



► DEALER EDITION

MAGAZINE

SEPTEMBER 2025

A close-up photograph of a mechanic's hands, wearing black nitrile gloves, working on an engine. The mechanic is holding a can of AMSOIL oil, which has a label that reads 'OIL FILTER' and '5,000-MILE OIL CHANGE INTERVAL'. The mechanic's left forearm is visible, showing a detailed tattoo of a skull and mechanical parts. The background is a blurred workshop environment with blue lighting.

HOW LUBRICANTS WORK

| PAGE 8

Store Equipment with Confidence | PAGE 10

STAY COOL UNDER PRESSURE

Summer heat and tough jobs present a threat to your engine. AMSOIL provides advanced antifreeze and coolant formulations engineered to protect your vehicle under the toughest conditions.



AMSOIL PROPYLENE GLYCOL ANTIFREEZE AND ENGINE COOLANT (ANT)

- **Greatly** surpasses industry standards for metallic corrosion and erosion.
- **Phosphate-, nitrate-, nitrite-, silicate-, borate- and amine-free.**
- **Compatible** with all other antifreeze and coolant colors.



AMSOIL PASSENGER CAR & LIGHT TRUCK ANTIFREEZE & COOLANT (ANTPC)

- **Unique** poly-organic acid (OAT) formulation allows for use in a wide variety of vehicles.
- **Engineered** to exceed OEM requirements.
- **Protects** all cooling system metals, gaskets and hoses.
- **Phosphate-, nitrate-, nitrite-, silicate-, borate- and amine-free.**
- **Compatible** with all other antifreeze and coolant colors.



AMSOIL HEAVY-DUTY ANTIFREEZE & COOLANT (ANTHD)

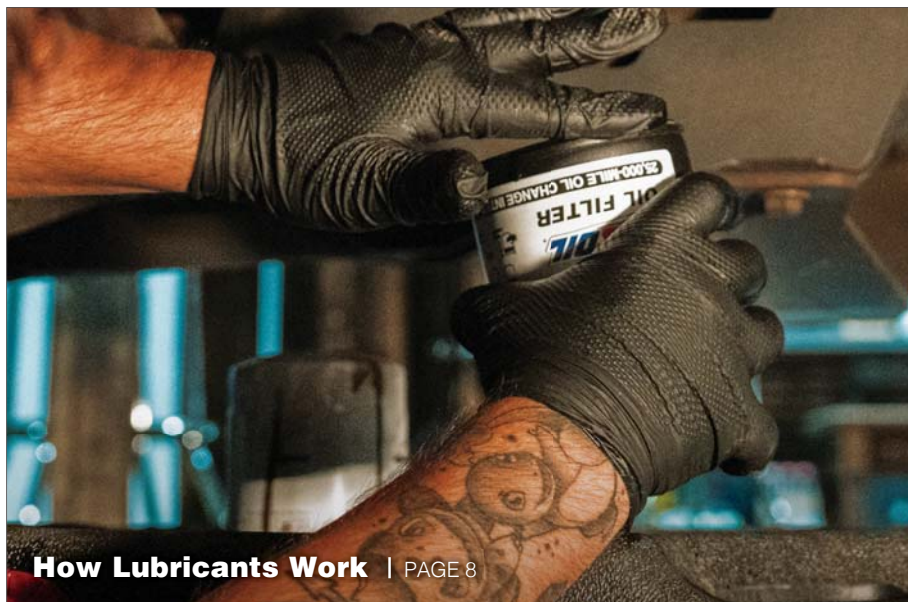
- **Eliminates** need for supplemental antifreeze/coolant additives (SCAs) or extenders.
- **Proprietary** hybrid organic acid technology (HOAT) formulation is further enhanced with anti-scalant, anti-fouling and water-pump lubrication additives.
- **Phosphate-, nitrite-, silicate-, borate- and amine-free.**
- **Compatible** with all other antifreeze and coolant colors.





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

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Printed by Arrowhead Printing
Duluth, MN USA.

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**THE COVER**

Lubricants must perform seven major functions, and each offers an opportunity to maximize protection and performance.



From the Chairman

Recently, a friend of mine was cleaning out a storage closet with his kids. One of the kids grabbed a VCR off a shelf and asked, "what is this?" He enjoyed a good laugh over it and explained the ancient device's purpose in "the olden days." In the late 1900s, many Friday nights revolved around going to the local video rental store, browsing the selection and choosing a couple movies to enjoy. It was a staple of American life. Video rental stores were everywhere, and Blockbuster* Video was the market leader with more than 9,000 stores worldwide. Today, only one store remains from the once-ubiquitous chain. As Netflix* and other streaming services began beaming movies on demand into people's homes, Blockbuster held strong to its existing model. Netflix even offered to sell to Blockbuster in 2000 for \$50 million. Blockbuster declined. From \$6 billion in revenue in 2004 to filing for bankruptcy in 2010, Blockbuster's fast and sad decline provides some valuable lessons for business leaders. Companies must stay attuned to technological advances and be willing to pivot their business model.

History is littered with similar examples. Despite inventing the digital camera, Kodak* clung to its film-based business model, fearing cannibalization of its core revenue. The company filed for bankruptcy in 2012 as competitors dominated the digital photography market. Lessons: Embracing innovation, even at the cost of short-term revenue, is essential for long-term survival. Nokia* failed to foresee the smartphone revolution and stuck with its traditional phones. By 2013, its market share in smartphones had dropped to 3%, leading to its sale to Microsoft.* Lessons: Continuous innovation and understanding market shifts are vital to maintaining leadership. Sears*

neglected e-commerce and failed to modernize its business model, losing out to Amazon* and Walmart.* The company filed for bankruptcy in 2018, marking the decline of a once-dominant retail giant. Lessons: Embracing digital transformation is non-negotiable in the modern retail landscape. Volkswagen* manipulated emissions tests to meet regulatory standards, compromising ethical practices. The company paid more than \$30 billion in fines and settlements, severely damaging its reputation. Lessons: Ethical leadership and compliance with regulations are critical for long-term trust and success.

These examples underscore the importance of visionary leadership, ethical practices and adaptability to create strong, sustained success. I am happy to say that the AMSOIL leadership team checks all those boxes and more. We have assembled a group abundant with integrity, determination and expertise.

In July, we made some organizational changes to optimize our business for future growth. Rob Shama has more than 40 years' experience in the chemical industry, including 30 years with Afton Chemical.* Rob officially joined AMSOIL in 2023 as Chief Marketing Officer (CMO) and Sr. VP, Strategic Marketing, bringing tremendous insights and excellent leadership to the team. Rob is now Chief Revenue Officer (CRO) and oversees Sales and Marketing for all business units at AMSOIL.

Malissa Gallini is now Chief Operating Officer (COO). She is directly responsible for all aspects of manufacturing and supply chain and will lead the larger Operations group. Malissa joined the team in

November 2024 as Chief of Staff and VP, Strategic Planning. Her impact was immediate. Malissa has a strong leadership background, having served as VP of Manufacturing in the specialty chemical industry managing operations at multiple plants. Her background includes commercial aftermarket leadership in the aviation industry and in the military, where she served two tours overseas as an engineer officer.

