



► DEALER EDITION

**M A G A Z I N E**

DECEMBER 2021

# HOLDING ITS CHARGE

DEALER OPPORTUNITY  
WILL REMAIN STRONG  
AS EVs JOIN  
OUR ROADS

| PAGE 8

Keep Diesels on the Road with AMSOIL Diesel Fuel Additives | PAGE 13



## ***POWERFUL PROTECTION WITH A SLED WARRANTY TO MATCH***

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**THE COVER**

As the vehicle market changes, plenty of opportunity will remain for AMSOIL Dealers.



# From the President

Our messages to you over the past year have focused heavily on *The Next 50* and our strategies for strengthening the Dealer opportunity for the future. Some major components of our plan are on the horizon, and to say I am excited about them is putting it lightly. We are making significant investments in Dealer business to improve your experience as an AMSOIL Dealer and put you in the best position to grow your Dealership. Recent examples include the new Preferred Customer Program and the new Dealer Zone. You can expect much more in 2022.

There is one major future obstacle we have not discussed with Dealers in quite a while: electric vehicles. Electrification is a reality and will affect business, but that doesn't mean it will end business. This issue of *AMSOIL Magazine* provides statistics on electrification and a little about what we are doing to mitigate the issue. This situation is fluid and subject to several influencing factors that will either accelerate or delay mass adoption of electric vehicles, which makes it extremely difficult to chart a clear path forward. To be frank, we don't have all the answers today. But we do have some answers and you can rest assured we are working on more.

Focusing on commercial opportunities is one strategy for reducing the impact of electric vehicles. We have implemented

multiple tactics to support Dealers in this area, including the development of a dedicated commercial team with inside-sales support, new sales collateral, a new discount program and monthly virtual commercial-training meetings. Dealers partnering with our internal team and taking advantage of the new resources are having excellent results.

The Dealer Sales team recently shared a nice example with me. Premier Direct Jobber Rodney Surratt of Denton, N.C. spent most of his time as a Dealer focusing on retail accounts. He began attending commercial training meetings and interacting with the commercial team at corporate. Rodney soon realized that he was in an under-served market and had many commercial opportunities in his area. He put his training and our sales tools to use and began prospecting. He became familiar with hosting and attending virtual meetings so he could be more versatile. Recently, Rodney sold his first tote of diesel oil to a local trucking company, and he has a large landscaping contractor ready to start buying.

I am also told that Rodney goes above and beyond in the service category. One of his accounts was not receiving its order due to driver shortages at the local LTL carrier. After a long delay and no confirmed delivery date, Rodney took matters into his own hands. He went to the freight depot, retrieved his

account's order and delivered it himself after 6 p.m.

Rodney is a great example of what is possible when you pair drive and commitment with the resources we provide. I really enjoy hearing stories like Rodney's. Dealers across the U.S. and Canada are using the AMSOIL opportunity to earn extra money and increase their personal success. In many cases, people are relying on their AMSOIL Dealership to make ends meet. That is something I take very seriously, and it influences our actions concerning Dealer business. I want to not only protect your ability to earn money with your AMSOIL Dealership, I want to increase your chances of success. The strategies we're unveiling in 2022 in support of *The Next 50* are designed to do just that. I believe these initiatives will generate more success stories like Rodney's. I can't wait to hear them.

Merry Christmas, everyone. Have a great holiday season.

**Alan Amatzio**  
President & CEO

**THE NEXT50**  
Commitment • Collaboration • Success



# New 2022 Calendars Available Now

Each month of the new 2022 AMSOIL calendar highlights a popular race series or motorsports event in which we're involved, such as Sturgis and the AMSOIL Championship Off-Road series.

Calendars personalized with your contact information are available from the AMSOIL Print Center in the Dealer Zone at [my.AMSOIL.com](http://my.AMSOIL.com) by clicking the Print Center icon under Quick Links.

Non-personalized calendars are also available and may be personalized by adding your business card. Simply insert your business card in the slotted area and your contact info is visible for a full 12 months.

## AMSOIL Print Center Pricing\* – Personalized

<b>11 – 49 calendars</b>	\$3.27 each
<b>50 – 99 calendars</b>	\$2.82 each
<b>100 – 249 calendars</b>	\$2.45 each
<b>250 – 499 calendars</b>	\$2.41 each
<b>500+ calendars</b>	\$2.08 each

\*Free shipping in the U.S.

## AMSOIL Pricing\*\* – Non-Personalized

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.46
G1105-CA	10	15.00	21.00

\*\*Calendars subject to shipping charges.



# LETTERS TO THE EDITOR

## CATALOGS

This year has presented some new issues for me as a Dealer. The catalog comes out in April and October. Since April, I've worked with several potential customers to evaluate whether they should be P.C.s or Dealers. As a Dealer, I don't have easy access to P.C. pricing, which makes it difficult to show comparisons to candidates, especially since the catalog shows P.C. prices less than what a Dealer can buy the product for. Dealers need online access to be able to quickly make price comparisons.

**Herb Wilm**

**AMSOIL:** Thanks for sharing your concern, Herb. We will evaluate methods of delivering pricing information and make changes as warranted in the year ahead. Meanwhile, we want to highlight that determining the proper program for new customers should not rely on pricing; rather, it should hinge on the person's desires. Does he/she want to earn money? Then he/she should be a Dealer. If the person just wants to save money on AMSOIL products, he/she should become a P.C. The Factory-Direct Catalog (G100/G300) features P.C. pricing and full online/catalog pricing for AMSOIL products; it does not display Dealer pricing. Dealer pricing is always lower than P.C. pricing. You can access all pricing (wholesale, P.C., MSRP, full online/catalog) on a single page by using the Pricing Lookup in the Dealer Zone.

## BYPASS OIL FILTER

I was kind of surprised that in the September 2021 edition of the *AMSOIL Magazine* there was no mention that there apparently is a problem with the availability of the EABP100 Bypass Oil Filter. It was an item I ordered back on July 30, 2021, and still have yet to get one. The AMSOIL Customer Service response in late August was that it was "temporarily unavailable," and I take it, it still is.

In all the years I've been with AMSOIL, it always appeared that it was a company that was on top of things. The AMSOIL Bypass Filter seems to be a key filter, and if there is a significant problem with

the production and/or availability of that product, especially over a month's time, AMSOIL Dealers should be made aware of it and how long the delay will be. Maybe AMSOIL could suggest similar products that are available that could be used instead, especially shortly after an order has been made.

**William J. Kluge, Jr.**

**AMSOIL:** We're sorry for this delay, William. Supply-chain issues are creating significant challenges for manufacturers in all industries, including AMSOIL. All manufacturing components, including steel, chemicals, synthetic filter media and even drivers to deliver raw materials and finished goods, are in short supply. In a few cases, we are unsure when regular supply will resume. While there isn't a similar product that can be used in place of the EABP100, we encourage you to continue checking [AMSOIL.com](http://AMSOIL.com) ([AMSOIL.ca](http://AMSOIL.ca) in Canada) for availability. Going forward, backordered items will be identified online and we will not accept orders for products that are unavailable. The majority of AMSOIL products are available as normal and we expect that to continue; despite our best efforts, however, supplies of raw materials for grease, aerosols and filters continue to pose challenges and likely will for a few more months.

## MIRACLE WASH®

I just wish you would make the waterless car wash in liquid again. There is too much waste in the can. When you spray, it foams at the tip and down the can. My RV friends would like it in liquid; it would work so much better for them.

