



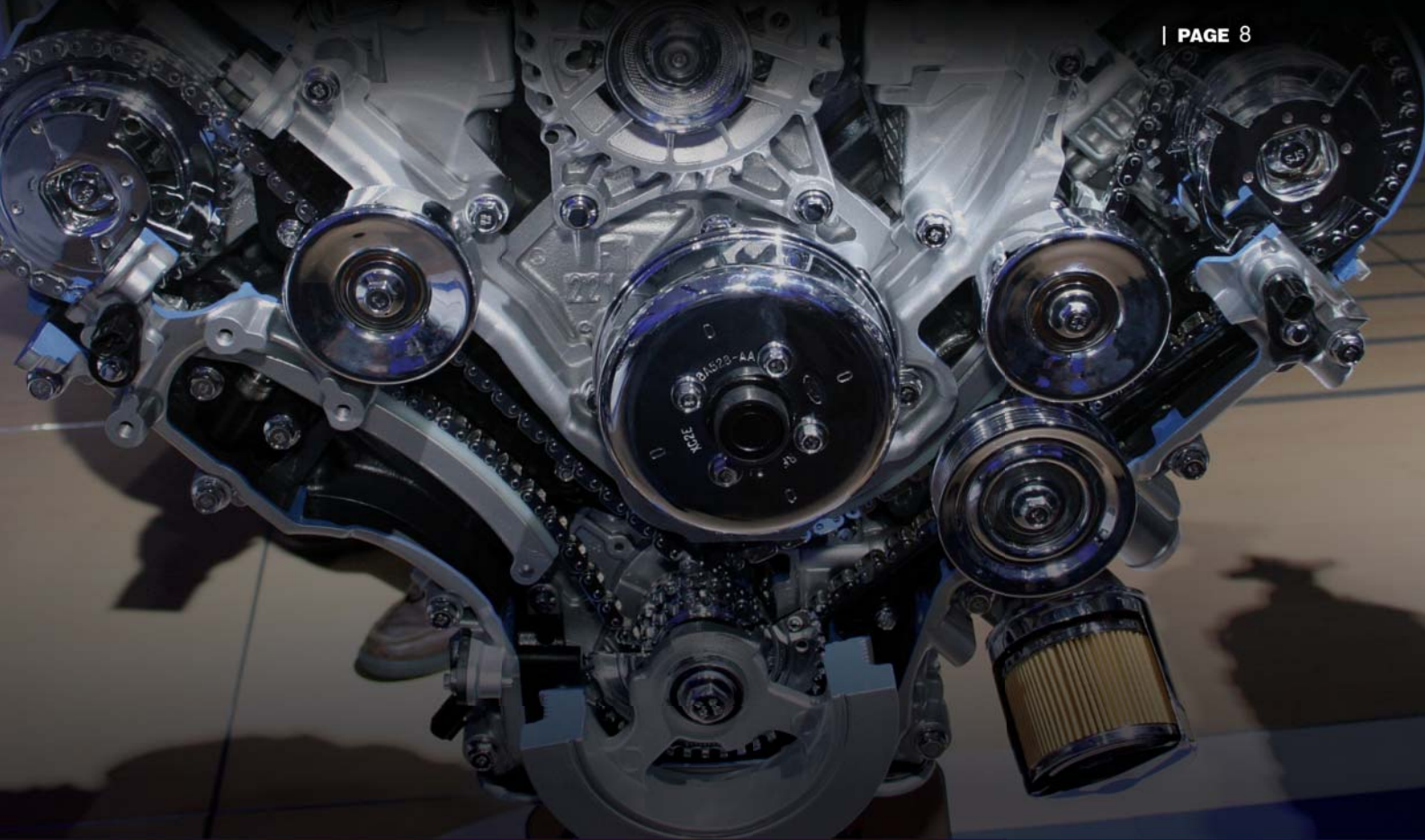
► DEALER EDITION

MAGAZINE

JULY 2025

# UNBREAKABLE TIMING CHAIN PROTECTION

| PAGE 8







## PRODUCT SPOTLIGHT: AMSOIL MARINE ENGINE OIL (WCT, WCF, WCM)

### WHAT IS IT?

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

### WHAT DOES IT DO?

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

### WHO IS IT FOR?

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



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

— **Robert**  
New York





DEALER EDITION

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**THE COVER**

Timing chains depend on proper lubrication to reduce friction and wear between the chain links, sprockets and tensioners.



