you.

People like me who have marine engines in pairs (in my case, I have two Suzuki\* DF250\* engines), we have to use a normal engine and another with a counter-rev to maintain stability. This counter-revolutionary motor's transmission rotates at a much higher speed, and for this reason, it produces much higher temperatures.

The oil used in this transmission burns, and when we make a change, we see that the AMSOIL Synthetic Marine Gear Lube (AGM) comes out black, while the opposite transmission's oil comes out normal color.

Would you have an oil that can withstand the temperature without burning? The people who comment in these forums say that the temperature of this transmission reaches 250 degrees (they don't say if it's centigrade or Fahrenheit).

Hoping you have any solution to this problem.

**Eduardo Felix**

**AMSOIL:** We understand your concern, Eduardo, but your Marine Gear Lube is not burning. We have seen this before in setups like yours, and testing proved that AMSOIL Marine Gear Lube still provides good protection in these conditions. It is simply working harder due to the higher temperatures. For

an extra level of protection, you could switch the counter-revolutionary motor's transmission to AMSOIL SEVERE GEAR® 75W-90 Synthetic Gear Lube (SVG). For convenience, you could also switch the other motor's transmission to SEVERE GEAR 75W-90.

## MONTHLY LEADERS

I've been a Dealer for many years and have used AMSOIL for mostly personal use. Every month, I (we) receive AMSOIL Magazine and see photos of the monthly leaders. It would be nice to know a little more about them. Over the years more people have been added and some have been dropped, I imagine due to them passing away. For example, Bill and Donna Durand have been monthly leaders since I became a Dealer. Shirley Green was another monthly leader, but has not been mentioned for quite some time now. It sure would be nice to read a little about each of these monthly leaders, both past and present. Maybe pick one a month to interview. I think these leaders have put in many years and have worked hard to build their Dealerships. They deserve some recognition and maybe their stories can help some of the new Dealers just starting out.

Thanks,

**Doug Pulver**

**AMSOIL:** Great suggestion, Doug, and thank you for your years of loyalty as an AMSOIL Dealer. We agree; these Dealers are special. We've spotlighted some of them in AMSOIL Magazine over the years, and you can read about our Hall of Fame members in the Dealer Zone. In fact, we've recently inducted two new Hall of Fame Dealerships. See pages 10-11 to read their stories.

## MOTOR-OIL COMPARISONS

I've heard a lot of hype about Royal Purple\* oil, and was wondering if a comparison between them and AMSOIL has ever been done? I would really like to see one.

**Paul "Jake" Jacobs**

**AMSOIL:** Yes, we've published a number of performance tests against Royal Purple over the years, Paul,

including the current cold-cranking viscosity claim on the AMSOIL Performance Test page ([AMSOIL.com/performance-tests/](http://AMSOIL.com/performance-tests/)).

Our Performance Test Archive at [AMSOIL.com](http://AMSOIL.com) (Performance Testing>View More in the Performance Test Archive), including the A Study of SAE 5W-30 Synthetic Motor Oils (G3115) document, includes further performance testing against Royal Purple from the past.

## SIGNATURE SERIES DIESEL OIL

I have had a need to sell quarts of Signature Series Max-Duty 10W-30 Synthetic Diesel Oil (DTT) to my customers. The newer Ford\* diesel trucks take 13 quarts now. They have to buy extra to get the 13 quarts. The closest amount to 13 quarts is a 2 1/2-gallon jug and a one-gallon jug, which is good for sales but gets a question asked of, "Why don't they have quarts?" Just wondering if there is any thought of making quarts, and why weren't quarts produced? It seems that Signature Series 10W-30 was geared for fleet vehicles.

Thanks,

**Charles T. Norton**

**AMSOIL:** We have good news for you, Charles. While we didn't initially introduce Signature Series 10W-30 in quarts because they aren't as popular as larger package sizes, we will soon introduce quarts to help accommodate the growing demand for 10W-30 in the diesel world. Stay tuned. Your letter and other suggestions submitted through the "Contact Us" link at [AMSOIL.com](http://AMSOIL.com)/[AMSOIL.ca](http://AMSOIL.ca) are great ways for Dealers to share the demand for new products and package sizes with us.

Email letters to:  
[letters@AMSOIL.com](mailto:letters@AMSOIL.com)

Or, mail them to:  
**AMSOIL INC.**  
**Communications Department**  
**Attn: Letters**  
**925 Tower Avenue**  
**Superior, WI 54880**

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



**Alex Thompson** | MARKET MANAGER – AUTOMOTIVE B2C

## Extra Protection for High-Mileage Engines

We engineered AMSOIL 100% Synthetic High-Mileage Motor Oil to deliver purpose-built protection and help extend the life of aging engines.

Most vehicles on the road today have more than 75,000 miles (120,000 km), which is often when they begin to develop symptoms like increased oil consumption or leaks, loss of performance and reliability, and unexpected maintenance and repair costs. High-quality lubricants help maintain the dependability of high-mileage vehicles.

