AMSOIL MAGAZINE

▸ DISTRIBUTOR EDITION

JULY 2025

UNBREAKABLE
TIMING CHAIN PROTECTION

| PAGE 8

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PRODUCT SPOTLIGHT:

AMSOIL MARINE ENGINE OIL (WCT, WCF, WCM)

WHAT IS IT?

- **Premium synthetic oil** designed to protect high-stress four-stroke marine engines against wear and corrosion

WHAT DOES IT DO?

- **Withstands** the heat and stress of high-rpm operation and delivers excellent protection against wear
- **Protects** against rust and corrosion during periods of inactivity and long-term storage for maximum engine protection, even when it's not running
- **Meets** the requirements of the NMMA FC-W Catalyst Compatible specification

WHO IS IT FOR?

- **Hardcore anglers and boating enthusiasts who demand the best protection for their marine engines**. Applications include gasoline-fueled four-stroke inboards, outboards, inboard/outboards, supercharged watercraft engines and personal watercraft, including those made by Honda,* Mercury,* Yamaha,* Johnson/Evinrude,* Bombardier/BRP,* Suzuki,* Nissan,* Tohatsu,* OMC,* Volvo-Penta,* Mercruiser,* Chevrolet* and Ford.*

"Been using 10W-40 marine oil for 3 years now. Won't trust any other oil for my 5.7L. I run hard and sometimes long to get to the fishing grounds. I don't wanna worry about oil, and I never do with AMSOIL. Great stuff"

– **Robert**
New York

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July Closeout

The last day to process July orders is Thursday, July 31. 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 July business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Wednesday, Aug. 6.

Holiday Closings

The Toronto Distribution Center will be closed Monday, Aug. 4 for Civic Day. The Edmonton Distribution Center will be closed Monday, Aug. 4 for Heritage Day.

SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU RIDE AND HOW YOU RIDE®

OFFICIAL OIL

STURGIS MOTORCYCLE RALLY 2025 BLACK HILLS SOUTH DAKOTA 85™

AMSOIL RESISTS VISCOSITY BREAKDOWN

6X

BETTER THAN HARLEY-DAVIDSON* SYN3*

for improved protection against compensator and transmission gear wear.**

¨Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil and Harley-Davidson Screamin' Eagle SYN3 purchased on 1/26/24 in the CEC L45-KRL, ASTM D445 test.

AMSOIL®

LETTERS TO THE EDITOR

PRICING

My friend, Lake Speed Jr., has a podcast called The Oil Geek that has 175K followers. He has credibility being a certified tribologist and was involved with the development of Driven Racing Oil* when he was at Joe Gibbs Racing.*

He recently posted on his podcast "$5 vs $10 Synthetic Oil (Real Engine Results)." He uses AMSOIL OE as one of the four oils and puts the cost down as $10/quart. This led to a spirited texting debate between us. I tried to point out the AMSOIL distribution model is different than the other three oils in the test that are retail over-the-counter priced. Anyone watching this would think that AMSOIL OE is $10/quart without mentioning the different levels of pricing available to consumers.

He is going to do another test using the Signature Series and no doubt he will just use the retail price. I asked him not to use AMSOIL in his next test if he is going to just put down the retail price and again give the wrong impression about AMSOIL pricing. The above-mentioned podcast has had 188K views.

Greg Finnican

AMSOIL: *Thank you for sharing, Greg. Lake is an independent YouTube personality, and it's understandable that he would reference the prices he encountered at his local parts store. You're right, it's not apples to apples as the other products may have been on sale and are distributed using traditional distribution methods. That being said, there's not anything we can do other than point out to Lake that AMSOIL OE is available for $7.49 with a P.C. membership and hope that he acknowledges that in the future.*

SIGNATURE SERIES

When are we going to see or hear that our Signature Series formulas are being reformulated with changes to keep us on top of the competition? Seems AMSOIL has changed its focus from what Al had intended. He wanted to be the best no matter the cost and now we seem more focused on trying to get the people that can't afford the best or people that don't care what they run in the first place. Those people want something cheap so they aren't going to order their cheap stuff and pay shipping on it. It would be amazing to see more focus put on our top-tier products and outperforming competitors.