Thanks,

**David Yoder**

**AMSOIL:** Thank you for your suggestion, David. This is the first we have heard of Miracle Wash foaming at the tip and running down the can. Miracle Wash has had very positive reviews throughout the years, and our goal is to always provide the highest quality products. The liquid Miracle Wash was discontinued many years ago due to low sales. We added your

request to our suggestion tracking database, and we will review the demand and determine if it makes good business sense to return this product to our lineup. Other product suggestions can be entered at [AMSOIL.com/w/contact](http://AMSOIL.com/w/contact).

## ORDERING

I'm so lost. As of right now I don't have anything to order, but if I think of something I like to leave it on the order sheet until I'm ready. But I cannot get it to do anything. I just don't know where to start. I have a new customer who hasn't ordered yet, and I'll just bet he can't figure it out. This is a two-hour drive for me and I would just be embarrassed to show up to ask for an order if I don't know anything.

And one more thing: I went to the university site and can't find the recording of the meeting you have every month. Why does everything have to be hidden?

Well, I'll see if one of my grandkids can help.

Thanks for listening.

**Kevin Bohn**

**AMSOIL:** We're sorry to hear about your trouble, Kevin. We suggest starting by calling AMSOIL Customer Service at (715) 392-7101; an AMSOIL representative will answer your questions. As far as the Commercial Training meetings, once you are in AU Online, click Sales & Business Development, then click Commercial Program Training Recordings. These items will be much easier to find in the new Dealer Zone launching soon.

Email letters to:  
**[letters@amsoil.com](mailto:letters@amsoil.com)**

Or, mail them to:  
**AMSOIL INC.**  
**Communications Department**  
**Attn: Letters**  
**925 Tower Avenue**  
**Superior, WI 54880**

Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



**Mike Nelson** | SENIOR PRODUCT DEVELOPMENT ENGINEER

## Hydrostatic transmissions require advanced fluids

Professionals have zero tolerance for zero-turn-mower inefficiency.

Landscape professionals, some of our best potential commercial accounts, rely on their zero-turn mowers to get work done on time and up to standards. When a crew member jumps on a mower and pushes the handles forward, he expects instant and predictable mower response. Anything else wastes time and reduces efficiency.

This is where you step in. AMSOIL Synthetic Hydrostatic Transmission Fluid (AHF) helps deliver smooth, responsive operation. To understand how, let's look at how a zero-turn-mower hydrostatic transmission works.

In most systems, hydraulic lines connect a variable-displacement pump to a fixed-displacement motor that powers one of the rear wheels. Moving the mower handle forward increases pump displacement and turns the motor that turns the wheel. The system offers infinite variability, meaning the mower's engine can be running at 3,600 rpm, but wheel speed depends on how far forward the operator pushes the handle.

A typical hydrostatic transmission also uses a charge pump, which cycles new fluid into the hydrostatic loop to replace fluid that leaks through the pump cases. This provides the added benefit of cooling the pump and motor as new fluid enters the loop.

Variable-displacement piston pumps are the mainstay in zero-turns. They use a ring of pistons that ingest and compress fluid based on the angle of a swash plate connected to the control handle.

Some zero-turn mowers use what's called a gerotor motor. They use a valve body to pressurize fluid between a rotor and stator, which causes the rotor to orbit. As it orbits clockwise, it rotates counterclockwise at a much lower speed. The rotor is splined to the output shaft to turn the mower wheels.

Hydrostatic drives place specific demands on fluid, which is where you enter the picture. The gerotor motor in particular generates increased sliding forces on the splines. This requires anti-wear additives like zinc and phosphorus to form a wear-resistant barrier on parts to prevent scuffing and wear. Because these transmissions operate with extremely tight clearances under high pressure, they mechanically shear lesser-quality oils, reducing viscosity and changing the behavior of the machine.

To deliver maximum performance, we formulate AMSOIL Synthetic Hydrostatic Transmission Fluid with high-quality base oils that resist shear. In severe service, they maintain viscosity better than fluids that use viscosity modifiers to compensate for lower-quality base oils. They also resist oxidation in extreme heat better due to their uniform molecular structure. This provides more predictable performance while fighting harmful varnish and deposits inside the drive.

When developing our hydrostatic fluid, we tested various formulations in our mechanical lab. Our testing is designed to punish lubricants beyond conditions seen in the real world. We push them to the limit for up to 1,000

hours to see how the oil formulations and hydrostatic drives survive. Some of the wear-prone areas we see in these units are in the motors that drive the output shaft. As you can see in the bottom image, it's evident when a test formulation fails to protect metal in this critical area. Wear like this leads to inefficiency and increased replacement costs.

Zero-turn-mower hydrostatic drives are ingenious systems that help workers cover a lot of ground quickly – if the fluid can protect against wear and deposits. Thanks to extensive testing, AMSOIL Hydrostatic Transmission Fluid delivers. It helps mowers and other equipment provide the smooth, responsive operation needed to get jobs done on time and up to standards. Make this a selling point when talking to prospects.

**Passing candidate oil**



**Failing candidate oil**



# Holding its Charge

**DEALER OPPORTUNITY WILL REMAIN STRONG AS EVs JOIN OUR ROADS.**

President Biden recently announced that he wants half of all new vehicles sold by 2030 to run on electric power, and he framed battery technology as a key to competing with China and fighting climate change. His plans call for investing in construction of a nationwide network of charging stations, incentives for consumers to buy electric vehicles (EVs) and subsidies for automakers and suppliers to retool to make them. The announcement comes at a time when technological advancements are increasing the range and variety of EVs and auto giants are investing billions to capture the emerging market. Add in a large dose of media buzz and it starts to feel like gas- and diesel-powered cars will soon be electric-vehicle roadkill. But read past the headlines and that outcome appears dubious. Yes, EVs are a market reality going forward. However, for several reasons, gas- and diesel-powered vehicles will remain dominant for years to come and will remain scrappy competitors for a long time after that.

## Pushing EVs

Government regulations around the globe are demanding big investment in electric vehicles, including in China, Europe and California. U.S. Corporate Average Fuel Economy (CAFE) requirements, for example, are set to a 41-mpg target for 2021 with a tailpipe-emissions limit of 163 g/mi (CO<sub>2</sub> g/mi) through 2025. The Biden administration intends to tighten fuel-efficiency standards further. For automakers, adding hybrid electric vehicles (HEVs) and EVs to their lineups helps them reach those average fuel-economy thresholds.

Consumers are being incentivized too.

Forty-five states offer EV incentives as of November 2020 and car buyers receive \$2,500 to \$7,500 in federal tax credit for purchasing an EV or HEV. But that incentive is limited to 200,000 vehicles per manufacturer – not enough to significantly change the North American car park.

The Biden administration's electrification goals are generally in line with what the major automakers are already planning.

Virtually all of them have endorsed the plan, saying producing 40% to 50% electric vehicles is possible if there are enough charging stations for millions of cars. But, as we will discuss later, that's a big "if."

GM\* has been spending billions to electrify its cars and trucks and announced it will stop selling gasoline-powered vehicles by 2035. However, almost in the same breath, GM announced its biggest, most powerful V8 engine ever, the ZZ632,\* rated at 1,004 hp – hardly the moves of a company that plans to stop selling internal-combustion engines soon.

## Down the same road

It's worth noting that EVs have been here before. As early as 1842 an electric road vehicle was powered by a non-rechargeable battery. By the late 1800s electric vehicles were common. But early EVs couldn't make it 20 miles before recharging, which wasn't realistic in a wide-open, rural country like the United States.

In 1969, *Popular Mechanics* published "How Far Can We Go with the Piston

Engine?," which predicted an "early end" for the internal combustion engine and suggested "...we'll be running around with batteries, steam, fuel cells and atomic engines in another ten years."