AMSOIL 100% Synthetic High-Mileage Motor Oil features boosted detergency and an additive package that cleans and protects engines and fights oil breakdown and oil leaks, providing the protection and confidence needed to keep high-mileage vehicles on the road.

### Exceeding standards

While oil standards and specifications are important for setting a minimum level of quality, they can also limit efforts to create a higher level of protection. Our philosophy has always been to set a target for quality and formulate products to meet that target. AMSOIL uses industry standards as a baseline, then moves beyond them to provide motor oil with superior performance and protection.

Sometimes we choose to opt out of certain licensing programs because we're more interested in maximizing protection than meeting minimum standards. Certain certifications limit our flexibility to quickly adopt innovative technologies that improve protection. Rest assured that AMSOIL High-Mileage Motor Oil exceeds API standards and is API licensed, which is what most owner's manuals recommend.

You may have heard about low-speed pre-ignition (LSPI), which is a combustion problem that occurs in low-

speed, high-torque conditions in newer turbocharged gasoline direct-injection (TGDI) engines that are heavily focused on fuel economy. We formulated AMSOIL High-Mileage Motor Oil to exceed the latest industry specifications to protect even the newest, most-advanced engine technologies from combustion challenges, including LSPI.

AMSOIL synthetic motor oils far surpass the leading industry standards in protection against horsepower loss, engine wear and sludge. We support any claims we make with test data and back our products with a warranty.

### AMSOIL High-Mileage Motor Oil

For engines exceeding 75,000 miles (120,000 km) with unknown maintenance history, AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean up sludge and deposits that may have been left behind. It also features a robust viscosity that provides additional wear protection, even in engines that have already experienced some wear. We top that off with added seal conditioners to extend the life of seals and help prevent drying, cracking and oil leaks, with a service interval of 12,000 miles (19,000 km) or one year between oil changes (normal service).

Horsepower loss can occur as engines lose compression from cylinder and piston-ring wear. Maintaining a consistent fluid film helps counteract compression loss by sealing combustion chambers. AMSOIL High-Mileage Motor Oil is formulated to maintain viscosity, even in extreme temperatures. Its exceptionally durable viscosity provides proper film thickness, even in extreme operation.

AMSOIL High-Mileage Motor Oil focuses on the key challenges that

high-mileage vehicles face at a lower price point, making it the best choice for budget-conscious customers with high-mileage applications. For those seeking the ultimate performance and protection regardless of mileage, AMSOIL Signature Series Synthetic Motor Oil is still our premium product, as it does everything AMSOIL High-Mileage Motor Oil does and more.

### Who is it for?

It is important to start a robust preventive maintenance program early in a vehicle's life cycle and use high-quality products like AMSOIL synthetic motor oil for the life of your vehicles. The good news is you don't have to switch to AMSOIL High-Mileage Motor Oil if you have already been using AMSOIL motor oil, because your engine is already achieving peak performance and is protected against wear. All AMSOIL motor oils perform and protect well, regardless of the mileage on the vehicle.

People who put excessive mileage on their vehicles will invest in enhanced protection that increases reliability and extends vehicle life. Additionally, our research shows that 87% of automotive enthusiasts value the premium protection of synthetic motor oil and are more likely to regularly perform their own oil changes.

Independent auto parts retailers and repair shops seek products that differentiate them from their competition and help increase their profitability. Offering purpose-built products can help them boost their reputation, average sale receipts and bottom line.

AMSOIL 100% Synthetic High-Mileage Motor Oil is an ideal product for anyone with a high-mileage vehicle.

# SNOWMOBILE MARKET ANALYSIS

Snowmobile market growth is currently being driven by increasing consumer desire for ancillary winter sports such as skiing, snowboarding, ice fishing and backcountry exploration. Additionally, increased government and original-equipment-manufacturer (OEM) funding for trail improvements and maintenance is opening more opportunities in areas closer to consumers.

The North American market accounted for more than 35% of an estimated \$1.7 billion in global snowmobile sales in 2022. The global projected annual growth rate is 4.3% between 2023 and 2030, led by a handful of manufacturers, including Arctic Cat,\* BRP,\* Polaris\* and Yamaha.\*

The snowmobile market is affected by several factors, including:

- Popularity of recreational and utility use
- Development of innovative technologies
- Growth in tourism destinations
- Access to trails and open space

## Some additional insights about the North American snowmobile market:

- The United States is the largest global market, followed by Canada.
- The average snowmobiler in North America is 45 years old.
- Trail snowmobiles are the most popular type in North America.
- Snowmobiles are used for recreation, transportation and utility purposes.
- AMSOIL is the title sponsor of Championship Snocross

We tested AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil in a Polaris Pro RMK\* 850 ridden all winter in the mountains of British Columbia. An engine teardown afterward showed INTERCEPTOR prevented piston-ring sticking, piston scuffing and exhaust-power-valve sticking. We're so confident in AMSOIL INTERCEPTOR that we back it with our Runs on Freedom Limited Snowmobile Warranty.

