

AMSOIL

ACTION NEWS

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The First in Synthetics

APRIL 2004



NEW 5W-40 Motor Oil Targets European Vehicle Market



Kevin Windham and Team AMSOIL Contend for Supercross Title



PLUS:

Preferred Customer Track to Earning Income

AMSOIL Opens New Distribution Center

From the President's Desk...



I just read a newspaper article about the increasing price of fuel in this country today. Prices are currently over \$1.70 per gallon in my area, but they are predicted to hit well over \$2.00 and as much as \$2.50 per gallon this summer. The article said that in certain areas of the country, gas could actually reach \$3.00 per gallon later this year. Demand in this country and in countries like China is growing, while the oil producing countries are reducing production.

All I can say is here we go again! We are all so dependent on oil, when petroleum prices increase, just about everything else increases as well. We have been through this before. Higher fuel prices increase the cost of shipping, of energy used in manufacturing, and of many finished goods made from petroleum by-products.

High oil prices are both a boon and a bane for AMSOIL and our Dealers. Every black cloud has a silver lining. The more it costs motorists for fuel, the more money they can save by using our fuel-efficient premium synthetic lubricants. AMSOIL Dealers can capitalize on high fuel prices to help their businesses grow by helping motorists save. They can also expect a warm reception from the over-the-road truckers who are looking for ways to offset the rising cost of fuel. You can show them a number of ways to reduce fuel consumption and save money. Use the G-1351 brochure that shows how AMSOIL lubricants deliver up to 8.2 percent more miles per gallon in Class 8 diesel-fueled vehicles. With fuel prices as high as they are and are predicted to be in the future, an 8 percent increase in fuel economy will get any trucker's attention.

So much for the silver lining. Now the bad news. When I said that higher petroleum prices affect the cost of just about everything, that includes AMSOIL Lubricants. I might even say it especially affects AMSOIL

Lubricants. In this last six months, we have seen price increases on everything from base stocks to additives to bottles in the neighborhood of 5-7 percent. Transportation costs have increased, and the cost of many goods we purchase now reflect higher manufacturing and shipping costs. We are doing everything we can to trim costs, but the one thing we won't do is lower the quality of the products we make. Quality is what keeps us in business.

Those of you who know me will realize how much I dislike having to raise prices. During the period around twenty years ago when prices were spiraling upwards of their own volition due to inflation, I laid the law down to our suppliers telling them I would not accept any further price increases. If they increased their prices to me again, I would find another supplier to replace them. I encouraged every business that supplied us to do the same.

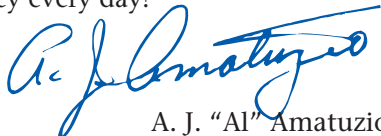
My action came as quite a shock to our suppliers. In that period of rampant inflation, they had never been told by a customer that more price increases were unacceptable. Businesses just kept paying the higher and higher prices for materials and passing the increases on to their customers. I refused to do that because, first, it was absolutely ridiculous to see prices raised every six to eight weeks, many times based on nothing more than a fear that inflation might continue, and second, I felt a responsibility to our Dealers to hold the line on our prices.

I feel the same way today. Unfortunately, the increases we are experiencing today are not the result of inflation. They are directly linked to the growing demand for crude oil, the decline in oil reserves, and the higher prices that result. I tell you this now not to announce an immediate price increase, but to let you know we are definitely feeling the pinch and if our costs keep increasing, we will be left with little choice but to make pricing adjustments sometime in the future. When that will happen depends on whether our costs keep increasing in the future. The long-term prognosis is that crude oil will continue to increase this summer.

In the meantime, remember that silver lining! You have products that will help motorists reduce fuel consumption and increase the life of their equipment.

When gas prices hit the predicted \$2.50 to \$3.00 per gallon, everyone will be looking for ways to get more miles per gallon. Everyone! You need to spread the word that you can help.

Use the sales tools available from AMSOIL. We have sales brochures that help you sell just about every product we make. The new G-100 catalog included in this *Action News* makes a tremendous sales tool. Order a supply of them and distribute them with your dealership information stamped on the back. There are many Dealers who rely on this catalog to generate the bulk of their sales, and they work! If and when we have to increase prices, your products will still be the best bargains available anywhere, because they will still save your customers money every day!



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

DEALERS IN ACTION!

AMSOIL Quality Impresses Harley Riders

Although Harley-Davidson Motorcycle Company routinely tells its customers they must use “Harley-specific” motor oils and lubes, some riders are realizing AMSOIL keeps the popular bikes running cooler and smoother.

Jim Murphy and Jim White, partners at a Lehman Trike Conversion business in Martinsburg, W. Va., spread the word that AMSOIL makes the best products – even for Harleys.

“Trikes are a huge business,” White said. “Our business increased 200 percent last year.” He attributes that to older riders and those with disabilities that require modifications to allow them to continue riding. The shop specializes in those modifications needed for handicapped riders. (View the website at www.mjtrikes.com.)

Partner Jim Murphy summed up his feelings about AMSOIL products recently while talking with a group of customers at the parts counter of the local Harley dealership.

“If there is any single way to significantly improve the Harley-Davidson motorcycle, put AMSOIL in the engine and transmission,” Murphy said.

The partners recommend AMSOIL 20W-50 Synthetic Motorcycle Oil for the bikes and 75W-90 Gear Lube for the gear box. They’re also selling a lot of the AMSOIL Shock Therapy Light Suspension Fluid for the front forks.

White uses those products in his 1993 Heritage Softail Nostalgia, one of only 2,700 manufactured as a special edition Harley. The bike is attached to a full-sized sidecar. That’s a lot of pull on the machine, he said, but AMSOIL makes his bike run cooler and perform better than other oils or lubricants ever have.

“My Harley, with a sidecar, is getting 40 miles per gallon. I think AMSOIL makes a huge difference,” he said.

He’s heard increased mileage claims from some of his Gold Wing customers too.

Murphy and White opened their shop in 1998. While their specialties are trike conversions and custom builds for riders with handicaps, they also service and maintain cruisers and street bikes of every brand and model.

Harley owners are hard sells, White acknowledged. In fact, he said, most motorcycle riders tend to stick



Jim White and Jim Murphy outside their shop, Lehman Trike Conversions, in Martinsburg, West Virginia

with products they’ve used and believed in for years.

He and Murphy are of the same ilk, so they understand. “The first two customers you had to convince were us,” White said. “The products that we sell are the result of satisfactory testing on our own motorcycles. We do not sell products that we do not totally believe in.”

White first used AMSOIL motor oil in the 1970s when

he was a semi-professional go-kart racer. In January 2002, he met Direct Dealer Ralph Graul at a bike show and remembered how well the AMSOIL product performed in the karts.

He installed AMSOIL motor oil in his 1993 Harley-Davidson FLST Cowglide that was running hot, 220 to 230 degrees in the summer, and had a “klunky” transmission. “I changed the engine oil, primary and transmission oils to AMSOIL and immediately noticed a smoother shift in the transmission and a temperature drop of 20 to 30 degrees,” White said. “I was impressed, but I still hadn’t done my own testing. For the next 2,500 miles the shifting got better and better.”

Murphy tested AMSOIL lubricants in his 1994 Harley-Davidson FXLR, with 60,000 plus miles on the engine.

“This motorcycle has been meticulously maintained throughout its entire life,” Murphy said. “The transmission was making some gear noise and was getting harder to shift, and the engine had a whining noise in the updated cam and breather gears.

“Immediately, the transmission shifted like butter and no more gear noise . . . and the persistent gear whine in the engine also miraculously disappeared.”

They stock other brands of motor oils in the shop, for the hard-to-convince. “But AMSOIL outsells it all,” White said.

Educating customers, according to White, is one of their most important jobs.

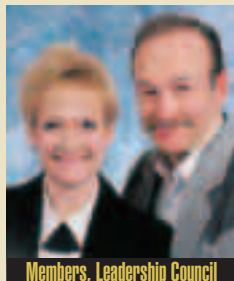
AMSOIL literature available in the shop often gives his customers the information they need to make informed choices.

“I’ve never had one customer come back and claim that AMSOIL lubricants don’t do what the company says they will do,” White said.

