

AMSOIL[®]

► DEALER EDITION

MAGAZINE

DECEMBER 2024



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R E V I E W





IRONCLAD PROTECTION

NEW SEVERE GEAR® 75W-85 100% Synthetic Gear Lube (SVL)

Engineered for maximum performance in severe-duty applications, such as towing, racing, off-roading and high ambient temperatures. Proprietary additives form an iron-sulfide barrier on gear surfaces for the ultimate line of defense.

- **Advanced** protection against wear.
- **Controls** thermal runaway.
- **Protects** against rust and corrosion.
- **Long** oil, seal and equipment life.





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THE COVER

It was an exciting and busy year. We take a look back at the important news, events and product introductions of 2024.



From the Chairman

My father used to say, before we look ahead to the new year, it's important to glance back to assess our accomplishments from the previous year. Did we make good decisions? Did we work hard enough? Did we work smart enough? What can we do to improve?

Looking back, 2024 was a fantastic year for AMSOIL. We upgraded the Installer Program and entered a high-profile partnership with Lingenfelter Performance Engineering. We invested in the Canadian market with an exciting partnership with the CFL. We introduced 14 new products, including our entrance into a lubricant-adjacent market with AMSOIL Car Care, plus our upgraded oil-change kits available through the Shop by Vehicle tool on [AMSOIL.com/ca](https://www.amsoil.com/ca). We purchased Aerospace Lubricants, securing a strong partner for grease production and boosting our ability to introduce new grease options for you to sell. Much of this is detailed in this issue of *AMSOIL Magazine*, but much more has occurred behind the scenes that we have not divulged. For example, we installed a new production line at the AMSOIL Center

that allows us to bring Easy-Pack manufacturing in house. We also installed three new case erectors to assist on production lines with manual packaging operations. This helped reduce ergonomic strain on the Production team and speeds the process substantially, ultimately improving efficiency and reducing production costs. We added two capping heads to the additive production line, allowing us to double the output of high-volume products. We also upgraded the filler/capper on the Filz-All line, which is used to fill multiple package sizes, again allowing us to double the output of that line.

We began rolling out a new order-fulfillment solution in our distribution centers that is helping us ship orders faster, reduce waste and provide a better customer experience. We upgraded the Shop by Vehicle tool online to allow customers to look up the products they need by entering their license-plate number and we added estimated delivery dates to the online store so customers can plan better. You'll read about these and other online upgrades in the months ahead.

That's a long list of accomplishments, and it certainly isn't exhaustive. There is always room to improve, but I am satisfied with what was accomplished in 2024. Looking ahead, we will continue charging forward at an intense pace in 2025. You can expect more new products, more enhancements for the customer experience, more targeted marketing efforts – more investments in things designed to add value for you and our customers. I hope you will reflect on your progress in 2024 and make plans for how you will grow in 2025. I know many of you have milestones to celebrate from the past year's efforts. Take a moment to savor them through the holiday season and enter the new year with renewed vigor. I know I will.

Thank you for a fantastic year. May you all have a wonderful Christmas and New Year.

Alan Amatzio
Chairman & CEO



AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic ATF

Advanced Protection for High-Performance 10-Speed Transmissions

AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic Automatic Transmission Fluid is designed specifically for transmissions requiring FORD MERCON* ULV and GM DEXRON* ULV specifications.

- **Withstands** extreme heat and pressure to resist shear.
- **Advanced** friction modifiers help deliver smooth, reliable shifts.
- **Boosted** dose of antioxidants help defend against heat.
- **Protects** against sludge and varnish deposits that can clog narrow passages and contribute to clutch glazing.
- **Formulated** to withstand the rigors of heavy towing, elevated temperatures and challenging terrain.
- **Remains** fluid in sub-zero temperatures.

LETTERS TO THE EDITOR

EMAILS

I have been recently contacted by one of my P.C. accounts concerning the excessive number of emails they receive from AMSOIL headquarters. I was told that they routinely received 1-3 emails each day. As a result, they have unsubscribed/blocked AMSOIL.

I sincerely hope they are exaggerating the number. Please explain your policy related to communicating by email with our accounts. That will help us, and them, know what to expect when they give us their email address.

I'm sure you can understand that most people don't want multiple emails each week, let alone each day. Most folks are understandably cautious about giving out their email address. I hope AMSOIL isn't making it worse.

I look forward to your response.

Wayne A. Edgerton

AMSOIL: *We understand your Preferred Customer's frustration, Wayne. We don't like receiving excessive marketing emails either. It is possible for a P.C. to receive multiple emails from us in a single day, but that would be uncommon, and it's extremely unlikely that would occur on multiple days. We have several types of emails P.C.s can receive – notice or reminder of an active promotion, The Inside Track newsletter, a message regarding their loyalty rewards, membership expiration notices, MyAMSOILGarage™ reminders, seasonal campaigns and more. The only regularly occurring emails are the promotion notifications and The Inside Track. All other emails are triggered based on a P.C.'s actions or account status. The P.C. you mentioned received seven emails from us in a 16-day period, and only two of them occurred on the same day (The Inside Track and a promo reminder). That may be too many for some customers, like your P.C., but others are happy for the communication. Every marketing email we send includes a link for customers to easily unsubscribe from future marketing emails in the Manage Subscriptions area of their online profile. We keep a close eye on unsubscribe trends to govern our activities in this area and*

make adjustments accordingly. Overall, customers are reacting positively to our email marketing efforts and responding by purchasing AMSOIL products. Should we notice an uptick in unsubscribes, we will adjust and send fewer emails.

