

# AMSOIL®

► DEALER EDITION

## MAGAZINE

MAY 2026

# NEW AMSOIL 100% SYNTHETIC MOTORCYCLE OIL

| PAGE 8





# 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.



**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**

Jamie Gibson  
Len Groom  
Alex Thompson

**Editorial Contribution**

Jamie Prochnow  
Alex Thompson

**Back Issues**

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

**On the Web**

AMSOIL.com  
AMSOIL.ca

**Chairman & CEO**

Alan Amatzio

**President**

Bhadresh Sutaria

© 2026, AMSOIL INC.

All rights reserved.

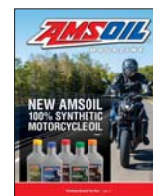
Printed by Arrowhead Printing  
Duluth, MN USA.

**Letters to the Editor**

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

**THE COVER**

We're launching new AMSOIL 100% Synthetic Motorcycle Oil as a rebrand and direct replacement for AMSOIL Synthetic Metric Motorcycle Oil.



**New AMSOIL 100% Synthetic Motorcycle Oil | PAGE 8**



**FEATURES**

- 8 New AMSOIL 100% Synthetic Motorcycle Oil
- 10 Thinking Outside the Box
- 12 Find Your Opportunity in B2B Markets
- 15 Voice of the Customer

**DEPARTMENTS**

- 4 From the Chairman
- 6 Letters to the Editor
- 7 Tech Talk
- 16 Monthly Leaders
- 20 Centerlines and Updates
- 22 Insight on Sales

**ADVERTISEMENTS**

- 2 Exciting New AMSOIL/Fleece Partnership Opens Doors
- 5 Product Spotlight: AMSOIL Marine Engine Oil
- 19 Turn Insights into Action with Dealer Zone Reports
- 23 Tow with Confidence
- 24 Keep the Shine on Your Ride



# From the Chairman

The war in Iran has sent shockwaves through our industry. Production facilities responsible for a huge percentage of global base oil production have been destroyed. The Strait of Hormuz closure blocked any outbound finished raw materials from reaching their destinations. As a result, key raw materials were quickly in short supply and prices soared at an unprecedented pace. Lubricant manufacturers scrambled. In fact, the Independent Lubricant Manufacturer's Association (ILMA) reached out to the American Petroleum Institute (API) and General Motors\* to ask them to relax their rules governing the types of base oils used to meet their respective specifications. ILMA expressed concern that some independent manufacturers would be unable to comply with the requirements for existing licenses.

We do not share these concerns. We have diversified our supply of high-quality base oils and additives, which allows us to continue making oil to our exacting standards despite significant challenges. We meet on this situation daily, and each discussion centers on maintaining continuity of supply, ensuring maximum quality and minimizing the impact on our customers. Any activity that fails in one of those areas cannot be considered.

Fortunately, the leadership team at AMSOIL was ahead of this situation from day one. Thanks to disciplined planning, proactive sourcing and a lot of creativity, we are in a stronger position than most. Many companies are known as "spot buyers" that buy a little raw material here and there as needed and have no long-term purchasing commitments. We are not a spot buyer. We have deep supplier relationships and mutual contractual obligations that aid in these circumstances and help us maintain continuity of supply. We also have a tremendous research and development team that has done extensive work examining different base oils and additives to identify where each one has strengths and shortcomings, and how compatible each is with others. We can reference that work to act quickly in situations like this to confidently select raw materials we know will deliver the results we need.

As a result, we have sufficient supply of the high-quality raw materials we require to meet forecasted demand and strategies in place to ensure that remains true in the months ahead. Unfortunately, all of those supplies have dramatically increased in cost. We have received numerous price increases from our suppliers and the situation changes daily.

Some of you might be wondering why a situation in Iran affects AMSOIL as a U.S. company. Well, base oil and additive suppliers are global entities that provide a variety of products to numerous companies overseas as well, so they are tapping their U.S. manufacturing sites to help supply raw materials to entities that would have been served by facilities in the Middle East. That means supply is short for everyone.

The COVID pandemic presented many unprecedented challenges. AMSOIL emerged stronger than ever, and with new knowledge gained from overcoming those challenges. This situation is very different, and yet many of the lessons learned during COVID apply. I cannot predict what the weeks ahead will bring, but I can promise you that we are doing everything possible to maintain supply and keep prices low without sacrificing quality.

