

AMSOIL[®]

► DEALER EDITION

MAGAZINE

MARCH 2026



AMSOIL – Official Oil of King of the Hammers

| PAGE 8

Leverage the AMSOIL/Fleece Partnership to Gain New Commercial Accounts | PAGE 10



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THE COVER

The exciting 2026 King of the Hammers event featured 770 teams competing in front of 80,000 spectators and 2.5 million online viewers.





From the Chairman

One of my favorite things is encountering people who are excited about AMSOIL and have no idea who I am. When someone sees an AMSOIL logo on my vehicle or clothing and says, "Hey! You use the good stuff. Nice!" It fills me with pride. Conversely, when a customer has anything less than a great experience, it keeps me up at night. I want every customer, from the smallest online/catalog customer to the largest commercial or retail account, to have an outstanding experience with AMSOIL from start to finish.

One of our core values is "A Commitment to the Customer." We put the customer first. Customer satisfaction matters more than a sale. That mindset must be attached to everything we do. In general, we execute at a high level in all areas, which has helped generate loyal customers through the years. Still, we occasionally make a mistake. When that happens, it's important that we own it, take steps to correct it in the customer's eyes and commit to future improvement. When we do that, customers are typically very receptive, and often even a little surprised. That

is a sad commentary on customers' experiences with other companies, but it is good for us as long as we uphold our commitment.

Putting the customer first isn't always easy. It can be hard to admit when you've made a mistake. It can be a tremendous amount of work to implement improvements to longstanding programs or processes. But when it's the right thing to do, you do it. And if you stand firm on doing the right thing for customers, you will succeed and grow.

When someone wants to know why AMSOIL does something, the answer is usually "because that's what's best for customers," or, "that's what customers want." Why does AMSOIL have so many specialized products? Because specialized formulations provide better protection and performance for their intended applications than one-size-fits-all oils offered by our competitors. Customers benefit. Why does AMSOIL sell through independent Dealers instead of big-box retailers and national chains? Because Dealers can provide expertise and local service that big-

chain employees cannot. Customers benefit. Why does AMSOIL have Customer Service and Technical Services representatives available by phone, email or chat? Because customers have questions and like talking to real people. Customers benefit.

Are you putting the customer first? Uncovering the areas in which you need to improve requires self-examination and humility. When you go the extra mile for your customers and put their needs before your own, you will grow. Word will spread, more customers will come to you and your earnings will increase. Sales and earnings are great lagging indicators of how you're doing. I tell the team at AMSOIL that customer satisfaction is all that matters. Profits merely tell us how we're doing.

Alan Amatuzio
Chairman & CEO



NEW



MAXIMUM AIRFLOW FOR PEAK PERFORMANCE

New AMSOIL Air Filter Oil (AFO)

Quickly penetrates foam air filters to help prevent dirt and water contamination and provide maximum clean airflow to the engine. Its tacky formula provides superior adhesion that prevents fluid pooling in the airbox and traps dirt, sand and grit to provide long-lasting engine protection and peak performance.

- **Tacky** formula stays in place to trap contaminants.
- **Resists** dirt and water to maintain airflow.
- **Quick** penetration to prevent pooling.

Not available in Canada.

LETTERS TO THE EDITOR

WET CLUTCHES

With Harley Davidson's* recent addition of an 80W-140 heavy gear oil that can be used in both the transmission and primary, I believe that AMSOIL should offer a compatible fluid.

With the oil migration/transfer problem that Harley has been having (TSB-M1492), this would be a huge plus with the Harley-Davidson V-twin fluid offerings.

The bulletin specifies model years 2017-2019, but I can assure you that there are some of the earlier models that also have experienced the problem. Also, the vent kit install does not cure all.

I have been running AMSOIL SEVERE GEAR® 75W-140 Synthetic Gear Lube (SVO) on my own, as well as customers' Harleys for quite some time with great results until I had some customers experience the migration/transfer problem, resulting in harsh shifting complaints and the clutch discs becoming contaminated with a fluid that is not designed to work with a wet-clutch system. Even the AMSOIL Synthetic V-Twin Transmission Fluid (MVT) is not wet-clutch compatible and I have been crediting my customers 100% for the fluid and labor to replace with either Harley 80W-140, AMSOIL SAE 60 Synthetic V-Twin Motorcycle Oil (MCS) or whatever they choose. This is money out of my pocket.

Unfortunately, as an AMSOIL Dealer, I am going to have to stop using AMSOIL Synthetic V-Twin Transmission Fluid and SEVERE GEAR 75W-140 in the models I know of that have the potential for the migration/transfer issue and use the Harley-Davidson 80W-140.

I'm hoping that in the near future AMSOIL will be offering Synthetic V-Twin Transmission Fluid that is compatible with wet clutches.

Thank you,

Pete Morgan

AMSOIL: Thank you, Pete. We are aware of this issue and we are currently validating potential AMSOIL solutions. Once we've confirmed the best choice for the affected applications, we will update our recommendations. Stay tuned.

PUSH NOTIFICATIONS

Push notifications should be doable without requiring opt-out, instead maybe requiring opt-in.

I suspect your system already tracks when a Dealer last logged in. A push notification feature would require adding a bitfield column to the database, something like 'dz_push_notice_sent.' When the Dealer logs out, the bit is cleared. When an event happens and the Dealer is currently logged in, set the on-screen message-waiting indicator; otherwise if the bit is not set, send the message and set the bit. But then, what should the system do when the event occurs while the Dealer logs out, or logs in? Use a mutex? There are probably more corner cases to consider.