OIL-CHANGE KITS

The addition of kitted oil-change kits, packaged for specific vehicles, is an outstanding idea. Including a free disposable funnel and a pair of nitrile gloves is a great touch, too. However, an additional feature I would like to see is the ability to select an AMSOIL Oil Filter with the OE and High-Mileage Oils. I know both of those oil lines have an oil-change interval much less than the AMSOIL Oil Filter, but many customers WANT to use the AMSOIL filter. Currently, they cannot get the free funnel/gloves AND an AMSOIL filter. Please give an option to choose an AMSOIL filter in lieu of the Wix filter.

Thank you,

Matt Smith

AMSOIL: *Great suggestion, Matt. Our oil-change kits are proving to be a popular choice for customers, and they appreciate the added value of the funnels, gloves and other extras. When we launched our upgraded kits, we intentionally limited the options to the most popular product combinations (despite our desire for every customer to buy an AMSOIL Oil Filter). Adding all the possible combinations of oil and filter types would create several additional choices for customers, which would stop many of them in their tracks. Our new kits are fresh and will evolve with time. As that happens, we may uncover new ways of presenting the options that allow us to provide more choices with less complexity.*

SYNTHETIC-BLEND OIL

In regards to semi-synthetic oil, I have been an AMSOIL Dealer since 1981. Two buddies I worked with (who later became my upline) introduced me to AMSOIL and the 25,000-mile or one-year oil change. I laughed and said, "You guys are nuts." My dad

had ingrained in me 2,000 miles and change the oil and filter. The more we talked, the more interested I became. They invited me to watch a slide show (on a projector). I decided to try it. Money was tight, so I decided to try what AMSOIL called a para-synthetic at the time (partial synthetic). I had a 1974 Monte Carlo* with 150,000 miles. It used and leaked some oil, but ran good. I put in the oil and started driving. After a while, I noticed the car ran smoother, better and accelerated better. I told my buddies to sign me up as a Dealer; I later became a Lifetime Dealer.

No, I'm not a big-time Dealer, but I love the products. I have used AMSOIL in at least 15 vehicles since, including my 2002 Ford* F-250* 7.3 diesel truck with 230,000 miles and one oil change a year. Yes, I'm still driving the Ford F-250. Don't tell anyone, but a few of those changes almost became two years. All three of my kids and my grandson use AMSOIL in all their vehicles; also a few friends and relatives. No one has complained about the oil, but the stories I could tell of how it saved the day! And it all started with a semi-synthetic oil. Keep up the good work!

Jerry Willoughby

AMSOIL: *Thank you for your sharing your story and for your long-time loyalty as an AMSOIL Dealer, Jerry. We're glad to hear about your positive experiences with AMSOIL products.*

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



Alex Thompson | PRODUCT MARKETING MANAGER – AUTOMOTIVE

Fuel-system maintenance is essential in modern engines.

Without regular cleaning, today's engines will not deliver the power and fuel economy they are designed to deliver.

It used to be common practice for vehicle owners to spend a Saturday afternoon in the garage, giving their vehicles a tune-up. There was a sense of pride and accomplishment in working under the hood, getting their hands dirty and knowing the efforts would help keep the car or truck running strong. Back then, vehicles were much easier to work on – the engine layouts were open, components were accessible and the average Joe didn't need advanced training or complicated tools to perform maintenance.

Today's vehicles are a different breed. The push for better fuel economy has led to smaller engines littered with computerized monitoring systems and complex technologies all tightly packaged together. As a result, most of us are taking our vehicles to repair shops for even the most routine maintenance. Yet all vehicle owners can still perform a quick engine "tune-up" with no tools or automotive background required. Instead of turning wrenches, it comes in the form of a fuel additive.

As you know, motor oils are tasked with several functions beyond just lubricating, including keeping engine components clean. This is made possible by the use of detergent and dispersant additives. Their role is to prevent contaminants from sticking to engine components, especially hot components such as pistons and rings. However, motor oil is not able to prevent deposit build-up on certain components, including fuel injectors, intake valves and combustion chambers. That's where boosting the cleaning power of gasoline comes into play.

Fuel injectors are traditionally located in the air intake ports, and they spray fuel in a fine mist that mixes with air as it passes by the backs of the intake valves. Fuel injectors of this style are appropriately called port fuel injectors. Port fuel injectors become clogged with deposits over time, which causes that fine mist of fuel to turn into an unpredictable stream of fuel. As a result, the fuel doesn't mix as well with the air, and the combustion of the mixture is less effective.

Now consider a gasoline direct-inject engine such as the Ford* EcoBoost* or GM* Ecotec,* which have fuel injectors positioned with the tip located inside the combustion chamber. Because of this location advantage, they can better control the spray of finely atomized fuel into the cylinders, leading to increased power, reduced emissions and most importantly these days, improved fuel economy. During normal engine operation these injectors are exposed to much higher temperatures and pressures, which leads to more rapid deposit build-up than the build-up on traditional port fuel injectors. The outcome of plugged injectors is the same – poor spray patterns causing lost power and efficiency.

In a port fuel-injected engine, the next components that can be reached through the fuel system are the intake valves. Their job is to allow air into the combustion chamber at the precise time that it is needed, then close tightly to seal the chamber during combustion. The valves tend to accumulate deposits over time that can prevent them from sealing properly, allowing pressure loss and poor engine performance. Since the port fuel injectors are positioned to

spray at the valves, any deposits that form on them can be easily addressed through fuel additives. However, in direct-inject engines the intake valves never get fuel sprayed on them, so fuel additives have a minimal effect on cleaning those deposits.