**Alan Amatuzio**  
Chairman & CEO



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

**WHAT IS IT?**

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

**WHAT DOES IT DO?**

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

**WHO IS IT FOR?**

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



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

— **Robert**  
New York

# LETTERS TO THE EDITOR

## AMSOIL P.I.®

I encounter Porsches\* with flat-six GDI engines that are known to have bore-scoring issues, so I send annual samples to Oil Analyzers. The most common issue found has been fuel dilution. I thought I would try AMSOIL P.i. to address this. In my car after a driving season of P.i. use, the fuel dilution came down minimally (4.2% to 4.0%). I combed the internet and found a respected source of information on these cars, and they recommended a competitor's brand of fuel-system cleaner with high PEA content. I called AMSOIL Tech Services about P.i. PEA content and they had no comment, only mentioning that the formulation was proprietary. I tried the competitor's product and fuel dilution dropped from 4.0% to 2.2%. Would AMSOIL consider revising P.i. PEA content to provide similar results? At present, I cannot recommend P.i. to address fuel-dilution issues for these engines.

Best Regards,

### Doug Wright

**AMSOIL:** Thank you for your suggestion, Doug. AMSOIL P.i. is an optimized formulation of high-strength detergents, including premium PEA chemistry, which is expertly designed to thoroughly clean fuel systems and restore fuel-injector performance, which is essential for proper fuel atomization that can help reduce fuel dilution. Improperly balanced formulations can cause combustion, oil-contamination and environmental issues.

In most applications, one P.i. treatment every 4,000 miles (6,437 km) is sufficient to maintain injector cleanliness and restore optimal spray patterns. However, engines with heavily contaminated injectors or significant carbon buildup may require consecutive treatments. In these cases, each use of P.i. progressively removes deposits, which often explains performance gains and reductions in fuel dilution over time and use. It's a cumulative effect, which likely explains why you started seeing better results later on with the other product.

Many other factors can also play a role in injector cleanliness and fuel dilution,

including fuel quality, frequent cold starts and short trips, stop-and-go driving, extended idling, cold-weather operation, aggressive driving and repeated high-load conditions. Ultimately, AMSOIL P.i. is formulated to deliver maximum cleaning performance. For best results, we recommend routine use with high-quality fuel, and you can recommend the same for your customers with full confidence that they are getting exceptional cleaning power.

## PROMOTIONAL MATERIALS

Thousands of businesses throughout North America have their brand and promotional material also profiting and making money for them. In many cases, the promotional material and swag make more than their product itself.

In fact, several automotive-related brands, particularly those built around TV personalities, influencers and niche custom shops, follow the Gas Monkey\* model, where the brand's apparel, merchandise and licensing revenue far exceed the profit margins of their actual car builds.

Examples:

1. Ferrari\* makes \$2 billion annually in sales revenue from licensed merchandise.
2. Ford's\* licensing and merchandising division brings in over \$1 billion in retail sales annually.
3. Gas Monkey, Foose Design,\* Cleetus McFarland,\* etc.

I strongly believe that if AMSOIL gave Dealers more profit and added commission to the swag and promotional material, it would have a tremendous compounding effect.

1. Dealers would promote and sell more swag if they could profit from it.
2. The brand awareness would increase.
3. Increasing volumes of swag being sold would lower the prices of it, thus giving us the ability to profit even more or even just buy more for giveaways at lower costs.
4. Go back to #1 and repeat.

Thank you,

**Denis Jolicoeur**

**AMSOIL:** Thank you for your enthusiasm for AMSOIL and taking the time to share this suggestion, Denis. Our primary focus has always been manufacturing superior lubricants. Because we do not manufacture apparel or other promotional merchandise, we do not always have the ability to offer these items at wholesale pricing or pay commissions. We do, however, leverage our purchasing power to make AMSOIL-branded merchandise available to customers at very minimal profit margins. In addition, we support our Dealers and retail accounts through co-op programs that help offset costs associated with marketing and merchandising efforts.

## BIG-BOX STORES

The selling point when approaching a retail customer is that our products will never be sold in big-box stores. A potential customer contacted me and said he found AMSOIL online at a good price. It was being sold at Walmart.\* I used my Walmart app when I was placing a grocery order, typed in AMSOIL and there was motorcycle oil to order. Is this not breaking the rules established by AMSOIL, when we use the selling point that we never sell our products through big-box stores?

### Jim Hatch

**AMSOIL:** Thank you for bringing this to our attention, Jim. While Walmart itself does not sell AMSOIL products, its website operates like a marketplace similar to Amazon\* and eBay,\* allowing private resellers to list products for sale. This violates AMSOIL policy, and we check these sites frequently. We will investigate and put a stop to this violation.

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

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

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



**Alex Thompson** | PRODUCT MARKETING MANAGER - AUTOMOTIVE

## Car Care Formulation Is More In-Depth Than You Think

Car-care products can seem straightforward: soap cleans, wax shines, towels dry. But it's not that simple.

AMSOIL Car Care products demonstrate that modern detailing products are carefully engineered systems. Each formula is designed to solve multiple problems at once — often problems that naturally compete with one another. Achieving high cleaning power without damaging surfaces, delivering durable protection without streaking or creating a deep, glossy finish that doesn't attract dust requires deliberate formulation choices and extensive testing.

