



► DISTRIBUTOR EDITION

**MAGAZINE**

MARCH 2024

# KEEP IT CLEAN AND MEAN

| PAGE 8



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# The Best Motor Oil Line is Getting Bigger

## COMING IN MARCH

### AMSOIL SIGNATURE SERIES 0W-16 100% SYNTHETIC MOTOR OIL

**Primary applications:** Toyota\* and Honda\* vehicles that require 0W-16 viscosity and the API SP specification

**Product code:** AZSQT/AZSQTC

**Package size:** 1-quart (946-ml) bottles

### AMSOIL Signature Series 100% Synthetic Motor Oil

- **75% more** engine protection against horsepower loss and wear<sup>1</sup>
- **50% more** cleaning power vs. AMSOIL OE Motor Oil
- **Protects** turbochargers 72% better than required<sup>2</sup> by the GM dexos1<sup>®</sup> Gen 2 specification
- **28% more** acid-neutralizing power than Mobil 1<sup>3</sup>
- **Trusted** by professional engine builders
- **Guaranteed** protection for up to 25,000 miles (40,200 km) or 1 year



<sup>1</sup>Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. <sup>2</sup>Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. <sup>3</sup>Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased in July 2020.





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**THE COVER**

AMSOIL 100% Synthetic High-Mileage Motor Oil is engineered to remove and prevent sludge.



# AMSOIL Metric Motorcycle Oil 8,000-Mile Torture Test

We punished a Yamaha MT-09\* motorcycle on the road and on our dyno.

Motorcyclists expect their bikes to perform flawlessly in all kinds of operating conditions. Whether it's used for urban mobility, commuting to work, cruising the backroads or touring the country, reliability is paramount. Powerful and compact motorcycle engines generate extreme heat when stressed, which can lead to oil consumption and accelerated engine and transmission wear.

To demonstrate the performance of AMSOIL 10W-40 Synthetic Metric Motorcycle Oil, it was installed in a high-performance 890cc Yamaha MT-09 motorcycle. We punished the bike with conditions designed to generate extreme heat and engine stress, including 1,800 road miles (2,897 km) and 8,000 miles (12,875 km) of simulated heavy traffic on our dyno, where the oil temperature reached 200°F (93°C).

After testing, the engine and transmission were disassembled, and the oil was analyzed. Thanks to its 100% synthetic formulation and advanced additives, AMSOIL 10W-40 Synthetic Metric Motorcycle Oil maintained its protective viscosity despite the extreme heat and shearing forces. It also delivered excellent wear protection, keeping the pistons, cylinders and cams looking like new.



**Video:** Go to [www.youtube.com/amsoilinc](http://www.youtube.com/amsoilinc) and search "Yamaha MT-09."

**Blog:** Go to [blog.AMSOIL.com](http://blog.AMSOIL.com) and search "Yamaha MT-09."

The bike required no top-off oil during the test, demonstrating AMSOIL Synthetic Metric Motorcycle Oil's excellent resistance to oil consumption. And it resisted mechanical shear to provide excellent transmission protection. It's no surprise that AMSOIL Synthetic Metric Motorcycle Oil provides the performance and protection motorcycles need to handle any riding conditions.





# Tough Enough to Protect Your Truck

## Introducing AMSOIL OE 0W-40 100% Synthetic Motor Oil

AMSOIL OE 0W-40 100% Synthetic Motor Oil (OEG) joins the AMSOIL OE line in March. It is primarily recommended for newer RAM\* HD\* trucks equipped with the 6.4L Hemi\* engine.

- **Designed** to deliver maximum wear protection, fuel economy and emissions control for the longer drain intervals recommended by original equipment manufacturers (OEMs)
- **Provides** 47% more wear protection than required by the GM dexos 1<sup>®</sup> Gen 2 specification<sup>1</sup>
- **100% protection** against low-speed pre-ignition (LSPI)<sup>2</sup>
- **Licensed** by the American Petroleum Institute (API) to meet and exceed the requirements commonly found in owner's manuals.

<sup>1</sup>Based on independent testing of OE 100% Synthetic 0W-20 in the Peugeot TU3M Wear Test as required by the GM dexos1 Gen 2 specification.<sup>2</sup>Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 100% Synthetic Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.

