



ACTION NEWS

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The First in Synthetics

APRIL 2002

AMSOIL Now Offers Premium BOSCH Products



Bosch Micro Edge
Excel Wipers



Bosch
Platinum+4
Spark Plugs

Introducing
New AMSOIL **T6**
Cleaning Solution



Bosch Spark
Plug Wire Sets



From the President's Desk...



In looking over the last issue of Action News, it occurred to me that there were quite a few Dealers being recognized who I have never had the pleasure of meeting. Some were new Direct Jobbers and some were new Direct Dealers who we recognize every month. Even though I haven't met you all, I want to congratulate you for your achievement and wish you all the best in the future!

New faces are what keep this company strong and vibrant. Their recognition every month is testimony to the fact that Dealers are actively recruiting and building their organizations. It also speaks well for the validity of the AMSOIL opportunity. Even though we are celebrating our 29th year in business, an AMSOIL Dealership is still a ground floor opportunity. And even though our name recognition and reputation for high-quality products has grown significantly over the years, we still have not even scratched the surface of our potential. I think we all realize that fact and it keeps us highly motivated to maximize our personal potential.

I and many of the AMSOIL staff just returned from our annual Direct Jobber Convention which was held this year in Williamsburg, Virginia, a city rich in this country's history. It was an especially appropriate place for AMSOIL Dealers to gather considering the events of 9-11. There was a patriotic flavor to the entire convention with the red, white and blue evident everywhere, and I don't mean just the AMSOIL colors.

This was the best-attended D.J. Convention we've ever held. And like my observations about the new faces being recognized in Action News, there were plenty of new faces present at the Convention as well. The mood was one of optimism, excitement, and anticipation. Everyone was talking about how well their

businesses were doing and how much easier it is to build an AMSOIL Business today, with all the tools available to AMSOIL Dealers.

What struck me was how responsive our D.J.'s were to all we presented. Of course, one of the main topics of conversation was on-line selling and the power of the AMSOIL Website. Many Dealers and Directs are using the Internet with great success. I can tell you that our Internet sales keep growing significantly, beyond even our most optimistic expectations. There is a lesson here for every AMSOIL Dealer. When was the last time you visited the Dealer Zone on our Website?

Of course, we introduced new products at the Convention. The new AMSOIL "Convenience Store" concept was explained and the introduction of Bosch spark plugs and wiper blades to the AMSOIL product line was made. Like AMSOIL products, Bosch products are known for quality and performance. They will certainly complement every AMSOIL Dealer's business.

We also introduced our new BriteSide T-6 Cleaning Concentrate. This could be the only cleaner a family needs. It is highly concentrated and dilutes with water to accomplish a wide range of cleaning capabilities, from heavy-duty cleaning such as engines or grass-stained lawnmowers to light-duty cleaning such as windows and mirrors. It's an excellent product that you should order and use personally and offer to all your customers!

Both of these new products are featured in this issue of Action News. Be sure to read about them and incorporate them into your business. There are other new products coming soon as well. Look for announcements in future issues of Action News.

One thing came through loud and clear at this convention, and that was the enthusiasm and positive attitudes of all our Direct Jobbers. They told us they were proud to represent the AMSOIL product line because they knew our products are the very best available anywhere. I reinforced the AMSOIL philosophy of "quality first" in my presentation, leaving little doubt that our standards are the highest in the industry.

They also told us to keep doing what we are doing in promoting AMSOIL through racing, advertising, trade shows, and co-op programs. They said that as a result of what we have been doing, for the first time, much of their business comes from customers seeking them out to buy their products. That seems to be the trend.

Today, synthetic oils are not looked on as "experimental" oils, but are universally accepted as being superior lubricants. AMSOIL Synthetic Lubricants are considered the best of the best. Our Dealers have gained new respect as people realize that what we have been saying about our products for nearly thirty years is absolutely true. It's a respect that's long overdue.

To you new Dealers and Directs, make the most of the AMSOIL opportunity and always be proud to be an AMSOIL Dealer. You represent the best!

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

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

DEALERS IN ACTION!

Dealers make their mark on the Internet



CHECKING IN – Regency Gold Direct Jobber George Douglas Jr. is online daily.

Selling more product to more customers is the mantra of successful businesses, from the largest multi-million dollar corporation to the smallest one-person operation.

Burgeoning technology on the Internet has increased sales in unprecedented amounts in recent years, and analysts say the Internet promises continued growth in the “e-marketplace” for years to come.

Studies conducted by Boston Consulting Group, internationally known researchers, predict retail sales on the Internet will grow to more than \$100 billion by 2002, and attract up to 100 million Internet consumers. And those numbers are just the beginning, they say. (BCG/Harris Interactive “Online Holiday Shopping Intentions,” Nov. 2001.)

Savvy AMSOIL Dealers understand the Internet offers them a piece of that ever-expanding pie.

AMSOIL INC. also understands the Internet’s promise and is committed to helping Dealers realize their greatest potential. That’s why AMSOIL offers several Website options for its network of independent Dealers.

AMSOIL Website options include:

Basic Site – No Dealer Computer

Page displays Dealer’s name, address, phone and fax numbers and e-mail listing, if available; links to AMSOIL Corporate Website for orders. Details are available on form G-1547, or through the Dealers’ Zone at www.amsoil.com.

Hosted Site – Can Be Modified

Offers pre-made Dealer Website templates available in the Dealers’ Zone, or your own design, hosted on the AMSOIL server. Details are available on form G-159, or as Computer Package 13 online in the Dealers’ Zone.

Hosted Site – With Personalized Domain Name

Offers the same as above except Dealers can personalize the name. Details are available on the G-159 order form, or online as Computer Package 14 in the Dealers’ Zone.

Website Hosted by Internet Service Provider

Dealers use their own Website design, or an AMSOIL design hosted by an Internet Service Provider (ISP). Dealers need to

register the site with AMSOIL to get the authorized Dealer Website status and logo.

(See also, AMSOIL Internet Policy in the Dealers’ Zone or G-1781, “AMSOIL Dealer Website Options and Policies” brochure.)

But just having a site doesn’t mean people will shop there. So, how do you draw consumers in a marketplace that bombards them with “click” choices?

AMSOIL Direct Jobber David Reid, Chester, VA, has been selling through his Website for about a year.

“It’s approximately 35 percent of my business, and growing,” Reid said. He became an AMSOIL Dealer in 1996. The Web has helped him to attract many Preferred Customers and new Dealers, he said.

His most effective marketing strategy on the Internet has been posting his Web address (URL) in auto/trucking-related forums “in a diplomatic fashion,” he said. Don’t just jump onto a site and drop your URL there. “It’s bad ‘netiquette,’” he said. “And you’ll hear about it from angry hosts.”

Reid also posts his address in ezines or e-mail generated HTML newsletters, using them as a teaching tool for Preferred Customers and new Dealers, as well as attracting new customers.

Once you get a customer to your site, it’s vital they find what they’re looking for easily, Reid said.

“Spend the money to build a quality site if you can’t do it yourself,” Reid advises. “A Dealer should fill his or her Website with meaningful substance that is encapsulated in a stylistic format. I think that this ultimately communicates respect to your potential customers.” A “meaningful experience” encourages customers to forward your Web address to others, Reid said.

In 1999, Regency Gold Direct Jobber George Douglas Jr., Orlando, FL, a 21-year veteran of AMSOIL, hopped on board an infant Website that offers forums with automotive advice and information from trained technicians and mechanics. The owners of that original Website, Al Lagerstrom and Bob Quimby of Connecticut, have since become AMSOIL Dealers.

Douglas’s banner ad on the auto advice site “clicks” to his Website where potential customers can order AMSOIL catalogs and link to products or contact him via e-mail. He also has banner ads on other sites that offer forums.

He uses forums to spread the word about AMSOIL and his Dealership and has become recognized as an expert in synthetic lubricants and filtration products. “You have to build a little trust and a relationship,” Douglas said. “That’s active advertising. That’s the only way it works.”

Website sales have become about 35 percent of his business also, he said.

Reid and Douglas agree the Internet breaks down geographical barriers to potential customers they couldn’t meet otherwise. “Having a good Website is like going to a trade show 24 hours a day, every day, and not having to stand there,” Reid said. “It’s great. It’s always available.”

