

AMSOIL®

► DEALER EDITION

MAGAZINE

MAY 2025



The **AMSOIL** Way

Flying Toward the Future



More Ways to Shine

AMSOIL Car Care is expanding with new products to keep your vehicle looking its best.

AMSOIL WHEEL + TIRE CLEANER

pH-balanced, 2-in-1 formula safely breaks down and removes stubborn brake dust, road grime and tire blooming.

AMSOIL Quick Detailer

Simple spray-on, wipe-off application removes light dust and debris for a quick and effective detail between washes.

AMSOIL Tire + Trim Protectant

Advanced formulation conditions rubber and exterior plastic trim for a long-lasting finish that shields against UV rays.

AMSOIL Car Care Tools

Foam Cannon
Microfiber Detailing Towel
Drying Towel
Microfiber Wash Mitt



DEALER EDITION

MAY 2025



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THE COVER

The AMSOIL Way reinforces our mission, values and way of doing business.



From the Chairman

As AMSOIL grows, it becomes increasingly more important to reinforce our mission, values and way of doing business. Yes, we will change with the times, but our core values must remain intact. To aid in putting the corporate team in the right mindset, we recently launched a new internal document for management called "The AMSOIL Way." It describes how we do things, sets expectations and empowers users to confidently make sound decisions that align with my direction. The story that follows is featured on the first page of The AMSOIL Way. It effectively ties our past to our future and accurately describes what The AMSOIL Way is all about. I thought all of you would appreciate it as much as I did, so I'm including it here.

The cover of The AMSOIL Way [and the cover of this edition of *AMSOIL Magazine*] features four F-102 "Deuces" flying in formation at the 1970 William Tell gunnery competition at Tyndall Air Force Base in Florida. The William Tell competition was the Air Force's air-to-air weapons meet that pitted the top flying units in the United States against one another in a series of flying missions designed to simulate realistic encounters with enemy aircraft. The image of these Deuces, or Red Tails, flying in formation conjures many of the themes you will find on the following pages – collaboration, integrity, excellence, determination. This particular group of Red

Tails won that competition in 1970, and the way they accomplished this remarkable feat ties directly to our philosophies.

Their tale of success began with Operations and Maintenance personnel, who methodically created a plan by reviewing the records of all the jets in their fleet and choosing the best and most consistent aircraft for the competition. Next, the best pilots and weapons controllers were selected. For the next three months, the team of pilots, controllers and maintenance personnel practiced the different air-defense profiles they may encounter at the competition and ensured the jets they selected were in excellent condition. Avionics and radar specialists drew up plans to compensate for the humid weather the team would face in Florida.

While four jets are featured on the cover, a team of 36 made the trip to the William Tell competition, comprised of 30 maintenance personnel and six pilots. Four pilots flew the missions, but they could not have succeeded without the valuable contributions from all involved. The many hours of data analysis, the expert adjustments to equipment, the attention to detail devoted to aircraft maintenance – all a collaborative effort to put the 148th Fighter Group in the best position to win.

The 148th was not supposed to win the William Tell competition. They were underdogs. A small outfit based in Duluth,

Minn., they did not have the resources or flash assigned to larger, premier Air Force bases. But they were committed, determined and focused. They brought their best and their collaborative effort helped them overcome the odds and beat the competition. Their leader, Lt. Col. Al Amatuzio, applied those values to the company he founded, AMSOIL.

Those values have helped AMSOIL beat the odds time and again throughout our history. They shaped our way of doing business, guided our decisions and helped us compete and win when we weren't supposed to. The same way it took a team of 36 for four pilots to win the William Tell, it takes all of us to win at AMSOIL. From Maintenance and Production to Distribution and Customer Service, every team member adds value and each contribution is crucial for our success.

Other, larger companies may have more resources and flash, but they do not have our team, our commitment, our determination or our focus. They do things their way, but we do things The AMSOIL Way, and we are winning because we adhere to these standards.

Alan Amatuzio

Alan Amatuzio
Chairman & CEO



Customized Marketing Solutions to Power Your Dealership

AMSOIL offers customized marketing assets through the AMSOIL Print Center and Installer Print Center to help you grow sales.

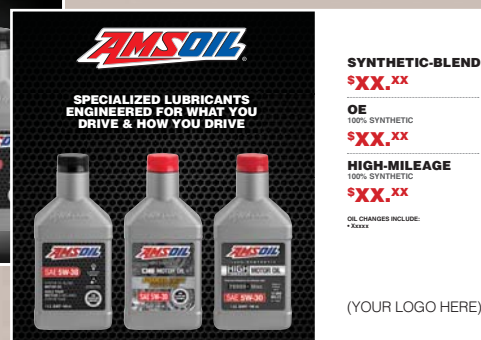
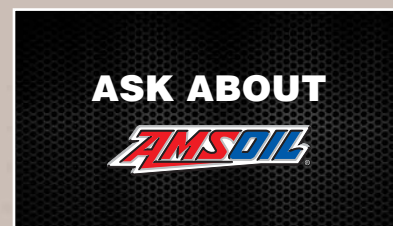
AMSOIL PRINT CENTER

The AMSOIL Print Center has items for your independent Dealership — business cards, catalogs, banners, advertisements, posters, vehicle magnets and more. Access the AMSOIL Print Center through the Dealer Zone (Business Tools>Marketing Your Dealership>AMSOIL Print Center).

AMSOIL INSTALLER PRINT CENTER

The new AMSOIL Installer Print Center features marketing assets for your installer accounts, including banners, flags, signage and more. Plus, menu boards and counter mats are **free** for installers.

You can access the Installer Print Center through the Dealer Zone (Business Tools>Additional Retail & Installer Sales Tools & Resources>Installer Print Center). Retail accounts can reach the Installer Print Center by logging in to their account at AMSOIL.com/AMSOIL.ca. It is also accessible at AMSOIL.com/installerprintcenter.