Deena Peterson is now Sr. VP, Finance. With nearly 30 years at AMSOIL, Deena has developed a unique understanding of our business and demonstrated outstanding leadership of our Finance and Accounting teams. Her loyalty, acumen and integrity are second to none.

Lee South is now Sr. VP, Information and Digital Technologies. Over the past 18 years with AMSOIL, Lee has demonstrated exceptional leadership, dedication and strategic thinking. Lee will continue to lead AMSOIL Information and Digital Technologies teams with a special focus on AI strategy and development.

This group, along with the rest of the Strategic Leadership Team, exemplifies leadership. Their expertise, determination and vision will help ensure AMSOIL remains adaptable, ethical, innovative and customer-centric. We are building strength and prepared for whatever the future holds – even if it brings a return of the VHS tape (we have a VCR in the basement).

Alan Amatzio
Chairman & CEO



**NEW
DESIGNS
AVAILABLE**



Customized Marketing Solutions to Power Your Dealership

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

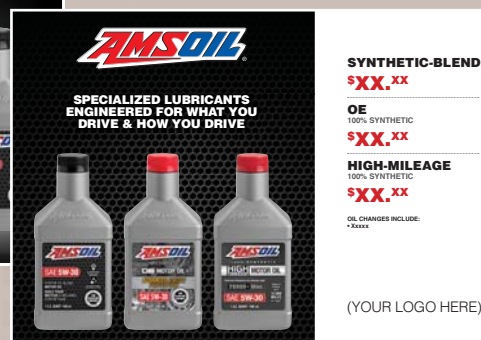
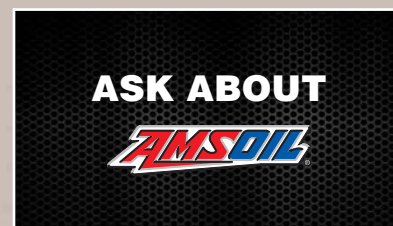
AMSOIL PRINT CENTER

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

AMSOIL INSTALLER PRINT CENTER

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

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



SYNTHETIC-BLEND

\$XX.XX

OE

100% SYNTHETIC

\$XX.XX

HIGH-MILEAGE

100% SYNTHETIC

\$XX.XX

OIL CHANGES INCLUDE:

40000

(YOUR LOGO HERE)

LETTERS TO THE EDITOR

SHIPPING

Over the past month I have made orders that shipped out of Portland. The first was damaged in shipping and returned to AMSOIL before I ever saw it. I had to call in a replacement order. The second arrived with the box tape broken, but otherwise intact minus minor leakage from the new detailing products where they had shifted and tipped over in the box. The third order contained three different boxes. The first was damaged, repacked and retaped by UPS.* I only lost one item, but most items' packaging or labeling were not what I would expect to see as new on a shelf. The second box had the corner crushed and the tape broken on both ends of the box. The third, which only contained a CK5 kit, was unscathed.

I know AMSOIL has made changes to their order-fulfillment system and might be struggling with growth, but having damaged shipments is far too common these days. The issue is not just from Portland; many Dealers have complained about this in the various Facebook* groups.

I can deal with the longer shipping times we now experience, but when I wait 3-4 days instead of 2-3 days and it shows up damaged, it's extremely frustrating. My Amazon* packages NEVER show up as bad as my AMSOIL packages. Why is that?

Ron Wright

AMSOIL: *We are disgusted to hear that, Ron. That is the exact opposite of the experience we want you, other Dealers and our customers to have. But your feedback is valuable as it allows us to investigate and identify things that can be improved. We are currently testing corrugated shipping boxes with thicker walls to reduce the possibility of damage during shipping. We are also working with our carrier partners on identifying process improvements through their delivery networks. We will continue this work until the problem is solved. Thank you for sharing with us, and thank you for your continued support and business.*

DECALS

What happened to the free 4" decal with each order? The past 3 orders I placed did not have a decal included.

Matt Smith

AMSOIL: *Wow, Matt, we're surprised and disappointed to hear that. Every order is supposed to include a decal. Mistakes do happen and occasionally one is missed, but three in a row is something else. We'll send you a few extras to make up for it.*

MOTOCROSS

I am an AMSOIL Dealer and have been using AMSOIL while racing dirt bikes in motocross/enduro since 1973, a long time! I go to many AMA races too and set up an AMSOIL tent for retail sales between races. I also sponsor the National 125cc Vintage motocross champion for the past four years, Jerry Mattox, and he is the #1 champion for 2021, 2022, 2023, 2024 and so far 2025.

I have seen a steady lack of interest by AMSOIL in products offered to dirt bikes, plus less race-day sponsorship at the tracks and any new offerings of more AMSOIL products to the ever-growing dirt-bike community.

Motocross jerseys = Discontinued
Racing stickers = Gone away
AMSOIL Flags = Discontinued
AMSOIL Bags = Discontinued

Just to name a few; things that matter. It's all in the details. How about AMSOIL racing gloves? For ATV's too! Nope, discontinued.

One last thing: there is also no foam air-filter spray in a can like all of the competition has. PJ1,* Bel-Ray,* Maxima,* UNI,* VP,* K&N,* Tusk* and, oh yes, even Lucas* all have air-filter spray available, for years now! We are NOT best in class. Why doesn't AMSOIL have it? It is used every race. Wake up, R&D! We are leaving money on the table, my friends. I could sell cases of it!

Is it too hard to put DOMINATOR® 2-Stroke in a spray can? It would be another arrow in our quiver to sell rather than give it to a competitor.

In closing, we provide just two offerings for fork oil: light and/or medium. What is the weight? 5, 10, 15 or 20 weight? Who knows? No weight given on either, plus we need a 30-weight heavier and put the weight right on the bottles. Bel-Ray does it; why not AMSOIL?

Thanks,

Russell Watters

AMSOIL: *Thank you for your longtime support of AMSOIL, Russell, and congratulations on sponsoring a champion. Our sponsorship of dirt-bike racing has evolved through the years to include a variety of organizations and locations, but our overall support for the sport remains strong. AMSOIL is currently the Official Oil and presenting sponsor of the AMA Amateur National Motocross Championship (Loretta Lynn's), and the Official Oil of the Swap Moto series on the West Coast. We can understand why you would be disappointed in the discontinuation of the items you mentioned. We regularly rotate our promotional offerings according to demand and various trends, so similar items may very well make a return. Feedback from Dealers weighs heavily in these decisions, so we appreciate your input and we've shared all of your comments with the right people for future consideration.*

AMSOIL Foam Filter Oil was discontinued several years ago due to low demand; however, we have recently re-evaluated this opportunity and we're happy to report that a new filter oil is coming soon. While there are no standards for classifying fork oil, Shock Therapy® Light would be a 5 weight and Shock Therapy Medium would be a 7.5 weight according to a commonly used method that measures viscosity at 100°C. As we explore opportunities for new products in the dirt-bike market, we will definitely keep heavier shock oils on the table for consideration. Meanwhile, our core offering for dirt-bike riders remains intact, including AMSOIL Dirt Bike Oil, AMSOIL Dirt Bike Transmission Fluid and AMSOIL Chain Lube.

