

AMSOIL[®]

► DEALER EDITION

MAGAZINE

NOVEMBER 2025



AMSOIL CHAMPIONSHIP SNOCROSS SEASON PREVIEW

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AMSOIL Reorganizes for Strength and Growth | PAGE 10

PRODUCTS TAILORED TO EVERY BUSINESS

AMSOIL provides a complete portfolio of high-quality lubricants to cover all types of accounts. The complete AMSOIL product line ensures all vehicles and equipment are well-protected.



INSTALLER



RETAIL



COMMERCIAL





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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
Bhadresh Sutaria
Lindsay Tousignant

Editorial Contribution

Brett Granmo
Jamie Prochnow

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On the Web

AMSOIL.com
AMSOIL.ca

Chairman & CEO

Alan Amatzio

President

Bhadresh Sutaria

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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

Anson Scheele leads the charge for Scheuring Speed Sports in the Pro class when the highly anticipated 2025-2026 AMSOIL Championship Snocross season kicks into action next month.



From the Chairman

One of our largest suppliers recently visited AMSOIL headquarters in Superior. We discussed our history together and what our future relationship looks like, and I provided a tour of the AMSOIL Center for our guests. One of them mentioned that she saw a comment from one of our customers on a social media post that read, *"The second you all go corporate with a board and that investor bs, I'm done. That's when profit beats out quality. Right now, you all are the best. Please keep it that way."* Our visitor was really struck by that comment and the implications it carries. It helped her realize that AMSOIL customers are different than the average oil consumer, and that we have a special relationship with them. As I explained to her, that's because we prioritize the customer. Profits are just our scorekeeper. If profits go down, it's because we're not putting the customer first. If they go up, it's because we're doing a good job of focusing on the right things.

AMSOIL will always put the customer first. Customer satisfaction is one of

our core values and it is something we discuss daily – put the customer first. Customer satisfaction matters more than a sale. It's even part of our tagline. Of all the major things that could affect our business – natural disasters, major shifts in consumer preferences, supply-chain challenges, etc. – customer satisfaction is what keeps me up at night. It is not just business to me, it is personal. AMSOIL is part of my identity; the company name is derived from my last name. I grew up with the business. I watched my father fight to build this company and pour everything he had into its success. For those reasons and more, I will do whatever I can to protect and enhance our reputation. You can rest assured our competitors have no one at the helm with the same devotion to quality and customer satisfaction.

A good reputation is difficult to earn, but it's really easy to lose. Companies earn a great reputation and grow it by making the best products, delivering on time, having quality packaging and

being extremely responsive. You play an important role in upholding our reputation. Communicating messages consistent with ours, upholding our brand values, being knowledgeable, fulfilling your obligations to your customers, engaging people in a positive manner and doing what you say you will do boosts our reputation. Making inflammatory or divisive comments online, not being up to speed on AMSOIL products and programs or failing to fulfill your obligations to customers will damage our reputation.

We will continue pouring everything we have into earning customer trust and loyalty. As we look toward the future, I am counting on you to help us carry this legacy forward.

Alan Amatuzio
Chairman & CEO



PRODUCT SPOTLIGHT:

AMSOIL Synthetic Chaincase & Gear Oil

WHAT IS IT?

- **High-performance** lubricant specifically engineered to meet the demands of enclosed chaincases and gearcases.

WHAT DOES IT DO?

- **Promotes** long chain and gear life.
- **Delivers** superior all-season performance.
- **Repels** water and inhibits rust, oxidation and foam.
- **Ensures** superior low-temperature fluidity to help deliver maximum power.

WHO IS IT FOR?

- **Powersports enthusiasts, do-it-yourselfers, retail accounts.**
Applications include enclosed chains and gears found in snowmobiles, ATVs and general equipment.



LETTERS TO THE EDITOR

SQUEEGEES

I have a suggestion concerning something that might be a bit fun to do. At the AMSOIL blending plant – the round squeegee, otherwise known as “the pig,” that is run through the lubricant pipes between blending operations – how many are in use? Do they ever wear out, or get replaced at scheduled intervals? If yes, and if the pigs/squeegees are simply thrown away, I think a used pig would be a neat display/conversation piece for an active Dealer, or depending on the account, maybe the Dealer’s retail account. A lottery system of some sort could be used to select qualified (and interested) Dealers for distribution when the pigs have reached the end of their service life. Charge the Dealer shipping and handling.

Thank you,

Frank Anderson

AMSOIL: Thank you for your interest and suggestion regarding the pigs (squeegees) we use to clean residual lubricants out of our pipes between blends, Frank. While simple in design, the pigs are integral to ensuring our products always meet the quality level our customers expect and deserve.

The pigs are constructed of a relatively hard synthetic rubber compound that allows them to flex around corners and bends in our blend-piping system. The blend-pipe system itself is designed with “soft elbows” that put less stress on the pigs as they are fired from one end of the line to the other with approximately 100 psi of compressed air. The pigs are inspected monthly and typically replaced at the six- to eight-month mark, depending on usage.

We like your idea about giving the pigs to Dealers, but we send them back to the supplier so they can analyze them, provide feedback on their effectiveness and report any unusual wear patterns. Please continue submitting unique ideas like this, as we are always striving to improve Dealer engagement.

