



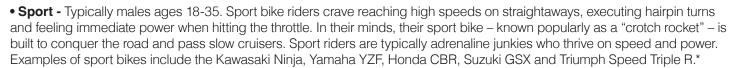
SYNTHETIC METRIC MOTORCYCLE OIL

Who are the Best Prospects?

- Independent bike shops
- Powersports dealers
- Auto parts stores
- Metric motorcycle enthusiasts

Independent shops that seek a competitive advantage over motorcycle dealerships make excellent prospects and hold high potential for sales.

What are the Three Types of Riders in the Metric Market?



- Cruiser Typically males ages 18-35. For many, their bike represents the start of a new hobby. They value their metric cruiser for its affordability compared to a Harley, Indian or Victory. They also value its reliability and easier handling compared to heavier bikes and responsive throttle and braking. Riders often spend time customizing their bikes with saddle bags, extended forks, oversized rear tires and paint jobs. Showing off their bikes is nearly as important as riding them. Many are part of the local bagger or chopper subculture. Examples include the Honda Shadow, Yamaha V-star, Kawasaki Vulcan, Suzuki Boulevard and Triumph Bonneville.*
- **Touring** Riders tend to be older, affluent retired couples. They value comfort, luxury, safety and the adventure of long, cross-country trips. They ride primarily to relax, discover new places and enjoy memorable adventures. Fittingly, they value reliability and safety. The Honda Goldwing represents the prototypical metric touring bike.*

How Do I Convert Riders into Customers?

AMSOIL Synthetic Metric Motorcycle Oil is formulated to provide...

- Smooth, confident shifts
- Clean, cool performance
- Superior wear protection

Converting prospects to customers requires matching the appropriate benefits to each riders' needs.

SPORT CRUISER TOURING • Smooth shifts help riders quickly • Premium wear protection **protects** • Premium wear protection maximizes accelerate through the gears and the engine during throttle bursts and engine reliability during long trips far confidently maneuver tight turns sudden acceleration from home Outstanding foam control and superior wear Superior wet-clutch compatibility Capability to extend drain intervals up protection protect the engine while riding delivers smooth, confident shifts to twice the motorcycle manufacturer's aggressively recommendation provides peace of mind • AMSOIL Synthetic Metric Motorcycle • AMSOIL Synthetic Metric Motorcycle Oil • Smooth, confident shifts enhance Oil enhances peace of mind and helps riders maximize speed, acceleration confidence, helping riders stand out comfort and cornering ability from their peers • AMSOIL Synthetic Metric Motorcycle Oil



supports riders' desire to take the cross-

country trip of a lifetime

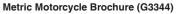
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RETAILER CHALLENGE	AMSOIL SYNTHETIC METRIC MOTORCYCLE OIL ADVANTAGE
What is the target market for AMSOIL Synthetic Metric Motorcycle Oil?	AMSOIL Synthetic Metric Motorcycle Oil is formulated for metric sport, cruiser or touring motorcycles that require 10W-30 or 10W-40 motorcycle oil, including those made by Honda, Yamaha, Kawasaki, Suzuki, Triumph and BMW*
Why should an auto parts store carry AMSOIL Synthetic Metric Motorcycle Oil?	 Motorcycle sales have increased 5.9 percent since 2010, with 465,783 bikes sold in 2013 Allows you to stand apart from national chains and attract new customers into your store
As an independent powersports dealer, I already have multiple brands that appeal to metric motorcycle riders. Why carry AMSOIL products?	 AMSOIL is a trusted name in the motorcycle market and enjoys a legion of loyal followers, providing you a ready-made customer base AMSOIL invests heavily in national advertising campaigns and Official Oil sponsorships of the nation's most popular bike rallies, including Sturgis, Daytona Bike Week, Laconia Motorcycle Week, Biketoberfest and the Lone Star Rally, helping drive customers to your store
METRIC MOTORCYCLE ENTHUSIAST CHALLENGE	
Many riders use OEM lubricants. Why should I switch to AMSOIL Metric Motorcycle Oil?	 Unlike companies that build motorcycles, AMSOIL is first and foremost a lubricant company AMSOIL boasts more than 40 years' experience designing, testing and formulating synthetic lubricants AMSOIL Synthetic Metric Motorcycle Oil is designed to deliver smooth, confident shifts; cool, clean performance; and premium wear protection
AMSOIL is known for AMSOIL Synthetic V-Twin Motorcycle Oil, formulated for all types of V-twins, including Harleys. Why should I consider AMSOIL Synthetic Metric Motorcycle Oil?	The same dedication to quality and performance that goes into AMSOIL Synthetic V-Twin Motorcycle Oil has gone into AMSOIL Synthetic Metric Motorcycle Oil It is formulated to meet or exceed motorcycle manufacturer recommendations and outperform other conventional and synthetic oils
Will switching to AMSOIL Synthetic Metric Motorcycle Oil affect my bike's warranty?	AMSOIL synthetic lubricants are Warranty Secure™, keeping your factory warranty intact. AMSOIL Synthetic Metric Motorcycle Oil is a high-performance replacement for vehicle manufacturer-branded products and is also backed by the AMSOIL Limited Warranty (G1363). For details, visit www.amsoil.com/warrantysecure.

What Tools are Available to Aid Sales Efforts?

- Metric Motorcycle Brochure (G3344)
- Metric Motorcycle Handout (G3345)
- Synthetic Metric Motorcycle Oil Data Bulletin (G3348)







Synthetic Metric Motorcycle Oil Data Bulletin (G3348)

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