

# AMSOIL<sup>®</sup>

DISTRIBUTOR EDITION

M A G A Z I N E

MARCH 2022



POWERSPORTS PRODUCT  
SALES **EXPLODE** IN WAKE  
OF PANDEMIC

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Distributor Edition

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Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

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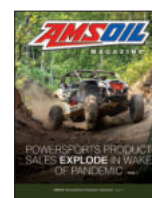
Printed by Arrowhead Printing  
Duluth, MN USA.

#### Letters to the Editor

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### THE COVER

Scheuring Speed Sports pro driver Elliott Burns was impressed with this stock Can-Am\* Maverick\* when he participated in some testing with us last summer. Side-by-sides like this are delivering tons of fun for enthusiasts and driving explosive growth in the powersports market.



# LETTERS TO THE EDITOR

## AMSOIL MAGAZINE

How about making this publication available online as an option, saving postage and printing?

Thank you,

**John Sproule**

**AMSOIL:** *AMSOIL Magazine is available digitally in the Dealer Zone, and it is often posted before printed copies arrive in Dealers' mailboxes. Many Dealers like receiving printed copies of AMSOIL Magazine, and we plan to continue providing them at this time.*

## FACTORY-DIRECT CATALOGS

I cannot find a date anywhere on the little half-size Factory-Direct Catalogs, which gets confusing because the cover page is not always different, so I don't know which version is the most current. Is there a date and I just can't find it? Or can you, in the future, put the date on the cover?

Thanks so much!

**Kendrya Wiebe**

**AMSOIL:** *Thank you for your question, Kendrya. You can always check the back page of literature items, including the Factory-Direct Catalog, for the revision date. The most current Factory-Direct Catalog is dated 1/22.*

## DEALER WEBSITES

I've enclosed the cover from a magazine sent to me from GetNetSet. I belong to a couple of the organizations shown on the bottom of the cover. GetNetSet advertises in the publications of these organizations and sends out a catalog every so often.

I would think they would be receptive to advertising in an AMSOIL publication. And I think anyone considering a website would at least look at what is offered.

I have seen various AMSOIL department heads recommend Dealers have a website, of course, but have never seen any advice where to start. And likely most of us could do a website locally for less money. Perhaps there are some Dealers that

do websites as a second side business that could use the extra cash.

Just thought I would mention it.

One other suggestion: I think the next "blockbuster" product you come up with should be named AMSOIL1.

One question: Why is it in many places we ask for a referral# when what is wanted is the Dealer#? It causes some confusion at times. Why not just ask for the Dealer#?

Sincerely,

**Richard R. Conboy**

**AMSOIL:** *All good questions and comments, Richard. We partner with a company called EmpowerKit to provide Dealer websites. You can find all the details under Business Tools in the Dealer Zone. Some Dealers do build websites for others, but AMSOIL policies allow that only within a line of sponsorship, meaning one Dealer would not be permitted to build websites for all other Dealers.*

We use "referral number" when working with customers because it is a common term that is easily understood. If our customer service representatives asked customers for their "Dealer number," it would cause confusion.

## OIL FILTERS

I saw the story of shipping jobs away from the USA. You'd think that here is where jobs are needed, and you can't find anyone that will make the filters. Just wrong. People, jobs and the quality will be the same with lower wages, and what will happen? Products and services suffer. Please rethink this.

**Joe Schall**

**AMSOIL:** *We understand your frustration, Joe. We would certainly prefer all AMSOIL Oil Filters be manufactured in the United States. Most of them are, but our filtration partners don't have American factories that can manufacture certain filters to our specifications, and we were faced with the decision to either continue producing these filters despite our filtration partners moving production out of the U.S. or discontinue those filters. Discontinuing these popular*

*filters would hamper our ability to offer superior AMSOIL filtration solutions to a large number of customers, so we made the difficult decision to continue providing them.*

## EZ FORM

In spite of all the complaints about the EZ Form, nothing has been done. I don't understand why they can't just reload the original? This is probably the most used form in the Dealer Zone. It's cost AMSOIL time and money. Many Dealers have resorted to calling their orders in, which takes up valuable time.