For four-stroke sleds we recommend AMSOIL Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil or AMSOIL 0W-50

Synthetic ATV/UTV Motor Oil, covering a wide range of models.

## DEALER OPPORTUNITIES

The snowmobile market is seasonal and focused on the most northern and mountainous regions of North America. Like other powersports, consumers demand technology updates that enhance performance, efficiency, comfort and safety. Additionally, the cold winter temperatures and damp environments put additional pressure on both the engine and the oil.

AMSOIL synthetic snowmobile oil is engineered to provide the superior performance, protection and peace of mind required for long days in cold, wet snow. In fact, even after 12 hours at -40°F (-40°C), AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil remained fluid and provided exceptional cold flow and easy starts.

AMSOIL also offers a full line of antifreeze/coolant, grease, chaincase and suspension fluids for snowmobiles. Offering AMSOIL snowmobile products provides many unique sales opportunities to powersports dealers, repair shops, performance shops, retail stores and snowmobile enthusiasts.

This growing market presents an excellent opportunity to increase sales, and AMSOIL provides catalogs, flyers and other tools to help, plus we enjoy extremely strong brand recognition in the snowmobile market. Keep your eye on the Dealer Zone for promotions designed to help you increase sales of AMSOIL snowmobile products this month.

See all AMSOIL products for snowmobiles at [AMSOIL.com/snowmobile](https://www.amsoil.com/snowmobile).







# AMSOIL Dealerships Inducted into the AMSOIL Hall of Fame

The AMSOIL Hall of Fame honors Dealers who have consistently attained the highest levels of achievement and success. Hall-of-Fame Dealers represent longstanding service and commitment to excellence. Many Hall of Fame Dealerships have been around since the inception of the AMSOIL Dealer network and have individually helped hundreds or even thousands of other Dealers build successful Dealerships through the years. At this year's 50th Anniversary Convention, two new Dealerships were inducted into the AMSOIL Hall of Fame.

David and Carol Bell started their AMSOIL Dealership in 1988. Carol was introduced to AMSOIL by a family friend and became a user of AMSOIL products. She then introduced David to AMSOIL products when they married. Both were intrigued by the idea of becoming AMSOIL Dealers, but they did their homework before making a decision. They asked a trusted automotive mechanic, who told them AMSOIL is the best synthetic oil. They bought and studied years' worth of *AMSOIL Action News* magazines and interviewed numerous Dealers. Finally, after months of research, David flew from Austin, Texas to visit AMSOIL headquarters in Superior, Wis. to confirm AMSOIL was a business with which he and Carol wanted to be involved. From that point on, they never looked back. David worked almost full-time as an AMSOIL Dealer from day one. Within a few years, Carol took an early retirement from her teaching career in order to travel and focus on their AMSOIL Dealership full-time.

## Developing Their Dealership

Like many successful Dealers, the Bells' Dealership evolved over time. At first, David applied his professional sales background toward selling AMSOIL products to local businesses and sponsoring Dealers. The Bells were successful with this approach. However, they wanted a larger audience and a larger customer base,

so they began traveling and selling AMSOIL products at regional and national tradeshows. This accelerated their business growth, and soon they were being consistently recognized as the top Dealers in retail, commercial and personal-group sales.

Working trade shows allowed David and Carol to recruit other new Dealers, to whom they offered sophisticated product and sales training. They invited Dealers to work tradeshows with them, and they held regular meetings to communicate, encourage and train all the Dealers in their organization. This resulted in many successful Dealers, including dozens of first-level Direct Jobbers and an even larger number of second-level Direct Jobbers, helping the Bells become consistently recognized as one of the biggest Dealer organizations for the past 30 years.

## Building Upon Strengths

David and Carol both brought their own strengths to the business. David brought technical expertise and sales experience, while Carol oversaw customer service and managing the administrative aspects. By working together and honing in on their strengths, they were able to find success and make their AMSOIL Dealership what it is today.

The Bells accomplished a lot and have loved being independent AMSOIL Dealers. Some of their fondest memories involved coming to Superior, Wis. and



**DAVID & CAROL BELL**

hanging out with AMSOIL founder Al Amatuzio, other Dealers and the Dealers on their team.

Carol has continued to manage and grow the Dealership since David's passing in 2013.

*“It takes hours, days, months and years to build, but once you have everything in place, you will have a successful business.”*

**Tom Shalin**

Tom and Sheila Shalin became Dealers in 1979. Tom thought of AMSOIL motor oil like a quart of milk or a telephone: “Everybody already has one, but we’ve got a better one.” He also saw the mass-market opportunity for AMSOIL, but knew it would take time and education to share the benefits with everyone. It was a slow start, but he knew the business would come in handy down the road and decided to take the leap. Over the next 18 years, Tom and Sheila worked their Dealership consistently on a part-time basis while they raised their family and Tom worked as an executive for the railroad. That hard and consistent work paid off, as the stability of their AMSOIL Dealership allowed Tom to take an early retirement.

