



ACTION NEWS

© AMSOIL INC 2004

The First in Synthetics

AUGUST 2004

Save Money at the Pump
With AMSOIL
Synthetic Lubricants



2.00

1.99

1.52

1.89

1.86

1.83

New!

**Ams-Oiler™
Motor Oil
Precharger**



From the President's Desk...



In the April issue of *Action News* my message talked about the increasing costs of everything from raw materials to plastics to shipping we experienced in recent months. I told how higher oil prices were the cause of most of these increases. While not announcing an immediate price increase of our products, the writing was clearly on the wall back then, and is even more so today.

We have had increases of up to 11 percent for the additives we blend with. The cost of drums has increased 27 percent. Our plastic bottles have increased eight percent and shipping costs are up nearly 11 percent. That doesn't include the increased fuel surcharges of between two and eight percent. As you can see, it costs us much more to produce and ship a quart of oil than it did a year ago.

So where does all this leave us? It leaves us with little choice but to adjust our prices to reflect the increases we have been experiencing. Our plan is to have price adjustments that will be effective October 1 of this year with a new G-26 price list included in our September *Action News*. I can't tell you exactly what products will be affected or how much they will increase, but from what I can see, most products will see an increase in the two to three percent range. This price adjustment will not affect Canada and New Zealand.

While discussing how prices have increase on about everything we buy with our management team recently, I was reminded that a Dealer could purchase a quart of AMSOIL 10W-40 100% Synthetic Motor Oil (AMO) today for less than it could be bought in 1983. That's right. Dealer cost of a quart of AMO back in 1983 was \$4.73. The same quart of oil today costs a Dealer or Preferred Customer only \$4.35. In the past twenty

years, our price actually went down twenty cents on what was our flagship product.

This led to even more discussion about what the cost of other products was twenty years ago. What we learned made all of our products look very reasonably priced by comparison. The following list of price increases during the past twenty years is quoted from the trade magazine *Petrotec* to justify the 44.5 percent increase in gasoline prices during the same period. It is as follows:

Coffee	45.0%
Personal Care Products	54.5%
Eyeglasses and Eye Care	57.6%
Beer	71.6%
Meats	80.1%
Food Away From Home	85.5%
All Items	86.3%
Cereal	87.0%
Postage	90.9%
Fish and Seafood	93.2%
Residential Rent	108.6%
Airline Fare	127.6%
Water and Sewage	162.5%
Physician's Services	174.5%
Dental Services	202.1%
Prescription Drugs	232.1%
College Tuition	328.5%
Tobacco	372.6%

Now compare all these to AMSOIL 10W-40 (AMO). That product has *decreased* 04.2% in price – that's -4.2%.

Interesting, isn't it? Not all our products cost less today than they did twenty years ago, but our prices today are very close to what they were then. We've been very successful at holding the line on pricing, especially when you consider that the average increase of the items listed above is 136.67%. At that rate, a quart of AMO that cost \$4.75 in 1983 would cost \$11.24 today. That's over double its actual price now.

We have been able to produce for less not by cutting quality, but because as we grew, we were able to buy in ever larger quantities. We have also been on the cutting edge of formulating technology, finding ways to do things better for less. As new additives become available, we test them and re-test them to achieve maximum performance results. Sometimes these new additives are more cost effective, sometimes they are not. But regardless of price, we use the ones that make our oils deliver the best possible performance. And believe me when I tell you that the oils we make today are the best oils we've ever made.

When we compare the twenty-year increase (or decrease) of AMSOIL Synthetic Oils to almost anything we buy today, our products continue to be a tremendous value. They were worth every penny then and will continue to be, even after a modest price adjustment.

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

DEALERS IN ACTION!

Radio Host Gives Audiences AMSOIL Facts



LARRY PERRY
The "Magic Mechanic"

"Hi folks, Larry Perry here! Thanks for tuning in to 'The Magic Mechanic' Show."

He's the most popular radio talk show host in the Orlando, Fla. area. Every Saturday from 3-5 p.m. (EST) listeners throughout central Florida, and those who get online at wdbo.com, listen live to Perry give automotive advice.

What makes him an expert?

He also owns an automotive shop of the same name. "It's the busiest and largest auto service center in central Florida,"

Perry said. Perry, who is an AMSOIL Direct Jobber, sells and installs AMSOIL products at his shop.