What happened instead is gas and diesel engines continued to improve, reaching efficiency and pollution standards once thought impossible, while EVs have continued to struggle with price, charge times and range. Today, EVs still have a high cost of entry with rapid depreciation and a limited secondary market. Range anxiety still exists even as long-range EVs enter the market. At best, charging requires 30-60 minutes; chargers that come with EVs typically require 10 hours for a full charge.

## Where are we now?

Most industry watchers agree: the internal-combustion engine is going to dominate new car sales through 2030. Currently, consumers are more interested in new pickup trucks and small SUVs than electrified vehicles. The market is seeing a significant shift from passenger cars to SUVs, CUVs and light trucks. By the numbers, these trends are much more significant than EV/HEV sales.

- Hybrid and full-electric cars held just 1.9% of the U.S. auto market in 2019.
- Fewer than 1% of total cars on U.S. roads use any electric power.
- EVs are concentrated in California, with 45% of total EV registrations. Florida and Washington are second and third, at 5% and 4% respectively.





North America contains the largest and oldest vehicles in the world, with the lowest percent of electrified vehicles. The high cost of new vehicles is driving a trend to maintain vehicles longer, and the average vehicle in the U.S. is nearly 12 years old. Seventeen million new vehicles drive off car lots annually in North America, but only nine million are scrapped. And they aren't sitting idle; miles driven by U.S. motorists grew 1.4% from 2014-2019, driving up demand for motor oil.

### Not enough outlets

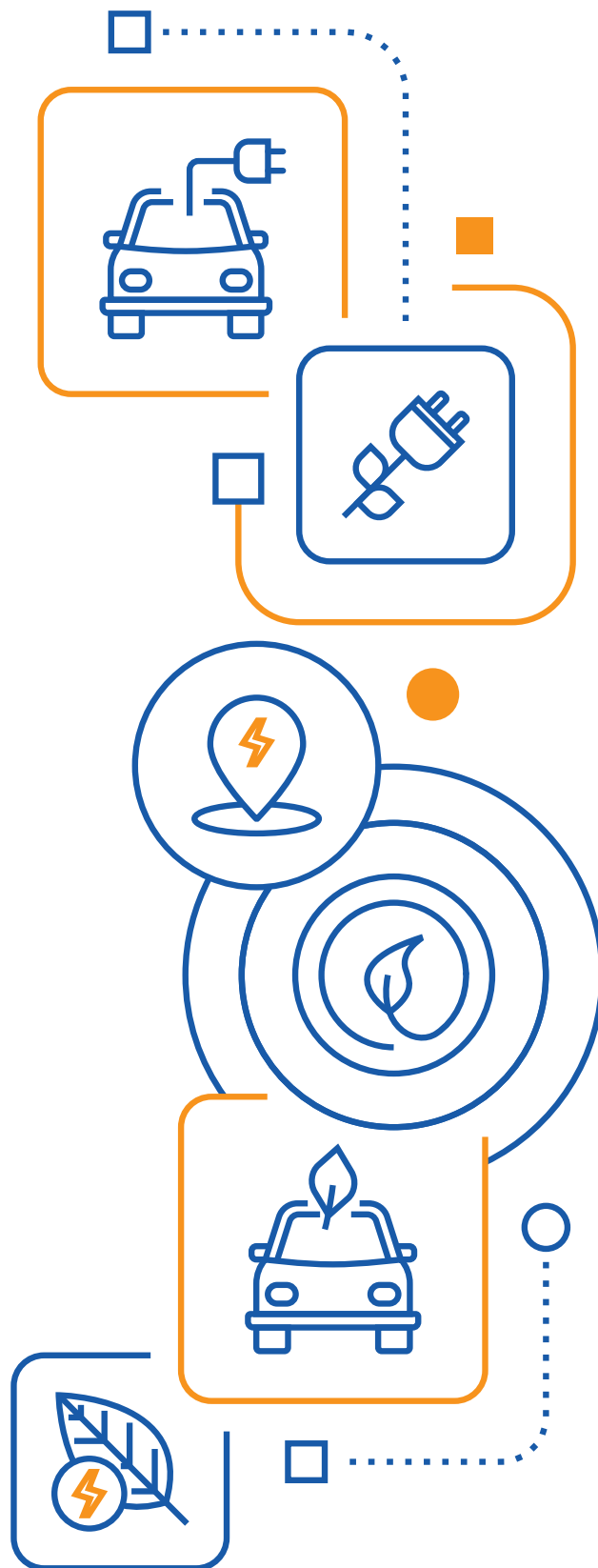
Something basic is standing in the way of President Biden's vision for vehicle electrification by 2030 – not enough outlets to plug in all those cars and trucks. EVs are not a viable option in regions where the density of charging stations is low or non-existent. In addition, to reach Biden's goals, 23% more power must be added to the grid to support the additional load. Because the desire is to have most of this power generated from renewable sources, that goal is a long way off.

The U.S. has about 110,000 chargers; however, **only 15% of those are fast-charging stations.**

To reach critical mass with consumers, new battery chemistry and cell technologies are needed to reduce the cost of batteries to less than \$100/kWh (ultimately \$80/kWh) and increase the range of EVs to 300 miles or more.

On top of that, charge times need to be 15 minutes or less, closer to the average gas-station fill of about three minutes. Just to get a trickle charge takes 20-30 minutes or more with fewer opportunities to get them. The U.S. has about 110,000 chargers; however, only 15% of those are fast-charging stations. Auto experts say that number needs to be at least five to 10 times bigger to achieve the president's goal. Installing that many will cost tens of billions of dollars, far more than the infrastructure bill contains.

"Neither the current trajectory of consumer adoption of EVs, nor the existing levels of federal support for supply-and-demand-side policies, is sufficient to meet our goal of a net-zero carbon transportation future," stated the UAW president and other auto-industry trade groups in a letter to Biden.





## The age of synthetics

New internal-combustion engine technologies continue to shift demand toward synthetic motor oil over conventional motor oil. Engine downsizing, improved power density, forced induction, multi-point fuel injection, cylinder deactivation and sophisticated emissions systems are all contributing to demand for synthetic oil. Conventional oil is simply not adequate to meet the performance demands of modern engine technologies. Today, 85% of new vehicles specify synthetic motor oil, up from 27% in 2011. Because of this increase in vehicle share, demand for synthetic oil is projected to rise substantially in the coming years.

## Commercial Vehicles

A range of low- and zero-emission vehicle options are available today, but each are at different stages of readiness for commercial use. Electrification is an option for lighter trucks and shorter distances, but not for long-haul trucks and heavier loads. Commercial vehicles headed to electrification include buses and local-delivery vans. But, even for local deliveries, EV/HEV vehicles are not always financially viable. The cost of these technologies is high while the resale value is unknown. Being competitive on price with other fleets is the key to business survival for these companies. Fleets must take on a lot of risk to purchase battery-electric trucks, while the reward is uncertain. ExxonMobil\* says electricity in commercial transportation will grow slowly due to upfront costs, range limitations, payload requirements and the pace of infrastructure development.

## Powersports

Electrification is coming to powersports as well:

- Five brands offer electric ATV options.
- Nine brands offer electric UTVs, including Arctic Cat,\* Polaris\* and BRP.\*
- Three brands, including Polaris, are making electrified snowmobiles.
- Four companies are making electric watercraft vehicles, including BRP.
- Electrified power equipment, from lawnmowers to blowers, has 32 companies in the mix.
- There has been pronounced growth in the motorcycle arena with 43 brands offering everything from electric sport motorcycles to electric bicycles.

