



► DEALER EDITION

**MAGAZINE**

APRIL 2024



**BOUND BY PERFORMANCE:  
NEW LINGENFELTER & AMSOIL  
STRATEGIC PARTNERSHIP** | PAGE 8

**Top 5 Things Affecting Outboard Performance** | PAGE 14



# The Best Motor Oil Line is Getting Bigger

## AMSOIL SIGNATURE SERIES 0W-16 100% SYNTHETIC MOTOR OIL

**Primary applications:** Toyota\* and Honda\* vehicles that require 0W-16 viscosity and the API SP specification.

**Product code:** AZSQT/AZSQTC

**Package size:** 1-quart (946-ml) bottles

## AMSOIL Signature Series 100% Synthetic Motor Oil

- **75% more** engine protection against horsepower loss and wear<sup>1</sup>
- **50% more** cleaning power vs. AMSOIL OE Motor Oil
- **Protects** turbochargers 72% better than required<sup>2</sup> by the GM dexos1<sup>®</sup> Gen 2 specification
- **28% more** acid-neutralizing power than Mobil 1<sup>3</sup>
- **Trusted** by professional engine builders
- **Guaranteed** protection for up to 25,000 miles (40,200 km) or 1 year



<sup>1</sup>Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. <sup>2</sup>Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. <sup>3</sup>Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased in July 2020.



**STAFF**

**Editor**

Terry Johnsen

**Associate Editor**

Joel Youngman

**Staff Writers**

David Hilgendorf

Brad Nelson

Jamie Trembath

Joel Youngman

**Graphic Design Manager**

Jeff Spry

**Senior Graphic Designer**

Luke Boynton

**Content Contribution**

Pam Brantley

Holly Dill

Jamie Gibson

Len Groom

Alex Thompson

**Editorial Contribution**

Jamie Prochnow

Alex Thompson

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**Chairman & CEO**

Alan Amatuzio

**President**

Bhadresh Sutaria

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Printed by Arrowhead Printing

Duluth, MN USA.

**Letters to the Editor**

AMSOIL INC.

Communications Department

The AMSOIL Building

925 Tower Ave.

Superior, WI 54880

letters@AMSOIL.com

**THE COVER**

Our new partnership with Lingenfelter Performance Engineering will provide valuable exposure in the street-performance and racing markets and unique opportunities to push performance limits further through joint product-development efforts.



**Bound by Performance: New Lingenfelter & AMSOIL Strategic Partnership** | PAGE 8



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# From the Chairman

We are entering the final quarter of our fiscal year and things are moving in a positive direction. Frankly, we are not likely to reach our goal of 8% year-over-year growth for Dealer business. We are growing, however, which is an outstanding achievement in the current environment. According to *Jobber's World*, volume sales of finished lubricants are down 17.6% industrywide. Volume sales of AMSOIL consumer products, meanwhile, are up 2.9%. We might not be up 8%, but we are up 20.5% compared to the rest of the industry, which is fantastic. Plus, we still have one quarter remaining to push for our goal, and that's exactly what we intend to do.

One way we help you boost sales is through the introduction of new products designed to attract new customers, like the new Signature Series and OE products highlighted in this edition of *AMSOIL Magazine*. These products provide new AMSOIL options for specific customers, much like AMSOIL Synthetic High-Mileage Motor Oil and AMSOIL Synthetic Hybrid Motor Oil, which we launched last July. Sales of AMSOIL Synthetic Hybrid Motor Oil exceeded our predictions, but AMSOIL Synthetic High-Mileage Motor Oil blew away our

expectations. It is on track to be our best-selling new-product launch ever. That is extra satisfying because of how AMSOIL High-Mileage compares to competing high-mileage motor oils. Through our research and development process, we tested many other high-mileage oils. In some cases, we were unable to detect any difference between their high-mileage product and their regular motor oil. Shameful. I consider that to be deceptive. One of our core values reads, "Performance that Lives up to its Promise." Our products do what we say they do. We deliver what is promised because we have integrity, and that builds trust.

You don't have to take my word for it; you already know or you wouldn't be selling AMSOIL products. Some prospective customers may need convincing, however, and that's when third-party validation is helpful. For example, when a highly respected performance- and technology-focused company like Banks Engineering chooses to partner with AMSOIL, it affirms our products' superiority in the minds of consumers who are familiar with Banks. You can now add another highly respected partner to the list: Lingenfelter Performance Engineering (LPE). AMSOIL products are now the

official lubricants of LPE performance-engineered products. LPE is a globally recognized brand in the performance-engineering industry, known for cutting-edge engine builds and engine and chassis tuning components. How was this partnership formed? Their standard oil choice could not withstand the punishment their engines doled out. They researched multiple other brands in search of a suitable solution. None of them held up. AMSOIL products did. Our Signature Series 0W-40 Synthetic Motor Oil delivered excellent protection for their extreme engine builds. Our new strategic partnership will allow AMSOIL and LPE to work together to further push automotive performance. We will partner with the LPE team to formulate products specially engineered for the demands of Lingenfelter's radical builds, and we will also support their racing team. I can't wait to see what barriers we can break with this new partnership.

**Alan Amatzio**  
Chairman & CEO



# Tough Enough to Protect Your Truck

## Introducing AMSOIL OE 0W-40 100% Synthetic Motor Oil

New AMSOIL OE 0W-40 100% Synthetic Motor Oil (OEG) is primarily recommended for newer RAM\* HD\* trucks equipped with the 6.4L Hemi\* engine.