But he wasn't an easy convert to synthetic motor oils. He was a died-in-the-wool believer in petroleum oils and 3,000 mile oil changes early on in his career as a mechanic. Like other "old schoolers," he was suspicious of extended oil drains and synthetics in general.

He opened his shop, the "Magic Mechanic," in 1988. Right about that time he noticed there were some people around selling AMSOIL motor oils and telling their customers about the extended drain opportunities as well as the benefits of synthetics.

His resonant voice is full of laughter as he recalls his thoughts in those days. "I thought, oh, man, these people need some serious help." He was sure they were leading consumers astray and would cost them their engines. In those days, he said, you just expected to change the engine in a vehicle at about 100,000 miles.

Sometime in 1991 or '92 a man from Wisconsin brought Perry a 1980 Lincoln Town Car, with a 302, 5.0 litre engine. It had developed a leaky intake valve, Perry said. He thought he was looking at an engine that had around 75,000 miles on it. He took it apart and the engine was clean, Perry said. His customer told him the engine actually had 475,000 miles on it and this was the first time it had ever been opened up for any type of service. Perry said he couldn't believe it. The customer showed him receipts for every AMSOIL oil change and service for the car throughout its lifetime.

That was the turning point for Perry. He researched synthetic motor oils, and AMSOIL in particular. He's conducted many of his own "crazy" tests on AMSOIL motor oils, he said, like heating AMSOIL to very high temperatures just to see what happens.

His career as a mechanic and knowledge of lubrication and the benefits of AMSOIL have made him a trusted and respected expert in Florida. He attributes his success to his knowledge of lubrication; his rich voice gives his audience confidence as he speaks to them as "just a good ol' hillbilly" who uses everyday terms and stories to make his points clear and understandable.

He's been on the radio for nearly 16 years. Perry also gets exposure writing a weekly column on automotive maintenance and lubrication for the *Orlando Sentinel*.

The most important information he can give consumers, Perry said, is "exactly how to lubricate their vehicles." A lot of people don't understand the purpose of lubrication or the way in which it works. "They just need to be educated in words they understand about the importance of preventive maintenance and lubrication," he said.

"I tell them AMSOIL is a mechanic in a can and a fountain of youth for their automobiles."

His profits at the shop have grown simply from the sheer volume of AMSOIL lubricants he sells, he said. He employs two men full time who simply install AMSOIL products in vehicles eight hours a day. "We don't have to sell AMSOIL motor oil anymore," he said. "People ask for it."

He is associated with AMSOIL Direct Jobbers Dan Watson and George Douglas, who have both appeared on the radio show. Perry said the market for AMSOIL motor oil in the Florida area is booming.

Perry has a four-station offer pending, a potential book deal on the table and his shop is humming right along, he said. He rarely sells AMSOIL products outside of his shop, he said. But he earns money on his Dealership every month. He refers new recruits to other Dealers in the area because he doesn't have the time to grow the Dealership right now.

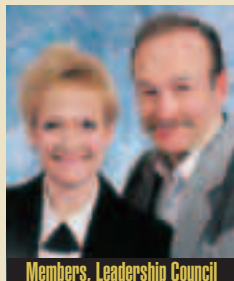
"I open a lot of doors for those people. I'm AMSOIL's unsung hero," he said, laughing.

Perry has been searching for someone to syndicate his show. "If that happened, you guys could not make the oil fast enough," he said. "It would be what you're doing now - on steroids."

MONTHLY LE



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



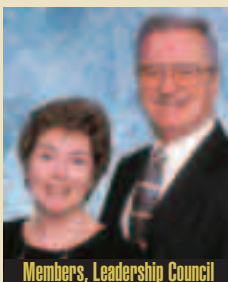
Mark and Sherree Schell
 Idaho
 ★★Regency Platinum Direct
 Jobbers
 Second—Total Organization
 Second—Personal Group
 Sales



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



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



Gerry and Patricia Reid
 Virginia
 Regency Platinum Direct
 Jobbers
 Eighth—Total Organization
 Sixth—Personal Group Sales
 Third—New Qualified Dealers
 and Accounts



George and Shirley Douglas
 Florida
 Regency Platinum Direct
 Jobbers
 Ninth—Total Organization
 Tenth—Personal Group
 Sales