Receiving only one push notice between logins would eliminate the need to provide an opt-out option. But then, some Dealers might want to receive the push notice only at a preferred time of day. "Let's see. My EOB is 6 p.m. Let's set it so I receive the notice at 4:30 p.m. my time." Some Dealers might want an email, some a text message, others both. And some busy Dealers are rarely not logged in; they'll see all the notifications anyway and might choose to receive neither emails nor text messages (that is, opt out). So, some form of configuration is likely to be needed. Unless, perhaps, you make it smart and send messages only to lower-volume Dealers who log in less frequently.

In theory, it's not too complex. But like all software, devils like to lurk in the details.

Yours,

Neal Murphy

AMSOIL: Thank you for your suggestions, Neal. As mentioned in the November "Letters to the Editor," we think push notifications are a great idea. We have been working on many other great ideas that will benefit customers and all Dealers, so we haven't started working on push notifications yet. Your ideas will be taken into consideration as we plan future projects. And you're correct about those details – it's far more complicated than it would seem.

COMMERCIALS

It would be nice if in the future of AMSOIL commercials you could shave off 1 second and add the words "or find your nearest Independent AMSOIL Dealer" in between or after saying "order online at AMSOIL.com." Order online or find your nearest Independent AMSOIL Dealer at AMSOIL.com.

Thanks,

Marty Metcalf

AMSOIL: Thank you for the suggestion, Marty. We do not reference Dealers in our commercials for a handful of reasons, all of which are centered on putting the customer first. The best place for people to find a local Dealer is AMSOIL.com, so directing them there accomplishes that. Next, most people today want and expect to order online, so we give them the information that allows them to buy online. In addition, there are, unfortunately, major gaps in Dealer coverage across the U.S. and Canada, so many people who see our commercials do not have a Dealer near them to contact, and very few Dealers carry any inventory. We want to make things as simple as possible for customers, and that includes serving them the simplest messages. We strongly encourage all Dealers to do the same. Make it as easy as possible for customers to get what they want, how they want. One of the best ways to connect prospective customers to AMSOIL is by using Dealer-number transferring links in your communications. A simple text with a link that includes your Dealer number keeps that customer connected to you and puts him or her in the driver's seat to get the products and information they want, how they want.

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.



Garret Gibeau | PRODUCT DEVELOPMENT ENGINEER II

The Effect of Heat on Motorcycle Oil

Motorcycles feature tightly integrated, high-performance engines capable of producing extreme heat in stop-and-go traffic and during aggressive riding at high rpm.

Motorcycle engines, transmissions and clutch plates typically all share the same oil. Extreme heat threatens the motorcycle oil's ability to protect these core components. It is important to understand how heat attacks oil and influences motorcycle reliability and longevity.

Why Motorcycles Run Hot

Unlike automotive engines that benefit from large radiators and powerful cooling fans, many motorcycles rely on ambient airflow to maintain operating temperature, especially large-displacement V-twins. And high-revving inline fours and performance twins typically generate more horsepower per cubic inch than automotive engines. More power means more heat, and when airflow slows, temperatures spike.

What Heat Does to Oil

Heat is the primary driver of oil degradation, accelerating three destructive processes:

1. VISCOSITY LOSS

Viscosity is the oil's thickness, indicating its ability to maintain a protective film between metal surfaces. Extreme heat causes oils to thin. Once viscosity drops, oil pressure falls, and metal-to-metal contact wear can be introduced.

When the same oil lubricates the engine and transmission, mechanical shearing forces are introduced by the gear engagement. Motorcycle transmissions can literally tear lesser oils apart at the molecular level. The combination of heat and shearing quickly compounds viscosity loss.

2. OXIDATION

Oxidation is a chemical reaction where oxygen bonds with oil molecules, creating harmful byproducts such as acids, varnish and sludge. Oxidation thickens oil and forms deposits on pistons that can lead to ring sticking, scuffed cylinder walls, blowby and reduced compression and power. Since the oxidation rate doubles for every 18°F (10°C) increase in temperature, modest temperature spikes can quickly cut oil life in half.

3. ADDITIVE DEPLETION

Compromised lubricity alters clutch feel, leading to harsh shifting and reduced drive under load. In wet-clutch motorcycles, heat accelerates additive loss, increasing the likelihood of clutch glazing and slippage. Motorcycle oils require an additive package formulated to fight heat, prevent wear, extend oil life and maximize shifting performance.

Extreme Conditions Reveal Weak Links

When the oil's film strength fails, wear quickly follows. AMSOIL conducts extreme heat testing well beyond real-world riding to understand how oils behave under thermal duress. In a recent air-cooled v-twin dyno test, cylinder temperatures exceeded 350°F (177°C), and sump oil temperatures climbed past 250°F (121°C). Inferior lubricants can vaporize, oxidize rapidly and suffer viscosity collapse at these temperatures. AMSOIL Synthetic V-Twin Motorcycle Oil has been stress-tested and proven to maintain viscosity at an extreme 500°F (260°C) cylinder temperature, which is well above normal operating temperatures.

