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STAFF

Editor Terry Johnsen

Associate Editor Joel Youngman

Staff Writers David Hilgendorf Brad Nelson Jamie Trembath Joel Youngman

Graphic Design Manager Jeff Spry

Senior Graphic Designer Luke Boynton

Content Contribution Dan Gorski Dan Peterson Alex Thompson Lindsay Tousignant

Editorial Contribution Pam Brantley Mark Nyholm

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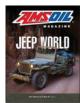
Chairman & CEO Alan Amatuzio

President Bhadresh Sutaria

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Letters to the Editor AMSOIL INC. Communications Department The AMSOIL Building 925 Tower Ave.

Superior, WI 54880 letters@AMSOIL.com



THE COVER

We take a close look at the rich history of an off-road legend.



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LETTERS TO THE EDITOR

OIL-CHANGE COMPARISON

I stumbled onto a comparison of conventional oil changes to AMSOIL oil changes. Now I cannot find it. Can anybody help?

Kevin Bohn

AMSOIL: Thank you for your question, Kevin. You may be thinking of the AMSOIL Cost Calculator available in the Dealer Zone (Business Tools>Commercial Business Tools>Download Cost Calculator). It compares the cost of an AMSOIL XL 5W-30 oil change with the cost of a Mobil 1* 5W-30 oil change.

REGISTRATIONS, PRICES & TN50

We are voicing our opinions and comments, and filed suggestions with Customer Service every year, but nothing happened, so here are a couple suggestions for your review.

1. On registrations in the Dealer Zone, next to the Preferred Customer box, add "catalog customer."

2. Now that we got the competition going by being below conventional and full-synthetic vendors' prices, keep it that way. We understand raw materials go up, but Dealers are paying the price of losing customers and not gaining new customers. Please do not suggest any more price increases as we already had too many already.

3. We know already AMSOIL decided without asking us Dealers who would like to change over to the TN50 compensation plan. Let us vote who wants to join and stay on the legacy program.

Give us a voice that matters when it comes to decisions and voting.

Wiljen and Ron Camilo

AMSOIL: Thank you for your suggestions, Wiljen and Ron. It's unlikely we will create a registration form for catalog customers. We offer the option to register Preferred Customers because some Dealers choose to pay the initial registration fee. Because there isn't a registration fee for catalog customers, a registration form isn't necessary. Catalog customers can register and order themselves at AMSOIL.com/AMSOIL.ca or call the 800 ordering line. Dealers can also sell to them directly. We never increase prices unless we have to – we prefer to keep pricing as low as possible, just like you do. Unfortunately, there is only so much that can be done to hold costs down and, at some point, pricing has to move. The AMSOIL team has done an excellent job managing costs and pricing over the past two years, and we have raised prices far fewer times than the competition, and when we've done so, our percentage increase has typically been less than the percentage increase posted by the competition.

We cannot allow Dealers to choose which plan they want their Dealership to generate earnings under. You might want to switch to the TN50 plan, but your sponsor may not, and your decision would affect your sponsor's earnings. To keep things fair across the board, we had to choose a date at which the transition will occur and make it applicable to all Dealers.

VOLUME TRANSFERS AND DBS

I would like to address three items that I believe AMSOIL could improve on.

1. Why does it not have the same impact when Dealers do a volume transfer as it does when a customer buys direct from AMSOIL? I enjoy making personal sales to my customers. However, they lose out on certain benefits through AMSOIL when doing so. For instance, if there is a promotion going on for gloves, funnels, pop sockets, etc., my customer loses out if they buy direct from me. Another example is that our volume transfer doesn't amount to any credit for the current deal of getting a \$5 credit per \$100 of product ordered. It also doesn't account for the case in which the customer gets their next year's renewal paid for if they spend a certain amount.

2. Can we get more functionality out of the AMSOIL DBS system? One of the pain points for me is when it comes to doing volume transfers. I like the format of the DBS system to the point that I believe it is a benefit to most that use it. I would even go so far as to say that It would be nice for it to be included in our annual Dealer agreement. I can see that there is definitely room for improved functionality though. 3. Why are we not able to do volume transfers on retail and commercial accounts? For Dealers that give our retail and commercial accounts the personalized service they deserve, I think it would be beneficial to allow us to do a volume transfer to show activity on the customer's account.

