

AMSOIL

APRIL 2007

ACTION NEWS

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The First in Synthetics

AMSOIL Launches New Formula 4-Stroke[®] Synthetic Scooter Oil



NEW!

**EaAR Air Filters for
Racing & Street Rod
Applications**

Trico Wiper Blades

From the President's Desk...



Here are some questions for you. What company makes the highest quality lubricants? What company markets its lubricants in the most honest, straight forward manner? What company uses facts and actual comparative tests to promote the quality of its products, and in many cases, displays the results right on the product labels. There is only one oil company I know of that does all of that, and I happen to be its President and founder . . . AMSOIL INC.

When I started this company, the one criteria I had for the products we manufactured was that they be of absolute premium quality. From my first quart of 100% Synthetic 10W-40 Motor Oil up to the present day, our lubricants have always been formulated up to the highest performance standards. Our first oils were made with base stocks and additives that were the finest available at the time, and because of their expense, virtually never used by the major oil companies. Just like today, the other motor oils on the market were manufactured down to a low price rather than up to high performance standards.

Over the years, our suppliers have come to understand that AMSOIL is only interested in their best products and additives. And when new technology becomes available, we want to know about it first so we can test it and see if it can be used to improve our products. Our first question is never just "How much does it cost?" but "What are its performance benefits?" That's not to say we don't drive a hard bargain, because we do, but we understand that superior performance comes at a price.

That desire for quality also applies to our packaging and promotional materials. When I designed my first oil can and carton, I wanted both to tell a story. At a time when most motor oil packaging was boring, to say the least, our packaging was informative and interesting. Oils of the day were cased in plain brown corrugated cartons stamped with the grade and viscosity. That was it.

It didn't take the major oil companies long to realize that we were on to something with our promotional packaging. One by one, they all began to use their packaging to help promote their products. You can see today they are spending a great deal of money decorating their packaging. Once again, they followed the leader.

We don't rely on marketing hype or fancy, meaningless product names or slogans to promote our products. What, if anything, does motor oil do to give an engine more "torque"? To name oil for torque power sounds good, but an oil by any other name is still just an oil and has little or nothing to do with creating engine torque.

Or what does it mean for a motor oil be "heat activated?" Does that mean that the hotter it gets, the better it performs? If that's the case, we can eliminate the radiator on engines today and just use a "heat activated" motor oil. Another case of marketing hype, pure and simple.

The advertising slogan that really gets me is the one that states it is the oil that changed motor oil. Excuse me. Someone is re-writing history here! If any oil changed motor oil as we know it today, it's AMSOIL. We were the originators of synthetic motor oil for the average motorist, and every major oil company has since followed suit. If there was ever a case of misleading advertising, that's it. And to make it worse, this slogan comes from the company who has duplicated, not originated, our extended drain recommendations. That's why I refer to them as number "two" rather than the "one" they prefer to be called.

Our slogan, "The First in Synthetics," tells it like it is. Not only were we the first with synthetic motor oil back in 1972, we remain the first today, offering over sixty premium synthetic lubricants. We tell it like it is on our containers and in our literature. No marketing hype, no exaggerated claims, just the facts. We're the only oil company today that can say that!

Here's some other questions for you: Are you serious about building your AMSOIL business? Have you enrolled in the AMSOIL University to be held here in May? If you answered the first question with a "yes," then the second question should be an automatic "yes!" No matter what level you're at in this business, AMSOIL "U" will provide information to help you succeed. Nearly 30% of the Dealers who attend for the first time go on to become Direct Jobbers within a year. That should tell you something! I encourage every Dealer who wants to become a success in this business to attend AMSOIL "U." It's an investment in your future.

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

DEALERS IN ACTION!

AMSOIL Businesses Still Prosper by Traditional Means

Dealers today often reach the milestones of success quicker than in the early days of AMSOIL. However, it still takes hard work and commitment.

"There is no doubt that our Dealers are progressing faster just based on the amount of resources available to them," said Steve LePage, regional sales manager. "AMSOIL is providing more tools and more quality training, thanks to events like AMSOIL University, the Fall Sales Meetings and the Filter Marketing Tour. Dealers are realizing that AMSOIL is one giant team with plenty of support alternatives at their disposal."

Direct Jobbers Mark and Jean Pusen of Loganville, Ga. began their AMSOIL business in 1991.



Direct Jobbers
Mark and Jean Pusen

"Initially, we just wanted mostly to buy the products cheaper, but thought it couldn't hurt to have another source of income in the making," Mark said. "For the very low start-up cost we felt we couldn't go wrong. We didn't really know what we were doing at first."

In the beginning, he got most of his information from Dealers in his upline, he said.

Pusen started his business without a formal business plan, but he thinks one could be valuable.

"At the very least, a new Dealer should become very familiar with the opportunities that AMSOIL affords so they can gear their efforts toward what suits their abilities," Pusen said.

By 1996, he had grown weary of the grocery business he had been in for 18 years. That was when he and his wife, Jean, decided to concentrate on their AMSOIL business.

"It took two years, but we finally reached Direct Jobber status and have been growing steadily since," he said.

The Pusens focus on small retail and commercial mom and pop businesses and signing up Preferred Customers.

"We like the security of getting someone locked in as a PC rather than chance losing their business in the future," he said.

Pusen has a website, but does not focus exclusively on the Internet, he said.

"I guess my years in the retail grocery business have conditioned me to a more traditional business model," Pusen said. "The main benefit for us is to have the web address for advertising purposes. These days people don't think you are a real business if you don't have a

website. The Internet as a research and information tool, however, has played a huge part in our growth in the last few years. People need and want information fast, and the Internet can provide it. I think any serious Dealer must have high speed Internet."

Nonetheless, Pusen's business methods are those familiar to AMSOIL Dealers across the country.

"We use our vehicles as rolling billboards," Pusen said. "That has been a large part in bringing in new business. We do four to six trade shows a year. We have meetings about once a quarter, and we have a Yellow Pages ad. Not a cutting edge strategy, but it has done OK for us."

LePage agreed the Internet plays a large role in the growth of Dealers' businesses.

"The vast majority of our Dealers are into the electronic age," LePage said. "Many are very computer savvy and yearn for more and more opportunities to use electronic communication to build their businesses. The Internet has certainly increased the rate at which Dealers grow simply because of the convenience and speed by which information can move from one person to another."

LePage also sees a down side to Internet dealings. "While the Internet allows for certain advantages, I also think it can be a bit impersonal," he said. "It is still important for AMSOIL Dealers to maintain contact with their personal groups and customers. Maintaining that sense of support and leadership is what translates into customer loyalty and long-term business success."

Direct Jobbers Wayne and Karen Webb, Woodway, Texas, started their AMSOIL business about 10 years ago. Wayne worked in an oil-related business, he said, and a customer asked him for AMSOIL products, which sparked his interest.



Direct Jobbers
Wayne and Karen
Webb

Like Pusen, Webb started his business with no formal plan in place. However, he recommends Dealers obtain a good working knowledge of lubricants.

"I recommend picking a group of products to start, learning the products and then start marketing," Webb said.

Webb grows his business through traditional means. "I do quite a bit of cold sales calling, mostly commercial business and some retail sales," he said. "We get a lot of our new customers from word of mouth."

Webb focuses his sales efforts on manufacturing plants, farmers, truckers and retail stores.

MONTHLY LE



Ray and Arlene Schmit
Minnesota
★★★★★Regency
Platinum Direct Jobbers
FIRST—Total
Organization
FIRST—Personal
Group Sales



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



Mark and Sherree Schell
Idaho
★★★Regency Platinum
Direct Jobbers
Third—Total Organization
Third—Personal Group
Sales



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



**George and Shirley
Douglas**
Florida
★★Regency Platinum
Direct Jobbers
Fifth—Total Organization
Sixth—Personal Group
Sales



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



Gerry and Patricia Reid
North Carolina
Regency Platinum Direct
Jobbers
Tenth—Total Organization
Ninth—Personal Group
Sales



Michael H. Ellis
Michigan
Regency Platinum Direct
Jobber
Eighth—Personal Group
Sales
Fourth—Commercial and
Retail Marketing



**Doyle and Diana
Vaughan**
Wyoming
Regency Gold Direct
Jobbers
Tenth—Personal Group
Sales



**David and Tracey
Cottrell**
Ontario
Direct Jobbers
FIRST—Commercial
and Retail Marketing



David B. Richardson
Ohio
Premiere Direct Jobber
Second—Commercial and
Retail Marketing



Ray and Kathy Yaeger
Wisconsin
Regency Platinum Direct
Jobbers
Third—Commercial and
Retail Marketing



Sean D. Aughey
British Columbia
Executive Direct Jobber
Ninth—Commercial and
Retail Marketing



Gene and Danae Fine
Oregon
Regency Silver Direct
Jobbers
FIRST—New Qualified
Dealers and Accounts