Thomas H. Kirby
 Michigan
 Regency Platinum Direct
 Jobber
 Tenth—Total Organization



Thomas and Sheila Shalin
 Kansas
 Regency Platinum Direct
 Jobbers
 Seventh—Personal Group
 Sales
 Second—New Qualified
 Dealers and Accounts



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



Michael & 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



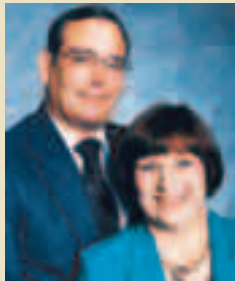
Michael J. Mathe
 Virginia
 Executive Direct Jobber
 Seventh—New Qualified
 Dealers and Accounts

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 Gold Direct Jobber
Fifth—Total Organization
Fourth—Personal Group Sales
FIRST—Commercial and Retail Marketing



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



Daniel and Judy Watson
Florida
Regency Platinum Direct Jobbers
Seventh—Total Organization
Fifth—Personal Group Sales



Shirley Green,
Regency Platinum



Bill and Donna Durand,
★★★★Regency Platinum



Eric Moreton
Michigan
Direct Jobbers
Second—Commercial and Retail Marketing



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



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



Harold and Marcile Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



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



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



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



Ora Mae Boardman,
Regency Platinum



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

HIGHER LEVELS OF

★★★ REGENCY
PLATINUM
DIRECT JOBBER



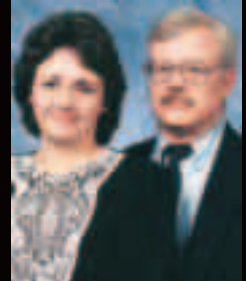
Dave M. Mann
Michigan

★★ REGENCY
PLATINUM
DIRECT JOBBER



Leonard & Eunice Pearson
Washington

REGENCY
PLATINUM
DIRECT JOBBER

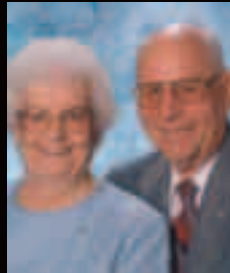


Daniel & Judy Watson
Florida

MASTER DIRECT JOBBERS



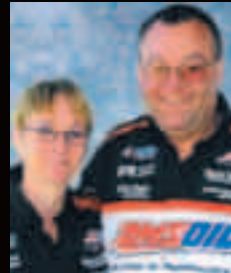
Michael & Lori
Gorecki
Minnesota



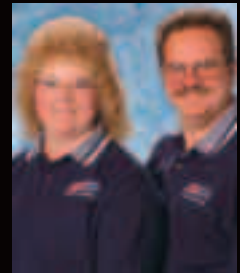
Del & Betty
Karlstrum
Colorado



Dick Nudo
Arizona



Don & Carol Stefanik
Ontario



Mylo & Patty
Twingstrom
Minnesota

EXECUTIVE DIRECT JOBBERS



Ches H. Cain
Texas



John & Connie Luczak
Missouri



Ron E. Toomes
Montana

RECOGNITION

May 2004

PREMIERE DIRECT JOBBERS



Charlie M. Anderson
North Carolina



Douglas & Eileen Bottamiller
Maryland



Daniel & Teresa Dean
Kentucky



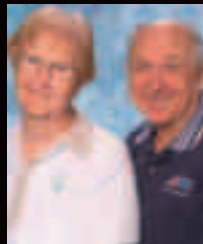
Charles & Linda Evans
California



Wayne & Lynette Fletcher
Washington



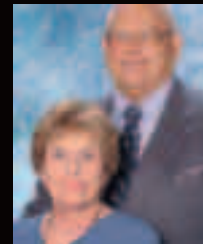
William Lockwood
Florida



Allan & Joelene Loew
Illinois



Roger B. Silcox
Alberta

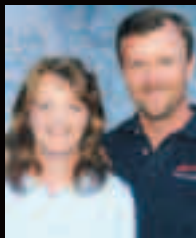


Norman & Barbara Ayres
Nevada

NEW DIRECT JOBBERS



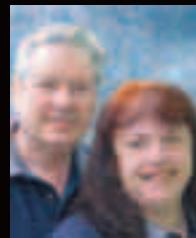
Curtis K. Brilz
California
Sponsors: Charles & Linda Evans
Direct Jobbers: Charles & Linda Evans