Thanks,

**Bradd Vickers**

**AMSOIL:** *Thanks for your letter, Bradd. We had to update the EZ order form because the old form was not mobile-compatible, it used antiquated programming that was difficult to maintain and it had been modified so many times that it was confusing to new Dealers. Previously, we had multiple forms with different processes for Dealer, account and co-op advertising orders, which was even more confusing. While adapting to the new EZ order form may take some time for Dealers who were familiar with the old form, it does work well and is more intuitive for new Dealers. In fact, Dealers who didn't like the new form at first have reported they actually like it better after using it for a while. And more Dealers and accounts are using the new form and placing more EZ orders than ever before. While the original EZ form will not return, we may introduce enhancements to make the new form even better. Stay tuned.*

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.



**Alex Thompson** | MARKET MANAGER, AUTOMOTIVE B2C

## Proactively service your transmission

It can prevent a big headache and save thousands of dollars.

If you search “overlooked car maintenance” online, you’ll notice that nearly every list includes transmission fluid changes. Despite the transmission’s importance to vehicle performance and longevity, it’s out of sight and out of mind for most motorists – until they’re staring at a \$3,000 repair bill.

### Prevention is best practice

It’s easy to understand why. Most people direct mental energy toward things that require attention, not to things that are working properly. I bet you don’t think about your water heater or septic system much. But they demand full attention once you step into an ice-cold shower in the morning or your basement floor suddenly feels squishy.

Human nature isn’t the only factor working against us. The original equipment manufacturers (OEMs) are making it easier than ever to ignore transmission service with the popularity of “filled-for-life” transmissions and differentials today. Some don’t even include dipsticks or access plugs for checking or changing fluids. That sounds great to some motorists. “I don’t have to change or even check transmission fluid? Perfect.”

### More power = more damaging heat

The problem is, modern vehicles are tougher on transmission fluid than ever. The OEMs are in an endless arms race to produce more power than the competition. All that added power has to go through the transmission before reaching the wheels, yet modern transmissions are smaller and lighter than their predecessors.

They also use lower-viscosity fluids to help boost fuel efficiency. That

translates into thinner fluid protecting against intense heat and wear inside a transmission that handles more power and produces more heat. And heat is one of the transmission fluid’s biggest enemies. It speeds the oxidation process and causes the fluid to chemically break down sooner.

Fluid that has broken down causes sludge and varnish to form, which clog narrow oil passages and can lead to stuck solenoids. Soon, your vehicle can begin to shift hard, hesitate or quit shifting altogether. Unfortunately, that’s when many motorists finally start to pay attention to transmission maintenance.

### Check and change your fluids

If that’s not enough, the fluid must last longer than before. For example, Ford\* recommends changing transmission fluid in the 2022 F-150\* every 150,000 miles (240,000 km), even in severe service when towing and hauling. The fluid has to deliver excellent cleanliness, wear protection and frictional properties throughout a longer drain interval despite increased power.

Here’s where the term “filled for life” become misleading – and potentially expensive. It really means, “filled for the life of the warranty.” Once the warranty period ends, you can bet the dealership or OEM isn’t going to fix your “filled-for-life” transmission after it fails due to lack of maintenance.

In fact, some OEMs even direct you to change transmission fluid in these units if your driving conditions fall under the “severe” designation, which applies to most drivers. For example, the 2022 RAM\* 1500 includes a “filled-for-life” transmission that doesn’t require service in “normal” driving conditions, but the owner’s manual instructs

you to change the fluid if it becomes “contaminated.” How are you supposed to know that if you can’t check it?

The 2022 Chevy\* Silverado\* owner’s manual instructs you to change fluid in its “filled-for-life” transmission every 45,000 miles (72,000 km) in severe service.

As you can see, it’s vital to check and periodically change transmission fluid, even in “filled-for-life” transmissions. Nothing lasts forever, and planning ahead and performing the service on your schedule is much less expensive and disruptive than reactively fixing a broken transmission.

