

AMSOIL

ACTION NEWS

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The First in Synthetics

APRIL 2008

Superior Protection Against Thermal Runaway



INSIDE: New G100 Retail Catalog

From the President's Desk...



I sent a letter recently to all of our Direct Jobbers strongly encouraging them to attend our 35th Anniversary Convention. I reinforced the importance of not only the Direct Jobbers attending, but for all Dealers to attend as well. There is no better place, I wrote, than this Convention for Dealers of all levels to gain a true appreciation for this company and the business opportunity it provides. All Dealers who attend, I continued, will leave more energized and more confident in their abilities than they have ever been before.

My reason for writing that letter was not solely to drive sales for the company. The primary motivation for writing was to stimulate the success of our Dealers – your success. The numbers show clearly that those who attend our conventions and other corporate events earn larger commission checks than those who don't attend. I have said it many times, and I mean it sincerely; there is virtually nothing that gives me more satisfaction than seeing AMSOIL Dealers build their businesses to the point of financial security. I realize the amount of effort and determination it requires to do that, and as founder and president of AMSOIL I take great pride that this company offers a legitimate opportunity to achieve that security.

In response to my Direct Jobber letter, I received a note from Regency Platinum Direct Jobbers David and Carol Bell from Austin, Texas. David and Carol have been Dealers since 1988, and I have watched them work extremely hard throughout the years to

achieve the high level of success they enjoy today. Like all successful Dealers it didn't come easy, but they worked through it all, stayed on course and made all of their efforts pay off.

The Bells' brief note confirmed something I already knew. Namely, the Bells are proven leaders. They consistently enlist many of their downline Dealers to attend the AMSOIL corporate events. And judging from what they wrote in their note, I believe it to be true again. The Bells wrote, in part, "You can count on David and Carol Bell to be there with many of the Direct Jobbers on the Bell Team. You should also know that we are working hard to get all Direct Jobbers and Dealers in our team to attend the 35th Anniversary Convention with us."

You can be sure that the Bells' effort in this regard will lead to substantial growth in their business. Nice work, David and Carol, and thank you for the note.

On another topic, you will see on page 18 of this issue of your *Action News* that the company has been forced to implement an energy surcharge on all AMSOIL and aftermarket products. This surcharge will be applied to the total product value of each order and will become effective on May 1, 2008 in the United States and Puerto Rico. Depending on exchange rates Canada may or may not be included.

This, obviously, is not a measure we wanted to take, but the company simply has no choice. The unprecedented rise in oil and energy costs have heavily impacted businesses world-wide, and there is no escape for AMSOIL. We have seen round after round of increased costs on virtually everything we purchase, including additives, basestocks, packaging, freight and energy itself. And now, with crude oil prices well above \$100 per barrel, we are sure to see another across-the-board round of increases in the very near future. In short, the company simply has to recover these increased costs.

By implementing this surcharge rather than changing our printed prices, the company can avoid reissuing price lists, which may very well be outdated again by their effective date. It should also help us avoid changing discount schedules, freight rates and other associated costs.

We expect the initial surcharge to be in the 3 to 7 percent range, but will wait until the end of April to determine the exact percentage. If our costs do come down, we can lower or even eliminate this energy surcharge. In any case, we will have the flexibility to react to the volatile market.

I was pleased to see that several of our Direct Jobbers who read the energy surcharge announcement in the Dealer Zone on our website are receptive to this plan. They understand the current nature of our economy, and I appreciate their support. I remain confident that all Dealers will lend their support as well.

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

DEALERS IN ACTION!

AMSOIL Performs in Georgia Heat

Jack Sandow, from the Okefenokee Swamp region of southeastern Georgia, has been a user and believer in AMSOIL synthetic motor oils and lubricants for decades.

"The heat in this part of the country often approaches 100 degrees for weeks at a time in our very long, humid summers," Sandow said. "Only the toughest lubrication will hold up under these punishing conditions, and AMSOIL answers the need for durability."

Sandow said he uses AMSOIL lubricants in his PowerStroke diesel, three "gasoline burners, plus all my farm and lawn-care equipment. It does wonders for my ATV, generators and even my air compressor and boat motors. I installed the AMSOIL Remote Filtration Kit on the F-350 and the soot removal is amazing."

Sandow reports he has received long service from every motor he owns. "I wouldn't ride my two Harley-Davidson bikes around the block without AMSOIL in all three lubrication points, plus I use AMSOIL Series 2000 Racing Grease on everything," he said.

Sandow has used AMSOIL Synthetic Automatic Transmission Fluid (ATF) several times to solve problems and increase the life of different vehicles.

He had a Honda Accord in which the transmission's overdrive system failed. "I was at my wit's end after replacing the transmission fluid with conventional petroleum-based fluids multiple times," Sandow said. "Finally, I installed AMSOIL ATF and within a couple of hundred miles the overdrive locking mechanism freed up, and the transmission began to shift like it was new."

When Sandow traded in the Accord for an Odyssey, it had 335,000 miles on the transmission, still shifted like new and had never required repairs.

His 1963 Ford 2000 farm tractor used to require yearly hydraulic system service.

"I had it in the shop on an annual basis because of the failure of the three-point hitch system to lift properly," Sandow said. "I got an idea two years ago to replace the petroleum-based hydraulic fluid with AMSOIL ATF. It immediately responded like it was brand new, and has operated perfectly ever since. I have told that story to hundreds of people. It was downright miraculous, and saves me a chunk of money now."

Another story of AMSOIL quality involves Sandow's brother-in-law, who bought a used Ford F-250 diesel fleet pickup truck. "Upon driving the truck for several hundred miles, he complained that the transmission shifted and sounded like it was 'on its last legs.'"



With 70,000 miles on it, Sandow encouraged him to replace the transmission fluid with AMSOIL ATF, and the results were impressive.

"The unit immediately ran much quieter and shifted like a new one," Sandow said. "My brother-in-law now has more than 300,000 miles on the transmission without ever having to turn a wrench on it."

Every mechanical device Sandow owns is lubed with AMSOIL products. "All the friends and relatives that I've encouraged to use AMSOIL are equally amazed at the results," he said.

AMSOIL MPHD For Knives

Dealer Jamey McKinley of Winter Garden, Fla. recently discovered a new use for AMSOIL Heavy Duty Metal Protector (MPHD). He uses his Buck pocket knife daily to cut open boxes and "all kinds of things," McKinley said. "The knife is spring assisted and I have had it for more than two years."

He has sharpened it many times. "Over time the hinge has gotten gummed up so the spring would only open the knife part way, and then I had to manually open it the rest of the way," McKinley said.

He decided to try AMSOIL MPHD by shooting some into the hinge. "I opened the knife, shot one squirt into the hinge, wiped the blade down with it, closed the knife and wiped off the excess," he said. "The knife opens like new. Not only that, but now the tape from the boxes doesn't stick to it as much. I was amazed."



MONTHLY LE



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



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



**George & Shirley
Douglas**
Florida
★★Regency Platinum
Direct Jobbers
Third—Total Organization
Fourth—Personal Group
Sales



David & Carol Bell
Texas
★★★Regency Platinum
Direct Jobbers
Fourth—Total Organization
Ninth—Personal Group
Sales
Seventh—Commercial &
Retail Marketing



Thomas & Sheila Shalin
Kansas
★★★★Regency Platinum
Direct Jobbers
Fifth—Total Organization
Second—Personal Group
Sales
Second—New Qualified
Dealers & Accounts



**Leonard & Eunice
Pearson**
Washington
★★★★Regency Platinum
Direct Jobbers
Sixth—Total Organization



Greg M. Desrosiers
Alberta
Regency Platinum Direct
Jobber
Tenth—Total Organization
Third—Commercial &
Retail Marketing



James & Juli Graydon
Florida
Regency Silver Direct
Jobbers
Eighth—Personal Group
Sales



Ches & Natasha Cain
South Dakota
Regency Platinum Direct
Jobbers
Tenth—Personal Group
Sales
Ninth—New Qualified
Dealers & Accounts



Ray & Kathy Yaeger
Wisconsin
★★Regency Platinum
Direct Jobbers
First—Commercial &
Retail Marketing



John W. Moldowan
Alberta
Regency Direct Jobber
Fourth—Commercial &
Retail Marketing



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



Robert E. Czczok
Minnesota
Executive Direct Jobber
Tenth—Commercial &
Retail Marketing



Gene & Danae Fine
Oregon
Regency Gold Direct
Jobbers
FIRST—New Qualified
Dealers & Accounts