Ashley Carte

AMSOIL: *Thanks for your question, Ashley. Our foundational philosophy of making the best products in the world has not changed, and AMSOIL Signature Series Synthetic Motor Oil remains the best motor oil in the world. While Signature Series may be the best motor oil money can buy, it may not be the best choice for every customer. Ultimately, customers decide what is best for them, not us. To that end, we have expanded our portfolio of passenger-car products to include more choices in more categories, like high-mileage, hybrid and synthetic-blend. In each case, we have introduced the best product in the category. Our campaign "Specialized Lubricants Engineered for What You Drive and How You Drive" speaks directly to that philosophy. We will never produce bottom-of-the-barrel, low-performance products. Ever.*

While we have introduced best-in-class products in additional market categories, we have also kept our eye on maintaining our position in the lead with Signature Series as the best motor oil overall. AMSOIL Director, Product Marketing – Automotive & Commercial Products Alex Thompson delivered an update on the next generation of Signature Series in the March edition of AMSOIL Magazine. *We are reformulating Signature Series, and not because we are in danger of being outperformed (we are not). The latest specifications API SQ & ILSAC GF-7 are not about improving oil performance; they are about reducing sulfated ash content to protect new emissions-system components that have not yet hit the market and will not for a few more years.*

Reducing sulfated ash is difficult because oil additives containing sulfated ash deliver important performance attributes. Reducing sulfated ash means reducing additives. Engineering the next-generation Signature Series with improved performance while meeting the sulfated ash limitations imposed upon us requires significant expertise, research and creativity. We will not compromise performance just to meet a specification! Our next-generation Signature Series formulation is being tested now, and early indicators are fantastic, making definitive improvements in performance and protection over the current generation of Signature Series. This was an impressive technical feat. No other motor oil on the market will come close to matching Signature Series – they won't even try. They do not possess our level of expertise, they do not share our drive to be the best and they will not incur the cost required to provide next-level performance and protection. Rest assured Ashley, you and all AMSOIL Dealers will be proud of the next-generation Signature Series.

AMSOIL FLAGS

How about some new double-sided AMSOIL flagpole flags? The last one I have flying is a double-sided black one, now shredding on the end. I have flown one below the American flag at my business for over 15 years. New customers spot it flying to help find me. I'm ashamed that it is in the shape it is, but I can't find any more anywhere on the internet.

Thanks,

Marty Metcalf

AMSOIL: *Thank you for your suggestion, Marty. We will look into adding a new AMSOIL flag in the future.*

COOLANT

Are you looking into making an engine coolant specifically formulated for electric vehicles? I would think this is a market you are considering entering?

Sincerely,

Mario Mora

AMSOIL: *We are certainly keeping a close eye on fluids for hybrid and electric vehicles, Mario, but cannot further comment on future development plans at this time.*

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

There's more to lubrication than simply reducing friction.

A balanced formula is required for optimum performance in all areas of lubrication.

Alex Thompson | DIRECTOR, PRODUCT MARKETING – AUTOMOTIVE & COMMERCIAL PRODUCTS

I think most people have an idea of what lubrication is and that it is required to keep moving parts moving and prevent them from coming into contact with one another. In other words, we want the lubricant to minimize the effects of friction and protect moving parts. Friction is both a positive and negative force in our daily lives. It is essential for everyday tasks such as walking, where friction gives you the ability to create traction between yourself and the ground. It is also the principle behind the braking systems found in automobiles. Friction can also be our enemy. The heat generated as a result of friction can cause damage. An oil's primary function is reducing friction. It does this by creating a film between surfaces to prevent contact, thereby reducing friction. However, lubricants are frequently needed to do more than just provide a slippery film between moving surfaces in contact. They are tasked to carry out several other functions, some of which might not immediately spring to mind when you think about engine oils or other lubricants. Let's take a closer look at six not-so-obvious lubricant functions.

Transfer Energy: Because fluid lubricants are not readily compressible, they can act as an energy-transfer medium, such as in hydraulic equipment or valve lifters in an automotive engine. This key property allows lubricants to be used in heavy equipment to transfer energy from a hydraulic motor to pistons, which provide the means to actuate shovels, forklifts, and so on. Automatic transmissions are another good example; the fluid inside the torque converter creates and transfers energy to make the transmission work.

Clean: Lubricants maintain internal cleanliness by suspending contaminants within the fluid or by preventing the contaminants from adhering to components. Base oils possess a varying degree of solvency that assists in maintaining internal cleanliness. Solvency is the ability of a fluid to dissolve a solid, liquid or gas. While the solvency of the oil is important for maintaining cleanliness, detergents and dispersants play a key role. Detergents are additives that prevent contaminants from adhering to components, especially hot components such as pistons or piston rings. Dispersants are additives that keep contaminants suspended in the fluid. Dispersants act as a solvent, helping the oil maintain cleanliness and prevent sludge formation.