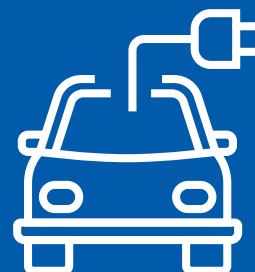
## Motorcycles and E-Bikes

While lightweight electric bicycles (e-bikes) offer an eco-friendly, inexpensive and reliable alternative for commuting and the trend is exploding, e-motorcycles are not likely to catch on as quickly. First, they are expensive and lack some of the draw. Riders are not able to experience the rumble, vibration and heat of a gas-powered motorcycle and they don't take you very far. Their range is just 95 miles on the highway when fully charged. The Harley Davidson\* LiveWire\* is the best-selling e-motorcycle in the U.S. The company produces around 200 LiveWire e-motorcycles per month, representing 2% of its total sales (Harley sold 103,650 motorcycles in 2020). Experts predict that within 10 years, e-motorcycles can achieve price parity with gas motorcycles and that sales of gas and e-motorcycles will equalize by 2040.

## UTVs

Electric UTVs only require one charge per day, so you can plug in overnight and work or play all day. Nikola\* NXT\* currently has the best range at 90-150 miles of hardcore riding. Silent riding is beneficial for hunters and state-park workers. Electric UTV prices are competitive in today's market and they require minimal maintenance. However, electric side-by-sides are heavy, which means they always feel slow, and as the weight increases, the range

decreases. Therefore, adding batteries won't increase range after a certain point, only more weight.



## EV opportunities

EVs offer new opportunities. The size of the electrified-vehicle lubricant pie is expected to be \$5.47 billion by 2029, with motor oil for HEVs driving most of the demand through 2040.

While it's true that full-electric vehicles do not require motor oil, they do require some lubricants and other related products. Coolant will drive the majority of EV fluid demand, while brake fluid is the most frequent service interval after 2-5 years.

EV fluids must have strong copper compatibility and protection, corrosion inhibitors and fire resistance to protect gears and bearings.



## Battery and electrical coolants

Higher voltages enable faster charging. However, thermal management is a key consideration for keeping the batteries cool. Electrical coolant aids in fast charging and increases the longevity of the cells. It is also a major safety feature to prevent thermal runaway. Batteries and e-motors generate a large amount of heat, demanding thermal management with lubricants.



## Electrified Transmission Fluid

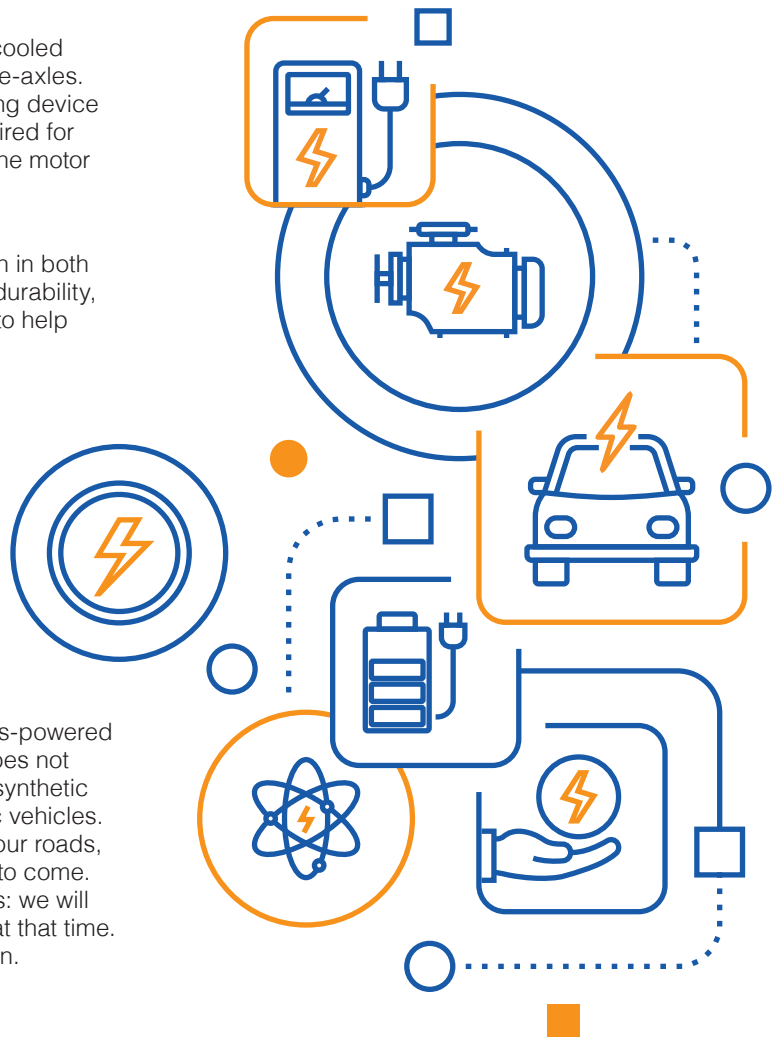
New non-corrosive additives are being created for direct-cooled electric motors with multi-speed systems, designed for all e-axes. These new fluids offer the friction capability to add a shifting device for multi-speed motors as well. A transmission fluid is required for integrated wet and dry e-motor-designed vehicles where the motor and gearbox are one unit.

## Grease

EVs require high-speed electrical motor-bearing lubrication in both wet and dry e-motor designs with electrical compatibility, durability, efficiency and endurance, as well as electrical resistance to help endure the current flow through the lubricated bearings.

## Keep driving forward

EVs are not the death knell to gas-and diesel-powered vehicles – and your independent Dealership has huge growth opportunities ahead. As more electrified vehicles roll off assembly lines, it is likely that we will have to adapt in some areas and double down in others. AMSOIL targets enthusiasts who will keep their vehicles on the road longer than the average person. Our customers are addicted to the rumble and thrill of the internal-combustion engine and are in no hurry to move away from it. And for many, going electric is not a practical option given the price, range limitations and lack of charging stations. Hybrid vehicles still have gas-powered supplement engines, so the need for AMSOIL products does not go away. New gas-powered vehicles increasingly require synthetic oil. And aftermarket opportunities still exist with full-electric vehicles. For all those reasons, even as EVs and HEVs merge onto our roads, the internal-combustion engine will dominate for decades to come. Beyond 2050 the details are anyone's guess. We know this: we will be here innovating lubricants for the vehicles on the road at that time. And the independent Dealer opportunity will keep rolling on.



## Types of Electrified Vehicles

### MILD HYBRID ELECTRIC VEHICLE (MHEV)

Electric motor cannot propel vehicle on its own. A gas engine is used to start, with electric acceleration assist and regenerative braking. Example: Honda\* Civic\*

### FULL HYBRID ELECTRIC VEHICLE (FHEV)

Electric motor can power the car unassisted. Example: Toyota\* Prius\*

### PLUG-IN HYBRID ELECTRIC VEHICLE (PHEV)

Full HEV where battery can be charged externally. Example: Ford\* C-MAX Energi\*

### BATTERY-DRIVEN ELECTRIC VEHICLE (BEV)

Battery-driven electric motors and controllers used for propulsion. Example: Tesla\*

### RANGE EXTENDER ELECTRIC VEHICLE (REEV)

A BEV that also carries a gas-engine-driven electrical generator to supplement the batteries. Example: BMW\* i3\*

# KEEPING LUBRICATION SYSTEMS CLEAN

Contaminants will inevitably corrupt any lubricating system, but quality lubricants considerably reduce contamination and extend oil service. There are four ways contamination occurs in lubrication systems.

- **First**, the system itself can generate contamination through poor system or component design, temperature-related chemical reactions or just normal use.
- **Second**, contamination can be caused by careless packaging or handling of components before or during installation.
- **Third**, contamination can be introduced though improper or careless maintenance.
- **Fourth**, contamination can be caused by another system leaking into the first system.