- **Designed** to deliver maximum wear protection, fuel economy and emissions control for the longer drain intervals recommended by original equipment manufacturers (OEMs)
- **Provides** 47% more wear protection than required by the GM dexos 1<sup>®</sup> Gen 2 specification<sup>1</sup>
- **100% protection** against low-speed pre-ignition (LSPI)<sup>2</sup>
- **Licensed** by the American Petroleum Institute (API) to meet and exceed the requirements commonly found in owner's manuals.

<sup>1</sup>Based on independent testing of OE 100% Synthetic 0W-20 in the Peugeot TU3M Wear Test as required by the GM dexos1 Gen 2 specification.<sup>2</sup>Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 100% Synthetic Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

# LETTERS TO THE EDITOR

## HEAVY-DUTY METAL PROTECTOR

I have an account that does undercoatings. They like Heavy-Duty Metal Protector, but would rather have it in a gallon container so they can use their equipment to spray the underside of vehicles. Is there any chance that it can be offered in gallons?

Thanks,

**Nick Mikitka**

**AMSOIL:** Thank you for your suggestion, Nick. Heavy-Duty Metal Protector was once available in gallons, but low sales forced its discontinuation.

## ELECTRONIC CONTACT CLEANER

I had a customer recently comment how much he loves AMSOIL products and mentioned the only thing left needed is an electronic contact cleaner. What are the chances of a product like this making it to the catalog? Maybe a contact/MAF sensor cleaner.

**Patrick Miller**

**AMSOIL:** Thank you for passing this suggestion along, Patrick. While an electronic contact cleaner isn't in our immediate plans, the idea has been added to our product-development list for future consideration. Dealer and customer feedback is weighed heavily as part of our product-development process and we appreciate hearing new ideas from the field.

## P.C. PRICING

Please consider adding P.C. pricing to the Dealer "Shop Now" page. Currently, when I am logged in as a Dealer in "Shop Now" and look up products for a customer, I'm unable to quickly give a P.C. price as it's not given; I can see wholesale and retail pricing.

By adding the P.C. pricing to the Dealer "Shop Now" page, I can quickly see the P.C. pricing for the customer. This is very helpful as today I was using the mobile app to look up a product for a customer interested in an Oil-Change Kit for his UTV. I was unable to quickly give him a P.C. price on his product as it's not shown. I had to log out as

a Dealer, re-enter the AMSOIL site as a non-Dealer and look his product up again to provide him with the P.C. price.

It would be very helpful to see the P.C. pricing from the desktop at home as I can give a quick cost to the customer. This would keep me from logging into multiple screens or keeping a product catalog handy to search P.C. pricing as I quote questions over the phone.

I believe this would be an easy addition to the Dealer "Shop Now" page as the P.C. pricing already appears on the AMSOIL page when I'm not logged in as a Dealer.

Thank you for your consideration.

**James Rozar**

**AMSOIL:** There's no need to log out to see P.C. pricing, James. We recommend using the EZ quote feature in the Dealer Zone (Business Tools>Ordering>EZ Quote). Simply select "Preferred Customer" as the customer type, and you can add products to the form to see the associated P.C. pricing.

## AUTO-RENEW

Is there any discussion about putting P.C. and Dealer memberships on "auto-renew"?

Just about every company with a membership program now automatically sets you up on an automatic renewal and leaves it up to the customer to log in to their account and turn off the automatic renewal feature at any time.

This seems like it makes so much more sense to implement an auto-renewal feature than having us chase down P.C.s to request that they renew their membership. I have to believe that it will also help us keep P.C.s on the books longer.

Thanks for your consideration.

**Dolores Brauer**

**AMSOIL:** Absolutely, Dolores. The autopay option already exists for Dealers and P.C.s. Dealers still have to complete the annual Dealer agreement as required by law, but their fees are automatically charged to their card on file. P.C.s who choose autopay have no other actions to take to keep their

membership active. Neither group can select autopay at registration, but it is one of the options for renewal.

## SNOWMOBILE KITS

I receive requests to buy oil kits for four-stroke snowmobiles like BRP,\* Polaris\* and Arctic Cat.\* Would AMSOIL consider selling this type of kit?

**Bruno Ranger**

**AMSOIL:** We plan to continue launching oil-change kits to support our relevant markets, Bruno. We are currently prioritizing the V-twin and ATV/UTV markets, but as we continue monitoring market segments, we will consider adding kits for four-stroke snowmobiles.

## DEALER RECOGNITION

I was looking at the February AMSOIL Magazine, in the Higher Levels of Recognition, and had a question. When are those updated? If we go to higher cup levels or just when we hit a top 10 category? I hit a higher cup level in November, Platinum Cup Level 4 (\$600,000), but I see I am not listed so I was just wondering at what point are we put in the Magazine? I would sure love to be in it again! Thanks for your help.

I thank you,

**Ken George**

**AMSOIL:** We appreciate your goal to be recognized in the pages of AMSOIL Magazine, Ken, and congratulations on reaching a higher cup level. Due to space constraints, the AMSOIL Magazine Dealer Recognition pages are limited to highlighting the leaders (top 10) within the various sales categories and new Direct Jobbers.

