



# AMSOIL

# ACTION NEWS

© AMSOIL INC 2001

*"The First in Synthetics"*®

APRIL 2001

## AMSOIL MOTOR OIL Saves More Than Just Vehicles

*In This Issue:  
NEW G-100 Retail Catalog*



## From the President's Desk...



A couple of months ago, on one of my frequent visits to our manufacturing plant and distribution center, I saw a beautiful new Ford Excursion with a large trailer in our parking lot. Both were decorated with AMSOIL decals. I was curious who they belonged to, so I went into the distribution center and asked. A gentleman spoke up and said it was his truck, and jokingly asked if I had hit it or something. Playing along, I said that yes indeed, I had hit it with my Suburban.

As it turned out, the Excursion belonged to Direct Jobber Lynn Pabst, from Hammond, Wisconsin. With him was one of his downline Dealers, Steven Hanson, from Rosemount, Minnesota. We struck up a conversation, and while we talked I took them on a tour of our plant.

I was pleased to hear that Lynn enjoyed the "President's Message" every month in *Action News*. He specifically noted that he learned a lot about water and water filtration in a previous message. He said he didn't realize how important filtering the water we drink really is.

Lynn said business was good and that he was selling so much AMSOIL 2-Cycle Oil, it was almost unbelievable. That was music to my ears. Our 2-Cycle Oils have been some of our hottest selling products for years. No other two-cycle oil can touch them when it comes to top performance and protection. Many of our Midwestern and Northern Dealers do a brisk business in two-cycle oils this time of year because the sport of snowmobiling is so popular. Our entry into snowmobile racing the last few years has helped promote our products, as well.

As we passed through the aisles stacked with inventory, we stopped and discussed our motor oil cartons with the wear comparison chart on them. I pointed out that the Mobil Tri-Synthetic motor oil fared the worst of the oils tested. Lynn stated that these comparisons on our

containers were extremely important in helping him sell. He wanted to see more of that kind of information.

I certainly understood exactly what he was saying. When you can clearly demonstrate that your products are superior, you've got to "toot your own horn." That's how to market superior products. Now I'm certainly no marketing expert and don't claim to be, but common sense dictates to me that when your product is better than the next guy's, you've got to shout it from the highest hill, so to speak. You've got to make consumers aware. If you don't, nobody will!

When I started this company, our first oil cans had comparisons on them. Then someone convinced me to take them off our cans for a few years and it hurt our sales. I learned my lesson and started using them again. Since then, I have been told by many Dealers that these comparisons help them sell.

I have mentioned how important it is for all of us to toot our horns in some of my past messages. As it applies to our Dealers, that means putting AMSOIL decals on our vehicles like Lynn does, showing the AMSOIL colors by wearing AMSOIL jackets, caps, and other promotional clothing items, using yard signs, etc. You never know how just wearing an AMSOIL jacket can help your business.

I can't tell you the number of stories I have heard from both AMSOIL Dealers and our staff about people approaching them because they had a cap or jacket with the AMSOIL logo on them. For instance, our General Manager and Executive Vice President Dean Alexander talked to one of our major suppliers, Jeffrey Zudock, who told him he met someone wearing an AMSOIL jacket at a mall in Madison, Wisconsin some time back. Jeff didn't tell the Dealer how he was familiar with AMSOIL, but he did strike up a conversation while his wife went shopping. The two spent forty-five minutes chatting about synthetic oils.

The person in the AMSOIL jacket turned out to be Direct Jobber, Bill McCarthy, from Madison, Wisconsin. Jeff Zudock is very knowledgeable about synthetic lubricants. That's his business. So when he says he's impressed with someone trying to sell him synthetic oil, you know whoever he's talking about must know his stuff. Jeff was very complimentary of Bill and thoroughly enjoyed their visit. He asked Dean how we find such intelligent, loyal Dealers. Jeff also said Bill made every effort to sign him as a Dealer. That's exactly what he should do whenever he finds someone interested in the products. While Bill McCarthy didn't wind up with a new Dealer from this encounter, he did make a new friend.

When you wear the AMSOIL colors, there's no telling who you'll meet or how much oil you'll sell because of it. But if you don't toot your own horn a little bit you'll never know. The March issue of *Action News* contained our new clothing catalog. In it are a number of ways to advertise the fact you are a Dealer. If you haven't already done so, look it over. You might find something in it that will help promote your business . . . or just help you meet some interesting new people!

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is written in a cursive, flowing style.

A. J. "Al" Amatuzio  
President and CEO, AMSOIL INC.



# DEALERS IN ACTION!

## AMSOIL Motor Oils “Do What They Are Supposed to Do”



Stan Zmorzynski's 1987 Chevy Pickup

Dealer Bob Weil of Bedford, Texas has one customer in particular who believes AMSOIL motor oils “really do what they are supposed to do.”

Stan Zmorzynski uses AMSOIL Series 2000 0W-30 Motor Oil in both his 1987 Chevy pickup and in his 1996 Impala SS. Recently, Zmorzynski was out to dinner with his wife when they both noticed a pool of fluid about three feet from the front of the truck. They drove home and checked the truck further, but could not tell if it was transmission fluid or coolant.

Zmorzynski called an auto repair shop and took the truck in for the mechanics to check. They found that it was not ATF, but that he had blown the rear intake manifold gasket, and therefore had lost compression and quite a bit of oil as well.

The engine in Zmorzynski's pickup is a crated replacement engine that the previous owner put in the vehicle. Since he purchased the truck, Zmorzynski changed the oil over to AMSOIL Series 2000 0W-30 and put over 30,000 miles on the engine in rush hour conditions.

Zmorzynski was truly surprised when his mechanic reported that the engine had “no visual signs of wear,” and was “extremely clean with no sludge and no foam.” Basically, Zmorzynski still owned a brand new engine.

“Even the mechanic could not believe how smooth the truck ran at idle and in gear,” Zmorzynski said. “I have the same response with my '96 Impala SS, which has become my selling point. The Impala is a two-time (back to back) Super Chevy and Impalafest ‘Street Class’ 1st place winner. After switching to AMSOIL, I can put all of my displays on top of the motor, start the car and nothing will move.

“It is extremely comforting to know that something in this life does what it is supposed to do,” Zmorzynski said. “Once again I remain grateful for meeting Bob, having him take the time to explain about the AMSOIL motor oil and to you for allowing me the opportunity to share my story.”



Stan Zmorzynski's 1996 Impala SS



## Sticker Sponsorship

This might look like a new AMSOIL-sponsored race team, but in fact this sharp looking car is electric! John Lavoie, whose father owns Lavoie's Auto Care of Haverhill, New Hampshire, is the owner and operator of this Team Associated L3 Oval Radio Controlled Race Car. Lavoie's Auto Care sells AMSOIL products, and John has added AMSOIL decals to his car and toolbox to make quite a statement out on the track.

AMSOIL “sponsored” the car by sending Lavoie several decals to use in decorating his car. Lavoie wanted to add AMSOIL to his race car because he and his family have enjoyed selling and using AMSOIL products. “We run them in all of our family vehicles,” Lavoie said, “and we see such an improvement. We wouldn't use anything else!”



John Lavoie's Radio Controlled Race Car

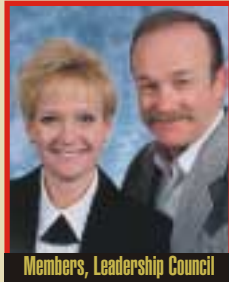
# MONTHLY LE



**LaDonna Harrison and LaVel Rude**  
Minnesota  
★★★Regency Platinum Direct Jobbers  
**FIRST**—Leaders in Total Organization  
Tenth—Leaders in Personal Group Sales



**Ray and Arlene Schmit**  
Minnesota  
★★★Regency Platinum Direct Jobbers  
Second—Leaders in Total Organization  
Second—Leaders in Personal Group Sales  
Third—Group With Highest New Dealer Sponsorship



**Members, Leadership Council**  
**Mark and Sherree Schell**  
Idaho  
★★★Regency Platinum Direct Jobbers  
Third—Leaders in Total Organization  
**FIRST**—Leaders in Personal Group Sales  
**FIRST**—Group With Highest New Dealer Sponsorship  
Sixth—Most New Qualified Dealers and Accounts



**Leonard and Eunice Pearson**  
Washington  
Regency Platinum Direct Jobbers  
Fourth—Leaders in Total Organization  
Seventh—Leaders in Personal Group Sales



**Member, Leadership Council**  
**Ora Mae Boardman**  
Virginia  
Regency Platinum Direct Jobber  
Fifth—Leader in Total Organization



**Daniel and Judy Watson**  
Florida  
Regency Silver Direct Jobbers  
Eighth—Leaders in Total Organization  
Fourth—Leaders in Personal Group Sales  
Fourth—Most New Qualified Dealers and Accounts



**Members, Leadership Council**  
**Carl and Kimberlee McNamee**  
Ontario  
Regency Silver Direct Jobbers  
Ninth—Leaders in Total Organization



**Members, Leadership Council**  
**Gerry and Patricia Reid**  
Virginia  
Regency Gold Direct Jobbers  
Tenth—Leaders in Total Organization  
Fifth—Leaders in Personal Group Sales



**Francis and Mildred Ormiston**  
Kansas  
Regency Direct Jobbers  
Eighth—Leaders in Personal Group Sales  
Second—Leader in Commercial and Retail Marketing



**Members, Leadership Council**  
**Raymond and Karen Peszko**  
Virginia  
Regency Direct Jobber  
Fourth—Group With Highest New Dealer Sponsorship



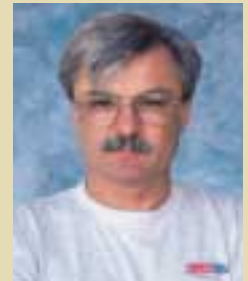
**Robert and Lisa Riley**  
Florida  
Premiere Direct Jobbers  
Second—Most New Qualified Dealers and Accounts



**George and Shirley Douglas**  
Florida  
Regency Silver Direct Jobbers  
Third—Most New Qualified Dealers and Accounts



**Peter Lotito**  
New York  
Premiere Direct Jobber  
Fifth—Most New Qualified Dealers and Accounts



**Marcus Hinman**  
California  
Premiere Direct Jobber  
Seventh—Most New Qualified Dealers and Accounts



# ADERS

January  
2001

## HALL OF FAME



**David and Carol Bell**

*Texas*

Regency Gold Direct Jobbers

*Sixth—Leaders in Total Organization*

*Third—Leaders in Personal Group Sales*

*Third—Leaders in Commercial and Retail Marketing*

*Second—Group With Highest New Dealer Sponsorship*

**FIRST**—*Most New Qualified Dealers and Accounts*



**Member, Leadership Council**

**William Shirk**

*Maine*

Regency Platinum Direct Jobber

*Seventh—Leader in Total Organization*

*Sixth—Leader in Personal Group Sales*



**Steve and Linda Cross**

*Colorado*

Regency Direct Jobbers

*Ninth—Leaders in Personal Group Sales*

*Fifth—Group With Highest New Dealer Sponsorship*



**Danny and Joan Potter**

*North Carolina*

Direct Jobbers

**FIRST**—*Leaders in Commercial and Retail Marketing*



**James J. Allen**

*Ohio*

Master Direct Jobber

*Fourth—Leader in Commercial and Retail Marketing*



**Eric W. Dalgaard**

*Minnesota*

Direct Jobber

*Eighth—Most New Qualified Dealers and Accounts*



**Mark Desantis**

*New York*

Dealer

*Ninth—Most New Qualified Dealers and Accounts*



**George and Elizabeth Jetton**

*Texas*

Executive Direct Jobbers

*Tenth—Most New Qualified Dealers and Accounts*

AMSOIL Hall of Fame members are recognized for their long-standing service, achievement and commitment to excellence.