Thanks,

Kevin Robertson

AMSOIL: Thank you for your suggestions, Kevin. Customers who buy directly from you may lose out on promotions we conduct, but they gain valuable service from you, including your personal touch, technical expertise and local pickup that we cannot replace. Those things are much more valuable than free gloves or funnels. The 2-10% purchase discount is a promotion we offer to Dealers. While we are happy to offer both types of promotions, offering both together wouldn't be profitable or sustainable. These same concepts apply to your commercial and retail accounts. All customers must weigh the advantages and disadvantages, then decide whether they want to buy from you or directly from AMSOIL.

We hope the new options to automatically submit volume transfers from the DBS alleviates one of your pain points. We will continue to support DBS, but we have no plans to develop a full-feature bookkeeping software program with auditing systems that would be required to manage your ideas. It's simply not our area of expertise, and there are many good bookkeeping systems available on the market. We intend to continue improving programs and services for Dealers and customers who buy directly from AMSOIL. We believe this will be the most effective strategy for all parties since direct sales is the largest, and fastest growing, part of our business.

Email letters to: 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.







3 Ways to Boost Diesel Truck Performance

A tuner, upgraded turbo and improved fuel delivery are cost-effective diesel power adders.

Mark Nyholm | STAFF PRODUCT DEVELOPMENT ENGINEER AND MECHANICAL R&D MANAGER

Here we are in 2022, about 20 years after the diesel-truck-performance industry exploded when enthusiasts took the slow, loud, unrefined diesel pickup beyond its original design intent. Lots can happen in 20 years, and boy has it. Everything from reliable daily drivers delivering 4X OEM power, to sub-4-second drag trucks, to millions in EPA fines.

No other platform lets you bolt on more power adders than a diesel pickup. Where else can you have a reliable 750-hp truck that can pull a camper one day, go off-roading another day and finish the weekend on the drag strip stomping much of the competition? Right, you can't.

Popular Diesel Power Adders

How do enthusiasts make all that diesel power? First, it's important to realize that power costs money. Go to any event or track and you'll see – the fastest drivers have the most money invested into their vehicles. Now that we've gotten that painful fact out of the way, let's talk about the three most common ways to add power.

Electronic Programming

Otherwise known as a tuner, this handy little device reflashes the ECM and adjusts fuel and air delivery to make more power. A plug-and-play version can easily add 50-200 hp, depending on the tuner. And they are cheap to buy. Be careful, though; this is where you start running into legal power and illegal power if the tuner deletes OEM emissions technology.

With a couple taps of a button – Wham! Lots more power. Is it reliable? Yes and no, depending on how far you go. Your transmission, however, is not designed to handle the extra power. Soon you'll be over-running the torque converter or your clutches. Or both. So, if you want to add 150 hp or more, prepare to spend money on your transmission.

Forced Induction

In the diesel world, we really mean "turbocharging" since very few diesels use a supercharger. The turbo does all the heavy lifting of forcing air into the combustion chamber. Thanks to the invention of the common-rail fuel system, the engine will get ample fuel. But, with aggressive tuning, the stock turbo just won't deliver enough air.

You can solve this dilemma with an aftermarket turbo, but before you buy one, read the volumes of online articles about which one to choose. There are designs that are best for towing, racing and daily driving.

Like many things, diesel engine perfection is hard to achieve. You can't go too big with horsepower gains without reducing performance elsewhere. Go big or go home, I always say. Go too big without the right combination of other components, however, and you'll go nowhere.

Fuel Delivery

This area can include the injectors and fuel pump.

The fuel pump could be a lift pump or the CP3 or CP4 pump on the engine. If you've been around the block long enough, you've read about the issues with the CP4 pump failing, allegedly due to incompatibility with modern diesel fuel, which contains less sulfur to provide lubrication. It's one of the reasons I always use AMSOIL diesel fuel additives to boost lubricity and protect the pump.

The same can be said for the fuel injectors. As I said earlier, you run out of air before fuel. But, if you have enough air, you'll quickly run out of fuel. To get more fuel to the engine, you need to ensure you have a pump that can supply it and a set of injectors that can spray it.

This is a good time to check the condition of your high-pressure fuel pump and ensure you have a good lift pump feeding it.

Once you have the supply side addressed, it's time to revisit your horsepower goal and intended purpose for the truck.

Aftermarket injectors use a different set of nozzles with bigger holes that can spray more fuel. But it's important to coordinate the spray volume and air-charge volume with the tune that is controlling your injectors.

