

AMSOIL

ACTION NEWS

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The First in Synthetics

AUGUST 2003

AMSOIL Improves Air Filter Design



From the President's Desk...



Another tremendous convention is over. I can't tell you how great it was to have so many AMSOIL Dealers and Directs here to celebrate with us. I really enjoyed the fellowship with old (and new) friends. Judging from the comments I heard from attendees, everyone thoroughly enjoyed this convention, finding it both interesting, educational, and a lot of fun! If you weren't here, you missed a golden opportunity to advance your knowledge of this business and have a wonderful time doing it.

In addition to the excellent company-planned programs and events, one of the most important experiences we have at an event like this is networking with people who share common interests, experiences, problems, and successes. I saw it everywhere I looked. Dealers discussing every phase of their business with fellow Dealers. Dealers interested and excited about the sessions they attended, the booths they visited, and the products and new packaging that were introduced.

This is indeed a wonderful business. I thoroughly enjoyed meeting and greeting so many Dealers. Their enthusiasm is contagious. I enjoyed having my picture taken with them, sharing stories with them, and just being around them. Their positive attitudes mean they still recognize this AMSOIL Business as a ground floor opportunity. They know we haven't even scratched the surface of our potential.

All of our AMSOIL-sponsored racers were there to share their experiences with attending Dealers. They were as positive and excited about AMSOIL products as our Dealers, and every one of them said they were proud to represent AMSOIL in their sport. We are fortunate to have such a talented and personable group of young people carrying the AMSOIL colors in competition.

The racers brought their racing machines and transportation equipment with them for all to see. The huge

tractor trailers they travel in were on display, and what a display it was! To see these beautifully decorated rigs all in one place was truly impressive. You talk about travelling billboards for AMSOIL, these rigs really show us off in a big way. Very impressive indeed.

My good friend Bobby Unser came to the convention as well. Attending Dealers really enjoyed being with him. Wherever Bobby was, there were Dealers talking with him and having their picture taken with him. He and I also spent some time on stage together, talking about our relationship over the years. Bobby recalls back in the seventies having problems with differentials wearing out in his Pike's Peak race car and being encouraged by a Dealer to call me for help. He did just that.

I must admit, I was surprised to get a call out of the blue from Bobby Unser, but that call began a friendship that has lasted all these years. Bobby helped us get involved in the Indy 500, and he was instrumental in our sponsorship of Al Unser Jr.

I was very pleased that Bobby attended this 30-year celebration. He said he wouldn't have missed it, and I really appreciate that. And by the way, I did solve his rear end wear problem with AMSOIL Synthetic Gear Lube. He went from needing a new rear end every race to having one last all season using AMSOIL.

We also introduced two important new additions to our AMSOIL staff at the convention. We are confident they will make a significant contribution to the success of every AMSOIL Dealer in the months and years to come.

Peter Haines was introduced as the new AMSOIL Director of Sales. Peter has a chemical engineering degree and eighteen years experience in the lubrication industry. He was Vice President of Sales and Marketing for a large oil company before joining AMSOIL, working closely with the company's independent distributors. I expect you will be hearing more from Peter in future months.

Also introduced at our convention was Scott Davis, our new Director of Operations. Scott has a master's degree in business administration and came to us with ten years experience in procurement and operations management. His expertise will help assure the smooth operation of AMSOIL as we continue to grow.

Both of these new directors are valuable additions to the AMSOIL management team. They join current Director of Communication, Kevin McBride and Technical Director, David Anderson. These AMSOIL Directors are all people you can rely on to help you build your AMSOIL business. Just as with every employee at AMSOIL, their job is to serve your needs. Whether it means producing the best products, providing literature and sales aids to help you sell them, or providing technical support when needed, they are here for you.

Thanks to all the Dealers and Directs who were here to help us celebrate, and a very special thank you to the entire AMSOIL staff for working so hard to make this 30 Year Anniversary such a huge success! You're a tremendous group of people and I'm proud to be associated with you.

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

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

DEALERS IN ACTION!

'Spoiled Brat Racing' Counts on AMSOIL

Junior dragster racing involves the whole family as it puts kids 8 to 17 years old in the driver's seat in a half-scale dragster. The cars run on five-horsepower, four-stroke engines at speeds up to 85 mph. The modified engines run on methanol – or alcohol – on a 1/8-mile track.

"Methanol does increase speed as it is a much more volatile fuel than gas," said Mark Benner, crew chief for Spoiled Brat Racing Team in Fisherville, Ontario, Canada. "The engine will run cooler as long as lots of methanol is being pumped into the motor. This means if you give the motor less fuel (rejetting) it will run hot. Methanol has no lubricating qualities, so a good oil is needed to maintain engine integrity." Benner insists on AMSOIL Series 2000 Synthetic 0W-30 Motor Oil.

Benner teaches his daughter, nine-year-old Keely, the ins and outs of drag racing and, as crew chief, keeps her engine running at peak performance.

Spoiled Brat Racing is one example of the family involvement in junior dragster racing. Keely is the team's driver in the International Hot Rod Association circuit in Ontario. This is her second year driving the black dragster with the gold flames, powered by a



JUNIOR DRAGSTERS – Keely Benner stands by her junior dragster ready for a race in the International Hot Rod Association competitions in Canada. The nine-year-old driver is in third place this year, her second year driving the small dragster.

Briggs and Stratton four-stroke motor. In her first year, she came in third in points. Marne Benner,

Keely's mom, is crew and financial backer, and little brother David, 6, is junior crew and future driver. David may be young, but he's active as junior crew member helping to refuel the car after a run, load the trailer, change the oil and anything else he's asked to do. "He is waiting very patiently for his eighth birthday," said Benner.

Keely's grandparents are constant support in the stands.

"My parents never miss a race," Mark Benner said.

Benner and his wife raced full-size dragsters for many years, he said, but chose to go to the junior dragsters so the whole family could participate in a sport they love. While he sometimes misses driving, he gets more satisfaction watching his daughter.

The dragster has run on AMSOIL since it was new, Benner said.

And he kept AMSOIL in the engine for all of the first season he owned it. "This motor had two and a half years of racing on it," he said.

He dismantled the engine for maintenance between racing seasons.

"When the engine came apart this past winter, the inside was just spotless with no sign of excessive wear," Benner said. "Needless to say, there was no way I was going to change to a different brand of oil after seeing the inside of the motor. AMSOIL is the only oil for us."

He puts 12 ounces in the motor and changes it after about nine runs. "This used oil doesn't get recycled yet," Benner said. "I put this used oil in my lawn mowers. The lawn mowers are running great on this used AMSOIL. When I change the oil in the lawn mowers, then the oil gets disposed of properly."

The dragsters get a lot of attention on the tracks.

"A lot of people talk to me when they are looking at the car and the oil always comes up in the conversation because of how high we rev these little motors. AMSOIL gets a plug every time I talk about the car."



ON THE DRAGSTER CIRCUIT – This black dragster with the gold flames proudly exhibits AMSOIL stickers because it is powered down the 1/8-mile strip with AMSOIL Series 2000 Synthetic 0W-30 Motor Oil.

