



► DEALER EDITION

MAGAZINE

OCTOBER 2025

BRAD LOVELL: BUILD FOR OFF ROAD ADVENTURE RIDE

| PAGE 8



A Closer Look at Hydraulic Systems | PAGE 10



PRODUCT SPOTLIGHT:

AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT)



WHAT IS IT?

- Our BEST all-around two-stroke snowmobile oil

WHAT DOES IT DO?

- **Prevents** piston scuffing for long engine life
- **Fights** exhaust power valve sticking for reduced maintenance and maximum performance
- **Delivers** outstanding cold-flow [-69°F (-56°C)] for exceptional wear protection

WHO IS IT FOR?

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

Riding season is almost here. Contact your snowmobile customers to make sure they're fully stocked with AMSOIL INTERCEPTOR and ready to hit the snow.



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STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

Jamie Boggs
David Hilgendorf
Brad Nelson
Tiffany Tenley
Joel Youngman

Senior Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Len Groom
Alex Thompson

Editorial Contribution

Jamie Prochnow
Alex Thompson

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On the Web

AMSOIL.com
AMSOIL.ca

Chairman & CEO

Alan Amatzio

President

Bhadresh Sutaria

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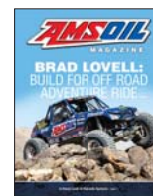
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Letters to the Editor

AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
letters@AMSOIL.com

THE COVER

Team AMSOIL racer Brad Lovell will compete in the Build for Off Road Adventure Ride.





From the Chairman

Right now, AI is in the news daily. The technology is evolving rapidly and is suddenly present in many aspects of our lives. Searching the web on your mobile device? AI results are at the top of the list. Visiting the doctor? AI transcribes your conversation and places the notes in your medical chart. Writing this column? AI wants to help. It is nearly inescapable and for many people, that is frightening. I understand that perspective; however, ignoring the potential gains AI can provide would be foolish – much like ignoring synthetic oil technology in the '70s was foolish. Users must learn how to wield the tool effectively and harness its ability to accelerate productivity. It is not foolproof; it can "hallucinate" and provide inaccurate information, but it is an amazing aid. Think of it like a calculator. Using a calculator increases the speed and accuracy with which you can crunch the numbers, but you must perform your part properly or it will return inaccurate results, and if you don't have a basic understanding of mathematics, you can't spot when something is amiss and correct the issue. The same can be true for AI platforms.

We use AI mostly to help with data insights, fraud detection and workflow automation. While AI is powerful and its potential is intriguing, it is not the end-all, be-all some purport it to be. At least, not yet. Who can guess where the technology will be in five, 10 or 50 years? Imagine how life is different today compared to 1975. Communication, health care, transportation...all very different today, largely due to technological advancements. The 1975 Ford* F150* had a carbureted engine, made from 113 to 245 hp and up to 315 lb.-ft. of torque. It got 10-14 mpg and you could get it with a manual transmission. The 2025 Ford F150 engine is direct-injected and often turbocharged. It makes 325 to 720 hp and up to 640 lb.-ft. of torque, and it is much more fuel efficient. As engine technology evolved, motor-oil technology was forced to evolve with it. Modern engines have tighter tolerances and require lower-viscosity oils. Turbocharged engines demand oil that can withstand higher temperatures and pressures. And emissions systems require additive packages that will protect sophisticated engine technology, while remaining compatible with sensitive emissions components

like catalytic converters. Sometimes, these requirements are in conflict with one another, making oil formulation increasingly challenging.

Fortunately, we stay ahead of the technology curve as a matter of practice. We employ a continuous cycle of research and development and experiment with unique chemistries, always seeking ways to improve lubricant performance. We developed a new formulation for Signature Series Synthetic Motor Oil, and it has been undergoing a series of extreme tests in an independent setting. Validation work won't be complete until next spring, but I have seen some of the preliminary results and I am truly impressed. The current Signature Series formulation was the best oil we've ever made or tested. Until now. The new formulation delivers next-level protection and performance, and I can't wait to share it with all of you. And, in case you were wondering, we did not use AI to formulate it.

Alan Amatzuzio
Alan Amatzuzio
Chairman & CEO

COMBAT FUEL ISSUES WITH AMSOIL DIESEL FUEL ADDITIVES

Poor diesel fuel quality can foul injectors, accelerate injector pump wear, lead to rough running, impede starting and cause cold-temperature stalling. AMSOIL diesel fuel additives effectively combat these issues and help improve diesel engine performance.

AMSOIL Diesel 4-IN-1 (ADB)

- Combines superior detergency, improved lubricity, excellent anti-gelling properties and increased power in one convenient package

AMSOIL Diesel Injector Clean (ADF)

- Effectively removes all types of fuel-system deposits and improves lubricity

AMSOIL Diesel Cold Flow (ADD)

- Depresses diesel-fuel pour point and improves cold-flow filtration properties

Not available in Canada

AMSOIL Diesel Cetane Boost (ACB)

- Improves combustion efficiency and power and increases cetane up to eight points

AMSOIL Diesel Injector Clean + Cetane Boost (ADS)

- Combines superior detergency, improved lubricity and increased power in one convenient package

AMSOIL Diesel Recovery (DRC)

- Quickly liquefies gelled diesel fuel and thaws frozen fuel filters



LETTERS TO THE EDITOR

SIGNATURE SERIES

There is concern for the new formula of Signature Series, specifically the concern that this will be a Michelle Obama school lunch formulation and actually be very bad on older vehicles. We don't want a compliant oil; we want the best oil! Will there still be an option to get the pre-Obama Signature Series? We don't want to be forced to pay more just because a vehicle newer than ours is so picky! Most of the AMSOIL users keep older cars for longer periods of time, which is the point of AMSOIL. Changing with the times is one thing, but not at the expense of losing the old options.

Cody Gentry

AMSOIL: Have no fear, Cody. Our track record should speak for itself – each version of Signature Series we've released has outperformed the last, and we always design formulations to deliver maximum protection and performance for their intended applications and audience. That will be the case this time as well. The existing formulation was the best oil we've ever made. The next generation of Signature Series is even better. It will be the new world's best motor oil, and that will be true whether you drive a new vehicle or one that's 30 years old.

