



► DEALER EDITION

MAGAZINE

JUNE 2019



**10W-30 JOINS
SIGNATURE
SERIES
MAX-DUTY
LINEUP** | PAGE 8

WHY BUY AMSOIL Synthetic Diesel Oil?

**DO YOU WANT
EXTRA ENGINE
PROTECTION?**



Independent testing shows **AMSOIL Heavy-Duty Synthetic Diesel Oil delivers 4X more protection against wear.**¹ For even greater protection, **Signature Series Max-Duty Synthetic Diesel Oil provides 6X more protection against wear.**²

**DO YOU TOW
OR HAUL?**



Signature Series Max-Duty delivers up to **60% better turbo cleanliness,**³ effectively withstanding the extra demands you place on the turbo when hauling heavy loads or updating the tune for maximum horsepower.

**DO YOU STORE
YOUR VEHICLES
OR EQUIPMENT?**



Signature Series Max-Duty provides up to **2X better rust protection.**⁴

**DO YOU
DRIVE IN HOT
TEMPERATURES?**



AMSOIL synthetic diesel oils **retain their protective viscosities for added engine protection in extreme temperature conditions.**

**DO YOU
DRIVE IN COLD
TEMPERATURES?**



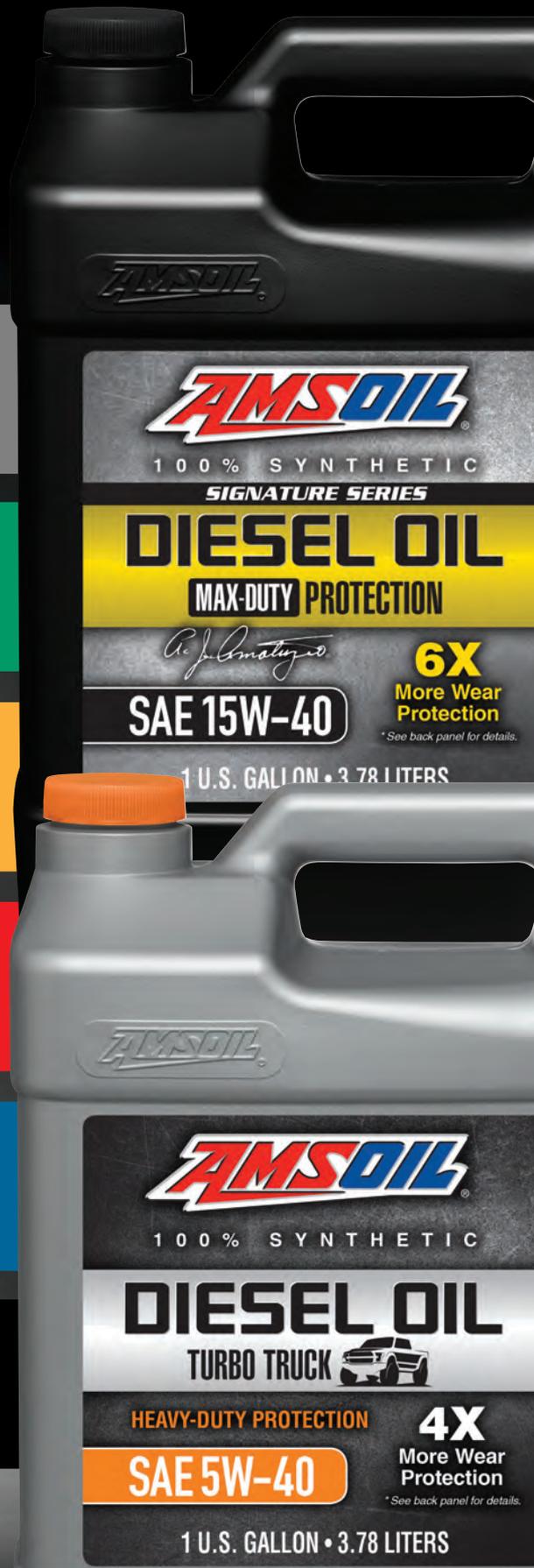
AMSOIL synthetic diesel oils stay fluid in sub-zero temperatures for **easier starting, improved oil flow and reduced wear.**

Signature Series 0W-40 has a broad viscosity range that offers **4X better** cold-cranking ability than a 15W-40.

**DO YOU
OWN A
HIGH-MILEAGE
VEHICLE?**



Heavy-Duty Synthetic Diesel Oil provides up to **66% less** oil consumption, while Signature Series Max-Duty provides up to **76% less** oil consumption.⁵



¹Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 10W-30 as worst-case representation. ²Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation. ³Based on specification standards of CAT C13 2nd Ring Top Land Carbon testing. ⁴Based on industry standard testing using the NMMA FC-W Rust Test. ⁵Than required by the API CK-4 standard in the Caterpillar-1N oil consumption test.



New 10W-30 Joins Signature Series Max-Duty Lineup | PAGE 8



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Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

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THE COVER

More vehicle manufacturers are turning to lower-viscosity diesel oil to meet demands for better fuel economy. New Signature Series 10W-30 Max-Duty Synthetic Diesel Oil delivers uncompromising protection and maximum efficiency.

From the President



Alan Amatzio
President & CEO

Last month I attended AU Live in Canada and found it very rewarding. We had an excellent turnout with Dealers coming to Niagara Falls, Ontario from all over Canada, including as far away as Alberta. Traveling clear across the country to attend an AMSOIL event is real commitment. I truly appreciate that level of commitment, and it's important that effort and sacrifice are rewarded with an event that delivers commensurate value. I don't believe in presenting hype. That is not who we are. We present a legitimate business opportunity based on superior products.

I want you to know that every single day at AMSOIL, all of our energy is focused on two key points: 1. Helping Dealers be successful, and 2. Ensuring AMSOIL remains strong for many years to come. Every decision we make has those two points in mind. Sometimes that can be hard to see from an individual Dealer's perspective, and that's understandable. Imagine if we did not have a Preferred Customer Program, Commercial Program or Retail Program. Imagine if we did not have the OE line of products. What would your business look like without those programs or products? All those concepts were questioned and opposed by some Dealers, but they have all proven to be the best choices for the Dealer network. Even free shipping has not been welcomed by all, but we have to look out for the business as a whole and adapt with market trends.

When I was reviewing this edition of the *AMSOIL Magazine*, I have to admit I was impressed with the amount of activity and tools we are providing our Dealers – new products, new programs, updated labels, advertising claims, testing and other activities like video production not featured in this edition. Not every company is as focused as we are on helping our sales representatives be successful. I'm sure those of you who have been affiliated with other companies know what I mean. So I am going to highlight 10 areas of activity in this edition of *AMSOIL Magazine* that have a direct effect on you.

1. Product claims. The ads on pages 2 and 5 highlight our product claims. These set us apart from the competition, helping you earn sales.
2. New Signature Series 10W-30 Max-Duty Synthetic Diesel Oil, pages 8 and 9. The 10W-30 viscosity is now the second-most recognized viscosity for diesel oil, and it is easier to sell a viscosity recommended by the manufacturer than to convince a customer to use something different.
3. Promotions, pages 10 and 11. We invest in promotions because they help turn leads into customers and increase sales to existing customers. The result: more commissions for you.
4. New Retail Co-op Program, page 12. The updates make the program easier to understand, easier to explain and more valuable to accounts, increasing your value in their eyes.
5. Sales tips, pages 14 and 15. This magazine is filled with sales advice each month. We don't just make this stuff up as we go; we perform research, conduct surveys and

build support material centered on that data to help you sell more oil.