Even in this plug-and-play world we've been enjoying for 20 years, you still need a plan. If you under- or oversize certain components, the truck won't like it. Communicating your horsepower goal to your aftermarket partners will set you up for success.



JEEP WORLD PART 1: HISTORY OF A LEGEND

When "jeeps" rolled off assembly lines and into battle during World War II, they were immediately loved by GIs and, soon after, the American people. In the 80 years since, that "thing" enthusiasts have for Jeeps* has remained strong. The brand still elicits a sense of freedom and adventure with its rugged style and off-road capability. Most Jeep enthusiasts take their vehicles further, modifying them to be even more capable. Jeep lovers tend to be enthusiasts – and enthusiasts make the best AMSOIL customers. Therefore, the Jeep world is full of potential if you understand it. To that end, we explore the history of the Jeep brand here. In the next issue, we will take a deep dive into market makeup, the Jeep enthusiast and sales opportunities.

WWII | 1940s

Like AMSOIL, Jeep has its roots in the military. The U.S. Army put out a request for proposal in 1940 for a general-purpose vehicle that was small, lightweight, had four-wheel drive and could carry a light machine gun. American Bantam* and Willys-Overland* both stepped up with design proposals. While the Army began testing those prototypes, they also reopened the door to other automakers, notably Ford* with its massive production capacity.

The final Jeep design was a mashup of the best from each proposal: The Bantam Spicer*-sourced four-wheel transmission and differential was mated with the Willys Go-Devil* engine and fitted with the bodywork configuration of the Ford Model GP.*

From fewer than 100 jeeps in 1940, almost 8,500 were built in 1941 in three different versions by Bantam (BRC-40), Willys (MA) and Ford (GP). Willys struggled to reduce the weight of the MA prototype to the U.S. Army specification of 2,160 pounds, coming in about 400 pounds over. But after rigorous testing, Willys was awarded the contract in July 1941 with an initial order of 16,000 MBs at a unit price of \$738.74. Today, the MA is the rarest of all pre-production Willys, with only about 30 known in existence.

The simple and tough jeep was an essential tool that helped win the war. The MB rendered other military vehicles obsolete, including horses and motorcycles with sidecars. Not only did they have more capability and versatility than other light vehicles, they could also be modified for other duties, such as battlefield ambulance work, snow plowing, desert patrols, firefighting and more. They were burly enough to go almost anywhere and light enough to be picked up and moved by GIs when they were really stuck.

Civilian Life | 1945

The CJ was the first post-WWI Jeepbrand vehicle. The target market for Willys-Overland was the 5.5 million farmers in the U.S. The CJ could do the job of two draft horses at a speed of four miles per hour for 10 hours a day. Farm implements and industrial tools were fitted with power from a PTO. Jeeps became the platform for hundreds of applications, including the Zamboni* ice resurfacing machine.

The debut of the 463 Jeep Station Wagon in July 1946 marked the first allsteel station wagon and the forerunner of the Grand Cherokee* (vehicle code WK).

Rise of Off-Road Recreation | 1950s

The 1950s were marked by engineering milestones, and the off-road Jeep enthusiast began to emerge. The M38, popularized in the TV show M*A*S*H, served in the Korean War. It was essentially a combat-ready version of the CJ-3A with a stronger frame and suspension and could be driven under water.

Willys updated its CJ line in 1953 with more horsepower, capability and

comfort. Component upgrades with the 81-inch wheelbase helped feed interest in off-road vehicles. The CJ-5 had a production run of 30 years, the longest for any Jeep-brand vehicle. The CJ-6 is basically a CJ-5 with a longer wheelbase (101 inches); it's prized by collectors.

Wagoneer* and Commando* | 1960s

The Jeep Wagoneer ushered in an era of off-road-capable vehicles with luxurious interiors. It was the first 4x4 vehicle with an automatic transmission, independent suspension, overhead-cam six-cylinder truck engine and automatic full-time 4x4 system.

The SJ line of vehicles included the Wagoneer, early Cherokee* models and Gladiator* and J-Series* trucks. The SJ line was in production for more than 28 years.

The release of the Super Wagoneer* in 1965 upped the arms race for power and luxury and helped pave the way for the modern SUV. The Super Wagoneer carried a \$5,943 price tag – almost double that of the base Wagoneer.