Base oils possess a varying degree of solvency (the ability to dissolve a solid, liquid or gas), which assists in maintaining internal cleanliness. However, commonly paired detergents and dispersants play a key role. These pairings maintain internal cleanliness by suspending contaminants, minimizing contaminant clumping (agglomeration) and preventing contaminants from adhering to components. Over time, degradation of the oil can result in a cleanliness issue, but oxidation inhibitors can reduce this effect.

Detergents added to lubricants minimize deposit formation in the high-temperature areas of an engine. The most used detergents in motor oil formulations are metallic (ash) soaps with reserve basicity to neutralize the acids formed as byproducts of combustion. Other detergents include metalorganic compounds of sodium, calcium and magnesium phenolates, phosphonates and sulfonates.

Dispersants are additives that help keep solid contaminants in suspension. By

keeping contaminants suspended within the lubricant, sludge, varnish and other carbon deposits are prevented from forming on engine parts. Dispersants also prevent contaminants from agglomerating into larger and potentially dangerous particles.

Dirty components run poorly, pollute and don't last. They cause system failures in engines, compressors and gear box systems that dramatically increase downtime, increase operating costs and reduce equipment life. Clean lubrication systems, on the other hand, require less maintenance, produce more energy, use fuel more efficiently, increase equipment service life and run cleaner.

AMSOIL lubricants use detergent and dispersant additives to significantly reduce sludge and carbon deposit formation better than conventional oils.

One way to know how well a lubricant can protect your vehicles and equipment is to look at the total base number (TBN), which indicates its ability to neutralize contaminants such as combustion byproducts and acidic materials. It is a measure of (alkaline) additives in the oil. Higher-TBN oils can neutralize a greater amount of acidic materials, which results in improved protection against corrosive reactions.

TBN levels are targeted for the intended application. Typically, gasoline engine oils display lower TBN numbers, while oils in a diesel engine must manage the heavy contaminant loading from soot and sulfur and usually run higher.

TBN levels decrease as the oil remains in service. When the level reaches a

point where it can no longer protect against corrosion, the oil must be changed.

Oils that are formulated specifically for extended drain intervals typically display elevated TBN numbers to ensure proper corrosion protection for the duration of the extended interval.

## Base Number Test (ASTM D2896/ASTM D4739)

The Base Number Test measures the detergents and dispersants in new oils. Two tests are commonly used in the industry to calculate TBN. ASTM D2896 typically results in slightly higher TBN values than ASTM D4739.

## AMSOIL Advantage High TBN

Because AMSOIL lubricants contain consistently high TBNs, they neutralize acidic contaminants formed during the combustion process and keep these contaminants in suspension to prevent corrosion.





# KEEP DIESELS ON THE ROAD WITH AMSOIL DIESEL FUEL ADDITIVES

Diesel applications operating in extremely cold environments face some unique challenges.

As the temperature drops, the wax naturally found in diesel fuel begins to crystallize. The point at which wax crystals form is known as the cloud point. These wax crystals eventually clog the fuel filter and starve the engine of fuel, preventing it from starting or even stalling out a running engine. While low-quality fuels may form wax crystals in temperatures as warm as 40°F (4°C), most fuels have a cloud point near 32°F (0°C). The point at which the crystals clog the fuel filter is known as the cold filter-plugging point (CFPP).

## Solutions

Using #1 diesel fuel is one traditional solution to cold-weather diesel fuel problems. While #1 diesel fuel has an advantage in low-temperature operability, the energy content of #1 diesel fuel is about 95 percent that of #2 diesel fuel, resulting in reduced fuel economy and less horsepower, and it costs more at the pump.

## AMSOIL Diesel Cold Flow

AMSOIL Diesel Cold Flow (ADD) lowers the CFPP by up to 40°F (22°C) in ULSD. It minimizes the need for blending standard #2 diesel fuel with #1 diesel fuel, helping to maintain fuel economy and keep engines functioning normally.

- Lowers cold filter-plugging point (CFPP) by up to 40°F (22°C)
- Enhances engine reliability in cold temperatures
- Fights gelling in cold weather
- Improves low-temperature startability
- Prevents wax settling during storage
- Inhibits fuel-filter icing
- Safe for use in all diesel fuels, including biodiesel
- Reduces downtime and maintenance costs
- Alcohol-free



## AMSOIL Diesel All-In-One

AMSOIL Diesel All-In-One (ADB) combines the superior detergency and improved lubricity of Diesel Injector Clean, the excellent cold-flow and anti-gelling properties of Diesel Cold Flow and the increased horsepower and cetane of Diesel Cetane Boost in one convenient package, providing the full potency and benefits of all three products at an affordable price.



## What about untreated fuel that has already gelled?

AMSOIL Diesel Cold Flow must be added to diesel fuel before it reaches its cloud point, and it will not dissolve wax or liquefy diesel fuel once wax crystals have formed. So, what about untreated fuel that has already gelled?

## AMSOIL Diesel Recovery

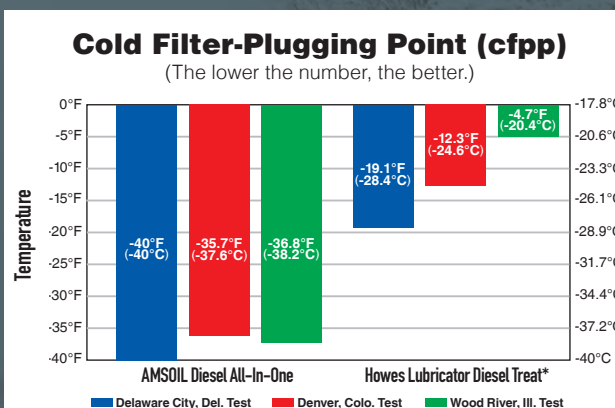
AMSOIL Diesel Recovery (DRC) quickly dissolves gelled fuel to allow the operator to continue driving with minimal downtime. It separates the molecular bonds of wax crystals that have agglomerated in diesel fuel, and it effectively thaws frozen fuel filters and reduces the need for a new filter. Having a bottle of Diesel Recovery on hand is cheap insurance against being towed to a service station or getting stranded somewhere in subzero temperatures.



- Quickly dissolves gelled fuel
- Thaws frozen fuel filters
- Performs well in ULSD, off-road & biodiesel
- Alcohol-free
- Non-corrosive

## Superior Cold-Temperature Protection

Provides as much as **32°F better protection** against cold temperature gelling than Howes Lubricator Diesel Treat.<sup>M</sup> Plus raises cetane up to 4 points.



<sup>M</sup>Based on independent testing in July 2017 of AMSOIL Diesel All-In-One and Howes Lubricator Diesel Treat using diesel fuel representative of the U.S. marketplace and Howes' recommended treat ratio for above 0°F (-17.8°C).



# The AMSOIL Inside Track: Accelerate Your Marketing

Launching this month, the new AMSOIL Inside Track website ([blog.AMSOIL.com](http://blog.AMSOIL.com)) gathers content from multiple AMSOIL outlets under one banner, **improving** the user experience and providing a source of **excellent marketing content** for Dealers.