Kevin J. Seeger
Wisconsin
Premiere Direct Jobber
Third—New Qualified
Dealers & Accounts



Doug Murphy
Virginia
Direct Jobber
Fifth—New Qualified
Dealers & Accounts



Chuck Deye
Wisconsin
Premiere Direct Jobber
Sixth—New Qualified
Dealers & Accounts

ADERS

January
2008

HALL OF FAME

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



Michael H. Ellis
Michigan
Regency Platinum Direct
Jobber
*Seventh—Total
Organization*
*Fifth—Personal Group
Sales*
*Second—Commercial &
Retail Marketing*



Daniel & Judy Watson
Florida
★★Regency Platinum
Direct Jobbers
*Eighth—Total
Organization*
*Sixth—Personal Group
Sales*



Gerry & Patricia Reid
North Carolina
Regency Platinum Direct
Jobbers
Ninth—Total Organization
*Seventh—Personal Group
Sales*



Shirley Green,
★Regency Platinum



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



Robert & Jean Johnson
New Hampshire
Executive Direct Jobbers
*Sixth—Commercial &
Retail Marketing*



Thomas R. Weiss
North Dakota
Premiere Direct Jobber
*Eighth—Commercial &
Retail Marketing*



Ted & Shirley Pickul
Florida
Direct Jobbers
*Ninth—Commercial &
Retail Marketing*



Dorothy Hansen,
Regency Platinum



John & Jeanne Burke
California
Regency Direct Jobbers
*Seventh—New Qualified
Dealers & Accounts*



Kent & Trudy Whiteman
Utah
Regency Direct Jobbers
*Eighth—New Qualified
Dealers & Accounts*



**Mylo & Patty
Twingstrom**
Minnesota
Regency Silver Direct
Jobbers
*Tenth—New Qualified
Dealers & Accounts*



Ora Mae Boardman,
★Regency Platinum



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



Ray and Arlene Schmit
★★★★★Regency
Platinum

HIGHER LEVELS OF

EXECUTIVE DIRECT JOBBER



David Rowley
Wisconsin

PREMIERE DIRECT JOBBER



Patrick & Carol Esser
Minnesota

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

John and Leah Kahrs, Iowa Sponsors: Don and Mary Smith

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

Ronald J. Arland, Wyoming Sponsors: Doyle and Diana Vaughan
Stephen and Rebecca Weller, Kansas Sponsors: Jesse and Tina Hull

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

Dan Brantmeier, Wisconsin Sponsor: Scott T. Swendson
Galen Good, Oregon Sponsor: Marlin G. Good
Jonathan and Melissa Kamm, New York Sponsor: John B. Somers
Blake M. Mitamura, Hawaii Sponsor: Mario C. Yano
Simon Pett, Ontario Sponsor: Vijay Parany
Gerald and Kathie Porath, North Dakota Sponsors: Marvin and Nona Stauffenberg
Lincoln A. Shim, Florida Sponsors: Edward and Patricia Hordubay

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

Richard T. Baumgartner, North Carolina Sponsors: David and Brenda Baker
Anthony and Yvonne Berver, Arizona Sponsor: Betty K. Lady
Leslie B. Butler, Colorado Sponsors: Gerard and Katrina Gotvald
Norman and Sheryl Cannon, Georgia Sponsors: Mike and Dana Smith
John and Katie Cayton, Missouri Sponsor: Bernice R. Menold
Anthony and Nita Cook, Missouri Sponsors: Jack and Sandi O'Leary
S. Copeland, Texas Sponsor: Jonathan Copeland
Paul and Krystal Dawson, Oklahoma Sponsors: Douglas and Kimberly Crawford
Shawn T. Donahue, New Hampshire Sponsors: Robert and Jean Johnson
Edward J. Frazier, Nevada Sponsors: David and Carol Bell
John W. Frazier, Texas Sponsors: Michael and Dawn Greil

RECOGNITION January 2008

NEW DIRECT JOBBERS



Jim A. Dufek
Minnesota
Sponsors: Lynn & Beth Pabst
Direct Jobbers:
Lynn & Beth Pabst



Steven J. Gruber
Oklahoma
Sponsor: James D. Gruber
Direct Jobbers: Tom and Ruth
Santell



**Nicholas & Wanda
Pristash**
Wisconsin
Sponsors: Alan & Paulette White
Direct Jobbers:
Daniel & Elizabeth Hawkin

NEW DIRECT DEALERS



Jerry & Joan Brandon
Michigan
Sponsors: Peter & Ann Wright
Direct Jobber: Ida Gray



Casey & Avelina Jones
California
Sponsor: Kenneth T. Jamieson
Direct Jobber:
Kenneth T. Jamieson

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

- Dewitt F. Friend III**, *Ohio* Sponsors: Bradley and Cinda White
John G. Garcia, *California* Sponsor: Emmanuel Ulanday
Russ Gilbert, *Florida* Sponsor: Sherry Dirksen
Fred Hall, *Georgia* Sponsor: Jerry W. Holcomb
Wayne Hudson, *North Carolina* Sponsor: James A. McKinnie
Eric T. Hunter, *Florida* Sponsors: Armand Jr. and Luisa Boutin
Joshua and Lauren Jobe, *Montana* Sponsor: Michael J. Richartz
Daniel Kaimi, *Hawaii* Sponsor: Chuck Garner
Tim J. Norris, *Nevada* Sponsor: Sherry Dirksen
Ray and Cheryl Owens, *Oklahoma* Sponsor: Carol M. Eaton
Eugene and Betty Pyeatt, *Oklahoma* Sponsors: Ches and Natasha Cain
Donald N. Sewalish, *Pennsylvania* Sponsor: Gordon H. Davis
Walter and Judy Ward, *Virginia* Sponsor: Morris Cumbie
Joseph and Jacquelyn Wooley, *Florida* Sponsors: Gerry and Patricia Reid
Rodney Youngblood Jr., *Florida* Sponsor: David J. Laguardia
Scott Zienkiewicz, *Wisconsin* Sponsor: Scott T. Swendson

The Hotter It Gets,

AMSOIL Severe Gear® Synthetic Gear Lubes provide

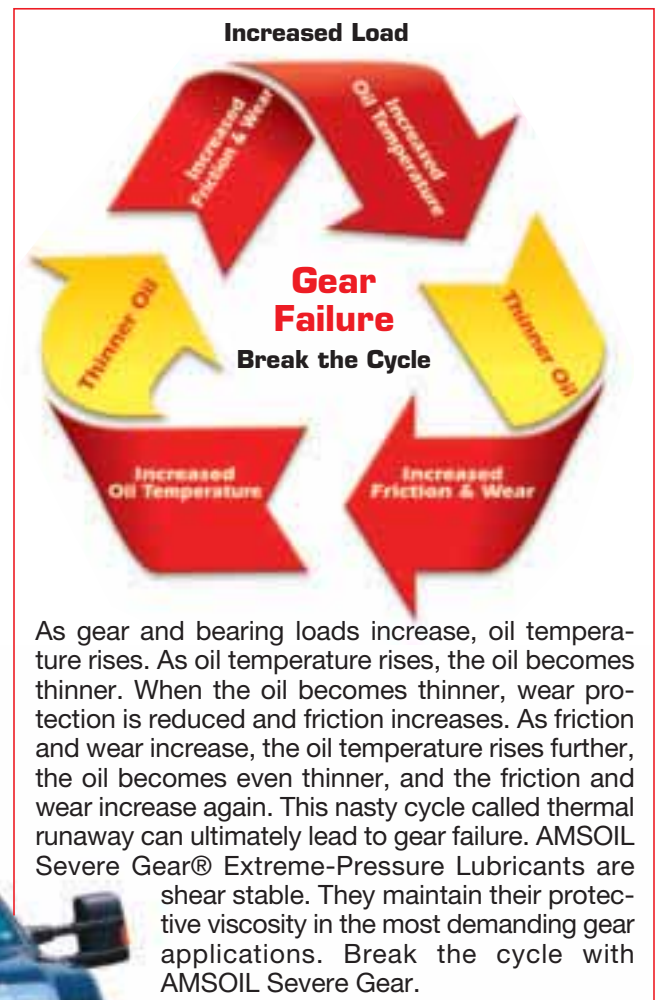
Modern turbo diesel pickup trucks, V-10 gasoline pickups and sport utility vehicles (SUVs) and high-horsepower V-8 trucks boast more towing and payload capacities than ever before. In fact, the market has seen a 34 percent increase in engine horsepower over the last decade. In the light truck segment, there has been a 93 percent horsepower increase since 1981. In vehicles such as a fifth-wheel equipped Ford F-350 Super Duty, towing capacities have reached a high of 19,200 lbs. Testing shows that in new axle applications simulating trailer-towing at 88 km/h (55 mph) at a 3.5% grade, temperatures can reach as high as 188°C (370°F). Differential stress has also increased in limousines, conversion vans, and trucks and cars with modified, high-performance engines.