How AMSOIL Synthetic Motorcycle Oils Fight Heat

AMSOIL synthetic motorcycle oils are specifically engineered to support the extreme thermal conditions in motorcycle engines by focusing on four core principles:

1. HEAT-RESISTANT SYNTHETIC BASE OILS

AMSOIL synthetic motorcycle oils are formulated with high-quality synthetic base oils that stay within grade to provide robust film strength across a wide temperature range.

2. SHEAR-STABLE, SHARED-SUMP FORMULA

AMSOIL synthetic motorcycle oils are inherently shear stable, maintaining viscosity despite the repeated mechanical stress of pistons, cranks, transmission gears and clutch plates.

3. ROBUST ADDITIVE PACKAGES

AMSOIL synthetic motorcycle oils contain high levels of antioxidants and antiwear additives to extend oil life and provide protection at extreme temperatures.

Why it Matters

AMSOIL synthetic motorcycle oils provide strong, stable lubricating films at temperatures where conventional oils begin to degrade. They help prevent the formation of varnish and sludge on hot engine surfaces that lead to ring sticking, scuffing, blowby and clutch glazing.

AMSOIL – Official Oil of King of the Hammers

It was another epic year of off-road racing havoc in Johnson Valley, Calif., where 770 teams competed in front of 80,000 spectators and 2.5 million online viewers. The 2026 King of the Hammers featured two weeks of racing, culminating with the Race of Kings on Saturday, Feb. 7.

Often referred to as the toughest single-day off-road race in the world, the Race of Kings combines desert racing and rock crawling over 200 miles (322 km) of grueling trails. After the dust settles over the carnage and chaos, only about 15% of racers typically finish, as the losers extract their busted vehicles from the desert.

The Race of Kings three-lap format combined the typical high-speed desert sections and legendary Hammer trails, but the final lap was revealed only days before the race. It featured many new, highly technical and extremely challenging rock trails that overwhelmed most teams. Making things more difficult, drivers weren't allowed to pre-run, so they experienced the new trails for the first time during the race.



The 2026 Race of Kings turned out to be one of the toughest events in King of the Hammers history. Expected to finish by 4 p.m., after a dozen hours of racing marked by extreme mechanical failures, organizers cut 40 miles (64 km) off the final loop so someone might finish under the 14-hour time limit.

No team was more than halfway into the final lap after nightfall, and the

race ended with only two of the 81 competitors finishing in the allotted time, after 10 p.m. Three additional teams completed the course after the time limit, still an impressive accomplishment given the unprecedented difficulty. The 2026 Race of Kings will be remembered as one of the toughest off-road races ever, where simply finishing was a victory.

Race of Kings

1st – Randy Slawson – 13h 2m

"This is what King of the Hammers is supposed to be."

Having also won the previous longest race at 8h 15m, Slawson became the first four-time Race of Kings winner and is the only driver to race all 20 years.

2nd – Josh Blyler – 13h 25m

"That was insane."

3rd – Paul Wolff

Of the remaining competitors, Wolff advanced the farthest on the third lap before time expired.

15th – Kyle Chaney – Team AMSOIL

The four-time King of the Hammers UTV champ became the first driver to win the Race of Kings in a UTV in 2025. Coming straight off a second-place finish in the Dakar Rally, Chaney was charging through the pack toward the leaders on the last lap of the Race of Kings when he stopped to assist an overturned vehicle. As he was winching through the remainder of the course, an untimely rollover ended his run. Unfortunately, he was also unable to finish the Desert Challenge or UTV Hammers races this year due to equipment failures.

46th – Brad Lovell – Team AMSOIL

"It was a very intense race – a very difficult course."

Brad entered the Race of Kings with his son Adam driving the iconic championship-winning Ford* Ranger.* Unfortunately, they lost a seal in the rear differential, followed by a front tire, leaving them stranded in the middle of the pack without finishing the race.

Every Man Challenge

For the fifth consecutive year, the Lovell team captured the top qualifying position in the production-based Ultra4 Every Man Challenge 4600 class. As driver and co-driver, Brad and Adam Lovell debuted a new Ford Bronco Raptor,* proving the team's continued mastery as they dominated the 4600 class and claimed the win, plus a fourth-best finish overall. It was an impressive feat for a mostly stock vehicle. The father-son team also piloted to a class win in the Desert Challenge Limited race.

UTV Hammers

Nick Leonard & Frank Jungnitsch – Team AMSOIL

Team R3 had an impressive UTV Hammers qualifying run with first-in-class and 14th overall, but they cracked the transaxle during the race. After welding it back together and passing 10 other racers, the team ran into a massive slowdown at the Jackhammer obstacle, which had become a parking lot. They broke a tie rod while navigating around nine more competitors, but without a replacement, they were unable to finish the race.



Leverage the AMSOIL/Fleece Partnership to Gain New Commercial Accounts

Registering AMSOIL commercial accounts allows you to secure larger orders; gain loyal, long-term customers; and help maintain a consistent revenue stream. AMSOIL is laying the groundwork for you to gain a foothold in commercial markets with products geared specifically for commercial applications, commercial training opportunities, commercial sales tools, advertising targeting commercial accounts and partnerships with organizations like Fleece Performance Engineering. These efforts are designed to help AMSOIL Dealers gain new commercial accounts and increase sales across the entire AMSOIL product line.

AMSOIL Magazine spoke with AMSOIL Director, Retail & Commercial Jamie Prochnow to learn more about how AMSOIL Dealers can take advantage of our partnership with Fleece to gain new commercial accounts.