#### **Embracing Change**

Retirement meant Tom and Sheila were able to work together full-time on their AMSOIL Dealership. Over the past 25 years, their Dealership has grown tremendously. That growth is partly due to consistent focus on the basics, such as recruiting and supporting downline Dealers and offering great, personalized service to all their customers. Their growth is also due to embracing change and continuously evolving along with market trends, customer preferences and technology.

Tom and Sheila recognized the trend toward do-it-for-me oil changes and focused on installers when the first

AMSOIL XL Synthetic Motor Oil was introduced. Those efforts helped them become consistently recognized as leaders in retail-account sales for many years. They also generated some downline Direct Jobbers and other Dealers who were also focused on sales to installers. Tom and Sheila were early adopters in online sales, and they have consistently been leaders in new qualified customers, personal-group sales and total organization over the past 15 to 20 years.

#### **Sharing Their Wisdom**

In addition to all their personal successes with their Dealership, Tom and Sheila have been great leaders. They have a solid base of customers, Dealers and first- and second-level Direct Jobbers with some of the highest retention rates in the entire Dealer network. They have willingly shared advice and wisdom with all Dealers inside and outside of their organization and have helped serve AMSOIL in formal and informal capacities to guide the development of policies, programs and other positive changes to benefit all AMSOIL Dealers.

In Tom’s own words, “It takes hours, days, months and years to build, but once you have everything in place, you will have a successful business.”



**TOM & SHEILA SHALIN**

# Help Customers Store Equipment With Confidence

AMSOIL products provide outstanding protection through the offseason.

Fall is here, and your customers are thinking about getting summer equipment put away before winter hits, but many may be unaware of the problems that can occur during extended storage periods. Preventive maintenance is critical before storing equipment for any extended period. Properly storing equipment through the cold winter months protects the engine, prevents rust and prepares it for action when spring rolls back around. With the right lubrication and fuel additives, you're on the right track to helping your customers protect their equipment, while presenting great door-openers for gaining new customers.

## Fight Corrosion and Dry Starts

During long periods of storage, inconsistent ambient temperatures can cause condensation to form within the engines of two- and four-stroke recreational vehicles, handheld power equipment, construction and farm equipment and other equipment used seasonally or infrequently. When the condensate comes in contact with steel and iron components, surface corrosion can form, leaving cylinder liners, piston rings, anti-friction bearings and other contact surfaces laden with

rust. Internal corrosion and rust can flake, leading to increased engine deposits, wear and friction, and cause the engine to run hotter and less efficiently, effectively reducing equipment life and increasing maintenance time and costs. Long periods of storage can also dry out cylinders. Dry-starting an engine often results in permanent damage and can dramatically shorten the life of the equipment.

While most two- and four-stroke motor oils are formulated to protect against internal corrosion and dry starts, their effectiveness fades over time. AMSOIL Engine Fogging Oil (FOG) is an excellent solution for long-term protection against corrosion and damage from dry starts. Engine Fogging Oil's aerosol spray formulation thoroughly and evenly coats internal components to protect against corrosion and help prolong engine life.

## Fight Deposits, Gum and Varnish

Ethanol and other harmful contaminants commonly found in fuel can wreak havoc on a stored engine. Most fuels are pre-treated with the lowest additive concentration (LAC) level of additives, which allows them to be stored for a



short period of time before degrading. During storage, however, degraded fuel can interact with air and moisture to form gums, varnish and deposits throughout the fuel system. These impurities can gum floats; clog injectors, fuel lines and carburetors; and cause poor engine performance and starting problems. Adding AMSOIL Gasoline Stabilizer (AST) to fuel before long-term storage can help prevent harmful deposits from forming in the tank and fuel system, eliminating the need to clean or replace carburetors after long-term storage. For short-term storage, AMSOIL Quickshot® (AQS) should be used.

## Applications

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

## PRODUCT SPOTLIGHT:

# AMSOIL ENGINE AND TRANSMISSION FLUSH

### WHAT IS IT?

AMSOIL Engine and Transmission Flush (FLSH) is an aerosol product formulated to clean sludge and deposit build-up from engines and automatic transmissions.

### WHAT DOES IT DO?

- **Removes** deposits and sludge for improved performance, efficiency and fuel economy
- **Prolongs** equipment life
- **Compatible** with seals and gaskets
- **Provides** results in one treatment
- **Easily** disposed of with waste oil
- **Detergent-based** formula is environmentally friendly

### GASOLINE AND DIESEL ENGINES

- **Helps** loosen sticky valves and rings, minimizing blow-by and reducing emissions
- **Reduces** lifter noise
- **Promotes** lower operating temperatures through sludge removal
- **Easy** disposal

### AUTOMATIC TRANSMISSIONS

- **Cleans** deposits in oil cooler and ports
- **Helps** unclog fluid passages
- **Cleans** deposits and varnish from clutch plates, helping improve efficiency
- **Promotes** smoother operation and transmission life through reduced shift delay

### WHAT ARE ENGINE DEPOSITS AND WHY DOES IT MATTER?

New engines and transmissions provide outstanding performance and drivability you can feel behind the wheel. However, over time carbon deposits and sludge can build up and cause power and performance loss. Stop-and-go driving, prolonged idling, short trips, towing, airborne dirt, fuel dilution, water condensation and oxidized oil all promote sludge build-up in motor oil. As it settles, sludge clogs narrow oil passages, restricting oil flow to vital parts, especially the upper valvetrain. In transmissions, deposits can form on clutch plates, causing hesitation and erratic shifting. Ultimately, clutch glazing can set in, reducing the life of the transmission.

