

AMSOIL[®]

MAGAZINE

SEPTEMBER 2021



AMSOIL RACING STRATEGY RAISES BRAND AWARENESS

Marti & Co. AG • Saxweg 5 • CH-9470 Buchs
www.marti-buchs.ch • Tel. 081 750 51 00 • info@marti-buchs.ch



DISTRIBUTOR

EDITION

SEPTEMBER 2021



AMSOIL Racing Strategy Raises Brand Awareness | PAGE 8

FEATURES

- 7 AMSOIL Racing Strategy Raises Brand Awareness
- 9 Get Ready for Riding Season with the Full AMSOIL Snowmobile Product Line
- 11 What Does Transmission Fluid Do?
- 13 A Closer Look at Volatility

DEPARTMENTS

- 3 From the President
- 5 Letters to the Editor
- 6 Tech Talk
- 15 Centerlines and Updates

ADVERTISEMENTS

- 4 Maximum Convenience, Wide Market Coverage, Excellent Protection
- 17 Prepare for Fall Storage with AMSOIL Products

STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

John Baker
Brad Nelson
Jamie Trembath
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Holly Dill
Len Groom
Alex Thompson

Editorial Contribution

Andy Arendt
Pam Brantley

Back Issues

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

On the Web

AMSOIL.com AMSOIL.ca

President & CEO

Alan Amatuzio

Board Chair & Interim President

Dean Alexander

© 2021, AMSOIL INC.

All rights reserved.

Printed by Arrowhead Printing
Duluth, MN USA.

Letters to the Editor

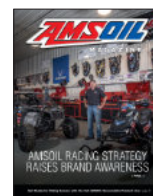
AMSOIL INC.

Communications Department

The AMSOIL Building

925 Tower Ave.

Superior, WI 54880

letters@AMSOIL.com

THE COVER

Steve Scheuring's race shop is filled with trophies, big checks and cool toys. Scheuring Speed Sports is the longest standing AMSOIL racing partnership and delivers excellent results on the track and in the minds of enthusiasts across North America.



From the President

Last month I mentioned the value of narrowing your focus to improve results. It really is powerful, and while it seems simple, it requires discipline. It's about recognizing which activities truly generate positive results and eliminating other things that distract you from those activities. Disciplined focus can generate powerful results in areas of your life outside your Dealership – your health, your family or anything else important will benefit from your undivided attention.

As most of you know, AMSOIL President & CEO Alan Amatuzio took a leave of absence last fall when his teenage son, AJ, was diagnosed with leukemia. Alan made the difficult choice to step away from AMSOIL and focus exclusively on AJ's health and caring for his family. Anyone who knows Alan knows that stepping away from the company was not easy. AMSOIL is, almost literally, in his blood. He is deeply invested in the success of the company, its employees and each of you. Ultimately, however, Alan knew

that taking care of the company was a distraction from the far more important task of taking care of his family.

I am extremely pleased to report that, in keeping with Amatuzio tradition, AJ has proven himself a fighter and he is on a path to recovery. This wonderful news signals a time for celebration, and for Alan's return to AMSOIL. I am meeting with Alan now to bring him up to speed on everything that's occurred in his absence. He will retake the helm in the weeks ahead and continue leading the company.

Of course, you shouldn't notice a thing. Just as when I took over for Alan last fall, the company will continue marching on its current path. The past year has proven that we have developed an excellent team and outstanding systems to ensure the company's success in a variety of scenarios. We have faced a pandemic, unprecedented market challenges, Alan's leave of absence and more. The company has grown despite all these

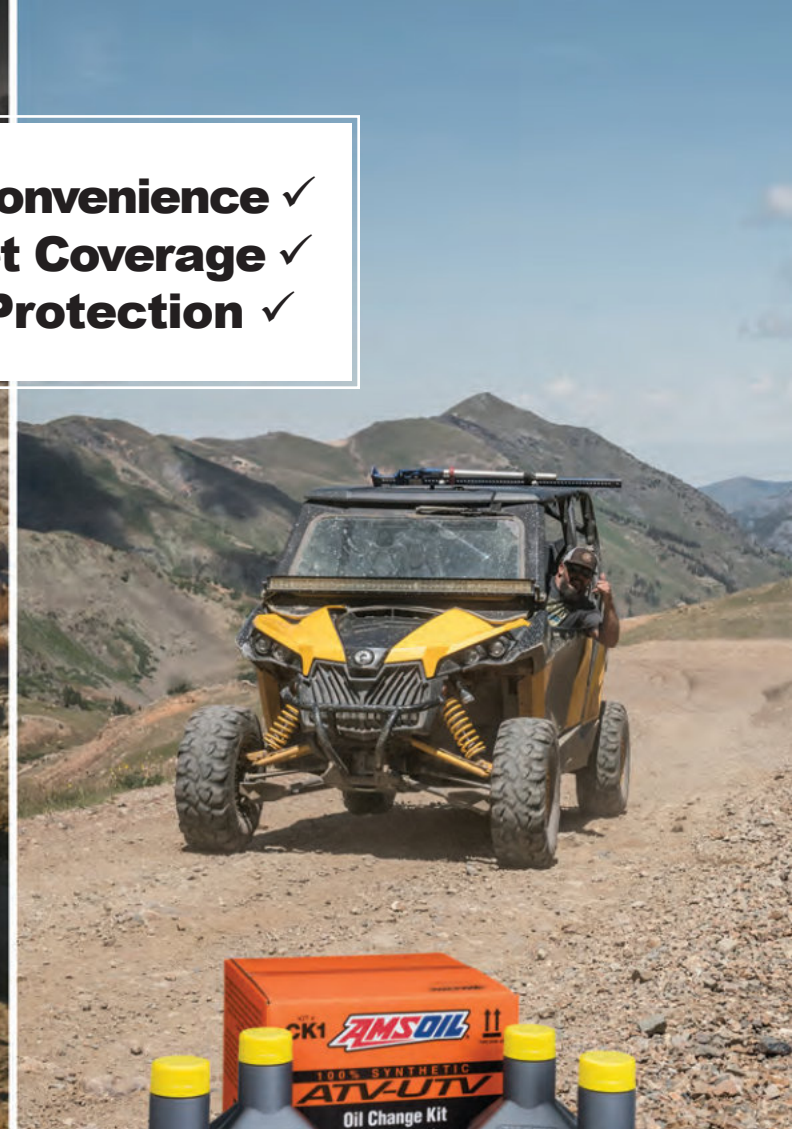
challenges. That is a testament to the hard work of the corporate team and all of you.