MONTHLY LE



LaDonna Harrison & LaVel Rude
 Minnesota
 ★★Regency Platinum Direct Jobbers
FIRST—Leaders in Total Organization
 Ninth—Leaders in Personal Group Sales



Ray & Arlene Schmit
 Minnesota
 ★★Regency Platinum Direct Jobbers
 Second—Leaders in Total Organization
 Second—Leaders in Personal Group Sales
 Sixth—Most New Qualified Dealers & Accounts



Mark & Sherree Schell
 Idaho
 ★★Regency Platinum Direct Jobbers
 Third—Leaders in Total Organization
FIRST—Leaders in Personal Group Sales
 Third—Group With Highest New Dealer Sponsorship



William K. Shirk
 Maine
 Regency Platinum Direct Jobber
 Fourth—Leader in Total Organization
 Third—Leader in Personal Group Sales



Leonard & Eunice Pearson
 Washington
 ★Regency Platinum Direct Jobbers
 Fifth—Leaders in Total Organization
 Sixth—Leaders in Personal Group Sales



Carl & Kimberlee McNamee
 Ontario
 Regency Gold Direct Jobbers
 Ninth—Leaders in Total Organization



Doyle & Diana Vaughan
 Wyoming
 Regency Direct Jobbers
 Tenth—Leaders in Total Organization
 Fourth—Leaders in Personal Group Sales



Gerry & Patricia Reid
 Virginia
 Regency Gold Direct Jobbers
 Fifth—Leaders in Personal Group Sales



Daniel & Judy Watson
 Florida
 Regency Silver Direct Jobbers
 Tenth—Leaders in Personal Group Sales



Michael Ellis
 Michigan
 Regency Direct Jobbers
 Second—Leaders in Commercial & Retail Marketing



Thomas H. Kirby
 Michigan
 MASTER Direct Jobber
FIRST—Group With Highest New Dealer Sponsorship



Steve & Linda Cross
 Colorado
 Regency Silver Direct Jobbers
 Fifth—Group With Highest New Dealer Sponsorship
 Ninth—Most New Qualified Dealers & Accounts



Greg Landuyt
 Indiana
 Premiere Direct Jobber
FIRST—Most New Qualified Dealers & Accounts



Dave M. Mann
 Michigan
 Direct Jobber
 Second—Most New Qualified Dealers & Accounts



Michael & Eileen Kaufman
 Michigan
 Premiere Direct Jobbers
 Third—Most New Qualified Dealers & Accounts

ADERS

January
2002

HALL OF FAME



Member, Leadership Council

Ora Mae Boardman
Virginia
Regency Platinum Direct
Jobber
Sixth—Leader in Total
Organization



David & Carol Bell, Texas
Regency Platinum Direct Jobbers
Seventh—Leaders in Total
Organization
Seventh—Leaders in Personal
Group Sales
FIRST—Leaders in
Commercial & Retail Marketing
Fourth—Group With Highest New
Dealer Sponsorship
Fourth—Most New Qualified
Dealers & Accounts



George & Shirley Douglas
Florida
Regency Gold Direct Jobbers
Eighth—Leaders in Total
Organization
Eighth—Leaders in Personal
Group Sales
Second—Group With Highest
New Dealer Sponsorship



Greg & Debra McKenzie
Alberta
Premiere Direct Jobbers
Third—Leaders in
Commercial & Retail
Marketing



Victor Usas
Ontario
Dealer
Fourth—Leader in
Commercial & Retail
Marketing



Robert & Jean Johnson
New Hampshire
Executive Direct Jobbers
Fifth—Leaders in Commercial
& Retail Marketing
Seventh—Most New Qualified
Dealers & Accounts



**Edward Smith & Linda
Sullivan**
Texas
Direct Jobbers
Fifth—Most New Qualified
Dealers & Accounts



David & Eline Haunschild
Texas
Direct Jobbers
Eighth—Most New Qualified
Dealers & Accounts



Michael J. Mathe
Michigan
Direct Dealer
Tenth—Most New Qualified
Dealers & 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

EXECUTIVE DIRECT JOBBERS



Charles & Connie McGuffey
Idaho

NEW DIRECT JOBBERS



Dave M. Mann
Michigan
Sponsor: Thomas H. Kirby
Direct Jobber: Thomas H. Kirby



Edward Smith & Linda Sullivan
Texas
Sponsor: Alan & Betty Duncan
Direct Jobbers: Arthur & Nenita Nesmith

2000 Level Honors 2000 monthly commission credits 20 Dealers sponsored

Ron E. Toomes, *Montana* Sponsor: Vincent Lentz

1500 Level Honors 1500 monthly commission credits 15 Dealers sponsored

Stephen S. Cashman, *New York* Sponsor: Raymond D. Yaeger
Charles & Margaret Johnson, *Connecticut*
Sponsors: Cortland & Marilyn Johnson

Peter E. Scalf, *Florida* Sponsors: George Jr. & Shirley Douglas
Eldo & Helen Thielholdt, *Minnesota*
Sponsor: Robert C. Donatell

1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

Bill K. Dalgaard, *Minnesota* Sponsor: Eric W. Dalgaard
David Gervasio, *New Jersey* Sponsors: Don & Brenda Cole
Rodney & Pauline Schrank, *Missouri* Sponsor: David R. Schrank
Ray Svoboda, *Nebraska* Sponsors: Bill & Donna Durand

Jan & Janine Whipple, *Nevada*
Sponsors: David & Shirley Medina
Maurice J. Bernsen, *Texas* Sponsor: Larry L. Crider
Allan & Deborah Bieger, *Florida* Sponsor: William Lockwood

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

Allen & Vickie Bonebrake, *Utah* Sponsors: Marshall & Alana Mapes
Gary B. Bridges, *Colorado* Sponsor: Arlen Ingalls
Tommy & Peggy Cantrell, *California*
Sponsors: Richard & Sue Collins
J. Chris & Marlene Carty, *Colorado*
Sponsors: Donald Jr. & Kathleen Reichert
Richard & Eleanora Craig, *Florida* Sponsors:
James & Rosemary Scoggins
Paul & Andrea Dixon, *West Virginia*
Sponsors: William & Barbara Stancil
Edward & Joan Fernandez, *California*
Sponsors: Bill & Margaret McCoil
Clarence A. Graham, III, *Minnesota*
Sponsors: Marshall & Norma Toman
David M. Gumpertz, *California* Sponsor: Scott Dalgleish
Todd & Diana Hill, *Wisconsin* Sponsors: Rodney & Pauline Schrank
James W. Hilton, *Wisconsin* Sponsors: Bill & Lisa Bell
Gerald & Beverly Hinkson, *Washington*
Sponsors: Reed & Ila Baker

Mark G. Horstman, *California* Sponsors: Larry & Kathleen Gray
Steven A. Kaiser, *New Mexico* Sponsor: John C. Heiermann
William K. Kellenberger, *Virginia* Sponsor: Gerald J. Weistroffer
Tom & Michelle Kendall, *California*
Sponsors: Trevor & Kristina Kendall
Thomas Ladner, *Florida* Sponsor: W. Sherman Noble
Brad E. Maji, *Texas* Sponsor: James M. Ball Jr.
Terry L. Maley, *Wyoming* Sponsors: Doyle & Diana Vaughan
Charles & Shirley Masters, *California*
Sponsors: John & Jeanne Burke
John & Muriel McGrath, *Massachusetts*
Sponsors: Gerry & Patricia Reid
Robert A. Mika, *Pennsylvania* Sponsor: Victor C. Sledzinski
Joseph W. Naecker, *Maryland* Sponsors: Richard & Betsy Johnson
Curley & Nancy O'Dell, *Virginia* Sponsors: Gerry & Patricia Reid
Rayman J. Thibodeaux, *Louisiana* Sponsor: James W. Day
Lyle & Rosemary Wilcox, *Arizona* Sponsor: William Davis

RECOGNITION

January 2002

NEW DIRECT DEALERS



Issac H. Bourne
Florida
Sponsor: Flora Soukup
Direct Jobber: Flora Soukup



Richard & Dianna Friedrich
Florida
Sponsors: Joel & Susan Watkins
Direct Jobbers:
Edward & Lisa Watkins



Allan Loew
Illinois
Sponsors:
Roland & Wilma Sondgeroth
Direct Jobbers:
M. James & Nancy McEvoy



Stuart "Skip" & Anna Evanson
North Dakota
Sponsors: Ray & Arlene Schmit
Direct Jobbers:
Ray & Arlene Schmit



Lynn Jr. & Janet Peterson
Michigan
Sponsors: Allan & Carol Hayward
Direct Jobber:
Maxine Steinbarger

NEW ACCOUNT DIRECTS



Jeffrey T. Bottila
Utah
Sponsors: Ronald & Sandra Ward
Direct Jobbers: Ronald & Sandra Ward



James & Charlotte Butler
Maryland
Sponsor: Sherry Dirksen
Direct Jobber: Sherry Dirksen