### Reserve protection

This situation is a great selling point for Signature Series Synthetic Automatic Transmission Fluid (ATF, ATL). It resists heat and wear in the toughest conditions, and its built-in reserve protection means it lasts for twice the OEM’s severe-service drain interval. That means you can rest assured your transmission is protected, even if service is delayed.





**Allen Bender** | OIL ANALYZERS INC. SENIOR ANALYST

## An oil's total base number doesn't tell the total story

Consider the entire formulation when choosing the right oil.

People often create mental shortcuts to help make quick decisions. One such example is the "authority heuristic." If a respected scientist provides information in his or her area of expertise, we tend to believe it until encountering a good reason for doubt.

In my world, a motor oil's total base number (TBN) sometimes functions as a heuristic. Dealers and customers often think a higher TBN means a better oil. However, in most scenarios, it simply means the oil will provide a longer drain interval, not necessarily better protection.

TBN is a measure of a lubricant's ability to neutralize harmful acids that cause engine corrosion. Oils with higher TBN contain more detergents and dispersants to fight acids. TBN for unused oil is typically around 8-10. The additives responsible for TBN are sacrificial, meaning they are designed to deplete as they're used. Once TBN drops to an unsafe level, the oil will no longer resist corrosion. If the oil becomes acidic, it can cause corrosion, harming your engine.

How we define "unsafe level" depends on operating conditions, engine design, fuel source and other factors. In some cases, oil with TBN that has dropped below 1 may provide adequate corrosion protection, but other situations may call for an oil change. The uncertainty underscores the importance of used oil analysis for maximizing drain intervals and protection.

You may have noticed that new-oil TBN has decreased over the years. That doesn't mean modern oils are less effective than older formulations.

In fact, the opposite is true. Modern oils must fight oxidation better, prevent LSPI, last longer and provide additional benefits for today's demanding engines.

However, modern oils must also reduce emissions, which explains their reduced TBN. Formulators use ZDDP and other metallic additives to fight wear and provide other benefits. However, they can create deposits on diesel particulate filters (DPF) and catalytic converters, reducing performance. The automakers don't want those expensive components to fail during the factory warranty period, so they laid it upon the oil formulators to remove metallic additives from oil to safeguard DPF and catalytic-converter life. So, modern oil specifications limit use of certain additives that historically result in higher TBN.

You can see a good example when you compare AMSOIL 15W-40 Heavy-Duty Diesel and Marine Oil (AME) and AMSOIL 15W-40 Heavy-Duty Synthetic Diesel Oil (ADP). The former has a higher TBN of 12.1, while the latter provides a 10.2 TBN. AMSOIL Heavy-Duty Diesel and Marine Oil has built a loyal customer base due to its reputation as a robust, long-lasting diesel oil, thanks in large part to its higher TBN. While it works great in older engines, it's not as well-rounded as AMSOIL Heavy-Duty Synthetic Diesel Oil, which provides excellent wear protection and resistance to oxidation and oil consumption. What's more, AMSOIL Heavy-Duty Synthetic Diesel Oil meets today's tough performance specifications, like API CK-4, meaning it's formulated to protect diesel particulate filters, while

AMSOIL Heavy-Duty Diesel and Marine Oil is not. It's a perfect example of how TBN doesn't tell the whole story and how we must look at the big picture when recommending products.

As mentioned, the best way to know how your oil is holding up is to perform used oil analysis. Oil analysis reports include the engine oil's TBN. Historically, we recommended an oil change once TBN dropped below 2. However, a few years ago we adjusted our condemnation limits depending on the engine's fuel source to better align with our formulations and engine technology.

In most gas and diesel engines, a motor oil can still fight corrosion and protect well after its TBN drops below 2. It may even continue to protect after it drops below 1. However, given the many variables in play, including ambient temperature, operating conditions, engine design and more, we recommend an oil change in most cases once TBN hits 1 to be on the safe side. This lets you maximize the drain interval while also maximizing engine protection.