Email letters to:
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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

Head Gaskets

Understanding a Critical Engine Component

The head gasket is one of the most important parts of an engine. Its role is to seal the cylinder head to the engine block. Sounds simple, but it's much more complicated than just connecting two pieces of metal. There are extreme pressures to hold in, contaminants to keep out and multiple fluids flowing through the cylinder head that need to remain separated. Without it, the engine's performance would decline significantly, risking severe damage.

Why are engines designed to have heads and blocks, not one continuous piece?

You'd think the first thing you should do is build a single structure to eliminate the need for gaskets in the first place. However, there are several key reasons for building engines the way we do today.

Efficient manufacturing: Each component can be cast and machined independently.

Maintenance and repairs: Remove and replace it without dismantling the entire engine.

Thermal expansion: They expand and contract at different rates due to temperature differentials during operation. Separating components avoids undue stress on the engine.

Design flexibility: Allows engine builders to optimize each component for its specific purpose.

Cooling efficiency: The cylinder head and engine block often have distinct cooling requirements. Having them as separate units allows for more precise placement of coolant passages.

What are they made of?

Multi-layer steel (MLS), copper, graphite and elastomers. Modern head gaskets are designed to handle extreme conditions. These materials ensure the gasket remains durable under constant exposure to heat and pressure fluctuations.

Why do they fail?

Improper installation: Over torqued, under torqued, bent/damaged, debris on the surface of the block or cylinder head, poor machining of the cylinder head or block or failure to choose the right gasket thickness.

Over pressurizing: Not matching the gasket to the expected pressures, or head stud capacity and torque, resulting in head stud "stretch" and cylinder head lift.

Excessive heat: Increasing cylinder temperatures or extreme heat/cool cycles.

Damaged head/block: Pre-ignition or cracked block.

General wear and tear: Exposure to constant heat and pressure will eventually lead to failure.

What happens when they fail?

A visible oil leak on the engine's exterior signals a breach in the gasket between an oil passage and the atmosphere. This can cause a burning oil smell in the engine bay, and if ignored, may lead to significant oil loss.

A visible coolant leak on the engine's exterior suggests a gasket breach between a cooling passage and the atmosphere. This may cause white corrosion or scale buildup at the leak site, and if ignored, can lead to significant coolant loss and engine overheating.

Excessive oil consumption and blue tailpipe smoke signal a gasket breach between an oil passage and the combustion chamber. This leads to oil loss, burned oil deposits in the engine and buildup in exhaust aftertreatment systems.

Milky or sludging oil, loss of viscosity and overheating indicate a gasket failure between cooling and oil passages, leading to system contamination, reduced performance and overheating.

Performance loss, misfires and check engine lights suggest a gasket breach between the combustion chamber and atmosphere, often accompanied by an audible sound.

Coolant loss and white tailpipe smoke signal a gasket breach between the cooling passage and combustion chamber. This causes overheating, oil contamination, acid buildup and sludge, while combustion byproducts in the cooling system create air bubbles, deposits and reduced cooling efficiency.

Early detection

Identify anomalies early and avoid costly repairs with these helpful tips:

- Use quality oil and coolants.
- Check oil and coolant levels regularly.
- Conduct routine oil analysis.
- Run compression tests.
- Inspect and maintain the cooling system.
- Watch engine gauges.
- Perform regular visual inspections.

With proper care, the right products and an understanding of how head gaskets work, you can ensure your vehicle performs at its best for many years to come.

HOW LUBRICANTS WORK

A lubricant's primary functions are friction and wear reduction, but lubricants also play other important roles in an engine.

To better understand specifically how lubricants work, it's important to understand why they're used, what kinds of lubrication exist and what specific applications require lubrication.

The Seven Functions of Lubrication

A lubricant must satisfy seven functions.

Minimize Friction

The most common and essential function of lubricants is to minimize friction and wear between components. Lubricants form an oil film on the surface of metals to reduce friction. Reduced friction prevents heating and abrasion on the friction surface.

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, 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

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 transferability tends to be a trait of the base oil's viscosity – lighter oils tend to transfer heat more readily.

Seal

Lubricants 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. A highly functional lubricant film can resist rupture and absorb and disperse these energy spikes over a broad contact area. As the mechanical shock to components is dampened, wear and damaging forces are minimized, extending the component's overall operating life.

The oil pick-up tube screen is virtually free of sludge.



Protect

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

Transfer Energy

Because lubricants are incompressible, they can act as an energy-transfer medium, such as in hydraulic equipment or valve lifters in an automotive engine.

AMSOIL synthetic lubricants are carefully crafted to deliver exceptional results in their intended applications. Their balanced formulations fulfill all critical lubricant functions while emphasizing what matters most: friction and wear reduction.

Signature Series Cleans

AMSOIL Signature Series Synthetic Motor Oil has 50% more detergents^D to help keep oil passages clean and promote oil circulation. It provides 90% better protection against sludge^{DD}.

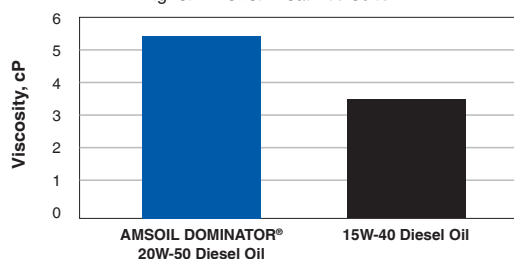
^Dvs. AMSOIL OE Motor Oil
^{DD}Based on independent testing of AMSOIL Signature Series 5W-30 in the ASTM D6593 engine test for oil screen plugging as required by the API SN specification.

DOMINATOR® Protects Better

DOMINATOR Competition Diesel Oil delivers **50% more** film thickness^Q to withstand high cylinder pressures and protect against wear.

HIGH-TEMPERATURE/HIGH-SHEAR (HTHS) VISCOSITY

Higher = Better Wear Protection



^QCompared to the 3.5 cP HTHS limit for SAE 15W-40.

Keeps Turbos Clean

AMSOIL Signature Series Max-Duty Synthetic Diesel Oil provides protection boosted to the max, delivering up to **60% better turbo cleanliness^J** and withstanding the extra demands you place on the turbo when pulling heavy loads or updating the tune for maximum horsepower.

^JBased on specification standards of CAT C13 2nd Ring Top Land Carbon testing.

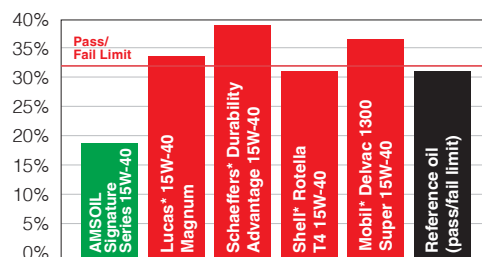
Protects Against Rust

Provides up to **2X better** rust protection.^K

Test results describe and represent properties of oils that were acquired on the dates listed in Table 1 (see www.amsoil.com/rusttest.aspx). Results do not apply to any subsequent reformulations of such oils or to new oils introduced after completion of testing. All oils were available to consumers at the time of purchase. Testing was completed in November 2017.