Our approach to car-care products is built on the same foundation we use to develop our lubricants: chemistry. The products are designed to not only make a vehicle look good on day one, but perform consistently across real-world conditions, different materials and repeated use.

The following examples from the AMSOIL Car Care line help illustrate the challenges and complexity of formulating them. While not a comprehensive list of our car-care products, every product in our Car Care line poses similar development challenges.

### AMSOIL High-Foam Car Shampoo

AMSOIL High-Foam Car Shampoo (HFB) is a good illustration of how cleaning performance is balanced with surface safety. The core of the formulation relies on a blend of surfactants — molecules that reduce water's surface tension so it can lift and suspend dirt. High foaming isn't only about looks; stable foam increases dwell time, giving surfactants more opportunity to lift and hold dirt and grime before it is rinsed away.

The challenge is that aggressive detergents can strip waxes, sealants and ceramic coatings. To prevent that, AMSOIL uses milder, pH-balanced surfactants along with lubricity agents that allow wash media to glide over paint. This reduces the risk of wash-induced marring while still providing powerful cleaning. The result is a shampoo that cleans deeply but is compatible with modern protective coatings.

### AMSOIL Ceramic Spray

AMSOIL Ceramic Spray (CSF) relies on polymers that bond to painted surfaces. These polymers crosslink as they cure, forming a thin, hydrophobic layer that repels water, enhances gloss and adds protection as either a standalone product or boost to an already ceramic-coated vehicle.

The formulation challenge here is delivery. The product must stay stable in the bottle, spread easily during application and then rapidly transition into a durable protective layer. Solvents and carriers are chosen to flash off at the right rate, giving users enough working time without leaving streaks. Additives help the polymers self level, ensuring uniform coverage. The chemistry allows the spray-on product to mimic some characteristics of professional ceramic coatings — without the cost, complexity or risk.

### AMSOIL Tire + Trim Protectant

Tire and trim care perfectly illustrates competing formulation demands. AMSOIL Tire + Trim Protectant (TTP) needs to protect rubber and plastics from UV damage, while also resisting sling off once the vehicle is driven. To do this, we deploy protective polymers

and conditioners that penetrate porous rubber while also forming a surface film.

Here's the tradeoff: polymers that resist sling-off tend to settle or partially solidify over time. That's why the product may thicken or separate in storage. Shaking the bottle before use redisperses the polymers, restoring the balance between penetration and surface bonding. This isn't a flaw — it's evidence our formula is tuned for real-world performance.

### AMSOIL Interior Detailer

Interior surfaces are chemically diverse: soft-touch plastics, vinyl, leather-coated materials and touchscreen displays all coexist. AMSOIL Interior Detailer (IDL, IDN) is formulated with low-residue cleaners that remove fingerprints, dust and light oils without leaving streaks or greasy residue behind. Anti-static agents are also incorporated to reduce dust attraction, helping interiors stay cleaner longer.

### Engineering that Turns Heads

Next time you rinse a panel, spray on ceramic protection or dry a car in a single pass, you can see the payoff of unseen engineering. Car-care formulation really is more in-depth than most people think, and that complexity is exactly what turns heads.

# NEW AMSOIL 100% SYNTHETIC MOTORCYCLE OIL

Designed for motorcyclists who demand protection and performance in extreme conditions, AMSOIL 100% Synthetic Motorcycle Oil delivers maximum power, precise shifting and unbeatable reliability.

New AMSOIL 100% Synthetic Motorcycle Oil is launching on May 26 as a rebrand and direct replacement for AMSOIL Synthetic Metric Motorcycle Oil. The entire "metric" product line has been reformulated to meet or exceed the latest international standards, including API SP and JASO MA2, for all four-stroke street, adventure, touring and racing motorcycles. Product codes and pricing remain unchanged. And we've added a new 10W-50 viscosity (MSR) that is ideal for a wide variety of KTM\* and Husqvarna\* models. It is formulated, blended and packaged in the USA and complements the existing lineup of specialized, high-performance AMSOIL motorcycle products, including V-Twin, Dirt Bike and Scooter Oil.

## Unbeatable Protection

AMSOIL Synthetic Motorcycle Oil is designed for motorcyclists who demand maximum protection and performance. It delivers unbeatable engine and transmission protection and performance, including precise shifting, consistent power delivery and maximum reliability, especially when riding in high heat or stop-and-go traffic.

## Immediate Engine Response

It is precision engineered to deliver immediate engine response and maximum power and acceleration in high-performance motorcycles.

Its 100% synthetic base oils and advanced additive technology ensure long-lasting protection against engine and transmission wear for motorcycles operating at high rpm and extreme temperatures. Its shear-stable formula maintains viscosity under the extreme pressure of wet-clutch transmissions to provide consistently smooth and precise shifting. Advanced detergency helps keep components clean to deliver stable oil pressure, enhanced reliability and long engine and transmission life.