Oil TBN provides insight into oil service life, but it doesn't tell the entire story. Performance and protection depend on the entire formulation, and AMSOIL makes an excellent oil for all your applications, new and old alike.

# POWERSPORTS PRODUCT SALES EXPLODE IN WAKE OF PANDEMIC

When the pandemic lockdowns took effect two years ago, no one knew how the situation would affect business. Sales declined, leading to a corresponding increase in everyone's stress level. Many suffered more than a few sleepless nights worrying about their earnings.

The situation began to clarify as spring gave way to summer. The economy settled down, the U.S. and Canadian governments issued stimulus checks and everyone's pent-up energy drove them in search of entertainment options as sports stadiums, race tracks, movie theaters and other venues remained closed.

"It turns out that many people turned to their motorcycles, UTVs, boats and other powersports equipment to blow off steam and have a little fun," said AMSOIL Market Manager, Powersports & Power Equipment Len Groom. "And in many cases, people bought new equipment, as the statistics reveal."

- According to the Motorcycle Industry Council, new-model powersports sales increased **18.4%** in 2020.
- UTV sales in the U.S. increased nearly **30%** in 2020, according to research performed by Power Product Marketing.
- According to the Powersports Market Data Book, ATV sales increased **33.8%** in 2020 compared to 2019, while sales of off-road motorcycles (dirt bikes, trail bikes) jumped **46.5%**.

- In 2020, registrations of new powersports equipment increased **18%** compared to 2019, while registrations of pre-owned units increased **7%**.

Interestingly, Auto Finance News estimates that 50% to 70% of powersports purchases in the past year have been made by people new to the market. This means more people than ever are using powersports equipment – and buying lubricants and other maintenance products.

"Pandemic buying led to a direct increase in AMSOIL powersports product sales across nearly all categories," said Groom.

## AMSOIL powersports product sales growth

In fact, led by ATV/UTV and off-road motorcycle lubricant sales, overall sales of AMSOIL powersports products jumped from 2019 to 2020 thanks to pandemic buying.

With powersports product sales seeing 14.5% growth over the past 12 months, the demand continues to be strong, making it a great time to diversify your Dealership and pursue sales to those customers if you haven't already.

In addition, global supply-chain problems are creating conditions favorable to sales of AMSOIL powersports products. Original equipment manufacturers (OEMs) were struggling to meet demand prior to the shortage of raw materials and delivery drivers that are affecting the economy. Now, with sky-high demand and tight supply, they simply can't build enough new machines for enthusiasts.

"Polaris,\* one of the biggest players in the powersports market, can't make its popular Ranger\* UTV fast enough," said Groom. "People want to buy new motorcycles, UTVs and other equipment, but there aren't enough units to go around." This means more enthusiasts are keeping their powersports equipment longer. The run on pre-owned machines has also driven up prices.

"Our value proposition aligns perfectly with every market category," said Groom. "V-twin, UTV, marine – you name it. Enthusiasts know they can't just go out and buy a new bike or outboard motor due to increased costs and low supply. They need to maintain their equipment so it lasts."



## Dealer action plan

Take advantage of this situation to sell more AMSOIL powersports products this season. Point out how our products are formulated to provide an extra measure of protection, which safeguards equipment life and helps enthusiasts stay on the road, trail or water.

## Start with oil-change kits

V-twin and ATV/UTV oil change kits are especially popular and are a great place to start if you're just entering the powersports market. They provide everything needed to perform an AMSOIL oil change in the most popular models of Harley-Davidson\* motorcycles and Polaris and Can-Am\* ATVs and UTVs.

## AMSOIL Synthetic V-Twin Motorcycle Oil

"In the V-twin market, it's all about fighting extreme heat," said Groom. "Riding at the height of summer as the sun beats down and the asphalt radiates heat creates challenges lower-quality oils can't handle. The oil can thin, reducing wear protection. The engine can overheat so badly that it triggers a warning light and sends the engine into 'limp' mode until it cools." Highlight the right product benefits to reach enthusiasts.

