



► DEALER EDITION

MAGAZINE

SEPTEMBER 2026



SPECIALIZED AMSOIL ATV/UTV PRODUCTS

| PAGE 8

THE BAR WAS HIGH WE RAISED IT AGAIN



AMSOIL made history in 1972 when AMSOIL Synthetic Motor Oil became the world's first API-qualified synthetic oil. But that was just the beginning.

After years of research, experimentation and validation, the next-generation formulation of AMSOIL Signature Series 100% Synthetic Motor Oil is resetting the bar for performance – again.

Now available on a rolling basis.





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**THE COVER**

UTVs have exploded in popularity. Whether used for work or pleasure, these powerful machines demand high-performance protection. We've got them covered with a full line of specialized products.



From the Chairman

In business, it doesn't take long for a good idea to attract attention. When AMSOIL introduced the world's first API-qualified synthetic motor oil in 1972, we had the category to ourselves. Today, nearly every major lubricant company offers synthetic motor oil. Over the years, competitors have followed our lead with extended-drain oils, premium filtration products, severe-service formulations and countless marketing claims designed to position themselves as innovators.

That's the nature of success. When you do something valuable, others try to replicate it. Products can be copied. Marketing messages can be copied. Packaging can be copied. Features and specifications can be copied. Expertise, however, is much harder to copy.

One of the values that guides AMSOIL is "A Foundation of Expertise & Innovation." Those two concepts are inseparable. Innovation creates new opportunities. Expertise helps people apply those innovations to solve real problems. That combination has been a competitive advantage for AMSOIL from the beginning.

For more than 50 years, we have invested heavily in product development, testing and technical expertise. We continue to push the boundaries of lubricant performance because that is who we are. But even the most advanced products

create little value if customers don't understand their benefits or how to apply them effectively. That's where Dealers help make the difference.

When people think about expertise, they often think about technical knowledge. And technical expertise certainly matters. Many Dealers have built successful businesses by helping customers select the right products, extend equipment life, improve reliability and reduce operating costs. But technical knowledge is only one form of expertise.

Some Dealers are experts at communication. They know how to stay connected with customers and build trust over time. Some are experts at customer service. They consistently follow through on commitments and respond when customers need help. Some are experts at inventory management. They understand what products their customers need, when they need them and how to keep operations running without disruption. Others excel at training, business development, relationship management or identifying efficiencies that help customers become more profitable.

These forms of expertise are every bit as valuable as technical knowledge. In many cases, they are the reason customers remain loyal year after year. The most successful Dealers understand that they are not simply

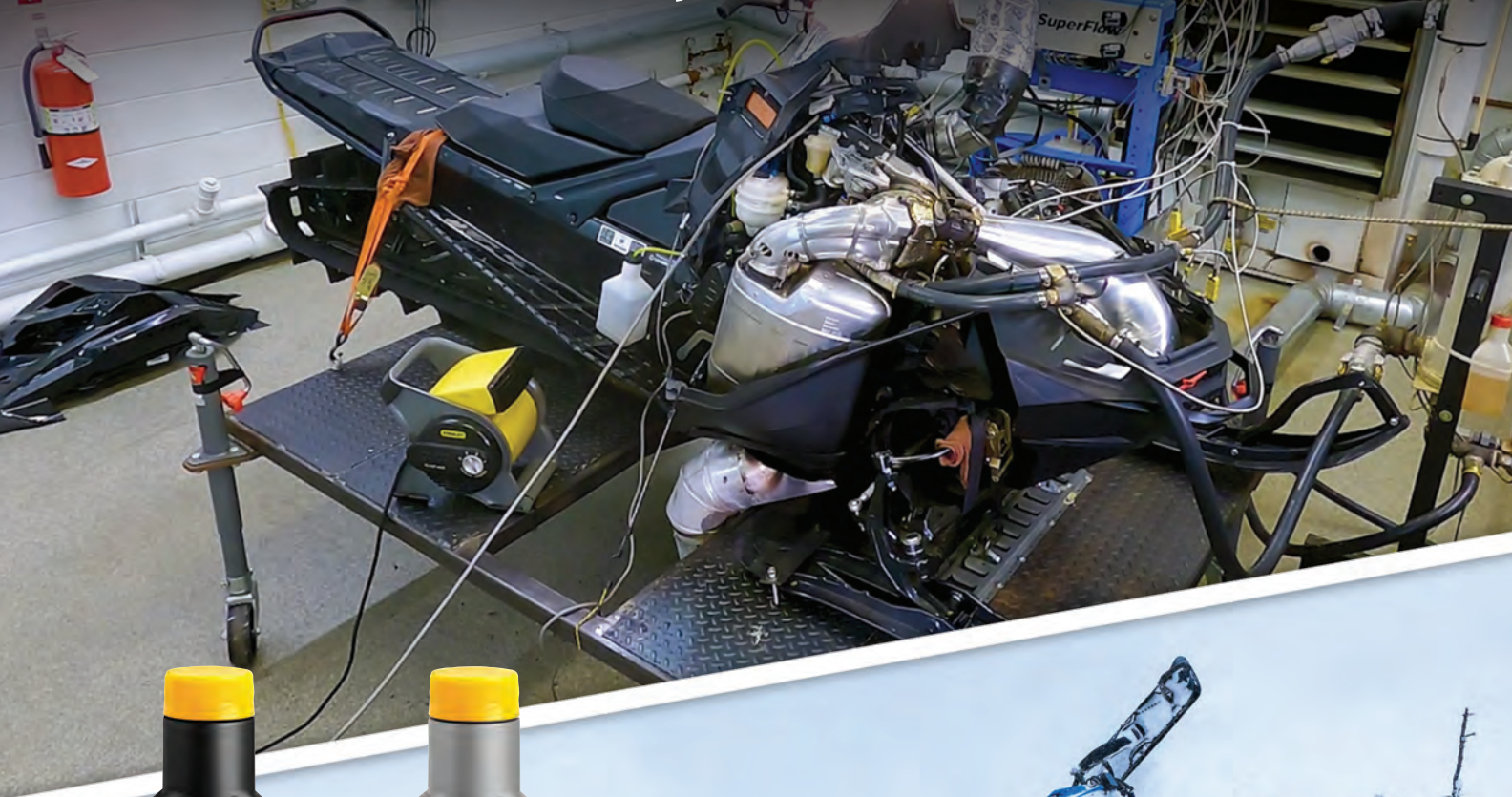
selling products. They are creating value. They become trusted resources that customers rely on to help solve problems, improve operations and make better decisions. That advantage cannot be manufactured in a blending facility. It cannot be developed in a laboratory. It cannot be duplicated by an online shopping cart. It is earned through experience, learning and a commitment to helping others succeed.