DIESEL FUEL ADDITIVES

I have contacted technical support about AMSOIL diesel fuel additives and the answer I received wasn’t satisfactory. The customer tech support

person did not know the answer. Maybe it’s something you can answer in *AMSOIL Magazine* so that everyone can benefit from it.

Diesel fuel additives have a clean-up and maintenance treat rate chart; however, it doesn’t say how often the clean-up rate can be used and if there is any harm if more is added.

Also, has AMSOIL considered testing competitors’ diesel fuel additives and posting results so that we can see how it works compared to others?

Thank you,

Simon Mishkov

AMSOIL: Thank you for your questions, Simon, and we’re sorry we didn’t answer your question sufficiently when you called. Clean-up rates are only applicable to AMSOIL Diesel Injector Clean (ADF) and AMSOIL Diesel Injector Clean + Cetane Boost (ADS). Continuous use of the clean-up rate is not harmful, but will yield diminishing returns. If persistent use of the clean-up rate is necessary for satisfactory engine performance, there may be an underlying mechanical issue that should be addressed. We recommend viewing the clean-up rate more prescriptively and using it only in the following situations:

- 1) When the fuel used is later found to be questionable.
- 2) When a performance issue arises that could be attributed to fuel.
- 3) When the maintenance dose has not been followed for an extended period.

We are currently working on updated diesel-fuel-additive product claims, some of which may be head-to-head with competitors. Stay tuned.

OIL COLOR

I have been running into a problem with customers overfilling small engines and other powersports equipment with oil. I understand how this is happening because the AMSOIL products are so clear they are hard to see on a dipstick. Would AMSOIL ever consider adding some color to oils, making them easier to see?

Thank you,

Jeff Spencer

AMSOIL: This is the first we’ve heard of this issue, Jeff. We have no plans to dye our small-engine or powersports oils, but we’ll consider your suggestion should we hear more related feedback.

PUSH NOTIFICATIONS

As a newer Dealer, it’s super important for me to build strong relationships and confidence for the customers I take care of. That being said, I noticed there is no “push notification” or any other option to make a Dealer aware when they have received a new customer or that a customer has completed an order other than incessantly logging into the Dealer Zone and checking reports. This seems highly inefficient. I’m the type of Dealer who wants to make contact to thank both new Preferred Customers and longtime accounts on their purchases. Is there a means for AMSOIL to support Dealers in creating a more streamlined way to notify them when a new customer registers or makes a purchase via the app or the mobile site? Perhaps make it an option at least. I understand Dealers who do much more volume may find this feature redundant and might want to turn it off. Thanks again for all you do.

Travis Gregorio

AMSOIL: Great suggestion, Travis. You are correct that some Dealers would be inundated with notifications and want to opt out of receiving them. While introducing push notifications for new customers and sales is something we’ll consider implementing in the future, we do not currently have the ability to allow Dealers to opt out. Checking your reports in the Dealer Zone is still the best way to stay up to date with new customer registrations and sales. We’re glad to hear you’re making good customer service a priority with your Dealership. Keep up the great work!

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.



Brett Granmo | SR. PRODUCT MARKETING MANAGER – GREASE

A Closer Look at Grease

Matching grease properties to the specific application ensures optimal protection and performance.

Grease is a solid to semi-fluid lubricant composed of a thickening agent dispersed in a liquid lubricant. It may also contain additional ingredients that impart specific properties, such as enhanced load-carrying capacity, corrosion resistance or thermal stability. Unlike liquid lubricants, grease is designed to stay in place — even on parts that move or are hard to reach. This makes it ideal for applications where regular re-lubrication isn't practical.

Choosing the Right Grease

Consistency and base-oil viscosity are the most important factors to consider when selecting grease. Grease consistency is defined by the NLGI grade, which indicates how soft or firm the grease is. Softer grades like 000, 00 and 0 are semi-fluid and ideal for centralized lubrication systems, while NLGI #1 works well in colder climates or where pumping is difficult. NLGI #2 is the most commonly used grade, offering balanced performance for general-purpose applications. Harder grades, such as NLGI #3 and above, are suited for high-load or high-temperature conditions where leakage is a concern. Base-oil viscosity reflects the oil's thickness — lower viscosities like ISO 68 are best for high-speed, light-load components like electric motors, while higher viscosities like ISO 460 are better for slow-speed, heavy-load applications such as gear couplings. Matching grease properties to your equipment's speed, load and lubrication method ensures optimal protection and performance.

Compatibility Issues

Grease compatibility is a critical consideration when switching grease, as using incompatible greases can lead to performance issues and equipment damage. Compatibility primarily depends on the interaction between three components: the thickener, base oil and additive package. Different thickeners — such as lithium, calcium or polyurea — may not blend well, potentially causing the grease to soften, harden or separate. Similarly, mismatched base oils and additives can interfere

with each other's chemical stability and performance characteristics. The most common symptom of incompatibility is loss of consistency, which compromises the grease's ability to lubricate and protect components. For questions about AMSOIL grease compatibility, contact AMSOIL Technical Services (tech@AMSOIL.com, 715-399-8324).

Why AMSOIL Synthetic Grease

AMSOIL synthetic grease formulations use the highest-quality base oils and advanced additive packages that ensure...

- Superior load-carrying capacity for light- and heavy-duty applications.
- Excellent water resistance, even in washdown or marine environments.
- Outstanding oxidation stability for extended service life.
- Wide operating temperature ranges, from sub-zero to extreme heat.