6. Canadian stock numbers, page 20. Canadian Dealers asked for more Canadian-specific items and we are delivering.
7. Upgraded powersports guides, page 21. This significant investment resulted in a best-in-class powersports lookup for you and your customers.
8. Dealer Sales Department reorganization, page 21. We reconfigured the group to better serve our Dealers and accounts.
9. Dealer Onboarding Program, page 22. Traditionally Dealers handled all aspects of onboarding new Dealers. In the digital age, that's not always happening as effectively or at all in some cases, so we invested in a program to help provide a satisfying onboarding experience for every new Dealer.
10. Market catalogs, page 23. We design catalogs for your use in the field and we update them every April and October with few exceptions. They help guide you through the sales process, highlighting the things customers care about most, and they provide appropriate pricing so all the information is at your fingertips.

All of that in just one month's edition. I think that's great, and I hope you do too.

Alan Amatzio
President & CEO

“More AMSOIL product testing, please!”

“Can do.”

YOU ASKED FOR MORE PRODUCT TESTING... AND HERE IT IS.

In the Dealer survey we conducted in late 2017, you told us emphatically that you need more support to defend against competing brands.

The Performance Tests page at amsoil.com is your source for all current test results comparing AMSOIL products to the competition and the toughest industry standards. The information available shows hard data that differentiates AMSOIL products and shows prospects why they should make the switch to AMSOIL. We've also published most test results in our catalogs.

Make sure you're using our performance tests during the sales process.

- **Visit the Performance Tests section at amsoil.com** (www.amsoil.com/performance-tests.aspx) to locate AMSOIL product testing.
- **Share the tests relevant to your prospects' or customers' needs.** Text or email a short message with a Dealer-number transferring link to ensure you receive credit for all registrations and sales.

We all know AMSOIL is the best. Make sure your prospects know, too. Visit the Performance Tests page at amsoil.com today.

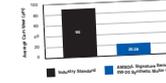
Find all AMSOIL product tests at amsoil.com/performance-tests.aspx

Signature Series Synthetic Motor Oil Performance Tests

Fights Wear

75% more engine protection against horsepower loss and wear!

SEQUENCE IVA ENGINE TEST



Protects Against LSPI

100% protection against



Example of piston damage observed during the Sequence IVA test. The red areas indicate where the piston has been eroded.

Guards Turbos

Protects turbochargers 72% better than required* by the GM dexos1[®] Gen 2 specification.

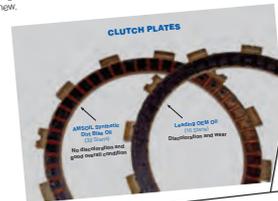
Battles Sludge

AMSOIL Signature Motor Oil has 50% more protection against sludge than required* by the GM dexos1[®] Gen 2 specification.

Synthetic Dirt Bike Oil Performance Test

AMSOIL DELIVERS CONFIDENT CLUTCH FEEL

AMSOIL provides excellent clutch protection. How good is it? In extreme start testing, AMSOIL provided superior wear protection and kept clutch looking new.



XL Synthetic Motor Oil Performance Test

XL Resists Oil Breakdown

Provides 64% more protection against oil breakdown* than required by the GM dexos1[®] Gen 2 specification.

GM OXIDATION AND DEPOSIT (MOD) TEST

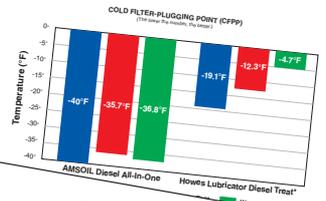
Lower Number = Better Viscosity Control



Diesel All-In-One Performance Test

Superior Cold-Temperature Protection

AMSOIL Diesel All-in-One provides as much as 32°F better protection against cold-temperature gelling than Howes[®] Lubricator Diesel Treat.[™] Plus raises cetane up to 4 points.



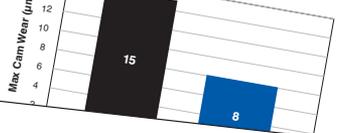
OE Synthetic Motor Oil Performance Test

OE Protects Against Wear

Provides 47 percent more wear protection.*

PEUGEOT TUSM WEAR TEST

Lower Number = Less Wear



SABER[®] Professional Synthetic 2-Stroke Oil Performance Test

SABER PROFESSIONAL FIGHTS CARBON

Equipment using SABER Professional was 96% carbon-free[®].



AMSOIL SABER Professional 300 Hours

3.6% Screen Blockage

VS.

Leading Oil Brand

LETTERS TO THE EDITOR

ENGINE BEARINGS AD

You have recently put ads in magazines about a (problem/solution) test showing engine bearings after a 100,000-mile test. It is very impressive, but you left out so many details. Please answer these questions:

1. Were the 100,000 miles on two trucks all on dynos? Were the engines ever shut off during the test?
2. Were they run at varying RPMs? Sometimes under load?
3. Was the oil changed during the test?
4. Why did you use a "leading brand synthetic-blend" instead of a full synthetic? Several of my customers say that this was not a fair test (apples to apples).
5. Doesn't this kind of ad tell customers they can run AMSOIL more than the 15,000 or 25,000 miles advertised on the AMSOIL container?

Samuel B. Wells

AMSOIL: Thank you for your letter, Samuel. We will answer your questions in order:

1. The test was completed on dynos to ensure both vehicles followed the exact same test parameters. The engines were only shut off to perform oil changes.
2. The loads and rpm were varied to simulate real-world driving.
3. Yes, AMSOIL Signature Series was changed at intervals up to 25,000 miles and the competitor at OEM-recommended intervals.
4. While testing against another full synthetic would be a great comparison (see our other head-to-head claims against other synthetics), we selected a synthetic blend for this test because it's what the OEM recommends for this vehicle and most consumers follow the OEM's recommendation.
5. We believe the primary message of the ad – the outstanding protection Signature Series provides – is loud and clear. We don't believe consumers will mistake the length of the test for a drain-interval recommendation.

SNOWBLOWERS

Most snow thrower engines require 5W-30 weight motor oil. AMSOIL only offers Small-Engine Oil in 10W-30 or 10W-40 weights. Is there a plan to offer a lighter

weight for small air-cooled engines used in snow throwers? Personally, I've been using a 5W-30 oil in my snow thrower's 10 hp motor, but would really prefer a synthetic oil specifically for cold-weather service (below 10 degrees F) in air-cooled engines. I suspect that there are millions of snow throwers out there using 5W-30 motor oil designed for use in automobiles.

Best Regards,

Bruce DeRites

AMSOIL: You're right, Bruce, most snowblowers require a 5W-30 for cold-temperature starting. We've been investigating the possibility of adding a 5W-30 Small-Engine Oil. Stay tuned.

AVIATION OIL

Recently I began exploring the private pilot world, when I stumbled across aviation oil. Given the AMSOIL connection to aircraft, wouldn't this have been one of the first oils to produce and establish dominance in? As a Dealer, it sure would be great to go after a premium customer with a premium product.

Jon Jones

AMSOIL: Thank you for your question, Jon. We offered aviation oils in the early days of the company, but exited this market due to high competition, low sales and high insurance costs. We recently spent significant time researching the modern aviation market to determine if there are any opportunities. In the end, we determined aviation oil is not a good fit for us. High insurance costs, required specifications, low volume, relatively low Dealer opportunity and potentially low return on investment were all key factors in our decision to stay out of the aviation market.

CANADIAN PRODUCTS/ DEALER KITS

I am an AMSOIL Dealer in Calgary, Alberta, Canada, just giving a couple suggestions.

First, I would love to see more products available in Canada that are only available in America right now, including ALTRUM and wiper blades.

I also think that Dealer kits should have a couple decals in it so we can instantly put them on our vehicle and be ready to go immediately.

I advertise everywhere and I get my business cards out everywhere since I started in November 2018 and only have a max of \$100 in sales. There's got to be a way to get more people to order on our website to get qualified customers and commercial and retail accounts because once a business is set on the answer "no," they stay on "no" no matter how much you convince them.