Email letters to:  
**letters@AMSOIL.com**

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

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



**Alex Thompson** | PRODUCT MARKETING MANAGER – AUTOMOTIVE

## Chemical reactions occur in motor oil, even when not in use.

A high-quality lubricant is engineered to withstand the effects of these reactions longer, but there are limits.

Many people already know that severity of service puts additional stress on engine oil, but we don't talk much about the effects Father Time has on oil. Chemical and physical changes are occurring in your engine oil from the day it is installed in your vehicle, even when the vehicle is not in use. Just like inside your body, there are a number of different reactions occurring inside your engine that impact its overall health. Like eating too much fast food and drinking too much soda can accelerate reactions that can harm your health, contaminants introduced into your motor oil can accelerate reactions that can harm your engine.

AMSOIL Signature Series Synthetic Motor Oil is recommended for 25,000 miles (40,200 km) in normal service. If I've driven only 18,000 miles (28,968 km) since last spring when I changed my oil, why do I need to change it after a year in service? The oil level is full, so why not just keep driving and get the full 25,000 miles out of the oil? It may be possible through oil analysis, but without verifying a clean bill of health, the oil must be changed to ensure the vehicle is protected.

Motor oil is continually subjected to a variety of forces and contaminants that degrade the oil's quality until, ultimately, fresh oil is required. Forces such as thermal and mechanical shear and contaminants such as combustion by-products, fuel, water and coolant all affect the expected life of motor oil.

Combustion by-products pass by the rings, seep into the oil sump and reduce motor oil life. Higher concentrations of by-products in the oil affect the rate at which chemical reactions occur, but the amount of time combustion by-products are in contact

with motor oil also has an effect. The acids and free-radicals created when burning gasoline or diesel fuel accelerate chemical reactions that degrade motor oil. When you install brand new oil and start the vehicle, these reactions begin and continue, to an extent, even when the vehicle is not operating. These chemical reactions result in increased viscosity, oxidation and nitration levels in the motor oil.

Fuel dilution is another major cause of motor oil degradation. Vehicles driven for short trips that do not reach normal operating temperatures don't get hot enough to evaporate fuel from the sump. Gasoline trapped in the oil sump thins the oil and promotes chemical reactions that degrade the oil and increase its volatility, making it more susceptible to consumption.

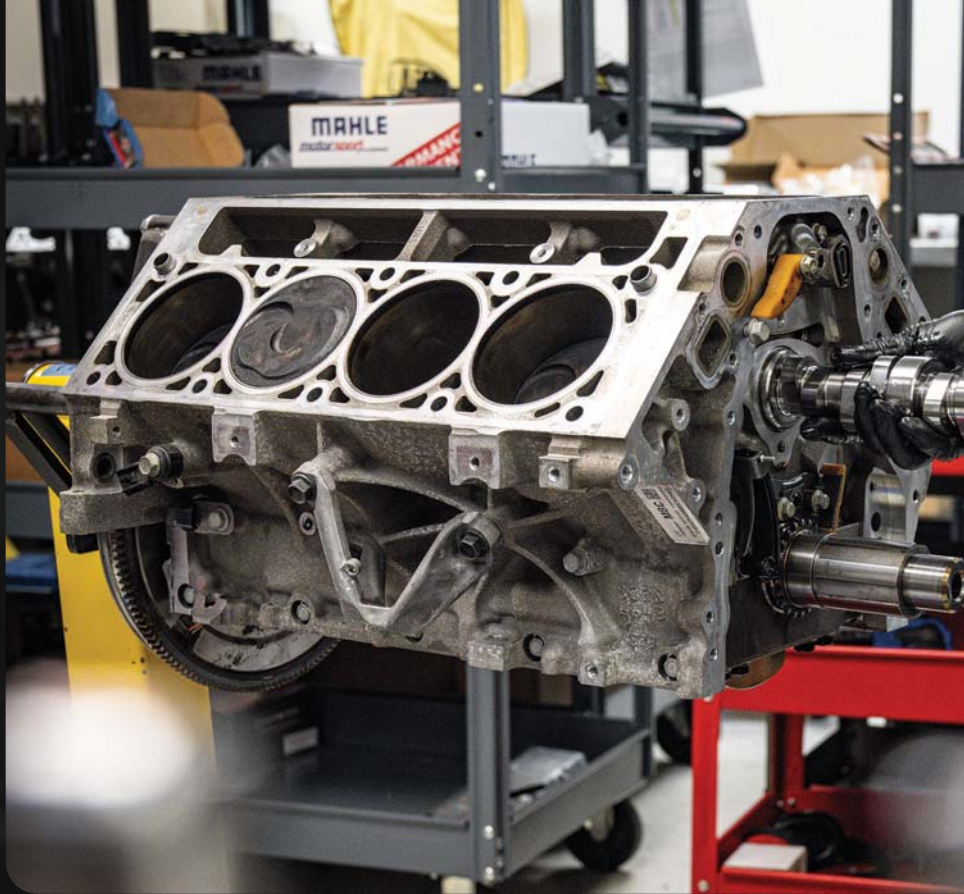
Water and glycol contamination tend to occur together, but water without glycol is also common. Glycol, a common component of antifreeze, is a particularly damaging contaminant and is estimated to account for 60% of all engine failures. Antifreeze can enter the engine through a leaky head gasket, faulty oil cooler or other area. It doesn't take much glycol to degrade motor oil, reduce lubricity and react to thicken the oil to the point where the oil pump cannot supply enough oil to the engine for proper lubrication. Once that happens, the engine comes to a screeching stop.