As we continue to innovate and invest in the future, the importance of expertise will only grow. New technologies, new equipment and new customer expectations will create new opportunities for those willing to keep learning and adapting. That is why we remain committed to innovation. And it is why we remain committed to the Dealer network. Because while others may eventually copy what we make, they cannot easily copy the combination of innovative products and knowledgeable, dedicated Dealers who help customers get the most from them. That continues to be one of the greatest advantages of AMSOIL.

Alan Amatzio
Chairman & CEO



LAB TESTED, FIELD PROVEN



We have punished Arctic Cat,*
Polaris,* Ski-Doo* and Yamaha* sleds
in the lab, on the trail and in the
mountains to ensure AMSOIL products
deliver the protection you demand
and performance you deserve.



SEE THE PROOF
AMSOIL.com

LETTERS TO THE EDITOR

MOTORCYCLE OIL

I was excited to see that you finally have a 10W-50 motorcycle oil that both my Triumph* and my Moto Guzzi* require, but then you dash my hopes by saying it's not available in Canada? Yes, I've been using 15W-50, but as a Dealer of 22 years, I'm not feeling the love here.

Cornel Olauson

AMSOIL: We apologize for the letdown, Cornel. Your bikes will remain well protected with AMSOIL 15W-50 Synthetic Motorcycle Oil (MFF). As you know, selling products in Canada requires different labeling and packaging. In this case, projected demand did not meet the threshold for introducing this viscosity in Canada. But we want you to know that requests from Dealers and customers play an outsized role in our product-development decisions, so please make sure you submit requests to us at suggestions@AMSOIL.com. We log them all, and yours has been added to our system. We appreciate your loyalty and years of business!

EASY PACKS

Your June 2026 AMSOIL Magazine had a well-written article about AMSOIL packaging that reminded me of a problem I had while using the easy pack. The 2016 Mazda* CX5* has a transmission oil fill that faces up, but is more easily accessed from under the car. While trying to add the fluid, I found the easy pack did not have enough empty space in the package to allow the pack to be raised straight up from under the vehicle and rotate the nozzle 180 degrees down into the fill hole, without transmission fluid squirting out down the side of the transmission and down my arm. I had to empty some product from the package to give enough space to prevent spillage. It would increase material costs, but it would help us to make the easy pack an inch taller for more installation flexibility.

Thank you,

Darryl Sjodin

AMSOIL: Thank you for your suggestion, Darryl. You're right – as convenient and versatile as the easy-pack is, a few applications remain a challenge. In those rare instances, we recommend adding a section of hose to the barbed tip of

the cap to improve reach in challenging locations.

DELIVERY NOTIFICATIONS AND TRACKING

I have been an AMSOIL Independent Dealer for fifty years, and the business has truly enriched my life. It has provided me with a higher standard of living throughout my retirement, and for that I am sincerely grateful. Thank you, AMSOIL, for offering the finest products money can buy. I do, however, have a couple concerns regarding product deliveries.

1. Home Delivery Notifications: Because I keep a wide range of products in stock for my customers, I often place restock orders using my own debit card after the customer leaves, ensuring their account is properly credited. These orders are shipped to my home, but the UPS notifications are sent to the customer's address instead of mine. As a result, I never know which day the shipment will arrive. When I am away working, packages may sit outside my garage overnight — exposed to weather and vulnerable to theft. Is there a way for Dealers to receive delivery notifications directly?

2. Warehouse Order Tracking: I experience a similar issue with warehouse orders. My UPS tracking typically shows only "in process," and I don't receive an actual delivery date until after the package has already been delivered. When I'm on the road, this means shipments may sit unattended for a day or two.

Despite these challenges, I remain deeply appreciative of the opportunity AMSOIL has given me. It has been both rewarding and meaningful to build a business that supports the American Dream.

Don Olson

AMSOIL: Thank you for your decades of tremendous loyalty, Don! Your gratitude is humbling. Regarding your first concern, shipment notifications are currently sent only to the email address tied to the account the order is placed under. We will investigate the feasibility of developing a solution that allows customers to specify an additional email address for shipment notifications during checkout. Meanwhile, you can track your personally sponsored customers' orders using the Order History link in the

Ordering section of the Business Tools menu in the Dealer Zone (Business Tools>Ordering>Order History). Select the Personally Sponsored Individual Customers tab toward the top of the page, then click the Track Shipment button next to the order you want to track.

Regarding your second concern, we do not send a "processing" status email; however, we do show "processing" as an order status on the Order History page. We send emails confirming shipment, anticipated delivery date and delivery. Tracking directly using the UPS website can provide more real-time updates, and you can access that through the aforementioned Track Shipment button. If you have questions about any of these options, contact us at training@AMSOIL.com.

AFTERMARKET OIL ADDITIVES

I see intense marketing of a product called Prolube* and Pro-Blend,* which appeared to have either high levels of phosphorus or lead and other products that contain nanocarbon. I wonder what you feel about adding them to AMSOIL products, and do they destroy the additive package over the long term?

Mark Desantis

AMSOIL: Aftermarket oil additives are not recommended for use with AMSOIL products, Mark. AMSOIL products are formulated under the strictest quality-control standards and optimized to provide superior protection and performance. Aftermarket oil additives only detract from the quality and performance of AMSOIL products. We have a great entry on this topic on our blog, *The Inside Track*. Search for "Do engine oil additives work?" at blog.AMSOIL.com.