Thanks

Monty Rush

AMSOIL: Thanks for the suggestions, Monty. We know it's disappointing that ALTRUM is unavailable in Canada, but it just doesn't make good business sense to pursue ALTRUM in Canada further. Regulations, including the regulation of imported consumables, are different in Canada than in the U.S., adding to operational costs. Additionally, ALTRUM sales in Canada were extremely low when the products were available. There was insufficient volume to continue sales and be compliant with Canadian law – minimum production quantities would last beyond expiration dates. So while we'd like to help our Canadian Dealers stay healthy and have access to great ALTRUM commission credits, it's simply not feasible. As for wiper blades, we don't offer wiper blades in either country.

You are on the right track with your efforts. Don't take your foot off the gas. Keep distributing business cards, and learn everything you can about our products and programs. You are just getting started. Building a successful business takes time. With more experience and knowledge you will have better success with customers and accounts of all types. And good idea about including decals in the new Dealer Kits. Consider that done.

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.



Len Groom | TECHNICAL PRODUCT MANAGER, POWERSPORTS

Five reasons to use motorcycle oil in your bike

Ensure your customers are using the right oil in the right application.

The results of a study from lubricant-additive manufacturer Infineum* caught my eye recently. A survey of 1,000 bikers revealed that **fewer than 60 percent are using a motorcycle-specific oil in their motorcycles.**

Interestingly, more than three-quarters of respondents *think* they're using a motorcycle oil. Clearly there's confusion in the market that requires clarification.

Let's start with why you should always use motorcycle oil in a motorcycle engine. I'll boil it down to five key reasons.

1) Motorcycles run hotter

In general, automotive engines are water-cooled. A typical automotive engine can reach 235°F (113°C) during operation, which is plenty hot. Motorcycles, however, run even hotter, particularly big, air-cooled V-twins, like your average Harley-Davidson*. They rely on air flowing across the engine for cooling, which is inherently less efficient at dissipating heat. This configuration poses additional challenges in stop-and-go traffic when there's little airflow, particularly on hot summer days. In fact, testing of a 2012 Harley Street Bob* in our mechanical lab demonstrated an average cylinder-head temp of 383°F (195°C).

Heat that intense causes some oils to thin and lose viscosity, which reduces wear protection. High heat also hastens chemical breakdown of the oil (called *oxidation*), which requires you to change oil more often. In extreme cases, the bike's temperature sensors can shut down the engine if it gets too hot.

2) High rpm destroys lesser oils

Motorcycles tend to operate at engine speeds significantly higher than automobiles. Your average metric sport bike easily eclipses 10,000 rpm. Some have even pushed 20,000 rpm. Your car or truck's redline doesn't even come close.

High rpm places additional stress on engine components, increasing the need for wear protection. It subjects oils to higher loading and shear forces, which can rupture the lubricant film and reduce viscosity, both of which increase wear. High rpm also increases the likelihood of foaming, which can reduce an oil's load-carrying ability, further inviting wear.

3) Increased power density = increased stress

Motorcycle engines produce more horsepower per cubic inch than automobiles. They also tend to operate with higher compression ratios. Increased power density and compression lead to higher engine temperatures and increased stress. This places greater demands on motorcycle oil to fight wear, deposits and chemical breakdown.

4) Must also protect transmission

Many motorcycles have a common sump supplying oil to both the engine and transmission. In such cases, the oil is required to meet the needs of both the engine and the transmission gears. Transmission gears can shear the oil as it's squeezed between gear teeth repeatedly at elevated rpm, causing some oils to lose viscosity. Many motorcycles also incorporate a wet clutch within the transmission that uses the same oil. Motorcycle wet clutches require a properly formulated lubricant that meets JASO MA or MA2 frictional requirements.

5) Storage invites corrosion

Whereas automobiles are used almost every day, motorcycle use is usually periodic and, in many cases, seasonal. These extended periods of inactivity place additional stress on motorcycle oils. In these circumstances, rust and acid corrosion protection are of critical concern.

While a good passenger-car motor oil (PCMO) hits many of these performance areas, it doesn't get them all.

PCMOs usually contain friction modifiers to help boost fuel economy. Furthermore, PCMOs don't meet JASO MA or MA2 requirements. If used in a motorcycle, they can interfere with clutch operation and cause slippage. And no rider wants to deal with a slipping clutch. Likewise, motor oils have no natural rust or corrosion resistance. Instead, corrosion inhibitors must be added to the formulation, and typical motor oils don't contain them.

AMSOIL Synthetic Motorcycle Oil is designed for the unique demands of motorcycles. It's formulated without friction modifiers for precise, smooth shifts. It also contains a heavy dose of corrosion inhibitors to protect your engine against rust during storage. And it's designed to resist viscosity loss due to shear despite intense heat and the mechanical action of gears and chains.

Ensure your customers are using AMSOIL synthetic motorcycle oil in their bikes for the best protection this riding season.

NEW 10W-30 JOINS SIGNATURE SERIES MAX-DUTY LINEUP

AMSOIL Signature Series 10W-30 Max-Duty Synthetic Diesel Oil provides a premium, fuel-efficient choice.

Fuel expenses comprise a significant portion of any fleet's budget, and optimizing fuel economy is essential for reducing costs and maximizing the bottom line. To help customers reach this goal, many original equipment manufacturers (OEMs) now recommend 10W-30 diesel oil for improved fuel economy and cost savings.

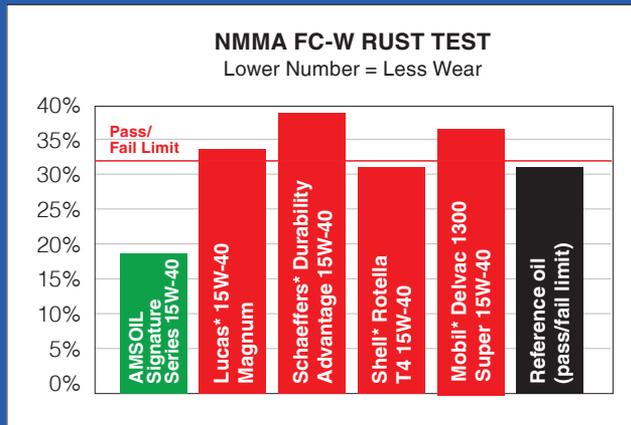
New Signature Series 10W-30 Max-Duty Synthetic Diesel Oil (DTT) is ideal for customers looking for premium protection and the improved fuel efficiency afforded by a 10W-30. It provides outstanding protection for over-the-road trucks, smaller off-road equipment and turbodiesel pickups specifying 10W-30 (Ford* specifies 10W-30 for normal service).



PROTECTS AGAINST RUST

AMSOIL Signature Series Max-Duty provides up to **2X better** rust protection.³

³Based on industry standard testing using the NMMA FC-W Rust Test.



DATA BULLETIN

The Signature Series Max-Duty Synthetic Diesel Oil Data Bulletin (G3467) has been updated to include the new 10W-30 viscosity.

Stock #	Qty.	U.S.	Can.
G3467	25	4.10	5.60

Signature Series 10W-30 Max-Duty Synthetic Diesel Oil

U.S. PRICING			Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog
Stock #	Units	Pkg./Size					
DTT1G	EA	1 Gallon	21.25	32.35	34.00	42.00	45.60
DTT1G	CA	4 Gallons	85.01	123.20	129.40	166.35	180.60
DTT55	EA	55-gal. Drum	899.25	1498.75	1573.70	1843.50	2037.85

CANADA PRICING			Comm. Credits	Can. Wholesale	Can. P.C.	Can. MSRP
Stock #	Units	Pkg./Size				
DTT1GC	EA	(1) 3.78-litre Bottle	21.25	42.35	44.45	54.85
DTT1GC	CA	(4) 3.78-litre Bottles	85.01	161.20	169.30	217.80
DTT55	EA	208-litre Drum	899.25	1938.00	2034.90	2384.00



DELIVERS MORE WEAR PROTECTION

Independent testing shows **AMSOIL Signature Series Max-Duty Synthetic Diesel Oil provides 6X more wear protection than required by Detroit Diesel's standard¹.**

¹Based on independent testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation.