The extreme loads, pressures and temperatures experienced by modern vehicles place increased stress on gear lubricants that can lead to a serious condition known as **thermal runaway**. As temperatures in the differential climb upward, gear lubricants tend to lose viscosity, while extreme loads and pressures can break the lubricant film, causing increased metal-to-metal contact and heat. The increased friction and heat, in turn, cause the lubricant to lose further viscosity, which *further* increases friction and heat. As friction and heat increase, lubricant viscosity decreases. As viscosity decreases, friction and heat continue to spiral upward. The hotter it gets, the hotter it gets. It is a vicious cycle that eventually leads to greatly increased wear and irreparable equipment damage.

AMSOIL Severe Gear Synthetic Extreme Pressure (EP) Gear Lubes feature an exclusive blend of high viscosity, shear stable synthetic base oils and an extra treatment of high-performance additives that provide a highly protective iron sulfide barrier coating on gear surfaces. Severe Gear Synthetic Gear Lubes effectively protect equipment from thermal runaway through superior viscosity protection.

Viscosity Protection

Viscosity is the most important property of a lubricant in its defense against friction and wear. Viscosity correlates to film strength, and it is film strength that keeps moving parts from contacting each other and creating friction, heat and wear. The higher the viscosity of a lubricant, the greater protection it provides. AMSOIL Severe Gear Synthetic Gear Lubes are available in 75W-90, 75W-110, 75W-140, SAE 190 and SAE 250 viscosities, each providing superior protection through superior film strength.



The Hotter It Gets

vide superior protection against thermal runaway

Viscosity Index

As temperatures rise, gear lubricant viscosity and load-carrying abilities decrease. A lubricant's viscosity index (VI) indicates its ability to maintain its protective viscosity in high temperature service. The higher a lubricant's VI, the less its viscosity changes in temperature extremes.

The ASTM D-2270 Viscosity Index test measures a lubricant's viscosity change between 40°C (104°F) and 100°C (212°F). AMSOIL Severe Gear Synthetic 75W-90 Gear Lube provides a high viscosity index, allowing it to protect against thermal runaway by maintaining its superior viscosity protection in high temperature service.

Shear Stability

Many gear lubes are formulated with viscosity index (VI) improvers in order to ensure multi-grade viscosity protection in both hot and cold temperatures. VI improver additives keep lubricants from becoming too thick to flow in cold temperatures and too thin to protect in high temperatures. However, shearing forces within equipment can cause these additives to break down and lose viscosity.

The CEC L-45-A-99 (KRL) 20-Hour Shear Test is a requirement for all automotive gear lubes to ensure they do not shear down and fall below minimum viscosity requirements. The graph shows initial oil viscosity and viscosity following the test, while the shaded area indicates SAE J306 high-temperature viscosity requirements for SAE 90 gear lubes.



that seven gear lubes sheared down below the minimum viscosity requirements for SAE J306. AMSOIL Severe Gear 75W-90 tested in the proper initial viscosity range and retained the highest viscosity of all tested oils after the shear test, indicating its superior ability to protect against thermal runaway by maintaining its protection qualities in severe, high shear operating conditions.

The superior viscosity protection, viscosity index and shear stability properties of AMSOIL Severe Gear Synthetic Gear Lubes effectively protect equipment from the devastating effects of thermal runaway. Severe Gear Synthetic 75W-90, 75W-110 and 75W-140 Gear Lubes are ideal for severe-duty applications, including towing, hauling, steep hill driving, commercial use, plowing, racing, off-road use, rapid acceleration, frequent stop-and-go operation and high ambient temperatures.

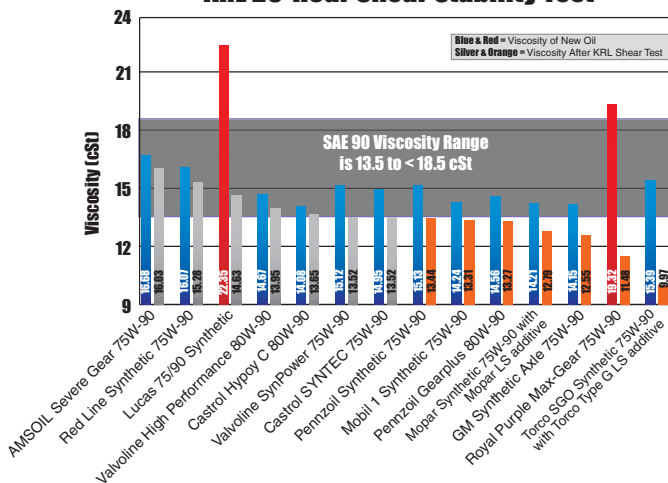
Severe Gear 75W-90 provides superior performance and replaces competing 75W-90 and 80W-90 gear oils. It delivers the best fuel efficiency and cold temperature performance in the Severe Gear line.

Severe Gear 75W-110 provides superior performance and replaces competing 75W-110, 75W-90 and 80W-90 gear oils. It delivers better viscosity protection than Severe Gear 75W-90 and better fuel efficiency than Severe Gear 75W-140.

Severe Gear 75W-140 provides superior performance and replaces competing 75W-140, 80W-140 and 85W-140 gear oils. It is recommended where these viscosities are required by OEMs and where maximum viscosity protection is needed for extreme severe-duty applications.

Severe Gear Synthetic SAE 190 and SAE 250 Gear Lubes are formulated for racing and off-road applications, including off-road truck racing, rock racing, rock crawling, tractor pulling, funny car racing and dragster racing. Other severe duty applications include heavy duty trucks and equipment where increased lubricant film is necessary.

**Viscosity Before and After
KRL 20-Hour Shear Stability Test**



As seen in the graph, two gear oils failed SAE J306 requirements before the shear test began, exceeding the maximum 18.49 cSt initial viscosity requirements for SAE J306. Viscosity measurements following the test revealed

Updated G100 Retail Catalogs Now Available

This issue of the *Action News* includes the updated AMSOIL Retail Catalog (G100). The AMSOIL Retail Catalog offers an excellent opportunity for Dealers to exhibit the entire line of AMSOIL products, including the new Brake Fluids, Severe Gear® SAE 190 and SAE 250 Synthetic Gear Lubes and Injen/AMSOIL Diesel Air Intake Systems. The Retail Catalog also contains information on becoming an AMSOIL Dealer or Preferred Customer.

How It Works

Attach your Dealer ZO number in the area marked “referral number” on the back cover of the catalog. Distribute the Catalog to potential customers, Dealers or Preferred Customers.

Where to Distribute

- Trade Shows
- Fair Booths
- Race Events
- Conventions
- Conferences
- Potential Retail/Commercial Accounts
- Direct mail to potential customers

Maintain Contact 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. Direct mailings to potential customers can give Dealers a foot in the door, but don't stop there. Follow-up with potential customers to answer questions, provide clarity and give them one-on-one service.

How Customers Place Orders

Customers who wish to place orders from your Retail Catalogs can simply call the AMSOIL toll-free ordering line and place their orders specifying the referral number (your ZO number) printed on the catalog. This ensures that you receive the retail profits and commission credits. Ordering customers are automatically sent updated Retail Catalogs for the next 18 months at no additional cost to you. In addition, any of your customers who call AMSOIL wish-

ing to become Dealers or Preferred Customers will automatically become members of your downline.

Reaching New Prospects

The AMSOIL Retail Catalog is a great opportunity to reach potential customers who you wouldn't ordinarily have contact with. A direct mailing to a specific neighborhood could reach numerous customers who do not attend race events or trade shows, but still want the best protection for their vehicles. Also, people at shows or events who are initially only somewhat interested or don't have time to talk can take a Retail Catalog home to review at their leisure.

Downloadable G100 PDF Catalog

AMSOIL Dealers can also download G100 catalogs in PDF format from the Dealer Zone that contain “Buy It Now” buttons next to the products. The buttons are live links that lead directly to the product page in the AMSOIL Online Storefront. When the PDF version of the Catalog is downloaded, the Dealer's ZO number is automatically embedded in the catalog so each time a customer clicks a “Buy It Now” button, they arrive at the online store as if they had come through a Dealer website.