The final components that see a significant benefit from fuel additives are the components that form the combustion chamber itself: the piston, cylinder walls and head. The extreme temperatures and pressures they are routinely exposed to make them prone to deposit formation. These deposits can lead to hot spots that cause the air-fuel mixture to ignite before it should, resulting in uncontrolled combustion known as engine knock. Today's engines have sensors to detect that condition, and they constantly make adjustments to compensate. The good news is that those adjustments prevent the knock from causing significant engine damage. The bad news is that the engine is no longer operating at its most efficient settings, leading to lost power and fuel economy.

This is where quality fuel additives make a difference. Their role is to clean the deposits that the motor oil cannot reach. AMSOIL P.i.[®] Performance Improver (API) is a highly concentrated formulation specifically designed to clean all of the deposits previously mentioned. In fact, P.i. cleans your entire fuel system and restores up to 14% horsepower¹ in one tank of gasoline. The result is restoring and maintaining engine performance. No wrench-turning required.

¹Based on third-party testing in a 2016 Chevrolet* Silverado* 1500, 5.3L V-8 GDI with 100,616 miles, using one tank treated with AMSOIL P.i. Actual results may vary.

AMSOIL YEAR IN REVIEW

2024

The past year saw AMSOIL make significant investments to boost Dealer success and increase brand visibility. Here's a look back at some of 2024's important news, events and product introductions.

CORPORATE NEWS

Bound by Performance: New Lingenfelter & AMSOIL Strategic Partnership

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

New Partnership with FNA Group Expands Brand Awareness

Through an exciting new partnership, AMSOIL now supplies motor oil for all new pressure washers manufactured by FNA Group. FNA Group makes pressure washers under several brands, including Simpson, Delco, Power Washer, AAA and OEM Solutions. Each new pressure washer manufactured by FNA now includes one 16-oz. bottle of AMSOIL OE Synthetic Motor Oil in the box.



Many FNA consumers are now exposed to AMSOIL products for the first time when they purchase a pressure washer, all of whom are likely do-it-yourselfers or contractors and squarely in our target markets. You now have an opportunity to capture the service-fill oil sales for these units and engage these customers to sell them AMSOIL products for their vehicles and other equipment.

AMSOIL Partners with The Truck Show Podcast

AMSOIL partnered with popular podcasting duo Jay "Lightning" Tilles and Sean P. Holman from the long-running "The Truck Show Podcast with Lightning and Holman." The Truck Show is a weekly look at the world of trucks, including lifted, lowered and everything in between.



AMSOIL Partners with Diesel Motorsports

AMSOIL is now the Official Oil of Diesel Motorsports, the only SFI-licensed pickup-truck sanctioning body, providing family friendly diesel-drag-racing, sled-pulling, dyno and truck-show events.





AMSOIL Acquires Aerospace Lubricants

AMSOIL has acquired Aerospace Lubricants, a grease manufacturer based in Columbus, Ohio. Aerospace designs and manufactures a broad and specialized array of greases for industrial manufacturing operations and private-label customers in automotive, industrial, military, aerospace and consumer markets. Buying Aerospace gives us control over product supply. It also gives us better insights into the product-development process, which should translate into a pipeline of products tailored to our Dealers and customers over time.

Aerospace Lubricants will operate as an independent subsidiary of AMSOIL. It will continue supplying its products and services to Aerospace customers and AMSOIL. This strategic acquisition will not only help ensure consistent grease quality and a consistent supply of AMSOIL grease moving forward, it will also help make AMSOIL a leader in the specialty grease market, making AMSOIL and the Dealer opportunity stronger. We will invest in Aerospace to improve the company's capabilities and capacities to grow grease business for Aerospace and AMSOIL.

AMSOIL Becomes the Official Oil of the Canadian Football League (CFL)

We invested in a partnership with the CFL to drive increased brand awareness in Canada. At least 33% of Canadians watched regular-season CFL games in 2023, making this an exciting brand boost for Canadian AMSOIL Dealers.



The CFL is fast, fun, entertaining to watch and growing rapidly. And football fans are ideal AMSOIL customers. Through our partnership with the CFL, AMSOIL Dealers will enjoy increased brand exposure that generates meaningful conversations with automotive and powersports enthusiasts.

New Benefits for the AMSOIL Installer Program

The AMSOIL Installer Program was redesigned to bring more value to accounts that service vehicles, helping you attract new customers and build better relationships with your existing ones. The new benefits provide even greater incentive for installers to choose AMSOIL for their shops.



NEW TRAINING AND TOOLS

New Training Program Boosts Your AMSOIL Product Knowledge

The AMSOIL Product Training Program is a new course that presents information on AMSOIL products ranging from motor oil to diesel products, powersports products, fuel additives and more. Each week, a new task launches in the Dealer Zone under the Product Training Program. Most of these tasks are short, easy-to-follow videos or Dealer Sales Briefs that provide deeper insight into the applications of an individual product. Many of these tasks also focus on products that coincide with the monthly Leaderboards in the Dealer Zone.

New Resources for the Installer Market

New items are available to help you target installers. They're conveniently located in the Installer Business Tools section of the Dealer Zone (Business Tools>Installer Business Tools). See the October *AMSOIL Magazine* for more information on each of these items

Installer Program Catalog (G3883)

Covers AMSOIL products and services for the installer market.

Installer Line Card

Lists common AMSOIL installer products, along with their stock codes, viscosities, general applications and competitors.

Installer Videos

Targeted videos that show the range and performance of AMSOIL products for customers and staff of installer businesses.

Co-Branded Print Center for Installers

Updated, specialized materials available in the AMSOIL Print Center for installers to purchase for their businesses.