With recreational off-roading on the rise, the Jeepster Commando* stepped in to compete with the Bronco* and Land Cruiser.* The Jeepster Commando (C-101) was built on a CJ-6 chassis and used the "Dauntless" V6 engine.

The AMC* Years | 1970s

By the 1970s, 4x4s were becoming quite popular and Kaiser* sold the Jeep brand to American Motors* (AMC) in 1970 for \$75 million.



The Quadra-Trac* 4x4 System was released in 1972 as the first automatic fulltime four-wheel-drive system. AMC brought back the Cherokee as a sporty, two-door version of the Wagoneer with featured bucket seats and sports steering wheel.

In 1976, AMC introduced the CJ-7 with a slightly longer wheelbase than the CJ-5 to allow space for an automatic transmission. The CJ-7 featured squared-off door openings compared to the CJ-5, which is a quick way to tell them apart. For the first time, the CJ-7 offered an optional molded plastic top and steel doors.

In 1978, Mark Smith, who is widely known as the father of modern four-wheeling, made history by leading a group of 13 explorers from Tierra del Fuego, Chile to Prudhoe Bay, Alaska using Jeep CJ-7s. The 21,000-mile route took 122 days to complete. AMSOIL was a part of the epic journey as AMSOIL synthetic lubricants were used to help ensure reliability and longevity of the Jeeps.

Rise of CUVs | 1980s & 90s

The 1980s marked the beginning of efforts to improve fuel efficiency. The Cherokee (XJ) was reintroduced with a unibody design and compact dimensions. It was the first vehicle with two available 4x4 systems: Command-Trac* Part-Time and Selec-Trac* Full-Time 4x4. XJs are popular with enthusiasts for their off-road capability and possibilities for aftermarket modifications.

AMC discontinued the CJ series and introduced a new Jeep Wrangler* (YJ) in 1986.

Then, in 1987, AMC was sold to Chrysler* and the Jeep brand became part of the Chrysler Jeep/Eagle Division.*

The Scrambler* pickup was replaced by the Commanche.* It didn't light up sales at the time, but today the Scrambler is popular among collectors and off-road builders.

New Capability | 2000s

The merger of Daimler-Benz* and Chrysler in 1998 resulted in new vehicle models. In 2001, a new Cherokee (KJ) replaced the previous Cherokee (XJ). The 2003 Wrangler Rubicon* brought capability to a new level. A revamped Grand Cherokee (WK) debuted in 2004, and a seven-passenger Jeep Commander* was introduced in 2006. A new Jeep Cherokee (KK) was introduced in 2008.

The Jeep Wrangler and Wrangler Unlimited* (JK) were introduced in 2007. The Wrangler is the modern-day descendant of the original Willys MB and remains a favorite of enthusiasts. It featured the signature seven-slot grille, round headlamps, solid axles, removable doors, exposed hinges and fold-down windshield – all with new levels of capability and versatility.

Modern Times | 2010 - Present

In 2016, global Jeep sales increased to 1.41 million units before reaching a current plateau of 1.7 million units.

The modernized 2014 Cherokee (KL) replaced the Liberty.* The Grand Cherokee Trailhawk' model was introduced in 2017 and includes the standard Quadra-Lift* Air Suspension, the Quadra-Drive* II 4x4 System, allterrain tires and a skid plate package.

Jeep started the 2020s by reintroducing the Jeep Gladiator pickup, introducing the three-row Jeep Grand Cherokee L, upping power in the Jeep Wrangler Rubicon 392 and launching plug-in hybrid electric vehicles — the Wrangler 4xe and Jeep Grand Cherokee 4xe.

The Wrangler Rubicon 392 has 4x4 Trail Rated* capability with an electronic sway bar disconnect feature for massive articulation of the front tires. It enables steep climbs with a ramp travel index of 730. Maneuverability was improved with Fox* 2.0 monotube shocks and Dana* 44 wide-track axles with electronic lockers and 33-inch tires.

Most Jeep models on the road today will have the 3.6L Pentastar* V6 gasoline engine. Jeep has not widely used forced induction, but as engine downsizing progresses, expect more turbo Jeeps in the market like the 2.0L turbo offered today.

Moving forward

In the next issue, we look more closely at favorite models of Jeep enthusiasts, the size and makeup of the market, who the Jeep enthusiast is and how to sell to this devoted niche of gearheads.