Which AMSOIL Synthetic Grease to Use

Whether formulated with a lithium complex, calcium sulfonate, aluminum complex or other thickener, each AMSOIL synthetic grease is rigorously evaluated to meet our high performance standards and real-world demands. Dealers can confidently

recommend our greases to a wide range of enthusiasts, contractors and DIYers.

Do not assume one grease fits all. For optimum performance, it's best to use a specialized grease designed for the application. Key factors to consider include the following:

1. Application

Rotating bearing, pivot bushing, two pieces sliding together?

2. Operating Environment

Inside or outside, wet or dry, hot or cold, dusty or clean?

3. Bearing Speed

High speeds (>10,000 rpm), low speeds (<10,000 rpm), sliding or non-rotating?

4. Bearing Load

Heavy, light, impact?

5. Manufacturer Recommendations

NLGI grades, thickener, tacky or non-tacky, OEM specifications?

Use the table below as a guide for selecting the proper AMSOIL synthetic grease based on application. For questions about AMSOIL grease recommendations, contact AMSOIL Technical Services (tech@AMSOIL.com, 715-399-8324).

PRIMARY APPLICATION

	Non-rotating Bearings and Sliding Motions	General Purpose/ Rotating Bearings	Rotating Bearings Operating Under Heavy Impact Loads	Specialty/Food-Grade
Lithium Complex			AMSOIL Synthetic High-Viscosity Lithium-Complex Grease (GVC)	
Calcium Sulfonate Complex	AMSOIL Synthetic Polymeric Off-Road Grease (GPOR1, GPOR2)	AMSOIL Synthetic Multi-Purpose Grease (GLC) AMSOIL Synthetic Water-Resistant Grease (GWR) AMSOIL DOMINATOR® Synthetic Racing Grease (GRG)	AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR1, GPTR2)	AMSOIL Synthetic EP #00 Grease (GSF)
Other				AMSOIL X-Treme Synthetic Food-Grade Grease (GXC)

THICKENER

GET READY FOR THE 2025-2026 AMSOIL CHAMPIONSHIP SNOCROSS SEASON

As the snow begins to fall and riders prepare for battle, AMSOIL Championship Snocross is gearing up for an adrenaline-fueled 2025-2026 season. With a fresh slate of race dates and a reshuffled roster of elite riders, this season promises to deliver high-octane action from the first green flag to the final checkered flag.

A New Era Begins

One of the biggest storylines heading into the season is the retirement of legendary multi-time champion Elias Ishoel. Known for his aggressive style and unmatched consistency, Ishoel leaves behind a legacy that will be hard to match. But as one chapter closes, another opens.

Enter Anson Scheele, the former Pro Lite standout from the AMSOIL/Scheuring Speed Sports team. After finishing second in points last season, Scheele is making the leap to the Pro class, ready to challenge the sport's elite. With Scheuring's proven program behind him, expectations are high for Scheele to make an immediate impact.

2025-2026 Race Schedule

This year's schedule spans iconic venues across the U.S. and Canada, offering fans plenty of chances to catch the action live. Here are the confirmed race dates:

Mt. Zion Snocross National

Dec. 12-13, 2025
Ironwood, Mich.

U.S. Air Force Snocross National

Jan. 9-10, 2026
Shakopee, Minn.

U.S. Air Force Snocross National

Jan. 23-24, 2026
Deadwood, S.D.

Grand Prix de Valcourt

Feb. 14-15, 2026
Valcourt, Québec

Seneca Allegany Snocross National

Feb. 20-21, 2026
Salamanca, N.Y.

Elk River Snocross National

March 6-7, 2026
Elk River, Minn.

Eagle River Snocross National

March 13-14, 2026
Eagle River, Wis.

AMSOIL Snocross National

April 3-4, 2026
Duluth, Minn.

Each stop will feature Pro, Pro Lite and amateur classes, with livestream coverage available on FloSports and replays on Fox Sports. Fans can expect exclusive content, behind-the-scenes footage and tech tips throughout the season — plus giveaways and dealer activations at every event.

Powering the Podium

AMSOIL continues to fuel the sport's top performers with race-proven synthetic lubricants. From the frigid start lines of Mt. Zion to the high-speed corners of Spirit Mountain, AMSOIL products are engineered to deliver peak performance in the harshest conditions.



AMSOIL
CHAMPIONSHIP
SNOCROSS
BRUNT



AMSOIL Reorganizes for Strength and Growth

AMSOIL has achieved significant growth in recent years against industry headwinds. Skillful strategic planning and outstanding execution help ensure we will continue to grow at a strong pace. To that end, it is critical that AMSOIL develops an organizational structure that positions our business for long-term success. Recent organizational changes put that structure in place and optimized our company for future growth.

Our mission includes a core value: investing in expertise to deliver the performance our customers are promised and the satisfaction they deserve. AMSOIL has a long history of solving technical problems for customers and leveraging technical content in our marketing. We have 10 Certified Lubrication Specialists (CLS) on the AMSOIL team; there are only about 1,500 in the entire world. We also have three Certified Lubrication and Grease Specialists (CLGS) on staff and 23 additional technical lubrication certificates. We have applied the same dedication to expertise in non-technical roles and hired experts in every area of the business.