HEAVY-DUTY PRODUCT LOOKUP

I want to share some constructive feedback on an essential tool we use regularly: the product lookup application for heavy-duty trucks.

AMSOIL rightly encourages us to open commercial accounts with transportation companies and vehicle fleets. This is a high-potential market, and to succeed, we need to be equipped with the best tools. However, the application currently has a significant shortcoming: the database for the year, make and model lookup stops at the year 2017. This means we are currently missing eight years of truck models. For a Dealer meeting with a fleet manager who operates recent vehicles, this limitation makes our work more difficult and less professional.

An update to this database to include heavy-duty truck models from 2018 to the present would be immensely appreciated and would strengthen our

credibility and effectiveness with these key accounts.

Furthermore, when analyzing the other search options, I question the relevance of the license-plate lookup for determining lubricant specifications. This feature also appears to be limited to the United States.

Thank you for considering this feedback from the field.

Regards,

Bruno Ranger

AMSOIL: You are absolutely correct, Bruno, and we're currently working to fix this issue. We are planning to implement a new set of heavy-duty lookups very soon. Stay tuned. The license-plate and VIN lookups have been very helpful for customers who don't know their exact vehicle information and want to find and buy the correct AMSOIL products for their vehicles. You are correct; this feature is only available for U.S. license plates at this time. We are constantly looking for new ways to improve our Shop by Vehicle tool and we appreciate your feedback.

OW-20 VISCOSITY

I would like to hear the AMSOIL standpoint on the GM* 6.2L recall regarding engine failures caused by OW-20 oil. The recall is updating oil to OW-40. With so many OEMs calling for OW-20, is this really the best oil suited for today's engines or is it strictly a way to meet EPA mandates?

A lot of people are looking to change to OW-40. Can you go into detail on this? Many European OEMs still maintain 40 weight.

Sincerely,

John Cockerill

AMSOIL: Thank you for your letter, John. The GM safety recall is specific to a condition within that particular engine platform. The engine failures are not being caused by the use of OW-20 motor oil; they are occurring because some of the affected engines contain defective parts. GM continues to recommend OW-20 for engines not affected by the recall, including 6.2L engines in the latest models. For engines built to accept it, OW-20 motor oils provide excellent wear protection. We recommend AMSOIL Signature

Series OW-40 (AZF) for customers who have been affected by the recall and instructed by GM to switch to OW-40 motor oil. Customers who have not been affected by the recall should continue using OW-20.

Generally speaking, vehicle owners should stick with the manufacturer's recommended viscosity because that is what the engine is designed for. Oil that is too thick can lead to pumpability issues and lack of lubrication, while oil that is too thin can lead to low oil pressure and premature wear.

Lastly, while European vehicles are quickly transitioning to 20- and 30-weight oils, you are correct that many still recommend 40-weight oil. This again is determined by the engine design and clearances built into the engine. Thanks again for the great questions, John.

ASTERISKS

In the July "Letters to the Editor" column, in a letter by Greg Finnican, there were asterisks beside several items with no explanation of what they were for. Please explain.

Thanks,

Henry S. Winokur

AMSOIL: Good question, Henry. The asterisks appear next to trademarked names for legal purposes. The explanation appears as a footnote on the Table of Contents page and the back cover. It states, "All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use."

Email letters to:
letters@AMSOIL.com

Or, mail them to:

AMSOIL INC.
Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

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



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

Why Does Gasoline Go Bad?

Gasoline is a blend of hydrocarbons and performance-enhancing additives. Over time, this mix can degrade due to chemical and physical changes, leading to poor engine performance and potential damage. The main culprits? Oxidation, evaporation, contamination and polymerization.

Oxidation: The Silent Fuel Killer

Oxidation is the leading cause of gasoline degradation. When hydrocarbons react with oxygen, they form unstable compounds like peroxides. These break down into aldehydes, ketones and acids, which thicken the fuel, reduce its volatility and leave behind sticky deposits. These deposits can clog fuel injectors, carburetors and fuel lines, choking your engine's performance.

Evaporation: Losing the Lightweights

Gasoline contains light, volatile hydrocarbons like butane and pentane. These evaporate easily, especially in warm environments or poorly sealed containers. As these lighter elements disappear, the fuel becomes harder to ignite, leading to sluggish starts and reduced power.

Contamination: Water and Ethanol Don't Mix Well

Water can enter fuel tanks through condensation. Ethanol-blended fuels are especially vulnerable because ethanol absorbs water. Above certain concentrations, this can trigger **phase separation**, where a water layer forms at the bottom of the tank due to its heavier density compared to gasoline. When your engine pulls from this layer instead of pure fuel, it can misfire, stall or experience corrosion.

Polymerization: Gum and Varnish Build-Up

Over time, hydrocarbons and additives in gasoline can link together to form long-chain molecules. This process, accelerated by heat, light and oxygen, creates gum and varnish that coat fuel system components, restricting flow and causing performance issues.

How Bad Gas Affects Your Engine

Degraded gasoline doesn't just sit quietly — it actively harms engine performance. Here's how:

- **Hard starts:** Loss of volatile compounds makes ignition difficult, especially in cold weather.
- **Poor combustion:** Oxidized fuel disrupts combustion, reducing power and increasing emissions.
- **Clogged components:** Gum and varnish block fuel injectors and lines, causing misfires and rough idling.
- **Engine knock:** Lower octane levels from degraded fuel lead to premature detonation, damaging pistons and spark plugs.
- **Corrosion:** Water in fuel promotes rust in tanks, lines and injectors.
- **Phase separation:** Ethanol-water mixture causes stalling and poor combustion.
- **Loss of power:** Altered fuel chemistry reduces energy output.
- **Increased emissions:** Incomplete combustion releases more pollutants.
- **Severe engine damage:** Long-term use of bad gas can lead to costly repairs — or even engine replacement.

How to Prevent Gasoline Degradation

Proper storage is key. Follow these tips:

- Use **airtight, approved containers** to limit oxygen exposure.
- Store in a **cool, dry place**, ideally below 68°F (20°C).
- Choose **opaque containers** to block sunlight and prevent photochemical reactions.