MONTHLY LE



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



LaDonna Harrison & LaVel Rude
Minnesota
★★★★Regency Platinum Direct Jobbers
Second—Total Organization



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



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



Leonard and Eunice Pearson
Washington
★Regency Platinum Direct Jobbers
Fifth—Total Organization
Tenth—Personal Group Sales



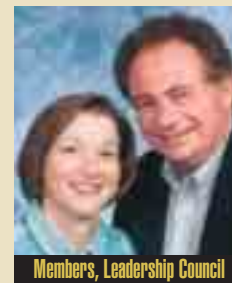
Members, Leadership Council
Eighth—Personal Group Sales
William and Judith Shirk
Maine
Regency Platinum Direct Jobbers
Ninth—Total Organization



Members, Leadership Council
Sixth—Personal Group Sales
Gerry and Patricia Reid
Virginia
Regency Gold Direct Jobbers
Tenth—Total Organization
Fifth—Personal Group Sales
Third—New Qualified Dealers



and Accounts
Daniel and Judy Watson
Florida
Regency Gold Direct Jobbers
Seventh—Personal Group



Members, Leadership Council
Sales
Thomas and Sheila Shalin
Texas
Regency Gold Direct Jobbers
Ninth—Personal Group Sales
Second—New Qualified



Marketing
David and Linda Trekell
Texas
Premiere Direct Jobbers
Fifth—Commercial and Retail Marketing



Charles Jr. and Judith Burnell
North Carolina
Premiere Direct Jobbers
Fourth—New Qualified



Dealers and Accounts
Michael and Eileen Kaufman
Michigan
Master Direct Jobbers
Fifth—New Qualified



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



Dealers and Accounts
Michael J. Mathe
Michigan
Premiere Direct Jobber
Seventh—New Qualified

ADERS

May
2003

HALL OF FAME



Member, Leadership Council

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



Dave M. Mann
Michigan
Regency Platinum Direct
Jobber
Seventh—Total Organization
Fourth—Personal Group Sales
FIRST—New Qualified



Dealers and Accounts
George and Shirley Douglas
Florida
Regency Gold Direct Jobbers
Eighth—Total Organization



Dealers and Accounts
Michael H. Ellis
Michigan
Regency Gold Direct Jobber
Second—Commercial and
Retail Marketing



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



Marketing
Eric Moreton
Michigan
Direct Jobber
Fourth—Commercial and Retail



Dealers and Accounts
Ron E. Toomes
Montana
Direct Jobber
Eighth—New Qualified



Dealers and Accounts
Douglas N. Turco
Georgia
Dealer
Ninth—New Qualified



Dealers and Accounts
John and Jeanne Burke
California
Master Direct Jobber
Tenth—New Qualified
Dealers and Accounts

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



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



Shirley Green,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Harold and Marcile Hartman,
Regency Platinum

HIGHER LEVELS OF

REGENCY PLATINUM DIRECT JOBBERS



Dave M. Mann
Michigan

REGENCY GOLD DIRECT JOBBERS



Thomas and Sheila Shalin
Texas

MASTER DIRECT JOBBER



Michael and Eileen Kaufman
Michigan



Robert V. Spence
Kansas

PREMIERE DIRECT JOBBERS



John Moldowan
Alberta



Luis and Sharon Pena
Ohio



Mylo Twingstrom
Minnesota

NEW DIRECT DEALERS



Dave S. Roeder
Minnesota

Sponsors:
Bud and Lorna Bourquin
Direct Jobbers:
Bud and Lorna Bourquin



**Douglas and Denise
Stacklie**
Minnesota

Sponsors: Bud and Lorna Bourquin
Direct Jobbers:
Bud and Lorna Bourquin

NEW ACCOUNT DIRECTS



**Jim and Margery
Williams**
Nevada

Sponsor: Norman E. Ayres
Direct Jobber: Norman E. Ayres

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

Bryan Enloe, *Texas* Sponsor: Ron K. Humphrey

Andy Sonleitner, *California* Sponsors: R. Mike and Trudie Spangler

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

Brett G. Jetton, *Texas* Sponsors: George and Elizabeth Jetton

Ernest and Rose Lindley, *Colorado* Sponsor: Arthur Redmond

Curley and Nancy O'Dell, *Virginia* Sponsors: Gerry and Patricia Reid

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

Scott and Jackie Dollaway, *Washington* Sponsors: Leonard and Eunice Pearson

Mark Hansen, *Massachusetts* Sponsors: Mark and Sherree Schell

William Hynes, *Maryland* Sponsor: Wesley L. Karlson Jr.

Bruce and Elaine Macnair, *Washington* Sponsors: Thomas and Edna Van Every

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

Arnold W. Anderson Jr., *Wisconsin* Sponsor: Gregory Vaughn

Mike Merino, *Florida* Sponsor: Pete Vail

Wayne and Gayle Nickson, *Minnesota* Sponsors: Bud and Lorna Bourquin

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

Dennis G. Allison, *Oregon* Sponsor: Robert R. Price

James H. Confer Jr., *Pennsylvania* Sponsor: Gene Mohney

Buddy L. Edwards, *Louisiana* Sponsor: Renate M. Goehring

Robert and Sally Genge, *Florida* Sponsors: Daniel and Judy Watson

Shirley and Elizabeth Gennels, *Alabama* Sponsors: Donald and Virginia Schneider

Justin Johnson, *Idaho* Sponsors: Mark and Sherree Schell

Jeffrey J. Kasper, *New York* Sponsor: Jim J. Hatch

Anderson C. Lohr, *Virginia* Sponsors: Curley and Nancy O'Dell

Anthony and Julie Moore, *Virginia* Sponsors: Billy and Pat Moore

Mark R. Quan, *Nevada* Sponsor: Patrick Scott McPherson

Thomas and Karen Risch, *Michigan* Sponsor: Dwight S. Smith

Cliff and Arvidson Stanley, *Idaho* Sponsors: Mark and Sherree Schell

David R. Stilson, *New York* Sponsors: Ray and Marilyn Stilson

Se Hi and Bobby Williams, *Florida* Sponsors: George and Shirley Douglas

Daniel J. Zimmerman, *Washington* Sponsors: Wayne and Lynette Fletcher

New Name, New Design Better-Than-Ever Performance

Already the leader in effective air filtration, AMSOIL has made a number of improvements to its air filter line, now known as AMSOIL FLOWZAIR Air Filters.

NEW XLPE/EVA BASE MATERIAL

The base of an air filter must provide and maintain a positive seal within the air filter housing. A quality seal prevents unfiltered air from bypassing the air filter and reaching the intake manifold and combustion chambers. Most air filter designs use molded plastic or plastizol as the base material, which often fails to deliver an effective, long-term airtight seal.

The base material of panel-style AMSOIL FLOWZAIR Filters is now constructed of a highly advanced Cross Linked Polyethylene (XLPE) Closed-Cell Sponge material with Ethylene Vinyl Acetate (EVA). This new material offers several key advantages:

1) Ease of installation

Minimum force is required to install the air filter and achieve positive sealing of the air filter box.

