



## DEALER SALES BRIEF

### SIGNATURE SERIES MAX-DUTY SYNTHETIC DIESEL OIL

### HEAVY-DUTY SYNTHETIC DIESEL OIL

## Best Prospects

• **Turbodiesel Pickup Enthusiasts** place great value on their trucks. Their trucks are more than just transportation; they define who they are. Enthusiasts invest in their trucks to increase power, uniqueness, durability or appearance, and they seek the best protection they can afford. AMSOIL Heavy-Duty Turbo Truck 5W-40 Synthetic Diesel Oil (ADO) is an excellent choice for these prospects. Others may want the absolute best oil possible and are willing to pay more for protection that goes even further beyond the standards. Signature Series Max-Duty Synthetic Diesel Oil is a good fit for these prospects.

• **Contractors (small business owners)** typically own 1-5 trucks pulling trailers full of equipment. Many use their trucks for work year-round, as well as recreation on the weekends. They may currently be using a conventional diesel oil and are seeking something better, but have a limited budget. Heavy-Duty Synthetic Diesel Oil may be a better choice for these prospects.

• **Over-the-Road Truckers (small fleets and owner/operators)** may currently be using conventional oil or another synthetic brand, and are seeking methods to prolong the lives of their trucks, reduce oil consumption and put more money in their pockets. Lead with AMSOIL Heavy-Duty Synthetic Diesel Oil. Depending on their needs, offer Signature Series Max-Duty Synthetic Diesel Oil as our top-of-the-line option.

• **Independent Auto Parts Store Owners** value brands that drive traffic into their stores, set their stores apart from the competition and meet the demands of modern technology and specifications. Demonstrating your understanding of these challenges and highlighting the strong AMSOIL following among do-it-yourself (DIY) enthusiasts and contractors is key to moving the sale forward.



## Converting Diesel Prospects to Customers

Resist the temptation to make recommendations and tout technical features before you understand the buyer and have gained his or her trust. For best results, use your experiences with helping current customers to guide your conversation. For more information on the AMSOIL buy/sell process, see the T3 Training Program in AMSOIL University Online.

**Not Looking to Looking:** Briefly introduce yourself and the AMSOIL brand. Ask about the prospect's pickup or semi-truck. Ask questions that help you uncover the prospect's buying motivations.

- **Problem Question:** Have you noticed oil consumption or any other performance issues with your diesel engine?
- **Implication Question:** When you push your truck hard, do you worry about the impact of high heat and wear?
- **Need-Payoff Question:** Do you see value in using high-quality lubricants specifically engineered for your high-performance pickup truck/semi-truck?
- **Need-Payoff Question:** Tell me how you feel about your service intervals. Do you believe there is value in diesel oil that offers the reserve protection to safely go beyond the manufacturer's recommended oil change interval?

**Discovery:** In this phase, you have the prospect's interest and are discovering whether he or she has a need for AMSOIL products. Ask open-ended questions that steer the conversation toward how AMSOIL products can solve problems that the prospect may be experiencing and link it to your past experiences, or use published [AMSOIL testimonials](#).

### Contractor Example:

- Tell me more about the engine life issues that you mentioned.
- If you could overcome this issue and keep your work trucks operating longer, do you think this would give you an edge in your market?
- This reminds me of how AMSOIL products have helped Timberline Landscaping extend equipment life.

**Assessment:** The prospect will assess whether AMSOIL products are right for him or her. Consider all the information the prospect provides and link his or her problems to the proper solution provided by AMSOIL synthetic diesel oil. Be sure to actively listen, and depending on how the conversation goes, suggest an option that works best for the prospect's needs:

## AMSOIL Heavy-Duty Synthetic Diesel Oil Talking Points

AMSOIL Heavy-Duty Synthetic Diesel Oil is an advanced 100% synthetic formula developed for hard-working equipment. Shell Rotella T6\* and Mobil Delvac 1\* are comparable products in the \$25-\$30/gallon price range.

- **Heavy-Duty Wear Protection:** Heavy-Duty Synthetic Diesel Oil helps maximize equipment life and reduce maintenance costs and downtime. You can be confident your engine is protected with 4X better engine wear protection than required by the Detroit Diesel DD13 scuffing test.
- **Minimizes Oil Consumption:** Due to its low rate of volatility (burn-off), Heavy-Duty Synthetic Diesel Oil effectively reduces oil consumption. It maintains its excellent film strength even during high-temperature operating conditions, ensuring dependable protection, performance and fuel efficiency and keeping you on the job.
- **Heavy-Duty Turbo Truck Synthetic Diesel Oil** is engineered from the ground up for performance specific to turbodiesel pickups, providing protection that exceeds conventional and other synthetic oils.