NEW AND REFORMULATED PRODUCTS

AMSOIL Synthetic EP Grease Reintroduced

We reintroduced AMSOIL Synthetic EP Grease (GSF) in an improved formula. AMSOIL Synthetic EP Grease helps solve problems associated with leaky gearboxes and difficult-to-service applications in commercial and fleet markets. It is primarily used in grease-filled cases where conventional greases do not provide adequate lubricant life or protection.



AMSOIL Signature Series Line Expands

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



AMSOIL OE Line Expands

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

AMSOIL Metric Motorcycle Oil Line Expands

AMSOIL 5W-40 100% Synthetic Metric Motorcycle Oil (MMF) joined the AMSOIL Metric Motorcycle Oil line. It is specifically engineered for popular modern motorcycles, including BMW* R 1250 GS* and R 1300 GS,* Aprilia,* Benelli,* Can-Am,* Husqvarna,* Moto Guzzi* and other models specifying a 5W-40 viscosity.



Introducing AMSOIL Car Care

AMSOIL Car Care is a new line of high-performing cleaners and protectants that deliver a superior car-care experience through advanced, specialized formulations. AMSOIL Car Care includes AMSOIL High-Foam Car Shampoo (HFB), AMSOIL Ceramic Spray (CSF) and AMSOIL Interior Detailer (IDL, IDN).



AMSOIL Oil-Change Kits Get a Boost

Oil-change kits purchased through the AMSOIL Vehicle Lookups are now shipped in an AMSOIL-branded box with a pair of nitrile gloves, an AMSOIL Fast Funnel and an AMSOIL Oil-Change Decal to record the date of service, current mileage and mileage at next service. The additional free items are organized in an envelope that includes a thank-you message from AMSOIL Chairman & CEO Alan Amatzio.

New AMSOIL Synthetic-Blend Motor Oil Expands Opportunities in the Installer Market

New AMSOIL Synthetic-Blend Motor Oil (SB020, SB520, SB530) is primarily targeted toward retail installers and mechanics as a lower-cost option for daily drivers and commuters. AMSOIL Synthetic-Blend Motor Oil is a premium choice for those looking for an upgrade over conventional oils.



New AMSOIL Signature Series Ultra-Low-Viscosity Automatic Transmission Fluid

New AMSOIL Signature Series Ultra-Low-Viscosity 100% Synthetic ATF (ULV) is designed specifically for transmissions requiring FORD MERCON* ULV and GM DEXRON* ULV specifications and is now the primary recommendation for these applications.



New AMSOIL SEVERE GEAR® 75W-85 100% Synthetic Extreme-Pressure Gear Lube

New AMSOIL SEVERE GEAR® 75W-85 100% Synthetic Extreme-Pressure Gear Lube (SVL) is specifically engineered for maximum performance in severe-duty applications, such as towing, hauling, steep-hill driving, commercial use, plowing, racing, off-road use, rapid acceleration, frequent stop-and-go operation and high ambient temperatures.



New AMSOIL 0W-8 100% Synthetic Hybrid Motor Oil: Light Viscosity. Heavy Protection.

New AMSOIL 0W-8 100% Synthetic Hybrid Motor Oil (HE08) meets the new Toyota* specification for the Corolla* equipped with the 2.0L (M20A-FXS) engine. Nissan,* Mitsubishi* and Honda* are expected to adopt the new specification for certain models over time.





Protect the Dealer Opportunity with AMSOIL Customer Programs

AMSOIL offers various programs tailored to different customer needs, ensuring that each account — from individual buyers to retail and commercial businesses — receives the right value and support. Steering your customers toward the program that benefits them the most ensures satisfaction and loyalty.

Understanding and respecting the Preferred Customer, Commercial, Retail and Installer Programs is important for maintaining a fair and level playing field. We ask AMSOIL Dealers to follow a few guidelines to protect our different customer programs and the Dealer opportunity.

Preferred Customer Ordering

AMSOIL Preferred Customers (P.C.s) save up to 25% on product purchases and receive free shipping on orders of \$100 (\$130 Can.) or more. It's a great deal for those simply looking to save money on AMSOIL products, and it's a great opportunity for you to seek out and register people you know who would be interested in the P.C. Program, including friends and family members.

However, Dealers should not register family members or friends as P.C.s and then place personal orders through their accounts in order to qualify the P.C., benefit from reduced shipping costs or help the P.C. qualify for P.C. rewards. Dealers shouldn't add any additional items to P.C. orders that were

not requested by the P.C. Doing this is a manipulation of the Preferred Customer Program. Dealers are able to purchase AMSOIL products at wholesale pricing, which is even lower than P.C. pricing, and receive free shipping on orders of \$350 (\$450 Can.) or more.

Commercial and Retail Account Ordering

AMSOIL commercial and retail accounts purchase AMSOIL products at wholesale pricing and receive free shipping on orders of \$400 (\$450 Can.) or more. They can also receive other benefits, including co-op credit that can be applied to the cost of qualified merchandising products, or discounts based on their annual purchase volume.

It might be tempting to order through a retail or commercial account rather than your Dealer account to secure additional discounts or benefits, but this practice is against AMSOIL policy and undermines the integrity of the business model. It can erode the account's confidence in AMSOIL and can result in serious issues for accounts that are

tax-exempt or have Net 30 credit terms. Dealers should always place personal orders through their Dealer accounts to purchase products at wholesale prices. Dealers may submit orders on behalf of their accounts, but the orders must be approved by the account and the products must be exactly what the account requested. Dealers who want to provide free samples or thank-you gifts to their customers should purchase these items as separate orders using their personal Dealer account.

By ordering products correctly and respecting customer programs, you help contribute to a sustainable and trustworthy business environment. Remember, your actions not only impact your Dealership, but reflect on the entire AMSOIL Dealer network.