2) Resistance to flexing and vibration

Suction-flex and vibration often allow unfiltered air to sneak past an air filter's base material and into the engine. The XLPE/EVA base material of AMSOIL FLOWZAIR Air Filters resists flex and vibration and maintains its positive seal, forcing air to pass through the filter.

3) Resiliency

The new XLPE/EVA base material is highly resilient, springing back to its original shape even after months of constant compression in the air filter box. Following thorough filter cleaning and reoiling, this base material allows the filter to be reinstalled in the housing and deliver an airtight seal.

4) Long service life

The new XLPE/EVA base material effectively withstands the deteriorating effects of solvents, fuels and lubricants, providing long service life.

NEW METAL SUPPORT FOUNDATION

All AMSOIL FLOWZAIR panel configuration air filters now incorporate a heavy, rigid 18-gauge metal infrastructure with precision-formed 3.969 mm turbo perforations. This provides improved rigidity and support in service, while also allowing exceptional air flow.

NEW PACKAGING

Quality control has always been extremely important at AMSOIL. The improvements to the AMSOIL Air Filter line demonstrate the company's dedication to manufac-

turing top-of-the-line products. In addition to the improvements made to the air filter design, AMSOIL has taken steps to improve the packaging. AMSOIL FLOWZAIR Filters are packaged prewetted with AMSOIL Super-Tack Foam Filter Oil. New heavy-duty HDPE bags prevent prewetted foam from leaking, ensuring a clean, professional-looking box.

FOAM FILTER MEDIA

For an air filter to be truly effective, it must offer sufficient contaminant storing capacity, adequate air flow and satisfactory particle removal. However, the classic problem faced by most air filters on the market is the "air flow vs. efficiency compromise." The smaller the air filter media openings, the more efficient the filter is at removing wear-causing contaminants. However, smaller media openings reduce air flow. Increasing the media openings improves air flow, but sacrifices filtration efficiency.

AMSOIL Reusable Foam Air Filters have long been the most effective air filters on the market, providing superior performance in the areas of efficiency, capacity and air flow. AMSOIL FLOWZAIR Filters still feature two layers of flame-annealed, oil-wetted foam, offering significantly more capacity and filtering area than traditional air filters. In fact, for each square foot of filtration media, total filtration surface area exceeds 2,000 square feet. Wear particles are effectively trapped and held while the engine receives a constant flow of clean intake air.

STAGE-1 FOAM FILTER MEDIA

The first layer (stage 1) of foam on the AMSOIL FLOWZAIR Filter features 8,000 pores per cubic inch and makes use of surface screening to stop particles larger than the pore openings, much the same way as a window screen stops bugs from entering a building. The thickness of the stage 1 foam media allows additional particle removal through depth screening. As air flows through the foam media, dirt and contaminants are effectively screened out and stored.

In addition to surface and depth screening, AMSOIL FLOWZAIR Filters make use of diffusion and adsorption to remove airborne contaminants. Incoming air traveling through the foam filter media must navigate through a maze of open cell structures. As it moves from cell to cell, the air is continually changing directions, and contamination particles get diffused from the air and caught in the media. Adsorption to the AMSOIL Super-Tack Foam Filter Oil that coats the foam media effectively traps and removes contaminants from the air stream.

STAGE-2 FOAM FILTER MEDIA

Filtration via surface screening, depth screening, diffusion and adsorption continues on a finer scale in the second layer (stage 2) of foam on the AMSOIL FLOWZAIR Filter, which features 125,000 pores per cubic inch. Larger particles have already been filtered out in the stage 1 foam, so the full filtration capacity of the stage 2 foam is available for smaller particle removal and storage.

SERVICE INTERVALS

AMSOIL FLOWZAIR Filters may be cleaned, reoiled and reused for miles of trouble-free driving. Simply wash the filter with detergent and warm water, rinse, allow the filter to completely dry, reapply AMSOIL Super-Tack Foam Filter Oil and reinstall. Under normal driving conditions, AMSOIL FLOWZAIR Filters should be serviced at 25,000-mile or one-year intervals (whichever comes first).

In dusty conditions, the filter may require more frequent servicing.

A number of air filter models have already been converted to AMSOIL FLOWZAIR Filters, and the remaining design changes will be implemented as existing inventory levels are depleted. The performance benefits of the older TS-series Air Filters (airflow, efficiency, etc.) have not been compromised, and they will continue to perform to the unprecedented levels customers expect from AMSOIL Two-Stage Air Filters. Therefore, AMSOIL will not be offering exchanges or returns on any of the older design models. In addition, no model number changes will be made. A TS-74 will remain a TS-74, a TS-83 will remain a TS-83, etc. In the near future, every panel-style FLOWZAIR Filter will be labeled with the FLOWZAIR name, the production date code and the appropriate TS-series model number.



Stage-1 Air Filter Foam (8,000 ppi3)



Stage-2 Air Filter Foam (125,000 ppi3)



The new advanced XLPE/EVA Base Material provides a long-term airtight seal.



The new 18-gauge metal support foundation provides improved filter rigidity and exceptional air flow.

AMSOIL Introduces a New Opportunity for Dealer Training

AMSOIL HOME STUDY PROGRAM

Selling AMSOIL products for the first time can be an intimidating experience. The AMSOIL product line is quite extensive and covers such differing disciplines as synthetic oil and filtration products, hydraulic and transmission fluids, greases, additives and even appearance products. These product categories all require a certain amount of familiarity and even expertise to comfortably and confidently market to the public. For these reasons, it is natural for a beginning Dealer to feel overwhelmed by the many technical aspects of the AMSOIL product line.

AMSOIL INC. has always been aware of the challenges AMSOIL Dealers face when marketing such products, and has offered assistance in the forms of an outstanding technical services department and various Dealer education literature and coursework. These educational opportunities have evolved as the company has grown and as the diverse product line has changed.

Commercial Account Training (CAT) schools were designed to train Dealers in technical applications such as choosing the correct AMSOIL products and maintaining their equipment with extended drain intervals. These schools could also be held by Dealers and their downline groups to further educate those who were new to the AMSOIL experience. Dealers could also schedule AMSOIL training sessions in their part of the country that would include AMSOIL technical experts as guest instructors.

AMSOIL University was introduced in 2001, and immediately became an important educational event for the AMSOIL Dealer network. AMSOIL University offers Dealers a choice of several educational focuses, and trains extensively in both basic lubrication principles and more advanced lubrication knowledge. As the University grows and changes, new courses and concepts are continually added to make the learning experience dynamic and adjustable to the needs of the AMSOIL Dealer network.

AMSOIL is introducing the first Dealer training series specifically designed to be completed both at home and on the Internet. The AMSOIL Dealer Home Study Program has been designed to offer Dealers the chance to study the basics of lubrication and the

AMSOIL product line from the comfort of their own homes.