- **6X** more engine protection¹
- **Highly** optimized detergent package provides the ultimate engine cleanliness and efficiency
- **Significantly** exceeds industry requirements
- **Excellent** fuel economy
- **High** TBN provides outstanding acid neutralization for long-term engine protection
- **Reduces** oil consumption
- **Exceptional** cold-temperature performance
- **Top-grade** protection for extended drain intervals
- **Also** available in 5W-30, 0W-40, 5W-40 and 15W-40 viscosities
- **Full** OEM specification coverage:
 - API CK-4/SN, CJ-4, CI-4+, CF · Volvo VDS4.5, VDS4, VDS3 · Mack EOS-4.5, EO-O · Renault RLD-4, RLD-3 · Cummins CES20086, CES20081 · Caterpillar ECF-2, ECF-3, ECF-1-a · DDC 93K218, 93K215, 93K214 · DFS 93K222 · ACEA E9, E7 · MB 228.31 · MAN 3575 · MTU Type 2.1, II, I · JASO DH-2 · Deutz DQC III-10LA · Ford WSS-M2C171-F1



KEEPS TURBOS CLEAN

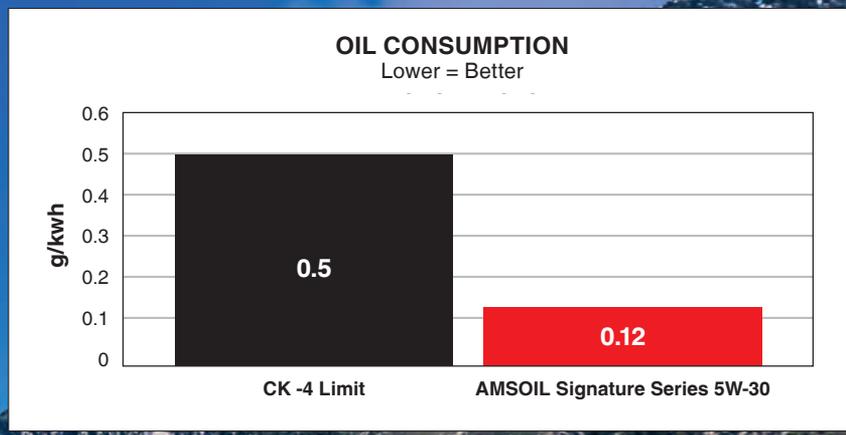
Signature Series Max-Duty Synthetic Diesel Oil provides protection boosted to the max, delivering up to **60% better turbo cleanliness²** and withstanding the extra demands you place on the turbo when pulling heavy loads or updating the tune for maximum horsepower.

²Based on specification standards of CAT C13 2nd Ring Top Land Carbon testing. Testing performed on 5W-30.

REDUCES OIL CONSUMPTION

Signature Series Max-Duty Synthetic Diesel Oil provides up to **76% less** oil consumption.⁴

⁴Than required by the API CK-4 standard in the Caterpillar-1N oil consumption test.



BOOST SALES WITH AMSOIL PROMOTIONS

Adding field-tested AMSOIL promotions to your arsenal of sales tools can increase the amount and variety of products your customers purchase.

Offering a promotion can create renewed interest with your established customers and push new customers to try AMSOIL products. We've made it easy for you to take the reins and use AMSOIL promotions online and in the field.

PROVEN RESULTS

AMSOIL has had excellent results with a recent series of promotions. We tested the waters by offering free products like MP Metal Protector and Diesel Cetane Boost to Preferred Customers who made a qualifying order. The success of these promotions led us to expand the offerings to retail accounts. We continue to document increases in several key areas:

- Average order amounts
- Average order frequency
- Diversity of products purchased

WIN-WIN SITUATION

Incorporating the available AMSOIL promotions into your business is a risk-free proposition. AMSOIL provides all the necessary components at no cost to you. You earn increased commissions when promotions work to entice customers and accounts to buy more, more often.

DEALER ACTION PLAN

Create a list of potential customers that could benefit from a current promotion – aim to match the right product with the right customer at the right time. Reach out digitally or deliver the promotional material in-person. Use the “special deal” as an opportunity to touch base with your customers and introduce them to new additions to the AMSOIL lineup (like the AMSOIL easy-pack) or products they might not know we offer.

MORE TO COME

We are excited to provide these new tools to help you gain customers and spur sales. Expect to see a greater quantity and variety of promotions as our online capabilities expand in the coming months.

Check your Message Center in the Dealer Zone often and read your monthly *AMSOIL Magazine* to find the latest promotions.

Promotions are a great way to **expand the variety** of products your customers purchase.

SIGN UP AND

Register as a new member to receive a **10 percent rebate** on a free motorcycle.



RI RU

Premium products

BOOST PROFITS WITH AMSOIL

Premium products that deliver the performance enthusiasts demand.



INTERCEPTOR®
Synthetic 2-Stroke Oil



Synthetic Chaincase & Gear Oil
Superior protection for enclosed chains and gears found in snowmobiles, ATVs and general equipment.



Formula 4-Stroke® Power Sports Synthetic Motor Oil
Specially formulated for four-stroke recreational motors, including snowmobiles and ATVs.



Injector Oil
Protective oil for the injection system of two-stroke snowboard motors.

Octane Boost
Performance in all two-stroke gasoline-



Quickshot®
Addresses ethanol-related performance issues and restores peak performance in small engines and powersports equipment.



AND SAVE TODAY

Order on a retail account today and receive a 10 percent rebate on your first qualifying order, plus a snowmobile shelf display and counter mat.



OFFICIAL OIL



GO HARD. RUN COOL.®

Products that deliver the performance enthusiasts demand.

AND SAVE TODAY

Order on a retail account today and receive a 10 percent rebate on your first qualifying order, plus a snowmobile shelf display and counter mat.

Offer valid from Sept. 1, 2018 – Oct. 31, 2018. Order must be \$350 (\$450 Canada) or more and contain at least one case (quarts or gallons) of AMSOIL Interceptor® Synthetic 2-Stroke Oil, Synthetic 2-Stroke Injector Oil, DOMINATOR® Synthetic Motor Oil to qualify. Shelf display and counter mat available while supplies last.

*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use. All products advertised here are developed by AMSOIL for use in the applications shown.



RETAIL CO-OP PROGRAM IMPROVEMENTS LAUNCHING JULY 1

The Retail Co-op Program is designed to help retail accounts promote AMSOIL and sell more AMSOIL products. In July, we're improving the way your retail accounts earn co-op credit.



Today, retail accounts earn co-op credit according to the amount of product they purchase. Co-op credit can be applied to the costs of qualified advertising, literature, merchandising and promotional items. It is earned with every product purchase and expires on an annual basis (credit expires 12 months after being earned).

HOW IT WORKS

With the new Retail Co-op Program, your retail accounts will be awarded co-op credit in early January based on the total amount of their purchases in the previous year. This is similar to how the commercial discount schedule works. Instead of earning and losing credit every month, your accounts will have the full lump sum to use each year right off the bat. Any unused credit will expire on Dec. 31 of the year it was earned.

BENEFITS

- Program is **easier** to understand and explain – no more co-op credit rolling on and off each month.
- No more sliding scale for earning credit – **all accounts earn at the maximum** level.
- **More** buying power for your accounts.
- **Promotes** more AMSOIL branding in retail shops.

MAKING THE TRANSITION

Retail accounts will still have co-op credit earned according to the current program from Jan. 1 – June 30, 2019. They have until Dec. 31 to use the credit earned during this time. Co-op credit in the new program will start accruing July 1, 2019 through the end of this year. It will become available in January 2020. From then on, all credit will accrue on an annual basis.

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

Through the current program, accounts only earn 3 percent on purchases up to \$7,499, then earn higher percentages in tiers according to the table above. Through the new program, accounts earn the maximum percentage on the full amount spent. The following example illustrates how this benefits accounts. If Fred Jackson's Auto Repair purchased \$18,500 in AMSOIL products, the account would earn 665.01 in co-op credit. Through the new program, the same \$18,500 in purchases will earn the account 740 in co-op credit.