> HANCOCK PASS ELEVATION TO HAD FEET CONTINENTAL DIVIDE

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2022-2023 Preview

The AMSOIL Championship Snocross 2022-2023 national tour kicks off Dec. 16 in Fargo, N.D. Here's a preview of what to look out for this racing season.

AMSOIL Championship Snocross is the premier snowmobile racing series, taking place over eight weekends at venues all around the midwest United States. Along with the AMSOIL Pro Class, competitors will line up in the Pro Lite, Pro Women and Pro Snowbike classes for 16 rounds of highspeed snowmobile action in the 2022-2023 season.

The first stop will be at Red River Valley Fairgrounds in West Fargo, N.D. Elias Ishoel will once again be defending the AMSOIL Pro Class title after winning the championship last season. One of Ishoel's highly anticipated rivals will be Team AMSOIL rider Hunter Patenaude. He and Ishoel battled closely on the slopes during the 2021-2022 AMSOIL Championship Snocross Series before Patenaude ultimately finished second in the Pro Class. This season also features several newly formed teams on the circuit that bring some fresh competition to the tracks.

Team AMSOIL

Logan Christian will be joining Hunter Patenaude in the Scheuring Speed Sports trailer in the Pro Class division.

Follow Along

Fans who can't get to the tracks this season can tune in to all rounds of AMSOIL Championship Snocross airing live with replays on the FloSports/ FloRacing network. CBS Sports Network will also broadcast Pro Class race coverage later on. Follow the AMSOIL Inside Track at blog.AMSOIL.com to stay up to date on all the latest AMSOIL racing news and updates.

2022-2023 AMSOIL CHAMPIONSHIP SNOCROSS SCHEDULE

Dec. 16-18 All Finish Concrete Snocross National Jan. 13-14 Pirtek Snocross National Jan. 27-28 **U.S. Air Force Snocross National** Feb. 17-18 **U.S. Air Force Snocross National** March 3-4 Sioux Falls Snocross National March 10-11 AMSOIL Snocross National **Cannonsburg Snocross National** March 24-25 April 1-2 **Theisen's Snocross National**

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8 | NOVEMBER 2022



Winning. Period.

Lyle Barnett is driven to win - and help others along the way.

Lyle Barnett knows what drives his passion to race: "Winning, period. There are influencers and there are racers out there. Win, lose or draw they're happy to be there. I'm not OK with that. We're there to win."

Barnett is an increasingly successful NHRA driver. He recently achieved one of the biggest wins in drag racing, capturing an NHRA U.S. Nationals Pro Mod victory in September at the Indianapolis Raceway Park.

But, even with that level of success, he may still be best known as the charismatic driver of Beer Money, a ratty looking Mustang* that became a reality show winner and drag-strip brawler in small-tire, no-prep racing. And all of this has come after an accident that nearly ended his life.

THE LONGEST 28 SECONDS

In September 2015 at 24 years old, Barnett was prepared to go faster than he had ever gone at the South Georgia Motorsports Park.

"Our goal going down there was to go 190-plus and potentially go 4-0," recounts Barnett.

But in the finals, an injector let go. That set went lean, burned through the back of the head via one of the oil passages and turned into a "flame thrower" that sent flames into Barnett's face and helmet. He let go of the steering wheel as he tried to bat at the flames. The car nosed into the wall, exploding a fuel cell and raising the interior to an estimated 1,500°F (816°C).

Moments later, with his seatbelt melted off, Barnett managed to open his door and roll out. Track safety workers used fire extinguishers on him to put out the flames. And then he lost consciousness for two weeks.

Barnett's burns were most severe where he was under-protected: his face, head and hands. He says his lung damage was also extreme, the "equivalent of smoking 730,000 cigarettes in 28 seconds," the length of time he was engulfed in flames.

"We **strictly base the decision** to use AMSOIL [products] on what we see in the engines after 25 to 30 runs."

But incredibly, Barnett didn't just survive, he kept looking forward. He returned to racing with a bang in February 2017 by etching his name into the history books as the driver of the first leaf-spring car under 4.20 in the 1/8th mile.

"I'll be honest," said Barnett, "there's not a whole lot of negative that came from the accident. The two months in ICU and 20-plus surgeries; there's a lot that I went through for a couple years there. But that was one of the most humbling experiences ever. It proved how precious life is and how quickly it can change."