# LETTERS TO THE EDITOR

## ATV/UTV OIL

I currently run a small mechanic business. I have been wondering if we could get any of the ATV/UTV oils offered in 30- or 55-gallon drums, especially 10W-40 and 5W-50. I have been asked by several motorcycle dealerships as why this is not an option. I think this would be a major seller in the Midwest. A lot of local farmers could get these delivered right to their farms versus running to town to grab whatever oil they are using. Time is money!

Thank you,

**Jon Walton**

**AMSOIL:** Thank you for your suggestion, Jon. We've seen increased demand for AMSOIL ATV/UTV Oils in 55-gal. drums, and it's something we're currently investigating. Stay tuned.

## NEW OILS

Thanks for making the new oils available to AMSOIL users. The High-Mileage Oil fits great with folks who are saving money by extending the ownership of their vehicles. The Extended-Life Oil fits right with folks who use AMSOIL products to actually save money because they don't have to change oil so often. But after consulting with AMSOIL Technical Services, those who are using Z-ROD® Synthetic Motor Oil MUST continue to use that product to protect their engines because they have the older design with flat-tappet camshafts that need higher zinc content. The newer oils do not have the high-zinc protection of the Z-ROD oils.

My retail accounts and I would like a reintroduction of a hard-copy catalog for clothing, merchandise and other AMSOIL products that are used for advertising and handouts for AMSOIL users. That makes it easier for them to select the part numbers and then I can make their order for them. I can also pass them out to other folks to make purchases for themselves.

Thanks,

**Glenn Sterkel**

**AMSOIL:** You are correct, Glenn. Z-ROD is a high-zinc, high-phosphorus formulation engineered specifically for classic cars and performance vehicles equipped with flat-tappet camshafts. Owners of these vehicles are well-advised to use Z-ROD and avoid using motor oils formulated for modern vehicles. Because our clothing and promotional items change on a consistent basis, presenting them at AMSOIL.com rather than in a hard-copy catalog allows us to more effectively keep our offerings up to date, introducing new items as soon as they're available and removing discontinued items when they're no longer available. All clothing and promotional materials, along with their part numbers, can be found at AMSOIL.com (Shop All>Clothing, Merchandise & Product Information).

## MAGAZINE INSERTS

Don't you think it's time to find a safer and easier way to attach your inserts than staples? I can't believe your quality system is OK with this method.

Cheers,

**Orv Francescone**

**AMSOIL:** Thank you for sharing your concern, Orv. We've considered alternative ways of attaching inserts to the magazine, but our price lists and catalogs are typically too heavy for these other options and it's likely most, if not all, of them would fall out. If a price list were to fall out in the mail and not have a supplement mailing line on it, the post office can fine us up to \$1,000 per piece. It's definitely not worth the risk.

## AMSOIL SIGNS

We were meeting today to plan next year's "Women on Target" event at a Cracker Barrel\* restaurant. One person, noting I always promote AMSOIL Firearm Cleaner and Synthetic Firearm Lubricant, asked why there isn't an AMSOIL sign outside. There is about every other oil producer's sign out there. What's up with that? I had never noticed that before.

Cracker Barrel has the largest antique museum next to the Smithsonian located in Tennessee. They do take donations. I'm thinking our people should talk to their people. Can you imagine an AMSOIL sign at every Cracker Barrel in the country?

Thanks,

**Bradd Vickers**

**AMSOIL:** Thanks for the tip, Bradd. We'll look into this.

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.





**Mark Nyholm** | SR. PRODUCT MARKETING MANAGER, COMMERCIAL

## Don't overlook greased components.

Ensuring equipment is properly greased can extend equipment life and reduce downtime.

How many of you who own a grease gun know how old the grease is inside the gun? I bet most people answered, "I'm not quite sure." Outside the heavy-duty and off-road industries, applications requiring grease are among the most overlooked when it comes to maintenance. That's partly because many equipment manufacturers are designing sealed-for-life components that require no additional lubrication. Nonetheless, there are applications that still require us to get out the old grease gun.

