



AMSOIL[®]

► DISTRIBUTOR EDITION

MAGAZINE

FEBRUARY 2024

PREPARE FOR PEAK RIDING SEASON

AMSOIL HAS MOTORCYCLES COVERED

| PAGE 6

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What's the Right Motor Oil for You?

No matter what you drive or how you drive, we formulate industry-leading motor oil to protect your vehicle. Use the chart below to choose the right motor oil for your ride.

Frequently Asked Questions

Why do I need AMSOIL High-Mileage Motor Oil? For engines exceeding 75,000 miles (120,000 km) with unknown maintenance history or known usage of lower-quality oil, AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean sludge and deposits. It also features a robust viscosity that provides additional wear protection, even after some wear has already occurred. Added seal conditioners extend the life of seals and help protect against drying, cracking and leaking.

When should I use AMSOIL High-Mileage Motor Oil? A good rule of thumb is to use AMSOIL High-Mileage Motor Oil at or around the time your vehicle has accumulated 75,000 miles (120,000 km). While 75,000 is not an extreme number of miles today, it is an ideal time to prepare your engine for the road ahead with an added boost of protection.

Do I need to use AMSOIL High-Mileage Motor Oil if I've already been using AMSOIL motor oil? No. If you've been consistently using AMSOIL motor oil, your engine is already operating at peak performance and has been protected against wear. However, if you've been

using AMSOIL OE and are looking for an upgrade in overall engine protection as it ages, AMSOIL High-Mileage Motor Oil is an excellent choice.

Aren't AMSOIL motor oils recommended for vehicles regardless of mileage? Correct, all AMSOIL motor oils offer outstanding performance and protection regardless of vehicle mileage. However, for those seeking targeted benefits at an affordable price, AMSOIL High-Mileage Motor Oil is the best choice for high-mileage applications. For those seeking the ultimate performance and protection regardless of miles, we still recommend Signature Series Motor Oil.

Is AMSOIL High-Mileage Motor Oil the best AMSOIL product to use in high-mileage vehicles? AMSOIL offers two excellent products that provide boosted benefits for high-mileage applications. AMSOIL High-Mileage Motor Oil focuses on the key challenges that high-mileage vehicles face at a lower price point. AMSOIL Signature Series Motor Oil does everything High-Mileage Motor Oil does, while providing industry-leading performance and protection across the board. Signature Series is the best choice regardless of vehicle mileage.

Why do I need Hybrid Motor Oil?

Hybrid engines operate under a different set of parameters and conditions that typically result in additional fuel and water contamination, leading to corrosion. AMSOIL Hybrid Motor Oil is uniquely formulated to address these specific challenges.

When should I use Hybrid Motor Oil? AMSOIL Hybrid Motor Oil is an excellent choice for any hybrid electric (HEV) or plug-in hybrid electric vehicle (PHEV), regardless of miles or age of the vehicle.

What if I've been using another AMSOIL motor oil in my hybrid vehicle? If you've already been using AMSOIL motor oil, your engine has received excellent protection. All AMSOIL motor oils of the appropriate viscosity are compatible with hybrid technologies, but AMSOIL Hybrid Motor Oil is specially tailored to focus on the unique challenges presented by hybrid vehicles at an affordable price. If you've been using AMSOIL OE and are looking for an upgrade in hybrid-engine protection, AMSOIL Hybrid Motor Oil is an excellent choice.



	SIGNATURE SERIES	EXTENDED-LIFE (XL)	HIGH-MILEAGE	HYBRID	OE
WEAR PROTECTION	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓
ENGINE CLEANLINESS	✓✓✓✓✓	✓✓✓	✓✓✓✓	✓✓	✓✓
SERVICE INTERVAL	✓✓✓✓✓	✓✓✓✓	✓✓✓	✓✓✓	✓✓
EXTREME TEMP PERFORMANCE	✓✓✓✓✓	✓✓	✓✓	✓✓✓✓	✓✓
CORROSION PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
OIL-CONSUMPTION CONTROL	✓✓✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓
VISCOSITY CONTROL	✓✓✓✓✓	✓✓✓	✓✓	✓✓✓✓	✓✓
LEAK PROTECTION	✓✓✓✓✓	✓✓	✓✓✓✓	✓✓	✓✓
SEVERE-SERVICE PROTECTION	✓✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓

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**THE COVER**

Motorcycles are subject to extreme operating conditions, and AMSOIL has riders covered with top-of-the-line protection and performance. Prepare now before peak riding season begins.



From the Chairman

A recent article in British newspaper "The Economist" highlighted Americans' reluctance to embrace electric vehicles. By November 2023, fewer than 1 million EVs had been sold in the U.S. for the entire year. The article cited a few reasons for the slow pace of EV adoption in the U.S., starting with high prices. Even with large tax credits backing the purchase of EVs, the total cost of ownership of a typical EV compared to a vehicle with an internal combustion engine is substantially higher (\$9,000, according to "The Economist"). The biggest issue, they say, may be quality. According to a survey by research firm J.D. Power,* seven of the 10 car models with basic quality issues are EVs. Recalls have been issued for everything from faulty batteries to door handles.