The current restructuring will help us continue finding success with strong leadership for the long term. The Executive Leadership Team (ELT) helps run the business, guide strategic decision-making and develop strategies designed to propel AMSOIL forward. The ELT is focused on quality, safety, compliance and delivering the best experience to our customers. We have future-focused leadership well-equipped to handle the big issues and power accelerated business growth for years to come.

Meet the AMSOIL Executive Leadership Team

Alan Amatuzio | Chairman & CEO

Alan Amatuzio officially joined AMSOIL in 1988 as a shop mechanic while attending the University of Minnesota Duluth. He has held multiple positions at AMSOIL, including Production Manager, Plant Manager, Director of Industrial Lubricants and Chief Operating Officer. Amatuzio is a Certified Lubrication Specialist and sole owner of AMSOIL INC., providing leadership in all areas of the company.

Bhadresh Sutaria | President

Bhadresh Sutaria joined AMSOIL in 2016 as Chief Financial Officer, bringing deep expertise in general management, strategy, financial and business analysis, accounting and treasury. As President, Sutaria oversees daily operations. He is passionate about business performance management, finance excellence, business transformation and innovation.

Rob Shama | Chief Revenue Officer

Rob Shama is now Chief Revenue Officer (CRO). In this role, Shama oversees all of sales and marketing. Shama has more than 40 years of experience in the chemical industry, including 30 years with Afton Chemical,* where he held various positions, including CMO and President.

Malissa Gallini | Chief Operating Officer

Malissa Gallini is now Chief Operating Officer (COO). In her role, she is directly responsible for all aspects of manufacturing and supply chain. Gallini joined AMSOIL in 2024, previously serving as VP of Manufacturing in the specialty-chemical industry. Her background includes commercial aftermarket leadership in the aviation industry and military service, where she served two tours overseas as an engineer officer.

Dave Meyer | President, Aerospace Lubricants

Dave Meyer joined AMSOIL in 2011 and has held leadership roles in customer service, operations, supply chain and procurement. His diverse background made him the ideal choice to lead our wind business starting in 2013. In 2021, Meyer was tasked with leading our diversification efforts as VP, Industrial and is now President, Aerospace Lubricants.

Dan Peterson | Sr. VP, Global Consumer Business

Dan Peterson joined AMSOIL in 2007 as Director of Technical Development. In 2017, Peterson brought his experience in product development and engineering to the sales side of the business. Today, he leads the International, Dealer Sales, Customer Service and Technical Services teams as Sr. VP, Global Consumer Business.



Alan Amatzio
Chairman & CEO



Bhadresh Sutaria
President



Rob Shama
Chief Revenue Officer



Malissa Gallini
Chief Operating Officer



Dave Meyer
President, Aerospace Lubricants



Dan Peterson
Sr. VP, Global Consumer Business



Deena Peterson
Sr. VP, Finance



Lee South
Sr. VP, Information & Digital Technologies



John Brennan
Sr. VP, Human Resources



Brian Skaggs
Sr. VP, Industrial

Deena Peterson | Sr. VP, Finance

Deena Peterson is now Sr. VP, Finance. Peterson joined AMSOIL in 1996 as an accounting intern and has held multiple positions since. With nearly 30 years at AMSOIL, she has developed a unique understanding of our business. Today, Peterson leads the Finance, Accounting and Account Services teams, supporting the business through financial planning, reporting and controls, cash management and internal risk management.

Lee South | Sr. VP, Information & Digital Technologies

Lee South is now Sr. VP, Information and Digital Technologies. Over the past 18 years, he has demonstrated exceptional leadership and strategic thinking. South oversees all aspects of IT, including infrastructure, business systems and digital technologies. He will continue to lead these teams with a special focus on AI strategy and development, ensuring we have secure, reliable systems.

John Brennan | Sr. VP, Human Resources

John Brennan joined AMSOIL in 2024 and has spent over 25 years in Human Resources. He has extensive experience developing and executing strategies in talent acquisition, learning and development, talent management and employee engagement.

Brian Skaggs | Sr. VP, Industrial

Brian Skaggs joined AMSOIL in 2025, bringing over 35 years of experience with metalworking fluids, surface treatments and chemical management. He is known for driving results and building customer-focused solutions across the industrial sector.

A Future of Growth and Expertise

This seasoned leadership team is poised to guide AMSOIL into its next chapter of growth. The combined expertise of the ELT ensures a continued focus on quality, safety and delivering an exceptional experience for every AMSOIL customer and Dealer. With this structure, AMSOIL is well-equipped to navigate industry challenges and accelerate growth for years to come.

Grease Held to a Higher Standard

Designed to address the elevated performance requirements of modern industrial and high-performance applications, the NLGI HPM grease specification represents a significant advancement in grease technology.

The HPM specification includes several additional and more-severe tests than required to meet the long-standing NLGI GC-LB grease specification, including...

Four-ball extreme-pressure testing

evaluates protection under the high-load conditions encountered by bearings and components.

Copper-strip corrosion testing ensures compatibility with copper-containing alloys used in modern machinery.

Extended oxidation testing runs longer and at higher temperatures, simulating the thermal stress seen in modern high-performance applications.

Mechanical-stability testing is performed under higher temperatures for extended periods, ensuring greases maintain proper consistency in demanding conditions.

Water-resistance testing goes beyond simple washout to include water spray-off testing, simulating the high-pressure washing conditions common with food-processing, marine and industrial applications.

Contamination-resistance testing evaluates how well the grease

maintains its protective properties when contaminated with common industrial contaminants like dust and debris.