# From the Chairman

Seeing hard work pay off is one of the most satisfying things in life. After performing the research, crafting a plan, sourcing the tools and pounding the pavement, things start to click. It doesn't happen overnight; success follows failure. Sometimes, a generous amount of failure. But determination, grit and consistency overcome many obstacles. It feels good when you turn the corner and start achieving your goals. For me, it feels even better seeing others succeed, particularly AMSOIL Dealers and AMSOIL employees.

Recently, the Dealer Sales team shared some anecdotal stories of Dealer success that really excited me. Dusty in Tennessee attended our installer training in October. He left feeling energized and armed with new confidence and knowledge about our Installer Program, the installer market, the bulk dispensing options we provide and more. He also made new connections with other Dealers, and they have helped each other grow. Dusty is leveraging the bulk dispensing program to make inroads with installers and his Dealership is growing nicely.

Justin in Washington has taken advantage of our online training and the direct access to the Dealer Sales team, and now it's paying off. He registered a NAPA account in January, got them set up with some in-store AMSOIL merchandising items and now the account is carrying a broad array

of AMSOIL products, including SABER® Professional, motorcycle oil, diesel oil and more, and year-to-date sales to this account exceed \$16,000. Because Justin made the effort to become Retail Certified, half of his retail accounts, including his second-largest account, were assigned by AMSOIL.

Karen and Joe in New York have been targeting excavation and lawn-and-landscape companies. Over the past three months, they've registered four or five new commercial accounts, two of which have already purchased more than \$1,000 in AMSOIL products.

Brad in South Carolina has found success with contractors and the AMSOIL Commercial Program. Our updated Installer Program caught his attention, and he recently branched into that market as well and already secured his first installer account. Brad has taken advantage of the training and tools we supply, specifically the questionnaires, and good things are happening for him.

Dan in Michigan also attended last fall's installer training. He has doubled the number of accounts he's registered that are participating in the bulk dispensing program, and he's grown sales by almost 75% in the past 12 months. Wow!

My favorite story they shared was about Cyril in the Canadian Yukon. Cyril became

a Dealer in December 2022. He made a significant effort to learn everything he could about AMSOIL. He used the training and tools we provide. He called the Dealer Sales team and asked questions. He gained enough confidence and experience to become comfortable and his sales exceeded \$50,000 last year. In the Yukon! We have heard from many Dealers who feel like their local market is too saturated with other Dealers, or that their area is too rural and there aren't enough potential customers around to secure four new qualified customers per year and become Certified. Well, if Cyril can do it in the Canadian wilderness, you can do it where you live. As Henry Ford said, whether you think you can or think you can't, you're right.

All of these Dealers have a few things in common (besides growing Dealerships). They are all engaged, they take initiative, they're consistent and they take advantage of the tools we provide. They don't give up. They put in the work and keep learning. Great job, one and all. I appreciate your efforts, and we're all celebrating your success here in Superior.

**Alan Amatuzio**  
Chairman & CEO



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HARLEY-DAVIDSON\*  
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for improved protection against  
compensator and transmission  
gear wear.\*\*

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



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# LETTERS TO THE EDITOR

## PRICING

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

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

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

**Greg Finnican**

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

## SIGNATURE SERIES

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

top-tier products and outperforming competitors.