Water is usually the primary source of trouble for oil in a vehicle that is only driven occasionally, such as an RV or a classic car. In those cases, water from condensation can build up in the crankcase and remain there for long periods if the engine is not brought up to operating temperatures on a regular

basis. Once an engine is warmed up, the water evaporates and is removed from the engine by the crankcase ventilation system. If not, the water will degrade the oil and potentially promote corrosion within the engine.

As vehicles age, the chance of encountering contaminants increases. Since these reactions start with the turn of a key and continue even when the engine is not running, there has to be a time limit placed on lubricant life for good vehicle protection. Without a qualified used oil analysis program in place, a conservative limit is used to ensure the oil is changed prior to becoming critical; hence the one-year limit on AMSOIL Signature Series Motor Oil. Keeping your vehicle working optimally through good preventative maintenance also helps to keep contamination to a minimum, but it does not eliminate it altogether.

The bottom line is that after being used for one year, there are just too many possible chemical reactions to guarantee protection without used oil analysis for verification. If you are using an AMSOIL product, you have proven that you care about your equipment. Making wise choices and following proven techniques is the next step in becoming a lubrication expert. If it is true that information is power, then everyone should now be able to explain how contamination affects engine oil life over time.



# Bound by Performance: New Lingenfelter & AMSOIL Strategic Partnership

AMSOIL and Lingenfelter Performance Engineering (LPE) have formed a strategic partnership. AMSOIL products are now the “Official Lubricants of LPE.”

“The choice for us was performance-based,” said Mark Rapson, COO/VP of Operations for Lingenfelter Performance Engineering. “The synergy from a technical standpoint is why we wanted to align ourselves with AMSOIL.”

“We are continuously pushing the performance envelope of today’s late-model platforms,” he continued. “700+ hp, high-rpm, naturally aspirated engines and 1,000+ hp supercharged and turbocharged street cars are now very

common. The technology that makes this possible – computerization, DI, hotter and leaner combustion cycles – all bring special demands to engine components, including motor oil.”

#### Who is LPE?

Lingenfelter Performance Engineering offers in-house performance-engineered products that aim to provide “winning performance through innovative engineering.” LPE was founded in 1973 and has become a globally recognized

brand in the performance-engineering industry. The company offers engine building, engine and chassis tuning components and installation for vehicle owners; component product development and services to manufacturers, aftermarket and original equipment suppliers; prototype and preparation of product-development vehicles; late product life-cycle performance improvements; durability testing; and show and media event vehicles.





### The Best Performance

“During our R&D work, we began to experiment with and evaluate top oil brands to understand performance differences in given applications,” said Rapson. “We were surprised at the differing results and found that AMSOIL gave the best performance in our application. This led us to contact AMSOIL.

“We’re excited to work with them, offering detailed technical data for existing products, and input for the development of future products.”

### Features of the partnership will include...

- AMSOIL products are the official lubricants of LPE.
- AMSOIL will provide lubricants for all Lingenfelter Performance Engineering builds.
- AMSOIL will be the official lubricants partner for the Lingenfelter racing team.
- AMSOIL will develop products that meet the demands of Lingenfelter’s radical builds.

### The Lingenfelter Collection

While our partnership is centered on performance engineering, Lingenfelter owner Ken Lingenfelter has assembled an impressive collection of vehicles known as the Lingenfelter Collection. Lingenfelter grew up with an appreciation for stylish, high-performance automobiles and purchased his first Corvette\* in 1977. He acquired additional cars as his passion grew, including several significant muscle cars, Corvettes and exotic European cars from around the world.

The AMSOIL-Lingenfelter Performance Engineering strategic partnership promises to be a big win for both parties. AMSOIL gains another source of technical data from a trusted source, as well as additional brand exposure among street-performance and car-racing fans. The talented team at Lingenfelter Performance Engineering will be a good fit with the AMSOIL product-development team as both companies focus on pushing vehicle performance far beyond the imagination.



# New Products = More Opportunity for You

Automotive and lubricant technology evolve together in a kind of dance; as one partner moves, the other follows. If they fall out of step, things can go wrong. Think of the emergence of low-speed pre-ignition (LSPI) and how motor oil technology advanced to control the problem. Vehicle trends also evolve, such as the rise of hybrid vehicles in recent years. Keeping pace with the market requires us to keep a close eye on new vehicle trends and technology. As a Dealer, keeping up on market shifts takes effort; but each time we launch a new product, it's good for you and your hard work will pay off. More products mean more opportunities to make sales.

"AMSOIL continues to fill market needs," said AMSOIL Product Marketing Manager – Automotive Alex Thompson. "We continue to monitor the market and develop products to meet vehicle trends."

The two latest additions to our product line are AMSOIL Signature Series 0W-16 100% Synthetic Motor Oil (AZS) and OE 0W-40 100% Synthetic Motor Oil (OEG), and more new products are in development and coming soon.

## **AMSOIL Signature Series 0W-16 100% Synthetic Motor Oil**

AMSOIL Signature Series 0W-16 100% Synthetic Motor Oil joined the AMSOIL Signature Series line in March. Its primary applications are Toyota\* and Honda\* vehicles calling for 0W-16.