Serving as Interim President the past several months has been my pleasure, but I am happy to focus on my role as Board Chair, step away from day-to-day activities at AMSOIL and enjoy more time off. I'll still be working hard behind the scenes, helping the company continue to grow and making the it the best it can be.

A handwritten signature in black ink that reads 'Dean P. Alexander'.

Dean Alexander
Board Chair & Interim President

Maximum Convenience ✓
Wide Market Coverage ✓
Excellent Protection ✓



- 2 or 2.5 quarts (depending on the kit) of AMSOIL 5W-50 Synthetic ATV/UTV Motor Oil • Oil filter



- 2.5 - 4 quarts (depending on the kit) of Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil
- Oil filter • O-ring & washers

AMSOIL ATV/UTV Oil Change Kits for Polaris* and Can-Am* machines include everything needed to perform an oil change on the most popular ATVs and UTVs from the two most popular brands. Customers love their combination of convenience and AMSOIL protection. There's just one thing left to do – **start selling**.

To find the right AMSOIL ATV/UTV Oil Change Kits for your customers, use the Product Guide at AMSOIL.com/guides (AMSOIL.ca/guides in Canada).

LETTERS TO THE EDITOR

POWER FOAM® STRAWS

I love our Power Foam! Love it! What drives me crazy? Short straws! A lot of access to the throttle bodies is not in a convenient location to place the can. The can does not like being on its side or upside down. The best remedy that I have come up with is longer straws. A 12-16" flexible straw would be fantastic. Whether it be just an additional purchase or whichever, a longer straw would be fantastic. I have not been able to find another resolution.

Jason Bulgin

AMSOIL: *Thank you for your suggestion, Jason. While options for longer, flexible wand-style sprayers are available, they would dramatically increase the cost of Power Foam, while posing a number of challenges on the manufacturing line and with packaging. In addition, Power Foam can have compatibility issues with certain types of plastic, and increasing the length/diameter of the straw can*

affect spraying/foaming. We wish we had a nice, easy solution for you, but we're glad you love the product. Power Foam is incredibly effective.

AMSOIL QUALITY

I just wanted to say thank you for making an incredible product. I have been using AMSOIL for about 18 years now and I have found it to exceed anything I have ever used before. I started working on engines when I was 9, started an automotive repair business when I was 15 and became a state-certified mechanic when I was 18. I am now 63 and I still do all my own work, including a lot of high-performance work. I am super fussy about my maintenance and I learned at a young age it never pays to go cheap or cut corners.

I have had a number of hot rods over the years and I have tried just about every brand of oil out there. As most of my cars were pretty well-instrumented, I could literally watch oil break down on my gauges. I've seen name-brand racing oil break down badly in just 400 miles; of course this was on a high-performance vehicle. I have always driven a lot of miles and, before I came across AMSOIL, I was buying oil by the case because I was changing it once a month (at 3,000 miles).

When I bought a new Suburban* is when I came across AMSOIL. Once it was broken in, I switched everything to AMSOIL. I now have over 360,000 hard miles on it. I ran a compression check recently and it still tests like brand new; all cylinders are within a few pounds of each other.

I have been running AMSOIL in everything I own, even to the extent of changing the grease in my right angle grinders. I used to have problems with the guide pins in my brake calipers rusting and seizing even though I was always using the provided grease packets. I received a set of pads that didn't have the packet, so I used AMSOIL Racing Grease instead. Next time I changed pads, the guide pins were like new.

My shop compressors and lawnmowers all run AMSOIL and my oldest mower still has the original spark plug and still starts at the first pull. I tease my son-in-law that I will leave it to him when I die with the same spark plug.

I bought a new 2015 Yukon Denali* with the problematic 8-speed transmission. Every forum that I'm on complains about the hard shifting and the banging on the down shifts. When GM* finally stopped replacing parts on mine I switched the transmission fluid to AMSOIL, and it shifts like a dream now. This was one of the first direct-injected 6.2's in a truck. They had all kinds of issues from LSPI to AFM failures to intake valves carboning up. I added a catch can early on because I knew of the problem. Other mechanics I talked to that run other high-performance brand oils have to drain theirs every couple weeks. With AMSOIL, I only need to drain it at 10,000 miles when I change the oil, and then it's less than two tablespoons of fluid.