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Grady Tank | PRODUCT DEVELOPMENT ENGINEER

Different transmissions require different fluids.

Traditional automatic transmissions, continuously variable transmissions (CVT) and dual-clutch transmissions (DCT) place different demands on lubricants.

Automatic transmission fluid (ATF) selection used to be simple. Customers looked for a familiar specification, such as DEXRON* or MERCON.* Today, that approach is risky. Automatic transmissions, continuously variable transmissions (CVT) and dual-clutch transmissions (DCT) all perform the same basic job — transferring engine power to the wheels — but they do it with very different hardware. That means they place different demands on the lubricant. Using the wrong fluid can create poor shift feel, shudder, slipping, accelerated wear or other performance problems, even if the vehicle seems to operate normally at first. Modern ATF specifications are performance standards written around specific transmission designs, and OEMs increasingly develop their own requirements as transmission technology evolves.

A traditional automatic transmission uses a set of planetary gears that engage based on speed, load and operating conditions. As the vehicle accelerates or decelerates, the transmission selects the proper gear ratio. Modern automatics contain clutch packs responsible for locking different parts of the planetary gear set that also depend on clean, stable fluid. The fluid must protect gears and bearings, carry heat away from components, resist sludge and varnish formation and provide the frictional properties required for smooth, reliable clutch engagement. That balance is critical because heat is a primary enemy of transmission fluid. Elevated temperatures accelerate oxidation, reduce the fluid's ability to lubricate and cool and contribute to sludge and varnish that can restrict oil passages and interfere with shift quality.

CVTs operate differently. Instead of stepping through fixed gear ratios, CVTs create a wide range of ratios using a belt or chain running between variable-diameter pulleys. This design helps the engine operate efficiently, but it also creates a very specific friction challenge. The belt or chain must maintain controlled traction against the pulley faces without excessive slip, requiring specialized metal-to-metal frictional properties. AMSOIL 100% Synthetic CVT Fluid (CVT) is specifically engineered to provide exceptional frictional properties that help prevent slipping, guard against thermal breakdown and protect against wear in modern belt- and chain-type CVTs.

CVT lubricant demands can become even more severe in hard-working applications. For example, the latest steel-belt CVT technology is designed to deliver smooth, predictable shifting and improved torque and power delivery. But metal-on-metal friction between the steel belt and pulleys can increase heat and wear and extreme pressure can mechanically shear oil, reducing viscosity and protection against wear.

A DCT is an automatic transmission based on manual-transmission architecture. The design consists of two sets of gears that alternate between two input shafts to create different ratios in the same housing. One clutch can be engaged while the other readies the next gear, helping produce fast, efficient shifts. Many DCTs rely on computer-controlled, wet multi-plate clutches and do not use a torque converter. The small, thin clutch plates provide limited surface area and are relatively easy to damage or burn, plus the constantly meshing gears are hard on the mechanical structure of oil.

DCT design can deliver excellent performance, but it also creates a narrow lubricant target. Too much or too little friction can contribute to shudder, slipping or clashing, while insufficient viscosity control or protection against wear can threaten gears, bearings and clutch components under high heat. DCT fluid must provide smooth shifting in extreme conditions, protect components from marring, scarring, excess wear and chatter and ensure multiple clutch plates grip without slipping, burning or wearing under high temperature and pressure. AMSOIL 100% Synthetic DCT Fluid (DCT) is specifically engineered to help protect sophisticated dual-clutch transmissions, with frictional properties designed to prevent shudder and consistently produce fast, smooth shifts.

ATF, CVT and DCT fluids are not interchangeable simply because the bottles all say “transmission.” Each fluid is engineered around different hardware, different friction interfaces and different failure modes. Traditional automatics need hydraulic performance, oxidation resistance, clutch control and wear prevention. CVTs need specialized belt/chain-to-pulley friction to prevent slip while protecting against heat and wear. DCTs need tightly balanced clutch and synchronizer friction, shear stability and high-temperature protection for fast, smooth shifts.

The best recommendation is always application-first: identify the exact transmission type and OEM specification, then select the fluid engineered to meet those requirements. That ensures the transmission is protected, simplifies the recommendation and reinforces the value of using the right product for the way the vehicle is built and used.

Specialized AMSOIL ATV/UTV Products

ATVs and UTVs continue to prove their value and versatility for work and play. They are used to haul firewood, plow snow, maintain property, access hunting land, explore backcountry trails, tackle dunes and compete in some of the toughest off-road racing events in North America.

These machines are not easy on lubricants. They are frequently operated in low gear, under heavy loads and in mud, dust, snow, water, extreme heat and cold. Utility riders may spend the day pulling trailers, running implements or idling through chores. Sport riders may run wide open across trails, sand and rocks. Modern turbocharged UTVs add even more heat and stress, while advanced drivetrains place severe demands on transmission and differential fluids. Customers who spend good money on capable equipment want products that help protect that investment.

AMSOIL built a complete ATV/UTV product family specifically designed to provide maximum protection and performance under the harshest conditions.

AMSOIL 100% Synthetic ATV/UTV Motor Oil

- **Engineered** for hard-working and high-performance machines.
- **Helps** keep shrouded engines cool.
- **Delivers** consistent clutch feel.



AMSOIL ATV/UTV Oil-Change Kits

- **Designed** to make DIY oil changes quick and convenient.
- **Provide** everything needed for a complete AMSOIL oil change in one box, including the correct amount of AMSOIL Synthetic ATV/UTV Motor Oil, the right oil filter and any necessary O-rings or washers.
- **Available** for most Polaris* and Can-Am* machines.



AMSOIL ATV/UTV Driveline Fluids

As a leader in powersports lubrication, AMSOIL is committed to developing specialized products for the newest machines and technologies, not just motor oil.

AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid (AUDT):

Protects heavily loaded, high-torque ATV and UTV gears and bearings against wear in the most severe operating conditions.



AMSOIL Synthetic ATV/UTV Powertrain Fluid (AUPT):

Purpose-built for transmission/differentials and front drives in Polaris ATVs and UTVs, offering the perfect combination of protection and convenience.