Once downloaded, the functions of the Retail Catalog PDF can be used in several ways:

- It can be embedded on a Dealer's website and function as an online store that links directly to www.amsoil.com for purchasing.
- It can be embedded on a Dealer's website for customer download so that purchases can be made at a later time.
- It can be saved and sent out to a customer who views the Dealer's website and requests a free e-catalog.
- It can be saved and burned to a CD to be passed out at trade shows, race events, etc.

Ordering Catalogs

AMSOIL G100 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 Time. When ordering 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 G100 and G300 catalogs are available in the following quantities:

Stock#		Quantity	Wt. lbs	U.S.	Canada
G100A	G300A in Canada	10 Catalogs	2.0	5.00	5.65
G100B	G300B in Canada	50 Catalogs	8.0	23.50	26.40
G100C	G300C in Canada	100 Catalogs	14.0	43.00	48.30
G100D	G300D in Canada	500 Catalogs	70.0	195.00	219.60
G100E	G300E in Canada	2500 Catalogs (with labels)	350.0	975.00	1098.00
G100F	G300F in Canada	5000 Catalogs (with labels)	700.0	1850.00	2085.00



A Winning Formula

AMSOIL 35th Anniversary Convention

July 17-19, 2008 • Duluth, Minn.

Ten Reasons to Attend the 35th Anniversary Convention

- **Education**
Gather valuable information from corporate staff, industry leaders and other Dealers to help grow your business and increase your income.
- **Recreation**
Enjoy the sights, great food, hospitality and many attractions offered in the Duluth/Superior area along the shores of beautiful Lake Superior, the world's largest freshwater lake.
- **Inspiration**
Meet AMSOIL President and C.E.O. Al Amatuzio, the man whose vision and dedication started it all.
- **Rejuvenation**
The enthusiasm shared with other Dealers will leave you energized, ready to jump-start your business and serious about making money.
- **Compensation**
All Dealers have the chance to win cash and other great prizes.
- **Capitalization**
Take advantage of money-saving opportunities. A 10% rebate will be provided on all product orders placed at the Convention.
- **Association**
See old friends and make new ones. Share stories with other Dealers of all experience levels.
- **Dedication**
Be a leader. Set an example for your downline Dealers by showing how dedicated you are to growing your AMSOIL business.
- **Confirmation**
Visit corporate headquarters and tour the new, state-of-the art manufacturing facilities. See first-hand the tremendous investment AMSOIL has made for the future.
- **Conversation**
Meet corporate management and staff members. See the people you speak to on the phone – the people who assist you in the day-to-day operation of your AMSOIL business.

Register Now!

\$149 US (per Dealer)
Register online in the Dealer Zone (www.amsoil.com)
or by telephone (1-800-777-7094)

The Modified Core Technology Training is full. If interested, ask to be placed on the waiting list in case seats open up due to cancellations.

Lodging information can be found in the Dealer Zone.

Credit cards will be billed at the time of registration. Cancellations without penalty will be accepted up to 30 days in advance of the Convention, June 16. Cancellations between June 17 and July 16 will be subject to a 20 percent fee. The same applies for cancellations for the Modified Core Technology Training. No refunds will be offered for cancellations after July 16. Special consideration will be given.

Award-Winning Speaker Brings "Positively Magical Networking" to AMSOIL Convention



Award-winning speaker Billy Riggs will present "Positively Magical Networking" to 35th Anniversary Convention attendees on Saturday, July 19. Riggs has used an unusual blend of comedy, music, magic and motivation to spread his positive attitude to more than a million people on five continents. In 2000, he was presented the highest earned award of the National Speakers Association: the Certified Speaking Professional. In addition to dramatic oratory, Riggs uses world-class magical illusions to drive home his points and transform conferences into something truly special. His quick wit and quicker hands spread laughter and raise morale as listeners learn to reshape their destinies with a wave of life's magic wand:

ATTITUDE.

Day Care Information

Non-licensed day care is provided on-site at the DECC for children up to 12 years of age. The cost is \$75 for the Core Technology Training and \$75 for the Convention.

13-17 yr. olds may register to attend the Convention with parents for \$75.

All Dealers are invited to display their AMSOIL-lubricated equipment at the 35th Anniversary Convention Rig Roundup. Register online now in the Dealer Zone. Prizes will be awarded in various categories.

AMSOIL Signature Series 0W-30 Synthetic Motor Oil Meets Stringent Requirements of Honda/Acura HTO-06 Specification



The Honda/Acura HTO-06 motor oil specification was developed to ensure adequate protection for turbocharged engines, with testing for the specification designed to simulate the severe operating conditions under which turbocharged engines operate. AMSOIL Signature Series 0W-30 Synthetic Motor Oil meets the requirements of Honda/Acura HTO-06, providing superior protection and performance for turbocharged engines.

Product Description

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is the industry benchmark in lubrication technology. Engineered with the world's finest synthetic

base oils and high performance additives, AMSOIL Signature Series 0W-30 is designed for those who demand the absolute best in motor oil performance. The exclusive extended drain formulation delivers superior engine protection and maximum fuel economy. AMSOIL Signature Series 0W-30 is a premium grade synthetic motor oil that exceeds the requirements of modern, high-performance engines and older engines. It replaces other 0W-30, 5W-30 and 10W-30 motor oils and consistently outperforms competitive conventional and synthetic motor oils.

Extends Drain Intervals

AMSOIL Signature 0W-30 Synthetic Motor Oil lasts much longer in service than conventional oils. Its unique synthetic formulation and long drain additive system resist oxidation and neutralize the acids that shorten the service life of other oils. AMSOIL Signature Series 0W-30 delivers the best possible engine protection, cleanliness and performance over extended drain intervals, reducing vehicle maintenance and waste oil disposal costs.

Maximizes Fuel Efficiency

The lightweight molecular structure of AMSOIL Signature Series 0W-30 Synthetic Motor Oil reduces energy loss from the "drag" common to high viscosity oils. It is fortified with additives that enhance its friction-reducing properties to help further improve fuel efficiency.

Reduces Wear

AMSOIL Signature Series 0W-30 Synthetic Motor Oil contains specialized anti-wear technology. Its durable, high temperature film strength effectively separates metal surfaces to reduce wear even under the most grueling conditions. Tests prove that AMSOIL Signature Series 0W-30 provides better protection against wear than other motor oils. AMSOIL Signature Series 0W-30 helps engines last longer.

Resists Heat, Reduces Oil Consumption and Emissions

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is thermally stable with a strong resistance to high temperature volatility (burn-off). It is heavily fortified with detergent and dispersant additives designed to prevent sludge deposits and keep engines clean. Low volatility and clean operation reduce oil consumption and emissions.

Provides Outstanding Cold Flow Properties

Unlike conventional oils, AMSOIL Signature Series 0W-30 contains no wax. Its exceptional -60°F cold flow properties ease starting and reduce bearing wear.

Applications

AMSOIL Signature Series 0W-30 Synthetic Motor Oil is recommended for use in gasoline engines, diesel engines (API CF, ACEA B5) and other applications requiring SAE 0W-30, 5W-30 or 10W-30 with the following worldwide specifications:

- API SM/CF, SL, SJ ...
- ILSAC GF-4, 3 ...
- ACEA A5/B5-04
- GM 4718M, 6094M
- Ford WSS-M2C929-A
- Daimler Chrysler MS-6395N
- VW 503.00
- Honda/Acura HTO-06



AMSOIL Dealerships Provide Solid Opportunity in Times of Economic Uncertainty

Slump. Slide. Bottom-out. Bust. Collapse. Decline. There are many ways of saying it, but the American economy is on the verge of an official recession. Wikipedia defines a recession as a decline in a country's gross domestic product (GDP), or negative real economic growth, for two or more successive quarters of a year. One of the most dangerous words associated with recession is unemployment. As many Americans are facing layoffs and cutbacks, AMSOIL Dealers are thriving nationwide.

What Constitutes a Recession?

A recession is a downward spiral, with each component affecting the next in one big snowballing problem. One of the main symptoms of a recession is a reduction in consumer spending. This results in a decrease in the production of goods, which results in a growth in unemployment, which results in reduced personal income, which results in a decrease in consumer spending, and so on. Eventually, the stock market also suffers, adding to the financial woes.