- Add a **gasoline stabilizer** to extend fuel life and protect your engine.

AMSOIL Gasoline Stabilizer: Your Fuel's Best Friend

AMSOIL Gasoline Stabilizer keeps fuel fresh for up to 12 months, making cold starts easier and preventing gum and varnish buildup. It works with ethanol-blended fuels and includes corrosion inhibitors to protect metal components. Compared to Sea Foam Motor Treatment,* AMSOIL delivers...

- **Superior corrosion protection**, even when subjected to salt water.¹
- **8X longer fuel stability** in ASTM D525 testing.²

Keep Your Engine Running Strong

Gasoline degradation is inevitable, but preventable. By understanding the science and using the right products, you can keep your fuel fresh, your engine clean and your performance sharp. Whether you're storing a classic car or lawnmower for winter, smart fuel management keeps your vehicles and equipment ready to roll.

Check out our "How to Choose an Effective Fuel Additive" video and share it with your customers and prospects on social media.



¹Based on independent third-party testing of AMSOIL Gasoline Stabilizer obtained July 1, 2022, and Sea Foam Motor Treatment purchased June 30, 2022, in a modified NACE TM0172 using synthetic sea water per ASTM D665B.

²Based on independent third-party testing of AMSOIL Gasoline Stabilizer obtained July 1, 2022 and Sea Foam Motor Treatment purchased June 30, 2022 in a triple-length gasoline oxidation stability test (ASTM D525) using test fuel containing no oxidation-stability-improving additives.

BRAD LOVELL: BUILD FOR OFF ROAD ADVENTURE RIDE

The MotorTrend original series Build for Off Road showcases aggressive off-road builds operating in challenging off-road environments. Its Adventure Ride episodes feature groups of adventurers traveling through some of the most extreme off-road terrain in the country. This year's Adventure Ride was even more legendary with the addition of multi-time King of the Hammers champion, Off-Road Motorsports Hall of Famer and #TeamAMSOIL racer Brad Lovell.

A Lifelong Passion

Lovell's lifelong love of all things off-road started early, with family adventures in a pop-up camper pulled by his dad's Bronco* in the Colorado Rockies. "We'd go camping and really enjoyed exploring new places and seeing new things," says Lovell. This early exposure to exploration and seeking increasingly tough trails with his brother in their own vehicles fueled a competitive spirit.

But it was witnessing his first Supercrawl rock-crawling competition in Farmington, N.M. that truly sealed the deal. Lovell adds, "It blew my mind. I fell in absolute love with it." That pivotal moment sparked a desire to not just participate, but push boundaries. "My whole challenge is just to see how far we can take this," he said. "What different challenges can we find? That's what's kept me motivated the whole time."

That spirit of adventure and desire to push limits is what inspired Lovell to join the Build for Off Road Adventure Ride.

"Watching what [show host Ian Johnson] is doing; he's always cooking up new crazy ideas and fun,

adventurous things," said Lovell. "AMSOIL has supported our team for many years and is the fabric of who we are. Partnering with AMSOIL and Ian is pretty exciting, and I was thrilled when it came together."

Adding an extra layer of excitement to this adventure is that Lovell is bringing back an old partner to help tackle these trails.

A Seasoned Warrior

Lovell will be bringing his beastly 2007 Ranger* Rock Racer on the Adventure Ride. This machine comes with a serious pedigree, having made its debut at the legendary King of the Hammers (KOH). As Lovell explains, "This vehicle helped us establish our team. It's won 44 races, including competition rock crawls, rock races, hill climbs, and we even won a desert race down in Texas. It's been an extremely versatile and iconic vehicle for us."

This celebrated rig has been battle-tested across a spectrum of off-road disciplines, making it the perfect choice for the Adventure Ride, which will include some intense wheeling in Johnson Valley, the very heart of King of the Hammers.



"King of the Hammers is a big challenge," says Lovell, explaining that the event can be as heartbreaking as it is alluring. It's been a few years since the Rock Racer last competed at KOH, with an impressive second-place finish. However, except for an occasional weekend outing, the legendary vehicle has been idle since. Thankfully, the iconic machine is being dusted off and prepped for new adventures.

Brad's approach to recreational off-roading isn't much different from high-stakes racing. "It's always competitive," he says with a laugh. While a competitive spirit is ingrained in Lovell's DNA, he emphasizes the key differentiator is balance between challenge and camaraderie.

"Enjoying trails can sometimes be hard, because we go to the trails to challenge ourselves and try new things," he said. While he firmly believes off-roading is fundamentally about facing and conquering obstacles, he also stresses the importance of being patient with fellow adventurers, staying open to advice and maintaining a positive attitude. "I encourage my sons and other people I go wheeling with to push their limits. If you're not growing, you're not excelling," he said. "But it has to be at a measured rate."

A Growing Legacy

Adding an extra dimension to the Adventure Ride, Brad won't be the only Lovell on this journey. His son, Adam, will be joining the crew, creating a unique father-son off-road experience. Adam is a seasoned off-roader in his own right, having co-driven to a remarkable victory alongside his dad at the 2025 King of the Hammers Every Man Challenge. Having conquered King of the Hammers together, Brad and Adam bring a unique dynamic to the upcoming Adventure Ride. "Your co-driver is like your mechanic and

your confidante — able to help you fix things," says Brad. "I'm sure he'll do a great job on the Adventure Ride."

Adam will be bringing his own solid-axle, big-tired Ranger creation on the Adventure Ride. "It's a really cool vehicle. I had a Ranger when I was his age," Brad shared proudly. "It's pretty neat to see him following in my footsteps."

"What I absolutely love about off-road is the sense of adventure," Brad says in closing. "That's why I'm so excited to go on this ride. I'm really looking forward to enjoying time with my son and making new friends along the way." Their shared experience in navigating challenging terrain and working as a team will undoubtedly be a valuable asset to the entire group. We can't wait to see father and son side-by-side on the trails.

Watch a video featuring Brad and Adam Lovell as they discuss the Build for Off Road Adventure Ride and their work to prepare the Ranger.