What a disappointment. A vehicle of any type is a major expense, and shelling out thousands of dollars for something that doesn't fulfill its brand promise is beyond frustrating. You will never experience that with AMSOIL. Our products will always do exactly what we say they will do, and we will always have products that outperform the competition. That is important to me. When people ask me why they should buy AMSOIL products instead of competing alternatives, the answer is simple: AMSOIL is personal to me. It is part of my family legacy and every AMSOIL product must live up to my high standards. I am not willing to compromise my family name and all the hard work it took to build our reputation for producing the best lubricants money can buy. There is no one at Mobil,* Pennzoil* or Valvoline* who has a personal

attachment to their brand. No one at those companies is risking their family legacy with every product they launch. I am, and I take it personally.

That's part of the AMSOIL difference – we care. We care about our Dealers, Distributors, our customers and our reputation. We want to grow and we have to remain profitable, but we will not sacrifice quality or people to achieve that growth. Adhering to our values will ensure we remain on a path toward increased strength, and I am here to ensure that happens.

Alan Amatuzio
Chairman & CEO



Automotive oil and motorcycle oil are not the same.

Motorcycles have specific requirements that automotive oils may not address.

Len Groom | SR. PRODUCT MARKETING MANAGER, POWERSPORTS & POWER EQUIPMENT

Daytona Bike Week unofficially kicks off the 2024 riding season next month, and riders across the nation are champing at the bit to pull their motorcycles out of storage and hit the open road. While many riders enjoy wrenching on their bikes during the offseason, few want to be stuck in the garage doing repairs during peak riding season. As with any vehicle powered by an internal combustion engine, proper lubrication is essential to ensure performance and longevity.

In the past, it was common for motorcycles to run on engine oils designed for four-stroke automobile engines. And if you spend any time on online motorcycle forums, you'll see plenty of folks still advocating the use of automotive oil for motorcycles. What is their rationale? They're looking to save a couple bucks on a quart of oil, as the majority of oils blended specifically for motorcycle applications are more expensive per quart than their automotive counterparts. But is using auto oil in your motorcycle a good practice?

There are several reasons why motorcycle oils are better for your bike than automotive oils.

Motorcycles have fundamentally different lubrication requirements than automobiles. This is due primarily to differences in both engine design and vehicle applications. Motorcycles often operate under more severe conditions than passenger cars. They usually run faster, are air-cooled and share an oil sump between the engine, clutches and gears. The oil, therefore, must lubricate not only the engine, but the transmission and, in the case of wet-clutch motorcycles, the clutches,

too. Many automotive oils, because of fuel economy requirements, are now formulated with friction modifiers. In a motorcycle with a wet clutch, these additives cause clutch slip and power loss.

Operating habits are different, too. While many of us rely on a car or truck for year-round day-to-day transportation and for longer road trips, motorcycles are often ridden seasonally, on weekends or on shorter trips. These trips often occur during warm summer weather, when the cooling system has to work even harder. Thus, a motorcycle lubricant must protect against high temperatures and high engine rpm while providing smooth wet-clutch operation and protecting gears and chains from operational pressure extremes. Because of these factors, many motorcycle oils are engineered with high viscosity to help prevent gear pitting, oil burn-off and oil consumption.

Retaining that viscosity is critical to ensure components remain protected. The high rpm and shared oil sumps common to motorcycles create an environment that promotes shearing. In fact, transmission gear sets are the leading cause of shear-induced viscosity loss in motorcycle applications. The oil's shear-stability and viscosity retention are vital for protecting motorcycles.

Additionally, motorcycles are often stored for several months during winter – a time when condensation can cause rust, which accelerates wear and can damage engine components. Rust is also a problem inherent to the shorter drive times motorcycles

often endure. If not combated, rust can cause bearing corrosion which results in vibration, noise, increased temperatures and catastrophic failure. Effective motorcycle oils must include rust inhibitors to keep engines and components free from corrosion.

Motorcycle oils must also prevent foam from forming, which happens when air enters the lubricating oil during normal engine and transmission operation. Foam bubbles entering a lubricated area take the place of the lubricant film and compress easily, leading to metal-to-metal contact. Foam also promotes increased oxidation because more of the oil's surface area is exposed to oxygen. An oil's tendency to foam should be considered when selecting an oil for your motorcycle.

For many riders, motorcycles represent significant investments of thousands of dollars. It only makes sense to protect those investments with products tailored to address their specific lubrication requirements.



V-TWIN



METRIC



DIRT

Prepare for Peak Riding Season

Motorcycles are frequently ridden in stop-and-go traffic and during hot summer months, which increases engine heat. Elevated heat breaks down conventional oils, reducing their ability to protect against wear. Conventional oils are also prone to evaporate, which leads to increased oil consumption and transmission wear, and requires owners to top off their oil. And in bikes with a wet clutch, the oil does double duty by lubricating the transmission, which exposes it to mechanical shearing.

For maximum performance and protection, motorcycles need oil designed to resist extreme heat, guard against engine and transmission wear and provide smooth, confident shifts in all kinds of weather and operating conditions.