## AMSOIL Signature Series Max-Duty Synthetic Diesel Oil Talking Points

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil is our top-grade 100% synthetic diesel oil line, providing maximum protection that goes above and beyond the standard, including reserve protection to extend the service interval if the customer chooses. Schaeffer's SynShield\*, Red Line Diesel\* and Royal Purple Duralec Ultra\* are comparable products in the \$31-\$45/gallon price range.

- **Protection to the MAX:** Signature Series Max-Duty Synthetic Diesel Oil is formulated to protect the power diesel enthusiasts crave and extend the life of hard-working commercial equipment. Top-grade synthetic base stocks and boosted additives maintain proper viscosity, minimize oil consumption and prevent the formation of wear-causing particles. This reserve protection provides the option to extend drain intervals with confidence. You can be confident your engine is protected with 6X better engine wear protection than required by the Detroit Diesel DD13 scuffing test, providing the security you're giving your diesel the extra protection it deserves.
- **MAX Performance in Extreme Temperatures:** Signature Series Max-Duty Synthetic Diesel Oil effectively withstands high-temperature breakdown, providing the confidence your engine is protected under heavy use in extreme temperatures. Signature Series 0W-40 (DZF) provides 4X better cold-temperature performance when compared to an SAE 15W-40 in the ASTM D5293 Cold-Cranking Viscosity test.
- **MAX Fuel Efficiency:** Signature Series Max-Duty Synthetic Diesel Oil is formulated with advanced synthetic technology that enhances viscosity properties and delivers maximum fuel economy.
- **Ideal All-Fleet Oil:** Signature Series 5W-30 (DHD) is a premium all-fleet oil engineered for modern diesel and gasoline engines. Its outstanding film strength delivers protection equal to higher-viscosity conventional engine oils.

## Handling Objections

TURBODIESEL ENTHUSIAST OBJECTION	AMSOIL ADVANTAGE
Why should I use AMSOIL synthetic diesel oil instead of my current major oil brand (such as Shell Rotella or Mobil Delvac)?	<ul style="list-style-type: none"><li>• Shell and Mobil are well-respected brands that make good products; however, we build more protection into our products that goes far beyond the industry and original equipment manufacturer (OEM) specifications. Signature Series Max-Duty Synthetic Diesel Oil delivers up to 6X more wear protection than required by the Detroit Diesel DD13 scuffing test.</li><li>• For over 40 years, our focus on protection has helped us earn the trust of serious enthusiasts and people who depend on diesel power to make a living.</li><li>• Does this answer your question? If so, we'd like the opportunity to help you gain an edge in protecting your diesel investment.</li></ul>