SYNTHETIC-BLEND

\$XX.XX

OE

100% SYNTHETIC

\$XX.XX

HIGH-MILEAGE

100% SYNTHETIC

\$XX.XX

OIL CHANGES INCLUDE:

40000

(YOUR LOGO HERE)

LETTERS TO THE EDITOR

DEF FLUID

Has AMSOIL ever contemplated producing and supplying DEF? Most, if not all, of the commercial trucking companies that I deal with ask me if I carry DEF, and I sadly tell them that DEF is not part of the AMSOIL product line.... at the moment. These companies are all about one-stop-shop, and I just can't help them. I contemplated co-partnering with an area oil company that does provide DEF, but the price I would have to charge would limit my competitive edge. I believe there is a large market for this product and was wondering if AMSOIL corporate has thought about adding DEF to its product line?

Joe Romeo

AMSOIL: We have reviewed the DEF market, Joe, and have chosen not to pursue it at this time. Unfortunately, DEF is a commodity, making it very difficult to differentiate from competing products while maintaining an acceptable price. We will continue to monitor the market and requests for future product-development opportunities.

SHIPPING

How about following your own comments on the thank you email after an order is placed. It states that my order is being processed and should ship within the next business day. After closing the Richmond DC, the Urbancrest, Ohio center sits on my orders at least 2 to 3 days before shipping. Please follow your statements on the email or change it to will ship within the next 2 to 3 days, or whenever we get around to it. I am not the only long-term Dealer dissatisfied with the change. All you need to do is follow the Dealer forum.

Marty Metcalf

AMSOIL: We share your frustration, Marty. AMSOIL Chairman & CEO Alan Amatuzio recently addressed this issue in the April "From the Chairman" column. Our strong growth has created new challenges to keep up with demand. Rest assured that we are processing orders as quickly as possible and we're working hard to resolve this issue and prevent it from happening in the future. We appreciate your patience.

DEALER ZONE DISCUSSIONS

In reference to the Dealer Zone Discussions section, I had sent in a suggestion a while back that anytime a discussion is accessed with a new comment, that should raise that discussion to the top of the list to make it more accessible. The way it is now, with some of the still-valid discussions buried deep in the list, makes it less viewed. I never heard back from anyone about my suggestion.

Now, the real irritation, when a discussion has a lot of comments, they don't always follow in chronological order; some have to be clicked on to be read and you have to go back and forth to find the newest comment. This is time consuming and not in the best interest of a busy Dealer.

The "Discussion" vs. the older "Forum" is not even close to being a good or friendly Dealer communication tool. We should be able to do better.

Carlton Lueg

AMSOIL: We understand your frustration, Carlton. We have been working with the site administrator to improve this area and are hopeful for a positive outcome. Stay tuned.

QUESTIONS AND SUGGESTIONS

I have several questions and a suggestion. First, what is the primary difference between P.i.[®] gas additive and Upper Cylinder Lube? Can the two products be used at the same time or is it best to let one dissipate into the fuel for a time before adding the other?

I sell a good deal of two-cycle oil. I have found, still, reluctance to run lean mixes even though most customers are using the product in high-rpm, low-load situations. Due to the many situations of use of two cycles, I feel it is time you devote a newsletter issue (or two) to the two-cycle products. I also have encountered a reluctance to use anything but DOMINATOR[®] in motors; the apparent thinking is SABER[®] and similar are "inferior" products. Trying to convince them otherwise seems an uphill battle, as does running the lean mixes, even in plain or bush bearing motors (where I recommend 50:1 or 70:1).

Lastly, I'd like to see you offer a true baseball cap instead of the "flat" style caps. Also a lightweight windbreaker like you used to carry.

Sincerely,

John Wolf

AMSOIL: Thank you for your letter, John. We'll answer your questions in order. AMSOIL P.i. is a potent, deep-clean product designed to be used every 4,000 miles (6,400 km), while AMSOIL Upper Cylinder Lubricant is primarily a lubricant, but also contains maintenance-level cleaning properties. It is designed for use with every tank of fuel. Yes, the products are compatible with each other and can be used in the same tank of fuel. AMSOIL two-stroke oils are specialized formulations designed to deliver application-specific benefits. DOMINATOR Synthetic 2-Stroke Racing Oil is dialed-in for optimum performance in racing and high-performance applications, but it will not deliver optimum performance in handheld power equipment. Some customers may be reluctant to use the SABER Ratio in their handheld equipment, but that's OK. It's their choice. Using SABER at higher ratios still delivers excellent protection for their equipment. We offer several caps with pre-curved brims. They can be viewed in the Clothing, Merchandise & Product Information section at AMSOIL.com. We are currently considering adding a windbreaker to our clothing line.

Email letters to:
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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.



Len Groom | DIRECTOR, PRODUCT MARKETING – POWERSPORTS & POWER EQUIPMENT

Why the 'splash' is especially critical in unpressurized small-engine oil systems

We examine pressurized and unpressurized oil delivery in small engines and the consequences of inferior lubrication.

Splash Lubrication in Small Engines

Small engines frequently distribute oil through the engine by splash lubrication. Unlike pressurized lubrication systems that use an oil pump to move the oil and maintain lubrication between engine components, unpressurized splash-lubrication systems see the crankshaft partly submerged in the oil sump, with its rotation momentum splashing oil on other engine components.

Pressurized lubrication has advantages in delivering consistent and precise lubrication to critical components under extreme conditions. It also better dissipates heat and improves durability and reliability in high-stress engines. However, pressurized systems are more complex and come with higher initial and maintenance costs and increased risk of failure.

Splash lubrication eliminates complex parts, making it a cost-effective solution for low-rpm and low-load applications like lawnmowers and chainsaws. Fewer components not only reduce manufacturing and maintenance costs, but lower the risk of mechanical failures. However, splash lubrication may not evenly distribute oil at steep angles or high speeds and has limited cooling and lubrication efficiency.

Whether an application is lubricated by splash or pressure, starving engine components of lubrication quickly leads to increased friction between moving parts. The resulting wear eventually causes catastrophic engine damage.

AMSOIL Synthetic Small-Engine Oil is engineered to improve the performance and longevity of small engines that rely on splash lubrication.

1. Thermal Stability

AMSOIL Synthetic Small-Engine Oil has excellent thermal stability and resists breaking down under high heat, ensuring the oil maintains its viscosity and protective properties when the engine runs hot. Consistent oil performance at high temperatures minimizes the risk of friction and wear on critical engine components.