NO-PREP RACING

Outlaw drag racing is dangerous, even on a racetrack.

"Small tire, no prep is what I run with now," said Barnett. "It's really the evolution of street racing, one of those black-market deals that you don't really talk about, and if you don't know about it, you don't know."

"No prep" means that the racetrack surface is not prepared with traction compounds as it is for most drag racing, keeping it more like a normal street. The result is, no-prep drivers often run on less-consistent courses and without toplevel safety gear.

"Outlaw drag racing doesn't follow a racing body," said Barnett. "Safety tech was not really a thing and my accident changed that. I've said all along, if I saved one life, I've done my job."

Since his accident, Barnett has been speaking out for reforms to make safety "more proactive and less reactive."

"You've got to have on good stuff," he said.

THE PERFECT TUNE

Beer Money churns out 1,700 hp.

"In general, we make more horsepower than we can use," explained Barnett. "As long as the tire doesn't spin, you can basically go as fast as you want to go."

Managing that power requires driving skill and, in part, a tuning aspect, whether through timing, boost or traction control. Barnett has a secret tuning weapon in his longtime friend, Pete Harrold of Harrold Dyno Race Engines.

"When I first started racing, Pete was an arch nemesis of mine," said Barnett. "He was a tuner and part-time driver and they used to kick my ass all the time, and I would've sworn they were cheating. As they say, if you can't beat 'em, join 'em. So, in 2015 I joined Pete.

"Pete was the engine builder and tuner for Beer Money on the show. I provide him feedback on what the car is doing. We work well together."



BEER MONEY

In 2017, Barnett was fan-voted onto season one of Horsepower Wars, a reality TV show centered on outlaw street racing. Each season is a shootout between four teams of six gearheads who have 10 days and \$10,000 to build a street-racing car. The winning team gets \$10,000 cash and keeps the car they built.

Beer Money was assembled from a 1989 Mustang and a stock block LS engine by team leader Eric Yost, Harrell, Barnett and fabricators Jason Smith and Chris Bailey.

"It cost about four weeks of my life and probably shaved about another 10 off," joked Barnett.

While Horsepower Wars was being shot, Barnett was interviewed by Netflix for Fastest Car. The show pits tricked-out sleeper cars against exotic supercars, like a 2011 Pontiac* minivan versus a Porsche* GT3.*

"I didn't necessarily have any sleepers and I definitely didn't have a super car," explained Barnett. "So, I had to tell them I didn't really have anything that fit. But I told them, 'If we win this show, I'll have the perfect car."

They won the show, and Barnett and Beer Money were on Fastest Car the following season. The reach of that show propelled Barnett's fame as a builder and driver.

"That's where I really got my following from," said Barnett. "That's where Beer Money got most of its fame."

PICKING UP OTHERS

Barnett uses his star power to raise money for families with kids in the JMS Burn Center at the Doctors Hospital in Augusta, Ga. where he was treated.

"There's nothing negative I could ever say about my experience, except of the crash itself," he said. "A lot of good has come out of it. For example, we've helped a lot of kids that have spent their Christmas holiday in the burn center."

He sees parents who take extended leaves or quit their jobs to be with their kids while they receive treatment and the financial toll that it takes on them. Barnett helps as much as he can, sometimes as a motivational speaker at fundraisers for kids in the burn center.

"It's nice to be able to provide for those families," said Barnett.

THE AMSOIL DECISION

Barnett is a true believer in AMSOIL. He was introduced to AMSOIL through Harrold, who was an AMSOIL Dealer when he and Barnett started working together.

"He used everything from Break-in Oil to MP and Racing Oil," said Barnett. "I have tried other brands, but always come back to AMSOIL. You can have great results elsewhere in the engine, but if bearing life isn't good, then it's time to make a change. Bearing life is just imperative.

"We strictly base the decision to use AMSOIL [products] on what we see in the engines after 25 to 30 runs. That is why we stayed with AMSOIL and why we have never turned back."

DRIVING FORWARD

Barnett still has goals to chase down.

"I don't think I'm done climbing," he said. "I have aspirations to go to topfuel racing. It's something I've always wanted to do, and I may have the opportunity to at least license and see if I can catch a ride."

But, for now Barnett plans to continue with Beer Money as the flagship of his program.

"Some people may think that's sad, but I love that thing and it does pretty well. It may look like a pile of junk, but I love it."





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