NMMA FC-W RUST TEST

Lower Number = Less Wear



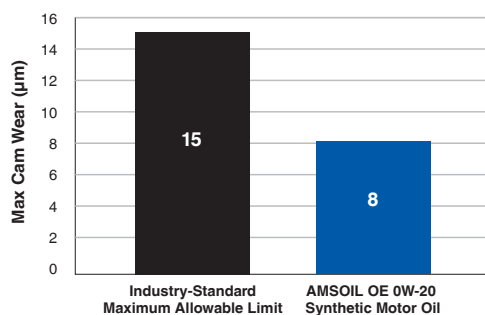
^KBased on industry standard testing using the NMMA FC-W Rust Test.
^KAll trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

OE Protects Against Wear

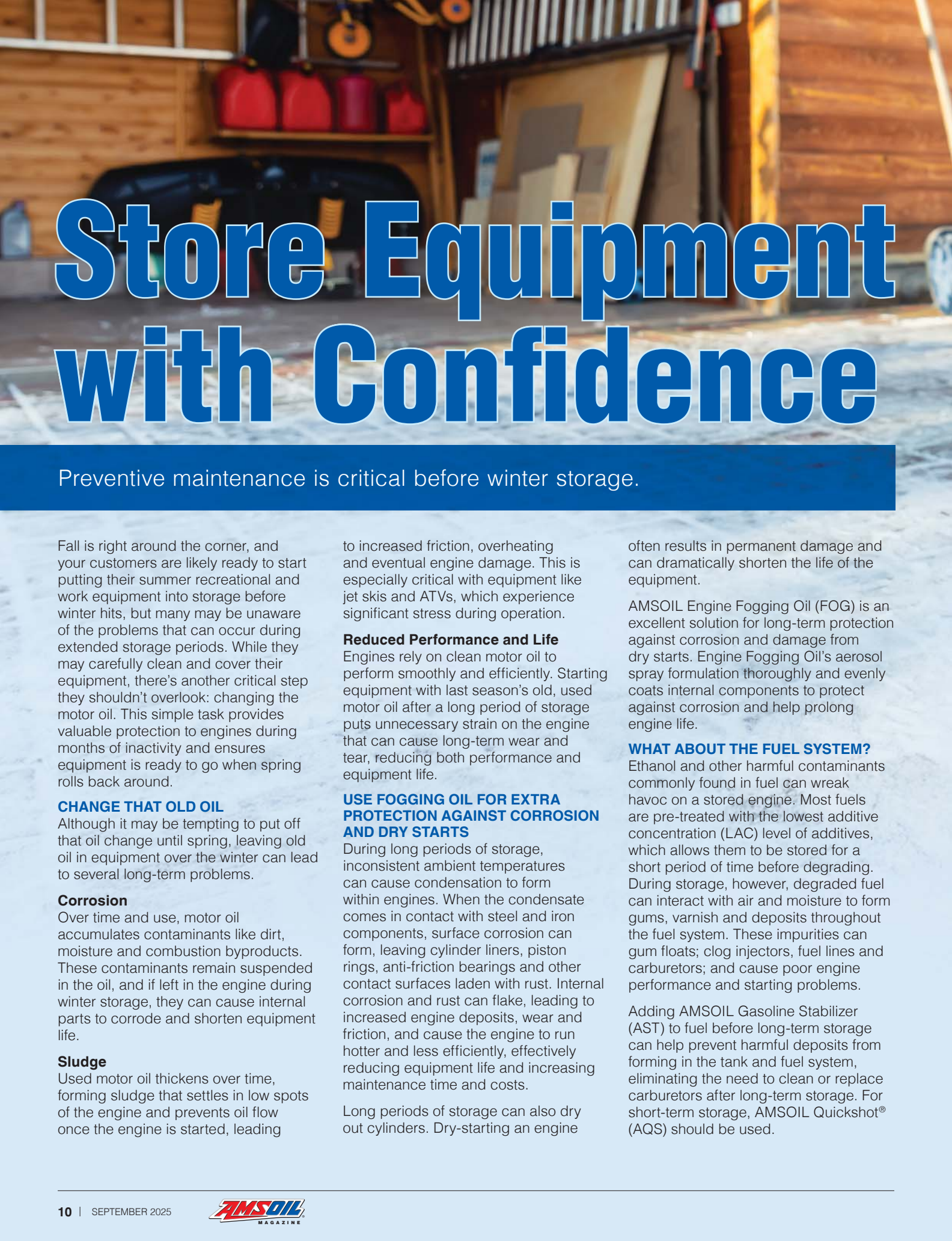
Provides **47 percent more** wear protection.^G

PEUGEOT TU3M WEAR TEST

Lower Number = Less Wear



^GBased on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.



Store Equipment with Confidence

Preventive maintenance is critical before winter storage.

Fall is right around the corner, and your customers are likely ready to start putting their summer recreational and work equipment into storage before winter hits, but many may be unaware of the problems that can occur during extended storage periods. While they may carefully clean and cover their equipment, there's another critical step they shouldn't overlook: changing the motor oil. This simple task provides valuable protection to engines during months of inactivity and ensures equipment is ready to go when spring rolls back around.

CHANGE THAT OLD OIL

Although it may be tempting to put off that oil change until spring, leaving old oil in equipment over the winter can lead to several long-term problems.

Corrosion

Over time and use, motor oil accumulates contaminants like dirt, moisture and combustion byproducts. These contaminants remain suspended in the oil, and if left in the engine during winter storage, they can cause internal parts to corrode and shorten equipment life.

Sludge

Used motor oil thickens over time, forming sludge that settles in low spots of the engine and prevents oil flow once the engine is started, leading

to increased friction, overheating and eventual engine damage. This is especially critical with equipment like jet skis and ATVs, which experience significant stress during operation.

Reduced Performance and Life

Engines rely on clean motor oil to perform smoothly and efficiently. Starting equipment with last season's old, used motor oil after a long period of storage puts unnecessary strain on the engine that can cause long-term wear and tear, reducing both performance and equipment life.

USE FOGGING OIL FOR EXTRA PROTECTION AGAINST CORROSION AND DRY STARTS

During long periods of storage, inconsistent ambient temperatures can cause condensation to form within engines. When the condensate comes in contact with steel and iron components, surface corrosion can form, leaving cylinder liners, piston rings, anti-friction bearings and other contact surfaces laden with rust. Internal corrosion and rust can flake, leading to increased engine deposits, wear and friction, and cause the engine to run hotter and less efficiently, effectively reducing equipment life and increasing maintenance time and costs.

Long periods of storage can also dry out cylinders. Dry-starting an engine

often results in permanent damage and can dramatically shorten the life of the equipment.

AMSOIL Engine Fogging Oil (FOG) is an excellent solution for long-term protection against corrosion and damage from dry starts. Engine Fogging Oil's aerosol spray formulation thoroughly and evenly coats internal components to protect against corrosion and help prolong engine life.