**Ashley Carte**

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

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

Reducing sulfated ash is difficult because oil additives containing sulfated ash deliver important performance attributes. Reducing sulfated ash means reducing additives. Engineering the next-generation Signature Series with improved performance while meeting the sulfated ash limitations imposed upon us requires significant expertise, research and creativity. We will not compromise performance just to meet a specification! Our next-generation Signature Series formulation is being tested now, and early indicators are fantastic, making definitive improvements in performance and protection over the

current generation of Signature Series. This was an impressive technical feat. No other motor oil on the market will come close to matching Signature Series – they won't even try. They do not possess our level of expertise, they do not share our drive to be the best and they will not incur the cost required to provide next-level performance and protection. Rest assured Ashley, you and all AMSOIL Dealers will be proud of the next-generation Signature Series.

## AMSOIL FLAGS

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

Thanks,

**Marty Metcalf**

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

## COOLANT

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

Sincerely,

**Mario Mora**

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

Email letters to:  
**letters@AMSOIL.com**

Or, mail them to:  
**AMSOIL INC.**  
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**Attn: Letters**  
**925 Tower Avenue**  
**Superior, WI 54880**

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



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

## There's more to lubrication than simply reducing friction.

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

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

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

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

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

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

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

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

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



# Unbreakable Timing Chain Protection

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

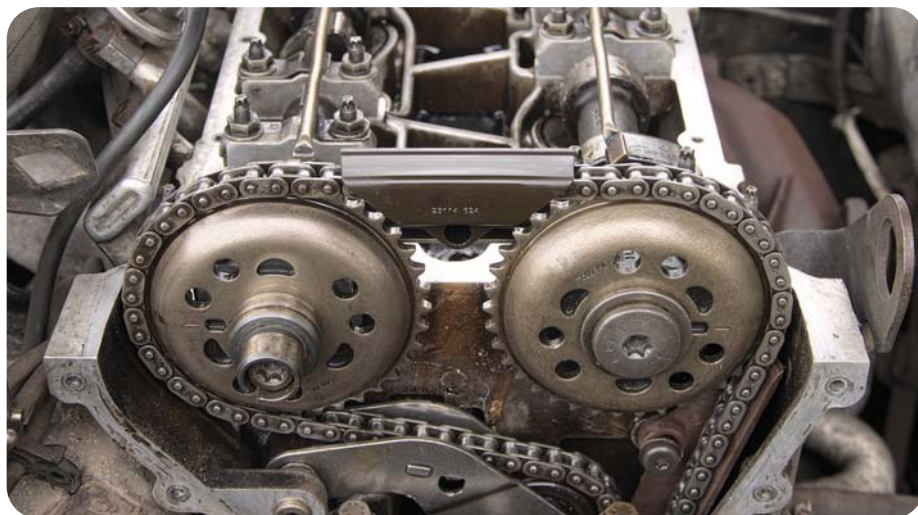
The timing chain provides a mechanical linkage that ensures all moving parts work in perfect harmony. It connects the camshaft, which controls the opening and closing of the valves, to the crankshaft, which is attached to the pistons. In this way, the timing belt ensures that fuel and air enter the engine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

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

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

## Timing-chain stretch

Timing-chain stretch, when the chain lengthens beyond its original specification, is a common issue. This elongation can disrupt the precise



timing of the engine, throwing off synchronization and leading to poor engine performance. The leading culprit? Soot in the motor oil.

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

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

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

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

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



## Warning signs

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

### Unusual noises

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

### Engine misfires or rough idling

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

### Check engine light

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

### Poor performance

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

## The Role of Motor Oil

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

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

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

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



## AMSOIL Protection

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

AMSOIL synthetic motor oils protect timing chains on several fronts:

### 1. Enhanced wear protection

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

### 2. Outstanding engine cleanliness

Sludge is a thick, dark residue composed of combustion or oxidation byproducts. It can also be formed by wear particles, water, fuel and coolant. These contaminants are often acidic

and have polarity within their molecular structure, meaning they are insoluble in motor oil. Signature Series provides 90% better protection against sludge<sup>2</sup> and is fortified with a heavy treatment of detergent additives, delivering 28% more acid-neutralizing power than Mobil 1,<sup>\*</sup> helping engines stay cleaner, longer.<sup>3</sup>