I have found AMSOIL to be so good, I take the used oil out of my race boat and use it for bar oil in my chainsaw. I have a lot of pine trees that have horribly sticky sap. I used to clean the bar with gas every couple hours to keep it from gumming up. With my recycled 15W-50 Racing Oil, the bar and chain stay so slick you can't pick up the chainsaw by grabbing the bar.

Everything that I have used AMSOIL products on will last my lifetime. It has been the best investment I have ever made. There isn't a person I know that I haven't told them a story or two about how good AMSOIL is. Please keep up the good work.

Sincerely,

Jerry Albrecht

AMSOIL: *Thank you for your loyalty and personal testimonials, Jerry. We take great pride in the quality of our products and enjoy hearing success stories such as these. You are experiencing exactly what we set out to deliver every day. Outstanding.*

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.



Andy Arendt | DIRECTOR, MARKET MANAGEMENT

AMSOIL has more product claims now than at any time in its history, driven in part by Dealers' requests for more ways to help differentiate our products from the competition. Our claims arm you with key tools at the right time in the sales process to credential our brand and assist your prospect in making a positive judgment about AMSOIL products.

I want to peel back the curtain and explain how we develop our performance claims while providing guidance on how to get the most out of them.

You can find AMSOIL performance claims practically everywhere – product labels, data sheets, AMSOIL.com/performance-tests.aspx, youtube.com/AMSOILINC, in our ads and elsewhere. Their purpose is to achieve the following:

- Define protection level
- Define AMSOIL brand
- Help the prospect make positive judgments about AMSOIL

We publish multiple types of claims, each with its own strengths.

Industry/Original Equipment Manufacturer (OEM) Specification

– Demonstrates product performance compared to a leading standard. A perfect example is our claim that Signature Series Synthetic Motor Oil delivers **75% more engine protection** against horsepower loss and wear¹ than a leading industry standard, which appears right on the product label.

Testimony – Leverages the expertise of influencers like Bryce Menzies and Gale Banks to credential product performance and strengthen the brand. They're highly impactful because

they feature real people with whom prospects identify talking about AMSOIL.

Head-to-Head Test – Pits our products against top competitors in industry testing to show which comes out on top.

Proof of Performance (POP) – Demonstrates performance in lab testing designed to simulate real-world conditions. Our UTV Extreme Dyno Test is a prime example. Find it on our YouTube page by searching "UTV."

To ensure market balance, we introduce no more than two claims in any one market per year. Having 10 claims in the diesel market, for example, doesn't directly help the Dealer who specializes in powersports. When determining claim content and required testing, we follow these guidelines. Claims must be...

- Meaningful to the buyer
- Truthful and not misleading
- Supported by repeatable, reliable test data
- Approved by multiple company stakeholders

We analyze the market and the potential buyer to ensure that we bring the right claims to market. Take our UTV Extreme Dyno Test as an example. Market research tells us our target buyer uses his UTV primarily for working around his property, but for the occasional joyride, too. He's purchased accessories to help get more work done, like a plow or winch. Those accessories add weight and stress. Combine that with the buyer's propensity to push his machine past his comfort zone when trying to finish a big job, and the product feature around which we want to build our claim begins

to emerge: reserve protection against extreme heat.

From there, our engineering team determines the testing needed to demonstrate that particular product feature. Since no industry-standard test exists for extreme-heat UTV protection, we designed our own test. The result is our video that brings to life the extreme-heat protection of AMSOIL synthetic ATV/UTV lubricants. The claim is meaningful to the buyer, truthful and supported through repeatable, reliable test data. Ultimately, it helps you define AMSOIL protection so your prospect will judge the brand – and you – positively.

Performance claims are powerful sales tools...if you use them correctly. Be sure to follow these guidelines:

- Resist the temptation to lead with performance claims.
- Instead, use claims after your prospect has discovered a need for AMSOIL products and is assessing whether to make a purchase.
- Avoid badmouthing the competition – it's akin to criticizing the buyer's judgment. Say something like, "That company makes a good oil, but can I show you how AMSOIL is different? We formulate to deliver added protection and peace of mind if you push your UTV a little too hard. This short video shows how." Now's the time to share the video or claim with the prospect.

We have about 80 claims published in several mediums, with more in the works. Spend time reviewing our claims to ensure you're ready to show the right claim at the right time in the sales process.

¹Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification.



Bryce Menzies



Jerry "Monza" Johnston

AMSOIL Racing Strategy Raises Brand Awareness

Last year, COVID-19 canceled races, shut down series and prevented fans from visiting tracks around the U.S. and Canada. While things are returning to normal, the unprecedented situation reinforced the importance of considering more than attendance figures when determining how best to allocate marketing dollars on racing. Fortunately, when we assess these opportunities we consider social-media reach, marketability and content opportunities in addition to attendance and viewership. Here's how we're raising brand awareness through racing this season to support your sales efforts.

More than in-person attendance

While attendance is still important when we consider sponsorships, the pandemic underscored the need to look beyond traditional metrics. Many people, particularly younger fans, like to watch races through livestreams on their phones. They might be reluctant to spend money or take the time off needed to travel to a race or event. Or, they may simply prefer the convenience of watching on their devices. Fans also want to interact with their favorite competitors through social media and feel like they're part of the team.

Digital reach vital

That's one reason popular off-road driver Bryce Menzies is back in 2022. Menzies enjoys a large social-media following, thanks in part to his Red Bull® sponsorship. He has more than 350,000 followers between Facebook and Instagram. He posts professionally shot videos that capture the excitement of off-road racing and show the AMSOIL logo on his driver's

suit and #7 trophy truck. He represents an ideal combination of success on the racecourse, social-media savvy and marketability, which helps us raise brand awareness and introduce more people to AMSOIL.