Cool: Lubricants are used to cool the parts of a component or machine while in operation – like a fan or air conditioner is used to cool the inside of a house. Reducing friction minimizes heat in moving parts, which lowers the overall operating temperature of the equipment. Lubricants also absorb heat from contact surface areas and transport it to a location to be safely dispersed, such as the oil sump. Heat transfer ability tends to be a trait of the base oil's thickness – lighter oils tend to transfer heat more readily.

Seal-Out Contaminants: Lubricants are used to seal components from outside contamination, like windows in a house or automobile. They can act as a dynamic seal in locations such as piston rings and cylinder contact areas to prevent contamination.

Dampen Shock: A lubricant can cushion the blow of mechanical shock, just as a shock absorber in a car dampens road vibrations and imperfections. A highly functional lubricant film can resist rupture and absorb and disperse these energy spikes over a broad contact area. When the mechanical shock to components is dampened, wear and damaging forces are minimized, extending the component's overall life.

Protect Against Corrosion: A lubricant must have the ability to prevent or minimize internal component corrosion. Lubricants accomplish this either by chemically neutralizing corrosive products or by establishing a barrier between the components and the corrosive material.

The important takeaway here is that lubricant quality is not about excelling in one performance area; rather, it's about the entire set of performance properties. This is another reason why AMSOIL synthetic lubricants provide such excellent value. In the key areas of quality, reliability and service life, AMSOIL synthetics are second to none. They not only excel in reducing friction, they provide across-the-board performance and protection in all crucial aspects of lubrication.

Unbreakable Timing Chain Protection

There is an essential component to the operation of any engine that often goes unnoticed until trouble strikes — the timing chain. But like any component, the timing chain can wear, leading to expensive issues or even catastrophic engine failure.

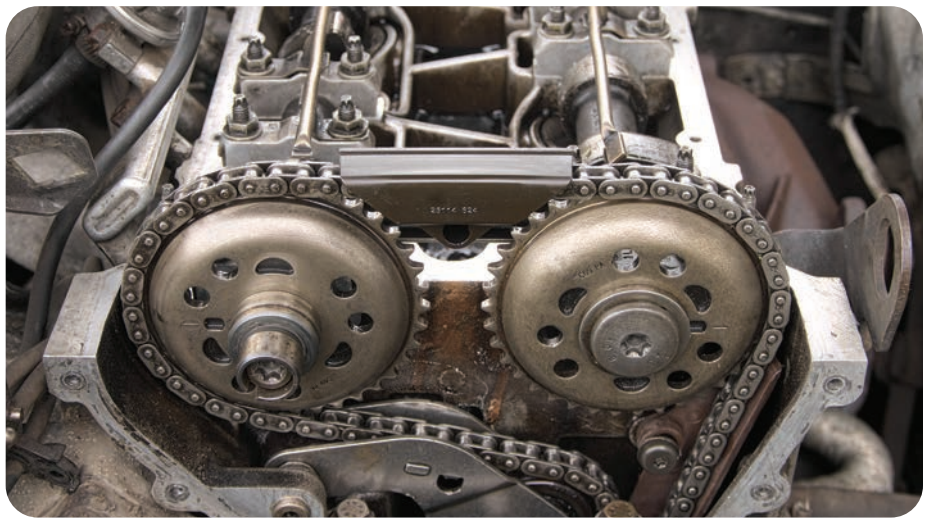
The timing chain provides a mechanical linkage that ensures all moving parts work in perfect harmony. It connects the camshaft, which controls the opening and closing of the valves, to the crankshaft, which is attached to the pistons. In this way, the timing belt ensures that fuel and air enter the engine and exhaust gases exit in sync with the motion of the pistons.

Unlike timing belts, which are made of rubber and require periodic replacement, timing chains are constructed from durable metal links, much like a burly bicycle chain. Timing chains are housed inside the engine where they are protected from contamination and lubricated by engine oil to reduce friction and wear. This design allows them to last significantly longer, hopefully for the life of the vehicle, provided they are properly maintained.

However, even with their robust design, timing chains are not immune to wear. Over time, factors such as extreme use, insufficient lubrication, soot buildup, high mileage or poor maintenance can lead to issues like chain stretch or damage to the tensioners and guides. These problems can disrupt the engine's timing, leading to symptoms such as rough idling, engine misfires or even catastrophic failure.