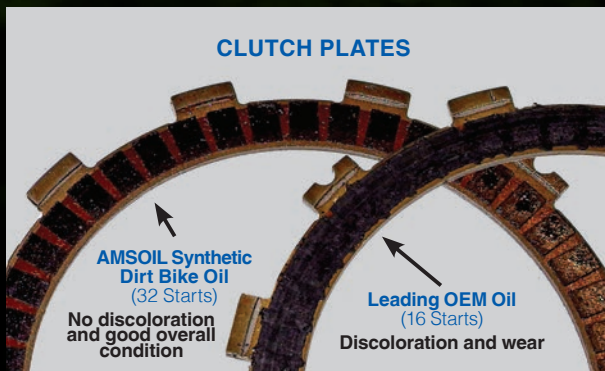
Synthetic base oils naturally reduce friction better than conventional oils, to help keep engines running cool. AMSOIL synthetic motorcycle oil is engineered with premium synthetic base oils that help protect engines from extreme heat and keep parts free from performance-robbing deposits. Advanced oxidation-inhibiting and anti-wear additives help maintain proper lubrication, reduce engine and transmission wear, and prevent clutch glazing and slippage to promote smooth shifting, positive wet-clutch engagement and extended clutch life. And its low volatility helps reduce oil consumption for extended oil life and optimum long-term lubrication performance.

AMSOIL motorcycle products are formulated to provide superior performance and protection, whether your customers ride two-stroke, four-stroke, V-twins, metric motorcycles or dirt bikes. Our complete line extends beyond motor oil to include complete oil-change kits, oil filters, cleaners and protectants, brake fluid, transmission fluid, suspension fluid, grease, coolant and fuel additives. Quickly find the right AMSOIL products with our Motorcycle Lookup.

Spring is the best time to stock up on AMSOIL motorcycle products as seasonal vehicle sales ramp up and owners prepare their bikes for summer riding.

AMSOIL DELIVERS CONFIDENT CLUTCH FEEL.

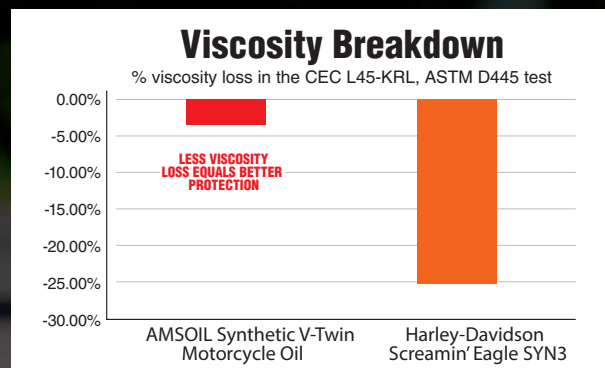
AMSOIL provides excellent clutch protection.⁷ How good is it? In extreme simulated-start testing, AMSOIL provided superior wear protection and kept clutch plates looking new.



⁷Based on dyno testing of a Honda® CRF450 dirt bike using AMSOIL 10W-40 Synthetic Dirt Bike Oil and a leading original equipment manufacturer 10W-40 conventional dirt bike oil. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

AMSOIL RESISTS VISCOSITY BREAKDOWN

AMSOIL resists viscosity breakdown **6X better** than Harley-Davidson® SYN3® for **improved protection** against compensator and transmission gear wear.^{BB}



^{BB}Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.



FUEL ADDITIVES



OIL-CHANGE KITS



CLEANERS,
PROTECTANTS, COOLANT



A CLOSER LOOK AT DIESEL FUEL SYSTEMS

AMSOIL diesel fuel additives help customers solve problems and keep their diesel equipment running smoothly and efficiently.

Diesel fuel systems have changed dramatically over the past 25 years. Technological advancements have provided diesel owners with more power, better fuel economy and better starting, but those advancements don't come without a learning curve. While original equipment manufacturers (OEMs) and aftermarket parts suppliers continually improve their products, diesel fuel systems still require support from fuel additives with every tank.

HEUI Systems

A variety of fuel-injection systems have been used since the dawn of the internal combustion engine. In 1993, Caterpillar* introduced Hydraulically Actuated Electronic Unit Injection (HEUI), where the injectors were no longer camshaft-operated. HEUI was developed to increase fuel efficiency and decrease emissions without losing engine torque.

In a HEUI injector, oil pressurized between approximately 500 to 3,000 psi by a high-pressure oil pump (HPOP) is used to pressurize fuel inside the injector. The HPOP is separate from the engine's oil pump, which provides oil pressure for lubrication; the HPOP is dedicated to providing pressure to the HEUI injectors only.

HEUI injectors can be broken down into two basic sections: a fuel chamber and an oil chamber. A low-pressure fuel pump supplies fuel to the injector and a high-pressure oil pump supplies pressurized oil to the injector. During the injection cycle, an actuator allows high-pressure oil to enter the oil chamber of the injector body, applying pressure to an intensifier piston.

The fuel chamber of the injector lies on the other side of the piston. The intensifier piston pressurizes fuel at a rate of seven times the oil pressure. This fuel becomes pressurized before an electric actuator releases it through the injector nozzle.