- How-to videos
- Customer testimonials
- Blog posts
- Product news
- Racing & events info
- More

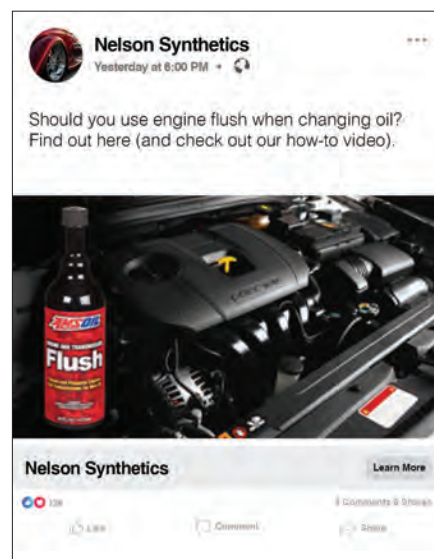
Creating how-to videos, technical blog posts, customer testimonials and other content is an important part of our integrated marketing strategy. When people perform online searches, we want our content to appear first in the results. When the user taps the link and spends time on our website, it increases the likelihood that he or she will think well of AMSOIL and ultimately make a purchase. Assuming the new customer isn't already working with a Dealer, we then assign him or her to a Customer-Certified Dealer. This helps Dealers gain new customers and build their Dealerships.

## Good user experience vital

Attracting prospects in this way and guiding them to make a purchase requires professional content that's useful, honest and current. Too often people searching for answers to questions online land on outdated websites or blog posts that simply regurgitate content from other websites.

Just like we strive to make the best lubricants available, we strive to create the best content by leveraging our industry expertise, technical knowledge and access to leading influencers. Until now, however, we've lacked a consistent presentation of our content.

We used to maintain three different content platforms. The Newsstand at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca) housed customer testimonials, product news and other articles. The AMSOIL Blog, meanwhile, contained racing and event updates, technical articles and other content. In addition, we also posted content to the AMSOIL Community website. They all looked and functioned differently, which interfered with brand awareness and created a negative user experience.



## Consistent presentation

The new AMSOIL Inside Track solves those problems. It gathers our public-facing content under one banner (the Dealer Zone [[my.AMSOIL.com](http://my.AMSOIL.com)] is still your go-to source for Dealer-specific information). The Inside Track

is optimized for mobile, which helps enhance the user experience and keep the AMSOIL brand in front of people longer. Articles include links to the Online Store, encouraging prospects to become customers.

## Designed with SEO principles

Google alone processes 5.6 billion Internet searches each day. Content must be designed with search engine optimization (SEO) in mind, which helps it appear higher in search results. This translates into more people who will eventually end up on our website to make a purchase.

Designing for SEO means using popular keywords that people search, such as, "What is synthetic motor oil?" or "Is an engine flush good or bad?" It also requires frequent use of video, short paragraphs that appear clean and tidy on a small mobile screen and other factors. We keep these principles in mind when developing content for The Inside Track, helping us convert more prospects we can assign to Customer-Certified Dealers. Make sure you're Customer Certified to take advantage. Visit the Dealer Zone for details.

## How to use The AMSOIL Inside Track

Aside from a great source to check racing updates, learn about upcoming events or read technical articles, The Inside Track is a great source of marketing material for your social media accounts and website. Check out the example of how to share content on Facebook.



**Your source for vehicle-maintenance tips, racing & motorsports updates, how-to videos and product updates from AMSOIL. Run with us.**

LATEST

AUTO/LIGHT TRUCK

**Test Post**

October 4, 2021



AMSOIL

**How to Rebuild Dirt Bike Forks**

September 16, 2021



EDITOR'S PICKS

**10 Snowmobile Tool Kit Must-Haves**

AUTO/LIGHT TRUCK, MAINTENANCE, FISHING, AMSOIL

**11 Reasons We Love Our Independent AMSOIL Dealers**

UNCATEGORIZED, AMSOIL, PRODUCT NEWS

**2019 AMSOIL Year in Review: Product & Company News**

OTR TRUCKING

**7 Ways Truck Drivers Are Saving the World**

RACING, AMSOIL

**2021 AMSOIL Championship Snocross Returns**

FEATURED



AUTO/LIGHT TRUCK

**1968 Chevrolet C10 Pickup Truck Wins GM Design Award for Truck of the Year**

March 17, 2017

Link your Facebook post to the article with your Dealer number attached, like this:

<https://blog.AMSOIL.com/is-an-engine-flush-good-or-bad/?zo=123456>

Substitute your Dealer number in the example. That way, if someone taps the link, reads the blog post and navigates to AMSOIL.com/AMSOIL.ca to make a purchase, you will get credit for the sale.

The AMSOIL Inside Track offers ready-made, professional content to help you pique the curiosity of prospects and land more customers.

**Best practices when sharing content**

- Your top goal is to build relationships and forge trust with followers.
- Avoid the temptation to constantly push product. People find it annoying and will quickly turn elsewhere.
- Resist the tendency to disparage the competition. It's tantamount to criticizing the buying decisions of others.
- Include Dealer-number transferring links to the Online Store. Find out more about them in the Dealer Zone.
- Remember not to post product pricing online. Instead, direct people to

AMSOIL.com/AMSOIL.ca or share pricing directly with your prospect through a conversation, direct message, text or email.



# MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found under the Recognition menu in the Dealer Zone.



**Jason & Julianne Wynne**  
*Ohio*  
**12-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FIRST**  
Total Organization  
**SECOND**  
Personal Group Sales  
New Customer Sales  
**FOURTH**  
New Qualified Customers



**Dave M. Mann**  
*Michigan*  
**12-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SECOND**  
Total Organization  
**FIRST**  
Personal Group Sales  
**SIXTH**  
New Qualified Customers  
**THIRD**  
New Customer Sales



**Joseph & Curri Seifert**  
*Ohio*  
**9-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**THIRD**  
Total Organization  
Personal Group Sales  
**SECOND**  
New Qualified Customers  
**FIRST**  
New Customer Sales



**Ches & Natasha Cain**  
*South Dakota*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SEVENTH**  
Total Organization  
**FIFTH**  
Personal Group Sales



**Tom & Sheila Shalin**  
*Georgia*  
**6-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**EIGHTH**  
Total Organization  
**SEVENTH**  
Personal Group Sales  
**NINTH**  
New Customer Sales



**George & Shirley Douglas**  
*Tennessee*  
**4-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**NINTH**  
Total Organization  
**TENTH**  
Personal Group Sales



**Payton Zierolf**  
*Wyoming*  
**1-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FIRST**  
Commercial Account Sales



**Thomas Weiss**  
*North Dakota*  
**REGENCY PLATINUM DIRECT JOBBERS**  
**SECOND**  
Commercial Account Sales  
**THIRD**  
Retail Account Sales



**Rekha Kapadia**  
*Alberta*  
**DIRECT DEALER**  
**THIRD**  
Commercial Account Sales



**Merv Nolt**  
*Ohio*  
**DIRECT JOBBERS**  
**SEVENTH**  
Commercial Account Sales



**Lee Ivanhoe**  
*Texas*  
**DIRECT DEALER**  
**EIGHTH**  
Commercial Account Sales



**Rob D. Eilertsen**  
*Connecticut*  
**DIRECT JOBBERS**  
**NINTH**  
Commercial Account Sales



**David & Tracey Cottrell**  
*Ontario*  
**MASTER DIRECT JOBBERS**  
**FIFTH**  
Retail Account Sales



**Victor Usas**  
*Ontario*  
**DIRECT JOBBERS**  
**SIXTH**  
Retail Account Sales

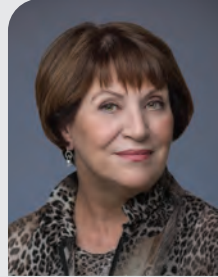


**Peter & Diana Lotito**  
*North Carolina*  
**REGENCY GOLD DIRECT JOBBERS**  
**SEVENTH**  
Retail Account Sales





**Bill & Donna Durand**  
*Wisconsin*  
**7-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FOURTH**  
 Total Organization  
**SIXTH**  
 Personal Group Sales