"It's been a popular request to offer the best in wear protection for non-hybrid 0W-16 engines," explained Thompson. "Signature Series is great for any Toyota or Honda calling for 0W-16."

Signature Series is engineered for enthusiasts seeking maximum protection and performance. It's precision formulated with cutting-edge technology to provide engine protection that outperforms the highest industry standards.

## **AMSOIL Signature Series 0W-16 100% Synthetic Motor Oil**

- **75% more** engine protection against horsepower loss and wear.<sup>1</sup>
- **28% more** acid-neutralizing power than Mobil 1.<sup>2</sup>
- **Protects** turbochargers 72% better than required<sup>3</sup> by the GM dexos1 Gen 2 specification.
- **50% more** cleaning power vs. AMSOIL OE Motor Oil.
- **Trusted** by professional engine builders.
- **Guaranteed** protection for up to 25,000 miles (40,200 km) or one year.

The Signature Series line is now available in 0W-16, 0W-20, 5W-20, 0W-30, 5W-30, 10W-30, 0W-40 and 5W-50 viscosities.

## **AMSOIL OE 0W-40 100% Synthetic Motor Oil**

OE 100% Synthetic Motor Oil is designed to meet the demands of advanced automotive technology. The new 0W-40 viscosity is primarily for newer RAM\* 6.4L Hemi\* engines used in three-quarter-ton pickup trucks and larger HD fleet trucks. Common uses for these trucks include towing/hauling, camping, construction, lawn/landscape work and hotshot trucking. OE 0W-40 meets the needs of price-sensitive fleet owners while providing advanced synthetic protection.

OE 0W-40 is not intended for Mopar\* performance vehicles equipped with the 6.2L engine. Typically, these vehicles are owned by enthusiasts who seek the best protection, regardless of cost. Signature Series 0W-40 100% Synthetic Motor Oil (AZF) remains the primary recommendation for those vehicles.

<sup>1</sup>Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.

<sup>2</sup>Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased in July 2020.

<sup>3</sup>Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test.



AMSOIL OE 100% Synthetic Motor Oil is licensed by the American Petroleum Institute (API) to meet and exceed the requirements commonly found in owner's manuals. AMSOIL OE provides a 100% synthetic, pure chemical structure engineered to remove harmful contaminants and provide long-lasting engine protection and performance. It features an advanced detergent and dispersant additive package designed to protect against sludge and deposits, effectively delivering maximum engine cleanliness.

### AMSOIL OE 0W-40 100% Synthetic Motor Oil

- **Fights** sludge and deposits with 100% synthetic formulation.
- **47% more** wear protection<sup>4</sup> than required by the GM dexos1 Gen 2 specification.
- **100% protection** against LSPI<sup>5</sup> in the engine test required by the GM dexos1 Gen 2 specification.

The OE line is now available in 0W-16, 0W-20, 5W-20, 5W-30, 10W-30 and 0W-40 viscosities.



<sup>4</sup>Based on independent testing of OE 100% Synthetic 0W-20 in the Peugeot TU3M Wear Test as required by the GM dexos1 Gen 2 specification.

<sup>5</sup>Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 100% Synthetic Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

# Protecting the Dealer Opportunity: Honesty and Integrity are Part of Our Game

Protecting the AMSOIL brand and reputation is critical for our long-term success. We do what is right, not just what is easy, to secure our goals. That's why we have important policies in place to protect the long-term opportunity for our company and all independent Dealers.

## Product Claims

AMSOIL has poured tremendous time and resources into publishing performance testing that pits our products against competitors and industry standards. This commitment to testing has enabled us to make performance claims that, when used in the proper context, can effectively impact what matters most to prospects and help you win more business. Performance claims assert the features or benefits of an AMSOIL product. AMSOIL product claims can be found on [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca) in the Performance Testing section of the Why AMSOIL menu, or by searching Product Performance Claims.

Claims change or become outdated over time due to new testing methods, new specifications, formulary changes or new product introductions. As a Dealer, it is your responsibility to refer to and only use current, up-to-date product performance claims. Using outdated claims is a legal risk for both you and AMSOIL.

### Dealers can:

- Link to [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca) to share product performance tests.
- Provide customers with current AMSOIL catalogs that have product performance tests in them.
- Share claims found on current AMSOIL product labels.

### Dealers can't:

- Use outdated AMSOIL product claims.
- Embellish or change AMSOIL product claims.

## Dealer Opportunity Income Claims

It is the responsibility of both AMSOIL INC. and independent AMSOIL Dealers to comply with accurate representations of the Dealer income opportunity. When sharing the Dealer opportunity in person, on a Dealer website or as a post on social media, it is important that an accurate reflection of earnings is shared with prospective Dealers. Misleading or general statements about the earnings of an average Dealer are unacceptable and can open you to legal liability. AMSOIL provides an income disclosure statement to show the range of Dealer earnings. This statement is intended to present the annual earnings of AMSOIL Dealers and clarify to prospective Dealers what those average earnings are so they can make a personal assessment of the opportunity. It's important to avoid implying that signing up as an AMSOIL Dealer will guarantee any level of income. While you can refer to the income you make as an AMSOIL Dealer when sharing the opportunity, make sure to put it in context with the income disclosure statement. Being transparent will result in more positive outcomes for those who register to become Dealers.