- Maximizes engine life at cruising speeds and in stop-and-go traffic due to excellent resistance to extreme heat and wear
- Helps prolong gear and chain life, reducing maintenance
- High-performance alternative for bikers who are not loyal to the OEM-branded oil or who question the value of OEM lubricants

## AMSOIL Synthetic ATV/UTV Motor Oil

"Explain how AMSOIL synthetic ATV/UTV lubricants deliver upgraded performance and protection for hard-working and performance ATVs and UTVs," said Groom. AMSOIL Synthetic ATV/UTV Motor Oil is formulated to deliver reserve protection against heat. It is specifically designed to guard against varnish and sludge while helping cool shrouded engines.

- Protection for demanding chores and tough terrain
- Superior all-weather performance
- Delivers consistent clutch feel

## AMSOIL Marine Products

- AMSOIL Synthetic Marine Engine Oil delivers outstanding wear protection despite high rpm and all-day trolling, while helping prevent rust and corrosion.
- AMSOIL HP Marine® Synthetic 2-Stroke Oil delivers increased lubricity to guard against wear and piston scuffing during normal and lean-mix operation, helping extend engine life, while its advanced additives fight carbon buildup for super-clean operation.
- AMSOIL Synthetic Marine Gear Lube fights wear and resists the effects of water contamination for excellent gear and bearing protection. The handy easy-pack eliminates the need for a messy gear-lube pump. "The easy-pack is a great way to spark interest in prospects," said Groom. "Keep one on hand so people can see it for themselves."

## AMSOIL Synthetic Dirt Bike Oil

"With dirt bikes, it's all about confident clutch feel," said Groom. "Clutch slippage or inconsistent clutch feel can lead to slow starts out of the gate and ineffective riding on the trail. Sell our oil as a way to increase confidence in clutch feel, which helps improve the performance of both bike and rider."

- Delivers confidence in clutch feel
- Superior protection against gear, bearing and piston wear
- Maximizes horsepower
- Helps extend clutch life

### Pandemic Sales Push

Enthusiasts flush with stimulus cash and desperate for entertainment options during the lockdowns drove up powersports sales during the height of the COVID-19 pandemic. Here's a look at some of the numbers:

**46.5%**  
Off-road bike sales

**33.8%**  
ATV sales

**30%**  
UTV sales

**11.4%**  
Motorcycle &  
scooter sales

**18.4%**

New-model powersports units overall





A close-up photograph of a person's hands holding a blue oil filter. The person is wearing a blue and white plaid shirt. The background shows the engine compartment of a car with various hoses and components. The text "GET A HEAD START ON SPRING OIL CHANGE SEASON" is overlaid in large, white, bold, sans-serif capital letters.

# GET A HEAD START ON SPRING OIL CHANGE SEASON

Warmer weather is often the cue to perform vehicle maintenance – oil changes in particular. It's a great time of year to reach out to existing customers and make new relationships with potential customers.

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## **CONTACT EXISTING CUSTOMERS**

Touch base with your customers, commercial accounts and retail accounts to share the latest news and remind them of the many benefits AMSOIL provides.

## **INTRODUCE YOURSELF TO PROSPECTS**

Now is a great time to walk into a shop, introduce yourself and start building a relationship with potential new accounts.

## **REACH OUT TO INSTALLERS**

Spring is typically a busy time for installers. Show your support for these accounts by calling to check in or stopping by their shops to see if you can assist in their efforts to keep the spring oil changes flowing.

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### March Close-Out

The last day to process March orders in the U.S. and Canada is the close of business on Thursday, March 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for March business will be accepted until 3 p.m. Central Time on Wednesday, April 6. All transfers received after this time will be returned.

### LTL Shipping Delays

The shipping and trucking industry continues to struggle with driver and staff shortages, slowing delivery times nationwide. LTL shipments are most severely affected. To help mitigate delays, encourage customers who use LTL delivery to plan for the possibility of extended transit times.