### 3. Superior thermal durability

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

## Chain reaction

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

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

# AMSOIL 100% SYNTHETIC ATV/UTV CONTINUOUSLY VARIABLE TRANSMISSION FLUID

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

Drawbacks to steel-belted CVTs include metal-on-metal friction between the belt and pulleys that can increase heat and wear. Additionally, the extreme pressure and high torque generated by CVTs can mechanically shear oils, reducing their viscosity and ability to protect against wear. Many UTV owners also add accessories to their UTVs and run them heavily

loaded, which increases heat and stress on the transmission. CVTs with high stress and degraded fluid are more prone to shudder or lurching during acceleration and deceleration, especially at low speeds.

UTV owners demand peak performance, but also want to reduce the risk, hassle and cost of

breakdowns. They want confidence, security and peace of mind, knowing their UTV is protected when performing demanding chores and tackling tough terrain.

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





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

AMSOIL Synthetic ATV/UTV CVT Fluid is specifically designed to help eliminate belt-slip shudder and deliver smooth, quiet operation, optimum efficiency and extended transmission life in hard-working and high-performance UTVs. Its superior

shear stability withstands extreme pressure to deliver continuous protection against wear on heavily loaded, high-torque steel-belted CVTs. It also resists breakdown under extreme heat for cleaner and cooler operation, so owners can comfortably and confidently push their machines to the limit.

#### Polaris-claimed STEELDRIVE CVT benefits:

- **Durability** – Steel belt is fully sealed and liquid-cooled for maximum durability/longevity and less maintenance.
- **Control** – Smooth, predictable throttle engagement and precise speed control.

- **Quiet Operation** – The fully sealed belted design reduces operating noise.
- **Hill Assist** – Prevents the vehicle from rolling downhill when letting off the accelerator and brakes.

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



#### AMSOIL 100% Synthetic ATV/UTV Continuously Variable Transmission Fluid

##### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
AUCVTQT	EA	1 Quart	\$24.35	\$25.89	\$32.59	\$33.49	\$1.51	\$2.51	\$3.51	\$4.51	14.42
AUCVTQT	CA	12 Quarts	\$278.19	\$293.50	\$389.50	\$400.35	\$18.16	\$30.16	\$42.16	\$54.16	172.99

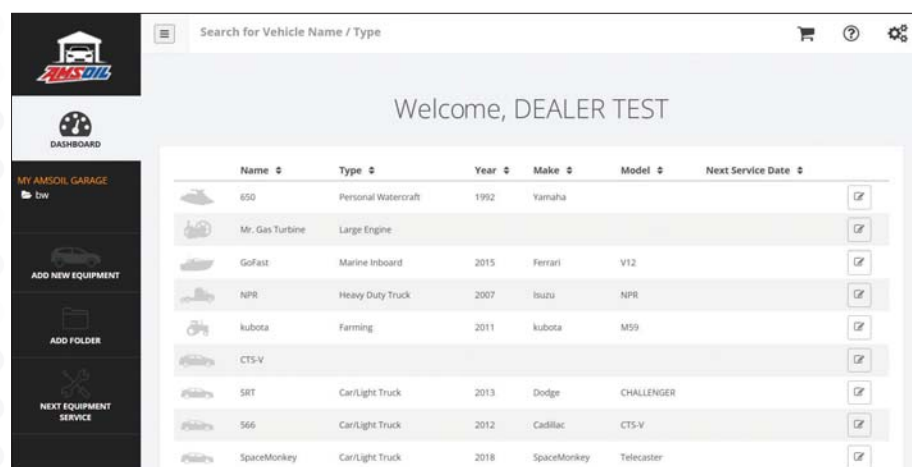
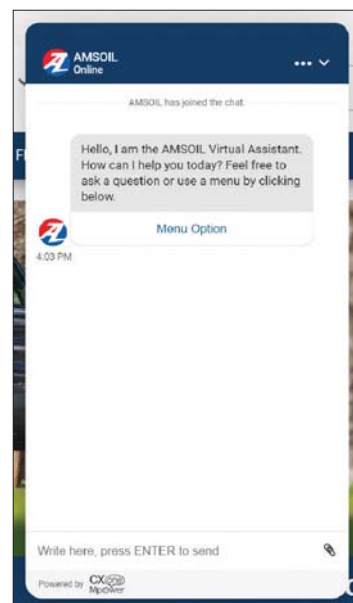
Not available in Canada.