SAVE THE DATES

Be sure to save the dates for upcoming episodes with the Lovells and keep up with additional AMSOIL off-road build and ride content leading up to the Adventure Ride:

12/20/25

AMSOIL on Build for Off Road
Build premiere

1/17/26

AMSOIL on Build for Off Road
Lovell Adventure Ride

1/31/26

AMSOIL on Build for Off Road
Lovell Adventure Ride



A CLOSER LOOK AT HYDRAULIC SYSTEMS

Hydraulics are essential to the operation of commercial equipment, using pressurized fluid to complete jobs that would otherwise be impossible or highly inefficient.

Hydraulic systems operate based on Pascal's Law, which states that pressure applied to a confined fluid is transmitted equally in all directions. This principle allows hydraulic systems to amplify force that allows heavy lifting with precise control.

COMMERCIAL APPLICATIONS

- **Excavators** and loaders use hydraulic systems for digging, lifting and handling materials.
- **Cranes** use hydraulic systems to lift and position heavy loads.
- **Telehandlers** use hydraulic systems for precise placement of materials.
- **Tractors** use hydraulic systems for lifting implements like plows and seeders.
- **Harvesters** use hydraulic systems for cutting, threshing and handling grain.
- **Sprayers and spreaders** use hydraulic systems for even distribution of fertilizers and pesticides.

HYDRAULIC-SYSTEM COMPONENTS

Each component in the hydraulic system plays a specific and important role. Routine inspection and maintenance are critical for keeping systems in peak condition.

Hydraulic Pump

The hydraulic pump converts mechanical energy from an engine into hydraulic energy by pressurizing and circulating fluid throughout the system to power various actuators such as cylinders and motors. Common hydraulic-pump problems include cavitation, wear of internal surfaces and seal failure.

Key Maintenance

- Keep hydraulic fluid clean and free from contaminants.
- Regularly inspect the inlet line for blockages or leaks.
- Perform routine pressure tests to ensure the pump is working at optimal capacity.

Control Valves

Control valves direct the flow of pressurized fluid to specific actuators, regulating the movement, speed and force of the machinery. Common control-valve problems include valve sticking, internal leaks caused by wear in the valve body or seals and damaged linkage or solenoids (in electrically actuated valves).

Key Maintenance

- Clean valves periodically to avoid blockages or debris buildup.
- Inspect for worn-out seals and replace as needed.
- Verify proper calibration and adjust as necessary.

Hydraulic Cylinders

Hydraulic cylinders convert hydraulic energy into mechanical force for lifting, pushing and pulling. Hydraulic fluid enters the cylinder through an inlet port, pushing the piston inside. The movement of the piston extends or retracts the cylinder rod, creating mechanical motion. Common cylinder problems include seal deterioration, rod scoring or pitting, bent rods from overloading or misalignment and fluid leaks around the piston.



Key Maintenance

- Replace seals regularly to avoid leaks.
- Inspect rods for wear, corrosion or bending and repair or replace as needed.
- Ensure cylinders are correctly aligned to prevent undue stress on components.

Reservoir

The reservoir provides a ready supply of hydraulic fluid to the pump, collects fluid returning from the system and helps dissipate heat. Proper fluid levels ensure consistent operation and prevent air from entering the system. Common reservoir problems include contamination, overheating, corrosion and cracking.

Key Maintenance

- Routinely check fluid levels and top off when necessary.
- Use clean, sealed containers when adding fluid to prevent contamination.
- Flush the reservoir periodically to remove debris and sediment.

Hoses and Fittings

Flexible hoses and rigid pipes transport hydraulic fluid, while fittings connect hoses to other components to ensure secure, leak-free connections. Common hose and fitting problems include abrasion or cracking, burst hoses and loose or leaking fittings.

Key Maintenance

- Routinely inspect hoses for cracks, kinks or abrasion marks.
- Secure hoses properly with clamps to prevent rubbing or pinching.
- Replace fittings that show corrosion, wear or inadequate sealing.

Filters

Filters are located at key points in the hydraulic system, including the reservoir outlet and return lines, to trap contaminants before they enter the pump

or other components. Common filter problems include clogging and bypass-valve activation that allows unfiltered fluid to enter the system.

Key Maintenance

- Replace filters at the recommended intervals, or sooner in extreme environments.
- Use filters compatible with the specific hydraulic fluid.
- Monitor filter pressure indicators to identify blockages early.

THE ROLE OF HYDRAULIC FLUID

Hydraulic fluid is the primary medium through which energy is transferred in a hydraulic system. It is responsible for the following tasks:

Power Transmission

The hydraulic fluid transmits energy from the pump to the actuators, including hydraulic cylinders and motors. High-pressure fluid generates the force necessary to perform operations.

Component Protection

The hydraulic fluid reduces friction and cushions moving parts, preventing premature wear and overheating. For example, the pistons in a hydraulic cylinder rely on the hydraulic fluid to create a smooth, continuous motion.

Heat Dissipation

The hydraulic fluid helps absorb and transfer heat away from critical components.

Sealing Properties

Hydraulic fluid helps form a seal within cylinders to maintain pressure and prevent internal leaks.

Contaminant Removal

Hydraulic fluid helps carry contaminants to the reservoir, where filters remove them from the system.

Hydraulic-Fluid Maintenance

Hydraulic fluid absorbs dirt, water and other impurities during operation, reducing protection and performance. Staying on top of fluid maintenance ensures consistent protection and performance, while reducing the risk of costly repairs and downtime.

AMSOIL HYDRAULIC OILS

AMSOIL hydraulic oils provide significant benefits and cost savings.

AMSOIL Synthetic Anti-Wear Hydraulic Oil

ISO 22 (AWG), ISO 32 (AWH), ISO 46 (AWI)
Offers superior protection for hard-working hydraulic systems from the stress of high-pressure, high-load and heavy-duty operations.

AMSOIL Synthetic Multi-Viscosity Hydraulic Oil

ISO 22 (HVG), ISO 32 (HVH), ISO 46 (HVI), ISO 68 (HVJ)
Cost-effective formulation that provides all-season protection and reliable operation in most types of hydraulic systems.