2. Subzero Temperatures

An oil's ability to coat moving parts quickly and effectively determines how well the engine is protected. The molecular structure of AMSOIL Synthetic Small-Engine Oil enables it to flow better at extremely cold temperatures, ensuring immediate lubrication that prevents damage caused by dry starts.

3. Sludge and Deposits

Conventional oils contain impurities that form sludge and deposits that can create blockages as the oil breaks down. AMSOIL Synthetic Small-Engine Oil resists oxidation and thermal degradation, helping keep internal engine components clean and promoting consistent oil distribution.

4. Friction and Wear

The molecular composition of AMSOIL Synthetic Small-Engine Oil maintains a thick lubricating film on engine components that reduces friction, translating to less wear on internal engine parts and improving the engine's overall durability.

5. Oil Life

Small engines often run intermittently under varying loads, which can accelerate oil degradation. AMSOIL Synthetic Small-Engine Oil has superior resistance to mechanical and thermal breakdown, requiring fewer oil changes and reducing maintenance time and costs.

6. Heavy Loads

Although splash-lubrication systems are typically used in low-stress applications, some small engines operate under heavy loads or high rpm. AMSOIL Synthetic Small-Engine Oil protects the engine during demanding operation by maintaining consistent lubrication that helps prevent overheating and wear.

AMSOIL Synthetic Small-Engine Oil

While splash-lubrication systems are cost-effective and straightforward, they depend heavily on the oil's quality to function optimally. Using AMSOIL Synthetic Small-Engine Oil in splash lubricated systems ensures consistent, reliable lubrication under temperature extremes, prolonged use and challenging operational environments. Reduced wear and extended oil and engine life make AMSOIL Synthetic Small-Engine Oil a smart investment for customers who depend on small-engine equipment reliability.

MARKETING ON ALL CYLINDERS

AMSOIL powers growth by building our brand with national campaigns, influencers and racers.

In some ways, a brand is the engine that drives a business forward – the more powerful it is, the easier it is to accelerate business growth. In our case, as the AMSOIL brand strengthens, the Dealer opportunity also becomes stronger. In other words, your business success is directly tied to the strength of the AMSOIL brand, and vice versa. Prospects are easier to approach and convert to customers if they already have awareness and a positive opinion of AMSOIL. In addition, customers enticed to make purchases online are assigned to Customer-Certified Dealers for ongoing support. The more traffic we can bring to the AMSOIL site through national brand-building campaigns, the more customers we can acquire and assign to Dealers. For these reasons, we are focused on driving brand recognition and online customer acquisition.

There are innumerable strategies and places to market. We use a mix of marketing campaigns, events, influencers and tactics to introduce customers to the brand and help them understand the value of AMSOIL products. Our goal is to strengthen brand awareness and loyalty – and continuously grow sales.

According to Director, Integrated Marketing Holly Dill, AMSOIL is currently building national brand recognition through four major brand campaigns.

1. Specialized Lubricants Engineered for What You Drive and How You Drive®

The “specialized lubricants engineered for what you drive and how you drive” campaign is designed to encompass the full range of our motor-oil categories and drive the point home that, regardless of vehicle type and performance goals, we have the best motor oil in the class.

The campaign video states that “whatever you drive, however you drive, AMSOIL specially engineers lubricants to maximize power, performance and protection in your vehicle so you can work hard and play hard with confidence.”

According to Dill, the high-level message introduces people to the brand and aids in new-customer acquisition.

2. Proven on the Track, Ready for Your Garage

The “proven on the track, ready for your garage” campaign leverages our race sponsorships and partners to elevate the brand. The slogan is designed to help customers connect the dots between our performance on the track with enthusiasts and DIYers seeking the best protection and performance for their vehicles.

“Racers are out using our products in the most extreme conditions,” said Dill. “The campaign reinforces that everyone can purchase these products for their own vehicles. Most of our race partners are featured in that promotion.”

3. ATV/UTV Oil Change. SIMPLIFIED

The “ATV/UTV oil change simplified” campaign targets the fastest-growing segment of the powersports category by promoting complete ATV/UTV oil-change kits. The segment is large with less variability in motor-oil products than the PCLT market, which made it an ideal category to introduce the kit experience.

It can take weeks from the day someone trailers their UTV to a powersports dealership for service to get it back home. The ATV/UTV oil-change kits empower people to do their own maintenance and spend more time enjoying their passion. AMSOIL has leaned into that message.

The ad spot states: “Don’t let waiting in line for service sideline your machine. Eliminate the wait and do it yourself. AMSOIL makes it easy with oil-change kits that have exactly what you need in one convenient package.”

4. Your Ultimate Oil Change

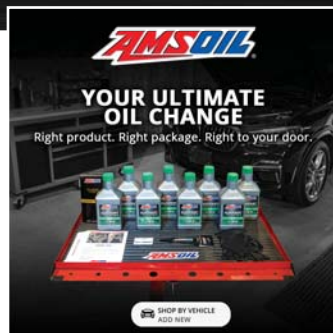
The “your ultimate oil change” campaign targets people who want to perform their own oil changes. It centers on our innovative oil-change kits designed to make DIY oil changes easy by delivering the “right product, right package, right to your door.”

The AMSOIL Shop by Vehicle tool at AMSOIL.com/AMSOIL.ca makes finding the right products for a vehicle as easy as entering your vehicle’s year, make and model or license-plate number. Kits include everything needed to perform an oil change in one box – including choice of recommended AMSOIL Motor Oil, an AMSOIL Oil Filter, a pair of nitrile gloves, an AMSOIL Fast Funnel, an AMSOIL oil-change-reminder sticker and an AMSOIL decal. And it’s shipped fast and free.

“We’re continuing to make it easy for more people to complete their own maintenance,” said Dill. “We’re highlighting a best-in-class shopping experience for people to get the right oil change for them. It really is ‘your ultimate oil change,’ everything you need in one convenient box.”

PRODUCT-LAUNCH CAMPAIGNS

Product launches provide opportunities to renew excitement around the AMSOIL brand. New formulations, viscosities and products show that we are constantly innovating. One recent example includes the AMSOIL Car Care line. The launch campaign included *AMSOIL Magazine*, The Inside Track, email and SMS sends, videos, social media, Google ads, influencers,



podcasts, promotions and shareable assets for independent Dealers.