Old Way

\$7,499 @ 3% = 224.97

\$11,101 @ 4% = 440.04

Total: 665.01

New Way

\$18,500 @ 4% = 740

Total: 740.00

WHAT ABOUT NEW ACCOUNTS THAT REGISTER LATE IN THE YEAR?

Accounts that don't make enough purchases by the end of the year to earn co-op credit will still have the opportunity to get AMSOIL merch the following year. We'll be doing promos throughout each year for retail accounts to receive merchandising products, regardless of the amount of co-op credit they have.

JAN. 1 - JUNE 30
2019

- Account earns co-op credit according to the current program.

JULY 1 - DEC. 31
2019

- Account can spend balance of co-op credit earned from Jan. 1 - June 30, 2019. This credit expires Dec. 31, 2019.
- Co-op credit earned July 1 - Dec. 31, 2019 will be distributed in 2020.

JAN. 2
2020

- Co-op credit earned July 1 - Dec. 31, 2019 will be distributed for the 2020 year.
- Co-op credit can be used Jan. 2 - Dec. 31, 2020.



AMSOIL KEEPS BMW* ON THE ROAD FOR NEARLY 20 YEARS

For more than 18 years, Preferred Customer Ilya Moshenskiy of Redmond, Wash. has trusted AMSOIL synthetic lubricants to keep his 1998 BMW on the road.

"I'm a long-term customer. (I've) personally put over 400k miles in the driver seat," Moshenskiy said. "I have owned my 1998 BMW 528i* for over 18 years. It's still in the condition I remember it being when I first drove it off the dealer lot. Since day one, I have been doing my own oil changes exclusively using AMSOIL."

Moshenskiy said he depends on the car in all conditions.

"My car has been a workhorse getting me through thick and thin," he said. "Over the years, the 528i has been a reliable family member. It has given us countless memories over the past two decades, from the sunny beaches of San Diego to pummeling through two feet of snow

in British Columbia, Canada. I know whether I'm commuting or taking it on the next road trip, my 528i will get me there. My only worry are those pesky tail light bulbs that burn out with age."

Moshenskiy spreads the word about the AMSOIL European Car Formula that has kept his BMW running for so many miles.

"Every time I start a conversation about 400k miles on the original motor, people ask what's the secret," he said. "AMSOIL is the secret; that's what you need to know. I don't think I could have logged over 400k miles if it wasn't for AMSOIL. Believe it or not, this is still my daily driver."



Not only is the car still his daily driver, it looks like it's new.

"There's something about thick German paint that lasts long and looks new," Moshenskiy said. "I'm in Seattle and have taken the car on many trips in the Pacific Northwest and Canada."

*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use. All products advertised here are developed by AMSOIL for use in the applications shown.

DEALER ACTION PLAN

Use the information here to pique your prospects' or customers' curiosity about AMSOIL marine products. Create a social media post or send a text message with a Dealer-number transferring link directing people to a relevant page on amsoil.com. Your Dealer number will be linked when they visit any page on amsoil.com (up to 30 days). That means you'll get credit for referring them when they make purchases or submit applications.

EXAMPLE MESSAGES

- Dump the pump! Changing gear lube on your marine motor is a hassle. Fortunately, the AMSOIL Synthetic Marine Gear Lube easy-pack makes it easy, letting you get rid of the messy lubricant pump. Check it out here: [www.https://www.amsoil.com/shop/by-product/gear-lube/universal-synthetic-marine-gear-lube/.com/?zo=123456](https://www.amsoil.com/shop/by-product/gear-lube/universal-synthetic-marine-gear-lube/.com/?zo=123456)

Substitute your Dealer number to earn credit for sales or new customers.

- Did you know motor oil has no natural ability to fight rust or corrosion? While most motor oils don't contain rust or corrosion inhibitors, AMSOIL Synthetic Marine Engine Oil does. It fights rust and corrosion to maximize the life of your marine motor. www.amsoil.com/shop/by-equipment/marine/fishing-boats/?zo=123456
- Ethanol has a tendency to absorb water and separate from gasoline. It forms varnish, gums and other debris that plug fuel passages and reduce performance. AMSOIL Quickshot® fights ethanol problems to keep your marine motor running strong. www.amsoil.com/shop/by-equipment/marine/fishing-boats/quickshot/zo?=123456

TIPS FOR LANDING MORE MARINE CUSTOMERS THIS SUMMER

Fishing is big business in the U.S. and Canada. The most recent statistics show that nearly 50 million Americans went fishing in 2017. In Canada, 3.2 million anglers participated in recreational fishing in 2015. That's nearly 10 percent of the country's population. Chances are you know a few people who love to fish, but who aren't yet using AMSOIL marine products. Here are a few pointers for selling AMSOIL marine products to prospects and existing customers.



#1 Dump the pump

For best performance, anglers should change marine lower-unit gear lube annually. Otherwise, water that has breached the seals and infiltrated the lower unit can contaminate the gear lube. Water promotes foam, which interferes with the formation of a strong lubricating film to protect against wear. It also invites rust and corrosion, which can lead to wear on bearings and gears.

Changing gear lube using a pump can be a mess. The new AMSOIL Synthetic Marine Gear Lube easy-pack (AGMPK) eliminates the messy gear-lube pump. Synthetic Marine Gear Lube delivers advanced outboard protection against power loss and gear wear, even with up to 15 percent water contamination.**

Sell your prospects on the **convenience** of the new easy-pack, along with the lubricant's ability to **fight wear** despite water contamination.



#2 Fight rust and corrosion

Marine motors are constantly exposed to moisture. Water-cooled marine motors also run at lower temperatures than air-cooled engines, so moisture in the oil doesn't evaporate as readily. When the motor is shut down for the day, moist air continues to enter the engine as it cools, increasing the risk for rust and corrosion on engine parts. Rust can flake off and circulate throughout your motor, scouring parts like sandpaper. And, if rust starts to form, it doesn't stop, making prevention critical.

Most people are surprised to learn that motor oil has no natural ability to protect against rust or corrosion. Instead, special rust and corrosion inhibitors must be added to the formulation, and some oils simply don't contain the correct additives in the correct concentration.

AMSOIL Synthetic Marine Engine Oil contains an advanced additive system that helps **protect engines from the damaging effects of moisture**. Tell prospects that, unlike some other oils, it combats rust and corrosion to maximize engine life.

#3 Address ethanol problems

Most pump gas today contains ethanol. Manufacturers often recommend using ethanol-free gas in marine motors, but not every angler complies. Ethanol can absorb water and separate from the gasoline in a process known as *phase separation*. The ethanol can quickly form gum, varnish and other debris that plug fuel-flow passages and reduce engine performance. AMSOIL Quickshot® (AQS) keeps water dispersed in tiny

molecules and safely moves it out of the tank via the combustion chamber. It also stabilizes gas during short-term storage while cleaning carburetors and engine components.

Sell Quickshot as an inexpensive, yet effective, way to **fight ethanol issues and keep anglers on the water**.

#4 Reduce smoke & plug fouling

If you've spent any time at a boat landing, you've seen someone start a two-stroke outboard and send a cloud of blue smoke billowing into the sky. It not only pollutes the air, it's annoying and embarrassing.

Two-stroke outboards that produce heavy smoke likely suffer from fouled plugs, too. The oil burns in the combustion chamber and leaves behind heavy, oily deposits on the plug electrode, which can prevent it from firing, killing the motor.



FOULED PLUGS EQUAL HARD-STARTING, ROUGH-RUNNING ENGINES.