What Causes a Recession?

There are too many factors that contribute to the development of a recession to pin-point a single cause. It can be caused by over-production – a situation in which the supply of goods exceeds consumers' ability to consume. Another major contributor is people's confidence in the economy. People who aren't confident in the security of their employment spend less. Manufacturers that believe consumer spending is declining produce less, leading to layoffs. Oftentimes, mere speculation that a recession is imminent is enough to spur a bad day for the stock market. And, each of these factors affects the others, resulting in the downward spiral into recession.

What Ends a Recession?

There is no cure-all end to recession, but there are ways to improve the nation's fiscal situation. First, in the United States, companies are free to charge whatever they want for goods and services, and consumers are free to buy or not buy any of these goods and services. The economical law of supply and demand takes over and helps to correct a failing economy.

The government also will take steps to attempt to boost the economy through tax cuts, the creation of new government jobs and through the Federal Reserve System. These measures generally increase consumer spending, thereby increasing the

employment rate, and the upward trend of economic recovery begins.

AMSOIL Dealers and Recession

Consumers' lack of confidence in the nation's economy is contagious, and AMSOIL Dealers are not immune to the worry created by neighbors and the media. It's never easy to watch friends and loved-ones go through periods of joblessness and uncertainty, but AMSOIL Dealers needn't fear a recession. As other industries struggle, AMSOIL is flourishing. The economy has certainly had its ups and downs over the past 35 years, but AMSOIL and its Dealers have demonstrated consistent growth. AMSOIL INC. has seen double-digit growth more years than not and the current outlook couldn't be better. AMSOIL Dealers across the nation continue seeing increased profits, even during the recent economic downturn.

In a recession, AMSOIL Dealers have many advantages. First, AMSOIL Dealers work for themselves, so they don't face layoffs. Next, AMSOIL products remain in demand, even during a recession. While consumers might cut back on miles traveled during a recession, they don't stop traveling all together. Lastly, the AMSOIL Dealer network is vast and continues to grow. Tens of thousands strong, AMSOIL Dealers promote AMSOIL products wherever they go, and their swelling numbers are a testament to the strength of the AMSOIL opportunity.

AMSOIL Dealers Can Market a Recession

Not only do AMSOIL products continue to sell during a recession, their superior performance and money-saving ability can be used as a marketing tool.

AMSOIL products save consumers money through improved fuel economy, longer equipment life, extended drain intervals and reduced maintenance costs. AMSOIL Dealers can demonstrate these benefits to consumers hurt by recession to earn sales (and stimulate the economy).

AMSOIL Dealership Provides Security

Whether working it part-time or as the main source of income, an AMSOIL Dealership provides security in times of economic hardship. The growth AMSOIL has demonstrated on a corporate level is linked directly to the success of AMSOIL Dealers. That success speaks to the mass potential of the AMSOIL opportunity, and others looking for stability in a volatile economy may find security in their own AMSOIL businesses.



Three in a Row for Team AMSOIL Rookie

Supercross Rider Trey Canard Victorious in First Three Events

When Team AMSOIL supercross rider Trey Canard made his professional debut last August on the AMA Outdoor Nationals circuit, he showed off his spectacular speed at the first gate drop, grabbing the holeshot and challenging for a podium finish.

Heading indoors, Canard set out to prove his amateur (he won two Loretta Lynn Amateur National titles in 2007) and outdoor successes were no flukes. Although the team held the 17-year-old out of the AMA West Coast Lites series, Canard began stealing the show once racing began on the East Coast.

After three rounds of racing on the AMA East Coast Lites Supercross series, Canard has been the picture of perfection. The Oklahoma native lined up for three heat races and three finals, winning all six contests.



Canard scrubs the finish line after his Atlanta victory.



Rookie Trey Canard celebrates after winning his first supercross race.

Canard proved his worth early and often in Atlanta in late February. After setting the fastest lap time in practice, he shot out of the gate in his first pro supercross heat with the holeshot and battled the sport's top riders for his first pro win. It was more of the same in the main event as Canard grabbed another holeshot. This time, however, he was never seriously challenged and went on to win the main event by more than a straightaway.

"I'm fortunate," Canard said. "I'm blessed in many ways, and it's not just me that did that; everyone behind me played a role in this win. There was a lot of hard work and dedication behind me. It's a long series, and I want to concentrate on that."

Canard's concentration was put to the test at the second round of the AMA East Coast Lites Supercross series in Indianapolis. While he didn't grab the holeshot in his heat race (teammate Josh Grant earned the holeshot), he did make easy work of the field for the win. A great start in the main event helped propel Canard into an early lead. On his heels was *Racer X* Rider of the Year Ryan Villopoto. Villopoto caught up to Canard twice in the Indy race, but both times Canard was able to hold off the reigning champion to earn his second straight win.

"There is no outside pressure put on me," said Canard about his early success. "The only pressure is the pressure I put on myself. I'm just trying to do my best out here. I tried to ride hard and smart, but I am really excited about this win. These last two weeks have been amazing. I want to thank everyone, including AMSOIL, for helping me get these two wins."

In order to win his third straight, Canard had to battle both Mother Nature and his competitors on the track. Rain drenched the Daytona, Fla. track for two straight days leading up to the March contest. Canard again won his heat race and continued his dominance, controlling his Honda CRF250 through the lakes and rivers that seemed to form around every turn and between every jump. Canard led the field throughout the entire race, despite falling once on his way to his third straight win.

"Coming into that race, I wasn't really sure what to expect," said Canard. "I just wanted to go out there and do the best that I could. I did everything I could possibly do during the week, and I think I was as prepared as I could possibly be so I could give it everything I had, every lap out there."

Entering round four of the East Coast Lites series in Minneapolis, Canard held a 24 point lead with five events remaining.



A little mud didn't stop Canard from winning his third straight race in Daytona.

Products the Pros Use

AMSOIL offers premium Twin Air Filters for dirt bike and ATV applications. These are the same filters used by Kevin Windham and Trey Canard on the AMA Supercross and Motocross circuits. Twin Air Filters are constructed of two layers of open-pore foam to provide maximum filtration and superior air flow.

"Twin Air Filters help us win at the highest level of racing. We don't worry about dirt or air flow on race weekends thanks to Twin Air. We get all of our Twin Air Filters through AMSOIL."

JC Waterhouse, Factory Connection Team Manager



Windham Wins in Wild Finish

AMSOIL Rider Prevails for Second Time This Season



Windham lets out a sigh of relief after his win in Houston.

Kevin Windham just might label himself as one of the sport's greatest mud riders. The last time the AMSOIL supercross rider won an AMA Supercross race was at the mud-packed opening round of the 2005 season. While K-Dub has remained a top three rider and has earned Outdoor National wins since, he hadn't been able to duplicate his supercross success.

That all changed in Houston, Texas in mid-February. Windham, riding on a course he helped design, pulled an impressive holeshot in his heat race and left the qualifying field well behind.

Windham started near the front in the main event and took over the lead when Davi Millsaps crashed on lap two. From there, Windham led the remaining 19 laps. It was the 13th AMA Supercross win of his career, moving him past Ezra Lusk and David Bailey to 12th on the all-time supercross win list.

"It was a tough race because it would've been easy to let your mind wander, and I stayed focused," Windham said. "When (points leader) Chad Reed was in second, I felt like I was inching away. I'm thankful for my team. There are a lot of pieces to the puzzle, and they all came together for this."

Windham solidified his status as one of the sport's greatest mud riders four weeks later as he picked up career supercross win number 14 at the saturated track in Daytona. K-Dub started well in the main event, fought through some mud and found himself in second at the end of the first lap. While Reed led the majority of the race, it didn't matter after his Yamaha quit running on the last lap, just three turns from the finish. Windham took advantage of Reed's misfortune and splashed his way to victory.

"Daytona is a unique race," said Windham. "Just by the nature of the track, it is by far the most brutal supercross that we run. I think it was the most brutal race I have been involved in my entire life. In the matter of one straightaway, it was the biggest emotional roller coaster I've ever been on in my entire life. It was just an incredible race and with the conditions out there I knew that AMSOIL would keep my Honda CRF 450 running 'til the end."

The wins by Canard and Windham in Daytona marked a record-setting night for the AMA Supercross series as the Torco Racing Fuels/AMSOIL/Honda team became the only non-factory team in history to sweep both classes in one night.

Team AMSOIL begins its April schedule in Dallas, Texas on April 5.



Windham splashes through the Daytona track on his way to his 14th career supercross win.