So, after first checking your owner's manual to see what needs greasing, your next question is probably, "What grease should I use?" This is a great question because there are lots of different greases on the market. Just like motor oil, grease can be chosen based on the intended application. Applications that operate in or near water or are frequently subjected to moisture, like boat trailers or ATVs, need a grease with exceptional corrosion protection that stays in place to keep out moisture. These greases are likely termed "water-resistant" or something similar, like AMSOIL Synthetic Water-Resistant Grease (GWR). Heavily loaded applications, like dozers or tractors, need grease to prevent wear and corrosion, seal out contaminants and resist impact. Heavy-duty applications require grease with superior adhesive qualities that will stay in place during demanding service. Such products are likely labeled "heavy-duty" or "off-road," similar to AMSOIL Synthetic Polymeric Off-Road Grease (GPOR). If you work with heavy-duty equipment or have customers who use it in their businesses, you know the importance of high-quality grease.

Although these two application examples might seem obvious, there are hundreds of others that can make people wonder if they are using the right grease. Oftentimes the equipment manufacturer will recommend a particular grease by providing the preferred NLGI grade and thickener system. This can be essential information for selecting the appropriate grease. The NLGI grade is a standard for grease consistency, or hardness. This nine-number scale runs from #000 to #6, with #000 being the thinnest, almost semi-fluid product, and #6 being very solid. By volume, most greases tend to be in the NLGI #0 to #3 range. There are several options because greases are purpose-built for specific performance.

Proper application and maintenance of grease-lubricated parts is essential to equipment performance and longevity. Grease-lubricated parts generally fail for one of the following four reasons:

1. The wrong type of grease was used. To ensure you are choosing the proper grease, be sure you understand specifics of the equipment, its operating environment and the loads or speeds the equipment endures.
2. The new grease is incompatible with the old grease. This typically results in excessive softening caused by the interaction of different thickening systems. This is normally identified by grease dripping or running out of the application. The safest strategy is to not mix greases, although there are published charts indicating which grease thickening systems are compatible.
3. The greased component was contaminated. This can happen in the pre-greasing stage from using a dirty grease-gun tip, not cleaning zerk fittings or using open containers of grease. Grease can also become contaminated from the introduction of water, dirt or chemicals into the lubricant while in the application.
4. Too much or too little grease was applied. Failing to maintain grease-related parts with adequate amounts of the correct lubricant can result in component problems, equipment downtime and costly repairs. The lack of grease can cause failure, but too much grease is often the primary cause of failure because the excess grease causes high temperatures, which in turn oxidizes the lubricant.

Grease life is affected by heat, mechanical stress and environmental conditions. As greases age, they tend to become dry and brittle and lose their fluid characteristics. Grease should be examined after as little as one year in storage to ensure the base oil has not significantly separated and that the grease has the proper consistency. Now, if you answered, "I'm not quite sure" to my first question, it's probably time to change out the grease in that gun.

# KEEP IT CLEAN AND MEAN

AMSOIL 100% Synthetic High-Mileage Motor Oil attacks sludge.

Sludge presents an enemy to peak engine performance and vehicle longevity, especially in high-mileage vehicles. AMSOIL 100% Synthetic High-Mileage Motor Oil is engineered to remove and prevent sludge.

## What is sludge?

Sludge is typically a thick, dark residue composed of combustion or oxidation byproducts. It can also be formed by wear particles, water, fuel and coolant. These contaminants are often acidic and have polarity within their molecular structure, meaning they are insoluble in the motor oil as oils have an affinity for non-polar substrates.

Under the right conditions, these polarized contaminants can agglomerate and fall out of solution. Once deposited on surfaces inside the engine, the polar nature of sludge can accelerate the sludge-formation process as it continues to pull other polarized contaminants out of suspension and bond with them. This process can rapidly expand the sludge deposit and begin to cause engine-performance issues.

## Where it forms

Sludge can form anywhere, but it typically builds on non-moving engine components, including the tops of cylinder heads, valve covers and oil pans. Any engine can develop sludge; however, engines that stress the oil are more likely to form sludge and deposits. For example, gasoline direct-injection (GDI) engines typically have higher concentrations of fuel dilution. Turbocharged applications expose the engine to higher temperatures and pressures, leading to more combustion byproducts.

Short trips can also contribute to sludge formation. For example, if an engine doesn't reach normal operating temperatures, it can lead to water contamination. Sludge can also form when worn or damaged head gaskets allow coolant into the oil. Older engines may also exhibit increased blow-by, which can introduce excessive combustion byproducts into the oil.

## Why does it matter?

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

## Battling sludge

There are a few different types of deposits and sludge, and some are easier to remove than others. How you attack them is important. Detergents added to lubricants help minimize deposit formation in the 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.