**Mylo and Patty
Twingstrom**
Minnesota
Regency Silver Direct
Jobbers
Fourth—New Qualified
Dealers and Accounts



Kevin J. Seeger
Wisconsin
Direct Jobber
Fifth—New Qualified
Dealers and Accounts



Jim and Pat Bratton
Florida
Direct Jobber
Sixth—New Qualified
Dealers and Accounts



**Norman and Doreen
Rinehart**
Texas
Master Direct Jobbers
Seventh—New Qualified
Dealers and Accounts

ADERS

January
2007

HALL OF FAME

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



Thomas and Sheila Shalin
Kansas
★★Regency Platinum Direct Jobbers
Seventh—Total Organization
Fourth—Personal Group Sales
Third—New Qualified Dealers and Accounts



Carl and Kimberlee McNamee
Ontario
Regency Platinum Direct Jobbers
Eighth—Total Organization



Daniel and Judy Watson
Florida
★Regency Platinum Direct Jobbers
Ninth—Total Organization
Fifth—Personal Group Sales
Tenth—Commercial and Retail Marketing



Herschel L. Gates
Florida
Executive Direct Jobber
Fifth—Commercial and Retail Marketing



John W. Moldowan Jr.
Alberta
Master Direct Jobber
Sixth—Commercial and Retail Marketing



Edwin L. Greenwood
Oregon
Regency Direct Jobber
Eighth—Commercial and Retail Marketing



Ches and Natasha Cain
South Dakota
Regency Gold Direct Jobbers
Eighth—New Qualified Dealers and Accounts



Brent J. Rach
Minnesota
Direct Dealer
Ninth—New Qualified Dealers and Accounts



Jason A. Keranen
Arizona
Direct Jobber
Tenth—New Qualified Dealers and Accounts



Shirley Green,
Regency Platinum



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



Harold Hartman,
★Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
★Regency Platinum



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

HIGHER LEVELS OF

★★★★★REGENCY PLATINUM DIRECT JOBBER



Ray and Arlene Schmit
Minnesota

EXECUTIVE DIRECT JOBBER



Kent and Trudy Whiteman
Utah

NEW DIRECT JOBBER



Mark E. Niemuth
Wisconsin
Sponsor: Bruce A. Stache
Direct Jobber: Bruce A. Stache



Laura Salangsang
California
Sponsors: Vincent and Ruth Santell
Direct Jobbers: Vincent and Ruth Santell



Chuck Trebino
California
Sponsor: Dave M. Mann
Direct Jobber: Dave M. Mann

First Time 2000 Level Honor Achievers 2000 monthly commission credits 20 Dealers sponsored

Jerry Dawson, *Texas* Sponsors: John and Ludonna Tipton

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

Pete Vail, *Florida* Sponsors: George and Shirley Douglas

First Time 1000 Level Honor Achievers 1000 monthly commission credits 10 Dealers sponsored

Paul C. Hillar, *California* Sponsors: Mark and Margie Remelman

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

Duane J. Lockie, *Alberta* Sponsor: Diana Boonstra

Eugene and Cynthia Mann, *Washington* Sponsors: Leonard and Eunice Pearson

Dave and Julie Oerke, *Idaho* Sponsors: Mark and Sherree Schell

Thomas B. Risley, *Minnesota* Sponsors: Mylo and Patty Twingstrom

NEW DIRECT DEALERS



Randy L. Carlson
Colorado

Sponsors: Donald and Joyce Nichols
Direct Jobbers:
Donald and Joyce Nichols



Randy Gemmill
North Dakota

Sponsor: Dennis Herzog
Direct Jobbers:
Bill and Donna Durand



Andrew J. Hogue Jr.
South Carolina

Sponsors: George and Barbara Kerr
Direct Jobbers:
George and Barbara Kerr



Carol and Lee Joiner
Georgia

Sponsors: Robert and Joyce Nichols
Direct Jobbers:
Robert and Joyce Nichols

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

- Daniel E. Boyle**, *Indiana* Sponsors: Ches and Natasha Cain
Jonathan Copeland, *Texas* Sponsors: Ches and Natasha Cain
Raymond G. Dunn, *South Carolina* Sponsor: Steven T. Richart
Brent and Martha Giesbrecht, *Saskatchewan* Sponsor: Marc R. Roden
Victor A. Gresl, *Alberta* Sponsor: George A. Hill
Kenneth and Joyce Hunt, *California* Sponsor: Dave M. Mann
Brian Leverett, *Indiana* Sponsors: Eli and Chris Johnson
Michael Marshall, *Florida* Sponsors: George and Lea Collins
Raymond Peterson *Wisconsin* Sponsor: Robin T. Slotten
Lloyd C. Seaman, *Nevada* Sponsor: Andy Kaytes
David P. Sebelius, *North Dakota* Sponsors: Thomas and Doreen Schmit
Robert W. Siegert, *Texas* Sponsors: Darrell and Elvie Hortman
Darren A. Weaver, *Pennsylvania* Sponsors: Delmar and Jane Weaver
Michael Wheeler, *Michigan* Sponsors: David and Sharon DuBois
Michael Whitton, *Georgia* Sponsor: Robert E. Riley

Advanced Protection for Motorized Scooters

At one time, the word "scooter" conjured up visions of underpowered, noisy, smoky, ill-handling bicycle-like machines. Although low in cost and offering excellent fuel economy, they were primarily seen only on college campuses and in trendy tourist locales. Most featured single cylinder, air-cooled 50 to 150cc engines capable of reaching speeds of up to 35-40 mph.

Today's scooters offer greatly improved handling and exceptional performance, while maintaining their affordability and excellent fuel efficiency. Their popularity has skyrocketed in recent years, and the scooter market is one of the fastest growing segments in the transportation industry. In fact, scooter sales increased 20 percent last year, with similar growth projected for 2007. Today's scooters range in size from 50 to 600+ cc's and utilize high-tech engine designs and advanced system controls. Some models are capable of obtaining road speeds in excess of 100 mph. Because these advancements place additional strain on the equipment, today's high-tech scooters demand high quality lubricants specifically formulated to address the special needs found in scooter applications:

Shear stability - High engine rpms common to scooter applications increase shear, causing conventional lubricants to lose viscosity and reduce their ability to control wear, resulting in shorter engine life.

Thermal stability - The operating temperatures of scooter engines fluctuate greatly, especially with air-cooled engines. Elevated temperatures cause the oil to quickly break down and shorten its service life. High temperatures also cause the oil to lose viscosity, minimizing its ability to control wear.

Transmission and gear box compatibility - In many scooter applications, the engine and transmission and/or gear box share the same oil reservoir, exposing the oil to mechanical shearing forces and permanent viscosity loss as it passes through the contact areas within the gear sets.

Wet-clutch compatibility - Some scooters utilize a frictional clutch to engage and disengage the engine from the drivetrain. In many cases, this clutch is immersed in the same oil used in the engine and transmission. Frictional compatibility must exist between the oil and the clutch to prevent excessive slippage and extend clutch life.

New AMSOIL 10W-40 Formula 4-Stroke® Synthetic Scooter Oil (ASO) is formulated specifically to meet the special needs of today's high-tech air- and water-cooled four-stroke motorized scooters, offering unsurpassed wear protection and friction reduction for longer equipment life and

cooler operating temperatures. Its exceptional shear stability ensures consistent viscosity protection and provides additional protection for transmissions and gear boxes, while its friction modifier-free formulation ensures wet clutch compatibility and smooth clutch operation. A special anti-corrosion additive package provides long-term protection during periods of inactivity and storage.

AMSOIL 10W-40 Formula 4-Stroke Synthetic Scooter Oil is recommended for air- and water-cooled four-stroke motorized scooter engines calling for a 10W-40 viscosity, as well as transmissions and gear boxes calling for a 10W-40 motor oil, including Honda, Kawasaki, Suzuki, Yamaha, Vespa, Aprilia, Piaggio, Benelli, Vento, Kymco, Tank and TGB. It is recommended for the longest drain interval recommended by the equipment manufacturer.

- Superior wear protection
- Cool engine operation
- Controls lubricant foaming
- Exceptional shear stability
- Reduced oil consumption and deposit formation
- Excellent protection in temperature extremes
- Improved fuel economy
- Wet clutch compatible
- Long-term protection against rust and corrosion

In an effort to ensure that Dealers and customers have Formula 4-Stroke Synthetic Scooter Oil in time for the spring scooter season, AMSOIL has made a major push to have it available at all distribution centers by April 15.

New Formula 4-Stroke Synthetic Scooter Oil Data Bulletin

The new G-2331 Formula 4-Stroke Synthetic Scooter Oil data bulletin, highlighting the features and benefits of Formula 4-Stroke Synthetic Scooter Oil, is available for purchase.

Stock #	Qty.	U.S.	Can.
G-2331	25	2.80	3.50

AMSOIL Formula 4-Stroke Scooter Oil (ASO)

Stock No.	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/ P.C.	U.S. Sugg. Retail	Can. Dealer/ P.C.	Can. Sugg. Retail
ASO-QT	(1) Quart	2.0	3.50	4.90	6.20	6.10	7.70
ASO-01	(12) Quarts	24.2	42.00	55.80	73.20	69.60	91.20



Does Your Differential Feel Neglected?