For injector or pre-mix applications, AMSOIL HP Marine® Synthetic 2-Stroke Oil (HPM) and Synthetic Injector Oil (AIO) are fortified with potent detergency additives that help **maintain cleanliness and reduce plug fouling**. They also burn cleanly for **reduced**

smoke. For pre-mix applications, AMSOIL Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil (ATO) **reduces smoke and plug fouling** better than other oils mixed at 50:1.

#5 Fight engine wear

Marine motors are characterized by high-rpm operation that can shear the molecular structure of oil and reduce its ability to protect against wear. On average, a marine motor propelling a boat 30 mph operates at 5,000 rpm, while an automotive engine powering a car 60 mph operates around 2,000 rpm.



HIGH-RPM EQUALS HIGH STRESS.

Oil that has lost viscosity due to shear can fail to form a durable protective film on metal components, allowing metal-to-metal contact and wear. Heavy deposits can also set in, causing piston rings to stick, which leads to compression loss and reduced power. Stuck rings can also lead to catastrophic piston scuffing.

AMSOIL Synthetic Marine Engine Oil (WCT, WCF, WCM) boasts a shear-stable formulation that withstands the demands of high rpm or all-day trolling, helping **protect against breakdowns and extend engine life**.



**Based upon AMSOIL testing of AMSOIL Synthetic Marine Gear Lube 75W-90 in ASTM 3233 and ASTM D892.



MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found under the Recognition menu in the Dealer Zone.



Dave M. Mann
Michigan
7-STAR REGENCY PLATINUM DIRECT JOBBER
FIRST
Total Organization
FIRST
Personal Group Sales
EIGHTH
New Qualified Customers
THIRD
New Customer Sales



Bill & Donna Durand
Wisconsin
7-STAR REGENCY PLATINUM DIRECT JOBBERS
SECOND
Total Organization
SECOND
Personal Group Sales



Tom & Sheila Shalin
Georgia
4-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
Total Organization
FOURTH
Personal Group Sales
THIRD
New Qualified Customers
FOURTH
New Customer Sales



Leonard & Marcie Pearson
Washington
5-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Total Organization



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBER
EIGHTH
Total Organization
SEVENTH
Personal Group Sales
FOURTH
Commercial Account Sales



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
Total Organization
EIGHTH
Personal Group Sales
SECOND
Retail Account Sales



Michael H. Ellis
Michigan
5-STAR REGENCY PLATINUM DIRECT JOBBER
FIRST
Commercial Account Sales



David B. Richardson
Ohio
EXECUTIVE DIRECT JOBBER
SECOND
Commercial Account Sales



Thomas Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBER
THIRD
Commercial Account Sales
THIRD
Retail Account Sales



Merv Nolt
Ohio
DIRECT JOBBER
NINTH
Commercial Account Sales



James J. Allen
Ohio
REGENCY GOLD DIRECT JOBBER
TENTH
Commercial Account Sales



John & Dianne Moldowan
Alberta
REGENCY GOLD DIRECT JOBBERS
FIRST
Retail Account Sales
SECOND
New Customer Sales



Debra McKenzie
Alberta
REGENCY GOLD DIRECT JOBBER
SEVENTH
Retail Account Sales



Greg & Joan Desrosiers
Alberta
3-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
Retail Account Sales



David G. Douglas
Michigan
EXECUTIVE DIRECT JOBBER
NINTH
Retail Account Sales



George & Shirley Douglas
Tennessee
4-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
 Total Organization
SIXTH
 Personal Group Sales



Sherree E. Schell
Idaho
4-STAR REGENCY PLATINUM DIRECT JOBBERS
FIFTH
 Total Organization
NINTH
 Personal Group Sales



Ches & Natasha Cain
South Dakota
3-STAR REGENCY PLATINUM DIRECT JOBBERS
SIXTH
 Total Organization
THIRD
 Personal Group Sales
SECOND
 New Qualified Customers
FIFTH
 New Customer Sales



Keith & Betty Hartman
Kansas
2-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Total Organization



Kent & Trudy Whiteman
Utah
7-STAR REGENCY PLATINUM DIRECT JOBBERS
FIFTH
 Personal Group Sales
FOURTH
 New Qualified Customers
FIRST
 New Customer Sales



Lee & Susan Mortenson
Maine
REGENCY SILVER DIRECT JOBBERS
TENTH
 Personal Group Sales



John O. Brown
Arizona
DIRECT JOBBERS
FIFTH
 Commercial Account Sales



Charles B. Gibson
Virginia
DIRECT DEALER
SIXTH
 Commercial Account Sales



John Coffey
Virginia
DIRECT JOBBERS
EIGHTH
 Commercial Account Sales



Ted Pickol
Florida
PREMIER DIRECT JOBBERS
FOURTH
 Retail Account Sales



James E. Gates
Florida
EXECUTIVE DIRECT JOBBERS
FIFTH
 Retail Account Sales



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBERS
SIXTH
 Retail Account Sales



Robert V. Johnson
New Hampshire
REGENCY DIRECT JOBBERS
TENTH
 Retail Account Sales



David & Robin Huff
North Carolina
REGENCY DIRECT JOBBERS
FIRST
 New Qualified Customers
NINTH
 New Customer Sales



Justin Peszko
Virginia
PREMIER DIRECT JOBBERS
FIFTH
 New Qualified Customers



MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found under the Recognition menu in the Dealer Zone.



Michael J. Mathe
Tennessee
REGENCY SILVER DIRECT JOBBER
SIXTH
New Qualified Customers
SIXTH
New Customer Sales



Vijay Parany
Ontario
1-STAR REGENCY PLATINUM DIRECT JOBBER
SEVENTH
New Qualified Customers
TENTH
New Customer Sales



Eben Rockmaker
Nevada
DIRECT JOBBER
NINTH
New Qualified Customers



Joann & Robert Smythe
Texas
PREMIER DIRECT JOBBERS
TENTH
New Qualified Customers



Will Mangan
Pennsylvania
MASTER DIRECT JOBBER
SEVENTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Will Mangan
Pennsylvania
MASTER DIRECT JOBBER



Albert Roberts
Utah
PREMIER DIRECT JOBBER



Roy Wragth
California
DIRECT DEALER
Sponsor:
Jason Wynne
Direct Jobber:
Jason Wynne



Eben Rockmaker
Nevada
DIRECT JOBBER
Sponsors:
Tom & Colleen Georgalos
Direct Jobbers:
Tom & Colleen Georgalos



Denis & Lisa Jolicoeur
Manitoba
DIRECT DEALERS
Sponsors:
Bill Ward & Nancy Wolfe
Direct Jobber:
Vijay Parany



Thomas & Laura O'Rourke
Wisconsin
DIRECT DEALERS
Sponsor:
Matthew Haugen
Direct Jobber:
Matthew Haugen



Timothy & Dawn Lemay
Ohio
DIRECT DEALERS
Sponsors:
Thomas & Gwendolyn Guisinger
Direct Jobbers:
Thomas & Gwendolyn Guisinger

GAIN CERTIFICATION. GAIN CUSTOMERS.

BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

CUSTOMER CERTIFIED

ELIGIBLE FOR CO-OP ASSISTANCE

APPEAR ON THE AMSOIL LOCATOR AT AMSOIL.COM

RECEIVE BUYING CUSTOMERS FROM AMSOIL

CO-OP CERTIFIED

LOCATOR CERTIFIED

CUSTOMER CERTIFIED

CO-OP CERTIFIED

- Complete the Dealer Certification Program in AMSOIL University Online

LOCATOR CERTIFIED

- Be Co-op Certified
 - Earn a minimum of \$10 in commissions in the last 6 months
- PLUS**
- Have 1 or more new Dealers, Preferred Customers, retail or commercial accounts in the last 6 months

OR

- Have 5 or more active Dealers, Preferred Customers, retail or commercial accounts

CUSTOMER CERTIFIED

- Be Locator Certified
- PLUS**
- Have 4 or more new qualified customers within the past 12 months
- OR**
- Have 2 or more new qualified customers in the past 12 months and meet one of the following alternative qualifications:
 - Have been a Dealer for less than one year
 - Have 24 or more active buying customers
 - Have more than \$10,000 in personal product purchases plus 5 or more active buying customers

WHAT'S A "QUALIFIED CUSTOMER"?