HEUI injectors presented many benefits compared to the mechanical injectors of their time. For example, HEUI injectors allowed for improved throttle response. At low engine speeds, the engine produced higher fuel pressure for better fuel economy. Injection timing and the fuel rate could also be controlled electronically.

Essentially, HEUI systems reduced exhaust emissions and increased engine performance, regardless of speed.

Common-Rail Direct Fuel Injection

Common-rail direct fuel injection is a modern variant of a direct fuel-injection system for diesel engines. The name "common rail" is used because all fuel injectors receive fuel from the same fuel rail, as opposed to individual lines for each injector.

HPCR Systems

High-pressure common-rail (HPCR) systems were designed to supply the demand for more power, while still satisfying various emissions regulations. HPCR systems today are suitable for all types of diesel engines. They feature a high-pressure fuel rail feeding individual solenoid valves, as opposed to a low-pressure fuel pump feeding unit injectors.

HPCR injection is a technique for delivering pressurized fuel to injectors. The low-pressure fuel lift pump delivers fuel to a high-pressure injection pump, which pressurizes fuel up to 30,000 psi and sends it to the common rail. Because pressurized fuel is stored in the common rail, injection pressures are less dependent on engine speed, unlike HEUI and mechanical injection systems. Today's HPCR systems also use piezoelectric injectors, which allow for multiple injection events per cycle.

All of this translates into increased low-end performance, improved fuel economy, reduced engine noise and

significantly lower emissions.

Injection-System Problems

Diesel-fuel quality is highly variable, with large differences often occurring between, and even within, regions. Such fuel variability can create problems for owners and operators. The American Society for Testing and Materials (ASTM) D975 specification covers seven grades of diesel fuel suitable for various types of diesel engines. Low-grade fuels burn at a high heat value, but produce more contaminants. Higher-grade fuels have a lower heat value, but produce fewer contaminants. The requirements specified for diesel fuel are determined in accordance with test methods for cloud point, carbon residue, ash, distillation, viscosity, sulfur, copper corrosion, cetane number, cetane index and viscosity.

There are two main causes of fuel-injector failure associated with the properties of the fuel itself: wear and deposits.

Wear

While wear is common and problematic in older fuel-injection systems, such as HEUI systems, it is potentially more common in HPCR engines since the injectors are smaller, bear higher pressures and activate up to five times more per combustion cycle. Excessive wear can be caused by poor fuel lubricity or abrasion, and lubricity is key to keeping injectors from wearing out.

Ultra-low-sulfur diesel (ULSD) has a maximum allowable sulfur content, but the process by which sulfur is removed from fuel also removes the wax that provides lubrication, resulting in the need for diesel owners to use lubricity improvers.

Deposit Buildup

The two major types of deposits relating to fuel-injector failure are external injector deposits and internal injector deposits.

External Injector Deposits

External injector deposits, or coking deposits, are usually caused by fuel that does not burn completely and builds up on the injector nozzle in the combustion chamber, plugging the holes affecting spray pattern. These deposits can appear dark brown to black in color and carbonaceous or scaly in texture.

External injector deposits, in most cases, won't lead to fuel-injector failure; however, they can disrupt fuel spray and lead to inefficient fuel combustion. This inefficient fuel combustion can become noticeable through reduced vehicle power or fuel economy. Diesel additives have been successful in controlling the buildup of external deposits and ensuring efficient performance from the fuel injector.

Internal Injector Deposits

Internal injector deposits form on the internal parts of the injectors, such as the injector needles and pilot valves. Though they can go unnoticed, common symptoms of internal injector deposits include difficult starts, rough idling and sluggish performance.

Internal injector deposits appear light grayish and look very similar to coking deposits. They can form in most diesel engines, but are known to cause problems in HPCR diesel engines due to small clearances between the injector body and pintle, high-pressure fuel flowing through it and high fuel temperatures inside the injector that lead to deposits plating out on injector surfaces, reduced design clearances and a sluggish or faulty injector.

Cold Weather

Wax concentrations in diesel fuel can lead to cold-weather problems in diesel engines. As the temperature drops, wax crystals form in low-sulfur diesel fuel. The fuel becomes thicker and gradually gels until it finally clogs the filter, fuel lines or injectors. If the temperature is sufficiently low, excessive crystal formation can block the fuel filters and lines, causing difficult engine starts and the potential for the engine to stop running due to fuel starvation. This effect can be minimized and controlled with the use of cold-flow improvers.

Cold-flow diesel fuel additives are designed to prevent gelling and enhance diesel fuel cold-weather performance. They work by modifying the size and shape of the wax crystals, allowing the treated fuel to operate at lower temperatures without problems. Modifying the wax crystal formation in fuel lowers the cold filter-plugging point (CFPP), eliminating fuel-line freeze, preventing fuel-filter icing and reducing corrosion due to moisture caused by condensation in the fuel tank.

When diesel fuel surpasses its CFPP, the wax crystals clog the fuel filter and starve the engine of fuel, preventing it from starting. Emergency diesel-fuel treatment additives are added to the fuel filter and fuel tank when the vehicle won't start or is having a hard time running, melting the solidified wax crystals and dissolving ice to get the engine back up and running quickly.