**Bill and Donna Durand,**

★★★★Regency Platinum



**Shirley Green,**

Regency Platinum



**Dorothy Hansen,**

Regency Platinum



**Harold and Marcile Hartman,**

Regency Platinum

# HIGHER LEVELS OF RECOGNITION

## REGENCY DIRECT JOBBER



**Doyle & Diana  
Vaughan**  
Wyoming

## EXECUTIVE DIRECT JOBBER



**Pamela & Ivan  
Anthony**  
Colorado

## DIRECT JOBBER



**Steven & Nickie  
Kerkvliet**  
Wisconsin  
Sponsors: Barbara J.  
Anderson  
Direct Jobber: Mark A.  
Schmidt

### 2500 Level Honors 2500 monthly commission credits 25 Dealers sponsored

**James & Lisa Peszko**, North Carolina  
Sponsors: Henry & Darlene Peszko

**R. Craig & Denise Reese**, Idaho  
Sponsors: Mark & Sherree Schell

### 1500 Level Honors 1500 monthly commission credits 15 Dealers sponsored

**Douglas & Kimberly Crawford**, Kansas  
Sponsors: Harold & Marcile Hartman

**Robert F. MacDonald**, Ontario Sponsor: Rob J. Hilditch

### 1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

**Charles & Judith Arnold**, Washington  
Sponsors: Leonard & Eunice Pearson

**Steve Cashman**, New York Sponsor: Raymond Yaeger

**Terry & Jane Coalson**, Georgia Sponsors: Jeffrey & Tina Coalson

**Robert Eggenesperger**, California Sponsor: Louis Rosenthal

**Garrett & Robyn Galloway**, South Carolina  
Sponsor: Jerry G. Skipper

**Jerry N. Gardner**, Arkansas Sponsor: Rodney L. Hostetler

**Martin & Lori Gilmore**, New York Sponsor: Peter C. Bleich, Jr.

**Thomas D. McIntire**, Idaho Sponsors: Mark & Sherree Schell

**Michael Raffaelli**, Michigan  
Sponsors: Ladonna Harrison & LaVel Rude

**Michael & Donalisa Sparks**, Texas Sponsor: Chris Dyson

**Edward Smith & Linda Sullivan**, Texas  
Sponsors: Alan & Betty Duncan

**David S. Wahlberg**, Minnesota Sponsors: Robert & Helen Czczok

**Patrick D. Wondrash**, Wisconsin Sponsor: Bruce A. Stache

### 500 Level Honors 500 monthly commission credits 5 Dealers sponsored

**John G. Anderson**, Washington Sponsor: James E. Epple

**Ronald J. Arland**, Wyoming Sponsors: Thomas & Rosemarry Arland

**Peter & Debbie Beam**, Alberta Sponsors: Greg & Debra McKenzie

**Wallace O. Bennett**, Ontario Sponsor: Jacques R. Tetreault

**Mark & Michelle Brooks**, Wyoming Sponsor: Shane M. Bradley

**Alan & Carol Harrison**, Pennsylvania  
Sponsors: David & Marilyn Lloyd

**John R. Laughlin, III**, Mississippi Sponsor: Gene Mohney

NEW DIRECT DEALERS



**James & Joan Adams**  
*Georgia*  
Sponsors:  
Larry & Kathryn Chambless  
Direct Jobbers:



**Greg Landuyt**  
*Indiana*  
Sponsors:  
Steve & Linda Cross  
Direct Jobbers:  
Steve & Linda Cross



**Vincent & Ruth Santell**  
*California*  
Sponsor:  
Charles T. Noack  
Direct Jobber:  
Jay Christensen



**Jerry G. Skipper, Sr.**  
*South Carolina*  
Sponsors:  
Jack & Lavee Hughart  
Direct Jobbers:  
Gerry & Patricia Reid



**Bruce A. Stache**  
*Wisconsin*  
Sponsor:  
Steven J. Stache  
Direct Jobber:  
Steven J. Stache

**500 Level Honors** 500 monthly commission credits 5 Dealers sponsored

- Bob & Candy Macy**, *North Dakota* Sponsors: Robert & Patsy Ross
- Randolph M. Nissen**, *Ohio* Sponsors: Luis & Sharon Pena
- Walter Perea**, *Ontario* Sponsors: Carl & Kimberlee McNamee
- Harvy & Alice Priest**, *Ohio* Sponsors: Luis & Sharon Pena
- James & Marilyn Randle**, *Kansas*  
Sponsors: Francis & Mildred Ormiston

- Christopher Snead**, *North Carolina*  
Sponsors: Gary & Sandra Newport
- Donald & Ann Troxell**, *Pensylvania*  
Sponsors: Edward & Marilyn Steinleitner
- Jeffrey J. Wawryk**, *Saskatchewan*  
Sponsors: Douglas & Sandra Huculak
- Dennis & Lola Wheeler**, *Idaho* Sponsors: Mark & Sherree Schell

**300 Level Honors** 300 monthly commission credits 3 Dealers sponsored

- Gregory Alamia**, *New Jersey* Sponsors: Tony & Joyce Shultz
- Robert D. Bassett**, *California* Sponsors: Charles & Connie McGuffey
- Joseph & Betsy Brochu**, *New Hampshire*  
Sponsor: Joseph E. Broyles
- Lawrence & Margaret Buxton**, *Utah* Sponsor: Neil Christensen
- Curtis R. Colwell**, *Texas* Sponsors: Ray & Bertha Felker
- William & Karen Cone**, *Georgia*  
Sponsors: Larry Jr. & Kathryn Chambless
- David H. Davis**, *Minnesota* Sponsors: Bud & Lorna Bourquin
- Nathan M. Dimino**, *Pennsylvania* Sponsors: Alan & Carol Harrison
- Jeff L. Hetzel**, *Pennsylvania* Sponsor: Eric M. Keller
- John & Carmen Hicks**, *Maine* Sponsor: Wanda L. Eastman
- Michael & Lisa Hodes**, *Florida* Sponsors: Daniel & Judy Watson
- Rodney L. Hostetler**, *Arkansas* Sponsors: Delbert & Edith Hostetler
- William C. Hubbard**, *Kansas* Sponsor: Kenneth G. Dibble
- Mark A. Juber**, *Florida* Sponsors: Frank & Marianna Martin

- John & Gloria Klafin**, *Maryland* Sponsor: Valentine Sanford
- Paul & Juanita Kohl**, *Tennessee* Sponsor: Walter W. Wingfield
- Thomas E. Kostreba**, *Wyoming* Sponsors: Doyle & Diana Vaughan
- Michael & Susan Mueller**, *Wisconsin*  
Sponsor: Arnold W. Anderson, Jr.
- Francis J. Murphy**, *New Jersey* Sponsors: Gerry & Patricia Reid
- Steven & Stacey Race**, *Georgia* Sponsors: William & Mattie Miller
- Richard & Rebecca Reese**, *Idaho*  
Sponsors: R. Craig & Denise Reese
- Michael Schoenmann**, *Minnesota* Sponsor: James M. Ball, Jr.
- Brian E. Slavens**, *Michigan* Sponsor: Paul D. Schnell
- Mike V. Wald**, *Minnesota* Sponsors: Robert & Ellen Donatell
- Todd & Camilla Westfall**, *Oklahoma*  
Sponsors: Michael & Eileen Kaufman
- Rocky & Annette Wright**, *Minnesota*  
Sponsors: Ray & Arlene Schmit



# NEW AMSOIL Super Racing Products Deliver Maximum Performance



*It's easy to put Taurus into a complete rage with AMSOIL Super Heavy Weight Racing Oil. The new SAE 60 is the only thing Taurus the Bull can't break down.*

Taurus the Bull driver Dave Turpen



## Synthetic Super Heavy Weight Racing Oil SAE 60

**For high horsepower racing engines**

- **Ideal for Supercharged and Alcohol-Burning or Nitro-Fueled Engines**
- **High Viscosity Resists Thinning Effects of Fuel Dilution**
- **Specially Formulated for Wear Protection and Friction Reduction in Extreme Service Racing Conditions**
- **Highly Resistant to Thermal Degradation and Oxidation**
- **Low Oil Consumption Rate**
- **Seals Out Rust, Neutralizes Acid and Resists Foaming**
- **Remains Shear Stable Under High Temperature/High Stress Racing Operations**

May be used in all engines for which API SJ/CD or motorcycle specs. JASO MB SAE 60 oils are specified.



*AMSOIL Supershift gives me the consistency I need. I've never broken a transmission or had any catastrophic drivetrain problems while using AMSOIL Supershift, and even after 200 transmission "hits," the fluid comes out the same color as when I put it in.*

drag racer  
Joe Scarlata



## Supershift Racing Transmission Fluid

**For high horsepower and high torque  
racing applications**

- **Provides Quick, Solid Shifts Racers Need**
- **Transmissions Do Not Slip, Helping Racers Improve on Elapsed Times**
- **High Holding Capacity for Maximum Torque Transfer and Brake Power**
- **Provides Unmatched Transmission Friction Performance and Reduced Wear**
- **Superior Shear Stability**
- **Superior Oxidative and Thermal Stability**
- **Transmissions Run Significantly Cooler**
- **Flows Readily in Low Temperatures, Ensuring Dependable Startup and Post-Startup Protection**
- **Protects Against Corrosion, Rust and Foaming**

In addition to racing applications, Supershift is also recommended for wet brakes, clutches and gears of heavy equipment equipped with automatic transmissions.



# AMSOIL Has a Spray Lubricant for Every Application



## AMSOIL HEAVY DUTY METAL PROTECTOR

- Lubricates metal surfaces
- Prevents rust
- Penetrates and adheres to metal surfaces, leaving a long-lasting protective coating

**APPLICATIONS:** Ideal for motorcycle, bicycle and ATV chains. An excellent undercoating material for use on metal surfaces.