# TOP TOOLS ON AMSOIL.COM/ AMSOIL.CA

From simplifying your shopping experience to maintaining your vehicle, the AMSOIL website is equipped with features designed to give you the best online experience. Here's a closer look at the top tools available on AMSOIL.com/AMSOIL.ca.

## AMSOIL Chat

Got questions? The Chat button on AMSOIL.com/AMSOIL.ca can quickly connect you to a virtual assistant for instant help with ordering, product information, customer service, shipping details, account management and more. If your query requires more detailed assistance, the chat tool will connect you with a live member of the AMSOIL team to get the precise support you need in no time. Just click the Chat button in the corner of the screen to get started.



## MyAMSOILGarage™


MyAMSOILGarage is a free car maintenance tracker that lets you store maintenance information for all your vehicles and equipment in one place. It's easy to use, and it eliminates the need to sort and file receipts.

- Free to use.
- No downloads required – use it anywhere you can connect to the Internet.
- Track maintenance performed for virtually any vehicle or piece of equipment you own.
- Schedule email reminders for future maintenance.

Whether it's your daily driver or your weekend toy, MyAMSOILGarage helps you and your customers stay ahead of the maintenance curve.



Take the guesswork out of shopping with AMSOIL product guides. This online tool allows you to input your vehicle's make, model and year to find exact products tailored to its specific needs. Click "Shop by Vehicle" at [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.ca) and enter your vehicle details or license-plate number and state to see exactly what you need to order, including kits with the correct type and amount of oil and filter needed for a complete oil change.



**AMSOIL Signature Series 0W-20 100% Synthetic Motor Oil**


PRODUCT CODE: ASMQT-EA

★★★★★ 5.0 (625 Reviews)

- Maximum Protection & Performance for New and High Mileage Vehicles

75% More Wear Protection\*

[Show More](#)




**AMSOIL Oil Filter**

PRODUCT CODE: EA15K19-EA

★★★★★ 5.0 (55 Reviews)

[Show More](#)

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 CAPACITY: 5.9 QUARTS

CONFIGURE YOUR PACKAGE SIZE

CAPACITY:  
5.9 QUARTS

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1 Gallon, 2 Quarts  
Total Volume: 6 Quarts

\$110.72  
RETAIL PRICE

☐

6 Quarts  
Total Volume: 6 Quarts

\$114.99  
RETAIL PRICE

Save an additional \$25.50 by becoming an AMSOIL Preferred Customer.

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Change location

CHOOSE AN ADD-ON

ADD A TOP OFF QUART FOR \$15.49

☐

\$110.72 subtotal (1 Gallon, 2 Quarts; 1 Filter)

CHAT

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To look up a vehicle by license plate or VIN, [log in or join now.](#)

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Auto & Light Truck

Year

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Model

Engine

[Engine Codes](#)

SAVE & SHOP

Use MyMSOILGarage™ to save and manage all of your vehicles.  
[Log in or join now](#) to Save to MyMSOILGarage.

CHAT

The "Shop by Vehicle" tool at [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca) not only helps you find the right products, but can also simplify your purchase into an all-in-one oil-change kit. AMSOIL oil-change kits ordered through the AMSOIL Shop by Vehicle tool include everything you need to perform an oil change in one box. Kits include your 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 to record the date of service, current mileage and mileage at next service; and an AMSOIL decal.

## 1. LOOK UP YOUR VEHICLE.

Use our Shop by Vehicle tool at [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca) to take the guesswork out of picking the best oil and filter combination for your vehicle.