AMSOIL Triple Crown a Success

Racers, Teams Abuzz Over New Series



Racers prepare for the first round of the AMSOIL Triple Crown.

Winning the first two rounds of the AMSOIL Triple Crown cross country snowmobile series was enough for DJ Eckre to bring home the inaugural championship.

The AMSOIL Triple Crown featured a \$100,000 cash payout to racers this season in three United States Cross Country (USCC) sanctioned events. Eckre won the first event on Lake Mille Lacs near Garrison, Minn. and the second at the Brainerd International Raceway in Brainerd, Minn. the following week-end.

A fifth place finish at the finale in Hayward, Wis. was all Eckre needed to win the championship.

In addition to the large payouts, the AMSOIL Triple Crown events received extended coverage on Sled Head 24/7's nationally syndicated (FSN) snowmobile show. See www.amsoil.com for the broadcast schedule.

Photo courtesy of Wayne Davis Photography



Former snocrosser DJ Eckre picked up a pair of wins to take home the AMSOIL Triple Crown championship.



T-1 CERTIFICATION

UTAH

• 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 17 - Thursday
• May 15 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
605 Jordan Lane
Huntsville, AL
Hosted by Premiere Direct Jobber
Cliff Goehring & Executive Direct
Jobber Gerry Gotvald (256) 337-0376

• April 17 - Thursday
• May 15 - Thursday
Meeting - 7 p.m.
BOWMAN RESIDENCE
1330 Frank Marshall Road
Ozark, AL 36360
Hosted by Direct Jobber
E.E. "Al" Bowman (334) 774-3344

• April 10 - Thursday
• May 8 - Thursday
Meeting - 7 p.m.
SUMMER RESIDENCE
404 Arrowhead Drive
Montgomery, AL
Hosted by Direct Jobbers Peter and
Jean Summer (800) 867-8735
Please RSVP

ALASKA

• April 1, 15 - Tuesday
• May 6, 20 - 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 8 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10225 South Spring Ave.
Yuma, AZ
Hosted by Premiere Direct Jobbers
Raymond & Patsy Prukop
(928) 305-0273 / (253) 279-3768 Cell
Everyone welcome

ARKANSAS

• April 10 - Thursday
• May 8 - 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 15 - Tuesday
• May 20 - Tuesday
Meeting - 6 p.m.
OAK HOUSE RESTAURANT
34373 Yucaipa Blvd.
Yucaipa, CA 92399
Hosted by Dealers
Kenneth & Joyce Hunt (909) 809-9932

• April 3 - Thursday
• May 1 - Thursday
Meeting - 6 p.m.
Downline and Guests FREE,
Out of line - \$5
JOHN'S AUTO CENTER
4568 Phelan Rd
Phelan, CA 92371
Hosted by Premiere Direct Jobber
Jo & Tom Groh (760) 963-7156

• April 5 - Saturday
• May 3 - Saturday
Meeting - 9 a.m.
SYNTHETICS FIRST
3987 First St, Suite M
Livermore, CA 94551
Hosted by Master Direct Jobber
Tom Santell (510) 351-8500 & Direct
Jobber Roland Chan (925) 200-5379
Breakfast buffet followed by meeting

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

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

• April 8 - Tuesday
• May 13 - Tuesday
Meeting - 6:30 p.m.
CATALINA'S COFFEE SHOP
250 East Highland Avenue
San Bernardino, CA 92404
Hosted by Direct Dealer Jim Johnstone
(909) 886-4842

• April 15 - Tuesday
• May 20 - 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 17 - Thursday
• May 15 - 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 22 - Tuesday
• May 27 - Tuesday
Meeting - 7:30 p.m.
LANZOFANO RESIDENCE
120 Gravel Street, Unit 11
Meriden, CT 06450
Hosted by Dealer Salvatore Lanzofano
(203) 634-0885

• April 9 - Wednesday
• May 14 - Wednesday
Meeting - 6:30 p.m.
RESIDENCE
5 BRISTOL ST.
(1st Floor Rear Apartment)
Southinzpon, CT
Hosted by Frank Lanzofano
(860) 426-0439

DELAWARE

• 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 19 - Saturday
• May 17 - Saturday
Meeting - 6 p.m.
GUTKNECHT RESIDENCE
1519 Pennsylvania Ave.
Lynn Haven, FL 32444
Hosted by Dealers Richard & Evelyn
Gutknecht
(850) 271-9266 Registration fee \$5 for
out of line/free for direct line

GEORGIA

• April 3 - Thursday
• May 1 - 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 e Scheduled

IDAHO

• April 16 - Wednesday
• May 21 - Wednesday
Meeting - 7 p.m.
PIER 49 PIZZA
3665 E. Overland Rd.
Meridian, ID, 83642
Hosted by Direct Jobber Steve Noffz
(208) 861-8935

• April 9 - Wednesday
• May 14 - 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 5 - Saturday
• May 3 - 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 8 - Tuesday
• May 13 - 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 2, 16 - Wednesday
• May 7, 21 - 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 8 - Tuesday
• May 13 - 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
evansamsoilidist@aol.com

IOWA

• April 1 - Tuesday
• May 6 - Tuesday
Meeting - 7 p.m.
SORTER RESIDENCE
2629 340th Avenue
Terril, Iowa 51364
Hosted by Dealers David and Melissa
Sorter (712) 853-6293

KANSAS

None Scheduled

KENTUCKY

None Scheduled
LOUISIANA
• April 3 - Thursday
• May 1 - Thursday
Meeting - 6 p.m.
AUTTONBERRY
RESIDENCE
2520 Swiss Street
W. Monroe, LA 71291
Hosted by Direct Jobber Ellis
Auttonberry (318) 396-4348

MAINE

None Scheduled

MARYLAND

• April 24 - Thursday
• May 22 - Monday
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 18 - Friday
• May 16 - 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 18 - Friday
• May 16 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Avenue
Fort Howard, MD 21052
Hosted by Account Direct Harvey
Groner (410) 477-8255

• April 3 - Thursday
• May 1 - 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 18 - Friday
• May 16 - 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 - Monday
• May 19 - Monday
Meeting - 7 p.m.
BRAUER RESIDENCE
5709 Eggert Place
Brighton, MI 48116
Hosted by Direct Jobbers Scott and
Dolores Brauer
RSVP (810) 923-3334

• April 16 - Wednesday
(Opportunity)
• May 21 - 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 21 - Monday
• May 19 - 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 7 - Monday
• May 5 - 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

• April 17 - Thursday
• May 15 - Thursday
Meeting - 6 p.m.
DENNY'S RESTAURANT
180 N. Genesee St.
Utica, NY 13403
Hosted by Dealer Greg Johnson
(315) 796-8647

• April 23 - Wednesday
• May 28 - 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@empresynthetics.com call or
e-mail to reserve seat

• April 2 - Wednesday
• May 7 - 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 3 - Thursday
• May 6 - Tuesday
Meeting - 6 p.m.
TWINGSTROM Residence
29200 Goldenrod Drive NW
Isanti, MN 55040
Hosted by Regency Silver Direct
Jobbers Mylo and Patty Twingstrom
RSVP (612) 819-8835

• April 3 - Thursday
• May 1 - Thursday
Meeting - 7 p.m.
SCHMITT RESIDENCE
932 38th Ave. No.
St. Cloud, MN 56301
Hosted by ****Regency Platinum
Direct Jobbers Ray & Arlene Schmitt
(320) 251-4861

• April 10 - Thursday
• May 8 - 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 19 - Saturday
• May 17 - Saturday
Meeting - 2 p.m.
SAWYER WAREHOUSE
28108- 133rd Street
Zimmerman, MN 55398
Hosted by Direct Dealers Roger and
Jennifer Sawyer Please RSVP
(763) 856-3567 rpsracing@aol.com
www.rpsracing57.com

None Scheduled
MISSOURI
• April 15 - Tuesday
• May 20 - Tuesday
Meeting - 7p.m.
LUCZAK RESIDENCE
4810 Mattis Street
St. Louis, MO 63128
Hosted by Regency Direct Jobbers Connie
and John Luczak (314) 892-6018
connieluczes@earthlink.net

None Scheduled
MONTANA
NEBRASKA
NEVADA
NEW HAMPSHIRE

None Scheduled
NEW JERSEY
• April 9 - Wednesday
• May 14 - Wednesday
Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
54 Woodland Avenue
Mullica Hill, NJ 08062
Hosted by Regency Direct Jobbers
Ben Seda-Morales (856) 478-6732,
cell; (856) 371-1880, home. RSVP
connieluczes@earthlink.net