Timing-chain stretch

Timing-chain stretch, when the chain lengthens beyond its original specification, is a common issue. This elongation can disrupt the precise timing of the engine, throwing off synchronization and leading to poor engine performance. The leading culprit? Soot in the motor oil.



Although most people associate soot with old-fashioned diesel engines, modern turbocharged gasoline-direct-injected (T-GDI) engines can produce more soot than older diesels not equipped with a particulate filter.

Soot can accumulate in the motor oil of T-GDI engines. The tiny particles can agglomerate into larger, wear-causing particles that cause problems inside the engine before the oil filter has a chance to capture them. These particles appear to be causing accelerated timing-chain stretch on some vehicles. In fact, Ford* issued a technical service bulletin (#14-0194) in 2020 that acknowledged timing-chain wear as a problem in certain vehicles equipped with its popular 3.5L EcoBoost* engine (the problem has since been resolved).

Soot particles can lodge in the tiny clearances between the links and pins of the timing chain. They slowly scour the metal surfaces as the engine is running, enlarging the clearances. After a while, the timing chain elongates. It doesn't actually "stretch" like a rubber band. Instead, the enlarged clearances between the links and pins create slack, effectively increasing the chain's length. While the tensioner can take up some of the slack, it has its limits.

If the chain stretches beyond the capability of the tensioner, the camshaft and crankshaft sensors can trigger an engine code and even send the engine into "limp" mode. Other issues include worn sprockets, faulty tensioners and chain slack.

Once slack or damage has developed, it can cause the timing chain to jump teeth on its sprockets, which may result in valve or piston damage and, in severe cases, catastrophic engine failure.

Warning signs

Detecting timing-chain problems early can prevent major repairs down the road. Some of the most common warning signs include...

Unusual noises
A rattling or clanging noise, especially at startup, is often a telltale sign of timing-chain slack or failing tensioners.

Engine misfires or rough idling
A stretched timing chain can disrupt the engine's firing sequence, leading to misfires or unstable engine performance, particularly during idling.

Check engine light
If your check engine light comes on, it's worth investigating whether the timing chain could be the culprit.

Poor performance
A timing-chain problem may reduce engine power, fuel efficiency or overall performance, making it more difficult to accelerate or maintain speed efficiently.

The Role of Motor Oil

Timing chains depend on proper lubrication to reduce friction and wear between the chain links, sprockets and tensioners. Without adequate lubrication, these components can overheat and wear prematurely.

If you drive a T-GDI engine that's known to suffer from timing-chain stretch, it's a smart move to use a premium synthetic oil and a high-quality oil filter to help fight soot-induced timing-chain wear.

To combat the issue of soot, the industry developed the Sequence X Engine Test (ASTM D8279) specifically to measure an oil's ability to resist soot and fight timing-chain stretch. It's part of the API SP and ILSAC GF-6 motor oil specifications introduced in May 2020 and the latest API SP and ILSAC GF-7 specifications released in March 2025.

The test uses a Ford 2.0L EcoBoost engine run a total of 216 hours throughout a series of cycles. The timing chain is measured after break-in and again following the test. The pass/fail criteria is ≤0.085% timing-chain elongation.

AMSOIL Protection

AMSOIL Signature Series 100% Synthetic Motor Oil, Extended Life 100% Synthetic Motor Oil and OE 100% Synthetic Motor Oil all passed the Sequence X Engine Test, proving their excellent protection against timing-chain stretch. These oils guard against timing-chain wear in modern T-GDI engines to help prevent timing-chain stretch.

AMSOIL synthetic motor oils protect timing chains on several fronts:

1. Enhanced wear protection
AMSOIL synthetic motor oil uses naturally shear-resistant base oils combined with top-tier, shear-stable viscosity improvers that withstand extreme heat and shearing forces. Robust anti-wear additives further reduce wear in metal-to-metal contact regions for maximum component life. The result? Signature Series 100% Synthetic Motor Oil provides 75% more engine protection against wear and horsepower loss[1] than required by a leading industry standard.

2. Outstanding engine cleanliness
Sludge is 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 motor oil. Signature Series provides 90% better protection against sludge[2] and is fortified with a heavy treatment of detergent additives, delivering 28% more acid-neutralizing power than Mobil 1,* helping engines stay cleaner, longer.[3]

3. Superior thermal durability
Whether starting an engine in extreme cold or towing in sweltering heat, the timing chain needs to remain protected. AMSOIL Signature Series provides better cold-cranking viscosity, helping improve wear protection for engine components at startup,[4] while its superior thermal durability and shear-stable formula maintain protection under extreme heat and pressure.