AMSOIL Commercial-Grade Hydraulic Oil

ISO 32 (HCG32), ISO 46 (HCG46), ISO 68 (HCG68)
Formulated to protect industrial and mobile hydraulic applications. Resists oxidation, fights corrosion and inhibits foam to help maintain component cleanliness and promote efficient operation.

AMSOIL Synthetic Biodegradable Hydraulic Oil

ISO 46 (BHO)
Synthetic formulation delivers the ideal combination of excellent biodegradability and wear protection for mobile and stationary hydraulic applications.



Bulk Dispensing Brings Dealers Even Greater Success

AMSOIL has partnered with Alemite and Fluidall to offer industry-leading equipment with the AMSOIL Bulk-Dispensing Program to help Dealers grow sales with installers and large-volume commercial accounts. We interviewed independent AMSOIL Dealers Dan Nimitz, Dusty Wilcox, Michael Scott and Rodney Surratt to gain further insight into how they've found success using the AMSOIL Bulk-Dispensing Program.

AMSOIL: How have you identified bulk-dispensing opportunities?

Dan Nimitz: My first bulk-dispensing account was a local installer that began purchasing AMSOIL products in case quantities of gallons and quarts. As their sales of our OE Motor Oil gradually increased, I introduced them to the bulk-dispensing equipment. Presenting them with the Bulk-Dispensing Program and showing them the savings of purchasing bulk vs. individual cases was a win-win situation for both the account and AMSOIL. We have since sent this account their second piece of equipment and their sales continue to grow.

Dusty Wilcox: The two bulk-dispensing customers that I have were current regular, buying retail accounts. I saw that I could bring down their cost per quart by a good bit with how frequently they had to purchase. Bulk dispensing would also free up space and waste.

Michael Scott: One of my auto-repair shops asked me if there were bulk tanks available to replace the 55-gallon drums. Once the first shop was introduced to the bulk-tank approach, I offered the same to my other accounts who were buying 55-gallon drums.

Rodney Surratt: I like targeting family-owned businesses, because we're like small family-owned businesses. All independent Dealers are small independent Dealers, and usually it works very well going for customers that are family owned, because they like to support each other. You can get big commercial accounts, since they're often family owned too. But if you try going up against big retail giants, it's



Dan Nimitz



Dusty Wilcox



Michael Scott



Rodney Surratt

hard to get into those doors. I would say powersports, landscaping and grading companies are real excellent choices of getting bulk dispensing with.

AMSOIL: How do you approach conversations with potential bulk-dispensing customers?

Nimitz: I look at their purchase history to make sure that the dispensing-equipment program makes sense. Then I calculate their savings of purchasing bulk vs. cases, breaking the cost savings down to the individual gallon. All of this, coupled with the volume-discount schedule and ease of the program, make for a persuading conversation.

Wilcox: When I have customers buying different package sizes and buying the same product frequently, I have approached some of the customers to try and get them to switch to using different dispensing methods.

Scott: The last shop that I supplied bulk tanks to was pumping from six different 55-gallon drums. I asked if they would be interested in switching over to bulk tanks and they were elated that they could eliminate all the barrels that were taking up a bunch of floor space. We

were able to put in six tanks tucked back into a corner, out of the way of workers on the shop floor. The technicians really appreciated getting away from the hand pumping of the 55-gallon barrels.

Surratt: I always offer it right up front. I say, "We do have bulk, and we do have bulk-dispensing units that we can provide to you with a five-year warranty. You just have to sign a two-year contract with me." Some people are not ready and don't have the volume yet. But you can kind of tell by how they start using AMSOIL products. They might start out small, but then they see it's a good price and good product to market and use to make customers feel like they're getting the very best. Then, they can step up and get it in bulk. And once they go bulk, they never slow down – they just start expanding with more and more products.

AMSOIL: What key selling points have helped you close bulk-dispensing deals?

Nimitz: Showing the account the savings of purchasing bulk vs. individual cases was the main driver. I broke down the pricing and showed the account the cost per quart or gallon when purchasing

both ways. I made sure to include the volume discounts that the account would earn. I also printed a report that showed their purchase history of cases to prove that they do enough business to support the transition to bulk and satisfy the equipment purchase agreement.

Wilcox: First, I would say that the customer has no initial buy-in other than just the product they will use. Also, the low commitment to get the dispensing equipment to them at no cost. Even in the smallest and tightest shops you can help the customer; they just need to be willing to see it.

Scott: The key selling point was that there would be no cost to the shop and once they met the minimum order requirements, the tanks would become theirs. For the techs, they loved just having to open the spigot rather than pumping with a hand pump. Much cleaner and less oil spillage with the bulk tanks.

Surratt: I've told my customers they can get their product in 55-gallon dispensing with a cart, or they can get it in a three-in-one tote system. Some have elected to do the 55-gallon cart dispensing, but a lot of them have the three-in-one tote system, and actually that has helped them grow. Some of them have two or three of those systems now, just because it's so easy for us to see how much fluid they have on hand and the amount of waste that we do not have to throw away like with quarts and gallon jugs every day.

AMSOIL: Have you seen an increase in sales or customer loyalty since offering bulk dispensing?

Nimtz: Oh, absolutely! My sales have increased by over 75% to the installer accounts that have the equipment. A few of them have asked for additional equipment as their sales have grown. Many accounts begin to purchase other AMSOIL products like gear oils and transmission fluids. I currently have 14 pieces of bulk-dispensing equipment out to various accounts.

Wilcox: Absolutely! The first customer bought three drums in the first nine months of last year. After switching to bulk dispensing, they bought five drums in just the remaining two months of 2024, and now eight months into 2025, they have

bought nine drums. The second customer bought 12 drums in the first 10 months of 2024. After switching to bulk dispensing, they bought 12 drums in the last two months of 2024. And now in just the first eight months of 2025, they've bought 26 drums. As you can see with those numbers, I gained much loyalty. These are just the drum numbers. I have gained sales from many other products as well.