Scott & Jackie Dollaway, *Washington*
Sponsors: Leonard & Eunice Pearson
Direct Jobbers: Leonard & Eunice Pearson



Randall & Rebecca Finck, *Virginia*
Sponsors: Frank Jr. & Sharon Spruill
Direct Jobbers: Bill & Donna Durand



Curley & Nancy O'Dell
Virginia
Sponsors: Gerry & Patricia Reid
Direct Jobbers: Gerry & Patricia Reid



J.W. & Jessie Palmer
New Mexico
Sponsors: Harold & Marcile Hartman
Direct Jobbers: Harold & Marcile Hartman



Lynn Jr. & Janet Peterson, *Michigan*
Sponsors: Allan & Carol Hayward
Direct Jobbers: Allan & Carol Hayward



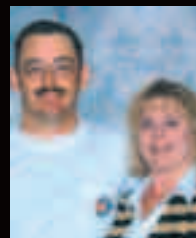
Ted & Shirley Pickul
Florida
Sponsors: Don & Carolyn Souter
Direct Jobber: Donald S. Lynch



Scott & Linda Rogus
Michigan
Sponsor: Dave M. Mann
Direct Jobber: Dave M. Mann



Kevin J. Seeger
Wisconsin
Sponsors: Lynn & Beth Pabst
Direct Jobbers: Lynn & Beth Pabst



Ronald & Brenda Wright
Michigan
Sponsors: Bill & Donna Durand
Direct Jobbers: Bill & Donna Durand

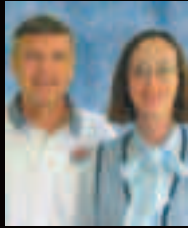


David & Brenda Baker
North Carolina
Sponsor: Alan Hillman
Direct Jobber: Alan Hillman

HIGHER LEVELS OF RECOGNITION

May 2004

NEW DIRECT DEALERS



Edward Jr. & Dessa Anderson
Texas
Sponsors: David & Lavera Donley
Direct Jobber: Ida Gray



David & Beverly Giard, Florida
Sponsors:
Robert & Jean Johnson
Direct Jobbers:
Robert & Jean Johnson



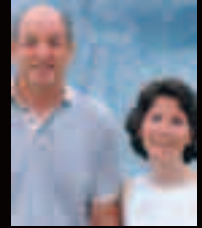
Merv Nolt, Ohio
Sponsors:
Delbert & Arlene Lehman
Direct Jobbers:
Alvin & Magdalena Wengred



Kent & Chriseen Peay
Tennessee
Sponsors:
Norman & Barbara Ayres
Direct Jobbers:
Norman & Barbara Ayres



Fred A. Schultz
Texas
Sponsors:
Tracey & Marty Dean
Direct Jobbers:
Tracey & Marty Dean



Lonzo & Mickey Sutton
Idaho
Sponsors:
Mark & Sherree Schell
Direct Jobbers:
Mark & Sherree Schell

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

Kenneth A. Deemer, *Oklahoma* Sponsor: Dave M. Mann

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

Terrance & Josephine Krueger, *South Carolina* Sponsors: Loel & Karen Handley

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

Robert E. Riley, *Florida* Sponsor: Dave M. Mann
Phillip C. Anderson *Minnesota* Sponsors: Mylo & Patty Twingstrom

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

Justin Johnson, *Idaho* Sponsors: Mark & Sherree Schell
Perry G. Ward, *New Mexico* Sponsors: Bill & Donna Durand
David & Taeko Burch, *Arizona* Sponsor: Dick Nudo
George & Lea Collins, *Florida* Sponsor: Matt Collins
Raymond & Connie Erola, *Minnesota* Sponsors: Bill & Donna Durand
Gregory B. Height, *California* Sponsors: Norman & Barbara Ayres
William S. Hennings, *California* Sponsors: LaDonna Harrison & LaVel Rude
Gary T. Holbein, *Alabama* Sponsor: Erwin E. Keas
Jerry & Peggy Holcomb, *Georgia* Sponsors: George & Shirley Douglas