For more information on AMSOIL Dealership guidelines, see the Independent AMSOIL Dealer Policies & Procedures (G4000) available in the Dealer Zone (Digital Library>Literature).



Strong Local Service is Key to Doing Business

As an AMSOIL Dealer, you are part of your community and have a reputation to uphold, just like the businesses you service. Staying connected to your commercial and retail accounts by providing high-quality local service is crucial to maintaining a strong business partnership.

When you are close to your accounts, you can assist them whenever help is needed. Larger oil distributors typically only stop by the businesses they work with when it's convenient for them on their busy travel schedules. In contrast, a local independent AMSOIL Dealer can be there when it's most convenient for the customer. Providing frequent and personalized service gives you the opportunity to build a better relationship with your accounts. Remember, if you aren't visiting your customers, your competition might be.

Being local is also an important element in obtaining new accounts. To be effective with the AMSOIL sales process, you have to visit your prospective and existing accounts to understand the sales opportunities they present.

Local Service Opportunities

- Stop by commercial and retail accounts to share promotional offers.
- Share industry-related news with your accounts.
- Work on training the business staff of your accounts on their schedules.
- Make sure your accounts are aware of new product launches.
- Ensure your accounts are aware of their volume discount levels or co-op credit to ensure they take advantage and receive maximum value from their annual purchases.

For more tips on providing localized service to your commercial and retail accounts, refer to the Commercial Roadmap or Installer Roadmap available in the Dealer Zone.

"For my retail and installer accounts, I do the ordering, stocking of shelves and delivery of product in many cases to provide a 'turnkey, low-touch' service for the customer."

- Don Archer, AMSOIL Dealer

"Retail and commercial accounts typically require a lot more service than catalog and Preferred Customers. It takes time, patience and consistency to earn their business. I find it much easier to build trust when visiting in person vs. on the phone or through a video chat. A good firm handshake and eye contact go a long way. Being local provides you with the opportunity to build better value for your clients. AMSOIL is not cheap, so we must make up for it with the finest quality products and highest level of service. Being local allows you to build rapport and talk to them about things outside of AMSOIL. If you're local, there's a better chance you may even know some of the same people, which can lead to future introductions."

-Scott McAdoo, AMSOIL Dealer

"I provide service to commercial and retail accounts on a regular basis, ranging from every two weeks to up to every three months in person depending on what my accounts' needs are. I also communicate to them by email, text and phone. The benefits I have received by doing this allow me to keep my accounts up to date on current promotions and new products from AMSOIL. Many of my accounts have me personally manage their inventory and place orders on their behalf. Making these personal visits also gives me an opportunity to recommend other products from our line that they are not aware of or not purchasing. Most importantly, these personal visits give me the opportunity to build a relationship with business owners and their employees, making me a reliable resource that they count on to supply quality products that meet their needs."

- Peter Lotito, AMSOIL Dealer

"Some local customers are self-sufficient and order by themselves online when they need items. Many others are not, and need and appreciate the service of showing up regularly. I know for a fact I have benefitted and grown share of product by visiting on a regular basis and asking questions to see where else I can help them. Many times, it is as simple as making sure they see you in person so they see how much you care."

- Kurt Easum, AMSOIL Dealer



REMIND RETAIL-STORE ACCOUNTS TO USE THEIR CO-OP CREDIT BEFORE THE END OF THE YEAR

Retail stores earn co-op credit that can be applied to the costs of qualified advertising, literature, merchandising and promotional items. If they haven't already, encourage them to take advantage of the co-op credit they've earned before it expires on Dec. 31.

Retail stores earn co-op credit with every product purchase within a year. That co-op credit is then awarded at the beginning of January the following year, and it expires on Dec. 31. This means they have until the end of the year to use the co-op credit they earned from product purchases in 2023.

How Retail Stores Redeem Their Co-op Credit

- To see how much co-op credit they have available, retail-store accounts can log in to their Account Zone at AMSOIL.com (AMSOIL.ca in Canada).
- Retail-store accounts may use the EZ Co-op Order Form and enter the stock numbers for the literature, merchandising or promotional items they wish to purchase using their co-op credit. The co-op credit will be applied directly to their order.
- Only qualifying literature and promotional items may be purchased using the EZ Co-op Order Form. Regular AMSOIL product purchases should be completed on a separate order.

Co-op credit is earned according to the following scale:

Total Annual Purchases	Percentage Earned in Co-op Credit
\$0-\$7,499	3%
\$7,500-\$24,999	4%
\$25,000 or more	5%

The co-op credit your accounts earned through product purchases in 2024 will become available at the beginning of January 2025.

For questions about redeeming retail co-op credit, call AMSOIL Customer Service at 800-777-7094.

Modern Hydraulic Lifters: Advanced Lubrication More Important than Ever

Engine technology constantly evolves as engineers work to deliver more power, efficiency and emissions control. This relentless innovation improves vehicle performance, but places new challenges on engine components that operate under increasingly demanding conditions.

Hydraulic lifters are a prime example. They play a crucial role in ensuring optimal engine performance and efficiency. And, as they become more sophisticated, the task of motor oil to safeguard them against wear and failure becomes more challenging.