Deposits in engines and transmissions can accelerate wear, causing power loss and increased fuel consumption.

### HOW EASY IS THE PROCESS?

AMSOIL Engine and Transmission Flush is easy and convenient to use. It delivers results after just one application and only takes 10-15 minutes to do its work. Search "How to Perform an Engine Flush" on the AMSOIL YouTube channel for simple step-by-step instructions.

### IN WHAT APPLICATIONS CAN I USE IT?

AMSOIL Engine and Transmission Flush can safely be used in diesel and gasoline engines, and automatic transmissions. Do not use it in differentials.



"Absolutely works and does an incredible job removing all the gunk on the inside of your motor. If you buy a used car this is absolutely a must-have and is to be used right away. Since the previous owner probably used junk oil, you'll need this to remove it and give you a clean fresh start for the new amazing AMSOIL oils."

**-Austin, Verified Buyer**

"Used on my car and it gets better mileage."

**-Jason, Verified Buyer**





# Catching Up with Off-Road Superstar Kyle Chaney

Off-road superstar Kyle Chaney is focused and driven — a force to be reckoned with in any racing environment. “I just like to race,” he says. And it shows. A beast in the rocks, Chaney crushed the UTV competition at this year’s King of the Hammers and took the crown for the third year in a row. He also won the Pro Turbo UTV World Championship last year. Chaney shows no signs of slowing down, easily transitioning his championship-winning mentality to short-course Pro 4x4, proving he has the talent to challenge any competition.



We had an opportunity to catch up with Kyle Chaney and talk about what drives his success, how his season is going and what he does when he's not racing.

## PERSONAL

### What inspired you to pursue racing?

**Chaney:** My dad raced dirt bikes, so when I was old enough to race, I started racing dirt bikes too. I eventually transferred from two wheels to four and 25 years later here we are.

### What was your most emotional racing experience?

**Kyle:** I'm not a very emotional person. I don't get overly excited when I win; I just really dislike losing. But if I had to pick one, it would be when I rolled the car at King of the Hammers 2020, and it ran over me during recovery. We worked our way back to second. To be so close to winning and just getting edged out was a humbling experience.

### What are you doing when you're not racing UTVs or Pro 4X4?

**Kyle:** When I'm not racing, I'm either working on getting my cattle farm going or chasing whitetail deer.

## RACING

### What was it like winning UTV King of the Hammers for a third time in a row?

**Kyle:** I don't think about wins much at all after they happen. I mainly focus on what we need to improve on for the following year so we can stay on top. It's not an easy road becoming the king, but it's even harder to sustain the crown. We do a lot of prep and training for that one event. I definitely have had some luck on my side, but we put a lot of work into King of the Hammers every year.

### You are in the middle of several racing series. How are things going?

**Kyle:** We are having a great season. We are leading Ultra 4 East and West, leading MAO Pro Turbo and currently the runner-up in the Champ Off-Road Pro Turbo class.

### Congrats on all the podiums this year, including some good finishes at Visions.

**Kyle:** Thank you! We had a good Visions week, and Crandon wasn't bad either.

## TEAM AMSOIL

### How do AMSOIL products help you perform in the extreme heat and rough terrain of events like King of the Hammers?

**Kyle:** For me to perform, my equipment has to perform. For my equipment to perform at 100% in the harshest off-road racing environments, it needs the best lubrication possible, which is why I choose AMSOIL products.

### What is your favorite AMSOIL product?

**Kyle:** My favorite is DOMINATOR® Racing Oil. Pretty much anybody in Pro 4 has to run it, even if they're not sponsored by AMSOIL, because it is the only oil that will make the engines last.

### What is your favorite thing about working with AMSOIL?

**Kyle:** I enjoy working directly with all my partners and creating relationships, not just adding another logo to my race vehicles for random products. That's one thing I like about my partnership with AMSOIL – it goes beyond the products and is a family brand.

You can watch Kyle Chaney race in the AMSOIL Championship Off-Road World Championship in Crandon, Wis. live on Flo Racing Sept. 1-2, 2023.

[CHAMPROFFROAD.COM/WORLDCHAMPIONSHIP/](https://champroffroad.com/worldchampionship/)





# Go Long

## XL Protection XL Drain Interval

**AMSOIL Extended-Life 100% Synthetic Motor Oil** is overbuilt for road warriors so they can confidently drive up to 20,000 miles (32,000 km) or one year, whichever comes first, between oil changes.