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

Peter M. Muzio, *North Carolina* Sponsors: Michael & Eileen Kaufman
Todd & Jennifer Allison, *Virginia* Sponsors: Curley & Nancy O'Dell
Mark & Lori Bosecker, *Florida* Sponsor: Brian A. Wise
Thomas & Zenaida Budnick, *New Jersey* Sponsor: Joseph M. Hallock
Charles & Rubye Forehand, *Florida* Sponsor: Perry G. Ward
Steven Greene, *Utah* Sponsors: Neil & Maria Christensen
Ron L. Hieronymus, *New Mexico* Sponsors: William & Bette Wheatley
John J. Hughes, *Pennsylvania* Sponsor: Gregory King
Timothy M. Kroeger, *Texas* Sponsor: Larry L. Crider
Ken & Barb LaFountain, *Nevada* Sponsor: Mark R. Quan
Brian & Jennifer O'Bannon, *Nebraska* Sponsors: Ted & Theresa Cheng
Patricia A. Rose, *Tennessee* Sponsor: W. M. Marvin Rose
Russell A. Rougier, *New Hampshire* Sponsor: Richard Lamonde
John A. Szaroleta, *Florida* Sponsors: Roy & Virginia Ferguson
Cheryl Thompson, *California* Sponsor: Bruce W. Rayner
Bernard V. West, *Ohio* Sponsors: Loel & Karen Handley

Introducing the **AMS-Oiler™**

The lubrication needs of automotive and industrial equipment have continued to place increasing demands on the lubrication industry. Over the years, AMSOIL has responded to changes in the industry by developing products that keep AMSOIL on the cutting edge. The new **AMS-Oiler™** is the most recent example in a long line of top-quality innovations from AMSOIL.

Protection

The **AMS-Oiler™** is an oil pre-charger which puts an end to potential dry-engine starting. Typically, an engine that has sat idle for even a short period of time will operate relatively dry upon starting before oil is able to fully lubricate the system. In fact, the automotive industry estimates that up to 50 percent of engine bearing wear occurs during the starting process. Indeed, the superiority of AMSOIL synthetic motor oils minimize start-up wear by effectively clinging to the metal surfaces, but even more can be done to concentrate the oil on the critical wear areas in an engine. With the **AMS-Oiler** in place, pressurized oil is injected directly on engine bearings and other wear-sensitive surfaces upon turning of the key, giving instant added protection to vital engine components.

The **AMS-Oiler™** operates as an engine oil reservoir, charged under pressure directly from the oil pump output during normal engine operation. Upon triggering, 160 cc's of oil is discharged from the reservoir to engine surfaces, building oil pressure and providing vital lubrication.

Several independent studies have concluded that engine wear occurring during start-up is a major concern. Even though engine components remain dry for only a short period of time at ignition, when this circumstance is multiplied by the 400 to 600 dry starts a year by the average motorist, the potential for harmful metal-on-metal contact and significant wear is great.

Cutting Edge Technology

The **AMS-Oiler™** is the culmination of extensive research and development. "Our products are exceptional when it comes to reducing wear during operation," said Technical Director Dave Anderson. "The weakest link in the chain, however, was still during startup. With the **AMS-Oiler™**, we're closing that last gap."

With an extremely rugged hi-grade carbon steel reservoir and anodized aluminum base, the **AMS-Oiler™** is crafted to withstand severe service and to perform reliably in any personal, commercial or industrial application.

Unlike other pre-charger systems, the **AMS-Oiler™** has no bulky moving parts which need maintenance and does not rely on pressurized gas to function. The **AMS-Oiler™** is a self contained, streamlined unit



Two **AMS-Oiler™** designs to meet every need.

that has a mechanical life cycle exceeding one million engine starts, with no maintenance required. The **AMS-Oiler™** is self-lubricating with an integrated overpressure protection device that protects units from retaining pressures in excess of 90 p.s.i.

Versatility and Efficiency

In order to meet consumers' needs, AMSOIL has designed two **AMS-Oiler™** models to cover all applications. The first model is crafted to attach directly to the AMSOIL Dual-Remote and Dual-Gard By-Pass Filtration mounts, with the second model designed as a stand-alone system for all other engine applications. The **AMS-Oiler™** retro-fit applicability to the AMSOIL By-Pass filtration systems provides a convenient perch for quick installation. For non by-pass-equipped engines, the stand alone **AMS-Oiler™** mounts easily at any angle to accommodate virtually every engine.