Many truck and SUV owners personalize their vehicles with aftermarket products such as lift kits, tires and rims, custom grills, paint, wheel well flairs and engine upgrades. While these upgrades and accessories can increase engine performance and add plenty of visual appeal, they do nothing for extending drivetrain life. Most people perform proper engine maintenance and change their engine oil on a regular basis, but according to one quick lube business, only about 2 percent of its customers purchase differential gear lube changes. Sometimes this out of sight, out of mind differential neglect results in costly gear failure, leaving the motorist stranded on the highway.

There are two basic ways to change differential gear lube. The old fluid may be drained or suctioned out and the differential refilled with new gear lube, or the differential cover may be removed to allow more of the old gear lube to drain out and allow access to the magnet inside the differential. Unlike engines, differentials are not equipped with filters. Instead, magnets that are open to the entire gear lube sump are used to catch some of the metal wear particles. When changing differential fluid, the magnet should be cleaned to ensure the new gear lube does not become contaminated.

After draining the old fluid and cleaning the magnet, the differential cover should be re-installed and the differential filled with the correct viscosity grade of AMSOIL SEVERE GEAR® Synthetic Gear Lube. The use of cleaning solvents is not recommended. Initial differential oil changes are recommended by some manufacturers after the first 500 to 3,000 miles. Even when vehicle manufacturers do not specify to change the factory-fill gear lube to remove wear particles, it is a good practice to do so. For optimum gear and bearing life, AMSOIL recommends the factory-fill differential



gear lube be changed no later than the first 5,000 miles with new or rebuilt gears, followed by 50,000-mile drain intervals in severe service or 100,000-mile drain intervals in normal service when using AMSOIL synthetic gear lubes.

AMSOIL recommends any one of three SEVERE GEAR viscosity grades, 75W-90, 75W-110 or 75W-140, for turbo diesel or 4x4 trucks, SUV's and automobiles. SEVERE GEAR 75W-90 (SVG) replaces competitive 75W-90 and 80W-90 gear lubricants and delivers the optimum fuel efficiency and cold temperature performance of all the SEVERE GEAR gear lubes. SEVERE GEAR 75W-110 (SVT) replaces competitive 75W-110, 75W-90 and 80W-90 gear lubricants and delivers increased fluid film wear protection over lighter viscosity fluids and better fuel efficiency than 75W-140 gear lubes. SEVERE GEAR 75W-140 (SVO) replaces competitive 75W-140, 80W-140 and 85W-140 gear lubes in applications where these viscosities are recommended by equipment manufacturers.



Differential gear lube sumps are equipped with magnets that attract metal wear particles.



New AMSOIL Retail Catalog Offers Expanded Opportunities for Dealers

Included in this issue of the *Action News* is an updated Retail Catalog (G-100). The AMSOIL Retail Catalog creates a way to connect with people otherwise untouched by AMSOIL Dealers. The G-100 features the entire AMSOIL line of products, application guides and several promotional items. It also contains policies on orders and returns and information on becoming a Dealer or Preferred Customer.

How It Works

Attach your Dealer ZO number in the area marked "referral number" on the back covers of the catalogs and distribute them to potential customers, Dealers and Preferred Customers.

Customers who then wish to place orders can call the AMSOIL toll free catalog ordering line and place orders specifying the referral number (your ZO number) located on the catalog. This insures that the Dealer who distributed the catalog receives the retail profits and commission credits. Ordering customers are automatically sent updated Retail Catalogs every six months for the next 18 months at no additional cost to Dealers. Another added bonus is that all customers who call AMSOIL wishing to become Dealers or Preferred Customers will automatically become downline members of the Dealer who provided the catalog.

Follow Up With Prospects

Direct contact with potential customers is the best way to make a sale or gain a new Dealer or Preferred Customer. The more they hear about AMSOIL products and programs, the more likely they are to take advantage of the benefits.

Approaching New Prospects

The AMSOIL Retail Catalog is an excellent opportunity to reach potential customers. A direct mailing to a specific neighborhood could reach an entirely new demographic of customers with whom contact normally wouldn't be made. Events such as trade shows, local fairs, motorsports events, conferences and conventions are also excellent opportunities for Dealers to locate potential AMSOIL customers.

Excellent Multi-Purpose Catalog

Because the 48-page AMSOIL Retail Catalog features the entire AMSOIL product line, it serves as an ideal multi-purpose catalog for selling to a variety of customers, including new catalog customers, new retail-on-the-shelf and commercial accounts and new Dealers and Preferred Customers. Show prospects interested in becoming new Dealers, Preferred Customers or retail-on-the-shelf or commercial accounts how much money they can save over catalog pricing.

Ordering Catalogs

AMSOIL 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 G-100 and G-300 catalogs in quantities of 2500 or more, labels with your ZO number and other relevant business information will be 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	\$6.20
G-100B	G-300B in Canada 50 Catalogs	\$23.50	\$29.00
G-100C	G-300C in Canada 100 Catalogs	\$43.00	\$53.20
G-100D	G-300D in Canada 500 Catalogs	\$195.00	\$242.10
G-100E	G-300E in Canada 2500 Catalogs (with labels)	\$975.00	\$1211.00
G-100F	G0300F in Canada 5000 Catalogs (with labels)	\$1850.00	\$2299.00



AMSOIL Adds **TRICO** Wiper Blades

In another calculated move designed to increase add-on sales for AMSOIL Dealers and provide more convenience for customers, AMSOIL now offers wiper blades from TRICO. As of April 1, AMSOIL is no longer carrying BOSCH products. TRICO wiper blades provide additional products, increased performance and easy installation.

Company History

The Tri-Continental Corporation was founded in 1917 to provide drivers with better visibility, introducing the first manually operated windshield wiper. Today, TRICO is one of the world's leading manufacturers of wiper products and produces nearly one million wiper blades every week.

TRICO provides entire wiper systems for numerous original equipment manufacturers (OEMs), including Ford, GM, Chrysler and Hyundai. In fact, TRICO wiper products are utilized on nearly 7 out of 10 new vehicles built in North America. TRICO uses natural and synthetic rubber, along with other agents such as Teflon, to make its wiper blades. AMSOIL now offers five different lines of TRICO wiper blades: Exact Fit, NeoForm, Oktane, Winter and Classic.

TRICO Exact Fit

TRICO Exact Fit wiper blades are pre-assembled to precisely match the vehicle's arm type. They easily install in only seconds. Exact Fit blades' all-metal construction provides superior strength and durability. These high-quality blades offer better-than-OEM performance and longevity and cover nearly 99 percent of all auto/light truck applications.

Exact Fit



TRICO NeoForm

NeoForm wiper blades are TRICO's highest-performing blades. Their single beam construction offers an infinite number of blade pressure points that deliver a constant, even pressure across the entire length of the wiper for a smoother, more consistent wipe. NeoForm blades' attractive European aerofoil design helps keep the blade on the windshield, even in high wind or vehicle speeds. They fit most popular vehicles and come with a blade cleaner cloth packet.

NEOFORM
BEAM BLADE



TRICO Oktane

Oktane street performance wiper blades feature an all-metal blade frame with a built-in aerodynamic spoiler. Their pre-attached universal adapter fits sport compact and other vehicles in the auto/light truck and tuner

markets. Oktane blades' low profile reduces wind lift at higher speeds (up to 115 mph). They provide quiet operation with less chatter, and their sleek look complements the aesthetics of today's modern vehicles. Oktane blades are available in six colors, including carbon fiber, chrome, white, red, blue and yellow.



Trico Winter

In 1953, TRICO became the first manufacturer to develop winter wiper blades and set the standard for snow country performance. TRICO Winter blades feature a protective rubber boot to help prevent snow and ice from clogging the blade. This allows it to maintain even pressure to provide a clean wipe and enhance driving visibility. Winter blades have a riveted design for extra durability. Their extra-thick, rugged OEM metal superstructure provides superior strength, and the pre-attached universal adapter fits 95 percent of vehicles directly.

Winter



TRICO Classic

Classic blades are for vintage cars that are at least 20 years old. They feature a silver finish to resemble OEM blades on many classic American cars manufactured during the 1940s, '50s and '60s. The precision cut rubber wiping element provides a clean wipe every time. AMSOIL offers five models from the Classic blade line.

Classic



Additional Information

TRICO Exact Fit, NeoForm, Oktane and Winter wiper blade application information is available in the AMSOIL Online Vehicle Lookup at www.amsoil.com. TRICO Classic wiper blade applications can be found in the AMSOIL Online Vintage Lookup, also at www.amsoil.com. Exact Fit and NeoForm blades are stocked in all AMSOIL distribution centers; Oktane, Winter and Classic blades are stocked in Superior only. For more information on TRICO, the TRICO warranty or for additional installation and application information, please call AMSOIL Technical Services at (715) 399-TECH.

The commission payout to AMSOIL Dealers on TRICO wiper blades sold through the Retail-on-the-Shelf Program is set at a 15/20 level.