### AMSOIL Extended-Life 100% Synthetic Motor Oil

- **Provides** extended drains up to 20,000 miles (32,000 km) or one year, whichever comes first
- **Advanced** synthetic base oils and additive package promote prolonged engine life
- **Boosted** additive package neutralizes acids and resists sludge, corrosion and carbon deposits
- **Maintains** viscosity under the most extreme conditions
- **Unique** chemistry protects against low-speed pre-ignition (LSPI)





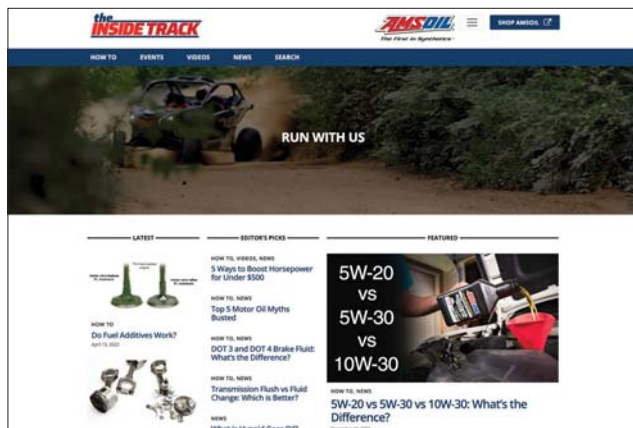
## September Closeout

The last day to process September orders is Friday, Sept. 29. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for September business must be submitted by 11:59 p.m. Central on Friday, Oct. 6.

Volume transfers must now be submitted in the Dealer Zone (Business Tools>General Business Tools>Volume Transfer) or DBS. Transfers can no longer be submitted on the Dealer-to-Dealer Order Form (G01) or other forms through email or fax.

## Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Oct. 9 for Thanksgiving Day.



## Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.

## AMSOIL Commercial-Grade Line Expanding

The AMSOIL Commercial-Grade line is expanding to include two new products. New AMSOIL 10W-30 Commercial-Grade Diesel Oil (SBDT) launches Sept. 1, while AMSOIL Commercial-Grade Tractor Hydraulic/Transmission Oil (TCGSB) launches Oct. 4. Like AMSOIL 15W-40 Commercial-Grade Diesel Oil and AMSOIL Commercial-Grade Hydraulic Oil, the new Commercial-Grade products are formulated specifically to provide protection and value for commercial customers, while helping Dealers compete against lower-priced conventional products in the commercial market, win new commercial accounts and increase sales to existing commercial accounts. See the October *AMSOIL Magazine* for more information.

## Price Adjustment Effective Oct. 1

We are implementing a minimal price adjustment on select products and package sizes in the U.S. and Canada effective Oct. 1, 2023. Most products are unaffected. Some products will increase slightly, while others will decrease slightly.

### Why Are We Adjusting Prices?

We adjust prices based on costs and market influences. Remaining healthy and profitable requires adjusting prices according to fluctuating raw-materials, freight and labor costs, and remaining competitive and maximizing your sales opportunities requires adjusting prices to ensure we are priced appropriately compared to the competition.

Lubricants increasing in price will do so by an average of 5%, while lubricants decreasing in price will do so by an average of 7%. Dealer commissions will be adjusted accordingly.

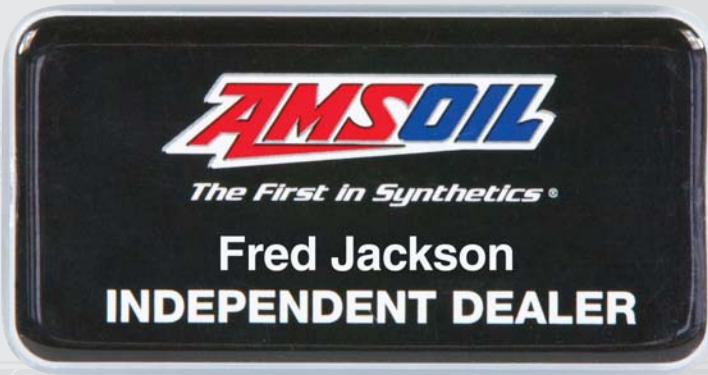
AMSOIL Oil Filters increasing in price will do so by an average of 15%, while AMSOIL Oil Filters decreasing in price will do so by an average of 26%. In order to remain competitive, WIX filters will decrease by an average of 19%, MANN filters will decrease by an average of 24% and Donaldson filters will decrease by an average of 27%. Filter commissions will be adjusted accordingly.

### Why are Filter Prices Changing so Drastically?

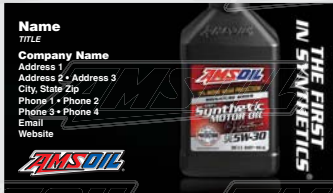
We are working on reducing overall filter costs, but some filters must increase in price. With these new prices, we are taking historically low margins and providing lower commissions to bring filter prices down for consumers. We are focused on selling more complete oil changes. We will continue to fight for lower filter prices, helping Dealers increase sales overall by providing more convenient and attractive options for customers.