**Carol H. Bell**  
*Texas*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**FIFTH**  
 Total Organization



**Bob Wynne**  
*Ohio*  
**7-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**SIXTH**  
 Total Organization  
**FOURTH**  
 Personal Group Sales  
**FOURTH**  
 New Customer Sales



**Leonard & Marcie Pearson**  
*Washington*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**TENTH**  
 Total Organization



**John Pascotto**  
*Ontario*  
**PREMIER DIRECT JOBBERS**  
**EIGHTH**  
 Personal Group Sales



**Ray & Kathy Yaeger**  
*Wisconsin*  
**5-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**NINTH**  
 Personal Group Sales  
**FIRST**  
 Retail Account Sales



**James Allen**  
*Ohio*  
**REGENCY GOLD DIRECT JOBBERS**  
**FOURTH**  
 Commercial Account Sales



**David B. Richardson**  
*Ohio*  
**MASTER DIRECT JOBBERS**  
**FIFTH**  
 Commercial Account Sales



**David & Crystal Walters**  
*Ohio*  
**EXECUTIVE DIRECT JOBBERS**  
**SIXTH**  
 Commercial Account Sales



**Scott McAdoo**  
*Maryland*  
**MASTER DIRECT JOBBERS**  
**TENTH**  
 Commercial Account Sales



**John & Dianne Moldowan**  
*Alberta*  
**REGENCY PLATINUM DIRECT JOBBERS**  
**SECOND**  
 Retail Account Sales



**David G. Douglas**  
*Michigan*  
**MASTER DIRECT JOBBERS**  
**FOURTH**  
 Retail Account Sales



**Daniel & Judy Watson**  
*Florida*  
**2-STAR REGENCY PLATINUM DIRECT JOBBERS**  
**NINTH**  
 Retail Account Sales



**James E. Gates**  
*Florida*  
**EXECUTIVE DIRECT JOBBERS**  
**TENTH**  
 Retail Account Sales



**Steffan & Allison Peszko**  
*North Carolina*  
**MASTER DIRECT JOBBERS**  
**FIRST**  
 New Qualified Customers  
**SEVENTH**  
 New Customer Sales





# MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found under the Recognition menu in the Dealer Zone.



**Justin Peszko**  
*Virginia*  
**1-STAR REGENCY PLATINUM DIRECT JOBBER**  
**THIRD**  
New Qualified Customers  
**FIFTH**  
New Customer Sales



**David & Robin Huff**  
*North Carolina*  
**REGENCY PLATINUM DIRECT JOBBERS**  
**FIFTH**  
New Qualified Customers



**Eben Rockmaker**  
*Nevada*  
**REGENCY GOLD DIRECT JOBBER**  
**SEVENTH**  
New Qualified Customers  
**EIGHTH**  
New Customer Sales



**Michael & Tammi Lick**  
*Iowa*  
**REGENCY SILVER DIRECT JOBBERS**  
**NINTH**  
New Qualified Customers



**Joe & Katie Reinhardt**  
*Minnesota*  
**PREMIER DIRECT JOBBERS**  
**TENTH**  
New Qualified Customers



**Ashley Carte**  
*Ohio*  
**1-STAR REGENCY PLATINUM DIRECT JOBBER**  
**SIXTH**  
New Customer Sales



**Will Mangan**  
*Pennsylvania*  
**REGENCY GOLD DIRECT JOBBER**  
**TENTH**  
New Customer Sales



## HIGHER LEVELS OF RECOGNITION



**Wayne Broyles**  
*Washington*  
**MASTER DIRECT JOBBER**



**Michael L. Bradford**  
*Alabama*  
**EXECUTIVE DIRECT JOBBER**



**Nathan and Lindsay Peszko**  
*Virginia*  
**EXECUTIVE DIRECT JOBBERS**



**Harry Lux**  
*New Jersey*  
**PREMIER DIRECT JOBBER**



**Chris Cass**  
*Wisconsin*  
**PREMIER DIRECT JOBBER**





The bar for motor oil performance has been raised.

# JUST NOT TO **OUR** STANDARDS.

GM\* Dexos1™ Gen 3 is the next-generation motor oil specification designed to address the challenges today's engines present.

#### Dexos1™ Gen 3 highlights

- Updated performance standard for deposit and sludge control
- Revised stochastic pre-ignition (SPI) test
- Improved fuel economy
- Backward compatible with previous GM specifications

GM set a mandatory transition date of Sept. 1, 2022 to meet the new specification. **AMSOIL Signature Series, XL and OE Synthetic Motor Oils** already outperform it.

*Labels and data sheets will be updated as stock is depleted.*





## December Close-Out

The last day to process December orders in the U.S. and Canada is the close of business on Thursday, Dec. 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for December business will be accepted until 3 p.m. Central Time on Thursday, Jan. 6. All transfers received after this time will be returned.

## Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Friday, Dec. 24 for Christmas Day and Friday, Dec. 31 for New Year's Day. The Toronto Distribution Center will be closed Monday, Dec. 27 for Boxing Day.

## Holiday Shipping

Keep in mind that shipping companies are extra busy during the holiday season, possibly resulting in shipping delays. Plan accordingly and place orders earlier than normal to ensure they arrive on time.

## Complete Dealer Basic Training Before Dec. 10

Dealer Basic Training provides the knowledge you need to effectively sell our products and programs, boosting your revenue.

## Intuitive and easy to use

Training is divided into four modules:

- Customer Basic Training (Prerequisite)
- Sponsor Basic Training
- Retail Basic Training
- Commercial Basic Training

Complete Customer Basic Training first, which includes the foundational info needed to build a Dealership. Then complete the remaining three modules in any order you prefer.

## Get started now

Dealer training is a great way to help new Dealers start strong while providing an excellent refresher for existing Dealers. Log in to the Dealer Zone (my.AMSOIL.com) now and click the AU Online icon to get started. **Ensure you complete any courses in progress by Dec. 10 before the final transition to the new Dealer Zone.**

## New Chicago Distribution Center Opens Dec. 6

The current Chicago Distribution Center will close Friday, Dec. 3 at 12 p.m. It will re-open at its new location Monday, Dec. 6 at 9 a.m.

## New Address:

1155 W Devon Av Ste 400 Itasca, IL 60143



- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications, earn commissions
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

## High-Potency D-3 (ALVD)

Vitamin D is necessary to the absorption of calcium and maintaining healthy teeth and bones. It isn't naturally found in many food sources and is best obtained through sunlight exposure. In the fall and winter months when time under the sun is limited, it's important to keep a steady supply of vitamin D. ALTRUM High-Potency D-3 delivers 2,000 IU in each capsule to ensure recommended daily values are met in any season.

### High-Potency D-3

Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C Price
ALVD	EA	(1) 120-ct.	17.00	17.85	18.75
ALVD	CA	(12) 120-ct.	204.00	204.00	214.20

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*



Order: 1-800-777-7094 | [www.altrumonline.com](http://www.altrumonline.com)

## Production of Certain AMSOIL Oil Filters Moving to Mexico

Production of certain AMSOIL Oil Filters (EAO/EA15K), Heavy-Duty Oil Filters (EAHD), Bypass Oil Filters (EABP) and Motorcycle Oil Filters (EAOM) has transitioned from the United States to Mexico. While we would prefer all AMSOIL oil filters be manufactured in the United States, our filtration partners don't have American factories that can manufacture these oil filters to our specifications, and we were faced with the decision to either move production or discontinue the filters. Discontinuing these popular filters would hamper our ability to offer superior AMSOIL filtration solutions to a large number of customers. While this decision will keep these oil filters in our product lineup, the transition and current supply chain issues have resulted in some temporary delays fulfilling orders.