MONTHLY LE



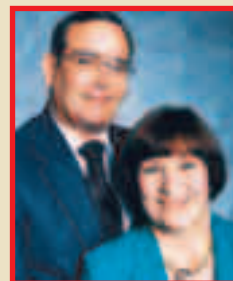
Ray and Arlene Schmit
 Minnesota
 ★★★★★Regency Platinum Direct Jobbers
FIRST—Total Organization
FIRST—Personal Group Sales
 Fourth—Commercial and Retail Marketing
 Eighth—New Qualified Dealers and Accounts



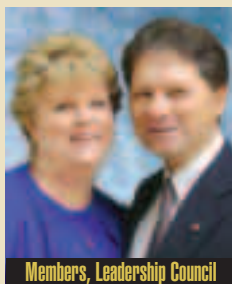
Members, Leadership Council
Mark and Sherree Schell
 Idaho
 ★★Regency Platinum Direct Jobbers
 Second—Total Organization
 Third—Personal Group Sales
 Second—Personal Group Sales



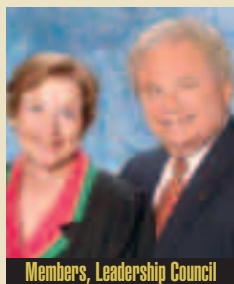
Dave M. Mann
 Michigan
 ★Regency Platinum Direct Jobber
 Third—Total Organization
 Third—Personal Group Sales
FIRST—New Qualified Dealers and Accounts



David and Carol Bell
 Texas
 ★★Regency Platinum Direct Jobbers
 Fourth—Total Organization
 Sixth—Personal Group Sales
FIRST—Commercial and Retail Marketing



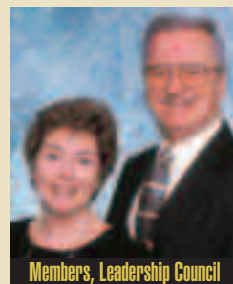
Members, Leadership Council
George and Shirley Douglas
 Florida
 Regency Platinum Direct Jobbers
 Seventh—Total Organization
 Seventh—Personal Group Sales



Members, Leadership Council
Thomas and Sheila Shalin
 Kansas
 Regency Gold Direct Jobbers
 Eighth—Total Organization
 Fifth—Personal Group Sales
 Third—New Qualified Dealers and Accounts



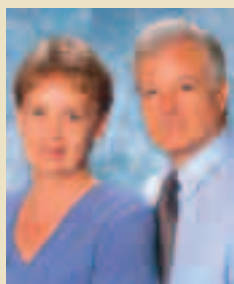
Members, Leadership Council
William and Judith Shirk
 Maine
 Regency Platinum Direct Jobbers
 Ninth—Total Organization
 Ninth—Personal Group Sales



Members, Leadership Council
Gerry and Patricia Reid
 Virginia
 Regency Platinum Direct Jobbers
 Tenth—Total Organization
 Eighth—Personal Group Sales
 Second—New Qualified Dealers and Accounts



Robert and Jean Johnson
 New Hampshire
 Master Direct Jobbers
 Third—Commercial and Retail Marketing
 Fifth—New Qualified Dealers and Accounts



Raymond and Kathy Yaeger
 Wisconsin
 Regency Direct Jobber
 Fifth—Commercial and Retail Marketing



Larry and Kathryn Chambless
 Georgia
 Regency Gold Direct Jobbers
 Fourth—New Qualified Dealers and Accounts



Michael J. Mathe
 Virginia
 Executive Direct Jobber
 Seventh—New Qualified Dealers and Accounts

ADERS

January
2004

HALL OF FAME



Leonard and Eunice Pearson
Washington
★Regency Platinum Direct Jobbers
Fifth—Total Organization



Daniel and Judy Watson
Florida
Regency Gold Direct Jobbers
Sixth—Total Organization
Fourth—Personal Group Sales
Sixth—New Qualified Dealers and Accounts



Michael H. Ellis
Michigan
Regency Gold Direct Jobber
Tenth—Personal Group Sales



Herschel L. Gates
Florida
Premiere Direct Jobber
Second—Commercial and Retail Marketing



Charles Jr. and Judith Burnell
North Carolina
Executive Direct Jobbers
Ninth—New Qualified Dealers and Accounts



Wayne and Lynette Fletcher
Washington
Direct Jobbers
Tenth—New Qualified Dealers and Accounts

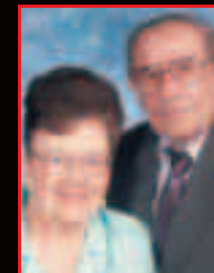
AMSOIL Hall of Fame members are recognized for their long-standing service, achievement and commitment to excellence.



Shirley Green,
Regency Platinum



Bill and Donna Durand,
★★★★★Regency Platinum



Harold and Marcile Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
Regency Platinum



LaDonna Harrison and LaVel Rude,
(Lingwall Organization)
★★★★Regency Platinum

HIGHER LEVELS OF

PREMIERE DIRECT JOBBERS

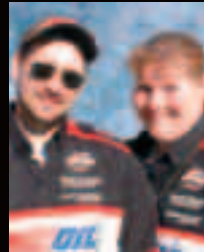


Yvon Boucher
Quebec



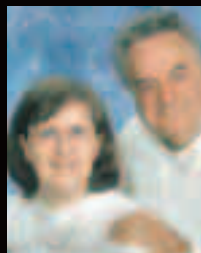
**Edward and Cynthia
Sanders**
New Hampshire

NEW DIRECT JOBBERS



Jay and Lisa Hansen
Maryland

Sponsors: Milton and Emma Stauffer
Direct Jobbers:
Wesley and Marla Stauffer



**Kenneth and Arlene
Robson**
Wisconsin

Sponsors: Arlen and Donna Brokopp
Direct Jobbers:
Arlen and Donna Brokopp



Mark A. Wendtland
California

Sponsor: Marcus Hinman
Direct Jobber: Marcus Hinman

First Time 1500 Level Honor Achievers 1500 monthly commission credits 15 Dealers sponsored

Brian and Barbara Beary, *Alberta* Sponsor: Greg M. Desrosiers
Kenneth A. Deemer, *Oklahoma* Sponsor: Dave M. Mann
James and Arline Kochmann, *Colorado* Sponsor: Marion and Frances Carter
Scott and Linda Rogus, *Michigan* Sponsor: Dave M. Mann

First Time 1000 Level Honor Achievers 1000 monthly commission credits 15 Dealers sponsored

John Baker, *Wisconsin* Sponsors: Bud and Lorna Bourquin
Terry Cheyne, *British Columbia* Sponsor: Robert and Erna Elliott
Richard and Linda De Luca, *California* Sponsors: Larry and Kathleen Gray
Donald T. Duke, *Kentucky* Sponsor: Chad and Jennifer Woodworth
Theron N. Trout, *Pennsylvania* Sponsors: Vincent and Ruth Santell

First Time 500 Level Honor Achievers 500 monthly commission credits 5 Dealers sponsored

Rodney D. Helland, *Minnesota* Sponsor: Bob A. Thorkelson
David and Connie Jones, *Maryland* Sponsors: William and Susan Behrens
Lee and Susan Mortenson, *Maine* Sponsor: Arnold Howe
Ronald and Fritzie Olson, *California* Sponsor: Robert E. Czczok
Mark J. Roden, *Saskatchewan* Sponsors: Dale and Sheryl Epp
Michael and Lisa White, *Michigan* Sponsor: Thomas P. Maury
Brian A. Wise, *Florida* Sponsor: Dave M. Mann

NEW DIRECT DEALERS



Arlen Ingalls
Colorado

Sponsors: Steve and Linda Cross
Direct Jobbers:
Steve and Linda Cross



Nicholas Pristash
Wisconsin

Sponsors: Alan and Paulette White
Direct Jobbers: Daniel and
Elizabeth Hawkin



Kristian E. Swenson
Minnesota

Sponsor: Dave Roeder
Direct Jobbers:
Bud and Lorna Bourquin



Mike B. TenEyck
Idaho

Sponsors: Larry and Pat Shores
Direct Jobbers:
Mark and Sherree Schell



David Tolmosoff
California

Sponsors: Mark and Sherree Schell
Direct Jobbers:
Mark and Sherree Schell



**Dennis and Debbie
Veley**
New York

Sponsors:
Robert and Byrd Manchester
Direct Jobber: Shirley Green

First Time 300 Level Honor Achievers 300 monthly commission credits 3 Dealers sponsored

Joe Anderson *Texas* Sponsors: David and Carol Bell
Brandon A. Biscobing, *Wisconsin* Sponsor: Daniel Mueller
George Cook, *Idaho* Sponsors: Charles and Connie McGuffey
Wayne and Robin Dahl, *Tennessee* Sponsors: Bud and Lorna Bourquin
Ronald and Wendy Ellis, *Ontario* Sponsors: David and Maureen VlodarchykS
William J. Galvin, *Texas* Sponsors: George and Barbara King
Luis Gonzalez, *Puerto Rico* Sponsor: Villegas Carlos Sosa Jr.
Gregory B. Height, *California* Sponsor: Norman E. Ayres
Duane R. Hieserich, *Minnesota* Sponsor: Robert E. Czezok
Derek M. Kolb, *Kentucky* Sponsors: Larry and Kathryn Chambless
Andrew S. Ladd, *Vermont* Sponsors: Kenneth and Linda Klein
Frank and Martha Larzabal, *Texas* Sponsors: David and Eline Hanuschild
Ed Long, *Washington* Sponsors: Tom and Ingrid Bennett
Marc and Lisa Miller, *Minnesota* Sponsors: Bill and Donna Durand
Carl E. Mutschler, *Texas* Sponsor: Raul Torres
Dean C. and Margaret Ottoson, *Ohio* Sponsor: Mark D. Holdridge
John W. Palmer, *Oklahoma* Sponsor: Ron E. Toomes
Chris A. Parow, *Maryland* Sponsor: Francis H. Hope Jr.
Shawn L. Steinmeyer, *Wisconsin* Sponsor: Kevin J. Seeger
Neil R. Stirling, *Ontario* Sponsor: Jacques R. Tetreault
Curtis and Linda Taylor, *Florida* Sponsors: Ed and Elsie Foster
Christopher E. Williams, *Pennsylvania* Sponsor: Joseph M. Hallock

Preferred Customers Cash In

AMSOIL Preferred Customers buy the best synthetic motor oils and lubricants on the market for wholesale prices.

They use the products and then, over time, discover how well they perform.

Before long, Preferred Customers spread the good news about AMSOIL synthetics to friends and acquaintances. Those people ask questions. Eventually, many Preferred Customers recognize an opportunity to earn money selling the products.