### Accessing Updated Pricing

Updated pricing information is available in the Pricing Lookup in the Dealer and Account Zones. To access pricing effective Oct. 1, select a product type in the menu, then select "Future Pricing." The AMSOIL Wholesale Price List (G3500, G8500) and catalogs (Factory-Direct [G100, G300], Automotive [G3549, G3550], Powersports & Racing [G3511, G3512], Retail Program [G3520, G3521]) are available with updated pricing in the Dealer Zone. Printed versions will be available as soon as possible. A printed Wholesale Price List is included with this issue of *AMSOIL Magazine*. We will notify your retail and commercial accounts of the price adjustment and include a Wholesale Price List in the September *Service Line*. We encourage you to follow up with them in person as well.



Magnets



Business Cards



Data Sheets



Flyers

# Let Them Know You Mean Business

You represent a premium product. Make sure your sales materials are premium too.

The AMSOIL Print Center is your one-stop shop for business cards, signage, data sheets and much more. It provides professionally printed materials that place AMSOIL as a premium brand and you as a trusted professional.

Access the Print Center through the Dealer Zone (Business Tools>Marketing Your Dealership>AMSOIL Print Center).

Flyers and data sheets in the Print Center are available for trade-show co-op. Eligible participants are issued promo codes that can be used for reduced pricing on their orders. Print Center prices include

shipping and customization of each item to include your Dealer information.

Just need a digital copy? The Digital Library in the Dealer Zone holds data sheets, brochures and other marketing collateral that can be shared digitally. If you're messaging, emailing or texting a document, this is your best source. It's quick, easy and free.

To order printed catalogs, visit [AMSOIL.com](http://AMSOIL.com) (U.S.)/[AMSOIL.ca](http://AMSOIL.ca) (Canada).

**On-Brand & Competitively Priced**



Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

## Understand the target market

Excavators and off-road contractors are a key area of opportunity for commercial business.

When you think about all the commercial business opportunities out there, the list is almost endless. We are never going to turn down business, but when we are not focused, we aren't very effective. One of the key points of a value proposition is determining which customers you are going to serve. We can't be everything to everyone. It's hard to build effective resources to sell your products if you don't have a target market that you are pursuing. Your sales resources are then only somewhat effective and don't necessarily speak the customer's language. It's important to determine which customers you match up well with and have the best chance to help improve their profits and achieve their goals. We need to be strategic in our thinking and answer these questions: Where have we had success in the past? Which industries do we match up well with in terms of how we supply and deliver our products? In which markets will we be successful moving forward as an independent Dealer network?

In this column, we're going to concentrate on the excavator/off-road contractor market. This includes excavation, grading, land clearing, site preparation and foundation digging. There are 47,000 excavation contractors across the U.S. Businesses in this market typically employ approximately seven people during peak season. The decision makers are often busy working in the field or exploring business opportunities, so their time may be limited. These businesses typically experience high operating costs due to the large equipment they operate and the maintenance that equipment

requires. That sounds like something AMSOIL can help with. There is a huge opportunity with these customers as their annual average lubricant usage is around 2,170 gallons (8,214 liters). Excavators/off-road contractors typically perform their own maintenance and employ their own mechanics. They also typically prefer to buy in package sizes that range from gallons to 275-gallon totes, which is what we offer. Like all the markets we serve, the excavator/off-road contractor market faces a unique set of challenges:

- Extreme operating conditions
- Excessive wear and tear on the equipment caused by operator neglect and inadequate maintenance
- All-day, every-day use
- Lost revenue due to expensive repairs and downtime
- Quality labor shortage
- Rising operation costs
- Rising cost of equipment
- Pricing pressure from low-cost competitors

What matters most to excavators/off-road contractors is their company reputation, staying on budget and schedule and costs/profits. All these factors can be negatively affected by the challenges they face. The AMSOIL value proposition addresses these challenges and much of what matters most to these customers.

Typical equipment that excavators/off-road contractors operate include excavators, loaders, skid steers, compact track loaders, dump trucks, graders, dozers and backhoes. All of these would be good candidates to use

larger volumes of AMSOIL products, such as diesel and hydraulic oil, transmission fluid and grease.

That's a lot of information to remember, but we have a few resources that can help. The first is the Excavators/Off-Road Contractors Market Brief, which provides more details about the market we're covering in this column. We also have market briefs available for trade/construction contractors and lawn and landscape contractors. These are great pieces to help a new Dealer get more familiar with a market or a more seasoned Dealer to review a market. The second resource is the Commercial Line Card/Cross-Reference Guide. It's a great piece to use in the field as it references common AMSOIL commercial products used in these markets, as well as cross references to the competition. It's designed to help you react quickly, be more on your toes and make a professional impression in front of a prospect.

Being knowledgeable about the target commercial markets is the first step to having success in them. The next step is researching and gaining an understanding of the businesses you are pursuing. Combining both these steps will help you convey confidence and professionalism to your prospects, giving you a better chance to earn their business.