AMSOIL Diesel Fuel Additives

Poor diesel fuel quality can foul injectors, accelerate injector pump wear, lead to rough running, impede starting and cause cold-temperature stalling. AMSOIL diesel fuel additives effectively combat these issues and help improve diesel engine performance.

AMSOIL Diesel Injector Clean (ADF)

- **Cleans** dirty injectors
- **Lubricates** pumps and injectors to reduce wear
- **Extends** fuel filter life
- **Improves** fuel economy up to 8%

AMSOIL Diesel Cold Flow (ADD)

- **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

AMSOIL Diesel Recovery (DRC)

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

AMSOIL Diesel Cetane Boost (ACB)

- **Increases** cetane up to 8 points
- **Delivers** maximum horsepower
- **Increases** fuel economy
- **Improves** startability

AMSOIL Diesel Injector Clean + Cetane Boost (ADS)

- **Combines** the superior detergency and improved lubricity of Diesel Injector Clean and the increased horsepower and cetane of Diesel Cetane Boost in one convenient package

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



Trades/Construction Contractor Market Breakdown

With more than 800,000 trades/construction contractors across the U.S., they present significant opportunities to grow and diversify your Dealership, secure high-volume sales and increase commissions. Dealers typically find the most success with contractors who are looking for lubricant expertise and local service, but are not being serviced by a local oil distributor that can provide bulk fuel and oil.

Markets

- Construction/Remodeling
- Home Builders • Plumbing
- Heating and Cooling • Electricians
- Roofing • Drywall/Insulation
- Concrete (Pouring and Finishing)

Decision Makers

- Owner • Shop Manager • Mechanic
- Purchaser • Accountant

Market Snapshot

- Decision makers are often working in the field or exploring business opportunities, making them difficult to reach.
- The seasonality of the market drives workload. Approach prospects in the offseason for greater success.
- The market is dominated by trucks, vans and small equipment that require a greater assortment of lubricants.
- Customers buy frequently and in smaller volumes. The variety of package sizes we offer is an advantage.

Target Buyers

- Customers with 4-5 vehicles or 2-3 trailers of equipment. Understand the nuances between each market.
- Perform their own maintenance or employ their own mechanic.
- Typically buy 55-gallon (208-litre) drums and smaller.
- Local customers to whom you can provide service on weekends if necessary.

AMSOIL PRODUCTS

Oil Filters



- Customers seeking an installer where they can purchase AMSOIL products.

Buyer Challenges/Pain Points

- Excessive wear and tear on equipment caused by operator neglect and inadequate maintenance.
- Negotiating the weather.
- Lost revenue due to equipment replacement because the schedule doesn't allow time for repairs.
- Quality labor shortage.
- Rising operation costs.
- Finding time to service work vehicles.
- Pricing pressure from transient competitors.

What Matters Most to the Buyer

- Company reputation.
- Staying on budget and schedule.
- Keeping equipment running and crews working under adverse maintenance practices.
- Buying products any day of the week, including weekends.

Equipment

Trades/construction contractors rely on a wide range of equipment to perform a variety of jobs.

PICKUP TRUCKS

- Haul materials and tow equipment to the job site.
- Contractors tend to favor gasoline trucks.
- Often used as a mobile office, racking up idle time.
- Contractors may own 5-10 pickup trucks.
- Top brands: Ford,* RAM,* Isuzu,* Chevrolet,* GMC.*

GENERATORS

- Convert fuel-based (gas, diesel, natural gas, propane) power into electric power.
- Essential for providing electric power to areas that don't have power or the power is restricted or unavailable.

- Range in size from small, portable units to large, stationary units.
- Top brands: Honda,* Briggs & Stratton,* Generac,* Champion.*

SKID STEERS

- Contain four wheels and two arms to a bucket used for scraping, scooping and moving material.
- Essential to any worksite due to the ability to replace the bucket with different attachments.
- Landscapers may own between 1-5 skid steers.
- Top brands: Caterpillar,* Bobcat,* New Holland,* Case,* John Deere.*

VANS

- Haul materials to the job site.
- Often used as a mobile office, racking up idle time.
- Accumulate high mileage traveling around town.
- Not built as robust as pickup trucks and frequently overloaded.
- Top brands: Ford, RAM, Mercedes,* Chevrolet, Nissan.*

FLATBED TRUCKS

- Haul larger loads and tow equipment to the job site.
- Tend to favor diesel engines.
- Extending truck life is often a top priority.
- Top brands: Ford, Chevrolet, RAM, Isuzu, Freightliner,* International.*

TRAILERS

- Include flatbed, enclosed and dump trailers.
- Essential for bringing materials to, and removing materials from, the job site.
- Frequently overloaded.
- Often the most neglected equipment a contractor owns.
- Top brands: Various.