WHAT ABOUT THE FUEL SYSTEM?

Ethanol and other harmful contaminants commonly found in fuel can wreak havoc on a stored engine. Most fuels are pre-treated with the lowest additive concentration (LAC) level of additives, which allows them to be stored for a short period of time before degrading. During storage, however, degraded fuel can interact with air and moisture to form gums, varnish and deposits throughout the fuel system. These impurities can gum floats; clog injectors, fuel lines and carburetors; and cause poor engine performance and starting problems.

Adding AMSOIL Gasoline Stabilizer (AST) to fuel before long-term storage can help prevent harmful deposits from forming in the tank and fuel system, eliminating the need to clean or replace carburetors after long-term storage. For short-term storage, AMSOIL Quickshot® (AQS) should be used.

Applications

AMSOIL Gasoline Stabilizer and Engine Fogging Oil applications include, but are not limited to, motorcycles, snowmobiles, ATVs, outboard motors, stern-drive and inboard marine engines, personal watercraft, lawn equipment, chainsaws, snowblowers, portable generators, handheld power equipment, motor scooters, powered farm equipment, powered construction equipment, cars and trucks.

ADDITIONAL STORAGE TIPS

Clean Your Equipment

Use AMSOIL High-Foam Car Shampoo to wash accumulated mud, grease, salt and grime from powersports equipment. Using a pressure washer is ideal for hard-to-reach areas like wheel hubs and undercarriages. Once complete, thoroughly dry equipment with a microfiber towel to prevent rust.

Lawn mowers, trimmers and chainsaws often collect grass clippings, oil and tree sap. Use a stiff brush to scrape away buildup on blades and chains. Wipe the equipment with a damp cloth, then dry completely.

Inspect for Damage

Visually inspect your equipment for wear and tear. Replace damaged parts, sharpen blades and chains, tighten any loose fasteners and inspect tires for proper inflation and wear.

Lubrication

Apply grease or lubricant to hinges, cables and other exposed areas prone to rust.

Battery Maintenance

Batteries can lose charge and deteriorate in cold weather. Taking care of them ensures your equipment starts smoothly when you're ready to use it again. Disconnect the battery from powersports vehicles and store it in a cool, dry place. Attach it to a battery tender or trickle charger to maintain a consistent charge without overcharging.

For landscape equipment with small, sealed batteries, follow the manufacturer's recommendations for storage. Some may not require removal, but ensure they're fully charged before storage.

Storage Location

If possible, store equipment in a climate-controlled garage, shed or basement to minimize exposure to extreme cold, moisture and pests. Keep equipment off the floor to prevent damage from moisture or flooding. Place small items like trimmers or chainsaws on sturdy shelves, and use pallets for larger items like mowers.

If indoor storage isn't possible, use water-resistant covers designed specifically for your equipment. Make sure the cover fits snugly to prevent water from pooling or pests from nesting.



AMSOIL Powers the Passion: Indiana Sprint Week 2025

Every summer, Indiana transforms into the epicenter of dirt-track sprint-car racing as the USAC AMSOIL Sprint Car National Championship rolls through the state for Sprint Week – a high-octane spectacle that captures the heart of grassroots American motorsports. In 2025, the tradition continued with even more horsepower, history and heartbreak than ever before.

Eight Tracks, 10 Nights, One Epic Showdown

Sprint Week is a grueling test of endurance, skill and mechanical grit. Over 10 nights, drivers compete in eight races across eight legendary Indiana dirt tracks, each with its own quirks and challenges. From the tight turns of Kokomo Speedway to the high banks of Lawrenceburg, the series pushes both racer and machine to their limits.

This year, the series made history by adding a new premium track to its lineup: the iconic dirt track at the Indianapolis Motor Speedway (IMS). The inclusion of IMS not only elevated Sprint Week, but drew national attention to the series.

AMSOIL: Driving Performance On and Off the Track

It's no secret that commitment to motorsports runs deep with AMSOIL, fueling racers with high-performance synthetic lubricants engineered to win races. That passion and commitment are on full display at the USAC AMSOIL Sprint Car National Championship Series and Indiana Sprint Week.

Each year, AMSOIL chooses to back a number of standout drivers within our title series, each with his own style and story. The 2025 AMSOIL-sponsored racers include...

- **Justin Grant**, a former Sprint Week champion and perennial fan favorite, entered the week second in the

season standings. His aggressive, yet calculated, driving style made him a top contender with a win at the IMS Track – until disaster struck, ending his run.

- **Robert Ballou**, sitting sixth in points, brought his trademark intensity and experience to the track. He's always a threat to steal a win on any given night – including his win in Putnamville on July 25.
- **C.J. Leary**, piloting for Team AZ, entered the week ninth in points. A smooth driver with a knack for consistency, Leary aimed to make his mark on the week. He succeeded with a win at the Circle City track on Wednesday.
- **Gunnar Setser** of KO Motorsports, 12th in points, represented the next generation of sprint-car talent, showing flashes of brilliance throughout the week.
- **Ricky Lewis**, ranked 22nd in the ASCNC standings, may not have been a title favorite, but his grit and determination made him a crowd favorite.

Triumph and Tragedy: The Justin Grant Story

Sprint Week is as much about resilience as it is about racing. For Justin Grant,

the 2025 edition was shaping up to be a career-defining run until a devastating crash upended his campaign. The incident, which occurred during a heated battle for position, left Grant with injuries requiring surgery. He returned with aspirations to race on Tuesday, but



ultimately decided against continuing, dashing any hope of reclaiming the Sprint Week crown.

The racing community rallied around Grant, whose toughness and sportsmanship have made him a respected figure in the paddock. His absence was felt deeply in the remaining races and served as a reminder of the daily risks the track brings.

The Spirit of Sprint Week

Despite everything, Sprint Week 2025 delivered unforgettable moments: photo finishes, dramatic comebacks and the

roar of engines echoing across the Indiana landscape. Spectators showed up with their trademark gusto, cheering on their favorite drivers. Teams faced the grueling week with tireless dedication, keeping each sprint car in racing shape.

For AMSOIL, the week was a testament to the spirit of our partnership with USAC and the Sprint Car Series. It's not just about the sport – it's the racers, fans and organizers who make the series and Sprint Week special. The heart and hustle that defines sprint-car racing was evident with every race.

Looking Ahead

As the dust settles on another thrilling Sprint Week, one thing is clear: the spirit of competition is alive and well in Indiana as the USAC AMSOIL Sprint Car National Championship Series and Indiana Sprint Week continue to grow, evolve and inspire.