Application-Specific AMSOIL ATV/UTV Fluids

AMSOIL Synthetic ATV/UTV DCT Fluid (AUDCT):

- **Provides** superior protection for the Can-Am Maverick* R.



AMSOIL Synthetic ATV/UTV CVT Fluid (AUCVT):

- **Provides** superior protection for the Polaris RANGER XD* 1500.

That specialization matters. Many ATV/UTV owners are conditioned to believe they need manufacturer-branded fluids to maintain performance and warranty protection. However, ATV and UTV manufacturers are focused on building machines, not lubricants. AMSOIL has more than 50 years of experience formulating and testing premium synthetic lubricants designed to protect your investment. AMSOIL synthetic ATV/UTV lubricants are high-performance replacements for vehicle manufacturer-branded products and are Warranty Secure® to keep your factory warranty intact.

Many ATV and UTV owners simply want to know they are using products built specifically for the vehicles they drive, but the best products aren't always easy to find. Ask your local powersports dealerships, repair shops and independent auto parts stores if they sell AMSOIL products. If they serve customers who ride hard, work hard and expect their machines to be reliable, offering them the opportunity to sell AMSOIL products will immediately differentiate them from national chains.

Head over to blog.AMSOIL.com to find real-world testing in high-performance UTVs, application-specific maintenance recommendations and off-road race results. Download the AMSOIL app and scan your VIN with your smartphone or use the Shop by Vehicle tool at AMSOIL.com/AMSOIL.ca to quickly find the right products for every machine in your garage.



Choosing the Right Metal Protector

Grow your retail and consumer sales with two simple, practical products customers can immediately understand: AMSOIL Metal Protector (AMP) and AMSOIL Heavy-Duty Metal Protector (AMH). Both products help fight corrosion and protect metal surfaces, but they are designed for different jobs. Understanding those differences makes it easier to recommend the right product, build customer confidence and increase add-on sales at the counter, in the shop or during everyday conversations with enthusiasts.

Two Protectors, Two Different Roles

Think of Metal Protector as the versatile, everyday problem solver. It provides light lubrication for moving parts, displaces moisture, helps protect against rust and corrosion, stops squeaks and penetrates to help free rusty or stuck components. It is also useful for drying and protecting electrical and ignition systems. It contains no silicone and is compatible with plastic, leather, fabric, fishing line and paint, making it an excellent recommendation for customers who want one aerosol product they can keep in the garage, toolbox, boat, camper, trailer or shop.

Heavy-Duty Metal Protector is the heavier-duty corrosion inhibitor. It is designed for metal surfaces exposed to the damaging effects of salt, moisture and chemical corrosion. It displaces water, seals equipment from water intrusion and leaves a dry, long-lasting, wax-like amber film that protects steel, iron, aluminum, brass, copper and other metal surfaces. It is the better choice for durable protection that stays in place for extended storage, seasonal exposure or harsh operating environments.

Where Metal Protector Fits Best

MP is easy to demonstrate because most customers have a squeaky hinge, stuck fastener, wet ignition system or rusty mechanism. It cuts through rust to help free frozen nuts, bolts, screws, hinges and bearings. It displaces moisture to help prevent corrosion. It lubricates hard-to-reach moving parts without gumming up mechanisms. It also helps clean, dry and protect electrical equipment when power is disconnected before use.

Target MP toward customers who maintain fishing reels, bicycles, garage doors, trailers, ATV/UTV ignitions, lawn tractors, motorcycles, marine equipment, locks, hinges and shop tools. Bait-and-tackle stores, hardware stores, powersports shops, lawn-and-garden retailers, marine dealers and independent repair shops are all natural retail prospects because Metal Protector solves common problems.

Where Heavy-Duty Metal Protector Fits Best

MPHD is the stronger recommendation when the customer is trying to prevent corrosion before it starts. It is well-suited

for vehicle and trailer undercoating, spare tire carriers, battery terminals, tailgate hinges, snowplows, mower decks and blades, snowblowers, skid-steer attachments, farm machinery, forklifts, handheld tools, metal gates and fences. It is especially useful for customers who operate in wet, salty or corrosive environments, including winter road salt, marine exposure, agricultural equipment storage and outdoor power equipment.

The selling point is durability. MPHD leaves a wax-like protective coating that is dry to the touch in about two hours and cures in about 12 hours. That makes it a strong seasonal-prep product for snow equipment, trailers, lawn and landscape equipment, farm implements, trucks and stored metal components. Position it as preventive maintenance that helps customers protect equipment value and avoid corrosion-related repairs.

CUSTOMER NEED	RECOMMEND MP	RECOMMEND MPHD
Free a rusty or stuck part	Best choice	Not primary use
Stop squeaks and lubricate moving parts	Best choice	Not primary use
Protect exposed metal from salt, moisture or chemical corrosion	Good everyday protection	Best choice
Leave a long-lasting wax-like protective coating	No	Best choice
Protect equipment during storage or seasonal exposure	Good for small parts and mechanisms	Best choice for exposed metal surfaces



Focus on the Customer, Not the Competition

Many AMSOIL Dealers have heard it: A skeptic questions your products. A competitor takes a swipe at the brand. Someone online repeats a tired claim they picked up secondhand. It's tempting to fire back, defend your turf and prove them wrong point by point. Resist that urge. The moment you engage in that fight, you've handed control of the conversation to someone else. You're no longer talking about the customer in front of you; you're talking about your competitor. And that's exactly where you don't want to be.

Here's the mindset that separates great Dealers from average ones: "I'm not focused on my competitors. I'm focused on what I can do for you."

When you tear down a competitor, you accomplish two things, and neither helps you close a sale. First, you shift the spotlight away from the customer's needs and onto a rival brand, giving that brand free attention. Second, you signal insecurity. Confident professionals don't need to knock others down to stand tall. Our brand has always done things differently. We show our test results. We answer tough questions directly. We let the data speak. That confidence comes from substance, not noise. Your sales approach should reflect the same principle. You don't win by proving someone else is bad. You win by proving what AMSOIL products can do for the person you're serving.