100 million
AMSOIL brand
impressions

Digital diesel presence

A strong digital presence is one reason we chose to bring back a key diesel influencer this year: Greg Alberalla. Not only does he compete in the Ultimate Callout Challenge (UCC) and the Outlaw Diesel Super Series (ODSS), the growing "GREG_ALBERALLA" YouTube channel chronicles his builds and celebrates the

turbodiesel lifestyle. The channel has more than 235,000 subscribers and positions Alberalla as a preeminent voice in the turbodiesel world.

We're also reaching diesel lovers through continued sponsorship of engine builder and racer Ben Shadday, in addition to title sponsorship of the UCC, the preeminent diesel event of the year.

Amped up off-road presence

This year, we're proud to be the title sponsor of AMSOIL Championship Off-Road, which will generate more than 100 million brand impressions through the livestream, Flo Racing and CBS Sports Network coverage. We're also continuing our sponsorship of Jeep Jamboree, which gathers enthusiasts around the country for off-road adventure weekends. These events, in addition to the MINT 400 and King of the Hammers, put our brand in front of tens of millions of off-road enthusiasts following on social media or attending live.



Steve Scheuring

Alignment with the AMSOIL brand crucial

We also look for drivers who represent the excitement, expertise and principles embedded in our brand. Steve Scheuring and his team of UTV and snowmobile racers are perfect examples. Scheuring Speed Sports is the most successful independent racing team in snocross. They work hard, accommodate fans and provide excellent content we use in our advertisements and marketing material.

The team has also helped us test and validate AMSOIL snowmobile products. Scheuring is as passionate about AMSOIL product performance as we are, and we're happy to have his team represent AMSOIL in the AMSOIL Pro Mod UTV class of AMSOIL Championship Off-Road and AMSOIL Championship Snocross, beginning in January.



Driver
Brad Lovell
is back this year.

Likewise, Brad Lovell is back this season. The former Dirt Sports Driver of the Year and 3X King of the Hammers Every Man Challenge winner has been part of Team AMSOIL for more than a decade. Lovell and his family are tireless AMSOIL ambassadors. His dominance behind the wheel of his off-road truck combined with his engaging personality and eagerness to interact with fans fit perfectly with our brand.

Continuing in powersports, we're again sponsoring the Grand National Cross Country (GNCC) series. It features enduro dirt bike and ATV racing at courses around America. In 2020, more than 65,000 fans attended GNCC races while 20,000 riders participated. Races are also streamed on Racer TV and YouTube.



In the dirt-bike space, we're continuing our sponsorship of the Swapmoto Race Series, a popular West Coast series. The series saw record-setting participation at each round last year despite the pandemic, while Swapmoto Live provided increased impressions.

Auto racing

In auto racing, we continue our sponsorship of Jerry "Monza" Johnston, a regular on Discovery Channel's "Street Outlaws" show. He's one of the show's most popular competitors and continues to out-drive people half his age.

We're also happy to continue our sponsorship of the United States Auto Club (USAC), one of the largest sanctioning bodies in racing. Its lineup includes sprint-car racing across the country, in addition to American Rally Association races. The USAC Sprint Car Series has 53 events that provide booth opportunities for Dealers. Plus, 400,000 people attended USAC sprint-car races last season while 4 million watched on Flo Racing.

How Investing in Racing Helps You

- Generates **hundreds of millions of brand impressions**, making it easier for you to start conversations about AMSOIL and earn new customers.
- Provides opportunities to gather testimonials from influencers and **demonstrate product performance**. Pointing out, for example, that Bryce Menzies uses AMSOIL synthetic lubricants in his powerful trophy truck is a great attention getter.



Get Ready for Riding Season with the Full AMSOIL Snowmobile Product Line

Summer is winding down, meaning it's time to prepare for snowmobile season. September is a great time to reach out to accounts and hardcore riders to ensure they have the AMSOIL products they need for the winter riding season. While INTERCEPTOR® is our flagship product, highlight our full product line to help boost add-on sales or encourage a customer to reach the free-shipping threshold. Check out all our snowmobile products at AMSOIL.com/snow (AMSOIL.ca/snow in Canada).



CHASSIS LUBRICATION

- Resists water washout and degradation
- Excellent protection for trailer wheel bearings and components frequently exposed to snow
- Stays in place to lubricate and protect against rust



- Helps protect against rust and corrosion
- Displaces water
- Stops squeaks
- Lubricates moving parts
- Excellent for linkages and pivot points



SUSPENSION FLUID

- Controls friction, heat, wear, foaming and scuffing in suspension components
- High viscosity index and shear-stability control shock fade and inconsistent dampening in temperature extremes



FUEL ADDITIVE

- Cleans snowmobile fuel systems
- Addresses ethanol-related performance issues
- Stabilizes fuel during short-term storage



COOLANT

- Pre-mixed 50/50 with high-purity water
- Ethylene-glycol formulation meets OEM requirements
- Extended-life formulation lasts up to five years



CHAINCASE LUBE

- Extreme-pressure additives promote long chain and gear life
- Inhibits rust and oxidation
- Low-temperature fluidity ensures maximum energy efficiency

ENGINE OIL

Engine oil is our bread and butter for the snowmobile market. We offer three different products for two-stroke sleds along with an oil for four-stroke sleds. Each oil is formulated to deliver the benefits riders demand in their respective markets.