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CONTRACTOR OR TRUCKER OBJECTION	AMSOIL ADVANTAGE
<p>AMSOIL products are expensive. Why should I pay extra for AMSOIL synthetic diesel oil?</p> <p>My current oil brand has made a big deal about the API CK-4 and FA-4 specifications. Why don't you offer an FA-4 diesel oil?</p>	<ul style="list-style-type: none"> <li>• By registering as a commercial account, you purchase AMSOIL products at wholesale (up to 25 percent off retail pricing), with additional discounts based on volume, including freight discounts. Refer to the AMSOIL Commercial Account Ordering, Freight &amp; Discount Information document (G2602 U.S., G8602 Can.) for details.</li> <li>• AMSOIL offers small businesses a competitive advantage by providing more protection. Heavy-Duty Synthetic Diesel Oil delivers up to 4X more wear protection than required by a leading engine manufacturer, saving you money by ensuring your engine is protected with a formula that helps you extend its life, resulting in less maintenance and downtime.</li> </ul> <p><b>AMSOIL ADVANTAGE</b></p> <ul style="list-style-type: none"> <li>• API FA-4 is a new specification for fleet vehicles. It is applicable to certain 2017 and newer fleet vehicles manufactured to meet U.S. government fuel economy mandates and is not compatible with older vehicles.</li> <li>• Although some customers may want to use an FA-4 oil if they are purchasing new equipment, our CK-4 products are excellent for mixed-fleet use and work in both older and newer on- and off-road diesel applications.</li> <li>• CK-4 is the best option as a multi-functional diesel oil. If you're interested in the new FA-4 specification, we are currently working on a formulation that will be released when more 2017 model vehicles enter the market.</li> </ul>
AUTO PARTS STORE OBJECTION	AMSOIL ADVANTAGE
<p>I haven't heard of AMSOIL and I doubt my customers have either.</p>	<ul style="list-style-type: none"> <li>• AMSOIL is not a mass-market brand. We are a brand for enthusiasts, with strong brand loyalty among the millions of enthusiasts who are aware of us and spend \$100 or more in annual modifications to their vehicles. Enthusiasts are passionate about their vehicles and are willing to pay a premium for high-performance products.</li> <li>• We make significant investments in our brand as the official oil sponsor of the Diesel Power Challenge and the Ultimate Callout Challenge, raising brand awareness with turbodiesel pickup enthusiasts and helping you sell.</li> <li>• AMSOIL products aren't available everywhere, allowing you to separate your store from your competition and attract new customers who seek AMSOIL products. Signature Series Max-Duty Synthetic Diesel Oil is specially designed to stand out from other oils, offering 6X better wear protection than required by a leading engine manufacturer.</li> </ul>
GENERAL CHALLENGE	AMSOIL ADVANTAGE
<p>I've heard that AMSOIL synthetic diesel oil is not API-licensed and lacks the quality required for my engine. Why are the diesel oils not licensed by the API?</p>	<ul style="list-style-type: none"> <li>• Our philosophy has always been to set a target for quality and formulate products that meet that target.</li> <li>• The API licensing system is a voluntary certification that only sets minimum quality standards. Because it is a standard, licensing limits the flexibility we need to quickly adopt new technologies that can improve protection. Our research indicates many diesel enthusiasts and people who depend on their diesel to make a living focus more on protection than on the API doughnut. We are in that camp.</li> <li>• That is why we use specifications like CK-4 as the minimum and engineer protection into our products that goes beyond API standards. We want to give customers the most protection we can, and sometimes that requires opting out of a licensing program. Diesel customers can rest assured their equipment is protected, and we back them up with our warranty.</li> </ul>

## Ongoing Service and Support

Be sure to follow up with prospects about their experiences with AMSOIL products and ordering/delivery. Help them find products for their equipment by using the AMSOIL Product Guides at [www.amsoil.com](http://www.amsoil.com). For technical questions, contact AMSOIL Technical Services at (715) 399-TECH (between 8 a.m. and 5 p.m. CT) or [tech@amsoil.com](mailto:tech@amsoil.com).

For related products, check out the Dealer Sales Briefs for Transmission Fluids, Antifreeze/Coolants and Diesel Fuel Additives.

## General Frequently Asked Questions

For more diesel FAQs, visit the AMSOIL FAQ page (Product Info>FAQ).

**What are the benefits of API CK-4/FA-4 diesel oils over previous specifications?** The primary benefit is a significant increase in oxidation protection. Many OEMs are employing newer engine design technologies that result in hotter-operating engines, placing greater strain on the oil to provide oxidation protection. Improved aeration control and resistance to viscosity breakdown are the other benefits of CK-4/FA-4 diesel oils. API FA-4 is a new category of lower-viscosity, heavy-duty diesel oils designed to provide improved fuel economy and reduced emissions primarily for 2017 model-year Class 8 on-road applications.

**Are API CK-4 diesel oils recommended in older diesel engines calling for API CJ-4 diesel oil?** Yes. API CK-4 diesel oils are backward-compatible and safe to use in pre-2017 diesel engines calling for API CJ-4 (and prior) specifications. They are suitable for use in older on-road and off-road applications, with or without diesel particulate filters and fueled by ULSD or higher sulfur fuels. API FA-4 oils, however, are only recommended for 2017 and newer applications that specifically permit their use. FA-4 oils are primarily designed for fleets to maximize fuel economy.

**Will the new AMSOIL synthetic diesel oil line include an FA-4 oil?** Yes, but FA-4 diesel oils will be niche products for the first few years and will likely only be used in 2017 and newer on-road Class 8 vehicles. AMSOIL will introduce an FA-4 diesel oil when significant numbers of 2017 model-year vehicles enter the market.

**If I switch my vehicle from conventional to synthetic diesel oil, will it cause leaks?** No, synthetic oils do not cause engines to leak. Signature Series Max-Duty Synthetic Diesel Oil and Heavy-Duty Synthetic Diesel Oil are fully compatible with modern seal materials and are properly formulated to condition seals, keeping them pliable to prevent leakage. Some early synthetic motor oils were made with materials that were harder on seals, but today's synthetic oils have come a long way. Synthetic oil is perfectly safe for use in both new and high-mileage engines.