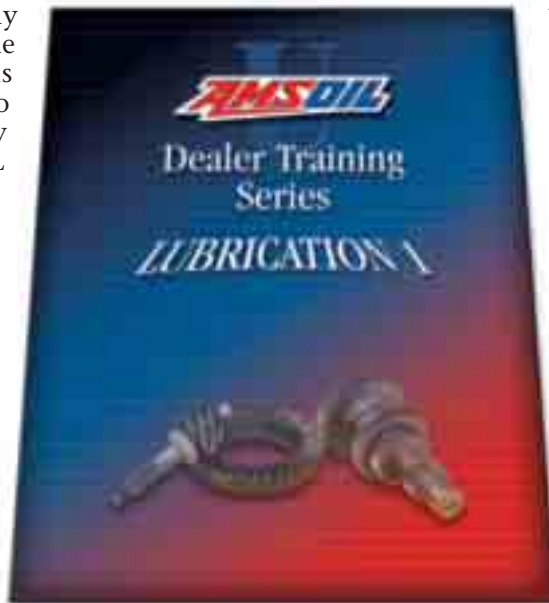
The Dealer Home Study Program is essentially a three-part system. Each course comes with a workbook, CD-ROM and an online test voucher that allows the Dealer access to an area on the AMSOIL website.

The CD-ROM bundled with each workbook includes a Microsoft Powerpoint™ reader that can be used to view a presentation on home computers with Microsoft Windows™. This presentation covers essential material for each course, and also can be used as a presentation tool for Dealer meetings and sales purposes.

The workbook is designed to be a comprehensive reference tool. The course material is presented in the same order as it appears on the CD-ROM, but terms are also defined and illustrated in further detail. The appendix section for some courses contains full-size charts and graphs for reproduction purposes and a glossary of useful terminology that can be quickly referenced.

Dealers can also log on to the AMSOIL Corporate Website and use a CD-ROM key that will allow them to complete a series of optional tests to demonstrate their progress.

The G-1861 LUBRICATION I course is currently available, and future course availability will be announced in the AMSOIL ACTION NEWS and DIRECT LINE publications.



AMSOIL Home Study Course Titles

G#	Title	U.S. Price	CAN Price
G-1861	LUBRICATION I NOW AVAILABLE!!	19.95	32.50
	LUBRICATION II		Coming Soon
	ENGINE OILS		Coming Soon
	MOBILE DRIVE TRAIN FLUIDS		Coming Soon
	FILTRATION		Coming Soon
	OIL ANALYSIS		Coming Soon
	HOME STUDY COMPLETE KIT (Complete Training Series)		

Sisters Inherit AMSOIL Business, Success

The "AMSOIL Opportunity" not only offers independent businesses to men and women alike, it offers financial benefits for spouses and loved ones.

While Dealers build successful and lucrative private businesses for themselves, they also accrue assets that benefit and enrich the lives of their spouses and children when they retire or die.

The details of how to bequeath an AMSOIL business to loved ones are spelled out in the AMSOIL Marketing Plan Policies (G-47A).

Direct Jobber David Lingwall understood the true opportunity an independent AMSOIL Dealership gave him. He met company founder and CEO A.J. Amatuzio and got in from the very beginning in 1973.

"I was his first office girl back when I was 17," said LaVel Rude, Lingwall's daughter. "I helped him set up the office. Back then, it was a hard sell. They didn't just come in off the street. Now it's familiar to everyone. It's amazing to see how far it's come."

Based in Brainerd, Minn., Lingwall built a solid and profitable business, and left a lucrative corporation to his daughters, LaDonna Harrison, 52, and LaVel Rude, 48, when he died at the age of 73 in May of 2000.

Both Lingwall daughters already owned stock in the corporation and had their own Dealership, started in 1995. When their father died, the sisters took over the corporation as 50/50 partners.

"Fortunately for us, our father was an insightful man who built a self sufficient, self perpetuating organization," said Rude. "He was set up as a corporation, which made ownership transition quite smooth for us. And AMSOIL made it really easy."

She said other AMSOIL Dealers should be encouraged to know their years of hard work can smoothly pass on the benefits of that labor to those they love.

"I'm thankful that my father had the foresight to set up the business the way he did," Rude said.

Lingwall put in many long, hard years building the business, she said. And it paid off in more ways than one. He was semi-retired and enjoying himself traveling, fishing and golfing before the year 2000, Rude said. "And then it passed on to us. The business just goes on and continues to grow."

The flexibility of the business is especially important, Rude said, because it's difficult logistically.

The central office, Auto Life, is in Brainerd, Minn. That office is run by Denise Philippi. Philippi has worked at Auto Life for about five years, according to Rude, and her dedication and hard work keep the business on track. "Denise really does handle things very well," Rude said.



David Lingwall with young daughters LaVel and LaDonna

Rude lives with her husband, Donald, in Frostburg, Md. Harrison lives with her husband Al Miller, in Thousand Oaks, Calif.

"Our husbands are our partners," Rude said. However, the women own the corporation. LaDonna is the president of the corporation. "Fortunately, we get along really well and trust each other without question," Rude said. "We've always gotten along."

Harrison echoed her sister's sentiment.

"She (LaVel) is extremely organized," said Harrison. "We really complement each other. It's wonderful."

Each pursued other careers as their dad built his AMSOIL business.

"He thought we should make it on our own," Harrison said. "Dad built the business. He was the leader." In that role, he always made sure they knew all of the important details of the corporation.

LaVel Rude owns an Interior Decorative Painting business and some of her "faux finishes" and mural work have been published in Better Homes and Gardens/Paint Decor magazine. Husband, Donald, is a project manager for Honeywell, Corp.

Harrison is a college English professor, who is teaching at a Catholic seminary. "It's the best job I've ever had for teaching," she said. Husband, Al Miller, is a college professor of radio and television communications.

In their AMSOIL business, Rude takes care of accounting and some of the daily details and telephone work; Harrison handles research, public relations and writes their newsletter.

"It's a wonderful division of labor," Harrison said.

At the helm in the Brainerd office, which offers a solid base, Philippi answers questions and fulfills orders not only for Dealers in their organization but for anyone seeking products or information.

"It works really well," Harrison said.

Harrison and Rude are in touch with each other and Philippi at the Brainerd office on a daily basis through e-mail, telephone and fax.

Rude said she hopes other Dealers take advantage of the opportunity to set up their businesses to pass on to their children.

Harrison agreed. "It's wonderful that the other leaders out there can pass this on to their families," Harrison said. "I feel very, very grateful not only to AMSOIL, but to dad's organization that has been there for dad, and I wish them success."

The sisters intend to keep the business in the family and already have made plans for their children to inherit and understand the AMSOIL business.

In the meantime, they're building their AMSOIL business slowly and will focus on it more when their other careers slow down.



LaDonna Harrison and LaVel Rude

Selling AMSOIL Online – Dealerships Enjoy

The advent of the Internet literally eliminated geographical boundaries for marketers of products.

Nowhere is that more true than for AMSOIL Dealers.

The AMSOIL Corporate Website went online in 1996. "From the beginning the Internet generated 100 leads a month," said AMSOIL Advertising Coordinator Ed Newman.

The AMSOIL website went live, offering online ordering, in the summer of 1999. "They started buying online right away," said Newman. "It was exciting. We have many technologically savvy Dealers who were eager to see us do more."

Since that time, online sales growth for Dealers averages more than 10 percent a year.