HPM Performance Tags

Four specific performance tags may also be added to the HPM core specification, indicating the grease passed additional tests and offers enhanced performance in specific areas:

The HPM+WR Specification indicates enhanced performance in wet or water-wash applications.

The HPM+CR Specification indicates enhanced corrosion resistance in saltwater environments.

The HPM+HL Specification indicates enhanced load-carrying capability.

The HPM+LT Specification indicates enhanced low-temperature performance.

NLGI GC-LB Applications

NLGI GC-LB remains the standard for automotive and moderate-duty applications.

- Automotive service and maintenance
- Light-duty industrial applications
- Agricultural equipment facing moderate operating conditions

- Construction equipment operating in standard environments

NLGI HPM Applications

NLGI HPM addresses the enhanced performance requirements of modern commercial and industrial equipment.

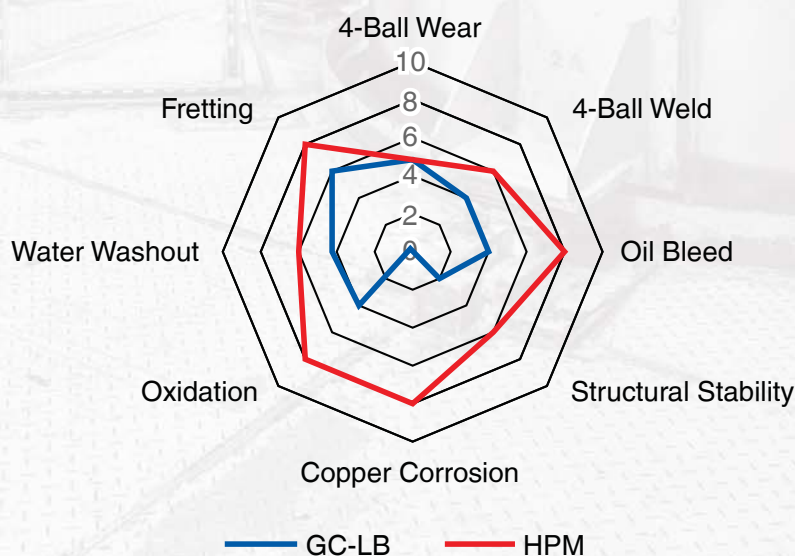
- Heavy-duty industrial manufacturing applications
- Marine and offshore applications
- Food-processing equipment
- Mining and heavy construction equipment

AMSOIL Synthetic Greases

Specification compliance is just the starting point. Grease formulation and quality vary across the industry and affect real-world performance. AMSOIL synthetic greases offer superior protection and performance in a wide range of vehicles and equipment operating in severe environments.

AMSOIL Synthetic Multi-Purpose Grease (GLC) meets the performance requirements of the NLGI GC-LB and NLGI HPM core specifications.

AMSOIL Synthetic Water-Resistant Grease (GWR) meets the performance requirements of the NLGI GC-LB and NLGI HPM+WR specifications.



Proven Powersports Performance

AMSOIL thoroughly tests every product in real-world conditions.

Riders like to push machines to their limits, the way they are designed to be used. We tested AMSOIL Synthetic ATV/UTV Dual-Clutch Transmission Fluid (AUDCT) in a Can-Am® Maverick R® UTV and AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) in an Arctic Cat® ZR 858 R-XC® snowmobile. We subjected both vehicles to aggressive trail riding, then pushed them even harder on our dyno. Afterward, we disassembled the engine and transmission to see how AMSOIL products performed.

AMSOIL Synthetic ATV/UTV DCT Fluid held up flawlessly against more than 2,000 miles (3,219 km) of torture on the trail and the dyno. It delivered smooth shifts and protected the high-performance dual-clutch transmission over the aggressive driving owners typically enjoy.



**Can-Am Maverick
Proof-of-
Performance Video**

Clean engine components are exactly what you want from your two-stroke oil. AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil minimized carbon deposits in the cylinders and exhaust power valves and left no heat-related galling, sticking or discoloration in the wrist pins and roller cages.

It's the latest proof that customers can count on AMSOIL products to keep their machines running reliably and at peak performance in the harshest conditions. Quickly find the right AMSOIL products for vehicles with our convenient Product Guides.



**Arctic Cat ZR 858
R-XC Proof-of-
Performance Video**



**AMSOIL Product
Guides**

Powersports Product Recommendations

- AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil (AIT) tested in:
 - Arctic Cat ZR 858 R-XC
 - Polaris® Pro RMK 850*
 - Polaris Switchback Assault Boost* (turbo)
 - Ski-Doo® 850 E-TEC Turbo R*
- AMSOIL Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil (AFF) tested in Yamaha® Sidewinder L-TX* (turbo)
- AMSOIL Synthetic ATV/UTV Motor Oil tested in Polaris RZR Pro XP* (turbo)
- AMSOIL Synthetic ATV/UTV DCT Fluid (AUDCT) tested in Can-Am Maverick R (turbo)
- AMSOIL Synthetic ATV/UTV CVT Fluid (AUCVT) tested in Polaris RANGER XD 1500* (turbo)
- AMSOIL DOMINATOR® Synthetic 2-Stroke Racing Oil (TDR)
- AMSOIL Synthetic Chaincase & Gear Oil (TCC)
- AMSOIL Shock Therapy® Suspension Fluid (STL, STM)
- AMSOIL Powersports Antifreeze & Coolant (PSAF)
- AMSOIL Quickshot® (AQS)
- AMSOIL Synthetic Water-Resistant Grease (GWR)
- AMSOIL Power Foam® (APF)
- AMSOIL Engine Fogging Oil (FOG)
- AMSOIL Brake and Parts Cleaner (BPC)
- AMSOIL Heavy-Duty Metal Protector (AMH)
- AMSOIL Mudslinger® (AMS)