## AMSOIL METAL PROTECTOR

- Light-duty lubricant that disperses water and protects metal surfaces from rust and corrosion
- Penetrates existing rust build-up
- Dries wet electrical systems
- Non-tacky, no residue, no dust

**APPLICATIONS:** Ideal for home, shop and vehicle use. Use for drying electrical systems. Prevents rust on guns, stored power equipment and on all metal contacts. Prevents freezing in car door locks. Loosens rust on nuts and bolts, hinges and locks. Can be used to clean guns and other metal surfaces.

## AMSOIL MULTI-PURPOSE SYNTHETIC SPRAY GREASE

- Reduces friction and wear in high-speed/high temperature components such as bearings and electric motors
- Fully formulated grease (lubricating oil, lithium complex thickener, extreme pressure agent, additive package) suitable for use in all applications requiring grease
- Keeps components running clean and trouble-free for outstanding performance and long life

**APPLICATIONS:** Ideal for greasing hard-to-reach equipment such as car door hinges, trailer tilt hinges, truck gate hinges, springs, bearings, rollers, garage doors and many other applications requiring grease. An excellent assembly lubricant.

## AMSOIL SILICONE LUBRICANT SPRAY

- Perfect for lubricating metal surfaces that contact non-metal surfaces such as rubber, nylon, cardboard, fiberglass, wood or plastic
- May be used in applications in which food contact may occur (USDA H-1 rated)
- Special non-staining formula leaves a dry, light silicone film

**APPLICATIONS:** Recommended for use on throttle cables, trailer light connections, spark plug connections, sashes of difficult-to-open windows, sewing machine needles for stitching tough fabrics and hundreds of other household and vehicle maintenance applications. Also serves as an excellent water repellent for shoes, boots and other leather goods.

# New G-100 Catalog - Same Great Opportunity

The G-100 *Retail Catalog* has been revised with a new look and several new products. But although the catalog has changed, the opportunities it provides for expanding your business are still fantastic.

## NEW PRODUCTS

Four new products have been added to the G-100 catalog. AMSOIL Super Heavy Weight Racing Oil (SAE 60), Shock Therapy Suspension Fluid, Supershift Racing Transmission Fluid and the AMSOIL/Dahl Fuel/Water Separators are available in this new version.

## GREAT OPPORTUNITIES

As successful Dealers know, the G-100 *Retail Catalog* is a great way to expand an AMSOIL business. It provides an opportunity to reach large numbers of potential customers and Dealers. Fairs, trade shows, racing events and conventions are all excellent places to introduce others to the AMSOIL products and opportunity. In fact, any place Dealers get to talk to potential customers is a great place to have a supply of G-100 catalogs handy.

Preparing catalogs to hand out is simple. All a Dealer has to do is fill in his or her ZO number on the line provided on the back of the catalog. There is also a space provided for a Dealer's name, address and phone numbers or e-mail address.

Once potential customers have the catalog, they can browse through the product benefits, pricing and ordering information. Customers who wish to purchase product simply call the toll free ordering line and place an order with a credit card and the Dealer's ZO number from the back side of their catalog. The retail profits and the commission credits from each order are automatically credited to the Dealer's ZO number. If a customer has questions or would like more information from the Dealer, they can use the contact information on the back of the catalog.

Customers who order product from the catalog are automatically signed up to receive G-100 catalogs directly from AMSOIL every six months for the next 18 months.



G-100 catalogs can also be excellent tools to use for registering Dealers, Preferred Customers and Commercial Accounts.

### • New Dealers and Preferred Customers

When talking to Dealers and Preferred Customers, it is important they understand the savings they can experience by registering. The G-100 catalog contains retail prices for the AMSOIL product line. Comparing these prices with the prices they will pay as Dealers and Preferred Customers allows them to see the value in registering. And if they were previously AMSOIL customers, they already know the benefits that AMSOIL products deliver and may be interested in selling the products themselves or bring at discounted prices.

### • Commercial Accounts

Potential commercial accounts are also great places to introduce G-100 catalogs. They, too, can compare the retail Catalog pricing with the prices they would pay as commercial accounts and realize the money they would save.

### • General Information

The G-100 catalog is also an excellent source of product information for Dealers, preferred customers, retail customers and accounts. It contains descriptions and usage recommendations for nearly every AMSOIL product. It can be used to determine which products would be appropriate for use in their specific applications.

## AMSOIL G-100 CATALOG ORDERING INFORMATION

G-100 catalogs are available in the following quantities:

Stock #	Quantity	Price U.S.
G-100(A)	10 catalogs	\$5.00
G-100(B)	50 catalogs	\$23.50
G-100(C)	100 catalogs	\$43.00
G-100(D)	500 catalogs	\$195.00
G-100(E)	with labels - 2,500 catalogs	\$975.00
G-100(F)	with labels - 5,000 catalogs	\$1,850.00

**To order call 1-800-777-7094.**



# AMSOIL Delivers Performance, Not Performance Hype

Vehicles are lasting longer these days. With new technology in the automotive industry and new technology that makes maintaining vehicles easier, the average age of vehicles in the United States has risen 15 percent in the past 10 years. In fact, 64 percent of vehicles on the road have been driven over 75,000 miles.

In the past, most motor oil companies focused their research and development toward meeting new vehicle specifications. However, we are now seeing a trend toward more research and development being focused toward older and higher mileage vehicles.

As is often the case, however, the marketing overshadows the performance. Consumers have been inundated with such marketing strategies as the "Protection Beyond 3000 Miles" advertising campaign and the "Star Molecule" motor oil.

The latest example of marketing originality involves Valvoline's new MaxLife product. The commercials are everywhere. Valvoline claims its new product provides special protection for vehicles driven over 75,000 miles. The flaw with Valvoline's marketing approach, however, is they assume motorists have been using standard petroleum-based oil throughout their vehicles' lives and using MaxLife will solve the problems that may arise once the vehicles gets around the 75,000-mile mark. These problems may include loss of compression, brittle gaskets, worn rings and valves that do not seal

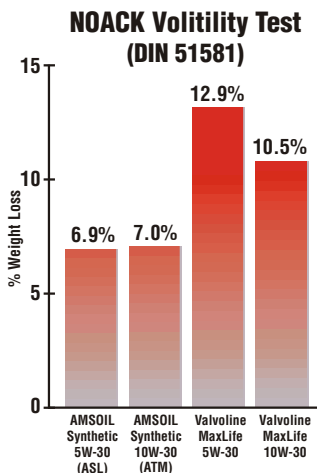


as tightly, leading to increased oil consumption, reduced fuel economy, decreased performance and more rapid oil breakdown.

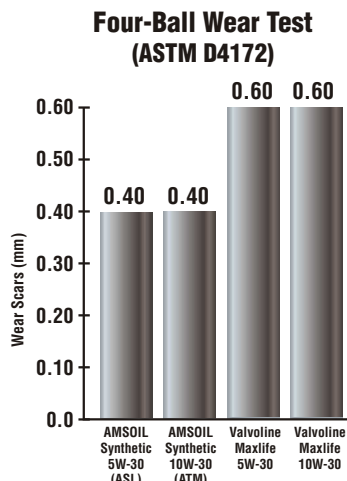
AMSOIL's theory, of course, is to use superior-quality AMSOIL synthetic motor oils from the beginning, avoiding problems associated with high mileage before they begin. AMSOIL maximizes the lives of both new and old engines and has offered the benefits of an oil designed for high mileage vehicles for years:

- **Conditions and provides maximum protection for seals, ensuring long seal life and leak prevention**
- **Effectively resists volatilization, keeping the oil at the correct viscosity and effective for extended drain intervals**
- **Dramatically reduces friction, heat and wear, allowing increases in both horsepower and fuel efficiency**
- **Keeps oil consumption, emissions and wear to an absolute minimum**
- **Offers the ultimate cold and hot weather protection. Reduces wear and permits easy engine cranking and fast starts in the coldest temperatures. Keeps engines running cool in hot temperatures.**

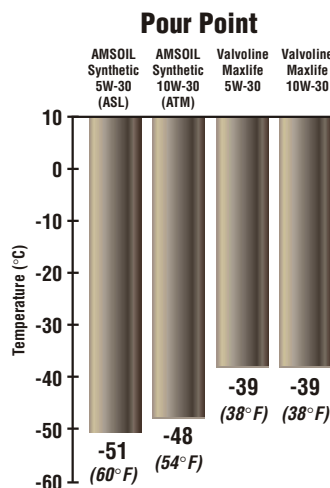
As the following tests show, AMSOIL motor oils offer superior protection over Valvoline MaxLife:



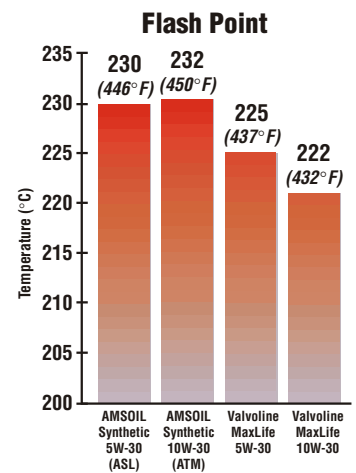
**AMSOIL Motor Oil reduces oil consumption**



**AMSOIL Motor Oil prevents wear**



**AMSOIL Motor Oil provides immediate start-up protection**



**AMSOIL Motor Oil protects in high temperatures**





AMSOIL motor oils are highly resistant to the vaporization that cause conventional oils to thicken and lose their lubricating effectiveness. AMSOIL motor oils easily exceed GF-3 requirements and AMSOIL diesel oils easily exceed API CH-4 requirements. As evidenced by the latest NOACK Volatility Test, AMSOIL 10W-30 loses only 6.8 percent of its weight in high temperature service, dramatically outperforming the competition and surpassing rigorous European standards set at 13 percent weight loss.