AMSOIL RAMPS UP SELECTION WITH EaAR FILTERS

AMSOIL has added EaAR Air Filters to the already strong line of Ea Filters. EaAR Air Filters are specially designed for racing and street rod enthusiasts who desire Ea protection in carbureted applications. AMSOIL EaAR Air Filters are constructed with the same dedication to quality as all other Ea filters.

Expanded Applications

AMSOIL custom EaAR filter assemblies are designed with the racer in mind. They incorporate good looks and excellent air flow, as well as the high efficiency customers expect from Ea technology. These custom air cleaner assemblies are designed for use with carbureted engines that use a 14-inch round element air cleaner housing. The EaAR kits provide more air flow than other assemblies of this type. Kits feature the common 14-inch diameter carburetor plate, air filter and high air flow lid, and they come with a 2-inch, 3-inch, 4-inch, 5-inch or 6-inch-high filter to meet the needs of racers and enthusiasts. Replacement filters, air flow lids and carburetor plates are also available for purchase separately.

AMSOIL EaAR filter kits provide racers with more power through the new Ea air flow lids. Not only does the Ea air flow lid add filter area, it actually redirects airflow inside the filter to pull in more air through the side pleats for even greater performance efficiency. Cleanable and reusable, the AMSOIL Ea air flow lid delivers the best protection available for engines, and it comes in a wide range of applications. The air flow lids feature a polished aluminum trim ring with AMSOIL logos etched in the surface.

Filtration Technology

AMSOIL EaAR Air Filters are designed to replace stock cellulose, oil-wetted gauze or foam filters. AMSOIL EaAR Air Filters are composed of the same nanofiber media found in the AMSOIL Ea Air Filters for auto and light truck applications (EaA), Universal Cold Air Induction Filters (EaAU) and the AMSOIL Ea Motorcycle Air Filters (EaAM). Nanofibers have sub-micron diameters and small inter-fiber spaces, resulting in more contaminants being captured on the surface of the media. Cellulose, wetted gauze and foam filters are larger and have larger spaces between the media, causing contaminants to load into the depth of the filter, plugging the airflow path and resulting in higher restriction and lower capacity. The nanofibers found in the AMSOIL EaAR Air Filters are less than one micron in diameter and because of their size, there are more pores per square inch

(higher pore density), allowing for higher dirt-holding capacity and lower pressure drop when compared to traditional filter media. Thinner media fibers, like those in the EaAR Air Filters, produce more uniform pore size distribution, improving the filter's overall availability to capture and retain particles.

Filter Construction

The nanofiber media is pleated with epoxy-coated wire on the media for additional strength and stiffness. A high-quality plastisol potting compound is used to ensure filter media and screen stability while sealing the filter in the air box. The EaAR filtration system allows air to flow through the side for traditional filtering and offers additional filter area by allowing air to flow through the nanofiber media on the top lid, adding greater performance and superior efficiency.

Quick Cleaning

AMSOIL EaAR Air Filters are cleanable and long lasting. AMSOIL recommends cleaning EaAR Air Filters when designated by the restriction gauge if the vehicle is so equipped, or according to operating conditions. In dusty conditions or in high-performance vehicles, more frequent cleaning may be required. EaAR Air Filters may be cleaned by vacuuming the media on the dirty side or using low pressure shop air to blow the filter media on the clean side. AMSOIL

recommends cleaning EaAR filters as conditions dictate.

AMSOIL EaAR Filters Now Available

AMSOIL EaAR Air Filters are available as of April 1. Consult the below dimension sheet or the New Products section of the AMSOIL website for applications.



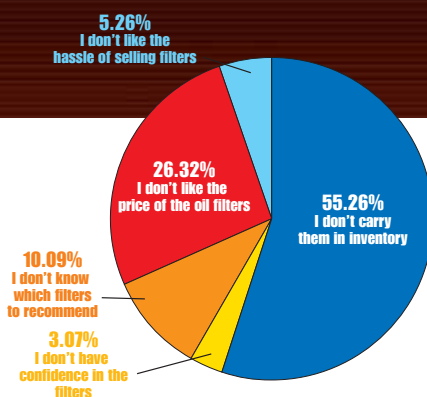
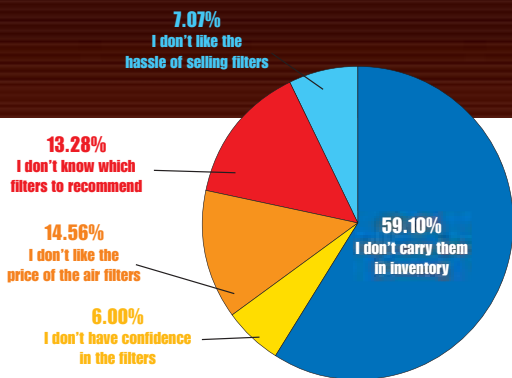
Racers such as AMSOIL SuperTeam member Mike Oberg depend on the excellent filtration capabilities of AMSOIL EaAR Air Filters.

AMSOIL #	Diameter (in.)	Height (in.)	Description
EaAR2102	14	2 3/4	Complete Filter Kit
EaAR2103	14	3 5/8	Complete Filter Kit
EaAR2104	14	4 11/16	Complete Filter Kit
EaAR2105	14	5 11/16	Complete Filter Kit
EaAR2106	14	6 7/8	Complete Filter Kit
EaAR2140	14	N/A	Replacement Base for Kit
EaAR2141	14	7/8	Replacement Lid for Kit
EaAR2142	14	2	Replacement Filter for Kit
EaAR2143	14	3	Replacement Filter for Kit
EaAR2144	14	4	Replacement Filter for Ki
EaAR2145	14	5	Replacement Filter for Kit
EaAR2146	14	6	Replacement Fiter for Kit

Analysis: Filter Survey Results

Obstacles to Selling Air Filters

Obstacles to Selling Oil Filters



In October 2006, AMSOIL conducted an online survey asking Dealers about air and oil filter sales. The purpose of this survey was to ascertain how aggressively Dealers market and sell AMSOIL filters and identify the obstacles Dealers see in that effort. The following are the most common obstacles:

Obstacle: I do not like the price of the filters.

Solution: In pricing against filters with wet cotton gauze media, retail prices of AMSOIL Ea Air Filters are competitive with aftermarket filters, including those offered by K&N. In addition, Ea Air Filters are cleanable and reusable.

Obstacle: I do not carry filters in inventory.

Solution: Just because Dealers do not have filters in stock does not mean they cannot sell them. With technology what it is today, it isn't vital for Dealers to stock fil-

ters in inventory. It is quick and easy for Dealers to call and order filters and have them sent straight to the customer without ever passing hands. There are ample profit dollars in filter sales.

If the issue is that Dealers are unsure of which filters to keep in stock, see the list of the top-selling Ea Air and Oil filters below.

Obstacle: I do not like the hassle of selling filters.

Solution: Dealers who "don't like the hassle" are passing on a tremendous opportunity to increase sales and profit. AMSOIL Dealers have the capacity and products to be a "one stop shopping source" for vehicle owners, and filters are a big part of that. After all, all vehicles need filters. Providing the best possible service to customers is not a hassle. Improving knowledge on filters and being aware of all of the filters that AMSOIL offers can aid Dealers in making filter sales.

Obstacle: I do not have confidence in the filters.

Solution: The AMSOIL Ea Air Filter with nanofiber technology is the most efficient air filter on the market and provides superior engine protection. Ea Air Filters have the highest efficiency and capacity in the market today and facilitate all of the air flow that a combustion engine can handle.

AMSOIL Ea Oil Filters feature advanced full synthetic nanofiber technology, making them the highest efficiency filters available for the auto/light truck market. AMSOIL also offers the AMSOIL EaBP By-pass Filter, which is the most efficient filter of its type and offers tremendous income potential for sales.

FILTER COST COMPARISONS

	FRAM	K&N	AMSOIL Ea	GM (OEM)
Media Type	Cellulose	Wet Cotton Gauze	Nanofiber	Cellulose
Retail Cost	\$24.95	\$54.97	\$38.10	\$23.85
Number of Changes or Cleanings (Based on 25K/yr)	1 Change	1 Cleaning	1 Cleaning	1 Change
Cost for 4 Years	\$99.80	\$74.92*	\$38.10	\$95.40
Cost per Year	\$24.95	\$18.73	\$9.53	\$23.85

* Plus additional purchase of cleaning & oiling kits

AMSOIL Ea Oil Filters save money over time. Not only are they the best filters on the market, but they do not need to be changed as often, making them incredibly cost competitive.

Obstacle: I do not know which filters to recommend.

Solution: Once the type of vehicle has been identified and lubrication products have been recommended, it is a quick step to find the appropriate filters. AMSOIL has many resources available to make it simple to determine the proper filter fitment and performance for an application. In addition to Ea Air and Oil Filters, AMSOIL offers Ea Bypass Oil Filters, EaAM and EaOM Motorcycle Air and Oil Filters, EaAR Air Filters for racing and street rod applications and EaAU Universal Air Induction Filters. Resources such as the Online Product Application Guide at www.amsoil.com, the AMSOIL Filter Catalog (G-3000) and filter-related G-items are easily accessible via the Dealer Zone or through telephone ordering. Every Dealer should either own a G-3000 or have internet access to look up information. These tools will improve business and create new sales.