The best form of removal is slow and steady. Cleaning an engine too aggressively can lead to large sludge agglomerations dislodging and clogging narrow oil passageways, ultimately leading to oil starvation. Sludge removal that's too rapid can also clog the oil filter. Therefore, steadily dissolving sludge through a balanced motor-oil detergent and dispersant package is the safest method without manual intervention. For ultimate cleanliness, AMSOIL Engine and Transmission Flush (FLSH) can help speed up sludge removal with its powerful boost of detergents.

Properly selected motor-oil components are critical to remove and prevent sludge. Motor-oil detergents are great as cleaning agents, even at higher temperatures (piston/combustion chamber), neutralizing the acids formed by combustion and oxidation and aiding in solubility. High-quality dispersants that help keep solid contaminants in suspension can also help re-solubilize the polar contaminants that make up sludge and remove them from the engine at the next oil change.

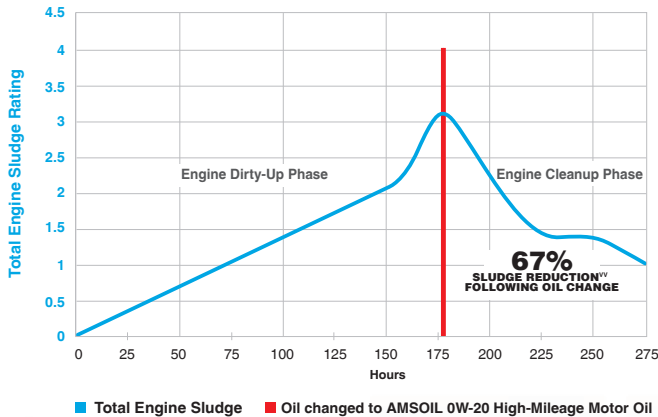
Ultimately, prevention is the best method to avoid sludge issues. Using a high-quality motor oil with precisely formulated detergents and dispersants, high-quality synthetic base oils and optimized antioxidants helps keep engines running at their peak.





## AMSOIL 100% Synthetic High-Mileage Motor Oil Removes Sludge

Modified ASTM D8256 – Sequence VH



### AMSOIL High-Mileage Motor Oil removes sludge

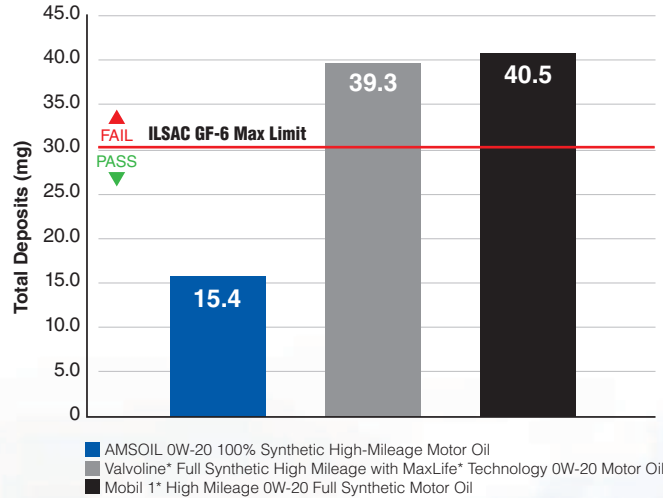
AMSOIL 100% Synthetic High-Mileage Motor Oil is specifically designed for the unique demands of high-mileage engines – including boosted detergency. To prove it performs, we subjected it to independent testing. The result: AMSOIL High-Mileage Motor Oil reduced sludge by 67%,<sup>1</sup> demonstrating its cleaning power that helps engines last longer and perform better.

If your goal is to keep your high-mileage vehicle (75,000+ miles/120,700+ km) on the road for the long haul, removing sludge and keeping the engine clean is vital. AMSOIL 100% Synthetic High-Mileage Motor Oil can help revive your engine's performance and keep it clean from deposits for many miles to come. It's designed specifically for the unique demands of high-mileage engines, including boosted detergency that fights sludge and an additive package that fights oil breakdown and leaks. So, drive on; AMSOIL 100% Synthetic High-Mileage Motor Oil has your back.