"The intended purpose of the Preferred Customer program is personal use," said Dan Gorski, international sales representative. "Almost all of our Dealers who are successful started out buying for their own personal use."

Truth is, Preferred Customers are sitting on a golden opportunity.

Upgrading to Dealer status gives Preferred Customers a business of their own. It's an opportunity to earn extra money. First, income increases through sales of AMSOIL products. Unlike Preferred Customers, Dealers also sponsor other Preferred Customers and Dealers, and pursue retail and commercial accounts – all of which earns them commission credits that increase profits.

"Commissions are a big part of increasing income," Gorski said.

Today's economy leaves many people little job security, and growing angst for retirement income. An AMSOIL Dealership is the perfect answer. Dealers can spend as much time and energy on their businesses as they want. The more time and effort they put into their Dealerships, the more profits they generate and the more security they have in a world that is changing quickly. As a Dealer, even illness or inability to work for a period of time does not interrupt the flow of income generated from a well-established business.

Don Smith, Fredricksburg, Iowa, became a Preferred Customer about two years ago.

"I was leery of using AMSOIL motor oil," Smith said. "I never knew anyone who used it."

Smith is an ASE certified master diesel truck technician and mechanic of about 15 years. He started building his own shop, Smith Repair, around the same time he became a Preferred Customer and started learning more about synthetic motor oils.

Last July, after attending the AMSOIL 30th Convention, he upgraded to a Dealership.

Smith got an in-depth informational presentation on CD from his sponsor, Gerry Reid of Virginia, who also started his Dealership simply buying AMSOIL products for his own personal use back in 1978. Reid and his wife Patricia have since built a large, successful organization.

Smith also gleaned important technical information through reading the *Action News*, he said.

"I found you can be a top-notch mechanic and not know all that much about lubrication," Smith said. "It's amazing how little people know about the lubrication they use to protect what is essentially their second largest investment." Second, he said, to their homes.

Building the shop has been a bigger project than he envisioned and he's counting on the income he makes from building his AMSOIL business to offset some of the costs.

Fredricksburg is a small farming town of about 1,500. Smith has lived there all of his life and is known by most people in town. That works to his advantage, he said, because they trust him not to steer them wrong.

He talks one-on-one to his customers, he said, advising them to try AMSOIL lubricants.

"They're letting me install it in their trucks and machinery," he said. "Installing AMSOIL is really a big benefit. It's made the difference between selling a lot of oil and selling a little oil." He now has some commercial accounts, as well, Smith said.

At 37, Smith is a man who believes everyone should have more than one plan for their life. "You need to have a back up Plan B in case Plan A goes haywire."

He acknowledges that building an AMSOIL business takes hard work and the willingness to gain the knowledge needed to separate people from their old ideas. "In the future, it's going to be more and more synthetics," he said. "It takes perseverance. You've gotta keep hitting it. It's a challenge and I believe I'm up to it."

"I wish I had started this about 15 years ago, I'd have a big business today."

Smith is a perfect example of why the Preferred Customer program works.

"The nice thing about Preferred Customers who upgrade to Dealers is that they want businesses," Gorski said. "They're going to be selling." These are the people who make a commitment to making their AMSOIL businesses profitable, he said.

Ordering an AMSOIL Business Manual is vital to their success, Gorski said. It guides them how to build their businesses. Along with advice and guidance from their sponsors, Dealers also become eligible for T-1 certification. That's basically "an open book test," Gorski said. It's included in the business manual. "We (the company) know that the Dealer has the body of knowledge to offer good service," he said.

Dealers also are eligible to receive leads to new prospects through the company, as well as becoming eligible for trade show and racing co-op assistance through the company after they are T-1 certified.

"The Preferred Customer program is wildly successful," Gorski said. "Virtually all of the Dealers have embraced the Preferred Customer program."

Editors Note: *The following page gives the typical progression for building an AMSOIL business.*

On Business Opportunity

Preferred Customer:

- Buys AMSOIL products at wholesale prices for registration fee of \$10 for six months; \$20 for 12 months
- Uses products and becomes confident in their benefits and quality
- Recognizes potential to earn an income through the Dealership opportunity

Dealer:

- Upgrade to Dealer for an additional \$5 for six months; \$10 for 12 months through calling AMSOIL at (800) 777-7094 or use the upgrade form on the corporate website at www.amsoil.com
- Purchase optional AMSOIL G-700 Business Manual for \$35; read comprehensive information pertaining to AMSOIL products and income opportunities
- Become T-1 certified (complete workbook included in manual) gain valuable knowledge and eligibility for leads and co-op programs

Personal Retail Sales

- Begin personal retail sales; neighbors, co-workers and other interested parties
- Promote business through Yellow Pages, local newspapers, wear AMSOIL clothing, vehicle graphics, business cards

Dealer earns retail profits and commission credits

(See G-85, Income Opportunities Brochure)

Catalog Sales:

- Order Retail Catalogs from AMSOIL
- Attach referral number (zo number) on back, distribute catalogs
- When a customer calls in an order,

Dealer earns retail profits and commission credits for each order

Internet Sales:

- Post AMSOIL website (available through AMSOIL)
- Customers go from Dealer's site to AMSOIL site (via link) to purchase products

Dealer earns retail profits and commission credits

Sponsoring:

- Register new Dealers and Preferred Customers
- Commission credits generated through their purchases are added to the Dealer's group total

Dealer earns additional commissions on monthly check (See G-85)

Commercial Program

- Register companies that use AMSOIL products

Dealer earns cash commissions and commission credits on those purchases

Retail Program

- Register stores that sell AMSOIL products

Dealer earns cash commissions and commission credits on those purchases

- Become self-employed with unlimited growth, income potential

Dealer builds income security, earns tax relief, gains economic independence

America's Oil for Europe's Vehicles

European vehicle manufacturers generally have more stringent motor oil standards than American vehicle manufacturers, recommending specific high quality lubricants capable of extended drain intervals. Most motor oils offered in America do not meet these demanding specifications, and problems such as premature wear and engine sludge develop when motorists use conventional American oils to take advantage of the extended drain intervals recommended by the European manufacturers.

In the U.S., the American Petroleum Institute (API) adopts a one-size-fits-all standard for engine oils, but in Europe the Automotive Manufacturers Association (ACEA) sets multi-tier motor oil standards, taking into consideration the wide variety of engines on the market. Most European automakers also create their own specific standards, using ACEA standards as a starting point.

European automakers generally recommend 5W-40 viscosity oils in their vehicles, ensuring maximum protection in all operating conditions. New AMSOIL Synthetic 5W-40 European Engine Oil (AFL) is specially formulated for the lubrication needs of European gasoline and diesel cars and light trucks. It is blended with advanced AMSOIL polyalphaolefin (PAO) synthetic base stocks, premium additives and a broad 5W-40 viscosity rating, allowing motorists to take advantage of the maximum extended drain intervals recommended by European automakers.

European automakers typically recommend drain intervals ranging up to 20,000 miles. For example, the Care By Volvo Factory Scheduled Maintenance Program recommends engine oil and filter replacement every 7,500 miles, while Mercedes-Benz allows drain intervals up to 20,000 miles with use of its Flexible Service System.

AMSOIL Synthetic 5W-40 European Engine Oil surpasses the most demanding European oil specifications. It is recommended for European gasoline and diesel vehicles, including but not limited to, Saab, Audi, Volkswagen, Mercedes-Benz, Volvo, Land Rover, Opel, Mini Cooper, BMW, Peugeot and Porsche.



- **Meets the special needs of European vehicles**
- **Formulated for turbocharged and nonturbocharged gasoline and diesel engines**
- **Provides all season protection and performance**
- **Provides unsurpassed wear protection**
- **Effectively improves fuel efficiency**
- **Recommended for manufacturers' maximum extended drain intervals**

AMSOIL Synthetic 5W-40 European Engine Oil (AFL)

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./P.C.	U.S. Sugg. Retail	Can. Dir./P.C.	Can. Sugg. Retail
AFL-QT	(1) quart bottle	2.1	3.40	4.80	6.30	7.70	9.85
AFL-01	(12) quart bottles	24.8	40.80	54.60	74.40	88.20	117.00
AFL-30	30-gal. drum	244.1	295.00	491.00	595.00	794.00	953.00
AFL-55	55-gal. drum	437.9	465.00	845.00	1005.00	1367.00	1600.00

G-1990
(25) AFL data bulletins
2.80 U.S.
4.65 Can.



AMSOIL Opens New Distribution Center

For the most efficient service, the zip code list below shows your nearest distribution center. This partial list of all zip codes reflects only those areas affected by the new Ohio center.

First 3 digits of your zip code:	Order from:
010-139	Lancaster
140-143	Columbus
144-146	Lancaster
147	Columbus
148-149	Lancaster
150-154	Columbus
155	Lancaster
156	Columbus
157-159	Lancaster
160-165	Columbus
166-199	Lancaster
200-215	Richmond
216	Lancaster
217	Richmond
218	Lancaster
219-241	Richmond
242-243	Columbus
244-245	Richmond
246	Columbus
247	Richmond
248	Columbus
249	Richmond
250-253	Columbus
254	Richmond
255-257	Columbus
258-259	Richmond
260-261	Columbus
262	Richmond
263-265	Columbus
266-289	Richmond
290-299	Orlando
300-307	Richmond
308-369	Orlando
370-379	Columbus
380-384	Dallas
385	Columbus
386-398	Dallas
399	Orlando
400-419	Columbus
420	Chicago
421-422	Columbus
423-424	Chicago
425-462	Columbus
463-466	Chicago
467-473	Columbus
474-499	Chicago

A new AMSOIL distribution center in Columbus, Ohio, becomes the 12th in the United States when the doors open on May 3.