Chain reaction

While often overlooked, the timing chain plays a crucial role in engine performance. Staying alert to potential problems and responding quickly can help avoid major repairs or even catastrophic engine failure. AMSOIL motor oils provide excellent protection for timing chains and other components, helping ensure engine performance, reliability and longevity.

[1]Based on independent testing of AMSOIL Signature Series 0W-20 using the ASTM D6891 standard test. [2]Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification. [3]Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2896. Oils purchased July 2020. [4]Based on independent third-party testing in the industry-standard ASTM D5293 Cold Crank Simulator test as required by SAE J300.

AMSOIL 100% SYNTHETIC ATV/UTV CONTINUOUSLY VARIABLE TRANSMISSION FLUID

UTV manufacturers continue introducing advanced technology to maximize performance. The latest continuously variable transmission (CVT) technology features a durable steel belt that provides smoother, more predictable driving and improved torque and power delivery.

Drawbacks to steel-belted CVTs include metal-on-metal friction between the belt and pulleys that can increase heat and wear. Additionally, the extreme pressure and high torque generated by CVTs can mechanically shear oils, reducing their viscosity and ability to protect against wear. Many UTV owners also add accessories to their UTVs and run them heavily loaded, which increases heat and stress on the transmission. CVTs with high stress and degraded fluid are more prone to shudder or lurching during acceleration and deceleration, especially at low speeds.

UTV owners demand peak performance, but also want to reduce the risk, hassle and cost of breakdowns. They want confidence, security and peace of mind, knowing their UTV is protected when performing demanding chores and tackling tough terrain.

To address the challenges of advanced vehicle technology, AMSOIL continues to lead the market in developing application-specific lubricants. Our

new AMSOIL 100% Synthetic ATV/UTV Continuously Variable Transmission Fluid is engineered to ensure smooth, consistent driving, prevent shudder and help extend CVT life. We've tested and proven its superior anti-wear protection in the new Polaris* Ranger* XD 1500 under heavily loaded, high-temperature operation, making it the first, best and only alternative to the manufacturer-branded CVT fluid.

AMSOIL Synthetic ATV/UTV CVT Fluid is specifically designed to help eliminate belt-slip shudder and deliver smooth, quiet operation, optimum efficiency and extended transmission life in hard-working and high-performance UTVs. Its superior shear stability withstands extreme pressure to deliver continuous protection against wear on heavily loaded, high-torque steel-belted CVTs. It also resists breakdown under extreme heat for cleaner and cooler operation, so owners can comfortably and confidently push their machines to the limit.

Polaris-claimed STEELDRIVE CVT benefits:

- **Durability –** Steel belt is fully sealed and liquid-cooled for maximum durability/longevity and less maintenance.
- **Control –** Smooth, predictable throttle engagement and precise speed control.
- **Quiet Operation –** The fully sealed belted design reduces operating noise.
- **Hill Assist –** Prevents the vehicle from rolling downhill when letting off the accelerator and brakes.

- **Protects** against wear for maximum CVT life.
- **Helps** eliminate belt slip and shudder for a smooth, quiet ride.
- **Maximizes** torque and horsepower.
- **Inhibits** rust and corrosion.

Appalachian Trail Shuttle Service Runs on AMSOIL

The Appalachian Trail covers a vast range of scenic terrain, spanning almost 2,200 miles (3,541 km) through 14 states between Georgia and Maine. The trail sees over 3 million people each year at various segments in search of hiking, backpacking and adventure. The trail project began in the 1920s and was completed in 1937, with steady improvements taking place in the decades that followed. It officially became the Appalachian National Scenic Trail in 1968.

Today, it's a bucket-list item for any outdoor enthusiast or adventure-seeker. The trail traverses through forests, scenic overlooks, towns and farms along the eastern part of the country. With endless trail entrance and route options, it can be difficult to navigate a path or starting point. Luckily, folks like Ron Brown are there to help make it a success. His business, Ron's Appalachian Trail Shuttle, is based in Georgia and gets hikers to and from their excursions safely. Brown has been in business for 19 years and his shuttles can see anywhere from 400-700 miles (644-1,127 km) per day in all sorts of conditions. With his livelihood depending on reliable vehicles to stay in business, Brown uses AMSOIL products to keep them in top shape through miles of mountainous, muddy, back-road terrain.