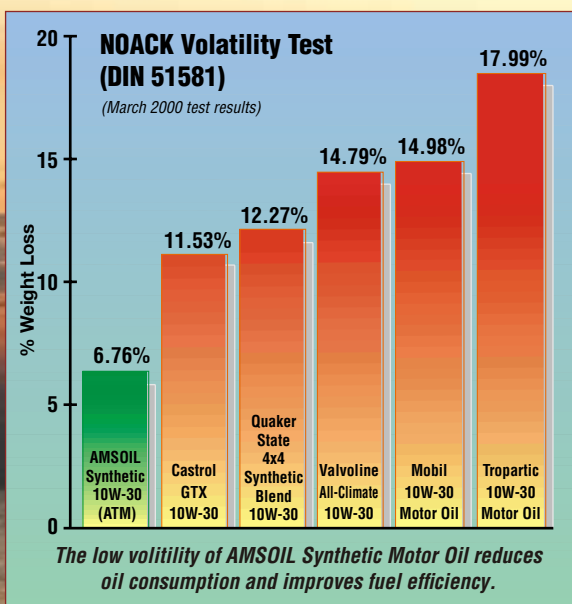
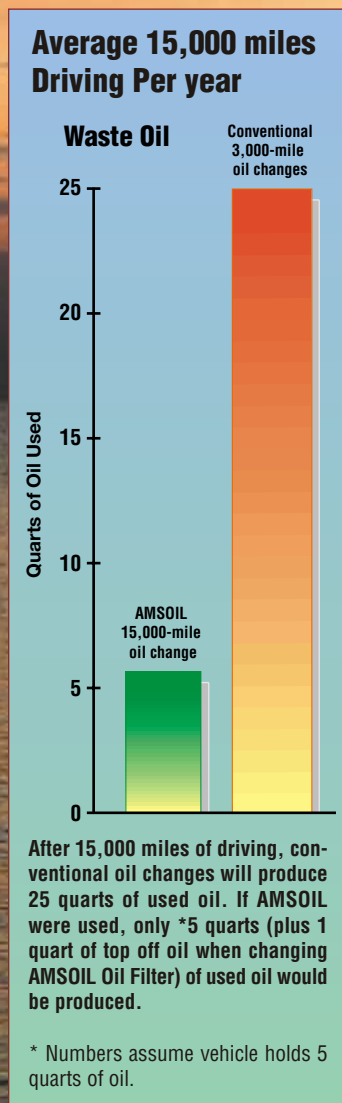
AMSOIL Performance Improver Gasoline Additive takes emissions reduction to the next level, effectively dissolving and removing fuel system deposits and other contaminants for improved power and performance in fuel injected and carbureted systems. Tests show AMSOIL Performance Improver reduces emissions by up to 90 percent, while restoring up to 95 percent of an injector's original fuel flow.

## Fuel Economy

The advanced lubricity of AMSOIL motor oils not only decreases friction and wear, it also contributes to increased fuel economy. By reducing friction, engines don't have to work so hard to overcome it, allowing it to use its heat-energy more efficiently.

If the average person drives around 15,000 miles each year, a 5 percent savings in fuel would give them over \$58 in savings a year (assuming vehicle gets 20 mpg, at \$1.55 per gallon) and more than 37 gallons of fuel would be conserved.

Installing an AMSOIL Reusable Foam Air Filter stretches your fuel dollar even further. AMSOIL Air Filters trap more dirt and allow up to 50 percent greater air flow than conventional paper air filters, improving engine performance and fuel economy.



I own a 1993 Ford Thunderbird, 3.8 liter V-6. I installed a Dual Remote Filter System, Two Stage Air Filter, Series 2000 0W-30 Synthetic Oil, Synthetic ATF and Series 2000 75W-90 Gear Oil (in the differential). The mileage at installation was 23,000. Immediately, I noticed, along with the incredible smoothness, that I was getting better fuel mileage (from 15-16 mpg in the city and as high as 29 mpg on the highway). At 39,900 miles, it was due for its biennial "smog check." As you may be aware, in California this check is done by licensed professionals using "high tech" equipment that is on-line with the Department of Motor Vehicles, and it is a thorough examination of vehicle emissions. There is no guess work involved. The test includes measurements of hydrocarbons, carbon monoxides and nitrogen oxides. My "AMSOILmobile" (as I affectionately call it) measured well below half of the percentages that the average passing vehicles register and way, way below what is allowable."

Jon Michael Challgren  
Van Nuys, CA

Test	RPM	%CO2		HC (PPM)			CO (%)			NO (PPM)		
		Meas	Ave	Max	Ave	Meas	Max	Ave	Meas	Max	Ave	Meas
15 mph	1411	14.8	0.0	119	12	4	0.48	0.05	0.01	1407	74	28
25 mph	1140	14.8	0.0	69	5	2	0.46	0.02	0.01	1207	78	15

**Max** = Maximum Allowable Emissions    **Ave** = Average Emissions For Passing Vehicle  
**Meas** = Amount Measured (during the test)

# LaRocco Goes Home

*Fans Turn Out to See a Favorite Son and Team AMSOIL Star*

## Indianapolis Supercross - The Homecoming

Fifty thousand arms opened wide to embrace one of their own. A Hoosier son was back to show off the skills that had made him one of the world's best motorcycle riders. They had seen him race before, many times. They had followed his career from the small tracks of Indiana to the mega-stages of supercross and motocross.

Mike LaRocco learned to ride motorcycles about the same time that other kids were learning to ride bicycles. His father, Mike, owned a cycle shop up the road a bit from Indianapolis in LaPorte, Indiana. Young Mike's riding skills were recognized early and his picture was often in the local newspaper. His fans hadn't forgotten. The RCA Dome was packed this Saturday night.

It's still special when Mike returns home. Family and friends draw on Mike's time, but he doesn't seem to mind. His mom, May, moves in and around the pits. She handles travel arrangements for the team



Mike LaRocco was making news even as a teenage racer.



LaRocco takes time to sign autographs for fans in Indianapolis.

and some of the other riders. Mike met every autograph-seeker and picture-taker with a big, broad smile. Mike is known to be stoic and serious. On this night he seemed to sense that win or lose he was what the people had come to see. Did this mean additional pressure? If so, you'd never know it by watching the ever steady, always in control, LaRocco.

It was a family affair not only for Mike, but also for his 125cc partner Branden Jesseman. Pennsylvania is close enough that many of the 18-year-old's relatives came to watch the up and coming Team AMSOIL rider. Marcy Jesseman is by her son's side most of the time. She crosses the country with him from stop to stop. She does as a mother does. She makes sure he's fed. She mixes up his pre-race drinks. As she was mixing some



electrolyte fluid, I heard her recite move-by-move Branden's post-time routine from checking his gas, to relaxing his neck, to adjusting his gloves, etc. She's seen it a thousand times.

Introductions for supercross events are a sight and sound spectacular with pyrotechnics, lasers, videos and high decibel music. When LaRocco was introduced the crowd erupted. They roared longer and louder than for any other racer. Every time announcer Erv Braun barked out Mike's name they responded with resounding cheers. Nobody says "AAAMMMSSSOOIIIL!" or "Mike LaaaaRoccoooo" better than Erv. Mike took an extra parade lap to acknowledge the crowd. Flashbulbs went off like fireworks.

It would not to be the homecoming Mike and the 50,000 hoped for. "La Rocket" would finish a distant sixth, but still securing his third place overall.

Jesseman had trouble handling his motorcycle and would finish his first race of the season at the rear of the pack.

So, no storybook ending, but the fans went home happy after seeing a great show, still idolizing their hero.

LaRocco and new teammate Frenchman Steve Boniface are all smiles as they greet fans across the country.

## 2001 ESPN2 Supercross Schedule

All Times Eastern - Subject to Change

<b>Pontiac Silverdome, Pontiac, MI</b>		
Saturday	April 14	12 p.m.
<b>Texas Stadium, Irving, TX</b>		
Saturday	April 28	1 p.m.
<b>Rice-Eccles Stad., Salt Lake City, UT</b>		
Saturday	May 5	4 p.m.
<b>Sam Boyd Stadium, Las Vegas, NV</b>		
Saturday	May 12	12 p.m.

## 2001 Supercross Schedule

<b>Texas Stadium</b>	
(Dallas)	Apr. 21
<b>Rice-Eccles Stadium</b>	
(Salt Lake City)	Apr. 28
<b>Sam Boyd Stadium</b>	
(Las Vegas)	May 5





# What Racers Are Saying About AMSOIL Products



"You may be proud to know that we finished second in the ARCA Racing Championship. We had an overall 14 top ten finishes out of 20 races and no DNF's because of mechanical failure. We feel a large part of our success is the result of using your products exclusively."

*Bill Hendren - President of Hendren Motorsports  
Driver Bob Strait,  
Co-oping AMSOIL Dealer Tim Crumpler*

"Without a doubt there are no better lubrication or filtration products than those offered by AMSOIL. It doesn't take long for the savings to add up from the extra protection you receive from all AMSOIL products. Aside from the added protection you get, AMSOIL is worth its weight in gold just from the increase in horsepower you can put to the ground due to reduced friction."

*David Umfleet - JamFactor Racing  
Co-oping AMSOIL Dealer Kevin Alexander*



"I was skeptical at best. I have been a racer for 34 years, and it was going to be hard to change my mind. To say I was surprised by AMSOIL's performance would be an understatement. Let's just say that I've become a total believer."

*Ron Baciak - Baciak Racing  
Co-oping AMSOIL Dealer John Nekhay*



## X Means X-tra Special for Team AMSOIL

**Winter X-GAMES  
Has Two AMSOIL Sleds  
on Podium**

It's the Super Bowl of snocross. The Indianapolis 500 of snowmobile racing. The ESPN Winter World X-Games have come to represent the pinnacle of the sport. The made-for-television sports festival brings the world's best racers together for a January weekend of ski to ski action. An estimated 26,500 fans were on hand to witness the extravaganza.

Three rounds of heat racing narrowed the field from 32 to 16 sleds. Team AMSOIL's DJ Eckstrom had advanced to the semi-finals. His partner, Justin Tate, had his day end when another sled landed on top of his Ski-Doo. DJ finished a solid and strong second in his heat to advance to the primetime televised finals.

In the final, Eckstrom took an early lead, but got tagged from behind and was sent sideways. He kept his composure to charge back to a third place finish. This was DJ's third X-Games and best finish to date.



D.J. Eckstrom



*X-Games Medalists: Blair Morgan-Gold. Goodwin Performance/Ski-doo/AMSOIL's Kent Ipsen - Silver. AMSOIL/Scheuring Speed Sports/Ski-Doo Dennis "DJ" Eckstrom - Bronze*



Justin Tate



## AMSOIL UNIVERSITY

• May 21 - 24  
Superior, WI

## T-1 CERTIFICATION MEETINGS

### OHIO

• April 24 - Tuesday  
• May 22 - Tuesday  
Meeting - 7 p.m.  
PERKIN'S RESTAURANT  
571 Stringtown Rd.  
Grove City, OH 43123  
Hosted by Direct Jobber Brad White.  
Cost is \$20.

• April - Every Friday  
• May - Every Friday  
Meeting - after 4 p.m.  
GREENE RESIDENCE  
13500 S. Lone Pt. Ln. #24101  
Draper, UT 84020  
Hosted by Dealer Dorsey Greene  
(801) 576-1896  
Pre-paid registration required.