The new center aims to reduce pressure at two other distribution sites – Lancaster, Pa., and Chicago, Ill. – which were bursting at the seams, said Scott Davis, director of operations.

The Ohio center primarily will take orders from the eastern edge of the Chicago area and the western edge of the Lancaster area. The center may also pick up a small amount of the Richmond, Va., territory, Davis said.

“The new center will not only lessen the burden on the surrounding centers,” said Davis, “it will also provide an added level of convenience for our Dealers.”

The drive to the center is a simple turn off the interstate, up the ramp and right to the building.

“Columbus is a very distribution-friendly city and in the top 10 for overall transportation logistics,” Davis said. “It has well-developed road systems for moving product out. You couldn’t make it any easier to get to.”

He envisions an increase in sales in the Ohio area because of the convenience of having AMSOIL products closer to the customer.

“This is the right time in a growing company to expand our distribution capabilities,” Davis said.

When the doors open, the center will have the unified AMSOIL distribution

center look. It will employ three people. Two are new hires, yet to be chosen.

However, the manager, Joel Parsons, is no newbie to AMSOIL. He’s been employed by the company since 1989. He was manager first at Dallas and then at Richmond.

He attempted to retire a few years ago, but never actually left the company.

“I actually became an employee at large,” Parsons said, in an interview from the Dallas distribution center. His role became that of trouble shooter, fill-in for other managers on vacation or for those who left the company, and new manager trainer.

“I’m just thrilled to have Joel opening that Columbus center,” said Roger Linden, AMSOIL distribution center manager. Linden has had much experience working with Parsons through the years.

“He’s a super manager,” Linden said. “He’s a valuable asset to the company. I know he’ll do an absolutely great job.”

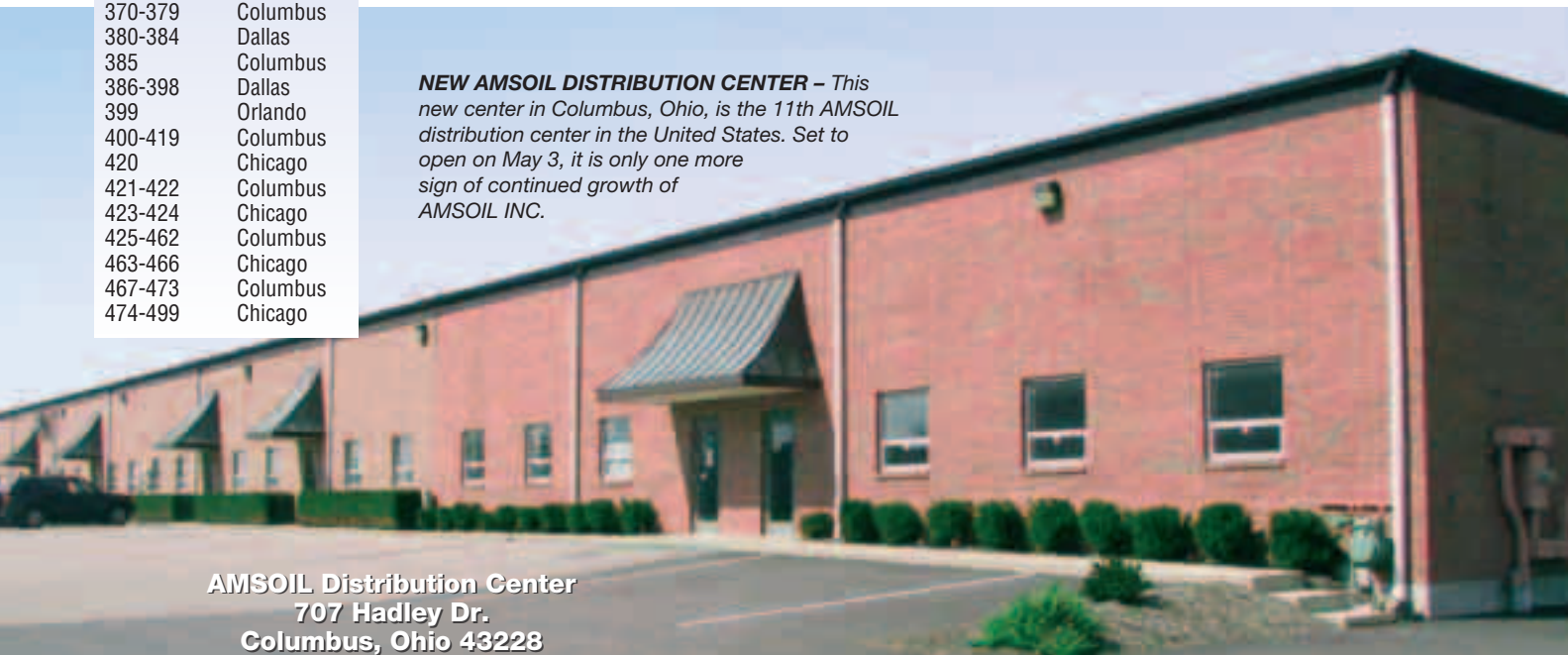
Parsons said he enjoys his work for AMSOIL.

“It’s been fun. It’s been kind of a roller coaster ride,” he said.

He’s anticipating the move to the new Ohio center.

“I love a challenge and I’m ready to see what can be done there,” Parsons said. “Growth in the company has been just phenomenal, and I’m sure there’s a lot of potential for growth in the Ohio area. I’m ready to go. I’m ready to help it grow.”

NEW AMSOIL DISTRIBUTION CENTER – This new center in Columbus, Ohio, is the 11th AMSOIL distribution center in the United States. Set to open on May 3, it is only one more sign of continued growth of AMSOIL INC.



**AMSOIL Distribution Center
707 Hadley Dr.
Columbus, Ohio 43228**

MAXIMUM PROTECTION for Lawn Care Equipment



Lawn care equipment engines often run hot, sacrificing equipment life. Conventional petroleum motor oils are poorly suited for the operating temperatures of this equipment, quickly experiencing oxidative and thermal breakdown and accelerating engine wear. In addition, many four-cycle lawn equipment applications do not include oil filters, so oil dispersants must keep contaminants and wear particles suspended in the oil until it is drained. As petroleum oil breaks down, these cleaning additives are quickly depleted, causing deposits and sludge to build up and resulting in premature engine wear.

AMSOIL Synthetic Motor Oils are ideal for use in four-cycle lawn

care equipment, including tractors, mowers, sweepers and sod cutters. AMSOIL Motor Oils provide a wide range of protection for four-cycle engines, avoiding oxidative and thermal breakdown in high temperature, high RPM conditions, maintaining their lubricating and cooling abilities and dramatically reducing friction and wear. AMSOIL Synthetic Motor Oils are formulated with top-of-the-line additive packages that safely hold contaminants in suspension, while protecting engines against condensation and water even when they're not in use.

AMSOIL Synthetic 10W-30 and 10W-40 Motor Oils and 0W-40 Formula 4-Stroke Synthetic Motor Oil provide outstanding protection in four-cycle lawn care equipment applications and are recommended as replacements for manufacturer-recommended SAE 30 oils.

AMSOIL Saber Professional Synthetic 100:1 Pre-Mix 2-Cycle Oil provides outstanding protection for two-cycle lawn care equipment, including trimmers, blowers, mowers, tillers, chain saws and chop saws. Its high film strength virtually eliminates metal to metal contact and keeps friction, heat and wear to an absolute minimum. Formulated with high temperature detergent additives, Saber Professional prevents hard carbon deposits, and its lean 100:1 mix ratio reduces plug fouling, exhaust smoke, smell and pollution, while improving engine performance.

- **Smokeless formula**
- **At 100:1, Saber Professional produces 30 percent lower emissions than oils mixed at 50:1**
- **Recommended for ISO-L-EGD applications**
- **One mix ratio for everything eliminates confusion**
- **Versatile and very good for many applications**
- **Cost effective compared to oils mixed at 50:1 or richer**
- **Lean mix ratio prevents plug fouling and exhaust port deposits**



AMSOIL POD AIR FILTERS

Lawn and garden equipment is often operated in dusty, dirty environments, and an inefficient air filter can increase engine wear and shorten equipment and oil life. The AMSOIL POD Air Filter is "fresh air therapy" for hard-working engines. The POD is also reusable. Just wash and dry, re-oil and reinstall the filter to ensure an uninterrupted flow of clean intake air for better combustion and longer engine life.

AMSOIL Offers a Grease for Every Application



A. GVC – Lithium Complex EP Grease

Designed for heavy-duty automotive and industrial applications working under adverse elements in heavily loaded or shock-loaded conditions. Excellent for the rigorous demands of off-road applications. Made from an ISO-320 synthetic base oil. Beige in color. Available in cartridges, pails, kegs and drums. NLGI #2.

B. GXC – X-TREME Food Grade Grease

A non-toxic grease for use in machinery that prepares, processes, packages or produces food and pharmaceutical products. It is an aluminum complex food grade grease meeting USDA H-1 performance and possessing Canadian Food Inspection Agency registration #A363. It is white/grey in color. Available in cartridges, pails and kegs. NLGI #2.