## TEOST 33C

(ASTM D6335)

Lower = Better



### AMSOIL High-Mileage Motor Oil prevents deposits

In addition to removing existing sludge, AMSOIL 100% Synthetic High-Mileage Motor Oil provides up to 62% better deposit prevention.<sup>2</sup> That means you can put the issue of sludge behind you once and for all – your engine will be clean, and new deposits will be prevented from forming. It's a one-two punch that sludge can't survive.

<sup>1</sup>Based on independent testing of AMSOIL 0W-20 100% Synthetic High-Mileage Motor Oil using a modified Sequence VH Test (ASTM D8256). <sup>2</sup>Based on independent testing of AMSOIL 0W-20 100% Synthetic High-Mileage Motor Oil, Valvoline\* Full Synthetic High-Mileage with MaxLife\* Technology 0W-20 Motor Oil (batch code J2622C5 purchased December 21, 2022) and Mobil 1\* High-Mileage 0W-20 Full Synthetic Motor Oil (batch code 11022L21A 6606 purchased December 8, 2022) in the industry-standard TEOST 33C Test (ASTM D6335) as required by the ILSAC GF-6 specification.





# Are Fuel Additives Necessary?

Myths and mysteries abound within the fuel-additive market and it's easy to understand why. Fuel additives are marketed for both gasoline and diesel fuel to eliminate or manage specific performance issues of the fuel or within the engine. But are they necessary? What are the actual benefits of using them? Do they actually work?

Unfortunately, many of the claims that fuel-additive producers make are overblown and their products do not perform as promised. Combined with a mountain of marketing hype, the fuel-additive world can be confusing – and many drivers are either skeptical or don't know what to believe.

The truth is that fuel additives can be an effective tool for those seeking to maximize the performance and longevity of their vehicles. For one, fuel quality varies substantially from station to station. As drivers, we have no way to know exactly what we're putting in our tanks. Second, there are specific engine-performance and design issues that a quality additive can target and eliminate, such as deposit buildup in the injectors or a lack of lubrication in the upper-cylinder region of the engine. We'll discuss those issues more later.

Unlike many competing brands, AMSOIL fuel additives truly work, and we put them to the test to prove it. Here's a brief overview of AMSOIL fuel additives with explanations of how they can help your vehicles and equipment.

## **AMSOIL P.i.®**

AMSOIL P.i. (API) attacks and removes stubborn injector deposits that reduce power and harm fuel economy. P.i. restores up to 14% of horsepower<sup>1</sup> with a concentrated detergent that aggressively cleans stubborn, power-robbing deposits from injectors, valves and the combustion chamber. In

addition, removing those deposits helps control knock and reduce the need for higher-octane fuels. AMSOIL P.i. is effective in port and direct-injection systems and cleans the entire fuel system in one tank of gasoline.

## **AMSOIL Upper Cylinder Lubricant**

AMSOIL Upper Cylinder Lubricant (UCL) maximizes engine power and increases engine life by delivering 18% more lubricity than Lucas\* and 20% more than Sea Foam.\*<sup>2</sup> That's important because an engine's top end is sparsely lubricated and prone to the development of performance-robbing deposits. It's also highly susceptible to corrosion, an issue compounded by the prevalence of ethanol in fuel. AMSOIL Upper Cylinder Lubricant uses a proprietary formulation to target those issues. Using it with every tank of gas helps retain fuel economy and performance while maximizing component life.

## **AMSOIL DOMINATOR® Octane Boost**

AMSOIL DOMINATOR Octane Boost (AOB) is recommended for all high-performance off-road and racing applications, maximizing power and performance in all two- and four-stroke gasoline engines. It increases octane up to four numbers, reduces engine knock, improves ignition and inhibits corrosion. DOMINATOR Octane Boost is also excellent as a lead substitute at the same treat rates in track and off-road applications.

## **AMSOIL Gasoline Stabilizer**

Bad gasoline is the number-one reason seasonal equipment starts hard or runs rough. Gasoline can start to break down in as little as 30 days, forming deposits that prevent the engine from starting or operating at peak performance. AMSOIL Gasoline Stabilizer (AST) keeps fuel from deteriorating during storage for up to 12 months, allowing easier startups. It resists the formation of varnish and gum to keep fuel systems and storage tanks clean. Gasoline Stabilizer also provides corrosion protection Sea Foam Motor Treatment\* can't match, helping maintain power and performance and keeping metal looking like new even when subjected to salt water.<sup>3</sup> It is effective in ethanol-blended fuel and ideal for all two- and four-stroke engines, including cars, trucks, motorcycles, snowmobiles, boats, ATVs, tillers, trimmers, mowers, snowblowers, chainsaws, generators and farm and construction equipment.