300 Level Honors 300 monthly commission credits 3 Dealers sponsored

Farrell J. Ager, Saskatchewan Sponsors: Floyd & Dorothy Johnstone

Randy G. Butts, Indiana Sponsor: Bill M. Sanders

Bruce Corrigan, Washington Sponsors: Craig S. & Chris Manley

Andra & Kris Danton, Idaho Sponsors: Charles & Connie McGuffey

Chi'na Marie Defoe, Colorado Sponsor: Arnold Howe

Gerald & Mary Frank, Missouri Sponsors: John & Connie Luczak

Matthew & Cynthia Hamer, Florida Sponsor: Michael D. Hamer

Bruce & Vicki Hartmetz, Colorado

Sponsors: Alfred & June Zehendner

Carl C. Hayes, Texas Sponsor: Larry L. Crider

Robert Henderson, Oregon Sponsor: William L. Fischbach

Robert & Gloria Jackson, California Sponsor: Joseph & Gail Davis

Randy & Debra Kalata, Wisconsin

Sponsors: Nicholas & Wanda Pristash

Craig & Rosemary Kelly, Colorado

Sponsors: Francis & Patricia Kelly

Brian & Lisa Lambert, Minnesota

Sponsors: Charles & Donna Meyer

Charles B. Long Jr., Kansas Sponsors: Phillip & Michele Legate

Deanne L. Martin, New York Sponsor: Gene Mohny

Wanda McCormick, Texas Sponsor: Robert Evans

Joe J. Miller, Indiana Sponsor: Reuben E. Brandenberger

Wilbur & Mildred Miller, Kansas Sponsors: R.S. & Gertrude Barnes

Lee & Susan Mortenson, Maine Sponsor: Arnold Howe

Mark R. Neustel, Idaho Sponsor: John Wolf

Glenn & Karen Parry, South Carolina

Sponsors: Martin & Lori Gilmore

Kent & Chriseen Peay, Tennessee Sponsor: Norman E. Ayres

Phil Phillips, New York Sponsors: Francis & Barbara Morgan

Donald & Linda Re, California Sponsors: Bill & Beverly Lund

Jason H. Risseuw, Wisconsin Sponsors: Steven & Judy Lubach

Reid & Misti Schiewe, Oregon Sponsors: Floyd & Dorothy Johnstone

Edward M.P. Sloan, Virginia Sponsor: Jay K. Moore

Mark Smith, Ohio Sponsor: Gene Mohny

John Stewart, New Hampshire Sponsor: Richard Lamonde

AMSOIL Executive Vice President Dean Alexander discusses the introduction of Bosch products to the AMSOIL line and the convenience store concept.

Action News: Why has AMSOIL decided to start selling Bosch spark plugs, wires and wiper blades?

Alexander: Becoming a distributor of Bosch products gives us an excellent opportunity to further establish ourselves as a convenient, one-stop shop for top-of-the-line automotive products. With the introduction of the Hastings filter line two years ago, Dealers could cover virtually every filter application, not only opening new markets and increasing sales, but also offering convenience to the customer, who could now buy lubricants and filters from the same source. With Bosch, it's the same concept. Do-It-Yourselfers can conveniently pick up high-quality spark plugs, wires and windshield wipers at the same time as their lubricants, and Dealers can increase their sales.

Action News: Is this the "convenience store concept"?

Alexander: Absolutely. Convenience is important. With AMSOIL Dealers offering Bosch products, it's easier for a Do-It-Yourselfer to get everything he needs from the same source. If it's time for a customer to change his oil, and he also needs new spark plugs, an AMSOIL Dealer can take care of him. Our retail prices will be competitive with prices for Bosch products in auto parts stores, and our Dealer and Preferred Customer pricing will afford a 10 to 15 percent discount on the typical prices found in stores. Bosch already has an established distribution network, and AMSOIL will not offer Bosch products to Retail-on-the-Shelf accounts. But for individual customers, personal and commercial



sales, AMSOIL Dealers will be able to sell Bosch products at or below typical store prices.

Action News: Since lubricants and filters go hand in hand, it makes sense for AMSOIL to offer Hastings Filters, but why windshield wipers, spark plugs and wires?

Alexander: With today's automobiles, Do-It-Yourselfers are finding they can do less and less auto maintenance themselves. Besides changing motor oil, changing spark plugs and wires is one of the main jobs Do-It-Yourselfers do. In addition, much like high-quality motor oil, high-quality spark plugs and wires are very important to

the overall performance of an automobile, so I believe the Bosch products fit our markets very well.

Action News: Dealers know AMSOIL would never associate itself with a mediocre company or mediocre product. What sets Bosch apart from its competitors?

Alexander: Bosch has been known as a world leader in automotive technology for more than 100 years. They played a prominent role in the development of fuel injection, ignition and anti-lock braking systems, and they've been producing spark plugs for 100 years now. They represent the benchmark for quality and innovation in their field, and AMSOIL Dealers can take pride in offering their premium quality products.

Bosch is not shy about letting people know just how good their products are. In fact, they guarantee you will feel improved performance in your vehicle

when using their Platinum+4 spark plugs. Bosch actually offers four different quality levels of spark plugs. AMSOIL will only offer the very top quality level, the Bosch Platinum+4 plugs. They are the most powerful spark plugs on the market and have some very unique features. One of the most interesting is their four-ground electrode design and pure platinum center electrode, which deliver smoother acceleration, longer life and maximum fuel economy and power. Customers can also appreciate the fact that they're pre-gapped. How many times have Do-It-Yourselfers fumbled around trying to gap spark plugs to the correct thousandth of an inch? With Bosch's factory pre-set gap, installation is easy and the gap never requires adjustment.

Action News: I assume Bosch spark plug wire sets are top-of-the-line as well.

Alexander: Yes, they are. Bosch spark plug wire sets meet, and often exceed, original equipment manufacturer quality and are guaranteed for the life of the vehicle. Today's engines absolutely need high quality spark plug wire sets, and Bosch delivers. Bosch wires deliver maximum voltage to the spark plugs for hotter, more powerful and longer sparks, which leads to improved fuel economy, quicker and easier starting, smoother idle and acceleration and reduced emissions.

Action News: How about Bosch Wipers?

Alexander: Bosch Micro Edge Excel Wipers are the best wipers money can buy. Like the spark plugs, Bosch offers a number of windshield wiper quality levels, but AMSOIL will only be offering the top tier. The Micro Edge Wipers offer excellent performance during all seasons, and they virtually eliminate haze and streaks.

Action News: Will AMSOIL continue to get involved with other companies' products in the future?

Alexander: The incorporation of Hastings and Bosch products into the AMSOIL line really opens doors for Dealers. They can increase their sales, while servicing customers with high-quality products. We'll continue to look at products that fit our markets in the future. Since we've already developed a good working relationship with Bosch, we'll certainly consider adding additional Bosch products that fit our markets. Spark plugs for small engines seem like a logical choice. We'll also look at other companies that manufacture high-quality automotive products.



Action News: How do Dealers and customers order Bosch products?

Alexander: Dealers and customers order Bosch products the same way they order AMSOIL products. New pricelists and application guides are available for purchase, and we'll do our best to upload this information on our website as soon as possible. For now, I would encourage Dealers to buy the application guides so they will know the proper Bosch codes for their customers' vehicles. Initially, Bosch products will be stocked only in Superior, but we will look at stocking faster-moving products in Distribution Centers later this year. AMSOIL pricelists will also soon be modified to include the convenience store concept and will include name brand Hastings and Bosch products.

Action News: What else is new from AMSOIL?

Alexander: In addition to the Bosch products, we're also introducing new Briteside T-6 Cleaning solution this month. This is the first in a new line of Briteside products. We're also working on developing a line of high-quality car-care products under the Briteside label.

Action News: What else can Dealers expect from AMSOIL down the road?

Alexander: AMSOIL is constantly thinking about new products, and you can watch for more in next month's *Action News*. We

also continually strive to improve the products we currently have. These are the things you don't always see or hear about. We're in a never-ending battle to stay ahead of the competition, and our number one goal is to continue producing the highest quality products on the market.

Action News: Why is it so important for AMSOIL to continually introduce new products to its already extensive line?

Alexander: A successful company can't rest on its laurels and still remain competitive. A successful company is constantly seeking ways to stay ahead of the game so it can continue to grow and prosper. Change is important at AMSOIL, and not just for the sake of change, but so we can continually move forward and open new doors and create new opportunities for AMSOIL and AMSOIL Dealers. We want to stay ahead of the competition. Quality is the name of the game at AMSOIL. We've always been known for quality, we sell on quality and we will continue to produce and sell the highest quality products on the market.