## GUEST SPEAKER MEETINGS

• April 7 - Saturday  
Meeting - 6 p.m.  
HOLIDAY INN  
Corner of I-55 & Ingram Blvd.  
West Memphis, AR  
RSVP Executive Direct Jobber Ed Foster  
Call (870) 935-8027 with questions  
Guest Speaker: George Douglas

• April 14 - Saturday  
Meeting - 1:30 p.m.  
Hilton Lake Oswego  
14850 Kruse Way  
Lake Oswego, OR  
RSVP Master Direct Jobber  
Ed Greenwood (800) 722-1092  
Guest Speaker:  
Master Direct Jobber Les Martin

• April 21 - Saturday  
Meeting - 7 p.m.  
DENNY'S RESTAURANT  
440 S. Semoran Blvd.  
(Hwy 436)  
Orlando, FL  
RSVP Regency Silver Direct Jobber  
George Douglas (407) 856-1564  
Guest Speaker:  
Master Direct Jobber Ed Greenwood  
Buffet \$8.50/per person

• April 26 - Thursday  
Meeting - 7 p.m.  
RYAN'S FAMILY BUFFET  
on 3210 Bay Rd.  
Saginaw MI  
RSVP (517) 697-3160  
Premiere Direct Jobber  
Bill Bernethy (517) 697-3160  
Guest Speaker:  
Regency Platinum Direct Jobber  
Leonard Pearson

• April 28 - Saturday  
Meeting - 6:30 p.m. registration 7:30  
dinner.  
BEST WEST TRADEWINDS  
(Central)  
3141 E. Skelly Drive (I44 &  
Harvard)  
Tulsa, OK  
RSVP Regency Gold Direct Jobbers  
Pat & Donna Grady (918) 258-9979  
Guest Speaker:  
Premiere Direct Jobber Bill McCarthy

• April 28 - Saturday  
Meeting - 6:30 p.m.  
Location to be determined  
Fort Worth, TX  
RSVP Regency Direct Jobbers  
Tom & Sheila Shalin (817) 444-9522  
Guest Speaker: \*\*Regency Platinum  
Direct Jobber Mark Schell

• April 28 - Saturday  
Meeting - 6:30 p.m.  
Location to be determined  
Fort Worth, TX  
RSVP Regency Direct Jobbers  
Tom & Sheila Shalin (817) 444-9522  
Guest Speaker: \*\*Regency Platinum  
Direct Jobber Mark Schell

• April 28 - Saturday  
Meeting - 6:30 p.m.  
Location to be determined  
Fort Worth, TX  
RSVP Regency Direct Jobbers  
Tom & Sheila Shalin (817) 444-9522  
Guest Speaker: \*\*Regency Platinum  
Direct Jobber Mark Schell

• April 28 - Saturday  
Meeting - 6:30 p.m.  
Location to be determined  
Fort Worth, TX  
RSVP Regency Direct Jobbers  
Tom & Sheila Shalin (817) 444-9522  
Guest Speaker: \*\*Regency Platinum  
Direct Jobber Mark Schell

Guest Speaker: Regency Silver Direct  
Jobber Larry Chambliss

• April 28 - Saturday  
Meeting - 1:30 p.m.  
DAYS INN MOTEL  
8118 Plantation Rd.  
& I-81 Exit 146  
Roanoke, VA  
RSVP Regency Platinum Direct Jobbers  
Don & Joyce Nichols (540) 563-9501  
Guest Speaker:  
Master Direct Jobber John Burke

• May 5 - Saturday  
Meeting 5 - 7:30 p.m.  
Piccadilly Restaurant  
2226 N. Druid Hills Road  
Atlanta, GA  
RSVP Regency Silver Direct Jobbers  
Larry & Kathryn Chambliss  
(404) 373-9916  
Guest Speaker:  
Premiere Direct Jobber Bill Bernethy

• May 5 - Saturday  
T-1 training 9 a.m.  
Guest Speaker Meeting - 1 p.m. \$4/per  
RAMADA INN  
6401 S. 13th Street  
Milwaukee, WI  
RSVP Premiere Direct Jobber  
Bill McCarthy (608) 273-2711  
Guest Speaker:  
Executive Direct Jobber Ed Foster

• May 5 - Saturday  
Dinner meeting - 5:30 p.m. \$15.95/per  
NUTTERS CROSSING GOLF  
CLUB HOUSE  
30287 S. Hampton Bridge Rd.  
Salisbury, MD  
RSVP Master Direct Jobber  
Les Martin (410) 548-5823  
Guest Speaker:  
Regency Direct Jobber Tom Shalin

• May 12 - Saturday  
Dinner meeting - 6:30 p.m. \$13.00/per  
POODLE DOG RESTAURANT  
1522 54th Ave. E.  
Fife, WA  
RSVP Regency Platinum Direct Jobbers  
Leonard & Eunice Pearson  
(800) 526-7645  
Guest Speaker: Regency Gold Direct  
Jobbers Pat & Donna Grady

• May 12 - Saturday  
Meeting - 1 p.m.  
COMFORT INN & SUITES  
251 El Camino Real  
San Carlos, CA  
RSVP Master Direct Jobbers  
John & Jeanne Burke  
(800) 729-8560  
Guest Speaker:  
Regency Gold Direct Jobber Gerry Reid

• May 12 - Saturday  
Dinner meeting - 6:30 p.m. \$15.95  
THE WEST COAST HOTEL  
475 River Parkway  
Idaho Falls, ID  
RSVP \*\*Regency Platinum Direct  
Jobbers Mark & Scherree Schell  
(208) 524-0322  
Guest Speakers: Regency Platinum Direct  
Jobbers Don & Joyce Nichols

• May 12 - Saturday  
Dinner meeting - 6:30 p.m. \$15.95  
THE WEST COAST HOTEL  
475 River Parkway  
Idaho Falls, ID  
RSVP \*\*Regency Platinum Direct  
Jobbers Mark & Scherree Schell  
(208) 524-0322  
Guest Speakers: Regency Platinum Direct  
Jobbers Don & Joyce Nichols

## AMSOIL DEALER MEETINGS

### ALABAMA

• April 19 - Thursday  
• May 17 - Thursday  
Meeting - 7 p.m.  
STANLEO'S SUB VILLA  
Governor's Drive  
Huntsville, AL  
Hosted by Direct Jobbers  
Cliff Goehring & Gerry Gotwald  
(256) 337-0376

• April 19 - Thursday  
• May 17 - Thursday  
Meeting - 7 p.m.  
HOLIDAY INN - OZARK  
Hwy. 231  
Ozark, AL 36360  
Hosted by Direct Jobbers  
E. E. "Al" & Mildred Bowman  
(334) 774-3344

### ALASKA

• April 19 - Thursday  
• May 17 - Thursday  
Meeting - 7 p.m.  
PHILLIPS  
INTERNATIONAL INN  
5121 Arctic Blvd.  
Anchorage, AK 99507  
Hosted by Dealer Don Nusbaum  
(907) 563-2274  
Please call for reservations

• April 3, 17 - Tuesday  
• May 1, 15 - Tuesday  
Meeting - 7 p.m.  
STATEN RESIDENCE  
2949 Sunflower Street  
Anchorage, AK 99508  
Hosted by Direct Jobber  
Richard Staten (907) 333-0124  
Call for reservations.

### ARIZONA

• April 10 - Tuesday  
• May 8 - Tuesday  
Meeting - 7 p.m.  
BAYCLUB CLUB HOUSE  
11050 North Biltmore Drive  
Phoenix, AZ 85029  
Hosted by Master Direct Jobber  
Dick Nudo and Dealer Bill Harsha  
Please R.S.V.P.  
(602) 996-7181 Dick  
(602) 993-4864 Bill

• April 17 - Tuesday  
• May 15 - Tuesday  
Meeting - 6:30 p.m.  
CAR REPAIR COMPANY  
2918 N. Scottsdale Road  
Scottsdale, AZ 85251  
Hosted by Premiere Direct Jobber  
Dick Nudo and Dealer Jim Brewer  
Please R.S.V.P.  
(602) 996-7181 Dick  
(480) 968-4922 Jim

### ARKANSAS

• April 12 - Thursday  
• May 10 - Thursday  
Meeting - 6:30 p.m.  
GARDNER RESIDENCE  
280 York Chapel Rd.  
Nashville, AR 71852  
Hosted Dealer Gerry Gardner  
(870) 451-9152 jgard24@iocc.com

• April 11 - Wednesday  
• May 9 - Wednesday  
Meeting - 7 p.m.  
PASTERNAK RESIDENCE  
217 CR 472  
Jonesboro, AR 72404  
Hosted by Account Directs  
David and Brenda Pasterniak  
(870) 933-8376

### CALIFORNIA

• April - Every Thursday  
• May - Every Thursday  
Meeting - 6:30 p.m.  
STRAWBERRY VILLAGE  
SHOPPING CENTER  
Mill Valley, CA  
Hosted by Dealer Doug Storms  
800-793-5301

• April 5, 19 - Thursday  
• May 3, 17 - Thursday  
Meeting - 7:30 p.m.  
CHRISTENSEN  
RESIDENCE  
4141 Palm Ave, Apt 574  
Sacramento, CA 95610  
Hosted by Premiere Direct Jobber  
Jay Christensen (916) 339-1152

• April 4 - Wednesday  
• May 2 - Wednesday  
Meeting - 7 p.m.  
MCCOOL RESIDENCE  
2200 Coddling Dr.  
Modesto, CA 95350  
Hosted by Dealer Bill McCool  
(209) 577-0174

• April 24 - Tuesday  
• May 22 - Tuesday  
Meeting - 7 p.m.  
EVANS RESIDENCE  
40728 Sundale Dr.  
Fremont, CA 94538  
Hosted by Direct Dealers  
Chuck and Linda Evans (510) 659-4078  
Guest Speakers Master Direct Jobbers  
John and Jeanne Burke

• April 10 - Tuesday  
• May 8 - Tuesday  
Meeting - 6:30 p.m.  
DENNY'S RESTAURANT  
740 W. 2nd St.  
San Bernardino, CA 94401  
Hosted by Dealers  
Richard and Dolores Nichol  
(909) 862-1252

• April 2, 30 - Monday  
• May 7, 28 - Monday  
Meeting - 7 p.m.  
INTERNATIONAL HOUSE OF  
PANCAKES/VINTAGE OAKS  
SHOPPING CENTER  
Novato, CA 94945  
Hosted by Dealer Richard Eplett  
(800) 280-9905

• May 1 - Tuesday  
Meeting - 7 p.m.  
CARROW'S RESTAURANT  
19011 Bloomfield Ave.  
Cerritos, CA  
RSVP Dealer Dave Gumpertz  
(562) 212-3709  
Dave@Lubes4U.com

### COLORADO

• April 19 - Thursday  
• May 17 - Thursday  
Meeting - 7:30 p.m.  
AMSOIL HOUSE  
4316 Ridgecrest Drive  
Colorado Springs, CO 80918  
Hosted by Premiere Direct Jobbers  
Don & Ida Gray (719) 598-5115

### CONNECTICUT

None Scheduled

### DELAWARE

• April 14 - Saturday  
• May 12 - Saturday  
Meeting - Noon  
(Please call for reservations)  
KING RESIDENCE  
2306 Taggart Court  
Wilmington, DE 19810  
Hosted by Account Direct Greg King  
(302) 477-1240 Guests Welcome!

### DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

• April 3 - Tuesday  
• May 1 - Tuesday  
Meeting - 7 p.m.  
(Please call in advance)  
DENNY'S RESTAURANT  
440 South Semoran Blvd.  
Orlando, FL 32806  
Hosted by Regency Silver Direct Jobbers  
George & Shirley Douglas  
(407) 856-1564  
Call for directions, locations and RSVP.

• April 19 - Thursday  
• May 17 - Thursday  
Meeting - 7 p.m.  
AMSOIL DISTRIBUTION  
CENTER  
3724 Silver Star Rd.  
Orlando, FL 32808  
Hosted by Regency Silver Direct Jobbers  
Dan and Judy Watson (407) 657-5969

• April 17 - Tuesday  
• May 15 - Tuesday  
Meeting - 7 p.m.  
DAWSON RESIDENCE  
4525 Brinson Lane  
Tallahassee, FL 32311  
Hosted by Premiere Direct Jobbers  
Don and Priscilla Dawson  
(850) 385-3620  
e-mail: dondawson@the-oilman.com

• April 5, 6, 11, 12, 19, 20, 25 & 26  
Meeting - 7 p.m. (info)  
BEST WESTERN CONFERENCE ROOM  
7900 S. US Hwy 11  
Port St. Lucie, FL 34952  
Hosted by Direct Jobber Joseph Coquatto  
Dealers and their friends welcome.  
Please RSVP at (561) 879-4928

### GEORGIA

• April 14 - Saturday  
• May 12 - Saturday  
Meeting - 9 to 11 a.m.  
CHAMBLESS RESIDENCE  
1741 Ponce de Leon Ave. NE  
Atlanta, GA 30307  
Hosted by Regency Silver Direct Jobbers  
Larry and Kathryn Chambliss  
(404) 373-9916

• April 5 - Thursday  
• May 3 - Thursday  
Meeting - 7 p.m.  
DIRKSEN RESIDENCE  
1905 Queens Road  
Albany, GA 31707  
Hosted by Master Direct Jobber  
Sherry Dirksen (912) 436-5532  
Pot Luck, everyone brings a dish.

### HAWAII

None Scheduled

### IDAHO

• April 7 - Saturday  
• May 5 - Saturday  
Meeting - 12 to 3 p.m.

SCHELL RESIDENCE  
2000 W. Broadway  
Idaho Falls, ID  
Hosted by \*\*Regency Platinum Direct  
Jobbers Mark & Scherree Schell  
Meeting reservations: (208) 524-0322  
Please R.S.V.P.

### ILLINOIS

• April 10 - Tuesday  
• May 8 - Tuesday  
Meeting - 7:30 p.m.  
BAUER RESIDENCE  
111 Woodland Trail  
Anna, IL 62906-3904  
Hosted by Account Directs  
Norm and Barb Bauer  
(618) 833-3228

### INDIANA

• April 4, 18 - Wednesday  
• May 2, 16 - Wednesday  
Meeting - 7:30 p.m.  
RENTOWN SHOP  
1533 Rentown Rd.  
Bremen, IN  
Hosted by Direct Jobbers  
LeRoy and Malinda Hochstetler and Account  
Directs Willis and  
Rolene Gingerich (219) 831-2839

### IOWA

None Scheduled

### KANSAS

None Scheduled

### KENTUCKY

None Scheduled

### LOUISIANA

• April 3 - Tuesday  
• May 1 - Tuesday  
Meeting - 7:00 p.m.  
AUTTONBERRY RESIDENCE  
2520 Swiss Street  
W. Monroe, LA 71219  
Hosted by Dealer Ellis Auttonberry  
(318) 396-4348

### MAINE

None Scheduled

### MARYLAND

• April 25 - Wednesday  
• May 30 - Wednesday  
Meeting - 7:30 p.m.  
COUTO RESIDENCE  
115 Lakeview Drive  
Salisbury, MD 21804  
Hosted by Dealer Tony Couto  
(410) 860-1813  
Please call ahead and make  
reservations.

• April 27 - Friday  
• May 25 - Friday  
Meeting - 7:30 p.m.  
Downline and Guests FREE,  
Out of line - \$5  
MARTIN RESIDENCE  
3994 Trace Hollow Run  
Salisbury, MD 21801  
Hosted by Master Direct Jobbers  
Les & Linda Martin (410) 548-LUBE

• April 27 - Friday  
• May 25 - Friday  
Meeting - 7 p.m.  
GRONER RESIDENCE  
9208 Todd Ave.  
Fort Howard, MD 21052  
Hosted by Dealer Harvey Groner  
(410) 477-8255

• April 5 - Thursday  
• May 3 - Thursday  
Meeting - 7 p.m.  
DEACOSTA RESIDENCE  
4942 S. Upper Ferry Road  
Eden, MD 21822  
Hosted by Dealers  
Chris & Barb DeAcosta  
(410) 742-0637  
Reservations Required

• April 27 - Friday  
• May 25 - Friday  
Meeting - 7:30 p.m.  
AL SMITH AUTOMOTIVE  
3228 E Joppa Rd.  
Baltimore, MD 21234  
Hosted by Premiere Direct Jobber  
Al Smith (410) 882-9696  
Al@SynLubes.com  
Reservations Required

• April 21 - Saturday  
• May 19 - Saturday  
Meeting - 9 a.m.  
DUMAS RESIDENCE  
201 Hayden-Rowe St.  
Hopkinton, MA 01748  
Hosted by Dealer Bob Dumas  
(888) 499-9933  
Please R.S.V.P. Coffee and doughnuts served.

### MICHIGAN

• April 16 - Monday  
• May 21 - Monday  
Meeting - 7 p.m. (info)



Meeting - 8 p.m. (opportunity)  
KIRBY RESIDENCE  
644 Shady Maple Dr.  
Wixom, MI 48393  
Hosted by *Premiere Direct Jobber Tom Kirby (248) 669-9093*  
Refreshments served, RSVP required.

• April 2 - Monday  
• May 7 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
RABE RESIDENCE  
9338 Rawsonville Road  
Belleville, MI 48111  
Hosted by *Dealer Dale Rabe*  
Please RSVP at (734) 461-9577  
or 355-9747

• April 2 - Monday  
• May 7 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
ELLIS RESIDENCE  
61653 Miriam Dr  
Washington, MI 48094  
Hosted by *Master Direct Jobber Mike Ellis*  
Please RSVP at (810) 918-5092 or (810) 918-1578

**MINNESOTA**  
• April 19 - Thursday  
• May 17 - Thursday  
Meeting - 7 p.m.  
SCHMITT RESIDENCE  
932 38th Ave. No.  
St. Cloud, MN 56301  
Hosted by *\*\*Regency Platinum Direct Jobbers Ray & Arlene Schmitt*  
(320) 251-4861

• April 19 - Thursday  
• May 17 - Thursday  
Meeting - 7 p.m.  
MEYER RESIDENCE  
800 2nd Street  
Cleveland, MN 56017  
Hosted by *Premiere Direct Jobbers Charles & Donna Meyer*  
(507) 931-3875

• April 26 - Thursday  
• May 24 - Thursday  
Meeting - 7:30 p.m.  
SCHWARZ RESIDENCE  
645 Lakewood Drive  
Hutchinson, MN 55350  
Hosted by *Dealers Ron & Pearl Schwarz*  
(320) 587-8598

• April 12 - Thursday  
• May 10 - Thursday  
Meeting - 7:30 p.m.  
STAVE RESIDENCE  
44 Crow River Dr.  
Elk River, MN 55330  
Hosted by *Dealer Ordell Stave*  
(612) 241-5267

**MISSISSIPPI**  
• April 26 - Thursday  
• May 31 - Thursday  
Meeting - 11:30 a.m.  
RYAN'S STEAK HOUSE  
2400 Beach Dr.  
Gulfport, MS 39507  
Hosted by *Dealer Jim Day*  
(228) 388-4325 RSVP/Guest Welcome  
jwdandy2000@yahoo.com

**MISSOURI**  
**MONTANA**  
None Scheduled

**NEBRASKA**  
• April 14 - Saturday  
Meeting/Open House - 1 to 9 p.m.  
HAMPTON INN  
10728 L Street. & 108th Ave.  
Omaha, NE 68127  
Hosted by *Dealer Craig Lowell*  
(402) 578-8420 RSVP/Guest Welcome  
internationallubricationlimited@aol.com

**NEVADA**  
• April 5 - Thursday  
• May 3 - Thursday  
Meeting - 6:30 to 8 p.m.  
AMSOIL PRODUCT CENTER  
4545 N. Lamb Blvd., Suite. D  
Las Vegas, NV  
Hosted by *Premiere Direct Jobber Bob Kaytes and Regency Platinum Direct Jobber Shirley Green*  
(702) 362-4492

**NEW HAMPSHIRE**  
**NEW JERSEY**  
None Scheduled

**NEW MEXICO**  
• April 24 - Tuesday  
• May 22 - Tuesday  
Meeting - 7:30 p.m.  
GREENBERG RESIDENCE  
1537 Bryn Mawr NE  
Albuquerque, NM 87106  
Hosted by *Master Direct Jobbers Paul and Nancy Greenberg*  
(505) 255-2137 fax (505) 232-8330  
NMOilman@aol.com

**NEW YORK**  
• April 18 - Wednesday  
• May 16 - Wednesday  
Meeting - 7 p.m.  
O'BRIEN RESIDENCE  
436 Mosely Road  
Fairport, NY 14450  
Hosted by *Dealer Gerry O'Brien*  
(716) 223-8016  
Please call ahead to reserve a seat.