## **AMSOIL Quickshot®**

AMSOIL Quickshot (AQS) helps prevent water-induced ethanol separation and breakdown; cleans gummed, dirty injectors and carburetors and cleans carbon deposits to restore engine performance. It also protects against formation of gum/varnish in tanks and fuel systems. Quickshot is designed for use in all two- and four-stroke gasoline-powered engines, including motorcycles, snowmobiles, boats, ATVs/UTVs, edgers, tillers, mowers, snowblowers, chainsaws, generators and farm/construction equipment.





### AMSOIL Diesel Injector Clean

For customers who rely on diesel power, AMSOIL Diesel Injector Clean (ADF) provides the lubricity the fuel pump and injectors need – reducing wear, improving service life and saving time and money on maintenance costs. Fuel-injector deposits interrupt spray patterns, causing poor fuel atomization, incomplete combustion, excessive emissions and smoke. Diesel Injector Clean features advanced chemistry that delivers concentrated strength to target internal and external diesel-injector deposits, helping restore horsepower and operability to like-new condition.

### AMSOIL Diesel Cetane Boost

Fuel with a higher cetane number provides a more complete burn, improving performance. AMSOIL Diesel Cetane Boost (ACB) increases cetane up to eight points, improving the ignition quality of diesel fuel to maximize available power and fuel economy, while smoothing idle and reducing smoke and emissions. It is recommended for use in all types of heavy- and light-duty, on-and off-road and marine diesel engines.

### AMSOIL Diesel Cold Flow

AMSOIL Diesel Cold Flow (ADD) combats diesel-fuel gelling by improving diesel cold-flow ability. 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, which is around 32°F (0°C) for most fuels. The wax crystals eventually clog the fuel filter and starve the engine of fuel, preventing it from starting. The point at which the crystals clog the fuel filter is known as the cold filter-plugging point (CFPP). Diesel Cold Flow lowers the CFPP by up to 40°F (22°C) in ULSD.

### AMSOIL Diesel Injector Clean + Cetane Boost

AMSOIL Diesel Injector Clean + Cetane Boost (ADS) combines the superior detergency and improved lubricity of AMSOIL Diesel Injector Clean and the increased horsepower and cetane of AMSOIL Diesel Cetane Boost. Diesel Injector Clean + Cetane Boost is specially engineered to defend engines and fuel systems against performance-robbing wear and deposits. One dose delivers outstanding detergency, improved lubricity and higher cetane.

### AMSOIL Diesel All-in-One

For diesels that run in cold climates, AMSOIL Diesel All-in-One (ADB) provides outstanding protection against cold-temperature gelling and raises cetane up to four points. Diesel All-In-One features advanced chemistry that delivers concentrated strength to target internal diesel-injector deposits and traditional carbonaceous deposits, helping restore horsepower and operability to like-new condition. It combines the superior detergency and improved lubricity of AMSOIL Diesel Injector Clean, the excellent cold-flow and anti-gelling properties of AMSOIL Diesel Cold Flow and the increased horsepower and cetane of AMSOIL Diesel Cetane Boost in one convenient package. It is safe for use in all diesel fuels, including biodiesel. Acceleration is improved and, with regular use, Diesel All-In-One continues to enhance performance by keeping injectors clean. The net fuel savings can cover the cost of using this product.

For those who want maximum performance and longevity from their vehicles, fuel additives are an essential tool in the toolbox. The trick is using additives that you can trust to perform as promised. AMSOIL makes it easy with a complete line of gasoline and diesel additives with proven performance.

<sup>1</sup>Based on third-party testing in a 2016 Chevrolet® Silverado® 1500, 5.3L V-8 GDI with 100,616 miles (161,926 km), using one tank treated with AMSOIL P.i. Actual results may vary. Visit [AMSOIL.com/pi](http://AMSOIL.com/pi) for test details. <sup>2</sup>Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. <sup>3</sup>Based on third-party testing of AMSOIL Gasoline Stabilizer obtained Nov. 8, 2018 and Sea Foam Motor Treatment purchased Oct. 25, 2018 in the ASTM D525 using test fuel containing no oxidation-stability improving additives.