Team AMSOIL Leads the Way

Eckstrom Third Overall in Both WSA Pro Divisions ■ Tate Awarded "Most Improved"

When the snow stopped flying, and awards were handed out, Team AMSOIL and snocross riders DJ Eckstrom and Justin Tate garnered the attention.

Eckstrom ended the 2001-2002 World Snowmobile Association with a flourish. He paced himself to two third places and a second place at the combined last two rounds of the WSA season at Lake Geneva, Wisconsin. Those results secured Eckstrom third place overall in the WSA Pro Stock and Pro Open classes. Justin Tate ended a tremendous season with strong races to finish fourth overall



Courtesy: J and L Photography

DJ Eckstrom trusts nothing less than AMSOIL.



First at the Finish Line.

Justin Tate

1st Place Pro Stock

Duluth National Snocross

1st Place Pro Open

Yamaha Eastern Nationals

DJ Eckstrom

1st Place Pro Stock

Grand Prix de Valcourt



Courtesy: J and L Photography

Justin Tate has tasted victory twice in 2002.

in WSA Pro Stock and eighth in Pro Open. Tate was named, "WSA Most Improved Driver." AMSOIL and Team Owner Steve Scheuring picked up the award for "WSA Independent Team of the Year."

The team will be racing well into April with indoor snocross events set for Fargo, North Dakota and Minneapolis, Minnesota. Tate and Eckstrom will then turn their attention to hillcross and attempt to qualify for the 2003 Winter X-Games.

Dreams of Championship for LaRocco Dashed Away in a Snap

home a trophy from Anaheim just a couple of weeks prior. LaRocco had gone a couple of weeks without being on the podium. Could he right himself this night?

Lining up near the outside of the starting gate isn't ideal. Often the best a rider can hope for is to get around the first corner in sight of the leaders. When the gate dropped in the 250cc final LaRocco got a break. His positioning left him unimpeded to the corner. As the field became strung out there was LaRocco in the lead pack. The first half dozen riders, a who's-who in supercross, stayed tight for the first five laps. This was a good sign for LaRocco who gets stronger as the race goes on. His race was perfect except, as it turns out, he was being too closely followed.

Leading into a tight right hand turn were a series of hills. Most riders, including LaRocco, were doubling the hills

into the corner. On this lap, for some reason, LaRocco singled the hills. Travis Pastrana doubled and tried to come down inside of LaRocco only to land on him. Snap went the wrist and poof went LaRocco's thoughts of a title. He got up off the ground and instantly grabbed his arm. Agony shown on his face.

The sun was on the way up when LaRocco left the hospital. An acute dislocation of the lunate was the diagnosis. Translation – done for the season. "I tore the ligaments, but not all the way through," said LaRocco. Surgery was done to repair the tears. LaRocco hadn't missed a race in seven years. It will be several weeks before he can rehabilitate the wrist. He could possibly race again by early May. LaRocco is quick to squelch any talk that this is career ending. "My recovery will be difficult, this is no joke," said LaRocco. "This is definitely not a career ending injury." That's good news for Team AMSOIL. Bad news for the competition.

In the meantime, Team AMSOIL racers Michael Byrne, Chris Gosselaar and Travis Preston continue their chase for the 125 titles.

Doctors described LaRocco's surgery as "easy."



LaRocco is expected to be back to on his bike racing by the time the outdoor motocross season begins.

AMSOIL Teams With Special Events

"Official Oil of the 4-Wheel Jamboree Nationals"



The "American Dream" and Dave Turpen will join AMSOIL Dealers for Special Events Jamborees.



Tough trucks bring the crowd to their feet.

Every day in America, millions of people use trucks for work and play. To capitalize on this growing market AMSOIL has signed on as a major sponsor of the Special Events Performance Series. AMSOIL is the "Official Oil of the 4-Wheel Jamborees."

These Jamborees will be held across the country beginning in May in Springfield, Ohio. Jamborees include the churning dirt of side-by-side mud racing, the precision of rock climbs, the high flying and hard landing action of tough truck racing, and the sparkle of "Show 'n' Shines." These are established, high profile, high energy events. They're a cross between a state fair and a rock concert. Several major national magazines follow the series. The smokin' action will be seen on the ESPN2 cable sports network.



The blue smoke of tire burnouts bring the crowd alive.

Dave Turpen will have the new AMSOIL "American Dream" and the "Pony Express Monster Mustang" monster trucks at the eight scheduled Jamboree events to show the high performance of "The First in Synthetics."[®]



Trucks of all shapes and sizes take part in the competition.

This is a great grassroots opportunity to promote AMSOIL and for Dealers to build their businesses. Thousands of people turn out to see the raw power and hear the roar of these machines. They come to take part in the competitions, share ideas, and look for ways to improve performance. Direct Jobbers will have an opportunity operate AMSOIL booths at the Jamborees.

4-Wheel Jamboree Nationals

2002 Schedule of Events

5th Annual O'Reilly Auto Parts Ozark

4-Wheel Jamboree Nationals

Springfield, MO May 4-5

17th Annual Advance Auto Parts

4-Wheel Jamboree Nationals

Lima, OH May 17-19

1st Annual O'Reilly Auto Parts Heartland

4-Wheel Jamboree Nationals

LeMar (Souix City), IA June 8-9

15th Annual Summer

4-Wheel Jamboree Nationals

Bloomsburg, PA July 12-14

5th Annual Buckeye

4-Wheel Jamboree Nationals

Canfield (Youngstown), OH July 27-28

8th Annual Bond Auto Parts

4-Wheel Jamboree Nationals

Essex Junction, VT August 3-4

21st Annual Advanced Auto Parts

4-Wheel Jamboree Nationals

Indianapolis, IN September 20-22

6th Annual Carolina

4-Wheel Jamboree Nationals

Anderson, SC October 12-13



Thousand of people turn out for the weekends of action and fun.

For more information contact AMSOIL Racing Coordinator John Schuldt. Also visit www.familyevents.com to learn more about the series or if you want to register to compete.

The Best From BOSCH Is

The Most Powerful Spark Plug You Can Buy

	Multiple spark paths	Factory pre-set gap	Pure platinum	Yttrium alloy
Bosch Platinum+4	•	•	•	•
Bosch Platinum		•	•	
AC Rapidfire		•		
Autolite Platinum/Platinum Pro				
Champion Gold				
Splitfire				



Bosch Platinum+4 Spark Plugs

- **Longer, more powerful sparks**
- **More efficient combustion and longer service life than conventional single electrode plugs**
- **Smoother acceleration**
- **Improved fuel efficiency**
- **Maximum engine power**
- **Easy installation**

To find the correct Bosch Spark Plugs for your application, consult the G-1767 Bosch Spark Plugs & Wires Application Guide.

Bosch Platinum+4 Spark Plugs

Stock #	Pkg./Size	Comm. Credits	Dealer Cost (U.S.)	Sugg. Retail (U.S.)	Dealer Cost (Can.)	Sugg. Retail (Can.)
B4417	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4418	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4419	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4428	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4448	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4449	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4457	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4458	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4459	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4469	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4477	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4478	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60
B4479	(1) Spark Plug	2.70	5.40	5.99	8.70	11.60



Bosch Spark Plug Wire Sets

- **Optimum engine performance with reduced chance of misfire**
- **Maximum voltage to the engine's spark plugs for hotter, more powerful and longer sparks**
- **Superior lifetime performance**
- **Prevention of radio static and interference with on-vehicle computers and cellular phones**
- **Protection against harsh underhood conditions**

To find the correct Bosch Spark Plug Wires for your application, consult the G-1767 Bosch Spark Plugs & Wires Application Guide.

For Bosch Spark Plug Wire pricing, consult the G-1764 (G-8764 Canada) Price List.