	AMSOIL Oil Filter	WIX Oil Filter
Technology	Synthetic	Cellulose
Wear Protection	99% Efficiency at 20 Microns	N/A
Drain Interval	15,000/25,000 miles (24,000/40,200 km)	OEM
Top Competitors	Mobil 1,* WIX XP,* Purolator Boss*	FRAM Extra Guard,* OEM brands, Purolator*
Top Competitors' Price	\$14-\$19 per filter	\$5-\$14 per filter

Diesel Oil



	Signature Series Max-Duty	Heavy-Duty	Commercial-Grade
Technology	100% Synthetic	100% Synthetic	>50% Syn-Blend
Viscosities	5W-30, 10W-30, 0W-40, 5W-40, 15W-40	10W-30, 5W-40, 15W-40	10W-30, 15W-40
Wear Protection	6X Better**	4X Better**	2X Better**
Drain Interval	Up to 3X	OEM	OEM
Top Competitors	Schaeffer's 9000 Supreme,* Red Line Diesel,* Royal Purple Duralec Ultra*	Shell Rotella T6,* Chevron Delo 400 LE,* Valvoline Premium Blue*	Shell Rotella T5,* Chevron Delo 400 XLE*
Top Competitors' Price	\$35-\$50 per gallon	\$30-\$35 per gallon	\$20-\$25 per gallon

**Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222.

Motor Oil



	Signature Series	High-Mileage	OE
Technology	100% Synthetic	100% Synthetic	100% Synthetic
Viscosities	0W-20, 5W-20, 0W-30, 5W-30, 10W-30, 0W-40, 5W-50	0W-20, 5W-20, 5W-30, 10W-30	0W-16, 0W-20, 5W-20, 5W-30, 10W-30
performance claim	75% More Wear Protection ¹	67% Sludge Reduction ²	47% More Wear Protection ³
Drain Interval	25,000 miles (40,200 km) or 15,000 miles (24,000 km) severe service or 1 year	OEM	OEM
Top Competitors	Mobil 1 Extended Performance,* Pennzoil Ultra Platinum,* Red Line Full Synthetic*	Valvoline High Mileage,* Mobil 1 High Mileage,* Pennzoil Platinum High Mileage*	Mobil 1 Advanced,* Pennzoil Full Synthetic,* Valvoline Advanced*
Top Competitors' Price	\$11-\$17 per quart	\$7-\$9 per quart	\$9-\$11 per quart

¹Based on independent testing of AMSOIL Signature Series 0W-20 using the ASTM D6891 standard test.

²Based on independent testing of AMSOIL 0W-20 100% Synthetic High-Mileage Motor Oil using a modified Sequence VH Test (ASTM D8256).

³Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.

Small-Engine Oil



	Small-Engine Oil
Technology	100% Synthetic
Viscosities	5W-30, 10W-30, 10W-40, 15W-50
Top Competitors	Honda,* Toro,* Kawasaki*
Top Competitors' Price	\$6-\$16 per quart

The Five Ps of Marketing

Marketing's job is to help the salesforce succeed. With that in mind, we continue to ramp up our marketing efforts to help you win in the marketplace. But putting together a winning marketing strategy is not as easy as it might sound. There are competitors, changing market conditions and a lot of other factors that can shift over time. And there's a limit to how much money you can throw at marketing; every dollar has to count.

A marketing strategy sets the gameplan for reaching prospective consumers and turning them into customers. Along the way, we must manage the brand and know how to leverage its strengths. The plan should be informed by a deep understanding of who our customers and competitors are.

We have a plan to market strategically to help Dealers turn prospects into customers – hopefully customers that you will retain for years to come. AMSOIL marketing tactics can be divided into five categories, also known as the five Ps: **product, price, place, promotion and people.**

Product

AMSOIL has the best products in the lubricants industry. They are highly regarded and differentiated from other brands. But we need to do more than offer excellent product performance; we need to be strategic about how our products are positioned and promoted in the marketplace.

The ABCs of marketing are “audience,” “benefits” and “compelling reason” to believe the benefits are real. For many years, AMSOIL has used a good-better-best approach to many of our products, such as OE, Extended-Life and Signature Series 100% Synthetic Motor Oil. That's been effective, but it's not the only way to think about product positioning.

Toothpaste marketing provides a great example of another approach. You don't see “good,” “better” and “best” toothpaste; you see toothpaste options that are designed to appeal to different segments of the market, such as parents, people who want whiter teeth, people with sensitive teeth and so on. This is called “needs-based segmentation” and,

if done well, the prospective customer should know if the product is intended for him or her, what the benefits of the product are and what the compelling evidence is that the benefits are real.