**Can AMSOIL synthetic diesel oils be used in gasoline applications?** Yes. Signature Series Max-Duty Synthetic Diesel Oil and Heavy-Duty Synthetic Diesel Oil are suitable for use in applications specifying the latest API gasoline specification (API SN), making them ideal for mixed-fleet use. In particular, Signature Series 5W-30 is a premium all-fleet oil engineered for modern diesel and gasoline engines.

**Do AMSOIL synthetic diesel oils support reduced-emissions goals?** Yes. The combination of low oil volatility and clean operation effectively reduces oil consumption and emissions. Signature Series Max-Duty Synthetic Diesel Oil and Heavy-Duty Synthetic Diesel Oil are thermally stable with strong resistance to high-temperature volatility (burn-off) compared to conventional petroleum-based diesel oils.

## Heavy-Duty Synthetic Diesel Oil Frequently Asked Questions

**What does "Heavy-Duty Protection" mean? Is it only for heavy-duty applications?** No, Heavy-Duty Protection is the overarching message that defines how Heavy-Duty Synthetic Diesel Oil goes beyond minimum requirements, keeping equipment protected with 4X better engine wear protection than required by a leading OEM. Heavy-Duty Protection can refer to the semi-truck hauling goods across the country, or a contractor working on the job site. Heavy-Duty Synthetic 5W-40, in particular, is specifically designed for the demands that many serious turbo truck enthusiasts put their diesel trucks through.

**What is the recommended drain interval?** Heavy-Duty Synthetic Diesel Oil is recommended for use at the OEM's recommended drain interval. Refer to your owner's manual for specific oil change interval recommendations. Intervals may be extended beyond the OEM-recommended interval with oil analysis.

**What are the recommended filter change intervals? What about AMSOIL Ea® Bypass Filters?** AMSOIL recommends using an AMSOIL Ea Oil Filter if possible. Whether using an AMSOIL or other filter, follow the filter- or vehicle-manufacturer recommended service interval. Refer to the Ea Bypass Oil Filter Data Bulletin (G498) for specific Ea Bypass Filter change interval information.

# Signature Series Max-Duty Synthetic Diesel Oil Frequently Asked Questions

## How is Signature Series Max-Duty Synthetic Diesel Oil different from Heavy-Duty Synthetic Diesel Oil?

Both products exceed the latest API CK-4 specification. Heavy-Duty Synthetic Diesel Oil keeps equipment protected with 4X better wear protection than required by the Detroit Diesel DD13 scuffing test. For even greater protection, Signature Series Max-Duty Synthetic Diesel Oil provides 6X more wear protection than required by the test. Signature Series is engineered for hardcore enthusiasts and fleet owners interested in the best oil for their diesel engines, with reserve protection that allows them to extend their drain intervals.

## What is the maximum recommended drain interval?

### Diesel Engine Service Life

#### Heavy-Duty On-/Off-Road Equipment:

3X OEM recommendation, not to exceed 60,000 miles/600 hours or one year, whichever comes first.

#### Turbodiesel Pickup:

2X OEM recommendation, not to exceed 25,000 miles or one year, whichever comes first.

### Gasoline Engine Service Life

2X OEM recommendation, not to exceed 15,000 miles or one year, whichever comes first.

Drain intervals may be extended further with oil analysis.

**Note:** Extended drain intervals are not recommended for performance-modified engines, when using biofuels containing more than 10 percent ethanol or 15 percent biodiesel (B15) or for 2007-2009 Caterpillar\* C13 and C15 on-highway engines. Extend drain intervals beyond OEM recommendations in these instances only with oil analysis. **Note:** 2007-2010 Dodge\*, Ford\* and GM\* turbodiesel pickups are also not recommended for extended drain intervals when using DHD.

**What do “2X OEM recommendation” and “3X OEM recommendation” mean?** For turbodiesel pickup applications, Signature Series is recommended for extended drain intervals of up to two times (2X) the OEM recommendation stated in the owner’s manual or other supporting technical documents. For heavy-duty on-/off-road applications, Signature Series is recommended for extended drain intervals of up to three times (3X) the OEM recommendation stated in the owner’s manual or other supporting technical documents.

For example, if the OEM drain interval recommendation is 15,000 miles for a Kenworth\* with a Cummins ISX\* engine under severe service, Signature Series is recommended for up to 45,000 miles.

## Tools to Aid Sales Efforts

- Signature Series Max-Duty Synthetic Diesel Oil Data Bulletin (G3467)
- Heavy-Duty Synthetic Diesel Oil Data Bulletin (G3468)
- Professionals Catalog (G3469)

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