Hydraulic Lifters

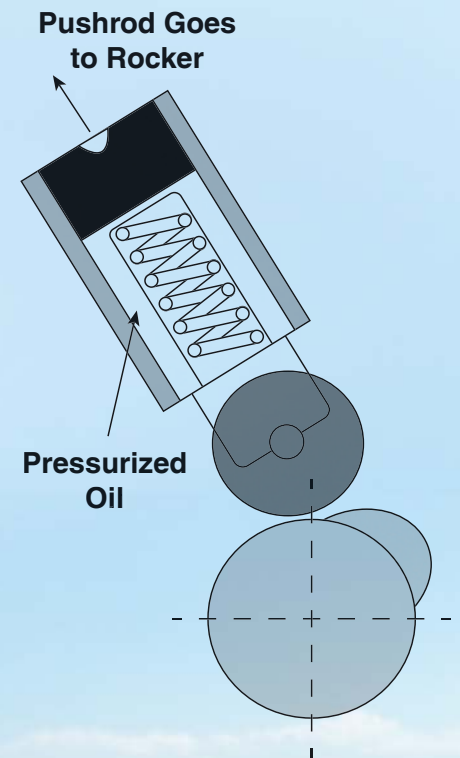
The two primary types of valve lifters are mechanical (or solid) and hydraulic. Mechanical lifters are solid metal components that transfer the camshaft's motion to the pushrods. They require a small clearance, or lash, to account for the thermal expansion of engine components. This lash must be periodically adjusted to maintain engine performance and prevent excessive wear.

Hydraulic lifters, also known as hydraulic tappets, are designed to maintain zero valve clearance regardless of engine temperature. They ensure the timing of valve openings and closings is precise to optimize engine performance, fuel efficiency and emissions. Their design

allows them to adapt to the thermal expansion of engine components to maintain consistent valve timing. This not only contributes to smoother engine operation, but extends the life of the engine by minimizing wear on valvetrain components.

Each hydraulic valve contains an internal piston that operates under the pressure of the engine's oil-circulation system and a one-way check valve that traps oil inside, allowing them to act as a solid lifter during valve operation. As oil enters the lifter, it pushes the piston upward, automatically compensating for any changes in engine dimension due to thermal expansion. The lifter's self-adjusting mechanism negates the need for periodic manual adjustments, a task that was once necessary with traditional mechanical lifters.

Mechanical lifters can handle higher rpm and provide more precise control over valve timing, making them the choice for performance and racing applications. On the other hand, nearly 100% of modern



production vehicles are equipped with hydraulic lifters due to their quieter operation and lower maintenance demands.

Hydraulic lifters have seen significant improvements to meet the demands of modern engines that are increasingly lighter, more compact and more powerful. Manufacturers make them with materials that offer greater wear resistance and durability, allowing lifters to operate effectively even under the high-stress, high-heat conditions found close to the combustion chamber. Lifters have also been designed to be compatible with lower-viscosity oils.

Common Issues

Hydraulic lifters face challenges. One common issue is lifter collapse, where the lifter fails to maintain proper pressure, leading to increased valve clearance and noisy operation. This can be caused by a variety of factors, including motor-oil contamination, air infiltration into the lifter or insufficient oil pressure. Over time, such conditions can lead to significant wear and eventual lifter failure.

Lifter noise can indicate problems such as improper lubrication or wear. If left unaddressed, these issues can escalate, leading to catastrophic failure. Regular maintenance and the use of high-quality motor oil are crucial to prevent these problems and maximize the longevity of hydraulic lifters.

Motor Oil's Role

Motor oil plays a critical role in the protection and operation of hydraulic lifters. These components require constant lubrication to protect them from wear. The buildup of sludge and deposits can impede lifter function and lead to premature failure.

Motor oil with excellent thermal stability is important for protecting engine components from extreme heat, and that's especially true with hydraulic lifters, which are exposed to the high temperatures generated by the combustion process.

AMSOIL Protection

AMSOIL motor oils provide exceptional protection for engine components, including hydraulic lifters. For example, Signature Series 100% Synthetic Motor Oil provides 75% more engine protection against horsepower loss and wear.¹ It is fortified with a heavy treatment of detergent additives, delivering 28% more acid-neutralizing power than Mobil 1* and helping engines stay cleaner, longer.² Robust anti-wear additives form a strong fluid film that separates metal surfaces, significantly reducing wear in metal-to-metal contact regions. Keeping components clean helps lifters last longer and maintain optimum performance.



Hydraulic lifters have seen significant improvements as engines have become lighter, more compact and more powerful.

Keep Lifters Lifting

Hydraulic lifters play a critical role in the operation and efficiency of modern engines. As hydraulic lifters become more advanced to support engines that are increasingly more compact, powerful and efficient, the importance of maintaining them with high-quality motor oil is more important than ever. Hydraulic lifters operate in extreme heat and require premium protection to perform optimally for the life of the vehicle. AMSOIL motor oils deliver premium protection and performance, ensuring that your engine, including its hydraulic lifters, remains in peak operating condition for many miles to come.



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

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Full-year membership just \$20 (\$30 Can.).

THE IMPORTANCE OF DEALER CERTIFICATION

Dealer Certification is crucial for building your Dealership and maximizing earnings.

Getting Certified Helps You...

- **Develop** your customer base
- **Build** your team
- **Reach** higher product profit values

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

• Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.
 • Must be Customer Certified to earn Tier 4 profits.