PERFECT FOR RETAILERS

- Easy start
- Low smoke
- Excellent wear protection

TARGET MARKET

- Retailers
- Occasional riders
- Those who desire the convenience of one oil for snow and marine applications
- Vintage sled owners
- Cost-conscious customers



- Prevents piston scuffing
- Fights exhaust power valve deposits
- Outstanding cold-flow (-63°F [-53°C])

TARGET MARKET

- Hardcore enthusiasts
- Owners of newer sleds that require extra protection, including those with Ski-Doo® E-TEC® and Arctic Cat® C-TEC® engines
- Snowmobile dealerships and other shops that cater to snowmobilers



- Delivers quick startup protection
- Helps prevent carbon/ varnish formation
- Easy cold-weather starts

TARGET MARKET

- Owners of four-stroke sleds



- Maximizes power
- Burns cleanly
- Outstanding piston & bearing protection

TARGET MARKET

- Racers
- Competition sleds
- Heavily modified engines

What Does Transmission Fluid Do?

Transmission fluid is a lubricant formulated to protect a vehicle's gears and clutch packs while enabling smooth, crisp shifts. It plays a vital role in keeping vehicles working. Without it, transmission gears would rapidly wear out or overheat, resulting in a short life for the transmission and a big repair expense for the owner.

The basic work of a transmission sounds simple enough – transferring power from the engine to the wheels – but it might be the most complicated component on a car or truck. It houses a complex assortment of gears, clutches, solenoids and other components that select the proper gear for the operating conditions. For example, when you accelerate or pull a heavy load, the vehicle uses a lower gear that provides more torque. As you pick up speed on the highway, a higher gear is used to reduce engine rpm, increasing fuel efficiency.

Today's transmissions are smaller and must manage higher horsepower and torque, all while delivering smoother shifts with longer fluid-life recommendations. These modern designs also pack in an enormous number of gears, clutch packs and narrow oil passageways that require a steady supply of high-quality fluid to function. Transmissions used for hauling or towing are subjected to massive torque and increased heat, the number-one enemy of any transmission.

But, transmission fluid is not always understood and tends to be overlooked and underappreciated by the average driver.

Types of transmissions

The two primary types of transmissions are manual and automatic. Other transmission designs include continuously variable transmissions (CVT) and dual-clutch transmissions (DCT). AMSOIL has products to maximize performance and protection for each of these transmission types, which we will cover a little later.

Properties of automatic transmission fluid

The main job of any lubricant is to create

a fluid film between surfaces to prevent contact and reduce friction. In so doing, lubricants protect against wear and fight the damaging effects of extreme heat.

Transmission fluid not only lubricates and cools the moving parts of the transmission, a good fluid also excels at the following tasks:

1. Functions as a hydraulic fluid

Automatic transmissions use pressurized transmission fluid to change gears. This stressor can cause the oil to shear and lose viscosity.

2. Delivers the right frictional requirements

Engagement and disengagement of the clutch packs must happen flawlessly for optimum performance.

3. Protects gears from wear

Automatic transmissions contain a system of sun, planetary and ring gears that require a durable lubricant film to prevent metal-to-metal contact.

4. Fights heat

Automatic transmissions generate more heat than manual transmissions. Heat accelerates oxidation, the chemical breakdown of the lubricant. Oxidation leads to sludge and varnish, which can clog narrow oil passages and contribute to clutch glazing. Without the right protection, vehicles can begin to shift hard, jerk or hesitate.

Properties of manual transmission fluid

Manual transmission fluid has fewer jobs to perform than automatic transmission fluid. Some manual transmissions work with or even require ATF. However, there are attributes where quality manual transmission fluids must excel, such as protecting soft metal (brass) synchronizers from corrosion.



Transmission fluid should appear reddish and opaque like the fluid on the top. If ATF appears brown like the fluid on the bottom, it is past time to change it.

Does transmission fluid need to be changed?

Yes. Over time, transmission fluid oxidizes and becomes contaminated with particles and sludge. While transmission fluid doesn't need to be changed as frequently as motor oil, it's important to check it regularly.

If the transmission fluid level is low or the fluid has started to break down, the vehicle may shift poorly. Running low on fluid can damage transmission components and lead to catastrophic failure or expensive repairs.

How often should transmission fluid be changed?

The answer varies depending on the type of transmission and the mechanical stresses it must endure. It is often

recommended to change transmission fluid every 30,000-150,000 miles (48,000-240,000 km). Sometimes it's not recommended at all.

Original equipment manufacturer (OEM) recommendations for how often to change automatic transmission fluid cover a wide mileage range, depending on year, make and model. Plus, if your driving habits are like most motorists and fall under the "severe" designation (towing, hauling, daily short trips less than 10 miles [16 km], etc.), many OEMs recommend changing transmission fluid more frequently.

These differences illustrate the importance of checking the recommendations in the owner's manual. It will provide maintenance recommendations, typically in a table in the back. Many OEMs provide digital owner's manuals online, so if you've lost yours, try a quick search.

In reality, many motorists completely forget about their transmission until it begins to shift hard, jerk or hesitate, especially if they have a filled-for-life transmission. However, so-called "filled-for-life" transmissions have a misleading name. And, not checking or changing transmission fluid is a reckless way to treat a transmission, especially if it's used for towing or hauling.

The truth is, no lubricant will last forever and provide the protection the vehicle requires. Over time, lubricants deteriorate, especially if used under heavy loads, frequent starts and stops or daily short trips.