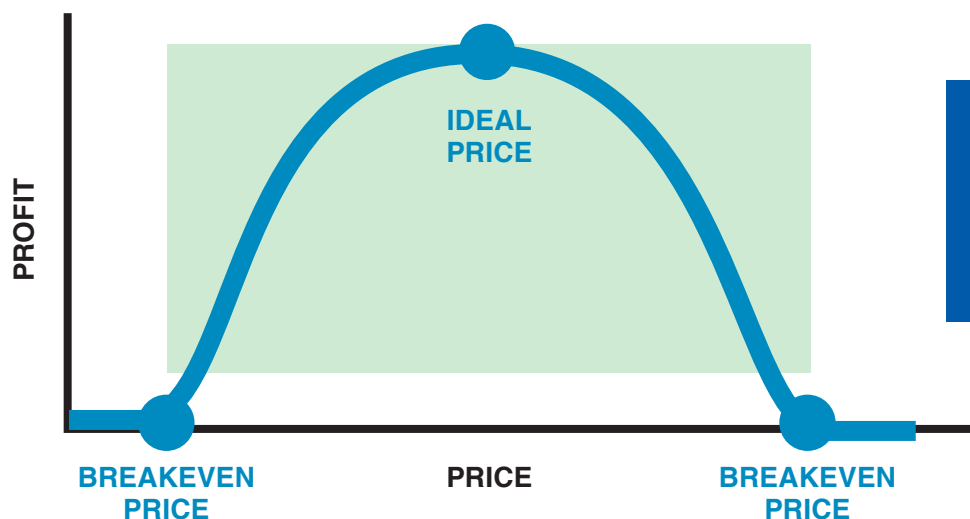
AMSOIL is leaning into needs-based segmentation with new products like AMSOIL 100% Synthetic Hybrid Motor Oil and 100% Synthetic High-Mileage Motor Oil.

The AMSOIL Commercial-Grade Diesel Oil packaging is a good example of the ABCs in action. The label makes it obvious that the product is for the

commercial market. Text that says “for long engine life” makes the benefit clear. A compelling reason to believe is provided with “2X more wear protection.”



Pricing



Finding the right price is critical. If the price is too high, sales will drop. If the price is too low, profits and commissions go down. There are four primary pricing strategies that we consider when establishing AMSOIL product prices.

Price

We must price competitively. You can have a better product priced higher, but there comes a point where customers won't spend the higher amount even if they believe the product performs better. The ideal price point is where you will sell the most product at the largest margin possible. If you price products too high, sales drop precipitously. If you price too low, profits plummet and commissions go down unless you can offset the price drop with increased volume.

1. Cost-based pricing sets retail prices based on cost-plus. We start with the cost to make the product and we add on the margin we expect to make. Prices are adjusted as the price of raw materials and production change. Cost-based pricing is great for finding a ballpark price, but it has limitations. Prices frequently vary as costs rise and fall. It can be more problematic if you're not paying attention to what your competition is doing; you may not be competitive in the marketplace and not realize it until you've lost customers.

2. Market-based pricing involves identifying the key competitors for each product that we sell. How does their product compare to AMSOIL products? How do their prices compare to AMSOIL product pricing?

3. Value-based products are products like SABER® Synthetic 2-Stroke Oil. It's mix rate is 100:1. If you're competing against a 50:1 mix-rate oil, you should be able to price SABER at up to two times what your competitor is charging. In practice, you must share some of the savings with the customer to get them to switch, but that's the general principle.

3. Bundled pricing rewards the customer for buying in higher volume. We just launched bundle-and-save promotions for retail accounts. If you have retail accounts that purchase a significant number of products to fill a display case, they will spend less than if they purchased each of those products individually.

Place

Product placement matters. We will continue to work together with you on a mix of sales channels that include retail, installer, commercial and online/catalog. Stay tuned for a number of initiatives to help you be more successful in each of these channels.

Promotion

Promotions can help nudge prospects into making a purchase. We primarily target enthusiasts by joining them where they are, including events, online and anywhere else. We are increasing our marketing spend on national

advertising, and we've seen an 8% impression increase on MotorTrend, the top DIY auto-enthusiast network in North America. We increased event sponsorships by 25% in 2023 to reach new audiences, increase brand exposure and provide more opportunities for Dealers to grow sales.

We're also expanding our use of promotional offers. AMSOIL is conducting four basic types of promotions for customers: wearable items such as hats, P.C. double-rewards, free shipping and free garage items, such as parts bowls and magnetic parts wands. These have been very effective and new promotion ideas will be rolled out over the coming year.

People

Internal resources and people are required to put these strategies into action. We are fortunate to have a talented and passionate team that is eager to push AMSOIL forward by implementing the marketing strategies outlined here.

By paying attention to the five Ps of marketing, we feel assured that AMSOIL sales will continue to grow and prosper, and you will have a lot of success as an independent AMSOIL Dealer. We look forward to supporting your Dealership's growth with strategic and powerful marketing.



DISTRIBUTOR SPOTLIGHT

Masat Al Jud (MAJ) is seeing strong annual growth as an AMSOIL distributor by promoting AMSOIL products in Iraq. MAJ is a family-owned business with a strong 30-year history in the lubricant industry. They own their own retail stores, warehouses and oil-service stations and have a dedicated staff of AMSOIL experts committed to running lubrication training courses and answering technical questions about AMSOIL products and applications.

AMSOIL CEO and Chairman Alan Amatuzio recently presented Masat Al Jud with an award recognizing the company as a top international AMSOIL distributor.

“What impresses me most about Masat Al Jud is their obsession for quality and performance lubricants,” said Amatuzio. “Their knowledge of AMSOIL products is exceptional and they are fiercely proud to represent our brand in Iraq.”