Hundreds of AMSOIL Dealers conduct business on the Internet, and it has become one of the fastest growing segments of sales for independent AMSOIL Dealers.

"The Internet is changing the way many people do business," Newman said. "It's almost as expected you'll have a website as having a business card used to be."

Even Dealers who don't own computers have the ability through AMSOIL to have a presence on the World Wide Web. AMSOIL designs and hosts websites for Dealers that bring income to the Dealer through his or her ZO number every time a customer makes a purchase on that website.

Newman mentions a particular case in which a Dealer with a website hosted by AMSOIL found out quickly how effective that website could be.

"One Dealer gave 12 people his web address and somebody bought \$300 in product that first week," Newman said. "You have to promote it, put your address out there."

He said many Dealers put their web address on their business cards.

Since the AMSOIL website hit the Information Highway in 1996, policies regulating its use have been developed.

"The policies are to create a fair and level playing field for all of our Dealers, yet are as unrestrictive as possible," Newman said. "AMSOIL needs to have some control, but we always encourage the entrepreneurial efforts of our Dealers."

The AMSOIL marketing strategy for the website always has been to get as many Dealers online as possible. "We wanted to help generate business for them by having a quality site," Newman said. "The AMSOIL website is filled with content that leads to the generation of business."

Website design and marketing tips are available to Dealers through AMSOIL web staff.

"There's a learning curve for everything," Newman said. "Our Internet staff has been available practically from the beginning. People who get there fast are the ones with the most technical information and savvy."

Today, there are more than 3,000 pages of information on the AMSOIL website. Visitors to the site can easily "click" to find such things as a complete listing of products, accounts of racing activities, company history, testimonials, articles, business information, data bulletins, all of the forms needed to run a Dealership, sign up for or work a Dealership, *Action News* articles and much more. It's organized for easy "click-through" to the Online Store where customers find information about products and ordering is easy.

The Dealer's Zone on the AMSOIL website is specifically designed to meet Dealers' needs. Newman said that's where Dealers can find the "What's New" page, which carries information about everything new at the company. He recommends Dealers visit the page every week to keep up with the newest developments in the company.

"The *Action News* comes out once a month, but 'What's New' comes out every day that it's new," Newman said.

Dealers' websites typically include a direct link to the

AMSOIL Online Store, which brings customers to the site and each Dealer receives credit for purchases made from that link through their ZO numbers.

"There are Dealers who are extremely successful online," Newman said. "Many new Dealers operate mostly online."

Regency Gold Direct Jobber Tom Shalin, in Texas, said Internet sales represent a "significant" amount of his business.

"As with any business, you need to be there," Shalin said. "If you want Internet business, then you need to be available or have a process to handle incoming new customer inquiries. Otherwise, most of the time they are gone."

Shalin said a large Internet business requires a "killer" site and a good advertising plan.

"One without the other is a waste of money," he said. "For example, if you spend thousands of dollars for a great site and no one can find it, you are wasting your money. If you spend a lot of money marketing a non-competitive, inadequate site, people will simply click through it to another one. You want surfers to stay on your site once they find it."

"The Internet is a good venue, however, as with any other business strategy, it needs to be planned, devel-

"The Internet is changing the way many people do business. It's almost as expected you'll have a website as having a business card used to be."

– Advertising Coordinator Ed Newman

Unprecedented Growth Through the Internet

oped and executed providing the expected rate of return. Otherwise, a Dealer could be wasting a lot of money.”

Dealers choose a variety of ways to make their mark in the nearly infinite land of the Internet.

Some become active in promotional endeavors. Others, like Regency Platinum Direct Jobber Dave Mann from Michigan, get involved in online, interactive discussion chats or automotive forums where they establish their credibility as experts and are able to recommend specific AMSOIL products for specific applications.

“I started by building a basic website,” said Mann, “and continued to add material to keep it up to date. I began by finding specialty sites with enthusiasts and shared links with them and formed relationships.”

Still other Dealers put banner ads on websites that cater to people seeking information about motor oils and lubricants for different types of machinery or vehicles, which drives traffic to their AMSOIL website and the link to the AMSOIL Online Store.

Newman said Internet marketing is often more successful when a Dealer’s site has good placement on Internet search engines such as Google and Yahoo!, to name only a couple of a vast array of search engines available online.

“High placement is an effective way of driving traffic to a particular site,” Newman said. The AMSOIL website also has information for Dealers concerning search engines in the Dealer’s Zone.

Newman and Shalin agreed, however, that the Internet is not for everyone.

“As I stated before, find what you like, learn how to do it, and do it well,” Shalin said. “I have talked to other large Direct Jobbers, and they said the Internet wasn’t ‘their cup of tea.’ They would rather work shows. In other words, Dealers need to find their niche. The Internet takes commitment which many may not be able to do, especially when they travel.”

Newman agreed: “The Internet is not for everybody. However, racing isn’t for everybody . . . there are differences for each Dealer. However, it’s never too late to start learning new skills that will enhance your income earning potential in the future.”

But for those who want to make the commitment in time and energy, the Internet is an effective and lucrative tool for independent AMSOIL Dealers.

In addition to the information available to Dealers on the AMSOIL website, there’s lots of information online to help Dealers better market AMSOIL to customers and

potential customers. And much of that information is free.

ClickZToday, at www.clickz.com, a weekly e-mail newsletter, offers columns and categorized articles on e-commerce and Internet marketing. The services section allows users to advertise.

As a jumping off point, ClickZToday can put Dealers in touch with experts in Internet marketing that will turn browsers into buyers on their website. It also gives readers the power to tap into the expertise of several columnists and publishers who make their living teaching people how to sell online.

Many e-mail newsletters give up-to-date information on what’s happening in Internet marketing, and how to cash in on the growth of the industry, free of charge.

Many of these experts warn that Internet shoppers are increasingly inundated with junk mail and information they don’t want. Web shoppers are suspicious of e-mail they didn’t ask for, and most of the time won’t open an unfamiliar e-mail. But, when they are shopping, looking for a particular product, the easier it is for them to get to the point of purchase, the more likely they are to make the decision to make the purchase on that website.

With that in mind, AMSOIL continues to upgrade its website to offer Dealers even more resources.

“I see continued success,” Newman said. “We’re continually upgrading the website so it’ll be easier to place orders. There’s continued improvement on leading shoppers to purchases. Online training for Dealers will be available in the future.”

The company is working on its website infrastructure to allow Dealers to manage their accounts live through the Internet, Newman said. That means Dealers will be able to get online and see the status of their account at anytime, rather than wait for the monthly statements that are mailed to them now, he explained.

New resources are being added that will increase the value of the content on the AMSOIL website, Newman said.

A “Look-up Zone” is in the works that tells Dealers specific applications such as which filters to use or which oils or greases, and their amounts, are appropriate for specific machinery.

While the Internet has proven to be a useful tool for many Dealers to grow their businesses, independent AMSOIL Dealers across the country use many venues, such as trade shows, Retail-on-the-shelf accounts and commercial accounts to grow their businesses at an unprecedented rate.

“The Internet is a good venue. However, as with any other business strategy, it needs to be planned, developed and executed providing the expected rate of return.”