TOP SELLERS

Rank	EAA	EA0	EaAM	EaOM	EAAU
1	EAA123	EA011	EaAM46199	EaOM134C	EAAU4090
2	EAA191	EA042	EaAM33096	EaOM103	EAAU3050
3	EAA189	EA029	EaAM43701	EaOM135C	EAAU3051
4	EAA08	EA057	EaAM46299	EaOM109	EAAU3590
5	EAA74	EA020	EaAM33196	EaOM134	EAAU3570
6	EAA106	EA064			EAAU4560
7	EAA29	EA013			EAAU3090
8	EAA121	EA034			EAAU3560
9	EAA728	EA032			EAAU6080
10	EAA04	EA023			EAAU3555

Lange Pushes AMSOIL to Arenacross Championship

Dominant run puts Canadian back on top



Darcy Lange won 25 races during his impressive run in the BookKoo Arenacross Series.

With more than seven million motorcycles cruising America's highways and trails, there are endless opportunities for Dealers to market the vast line of AMSOIL motorcycle products to niche markets. One of those markets became an overnight success story for AMSOIL this past winter, the sport of Arenacross racing.

AMSOIL ventured into the Arenacross racing market this past winter through a sponsorship with Babbitt's Racing, a BookKoo AX team out of Michigan. Leading their Kawasaki-sponsored team is Darcy Lange. The Canadian-born Lange has been riding bikes on a professional level since 1999 and is a two-time AMA Arenacross champion. Lange signed with Babbitt's last winter looking to add to his already impressive résumé.

Lange dominated the series in 2007, showing off his uncanny ability to not only win races, but storm back to win after getting stuck in the back of the pack. The British Columbia native ran both the 250 and 450 classes, dominating them both. For the season, Lange won 12 races in the 250 class and 13 in the 450 class. His 25 wins were 15 more than

his closest competitor, and he missed only six podiums in the 40 finals he raced over the season.

"It's a great feeling to get back to Arenacross racing," said Lange following his championship-clinching win in Minneapolis. "To come back to the sport and win a championship is amazing. I thought we would do well, but certainly not this well."

Lange also came close to winning the Inaugural U.S. Open of Arenacross. The event featured an overall scoring system in both classes. Although Lange won both 450 races he entered, he finished sixth in the 250 main event, awarding the U.S. Open Championship to Tyler Bowers by just three points.

Lange secured an AMA Supercross ride with the Kawasaki Pro Circuit team for the rest of the season. He is riding in the East Coast Lites series against some of the top racers in the world, including Team AMSOIL/Factory Connection riders Billy Laninovich and Ryan Sipes.



Lange captured his third Arenacross championship in 2007.

Product Spotlight

With the snowmobile season coming to a close, many racers and trail riders will be putting their sleds in storage for the summer months. While AMSOIL Engine Fogging Oil (FOG) effectively maintains engines during the off-season, AMSOIL also offers a full line of products to protect the outsides of snowmobiles. Team AMSOIL snocross owner Steve Scheuring offers a few tips for summer storage:



"Spray all aluminum components with AMSOIL Metal Protector (AMP) to protect against corrosion. To protect seats from getting rigid and cracking, use Mothers® Leather Cleaner (06412) and Leather Conditioner (06312)."



CORR Grabbing National Audience

AMSOIL Super Team to be seen on NBC in 2007

The AMSOIL Super Team of Scott Douglas, Mike Oberg and Dan Vanden Heuvel have the chance to become household names this summer. NBC Sports and Championship Off Road Racing (CORR) have partnered to add the off-road short course truck racing series to NBC's diverse array of sports programming.



The mud will be flying high as the AMSOIL Super Team and CORR take to the NBC airwaves in 2007.



Scott Douglas will be one of the many racers finding big air on NBC this summer.

“This is great news, both for our sport and our sponsors,” said Douglas. “The coverage will bring more than five times the number of viewers we’ve witnessed in the past. AMSOIL will gain major coverage through our Pro-4 program in 2007, as well as the Pro-2 programs of Dan and Mike.”

The shows will air nationally on NBC on seven weekends throughout the CORR season, usually on Sunday afternoons with a few Saturdays worked into the schedule as well. Douglas finished third in the Pro-4 class in 2006 and won the illustrious BorgWarner Cup. Oberg was the runner-up in the Pro-2 class and won the inaugural Jason Baldwin Memorial Cup.

The CORR season starts in April in Los Angeles and includes stops in San Diego, the Texas Motor Speedway in Dallas and the Las Vegas Motor Speedway in Las Vegas. A complete race and television schedule can be found at www.amsoil.com.



Mike Oberg was all smiles after winning the Jason Baldwin Memorial Cup in 2006.

2007 NBC CORR Broadcast Schedule



April 28	Oct. 14
May 27	Oct. 28
July 29	Dec. 8
Sept. 23	



Summer Corporate Race Booth Registration Open Online

AMSOIL is the “Official Oil” of the AMA Motocross Championship Series, the ChampBoat Grand Prix Series and the World Power Sports Association (WPSA) ATV Tour. As part of the company’s agreements with the AMA, ChampBoat and WPSA, AMSOIL is afforded booth space at all of their events. In turn, AMSOIL offers this space to its Direct Jobbers at no charge. DJ’s may apply electronically in the “Online Forms” section of the Dealer Zone for an event in their area they would like to work, or they may contact the race department (raceevents@amsoil.com) for the schedules of events. For more information on the AMA Motocross Championship Series, visit www.amamotocross.com. For more information on the ChampBoat Series, visit www.ChampBoat.com. For more information on the WPSA ATV Tour, visit www.wpsaracing.com. AMSOIL is also the title sponsor of the AMSOIL Wisconsin Dirt Track Series. Opportunities to work at sanctioned events at the various participating tracks can be viewed in the “Online Forms” section of the Dealer Zone at www.amsoil.com.



AMS OIL
BULLETIN BOARD
...of coming events

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 19 - Thursday
• May 17 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
605 Jordan Lane
Huntsville, AL
Hosted by Premiere Direct Jobber
Cliff Goehring & Premiere Direct
Jobber Gerry Gotwald (256) 337-0376

• April 19 - Thursday
• May 17 - Thursday
Meeting - 7 p.m.
BOWMAN RESIDENCE
1330 Frank Marshall Road
Ozark, AL 36360
Hosted by Direct Jobbers E.E. "Al" &
Mildred Bowman (334) 774-3344

ALASKA

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

ARIZONA

• April 17 - Tuesday
• May 15 - Tuesday
Optional no-host dinner - 5:30 p.m.
Meeting - 6:30 - 8 p.m.
DENNY'S RESTAURANT
825 South 48th Street
Tempe, AZ 85281
Hosted by Master Direct Jobber
Dick Nido and Dealer Jim Brewer
RSVP (602) 996-7181
Dick (480) 968-4922 Jim

ARKANSAS

• April 12 - Thursday
• May 10 - Thursday
Meeting - 6:30 p.m.
GARDNER RESIDENCE
806 Shamrock Drive
North Little Rock, AR
72118
Hosted by Dealer Jerry Gardner (501)
350-4869 gardner2154@sbcglobal.net

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 - Wednesday
• May 2 - Wednesday
Meeting - 7 p.m.
MCCOOL RESIDENCE
2210 Coddling Drive
Modesto, CA 95350
Hosted by Direct Jobber Bill McCool
(209) 577-0174

• April 10 - Tuesday
• May 8 - Tuesday
Meeting - 6:30 p.m.
CATALINA'S
COFFEE SHOP
250 East Highland Avenue
San Bernardino, CA 92404
Hosted by Dealer Jim Johnstone
(909) 886-4842

• April 17 - Tuesday
• May 15 - Tuesday
Meeting - 7 p.m.
Downline and Guests FREE,
Out of line - \$5
LUDWICK RESIDENCE
6015 Hughes Street
San Diego, CA 92115
Hosted by Dealer Craig Ludwick
RSVP (619) 583-5218

COLORADO

• April 19 - Thursday
• May 17 - 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

• April 24 - Tuesday
• May 22 - Tuesday
Meeting - 7:30 p.m.
LANZOFANO RESIDENCE
120 Gravel Street, Unit 11
Meriden, CT 06450
Hosted by Dealer Salvatore Lanzofano
(203) 634-0885

DELAWARE

• April - Every Wednesday
• May - Every Wednesday
Meeting - 7 p.m.
KING RESIDENCE
19 Oklahoma State Dr.
Newark, DE 19713
Hosted by Direct Jobber Greg King
(302) 345-4350 Call for reservations
Guests welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• April 26 - Thursday
• May 24 - Thursday
Meeting - 7 p.m.
ORLANDO EXECUTIVE
AIRPORT TERMINAL
MEETING ROOM
400 Herndon Avenue
Orlando, FL 32803
Hosted by ★★Regency Platinum Direct
Jobbers George & Shirley Douglas
(407) 856-1564
Call ahead for details,
directions and RSVP