2025 Sprint Week Results:

Thursday, July 24

The Dirt Track at Indianapolis Motor Speedway; Speedway, Ind. – W: **Justin Grant***

Friday, July 25

Lincoln Park Speedway; Putnamville, Ind. – W: **Robert Ballou***

Sunday, July 27

Lawrenceburg Speedway; Lawrenceburg, Ind. – W: **Logan Seavey**

Tuesday, July 29

Kokomo Speedway; Kokomno, Ind. – W: **Briggs Danner**

Wednesday, July 30

Circle City Raceway; Indianapolis, Ind. – W: **C.J. Leary***

Thursday, July 31

Terre Haute Action Track; Terre Haute, Ind. – W: **Chase Stockon**

Friday, Aug. 1

Bloomington Speedway; Bloomington, Ind. – W: **Logan Seavey**

Saturday, Aug. 2

Tri-State Speedway; Haubstadt, Ind. – W: **Kevin Thomas Jr.**

Indiana Sprint Week Champion:
Kevin Thomas Jr.

**AMSOIL-sponsored racer*

C.J. Leary



Ensuring Retail Success this Season

Winter is full of opportunities. Ensuring your retail accounts are stocked and prepared for the colder months will help you drive sales and build trust with customers. From cars and trucks to snowmobiles, UTVs and winter power equipment, customers count on AMSOIL products to keep their equipment running reliably in the harshest conditions.

Be proactive and check in with your retail accounts now to help them prepare. By focusing on winterization essentials and the benefits of AMSOIL products you'll boost customer loyalty by increasing their profitability.

Proven Winter Performance

Winter brings unique demands on vehicles and equipment, and cold temperatures can thicken lubricants, causing slow starts and increased wear. Snowmobiles, ATVs, UTVs, cars, trucks, agricultural and commercial vehicles all need products that perform reliably in freezing conditions. Customers want products that will protect their equipment so it stays reliable and worry-free all winter long.

Winter preparation is more than a seasonal task; it's an opportunity to showcase the unmatched performance of AMSOIL products and build stronger relationships with your retail accounts and their customers. By offering guidance, highlighting proven products and providing regional insights, you'll help your retail accounts deliver excellence to their customers.

Remind retail accounts to inform customers about why proper winterization is essential. Here are some key points to share...

- **Fluids:** Ensure lubricants are rated for cold-weather performance.
- **Fuel:** Protect fuel systems from degradation and gelling.
- **Grease:** Must resist water washout and remain fluid in cold weather.
- **Storage:** Prevent rust and corrosion in equipment stored during the winter.

Proactive Steps

Position your accounts for success.

1. **VISIT RETAIL ACCOUNTS EARLY:** Encourage your accounts to order winter-related products in advance to ensure inventory is in stock before customers need it.

2. PROMOTE PROOF OF PERFORMANCE:

Share examples of how AMSOIL products excel in harsh winter conditions. Testimonials and case studies add credibility.

3. HOST A TRAINING SESSION:

Teach retail accounts how to explain the winter benefits of AMSOIL products to their customers.

4. PROVIDE MARKETING MATERIALS:

Supply your retail accounts with flyers, signage and other content that highlight AMSOIL solutions.

Retail accounts are looking to you for expert guidance on which products work best and why. By visiting your accounts now and addressing potential gaps in their inventory, you'll ensure they're ready to meet customer demands.

Schedule visits with your retail accounts today, assess their needs and reinforce their confidence in AMSOIL products.

Snowmobile Proof of Performance

We've tested AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) and AMSOIL Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil (AFF) in harsh winter conditions and on our dyno in the following sleds:

- Arctic Cat® ZR 858 R-XC*
- Polaris® Switchback Assault Boost*
- Polaris Pro RMK 850*
- Ski-Doo® 850 E-tec Turbo R*
- Yamaha® Sidewinder LTX*

AMSOIL snowmobile products remain fluid at subzero temperatures, providing exceptional cold flow and easy starts

to deliver maximum power and engine life. AMSOIL INTERCEPTOR also helps prevent piston-ring sticking, piston scuffing and exhaust-power-valve sticking in two-stroke sleds.

ATV/UTV Proof of Performance

We've tested AMSOIL Synthetic ATV/UTV Motor Oil, CVT Fluid (AUCVT) and DCT Fluid (AUDCT) in the field and on the dyno in the following models:

- Polaris RZR Pro XP Turbo*
- Polaris RANGER XD 1500*
- Can-Am® Maverick X3 DS Turbo RR*
- Can-Am Maverick R*

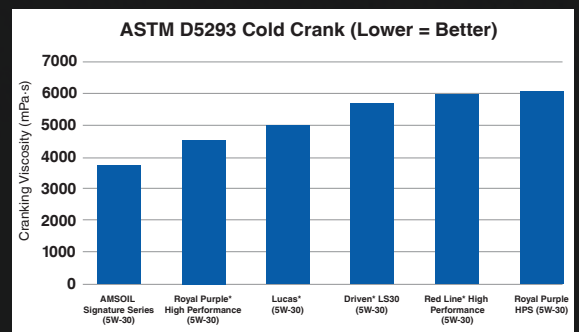
After reaching the manufacturer-recommended drain intervals, AMSOIL ATV/UTV products did not oxidize and exhibited no metal wear particles, delivering maximum power, performance and protection for extended engine and transmission life.

AMSOIL Excels in Extreme Cold

AMSOIL 0W-40 Signature Series Max-Duty Synthetic Diesel Oil delivers **4X better cold-temperature performance** when compared to SAE 15W-40 oil in ASTM D5293 Cold Cranking Viscosity test.

Signature Series Improves Startup Protection

AMSOIL provides better cold cranking viscosity, helping improve wear protection for engine components at startup.^{PP}



^{PP}Based on independent third-party testing in the industry-standard ASTM D5293 Cold Crank Simulator test as required by SAE J300.

Regional Recommendations

Because winter weather varies widely across the country, it's important to recommend and stock up on the right AMSOIL products based on the region.

Northern U.S. and Canada

HEAVY SNOWFALL:

Northern locations typically experience prolonged freezing temperatures and heavy snow.

- AMSOIL Synthetic Motor Oil
- AMSOIL Antifreeze & Coolant
- AMSOIL Diesel 4-IN-1 (ADB)

Midwestern U.S.

AGRICULTURE AND HEAVY DUTY:

Customers depend on reliable equipment to manage freezing temperatures that can impact winter operations.

- AMSOIL Diesel 4-IN-1
- AMSOIL Synthetic Hydraulic Oil
- AMSOIL Gasoline Stabilizer (AST)

Mountain and Western North America

OUTDOORS ENTHUSIASTS:

Mountain snow creates opportunities for outdoor adventurers and off-road recreation, especially snowmobiling.

- AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil (AIT)
- AMSOIL Formula 4-Stroke Powersports 0W-40 Synthetic Motor Oil (AFF)
- AMSOIL Synthetic Water-Resistant Grease (GWR)

Southern U.S.

OCCASIONAL FREEZE:

Snow and ice are uncommon, but cold snaps still pose challenges.