## Being Upfront About What's Required to Pay Lower Prices for AMSOIL Products

Offering AMSOIL products at reduced prices is a great way to grab attention, but be clear about what customers must do to receive this benefit. Any mention of reduced prices must clearly indicate the reduced prices are available only through a Preferred Customer membership.

For more information on AMSOIL Dealer policies, see the Independent AMSOIL Dealer Policies & Procedures (G4000) and check out the Rules of the Road program in the Dealer Zone.



# Finding Solutions Guides AMSOIL Dealer to Retail Success

Convincing an automotive dealership service center to make space for AMSOIL products can be a challenge. Original equipment manufacturer (OEM) requirements, competitor incentives and limited product real estate are strong incentives for dealerships to stay within the narrow confines of the status quo, but that doesn't mean you can't find success with the right strategy (and often a heavy dose of patience).

AMSOIL Direct Jobber Jonathan Hendley built a meaningful pathway to success with his retail installer account, Hallmark Hyundai.\* It just took awareness about customer needs and a commitment to building an honest, respectful rapport. Hendley has made that a cornerstone of his AMSOIL Dealership.

Hendley, a retired military aircraft inspector, first registered Hallmark Hyundai in 2011 before deploying to Afghanistan. It took a few visits before the parts manager decided to test the AMSOIL sales potential with a single case of oil. Within a week, Hendley received a call that the business needed two more cases. Four weeks later, after landing in Afghanistan, he got the next order for 10 cases. This continued for a few years with new ownership and plenty of personnel changes in between. Hendley took the time to continue establishing working relationships and building upon the trust he gained along the way.

When COVID-19 supply-chain issues surfaced, Hallmark Hyundai turned to Hendley to help continue meeting its lubricant demand. When other motor oil companies could not deliver, Hendley and AMSOIL closed the gap and kept the business in steady supply. Those initial case orders turned into 55-gallon drums, along with samplings of other viscosities, which helped keep its regularly scheduled oil-change appointments intact. It was a pivotal time for businesses trying to navigate through supply-chain problems, and Hendley was at the ready to offer solutions when called. He used the AMSOIL Bulk Dispensing Program

to establish a large storage system for Hallmark Hyundai's AMSOIL products, then purchased additional air pumps to ensure it was well-equipped. These efforts show the level of commitment Hendley has for helping the account maintain a well-oiled operation.

"Step up in any way you can and do something of value for that customer," advises Hendley. Small gestures, like bringing the account hats and swag from time to time, can go a long way toward building goodwill. Hendley has done that numerous times over the years and it's paid off in ways big and small. The practice provides a feel-good reward in appreciation of the account's business. It also places the AMSOIL logo in front of service customers, who rely on the dealership's product recommendations to keep their vehicles in good condition.

When it comes to overcoming price obstacles, Hendley's personal adage of "Oil is cheap; engines and parts are expensive" comes in handy. It's an effective reminder of what's at stake when quality parts and services aren't used. Hendley

backs this up with his own personal guarantee that offers his customers even more peace of mind: "Try an AMSOIL oil change for yourself and, if you don't like it, I'll replace it with your old brand on my own dime." He's made the offer thousands of times over the years, and not one person has taken him up on it.

Another secret to Hendley's success is his canine sidekick, Rocky. Now a frequent visitor with Hendley when he stops by each week, Hallmark Hyundai employees have come to expect them both. What started in the interest of business soon turned into friendships and visits to simply catch up on life. Now, these visits often include orders for drums of oil that benefit all parties involved: the end customer, the dealership and the AMSOIL Dealer who provided solutions.



# Top 5 Things Affecting Outboard Performance

Outboard motors are used to power a variety of watercraft, from small fishing boats to large yachts. These motors are subjected to constant moisture and high-rpm loads, which can negatively affect their performance and have a significant impact on overall boating enjoyment. Understanding the top five things affecting outboard performance is key to ensuring outboard motors run at their best.

## #1 Fuel quality

Fuel quality has a significant impact on the performance and reliability of an outboard motor. Always use a reliable source of fresh, clean, ethanol-free fuel that meets the outboard motor manufacturer's specifications. Gasoline with a low octane rating or containing water, ethanol or other contaminants can cause significant engine performance problems.

Ethanol is an alcohol and solvent that also readily absorbs water from the air, which can damage fuel-system components, cause corrosion, reduce power and even cause the engine to fail. These problems are exacerbated by extended periods of storage, when water can separate from the fuel and contaminated gas can clog the system, causing hard starts and poor performance. AMSOIL Quickshot® (AQS) effectively addresses performance issues related to ethanol.

To maintain peak outboard motor performance in severe-service marine environments, AMSOIL Synthetic Marine Engine Oil provides increased protection against rust and corrosion caused by moisture entering the engine. Don't forget to add AMSOIL Gasoline Stabilizer (AST) to the fuel tank for additional protection when storing a boat.

## #2 Maintenance

Proper maintenance is essential for keeping outboard motors running at their best. This includes regularly changing the spark plugs, motor oil and oil and fuel filters, as well as checking the belts and hoses for wear. Neglecting to perform regular maintenance will reduce the performance of an outboard motor until it eventually needs to be repaired or replaced.