One of five AMSOIL billboards in Jamaica.



AMSOIL product training at Miracle Corp.

# DISTRIBUTOR SPOTLIGHT

More than a quarter-century ago, Gene Lee's best friend, Tony Alcantara, recommended AMSOIL as the best motor oil. Lee was determined to become an AMSOIL Distributor, so the two men flew to Wisconsin to learn more. They met with AMSOIL President Al Amatuzio, who was impressed with their enthusiasm for AMSOIL products. Both men became AMSOIL Distributors when Alcantara started Prolube in Trinidad and Lee founded Miracle Corp. in Jamaica.

Lee built his business based on getting to know his customers, providing excellent customer service and delivering the premium performance and proven protection that his customers' vehicles need. He loved that AMSOIL continuously delivered cutting-edge, high-performance products that meet or exceed the latest automotive industry standards. It meant he could trust that he was giving his customers the best possible products and services.



Gene Lee

Since Lee's passing in September 2022, Miracle Corp. has continued to operate successfully under the guidance of his son, Richard. The company has become one of the most experienced AMSOIL Distributors and currently has 50 employees who support distribution and sales in over 100 locations across the island, including auto-parts shops, repair shops and grocery stores.

The team builds brand awareness through advertising, unique promotional giveaways and continuous education about the advantages of quality, performance and protection. To further promote the company, Miracle Corp. has been sponsoring circuit, drag and kart racing events and individual racers for decades, and is also committed to supporting community activities, including 5Ks, bicycling and watersports.

Richard Lee said one key challenge is explaining the value of spending more on quality products. The company uses social proof, including an amazing testimonial from its largest customer in Jamaica. With a fleet of several hundred heavy-duty diesel vehicles running nearly 24 hours a day, the fleet manager had to change the oil in every vehicle weekly. Even with that level of routine maintenance, the customer recorded roughly seven catastrophic diesel-engine failures per year, costing more than \$50,000 in engine rebuilds annually. These problems were primarily caused by the high sulfur content in Jamaican diesel fuel.

Miracle Corp. showed the fleet manager how the company could extend its

drain intervals with AMSOIL products and proper oil filtration, explaining that the severe-service conditions required diesel oil with a high total base number (TBN). Miracle Corp. started a field trial with the customer using AMSOIL Synthetic Heavy-Duty Diesel & Marine Oil (AME) in two vehicles and extended the oil drain interval to three weeks. After the test, the engine was cleaner, with no damage.

The customer reduced oil-change frequency to once a month and has had zero catastrophic engine failures in the eight years since switching to AMSOIL products. The customer drastically reduced overall costs through fewer oil changes, less downtime and the elimination of engine failures and rebuilds. The value of spending a little more up front to save a lot of money later became very clear.

Lee said its customers have always loved AMSOIL products because they have confidence in the consistency of protection and performance. Miracle Corp.'s leading automotive product is AMSOIL Extended-Life 100% Synthetic Motor Oil due to the extra protection provided between oil changes. AMSOIL





The Miracle Corp. team at a recent event in Kingston.



AMSOIL products are featured at many Jamaican retail stores.

Synthetic Heavy-Duty Diesel & Marine Oil has also become a top seller due to its ability to overcome the effects of high-sulfur diesel fuel on the island, as well as the amazing fleet testimonial.

The Miracle Corp. slogan, "Move Up to AMSOIL," embodies the Jamaican spirit of improving your life and is highly visible on five billboards across the island. Lee said it "fits well with our brand," adding "we have not even scratched the surface as to the potential of AMSOIL on the island." In a culture focused on repair over replace, customers truly value products that allow them to keep their vehicles on the road longer.

*"AMSOIL embodies the Jamaican spirit of improving your life."*

**Richard Lee**

AMSOIL Distributor, Miracle Corp. – Jamaica

**Distributor Spotlight**

COUNTRY: JAMAICA  
 COMPANY NAME: MIRACLE CORP.





AMSOIL is the Official Oil of the 84th Sturgis Motorcycle Rally, Aug. 2-11, 2024.



AMSOIL is the Official Oil of the 83rd Daytona Bike Week, March 1-10, 2024.



AMSOIL is the Official Oil of the 101st Laconia Motorcycle Week, June 8-16, 2024.