Scott: I would say both the sales and customer loyalty have remained about the same. My last installer, however, appears to be increasing in the amount they are ordering and will hopefully influence the other shops recently purchased by the owner. They currently do not sell enough AMSOIL products to buy in drums, but hopefully the example set by the shop with six bulk tanks will affect their mindset on buying more AMSOIL products to make it worthwhile to buy in drums and get set up with bulk tanks as well. It's a work in progress

Surratt: Yes, and plus, they have given me a lot of referrals to other companies to get bulk dispensing for their businesses too. It's a great thing to have.

AMSOIL: Do you use the AMSOIL Bulk-Dispensing Co-op Program to help with dispensing-equipment costs?

Nimtz: Absolutely! Offering the equipment at no cost to the account is a huge benefit. As a Dealer, I do not look at the equipment as a monthly cost, but rather as a valuable sales tool to build my relationship with the account. A few other local bulk-oil distributors charge the customer for this type of equipment.

Wilcox: Yes. I would see no reason to add that cost to the customer. I have recouped my cost from the investment probably within the first six months of signing the contracts.

Scott: Absolutely. The AMSOIL Retail Program manager and crew have been fantastic in helping with the ordering and shipping of the bulk tank equipment.

Surratt: Yes. It's easy. You'll get a date set up when the bulk dispensing is going to arrive, and usually I get there and help put it together for the customer and show them how to work it. After that, I leave it up to them to do it, because it's their company and business.

AMSOIL: What advice would you give to other AMSOIL Dealers who are considering getting into bulk dispensing?

Nimtz: Do not refrain from presenting the opportunity to them. The potential gain from the conversation can be significant. Monitor their sales and if you see an uptick or increased sales of a certain product, perform some simple math and present the case to them. Many accounts may not know about the additional savings with purchasing bulk, not to mention the volume discounts, and the dispensing-equipment program is the extra push some need.

Wilcox: Call the AMSOIL commercial or retail teams and ask them for help to be well informed. Ask any willing Dealers in your upline to give what assistance they can. After getting a good understanding of the program, it sells itself. Be sure to understand your customers, show them the problem they have and then show them the solution AMSOIL bulk dispensing can do for them.

Scott: If your customer is purchasing 55-gallon drums on a regular basis, you should ask if they would be interested in switching to bulk tanks.

Surratt: You just have to get the product buildup first and then try to approach it. Watch your customers' order history and offer it to them as they grow in using AMSOIL products. After you get customers on board with bulk dispensing, they really trust you. I've never had any customer buying in bulk stop buying from me. They just continue buying more and more. AMSOIL is a great product, and service sells well too. I'm big on servicing accounts. You've got to show your customers that you care.

For more information about the AMSOIL Bulk-Dispensing Program, see the U.S. Bulk-Dispensing Co-op Program and Canadian Bulk-Dispensing Co-op Program documents in the Dealer Zone under Digital Library>Literature>Dealer Literature or call the AMSOIL inside sales representatives at 715-399-6477.



TWO-STROKE



Two- and Four-Stroke Engine Applications and Lubrication Needs

Two-stroke and four-stroke engines are designed differently and operate under different conditions, requiring different lubrication methods.

Internal combustion engines are used to produce mechanical power from the chemical energy contained in hydrocarbon fuels. The power-producing part of the engine's operating cycle starts inside the engine's cylinders with a compression process. Following compression, the burning of the fuel-air mixture releases the fuel's chemical energy and produces high-temperature, high-pressure combustion products. These gases expand within each cylinder and transfer work to the piston, producing mechanical power to operate the engine.

Each upward or downward movement of the piston is called a stroke, and the two commonly used internal combustion engine cycles are the two-stroke cycle and the four-stroke cycle. The terms "two-cycle" and "two-stroke," as well as "four-cycle" and "four-stroke," are often interchanged.

Two-Stroke and Four-Stroke Differences

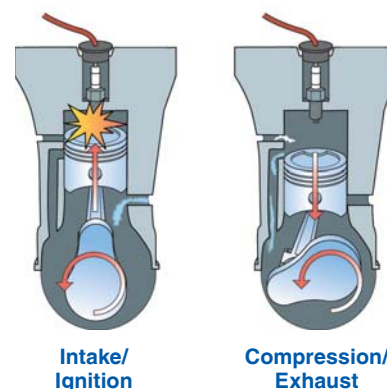
The fundamental difference between two-stroke and four-stroke engines is in their gas-exchange process, or more simply, the removal of the burned gases at the end of each expansion process and the introduction of a fresh mixture for the next cycle. A two-stroke engine has an expansion, or power stroke, in each cylinder during each revolution of the crankshaft. The exhaust and the charging processes occur simultaneously as

the piston moves through its lowest or bottom center position.

In a four-stroke engine, the burned gases are first displaced by the piston during an upward stroke, and a fresh charge enters the cylinder during the following downward stroke.

Four-stroke engines require two complete turns of the crankshaft to make a power stroke, compared to the single turn necessary in a two-stroke engine. Two-stroke engines operate on 360° of crankshaft rotation, whereas four-stroke engines operate on 720° of crankshaft rotation.

Combustion cycle of a two-stroke gasoline engine



FOUR-STROKE



Applications

Two-stroke engines are generally less expensive to build compared to four-stroke engines, and they are lighter and can produce a higher power-to-weight ratio. For these reasons, two-stroke engines are ideal in applications such as chain-saws, weed trimmers, outboard motors, off-road motorcycles and racing applications. Two-stroke engines are also easier to start in cold temperatures, making them ideal for use in snowmobiles. Four-stroke engines, on the other hand, produce more torque at lower rpm, generally providing greater equipment durability than high-revving two-stroke engines, while also providing greater fuel efficiency and lower emissions. For these reasons, four-stroke engines are ideal in applications such as motorcycles, ATVs and personal watercraft.

Four-Stroke Lubrication

Four-stroke engines are lubricated by oil held in an oil sump. The oil is distributed through the engine by splash lubrication or a pressurized lubrication pump system; these systems may be used alone or together.

Splash lubrication is achieved by partly submerging the crankshaft in the oil sump. The momentum of the rotating crankshaft splashes oil to other engine components such as the cam lobes, wrist pins and cylinder walls.