Now Available From AMSOIL

Bosch Micro Edge Excel Wipers



- **Unsurpassed performance and moisture removal in all types of climates and driving speeds**
- **Improved wear resistance**
- **Reduced haze and streaks**
- **Quieter operation**
- **Improved flip-over flexibility and reduced "chatter"**
- **Effective resistance to ozone, UV rays and road chemicals**
- **Longer performance life**
- **Tension spring enclosed in blade to improve contact with windshield and prevent icing.**

Bosch Micro Edge Excel Wipers

Stock #	Pkg./Size	Comm. Credits	Dealer Cost (U.S.)	Sugg. Retail (U.S.)	Dealer Cost (Can.)	Sugg. Retail (Can.)
B40916	(1) 16" blade	4.30	8.55	9.99	13.75	18.30
B40917	(1) 17" blade	4.30	8.55	9.99	13.75	18.30
B40918	(1) 18" blade	4.30	8.55	9.99	13.75	18.30
B40919	(1) 19" blade	4.30	8.55	9.99	13.75	18.30
B40920	(1) 20" blade	4.95	9.90	10.99	15.90	21.20
B40921	(1) 21" blade	5.25	10.45	11.99	16.80	22.40
B40922	(1) 22" blade	5.40	10.80	11.99	17.35	23.15
B40924	(1) 24" blade	7.50	15.00	15.99	24.10	32.15
B40928	(1) 28" blade	8.75	17.50	18.99	28.20	37.55

To find the correct Bosch Wipers for your application, consult the G-1766 Bosch Wipers Application Guide.

Bosch Platinum+4 Spark Plugs Brochure



Stock #	Qty	U.S.	Can.
G-1772	25	2.80	4.65

Bosch Spark Plug Wire Sets Brochure



Stock #	Qty	U.S.	Can.
G-1771	25	2.80	4.65

Bosch Micro Edge Excel Wipers Brochure



Stock #	Qty	U.S.	Can.
G-1770	25	2.80	4.65

Bosch Spark Plugs & Wires Application Guide



Stock #	U.S.	Can.
G-1767	5.25	8.55

Bosch Wipers Application Guide



Stock #	U.S.	Can.
G-1766	1.00	1.60

Bosch Product Pricelists

G-1764	U.S. MLM	0.30 U.S.	G-8764	Canada MLM	0.50 Can.
G-1765	U.S. Commercial	0.30 U.S.	G-8765	Canada Commercial	0.50 Can.

Note: All BOSCH products will initially be shipped from Superior, WI.

NEW! BriteSide T6 Cleaning Concentrate

Absolutely the Strongest Cleaner You'll Ever Use



Now, every cleaning chore – in the house, garage and yard – can be done with one concentrated cleaner.

Introducing **BriteSide T6 Cleaning Concentrate**, a revolutionary new formula that tackles the toughest cleaning jobs, yet, when diluted with water, is safe and effective on nearly every surface or material.

The name, **BriteSide T6 (Task six)** Cleaning Concentrate, represents six categories of application that encompass virtually all cleaning chores.

*“At AMSOIL, we’re excited about a new line of superior cleaning and car care products that will be introduced under the new **BriteSide** label. **T6 Cleaning Concentrate** is just the first of several we will debut in the next few months. All of the new **BriteSide** products are top of the line and open new markets for AMSOIL Dealers.”*

Alan Amatuzio, Vice President of Manufacturing

T6 Cleaning Concentrate is one of the new AMSOIL **BriteSide** line of strong and versatile cleaning products. Because **BriteSide T6** is super-concentrated, it also offers savings. It is sold to Dealers in 64-ounce bottles for \$18.50. While the same amount of Pure Power Plus is \$15.50, it takes a fraction of **T6** to achieve the same results.



BriteSide T6 melts away the grease and soot on the grates and on the outside surface.

Water-based **BriteSide T6 Cleaning Concentrate** is biodegradable and an environmentally safe replacement for heavy-duty petroleum cleaning solvents. It's easy to clean up spills or dispose of **BriteSide T6** – simply flush it down the drain with water.

Its powerful degreasing and defatting abilities enable it to dissolve diesel fuel, soot and oily deposits, grease and heavy grime, and virtually any stain from any surface – including cloth.

This new cleaner is the only one you'll ever need to buy.

For really tough jobs, use **BriteSide T6** full strength and watch it melt away grease and oil, soot and carbon from engines, lawnmowers, tractors and cooking grills.

Yet, when diluted with water, it's a laundry pre-treater that eliminates dirt and stains, removes makeup, lipstick, even blood.

BriteSide T6 Cleaning Concentrate is sold in 64-ounce bottles.

A 24-ounce accessory spray bottle and syringe are available, as well as a sales brochure.

This amazing new concentrated formula makes the most difficult cleaning chore easy as it powers out stains in seconds, saving time and labor.

Read the label completely before using **T6** for specific instructions in dilution ratios and product precautions.

BriteSide T6 Cleaning Concentrate

Task 1: Heavy duty: engines, cooking grills, lawnmowers, tractors

Task 2: Outdoor surfaces: concrete, brick, vinyl siding, outdoor furniture tires,

Task 3: Medium duty: chrome bumpers, sporting equipment, boats, campers, tennis shoes

Task 4: Indoor surfaces: laminate, tile, porcelain, ceramic, fiberglass, marble, small appliances, faucets, refrigerators, stoves, microwaves

Task 5: Fabric/upholstery: couches, clothing, floor mats, canvas, carpet

Task 6: Light duty: windows, hardwood, light fixtures

BriteSide T6 Costs Less Than Other Cleaners

Amazing new BriteSide T6 not only cleans better than any other cleaner, it offers you terrific savings over other products. When diluted for its six specific tasks, **BriteSide T6** outperforms other cleaners at a fraction of the cost. See for yourself. The following pictures demonstrate your cost savings when you replace other cleaners with powerful **BriteSide T6**.



AS AN OVEN CLEANER – One half gallon of **BriteSide T6** at the **Task 2** level, cleans your oven the same as 14 24-oz. cans of Easy-Off oven cleaner. You save **\$65.36**.



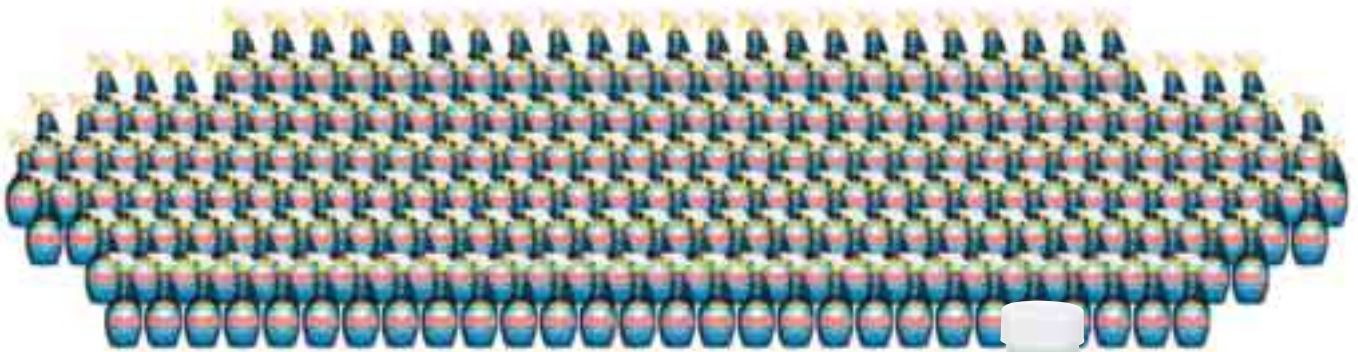
AS A MULTI-PURPOSE CLEANER – One 64-oz. bottle of **BriteSide T6**, at level **Task 3**, has the same cleaning power of 27 24-oz. bottles of 409. You save **\$85.18**.



AS A BATHROOM CLEANER – One half gallon of **BriteSide T6** at **Task 3**, is equal to 48 24-oz. bottles of Soft Scrub. You save **\$131.26**.



AS A WINDOW CLEANER – One half gallon of **BriteSide T6**, at **Task 6**, will clean as many windows as 107 bottles of Windex Vinegar. You save **\$301.43**.



AS A GLASS CLEANER – One half gallon of **BriteSide T6**, at **Task 6**, will clean as much as 213 24-oz. bottles of Windex Glass Cleaner. You save **\$618.37**.

Comparison pricing was obtained at Target Store in Superior, WI.

