Suggested Highlighted Products
Selection will vary according to season and market. These are the more frequent sellers in no particular order. I have two AMSOIL stores (Omaha, NE and Sioux Falls, SD) which we now move about $15,000 in product monthly so this is based on our local sales over 15 years.

* **The Signature Series** is my #1 Seller but the XL and OE work best when introducing the name then add Signature Series later when you start gaining requests or as needed.
* Our Diesel customers prefer gallons but quarts are 75% of our sales for all items.
* Primary suggestions below in **bold**

**Auto Parts Store Suggestion with product code:**

* Saber Pro 100:1 2-Cycle Oil 8 ounce bottles or quarts (ATP) AMSOIL’s 2nd oldest product.
* **XL Extended Life (Twice per year oil change) 5W-30, 5W-20 (XLF & XLM)**
* Z-Rod – High Zinc 10W-30 Flat Tappet – High Zinc oil (ZRT)
* **20W-50 Motorcycle oil – (MCV)** – our #1 seller in summer. I move 100’s of cases. Can draw in more customers than any other product.
* 15W-40 Diesel & Marine – Best seller for all 2006 and earlier diesels. Good for 20,000 miles or one year . great for dirty hard working diesels switching to AMSOIL. Bullet proof detergents and tough base stocks. Do not use in 2007 or newer. Also known to Classic car buffs wanting high zinc (AME)
* 5W-40 and 15W-40 CK-4/CJ-4 MAX Duty Signature Series (DME & DEO) For diesel owners who demand the best goes twice the manuf. Interval.
* **15W-40 and 5W-40 CK-4/CJ-4 Heavy Duty line (ADO & ADP) Should be best seller due to price. New 100% Synthetic base stock no one can compete with.**
* **Severe Gear 75W-90 and 140. Lots of walk-ins for this product (SVG & SVO)**
* **75W-90 GL4 MTG Excellent seller**
* 5W-30 Synchromesh Transmission Fluid MTF – MANY new transmissions require this and smooths out shifting over OEM.
* **Performance Improver – Fuel Injector and intake valve cleaner-** Top 5 best sellers. Makes intake system like new. Treats 20 gallons of gasoline. 1400 ppm of injector cleaner. (API)
* Multi-purpose water resistant grease (GWR) – Same as our RED multi-grease but added water resistance for boat trailers and power sports.
* Heavy-Duty Metal Protector (AMH) – New version anti corrosive formula – Used as undercoating spray. A must for all automotive enthusiasts. Works better than grease in some areas.
* **Small Engine Oil 10W-30/SAE-30 Commercial Grade** (ASE)– Top seller! A case study leader in protection and fuel/oil consumption. Everything from generators, mowers and skid-steers.
* **Diesel Injector Clean –** Very cost effective in all sizes. Repeat customer driver. (ADF)
* Cetane Boost **–** Truckers swear by it. “Free money” Half gallon treats 640 gallons. (ACB)
* **Absolute Efficiency Oil Filters** - Add once AMSOIL products are established.
* European 5W-40 Classic formula (EFM) – Best seller of all the European specs. But product depends on demand in area.
* **Engine Flush** – Unique mild formula which is our unique detergent. Helps reduce oil consumption. Non-solvent so can be recycled with used oil. Save in all automobiles, diesels and automatic transmissions. (FLSH)

**Lube Center suggestion with product code:**

* OE Full line 5W-30, 20, 0W-20 and 10W-30. See drum price (OEF, OEM, OEZ and OET)
* 75W-90 (AGM) GL5 – differential lube – Has limited slip additive. Excellent mileage increase.
* OE – Automatic Transmission fluid both Fuel Efficient and Multi-Vehicle. (OTF & OTL)
* EA Oil filters – **use as upsell** after products are well established. Display cut-away showing Nanofiber. Matches our Sig. Series.

Call anytime and we can discuss the differences between the OE and Signature. The OE Automatic trans fluids (OE) were designed for service centers where the customer isn’t necessarily an enthusiast but request a better quality longer lasting ATF. The price is competitive and it simplifies the inventory as it covers MANY manufactures specs. This product keeps transmissions cool and deposit free whereas the Sig. Series drops temps 20 to 50 degrees. Used for heavy duty use or that older car someone needs to squeeze all the life out of it. Some use our ATF as an additive to improve shifting. Both are 100% compatible with the matching old fluid so no issues with partial change outs with new filter.