## Upgraded Formula

New AMSOIL Motorcycle Oil substantially outperforms its predecessor, AMSOIL Metric Motorcycle Oil. It provides improved engine and transmission protection in extreme temperatures and greater resistance to foaming under the stress of high-rpm and stop-and-go riding.

By offering products that meet the latest international standards, you're providing riders with peace of mind and positioning yourself as a trusted expert who stays ahead of industry changes, no matter which country their motorcycle came from. This leads to increased reliability and customer satisfaction, making repeat business more likely. Ultimately, this transition empowers AMSOIL Dealers with a stronger



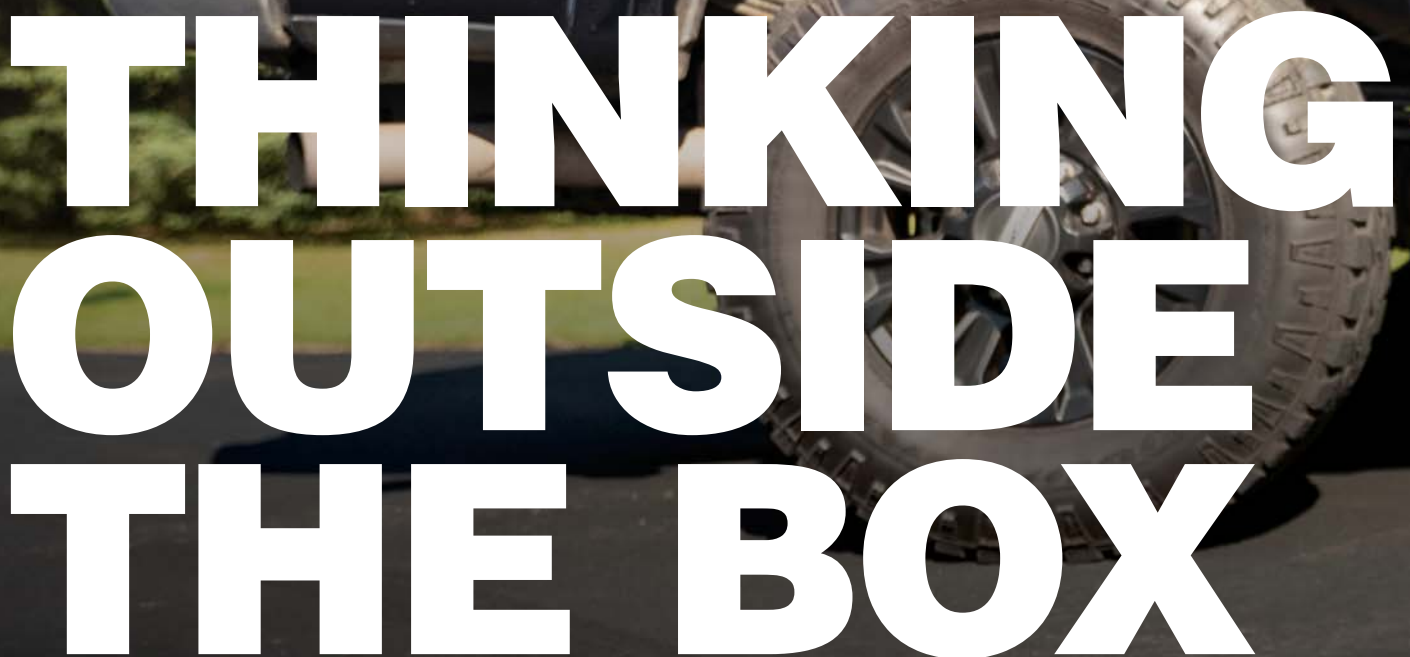
and broader motorcycle product lineup, making it easier to meet customer needs and grow your business.

## Availability

All AMSOIL Synthetic Motorcycle Oil viscosities are available in quarts. AMSOIL 10W-40 Synthetic Motorcycle Oil (MCF) is also available in one-gallon and 55-gallon containers. See the Pricing Lookup in the Dealer Zone for price information.

AMSOIL 5W-40 Synthetic Motorcycle Oil (MMF) and new AMSOIL 10W-50 Synthetic Motorcycle Oil (MSR) are not available in Canada.





# THINKING OUTSIDE THE BOX

## New Cartons Launching in June

---

AMSOIL innovation has always gone beyond what's in the package. As customer expectations evolve and ordering behavior continues to shift, we're taking another step forward in how AMSOIL products arrive on customers' doorsteps. Beginning this summer, we're rolling out new shipping cartons used for all orders. This update will improve how products are protected, presented and delivered — resulting in less damage, stronger branding and a better overall customer experience.