T6 Does it all

AMSOIL Product	Stock No.	Pkg. Size	Wt. lbs./ea.	Comsn Credits	Dealer Cost		Suggested Retail	
					U.S.	Can.	U.S.	Can.
T6 Cleaner	BT6HG	64 oz.	4.7	18.50	19.45	31.20	32.10	39.40
T6	BT606	6-64 oz.	29.7	111.00	111.00	178.20	192.00	235.80
SprayBottle	G-1782	24 oz.	NA	NA	1.50	2.40	NA	NA
6 Bottles	G-1787	6-24 oz.	NA	NA	9.00	14.40	NA	NA
Syringe	G-1783	2 oz.	NA	NA	.75	.95	NA	NA
Brochure	G-1750	25 oz.	NA	NA	2.80	4.65	NA	NA

NA = Not Applicable





T-1 CERTIFICATION MEETINGS

OHIO

• April 23 - Tuesday
• May 28 - Tuesday
Meeting - 7 p.m.
DENATO'S PIZZA ON BROADWAY
Grove City, OH 43123
Hosted by Premiere 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

AMSOIL DEALER MEETINGS

ALABAMA

• April 18 - Thursday
• May 16 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
Governor's Drive
Huntsville, AL
Hosted by Direct Jobbers Cliff Goehring & Gerry Gotvald (256) 337-0376

• April 18 - Thursday
• May 16 - 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 18 - Thursday
• May 16 - Thursday
Meeting - 7 p.m.
PHILLIPS
INTERNATIONAL INN
5121 Arctic Blvd.
Anchorage, AK 99507
Hosted by Dealer Don Nusbaum (907) 563-2274
Call for reservations

• April 2, 16 - Tuesday
• May 7, 21 - 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 16 - Tuesday
• May 21 - Tuesday
Optional no-host dinner - 5:30 p.m.
Meeting - 6:30 p.m.
FIREHOUSE RESTAURANT
1639 E. Apache Blvd.
Tempe, AZ 85281
Hosted by Executive Direct Jobber Dick Nudo and Dealer Jim Brewer R.S.V.P. (602) 996-7181 Dick (480) 968-4922 Jim

ARKANSAS

• April 11 - Thursday
• May 9 - Thursday
Meeting - 6:30 p.m.
GARDNER RESIDENCE
280 York Chapel Rd.
Nashville, AR 71852
Hosted by Dealer Gerry Gardner (870) 451-9152 jgard24@iocc.com

• April 10 - Wednesday
• May 8 - 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 4, 18 - Thursday
• May 2, 16 - 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 3 - Wednesday
• May 1 - Wednesday
Meeting - 7 p.m.
MCCOOL RESIDENCE
2210 Coddling Dr.
Modesto, CA 95350
Hosted by Dealer Bill McCool (209) 577-0174

• April 23 - Tuesday
• May 28 - Tuesday
Meeting - 7 p.m.
EVANS RESIDENCE
40728 Sundale Dr.
Fremont, CA 94538
Hosted by Dealers Chuck and Linda Evans (510) 659-4078

• April 9 - Tuesday
• May 14 - Tuesday
Meeting - 6:30 p.m.
DENNY'S RESTAURANT
740 W. 2nd St.
San Bernardino, CA 94401
Hosted by Dealers Richard and Delores Nichol (909) 862-1252

• April 1, 22 - Monday
• May 6, 27 - Monday
Meeting - 7 p.m.
INTERNATIONAL HOUSE
OF PANCAKES/VINTAGE
OAKS SHOPPING CENTER
Novato, CA 94945
Hosted by Dealer Richard Eplett (800) 280-9905

• April 2 - Tuesday
• May 7 - Tuesday
Meeting - 7 p.m.
CARROW'S RESTAURANT
19011 Bloomfield Ave.
Cerritos, CA
Dealer Dave Gumpertz (562) 212-3709
Dave@Lubes4U.com

• April 16 - Tuesday
• May 21 - Tuesday
Meeting - 7 p.m.
Downline and Guests FREE,
Out of line - \$5
LUDWICK RESIDENCE
6015 Hughes St.
San Diego, CA 92115
Hosted by Direct Dealer Craig Ludwick R.S.V.P. (619) 583-5218

COLORADO

• April 18 - Thursday
• May 16 - Thursday
Meeting - 7:30 p.m.

AMSOIL HOUSE
4316 Ridgcrest Drive
Colorado Springs, CO
80918
Hosted by Premiere Direct Jobbers Don & Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

• April 13 - Saturday
• May 11 - Saturday
Meetings at Noon
Call for reservations
KING RESIDENCE
2306 Taggart Court
Wilmington, DE 19810
Hosted by Direct Dealer Greg King (302) 475-9358 Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• April 2 - Tuesday
• May 7 - Tuesday
Meeting - 7 p.m.
Call in advance
DOUGLAS RESIDENCE
3207 Margaret Oaks Ln.
Orlando, FL 32806
Hosted by Regency Gold Direct Jobbers George & Shirley Douglas (407) 856-1564
Call for directions, locations and RSVP

• April 18 - Thursday
• May 16 - 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 16 - Tuesday
• May 21 - Tuesday
Meeting - 7 p.m.
DAWSON RESIDENCE
4525 Brinson Ln
Tallahassee, FL 32311
Hosted by Executive Direct Jobbers Don and Priscilla Dawson (850) 385-3620
e-mail: dondawson@the-oilman.com

GEORGIA

• April 13 - Saturday
• May 11 - Saturday
Meeting - 9 - 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 4 - Thursday
• May 2 - Thursday
Meeting - 7 p.m.
DIRKSEN RESIDENCE
1905 Queens Road
Albany, GA 31707
Hosted by Master Direct Jobber Sherry Dirksen (912) 436-5532
Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

• April 6 - Saturday
• May 4 - Saturday
Meeting - 12 - 3 p.m.
SCHELL RESIDENCE
2000 W. Broadway
Idaho Falls, ID
Hosted by **Regency Platinum Direct Jobbers Mark & Sherree Schell
Reservations: (208) 524-0322 RSVP

ILLINOIS

• April 9 - Tuesday
• May 14 - 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

• April 20 - Saturday
• May 18 - Saturday
Meeting - 10 a.m.
LINDLAND SALES OFFICE
1421 Winnemac Avenue
Unit I
Chicago, IL 60640
Hosted by Direct Jobbers Rienert and Diana Lindland (773) 271-5678

INDIANA

• April 3, 17 Wednesday
• May 1, 15 - Wednesday
Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Rd.
Bremen, IN
Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

IOWA KANSAS

None Scheduled

KENTUCKY

• April 4 - Thursday
• May 2 - Thursday
Meeting - 7:30 p.m.
Hosted by Premier Direct Jobbers Al and Ann Kelly (859) 879-0728 or
e-mail: best.oil@verizon.net
Call for location, directions and RSVP

LOUISIANA

• April 2 - Tuesday
• May 7 - Tuesday
Meeting - 7 p.m.
AUTTONBERRY
RESIDENCE
2520 Swiss Street
W. Monroe, LA 71291
Hosted by Dealer Ellis Auttonberry (318) 396-4348

MAINE

None Scheduled

MARYLAND

• April 24 - Wednesday
• May 29 - Wednesday
Meeting - 7:30 p.m.
COUTO RESIDENCE
115 Lakeview Drive
Salisbury, MD 21804
Hosted by Dealer Tony Couto (410) 860-1813
Call for reservations

• April 26 - Friday
• May 24 - 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 26 - Friday
• May 24 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Ave.
Fort Howard, MD 21052
Hosted by Account Direct Harvey Groner (410) 477-8255

• April 4 - Thursday
• May 2 - 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 26 - Friday
• May 24 - 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

MASSACHUSETTS

None Scheduled

MICHIGAN

• April 15 - Monday
• May 20 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
644 Shady Maple Dr.
Wixom, MI 48393
Hosted by Master Direct Jobber Tom Kirby (248) 669-9093
Refreshments served, RSVP Required

• April 1 - Monday
• May 6 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
61653 Miriam Dr
Washington, MI 48094
Hosted by Regency Direct Jobber Mike Ellis
RSVP at (810) 781-5092 or
(810) 918-1578

• April 1 - Monday
• May 6 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
RABE RESIDENCE
9338 Rawsonville Road
Belleville, MI 48111
Hosted by Dealer Dale Rabe
RSVP at (734) 461-9577 or 355-9747

MINNESOTA

• April 18 - Thursday
• May 16 - Thursday
Meeting - 7 p.m.
SCHMIT RESIDENCE
932 38th Ave. No.
St. Cloud, MN 56301
Hosted by **Regency Platinum Direct Jobbers Ray & Arlene Schmit (320) 251-4861

• April 18 - Thursday
• May 16 - 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 11 - Thursday
• May 9 - 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 - Every Wednesday
• May - Every Wednesday
Meeting - 11 a.m.
DINNER BELL
RESTAURANT
10122-C Central Ave.
D'Iberville, MS 39532
Hosted by Dealer Jim Day (228) 388-4325
RSVP/Guest Welcome
jwdandy2000@yahoo.com

MISSOURI MONTANA NEBRASKA

None Scheduled

NEVADA

• April 11 - Thursday
• May 9 - Thursday
Meeting - 6:30 - 8 p.m.
AMSOIL product center
4545 N. Lamb Blvd., Suite. D
Las Vegas, NV
Hosted by Premiere Direct Jobber Bob Kayes at Regency Platinum Direct Jobber Shirley Green (702) 362-4492

NEW HAMPSHIRE NEW JERSEY

None Scheduled

NEW MEXICO

• April 23 - Tuesday
• May 28 - Tuesday
Meeting - 7:30 p.m.
GREENBERG RESIDENCE
1537 Bryn Mawr NE
Albuquerque, NM 87106
Hosted by Regency Direct Jobbers Paul and Nancy Greenberg (505) 255-2137 fax (505) 232-8330
NMOilman@aol.com

NEW YORK

- April 17 - Wednesday
- May 15 - Wednesday

Meeting - 7 p.m.