C. GWR – Water Resistant Grease

Excellent water washout capabilities make this grease ideal for trailer wheel bearings and chassis applications that are exposed to water frequently or for prolonged periods. It is also excellent in industrial machinery such as paper machines. Blue in color. Available in cartridges, pails, kegs and drums. NLGI #2. Meets NLGI GL/LB

D. GL SERIES – Multi-Purpose Synthetic Grease

Lithium complex grease recommended for bearings, bushings, electric motors, winches and gears. Use the various consistency grades for manufacturing, automotive, agricultural and construction applications. Red in color. Available in several NLGI grades: #0 (GLA), #1 (GLB) and #2 (GLC). Various sizes include 8-oz. tubes, cartridges, aerosol spray cans, pails, kegs and drums. Meets NLGI GL/LB (NLGI #1 and #2)

E. GSF – AMSOIL "SPY GREASE" NLGI #00 EP

Designed for trailer wheel hubs and industrial applications where leaky gear boxes are a problem. It is excellent when used in grease-filled cases where conventional semi-fluid greases do not provide adequate lubricant life or protection. It is a semifluid synthetic grease. Red in color. Available in pails, kegs and drums. NLGI #00.

F. GFW – Synthetic Fifth Wheel and Open Gear Compound

Designed for use on trailer fifth wheels, open gears, wire ropes and chains, flexible couplings, construction and dredging equipment and any application where a tenacious lubricant is required. A non-asphaltic material, non-residual compounded oil spray-tackified lubricant that does not require diluent solvents for application. GFW is clear in color when sprayed on. Available in 11.5 oz. spray cans. Meets AGMA specification 14R for open gear lubricants.

G. GH SERIES – Synthetic Heavy Duty EP Grease

This lithium complex moly-fortified grease is ideal for four wheel drive steering knuckles, spring shackles and other components operating in high-load, low-speed conditions. It excels in manufacturing, automotive, mining, construction and off-road applications. It also performs well in cold ambient temperatures. It is an NLGI GC/LB grease designed for heavy-duty applications. Purple in color. Available in cartridges, pails, kegs and drums in NLGI #1 (GHB) or NLGI #2 (GHD) formulations.

H. GRG – AMSOIL Series 2000 Synthetic Multi-Purpose Racing Grease

The ultimate in protection for hard-driven, high performance vehicles. This GC/LB grease is an extreme-pressure grease formulated for high-temperature/high-speed applications that also protects low-speed bearings. Represents the ultimate in high/low temperature performance. White in color. Available in cartridges, pails, kegs and drums. NLGI #2.

Flying Snail Racing Darts to the Front



With speeds topping 80 MPH the Schnells have had no engine failure. They count on AMSOIL.

Six years of racing, three years in nostalgia class boats, has taught Boyd and Robin Schnell of Spokane, Wash., a lot about racing. One of the biggest lessons is don't skimp on the quality of the motor oil. The Schnells, now AMSOIL Dealers, use AMSOIL Synthetic 5W-30 in their boat motors. They crew "The Flying Snail" race team. Robin is the driver and Boyd is the mechanic, financier and emotional support.

Nostalgia boats are flat-bottom boats generally built between 1963 and 1980. The motors are finely tuned works of sheer power. The Schnell boat is no snail. "Bored \$en\$ele\$\$" is a 1970 Laveycraft with a 402 engine pulled from a Corvette. The red and white boat streaks around three-quarter-mile courses like a water bug, topping out at speeds in excess of 80 MPH. There's little margin for failure.

"The Flying Snail" has captured two ski boat class championships. While the boats of friends and competitors are breaking down, the Schnells are always looking ahead to the next race. "We believe the AMSOIL products we use are greatly helping to keep everything

alive and well. We've had no motor or V-drive failures of any kind," says Robin Schnell.

When not wrenching for his wife, Boyd Schnell likes to climb in a boat, too. He has a 1974 Laveycraft with all original paint called "Coming Thru." Guess what? The same AMSOIL products go into that boat's engine, too. To date there have been no failures. "We are very pleased with the performance of the products."

Their use of AMSOIL products doesn't stop with their boats. Robin uses Series 2000 20W-50 Synthetic Racing Oil in her Ford Festiva, which is nearing the 150,000-mile mark, and to keep their trailers in top shape they use AMSOIL Water Resistant Grease. They even count on the quality of AMSOIL for their personal health. "We even use the Altrum vitamins."

The Schnells are not about to miss the boat when it comes to racing on a budget and competing to win. "The life of the products is unbelievable. It's much less expensive in the long run. We have used the same oil in the 'Bored \$en\$ele\$\$' boat for two years. We had the oil tested after last season and it passed. We were pleasantly surprised. Therefore, we just put the same oil back in the boat again, with still no problems."



Robin Schnell, AMSOIL Dealer, pilots the boat for Flying Snail Racing.

Hipsag Looking to Move Up One More Rung in 2004



Paul Hipsag wins with AMSOIL synthetic motor oil.

Paul Hipsag has one more rung to climb. The Elk River, Minn. driver finished just short of the WISSOTA modified championship at Princeton Speedway last season. He's dedicated to reaching the top in 2004, but not in the way one might think at first glance. Close is not good enough for Hipsag. He's used to being the best ... and using the best.

The four-person team was formed back in 1990. They've nailed down three track championships and have finished in the top five in points nine times. Time and miles have a way of wearing down a car. Hipsag had been running the same car without changing the rear suspension for two seasons and won two championships. But, conventional wisdom said to change the suspension before it goes away altogether. Change is not always for the better, or at least the benefits of

change aren't always apparent right away. It took fully until mid-season before the team got a handle on the nuances of the new rear end suspension. Before long they found themselves in the hunt for another track title.

The points lead swung back and forth between Hipsag and competitors. The championship chase came down to the end of year with only six points between runner-up and winner's cup. It was exciting for fans, but a little disappointing for the team. Still, four feature wins and 12 top five finishes in 19 events spoke volumes about the heart of the team, the excellence of the car and the quality of AMSOIL products. "We are proud

to have the AMSOIL company logo on our car. We've used AMSOIL products in our race car and personal vehicles for years."

Hipsag says he's ready to move from mods to late model racing and he won't be looking for a runner-up finish. He doesn't settle for second best in racing or in his car's motor oil. The team may switch classes, cars, even suspensions, but they won't change their choice of synthetic lubrication. They'll stay with AMSOIL.



Hipsag battled for a Princeton, Minn. track championship in 2004.



Hipsag will change cars this year, but not his motor oil.

Winning With Windham

Kevin Windham Steps Into Ring for AMSOIL

All good fighters have a lethal combination. Look at Team AMSOIL/Chapparal/Honda like the king of the motocross ring with Mike LaRocco and Kevin Windham as the one-two punch.

For years LaRocco has reigned as champ for AMSOIL. His never-say-quit style makes him a favorite with peers and fans. He delivers the jabs and delivers for AMSOIL. The Rock pummels all comers right in the kisser with his relentless, hard-grinding riding style. His name and the #5 plate on his two-stroke Honda are synonymous with excellence, determination . . . and AMSOIL synthetic lubricants. The two-time national motocross, US Open supercross and world champion has taken his shots, too. But he keeps getting up.

Team owner Rick Zielfelder came up with the right balance to LaRocco's style with the addition of Kevin

Windham. Windham is the hook to LaRocco's jabs. His get-out-fast, free-wheeling style is smooth as glass on the track.

After missing considerable time due to injury, Windham came out swinging in the 2003 U.S. outdoor nationals against the undisputed champ, Ricky Carmichael. Windham won back-to-back rounds seven and eight. That got everyone's attention. Windham went on to finish second

overall for the season, but he, and AMSOIL, actually came away winners.

Prior to the 2004 supercross season Windham signed a multi-year contract to race for Team AMSOIL. He's riding a four-stroke Honda with AMSOIL motorcycle oil in the 250 class of the AMA/THQ Supercross . . . and winning. Windham has posted victories in two rounds thus far and is within striking distance of winning it all.

Like the "sweet science" of boxing, if a fighter keeps an eye on one hand he'll not see the other one coming. That's LaRocco. While Windham is capturing attention, LaRocco is walloping the field. He finished on the podium after three of the first six events. His relentless pursuit backs the competition into the corner. No one is counting him out yet.

If you are looking for the AMSOIL knock-out blow consider Travis Preston. Preston is only a year removed from his 125 West supercross championship. Last season he was runner-up. He's coming back from knee surgery, but looks to have the legs to challenge for a championship again.

The competition is down and being counted out. AMSOIL is clearly becoming the undisputed champion.



Kevin Windham is the new guy for AMSOIL and is punishing the competition.



Mike LaRocco continues to be the champ for AMSOIL.

AMSOIL Shows Why It's the First Choice

Success of Snocross Spreads to Recreational Snowmobilers



Tate can't wait for another shot at X Games immortality.

What do snocross fans across the country come out to see? Action and Winners. Team AMSOIL is providing both. The premiere team and premiere two-cycle oil of snocross are turning heads, winning over fans and converting the skeptics. Engine failures happen to other teams, but not to AMSOIL/Polaris/Scheuring Speed Sports. Fans, generally recreational snowmobilers, and even other teams are noticing . . . and changing their oil.