# What's the Right Motor Oil for You?

No matter what you drive or how you drive it, we formulate industry-leading motor oil to protect your vehicle. Use the chart below to choose the right motor oil for your ride.

## Frequently Asked Questions

**Why do I need AMSOIL High-Mileage Motor Oil?** For engines exceeding 75,000 miles (120,000 km) with unknown maintenance history or known usage of lower-quality oil, AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean sludge and deposits. It also features a robust viscosity that provides additional wear protection, even after some wear has already occurred. Added seal conditioners extend the life of seals and help protect against drying, cracking and leaking.

**When should I use AMSOIL High-Mileage Motor Oil?** A good rule of thumb is to use AMSOIL High-Mileage Motor Oil at or around the time your vehicle has accumulated 75,000 miles (120,000 km). While 75,000 is not an extreme number of miles today, it is an ideal time to prepare your engine for the road ahead with an added boost of protection.

**Do I need to use AMSOIL High-Mileage Motor Oil if I've already been using AMSOIL motor oil?** No. If you've been consistently using AMSOIL motor oil, your engine is already operating at peak performance and has been protected against wear. However, if you've been

using AMSOIL OE and are looking for an upgrade in overall engine protection as it ages, AMSOIL High-Mileage Motor Oil is an excellent choice.

**Aren't AMSOIL motor oils recommended for vehicles regardless of mileage?** Correct, all AMSOIL motor oils offer outstanding performance and protection regardless of vehicle mileage. However, for those seeking targeted benefits at an affordable price, AMSOIL High-Mileage Motor Oil is the best choice for high-mileage applications. For those seeking the ultimate performance and protection regardless of miles, we still recommend Signature Series Motor Oil.

**Is AMSOIL High-Mileage Motor Oil the best AMSOIL product to use in high-mileage vehicles?** AMSOIL offers two excellent products that provide boosted benefits for high-mileage applications. AMSOIL High-Mileage Motor Oil focuses on the key challenges that high-mileage vehicles face at a lower price point. AMSOIL Signature Series Motor Oil does everything High-Mileage Motor Oil does, while providing industry-leading performance and protection across the board. Signature Series is the best choice regardless of vehicle mileage.

## Why do I need Hybrid Motor Oil?

Hybrid engines operate under a different set of parameters and conditions that typically result in additional fuel and water contamination, leading to corrosion. AMSOIL Hybrid Motor Oil is uniquely formulated to address these specific challenges.

## When should I use Hybrid Motor Oil?

AMSOIL Hybrid Motor Oil is an excellent choice for any hybrid electric (HEV) or plug-in hybrid electric vehicle (PHEV), regardless of miles or age of the vehicle.

## What if I've been using another AMSOIL motor oil in my hybrid vehicle?

If you've already been using AMSOIL motor oil, your engine has received excellent protection. All AMSOIL motor oils of the appropriate viscosity are compatible with hybrid technologies, but AMSOIL Hybrid Motor Oil is specially tailored to focus on the unique challenges presented by hybrid vehicles at an affordable price. If you've been using AMSOIL OE and are looking for an upgrade in hybrid-engine protection, AMSOIL Hybrid Motor Oil is an excellent choice.



	SIGNATURE SERIES	EXTENDED-LIFE (XL)	HIGH-MILEAGE	HYBRID	OE
WEAR PROTECTION	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓
ENGINE CLEANLINESS	✓✓✓✓✓	✓✓✓	✓✓✓✓	✓✓	✓✓
SERVICE INTERVAL	✓✓✓✓✓	✓✓✓✓	✓✓✓	✓✓✓	✓✓
EXTREME TEMP PERFORMANCE	✓✓✓✓✓	✓✓	✓✓	✓✓✓✓	✓✓
CORROSION PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
OIL-CONSUMPTION CONTROL	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓
VISCOSITY CONTROL	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
LEAK PROTECTION	✓✓✓✓✓	✓✓	✓✓✓✓	✓✓	✓✓
SEVERE-SERVICE PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓



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WE HONOR



(Discover in U.S. only)

Fall is in the air, and that means customers will soon put their summer equipment into storage. Remind them to protect their equipment during winter storage with AMSOIL Engine Fogging Oil and Gasoline Stabilizer. [my.AMSOIL.com](http://my.AMSOIL.com)



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September 2023

# High Performance, Meet High Performance

The AMSOIL 100% Synthetic European Motor Oil line has expanded to include 0W-30 and 10W-60 viscosities.

## AMSOIL 0W-30 MS Synthetic European Motor Oil (EOT)

Proprietary formula designed for the unique demands of gasoline, diesel and hybrid European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional engine protection without harming emissions systems.

## AMSOIL 10W-60 FS Synthetic European Motor Oil (ETS)

Engineered for high-performance European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional protection in extreme conditions. Provides excellent shear resistance, reduced oil consumption and reliable performance to confidently push engines to the limit.