AMSOIL Magazine: How can AMSOIL Dealers use the new AMSOIL/Fleece partnership to increase sales and register new commercial accounts?

Prochnow: Fleece is a widely recognized brand in the diesel-performance world. They are committed to quality, and are only interested in partnering with the best. Much like Banks Power customers, Fleece customers seek quality products. Our relationship with Fleece expands our visibility in the diesel market and builds upon our strong reputation for quality and performance. More importantly, **the majority of current Fleece customers own or operate a small commercial business.** This partnership creates a warm lead when encountering potential commercial accounts and provides a commonality when connecting with them.

While recently visiting transmission shops, I saw the effect our Banks partnership has had on building that bridge. The customers trust Banks and, by proxy, they're much more open to listening to the AMSOIL value proposition. We expect to gain the same traction with Fleece. I encourage Dealers to educate themselves on Fleece, what

they do and the new AMSOIL/Fleece Freedom Series line of products. Then, when you see an opportunity in the field, you'll have the comfort and confidence to talk about the partnership and how AMSOIL products can help the potential customer's business.

AM: How can AMSOIL Dealers find Fleece customers who would make good AMSOIL commercial accounts?

Prochnow: While there is no list of Fleece customers, keep your eyes out for the signs. Fleece customers are proud of their vehicles and will be open to talking about them. Look for stickers or comments on business Facebook pages or websites. Build a knowledge of who Fleece is and what the company represents, and find the businesses where there is likely to be crossover.

If you don't see any signs a prospect has worked with Fleece, it's still a good idea to mention Fleece and ask if he or she has heard about the exciting new partnership between Fleece and AMSOIL. There are many synchronicities between AMSOIL and Fleece, and a customer who values the performance and service of Fleece will be more receptive to the AMSOIL value proposition.

AM: What benefits does the AMSOIL sales process offer in helping AMSOIL Dealers register Fleece customers as AMSOIL commercial accounts?

Prochnow: The AMSOIL sales process is a great tool to build confidence in your selling ability, whether targeting Fleece customers or any other potential AMSOIL commercial or retail account. The sales process is designed to make selling AMSOIL products less intimidating by breaking the selling process into manageable steps. Anyone can be successful by following the process. It's based around consultative selling, where the goal is to understand your customers and their needs. Often, we want to jump right into selling or immediately talk about price. The sales process directs you to use the AMSOIL commercial questionnaire (available in the Dealer Zone>Business Tools>Commercial Business Tools) to ask questions first, learn about your customer and then sell. By knowing your customers, you'll be in a much better place to recommend the right AMSOIL solutions to help them meet their goals.

By pairing the sales process with tools like oil analysis, you can show AMSOIL provides more than just lubricants; we provide solutions to get the most out of their equipment and keep it working in the field. In most cases, a quart of AMSOIL synthetic motor oil can replace two or three quarts of our competitors' oils by extending drain intervals. You're not just selling oil; you're selling maintenance solutions. Fleece customers recognize this value.

More information about the AMSOIL sales process is available in the Dealer Zone.

AM: Are AMSOIL Dealers allowed to sell products or register commercial businesses as AMSOIL accounts if they are already purchasing AMSOIL/Fleece Freedom Series Oils through Fleece?

Prochnow: Yes, as long as businesses are not already registered as AMSOIL commercial accounts and buying from AMSOIL, you are free to sign them up. While a customer may be using an AMSOIL/Fleece Freedom Series product in a personal vehicle, is he or she using it in his or her business fleet? What other equipment does the business use? The AMSOIL/Fleece Freedom Series products will introduce customers to AMSOIL quality and performance and allow you to provide lubricants for their other fleet vehicles. This could include other diesel oils, small-engine oils like SABER® Professional, transmission fluids, gear lubes, fuel additives and more. AMSOIL offers premium products not just for their Fleece-modified vehicles, but their entire fleet.

AM: When approaching a Fleece customer about becoming an AMSOIL commercial account, on which AMSOIL products should AMSOIL Dealers focus?

Prochnow: As mentioned, AMSOIL has products for the account's entire fleet. Start with the diesel oils, and then follow the commercial questionnaire. It provides the questions to help you learn about the account's entire fleet of vehicles and equipment. Not every Fleece customer will be the same. You have to understand his or her business, needs and goals before knowing exactly where to focus. The largest product share in most commercial fleets will be diesel oil and transmission fluid. Be ready to speak about those products, but then go where the conversation takes you.

Commercial accounts are an important part of our business moving forward, and I hope Dealers will take advantage of the work we're doing to increase our participation and Dealer success in these markets. We have the products and sales tools you need, and we have more training on the way. Commercial customers tend to be loyal, they place larger orders than general consumers and they place them more often. Dealers have a lot to gain by digging into commercial markets.



POPULAR AMSOIL PRODUCTS FOR COMMERCIAL ACCOUNTS

AMSOIL Commercial-Grade Diesel Oil (SBDT, SBDF)

- **Delivers** 2X more wear protection.¹
- **Contains** greater than 50% synthetic base oil.
- **Provides** excellent protection for an outstanding value.

AMSOIL Signature Series 100% Synthetic Automatic Transmission Fluid (ATF, ATL, ULV)

- **Withstands** the rigors of heavy towing, elevated temperatures and challenging terrain.
- **Remains** fluid in sub-zero temperatures.
- **Provides** reserve protection during heavy use and abuse.