### 30-Gal. Drums Discontinued

The 30-gallon drum is an uncommon package size in the lubricants industry, and securing 30-gal. drums from suppliers has been a challenge for many years. The current supply-chain issues affecting the entire industry have made this issue worse, and our 30-gal. drum suppliers can no longer deliver the drums we need. Therefore, all 30-gal. drum sizes are discontinued and available while supplies last. We will continue to offer 16-, 55- and 275-gal. package sizes for products currently available in these sizes.

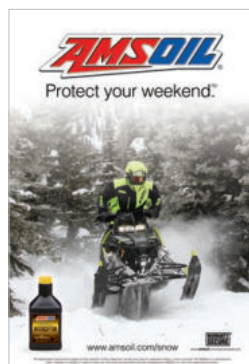
### Grease Packaging Change

Larger sizes of AMSOIL synthetic greases (pails, kegs and drums) will transition from blue to black packaging to help secure uninterrupted supply going forward. Blue packaging will remain in the field until supplies are exhausted.

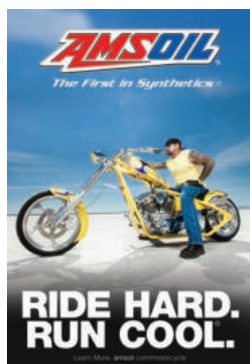
### A-Frame Sign and Inserts

Durable A-frame sign presents an excellent way to advertise AMSOIL products outside a business, trade-show booth, etc. Inserts easily slide in and out, while staying securely in place. Four 24" x 36" inserts sold separately. Inserts are constructed of durable, fade-resistant corrugated plastic.

Stock #	Description	Wt. Lbs.	U.S.	Can.
G3203	A-Frame Sign	20.0	79.00	105.00
G3207	Snowmobile Insert	1.0	16.00	21.00
G3475	V-Twin Insert	1.0	16.00	21.00
G3536	Powersports Insert	1.0	16.00	21.00
G3570	Free Shipping & 25% Off Insert	1.0	16.00	21.00



G3207 (Single-sided)



G3475 (Single-sided)



G3536 (Single-sided)



G3570 (Single-sided)



G3203 (Frame only)

# RESTORE HORSEPOWER AND PRESERVE PERFORMANCE



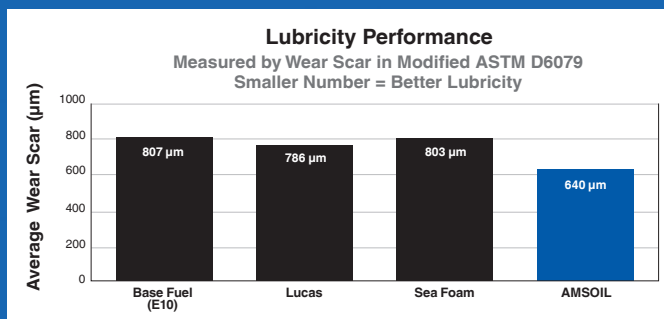
AMSOIL Upper Cylinder Lubricant delivers 18 percent more lubricity than Lucas\* and 20 percent more than Sea Foam\* for better retention of horsepower and fuel economy.<sup>R</sup>



Check out the video at [youtube.com/amsoilinc](https://youtube.com/amsoilinc) (Videos>How to Choose an Effective Fuel Additive) to see how AMSOIL fuel additives stack up against Sea Foam\* Motor Treatment.

## Upper Cylinder Lubricant

- Lubricates fuel system and upper cylinders
- Fights ethanol-related corrosion
- Helps keep injectors clean
- Capless compatible