It's a good idea to check a vehicle's transmission fluid periodically to monitor fluid level and condition. However, this task has become more difficult in modern vehicles that often lack transmission dipsticks or have them in hard-to-reach locations under the vehicle.

Fluid should be checked immediately if performance begins to suffer.

Choosing the right transmission fluid

Finding out what kind of transmission fluid is needed can be a challenge. It's best to start with your owner's manual or use the AMSOIL Product Guide to

find the right transmission fluid. AMSOIL Signature Series Synthetic Automatic Transmission Fluid and OE Synthetic Automatic Transmission Fluid are both recommended for most of the common ATF specs on the market.

Signature Series Synthetic Automatic Transmission Fluid

Signature Series ATF (ATF, ATL) is our premium transmission fluid. It's designed for hard-working vehicles that operate in severe service. It handles heat so well, you can confidently double your vehicle manufacturer's severe-service drain interval with guaranteed AMSOIL protection. It withstands the rigors of heavy towing, elevated temperatures and challenging terrain, and remains fluid in sub-zero temperatures. Signature Series ATF provides reserve protection for vehicles that endure heavy use and abuse.

OE Synthetic Automatic Transmission Fluid

OE ATF (OTF, OTL) provides passenger-car/light-truck transmissions excellent wear protection, sludge resistance and extreme-temperature performance throughout original equipment manufacturer (OEM)-recommended drain intervals. It provides excellent cold-weather performance, guards against leaks and promotes smooth, shudder-free shifts. OE Synthetic ATF is perfect for your daily commuter.

AMSOIL Synthetic CVT Fluid

"CVT" stands for continuously variable transmission. A CVT transmission uses a pair of variable-diameter pulleys and a belt or chain to provide unlimited gear ratios, enabling the vehicle to smoothly adjust to the optimal gear ratio in real time. CVTs require a unique transmission fluid with specialized frictional characteristics designed to ensure the

belt or chain remains in contact with the pulleys without slipping. AMSOIL Synthetic CVT Fluid (CVT) provides outstanding metal-to-metal frictional properties and excellent protection and performance for CVTs throughout vehicle manufacturer-recommended drain intervals. In elevated heat, Synthetic CVT Fluid's thermally stable formulation guards against the harmful effects of thermal breakdown. It resists the formation of varnish that can threaten transmission performance and life.

AMSOIL 100% Synthetic DCT Fluid

Dual-clutch transmissions (DCTs) are automatic transmissions based on the architecture of manual transmissions. The complex system essentially consists of two manual transmissions in the same housing. As one clutch is engaged, the other readies the next appropriate gear, minimizing the interruption of power and improving performance and efficiency. A specially formulated fluid is required to maintain the high-performance output of these advanced transmissions. AMSOIL 100% Synthetic DCT Fluid (DCT) is designed to protect high-tech dual-clutch transmissions during the most intense, high-heat operating conditions. It provides the fast, smooth shifts drivers expect. AMSOIL Synthetic DCT Fluid resists the extreme heat in today's high-temperature DCTs to provide complete protection for gears, bearings and other vital parts. Its high film strength and anti-wear/extreme-pressure additives are specifically designed to protect the metal surfaces of DCTs.

Transmission fluid is a vital part of vehicle performance. Although maintenance is easy to overlook, encourage your customers to make it a part of their maintenance routine to avoid reduced performance and expensive repair bills.



A CLOSER LOOK AT VOLATILITY

Volatility is the property that defines a lubricant's evaporative loss. The more volatile a lubricant, the lower the temperature at which it begins to evaporate. The more it evaporates, the less oil is left to protect equipment and the faster a user must replace the lost oil.

The small, light molecules in conventional lubricants evaporate at relatively low temperatures. These light molecules require less energy in the form of heat than heavier molecules to be lifted out of the solution and into the air. The tendency of a liquid to evaporate is referred to as volatility.

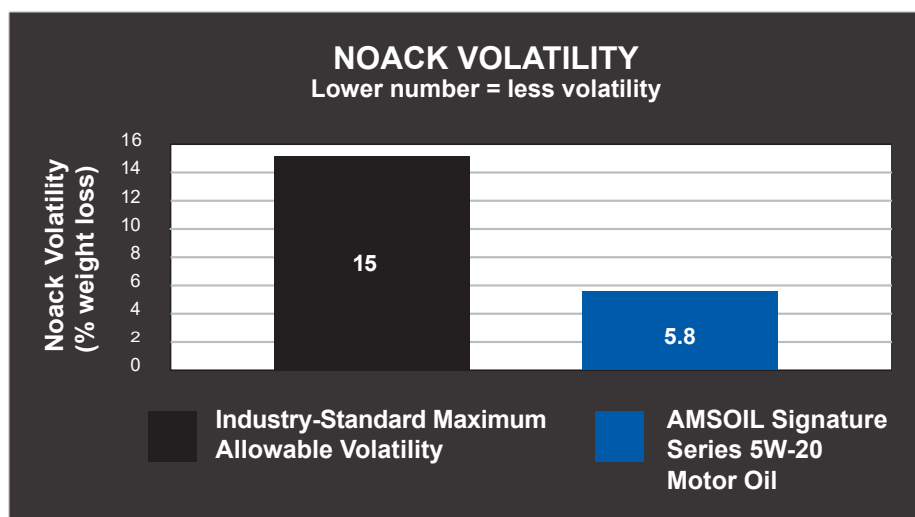
Why is Volatility Important?