EVENTS

Sometimes, the more things change, the more they stay the same. Events as a marketing channel are a case in point. From off-road to motorcycle to classic-car events and more, events continue to bring various communities of enthusiasts together. In addition, as marketing channels have multiplied, events have become more than just a moment in time.

“It’s not just about people showing up and seeing your banners anymore,” explained Dill, “Every one of these events has its own ecosystem with TV, Jumbotron, ads in magazines, banners, emails, social posts and podcasts to a naturally curated audience that connect with the event. For example, Sturgis is 10 days in August, but it’s a lot more than that. Sturgis is really communicating with its community year-round.

“We sponsor 260 events per year,” continued Dill. “These are opportunities where Dealers can sign up to work the event, putting them on the forefront of events with an enthusiast-based audience.”

Events that AMSOIL sponsors include AMSOIL Championship Off-Road, AMSOIL Championship Snocross, Sturgis Motorcycle Rally, Jeep Jamboree, Goodguys Car Show, Hot August Nights, AMSOIL Ultimate Callout Challenge, Daytona Bike Week, USAC Racing, AMSOIL Sprint Car National Championship, AMSOIL Swap Moto, Amateur National Motorcross Championship, the Canadian Football League and many more.

NATIONAL ADVERTISING

National advertising campaigns will lean into personalization efforts to follow enthusiasts wherever they roam in the digital sphere. For example, our presence on MotorTrend will continue to use in-show product integrations, but will back away from traditional ad buys on the channel. Instead, we will use personalization strategies to serve our target customers where they are, be it MotorTrend or somewhere else.

“MotorTrend curates the audience that we want and AMSOIL will still be seen on the channel,” said Dill. “However, there are other ways to find enthusiasts and we intend to serve customers where they’re at. These capabilities allow us to reach our audience regardless of what channel they are on.”

RACERS AND INFLUENCERS

Sometimes the most trusted voices for a brand come from the outside. Racers and influencers enhance our story and provide proof of product performance, along with increased brand exposure. For that reason, AMSOIL partners with racers and influencers to help provide social proof that our products perform as claimed.

Racers like off-road hall-of-famer Brad Lovell, trophy-truck great Bryce Menzies, snow-and-dirt standout Scheuring Speed Sports and speed demon Scott Birdsall are examples of brand ambassadors who carry clout due to their abilities behind the wheel.

Meanwhile, influencers like diesel mechanic Greg Alberalla, builder Kayla Rundle and the gearheads of Giuseppe’s Garage are ideal for explaining AMSOIL products and making them relatable to wrenchers of all levels and abilities.

AMSOIL partners with performance brands to validate the superior performance of our products. AMSOIL products are used and endorsed by brands like Lingenfelter Performance Engineering and Banks Power, both legends of engineering and performance vehicles in their respective areas.

“They are unique brands because of their reputation in the industry,” said Dill. “It’s strong validation because these are performance brands; that’s what they do every day.”

DRIVING FORWARD TOGETHER

Our commitment to strengthening the brand and empowering our independent Dealers are inextricably linked. Every campaign, partnership and innovation are designed with a common goal in mind – to drive brand development and business growth. From cutting-edge ad campaigns to events and influencer collaborations, we’re focused on building awareness and fostering loyalty. Together, these efforts are building the AMSOIL brand and driving business success.



Local Fleets Market Breakdown

With more than 10 million fleet cars, vans and small trucks across the U.S., local fleets present significant opportunities to grow and diversify your Dealership, secure high-volume sales and increase commissions.



Markets

- City and School Buses
- Courier Services
- Taxis
- Private Security
- Limos
- Food Services
- Public Utilities
- Cities and Municipalities
- Refuse Trucks
- Police/Fire/Sheriff/DNR/Ambulance

Decision Makers

- Owner
- Shop Manager
- Mechanic
- Fleet Manager
- Transport Manager

Market Snapshot

- Decision makers are often at an office or maintenance facility.
- The market is not usually affected by seasonality.
- Cost-conscious; interested in saving money and maximizing vehicle efficiency.
- Largely automotive, with focus on engine oils, transmission fluids and gear lubes.
- Typically many prospects within a 50-mile (80-km) radius.
- Decisions often heavily influenced by vehicle owner's manual.



Target Buyers

- Smaller fleets that make decisions locally, not by a larger regional office.
- Own their own vehicles and perform their own maintenance.
- Vehicles accumulating high mileage and idle time.
- Typically buy smaller package sizes, including quarts and gallons, and will stock inventory.



Buyer Challenges/Pain Points

- Insurance rates.
- Fuel price fluctuations.
- Driver shortage.
- Fleet-optimization technologies.
- Tire costs.
- Driver behavior and turnover.
- Required DOT safety inspections and compliance checks.
- Route optimization.



What Matters Most to the Buyer

- Optimizing fuel efficiency.
- Reducing insurance costs.
- Easy access to maintenance products.
- Efficient maintenance planning.
- Protecting vehicles in extreme conditions.
- Maximizing uptime and operational efficiency.
- Meeting delivery deadlines.
- Exceptional customer service that builds trust.



Equipment

Fleets may use a variety of vehicle types.



CARS

- Common, low-investment means of transportation.
- Accumulate miles quickly, operate efficiently.
- May be well-maintained, but not always treated well.
- Typically transport 1-4 people.
- **Top brands:** Ford,* Chevrolet,* Toyota,* Chrysler,* Nissan,* Hyundai.*



BUSES

- Designed to efficiently haul high volumes of people.
- May be powered by gasoline, diesel, propane or natural gas.
- Busy schedules leave little time for maintenance.
- **Top brands:** Bluebird,* Volvo,* Thomas Built,* Prevost,* Navistar,* Liberty,* REV Group.*



EMERGENCY VEHICLES

- Variety of vehicle types supporting police, fire, ambulance, DNR, etc.
- Quickly accumulate mileage and idle time.
- Duty cycles leave little time for maintenance.
- **Top brands:** Many.