GEORGIA

• April 5 - Thursday
• May 3 - Thursday
Meeting - 7 p.m.
DIRKSEN RESIDENCE
1905 Queens Road
Albany, GA 31707
Hosted by Regency Direct Jobber
Sherry Dirksen (229) 436-5532
Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

• April 18 - Wednesday
• May 16 - Wednesday
Meeting - 7 p.m.
CHICAGO CONNECTION
1935 South Eagle Road
Meridian, ID, 83642
Hosted by Direct Jobber Steve Noffz
(208) 861-8935

• April 11 - Wednesday
• May 9 - Wednesday
Meeting - 7:30-9:30 p.m.
MCGUFFEY RESIDENCE
23446 Freezeout Road
Caldwell, ID, 83605
Hosted by Premiere Direct Jobbers
Charles and Connie McGuffey
RSVP: (208) 455-2581

• April 7 - Saturday
• May 5 - 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 10 - Tuesday
• May 8 - Tuesday
Meeting - 7:30 p.m.
BAUER RESIDENCE
111 Woodland Trail
Anna, IL 62906-3904
Hosted by Direct Jobbers Norm and
Barb Bauer (618) 833-3228

INDIANA

• April 4, 18 - Wednesday
• May 2, 16 - Wednesday
Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Road
Bremen, IN
Hosted by Direct Jobbers LeRoy and
Malinda Hochstetler and
Premiere Direct Jobbers
Willis and Rolene Gingerich
(574) 831-2839

• April 10 - Tuesday
• May 8 - Tuesday
Meeting - 7 p.m.
EVANS RESIDENCE
1115 Morningside Court
Greenfield, IN 46140
Hosted by Executive Direct Jobbers
Chuck and Linda Evans
(888) 765-2542
evansamsoidist@aol.com

IOWA

• April 3 - Tuesday
• May 1 - Tuesday
Meeting - 7 p.m.
SORTER RESIDENCE
2629 340th Avenue
Terri, Iowa 51364
Hosted by Dealers David and Melissa
Sorter (712) 853-6293

KANSAS

• None Scheduled

KENTUCKY

• April 5 - Thursday
• May 3 - Thursday
Meeting - 7:30 p.m.
Hosted by Executive Direct Jobbers
Al and Ann Kelly (859) 879-0728 or
e-mail: bestoil@aol.net;
Call for location, directions and RSVP

LOUISIANA

• April 5 - Thursday
• May 3 - Thursday
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 26 - Thursday
• May 24 - Thursday
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 20 - Friday
• May 18 - 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 20 - Friday
• May 18 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Avenue
Fort Howard, MD 21052
Hosted by Account Direct Harvey
Groner (410) 477-8255

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

• April 20 - Friday
• May 18 - 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 18 - Wednesday
(Opportunity)
• May 16 - Wednesday
(Dealer training)
Meeting - 7 p.m.
MUGRIDGE RESIDENCE
6640 State Road
Lakeport, MI 48059
Hosted by Premiere Direct Jobbers
Barry and Cathy Mugridge
(877) 446-2671
Call for information and scheduling
www.pro-oil-1.com

• April 16 - Monday
• May 21 - 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 2 - Monday
• May 7 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
61653 Miriam Drive
Washington, MI 48094
Hosted by Regency Platinum Direct
Jobber Mike Ellis; RSVP at
(586) 781-5092 or (586) 918-1578

MINNESOTA

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

• April 10 - Tuesday
• May 8 - Tuesday
Meeting - 6:30 - 8:30 p.m.
THE FORD RESIDENCE
1830 175th LN NE
Ham Lake, MN 55304
Hosted by Premiere Direct Jobbers
Mike & Linda Ford
(763) 434-1544 or (763) 257-3130
www.allserviceoil.com,
allservicesales@msn.com or
mikeford@allserviceoil.com

• April 12 - Thursday
• May 8 - Tuesday
Meeting - 6 p.m.
TWINGSTROM
RESIDENCE
29200 Goldenrod Dr. NW
Isanti, MN 55040
Hosted by Regency Silver Direct
Jobbers Mylo and Patty Twingstrom
RSVP (612) 819-8835

• April 19 - Thursday
• May 17 - 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 12 - Thursday
• May 10 - Thursday
Meeting - 7:30 p.m.
STAVE RESIDENCE
3040 Bridge Street NW
Apt. 211
St. Francis, MN 55070
Hosted by Dealer Ordell Stave
(612) 241-5267

• April 21 - Saturday
• May 19 - Saturday
Meeting - 2 p.m.
SAWYER WAREHOUSE
28108 - 133rd Street
Zimmerman, MN 55398
Hosted by Direct Jobbers Roger and
Jennifer Sawyer Please RSVP
(763) 856-3567 rpsracing@aol.com
www.rpsracing57.com

MISSISSIPPI

None Scheduled

MISSOURI

• April 17 - Tuesday
• May 15 - Tuesday
Meeting - 7 p.m.
LUCZAK RESIDENCE
4810 Mattis Street
St. Louis, MO 63128
Hosted by Master Direct Jobbers
Connie and John Luczak (314) 892-6618
connielubes@earthlink.net

MONTANA NEBRASKA NEW HAMPSHIRE

None Scheduled

NEW JERSEY

• April 11 - Wednesday
• May 9 - Wednesday
Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
54 Woodland Avenue
Mullica Hill, NJ 08062
Hosted by Premiere Direct Jobber
Ben Seda-Morales (856) 478-6732, cell;
(856) 371-1880, home. RSVP

NEW MEXICO

• April 24 - Tuesday
• May 22 - Tuesday
Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
2415 Princeton Drive NE,
Suite M
Albuquerque, NM 87107
Hosted by Regency Silver Direct Jobbers
Paul and Nancy Greenberg
(505) 881-1693, warehouse; (595) 255-
2137, home; fax (505) 881-4565.
NMOilman@aol.com

NEW YORK

• April 2 - Monday
• May 7 - Monday
Meeting - 7 p.m.
KORZANOILS
2215 North Solano Drive
Las Cruces, NM 88001
Hosted by Direct Jobber Kevin Korzan
(505) 496-4242
www.korzanoils.com

• April 25 - Wednesday
• May 23 - Wednesday
Meeting - 7 p.m.
ALBANY AREA
GUILZ RESIDENCE
6 Daisy Lane
East Berne, NY 12059
Hosted by Premiere Direct Jobber
Richard Guilz (518) 423-1552
rich@empireinynthetics.com call or e-mail
to reserve seat

• April 4 - Wednesday
• May 2 - Wednesday
Meeting - 7:30 p.m.
WOLFE RESIDENCE
34 Hillvale Road
Albertson, NY 11507
Hosted by Dealers Edward and Eileen
Wolfe (516) 621-4565; Please RSVP

• April 18 - Wednesday
• May 16 - Wednesday
Meeting - 7 p.m.
O'BRIEN RESIDENCE
436 Moseley Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien (585) 223-
8016 Call ahead to reserve a seat

- April 12 - Thursday
- May 10 - Thursday

Meeting - 7 p.m.
LOTITO RESIDENCE
 89 Owl Creek Road
 Spencer, NY 14883

Hosted by Regency Direct Jobber Peter Lotito (607) 589-4242
 Call ahead to reserve space and confirm location or e-mail lubedealer@hotmail.com
 www.lubedealer.com/new york

- April 12 - Thursday
- May 10 - Thursday

Meeting - 7:30 p.m.
FRITITTA RESIDENCE
 16 LaForge Avenue
 Staten Island, NY 10302

Hosted by Direct Jobbers Vinnie and Germaine Frittitta (718) 442-4774
 • April 18 - Wednesday
 • May 16 - Wednesday
 Meeting - 7:30 p.m.
SYRACUSE AREA
 Call ahead for location
 Hosted by Direct Jobber Peter Fimmerty (315) 682-9791

- April 18 - Wednesday
- May 16 - Wednesday

Meeting - 7:30 p.m.
NEWARK, NY LOCATION
 Call ahead for location
 Hosted by Dealer Brad Timerson (315) 331-7110

NORTH CAROLINA

- April 12 - Thursday
- May 10 - Thursday

Meeting - 7 p.m.
KAZAN RESIDENCE
 4007 Sapphire Lane
 Indian Trail, NC 28079

Hosted by Account Direct Eric Kazan (704) 271-3001
 erickazan@syntheticlubricantsinfo.com;
 Guests welcome, non-downline \$2

- April 12 - Thursday
- May 10 - 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 12 - Thursday
- May 10 - 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 10 - Tuesday
- May 8 - Tuesday

Meeting - 7 p.m.
CLEVELAND RESIDENCE
 224 Campbell Place
 Jacksonville, NC 28546

Hosted by Dealers George and Nancy Cleveland (910) 346-3866 Call first. All Dealers welcome.