AMSOIL SEVERE GEAR® 100% Synthetic Gear Lube (SVL, SVG, AGL, SVT, SVO)

- **Delivers** advanced protection against wear.
- **Controls** thermal runaway.
- **Helps** reduce operating temperatures.

AMSOIL Commercial-Grade Hydraulic Oil (HCG32, HCG46, HCG68)

- **Provides** strong wear protection to help maximize pump and motor life, reducing maintenance.
- **Resists** corrosion for long component life.
- **Fights** sludge to help maintain the cleanliness and operability of pumps, valves, solenoids and other components.

AMSOIL Diesel 4-IN-1 Fuel Additive (ADB)

- **Delivers** outstanding detergency, improved lubricity, better cold flow and higher cetane.
- **Provides** excellent all-season protection and performance.
- **Improves** diesel-fuel lubricity.

¹Based on third-party testing in the Detroit Diesel DD13 Scuffing Test for specification DFS 93K222

Find Your Opportunity in the Installer Market

Around 75% of motorists rely on independent mechanics, quick lubes or other installers for oil changes — a number expected to grow as vehicle maintenance becomes increasingly complex. This makes it essential for every Dealer to establish at least one installer account to which they can refer customers who don't perform their own oil changes.

Installer accounts are businesses primarily focused on servicing vehicles rather than retail sales. Unlike retailers, they don't have sales floors or product showrooms and sell few or no cases of oil over the counter. Instead, their product sales are typically included as part of the services they provide. Examples of installer accounts include oil-change shops, transmission and muffler repair centers and general-service garages.

Our goal is to reward installer accounts that actively sell AMSOIL products and incentivize them to fully commit to the brand. We aim to be more than just a secondary option for these businesses; we want AMSOIL to be a valued, top-of-mind partner. To achieve this, we have three key goals we want our brand to meet for businesses that service vehicles:

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

The AMSOIL Value Proposition

Our value proposition is designed to help you sign and retain more installer accounts, while helping your accounts sell more AMSOIL products. AMSOIL installer accounts purchase AMSOIL products at wholesale prices and receive the following benefits:

Personalized Marketing Support — We drive customers to installer businesses with customized marketing designed to help them grow and win.

Increase Sales Per Ticket — AMSOIL provides high-value products and technical experts to help installers sell the protection and performance their customers deserve.

Pain-Free Logistics — We offer fast, free shipping and volume discounts with

no contracts, plus no-cost dispensing equipment to make it easy for installers to grow their businesses.*

Expansive Product and Package Selection — We carry a full line of synthetic and synthetic-blend lubricants, including high-mileage, European and diesel oils.

A Brand in Demand — Carrying AMSOIL products attracts loyal, passionate, high-value customers and enhances the reputation of installer businesses.

Installer Program Benefits

CO-OP CREDIT

AMSOIL installer accounts that spend \$10,000 or more in a year earn 2% co-op credit (up to \$1,000) that can be applied to the costs of qualified advertising, literature, merchandising and promotional items for their business. Co-op credit is distributed in January of the following year after it was earned and expires on Dec. 31.

CO-BRANDED PRINT CENTER

The AMSOIL Installer Print Center features specialized materials for installers to purchase for their business. Each item can be personalized with the installer's own business logo and contact information. The Installer Print Center items include...

- Sell sheets
- Menu boards
- Counter mats
- Tents
- Business cards
- Poster packs

Check out the Installer Print Center at AMSOIL.com/installerprintcenter.

MERCHANDISING KITS

AMSOIL installer merchandising kits are offered at a discounted rate to new

installer accounts and through periodic promotions to existing accounts. The installer merchandising kits contain items for both inside and outside a shop, including signs, flags, hats and more. They are designed to boldly communicate that an installer offers AMSOIL products.

MARQUEE SIGN SUPPORT

For our largest installer accounts, AMSOIL can share the cost to install a marquee or large lighted sign with the AMSOIL logo outside the installer's business to help build their brand and attract customers. This helps support installers' desires for AMSOIL to be permanently promoted on the signs outside their businesses. Co-op credit can also be applied toward purchasing marquee signs.

INSTALLER LOCATOR

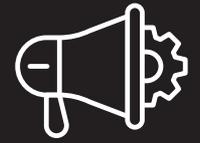
Tens of thousands of people visit AMSOIL.com and AMSOIL.ca every month, many looking for businesses that install AMSOIL products as part of a service. Installers that purchase \$10,000 or more annually are eligible to appear on the AMSOIL Locator at AMSOIL.com/ AMSOIL.ca to help drive customers through their doors. Installers that spend over \$25,000 annually are eligible for a premier listing on the AMSOIL Locator, meaning the business will be shown at the top of the search results.