	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"> • Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator 	<ul style="list-style-type: none"> • Eligible to be assigned new Dealers 	<ul style="list-style-type: none"> • Eligible to be assigned retail accounts 	<ul style="list-style-type: none"> • Eligible to be assigned commercial accounts
How to Get Certified	<ul style="list-style-type: none"> • Complete Customer Basic Training • Register 4 new qualified customers annually OR • Register 2 or more new qualified customers annually and meet one of the following alternative qualifications: <ul style="list-style-type: none"> • Have been a Dealer for less than 2 years • Have 24 or more active buying customers • Have more than \$10,000 in personal purchases plus 5 or more active buying customers 	<ul style="list-style-type: none"> • Complete Sponsor Basic Training • Be Customer Certified • Sponsor 1 Dealer 	<ul style="list-style-type: none"> • Complete Retail Basic Training • Be Customer Certified • Register 1 retail account 	<ul style="list-style-type: none"> • Complete Commercial Basic Training • Be Customer Certified • Register 1 commercial account
How to Maintain Certification	<ul style="list-style-type: none"> • Have at least four new qualified customers registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified Dealer registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified retail account registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified commercial account registered within the past 12 months

December Closeout

The last day to process December orders is Tuesday, Dec. 31. 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 December business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Monday, Jan. 6.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Dec. 24-25 for Christmas and Wednesday, Jan. 1 for New Year's Day. The Toronto Distribution Center will be closed Thursday, Dec. 26 for Boxing Day.

Holiday Activities

The AMSOIL corporate headquarters and Superior Distribution Center will close at 12 p.m. Central Time on Friday, Dec. 13 for holiday activities. Limited Customer Service personnel will be available for orders, so please do not attempt to contact corporate staff via the toll-free ordering number during this time to avoid overloading the limited staff. In addition, placing Dealer orders in advance of this date would be appreciated to aid in keeping the lines clear for customers.

Holiday Shipping

Keep in mind that shipping companies are extra busy during the holiday season, possibly resulting in shipping delays. Plan accordingly and place orders earlier than normal to ensure they arrive on time.

Donaldson Price Adjustment

Donaldson has announced an average 3% price increase on its filters effective Jan. 1. Updated pricing will be available in the Pricing Lookup in the Dealer Zone.

Commercial-Grade Diesel Oil Gallons

AMSOIL 10W-30 and 15W-40 Commercial-Grade Diesel Oil (SBDT, SBDF) is now available in 1-gallon containers.

ALTRUM Division to Cease Operations

The ALTRUM division has been part of AMSOIL for many years, providing high-quality nutritional supplement products to Dealers. Historically, ALTRUM products provided a unique opportunity for AMSOIL Dealers to improve their health while increasing monthly commissions or meeting qualification goals. It was never intended to be taken into the marketplace to compete with mainstream vitamin companies. Instead, it remained an ancillary consumable product for Dealers and their family or friends.

Today, the supplement industry has become increasingly challenging to navigate. Supply-chain issues have made sourcing some ingredients difficult or impossible. In addition, AMSOIL Dealers aren't buying as many ALTRUM products as they used to, and sales have declined to the point where minimum order quantities required to efficiently manufacture these products are equal to an 18- to 24-month supply. That is unsustainable, and far too long to have perishable items on the shelf before ever reaching the end user.

As a result, and after considerable deliberation, we have made the difficult decision to cease operations of the ALTRUM division. Current ALTRUM inventory will be available for purchase while supplies last.

For more information, please visit the ALTRUM Discontinuation FAQ in the Dealer Zone.

Pleasurecraft Engine Group Chooses AMSOIL

Pleasurecraft Engine Group, the recognized leader in premium marine engines, selected AMSOIL to develop specialized lubricants engineered for its engines, transmissions and V-drives. For more than 40 years, Pleasurecraft has provided the ultimate in premium power for the world's finest inboard watersports boats, motor yachts and sportfishing vessels.

"AMSOIL and Pleasurecraft are a natural fit," said AMSOIL CMO & Sr. VP, Strategic Marketing Rob Shama. "We are both driven to push performance technology forward and focus on manufacturing best-in-class products. All of us at AMSOIL were excited to develop these unique products specially for Pleasurecraft Engine Group and honored by their endorsement of AMSOIL."

Pleasurecraft designs and manufactures Pleasurecraft Marine Engines, Levitator Engines, Challenger Engines and Crusader Offshore Engines used in popular, high-end marine vessels like Nautique,* Centurion,* Diamondback Airboats,* Montara* and more. Our Product Development team partnered with the experts at Pleasurecraft to identify the unique demands of their products and engineer lubricants designed to deliver maximum performance and protection. The result: new Pleasurecraft Engine Group 10W-40 Synthetic Motor Oil, Pleasurecraft Engine Group Synthetic Transmission Fluid, Pleasurecraft Engine Group Synthetic V-Drive Fluid and Pleasurecraft Engine Group 50/50 Premix Propylene Glycol Coolant, all of which feature "Engineered by AMSOIL" on the front label.

These Pleasurecraft products will be sold exclusively by Pleasurecraft dealers. While they are not available for AMSOIL Dealers to sell, Dealers will benefit in many other ways. We have had limited success in marine markets. Having a premier original equipment manufacturer (OEM) like Pleasurecraft anoint AMSOIL the best choice for its products delivers instantaneous credibility. It drives greater consumer trust, validates our position of leadership, supports our brand expertise, provides extra exposure for our brand and increases our prestige and favorability.

That increased brand recognition and prestige will help Dealers sell more oil in marine markets, where we have a full line of specialized AMSOIL products designed for the most popular marine brands. This has proven true in the small-engine market, where we have co-branded products with Kohler* and Briggs & Stratton.*

Co-branding is common – Valvoline* and Cummins,* KTM* and Motorex* and Ducati* and Shell* are just a few examples of co-branding partnerships. If you have ever attempted to unseat one of these co-branded products, you know how powerful those partnerships can be, and you will benefit from the boost to the AMSOIL brand. Conversely, had we not agreed to this partnership, you would face the uphill battle of unseating some other company that would have undoubtedly partnered with Pleasurecraft in our place.

This endorsement from Pleasurecraft, along with those from Banks Power, Lingenfelter, Briggs & Stratton and Kohler, is affirmation of our position as the leader in synthetic lubrication. Use this partnership to increase sales for your Dealership.