The **AMS-Oiler™** also outperforms gas and air charge systems. A simple 12-volt DC solenoid activates the **AMS-Oiler™**'s valve mechanism using a timer circuit designed for severe service. After turning the key to the on position, an audible alarm will sound while a 12-volt DC solenoid initiates the **AMS-Oiler**'s operation. When the oil delivery process is complete, the alarm will cease and the operator can start the fully-lubricated engine. The absence of a gas or air charge eliminates the possibility of cross-contamination of dirty gas or air with the engine oil, keeping the oil pure and performing optimally. The design of the **AMS-Oiler™** reservoir also protects the unit from ambient temperature fluctuations.

Applicability

While every engine could benefit from use of an **AMS-Oiler™**, vehicles especially prone to frequent starting, such as taxicabs, delivery fleets, marine applications, service vehicles and many family and personal vehicles, would extend their engine life with the simple addition of an **AMS-Oiler™**

Engines that sit idle for extended periods of time, such as in farm, service or recreation equipment, are given

more time to dry out, resulting in increased wear during dry-starting. An **AMS-Oiler™** can provide the instant lubrication necessary to save these engines significant wear and prevent damaging metal-on-metal contact. Those vehicles currently equipped with AMSOIL By-Pass systems are also ideal candidates for the **AMS-Oiler™**.

With the new **AMS-Oiler™** AMSOIL continues to make lubrication history, with quality still the number one priority.



The retro-fit capability of the **AMS-Oiler™** allows for easy installation on existing By-Pass and Dual-Gard filter mounts.

See page 19 for pricing.

A New Season Begins for National Champ Boat Champion

Rinker to "Throw Caution to Wind"

It's been said, "It's easier to get to the top than stay on top." Terry Rinker is learning that to be true.

Rinker and the AMSOIL/Rinker Boats/Blackhawk Racing team began pursuit of a consecutive national Champ Boat championship with a pair of fourth place finishes.

False River Championships - New Roads, La.

Discovered in 1698, New Roads is a historic, predominately French, little tourist hamlet on the False River, a 22-mile oxbow lake where the Mississippi River nearly doubled back on itself.

Rinker rolled into town on a mission to win a battle not a war. With military-like precision that native son Marine General John LeJeune would be proud of, Rinker and crew chief went to work preparing the boats. The team always shows up at a race with two boats and several motors and many options to meet all the variables that come up during race weekend.

Preliminary timings during Saturday practice runs showed Rinker with a slight edge in his canary yellow AMSOIL/Rinker Boats/Blackhawk Racing entry. During the important time trials to determine placement on the dock for the final, Rinker ran hotter than a bowl of Cajun Gumbo and clocked a respectable 32.80 seconds, which was good enough for third position. Afternoon thunder-showers and lightning strikes postponed a pair of 10-lap shootouts for the Champ Boats.

Teams returned to the False River on Sunday morning for testing and the running of the two 10-lap events. Rinker ran a solid race in the first 10-lapper, but in the second race, while trying to avoid another boat, Rinker was forced to miss a buoy. A quick turnaround and he was back on course only to later pickle fork a buoy on the front of his boat.



The AMSOIL/Rinker/ Blackhawk team leaves nothing to chance as it chases a consecutive national title.



Terry Rinker has his eyes set on another championship.

Fast Facts

- Boats are crafted from wood and composite
- Powered by Mercury Outboards
- 300-plus horsepower motors
- Typical race course speeds 115-125 mph
- Top speeds 135+ mph
- AMSOIL DOMINATOR 2-Cycle Racing Oil in engine
- AMSOIL Synthetic Marine Gear Lube in lower unit

It clouded up in the afternoon and shortly after getting on the water for the final the boats were put back on trailers because of fast approaching dangerous weather. Thankfully Bayou storms, although loud and sometimes spectacular, often pass quickly. The ceiling cleared slightly after more than an hour delay and the boats were again lined up for the 40-lap feature.

Rinker left the dock clean. The boat's shiny propeller cleaved through the choppy water. Rinker was back in the pack, but gaining ground on each lap.

After a fairly flawless and safe race by all drivers a red flare was fired and the race halted to replace a corner buoy. There was still about a third of the race remaining and plenty of time for Rinker to make a move.