Volatility is a common phenomenon and many drivers have experienced it when their vehicles "use" motor oil in irregular intervals. Some vehicles seem to use oil rapidly soon after an oil change, but stabilize after a short time when make-up oil is added. This is caused by the lighter elements evaporating out of the solution, causing the oil level to drop after the initial oil change. Adding oil to replace this loss leads to stabilization since the majority of light elements are now gone.

Volatility affects more than the rate of oil consumption. When light elements in oil evaporate from heat, the oil's viscosity increases. This thicker oil forces the engine to work harder, resulting in several problems:

- Performance loss
- Fuel-economy loss
- Poor cold-temperature starting
- Increased engine deposits

Because volatility causes oils to thicken with use, oil becomes harder to pump. Pumps that must move thicker oil wear more quickly and consume more energy.



Parts require more energy to move through thicker oil than they do in thinner oil. As a result, extra energy is spent on pumping and moving through thick oil, reducing performance and fuel economy.

Noack Volatility Test (ASTM D5800)

The most common method used in measuring oil volatility is the Noack Volatility Test. In this test, an oil sample is weighed and then heated to a temperature of 482°F (250°C) for one hour. During this time, dry air is passed over the sample, which carries off the oil vapors that have boiled off and deposits them in a beaker attached to the apparatus. Finally, the original sample is removed and re-weighed. Any reduction in weight is reported as a percentage

loss of the original weight. The entire procedure is similar to the operation of a petroleum fractioning tower or still.

API SP and ILSAC GF-6 performance classifications require volatility weight loss be no greater than 15 percent for all viscosity grades.

Understanding Flash and Fire Points

Flash and fire points help describe a lubricant's high-temperature performance and stability.

The flash point is the lowest temperature at which the vapor above an oil sample ignites when a flame is passed over it. Once the flame on the surface of the oil continues to burn for at least five seconds after the ignition flame has been removed, the temperature



AMSOIL Advantage

Less Volatility

AMSOIL synthetic lubricants are engineered to have uniform molecular shapes and weights. The advantage to this homogeneous composition is that there are fewer "light fractions" that are susceptible to evaporation. AMSOIL synthetic lubricants are more stable than conventional motor oils for improved resistance to burn-off.

High Flash and Fire Points

AMSOIL synthetic lubricants display high flash and fire points, meaning they are highly resistant to breakdown at normal operating temperatures. They offer more protection than conventional oils because they resist oxidation and thermal breakdown, retaining their pumpability and heat-transfer abilities.

is recorded as the oil's fire point. Fire points are generally higher than flash points by 10°F to 40°F (5.6°C to 22.2°C). An additional classification, the auto-ignition point, is the temperature at which oil ignites on its own without the aid of an outside ignition source.

It's important to note that flash and fire points should not be used to ascertain an oil's usable temperature range. This range is typically 100°F to 150°F (37.8°C to 65.5°C) lower than reported flash- and fire-point values.

Flash and fire points can be significantly different between lubricants. Some lubricants have a relatively small temperature range among flash, fire and auto-ignition points, while others have a significantly larger range. Oils that are more stable tend to have flash

and fire points that are higher and closer together than oils that are more volatile.

Conventional lubricants often contain chemicals that break down at normal operating temperatures. The presence of oxygen increases the likelihood of chemical breakdown, and oxygen can be found in almost all vehicle and equipment systems.

When contaminants in conventional oils break down, they deposit sludge and varnish on component surfaces, which leaves the oil thick and hard to pump. Oil that has broken down also has little heat-transfer capability.

High flash and fire points tend to suggest improved high-temperature stability, which reduces oil consumption and increases the oil's service life.

The Cleveland Open Cup Test (ASTM D92)

The Cleveland Open Cup Test (ASTM D92) measures motor oil flash and fire points. This test is intended for fluids having a flash point of 175°F (79.4°C) and above. A fixed volume of fluid is heated at a uniform rate while open to the atmosphere at its surface. A small flame is passed over the surface at uniform temperature increments to determine the point at which vapors ignite. This temperature is recorded as the oil's flash point. At a somewhat higher temperature, self-sustained burning for at least five seconds determines the fire point.

September Close-Out

The last day to process September orders in the U.S. and Canada is the close of business on Thursday, Sept. 30. 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 September business will be accepted until 3 p.m. Central Time on Wednesday, Oct. 6. All transfers received after this time will be returned.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Oct. 11 for Thanksgiving Day.

New AMSOIL Industrial Website Launches Mid-September

In August 2020, AMSOIL President & CEO Alan Amatuzio announced the development of a new AMSOIL Industrial business unit that will pursue business-to-business (B2B) sales opportunities to original equipment manufacturers (OEMs) and large industrial operations. Together, the AMSOIL Industrial focus on complex, high-liability industrial sales and the Dealer focus on enthusiasts, installers, retailers and commercial businesses will deliver the diversification and strength to secure the future for AMSOIL for the next 50 years.

Launching mid-September, the new AMSOIL Industrial website at AMSOILIndustrial.com will present an important tool for helping build AMSOIL INC. by communicating the capabilities and value proposition of AMSOIL Industrial to targeted audiences.

If you missed the introduction of AMSOIL Industrial, you can read about it on page 4 of the August 2020 edition of *AMSOIL Magazine*. As our partners, you should be aware of our company goals and strategies, and one of our top goals each fiscal year is to grow the company. Doing so increases the company's strength, which serves the purpose of ensuring AMSOIL remains strong for decades to come. As highlighted in Alan Amatuzio's message in August 2020, the industrial/OEM market represents approximately 50% of all lubricants sold. Strengthening the company means we must be more active in this vital market, and the AMSOIL Industrial division is a big step in that direction.