VOLUME DISCOUNTS

The more an installer account spends on AMSOIL products in a year, the more benefits are unlocked, including higher volume discounts. Installer volume discounts are based on the amount the business purchases during the calendar year. Volume discounts are activated as soon as cumulative purchases reach the minimum threshold, and that discount is guaranteed for the full following year

Installer Program Benefits

Total Annual Purchases	U.S.: ≤\$9,999.99 Canada: ≤\$11,999.99	U.S.: \$10,000-\$24,999.99 Canada: \$12,000-\$29,999.99	U.S.: \$25,000-\$99,999.99 Canada: \$30,000-\$109,999.99	U.S.: \$100,000+ Canada: \$110,000+
Volume Discount	0%	5%	10%	15%
Co-op Credit Earned		2% (\$1,000 Maximum)	2% (\$1,000 Maximum)	2% (\$1,000 Maximum)
Free Shipping & Lift Gate	\$400 U.S./\$450 Can.	\$400 U.S./\$450 Can.	\$400 U.S./\$450 Can.	\$400 U.S./\$450 Can.
Listed on AMSOIL Locator	X (\$3,500 Minimum Annual Purchases)	X	X Premier	X Premier
Co-Branded Print Center	X	X	X	X
Marquee Sign Support			X	X



Personalized Marketing Support



Increase Sales Per Ticket

(January – December). Accounts that purchase enough to qualify for a higher discount level are granted that discount immediately, but accounts that fall out of qualification continue receiving their current discount rate for the remainder of the year.

Installer Training Program Helps You Land Installer Accounts

Installer Training is our latest investment in Dealer success in the installer market. The new program is designed to help you navigate the process of landing installer accounts. Installer Training is comprised of a series of short videos that provide detailed information covering each step of the installer sales process. The program features information on our targeted industries, how to handle different scenarios you may encounter when approaching installer businesses and marketing tools available to help you find success.

Why Introduce Installer Training?

Installer accounts operate businesses with higher demands and different needs than a typical online/catalog customer or Preferred Customer (P.C.). We want to help Dealers be more successful in attracting installer accounts. Installer Training was developed to help Dealers fully understand the sales process for installers so they can take what they learn out into the field and confidently pursue installer accounts.

Who is Installer Training For?

Installer Training is designed for all Dealers who are interested in selling to quick lubes, full-service garages, powersports service garages or specialty shops. Whether you have experience with these types of accounts or not, gaining a better understanding of how

AMSOIL products can be successfully sold in installer markets is important. It's also a good idea to promote Installer Training with your entire Dealer team to ensure everyone is on the same page when pursuing installer opportunities.

To get started with Installer Training, navigate to Programs>Installer Training in the Dealer Zone.

More Resources

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

INSTALLER ROADMAP

Use this resource as a tool to help guide you through the sales process for registering installer accounts.

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.



Pain-Free Logistics



Expansive Product and Package Selection



A Brand in Demand

A CLOSER LOOK AT DIFFERENTIAL COVERS

A new differential cover can help provide increased performance.

Although they're not always top-of-mind for enthusiasts, differential covers play an important role in the performance of pickup truck differentials. In addition to providing access for changing gear lube, differential covers help dissipate heat that can damage differentials, and they protect gears from contaminants like dirt and water, as well as rocks and other large obstacles encountered when off-roading.

Enthusiasts seeking a performance boost and improved cooling often look to the aftermarket for upgrades over their stock differential covers.

Better Cooling

Enthusiasts love to push their trucks to the limit, but adding power and hauling heavy equipment add heat and stress to the differential. Keeping gear lube temperatures down is key to extending differential life, and performance differential covers can make a significant difference. Features like cooling fins allow more surface area for oil cooling, while differential covers constructed of aluminum provide improved heat disbursement that keeps the differential and gear lube cool. In addition, lighter aluminum differential covers are advantageous for competitors looking to shed overall vehicle weight.

Improved Strength

Differential covers constructed of thin steel can get dented, or they can bend and peel away from the differential when contacting rocks and other debris while off-roading, leading to gear lube leaking out and contaminants entering the differential and causing excess wear. Enthusiasts who put their vehicles through the paces while off-roading often seek thicker, stronger differential covers constructed of heavy-duty iron.



Easier Maintenance

Some performance differential covers include features designed to ease maintenance, including gear lube drain plugs and dipsticks. Some drain plugs and dipsticks include magnets, helping owners check for excessive wear without draining the gear lube.

Enhanced Style

Upgrading a differential cover also offers the opportunity to add style to a pickup. Many differential covers are available with chrome-plating and polished aluminum for a beautiful finishing touch for customized trucks.

Look to the Experts

With many different differential cover designs on the market, it is important for enthusiasts to find one that fits their unique situation and adequately aids in splash-lubricating differential components. Experts like Banks Power specialize in this area and can provide professional guidance for enthusiasts seeking a performance upgrade.





Protect Differentials with AMSOIL SEVERE GEAR®

Today's vehicles produce substantially more horsepower, torque and towing capacity than their predecessors, yet the design of differential gears and bearings remains largely unchanged. Many differentials even use less gear lube and lower viscosities than before in an effort to reduce drag and increase fuel economy. In essence, less gear lube is responsible for providing more protection.

Fighting the Grind

Differential designs have inherent weaknesses. In a traditional automotive differential, the pinion gear concentrates intense pressure on the ring gear. As the gear teeth mesh, they slide against one another, separated only by a thin layer of lubricant. The repeated stress the lubricant film bears can shear gear lubes, causing permanent viscosity loss. Once sheared, the fluid film weakens, ruptures and allows metal-to-metal contact, eventually leading

to gear and bearing failure. The situation is amplified by severe-service applications like towing.