O'BRIEN RESIDENCE
436 Mosely Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien
(716) 223-8016
Call ahead to reserve a seat

- April 17 - Wednesday
- May 15 - Wednesday

Meeting - 7:30 p.m.

SYRACUSE AREA
Call ahead for specific location
Hosted by Direct Jobber Peter Finnerty
(315) 682-9791

- April 17 - Wednesday
- May 15 - Wednesday

Meeting - 7:30 p.m.

NEWARK, NY
LOCATION
Call ahead for location
Hosted by Dealer Brad Timson
(315) 331-7110

NORTH CAROLINA

- April 11 - Thursday
- May 9 - 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 11 - Thursday
- May 9 - 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 11 - Thursday
- May 9 - Thursday

Meeting - 7 p.m.

BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

- April 9 - Tuesday
- May 14 - Tuesday

Meeting - 7 p.m.

CLEVELAND RESIDENCE
224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers
George & Nancy Cleveland
(910) 346-3866
Call first - All Dealers welcome

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 RSVP

- April 13 - Saturday
- March 9 - Saturday

Meeting - 1 - 4 p.m.

LACKORE RESIDENCE
1900 George Ave.
Brunswick, OH 44212
Hosted by Master Direct Jobber
Calvin Lackore (800) 798-9777

- April 7 - Sunday
- May 5 - 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 22 - Monday
- May 27 - Monday

Meeting - 11 a.m.

PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Direct Jobbers
Luis and Sharon Pena
Please RSVP to: (419) 349-3451
or (419) 297-3451

- April 9, 23 - Tuesday
- May 14, 28 - Tuesday

Meeting - 7 p.m.

DENATO'S PIZZA ON
BROADWAY
Grove City, OH 43123
Hosted by Premiere Direct Jobber
Brad White (800) 871-5921

OKLAHOMA

- April 6 - Saturday
- May 4 - Saturday

Meeting - 9 - 11 a.m.

GOLDEN CORRAL
9711 E. 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady (918) 258-6979 *Pat

- April 11 - Thursday
- May 9 - Thursday

Meeting - 7 - 8:30 p.m.

DIAMOND JACK'S
3609 E. 51 St.
Tulsa, OK 74135
Hosted by Dealer Richard Coats and
Account Direct Kevin Alexander
(918) 342-9537
Call first to confirm space for you and
your guests

- April 11 - Thursday
- May 9 - Thursday

Meeting - 10 a.m.

GRADY RESIDENCE
2612 W. Galveston Rd.
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and
Account Direct Kevin Alexander
(918) 258-6979 RSVP
kevina@nordam.com

OREGON

- April 18 - Thursday
- May 16 - Thursday

Optional Dinner - 6 p.m.
Meeting - 7 - 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 4 - Thursday
- May 2 - 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

- April 22 - Monday
- May 27 - Monday

Meeting - 6 p.m.

AUNE RESIDENCE
803 N. 2nd St.
Silverton, OR 97381
Hosted by Direct Dealer Todd Aune
(888) 283-3580
All are welcome with RSVP

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 Smoznik
(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, date

SPRADLEY RESIDENCE
117 Winston Circle
Pelion, SC 29123
Hosted by Direct Jobbers
Jim & Vicki Spradley
(803) 894-4618

- April - First Tuesday
- May - First Tuesday

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 16 - Tuesday
- May 21 - 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 16 - Tuesday
- May 21 - 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 4 - Thursday
- May 2 - Thursday

Meeting - 7:30 - 9 p.m.

SHALIN RESIDENCE
544 Clew Court
Azle, TX 76020
Hosted by Regency Direct Jobbers
Tom and Sheila Shalin
(817) 444-9522

- April 18 - Thursday
- May 16 - Thursday

Meeting - 7:30 p.m.

WEIL RESIDENCE
2521 Cherry Blossom Lane
Bedford, TX 76021
Hosted by Direct Jobber 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 Haskins
and Dealer Doug Blackhurst
(801) 942-3881/(801) 942-8641

- April - Every Friday
- May - Every Friday

Meeting - After 4 p.m.

GREENE RESIDENCE
11653 S. Patchwork Circle
South Jordan, UT 84095
Hosted by Dealer Dorsey Greene
(801) 576-1896

T-1 Certification classes every Friday,
pre-paid registration required
Everyone welcome;
RSVP

VERMONT

None Scheduled

VIRGINIA

- March 25 - Monday

"How to Use the Commercial
Program"

- March 30 - Saturday

Products Presentation and
Opportunity Meeting
Saturday meetings: 10 a.m. - noon;
Monday meetings 7 - 9 p.m.

REID RESIDENCE
14600 Cornwall Ln.
Chester, VA 23836
Hosted by Regency Gold Direct Jobbers
Gerry & Patricia Reid and Premier Direct
Jobbers David and Rebecca Reid
For all meeting, please call
(804) 530-1400 to reserve space;
(804) 530-0179 Fax
synthoills@comcast.net

- April 8, 22 - Monday
- May 13, 27 - 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 8 - Monday
- May 13 - Monday

Meeting - 7 p.m.

GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitte
(804) 694-0221

- April 2 - Tuesday
- May 7 - Tuesday

Meeting - 7:30 p.m.

PESZKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct Jobbers
Raymond & Karen Peszko
(804) 484-9491

- April 9 - Tuesday - How to Promote
Your Business"
- May 14 - Tuesday - "How to Sell
AMSOIL and Altrium Products"
Meeting - 7 p.m.

DAYS INN RESTAURANT
5500 Williamsburg Rd.
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Pipgras
(804) 737-4874 or (804) 737-9231

- April 20 - Saturday
- June 20 - Saturday

Meeting - 2 p.m.

WATERLOO MOTORS
317 E. Shirley Ave.
Warrenton, VA 32806
Hosted by Direct Jobbers Ralph Graul
and Jim Kranda and Dealer Dan Lowery
(407) 856-1564 to RSVP

WASHINGTON

- April 15 - Monday
- May 20 - Monday

Meeting - 7:30 p.m.

GASPER'S SHOP SERVICE
CENTER
1103-A River Road
Puyallup, WA 98003
Hosted by Executive Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

- April 9 - Tuesday
- May 14 - Tuesday

Meeting - 7:30 p.m.

STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Premiere Direct Jobbers
Marv & Charlotte Stougar
(360) 856-1641 Guests Welcome

- April 11 - Thursday
- May 9 - 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 9 - Tuesday
- May 14 - Tuesday

Meeting - 7 p.m.

PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers
Raymond & Patsy Prukop
(253) 845-9755 / 800-267-6450
Everyone Welcome!

- April 8, 22 - Monday
- May 13, 27 - Monday

Meeting - 7:30 p.m.

POODLE DOG
RESTAURANT
1522 54th Avenue East
Fife, WA 98424
Hosted by Regency Platinum Directs
Leonard & Eunice Pearson
(253) 939-5401
Guests Welcome!

WEST VIRGINIA

None Scheduled

WISCONSIN

- April 18 - Thursday
- May 16 - Thursday

Meeting - 7:30 p.m.

SEL-AMSOIL Academy
1201 Clough Ave.
Superior, WI 54880
Hosted by Regency Platinum
Direct Jobbers Bill & Donna Durand
Refreshments Served
(715) 392-4006
Guests Welcome

- April 11 - Thursday
- May 9 - 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 13, 27 - Saturday
- May 11, 25 - Saturday

Meeting - 1 - 3 p.m.

VILLERS RESIDENCE
2600 W. High St.
Racine, WI 53404
Hosted by Regency Direct Jobber
Edie Villers (414) 637-2726
RSVP

WYOMING

None Scheduled

INTERNATIONAL

ALBERTA BRITISH COLUMBIA MANITOBA

None Scheduled

NEW BRUNSWICK

- April 15 - Monday
- May 20 - 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 25 - Thursday
- May 23 Thursday

Meeting - 6 - 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 1 - Monday
- May 6 - Monday

Meeting - 6:30 - 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
synoil@dangerousbrothers.com
Fee: \$10

PRODUCT CHANGE INTERVAL GUIDE

The AMSOIL Product Change Interval Guide (G-1490) has been revised and is now available for purchase.