Spark plugs are essential for igniting the fuel-air mixture in the cylinders. Worn, dirty or fouled plugs cause poor combustion, misfires, loss of power and increased fuel consumption. Inspect and replace spark plugs according to the maintenance schedule in the owner's manual.

The exhaust system of an outboard motor is designed to expel the burned gases from the engine and reduce noise. However, clogged, damaged or leaking exhaust can affect the performance and efficiency of an outboard motor, so check the exhaust system periodically and repair any problems immediately.

The lower unit of an outboard motor is continuously submerged when in use, making it prone to water intrusion and lubrication failure, which can cause damage to the gears that propel the boat. AMSOIL Synthetic Marine Gear



Lube (AGM) reduces friction and wear, and protects against rust and corrosion, providing excellent gear and bearing protection, even when contaminated with 15% water.

### #3 Motor size and height

Changing the position of the outboard motor optimizes its performance for different water conditions. The trim angle refers to the angle of the outboard motor in relation to the water's surface, which significantly impacts the boat's speed, fuel consumption and handling performance.

Raising the motor higher raises the bow, lightens the steering, reduces drag and increases boat speed. However, raising it too high can cause ventilation, which is the result of air or exhaust gases being pulled into the propeller blades and causing them to lose their grip on the water. It can also create cavitation, which is an extreme reduction in pressure on the back side of the propeller blades.

Lowering the motor improves stability, but increases drag and reduces speed. Adjust the height according to the manufacturer's recommendations, the boat's specifications and environmental conditions.

The size and horsepower of an outboard motor are also key factors affecting its performance. A motor that is too small for the boat won't provide enough power to move it efficiently. Conversely, too large of a motor saddles the boat

with unnecessary weight, making it more difficult to control and less fuel efficient.

### #4 Propeller selection:

The propeller is responsible for transmitting the outboard motor's power to the water and plays a crucial role in speed, acceleration, fuel efficiency and handling. If the propeller cannot smoothly cut through the water, it will cause disturbances that often result in cavitation. Choosing the right propeller involves several factors, including the size and weight of the boat, the motor's horsepower and the type of water on which the boat will operate. It may be necessary to try different propellers when seeking the right balance of material, diameter, pitch, number of blades and cupping.

The right propeller allows the motor to achieve maximum speed and efficiency, while the wrong propeller can cause poor performance, increased fuel consumption and potential engine damage.

### #5 Weight distribution

The amount of weight and distribution of people and gear on the boat can also affect performance, and an overloaded boat will put additional stress on the outboard motor. An uneven distribution of weight can cause the boat to sit too low in the water, reducing its speed and increasing fuel consumption. Conversely, a high bow can cause the boat to plane

poorly, leading to potentially dangerous handling. Be sure to balance the weight distribution to improve outboard-motor performance.

### Other factors

Environmental conditions can also affect outboard performance. In rough water, boats need more power to push through the waves. In shallow water, it may be necessary to raise the propeller to prevent it from hitting the bottom. In cold weather, outboard motors take longer to warm up and produce power. In hot weather, motors may need to run at lower rpm to avoid overheating. If boating at high elevation, the motor may need to work harder to overcome the lack of oxygen in the air.

Each factor is interconnected, so a problem in one area can lead to issues in others, causing chain reactions that can negatively impact performance. Therefore, inspecting outboard motors regularly and performing routine maintenance are crucial to achieving maximum performance. AMSOIL marine products are engineered to protect outboard motors and ensure they run at peak performance under any conditions, allowing boating enthusiasts to enjoy better, more efficient and trouble-free boating experiences.



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## PRODUCT SPOTLIGHT:

# AMSOIL ENGINE AND TRANSMISSION FLUSH

### WHAT IS IT?

AMSOIL Engine and Transmission Flush (FLSH) is 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**



### April Closeout

The last day to process April orders is Tuesday, April 30. 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 April business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Monday, May 6.



### Carhartt® Tool Bag

Durable 10.5"H x 14"W x 9"L Carhartt® Foundry Series Tool Bag. Features large main zip compartment with additional side pockets. Made of heavy-duty canvas that can shed light rain; inner metal frame for structure and tough, abrasion-resistant base.

**Stock #** G3829  
 U.S. Price 70.00  
 Can. Price 92.00



### Telescoping Parts Wand

Magnetic telescoping wand lifts approximately 3 lbs. and includes integrated light. Fully extended length: 31 3/4." Colors may vary (black, red or blue).

**Stock #** G3544  
 U.S. Price 5.00  
 Can. Price 7.00

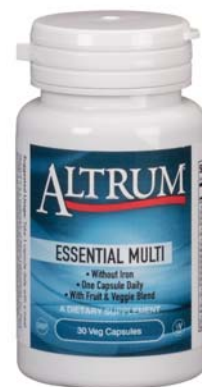


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ALTRUM Essential Multi				
Stock #	Units	Pkg./Size	Dealer Price	P.C. Price
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ALEM	CA	(12) 30-ct.	175.80	184.80
Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
1.54	2.55	3.57	4.59	14.65
18.46	30.65	42.84	55.04	175.80

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Order: 1-800-777-7094 | altrumonline.com

### 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.



# KEYS TO COMMERCIAL SUCCESS

Commercial accounts provide an exceptional opportunity to diversify your Dealership, secure high-volume sales and increase commissions. Follow these steps to help ensure your success in the commercial market.