– Regency Gold Direct Jobber Tom Shalin

Getting to the CORR of the Matter

AMSOIL Teams Are at the Center of Championship Off Road Racing

This is the tale of two teams and their weekend racing adventures. A demonstration of the agony and ecstasy of racing. How on one day a team can stand on the precipice while another faces the flames of despair, only to persevere and see a reversal of fortunes the next time out.

Dresser, Wis. hosted the first two rounds of the CORR season. Dan Vanden Heuval is a top Pro-2 class driver. He has been for years. On the track he is a fierce competitor respected by his peers. Off the track he's amiable and will sign autographs until the ink in his pen is gone. Then, he'll go get another pen. Mike Oberg is very much of the same cloth. He's a former champion of the Sportsman-2 class and the favorite again this season.



Mike Oberg knows how easy it is to get hooked on AMSOIL.

are run in a weekend. The two-wheel drive trucks get a heap of television coverage on SPEED Channel and the action always brings the crowd to its feet.

Vanden Heuval had his AMSOIL/Kumho Tire truck firing on all cylinders. Off the start in round one action, the trucks barreled into the first corner. The cataclysm left one truck on its roof. A favorable restart had Vanden Heuval's Chevy in the lead. By the mid-point of the race the track looked like a salvage yard obstacle course. With all the banging of a demolition derby, Vanden Heuval yielded his lead. It didn't take long for "The Flying Dutchman" to find his groove again. With a little tap and tuck-under move, he regained the lead and captured victory.



Vanden Heuval gives thanks to a television audience in AMSOIL in victory lane.

Inexplicably the truck began to slow. Was it his brakes or his transmission? Heartbroken and unable to continue, Oberg pulled off the front chute. A couple of seconds passed. Suddenly a fireball erupted inside the driver's compartment. In practically one motion Oberg pulled the pin on the onboard fire extinguisher, extricated himself from his safety harness and fell out backwards from the truck window. He suffered second-degree burns to his wrists. Remarkably, the truck was relatively intact. The fire's cause was diagnosed as a blown transmission seal which sprayed fluid on the engine.



More wins means more television for AMSOIL. Oberg gets a victory interview.

Working feverishly, the Oberg crew replaced the charred parts and came back to win round two the very next day. This, despite a rollover in practice. From worst to first in less than 24 hours. Vanden Heuval followed up his previous victory with a third-place finish. Lap traffic kept him at bay off the leaders. There are 12 rounds of action on the CORR circuit. With the way the fates change, at least the teams can count on the consistent performance of their AMSOIL products.



Dan Vanden Heuval leaves a wake of flying dirt from his AMSOIL truck.

The track on this May weekend was tight and short. Drivers knew there would be some heavy banging in the corners. There's never been a shortage of paint-swapping in Championship Off Road Racing. CORR Pro-2 class racing is about as good as it gets. Two rounds



Oberg went from fire to fantastic by winning CORR round 2.

Vanden Heuval's remarks in victory lane came straight from the heart, with one of the first thanks going out to AMSOIL.

With the stage set for another AMSOIL win, Mike Oberg prepared his black AMSOIL/ Duromax/Kumho Tire Chevy for the green flag. Television cameras were in position for all the Sportsman-2 action. Off the start, Oberg seized control, moving the truck where he wanted when he wanted.



Team AMSOIL racing makes its mark on a global scale.

CORR-oborating Evidence of AMSOIL Superiority

Waving the Magic Wand-ahsega

Ben Wandahsega posted a strong second-place finish in Sportsman-2 round three action of the Championship Off Road Racing series at Antigo, Wis.



Ben Wandahsega is racing to the top of the CORR Sportsman class.

Wandahsega has been banging on the steps for entrance onto the podium and now appears capable of beating the perennial top finishers. With consistently better finishes each time on the track, Wandahsega should be a regular near the top for a long time to come. The AMSOIL/Northern Lights Casino truck is sponsored by AMSOIL Dealer Ron Wright.

Kleiman Klimbs to the Top

Mark Kleiman has only been racing three years, but already he has a winning reputation. The Stock class driver is the reigning class champion.

Thus far this season he's posted a win and a pair of seconds and yep, he's leading the pack again. Looking to eventually jump up a class, Kleiman puts his truck on the line for Sportsman-2 action too. He's posted top-10 finishes in three races this year. Walt Patterson is the AMSOIL Dealer sponsoring the team.



Mark Kleiman looks to repeat in the Stock class for AMSOIL.

Bad News and Good News

You've probably heard the old joke about the doctor who has bad news and good news for his patient. This has its bad and good news, too... it's no joke, but there is a punch line. In this case the "Bad News" is the monster truck owned by Bruce and Jami Haney of Clearwater, Fla. The good news is the team uses AMSOIL products provided by Dealer Scott Swendson.

Maintenance has always been foremost to the Haney's. So, when Swendson and the team began talking about a sponsorship back in August 2002 there was a bit of skepticism. Before AMSOIL synthetic lubricants went in the truck, approval was needed from the engine and transmission builders. Dixie Performance,



The Bad News Travels Fast monster truck crushes the competition as AMSOIL does to its competitors.

who built the motor, said unequivocally there was "no better oil on the market." Coan Transmission echoed the sentiment. AMSOIL Series 2000 20W-50 Racing Oil was added, as was a bypass filter system. The transmission was switched over to AMSOIL Supershift and AMSOIL 75W-140 Gear Lube was put in the differentials. "I immediately noticed a difference in the noise level. Everything seemed much quieter," said Haney.

The "Bad News" truck can be seen at Clear Channel Entertainment Monster Jams across the country. Before the Haney's switched to AMSOIL, they were changing oil on the 540 ci, big block, alcohol-injected Chevy engine once a week. Now they're running three times longer. "The oil has no visual signs of breakdown due to heat or methanol contamination." The transmission fluid was at 48 passes with at least 30 freestyle competitions with no problems at 11 weeks and still counting.

The team has been so pleased, they've installed a Dual-Remote Bypass system in their semi/motorhome. It's a good thing they did. One night there was a fire in the motorhome. They quickly realized they had no power, no heat. It was 24 degrees below zero. Still, the truck turned over with one hit to the starter. "With a conventional oil you would have had to grind the starter forever," said Haney. "We check the oil often. It's amazing, 10,000 miles on the diesel with AMSOIL products and its (oil) is cleaner than before at 500 miles with the regular oil." Haney added, "Being an ASE certified master tech for over 20 years I can honestly say I'm sold on AMSOIL."

The punch line here is if a vehicle owner doesn't count on the performance of AMSOIL products, the joke's on them.