Stock #	Qty	U.S.	Can
G-1490	25	2.50	4.10

HASTINGS FILTERS

The Hastings AF780 air filter has been discontinued. No replacement is available.

The Hastings GF17 filter is obsolete and has been replaced with the GF71. The TF93 has been discontinued and replaced with the TF163.

NEW AMSOIL RACING TESTIMONIALS BOOK

The new AMSOIL Grass Roots Racing Testimonials Book (G-1749), featuring AMSOIL product testimonials from successful regional race teams, is available for purchase. Full size/color. 8 pages.

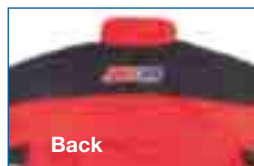
Stock #	U.S.	Can
G-1749	.80	1.30

NEW SDF FILTER

AMSOIL has added a new SDF filter design to its lineup. The SDF-52 is used on GM trucks with the Isuzu 6.6 l. diesel engine (2001 and newer), replaces the Hastings LF-524 and is included in filter price group 3. This filter was incorrectly listed as the SDF-42 in the March *Action News*.

LIGHTWEIGHT JACKET

The stylish AMSOIL Lightweight Jacket features a windproof and water resistant Taslon shell that is fully lined with nylon for added warmth. Sports vented underarms help dissipate moisture. Also features zip-up security pockets, zippered front with snap-down storm flap and embroidered AMSOIL logos on the front and back. An excellent choice to put between you and the elements. Sizes S-XXL.



Stock#	Size	U.S.	Can
G-1641	S	45.00	73.00
G-1642	M	45.00	73.00
G-1643	L	45.00	73.00
G-1644	XL	45.00	73.00
G-1645	XXL	47.00	76.00

NEW RETAIL CATALOGS

Newly updated AMSOIL G-100 *Retail Catalogs*, as inserted in this issue of the *Action News*, are available for purchase.

AMSOIL Retail Catalog (Use G-300 in Canada)

Stock No.	Qty.	U.S.	Can
G-100A	10	5.00	7.70
G-100B	50	23.50	36.20
G-100C	100	43.00	66.40
G-100D	500	195.00	301.35
G-100E	2500 (labels provided)	975.00	1506.75
G-100F	5000 (labels provided)	1850.00	2861.25

TEXAS SALES TAX

Effective immediately, the Texas sales tax will decrease from 7.75% to 7.25%.

NEW AMSOIL ATF BROCHURE

The new AMSOIL Automatic Transmission Fluid Brochure (G-1746), explaining the performance benefits of AMSOIL Synthetic ATF, is available for purchase. 3 1/2" x 8". 6-panel brochure.

Stock #	Qty	U.S.	Can
G-1746	25	2.80	4.65

AMSOIL ADVERTISING

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

April & May 2002

Display Advertisements

<i>Land Line</i>	Mar/April '02	(816) 229-5791
<i>American Iron</i>	April '02	(203) 425-8777
<i>Bass & Walleye Boats</i>	April '02	(310) 537-6322
<i>NOLN</i>	April '02	(805) 796-2577
<i>Coast to Coast</i>	April '02	(805) 667-4100
<i>NOLN</i>	May '02	(805) 796-2577
<i>RV Business</i>	May '02	(219) 295-7820
<i>ATV Magazine</i>	May '02	(800) 848-6247
<i>Coast to Coast</i>	May '02	(805) 667-4100
<i>School Bus Fleet</i>	May '02	(310) 533-2400

Catalog Showcase Advertisements

<i>5.0 Mustang & Super Fords</i>	April '02	(323) 782-2000
<i>Car Craft</i>	April '02	(323) 782-2000
<i>Hot Rod</i>	April '02	(323) 782-2000
<i>Hot Bike</i>	April '02	(714) 939-2400
<i>4-Wheel Drive & Off-Road</i>	May '02	(323) 782-2000
<i>Circle Track</i>	May '02	(323) 782-2000
<i>Four Wheeler</i>	May '02	(323) 782-2000
<i>JP</i>	May '02	(323) 782-2000
<i>Mopar Muscle</i>	May '02	(323) 782-2000
<i>Mustang & Fords</i>	May '02	(323) 782-2000
<i>Mustang Monthly</i>	May '02	(323) 782-2000
<i>Stock Car Racing</i>	May '02	(323) 782-2000
<i>Super Street</i>	May '02	(323) 782-2000
<i>Street Rodder</i>	May '02	(714) 939-2400
<i>Muscle Mustangs & Fast Fords</i>	May '02	(714) 939-2400
<i>Vette</i>	May '02	(714) 939-2400

New G-100 Retail Catalogs Available for Purchase

Newly revised AMSOIL G-100 Retail Catalogs (G-300 in Canada), as inserted in this issue of the *Action News*, are now available for purchase. All of the premium AMSOIL automotive products, along with their retail pricing, are included in the catalog. AMSOIL now carries premium Bosch windshield wipers, spark plugs and spark plug wires (see *Action News* pp. 12-13), and they are included on pp. 28-29 of the catalog.

The 32-page, 4-color catalog provides an excellent way to boost your sales, as well as reach potential downline Dealers and Preferred Customers. Each AMSOIL product's individual benefits are spelled out, and Four-Ball Wear Test and NOACK Volatility graphs further illustrate the benefits offered by AMSOIL products.

DISTRIBUTING YOUR CATALOGS

Reaching new customers, Dealers and Preferred Customers is easy. Simply attach your ZO number in the space provided on the catalog's back cover before distributing them. If possible, follow up with a personal visit or phone call and offer to answer questions or help with orders. Compare catalog prices with Dealer prices to show potential Dealers and Preferred Customers the money they can save by registering.

AMSOIL Retail Catalogs can be distributed virtually anywhere you come into contact with potential customers, Dealers and Preferred Customers. Locations such as trade shows, fair booths and races are ideal due to the large number of people present who would appreciate the benefits offered by AMSOIL products. You may also mail catalogs directly to potential customers, Dealers and Preferred Customers.

Direct contact with potential customers, Dealers and Preferred Customers increases your chances of making sales. The more qualified your lead, the better chance you have of making a sale or registering a new Dealer or Preferred Customer. People with whom you've spoken with, and explained the benefits of AMSOIL products, are more likely to buy or sign on as a Dealer or Preferred Customer than someone with whom you've had no direct contact.

ORDERING YOUR CATALOGS

AMSOIL G-100 (and G-300) Retail Catalogs are available in packages of 10, 50, 100, 500, 2500 and 5000. To order, call the AMSOIL Dealer order line at 1-800-777-7094 Monday through Friday between 8 a.m. and 5 p.m. Central Standard Time.

When you order catalogs in quantities of 2500 or more, labels with your ZO



number and other relevant business information will be provided at no additional charge.

CUSTOMER ORDERS

When a customer with one of your catalogs wishes to place an order, they simply call the AMSOIL toll free ordering line and place their order using your ZO number printed on the catalog. This ensures that you receive the retail profits and commission credits. Ordering customers are automatically sent updated Retail Catalogs for the next 18 months at no additional cost to you. People who call AMSOIL wishing to sign on as Dealers or Preferred Customers automatically become members of your downline.

AMSOIL Retail Catalog Ordering Information

New G-100 and G-300 catalogs are available in the following quantities:

Stock #	Quantity	U.S.	Canada
G-100A G-300A in Canada	10 catalogs	\$5.00	\$7.70
G-100B G-300B in Canada	50 catalogs	\$23.50	\$36.20
G-100C G-300C in Canada	100 catalogs	\$43.00	\$66.40
G-100D G-300D in Canada	500 catalogs	\$195.00	\$301.35
G-100E G-300E in Canada	2500 catalogs (with labels)	\$975.00	\$1506.75
G-100F G-300F in Canada	5000 catalogs (with labels)	\$1850.00	\$2861.25



Official 2-Cycle Oil of the PROP Tour



AMSOIL 2-Cycle Oils

- Reduce friction and wear
- Improve throttle response
- Deliver maximum power
- Prevent plug fouling/carbon deposits
- Deliver quick, dependable starts
- Reduce smoke and emissions
- Won't "load up" during idling
- Provide outstanding cold temperature flow
- Contain special anti-rust agents for off-season storage

Maximum protection for:

- Outboard motors
- Motorcycles
- Chainsaws
- ATVs
- Snowmobiles
- All air-cooled & water-cooled two-cycle engines



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