POWERFUL PROTECTION WITH A SLED WARRANTY TO MATCH

Don't let the snowmobile manufacturer dictate which oil you use. Choose the superior protection provided by AMSOIL INTERCEPTOR® for your new, current-model-year or newer sled and we'll back you with our Runs on Freedom Limited Snowmobile Warranty that covers engine repairs for up to two years/5,000 miles/8,000 km.*



****Get the details and sign up at
AMSOIL.com/rofwarranty.***





Pam Brantley | DIRECTOR, DEALER SALES

AMSOIL Growth Planned in 2025

It's been a year of remarkable growth for the AMSOIL Dealer Sales network.

It's been another incredible year for the AMSOIL Dealer network, marked by significant growth across multiple channels, including our online, commercial and installer sectors. For over 50 years, AMSOIL has been at the forefront of innovation, consistently striving to exceed customer expectations. As technology evolves, AMSOIL remains a leader in delivering the best products and compelling customer programs that simplify the buying process.

Innovation and Incremental Changes

Innovation at AMSOIL often manifests in both significant and incremental changes. A notable example of a major update is the Preferred Customer loyalty program benefits launched in October 2022. Since its inception, the program has seen consistent growth and participation, reflecting its success. On the other hand, a recent small, but impactful, change is the addition of expected delivery dates while customers shop on AMSOIL.com/ca. This enhancement helps customers make informed choices, improving their overall shopping experience. Both big and small changes add long-term value and allow AMSOIL to continually reinvent the way we serve our valued customers.

Strategic Planning for 2025

We are finalizing our business strategies for 2025 and including multiple tactics to support our future growth. We are actively designing our 2025 marketing campaigns, planning our digital enhancements, creating

a compelling promotional cadence and preparing several new products for launch throughout the year. This multi-faceted approach ensures that we continue to meet and exceed customer needs.

Building Your Dealership in 2025

A common question we receive is, "What should I do to build my Dealership this coming year?" While each Dealership is unique, two clear opportunities are to pursue commercial and installer businesses, which are among the fastest-growing channels. We are witnessing significant revenue and customer growth in these areas, driven by our strong value propositions. The targeted marketing, expansive product portfolio and program benefits we offer create substantial value for our customers.

The Role of Dealer Service

The real key to success in commercial and installer business development lies in the exceptional service provided by our Dealers. Time and time again, it is the Dealers' initiative that drives incredible growth in accounts. Your relentless focus on finding solutions to customer problems and helping them build efficient and profitable lubricant programs is invaluable. Congratulations to both our long-term and newer Dealers who have embraced the business-to-business (B2B) model and found success.

High-Value B2B Accounts

History shows that B2B accounts have high annual spends and strong loyalty

to AMSOIL. Dealers who build strong relationships with their customers are rewarded with stable commissions and satisfied customers. As you head into the new year, consider what you want to achieve with your Dealership. What will you do differently? What specific actions will you take to drive new-customer growth?

Evolving Strategies

As an independent AMSOIL Dealer, think about how you can evolve your business in 2025. Will you pursue installers, commercial accounts, P.C.s or perhaps build a Dealer team? Whatever your goal, build out a plan with tactics that push you toward your goal. The AMSOIL Dealer Sales, Customer Service and Technical Service teams are here to support you every step of the way.

Wishing you much success in the coming year!



TARGET INSTALLERS

Approximately **75% of motorists** visit an independent mechanic, quick lube or other installer for oil changes. That number is expected to increase as vehicles continue to become more difficult to maintain, which is why it's vital for every Dealer to have at least one installer account to which he or she can send customers who don't change their own oil.

FOCUS ON THESE TYPES OF INSTALLER BUSINESSES:

- Full-service garages.
- Quick lubes.
- Powersports installers.
- Specialty service shops.

DEMONSTRATE HOW AMSOIL CAN HELP:

- Boost car count.
- Boost reputation.
- Boost sales per ticket.

Resources

These new items are now available to help you target installers. They're conveniently located in the Retail Business Tools section of the Dealer Zone (Business Tools>Retail Business Tools).

INSTALLER PROGRAM CATALOG (G3883)

Covers AMSOIL products and services for the installer market. Share it with prospects and highlight program benefits and pages applicable to the prospect's specific industry.

INSTALLER LINE CARD

Lists common AMSOIL installer products, along with their stock codes, viscosities, general applications and competitors.

INSTALLER VIDEOS

Targeted videos that show the range and performance of AMSOIL products for customers and staff of installer businesses. Installer promotional videos are available for Dealers to download in the Dealer Zone and for installers to download in the Account Zone.

CO-BRANDED PRINT CENTER FOR INSTALLERS

Updated, specialized materials available in the AMSOIL Print Center for installers to purchase for their businesses. Each of these items can be personalized with their own business logo and contact information, and select items are available to accounts free of charge.



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WE HONOR



(Discover in U.S. only)

Have a Merry Christmas and Happy New Year. Thank you for all your hard work in 2024. We look forward to an exciting and prosperous 2025. my.AMSOIL.com



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December 2024

Boxo UTV Tool Roll

The BoxoUSA Tool Roll is loaded with the most commonly used tools for UTVs designed to the high standards of the mobile and professional grade tool market. Provides a simple way to carry tools to tackle most jobs. Tested and proven durability in outdoor elements. Compact tool-roll size makes it easy to fit virtually anywhere in your rig or vehicle.

- 66-piece metric tool set with the most commonly used tools.
- 24 labeled pockets display the respective tool selection.
- Durable and secure tool roll made from high-quality Cordura nylon.
- Two tool pouches – one sewn on and one removable velcro pouch.
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