### **Smarter, Stronger**

The new AMSOIL cartons are designed to perform better throughout the shipping process. While the graphics are clean and intentional, the biggest improvements are structural. The cartons incorporate up to 28% stronger corrugate and are resized to significantly reduce internal shifting during transit and eliminate pallet overhang. These updates help protect products from the moment they leave the distribution center to the moment they arrive at the customer's door.

Just as important, the cartons arrive looking better. Less visible dirt, fewer crushed corners and more consistent

print quality contribute to a premium appearance that aligns with customer expectations of the AMSOIL brand.

### **Why the Change?**

The carton update is driven by changes in customer ordering behavior and evolution of our business over time.

AMSOIL started with a single product. Today, we manage more than 600 unique products. In the early years, Dealers primarily purchased full cases, inventory was managed visually and cases entered the field intact. Prior to 2024, only full-case orders were sent to customers in original production cartons, while partial orders shipped in reused boxes. Partial-case shipments now surpass full-case orders, and the trend is accelerating. The new carton strategy reflects the reality of today's business model and provides a scalable, consistent solution for the future.

By 2024, a significant majority of AMSOIL shipments, especially Preferred Customer and online/catalog customer orders, were already shipping in brown cartons. Despite this shift, we have received zero negative feedback from customers regarding the use of these cartons. What

customers consistently care about is simple: accuracy, condition and fast, reliable delivery. The new carton strategy allows AMSOIL to deliver on all three more reliably than ever.

### **Mixed Approach to Consistent Experience**

The new cartons bring alignment. Full-case and multi-product orders will ship in universal shipper cartons with clear, product-differentiated labels that mirror bottle labeling. Strong brand messaging reinforces our slogan: Specialized Lubricants Engineered for What You Drive and How You Drive.® The result is a consistent look and feel across shipments that better reflects the AMSOIL position as a premium brand.

Cartons will continue to be repurposed whenever possible, supporting environmental stewardship by reducing waste. When products are combined into a single shipment, a large, centered "mixed pack" label removes any confusion about what's inside. Whether a customer orders a full case or a partial assortment, the shipment now arrives with the same clean, professional appearance — clear, intentional and easy to understand.

## NEW CARTONS COMING SOON

- Rolling change beginning this summer
- Improved branding
- Reduced damage
- Consistent look and feel
- Better customer experience



### What's Affected, What's Not

This update applies to all AMSOIL small packaging, including quarts, gallons, twin packs, easy packs and fuel additives. Certain items remain unchanged, including ATV/UTV and V-Twin Oil-Change Kits, as well as display cartons such as AMSOIL Motorcycle Octane Boost and AMSOIL SABER® Professional 100% Synthetic 2-Stroke Oil pillow packs.

Implementation will be gradual and controlled. Beginning in summer 2026, the change will roll out line by line, starting with quart and gallon lines, and will occur on a SKU-by-SKU basis as existing packaging inventory is used up. This ensures continuity of supply and minimal disruption to Dealers and customers.

### Distribution Improvements

The carton update is part of a broader investment in distribution and fulfillment. AMSOIL has upgraded three shipping cartons to higher board grades, implemented stronger tape and improved packing paper and made significant investments in automated pick-and-pack systems. These systems are designed to automatically configure

cartons and contents to reduce damage, optimize carton size, control maximum weights and improve bottle orientation. Additional carton inserts further stabilize products in transit. With changes already in place, we are seeing a measurable reduction in damaged shipments — and future enhancements will continue that trend.

### Customer Satisfaction

This change is not about cutting corners or reducing quality. In fact, it's the opposite. We are investing where it matters most to protect products, strengthen the brand and strengthen customer satisfaction. These updates will result in fewer damaged shipments, improved quality and consistency, stronger branding and an overall better customer experience.

Brown cartons have already been widely used in high-visibility promotions such as Ultimate Oil Change Kits and free-shipping offers. As part of a customer-experience initiative we deployed in 2024, we closely monitored feedback and performance. The result was clear: zero negative customer feedback, reduced concerns about order accuracy, cleaner

deliveries, less ink transfer and improved identification of leaking packages before they reached the customer.

Most importantly, the initiative reinforced branding consistency and aligned AMSOIL with the packaging standards customers expect from a premium brand.

### The Right Decision

Ultimately, we are changing our carton design strategy because it's the responsible thing to do. It improves the customer experience, supports our mission, responds to evolving ordering behavior, strengthens carton integrity, reduces damage, improves production efficiency, supports environmental stewardship and delivers a cleaner, more consistent, on-brand appearance. These new cartons may seem like a small change, but their impact is meaningful. By thinking outside the box – or in this case, about the box – we are delivering stronger shipments, reduced damage, improved branding and a better experience for customers.