This ties directly to one of our core values: a commitment to the customer. Customer satisfaction matters more than a sale. When you internalize that, the whole dynamic changes. You stop selling and start solving.

Redirect the Energy

If criticism comes your way, treat it as a cue to pivot, not argue. Acknowledge the comment briefly, then steer the conversation back to the customer's goals. What are they trying to protect? What problem keeps them up at night? What would save them time or money? Then show them how AMSOIL products deliver. Not with hype, but with facts and real value.

What Customer-First Actually Looks Like

The good news is you have plenty to talk about. Every day, AMSOIL takes concrete actions that put customers first. Lead with these:

- **Transparent testing.** We publish test results and let customers see the data for themselves. No smoke, no vague promises. When a customer asks how our products perform, you can show them.
- **Extended drain intervals.** Our extended-drain products are engineered to protect longer, which means fewer oil changes. That saves customers real time and money, whether they run one vehicle or an entire fleet.
- **Personalized service.** As a Dealer, you offer something no big-box store can match. You learn a customer's operation, recommend the right products and help them safely optimize their maintenance program. That relationship is your greatest asset.
- **A broad product line.** With more than 200 products covering automotive, powersports and commercial applications, you can solve nearly any lubrication challenge. Customers appreciate a single, trusted source.
- **Fast, free shipping.** We deliver products right to the customer's door on qualifying orders, removing one more headache from their day.

- **Products that exceed industry standards.** Minimum standards are just that: the minimum. We build in extra protection because we believe overkill is underrated. Customers who demand the best receive products that live up to their promise.

Every point speaks to what the customer gains. That's the entire philosophy in action.

Let the Value Do the Selling

When you coach yourself to lead with customer value, the conversation practically runs itself. You're no longer defending against criticism. You're demonstrating expertise, building trust and offering solutions that stand on their own merit.

Customers can tell the difference. They've been pitched a thousand times. What they rarely encounter is a professional who genuinely cares about their equipment, their budget and their success more than a quick sale. Be that professional. Be the Dealer who listens first and recommends second.

Talk about the data. Talk about the savings. Talk about the service only you can provide. Put the customer first, every time, and you'll find the product sells itself. That's not just good salesmanship. That's the AMSOIL way.



CLEAN & POWERFUL PISTONS: Signature Series and the Sequence IIH Test

Heat, load and time are relentless. Whether you're pushing a high-performance vehicle to its limits, venturing deep into the backcountry or towing through steep mountain passes, your engine is constantly under stress. Today's engines generate more power than ever while operating with tighter tolerances and higher temperatures, placing unprecedented demands on motor oil. For drivers who demand maximum performance, reliability and long-term protection, engine cleanliness is essential. This is especially true with pistons, where deposits can rob power, reduce efficiency and accelerate wear. To see how well it protects against these challenges, we put the new AMSOIL Signature Series 100% Synthetic Motor Oil formulation through one of the industry's toughest performance tests: Sequence IIH.

A Harsh Standard

Engine deposits can form when oil breaks down under high heat, leaving harmful buildup on pistons that reduces efficiency and performance. AMSOIL Signature Series 100% Synthetic Motor Oil is formulated to resist thermal breakdown and actively fight deposit formation, helping keep critical engine components clean and operating at peak performance.

The Sequence IIH test (ASTM D8111) is a fired-engine dyno test used to evaluate the thermal and oxidative stability of engine oil. In the test, a 2012 Chrysler* Pentastar* 3.6L V6 engine is run at a lubricant temperature of 304°F (151°C), rpm of 3,900 and brake horsepower (bhp) of 137. Think of it like simulating driving a fully loaded pickup towing a heavy trailer up a long mountain grade in the desert for 3,000 miles (4,828 km) without a break. The industry-standard test evaluates motor oil in several key performance area and it must be passed to meet API and ILSAC specifications.

Results in the Sequence IIH test are a good indicator of how well an oil will perform in the real world. It is common for motor oils to barely pass the test with minimum passing scores. After the test, the engine is torn down and the pistons are examined. They receive a score based on weighted piston deposits. The higher the score, the cleaner the oil kept the pistons.

Industry-Leading Cleanliness

Signature Series is barely challenged by Sequence IIH. The new Signature Series formulation delivered outstanding results in the test, providing 72% more protection against piston deposit formation than industry standards.¹



Signature Series was barely challenged by the Sequence IIH test, providing 72% more protection against piston deposit formation than industry standards.¹

The new Signature Series formulation received the highest rating ever achieved at the lab that performed the test – and that lab performs testing for many different motor-oil brands.

Doubling Down

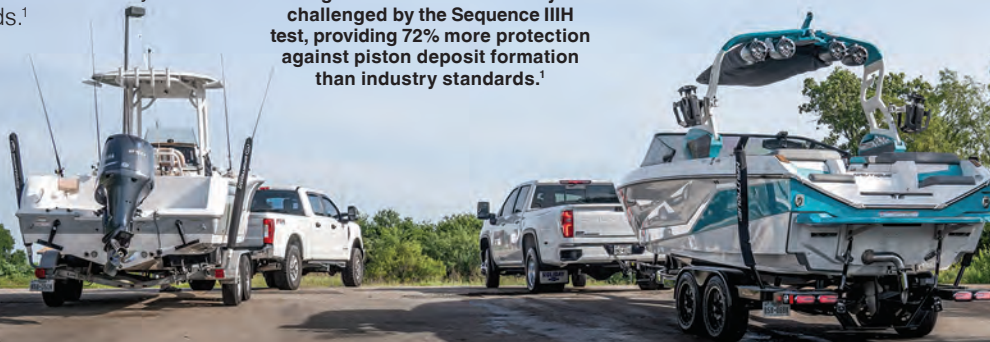
To further challenge the formulation, AMSOIL asked the third-party lab to double the length of the test, and Signature Series continued to outperform expectations. Even after doubling the Sequence IIH test, Signature Series delivered cleaner pistons than required by the industry standard – providing 31% better protection than required.²



Even after doubling the Sequence IIH test, Signature Series delivered cleaner pistons than required by the industry standard.