Pick the right product and packaging option for you from a complete list of product recommendations.

Enjoy fast delivery of your kit with motor oil, oil filter, funnel, nitrile gloves, oil-change-reminder sticker and AMSOIL decal.

From an intuitive chat feature to detailed maintenance tools and custom oil-change product recommendations and kits, the AMSOIL website offers everything you and your customers need for a seamless shopping and vehicle-maintenance experience. Make the most out of these tools today by visiting [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca).

# Appalachian Trail Shuttle Service Runs on AMSOIL

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

Today, it's a bucket-list item for any outdoor enthusiast or adventure-seeker. The trail traverses through forests, scenic overlooks, towns and farms along the eastern part of the



**Ron Brown**  
*Ron's Appalachian Trail Shuttle*

country. With endless trail entrance and route options, it can be difficult to navigate a path or starting point. Luckily, folks like Ron Brown are there to help make it a success. His business, Ron's Appalachian Trail Shuttle, is based in Georgia and gets hikers to and from their excursions safely. Brown has been in business for 19 years and his shuttles can see anywhere from 400-700 miles (644-1,127 km) per day in all sorts of conditions. With his livelihood depending on reliable vehicles to stay in business, Brown uses AMSOIL

products to keep them in top shape through miles of mountainous, muddy, back-road terrain.

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





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

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

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





# BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



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every order



**Free  
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On orders  
over \$100  
(\$130 Can.)



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Celebrate your day  
with \$5 off\*



**\$5  
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Get a \$5 coupon with  
every \$100 you spend\*



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Promotions**

Throughout  
the year



**Free  
Membership**

When you spend  
\$500 in a year

\*Instead of a \$5 coupon, Canadian Preferred Customers will receive a coupon for 5% off their next order (up to a \$5 value). See Preferred Customer Program terms & conditions at [AMSOIL.com/pc](https://AMSOIL.com/pc) ([AMSOIL.ca/pc](https://AMSOIL.ca/pc)).

Full-year membership just \$20 (\$30 Can.).



# 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"> <li>• Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits.</li> <li>• Must be Customer Certified to earn Tier 4 profits.</li> </ul>	

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

## July Closeout

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

## Holiday Closings

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

## Important Update: Independent Dealer Agreement and Dealer Policies & Procedures

We have updated and restated the Independent Dealer Agreement and Dealer Policies & Procedures (G4000) to enhance clarity, reflect current business needs and better align with

industry standards. These updates are intended to support a stronger, more transparent Dealer network. We've summarized the most important changes below:

- Clarified roles and responsibilities:** Reinforces the independent contractor status of Dealers, outlines personal tax responsibilities, promotes ethical marketing of the AMSOIL Dealer opportunity and includes provisions for anti-spam compliance, legal compliance, class-action waiver and binding arbitration.
- Account protection period adjustment:** Commercial and retail account protection periods have been changed from 15 months to 12 months to be consistent with the protection periods for Dealers and Preferred Customers.
- Dealer compensation and interference policies:** Information about Dealer compensation and interference guidelines has been moved to standalone documents for

ease of access and clarity. They will be posted in the Dealer Zone under Digital Library>Dealer Literature before July 1.

Each year, all Dealers must sign a new Independent Dealer Agreement. Dealers will be asked to sign the new agreement during the month their current agreement expires. We will begin using the updated agreement with current Dealers renewing in July 2025 and after. We encourage all Dealers to read the updated Dealer Agreement and Policies & Procedures, available in the Digital Library of the Dealer Zone. By continuing to operate your AMSOIL Dealership after July 1, 2025, you acknowledge and accept the updated terms.



# CLEANER. FASTER. EASIER.

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

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





## 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

Unfortunately, the autopay renewal option has a persistent problem. Credit cards on file expire for many enrolled Dealers without the Dealer's knowledge. As a result, renewal payment is not received, the Dealership is closed and the Dealer's team, customers and accounts are reassigned to another Dealer. Many Dealers subsequently realize their Dealership has expired and contact us to request reinstatement. This generates a significant amount of administrative work every month, and it confuses customers and accounts. In addition, many Dealers do not realize that they must sign the Dealer agreement annually, even if they have prepaid their Dealer fees with an autopay or 5-year renewal. This also generates significant work and confusion each month.