None Scheduled
NEW MEXICO
• April 22 - Tuesday
• May 27 - 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;
(505) 255-2137, home; fax (505) 881-4565.
NMOilman@aol.com

• April 7 - Monday
• May 5 - 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

None Scheduled
NEW YORK
• April 16 - Wednesday
• May 21 - Wednesday
Meeting - 6 p.m.
ALBANY AREA
GUILZ RESIDENCE
6 Daisy Lane
East Berne, NY 12059
Hosted by Premiere Direct Jobber
Richard Guilz (518) 423-1552
rich@empresynthetics.com call or
e-mail to reserve seat

• April 2 - Wednesday
• May 7 - 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 17 - Thursday
• May 15 - Thursday
Meeting - 6 p.m.
DENNY'S RESTAURANT
180 N. Genesee St.
Utica, NY 13403
Hosted by Dealer Greg Johnson
(315) 796-8647

• April 23 - Wednesday
• May 28 - 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@empresynthetics.com call or
e-mail to reserve seat

• April 2 - Wednesday
• May 7 - 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 3 - Thursday
• May 6 - Tuesday
Meeting - 6 p.m.
TWINGSTROM Residence
29200 Goldenrod Drive NW
Isanti, MN 55040
Hosted by Regency Silver Direct
Jobbers Mylo and Patty Twingstrom
RSVP (612) 819-8835

• April 3 - Thursday
• May 1 - Thursday
Meeting - 7 p.m.
SCHMITT RESIDENCE
932 38th Ave. No.
St. Cloud, MN 56301
Hosted by ****Regency Platinum
Direct Jobbers Ray & Arlene Schmitt
(320) 251-4861

• April 10 - Thursday
• May 8 - 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 19 - Saturday
• May 17 - Saturday
Meeting - 2 p.m.
SAWYER WAREHOUSE
28108- 133rd Street
Zimmerman, MN 55398
Hosted by Direct Dealers Roger and
Jennifer Sawyer Please RSVP
(763) 856-3567 rpsracing@aol.com
www.rpsracing57.com

• April 16 - Wednesday
• May 21 - 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 10 - Thursday
• May 8 - Thursday
Meeting - 7 p.m.
LOTTITO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
Hosted by Regency Direct Jobber Peter Lottito (607) 589-4242 Call ahead to reserve space and confirm location or e-mail lubedealer@hotmail.com www.lubedealer.com/newyork

• April 10 - Thursday
• May 8 - 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 16 - Wednesday
• May 21 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for location
Hosted by Direct Jobber Peter Finnerty (315) 682-9791

• April 16 - Wednesday
• May 21 - Wednesday
Meeting - 7:30 p.m.
NEWARK, NY LOCATION
Call ahead for location
Hosted by Dealer Brad Timerson (315) 331-7110

NORTH CAROLINA

• April 26 - Saturday
• May 31 - Saturday
Meeting - 10 a.m. - Noon
REID RESIDENCE
1204 Naron Farm Rd
Zebulon, NC 27597
Hosted by Regency Platinum Direct Jobbers Pat & Gerry Reid (919) 269-3331 greid@synthoils.com Please call and reserve a seat for all meetings.

• April 1 - Monday
• May 6 - Monday
Meeting - 7 p.m.
ATLANTIC BUSINESS CENTERS
4913 Chastain Ave. Unit 28
Charlotte, NC 28209
Hosted by Dealer Gregory Fimican (704) 525-5565

• April 10 - Thursday
• May 8 - 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 10 - Thursday
• May 8 - Thursday
Meeting - 7 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 10 - Thursday
• May 8 - 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 8 - Tuesday
• May 13 - 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 1 - Tuesday
• May 6 - 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 22 - Monday
• May 27 - 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 7 - Tuesday
• May 5 - 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 5 - Saturday
• May 3 - 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 10 - Thursday
• May 8 - Thursday
Meeting - 7 - 8:30 p.m.
Call for location and reservations.
Hosted by Dealers Richard and Brenda Coats (918) 225-5722

• April 8 - Tuesday
• May 13 - 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 10 - Thursday
• May 8 - 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@enordam.com

OREGON

• April 17 - Thursday
• May 15 - 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 21 - Monday
• May 19 - 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. Pre registration required

RHODE ISLAND

None Scheduled

SOUTH CAROLINA

• 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 amsoildealer@aol.com www.lubedealer.com/kerr

• 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 1 - Tuesday
• May 6 - 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 9 - Wednesday
• May 14 - Wednesday
Meeting - 7 p.m.
PERKINS RESTAURANT
3400 Gateway Blvd.
West Sioux Falls, SD 57106
Hosted by Regency Platinum Direct Jobbers Ches and Natasha Cain (605) 361-4075 to RSVP

• April 10 - Thursday
• May 8 - Thursday
Meeting - 7 p.m.
THE INSURANCE OFFICE
104 West Sixth Street
Brookings, SD 57006
Hosted by Dealer Art Wilber (605) 690-5327 to RSVP

TENNESSEE

• April 10 - Thursday
• May 8 - Thursday
Meeting - 6 p.m.
RV CHASSIS MASTER, INC.
2364 Hwy. 91
Elizabethton, TN 37643
Hosted by Dealer Peter Scalf Refreshments and door prizes. Guests Welcome (423) 474-2068

TEXAS

• Daily Meetings
Meeting - 7 p.m.
Call for location.
Hosted by Account Direct Bruce Shilander (512) 736-3028

• April 15 - Tuesday
• May 20 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Regency Direct Jobbers Ronald & Sandra Ward (972) 231-0773 oilmandj@comcast.net

UTAH

• Every Tuesday
Meeting - 7 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

• 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 7 - Monday
• May 5 - Monday
Meeting - 7 p.m.
ISRA-UL TRAINING MEETINGS
P.O. Box 2734
Chesterfield, VA 23832
Hosted by Dealers M. and S. Isra-UI. Call in advance to RSVP, get directions. Seating limited. (804) 640-3402

• April 8 - Tuesday
• May 13 - Tuesday
Meeting - 7:30 p.m.
STANCIL RESIDENCE
1236 General Street
Virginia Beach, VA 23464
Hosted by Regency Silver Direct Jobbers Bill & Barbara Stancil (757) 420-0673

• April 14 - Monday
• May 12 - 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 8 - Tuesday
• May 13 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Dealer Roger Riggie (804) 737-4874

WASHINGTON

• April 13 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Ave. E.
Puyallup, WA
Hosted by Premiere Direct Jobbers Raymond & Patsy Prukop (253) 845-9755 / (253) 279-3768 Call Everyone welcome

• April 21 - Monday
• May 19 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE CENTER & WAREHOUSE
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Regency Direct Jobbers Cliff and Lorna Gasper (253) 864-7618, or (877) 633-7618 Everyone welcome

• April 3 - Thursday
• May 1 - 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 8 - Tuesday
• May 13 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Executive Direct Jobbers Marv & Charlotte Stougar (360) 856-1641 Guests welcome

• April 10 - Thursday
• May 8 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Regency Direct Jobbers Tom and Shirley Walsh (425) 483-2582 T-1 certification classes available by appointment with pre-paid registration.