Check out the new Customer Definition document in the Dealer Zone.

RECEIVE EVEN MORE CUSTOMERS WITH THE ASSIGNED-CUSTOMER MULTIPLIER

All Customer-Certified Dealers are in a randomly ordered pool. Once assigned a customer, you move to the bottom of the rotation. Effective Jan. 5, 2019, if you reach a total of 12 new qualified customers within the past 12 months we'll give you an extra listing in the rotation. Then, we'll add you again for every eight additional new qualified customers you bring in. The more new qualified customers you bring in every year, the more chances you'll have to be assigned buying customers from AMSOIL. Think of the compounding effect that will have on your commissions. While there are no guarantees, the chart at right shows what you might expect.

#Qualified Customers Past 12 Months	#Chances to Receive Assigned Customers	Probable #Customers Assigned Annually
Customer Certified	1	3 - 8
12	2	6 - 16
20	3	9 - 24
28	4	12 - 32
36	5	15 - 40

June Close-Out

The last day to process June orders in the U.S. and Canada is the close of business on Friday, June 28. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for June business will be accepted until 3 p.m. Central Time on Friday, July 5. All transfers received after this time will be returned.

Holiday Closings

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

AMSOIL Oil Filters

Going forward, the AMSOIL Ea® Oil Filter name will be simplified to AMSOIL Oil Filters. New artwork will begin appearing in the fall.

New Canadian Stock Numbers

We are transitioning to new labels for the following products in Canada. Effective immediately, Canadian Dealers, customers and accounts must use the new stock numbers listed below to order these products. The old stock numbers are discontinued in Canada.

Signature Series Max-Duty 5W-40 Synthetic Diesel Oil (9.45-litre bottles) – DEOTPC

Signature Series Max-Duty 15W-40 Synthetic Diesel Oil (9.45-litre bottles) – DMETPC

10W-40 Synthetic Marine Engine Oil (946-ml bottles) – WCFQTC

25W-40 Synthetic-Blend Marine Engine Oil (946-ml bottles) – WCMQTC

ATV/UTV Transmission & Differential Fluid (946-ml bottles) – AUDTQTC

Engine and Transmission Flush (473-ml bottles) – FLSHCNC

As announced in January, we will be introducing new labels for Canadian products throughout 2019. Newly labeled products will be rolled out as existing inventory in Canada is depleted. Watch the Dealer Zone for continued updates.



- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

ALTRUM nutritional supplements have been a mainstay for Dealer health since 1985. Through the years, we've added new products and improved formulas as nutritional research made strides in understanding the importance of specific nutrients in maintaining good health. Today, we're more health-conscious and informed about nutrition than ever, and we're committed to staying on the cutting edge of excellence. That's why we're introducing a whole new product line throughout the coming year. We're raising the bar – everything from packaging to formulations is being upgraded.

Independent testing assures that each bottle contains exactly what's on the label, so you can trust that ALTRUM products contain the very best ingredients on the market.

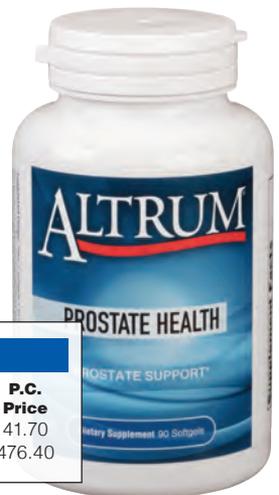
New Formula Supports Male Health

ALTRUM Prostate Health is the first of the new line to debut. It brings you the proven prostate nutrients you already trust – saw palmetto and stinging nettle. Added nutritional support comes from pumpkin seed oil, zinc, vitamin B-6 and lycopene.*

Plus, ALTRUM Prostate Health offers added value with a 90-count bottle. That's 50 percent more servings per bottle than before, giving you a 45-day supply in one bottle and lower cost per serving.

Product Description

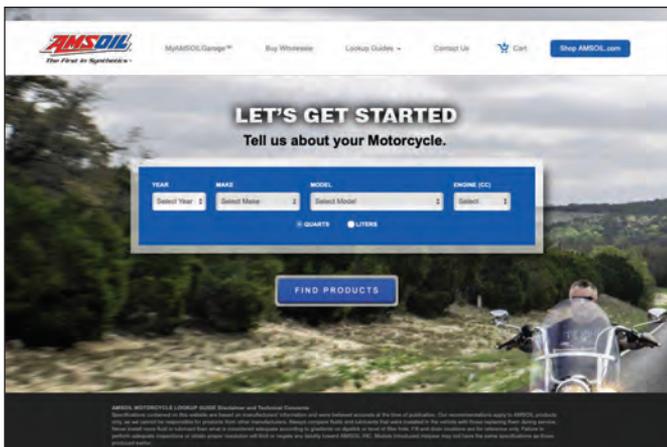
ALTRUM Prostate Health contains a blend of standardized extracts of herbs and nutrients in a balanced formulation. Saw palmetto has been shown in clinical studies to support prostate function.* Additional nutritional support comes from stinging nettle, pumpkin seed oil, zinc, vitamin B-6 and lycopene.*



Prostate Health					
Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C. Price
ALPH	EA	(1) 90-ct.	37.80	39.70	41.70
ALPH	CA	(12) 90-ct.	453.60	453.60	476.40

**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 | www.altrumonline.com



Upgraded AMSOIL Powersports Product Guides Offer Improved Coverage

The product guides at amsoil.com allow you to provide quick, accurate product recommendations for customers and prospects. To help ensure your customers have a great experience at amsoil.com, we recently made a large investment in expanding the powersports product guides to provide recommendations for more applications.

The AMSOIL powersports product guides make up one of just two such guides in the industry. Most lubricant and filter companies don't offer a powersports product guide due to the increased cost and sheer amount of work required. As part of our commitment to Dealers, AMSOIL made a significant investment in customized data and programming to maintain product guides that cover thousands of different makes and models of powersports applications. Our improved powersports product guides now provide recommendations for 225 different equipment brands and nearly 180,000 different components, including the following:

- Motorcycles
- ATVs
- UTVs
- Outboard motors
- Snowmobiles
- Personal watercraft

The powersports product guides deliver improved coverage for several makes of equipment. For example, we now offer recommendations for most Honda* motorcycles. While the expansive nature of the powersports industry makes it nearly impossible to cover every single make and model of equipment, these improvements enhance our coverage, and we'll continue to work on closing the few gaps that remain.

In addition to lubricant recommendations, the powersports product guides offer a more user-friendly interface than the only other guide in the industry. And ours are the only powersports guides to integrate filters, reducing the amount of input required of the user, improving the user experience.

Visit amsoil.com and familiarize yourself with the AMSOIL powersports product guides. Notify your customers and prospects about the guides and encourage them to explore their contents.

Dealer Sales Department Reorganized

The Dealer Sales Department has been restructured to better serve our Dealers and accounts. Rather than splitting responsibilities by region we are now separating them by program. This will allow deeper understanding of our programs, more effective adoption of new initiatives and a better feedback loop to incorporate information from the field.

Commercial Program

Eric Brandenburg is now the Commercial Program Manager. Brandenburg is responsible for driving continuous improvement of the Commercial Program, identifying commercial opportunities and leading our commercial team of Field Sales Representatives Trudel Dorcine and Ernie Jones, and Commercial Inside Sales Representative Lacy Almonte. The commercial team will continue helping Dealers land new accounts and retain existing ones as we partner to expand this growing market.

Retail Program

Mark Kroll is now the Retail Program Manager. Kroll is responsible for driving continuous improvement of the Retail Program and identifying retail opportunities. He is now the primary contact for Dealers who have questions or comments about our Retail Program.