# Find Your Opportunity in B2B Markets

AMSOIL offers three distinct outlets for Dealers to engage in business-to-business (B2B) sales: installer, retail and commercial. This guide breaks down exactly how each of these programs works, which types of businesses belong where and the specific benefits each program offers.

## Installer Program

The AMSOIL Installer Program is designed for businesses that install AMSOIL products as part of a service. Installer accounts purchase AMSOIL products at wholesale prices and install them into their customers' vehicles.

### TYPES OF INSTALLERS:

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

### INSTALLER ACCOUNT BENEFITS:

- **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.
- **Locator placement:** Qualified installers are listed on the AMSOIL Locator on [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca). This sends local customers directly to their shops.
- **Free shipping:** Installers receive free shipping on qualifying orders of \$400 U.S./\$450 Canada or more.

- **Personalized marketing:** AMSOIL helps drive customers to installer businesses with customized marketing. They can choose from business cards, posters, sell sheets, menu boards and a variety of other branded materials.
- **Annual co-op credit:** Installer accounts that purchase \$10,000 or more within a calendar 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.

## 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+
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



## Retail Program

The AMSOIL Retail Program is designed for businesses that sell AMSOIL products over the counter. They purchase AMSOIL products at wholesale prices and place them on their shelves for sale. These businesses do not install the products. Instead, customers buy the products and perform the oil changes themselves.

### TYPES OF RETAIL STORES:

- Independent auto parts stores.
- Hardware stores.
- Farm and fleet supply stores.
- Powersports stores and dealerships (if they sell parts over the counter).

### AMSOIL RETAIL ACCOUNT BENEFITS:

- **Exclusivity:** AMSOIL products are not available at big-box stores or national chains. Carrying AMSOIL products positions these stores as the go-to place for AMSOIL products in their area and distinguishes them from other businesses.
- **Attracting premium customers:** Customers who ask for AMSOIL products care about their vehicles and don't mind paying a premium price to protect them. AMSOIL helps bring higher-paying customers through their doors.
- **Expansive product line:** We offer a full line of synthetic lubricants, fuel additives and more to ensure all their customers are covered.
- **Co-op credit:** Retail accounts earn co-op credit based on their purchases throughout the year. They can use this credit for AMSOIL banners, signage, advertising and promotional materials for their stores.
- **No contracts and no minimum inventory requirements:** AMSOIL does not force retail stores to buy massive pallets of oil they do not need. They can order exactly what moves best in their specific markets.

## Commercial Program Volume Discount

U.S. Annual Purchase Volume	Pricing
\$0 - \$4,999	Wholesale
\$5,000 - \$9,999	Wholesale + 5% Volume Discount
\$10,000+	Wholesale + 10% Volume Discount

Canadian Annual Purchase Volume	Pricing
\$0 - \$5,999	Wholesale
\$6,000 - \$11,999	Wholesale + 5% Volume Discount
\$12,000+	Wholesale + 10% Volume Discount

- **AMSOIL Locator:** Just like installers, qualified retail accounts are listed on the AMSOIL Locator on the AMSOIL website, driving traffic to their stores.
- **Free shipping:** Like installer accounts, retail accounts receive free shipping on qualifying orders of \$400 U.S./\$450 Canada or more.

### Commercial Program

The AMSOIL Commercial Program is strictly for businesses that buy AMSOIL products for use in their company vehicles and equipment. These businesses are end-users, and do not resell products to the public. They purchase AMSOIL products at wholesale prices and install them in their vehicles and equipment.

### TYPES OF COMMERCIAL BUSINESSES:

- Excavation/off-road contractors.
- Trades/construction contractors.
- Lawn and landscape contractors.
- Regional fleets.
- Agriculture.

### AMSOIL COMMERCIAL ACCOUNT BENEFITS:

- **Wholesale pricing:** Commercial accounts buy products at factory-direct wholesale prices.
- **Volume discounts:** The more they buy, the more they save. Volume discounts kick in as their annual purchase amounts grow.
- **Reduced downtime:** AMSOIL products last longer and protect better in harsh commercial environments. Trucks and equipment will spend more time in the field making money and less time in the shop.
- **Free shipping:** Commercial accounts receive free shipping on qualifying orders of \$400 U.S./\$450 Canada or more.
- **Oil analysis:** We offer oil-analysis service to detect mechanical problems in vehicles and equipment and affirm the performance of AMSOIL products.

### Quick Reference: Which Program is the Best Fit?

Sometimes the lines seem blurry. What if an auto shop sells lubricants over the counter and offers oil changes? Rule of thumb: classify businesses by their primary activity involving AMSOIL products. If it primarily performs oil changes, it should be registered as an installer account. If it primarily sells products to walk-in customers, it should be registered as a retail account. If it exclusively uses the products in its company vehicles and equipment, it should be registered as a commercial account.