Therefore, to streamline the 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, and you sign the Dealer agreement annually, 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.

### Tremendous Opportunity, Tremendous Value

At \$100 annually, an AMSOIL Dealership remains an unmatched value. Where else can you start a business for \$100? If you're earning Tier 4 profits, your Dealer fees are covered for the year if you sell just four cases of Signature Series Synthetic Motor Oil. Coincidentally, if you sold four cases of Signature Series to four new customers and you took Customer Certification training in the Dealer Zone, you'd then be Customer Certified and receive several new assigned

customers from AMSOIL over the course of the next 12 months, earning commissions on each of their purchases.

We realize not everyone is earning Tier 4 profits, and that a \$100 annual fee may mean an AMSOIL Dealership is not the best option for you. That's OK! We appreciate the advocacy and passion of Dealers of all sizes. If the Preferred Customer Program makes more sense, we invite you to join. For a limited time, Dealers who purchased \$500 or more in AMSOIL products in the past year can renew as a P.C. for free. Had these Dealers been P.C.s during the past year, they would have qualified for free P.C. renewal. We wanted to make that option available to Dealers who make the switch in light of the increased Dealer fee and in appreciation of their business.

We want everyone to get into the program that makes the most sense for them. The Dealer opportunity is for people who want to earn money for *selling* AMSOIL products and it is designed to support those efforts. The P.C. Program is designed for people who want the best value for *buying* AMSOIL products. Each is a great choice depending on your goal – to earn money, or to save money. This example illustrates the difference:

In the past 12 months, this Dealer spent \$784 on products and shipping and earned \$7. Assuming the same activity in the next 12 months, becoming a P.C. would save approximately \$98.

	DEALER	PREFERRED CUSTOMER
<b>Membership Fee</b>	\$100	Free <sup>1</sup>
<b>Product Cost</b>	\$742	\$779 <sup>2</sup>
<b>Shipping &amp; Handling</b>	\$42	Free <sup>3</sup>
<b>Total</b>	<b>\$884</b>	<b>\$779</b>
<b>Earnings</b>	\$7	

<sup>1</sup>This Dealer's personal purchases over the past 12 months exceeded \$500, which would have qualified for free renewal as a P.C. For a limited time, we are offering free renewal as a P.C. to Dealers who spent \$500 in the past 12 months at the time of renewal.

<sup>2</sup>Estimate based on wholesale price plus 5%. Actual prices may vary slightly.

<sup>3</sup>Assumes free shipping based on typical personal-use orders. Flat-rate shipping fees apply to orders less than \$100 (\$130 Can.).

Thanks again for your passionate support of AMSOIL.

### Canadian Interline-Fee Update

Effective July 9, Loomis Express has expanded the number of Canadian postal codes that are subject to interline fees. Interline fees are applicable to small-parcel shipments, where the final-destination address is classified by Loomis as remote or a beyond-delivery point. While 6,402 postal codes will have interline fees dropped, 22,844 new postal codes will have interline fees added. In addition, while 3,502 postal codes will see lower interline fees, 2,194 postal codes will see higher interline fees. These changes were implemented by Loomis, not AMSOIL.

Average interline-fee increase at specific shipment weights:

**10 lbs. (4.54 kg):** \$15.16 extra  
**20 lbs. (9.07 kg):** \$24.39 extra  
**50 lbs. (22.68 kg):** \$51.20 extra

See the Canadian Interline Fee Lookup at [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca) for current interline-fee rates by postal code.



## Get to Know Your Customers

Building personal relationships can help with long-term business success.

**Dan Peterson** | SR. VICE PRESIDENT, DEALER SALES AND MARKETING

Building a successful AMSOIL Dealership takes more than just great products and marketing tools. While these resources are incredibly valuable, one of the most effective tools at your disposal is something much more personal — relationships.