Pressurized lubrication uses an oil pump to provide a pressurized film of lubricant between moving parts such as the main bearings, rod bearings and cam bearings. It also pumps oil to the engine's valve guides and rocker arms.

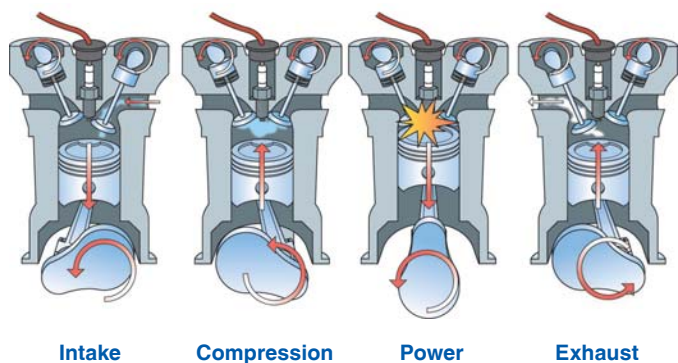
Two-Stroke Lubrication

Two-stroke engines collect some oil beneath the crankshaft; however, two-stroke engines employ a total-loss lubrication system that combines oil and fuel to provide both energy and engine lubrication. The oil and fuel are combined in the cylinder's intake tract and lubricate critical components such as the crankshaft, connecting rods and cylinder walls.

Oil-injected two-stroke engines inject the oil directly into the engine, where it mixes with the fuel, while pre-mix two-stroke engines require a fuel-oil mixture that is combined before being installed in the fuel tank. In general, two-stroke engines are known to wear more quickly than four-stroke engines because they don't have a dedicated lubricant source; however, high-quality two-stroke oil significantly reduces engine wear.

AMSOIL provides a full line of premium synthetic two- and four-stroke oils that provide outstanding protection and performance for recreational and work equipment.

Combustion cycle of a four-stroke gasoline engine



BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



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Pricing**

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every order



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Promotions**

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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 (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"> • 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

October Closeout

The last day to process October orders is Friday, Oct. 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 October business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Thursday, Nov. 6.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Oct. 13 for Thanksgiving Day.

AMSOIL Synthetic Greases Produced by Aerospace Lubricants Available Soon

AMSOIL acquired Aerospace Lubricants in June 2024 with a commitment to invest in enhancing the capabilities and capacity of the operation. We have spent the past year fulfilling that commitment and partnering with the Aerospace team to bring upgraded AMSOIL grease formulations to market. Thanks to the expertise of the Aerospace and AMSOIL Product Development teams and the investments we've made in production equipment, the recent backorder issues faced by Dealers and customers are coming to an end and several AMSOIL grease products produced by Aerospace in Columbus, Ohio will roll out over the next six months. You might notice some changes in color, packaging or base-oil viscosity in the new formulations. The new formulations will deliver enhanced protection and performance, providing equal or superior benefits compared to previous formulations – while maintaining full compatibility.

- AMSOIL NLGI #2 100% Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR2)
- AMSOIL NLGI #2 100% Synthetic Polymeric Off-Road Grease (GPOR2)
- AMSOIL 100% Synthetic Multi-Purpose Grease (GLC)
- AMSOIL 100% Synthetic Water-Resistant Grease (GWR)
- AMSOIL NLGI #1 100% Synthetic Polymeric Off-Road Grease (GPOR1)
- AMSOIL NLGI #1 100% Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR1)

AMSOIL Commercial and Retail Inside Sales Team Update

We've reorganized the AMSOIL Inside Sales Team to provide increased Dealer support and efficiency. Rather than being split between commercial and retail teams, all team members have been trained to handle both programs, providing one-call resolution for both commercial and retail questions. We've also established an Inside Sales direct number at (715) 399-6662. While team members will still maintain their direct phone numbers, the new number will help increase speed and efficiency.

New Interactive Commercial Equipment Pages

We've developed several new interactive commercial equipment pages on the AMSOIL website (Buy for Business>For Your Commercial Equipment: Learn More>Is the AMSOIL Commercial Program Right for Your Business?) designed to show prospective and current commercial accounts the full breadth of AMSOIL products available for their vehicles and equipment. They will also help you familiarize yourself with the common vehicles and equipment found in commercial markets and the AMSOIL products available to protect them.

These interactive, graphically driven pages cover each of the five commercial markets on which we focus: excavators/off-road contractors, trades/construction contractors, lawn & landscape contractors, regional fleets and agriculture. Each market page includes links to common equipment used in that market. For example, the excavators/off-road contractors page features links to interactive excavator, skid-steer, dump truck, bulldozer and wheel loader pages. Each interactive application page reveals the AMSOIL products recommended for that piece of equipment.

Take some time to explore these new assets and share them with your commercial accounts and prospects. Email or text pages directly to them using Dealer-number transferring links to ensure you receive credit for all registrations and sales.

ATV/UTV Kit Consolidation

Today, we sell separate U.S. and Canadian ATV/UTV Kits. The kit contents are identical except that kits sold in Canada feature English and French packaging to comply with Canadian regulations. To improve operational efficiencies, we are consolidating ATV/UTV Kits into a single kit to be sold in both countries. Moving forward, all ATV/UTV Kits will include English and French packaging and the separate Canadian product codes are discontinued.

PRODUCT	EXISTING CODE	NEW CODE
AMSOIL ATV/UTV Kits For Can-Am® Vehicles	CK4C	CK4
AMSOIL ATV/UTV Kits For Can-Am Vehicles	CK5C	CK5
AMSOIL ATV/UTV Kits for Polaris® Vehicles	PK1C	PK1
AMSOIL ATV/UTV Kits for Polaris Vehicles	PK2C	PK2
AMSOIL ATV/UTV Kits for Polaris Vehicles	PK3C	PK3
AMSOIL ATV/UTV Kits for Polaris Vehicles	PK4C	PK4

This is a rolling change, so Canadian orders will continue being fulfilled with the existing codes and existing-labeled product until current inventory is exhausted.



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.