T-1 CERTIFICATION MEETINGS

OHIO

- August 26 - Tuesday
- September 23 - Tuesday

Meeting - 7 p.m.
DENATO'S PIZZA ON BROADWAY
Grove City, OH 43123
Hosted by Premier Direct Jobber
Brad White 800-871-5921 Cost is \$20

UTAH

- August - Every Friday
- September - Every Friday

Meeting - after 4 p.m.
GREENE RESIDENCE
11653 S. Patchwork Circle
South Jordan, UT 84095
Hosted by Dealer Dorsey Greone
(801) 253-2701
Pre-paid registration required

AMSOIL DEALER MEETINGS

ALABAMA

- August 21 - Thursday
- September 18 - Thursday

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

- August 21 - Thursday
- September 18 - Thursday

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

ALASKA

- August 21 - Thursday
- September 18 - Thursday

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

- August 5, 19 - Tuesday
- September 2, 16 - Tuesday

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

ARIZONA

- August 19 - Tuesday
- September 16 - Tuesday

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

ARKANSAS

- August 14 - Thursday
- September 11 - Thursday

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

- August 13 - Wednesday
- September 10 - Wednesday

Meeting - 7 p.m.
PASTERNAK RESIDENCE
217 CR 472
Jonesboro, AR 72404
Hosted by Direct Jobbers
David and Brenda Pasterniak
(870) 933-8376

CALIFORNIA

- August - Every Thursday
- September - Every Thursday

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

- August 7, 21 - Thursday
- September 4, 18 - Thursday

Meeting - 7:30 p.m.
CHRISTENSEN RESIDENCE
4141 Palm Ave, Apt 574
Sacramento, CA 95610
Hosted by Premier Direct Jobber
Jay Christensen (916) 339-1152

- August 6 - Wednesday
- September 3 - Wednesday

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

- August 26 - Tuesday
- September 23 - Tuesday

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

- August 12 - Tuesday
- September 9 - Tuesday

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

- August 4, 25 - Monday
- September 1, 22 - Monday

Meeting - 7 p.m.
INTERNATIONAL HOUSE OF PANCAKES/VINTAGE OAKS SHOPPING CENTER
Novato, CA 94945
Hosted by Dealer Richard Eplert
(800) 280-9905

- August 5 - Tuesday
- September 2 - Tuesday

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

- August 19 - Tuesday
- September 16 - Tuesday

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

COLORADO

- August 21 - Thursday
- September 18 - Thursday

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

CONNECTICUT

None Scheduled

DELAWARE

- August 9 - Saturday
- September 13 - Saturday

Meetings at Noon
Call for reservations
KING RESIDENCE
2306 Taggart Court
Wilmington, DE 19810
Hosted by Direct Dealer Greg King
(302) 345-4350 Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

- August 5 - Tuesday
- September 2 - Tuesday

Meeting - 7 p.m.
Call in advance
TOM & MONY'S RESTAURANT
4757 S. Orange Ave.
Orlando, FL 32806
Hosted by Regency Gold Direct Jobbers
George & Shirley Douglas
(407) 856-1564
Call ahead for details, directions and
RSVP

- August 21 - Thursday
- September 18 - Thursday

Meeting - 7 p.m.
AMSOIL DISTRIBUTION CENTER
3724 Silver Star Road
Orlando, FL 32808
Hosted by Regency Gold Direct Jobbers
Dan and Judy Watson
(407) 657-5969

- August 5 - Tuesday
- September 2 - Tuesday

Dinner/Social - 6 p.m.
order from menu
Meeting - 7 p.m.
SAFFRON'S RESTAURANT
1700 Park Street North
St. Petersburg, FL, 33710
Hosted by Executive Direct Jobbers
John and Shirley Alquist
(727) 545-8547
alquistproducts@hotmail.com
www.tell-it-well.com
All are welcome. Call to confirm space
available appreciated but not mandatory.

GEORGIA

- August 2 - Saturday
- September 6 - Saturday

Meeting - 9 - 11 a.m.
CHAMBLESS RESIDENCE
4803 Chamblee-Dunwoody
Road
Atlanta, GA 30338
Hosted by Regency Gold Direct Jobbers
Larry and Kathryn Chambliss
(770) 393-9916

- August 7 - Thursday
- September 4 - Thursday

Meeting - 7 p.m.
DIRKSEN RESIDENCE
1905 Queens Road
Albany, GA 31707
Hosted by Master Direct Jobber
Sherry Dirksen (912) 436-5532
Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

- August 2 - Saturday
- September 6 - 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

- August 12 - Tuesday
- September 9 - Tuesday

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

ILLINOIS

- August 12 - Tuesday
- September 9 - Tuesday

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

- August 16 - Saturday
- September 20 - Saturday

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

INDIANA

- August 6, 20 - Wednesday
- September 3, 17 - Wednesday

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

IOWA

None Scheduled

KANSAS

None Scheduled

KENTUCKY

- August 7 - Thursday
- September 4 - Thursday

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

LOUISIANA

- August 5 - Tuesday
- September 2 - Tuesday

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

MAINE

None Scheduled

MARYLAND

- August 15 - Friday
- September 19 - 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

- August 15 - Friday
- September 19 - Friday

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

- August 7 - Thursday
- September 4 - 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

- August 15 - Friday
- September 19 - Friday

Meeting - 7:30 p.m.
AL SMITH AUTOMOTIVE
3228 E Joppa Road
Baltimore, MD 21234
Hosted by Premier Direct Jobber
Al Smith (410) 882-2696
Al@SynLubes.com
Reservations Required

MASSACHUSETTS

None Scheduled

MICHIGAN

- August 18 - Monday
- September 15 - Monday

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

- August 4 - Monday
- September 1 - Monday

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

- August 4 - Monday
- September 1 - Monday

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

MINNESOTA

- August 21 - Thursday
- September 18 - Thursday

Meeting - 7 p.m.
SCHMIT RESIDENCE
932 38th Ave. No.
St. Cloud, MN 56301
Hosted by Regency Platinum Direct
Jobbers Roy & Arlene Schmit
(320) 251-4861

- August 21 - Thursday
- September 18 - Thursday

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

- August 14 - Thursday
- September 11 - Thursday

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

MISSISSIPPI

- August - Every Wednesday
- September - Every Wednesday

Meeting - 11 a.m.
DINNER BELL RESTAURANT
10122-C Central Ave.
D'Iberville, MS 39532
Hosted by Dealer Jim Day
(228) 388-4325
RSVP/Guests Welcome
jwdayndy2000@yahoo.com

MISSOURI

- August 26 - Tuesday
- September 23 - Tuesday

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

MONTANA

None Scheduled

NEBRASKA

None Scheduled

NEVADA

- August 14 - Thursday
- September 11 - Thursday

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

NEW HAMPSHIRE

None Scheduled

NEW JERSEY

None Scheduled

NEW MEXICO

- August 26 - Tuesday
- September 23 - Tuesday

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

NEW YORK

- August 20 - Wednesday
- September 17 - Wednesday

Meeting - 7 p.m.
O'BRIEN RESIDENCE
436 Mosely Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien
(716) 223-8017
Call ahead to reserve a seat

- August 5 - Tuesday
- September 2 - Tuesday

Meeting - 7 p.m.
LOTTITO RESIDENCE
89 Owl Creek Rd.
Spencer, NY 14883
Hosted by Master Direct Jobber
Peter Lofito (607) 589-4148
Call ahead to reserve space and confirm
location or e-mail lubedalemy@aol.com

- August 20 - Wednesday
- September 17 - Wednesday

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



CENTERLINES

...and updates

HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 1 for Labor Day.