VANS

- Common means of transportation.
- Accumulate miles quickly.
- May be well-maintained, but not always treated well.
- Can more efficiently transport larger loads of people and cargo.
- **Top brands:** Ford, Chevrolet, Toyota, RAM,* Mercedes,* Nissan.



PICKUP TRUCKS

- Provide efficient transportation when cars or vans can't complete the job.
- Haul cargo and tools in the box.
- Both gasoline and diesel trucks are common.
- **Top brands:** Ford, RAM, Chevrolet, GMC.*

Motor Oil



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

Diesel Oil



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

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

Transmission Fluid

	OE Synthetic ATF
Technology	100% Synthetic
Viscosities	Multi-Vehicle, Fuel-Efficient
Top Competitors	Valvoline,* Mobil 1,* Castrol,* Royal Purple,* Pennzoil,* OEM brands
Top Competitors' Price	\$6.50-\$15 per quart



Fuel Additives



	P.i.®	Diesel Injector Clean	Diesel 4-IN-1	Diesel Recovery
Fuel Type	Gasoline	Diesel	Diesel	Diesel
Performance Claim	Cleans dirty Injectors	Cleans injectors, lubricates fuel pump	Cleans injectors, lubricates fuel pump, improves cetane, improves cold-temp operations	Melts fuel wax, restoring engine operations
Top Competitors	Lucas,* Seafoam,* SuperTech,* Valvoline,* LiquiMoly*	Howes,* Power Service,* Stanadyne*	Howes, Power Service, Stanadyne	Power Service



Boost Your Dealership at AMSOIL-Sponsored Events

AMSOIL-sponsored events are a great opportunity to build customer relationships, sign up new customers, register new Dealers and create sales.

AMSOIL is the Official Oil of many high-profile racing series and events. As part of our agreements with these series and events, we receive booth space to interact with prospective customers, raise brand awareness and generate leads. In turn, we offer this space to Direct Jobbers and Certified Dealers at no charge. This is a great chance for Dealers to generate leads or sales by speaking with event participants about AMSOIL products. Event attendees can come to the booth to ask questions, learn more about AMSOIL products or make a purchase.

Every AMSOIL-sponsored event provides unique opportunities for Dealers to connect with attendees. Several have big product sale opportunities, including King of the Hammers, Sandsports and some car shows. For others, like Sturgis Motorcycle Rally, Dealers have performed on-site oil changes for attendees. At other events, like Hot August Nights, Dealers have used the opportunity to generate leads and build relationships.

Tips for Working Events

When working at an AMSOIL-sponsored event, your booth should reflect your audience and the market segment you are trying to reach. Make sure

to stock up on relevant literature and up-to-date imagery for your display. This includes having catalogs, flyers and business cards. Take advantage of the AMSOIL Print Center (Dealer Zone>Business Tools>Marketing Your Dealership>AMSOIL Print Center) and get your Dealer information printed on each item.

Focus on displaying products that are relevant to the event and audience. For example, at Jeep® events, it would be a good idea to bring a display of not just motor oil, but also SEVERE GEAR® Synthetic Gear Lube, transmission fluid and other protection and performance products for Jeeps. Make sure you're knowledgeable about all the products you have available.

Post on your social-media channels to help spread the word and tell all your customers where and when you'll be exhibiting. When you're at the event, share images of your booth online and encourage your followers who are attending to stop by.

One way that you can attract new customers at events is by giving attendees a reason to stop at your booth and learn more. You can offer incentives like a drawing for a chance to win prizes.

Co-op Support Available

Dealers can receive co-op assistance in support of their participation at trade shows and racing events. The co-op is designed to assist with event booth fees and literature costs. Clothing co-op is also available for you to present a professional appearance while working an event. See the Trade Show Co-op Form (G2075) for full program details.



Minimum Criteria for Working an AMSOIL-Sponsored Booth

- Must be Customer Certified at the time of application.
- Must have demonstrated sales of products in the market for the event.
- Must understand and sign the code of ethics with application for the event.

Sponsored events are posted in the Dealer Zone under Business Tools>Dealer Business Tools>Marketing Your Dealership>Sponsored Events. To apply to work the corporate AMSOIL booth at a sponsored event, select an event tab and click "Apply Now" to complete the online application.

Common Four-Stroke Marine Engine Issues

Engine performance and reliability are keys to spending more time on the water. However, marine engines operate under high loads for extended periods and face constant exposure to wet environments. The combination of high-rpm engine operation and moisture invites corrosion and engine wear that can reduce performance, damage components and even cause catastrophic engine failure.

STRESS

Automotive engines spin at roughly 2,000 rpm to travel at 60 mph (97 kph). In contrast, gas-powered marine engines run at about 5,000 rpm to propel a boat at 26 knots (30 mph [48 kph]). Therefore, marine engines operating at higher rpm create additional mechanical stress that can shear motor oil, reducing its viscosity and ability to protect against wear.

AMSOIL Synthetic Marine Engine Oil is engineered with premium synthetic base oils that resist shearing in high-load marine applications.

HEAT

Sludge is a thick residue created by oxidation, combustion byproducts and insoluble contaminants in the oil. Higher engine speeds increase engine temperatures, accelerating oil oxidation and sludge and varnish formation, which thickens the oil, reduces engine efficiency and increases component wear. Oxidation can also deplete oil additives, leaving both the oil and the engine susceptible to failure.

AMSOIL Synthetic Marine Engine Oil is engineered with the superior oxidative stability of synthetic base oils to prevent high-temperature breakdown. It also

features premium detergents and dispersants that inhibit deposit formation and keep contaminants in suspension for removal at the next oil change.

COLD

Marine engines often draw cold lake or river water directly into the cooling system, which means the engine takes longer to warm up. Cold engines can also prevent piston rings from sealing, allowing fuel to leak into the sump and dilute the oil.

AMSOIL Synthetic Marine Engine Oil has excellent low-temperature fluidity to quickly lubricate engine components at startup and add an extra measure of cold-temperature startup protection.