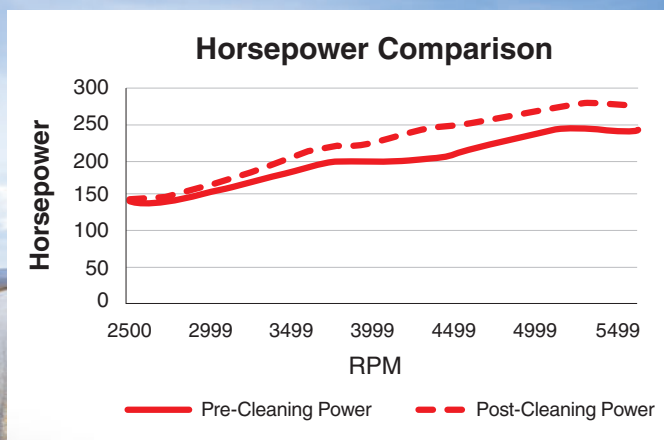
<sup>R</sup>Based on independent testing of AMSOIL Upper Cylinder Lubricant, Lucas Upper Cylinder Lubricant and Sea Foam Motor Treatment obtained on 02/13/2019 using the ASTM D6079 modified for use with gasoline. \*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

AMSOIL P.i.<sup>®</sup> restores up to 14% horsepower.<sup>NN</sup>



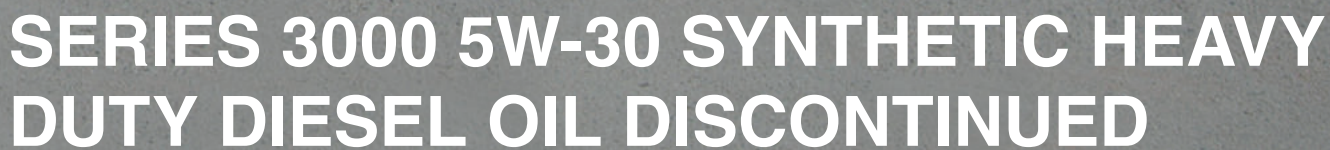
## P.i.<sup>®</sup> Performance Improver

- Restores power and performance
- Reduces need for costly higher-octane fuel
- Reduces noise from carbon rap and pre-ignition
- Controls pre-ignition "knock"
- Maintains the engine efficiency, fuel economy and power of new vehicles
- Capless compatible



<sup>NN</sup>Based on third-party testing in a 2016 Chevrolet® Silverado® 1500, 5.3L V-8 GDI with 100,616 miles, using one tank treated with AMSOIL P.i. Actual results may vary. \*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.

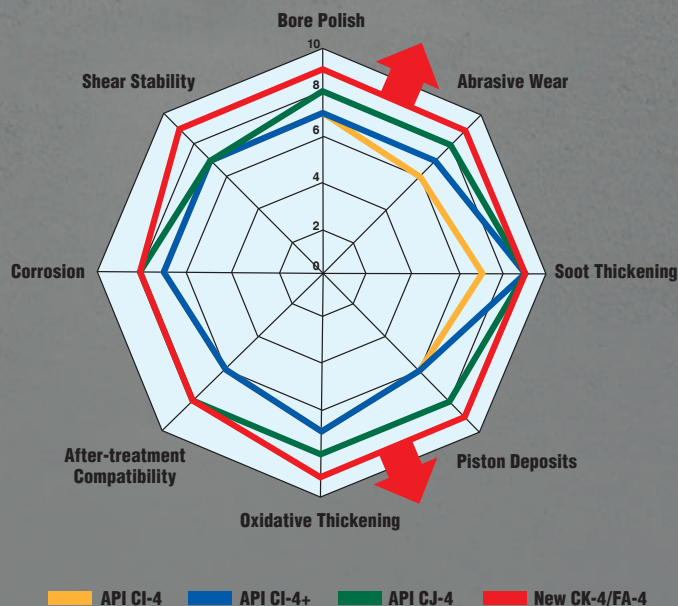




API CK-4 diesel oils are backward-compatible, meaning they are recommended in all applications specifying API CJ-4, CI-4+ (and prior) specifications.

\*than required by the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222 using 5W-30 as worst-case representation.

## INCREASED PROTECTION THROUGH API CK-4/FA-4







CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD  
US POSTAGE  
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ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)

Have you logged into the new Dealer Zone? It's also now available as a mobile app. Just search for "AMSOIL Dealers" in the Apple Store or Google Play Store.  
[my.AMSOIL.com](http://my.AMSOIL.com)



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March 2022