NORTH DAKOTA

- April 3 - Tuesday
- May 1 - Tuesday

Meeting - 7:30 p.m.
EVANSON RESIDENCE
 725 10th Avenue West
 West Fargo, ND 58078

Hosted by Direct Jobbers Skip and Anna Evanson (701) 281-1906
 skipsuperlube@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 Falls, OH 44221

Hosted by Direct Dealers Paul & Coralie Fabijanic (330) 928-8863 or 800-874-4827 RSVP

- April 23 - Monday
- May 28 - Monday

Meeting - 7 p.m.
PENA RESIDENCE
 2933 West U.S. 20
 Gibsonburg, OH 43431

Hosted by Executive Direct Jobbers Luis and Sharon Pena; RSVP: (419) 297-3451

- April 2 - Tuesday
- May 7 - Tuesday

Meeting - 7 p.m.
HASKIN RESIDENCE
 834 North Ellsworth Ave.
 Salem, OH 44460

Hosted by Dealer Roe Haskin (330) 332-4992 and Direct Jobber Jerry Wolford All Dealers welcome

OKLAHOMA

- April 7 - Saturday
- May 5 - Saturday

Meeting - 9 - 11 a.m.
GOLDEN CORRAL
 9711 East 71st Street
 Tulsa, OK

Hosted by Regency Gold Direct Jobber Patrick Grady (918) 258-6979 *Pat

- April 12 - Thursday
- May 10 - Thursday

Meeting - 7 - 8:30 p.m.
 Call for location and reservations.
 Hosted by Dealers Richard and Brenda Coats (918) 225-5722

- April 10 - Tuesday
- May 8 - Tuesday

Meeting - 7 - 8:30 p.m.
ALEXANDER RESIDENCE
 14355 East Timberidge Dr.
 Claremore, OK 74019

Hosted by Premiere Direct Jobber Kevin Alexander (918) 636-1281 Call first

- April 12 - Thursday
- May 10 - Thursday

Meeting - 10 a.m.
GRADY RESIDENCE
 2612 W. Galveston Road
 Broken Arrow, OK 74012

Hosted by Regency Gold Direct Jobber Patrick Grady and Premiere Direct Jobber Kevin Alexander (918) 258-6979; RSVP kevin@nordam.com

OREGON

- April 19 - Thursday
- May 17 - Thursday

Optional Dinner - 6 p.m.
 Meeting - 7 - 9 p.m.
HAYDEN'S LAKEFRONT GRILL

8187 SW Tualatin-Sherwood Road
 Tualatin, OR 97062

Hosted by Regency Direct Jobber Ed Greenwood (800) 722-1092
 Call first to confirm space for you and your guests.

PENNSYLVANIA

- April 16 - Monday
- May 21 - Monday

Meeting - 7 p.m.
HALLOCK ENTERPRISE STORE
 5 Main Street
 Bradford, PA 16701

Hosted by Premiere 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 Direct Jobber George Kerr (843) 747-8200 amsoil/dealer@aol.com
 www.lubedealer.com/kerr

- April - Variable Meetings
- May - Variable Meetings

Call for meeting time, date
SPRADLEY RESIDENCE
 117 Winston Circle
 Pelion, SC 29123

Hosted by Direct Dealers Jim & Vicki Spradley (803) 894-4618

- April 3 - Tuesday
- May 1 - Tuesday

Meeting - 7 p.m.
DENNY'S RESTAURANT
 2521 Wade Hampton
 Boulevard
 Greenville, SC 29615

Hosted by Executive Direct Jobber Loel D. Handley (864) 350-2082
 amsoildealer@charter.net

SOUTH DAKOTA

- April 5, 19 - Thursday
- May 3, 17 - Thursday

Meeting - 7 p.m.
CAIN RESIDENCE
 1312 South Snyder Circle
 Sioux Falls, SD 57106

Hosted by Regency Gold Direct Jobbers Ches and Natasha Cain (605) 361-4075 to RSVP

TENNESSEE

None Scheduled

TEXAS

- April - Daily Meetings
- May - Daily Meetings

Meeting - 7 p.m.
 Call for location.

Hosted by Account Direct Bruce Shilander (512) 736-3028

- April 17 - Tuesday
- May 15 - Tuesday

Meeting - 7 p.m.
WARD RESIDENCE
 310 S. Grove Road
 Richardson, TX 75081

Hosted by Master Direct Jobbers Ronald & Sandra Ward (972) 231-0773 oilmandj@comcast.net

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 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) 253-2701; T-1 Certification classes every Friday, pre-paid registration required. Everyone welcome; RSVP

VERMONT

None Scheduled

VIRGINIA

- April 2 - Monday
- May 7 - Monday

Meeting - 7 p.m.
ISRA-UL TRAINING MEETINGS
 P.O. Box 2734
 Chesterfield, VA 23832

Hosted by Dealers M. and S. Isra-UL. Call in advance to RSVP, get directions. Seating limited. (804) 640-3402

- April 10 - Tuesday
- May 8 - Tuesday

Meeting - 7:30 p.m.
STANCIL RESIDENCE
 1236 General Street
 Virginia Beach, VA 23464

Hosted by Regency Direct Jobbers Bill & Barbara Stancil (757) 420-0673

- April 9 - Monday
- May 14 - Monday

Meeting - 7 p.m.
GRAVITTE RESIDENCE
 1042 Merganser Circle
 Gloucester, VA 23072

Hosted by Premiere Direct Jobbers Cliff & Dee Gravitte (804) 694-0221

- April 10 - Tuesday
- May 8 - 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 16 - Monday
- May 21 - Monday

Meeting - 6:30 p.m.
GASPER'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 5 - Thursday
- May 3 - Thursday

Meeting - 7 p.m.
FRAME RESIDENCE
 12904 NE 101st Place
 Kirkland, WA 98033

Hosted by Direct Jobbers Don Frame and Janet Faunce (425) 889-5415

- April 10 - Tuesday
- May 8 - Tuesday

Meeting - 7:30 p.m.
STOUGARD RESIDENCE
 22907 Prairie Road
 Sedro Woolley, WA 98284

Hosted by Executive Direct Jobbers Marv & Charlotte Stougard (360) 856-1641 Guests welcome

- April 12 - Thursday
- May 10 - Thursday

Meeting - 7 p.m.
WALSH RESIDENCE
 2220 South Castle Way
 Lynnwood, WA 98036

Hosted by Master Direct Jobbers Tom and Shirley Walsh (425) 483-2582
 T-1 certification classes available by appointment with pre-paid registration.

- April 10 - Tuesday
- May 8 - Tuesday

Meeting - 7 p.m.
AMSOIL PEARSON
 702 37th Street NE #D
 Auburn, WA 98002

Hosted by ***Regency Platinum Direct Jobbers Leonard & Eunice Pearson (253) 939-8401 Guests Welcome

- April 10 - Tuesday
- May 8 - Tuesday

Meeting - 7 p.m.
PRUKOP RESIDENCE
 10306 86th Avenue East
 Puyallup, WA 98373

Hosted by Premiere Direct Jobbers Raymond & Patsy Prukop (253) 845-9755 / 800-267-6450
 Everyone welcome

- April 14 - Saturday
- May 12 - Saturday

Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
 2424 North Monroe Ave.
 Spokane, WA 99205

Hosted by Premiere Direct Jobber Jack Whitehill and Direct Dealer Tom Bennett (509) 324-3588 Everyone welcome. No charge

- April 24 - Tuesday
- May 22 - Tuesday

Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
 2132 S. Union Avenue
 Tacoma, WA 98405

Hosted by Direct Jobber Sammy Samuelson (360) 281-7283
 1-UPS-SW30-OIL (1-877-593-0645)
 Discussion on product application and oil analysis All are welcome. RSVP

- April 10 - Tuesday
- May 8 - Tuesday

Meeting - 7 p.m.
PRAIRIE HOTEL
 701 Prairie Parke Lane
 Yelm, WA 98597

Hosted by Executive Direct Jobber Wayne C. Fletcher (360) 269-1751

WEST VIRGINIA

None Scheduled

WISCONSIN

- April 19 - Thursday
- May 17 - 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 12 - Thursday
- May 10 - Thursday

Meeting - 7 p.m.
MITMOEN SERVICE GARAGE
 6017 65th Street
 Kenosha, WI 53142

Hosted by Executive Direct Jobbers Victor and Lynn Mitmoen (262) 652-3399

- April 5 - Thursday
- May 3 - 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.