WATER

Engine heating and cooling cycles create condensation that can dilute both fuel and oil. When the engine is turned off, gravity draws the oil down into the oil sump, leaving engine components unprotected. The longer the engine sits, the more likely internal parts will experience corrosion. Accumulated rust scours metal surfaces like sandpaper and can prevent piston rings from sealing against cylinder walls, reducing compression and power. Aluminum components can also corrode, often leading to pre-ignition/detonation and potentially catastrophic engine failure.

Motor oils have no natural ability to protect against rust and corrosion, so special additives that cling to engine parts to provide protection must be included in the formulation. Most passenger-car motor oils contain insufficient corrosion inhibitors for marine engines, but AMSOIL Synthetic Marine Engine Oil is specifically formulated with boosted corrosion inhibitors to provide maximum marine engine protection.

Additionally, gasoline containing ethanol will absorb water and separate, forming varnish, gums and other debris that plug fuel lines and reduce performance. AMSOIL Quickshot® is designed to combat ethanol-related fuel problems and keep marine engines running strong when using ethanol-based fuels.

AMSOIL ADVANTAGE

AMSOIL marine products are engineered for peak performance and maximum engine life in harsh marine environments, so you can spend more time on the water.

AMSOIL Synthetic Marine Engine Oil

- Protects highly stressed four-stroke marine engines.
- NMMA licensed and FC-W Catalyst Compatible.

AMSOIL HP Marine™ Synthetic 2-Stroke Oil

- Burns clean to minimize smoke, odor and aquatic toxicity.
- Maximizes power and engine life.

Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil

- Burns clean to reduce emissions and deposit formation.
- Maximizes power and engine life.

AMSOIL Synthetic 2-Stroke Injector Oil

- Burns clean to reduce emissions and deposit formation.
- Inhibits rust and wear.

AMSOIL Synthetic Marine Gear Lube

- Protects high-torque outboard lower units and sterndrives.
- Prevents gear wear at up to 15% water contamination.

AMSOIL Synthetic Water-Resistant Grease

- Ideal for submerged boat trailer wheel bearings, outboard motors, etc.
- Resists water washout and water degradation.

AMSOIL Oil Filters

- Powder-coated and corrosion-resistant finish.
- 99% efficient at 20 microns.

AMSOIL Engine Fogging Oil

- Inhibits corrosion during storage.
- Prevents dry starts after storage.

AMSOIL Gasoline Stabilizer

- Inhibits oxidation to prevent gum and varnish.
- Keeps fuel fresh for up to 12 months.

AMSOIL Quickshot®

- Removes varnish and gum in gasoline fuel systems.
- Stabilizes gasoline during short-term storage.





TARGET INSTALLERS

Approximately **75% of motorists** visit an independent mechanic, quick lube or other installer for oil changes. That number is expected to increase as vehicles continue to become more difficult to maintain, which is why it's vital for every Dealer to have at least one installer account to which he or she can send customers who don't change their own oil.

FOCUS ON THESE TYPES OF INSTALLER BUSINESSES:

- Full-service garages.
- Quick lubes.
- Powersports installers.
- Specialty service shops.

DEMONSTRATE HOW AMSOIL CAN HELP:

- Boost car count.
- Boost reputation.
- Boost sales per ticket.

Resources

These new items are now available to help you target installers. They're conveniently located in the Retail Business Tools section of the Dealer Zone (Business Tools>Retail Business Tools).

INSTALLER PROGRAM CATALOG (G3883)

Covers AMSOIL products and services for the installer market. Share it with prospects and highlight program benefits and pages applicable to the prospect's specific industry.

INSTALLER LINE CARD

Lists common AMSOIL installer products, along with their stock codes, viscosities, general applications and competitors.

INSTALLER VIDEOS

Targeted videos that show the range and performance of AMSOIL products for customers and staff of installer businesses. Installer promotional videos are available for Dealers to download in the Dealer Zone and for installers to download in the Account Zone.

CO-BRANDED PRINT CENTER FOR INSTALLERS

Updated, specialized materials available in the AMOIL Print Center for installers to purchase for their businesses. Each of these items can be personalized with their own business logo and contact information, and select items are available to accounts free of charge.

THE IMPORTANCE OF DEALER CERTIFICATION

Dealer Certification is crucial for building your Dealership and maximizing earnings.

Getting Certified Helps You...

- **Develop** your customer base
- **Build** your team
- **Reach** higher product profit values

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000
<ul style="list-style-type: none"> • Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits. • Must be Customer Certified to earn Tier 4 profits. 	

	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"> • Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator 	<ul style="list-style-type: none"> • Eligible to be assigned new Dealers 	<ul style="list-style-type: none"> • Eligible to be assigned retail accounts 	<ul style="list-style-type: none"> • Eligible to be assigned commercial accounts
How to Get Certified	<ul style="list-style-type: none"> • Complete Customer Basic Training • Register 4 new qualified customers annually OR • Register 2 or more new qualified customers annually and meet one of the following alternative qualifications: <ul style="list-style-type: none"> • Have been a Dealer for less than 2 years • Have 24 or more active buying customers • Have more than \$10,000 in personal purchases plus 5 or more active buying customers 	<ul style="list-style-type: none"> • Complete Sponsor Basic Training • Be Customer Certified • Sponsor 1 Dealer 	<ul style="list-style-type: none"> • Complete Retail Basic Training • Be Customer Certified • Register 1 retail account 	<ul style="list-style-type: none"> • Complete Commercial Basic Training • Be Customer Certified • Register 1 commercial account
How to Maintain Certification	<ul style="list-style-type: none"> • Have at least four new qualified customers registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified Dealer registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified retail account registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified commercial account registered within the past 12 months

May Closeout

The last day to process May telephone orders is Friday, May 30. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central on Saturday, May 31. All orders received after these times will be processed for the following month. Volume transfers for May business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, June 6.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 26 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 19 for Victoria Day.

Discontinued Filters

AMSOIL will no longer offer cabin air filters due to low demand. The following WIX filters will also no longer be carried due to low demand:

Air: 42133, 42297, 42351, 42385, 42420, 42524, 42551, 42825, 42831, 42834, 42864, 42885, 46035, 46108, 46126, 46273, 46322, 46416, 46443, 46444, 46472, 46503, 46646, 46803, 46873, 46946R, 49052, 49057, 49064, 49069, 49113, 49156, 49157, 49185, 49191, 49192, 49462, 49490, 49933

Lube: 24931, 24933, 24934, 24945, 51045, 51088, 51315, 51762, 51794R, 57003R

Fuel: 33023, 33031, 33129, 33402, 33486, 33559, 33579

Transmission: 57101, 58614, 58815, 58836, 58994

All filters will remain available while supplies last.