AMSOIL Guidelines to Navigating AI

Artificial intelligence, or AI, is a powerful tool gaining significant traction across many industries. For AMSOIL Dealers, AI tools offer new avenues for creating social-media posts and other marketing content. While these technologies can streamline content creation, using them requires careful consideration and adherence to established best practices. Here are some essential guidelines for using AI to support your Dealership while upholding AMSOIL brand standards.

Adhere to AMSOIL Policies

Your AMSOIL Dealership is a representation of the AMSOIL brand, and all marketing and advertising materials you produce must align with company policies. This principle extends to any content generated with the help of AI.

Showcase Current Products Only

Dealers must only promote current, authentic AMSOIL products. AI models, especially image generators, are not trained on the specific AMSOIL product catalog. They may invent product names or create images of bottles and packaging that do not exist.

Using images or descriptions of fake, AI-generated products can confuse customers, misrepresent the brand and damage the trust you have built. Before publishing any AI-generated content,

confirm that every product mentioned or shown is a genuine, currently available AMSOIL product.

Upholding Brand Integrity

Beyond product representation, all content must reflect the professional standards of the AMSOIL brand. This includes using the correct logos, trademarks and brand colors. AI-generated content must not make exaggerated or unsupported claims about product performance. Always refer to official AMSOIL corporate literature and data sheets for approved performance claims and product information.

Ensure Information Accuracy

AI tools are designed to generate text based on patterns in the vast amount of data on which they were trained. They do not "know" facts in the same way a person does. As a result, they can present information that is outdated, out of context or entirely incorrect. For a brand like AMSOIL that is built on technical precision and performance data, accuracy is non-negotiable. Any technical data, product recommendations or performance benefit mentioned in your AI-assisted content must be verified against official AMSOIL published information. This includes the AMSOIL website, product data sheets and other corporate literature.

AI Is Not a Technical Expert

An AI model cannot understand the nuanced differences between engine types, the specifics of lubrication chemistry or the correct application for a particular product. It may recommend

a two-stroke oil for a four-stroke engine or confuse specifications for diesel and gasoline engines. Relying on AI for technical recommendations without verification is a significant risk to your customers and your reputation.

You can use AI as a writing assistant, but not as a technical expert. For example, if you ask an AI tool to write about the benefits of AMSOIL Signature Series Synthetic Motor Oil, it might generate a paragraph that sounds plausible, but contains inaccurate viscosity grades or omits key specifications. It is your responsibility to correct these inaccuracies. Never assume the AI-generated text is correct, no matter how convincing it sounds.

Example of AI Error

Imagine you use an AI tool to create a social-media post about AMSOIL DOMINATOR® Synthetic 2-Stroke Racing Oil (TDR). The AI might generate an image of a generic oil bottle with a made-up label and write a caption that says, "Perfect for your lawn mower and leaf blower."

A careful review would reveal several errors. First, the image is not an actual AMSOIL product. Second, while DOMINATOR is a two-stroke oil, it is specifically formulated for high-performance racing applications, not standard lawn equipment. The correct recommendation for two-stroke lawn equipment is SABER® Professional Synthetic 2-Stroke Oil (ATP). Publishing the AI's initial output would provide incorrect information to your customers and misrepresent the product's intended use.



*An AI model cannot understand the nuanced differences between engine types, the specifics of lubrication chemistry or the correct application for a particular product. It may recommend a two-stroke oil for a four-stroke engine or confuse specifications for diesel and gasoline engines. **Relying on AI for technical recommendations without verification is a significant risk to your customers and your reputation.***



The Critical Role of Human Review

The capabilities of AI are impressive, but the technology is not foolproof. Think of AI as a creative, but sometimes unreliable assistant. It requires a diligent manager — you — to review and approve its work. Every piece of content created with AI assistance needs serious proofreading and careful review before it is published.

Your review process should go beyond checking for simple spelling and grammar errors. Read critically and evaluate the content for:

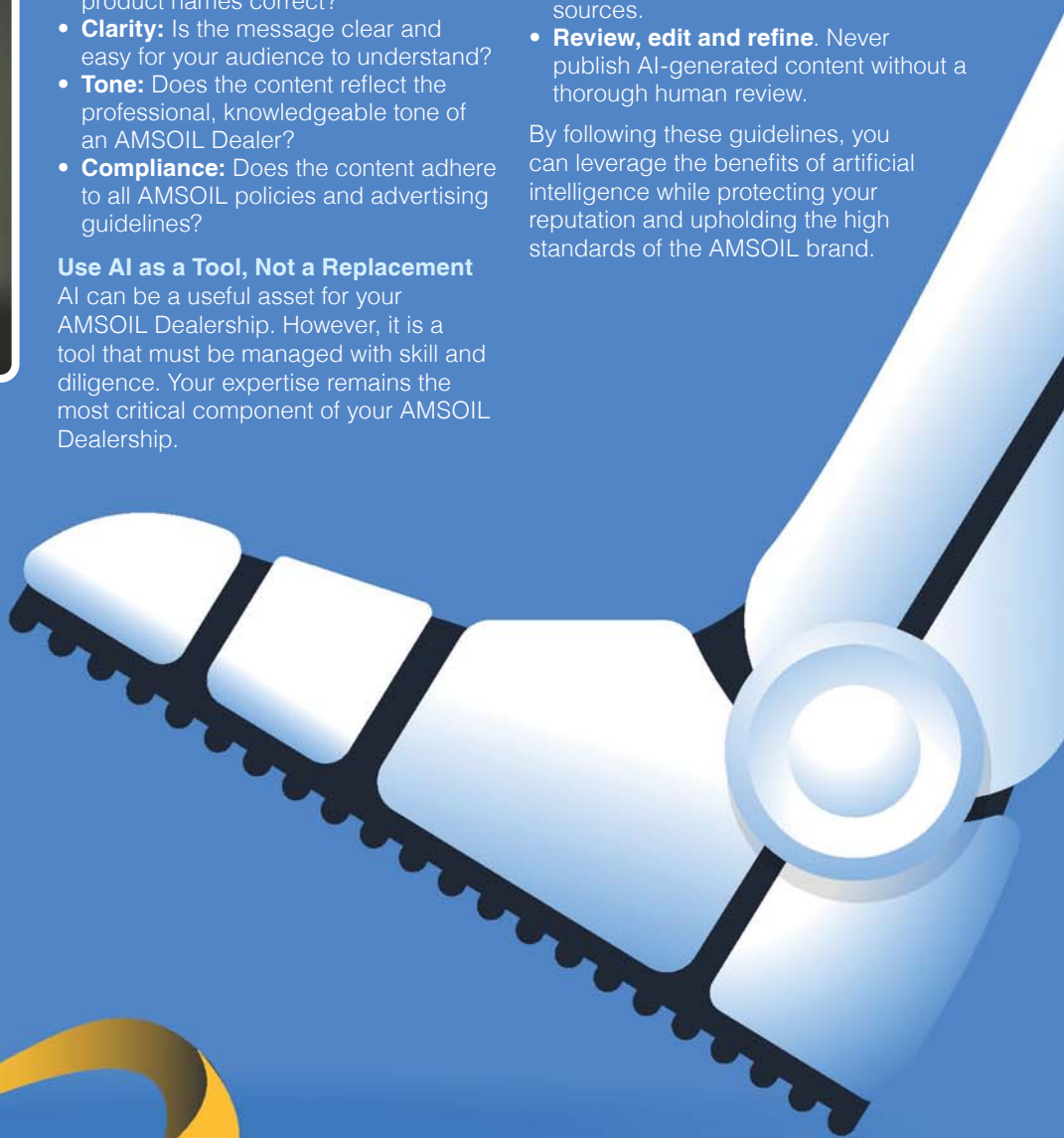
- **Accuracy:** Are all facts, figures and product names correct?
- **Clarity:** Is the message clear and easy for your audience to understand?
- **Tone:** Does the content reflect the professional, knowledgeable tone of an AMSOIL Dealer?
- **Compliance:** Does the content adhere to all AMSOIL policies and advertising guidelines?

Use AI as a Tool, Not a Replacement

AI can be a useful asset for your AMSOIL Dealership. However, it is a tool that must be managed with skill and diligence. Your expertise remains the most critical component of your AMSOIL Dealership.

- **Always start with AMSOIL policies.** Ensure everything you create is compliant.
- **Verify every fact.** Cross-reference all technical details and product information with official AMSOIL sources.
- **Review, edit and refine.** Never publish AI-generated content without a thorough human review.

By following these guidelines, you can leverage the benefits of artificial intelligence while protecting your reputation and upholding the high standards of the AMSOIL brand.



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. 	

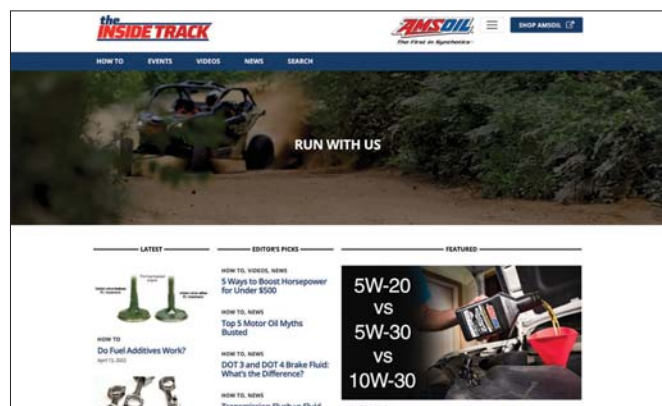
	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"> • Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator 	<ul style="list-style-type: none"> • 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

November Closeout

The last day to process November telephone orders is Wednesday, Nov. 26. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central on Sunday, Nov. 30. All orders received after these times will be processed for the following month. Volume transfers for November business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Saturday, Dec. 6.

Holiday Closings

The Edmonton Distribution Center will be closed Tuesday, Nov. 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Nov. 27-28 for Thanksgiving Day.



Visit The AMSOIL Inside Track

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

Vinyl Tool Tray

Keep your tools close to hand with this durable tool tray. Made in the USA with moisture- and chemical-resistant poly vinyl. Measures 16"W x 12"H with 1" tall sidewalls.