## WIX Price Adjustment

Effective Jan. 1, WIX has implemented an average 6.9 percent price increase on its filters due to increased raw-material costs.



## AMSOIL Clothing and Promotional Items

AMSOIL clothing and promotional items make great Christmas gifts.



### American Original T-Shirt

Long-sleeve, butter-soft t-shirt. Constructed of 65/35 polyester/cotton blend.

**Stock# G3739 S-XXX**  
U.S. Price: 20.00  
CAN Price: 27.00



### Work Light

Universal work light's 3W flashlight head can tilt up to 90 degrees. Includes folding clip for hanging, hidden COB (chip on board) light bar that provides a powerful lantern-like effect and strong magnetic base for adhesion to cars, work bench or other metal surfaces. Output: 80 lumens (top), 180 lumens (side). Includes four AAA batteries. Color may vary (black, red or blue).

**Stock # U.S. Can.**  
G3339 15.00 20.00



### FXR RRX Jacket

Constructed with a wind- and water-resistant 290g polyester tri-laminate Omni-Stretch™ shell and removable FXR Thermal Dry™ Active Liner with 200g Thermal Flex™ Fill. Snowproof and moisture-resistant FXR Dry Vent™ System, durable YKK® Vision front zipper with inner placket, YKK hand pocket zippers with fleece lining, YKK side body vent zippers, removable/adjustable hood, hook and loop adjustable cuffs, reflective screens, LYCRA cuff extensions on removable inner liner, shock cord adjustable bottom hem, fade-free sublimation prints.

*Limited quantities available*

**Stock# G3738 S-XL**  
U.S. Price: 195.00  
CAN Price: 258.00

**Stock# G3738 XXL-XXX**  
U.S. Price: 215.00  
CAN Price: 284.00



### Women's American Original 3/4 T-Shirt

3/4-sleeve raglan ladies' shirt. Constructed of 50/25/25 polyester/ring-spun combed cotton/rayon with rib knit neck.

**Stock# G3708 S-XXX**  
U.S. Price: 16.00  
CAN Price: 21.00



### Charcoal Hooded Sweatshirt

Constructed of 65/35 ring-spun combed cotton/polyester fleece with rib knit side gussets, cuffs and hem with spandex, white lace drawcords. Gray tick stitching and front pouch pocket.

**Stock# G3743 S-XXX**  
U.S. Price: 52.00  
CAN Price: 69.00



### AMSOIL Drive Street Sign

95% recycled-aluminum 5" x 24" embossed street sign.

**Stock # U.S. Can.**  
G3753 10.00 13.00

**MADE IN THE USA**



## Customer Certification helps put more money in your pocket

It's the best investment you can make in your Dealership.

**Pam Brantley** | DIRECTOR, DEALER SALES

When Dealers ask me the one thing they should do to grow their Dealership, I tell them to become Customer Certified. It's our program to ensure customers who aren't already working with a Dealer are assigned to an active, knowledgeable Dealer. Before I explain why, let's review the two requirements to become Customer Certified.

### 1. Complete Customer Basic Training

Every day, customers self-register at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca) and make a purchase. We assign these customers to Customer-Certified Dealers.

We want to ensure these customers are assigned to knowledgeable, active Dealers so they have a positive experience. This increases the likelihood that they continue purchasing AMSOIL products and contributing to your commission check. Customer Basic Training, available in the Dealer Zone, includes the foundational info needed to run a Dealership, including how to place orders, info about our product lines and more. It's comprised of several short videos that you can watch anytime, anywhere in under an hour. Upon completion, Dealers have the basic info they need to provide good customer service.

### 2. Register four new qualified customers

The second requirement is to have at least four new, qualified customers in the past 12 months. New Dealers in their first year must register only two new, qualified customers. Most Dealers focus on P.C.s. To become qualified, a P.C. must make a purchase totaling 50 commission credits in his/her first registration period, which is about \$100.

There are alternative methods of qualification, but that is the path for most Dealers. Once you're Customer Certified, you become eligible to be assigned buying customers from us. In fact, in 2021 Customer-Certified Dealers each received an average of 15-18 new buying customers.

Let's do a little math to see how this can potentially help you grow your Dealership.

- The four new customers you registered each spend \$250/year, for a total of **\$1,000.**
- We assign you 15 customers, who each spend \$250/year for a total of **\$3,750.**
- Your annual sales jump to **\$4,750.**

Bear in mind this is an example and not a promise of future earnings, but you get the point.

We want every Dealer to become Customer Certified. All it takes to maintain your status is to register four new, qualified customers in a 12-month period.

For Dealers who bring in more than four new customers, we assign even more customers through the Assigned-Customer Multiplier, shown in the chart. All Customer-Certified Dealers are in a randomly ordered pool. Once assigned a customer, you move to the bottom of the rotation. If you reach a total of 12 new qualified customers within the past 12 months, we give you an extra listing in the rotation. Then, we give you an additional listing for every 8 additional new qualified customers you bring in.

As the chart shows, the more new qualified customers you bring in every year, the more chances you'll have to be assigned buying customers from AMSOIL.

We introduced Customer Certification nearly four years ago and thousands of Dealers have become certified. Congratulations! Your effort pays off each time a new assigned customer appears on your new-customer report.

If you are not yet Customer Certified, don't let one more day pass without becoming certified. Find out more in the Dealer Zone.

#Qualified Customers Past 12 Months	#Chances to Receive Assigned Customers	Probable #Customers Assigned Annually
Customer Certified	1	15 - 20
12	2	30 - 40
20	3	45 - 60
28	4	60 - 80



# JUMPSTART YOUR DEALERSHIP WITH 15+ NEW BUYING CUSTOMERS

In 2020, Customer-Certified Dealers with just one entry in the customer-assignment pool received 15-18 assigned customers. Dealers who earned more entries in the pool received even more customers.

## **GET IN THE POOL. GET CUSTOMER CERTIFIED.**

Here's how.

- Complete Customer Basic Training.
- Register four new qualified customers.

That's all it takes.

## **EARN MORE ENTRIES IN THE POOL**

- Reach a total of 12 new qualified customers within the past 12 months to receive an extra listing in the customer-assignment pool.
- After that, you receive an additional listing for every eight new qualified customers you bring in.

**THE MORE NEW QUALIFIED CUSTOMERS YOU BRING IN EVERY YEAR, THE MORE CHANCES YOU'LL HAVE TO BE ASSIGNED BUYING CUSTOMERS FROM AMSOIL.**

## **Alternate qualification methods:**

Have two or more new qualified customers in the past 12 months and meet one of the following qualifications:

- Have been a Dealer for less than one year.
- Have 24 or more active buying customers.
- Have more than \$10,000 in personal product purchases plus 5 or more active buying customers.

\*The number of customers you will receive after being entered into the customer-assignment pool may vary and is not guaranteed.







CHANGE SERVICE REQUESTED

Published 12 times annually

PRSRT STD  
US POSTAGE  
PAID  
AMSOIL

ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)

Merry Christmas and Happy New Year! Stay tuned in 2022 for exciting developments designed to help your Dealership thrive well into the future.  
AMSOIL.com



Minimum 10%  
Post-Consumer Fiber

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AMSOIL.com

December 2021

# SOUPED-UP BENEFITS.

SAME FAMILY OF  
THRILL-SEEKERS  
AND GEARHEADS.



PREFERRED CUSTOMERS NOW ENJOY MORE WAYS TO SAVE.



**Reduced  
Pricing**

Save up to 25%  
on every order.



**Free  
Shipping**

Free shipping on  
orders of \$100 (\$130  
Can.) or more.



**Birthday  
Gift**

Celebrate your day  
with a \$5 coupon  
from us.



**\$5  
Back**

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