Thermal Runaway

The extreme pressures and temperatures placed on gear lubricants can lead to a serious issue called thermal runaway. As temperatures in the differential climb, some gear lubes lose viscosity and load-carrying capacity. When extreme loads break the lubricant film, metal-to-metal contact occurs, increasing friction and heat. This increased friction and heat, in turn, results in further viscosity loss, which further increases friction and heat. As heat continues to spiral upward, viscosity continues to spiral downward. Thermal runaway is a vicious cycle that leads to irreparable equipment damage from extreme wear, and ultimately catastrophic gear and bearing failure.

AMSOIL SEVERE GEAR Synthetic Gear Lube

SEVERE GEAR excels in protecting gears and bearings from the rigors of

severe-service operation. By design, it resists breakdown from high heat, preventing acids and carbon/varnish formation. Its wax-free construction also improves cold-flow properties, improving fuel economy and cold-weather performance.

- Superior film strength
- Controls thermal runaway
- Protects against rust and corrosion
- Helps reduce operating temperatures
- Maximum efficiency
- Long oil, seal and equipment life
- Flexible easy-pack for clean, fast installation



BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



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*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).

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



LAB TESTED, FIELD PROVEN



We punished Polaris* and Can-Am* UTVs in the lab and on the trail to ensure AMSOIL products deliver the protection you demand and the performance you deserve.



SEE THE PROOF
AMSOIL.com

March Closeout

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

AIMCLEAR Dealer Websites Now Available

The next evolution of the AMSOIL Dealer landing page solution has arrived, crafted by AIMCLEAR in close collaboration with AMSOIL to better support your operations. AIMCLEAR is a premier marketing and website/app development agency that supports AMSOIL and many leading brands around the world.

- Full AMSOIL brand compliance and approved content.
- Automated setup and hosting.
- Built-in Dealer-number transferring link to AMSOIL.com/AMSOIL.ca.
- Modern SEO and AI visibility features.

Learn more at AMSOIL.aimclear.com.



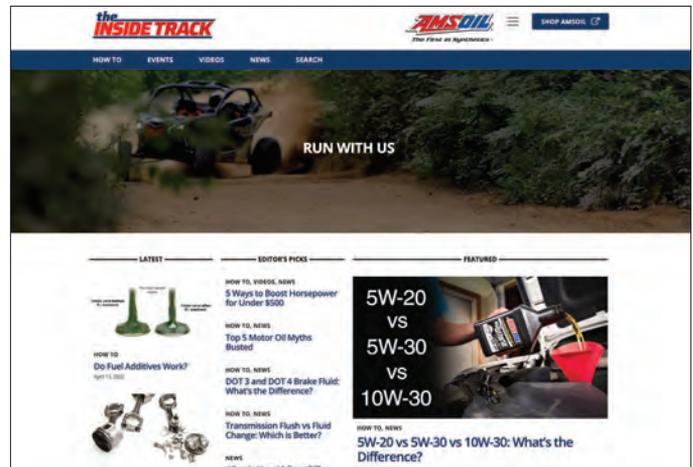
AMSOIL Becomes Title Sponsor of Inaugural Summernats USA Event

AMSOIL has signed on to become the title sponsor of Summernats USA, America's most powerful car festival. The inaugural event will be held March 12-14 at Freedom Factory and Bradenton Motorsport Park in Bradenton, Fla. and will feature three days of exciting burnouts, drag racing, powerskids, horsepower heroes on the dyno, car shows, concerts, fireworks and more.

The original Australian version of Summernats wrapped up in Canberra in January, boasting over 130,000 spectators and over 3,000 cars.

"AMSOIL Summernats USA is redefining what an American car festival can be – bold, exciting, community-driven – and that aligns perfectly with the AMSOIL spirit," said AMSOIL Director, Integrated Marketing Holly Dill. "We're proud to support an event that celebrates automotive passion at its highest level."

Visit summernatsusa.com for more information or to purchase tickets.



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.

Updated Synthetic Multi-Vehicle Power Steering Fluid Labels

AMSOIL 100% Synthetic Multi-Vehicle Power Steering Fluid (PSFCN) has been updated with a bilingual English/French label in the U.S. and Canada. Its formulation and pricing remain unchanged. Expect to see the new labels in distribution centers as current stocks are depleted. The PSFCNC product code is discontinued. Canadian Dealers and customers should begin using product code PSFCN.



Price Adjustment on Limited Products Effective April 1

We are implementing a minimal price adjustment on select products in the U.S. and Canada effective April 1, 2026. 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. Profit values will be adjusted for affected products.

WHICH PRODUCTS ARE AFFECTED?

The products listed below will increase in price anywhere from 1.1% to 6.4%, with an average increase of 4.5%.

AMSOIL Slip Lock® Differential Additive (ADATB)
AMSOIL Quickshot® (AQSCN, AQSQT)
AMSOIL Engine and Transmission Flush (FLSHCN, FLSH05, FLSH55)
AMSOIL 10W-40 100% Synthetic Metric Motorcycle Oil (MCFQT, MCF1G, MCF55, MCF27)
AMSOIL 5W-40 100% Synthetic Metric Motorcycle Oil (MMFQT)
AMSOIL Motorcycle Octane Boost (MOBCN)

The products listed below will decrease in price anywhere from 3.0% to 5.5%, with an average decrease of 4.6%.

