**Generic Quick Lube Letter**

**Now as one of the few “True” full line synthetic available in North America, our 100% Synthetic oils are being called “Overbuilt” to match requirements our customers expect in their own equipment. The protection offered by our lowest cost line (OE) is well beyond what even our competition’s top tier product can offer. But the performance is noticed as soon as the customer pulls away in their car.**

**The median cases of oil moved coast to coast at independent lube centers is 84 cases per year. The customers are beginning to understand that if it doesn’t say 100% synthetic, it not going to offer the protection they can get for nearly the same price as AMSOIL. At no shipping cost, the AMSOIL “OE” 100% Synthetic in 55 gallon drum is $4.19 per quart.**

**There are several other products which we hear from our other installers which “are beating us on price”. Amsoil could beat them on price easily if the products adopted the lower quality base stocks and didn’t hold to the standard of being the highest quality in the group. (Reserve protection) You will see at best that these other companies can only meet the minimum requirement of the dexos 1 2015 Gen2 (required for 2017) for LSPI. To pass that test you are allowed 5 LSPI events, with our lowest priced OE we pass 100% without any events partially due to our industry leading low volatility. With AMSOIL “OE” your customers can expect the ultimate protection and performance beyond even the competing $7-$9 oil.**

***(Optional section) So, with the coming CAFE requirements in the majority of new engines, the difference in synthetic brands and base oil can mean the difference of the customer making it through the next intersection after an oil change.***

**A key sales point is AMSOIL has established demand. Local customers are searching for lube centers carrying AMSOIL via the corporate website. AMSOIL brings in customers you are not presently serving. These are customers who generally pay more for added services. Each month my Sioux Falls AMSOIL store moves two 3500 pound pallets of oil which 2/3rds is for passenger cars. Half is do-it-yourself and the other is taken to area oil to shops to have it changed but many state that if your center had our oil on hand, they would choose you for their maintenance.**

**We know your time is very valuable so we appreciate you taking the time to review this. AMSOIL adds a product to your shop with an ever expanding enthusiast base making your center unique. Join the 100’s of satisfied AMSOIL installers across the nation. We will help you get the word out locally that you have chosen to carry the best!**