The most visible step in the process of getting the AMSOIL name out there is the "Dynamic Duo." DJ Eckstrom and Justin Tate are ripping up the World Snowmobile Association. Let's start with round one in Duluth. **Bing.** Eckstrom gets to the podium with a third place. The guys enter a non-points tune-up event with all the pros in action. **Bang.** Tate finishes in second place. Round two WSA Snocross World Championship racing goes north to Winnipeg. **Boom.** DJ and JT finish second and third and truth be known, without a couple of bad breaks they would have waxed the field. Eckstrom continues his spectacular run in round three at Hill City. **Blast.** He takes another third. It's onto round four in Shawano and . . . **Slam,** Eckstrom is on the podium again.

All the while the duo is moving up in the overall points chase with eyes on the prize for overall titles. After five official WSA events the team is at the top of their game and the standings.

A galvanizing moment of the season's first half was the utter dominance of Team AMSOIL at the World Snowmobile Championships. **Wammo.** Eckstrom earned three wins and a second while Tate grabbed a win and four seconds. Are you getting the picture?

Let's add three second places for Eckstrom along with a third and a fourth from Tate in two Super Snowcross Tour indoor events presented by AMSOIL. Oh and by the way, let's not forget Tate's silver medal hillcross performance at the 2004 ESPN Winter X Games. **Ka-Pow.**

The formula is simple – fans like action and winners. Team AMSOIL gives plenty of both and two great reasons for switching to AMSOIL 2-cycle oils.



Eckstrom looks to medal again at Winter X.



T-1 CERTIFICATION MEETINGS

UTAH

- 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) 253-2701
Pre-paid registration required

AMSOIL DEALER MEETINGS

ALABAMA

- April 15 - Thursday
- May 20 - 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 15 - Thursday
- May 20 - Thursday

Meeting - 7 p.m.
BOWMAN RESIDENCE
 1330 Frank Marshall Rd.
 Ozark, AL 36360
Hosted by Direct Jobbers E. E. "Al" & Mildred Bowman (334) 774-3344

ALASKA

- April 15 - Thursday
- May 20 - 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 6, 20 - Tuesday
- May 4, 18 - Tuesday

Meeting - 7 p.m.
STATEN RESIDENCE
 2949 Sunflower Street
 Anchorage, AK 99508
Hosted by Premiere Direct Jobber Melinda Staten (907) 333-0124
Call for reservations

ARIZONA

- April 20 - Tuesday
- May 18 - Tuesday

Optional no-host dinner - 5:30 p.m.
 Meeting - 6:30 p.m.
FIREHOUSE RESTAURANT
 1639 E. Apache Boulevard
 Tempe, AZ 85281
Hosted by Executive Direct Jobber Dick Nudo and Dealer Jim Brewer RSVP (602) 996-7181 Dick (480) 968-4922 Jim

ARKANSAS

- April 8 - Thursday
- May 13 - Thursday

Meeting - 6:30 p.m.
GARDNER RESIDENCE
 280 York Chapel Road
 Nashville, AR 71852
Hosted by Dealer Jerry Gardner (870) 451-9152 jgard24@iocc.com

- April 14 - Wednesday
- May 12 - Wednesday

Meeting - 7 p.m.
PASTERNAK RESIDENCE
 217 CR 472
 Jonesboro, AR 72404
Hosted by Direct Jobbers 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 7 - Wednesday
- May 5 - Wednesday

Meeting - 7 p.m.
MCCOOL RESIDENCE
 2210 Coddling Drive
 Modesto, CA 95350
Hosted by Direct Dealer Bill McCool (209) 577-0174

- April 27 - Tuesday
- May 25 - Tuesday

Meeting - 7 p.m.
EVANS RESIDENCE
 40728 Sundale Drive
 Fremont, CA 94538
Hosted by Direct Jobbers Chuck and Linda Evans (510) 659-4078

- April 13 - Tuesday
- May 11 - Tuesday

Meeting - 6:30 p.m.
COCO'S RESTAURANT
 284 East Highland Ave.
 San Bernardino, CA 94401
Hosted by Dealer Jim Johnstone (909) 886-4842

- April 6 - Tuesday
- May 4 - Tuesday

Meeting - 7 p.m.
CARROW'S RESTAURANT
 19011 Bloomfield Avenue
 Cerritos, CA
Dealer Dave Gumpertz (562) 212-3709 Dave@Lubes4U.com

- April 20 - Tuesday
- May 18 - Tuesday

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

COLORADO

- April 15 - Thursday
- May 20 - Thursday

Meeting - 7:30 p.m.
AMSOIL HOUSE
 4316 Ridgcrest Drive
 Colorado Springs, CO 80918
Hosted by Executive Direct Jobber Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

- April 10 - Saturday
- May 8 - Saturday

Meetings at Noon
 Call for reservations
BLUE DIAMOND PARK
 765 Hamburg Road
 New Castle, DE 19720
Hosted by Direct Dealer Greg King (302) 345-4350 Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

- April 6 - Tuesday
- May 4 - Tuesday

Meeting - 7 p.m.
 Call in advance
DOUGLAS RESIDENCE
 3207 Margaret Oaks Lane
 Orlando, FL 32806
Hosted by Regency Platinum Direct Jobbers George & Shirley Douglas (407) 856-1564
Call ahead for details, directions and RSVP

- April 6 - Tuesday
- May 4 - Tuesday

Dinner/Social - 6 p.m.
 order from menu
 Meeting - 7 p.m.
SAFFRON'S RESTAURANT
 1700 Park Street North
 St. Petersburg, FL, 33710
Hosted by Executive Direct Jobbers John and Shirley Alquist (727) 545-8547
alquistproducts@hotmail.com
www.tell-it-well.com
All are welcome. Emphasis on doing AMSOIL as a business.

GEORGIA

- April 1 - Thursday
- May 6 - Thursday

Meeting - 7 p.m.
DIRKSEN RESIDENCE
 1905 Queens Road
 Albany, GA 31707
Hosted by Master Direct Jobber Sherry Dirksen (229) 436-5532
Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

- April 3 - Saturday
- May 1 - Saturday

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

- April 14 - Wednesday
- May 12 - Wednesday

Meeting - 7:30-9:30 p.m.
MCGUFFEY RESIDENCE
 23446 Freezeout Road
 Caldwell, ID, 83605
Hosted by Executive Direct Jobbers Charles and Connie McGuffey
RSVP: (208) 455-2581

ILLINOIS

- April 13 - Tuesday
- May 11 - Tuesday

Meeting - 7:30 p.m.
BAUER RESIDENCE
 111 Woodland Trail
 Anna, IL 62906-3904
Hosted by Direct Dealers Norm and Barb Bauer (618) 833-3228

- April 17 - Saturday
- May 15 - Saturday

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

INDIANA

- April 7, 21 - Wednesday
- May 5, 19 - Wednesday

Meeting - 7:30 p.m.
RENTOWN SHOP
 1533 Rentown Rd.
 Bremeon, IN
Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

IOWA

- April 6 - Tuesday
- May 4 - Tuesday

Meeting - 7 p.m.
SORTER RESIDENCE
 2629 340th Avenue
 Terril, Iowa 51364
Hosted by Dealers David and Melissa Sorter (712) 853-6293

KANSAS

- April 1 - Thursday
- May 6 - Thursday

Meeting - 6:30 - 8 p.m.
WICHITA PRODUCT CENTER
 3800 West 29TH St. South,
 Ste. 5
 Wichita, KS 67217
Hosted by Regency Gold Direct Jobbers Tom and Sheila Shalin (316)-733-0002

KENTUCKY

- April 1 - Thursday
- May 6 - Thursday

Meeting - 7:30 p.m.
Hosted by Premiere Direct Jobbers Al and Ann Kelly (859) 879-0728 or e-mail: bestoil@alltel.net
Call for location, directions and RSVP

LOUISIANA

- April 6 - Tuesday
- May 4 - Tuesday

Meeting - 6 p.m.
AUTTONBERRY RESIDENCE
 2520 Swiss Street
 W. Monroe, LA 71291
Hosted by Dealer Ellis Auttonberry (318) 396-4348

MAINE

None Scheduled

MARYLAND

- April 28 - Wednesday
- May 26 - Wednesday

Meeting - 7 p.m.
HYNES RESIDENCE
 291 Chestnut Springs Road
 Chesapeake City, MD 21915
Hosted by Dealer William Hynes (302) 540-2525 or 877-885-3111

- April 16 - Friday
- May 21 - 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 16 - Friday
- May 21 - Friday

Meeting - 7 p.m.
GRONER RESIDENCE
 9208 Todd Avenue
 Fort Howard, MD 21052
Hosted by Account Direct Harvey Groner (410) 477-8255

- April 1 - Thursday
- May 6 - 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 16 - Friday
- May 21 - Friday

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

MASSACHUSETTS

None Scheduled

MICHIGAN

- April 21 - Wednesday
- May 19 - Wednesday

Meeting - 7 p.m. (Opportunity)
 Meeting - 7:30 p.m. (Dealer training)
MUGRIDGE RESIDENCE
 6640 State Road
 Lakeport, MI 48059
Hosted by Direct Jobbers Barry and Cathy Muiridge (877) 446-2671
Call for information and scheduling or visit the web at www.pro-oil-1.com

- April 19 - Monday
- May 17 - Monday

Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
 644 Shady Maple Drive
 Wixom, MI 48393
Hosted by Regency Platinum Direct Jobber Tom Kirby (248) 669-9093
Refreshments served, RSVP Required