Time and time again, we hear stories from AMSOIL Dealers who credit their personal connections for driving business growth and creating lasting partnerships. Whether it's a handshake at a trade show or a follow-up call to check in with a client, these genuine, human interactions continue to fuel success in the B2B space. It's proof that behind every great product is an even better connection.

As an independent AMSOIL Dealer, success in our business is not just about offering superior products; it's about how we approach every opportunity with empathy and curiosity. Just like the start of any personal relationship, finding out more about the person, their interests, what they value and what makes them tick is fundamental. Can you imagine meeting someone in the line at the grocery store and jumping right ahead to being a good friend? "Hi, I'm Dan. What's your name? Would you like to come over to my house for dinner tonight?"

It takes time to get to know someone. You have a personal comfort zone that impacts who and how quickly you feel ready to invite someone over for dinner. So do the people you interact with. They also have their own schedules. Sure, you can have

some influence on their time, but you don't generally become good friends through just one meeting or interaction.

I have been married for 37 years to the same person, and I have not been on a first date for 41 years. So, I took one minute on my electronic encyclopedia to investigate best practices of "what to ask a person on a first date." Here is what I found:

**Be genuinely curious:** Show genuine interest in the other person's answers and follow up with questions.

**Listen actively:** Pay attention to what the other person is saying and try to connect with his or her responses.

**Share your own experiences:** Don't just listen; share your own thoughts, feelings and experiences.

**Don't overthink it:** Relax, be yourself and enjoy the conversation.

**Be mindful of boundaries:** Respect the other person's feelings and avoid pushing him or her to share more than he or she is comfortable with.

Those sound like pretty good general guidelines for building any type of relationship. This stuff is not new, and it's not rocket science. Since it is so foundational to a long-term relationship, why don't we do this every time we talk with existing or prospective customers?

Personal interactions are very important, but we can sometimes feel like we run out of personal time quickly when running an AMSOIL business. Staying proactive with marketing and

customer outreach ensures steady business growth. Whether through social-media promotion, networking events or direct communication, consistent efforts in expanding your reach pay off.

Personal development plays a vital role in your effectiveness as an AMSOIL Dealer. Continuous learning, whether through AMSOIL training, industry research or peer discussions, enhances expertise and credibility. When we invest in improving our knowledge and skills, we reinforce trust and authority in our business relationships.

Lastly, discipline and persistence are key. Success does not come overnight, but through unwavering commitment to daily actions, making calls, attending events, learning new techniques and refining our approach, we build a thriving business. Each small, intentional step contributes to bigger accomplishments.

As an AMSOIL Dealer, you are in control of your own success. Personal relationships are increasingly important and allow you to stand out in the digital world. Use empathy and curiosity to build your personal brand. Continue to control your own destiny, be decisive and proactive and have fun!





## TURN INSIGHTS INTO ACTION WITH DEALER ZONE REPORTS

Your reports in the Dealer Zone provide a wealth of information that can help you reach out to customers with personalized messages and ensure their needs are met.

- **Thank** customers for a recent purchase.
- **Remind** customers to renew their account that's about to expire.
- **Reach out** to accounts with invalid credit cards on file to get updated information.
- **Encourage** retail accounts to use their co-op credit.
- **Identify** purchasing trends to see if you should recommend a customer change their account status to save money.
- **And more.**

Log in to the Dealer Zone at [my.AMSOIL.com](https://my.AMSOIL.com) and click "Reports" on the left-hand side to start gaining insights into your valuable customer data.





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**COMING  
SOON**

## NEW AMSOIL APP FOR P.C.S AND CATALOG CUSTOMERS

**Streamlines and improves the shopping  
experience for your customers.**

- Easy access to MyAMSOILGarage.™
- Get product recommendations by taking a picture of a license plate or VIN.
- Makes ordering easy from anywhere, anytime.
- Available on iOS and Android.

**Launching late summer/early fall.**