For more information and details about landing AMSOIL B2B customers, log in to the Dealer Zone at [my.AMSOIL.com](http://my.AMSOIL.com) and complete the Installer Training, Retail Training and Commercial Training programs.

## Which Program is the Best Fit?

Business Activity	Do they install AMSOIL products?	Do they sell AMSOIL products on a shelf?	Do they use AMSOIL products in their own fleet?	Correct Program
Uses oil for company delivery vans	No	No	Yes	Commercial
Changes oil for paying customers	Yes	No	No	Installer
Sells bottles of 2-stroke oil at a register	No	Yes	No	Retail
Landscaper protecting zero-turn mowers	No	No	Yes	Commercial
Quick lube shop	Yes	No	No	Installer
Local hardware store	No	Yes	No	Retail



# VOICE OF THE CUSTOMER

Don't just take our word for it — here's what customers are saying.

We all play a role in customer satisfaction, but we don't often get to see some of the good feedback our work inspires. Here are some more recent reactions submitted by our customers, and it shows — our commitment to the customer always pays off when we go the extra mile.

*"I have successfully used AMSOIL for many years for my vehicles, ranging from two (2023 and 2025) Hyundai\* Sonata\* Hybrid Limiteds, our fully restored 1932 Ford\* Deluxe Coupe, and several other vehicles. Always have been very happy with AMSOIL products. Even though I am now a healthy and hearty 87, I always change my own oil to ensure it is AMSOIL and not some off-brand."*

– John F.

*"Very pleased with product because we don't have to get oil changes as often. My husband's vehicle has 500,000 miles which is attributed to your product. We learned about AMSOIL from the previous owner."*

– Prudence P.

*"Thank you very much for the many years of providing your amazing service, support and unsurpassed product. I will continue to be a supporter and loyal customer. Keep up the great work!"*

– Michael K.

*"My Honda\* 2.0 need a head gasket replacement and the mechanic was amazed at how clean the engine internals were at 215,000 miles, showed to other mechanic and this one asked, "how?" The mechanic in charge pointed at the AMSOIL sticker that I have under the hood and said, "This's how." On another note, my Honda is an Accord\* Hybrid, came with Mobil 1\* but this Atkinson\* engine runs at very low RPM and from new had a rattle, so I Google\* it and people were saying AMSOIL fix it, so I change to AMSOIL and it went away. After the head gasket replacement in Honda, put again Mobil 1 and the rattle came back, replaced the oil and fix it again, thank you for consistently provide me with a great product, thank you guys."*

– Renzo C.

# BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



Reduced  
Pricing

Up to 25% off  
every order



Free  
Shipping

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



Birthday  
Gift

Celebrate your day  
with \$5 off\*



\$5  
Back

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



Exclusive  
Promotions

Throughout  
the year



Free  
Membership

When you spend  
\$500 in a year

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

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



## TURN INSIGHTS INTO ACTION WITH DEALER ZONE REPORTS

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

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

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

### May Closeout

The last day to process May telephone orders is Friday, May 29. 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, May 31. All orders received after these times will be processed for the following month. Volume transfers for May business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Saturday, June 6.

### Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 25 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 18 for Victoria Day.

### AMSOIL Magazine P.C. Edition Goes Digital, Printed Edition Discontinued

The digital *AMSOIL Magazine* P.C. Edition launched in October 2025, allowing us to include extra features not available with print, including exciting videos and convenient links to specific website pages. With the successful introduction of the digital edition, the print edition has been discontinued. Beginning in July, all P.C.s will be added to the digital mailing list and begin receiving four digital issues of *AMSOIL Magazine* annually in January, April, July and October.



### AMSOIL Reusable Oil Spill Mats

AMSOIL Oil Spill Mats provide reliable surface protection wherever spills, drips or leaks are likely. These soft, absorbent mats feature a waterproof, slip-resistant backing to help prevent soak-through and protect concrete, epoxy and other surfaces. Available in two convenient sizes. Both mats are reusable, washable and made in the USA, making them a durable solution for long-term garage protection.



#### Reusable Oil Spill Mat (29" x 36")

Ideal for oil changes, everyday maintenance or to protect vehicle interior.

**STOCK #** G3954  
**U.S. Price:** \$14.00  
**CAN Price:** \$20.00

#### XL Reusable Oil Spill Mat (60" x 72")

Perfect for larger projects, motorcycles or placement under equipment during storage.

**STOCK #** G3955  
**U.S. Price:** \$38.00  
**CAN Price:** \$51.00

# RIDE HARD. RUN COOL.®

OFFICIAL OIL



AMSOIL RESISTS  
VISCOSITY  
BREAKDOWN

**6X**

BETTER THAN  
HARLEY-DAVIDSON\*  
SYN3\*

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



ORDER AT

**AMSOIL.com**

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



**Jamie Prochnow** | DIRECTOR, RETAIL & COMMERCIAL

## Help your accounts take advantage of their program benefits

Benefits like co-op credit and oil analysis can give you a boost with retail stores, installers and commercial accounts.