• April 18 - Wednesday  
• May 16 - Wednesday  
Meeting - 7:30 p.m.  
Syracuse area - Please call ahead for specific location.  
Hosted by *Direct Jobber Peter Finnerty*  
(315) 682-9791

• April 18 - Wednesday  
• May 16 - Wednesday  
Meeting - 7:30 p.m.  
Newark, NJ  
LOCATION -  
Please call ahead for specific location.  
Hosted by *Dealer Brad Timerson*  
(315) 331-7110

**NORTH CAROLINA**  
• April 12 - Thursday  
• May 10 - Thursday  
Meeting - 7 p.m.  
KAZAN RESIDENCE  
9200 Lake Wheeler Road  
Fuquay-Varina, NC 27526  
Hosted by *Account Directs Eric & Donna Kazan*  
(919) 772-9569 Guests welcome.  
Non-downline \$2.00

• April 12 - Thursday  
• May 10 - Thursday  
Meeting - 7:30 p.m.  
FOREIGN PARTS CENTRE  
2032 Spring Road  
Hickory, NC 28601  
Hosted by *Account Direct Larry Mallonee and Dealer Jack Hoskins*  
(704) 327-7844 or (704) 322-9312  
All Dealers welcome,  
please call Larry first.

• April 12 - Thursday  
• May 10 - Thursday  
Meeting - 7 p.m.  
BURNELL RESIDENCE  
9424 Springdale Drive  
Raleigh, NC 27613  
Hosted by *Direct Jobbers Chuck and Judi Burnell*  
(919) 870-9633 Please call first.

**NORTH DAKOTA**  
None Scheduled

**OHIO**  
• April - Every Wednesday  
• May - Every Wednesday  
Meeting - 6 p.m. (training)  
Meeting - 8 p.m. (opportunity)  
FABIJANIC RESIDENCE  
561 Loomis Avenue  
Cuyahoga Fall, OH 44221  
Hosted by *Dealers Paul & Coralie Fabijanic*  
(216) 928-8863 or 800-874-4827

• April 14 - Saturday  
• May 12 - Saturday  
Meeting - 1 to 4 p.m.  
LACKORE RESIDENCE  
1900 George Ave.  
Brunswick, OH 44212  
Hosted by *Executive Direct Jobber Calvin Lackore*  
(800) 798-9777

• April 1 - Sunday  
• May 6 - Sunday  
Meeting - 1 p.m.  
MERRITT RESIDENCE  
650 State Route 131  
Fayetteville, OH 45718  
Hosted by *Dealers Gordon and Sara Merritt*  
(937) 288-2568

• April 10, 24 Tuesday  
• May 8, 10 Tuesday  
Meeting - 7 p.m.  
DenaTo's Pizza on Broadway  
Grove City, OH 43123  
Hosted by *Direct Jobber Brad White*  
(800) 871-5921

**OKLAHOMA**  
• April 7 - Saturday  
• May 5 - Saturday  
Meeting - 9 to 11 a.m.  
Golden Corral  
9711 E. 71 Street  
Tulsa, OK  
Hosted by *Dealer Gary Boatman and Regency Gold Direct Jobber Patrick Grady*  
(918) 258-6979 \*Pat  
(918) 744-4430 \*Gary

• April 12 - Thursday  
• May 10 - Thursday  
Meeting - 7 to 8:30 p.m.  
DIAMOND JACK'S  
3609 E. 51 St.  
Tulsa, OK 74135

Hosted by *Dealer Richard Coats and Direct Dealer Kevin Alexander*  
(918) 342-9537 Call first to confirm space for you and your guests.

**OREGON**  
• April 19 - Thursday  
• May 17 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 to 9 p.m.  
SWEETBRIER INN  
7125 S.W. Nyberg Road  
Tualatin, OR 97062  
Hosted by *Master Direct Jobber Ed Greenwood*  
(800) 722-1092  
Call first to confirm space for you and your guests.

• April 5 - Thursday  
• May 3 - Thursday  
Meeting - 7 p.m.  
HOFFMAN RESIDENCE  
7025 SE 22nd Ave.  
Portland, OR 97202  
Hosted by *Dealer Dan Hoffman*  
(503) 236-2579 All are welcome.

**PENNSYLVANIA**  
• April - Every Monday  
• May - Every Monday  
Meeting - 7 p.m.  
AMSOIL RETAIL STORE  
103 McCargo Street  
New Kensington, PA  
Hosted by *Dealer A. Ralph Snoznik*  
(724) 335-8608  
All Dealers and guests are welcome.

**RHODE ISLAND**  
None Scheduled

**SOUTH CAROLINA**  
• April - Every Tuesday  
• May - Every Tuesday  
Meeting - 7:30 p.m.

GEORGE KERR and ASSOCIATES  
Northgate Building  
5861 Rivers Ave., Suite 107  
N. Charleston, SC 29406  
Hosted by *Dealer George Kerr*  
(843) 747-8200

• April - variable meetings  
• May - variable meetings  
Call for meeting time and date  
SPRADLEY RESIDENCE  
117 Winston Circle  
Pelion, SC 29123  
Hosted by *Direct Dealers Jim & Vicki Spradley*  
(803) 894-4618

• April 4 - Wednesday  
• May 2 - Wednesday  
Meeting - 7 p.m.  
DENNEY'S RESTAURANT  
2521 Wade Hampton Blvd.  
Greenville, SC 29615  
Hosted by *Dealer David Larson*  
R.S.V.P. (864) 232 1846

**SOUTH DAKOTA**  
None Scheduled

**TENNESSEE**  
• April 17 - Tuesday  
• May 15 - Tuesday  
Meeting 7 p.m. info 8 p.m. opportunity  
DW WILSON CENTER  
Tullahoma, TN  
Hosted by *Dealer Nelson Gill*  
(931) 393-2601

**TEXAS**  
• April 17 - Tuesday  
• May 15 - Tuesday  
Meeting - 7 p.m.  
WARD RESIDENCE  
310 S. Grove Road  
Richardson, TX 75081  
Hosted by *Direct Jobbers Ronald & Sandra Ward*  
(972) 231-0773  
e-mail: oilmandj@home.com

• April - No Meeting  
• May 3 - Thursday  
Meeting - 7:30 to 9 p.m.  
SHALIN RESIDENCE  
544 Clew Court  
Azle, TX 76020  
Hosted by *Regency Direct Jobbers Tom and Sheila Shalin*  
(817) 444-9522

• April 19 - Thursday  
• May 17 - Thursday  
Meeting - 7:30 p.m.  
WEIL RESIDENCE  
2521 Cherry Blossom Lane  
Bedford, TX 76021  
Hosted by *Account Direct Bob Weil*  
(817) 545-5257

**UTAH**  
• April - Every Tuesday  
• May - Every Tuesday  
Meeting - 7:30 p.m.

CHRISTENSEN  
RESIDENCE  
8516 Snowville Drive  
Sandy, UT 84070  
Hosted by *Executive Direct Jobber Neil Christensen, Dealer Rodney Huskins and Dealer Doug Blackhurst*  
(801) 942-3881/(801) 942-8641

• April - Every Friday  
• May - Every Friday  
Meeting - After 4 p.m.  
GREENE RESIDENCE  
13500 S. Lone Pt. Ln. #24101  
Draper, UT 84020  
Hosted by *Dealer Dorsey Greene*  
(801) 576-1896  
T-1 Certification classes every Friday,  
pre-paid registration required. Everyone  
welcome, please R.S.V.P.

**VERMONT**  
None Scheduled

**VIRGINIA**  
• April 23 - Monday  
"Presentation"  
• April 28 - Saturday  
"How to use retail"  
• May 21 - Monday  
"Presentation & Opportunity"  
• May 26 - Saturday  
"How to Administrate"  
Saturday meetings: 10 a.m. - noon;  
Monday meetings 7 to 9 p.m.  
REID RESIDENCE  
14600 Cornwall Lane  
Chester, VA 23831  
Hosted by *Regency Gold Direct Jobbers Gerry & Patricia Reid*  
(804) 530-1400, (804) 530-0179 Fax  
reidgt@home.com

• May 14 - Monday  
Meeting - 7:30 p.m.  
STANCIL RESIDENCE  
240 N. Oceana Blvd.  
Virginia Beach, VA 23454  
Hosted by *Regency Direct Jobbers Bill & Barbara Stancil*  
(804) 428-6049

• April 9 - Monday  
• May 14 - Monday  
Meeting - 7 p.m.  
GRAVITTE RESIDENCE  
1042 Merganser Circle  
Gloucester, VA  
Hosted by *Premiere Direct Jobbers Cliff & Dee Gravitte*  
(804) 694-0221

• April 3 - Tuesday  
• May 1 - Tuesday  
Meeting - 7:30 p.m.  
PESZKO RESIDENCE  
4503 Southampton Arch  
Portsmouth, VA 23703  
Hosted by *Regency Direct Jobbers Raymond & Karen Peszko*  
(804) 484-9491

• April 10 - Tuesday  
• May 8 - Tuesday  
Meeting - 7 p.m.  
DAYS INN RESTAURANT  
5500 Williamsburg Rd.  
Sandston, VA  
Hosted by *Account Directs Roger Riggle and Mel Pigras*  
(804) 737-9231 or (804) 737-4874

**WASHINGTON**  
• April 16 - Monday  
• May 21 - Monday  
Meeting - 7:30 p.m.  
GASPER'S SHOP SERVICE  
CENTER  
1103-A River Road  
Puyallup, WA 98003  
Hosted by *Premiere Direct Jobbers Cliff and Lorna Gasper*  
(253) 864-7618, or (877) 633-7618  
Everyone Welcome

• April 10 - Tuesday  
• May 8 - Tuesday  
Meeting - 7:30 p.m.  
STOUGARD RESIDENCE  
22907 Prairie Road  
Sedro Woolley, WA 98284  
Hosted by *Direct Jobbers Mary & Charlotte Stougard*  
(360) 856-1641 Guests Welcome

• April 12 - Thursday  
• May 10 - Thursday  
Meeting - 7 p.m.  
WALSH RESIDENCE  
2220 South Castle Way  
Lynnwood, WA 98036  
Hosted by *Executive Direct Jobbers Tom & Shirley Walsh*  
(425) 483-2582

• April 10 - Tuesday  
• May 8 - Tuesday  
Meeting - 7 p.m.  
PRUKOP RESIDENCE  
10306 86th Avenue East  
Puyallup, WA 98373  
Hosted by *Direct Jobbers Raymond & Patsy Prukop*  
(206) 845-9755 / 800-267-6450

Everyone Welcome!

• April 19 - Thursday  
• May 17 - Thursday  
Meetings - 7:30 p.m.  
SUPER 8 MOTEL  
3100 S. 192  
Seatac, WA 98002  
Hosted by *Regency Platinum Directs Leonard & Eunice Pearson*  
(253) 939-8401 Guests Welcome!

**WEST VIRGINIA**  
None Scheduled

**WISCONSIN**  
• April 19 - Thursday  
• May 17 - Thursday  
Meeting - 7:30 p.m.  
SEL-AMSOIL Academy  
1201 Clough Ave.  
Superior, WI 54880  
Hosted by *4-Star Regency Platinum Direct Jobbers Bill & Donna Durand*  
Refreshments served  
(715) 392-4006 Guests Welcome!