AUGUST CLOSE OUT

The last day to process August orders in the U.S. and Canada is the close of business on Friday, August 29. The last day to process August orders in Alaska, New Zealand and Puerto Rico is the close of business on Monday, August 25. Volume transfers for August business will be accepted until 3 p.m. CDT on Friday, September 5.

NEW CANADIAN OIL ANALYSIS SAMPLE KIT

Oil Analyzers Inc. now offers oil testing service for Canadian Dealers and customers in Burlington, Ontario, Canada. The new Canadian Oil Analysis Sample Kit (G-1910) is printed with the Canadian address, listed below.

916 Gateway
Burlington, Ontario
Canada L7L 5K7

Stock #	U.S.	Can.
G-1910	14.95	24.00

SDF FILTERS

AMSOIL Super Duty Oil Filter SDF-71 has been discontinued and replaced with Hastings Filter LF272XS. SDF-71 filters are available as supplies last.

AMSOIL Super Duty Oil Filter SDF-75 has been discontinued and replaced with Hastings Filter LF439. The LF439 is available from the Superior Distribution Center only. SDF-75 filters are available as supplies last.

ADVERTISING POLICY

In order to ensure an even playing field for all AMSOIL Dealers, the following advertising policy has been enacted and added to the G-47A Marketing Plan:

No Dealer shall promote or advertise pricing below AMSOIL established retail pricing on AMSOIL products or Dealership opportunities or Preferred Customer memberships in any national medium, including broadcast, print and electronic formats.

NEW YORK SALES TAX

Effective immediately, the New York sales tax will increase from 8.25 percent to 8.5 percent.

AMSOIL INC. is a multi-level marketing company. As such, the Dealer network is the primary channel of distribution. It is through the Dealer network that AMSOIL sells the majority of its products and has established its identity.

The AMSOIL Retail on the Shelf Program is a secondary method of distribution. It must remain secondary to the Multi-Level Marketing Program to maintain the integrity of the Dealer network and ensure the viability of the independent multi-level business opportunity.

An increased demand for AMSOIL products, however, has led to an increased demand for these products by large retail chain outlets. If gone unchecked, large retail chain outlets are able to achieve a distinct advantage over AMSOIL Dealers on a national level because of efficiencies in distribution and low margin flexibility.

AMSOIL INC., therefore, has redefined a "retail on the shelf" account to protect the Dealers and their multi-level marketing opportunity. The following definition is effective September 1, 2003.

"An AMSOIL Retail on the Shelf account is a small business that operates out of a storefront or outlet where there is a public access for customers. This business normally sells associated merchandise at retail prices or provides product as part of a service, and is local or regional with up to 12 outlets."

CORRECTION

Lubes-n-Greases Automotive Editor David McFall was incorrectly identified in the June 2003 *Action News* as the past president of the American Petroleum Institute. He was, in fact, a five-year employee of the American Petroleum Institute after 22 years in the federal government. We apologize for the error.



NEW AMSOIL SLIP-LOCK DIFFERENTIAL ADDITIVE

New AMSOIL Slip-Lock Differential Additive is formulated with advanced friction modifiers and is designed to eliminate gear-housing chatter in cars, trucks and SUVs equipped with limited-slip, positraction and locking differentials. It also reduces some of the banging and clunking associated with automatic locking differentials. Formulated for use with both synthetic and petroleum gear lubricants, AMSOIL Slip-Lock safely replaces manufacturer recommended friction modifiers. One

four-ounce bottle of Slip-Lock treats differential capacities of two to four quarts.

AMSOIL Slip-Lock Differential Additive

Stock #	Pkg./Size	Comm. Credits	U.S. Dealer P.C. Cost	CAN. Dealer. P.C. Cost
ADA-BA	(1) 4-oz. bottle	3.90	5.15	8.25
ADA-12	(12) 4-oz. bottles	46.80	59.00	94.20



NEW HITCH COVER

New high-quality AMSOIL Hitch Cover serves as a highly visible and attractive moving advertisement for your business.

Features full color AMSOIL logo permanently sealed under a urethane dome.

Stock #	U.S.	Can.
G-1948	6.50	10.50

NEW AMSOIL 10W-30 BANNER

The new 7 1/4' x 2 3/4' AMSOIL 10W-30 Banner showcases bold new carton design, including "Genuine PAO Formulated Synthetic" badge. Ideal for both indoor and outdoor use. Includes four metal grommets and tie ropes for attachment.

Stock #	U.S.	Can.
G-1899	68.00	110.00



LITERATURE SHIPPING AND HANDLING

Effective August 1, certain bulky and oversized literature and promotional items will carry a shipping and handling charge. These items are clearly identified in the new G-15 Literature & Sales Aids Price List. Also effective August 1, the handling charge for literature orders under \$10 will increase to \$3.

Stock #	U.S.	Can.
G-15	0.25	0.40

NEW SDF FILTER

The new AMSOIL SDF-59 oil filter is now available for purchase. It fits 1999-2000 Chevrolet and GMC light duty trucks with the 7.4L FI engine (VIN. J) and 2001 and newer Chevrolet and GMC light duty trucks with the 8.1L SFI and MFI engines (VIN. J). SDF-59 replaces the GMC 25324052, Hastings LF509 and Baldwin B1411 oil filters and is included in filter price group 4.

AMSOIL MONEY CLIP

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



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

NEW AMSOIL 10W-30 T-SHIRT

New 100 percent cotton ultra blend AMSOIL 10W-30 T-Shirt replicates exciting new 10W-30 carton design on the back and presents bold "Genuine PAO Formulated Synthetic" graphic on the left chest. Sizes S-XXL.



Shirt Back

Shirt Front



Stock #	Qty	U.S.	Can.
G-1943	S	12.00	19.25
G-1944	M	12.00	19.25
G-1945	L	12.00	19.25
G-1946	XL	12.00	19.25
G-1947	XXL	13.50	21.75

NEW FLOWZAIR BROCHURE

The new AMSOIL FLOWZAIR Air Filter Brochure details the performance benefits of AMSOIL FLOWZAIR Air Filters. 3 1/2" x 8". Full color. 6-panel brochure.



Stock #	U.S.	Can.
G-1954	25 brochures	3.00 4.95

NEW GEAR OIL TESTING BROCHURE

The new Gear Oil Testing Brochure examines the impressive results of ASTM testing on AMSOIL 75W-90 Synthetic Gear Lube and Valvoline 75W-90 Gear Lube. Full size/color, 8 pages.



Stock #	U.S.	Can.
G-1903	.80	1.30

NEW SEQUENCE IIIF BROCHURE

The new Sequence IIIF Brochure examines the impressive results of API Sequence IIIF testing on AMSOIL 10W-30 Synthetic Motor Oil. Full size/color, 6 pages.



Stock #	U.S.	Can.
G-1916	.80	1.30

Built to Work – Built to Last

AMSOIL Super Duty Motorcycle Oil filters

Provides Superior
Efficiency and Greater
Capacity Than Other
Motorcycle Filters



- To find the proper filter for your application:
- Check the G-1768 Filter Application Guide
 - Check the AMSOIL Website Filter Lookup at www.amsoil.com

To Order Call 1-800-777-7094



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