We're approaching the midpoint of the year. As we transition out of the busy oil-change season for installers and move into the high-demand summer stretch for commercial businesses, it's more important than ever to stay connected with your customers. This period is packed with opportunities to strengthen relationships and grow business by providing relevant, timely information that resonates with each account. Every customer and channel has distinct needs, so make sure your outreach is tailored and meaningful for the people you serve.

One of the best ways to kick off these conversations with your retail and installer accounts is by focusing on co-op credit. This is a valuable tool that can easily be overlooked or left unused until the end of the year. Proactive discussions now ensure this resource is put to work in ways that benefit your accounts. Instead of scrambling to spend the co-op credit they've earned at the end of the year, help accounts use it for impactful updates like refreshing shop signage, upgrading work wear or investing in promotional items that attract new AMSOIL customers through their doors. Options like tear drop flags, banners and outdoor signs make a visible difference. There's clear evidence that stores advertising AMSOIL see increased sales, so highlight these proven results to support your recommendations.

If your accounts already have up-to-date signage, help them consider using their co-op credit on shop clothing. When employees wear branded AMSOIL apparel, it builds credibility

with customers, sparks curiosity about the products and makes sales conversations easier. Some retail stores have even found success by keeping a supply of AMSOIL-branded hats and other promotional items on hand to use as giveaways with larger purchases. Even if you hear feedback like, "My shop doesn't need anything else," remember that banners and signs eventually need to be replaced, and their customers will appreciate giveaways. Show your accounts how to make the co-op credit they've earned work for them and drive growth.

Transparency and proper use of co-op credit are essential for maintaining trust. Co-op credit can only be used by the account that earned it. If you're placing a co-op order on their behalf, make sure they know about and approve the items and the transaction. Much like your credit card points, you wouldn't want someone else to use them. All co-op orders should ship directly to the customer to avoid confusion. Clear, open communication is the best way to ensure a positive experience for everyone involved.

As commercial customers ramp up for their busiest season, it's also the perfect time to introduce or reinforce the value of oil analysis. Commercial operators depend on their equipment to keep their businesses running, and unexpected downtime can be devastating. A well-structured oil-analysis program allows them to catch potential failures before they happen, like coolant contamination that could lead to engine failure. Without regular analysis, these issues are often impossible to spot until it's too late. In

fact, oil analysis is sensitive enough to detect tiny amounts of coolant — even as little as 4-5 drops in a 55-gallon drum of lubricant — enabling corrective action that prevents both costly repairs and damage to the company's reputation.

Oil analysis also serves as concrete proof of AMSOIL product performance. It gives customers real data showing that their equipment is protected, which can be especially persuasive for those wary of extended drain intervals. While some may point to the higher per-quart cost of AMSOIL products compared to competitors, a deeper look reveals the value. AMSOIL products may have a higher sticker price, but they often outperform competing oils, allowing for longer intervals between changes, sometimes double or even triple the service life. If another brand recommends changing oil every 600 hours, but AMSOIL extends that to 1,200 hours, the savings add up quickly.

To make the most of these opportunities, make sure you're well-versed in all the AMSOIL programs and resources available to support your sales efforts. Most importantly, keep the lines of communication open with your customers. Regular, meaningful contact is the foundation of strong business relationships, and if you're not talking to your accounts, someone else will.

As we move into the heart of the year, keep these strategies in mind, stay proactive and focus on delivering value. As always, happy selling!

# TOW WITH CONFIDENCE

AMSOIL SEVERE GEAR® Synthetic Gear Lube and Signature Series Synthetic Automatic Transmission Fluid provide maximum protection in demanding environments such as towing, hauling and commercial use, providing increased lubricant film protection and reduced wear at elevated temperatures.





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

ISO 9001/ISO 14001 REGISTERED



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD  
US POSTAGE  
PAID  
AMSOIL

**Greg Vaughn**

Referral # **779**

**Vaughn Enterprises, Inc.**

AMSOIL Direct Jobber

[Greg@VaughnInc.com](mailto:Greg@VaughnInc.com)

[www.VaughnInc.com](http://www.VaughnInc.com)

Office: 920-733-2753

WE HONOR



(Discover in U.S. only)

Boating and fishing seasons are here. Be sure your customers and accounts are well-stocked with AMSOIL synthetic marine lubricants. [AMSOIL.com](http://AMSOIL.com)



\*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA  
© 2026, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

| [AMSOIL.com](http://AMSOIL.com) |

May 2026



# KEEP THE SHINE ON YOUR RIDE

AMSOIL CAR CARE Premium car-care products to help vehicles shine brighter and last longer. Complete, expanded product line available for spring.