Next-Level Protection

The Sequence IIH test is designed to push motor oil to its limits, replicating harsh operating conditions. In this demanding environment, AMSOIL Signature Series 100% Synthetic Motor Oil delivered exceptional piston cleanliness. Results from the Sequence IIH prove that Signature Series doesn't simply meet industry standards — it surpasses them by a significant margin. For enthusiasts, truck owners and anyone who demands maximum protection under severe operating conditions, AMSOIL Signature Series delivers the cleanliness, performance and protection needed to help keep engines running at their best for miles to come.



¹Based on AMSOIL Signature Series 5W-30 in the Sequence IIH Test.
²Based on AMSOIL Signature Series 5W-30 in a double-length Sequence IIH test.

FROM PRICE TAGS TO PARTNERSHIPS: How the Installer Roadmap Changes the Sale

Walk into any full-service garage, quick lube or powersports shop and you'll likely hear the same first question from the person behind the counter: "What's it going to cost me?" It's a fair question. But for Dealers working to earn installer accounts, leading with price is often the fastest way to lose the sale.

Price puts you in a bidding war you can't always win. Value, on the other hand, gives the shop owner a reason to choose you and keep choosing you. That shift from selling on price to selling on value sits at the heart of the AMSOIL Installer Roadmap. It's a practical tool that turns a long, sometimes intimidating sales process into a series of clear, manageable steps. More than that, it reframes how you think about the entire relationship with an installer business.

A MAP FOR A COMPLICATED JOURNEY

Earning an installer account rarely happens in a single visit. There are gatekeepers to get past, decision makers to identify, needs to uncover and proposals to build. Without a plan, it's easy to lose momentum or focus on the wrong things.

The Installer Roadmap breaks the journey into six stages that carry you from first contact to a lasting partnership:

- **Prospecting** — Identify the high-potential businesses that pair best with AMSOIL, then set aside dedicated time to pursue them
- **Approaching the Business** — Do your homework, work past the gatekeeper and connect with the people who can actually make the decision to buy.
- **Discovering Needs** — Ask thoughtful, open-ended questions to understand what the business truly needs before you propose anything.
- **Developing the Plan** — Build a proposal grounded in what you learned, one that presents a complete solution rather than a simple price list.

- **Presenting Solutions** — Meet again to walk the prospect through your recommendations, review pricing and establish the account.

- **Ongoing Service** — Keep the relationship strong long after the first order, becoming a resource instead of just an order taker.

Each stage moves the conversation away from a single number and toward a bigger picture of what AMSOIL products can do for the business.

WHY THE ROADMAP MATTERS

The real value of the Roadmap isn't the steps themselves. It's what those steps do for you and the shop owner across the table.

First, it gives you structure. A long sales process feels far less daunting when it's broken into pieces you can tackle one at a time. You always know where you are and what comes next.

Second, it sharpens your focus. The Roadmap points you toward what's most impactful for each customer, whether that's consolidating vendors, forecasting product needs or adding high-margin fuel additives that boost sales per ticket. You spend your energy where it counts.

Third, and maybe most important, it takes the focus off price. By the time pricing enters the conversation, you've already built a case around car count, sales per ticket and the shop's reputation. Price becomes one part of a much larger value story instead of the whole conversation.

Finally, the Roadmap helps you build a partnership. Ongoing service and regular communication make it far less likely a customer will drift toward cheaper competition. You become someone they rely on, not someone they shop around.

ADVICE FROM THE FIELD: ADAM MAILLOUX

Adam Mailloux has built his Dealership one installer account at a time, and his first piece of advice is straightforward. "Make sure you have all your training completed in the Dealer Zone, as well as reviewed the AMSOIL Roadmap for installer accounts," he says. "I believe it's a great start to getting the basics for retail and installer accounts."

From there, Mailloux stresses the value of preparation and information. He uses the Retail Questionnaire as a key tool, but with a practical twist: "Mine is making small notes while visiting the prospect and filling out the full Questionnaire after the meeting in my truck. That way I can focus on the customer more while obtaining the information." Keeping the conversation natural is just as important as gathering the right details. "You want the conversation to feel natural and keep the customer interested and engaged," he adds.

One tactic that's had a meaningful impact on Mailloux's approach is knowing his regional product lineup. "Know your top 25 products for your province, territory or state you are prospecting," he says. "When I started asking for this information from AMSOIL, I was surprised how it can drastically change from one area to another for products." That knowledge helps build trust quickly and gives the prospect a clear starting point for what to stock.

"Experience and confidence come with time," Adam says. "The only way to practice, in my opinion, is to go out and knock on doors. I cannot tell you how many mistakes I made while having conversations with prospects. I would not have learned or obtained what I have by not trying."

"I look at a conversation with a customer like a dance," he explains. "It may go one way or another, but you're always watching for the next move. You're watching your customer or prospect from how invested they are in the conversation and changing it on the go — to either get them back into being interested, or keeping the flow going."

And while price will always come up, Mailloux has determined not to let it lead. "While some customers do ask for pricing up front, I have learned that the 'bottom dollar' is not our type of customer and to try not to talk about pricing at the first meeting. After having many talks with AMSOIL over the phone and in person, I did learn the approach to use, and pricing is not always the first thing to talk about when prospecting. Start with how you present yourself, the product and what the customer needs first."

Above all, Mailloux comes back to the relationship. "While we are selling an amazing product, we are also building trust and a work relationship with customers," he says. He keeps detailed notes on every account visit — "down to what their Tim Hortons* order is (here in Canada, we really like our coffee)" — and stays consistent about follow-through. He stays close to his accounts long after the first order, answering technical questions, helping installers navigate the online portal and showing up consistently as someone they can count on. "I try showing that to my installers by helping them and making sure they feel appreciated," he says, "A lot of what I have been able to do comes from gaining trust from my customers and helping them build their business with the help from AMSOIL. Without my installers, I would not be able to have the Dealership I have."