• April 12 - Thursday  
• May 10 - Thursday  
Meeting - 7 p.m.  
MITMOEN SERVICE GARAGE  
6017 65th Street  
Kenosha, WI 53142  
Hosted by *Executive Direct Jobbers Victor and Lynn Mitmoen*  
(262) 652-3399

• April 14, 28 - Saturday  
• May 12, 26 - Saturday  
Meeting - 1 to 3 p.m.  
VILLERS RESIDENCE  
2600 W. High St.  
Racine, WI 53404  
Hosted by *Regency Direct Jobber Edie Villers*  
(414) 637-2726

**WYOMING**  
None Scheduled

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**INTERNATIONAL**

**ALBERTA**  
**BRITISH COLUMBIA**  
**MANITOBA**  
None Scheduled

**NEW BRUNSWICK**  
• April 16 - Monday  
• May 21 - Monday  
• June 18 - Monday  
Meeting - 7:30 p.m.  
MCLAUGHLIN RESIDENCE  
9 Pinder Road  
Riverview, NB E1B 3Z2  
Hosted by *Account Direct Wayne McLaughlin and Dealer Wendell Steeves*  
(506) 386-2896/(506) 387-3197  
Everyone Welcome

**NEWFOUNDLAND**  
**NOVA SCOTIA**  
None Scheduled

**ONTARIO**  
• April 26 - Thursday  
• May 31 - Thursday  
• June 28 - Thursday  
Meeting - 6 to 8 p.m.  
AMSOIL DISTRIBUTION  
CENTER  
6625 Tomken Rd.  
Units 12-14  
Mississauga, ON L5T-2C2  
Hosted by *Premiere Direct Jobber Rob Hilditch and local Dealers*  
(905) 564-7770

**PRINCE EDWARD ISLAND**  
**PUERTO RICO**  
**QUEBEC**  
**SASKATCHEWAN**  
None Scheduled

**NEW ZEALAND**  
• April 2 - Monday  
• May 7 - Monday  
• June 4 - Monday  
Meeting - 6:30 to 9 p.m.  
AMSOIL DISTRIBUTION  
CENTER  
3/1 Binsted Rd, New Lynn  
Auckland  
Auckland, NZ  
Hosted by *Premiere Direct Jobber John Gurney*  
Phone (021) 936-091  
Fax (021) 636-094  
snyoil@dangerousbrothers.com  
Fee: \$10

# AMSOIL CENTERLINES ...and updates



## NEW TEAM AMSOIL POSTERS

The new 19"x26" Team AMSOIL motocross posters feature exciting full color photos of Team AMSOIL motocross stars Mike LaRocco, Branden Jesseman and Steve Boniface.

Stock #		U.S.	Can
G-1673	Mike LaRocco	2.00	3.20
G-1674	Branden Jesseman	2.00	3.20
G-1675	Steve Boniface	2.00	3.20



## NEW COFFEE MUGS

The new 10-ounce hot/cold thermal mugs feature AMSOIL Motor Oils in two styles with custom label colors. Non-breakable and dishwasher-safe.

Stock #		U.S.	Can
G-1668	10W-30 mug	3.95	6.50
G-1669	15W-40 mug	3.95	6.50
G-1679	10W-30 mugs (6 Case)	23.40	37.80
G-1683	15W-40 mugs (6 Case)	23.40	37.80
G-1677	10W-30 mugs (24 Case)	90.00	146.40
G-1678	15W-40 mugs (24 Case)	90.00	146.40

## AMSOIL ADVERTISING

Look for AMSOIL display advertising or an AMSOIL catalog offering in the following publications:

### April & May 2001

#### Display Advertisements

<i>Practicing Oil Analysis</i>	Mar/Apr '01	(918) 749-1400
<i>NOLN</i>	Apr. '01	(805) 796-2577
<i>Trailer Life</i>	Apr. '01	(805) 667-4100
<i>Landline</i>	Apr./May '01	(816) 229-5791
<i>Trailer Life</i>	May '01	(805) 667-4100
<i>MX Action</i>	May '01	(661) 295-1670

#### Catalog Showcase Advertisements

<i>Hot Rod</i>	Apr. '01	(323) 782-2000
<i>5.0 Mustang</i>	Apr. '01	(323) 782-2000
<i>Super Ford</i>	Apr. '01	(323) 782-2000
<i>Hot Bike</i>	Apr. '01	(714) 939-2400
<i>Street Rodder</i>	May '01	(714) 939-2400
<i>Mustang Illustrated</i>	May '01	(714) 939-2400
<i>Muscle Mustangs</i>	May '01	(714) 939-2400
<i>Vette</i>	May '01	(714) 939-2400
<i>Mopar Muscle</i>	May '01	(323) 782-2000
<i>4-Wheel &amp; Off Road</i>	May '01	(323) 782-2000
<i>Four Wheeler</i>	May '01	(323) 782-2000
<i>Mustang Monthly</i>	May '01	(323) 782-2000
<i>Mustang &amp; Fords</i>	May '01	(323) 782-2000
<i>Super Street</i>	May '01	(323) 782-2000
<i>Circle Track</i>	May '01	(323) 782-2000
<i>Stock Car Racing</i>	May '01	(323) 782-2000



## NEW AMSOIL SOFT SIDE ATTACHÉ

For your business needs, you can rely on this expandable multi-pocketed attaché. Includes zippered bottom that expands to 6", one main compartment, two slip pockets, two zippered pockets, accessory pockets and one exterior zippered pocket. Also

includes key ring and detachable/adjustable shoulder strap. Made of durable polyester.

Stock #	U.S.	Can
G-1647	26.95	43.50

## NEW AMSOIL MONEY CLIP

The new AMSOIL Money Clip features beautiful 14kt gold plating, with AMSOIL logo and exclusive A.J. Amatuzio signature.



Stock #	U.S.	Can
G-1666	14.95	24.50



# Make Plans to Attend AMSOIL University

May 21-24, 2001 at Wisconsin Indianhead Technical College in Superior, Wisconsin

AMSOIL University offers the most complete AMSOIL technical and sales training available.

*Choose 12 or more courses from a wide variety of subjects, including*

<b>Lubrication I</b>	<b>Lubrication II</b>	<b>Service</b>	<b>Filtration</b>	<b>Sales I</b>
<b>Oil Analysis</b>	<b>Grease</b>	<b>Two-Cycle</b>	<b>Motor Oils</b>	<b>Sales II</b>
<b>Drive Train</b>	<b>Commercial Sales</b>	<b>Industrial I</b>	<b>Industrial II</b>	

*AMSOIL University also offers these new, exclusive courses:*

<b>Financial Workshop</b>	<b>The Internet and AMOIL</b>	<b>Dealer Forum</b>	<b>Administration</b>
<b>AMSWIN</b>	<b>Train the Trainer</b>	<b>Basic Auto Technology</b>	<b>Aquabrite/Altrum</b>
<b>Hydraulic &amp; Pneumatic</b>	<b>Technology</b>	<b>AGGRAND</b>	

*AMSOIL University is an exceptional value at \$392 (U.S.).*

Space is limited, so be sure to sign up today.

## To register

Call 1-800-777-7094, or register in the Dealers' Zone of the AMOIL corporate website ([www.amsoil.com](http://www.amsoil.com)).



## LITERATURE REVISIONS

The *AMSOIL Product Change Interval Guide* (G-1490) and *Product Tips* brochure (G-1285) have been revised, now including motorcycle oils. The *Series 2000 2-Cycle Racing Oil* brochure (G-1438) and *Motorcycle Products* brochure (G-391) have been re-designed, including updated information.

## OCTANE BOOST COLOR CHANGE

AMSOIL Octane Boost is now dyed red.

## NEW AMOIL FOAM AIR FILTERS

**AMSOIL S2361** 10.5" x 5.75" planar  
Fits 2000-on Ford Focus  
Cost Code F  
Cross references to:  
Hastings AF1084  
Ford YS4Z-9601-CC  
Motorcraft FA1688

**AMSOIL S2362** 12.25" x 6.5" planar  
Fits 2000 Jaguar S-Type Sedan, Lincoln LS  
Cost Code F  
Cross references to:  
Hastings AF1079  
Ford XW4Z-9601-AC  
Jaguar XR88237  
Motorcraft FA1679

## FILTER APPLICATION GUIDES

Newly revised and updated 2001 *AMSOIL/Hastings Automotive Filter Applications & Cross Reference Guide* (G-194) is now available. The G-1555 *AMSOIL/Hastings 2000 Product Guide & Heavy Duty Applications* book is a two year book and a new one will not be published until next year.

Stock #	U.S.	Can
<b>G-194</b>	4.50	7.25

## HOLIDAY CLOSINGS

The Edmonton and Toronto Distribution Centers will be closed Friday, April 13 for Good Friday and Monday, May 21 for Victoria Day. The AMOIL corporate headquarters and U.S. Distribution Centers will be closed Monday, May 28 for Memorial Day.

## BASIC DEALER WEBSITE RENEWAL

Pricing for yearly renewal of Basic Dealer Websites (G-1665):

Stock #	U.S.	Can
<b>G-1665</b>	20.00	31.50

The renewal fee will be billed to your monthly statement automatically.

## HASTINGS UPDATE

Hastings Filter LF492 has been discontinued. Use AMOIL SDF-15 for LF492 filter applications.

## MIKE LAROCCO ACTION TOY

The Mike LaRocco Action Toy (G-1639) has been discontinued.

## BIODEGRADABLE HAND CLEANERS

AMSOIL Biodegradable Hand Cleaners (LHC & LHN) have been discontinued. Order while supplies last.

## BOTTLE COLOR CHANGE

AMSOIL gear lubes, transmission fluids, 2-cycle oils and compressor fluids will once again be packaged in opaque bottles.

## CLOTHING CATALOG PRICES

The new AMOIL clothing catalog features the full line of AMOIL promotional clothing.

Stock #	U.S.	Can
<b>G-1650</b>	.80	1.30

*Call 1-800-777-7094 to order.*

# NEW! AMSOIL SHOCK THERAPY SUSPENSION FLUID

For motocross and cruiser motorcycles, snowmobiles, ATVs and other high performance and recreational applications.



- *Delivers Maximum Stability and Performance*
- *Provides Fade-Free Dampening and Smooth Rebounds*
- *Maintains Viscosity*
- *Reduces Friction and Wear*
- *Keeps Seals Soft and Pliable*

**Call 1-800-777-7094 to order.**



**AMSOIL INC.**  
SYNTHETIC LUBRICANTS  
AMSOIL BUILDING  
Superior, WI 54880-1527  
(715) 392-7101  
Internet: [www.amsoil.com](http://www.amsoil.com)

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