- April 5 - Monday
- May 3 - Monday

Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
 61653 Miriam Drive
 Washington, MI 48094
Hosted by Regency Gold Direct Jobber Mike Ellis
RSVP at (586) 781-5092 or (586) 918-1578

- April 5 - Monday
- May 3 - 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 15 - Thursday
- May 20 - 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 15 - Thursday
- May 20 - Thursday

Meeting - 7 p.m.
MEYER RESIDENCE
 800 2nd Street
 Cleveland, MN 56017
Hosted by Executive Direct Jobbers Charles & Donna Meyer (507) 931-3875

- April 8 - Thursday
- May 13 - 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

None Scheduled

MISSOURI

- April 27 - Tuesday
- May 25 - Tuesday

Meeting - 7p.m.
REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER
 711 East Miller Road
 Republic, MO
Hosted by Dealer Jim Barnes
Call for directions. (417) 732-2553

- April 13 - Tuesday
- May 11 - Tuesday

Meeting - 7p.m.
LUCZAK RESIDENCE
 4810 Mattis Street
 St. Louis, MO 63128
Hosted by Premiere Direct Jobbers Connie and John Luczak (314) 892-6018 (417) 732-2553

MONTANA

NEBRASKA

None Scheduled

NEVADA

- April 8 - Thursday
- May 13 - Thursday

Meeting - 6:30 - 8 p.m.
AMSOIL PRODUCT CENTER
 4545 N. Lamb Blvd., Suite. D
 Las Vegas, NV
Hosted by Executive Direct Jobber Bob Kaytes and Regency Platinum Direct Jobber Shirley Green (702) 362-4492

- March 26 - Friday
- April - No Meeting Scheduled

Meeting - 6 p.m.
STEEL WHEELS MOTORCY-CLE SHOP
 1911 West McMurray Drive
 Pahump, NV 89060
Hosted by Direct Jobber Mark Quan (702) 565-0296

NEW HAMPSHIRE

None Scheduled

NEW JERSEY

- April 13, 27 - Tuesday
- May 11, 25 - Tuesday

Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
 54 Woodland Ave.
 Mullica Hill, New Jersey 08062
Hosted by Premiere Direct Jobber Ben Seda-Morales (856) 478-6732, cell; (856) 371-1880, home.
Please RSVP

NEW MEXICO

• April 27 - Tuesday
• May 18 - Tuesday
Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
2415 Princeton Drive NE,
Suite C
Albuquerque, NM 87107
Hosted by Regency Direct Jobbers
Paul and Nancy Greenberg
(505) 881-1693 warehouse;
(505) 255-2137, home
fax (505) 232-8330
NMOilman@aol.com

NEW YORK

• April 21 - Wednesday
• May 19 - 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 6 - Tuesday
• May 4 - Tuesday
Meeting - 7 p.m.
LOTITO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
Hosted by Master Direct Jobber
Peter Lotito (607) 589-4148
Call ahead to reserve space and confirm
location or e-mail lubedacerny@aol.com

• April 8 - Thursday
• May 13 - Thursday
Meeting - 7:30 p.m.
FRITTITTA RESIDENCE
16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers
Vinny and Germaine Frittitta
(718) 442-4774

• April 21 - Wednesday
• May 19 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific location
Hosted by Direct Jobber Peter Finnerty
(315) 682-9791

• April 21 - Wednesday
• May 19 - Wednesday
Meeting - 7:30 p.m.
**NEWARK, NY
LOCATION**

Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• April 8 - Thursday
• May 13 - 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 8 - Thursday
• May 13 - Thursday
Meeting - 7:30 p.m.
MALLONEE RESIDENCE
3009 5th Street NW
Hickory, NC 28601
Hosted by Account Direct Larry Mallonee
and Dealer Jack Hoskins
(828) 327-3655 All Dealers welcome.

• April 8 - Thursday
• May 13 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Executive Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

• April 13 - Tuesday
• May 11 - 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

• April 6 - Tuesday
• May 4 - Tuesday
Meeting - 7:30 p.m.
EVANSON RESIDENCE
725 10th Ave. W.
West Fargo, ND 58078
Hosted by Direct Jobbers
Skip and Anna Evanson
(701) 281-1906
skipsuperlub@msn.com

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 10 - Saturday
• May 8 - Saturday
Meeting - 1 - 4 p.m.
BREDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda
(330) 239-3146

• April 26 - Monday
• May 24 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Premier Direct Jobbers
Luis and Sharon Pena
Please RSVP to:
(419) 349-3451 or (419) 297-3451

OKLAHOMA

• April 3 - Saturday
• May 1 - 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 8 - Thursday
• May 13 - Thursday
Meeting - 7 - 8:30 p.m.
Please call for location and
reservations for you and
your guests.
Hosted by Dealers
Richard and Brenda Coats
(918) 225-5722

• April 8 - Thursday
• May 13 - Thursday
Meeting - 7 - 8:30 p.m.
GOLDIE'S
2005 E. 21st Street
Tulsa, OK 74114
Hosted by Direct Jobber
Kevin Alexander (918) 342-9537
Call first to confirm space for you and
your guests

• April 8 - Thursday
• May 13 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Road
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and
Direct Jobber Kevin Alexander
(918) 258-6979 RSVP
kevin@nordam.com

OREGON

• April 15 - Thursday
• May 20 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
SWEETBRIER INN
7125 SW 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 1 - Thursday
• May 6 - Thursday
Meeting - 7 p.m.
HOFFMAN RESIDENCE
7025 SE 22nd Avenue
Portland, OR 97202
Hosted by Dealer Dan Hoffman
(503) 236-2579 All are welcome

PENNSYLVANIA

• April 19 - Monday
• May 17 - Monday
Meeting - 7 p.m.
**HALLOCK ENTERPRISE
STORE**
5 Main Street
Bradford, PA
Hosted by Premier Direct Jobber
Joseph M. Hallock (814) 368-8625
T-1 training also available.

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 Avenue,
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 Dealers
Jim & Vicki Spradley (803) 894-4618

• April - First Tuesday
• May - First Tuesday
Meeting - 7 p.m.
DENNY'S RESTAURANT
2521 Wade Hampton
Boulevard
Greenville, SC 29615
Hosted by Direct Jobber
Loel D. Handley
R.S.V.P. (864) 989-0753
amsoiddealerloel@aol.com

SOUTH DAKOTA

None Scheduled

TENNESSEE

• April 20 - Tuesday
• May 18 - 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 6 - Tuesday
• May 4 - Tuesday
Meeting - 7 p.m.
**MECHANICAL
EXCELLENCE, INC.**
1223 Crestdell Drive
Duncanville, TX 75137
Hosted by Dealers
Harrold and Nancy Andresen
(972) 709-5391

• April 20 - Tuesday
• May 18 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Premier Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
e-mail: oilmandj@comcast.com

UTAH

• April - Every Tuesday
• May - Every Tuesday
Meeting - 7:30 p.m.
CHRISTENSEN RESIDENCE
8516 Snowville Drive
Sandy, UT 84070
Hosted by Master Direct Jobber
Neil Christensen, Direct Jobber 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) 253-2701
T-1 Certification classes every
Friday, pre-paid registration required
Everyone welcome; RSVP

VERMONT

None Scheduled

VIRGINIA

• May 3 - Monday
Introduction to AMSOIL,
[History, Demonstrations, Products
• May 4 - Tuesday
Dealer Meeting
• May 8 - Saturday
Dealer Training
Saturday meetings: 10 a.m. - noon;
Monday meetings 7:30 - 9:15 p.m.;
Tuesday meetings 7 - 9:15 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23836
Hosted by
Regency Platinum Direct Jobbers
Gerry & Patricia Reid and Premier
Direct Jobbers David and Rebecca Reid
For all meetings, please call (804) 530-
1400 to reserve space; (804) 530-0179
Fax synthoils@comcast.net

• April 12, 26 -Monday
• May 10, 24 -Monday
Meeting - 7:30 p.m.
STANCILO RESIDENCE
240 N. Oceana Boulevard
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stancil (804) 428-6049

• April 12 - Monday
• May 10 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premier Direct Jobbers
Cliff & Dee Gravitte (804) 694-0221

• April 6 - Tuesday
• May 4 - Tuesday
Meeting - 7:30 p.m.
PESZKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct Jobbers
Raymond & Karen Peszko
(757) 484-9491

• April 13 - Tuesday
• May 11 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Pipgras
(804) 737-4874 or (804) 737-9231

WASHINGTON

• April 19 - Monday
• May 17 - Monday
Meeting - 6:30 p.m.
**CASPER'S LUBE SERVICE
CENTER & WAREHOUSE**
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Master Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• April 13 - Tuesday
• May 11 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Executive Direct Jobbers
Mary & Charlotte Stougar
(360) 856-1641 Guests Welcome

• April 8 - Thursday
• May 13 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Master Direct Jobbers
Tom and Shirley Walsh
(425) 483-2582
T-1 certification classes available by
appointment with pre-paid registration.