PUT THE ROADMAP TO WORK

Mailloux's experience illustrates concepts that every Dealer can apply. The Installer Roadmap helps you organize your sales calls and changes the conversation you have with every prospect, guiding you toward the questions, insights and value that turn a one-time order into a long-term partnership.

The AMSOIL Installer Roadmap is available in the Dealer Zone under Business Tools>Retail Business Tools. Use it as your guide the next time you approach a potential installer account, and see how quickly the conversation shifts from price tags to partnerships.

Adam Mailloux
AMSOIL Dealer



Why Fuel Deteriorates – and How Gasoline Stabilizer Has Your Back

If you've ever pulled a lawn mower, snowblower, motorcycle or classic car out of storage only to discover it won't start, there's a good chance deteriorated fuel was to blame. Many of us have learned the importance of fuel stabilization the hard way after spending hours pulling on a rope or troubleshooting an engine that ran perfectly when we put it away for the season. Even those who know they should add a fuel stabilizer before seasonal storage often fail to follow through with the act. That might be because they do not understand why gasoline degrades in the first place, how fuel stabilizer helps prevent it or how easy and effective it can be.

Time Is the Enemy

Gasoline is a complex blend of hydrocarbons, energy-rich compounds made primarily of carbon and hydrogen atoms. It's refined from crude oil through a distillation process that separates various petroleum fractions. Compared to diesel fuel and lubricating oils, gasoline contains lighter, more volatile hydrocarbons. Modern gasoline also typically contains ethanol, usually at concentrations of around 10%, though some fuels contain significantly more.

Just about everything degrades over time; gasoline does so rapidly. In fact, gas can begin to degrade in as little as 30 days under the right conditions. Exposure to heat, oxygen, humidity and atmospheric conditions gradually alters gasoline's composition. As it ages, it forms gums, varnish and other deposits that can accumulate throughout the fuel system. These deposits restrict fuel flow, foul carburetors and injectors and make starting more difficult or even impossible. Old gasoline can change so significantly that it loses its ability to ignite properly. The result is a fuel that becomes less stable and effective over time.

Why Fuel Breaks Down

Oxidation is one reason gasoline deteriorates so quickly. As it sits,

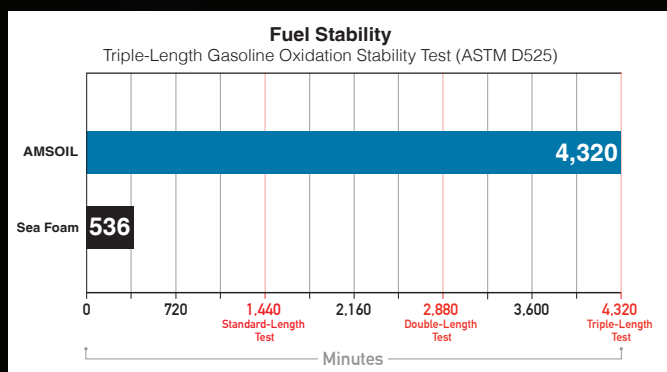
oxygen reacts with gasoline molecules, creating varnish, gum deposits and other unwanted byproducts. At the same time, lighter hydrocarbons evaporate, concentrating the heavier compounds that contribute to deposit formation.

Ethanol introduces another challenge. Ethanol is hygroscopic, meaning it naturally attracts and absorbs moisture from the atmosphere. If enough water accumulates, phase separation can

occur, a condition in which the ethanol and water settle apart from the gasoline. Once phase separation takes place, fuel quality drops dramatically, increasing the likelihood of fuel-system problems and hard starting. In addition, the

AMSOIL Improves Stability

AMSOIL Gasoline Stabilizer delivers **8X longer fuel** stability than Sea Foam® Motor Treatment in the triple-length gasoline oxidation stability test (ASTM D525), helping maintain startability and protect against the formation of varnish and gum.²



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



presence of water in the fuel system can accelerate corrosion inside the engine, drastically reducing engine performance and longevity.

Proper storage can slow the process. Using high-quality gasoline and storing it in approved, airtight containers helps minimize exposure to air and moisture. Storing fuel inside a ventilated garage or shed is generally preferable to leaving containers exposed to the elements. But often that is not enough.

Stabilizer chemistry helps interrupt the oxidation process that causes gasoline to form gums and varnish, slowing the degradation that occurs during storage. By reducing these harmful reactions, a fuel stabilizer helps preserve fuel quality and maintain engine cleanliness.

8X Longer Fuel Stability

According to independent testing, AMSOIL Gasoline Stabilizer (AST) delivers strong protection against the oxidation processes responsible for gum and varnish formation. It also helps guard against corrosion during storage, an important benefit for maintaining fuel-system cleanliness and reliability. When added before storage, AMSOIL Gasoline Stabilizer helps preserve fuel quality for up to 12 months, reducing the likelihood of stale fuel, difficult starts and deposit-related issues when equipment is returned to service.

How good is it? AMSOIL Gasoline Stabilizer delivers eight times longer fuel stability than Sea Foam® Motor Treatment in the triple-length gasoline oxidation stability test (ASTM D525), helping maintain startability and protect against the formation of varnish and gum.¹

AMSOIL Gasoline Stabilizer also helps guard against corrosion during storage, an important benefit for maintaining fuel-system cleanliness and reliability. In fact, Gasoline Stabilizer provides corrosion protection Sea Foam Motor Treatment can't match, helping maintain power and performance and keeping metal corrosion free, even when subjected to salt water.²

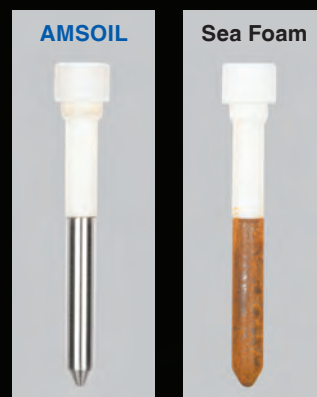
For shorter storage intervals of up to six months, AMSOIL Quickshot® (AQS) provides another solution. In addition to stabilizing fuel, it contains detergent and solvency-enhancing chemistry designed to help break down existing varnish and improve fuel-system cleanliness, making it a useful option for maintaining equipment that may already have some fuel-related deposits.