## 1) Take Commercial Basic Training

The Commercial Basic Training module in the Dealer Basic Training series prepares you to sell in the commercial market by explaining how to find and register commercial accounts, conveying commercial benefits, highlighting commercial markets on which to focus and more.

Complete Customer Basic Training first, which includes the foundational info needed to build a Dealership. You may then proceed to the other three training modules, including Commercial Basic Training.

In addition to providing the information needed to sell in the commercial market, Commercial Basic Training is required to become Commercial Certified and earn new commercial accounts directly from AMSOIL.

To get started, log in to the Dealer Zone ([my.AMSOIL.com](http://my.AMSOIL.com)) and navigate to Programs.



## 2) Learn the AMSOIL Sales Process

The AMSOIL sales process is designed to help Dealers become more successful at approaching and registering commercial accounts.

The AMSOIL sales-process training videos are a great supplement to Commercial Basic Training and are designed to help Dealers navigate the complexities of landing commercial accounts.

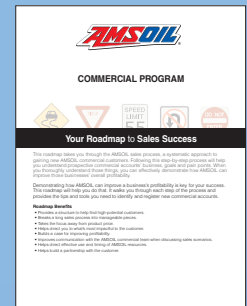


To get started, log in to the Dealer Zone and navigate to Programs>Sales Process Training.

## 3) Follow the AMSOIL Sales-Process Roadmap

The AMSOIL Sales-Process Roadmap is a valuable resource that walks you through each step of the AMSOIL sales process, providing the tips and tools you need to identify and register new commercial accounts.

Find the Sales-Process Roadmap and more valuable commercial literature in the Dealer Zone (Business Tools>Commercial Business Tools).





**Jamie Prochnow** | RETAIL PROGRAM MANAGER

## Online applications help us adjust to an online world

Change is constant, and AMSOIL must adapt to keep up with fast-changing markets.

Information security is paramount in the rapidly changing online environment. The personal information trade is a billion-dollar industry, and many of us have been targeted by hackers and scammers.

We moved the AMSOIL retail and commercial account applications online last year for several reasons. The first was to bring continuity and create a single, consistent application for both retail and commercial accounts. The second was to safeguard our customers' sensitive information. Third, we wanted to speed up the application process and reduce entry mistakes. Moving the application process online was a necessary adaptation to keep up with our changing environment.

Because we moved the applications online, the time it takes to review and process new AMSOIL retail and commercial accounts is now less than four hours. This is an incredible reduction in processing time, which allows your new customers to get their accounts set up and purchasing much more quickly. We're also seeing fewer duplicate applications and, with the email verification step, we're getting true, ready-to-purchase retail and commercial customers.

Email verification was another necessary change for the application process. Over the last several years we've been monitoring and speaking with registered, non-purchasing accounts. We were alarmed to hear the majority didn't even know they were registered as AMSOIL accounts. This is problematic for many reasons.

First, the accounts were often angry and suspicious to learn they were registered without their knowledge. Second, it means the accounts had no actual interaction with an AMSOIL Dealer. Third, because these accounts were registered and fell under "protected customer" status, it meant other active Dealers with intentions to provide proper service were prevented from engaging with the accounts. The new email verification step helps us avoid these issues by guaranteeing that anyone registered for an AMSOIL account understands and confirms it's what they actually want. This leads to a better experience for customers and Dealers and a better reputation for the Dealer network and the AMSOIL brand.

Other changes were also necessary for the application process. To make it easier to see the status of an account application, we created a new dashboard in the Dealer Zone. You can access it by logging in to the Dealer Zone and going to Business Tools>Registrations and Renewals>Registrations.

An account's status will indicate either Approved, Declined, Awaiting Email Verification or Awaiting Further Information. While "Approved" and "Declined" are self-explanatory, "Awaiting Email Verification" means the customer has not yet clicked the email link to confirm the account, and "Awaiting Further Information" means we need supporting documentation for the account to move forward. This could be a picture of the company's

building or other qualifying information.

Once an account application is submitted, the verification link is sent to the account's email address within seconds. Soon after, the dashboard in the Dealer Zone is updated to show the status of the application. The new account must click the email verification link to be directed to the confirmation page. From there, the registration approval process begins.

Secure online applications and email verifications are becoming best practices in the marketplace, and AMSOIL works hard to stay ahead and be compliant. By doing so, we maintain our credibility and reputation as a world-class, high-end brand.

While change can be scary, we must foresee and embrace the changing market to evolve and grow. We'll continue to work hard with you to build a better, stronger AMSOIL brand. As always, happy selling.

# Want to Register More Commercial and Retail Accounts?

The AMSOIL sales process provides a clear roadmap for pursuing commercial and retail business. If you want to be more successful at landing commercial and retail accounts, follow these six steps:



## STEP 06 ONGOING SERVICE

After you register a new commercial or retail account, offering exceptional ongoing service is the key to setting yourself apart from other lubricant suppliers.

Some examples of ways you can continue to offer service include...

- Building a forecast to ensure products are available when the customer needs them.
- Making sure the customer is up to date on current product pricing, new product offerings and any discounts the business may receive.
- Setting up an oil-analysis program for a commercial account.
- Ensuring a retail account has AMSOIL promotional items to attract new customers.

For more information on the AMSOIL sales process, complete Sales-Process Training in the Dealer Zone.





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