- AMSOIL Synthetic Motor Oil
- AMSOIL Antifreeze & Coolant
- AMSOIL Gasoline Stabilizer



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\$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://www.amsoil.com/pc) ([AMSOIL.ca/pc](https://www.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
• 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	• Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator	• Eligible to be assigned new Dealers	• Eligible to be assigned retail accounts	• Eligible to be assigned commercial accounts
How to Get Certified	• 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: • 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	• Complete Sponsor Basic Training • Be Customer Certified • Sponsor 1 Dealer	• Complete Retail Basic Training • Be Customer Certified • Register 1 retail account	• Complete Commercial Basic Training • Be Customer Certified • Register 1 commercial account
How to Maintain Certification	• Have at least four new qualified customers registered within the past 12 months	• Have at least one new qualified Dealer registered within the past 12 months	• Have at least one new qualified retail account registered within the past 12 months	• Have at least one new qualified commercial account registered within the past 12 months

September Closeout

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

WIX Price Adjustment Effective Oct. 1

WIX has announced an average 4.54% price increase on its filters effective Oct. 1. Updated pricing will be available in the Pricing Lookup in the Dealer Zone.

Navy Insignia Performance Cap

Comfortable adjustable ballcap featuring the AMSOIL insignia in a tonal silicone imprint on the left front. Performance laser perforated mesh cap. One size fits most with elastic sweatband and adjustable snap back closure.



STOCK #	U.S.	CAN.
G3879	\$30.00	\$40.00

NEW Digital Version of AMSOIL Magazine P.C. Edition Launching in October

The *AMSOIL Magazine* P.C. Edition is undergoing some changes. We are adjusting the publication schedule slightly and adding a digital edition. Beginning in October, P.C.s will receive four digital issues of *AMSOIL Magazine* annually in January, May, July and October. P.C.s must subscribe to the digital edition in order to receive the magazine. We will continue delivering physical copies in January and July for P.C.s who do not subscribe to the digital version. We also send P.C.s a Factory-Direct Catalog (G100, G300) every April and October, which means P.C.s will still receive at least four physical communications from AMSOIL per year.

We will email all P.C.s an invitation to subscribe to the new digital edition of *AMSOIL Magazine* and encourage all new P.C.s to subscribe when they register.

Price Adjustment on Limited Products Effective Oct. 1

We are implementing a minimal price adjustment on select products in the U.S. and Canada effective Oct. 1, 2025. Most products are unaffected.

Why are We Adjusting Prices?

We adjust prices based on costs and market influences. Remaining healthy and profitable requires adjusting prices according to fluctuating raw-materials, freight and labor costs, and remaining competitive and maximizing your sales opportunities requires adjusting prices to ensure we are priced appropriately compared to the competition. A thorough examination of AMSOIL product pricing vs. competing alternative products has been conducted to ensure our products are aligned with market expectations and these changes will not detract from your ability to compete.

Which Products are Affected?

The products listed below will increase in price anywhere from 0.3% to 11.7%, with an average increase of 6.6%.

AMSOIL 100% Synthetic 2-Stroke Injector Oil (AIOQT, AIO1G, AIO16, AIO55, AIO27)

AMSOIL INTERCEPTOR® 100% Synthetic 2-Stroke Oil (AITQT, AIT55, AIT27)

AMSOIL 100% Synthetic Multi-Purpose Grease (GLCGN, GLC3P, GLCCR, GLC35, GLC99, GLC40)

AMSOIL 100% Synthetic EP #00 Grease (GSF35)

AMSOIL 100% Synthetic High-Viscosity Lithium-Complex Grease (GVCCR, GVC35, GVC99)

AMSOIL 100% Synthetic Water-Resistant Grease (GWR3P, GWR35, GWR99)

AMSOIL X-Treme 100% Synthetic Food-Grade Grease (GXCCR, GXC35, GXC99)

AMSOIL 5W-40 100% Synthetic Metric Motorcycle Oil (MMFQT)

AMSOIL 15W-50 100% Synthetic Small-Engine Oil (SEFQT)

AMSOIL SIROCCO® ISO-32/46 Compressor Oil (SEI05, SEI55, SEI27)

AMSOIL DOMINATOR® 100% Synthetic 2-Stroke Racing Oil (TDRQT, TDR1G, TDR16, TDR55)

AMSOIL Upper Cylinder Lubricant (UCLCN)

The products listed below will decrease in price anywhere from 4.7% to 8.1%, with an average decrease of 5.9%.

AMSOIL INTERCEPTOR 100% Synthetic 2-Stroke Oil (AIT16)

AMSOIL 100% Synthetic ATV/UTV Transmission & Differential Fluid (AUDTPK, AUDTQT)

AMSOIL 10W-30 100% Synthetic ATV/UTV Motor Oil (AUV30QT, AUV3055)

AMSOIL 10W-40 100% Synthetic ATV/UTV Motor Oil (AUV40QT, AUV4055)

AMSOIL 10W-40 100% Synthetic Dirt Bike Oil (DB40QT)

Accessing Updated Pricing

Updated pricing information is available in the Pricing Lookup in the Dealer and Account Zones. To access pricing effective Oct. 1, select a product type in the menu, then select "Future Pricing." The AMSOIL Wholesale Price List (G3500, G8500) and catalogs are being updated now. Watch for announcements of availability in the Dealer Zone. We will notify your retail and commercial accounts of the price adjustment in the September *Service Line* email. We encourage you to follow up with them in person as well.

COMMERCIAL OIL ANALYSIS KITS DESIGNED TO IMPROVE PROFITABILITY

Oil Analyzers Inc. (OAI) offers three kits geared specifically to help commercial accounts get started with oil analysis. Each kit serves a specific function and is designed to help your accounts address problems and increase profitability.



Failure Analysis Program Kit (KIT15 U.S./KIT415 Can.)

Helps find the root cause of equipment failures through used-oil analysis and Oil Analyzers Inc. technical expertise. Once the root cause of equipment failure has been identified, an Oil Analyzers technical expert can help identify changes to routine maintenance to address the situation.

- Instruction Guide
- 3 Sample Bottles
- 3 Test Forms
- 3 Shipping Return Mailers
- 1 Vacuum Pump
- 25' Sample Tubing

Maintenance Improvement Program Kit (KIT16 U.S./KIT416 Can.)