Dealer Development

Steve LePage and Brian Lammi are now Dealer Development Managers. All general questions about Dealer business, including recruiting and onboarding new Dealers, business development, succession planning and the marketing plan should be directed to LePage and Lammi. They will continue to be actively involved in Dealer events and training development.

We believe by providing channel experts we can have more insightful and proactive conversations with Dealers to help you grow your businesses. As always, the AMSOIL Customer Service team is your best resource for issues related to orders and shipping.

Dealer Sales Contact Information

Eric Brandenburg - Commercial Manager
715-399-6467 - ebrandenburg@amsoil.com

Ernie Jones - Field Sales Representative
407-325-2475 - ejones@amsoil.com

Trudel Dorcine - Field Sales Representative (Canada)
647-524-3797 - tdorcine@amsoil.com

Lacy Almonte - Commercial Inside Sales Representative
715-399-6420 - lalmonte@amsoil.com

Mark Kroll - Retail Manager
715-399-6391 - mkroll@amsoil.com

Steve LePage - Dealer Development Manager
715-399-6456 - slepage@amsoil.com

Brian Lammi - Dealer Development Manager
715-399-6466 - blammi@amsoil.com



Introducing the Dealer Onboarding Program

It's our way to help new Dealers learn the basics and start selling.

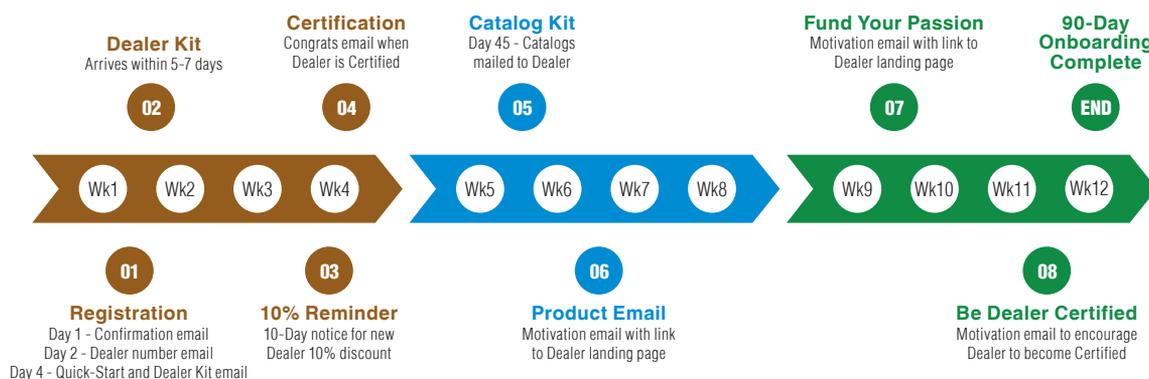
Steve LePage | DEALER DEVELOPMENT MANAGER

In the business world, companies use onboarding programs to help new employees develop the skills, knowledge and attitude needed to succeed in their new jobs. While independent Dealers are not AMSOIL employees, we share in the responsibility of providing new Dealers the tools necessary to help get their Dealerships started.

With that in mind, we launched a new Dealer Onboarding Program to create an engaging and consistent experience that explains the AMSOIL Dealer opportunity and helps new Dealers get off to a great start.

The first 90 days are crucial for new AMSOIL Dealers. Our data shows that Dealers who have a good initial experience and make a purchase within the first 90 days are more likely to remain Dealers for the long haul. The Dealer Onboarding Program is designed to kickstart new Dealers' success and encourage that first product purchase.

We communicate with all new Dealers through email and other touchpoints throughout their first 90 days. These touchpoints are designed to encourage new Dealers and guide them to the resources necessary to confidently run their businesses. The graphic above shows when and how we reach out to new Dealers during these 90 days.



First, we send three emails during their first week. All of them link to the onboarding page in the Dealer Zone (Marketing Your Business>Dealer Onboarding) that provides short videos on how to use the Dealer Zone, information about the Dealer Starter Kit and how to get Dealer Certified through AMSOIL University Online. Additional touchpoints focus on the benefits of early product purchases, testimonials from other successful Dealers and the importance of continued training. Early statistics show that the Dealer Onboarding Program is driving increased Dealer interaction with AMSOIL, which increases their chances of succeeding.

While AMSOIL shares in the responsibility of providing new Dealers this type of support, it's vital that the sponsoring Dealer takes seriously his or her role as coach and mentor. This onboarding program was designed to be a team effort in conjunction with the sponsor. Here are some suggestions for effectively participating in the onboarding process:

- Whether it's a new Dealer you registered or one who self-registered, reach out right away to open lines of communication and answer any questions.
- After one week, contact the Dealer to make sure his or her Dealer Starter Kit arrived. Ask if he or she has any questions and encourage immediate use of the products in the kit.
- Sometime during the first 20 days, find out if the new Dealer has submitted an initial product order and has taken advantage of the 10-percent rebate before it expires.
- Around 60 days in, contact the Dealer to discuss the complimentary catalogs we mail around day 45.
- At the 75-day mark, talk to the Dealer about Dealer Certification. If he or she is not yet Certified, discuss the benefits and encourage participation.

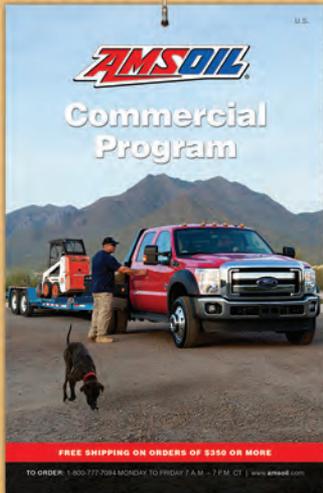
Our hope is that the Dealer Onboarding Program, in conjunction with your efforts as the sponsoring Dealer, will empower new Dealers to get their Dealerships on the path to success.

AMSOIL MARKET CATALOGS – TOOLS TO INCREASE YOUR SALES

Full-sized product brochures are expensive, and you need multiple versions to cover multiple product lines. That's why we replaced them with AMSOIL market catalogs. They **reduce your costs, allow you to show prospects and customers more products and include pricing**. Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

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Commercial Program Catalog
(G3469 U.S., G3474 Can.)

WHO'S IT FOR?
Current and prospective commercial accounts.

- Contractors
- Fleets
- Over-the-road truckers
- Heavy-duty off-road equipment operators
- Farmers/ranchers
- Landscapers

WHAT PRICING DOES IT SHOW?
Wholesale cost



Retail Program Catalog
(G3520 U.S., G3521 Can.)

WHO'S IT FOR?
Current and prospective retail accounts.

- Independent mechanics
- Quick lubes
- Transmission shops
- Tire shops
- Hardware stores
- Auto parts stores
- Powersports dealerships

WHAT PRICING DOES IT SHOW?
Wholesale cost and MSRP



Automotive Catalog
(G3549 U.S. G3550 Can.)

WHO'S IT FOR?
Current and prospective P.C.s and online/catalog customers.

- Auto enthusiasts
- Turbodiesel enthusiasts
- DIYers
- Classic car lovers
- European car owners

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing



Powersports & Racing Catalog
(G3511 U.S., G3512 Can.)

WHO'S IT FOR?
Current and prospective P.C.s and online/catalog customers.

- Motorcycle owners
- ATV/UTV enthusiasts
- Anglers
- Snowmobilers
- Dirt bike riders
- Racers

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing





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AMSOIL BYPASS SYSTEMS

- **Outstanding** sales opportunity – excellent pricing, limited competition
- **Get your foot in the door** with new customers and accounts
- **Earn sales** even if you can't get past objections to buying lubricants
- **Repeat** filter sales
- **Earn** great commissions

AMSOIL BYPASS FILTRATION BENEFITS

- **Significantly** extended engine life
- **Efficient** small-particle and soot removal
- **Reduced** maintenance costs
- **Improved** oil cooling
- **Extended** drain intervals



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