- April 4 - Wednesday
- May 2 - Wednesday

Meeting - 7 p.m.
SWENDSON RESIDENCE
 4545 North 161st Street
 Brookfield, WI 53005

Hosted by Master Direct Jobber Scott Swendson (262) 754-9751
 Everyone welcome

WYOMING

None Scheduled

INTERNATIONAL

ALBERTA BRITISH COLUMBIA MANITOBA

None Scheduled

NEW BRUNSWICK

- April 16 - Monday
- May 21 - Monday

Meeting - 7:30 p.m.
MCLAUGHLIN RESIDENCE
 913 Coverdale Road
 Riverview, NB E1B 5E6

Hosted by Premiere Direct Jobber Wayne McLaughlin and Dealer Wendell Steeves (506) 386-2896
 Everyone welcome

NEWFOUNDLAND NOVA SCOTIA

None Scheduled

ONTARIO

- April 11 - Wednesday
- May 9 - Wednesday

Meeting - 6:30 p.m.
SOUTHERN ONTARIO SYNTHETICS
 8229 Fuller Road
 Forest, ON N0N 1J0

Hosted by Master Direct Jobber Don Stefanik (888) 767-5823
 www.soslube.com Please RSVP

- April 26 - Thursday
- May 24 - Thursday

Meeting - 7:30 p.m.
AMSOIL DISTRIBUTION CENTER
 6625 Tomken Road,
 Units 12-14
 Mississauga, ON L5M-5J3

Hosted by Executive Direct Jobber Walter Perera and local Dealers (866) 326-7645 fax: (905) 814-1802
 www.sinwal.com

PRINCE EDWARD ISLAND

- April 2 - Monday
- May 7 - Monday

Meeting - 7 p.m.
CALL FOR LOCATION
 Charlottetown

Hosted by Dealers Trevor McDonald, Trevor Murray and Merrill Cronin
 RSVP: (902) 626-9006

PUERTO RICO

None Scheduled

QUEBEC

- April 5 - Thursday
- May 3 - Thursday

Meeting - 7:30 p.m.
ENTREPOT AUTOLUBE
 AMS ENVIRONMENT
 1655 Rue Choicoin
 Vaudreuil-Dorion, Quebec,
 Canada J7V8P2

Hosted by Regency Direct Jobber Yvon Boucher (514) 990-1889

SASKATCHEWAN NEW ZEALAND

None Scheduled

AMSOIL CENTERLINES ...and updates

APRIL CLOSE OUT

The last day to process April orders in the U.S., Canada and Puerto Rico is the close of business on Monday, April 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CDT on that day. The last day to process April orders in Alaska is the close of business on Wednesday, April 25. All orders received after these times will be processed for the following month. Volume transfers for April business will be accepted until 3 p.m. CDT on Friday, May 4. All transfers received after this time will be returned.

HOLIDAY CLOSINGS

The Edmonton and Toronto distribution centers will be closed Friday, April 6 for Good Friday.

NEW MOUSEPAD



New 7½" x 8¼" mousepad replicates the design and colors of the AMSOIL 5W-30 Synthetic Motor Oil quart label.

Stock #	U.S.	Can.
G-2329	4.00	4.95

AFTERMARKET PRODUCT COMMISSIONS

As a reminder to Dealers, when retail-on-the-shelf accounts purchase AMSOIL products through the Retail-on-the-Shelf Program, Dealers receive a 20/20 commission payout. That is, Dealers receive 20 percent cash commissions, and commission credits totaling 20 percent of those purchases. When retail-on-the-shelf accounts purchase AMSOIL aftermarket products (Donaldson, Wix, Mothers, Twin Air, etc.) the commission level is set at 15/20. This is because, unlike AMSOIL products, the aftermarket products are purchased from other companies. The only way to support a 20/20 commission rate would be to raise the

prices on the aftermarket products, making them uncompetitive in the marketplace.

It should be noted that the aftermarket products offered through AMSOIL are not necessarily targeted for the Retail-on-the-Shelf Program. They are brought on to afford Dealers and Preferred Customers the opportunity to purchase top-quality products at prices that are competitive with those same products offered at retail outlets. The aftermarket products provide tremendous add-on sales opportunities and, coupled with the entire AMSOIL product line, help establish AMSOIL Dealers as dependable one-stop shopping sources.

AMSOIL ADVERTISING

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

April & May 2007

Display Advertisements

<i>8-Lug Diesel</i>	Mar./Apr. '07	(212) 745-0100
<i>Diesel Builder</i>	Mar./Apr. '07	(423) 664-5100
<i>NOLN</i>	April '07	(800) 796-2577
<i>Land Line</i>	April '07	(816) 229-5791
<i>Diesel Power</i>	April '07	(212) 745-0100
<i>Corvette Fever</i>	April '07	(212) 745-0100
<i>Mopar Muscle</i>	April '07	(212) 745-0100
<i>Street Scene</i>	April '07	(562) 430-7748
<i>Dirt Rider</i>	April '07	(212) 745-0100
<i>Racer X</i>	April '07	(661) 245-2422
<i>ASO</i>	April '07	(219) 763-3013
<i>MX Action</i>	April '07	(661) 295-1910
<i>NOLN</i>	May '07	(800) 796-2577
<i>Racer X</i>	May '07	(661) 245-2422
<i>Mopar Muscle</i>	May '07	(212) 745-0100
<i>Corvette Fever</i>	May '07	(212) 745-0100
<i>High Performance Pontiac</i>	May '07	(212) 745-0100
<i>Diesel Power</i>	May '07	(212) 745-0100
<i>Four Wheeler</i>	May '07	(212) 745-0100
<i>Transworld MX</i>	May '07	(714) 247-0077
<i>MX Action</i>	May '07	(661) 295-1910
<i>8-Lug Diesel</i>	May/June '07	(212) 745-0100

Catalog Showcase Advertisements

<i>Hot Bike</i>	April '07	(212) 745-0100
<i>Diesel Power</i>	May '07	(212) 745-0100
<i>Mustang & Fords</i>	May '07	(212) 745-0100
<i>Street Rodder</i>	May '07	(212) 745-0100

FILTRATION APPLICATIONS AND CROSS REFERENCE GUIDE

The G-3000 Filtration Applications and Cross Reference Guide has been expanded to include more applications and increased Ea Bypass Filter and WIX AquaChek® information. Effective April 1, the price of the G-3000 is \$7.50 U.S. and \$9.35 Canada, and the weight is 3.0 lbs.

Last Chance to Register for AMSOIL University 2007

May 20-24, 2007 • Duluth Entertainment & Convention Center • Duluth, Minn.

AMSOIL University is just around the corner, and the 2007 event promises to be bigger and better than ever. For the first time, AMSOIL University will be held at the Duluth Entertainment and Convention Center. This change in location enables AMSOIL to double the capacity of the University.

In addition to the new venue, AMSOIL University will include several exciting new courses and fun social activities. Make plans to attend AU 2007 now.

Enrollment Costs:

\$447 per Dealer, \$246 for an attending spouse, \$75 for a spouse wishing to attend lunches and social events only

Courses: Three Course Track Options

1. Core Technology Program - The record-setting enrollment numbers for AMSOIL University 2007 continue to skyrocket. The Core Technology Group is full, and AMSOIL is currently taking names for the waiting list in this track. Upon any cancellations, those on the waiting list will be enrolled in the Core Technology Group in the order in which their registration request was received.

2. Business Development Program - Directed toward growing Dealers interested in pursuing new markets

and/or expanding others. Prerequisites: Must have previously attended other AMSOIL training such as AMSOIL University Core Technology Program, a C&F or CAT school or have sufficient field experience and an understanding of the basics of lubrication and general AMSOIL product knowledge.

3. Advanced Development Program - Directed specifically toward the well-established Dealer who is well versed in the fundamentals of lubrication, administration and sales techniques. Prerequisites: Must have achieved the level of Direct Jobber and have completed previous training such as AMSOIL University, a C&F, CAT or CTP school. The ADP Group is near capacity, so register for AU now

A welcoming reception, cookout and facility tour and a special activity will be included at AMSOIL University at no extra cost. A 10 percent rebate will be offered on product orders placed while at AMSOIL University.

To register or obtain additional information, contact Julie Jacobson at (715) 392-7101 or visit the Dealer Zone at www.amsoil.com.

NEW METALLIC MESH T-SHIRT

Handsome metallic mesh style logo on black t-shirt is a real eye-catcher. Features 50/50 cotton/polyester blend for comfort and less fading. Sizes S-XXX.



Stock #	Size	U.S.	Can.	Stock #	Size	U.S.	Can.
G-2323	S	15.00	18.75	G-2326	XL	15.00	18.75
G-2324	M	15.00	18.75	G-2327	XXL	17.00	21.25
G-2325	L	15.00	18.75	G-2328	XXX	17.00	21.25

NEW STREET RODS POSTER



The AMSOIL Street Rods poster (18" x 24") features exciting automotive images and is an excellent sales tool.

Stock #	U.S.	Can.
G-2332	1.00	1.30

Advanced Protection for European Vehicles

AMSOIL Synthetic 5W-40 European Car Formula (AFL) provides outstanding performance in gasoline or diesel cars and light trucks and is recommended for the latest specifications of all three major European automakers - Volkswagen (Audi), BMW and Mercedes Benz.

- Fully formulated for turbo direct injection (TDI) vehicles.
- Low ash formulation provides long-term protection of emission control systems.
- Recommended for the extended drain intervals set by European automakers.
- Excellent protection in hot and cold temperatures.



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

Technical Services: 715-399-TECH (715-399-8324)



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