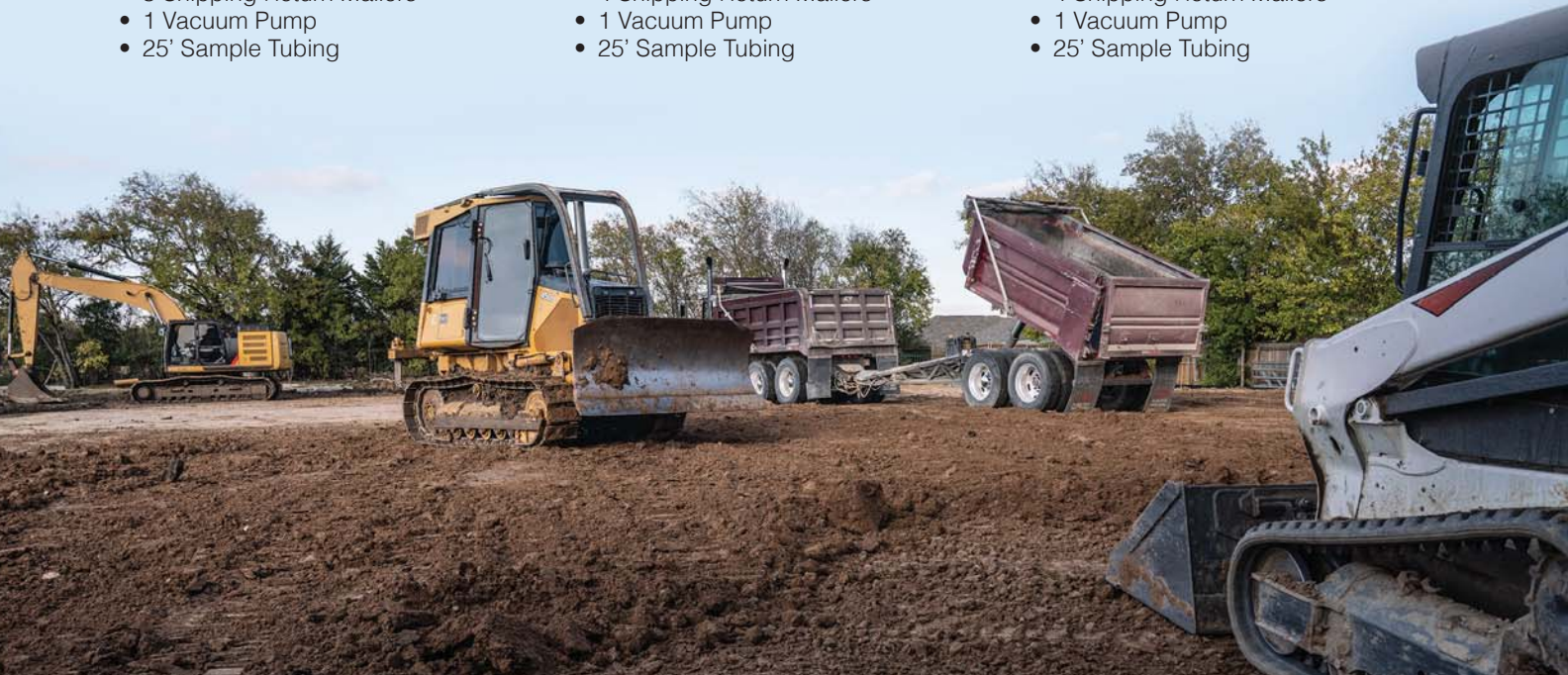
Helps set businesses on a path toward improved maintenance practices, helping keep critical equipment operating efficiently for longer periods of time and helping find, diagnose and correct major issues before they result in critical failures and unplanned downtime.

- Instruction Guide
- 4 Sample Bottles
- 4 Test Forms
- 4 Shipping Return Mailers
- 1 Vacuum Pump
- 25' Sample Tubing

Drain Interval Improvement Program Kit (KIT17 U.S./KIT417 Can.)

Can help businesses extend their current lubricant drain intervals based on the condition of used-oil samples. Also provides information on key physical properties (viscosity, total base number, oxidation) that indicate whether the oil is suitable for continued service.

- Instruction Guide
- 4 Sample Bottles
- 4 Test Forms
- 4 Shipping Return Mailers
- 1 Vacuum Pump
- 25' Sample Tubing





Brian Lammi | DEALER EXPERIENCE MANAGER

Marketing Your Independent AMSOIL Dealership

Strategic outreach can help you land more customers.

Marketing your AMSOIL Dealership means combining consistent outreach with targeted strategies. In this column, I want to outline how to leverage social media, other marketing outlets and direct outreach to help secure new customers and accounts, engage Preferred Customers and recruit new Dealers.

Craft a Social-Media Strategy

Effective social-media marketing starts with clarity and consistency. Identify your ideal audience. This could be car enthusiasts, fleet managers, small repair shops, performance racers, etc. Make sure to tailor your social-media content to their interests. Choose your platforms:

Facebook:* Community groups, live Q&A sessions, customer testimonials.

Instagram:* High-impact visuals of engines, before-and-after oil changes, short Reels.

LinkedIn:* Case studies for commercial fleets, thought-leadership articles.

YouTube:* How-to videos on oil changes, product comparisons, tech deep dives.

TikTok:* Quick tips, fun challenges, user-generated content showcasing performance.

Develop a content calendar:

1. **Weekly posts:** product benefits, usage tips, customer spotlights.
2. **Monthly live events:** training demos, "ask-me-anything" sessions.

Be sure to respond to comments and direct messages on social media promptly. Try collaborating with local auto influencers or racing teams. Partnerships can help boost your viewership and reach a larger audience.

Leverage Other Marketing Outlets

Beyond social media, diversify your outreach to capture attention in the real world and online. Local advertising opportunities can include getting featured in community newspapers or radio spots; leaving business cards at allocated spaces in businesses; attending car shows, motorcycle rallies or motorsports events and hosting free oil-change clinics at community centers or garages. Digital partnerships can include writing a guest blog on automotive forums, maintenance websites or local business blogs and co-branding email newsletters with tire shops or detailers.

Pursuing Retail and Installer Accounts

For retail and installer accounts, you want to focus on small to mid-size shops that understand how high-margin, premium lubricants can bring in more customers. Some tactics to reach out to these businesses include...

- **Cold calls with a concise pitch:** Highlight customer demand for premium products and the support AMSOIL provides for retail and installer accounts.
- **Personalized in-person visits:** Ask questions to gain an understanding of their business needs, bring product samples and literature.
- **Ongoing service:** Continue providing support to maintain customer retention. This can include staff training on oil benefits and rightselling techniques, tracking reorder patterns through your Dealer reports and proactively suggesting when it's time for accounts to restock their usual items.

Securing Commercial Accounts

Commercial accounts deliver recurring, high-volume business. Here are a few ways to connect with these types of businesses:

- **Build credibility:** Use testimonials and oil analysis demonstrating extended drain intervals and cost savings. Show how AMSOIL products can benefit their unique business needs.
- **Networking:** Attend trade shows, chamber-of-commerce events and local business mixers. Connect on LinkedIn and share targeted articles about subjects like fleet efficiency.

Engaging Preferred Customers

Preferred Customers are your AMSOIL brand ambassadors. Keep them loyal by continuing to market to them with value-added experiences. Remind your Preferred Customers of their P.C. Program benefits. Send monthly maintenance reminders, product news and any exciting AMSOIL updates. Encourage P.C.s to share their own testimonials and refer friends for rewards.

Next Steps and Further Resources

I recommend developing a 90-day marketing calendar that combines the tactics above. You can also leverage analytical tools like Google Analytics* and Facebook Insights* to understand and refine your marketing approach online. Finally, make sure to explore the training programs available in the Dealer Zone. All these tools can help you build a strong marketing presence for your Dealership.



TARGET INSTALLERS

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

FOCUS ON THESE TYPES OF INSTALLER BUSINESSES:

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

DEMONSTRATE HOW AMSOIL CAN HELP:

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

Resources

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

INSTALLER PROGRAM CATALOG (G3883)

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

INSTALLER LINE CARD

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

INSTALLER VIDEOS

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

CO-BRANDED PRINT CENTER FOR INSTALLERS

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



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