Ron Brown
Ron's Appalachian Trail Shuttle

Brown's business currently has two vehicles in operation for his shuttle service. His 2019 Toyota* 4-Runner TRD Off-Road* is up to 642,000 miles (1,033,199 km), while his 2000 4-Runner Limited* has reached 572,000 miles (920,545 km). With over 1 million miles (1,609,344 km) combined, Brown has an established oil-change routine at every 14,000 miles (22,531 km). He hits that about every month, while in the past

was finding himself changing his oil every week or so. Brown had to maintain a stockpile of oil to keep up with his previous weekly oil-change schedule. He's still working through the last of the old supply in his 2000 4-Runner before he converts to exclusively AMSOIL motor oil in both vehicles. With AMSOIL Signature Series 0W-20 Synthetic Motor Oil (ASM) and an EA15K49 Oil Filter installed in the TRD, the reduced maintenance time gives Brown more time on the trail and less in the garage.

Another way Brown has come to appreciate AMSOIL products for his business is through fuel savings. He adds a bottle of AMSOIL P.i. Performance Improver (API) to his fuel tank every 4,000 miles (6,437 km) and uses AMSOIL Upper Cylinder Lubricant (UCL) at every fill. The results were immediate — Brown noticed an improvement of 2.6 mpg at first use. For a busy shuttle service making so many trips in a single week, these savings add up significantly.

Ron's Appalachian Trail Shuttle is based out of Ellijay, Ga. Customers appreciate his knowledge and familiarity in getting them safely to and from a memorable trail experience. His Facebook business page shares weather conditions for those planning a trip and fun customer photos of those who've made the trek. If you're ever in the Georgia area and looking for an epic adventure along the Appalachian Trail, be sure to look him up for a safe and secure way to get there.

DISTRIBUTOR SPOTLIGHT

GRID Ltd. focuses on distributing the best lubricants available in Bulgaria. Many products available in the country are of inconsistent quality, so in 2019 the company began searching for a reputable brand to represent. After extensive research, they chose to become an AMSOIL Distributor because AMSOIL products were determined to be of superior quality in comparison to other brands.

The team identified that there was increased marketing value in AMSOIL being the first in synthetic motor oils. Additionally, in a country where counterfeit products are common, the GRID leadership team appreciates that the entire AMSOIL production process takes place in a single facility, ensuring the origin, authenticity and quality of the products. Researching the company further, they discovered AMSOIL product reviews from various global sources were entirely positive. However, the AMSOIL Distributor regional exclusivity policy that protects the company's market and margins was what closed the deal.

Service-Oriented Growth

GRID believes the most effective growth strategy is offering a perfect product, presenting it professionally and earning customer trust through recommendations. To reach as many consumers as possible throughout the country, GRID relies on a distribution and sales model including wholesale, retail and online. The company focuses on brand development through technical training and support, and a variety of promotional materials and media campaigns. The entire team prides itself on delivering competent support to every customer for any issue.

> *"AMSOIL stands out from other brands because it is the pioneer of synthetic oils."*

They maintain regular direct contact with their customers in person, via phone and online, relying on consumer feedback to help promote and spread the word about AMSOIL. One of GRID's top resellers also hosts a forum where around 300 customers have left reviews detaling their positive experience using AMSOIL products — and the number of reviews keeps growing.

Earning Customer Trust

GRID believes in the premium value of the AMSOIL brand, stating that it helps build customer trust by ensuring vehicle reliability, extending equipment operational lifespan and service intervals, and reducing long-term expenses on consumables and spare parts. Customers reinforce that quality is the most important product attribute by sharing their experiences online and remaining loyal to the brand. GRID also

Distributor Spotlight
COUNTRY: BULGARIA
COMPANY NAME: GRID LTD.

"AMSOIL products earn customer trust by ensuring vehicle reliability and reducing service costs."

benefits from independent oil analysis results conducted by associate professors that confirm that tested AMSOIL products are 100% synthetic, while the results from competing brands frequently show reduced product quality or consistency.

Strategic Marketing

GRIID also sponsors a wide variety of motorsports teams and capitalizes on those investments in promotional materials. One moment that boosted brand visibility was when sponsored racer Plamen Petkov proposed to his longtime girlfriend. She said, "Yes!' And the team captured this special moment with AMSOIL logos in the background. The sales and marketing teams are also actively targeting additional growth opportunities in the road construction, agricultural and marine equipment industries. With an action plan to market and sell the highest quality AMSOIL products across a broad range of vehicles and industries, GRID Ltd. has set itself up for long-term success throughout Bulgaria.

PROTECTION *you demand.* | **PERFORMANCE** *you deserve.™*

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SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU DRIVE AND HOW YOU DRIVE®

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.