This is an exciting development and represents a milestone for AMSOIL. We're heading in the right direction and continuing to grow, which bodes well for your business.

American Freedom Hat

Unstructured, navy and red hat with khaki mesh back and adjustable Velcro closure. Runs on Freedom sublimated patch and embroidered American flag. Loop label on back.



Stock# G3736
U.S. Price: 15.00
CAN Price: 20.00



Lighted Sign

AMSOIL LED Lighted Sign. 1" silver border with silver puck fasteners. Approximately 22" x 6.75" x .080."

Stock #	Wt. Lbs.	U.S.	Can.	MADE IN THE USA
G3664	4.0	95.00	126.00	



Sold Here Window Decal

Double-sided 23" x 15" window cling with micro suction cups. Adheres to any smooth, non-porous surface.

Stock #	U.S.	Can.	MADE IN THE USA
G3709	21.00	28.00	



Retail Sign

Two-sided 2' x 3' aluminum sign is suited for retail and Dealer use. UV fade-resistant and environmentally friendly inks provide excellent durability for both indoor and outdoor applications. Four corner holes for mounting. Mounting hardware and brackets not included.

Stock #	Wt. Lbs.	U.S.	Can.
G1700	4.7	39.00	51.00

WHY BUY SIGNATURE SERIES?

**DO YOU
DRIVE IN HOT
TEMPERATURES?**



In testing, **kept pistons clean** and **held oil thickening to only 6 percent**, a minimal amount compared to the proposed specification limit of 150 percent.⁴

50 percent more detergents⁵ to help keep oil passages clean and promote oil circulation. Provides **90 percent better protection** against sludge.⁶

**DO YOU HAVE
LONG
COMMUTES?**



30 percent more acid-neutralizing power^a than Mobil 1* and 36 percent more than Royal Purple,* helping engines stay cleaner, longer.

Reserve protection so you can go up to **25,000 miles**, 700 hours of operation or one year between oil changes, whichever comes first.

**DOES YOUR
VEHICLE HAVE A
TURBOCHARGER?**



72 percent better turbocharger protection than required² by the GM dexos1[®] Gen 2 specification.

Achieved **100 percent protection** against low-speed pre-ignition (LSPI).³

**DO YOU TOW
OR HAUL?**



75 percent more engine protection against horsepower loss and wear.⁷

**DO YOU
DRIVE IN COLD
TEMPERATURES?**



66 percent better cold-temperature performance for easier starting, better fuel economy, improved oil flow and reduced wear.

**DO YOU WANT
EXTRA ENGINE
PROTECTION?**



Far superior wear protection compared to the competition — kept bearings looking like new after 100,000-mile test.¹

¹Testing conducted in an independent lab using AMSOIL Signature Series 5W-30 Synthetic Motor Oil and a leading synthetic-blend 5W-30 motor oil in Ford F-150 trucks with 3.5L twin-turbo engines. ²Based on independent testing of AMSOIL Signature Series 5W-30 in the GM turbo coking test. ³Based on zero LSPI events in five consecutive tests of AMSOIL Signature Series 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification. ⁴Based on the ILSAC GF-5 PLUS specification. ⁵vs. AMSOIL OEMotor Oil ⁶Based 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. ⁷Based on independent testing of AMSOIL Signature Series 0W-20, in ASTM D6891 as required by the API SN specification. ⁸Based upon independent testing of Mobil 1 Annual Protection Full Synthetic 5W-30, Royal Purple High Performance 5W-30 and AMSOIL Signature Series 5W-30 in ASTM D2696. Oils purchased 05/03/18. *All trademarked names 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.





PREPARE FOR FALL STORAGE WITH AMSOIL PRODUCTS

Fall is right around the corner, which means it's time to start preparing summer equipment for offseason storage. AMSOIL products keep your equipment protected during the winter and primed and ready for action next spring.



Gasoline can break down in as little as 30 days. Oxygen, humidity, heat and other factors cause gas to change over time. Varnish, gums and other debris can form, which can clog the tiny fuel passages in the carburetor of your small engine and stick the float, preventing it from starting in the spring.

Gasoline Stabilizer

- Disrupts the chemical chain reaction that causes gas to oxidize and form varnish and gums
- Fights ethanol corrosion
- Keeps fuel fresh up to 12 months

Two- and four-stroke recreational vehicles, hand-held power equipment, small engines, construction equipment and farm equipment can form water vapor condensate within

their engines during long periods of storage. When this condensate comes into direct contact with steel and iron components, it forms surface corrosion on cylinder liners, piston rings, anti-friction bearings and steel/iron contact surfaces on rotational seals. Long periods of storage can also dry out cylinders, often resulting in permanent damage when the equipment is taken out of storage and dry-started.

Engine Fogging Oil

- Protects internal engine components during storage or long periods of inactivity
- Provides long-term protection against corrosion and dry starts, extending engine life and reducing operating expenses



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSRT STD
US POSTAGE
PAID
AMSOIL

ISO 9001/ISO 14001 REGISTERED

ALTRUM

Donaldson.
Filtration Solutions

WIX
FILTERS

MANN
FILTER



WE HONOR



(Discover in U.S. only)

Are you talking to your customers about transmission fluid? The AMSOIL Synthetic Automatic Transmission Fluid line provides outstanding opportunities to expand sales to all types of customers and accounts.
AMSOIL.com



Minimum 10% Post-Consumer Fiber