New Name for Diesel All-In-One

AMSOIL Diesel All-In-One is now AMSOIL Diesel 4-IN-1 (ADB). Labels and other support materials are being updated now, and freshly labeled product should be available in late May/early June. AMSOIL Diesel 4-IN-1 better describes what customers receive when they use this product – four distinct benefits.



Dealer Fee Increasing July 1

AMSOIL is committed to providing the tools and resources needed for independent AMSOIL Dealers to succeed. To support these continued investments, we are increasing the annual Dealer fee to \$100 in the U.S. and \$130 in Canada effective July 1.

Why Are We Increasing the Dealer Fee?

We have not increased the Dealer fee since 2017. This adjustment reflects the rising costs of maintaining and enhancing the Dealer network, as well as our ongoing investments to empower your success. Here are just a few ways we've enhanced the value we provide to our Dealers:

- **Dealer Zone** – reporting tools and vital resources to support your Dealership.
- **Expanded marketing investments and opportunities** – promotions, marketing tools, co-op support and market research that help you reach more customers.
- **Additional support resources** – Customer Service, Dealer support, Technical Services and materials designed to grow your Dealership and drive success.

These enhancements ensure that AMSOIL Dealers receive a strong set of benefits and tools to remain competitive. Much like everything else, the cost to deliver those benefits is on the rise.

Automatic Dealership Renewal Discontinued

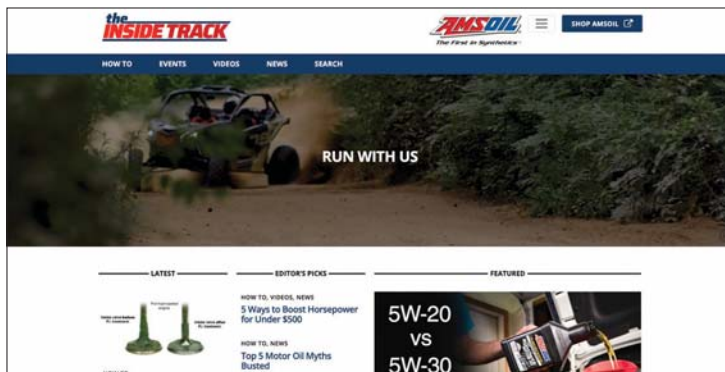
To streamline renewal and Dealer agreement processes, we will no longer offer the autopay and 5-year prepaid Dealership renewal options starting on July 1. If you have selected the 5-year renewal option before that date, your Dealership will still be in effect for the full five years. If you previously selected autopay, you will need to actively renew online beginning July 1.

New Look for AMSOIL Pails and Drums

Larger AMSOIL package sizes (pails and drums) are receiving upgraded labels and transitioning from blue to black packaging. This is a rolling change; Dealers and customers will begin seeing the new packaging in mid-May.

Visit The AMSOIL Inside Track

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



Beware of Ordering Scams

We have been made aware of several attempts by scam artists to target AMSOIL Dealers while posing as legitimate companies, including recent attempts by someone posing as a representative from Pfizer. It is important to be wary of scam attempts during the ordering process. If an opportunity seems too good to be true, it may be a scam. Be wary of the following warning signs:

- Unusually large orders or unusual product selection.
- Email domain name doesn't match the legitimate company's website address.
- Names on the account, credit card or shipping address don't match.
- Multiple orders with different shipping addresses.
- Multiple payment methods used or offered.
- "New" businesses with no online presence.
- Price isn't an issue and registering as a customer is too inconvenient.
- Caller ID is different than phone number used on account.
- Speed is important.
- Unusual shipping locations, including trucking company depots, storage facilities, vacant buildings, apartments and package-forwarding services.
- Retail businesses (resellers) that aren't concerned about paying sales taxes.

While there can be legitimate reasons for some of these unusual situations, Dealers are well-advised to perform additional research. A couple minutes of online research by name, business name, address and telephone number can usually confirm whether an opportunity is legitimate. Asking customers a few questions about the type of business, how products will be used, who is the end customer and billing details associated with credit cards can also be helpful. Consumers are used to providing this type of information, and these questions can help identify fraudulent activities. If you have doubts, do more research, decline the opportunity and advise AMSOIL/others to look out for similar activities.

Do not rely on credit card authorization processes to determine if payment is valid. Transactions with stolen credit cards will be authorized until the theft or fraudulent activity is identified, but credit/debit card companies will charge back merchants for all fraudulent charges. In some cases this can take 90 or more days after the sale. At this point, there is little chance of retrieving products or identifying the customer.

Protect yourself and your Dealership by doing your homework and knowing who you're selling to. Remember, it is your responsibility to ensure your customers aren't attempting to pass stolen credit cards or resell products online.

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.

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ORDER AT
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Brian Lammi | DEALER DEVELOPMENT MANAGER

Strengthening Dealer Partnerships

How AMSOIL supports Dealers with efficient service.

One of our greatest joys is partnering with our dedicated Dealers. Every day, we interact with hundreds of Dealers from across the U.S. and Canada, helping them navigate their business needs and ensuring they receive timely support. Our commitment to one-call resolution means that when Dealers reach out, we strive to provide clear and efficient answers to minimize the need for multiple follow-ups.

Your time is valuable, and we want to make every interaction as smooth as possible; however, achieving this level of efficiency is a two-way street that requires collaboration between AMSOIL and Dealers. To help us serve you better, we encourage Dealers to prepare key information before reaching out, whether through phone or email. Details like Dealer numbers, product information and customer-specific inquiries allow us to research efficiently and connect you with the right team member. If you reach a voicemail, we strongly recommend leaving a detailed message with all relevant information to help us look into your request and respond with accurate solutions. Preparing essential details before reaching out can help us maximize efficiency and minimize delays for you.