Features the AMSOIL logo among eight compartmentalized areas to hold tools and parts secure while working.



STOCK #	U.S.	CAN.
G3915	\$35.00	\$46.00

Beware of Ordering Scams

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

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

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

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

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



STORE EQUIPMENT WITH CONFIDENCE

Fall is here, and it's time to put summer equipment into offseason storage. AMSOIL products keep your equipment protected during the winter and primed and ready for action next spring.

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, including corrosion, sludge and reduced equipment performance and life.

USE FOGGING OIL FOR EXTRA PROTECTION AGAINST CORROSION AND DRY STARTS

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?

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.





Jamie Prochnow | RETAIL PROGRAM MANAGER

Use Business Tools to Reach New Accounts

The commercial and retail business tools in the Dealer Zone contain all the resources you need in one easy place.

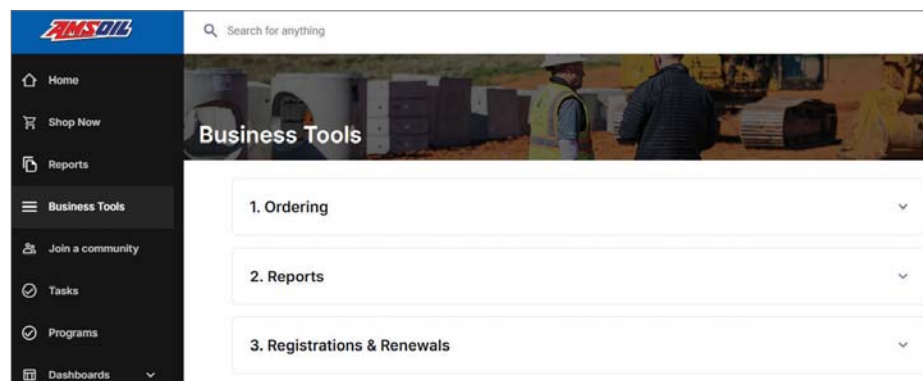
Last month, we discussed the commercial and installer value propositions and target markets. The goal of each value proposition is to create a compelling narrative and talking points to targeted areas where AMSOIL Dealers will have success. This laser-focused approach helps tune out the noise and lets Dealers focus on building relationships over doing research.

While the value propositions and target markets are a great start, we wanted to build out resources to help you every step of the way. We understand your time is limited and sales may be a new endeavor. Following the sales process, seeking the target markets, understanding the value proposition and using the business tools in the Dealer Zone will make you more effective in the field and more successful closing sales.

AMSOIL business tools build on and follow the AMSOIL sales process. If you haven't taken Sales-Process Training, you should. It's designed to provide step-by-step guidance on selling to businesses. It also allows us to speak the same language when working together to make us all more successful.

If you haven't been to the Business Tools page in the Dealer Zone, click the Business Tools link in the left column, then select either Commercial Business Tools or Retail Business Tools.

Starting with Prospecting, each step in both the Commercial and Retail Business Tools have some common elements. You'll see options to download email templates to help you reach



out to prospective customers, and program information. Some of the most important information pertains to better understanding your customers. The market briefs, questionnaires and cost calculators are all designed to put the customer first, understand their business at a deeper level and make the best product recommendations possible.

Approaching the Business

[Commercial Catalog \(G3798\)](#)

[Excavators/Off-Road Contractors Market Brief](#)

[Trades/Construction Contractors Market Brief](#)

[Lawn & Landscape Contractors Market Brief](#)

[Local Fleets Market Brief](#)

[Agricultural Market Brief](#)

There are also links to the appropriate catalogs, data sheets and other resources you can leave behind for your customers. All of this creates a one-stop shop in the Dealer Zone for the materials you need to sell to all prospective customer types.

While there are a lot of similarities between Commercial Business Tools and Retail Business Tools, there are also some differences. In Retail Business Tools, you'll see information pertaining to marketing for accounts, co-op, UPC bar codes and the AMSOIL Unilateral Minimum Advertised Price Policy (G3656) for retail accounts. These are all important pieces to understand when selling to retail customers.

When looking at the Commercial Business Tools, you'll see additional information on oil analysis, lubrication expertise and equipment applications. Spend time in each category to understand what is available and how it works with each step in the sales process.

The Business Tools tab is a critical piece in finding the right information at the right time to make you more efficient and successful in the field. Make sure you're spending time in the Dealer Zone on a weekly basis and reviewing the information in the Business Tools tab. As always, happy selling.

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





PROTECTION | **PERFORMANCE**
you demand. | *you deserve.™*

ISO 9001/ISO 14001 REGISTERED

Donaldson.
Filtration Solutions

WIX
FILTERS

MANN
FILTER

WE HONOR



(Discover in U.S. only)

Snowmobile season is right around the corner. Secure more sales this winter by educating your customers and prospects about the AMSOIL Runs on Freedom® Limited Snowmobile Warranty. AMSOIL.com/rof WARRANTY



Minimum 10%
Post-Consumer Fiber

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Greg Vaughn

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Vaughn Enterprises, Inc.

AMSOIL Direct Jobber

Greg@VaughnInc.com

www.VaughnInc.com

Toll Free: **1-800-581-5823**

Office: 920-733-2753

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New AMSOIL App for P.C.s and Catalog Customers

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

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

