



**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?

- **Sport** - Typically males ages 18-35. Sport bike riders crave reaching high speeds on straightaways, executing hairpin turns and feeling immediate power when hitting the throttle. In their minds, their sport bike – known popularly as a “crotch rocket” – is built to conquer the road and pass slow cruisers. Sport riders are typically adrenaline junkies who thrive on speed and power. Examples of sport bikes include the Kawasaki Ninja, Yamaha YZF, Honda CBR, Suzuki GSX and Triumph Speed Triple R.*
- **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 |
|--|--|---|
| <ul style="list-style-type: none"> • Smooth shifts help riders quickly accelerate through the gears and confidently maneuver tight turns • Outstanding foam control and superior wear protection protect the engine while riding aggressively • AMSOIL Synthetic Metric Motorcycle Oil helps riders maximize speed, acceleration and cornering ability | <ul style="list-style-type: none"> • Premium wear protection protects the engine during throttle bursts and sudden acceleration • Superior wet-clutch compatibility delivers smooth, confident shifts • AMSOIL Synthetic Metric Motorcycle Oil enhances peace of mind and confidence, helping riders stand out from their peers | <ul style="list-style-type: none"> • Premium wear protection maximizes engine reliability during long trips far from home • Capability to extend drain intervals up to twice the motorcycle manufacturer’s recommendation provides peace of mind • Smooth, confident shifts enhance comfort • 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? | <ul style="list-style-type: none"> 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? | <ul style="list-style-type: none"> 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? | <ul style="list-style-type: none"> 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? | <ul style="list-style-type: none"> 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? | <ul style="list-style-type: none"> 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)



Metric Motorcycle Brochure (G3344)



Synthetic Metric Motorcycle Oil Data Bulletin (G3348)

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