Understanding who to contact can make all the difference. We have dedicated teams for Dealer support, ensuring you receive expert guidance based on your specific needs.

Dealer Experience Team – This team focuses on Dealer training, development and resources within the Dealer Zone. Leading this area are me, Shelby Kurtz and Jake Siptroth, who provide insights into enhancing Dealer success and growth. Jake serves as a primary contact for training and Dealer-development inquiries, ensuring Dealers have access to the right tools and knowledge. Our Customer Service and Dealer Sales teams serve as the foundation for smooth communication to help Dealers get the right answers at the right time.

Retail Team – If your retail accounts need assistance, Jamie Prochnow, Rick Westberg and Aura Coppola are your go-to contacts. Whether your retail accounts have service-related questions or you require guidance on how to best support them, this team is equipped with solutions tailored for retail-account success.

Commercial Team – Eric Brandenburg, Amanda Hoffman and Tanner Sundland assist Dealers in answering commercial-related questions and offering support for business development in this sector.

Additional Business Support Teams

Beyond Dealer sales, AMSOIL offers support through additional departments designed to efficiently address Dealer concerns:

Customer Service & Technical Services – Whether placing orders, checking on shipments or handling inquiries, the AMSOIL Customer Service Department serves as the primary contact for most Dealer-related questions. Additionally, our Technical Services Department provides expert insights on product applications, recommendations and specifications. Dealers are encouraged to reach out for guidance to ensure the most accurate information is relayed to customers.

Commissions & Business Planning – Dealers occasionally require assistance with commissions, payment inquiries, succession planning or Dealership transfers. This is where our Commissions Department steps in, helping Dealers navigate financial aspects and planning for the future.

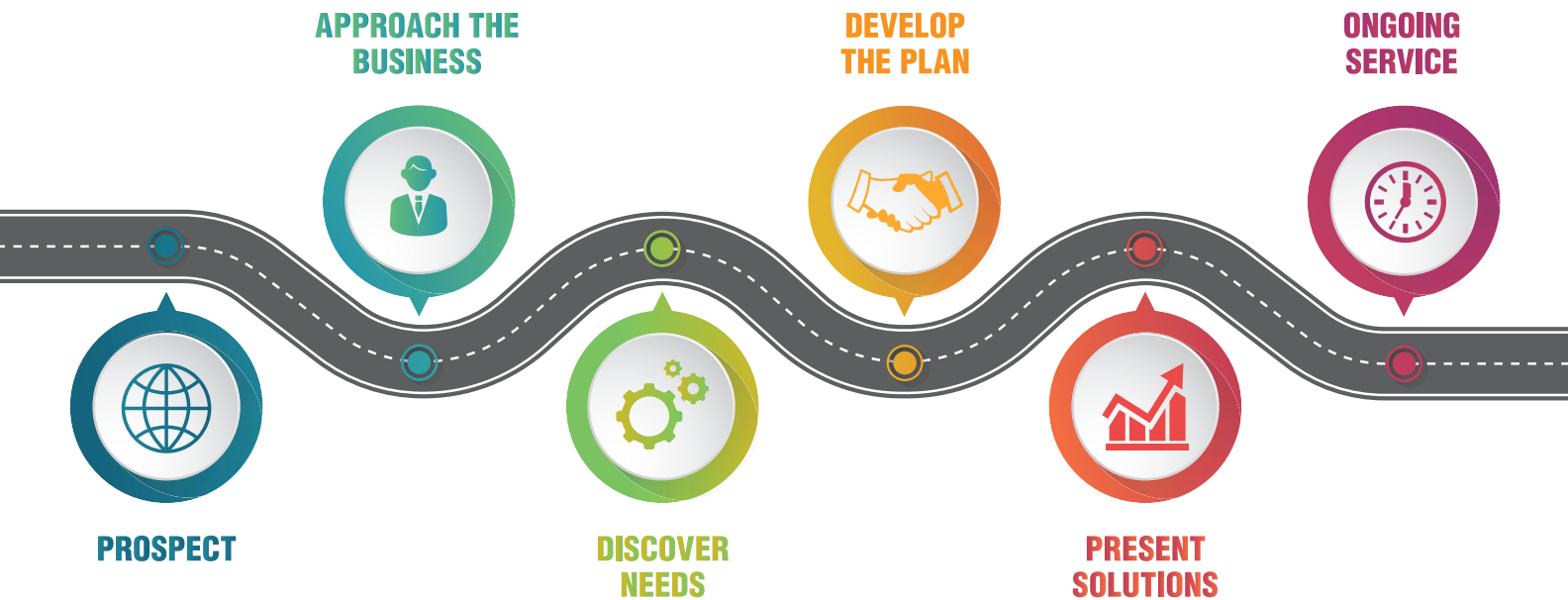
Continued Partnership and Growth

As AMSOIL grows and evolves, we continue to refine how we interact with our Dealers and customers. We value the relationships we build with our Dealers and appreciate the trust they place in us. Strong partnerships are the backbone of our success, and we remain dedicated to enhancing communication, providing reliable service and fostering business growth.

By working together — ensuring preparedness and using the right resources — our goal is to deliver the best support experience possible. We look forward to continued collaboration and exciting new opportunities as AMSOIL grows with our amazing network of Dealers.

Follow the Sales Process

The AMSOIL sales process provides a clear roadmap for pursuing commercial, installer and retail business. **Follow these six steps** to be more successful at landing commercial, installer and retail accounts:



AMSOIL SALES PROCESS - STEP FIVE - PRESENT SOLUTIONS

Present Solutions

When you sit down for your second meeting with the business decision maker, present your case for how AMSOIL products can improve the profitability of a commercial business or how carrying AMSOIL products can increase margins and drive customers to a retail business.

Be specific about the products and programs you're recommending by including pricing and shipping details. You should also include information about volume discounts or any value-added services that are available.



Use these tools in the Dealer Zone as you go through the AMSOIL sales process:

- Installer Roadmap (Business Tools>Retail Business Tools>AMSOIL Sales Process Roadmap – Installer)
- Commercial Roadmap (Business Tools>Commercial Business Tools>AMSOIL Sales Process Roadmap – Commercial)



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Minimum 10%
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