• April 8 - Tuesday
• May 13 - Tuesday
Meeting - 7 p.m.
AMSOIL PEARSON
702 37th Street NE #D
Auburn, WA 98002
Hosted by ***Regency Platinum Direct Jobber Leonard Pearson (253) 939-8401 Guests Welcome

• April 12 - Saturday
• May 10 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe Ave.
Spokane, WA 99205
Hosted by Executive Direct Jobber Rich Plesek Everyone welcome. No charge

• April 22 - Tuesday
• May 27 - 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-LUPS-5W30-OIL (1-877-593-0645) Discussion on product application and oil analysis All are welcome. RSVP

• April 9 - Wednesday
• May 14 - Wednesday
Meeting - 7 p.m.
THE LUBE DOCTOR OFFICE
2912 Graf Road
Centralia, WA 98531
Hosted by Executive Direct Jobber Wayne C. Fletcher (360) 269-1751

WEST VIRGINIA

None Scheduled

WISCONSIN

• April 17 - Thursday
• May 15 - 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 17 - Thursday
• May 15 - Thursday
Meeting - 7 p.m.
KERKMAN RESIDENCE
28238 Durand Ave
Burlington, WI 53105
Hosted by Master Direct Jobbers Kenneth & Lorna Kerkman (262) 534-2878

• April 10 - Thursday
• May 8 - 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 3 - Thursday
• May 1 - 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 2 - Wednesday
• May 7 - 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 21 - Monday
• May 19 - 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) 386-2898 Everyone welcome

NEWFOUNDLAND

NOVA SCOTIA

None Scheduled

ONTARIO

• April 24 - Thursday
• May 29 - Thursday
Meeting - 6 p.m.
AMSOIL DISTRIBUTION CENTER
6625 Tomken Road,
Units 12-14
Mississauga, ON L5M-5J3
Hosted by Master Direct Jobber Walter Perera and local Dealers (866) 326-7645 fax: (905) 814-1802 www.sinwal.com

PRINCE EDWARD ISLAND

• April 7 - Monday
• May 5 - 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 3 - Thursday
• May 1 - Thursday
Meeting - 7:30 p.m.
ENTREPOT AUTOLUBE AMS ENVIRONMENT
1655 Rue Chicoin
Vaudreuil-Dorion, Quebec,
Canada J7V8P2
Hosted by Regency Silver Direct Jobber Yvon Boucher (514) 990-1889

SASKATCHEWAN

None Scheduled

AMSOIL CENTERLINES ...and updates

AMSOIL SEEKING DIESEL TESTIMONIALS

AMSOIL is seeking testimonials from customers and accounts who use AMSOIL diesel products. If you or one of your accounts has had success using AMSOIL products, please share the story online at www.amsoil.com/testimonials/submissions.aspx or send testimonials to the following address:

AMSOIL INC.
925 Tower Ave
Superior, WI 54880
ATTN: Communications Dept.

Testimonials should include as much pertinent information as possible, along with high-resolution photos and contact information for possible follow-up from the AMSOIL Communications Department. Bear in mind that these testimonials could appear in an AMSOIL publication, so be sure to confirm that any accounts you approach for testimonials don't mind having their names and photos published.

AMSOIL ADVERTISING

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

April & May 2008

Display Advertisements

<i>NOLN</i>	Apr. '08	(800) 796-2577
<i>Mopar Muscle</i>	Apr. '08	(212) 745-0100
<i>8-Lug Diesel</i>	Apr. '08	(212) 745-0100
<i>Corvette Fever</i>	Apr. '08	(212) 745-0100
<i>Motorcyclist</i>	Apr. '08	(212) 745-0100
<i>Diesel Power</i>	Apr. '08	(212) 745-0100
<i>Street Scene</i>	Apr. '08	(562) 430-7748
<i>Cruisin Style</i>	Apr. '08	(877) 776-9869
<i>Dirt Sports</i>	Apr. '08	(800) 854-3112
<i>Hot Bike</i>	#5	(212) 745-0100
<i>NOLN</i>	May '08	(800) 796-2577
<i>High Performance Pontiac</i>	May '08	(212) 745-0100
<i>Mopar Muscle</i>	May '08	(212) 745-0100
<i>Baggers</i>	May '08	(212) 745-0100
<i>8-Lug Diesel</i>	May '08	(212) 745-0100
<i>Diesel Power</i>	May '08	(212) 745-0100
<i>Cruisin Style</i>	May '08	(877) 776-9869
<i>Corvette Fever</i>	May '08	(212) 745-0100
<i>Dirt Rider</i>	May '08	(212) 745-0100
<i>Motorcyclist</i>	May '08	(212) 745-0100
<i>Street Scene</i>	May '08	(562) 430-7748
<i>Dirt Sports</i>	May '08	(800) 854-3112
<i>Hot Bike</i>	#6	(212) 745-0100

Catalog Showcase Advertisements

<i>Diesel Power</i>	May '08	(212) 745-0100
<i>Street Rodder</i>	May '08	(212) 745-0100

SURCHARGE PROGRAM EFFECTIVE MAY 1

Although AMSOIL was forced to implement a price increase on March 1, the company has since received yet another round of large increases in the costs of raw materials and other materials necessary in the production of AMSOIL synthetic lubricants. Bottles, packaging, hard parts, etc. are all being affected by the trickle-down effect from the rising cost of oil. Freight surcharges that impact nearly everything are rising dramatically as well. Due to the volatility and unpredictable nature of the market at this time, AMSOIL is implementing a surcharge program as a temporary solution for recovering spiraling costs. Effective May 1, prices of all AMSOIL products will reflect a 3 to 5 percent surcharge across all programs. The exact percentage will be determined and announced at the end of April. Until the market stabilizes, the surcharge will remain in place and may be adjusted with 30 days notice as costs dictate. In addition, new price lists will be printed once the market reaches some level of stability.

APRIL CLOSE OUT

The last day to process April orders in the U.S., Canada and Puerto Rico is the close of business on Wednesday, 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 Friday, 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 Tuesday, May 6. All transfers received after this time will be returned.

NEW EA FILTER T-SHIRT

Denim heather t-shirt features 50/50 cotton/polyester blend for comfort and less fading. Sizes S-XXXL.



Stock #	Size	U.S.	Can.
G2511	S	15.25	17.25
G2512	M	15.25	17.25
G2513	L	15.25	17.25
G2514	XL	15.25	17.25
G2515	XXL	16.75	18.75
G2516	XXX	18.50	20.75

LITERATURE & SALES AIDS PRICE LIST

The G15 Literature & Sales Aids Price List has been updated with revised pricing and the newest AMSOIL literature and sales aid items.

Stock#	U.S.	Can.
G15	0.40	0.50



CAMOUFLAGE CAP

Embroidered logo and velcro closure.

Stock #	U.S.	Can.
G2369	14.50	16.25



NEW FLAG

New 2' x 3' double-sided flag is constructed of Superknit Polyester for durability and includes two metal grommets for attachment.



Stock #	Wt. Lbs.	U.S.	Can.
G2528	1.0	24.00	27.25

NEW EA NANOFIBER DECALS



Available in 8.5" and 12" sizes.

Stock #	Description	Qty.	U.S.	Can.
G2525	Ea Nanofiber Decals (12")	5	3.75	4.25
G2526	Ea Nanofiber Decals (8.5")	5	3.50	3.95

NEW EA AIR FILTERS

The following filters have been added to the Ea Air Filters line. For pricing information, consult the G26 and G8126 MLM price lists.

Stock #	Configuration	Application
EaA210	Panel	Ford T-Bird (02-05), Freestar (04-07), Lincoln LS, Jaguar (00-06), Mercury Monterey (04-07)
EaA211	Panel	Various Volvo models (01-07)
EaA213	Panel	Ford Escape, Mazda Tribute (01-07), Mercury Mariner (05-07)
EaA214	Panel	Chrysler 300, Dodge Magnum, Charger (05-07)
EaA215	Panel	Jeep Wrangler (97-06)
EaA216	Panel	Chevrolet/GMC Trucks, Vans (93-02)
EaA217	Radial Seal	Dodge Stratus (01-06), Chrysler Sebring (01-06)
EaA218	Panel	Police Ford Crown Victoria, Mercury Marauder (03-06)
EaA219	Panel	Chevrolet Malibu (07), Pontiac G6 (05-07)
EaA220	Panel	Ford Freestar, 500, Mercury Montego (05-07)
EaA221	Panel	Ford Edge, Lincoln MKX, MKZ (07)
EaA222	Panel	Ford Mustang w/ 5.4L (07)
EaA224	Panel	Ford Fusion, Mercury Milan, Lincoln Zephyr V6 3.0L (06-07)
EaA225	Panel	Ford Fusion, Mercury Milan L4 2.3L (06-07)
EaA226	Panel	Chevrolet Impala, Monte Carlo, Pontiac Grand Prix (06-07)
EaA228	Panel	Ford Explorer, Mercury Mountaineer w/ 4.6L (06-07)

Premium Protection Synthetic Motor Oils Offer Extra Zinc Protection

New Labels



AMSOIL 10W-40 (AMO) and 20W-50 (ARO) Premium Protection Synthetic Motor Oils are formulated for use in gasoline engines, pre-2007 on-road diesel engines and all model year off-road diesel engines, offering excellent wear protection for applications where the extra protection of a high zinc formula is desired, including hot rods, motorhomes and motorcycles. Excellent for flat tappets, high performance, heavy duty and high mileage applications.

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

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



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AMSOIL INC.

SYNTHETIC LUBRICANTS

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

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Published 12 times annually

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APRIL 2008
PRINTED IN USA



(Discover in U.S. only)