Motorcycles generate extreme heat that can destroy motor oil and lead to engine and transmission wear. AMSOIL motorcycle products are engineered to help bikes run cooler, providing smooth, confident shifts and maximum engine performance and protection, **no matter what you ride.**

Quickly find the right AMSOIL products for your bike with our Motorcycle Lookup Guide.

Don't choose just any oil. Make it official.



### March Closeout

The last day to process March telephone orders is Friday, March 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 on Sunday, March 31. All orders received after these times will be processed for the following month. Volume transfers for March business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, April 5.

### Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, March 29 for Good Friday.

### AMSOIL High-Mileage and 0W-40 Signature Series Motor Oil One-Gallon Containers

The AMSOIL 100% Synthetic High-Mileage Motor Oil (HM) line will be available in one-gallon (3.78-liter) containers to better serve customers with larger sump sizes. This will be a rolling change, beginning in March. AMSOIL Signature Series 0W-40 Synthetic Motor Oil (AZF) will also be packaged in one-gallon (3.78-liter) containers, beginning in March. The new gallon containers will not be available in Canada.

### 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.



# CLEANER. FASTER. EASIER.

The AMSOIL easy-pack helps you access tough-to-reach fill holes. The flexible packaging makes changing fluid cleaner and faster, and eliminates the need for a pump.

Stay ahead of the curve with this revolutionary solution to challenging installations.





# AMSOIL HAS THE RIGHT PACKAGE FOR THE JOB

From small bottles to bulk-sized totes, AMSOIL products are available in a diverse array of package sizes that make it easy for you to earn sales for every type of customer and account.

## Drums, Totes and More

Quarts and gallons aren't the only product containers we carry. AMSOIL products are available in a variety of other convenient package sizes, including 2.5-gallon (9.45-litre) jugs, 55-gallon (208-litre) drums and 275-gallon (1,041-litre) totes. Smaller package sizes are also available for additives, grease and aerosols.



## Easy-Packs

The award-winning AMSOIL easy-pack eliminates the mess and hassle of changing automatic transmission fluid and gear lube. Its innovative, flexible package design makes it easy to access tough-to-reach fill holes without the need for a special funnel or pump. Each of the following AMSOIL products are available in easy-pack quarts:

- SEVERE GEAR® Synthetic Gear Lube
- Signature Series Synthetic Automatic Transmission Fluid
- Manual Transmission & Transaxle Gear Lube
- Synthetic ATV/UTV Transmission & Differential Fluid
- Synthetic ATV/UTV Powertrain Fluid
- Synthetic Marine Gear Lube



## More Convenient Packaging

Busy landscapers, contractors and other professionals don't want to waste time calculating how much oil to add to a gas can to achieve the desired mix ratio. They want mixing fuel to be easy, fast and foolproof. AMSOIL SABER® Professional is dialed in with 1.5-oz. (44-ml) packs and 2.6-oz. (77-ml), 3.5-oz. (104-ml), 6.4-oz. (189-ml), 8-oz. (237-ml) and 12.8-oz. (379-ml) bottles to simplify mixing fuel. Each bottle size pairs with a particular gas-can size to take the guesswork out of mixing fuel.



## Bulk Dispensing

To help Dealers grow sales with retail installers and large-volume commercial accounts, AMSOIL has partnered with Graco International and Fluidall to offer industry-leading equipment with the AMSOIL Bulk Dispensing Program. Buying in bulk can help your accounts save money, qualify for free shipping and lift-gate service, reduce expenses and waste, maximize floor space and deliver more efficiency for vehicle operations. All of this can help you gain and retain accounts that prefer buying in bulk, or accounts seeking better pricing. On average, accounts' monthly purchase totals double after enrolling in the Bulk Dispensing Program. For more information, see the AMSOIL Bulk Dispensing Program Co-op Program document in the Dealer Zone under Digital Library>Literature>Dealer Literature.



Check out all the AMSOIL product packaging offerings to ensure you're presenting the best choices for each of your accounts. To see all options, view the AMSOIL product catalogs or go online to [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca).





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ISO 9001/ISO 14001 REGISTERED

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V-twins, hybrids, lawn mowers, race cars – whatever you drive, no two engines function exactly the same way. Getting the best performance and longest life out of your vehicles and equipment requires specialized lubricants.

AMSOIL products are engineered to deliver targeted, application-specific benefits so you can extract maximum performance and life from your equipment.



LEARN MORE  
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