AMSOIL Synthetic 2-Stroke Injector Oil (AIOQT, AIO1G, AIO16, AIO55, AIO27)
AMSOIL Synthetic Multi-Purpose Grease (GLCCR, GLC35, GLC99, GLC40)
AMSOIL NLGI #1 Synthetic Polymeric Off-Road Grease (GPOR1CR, GPOR135, GPOR199)
AMSOIL NLGI #2 Synthetic Polymeric Off-Road Grease (GPOR2CR, GPOR235, GPOR299, GPOR240)
AMSOIL NLGI #1 Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR1CR, GPTR135, GPTR199, GPTR140)
AMSOIL NLGI #2 Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR2CR, GPTR235, GPTR299, GPTR240)

ACCESSING UPDATED PRICING

Updated pricing information is available in the Pricing Lookup in the Dealer and Account Zones. To access pricing effective April 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 March *Service Line* email. We encourage you to follow up with them in person as well.



AMSOIL Oil Filters Supply-Chain Disruption & Current Solutions

One of our filter manufacturing partners unexpectedly halted production of most filters, including AMSOIL Oil Filters, which is limiting our ability to maintain typical filter inventories. In order to stretch our existing inventory as long as possible, we have temporarily discontinued the option to purchase filters in case quantities for all customer and account types.

We were exploring new filter partnerships prior to this unexpected disruption, and we are nearing a new agreement now. It will still take time to resume production of AMSOIL Oil Filters; we expect to be back to full strength in approximately six months. In the meantime, WIX Oil Filters remain available as a high-quality replacement for AMSOIL Oil Filters.

We apologize for this disruption. It affects many businesses in our industry. We have acted swiftly to boost our supply of WIX filters in the interim and secure new partnerships that will allow us to bring AMSOIL Oil Filters back to market as quickly as possible for the customers we serve. Watch the Dealer Zone for updates as this situation evolves.



Leveraging resources to empower Dealers

Maximize your success with our comprehensive training programs and tools.

Pam Brantley | DIRECTOR, DEALER SALES

In today's competitive marketplace, it is crucial for Dealers to stay informed and well-trained to best serve their customers. The training resources available through the Dealer Zone are designed to reinforce your knowledge, boost confidence and help you become a trusted lubricant partner for your customers.

Video-based training programs

We encourage Dealers to take our short, video-based AMSOIL Dealer training courses in the Dealer Zone annually. Even if you have completed them before, I personally recommend reviewing them again to capture new insights. In January, we launched a new Installer Training course. One of my favorite videos in that program is how to overcome objections with installers — please check it out!

Digital Library

The Digital Library in the Dealer Zone is a comprehensive resource hub offering easy access to a variety of media, from Dealer Sales Briefs, promotional assets, Distribution Center locations, compensation and recognition-program details and more. Just use the search function in the upper left corner to find information and resources for any topic you want to access or learn about.

Market briefs

I want to call out the commercial and installer market briefs (found in the Digital Library) as incredibly useful resources for Dealers. The market briefs narrow in on specific target markets where Dealers are successful with building commercial

and installer accounts. They provide profiles on what matters most to each market segment, their challenges, key equipment and the AMSOIL products best suited for their business type. This information is invaluable for Dealers preparing to pursue new customers. If you want to feel confident in approaching a business, read these two-page overviews. It's worth your time.

Publications

Our Dealer and customer publications feature the latest trends, new products, seasonal tips and tricks, AMSOIL-sponsored events and more. As a premium brand, these resources provide timely and seasonal information that reinforces our expertise and leadership in the lubricant industry. They are must-reads every month. As a reminder, we publish *AMSOIL Magazine* for Dealers and Preferred Customers, the *Hotwire* for Dealers and the *Service Line* for commercial and retail accounts.

The Inside Track

Our blog, The Inside Track (blog.AMSOIL.com), is an enthusiast favorite, with hundreds of thousands of Dealers and customers currently subscribed. We have something on The Inside Track for everyone, including lubrication basics, how-to information, seasonal topics and more. Blog posts are quick reads with relevant information for enthusiasts. If you aren't already subscribed, visit blog.AMSOIL.com and navigate to the bottom of the page.

Social-media platforms

Over the past several years, AMSOIL has used social media to share content relevant to our customers and accounts. If you haven't already, follow us on the various social-media platforms. Simply go to AMSOIL.com/AMSOIL.ca and scroll to the "Join Us" header at the bottom of the page to visit our social-media channels. We encourage you to share our social-media posts with your followers and customers. It's a great way to remind them to make a purchase or reach out to you.

By taking full advantage of these training resources, you are better equipped to serve your customers, stay ahead of industry trends and build lasting relationships. Regular engagement with available materials not only reinforces existing knowledge, but opens the door to continuous improvement and growth.

Finally, I want to emphasize that our Dealer Sales team is also an amazing resource. Reach out to us. We are here to support you and help you build your Dealership.

Happy selling, everyone!



EXCITING NEW AMSOIL/ FLEECE PARTNERSHIP OPENS DOORS

The majority of current Fleece Performance Engineering customers own or operate a small commercial business.

Our new high-profile partnership with Fleece Performance Engineering increases AMSOIL brand awareness with Fleece customers, opening doors for AMSOIL Dealers to register new commercial accounts and increase sales across the entire AMSOIL product line.



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WE HONOR



(Discover in U.S. only)

Peak riding season is almost here! Be sure your customers and accounts are ready to go with AMSOIL synthetic motorcycle oils and V-Twin Oil Change Kits. my.AMSOIL.com



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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.