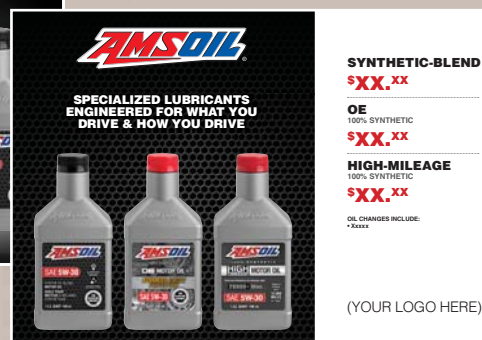
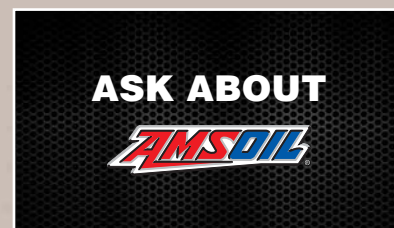
AMSOIL PRINT CENTER

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

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OIL CHANGES INCLUDE:

40000

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Jamie Prochnow | RETAIL PROGRAM MANAGER

Why target certain markets?

AMSOIL has identified key types of businesses with which Dealers have found the most success.

As independent AMSOIL Dealers, your time is valuable. We know you have a lot going on, which is why we worked hard to identify key markets within the commercial and retail channels so you can focus your energy toward areas in which you can be successful. As I've mentioned in previous articles, a lot of research went into building the AMSOIL value propositions. We worked with outside research firms, talked to Dealers and customers and looked internally at where we would be most successful. We want to make sure your efforts are successful with the limited time you have.

When we looked at the Commercial Program, we identified five key markets:

- Excavators and off-road contractors
- Trades and construction contractors
- Lawn and landscape contractors
- Regional fleets
- Agriculture

For the Installer Program, we identified four key markets:

- Quick lubes
- Service garages
- Specialty shops
- Powersports service garages

All these key markets have several things in common. They all have large sectors that are still independently owned. Most are small- to medium-sized companies. And, most importantly, they're found in your local communities.

When we say "independent," we mean they are not large chains or franchises. This is important because it means they have the ability to choose the products best for them. They aren't beholden to a franchise contract or a decision-making entity not involved in the day-to-day operations. This allows for greater access to decision makers who will understand the AMSOIL value proposition and be able to experience the benefits.

Small to medium is another key piece of the puzzle. While we sell and work with many large companies, the vast majority are small- to medium-sized within their industry. These are the customers not receiving attention and extra customer service from other lube companies we compete against. It's also the right size for an independent AMSOIL Dealer to be able to provide service effectively. And, there is less pricing pressure from companies looking to just move gallons through an outfit to boost their bottom line.

Lastly, these target markets are all found in your community. They're local. They sponsor local sports teams, and reputation is a critical part of their ability to operate. In a lot of cases, you may know them or are a customer of theirs.

All of these points – independent, small- to medium-sized and local – create a great selling opportunity for a Dealer who is also all three. You have common ground.

To help you further dive into these industries, we've created market briefs for each one of the target markets to help you sell. While the information for commercial and retail is slightly different, many of the categories are the same. The market briefs will help you identify who the key decision makers are, provide a quick market snapshot of their typical business operations and walk through some challenges and pain points. For the commercial briefs, we dive a little deeper into the different segments within the target market and provide a list of the most common equipment that will be found. All will show what products these customers need for their equipment. All of the market briefs can be found in the Dealer Zone under Commercial Business Tools and Retail Business Tools.

Thanks to the Dealer network, we're seeing great success in these markets already. If you haven't thought about selling to one of these customer types, now's the time. Use the market briefs and the AMSOIL sales process to grow your business and increase sales. As always, happy selling.

Build High-Volume Account Sales

AMSOIL offers industry-leading equipment with the AMSOIL Bulk Dispensing Co-op Program to help you grow sales with retail installers and large-volume commercial accounts.

HOW IT WORKS

- You purchase bulk dispensing equipment and supply it to your account in exchange for the account agreeing to a two-year minimum purchase commitment.
- AMSOIL subsidizes the equipment cost and automatically deducts the remaining balance from your commissions over a two-year period.

BENEFITS

- Help gain and retain accounts that prefer buying in bulk or are looking for better pricing.
- Overall, accounts' average monthly purchase totals have doubled after enrolling in the program.



ALEMITE OIL TROLLEY PACKAGE MODEL 343509:

- Oil package includes 3:1 RAM pump for 55-gallon drums (9918-A).
- HD reel with 30' hose - 1/2" inlet/outlet (7335-B).
- Electronic meter with flexible extension (3671).
- Air control with filter/regulator/gauge (7936).



FLUIDALL GRAVITY FEED TOTE-A-LUBE SYSTEM, T120-70-70:

- Designed for oil storage.
- (1) 120-gallon tank.
- (2) 70-gallon tanks.
- 24" stand.
- Drip tray assembly & dispense kit.
- 36" W x 44" D x 105" H.
- Transfer pump required.

ALEMITE TOTE MOUNTING PACKAGE MODEL 1450-IBC:

- Designed for 275-gallon totes.
- Model 9968 RAM 5:1 pump.
- Mounting brackets for reel and pump to attach to steel frame of tote.
- Connector hoses.
- Filter regulator.
- LD oil hose reel (1/2" x 35').
- Sight gauge.



FLUIDALL GRAVITY FEED TOTE-A-LUBE SYSTEM, T70-3:

- Designed for oil storage.
- (3) 70-gallon tanks.
- 24" stand.
- Drip tray assembly & dispense kit.
- 36" W x 44" D x 87" H.
- Transfer pump required.



ALEMITE TELESCOPING BARREL PUMP MODEL 6796:

Alemite Manual Pumps are available at AMSOIL.com/AMSOIL.ca for purchase at a discounted rate. Regular shipping and tax charges apply. Available in United States and Canada.

- Fits all containers up to 55-gallon (208-liter) drums.
- Floating check valve allows liquids to drain back from pump when not in use

For more information on the AMSOIL Bulk Dispensing Program, see the AMSOIL Bulk Dispensing Co-op Program Guide in the Dealer Zone (Digital Library>Literature>Dealer Literature).



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Launching this fall. Watch for an announcement.