Dependable Power

Fuel deterioration is a natural consequence of time, oxygen exposure and ethanol-related moisture absorption. Left untreated, aging gasoline can form deposits, cause corrosion and create starting problems that turn seasonal equipment maintenance into a frustrating and potentially expensive chore. Adding AMSOIL Gasoline Stabilizer before storage helps slow oxidation, preserve gasoline quality and protect critical fuel-system components. Whether you're storing a lawn mower for the winter, parking a motorcycle for the season or keeping fuel on hand for outdoor power equipment, fuel stabilization remains one of the simplest and most effective ways to ensure dependable starts when it's time to get back to work or play.

AMSOIL Fights Corrosion

AMSOIL provides corrosion protection Sea Foam® Motor Treatment can't match, helping maintain power and performance and keeping metal corrosion free, even when subjected to salt water.^x



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



¹Based on independent third-party testing of AMSOIL Gasoline Stabilizer obtained July 1, 2022 and Sea Foam Motor Treatment purchased June 30, 2022 in a triple-length gasoline oxidation stability test (ASTM D525) using test fuel containing no oxidation-stability-improving additives. ²Based on independent third-party testing of AMSOIL Gasoline Stabilizer obtained July 1, 2022, and Sea Foam Motor Treatment purchased June 30, 2022, in a modified NACE TM0172 using synthetic sea water per ASTM D665B.



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 and click "Reports" on the left-hand side to start gaining insights into your valuable customer data.

September Closeout

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

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.



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Your Retail and Installer Accounts Represent AMSOIL. Help Them Look the Part.

Stores sell more AMSOIL products when their space looks the part. Sharp, current displays attract customers and signal quality. Faded signs, worn floor mats and dingy window clings can send the wrong message. As an AMSOIL Dealer, you're in the best position to spot dated displays and start the conversation about replacing them.

AMSOIL offers a wide range of merchandising items to keep retail locations looking their best. A quick call or visit to your accounts could be all it takes to get fresh, professional AMSOIL displays in front of more customers.

USE CO-OP CREDIT

Many retail and installer accounts have unused co-op credit available. Remind them that refreshing their AMSOIL signage, window clings, floor mats and point-of-sale displays doesn't have to come out of their pocket. Co-op credit is there for exactly this purpose.

Reach out to your accounts and encourage them to log in to AMSOIL.com/AMSOIL.ca, review their co-op credit and order new merchandising items.



Dan Gorski | DIRECTOR, CUSTOMER SERVICE

Don't Risk Losing Prospects

Here's why Dealer-number transferring links matter now more than ever.

A few years ago, I wrote about the importance of Dealer-number transferring links. The message remains the same and may be even more important today.

Why revisit the topic? Because Dealers continue to report situations where they don't receive credit for customers they generated. We also continue to hear from customers who want to be reassigned to the Dealer who originally introduced them to AMSOIL products. In many cases, these situations could have been minimized or avoided through the consistent use of Dealer-number transferring links.

Today's consumers take the path of least resistance. If you think prospects will call you later, look up your social-media profile, type in your website address or manually enter your referral information on an application, think again. Many won't. Instead, they'll do what consumers do every day: search for "AMSOIL" online. The challenge is that online search is more complicated than ever. AI-generated search summaries, videos, social-media content, shopping results, forums and websites can all appear before a prospect. They may land on another Dealer's website, another Dealer's video, another Dealer's social-media page, an AMSOIL page that doesn't contain your referral information or even a competitor's site. Once that happens, the customer may still buy AMSOIL products, but the connection between you and the prospect you generated may be lost.

A better approach is to create a direct path. When you meet someone at a trade show, motorcycle race, car show,

jobsite, gas station, retail location or local event, make it a habit to collect a cell-phone number or email address whenever possible. Then, send the prospect a text message or email containing a Dealer-number transferring link that leads directly to AMSOIL.com/AMSOIL.ca content relevant to their interests.

Interested in motorcycles? Send motorcycle-specific content. Own a construction company? Send information about the AMSOIL Commercial Program. Drive a 2023 Ford® F-150® with a 5.0L engine? Send them directly to the Product Guide showing the recommended AMSOIL products for their vehicle. Instead of sending prospects on a search mission, deliver the information directly to their phone or inbox.

Dealer-number transferring links help keep you connected to the prospect. A business card can be lost and a website can be forgotten, but a text message or email often remains on a prospect's device long after your initial conversation. Not only does the message provide direct access to AMSOIL content through your Dealer-number transferring link, it also provides direct access to you. If prospects have questions or are ready to buy, they already have your contact information available and can easily reach out.

Most importantly, when prospects access AMSOIL.com through your Dealer-number transferring link, your referral information is retained. This is one of the most valuable and often overlooked benefits of these links.

Many prospects don't buy immediately. They may browse products today and return a month later when they're ready to purchase. If they return using the same device, AMSOIL can continue to recognize the referral information associated with their original visit. That means your prospecting efforts continue working long after the initial conversation ends.

Every lead represents an investment of your time, effort and resources. Whether you're exhibiting at events, sponsoring activities, networking locally or building relationships online, you've worked hard to create interest in AMSOIL products. Don't leave the next step to chance. Capture a phone number or email address whenever possible. Follow up immediately with a Dealer-number transferring link that takes prospects directly to AMSOIL.com/AMSOIL.ca content relevant to their needs.

In today's world of AI-powered search results, social-media recommendations, videos and countless online distractions, prospects can be redirected more easily than ever. Don't risk losing them. Provide a direct link to AMSOIL content, help preserve the referral information associated with the lead you've worked hard to generate and make it easier for prospects to get the information they need. That's good for your business and good for the customer experience.

For more information about creating and using Dealer-number transferring links, refer to the Dealer-Number Transferring Links document available in the Dealer Zone (Digital Library>Dealer Literature).



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