• April 8 - Thursday
• May 13 - Thursday
Meeting - 7 p.m.
**POODLE DOG
RESTAURANT**
1522 54th Avenue East
Fife, WA 98424
Hosted by Regency Platinum Direct
Jobbers Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

• April 13 - Tuesday
• May 11 - 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 10 - Saturday
• May 8 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe
Avenue
Spokane, WA 99205
Hosted by Premier Direct Jobber
Jack Whitehill and Training Dealer
Tom Bennett (509) 324-3588
Everyone Welcome. No charge

• April 27 - Tuesday
• May 25 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
610 E. 20th Street
Vancouver, WA 98663
Hosted by Direct Jobber
Sammy Samuelson (360) 699-5257
1-UPS-5W3O-0IL
(1-877-593-0645)
Discussion on product application and
oil analysis
All are welcome! Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

• April 15 - Thursday
• May 20 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL Academy
1201 Clough Avenue
Superior, WI 54880
Hosted by Regency Platinum
Direct Jobbers Bill & Donna Durand
Refreshments Served
(715) 392-4006 Guests Welcome

• April 8 - Thursday
• May 13 - 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 1 - Thursday
• May 6 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcom Street
Hammond, WI 54015
Hosted by Regency Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING

None Scheduled

INTERNATIONAL

ALBERTA

None Scheduled

BRITISH COLUMBIA

None Scheduled

MANITOBA

None Scheduled

NEW BRUNSWICK

• April 19 - Monday
• May 17 - Monday
Meeting - 7:30 p.m.
MCLAUGHLIN RESIDENCE
9 Pinder Road
Riverview, NB E1B 3Z2
Hosted by Direct Jobber Wayne
McLaughlin and Dealer Wendell Steeves
(506) 386-2896/(506) 387-3197
Everyone Welcome

NEWFOUNDLAND

NOVA SCOTIA

None Scheduled

ONTARIO

• April 22 - Thursday
• May 27 - Thursday
Meeting - 6 - 8 p.m.
**AMSOIL DISTRIBUTION
CENTER**
6625 Tomken Road
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Premier Direct Jobber Rob
Hillich and local Dealers
(905) 564-7770

PRINCE EDWARD ISLAND

PUERTO RICO

QUEBEC

SASKATCHEWAN

NEW ZEALAND

None Scheduled



APRIL CLOSE OUT

The last day to process April orders in the U.S. and Canada is the close of business on Friday, April 30. The last day to process April orders in Alaska and Puerto Rico is the close of business on Saturday, April 24. The last day to process April orders in New Zealand is the close of business on Friday, April 23. Volume transfers for April business will be accepted until 3 p.m. CDT on Thursday, May 6.

DOMINATOR PRICING

Canadian pricing for DOMINATOR Synthetic 2-Cycle Racing Oil has been adjusted, effective immediately.

Stock #	Pkg./Size	Can. MLM	Can. Sugg. Retail
TDR-QT	(1) quart bottle	10.15	12.90
TDR-01	(12) quart bottles	115.80	153.60
TDR-1G	(1) gallon bottle	37.90	48.25
TDR-04	(4) gallon bottles	144.40	191.40
TDR-16	16-gallon keg	568.00	752.00
TDR-30	30-gallon drum	1042.00	1380.00
TDR-55	55-gallon drum	1897.00	2513.00

GOOD FRIDAY

The Edmonton and Toronto distribution centers will be closed Friday, April 9 for Good Friday.

MOTORCYCLE FILTERS

Effective April 1, the SMF-122 Super Duty Motorcycle Oil Filter will fall under filter price group 6 and the SMF-112 will fall under filter price group 4.

AMSOIL ADVERTISING

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

April & May 2004

Display Advertisements

NOLN	April '04	(805) 796-2577
NOLN	May '04	(805) 796-2577

Catalog Showcase Advertisements

5.0 Mustang & Super Fords	April '04	(323) 782-2000
Car Craft	April '04	(323) 782-2000
Eurotuner	April '04	(323) 782-2000
Hot Rod	April '04	(323) 782-2000
Hot Bike	April '04	(714) 939-2400
4-Wheel & Off-Road	May '04	(323) 782-2000
Circle Track	May '04	(323) 782-2000
Four Wheeler	May '04	(323) 782-2000
Mustang & Fords	May '04	(323) 782-2000
Mustang Monthly	May '04	(323) 782-2000
Stock Car Racing	May '04	(323) 782-2000
Super Street	May '04	(323) 782-2000
Street Rodder	May '04	(714) 939-2400
Muscle Mustangs & Fast Fords	May '04	(714) 939-2400
Vette	May '04	(714) 939-2400

INCREASE SALES WITH THE AMSOIL RETAIL CATALOG PROGRAM



The AMSOIL Retail Catalog Program is an effective way for Dealers to increase sales and build a strong Dealership and customer base. Full-color G-100 (G-300 in Canada) Retail Catalogs feature the full line of AMSOIL products and information about becoming an AMSOIL Dealer or Preferred Customer. Dealers who distribute these catalogs earn retail profits and commissions based on the sales they generate.

How The Catalog Program Works

Simply attach your ZO number in the referral number space on the catalog's back cover before distributing to potential customers, downline Dealers and Preferred Customers. If possible, follow up with a personal visit or phone call and offer to answer questions or help with orders. Direct contact with potential customers, Dealers and Preferred Customers increases your chances of making sales.

How Customers Place Orders

Customers who wish to place orders with your Retail Catalogs simply call the AMSOIL toll free ordering line and place their orders specifying the referral number (your ZO number) printed

on the catalog. This insures 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. In addition, any of your customers who call AMSOIL wishing to become Dealers or Preferred Customers automatically become members of your downline.

Ordering 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 Daylight Time. When you order catalogs in quantities of 2500 or more, labels with your ZO number and other relevant business information are provided at no additional charge.

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

NEW TEAM AMSOIL MOTOCROSS POSTERS

Exciting new full color 13" x 19" posters feature Team AMSOIL racers Mike LaRocco, Kevin Windham, Travis Preston, Chris Gosselaar, Ryan Mills and Billy Laninovich.



Stock #	Title	U.S.	Can
G-1996	Mike LaRocco	1.00	1.70



Stock #	Title	U.S.	Can
G-1997	Travis Preston	1.00	1.70



Stock #	Title	U.S.	Can
G-1993	Chris Gosselaar	1.00	1.70



Stock #	Title	U.S.	Can
G-1998	Billy Laninovich	1.00	1.70



Stock #	Title	U.S.	Can
G-1994	Kevin Windham	1.00	1.70



Stock #	Title	U.S.	Can
G-1995	Ryan Mills	1.00	1.70

DEALER SPEAKER MEETINGS

• APRIL 24

Meeting - 8 a.m. -
Dinner 6:30 p.m.
COMFORT INN & SUITES
251 El Camino Real
San Carlos, CA 94072
Hosted by Direct Jobbers
Chuck and Linda Evans
(510) 657-0830
evansdistrbting@aol.com
Guest Direct Jobbers
George Douglas and
Vic Sorlie
Cost: \$35 per person with RSVP;
\$45 at the door

• MAY 8

Meeting - 8 a.m. -
Dinner 6:30 p.m.
RED LION INN
475 River Parkway
Idaho Falls, Idaho 83401
(208) 523-8000
Room Rate \$60/night double
occupancy w/full breakfast
Book with hotel three weeks in
advance (AMSOIL group)
Hosted by Direct Jobbers
Mark and Sherree Schell
(208) 524-0322
amspeak@srv.net

Guest Direct Jobbers
Larry Chambless and
Ed Greenwood
Cost: \$50 per person, \$80 per
couple minimum three days
notice; \$60 per person,
\$95 per couple at the door

• MAY 15

Meeting - 8:30 a.m. -
Dinner 5 p.m.
POODLE DOG
RESTAURANT
1522 54th Avenue East
Fife, WA 98424
Hosted by
★Regency Platinum Direct Jobbers
Leonard and Eunice Pearson
(800) 526-7645
Guest Direct Jobbers:
Charles Evans and
Mark Schell
Cost: \$30 per person; please RSVP

School Is Almost in Session – Don't Miss AMSOIL University 2004

**Last call
for registration!
AMSOIL University will
be held May 23-27, 2004.**

Make plans to join your friends and colleagues for AMSOIL University 2004. Held on the beautiful campus of Wisconsin Indianhead Technical College in Superior, Wisconsin, this four-day training event offers Dealers a wealth of educational opportunity. Dealers can choose between three course track options to fit their particular educational needs:

Track 1 - Core Technology: Focuses on many of the aspects of automotive lubrication and AMSOIL sales strategies.

Track 2 - Commercial Technology: Designed for Dealers who have a working knowledge of basic lubrication and sales strategies. Primarily focuses around the commercial sales environment. **Prerequisites** - must have previously attended an AMSOIL University Core Technology Program, a C&F or CAT school or have sufficient field experience.

Track 3 - Advanced Development Program: Identifies opportunities for the established Direct Jobber. Discusses market trends, promotional ideas, technical briefings and

allows interaction with AMSOIL corporate staff. Note – enrollment for this track is limited to a total of 40 individuals representing a minimum of 20 Dealerships.

Prerequisites - must have achieved Direct Jobber status and completed previous AMSOIL educational training.

In addition to the daily seminars and classroom activities, three extra events will be offered for entertainment during AMSOIL University. These events include a welcoming reception, an AMSOIL cookout and facility tour and a special activity that will be announced at the University. All events are open to enrolled participants and offered at no additional cost.

TO REGISTER: Registration and requests for additional information may be obtained by either contacting Julie Jacobson at (715) 392-7101 or by visiting the AMSOIL corporate website at www.amsoil.com/dealer/university.htm. Enrollment is \$392 (accompanying spouses enroll for \$196).

To order AMSOIL products call 1-800-777-7094



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

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