Their core business values are aligned with AMSOIL, focusing on customer satisfaction and product quality. As a modern company, the leadership team focuses heavily on influencer marketing and social media in local languages. MAJ hires professional third parties to provide premium marketing materials, store design and branding. Their retail concept proudly showcases AMSOIL products and oil changes, including a flagship store in the heart of Baghdad. The company has further extended its commitment by sponsoring the Iraqi National Soccer team, including AMSOIL branding on team jerseys.

“They use technical properties to prove AMSOIL performance against

competitors,” added Amatuzio. “Last August, the temperature reached 120°F, requiring durable oil with outstanding extreme-temperature protection. Their customers rely on AMSOIL Signature Series for superior performance and protection in these extreme conditions.”

“What impresses me most about Masat Al Jud is their obsession for quality and performance lubricants.”

Alan Amatuzio Chairman & CEO

While visiting AMSOIL global headquarters in Superior, Wis., Masat Al Jud representatives shared information about their market success and toured the AMSOIL facilities to learn more about the production process. Their level of engagement shows commitment to the

partnership and paves the way for a long business relationship between both companies.

MAJ specifically sought AMSOIL when they switched to synthetic oils due to changes in their local market. They have built an impressive and loyal customer following, particularly for AMSOIL Signature Series 100% Synthetic Motor Oil. They noted that it was hard to overcome higher pricing and a lack of brand awareness, so they developed a purchase plan and branding program to educate their customers and overcome these hurdles. They are also expecting continued regional growth in the many cities where AMSOIL is not currently present, and they are excited about new products like AMSOIL 100% Synthetic High-Mileage Motor Oil that provide opportunities to reach new market segments.





AMSOIL CEO and Chairman Alan Amatzuzio awards Masat Al Jud as a top international AMSOIL distributor.



Masat Al Jud sponsors the Iraqi National Soccer team, including AMSOIL branding on team jerseys.



Distributor Spotlight

COUNTRY: IRAQ
COMPANY NAME: MASAT AL JUD

February Closeout

The last day to process February orders is Thursday, Feb. 29. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for February business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Wednesday, March 6.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Feb. 19 for Family Day.

AMSOIL #00 Synthetic EP Grease Now Available

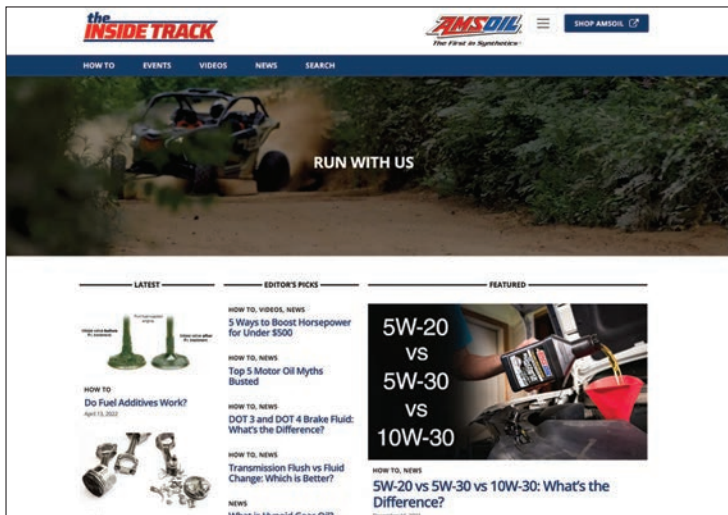
We have reintroduced AMSOIL #00 Synthetic EP Grease (GSF) in an improved formula, and it is now available to Dealers and customers in 35-lb. (15.8-kg) pails. AMSOIL #00 Synthetic EP Grease helps solve problems associated with leaky gearboxes and difficult-to-service applications in commercial and fleet markets. It is primarily used in grease-filled cases where conventional greases do not provide adequate lubricant life or protection. See the AMSOIL #00 Synthetic EP Grease data sheet (G1809) for more information.

AMSOIL Signature Series and OE Lines Expanding in March

AMSOIL Signature Series 0W-16 100% Synthetic Motor Oil joins the AMSOIL Signature Series line in March. Its primary applications are Toyota* and Honda* vehicles calling for 0W-16.

AMSOIL OE 0W-40 100% Synthetic Motor Oil joins the AMSOIL OE line in March. Its primary applications are newer RAM* HD trucks equipped with 6.4L Hemi* engines.

See the March *AMSOIL Magazine* for more information.



Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.



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February 2024

High Performance, Meet High Performance

The AMSOIL 100% Synthetic European Motor Oil line has expanded to include 0W-30 and 10W-60 viscosities.

AMSOIL 0W-30 MS Synthetic European Motor Oil (EOT)

Proprietary formula designed for the unique demands of gasoline, diesel and hybrid European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional engine protection without harming emissions systems.

AMSOIL 10W-60 FS Synthetic European Motor Oil (ETS)

Engineered for high-performance European vehicles. Precise blend of advanced synthetic base oils and premium additives deliver exceptional protection in extreme conditions. Provides excellent shear resistance, reduced oil consumption and reliable performance to confidently push engines to the limit.