The rain continued to fall and lightning lit up the murky sky. Rinker got a better jump off the dock on the restart and was set to grab third position. Congestion into the first corner forced Rinker to back off the throttle and fall into fourth position. The rough water and poor visibility caused by the storm didn't help efforts. Rinker neither gained much ground nor lost much as he chased the third place boat. Rinker settled for a solid fourth place for the day.

Northern Grand Prix - Sault Ste. Marie, Mich.

Amongst freighters and whitecaps Rinker launched into the water of the St. Mary River at Sault Ste. Marie, Mich. Rough water kept boats on trailers for day one, which hurt testing. So everything rode on results of Sunday's heats and main event.

Once in race mode the conditions weren't much better, but Rinker/AMSOIL weathered the dreadful wakes. Rinker said he played it too careful hoping to not tear the boat up with a mistake. Bad hops tossed the vessel

like a yellow bobber with a lunger on the hook. The team just missed the podium for the second consecutive race. "I was a little too careful," said Rinker. Still, with six events left it's anyone's race to the title. "There are a lot of points to be had, but nothing gives you points like a win. There are a lot of points there," said Rinker.

Rinker is looking to defend his win at Bay City, Mich. from a year ago. "The third round has been good for us. It's time to throw caution to the wind."

Sleek and fast, the AMSOIL team races across the water and rises above the rest.



TMC-ee You Later

Tim Curtis of Winston-Salem, NC is the owner and driver of the TMC Marketing Race Team. He's also an AMSOIL Dealer since 2000. He's not only a "Dealer in Action," he's a Dealer who lives for action. He drives a Legends car in a top "professional division" called the "INEX Legends Cars PRO Division."

To many series followers the Southeast region, in the heart of NASCAR land, has the most competitive Legends racing in the country. According to Curtis, four of the top six Legends car full-time drivers in the country come out of the southeast.

While some are competing in 30 to 40 races per year, Curtis is lucky if he goes to the line for half that many events. Still, last season Curtis finished 11th in the entire state of North Carolina in Legend PRO asphalt oval racing and 10th in the state for PRO road courses. He had 13 top 10 finishes in 14 starts. He has six wins over the past five years. That's six wins after switching to AMSOIL, Curtis is proud to point out.

In a testimonial sent to AMSOIL Curtis writes that he, and others, get asked all the time about the AMSOIL synthetic lubricants he uses in his car. "It's interesting to note that a Legends engine builder (not mine) has been asked several times about AMSOIL and he has referred all of his inquiries to me," reports Curtis.

Curtis had used AMSOIL Series 2000 20W-50 Racing Oil in the Yamaha 1200 air-cooled engine and last fall switched to the 10W-40 High Performance Motorcycle Engine Oil. Because he's on a tight budget he also counts on AMSOIL 80W-90 Gear Lube and the synthetic Heavy Duty Grease.

Clearly the word is getting around to other drivers and other teams of Curtis' growing success on limited means and shortened schedule. It's not that Curtis doesn't want to share the great results AMSOIL helps provide, but he doesn't necessarily want his competitors to gain any of the advantages he enjoys. The performance of AMSOIL products is one secret worth sharing.



Curtis found an edge when he switched to AMSOIL in 2000. Now their secret is out.



AMSOIL Dealer Tim Curtis of Winston-Salem wins using AMSOIL products.

Wet 'n Wild

Snowmobiles race uphill and downhill, on snow, on grass and on asphalt. They sometimes don't even look much like snowmobiles. But can you believe there are some racers who actually race on water? That's non-frozen snow. There may be some deity with these drivers as they somehow manage to stay above the surface. Perhaps it's the AMSOIL products in the sleds.



Walen Brothers Racing skims the water, but never skimps on quality. They depend on AMSOIL Saber 100:1 oil.

Actually AMSOIL can't take any credit for keeping the machines afloat, but with the potential for fouled fuel and diluted oil, AMSOIL lubricants and filters do their job under the most extreme conditions. The team is sponsored by AMSOIL Direct Jobber Lynn Pabst of Hammond, Wis., who also works as their crew chief.

Walen Racing has World Championships to their credit so they know of what they speak. Jim and Greg Walen report, "Again AMSOIL products worked flawless in our sleds and vehicles. We especially like "tried and true" AMSOIL (Saber Professional) 100:1 oil." Of the AMSOIL Saber oil they write, "It burns clean and leaves a good film coating on engine parts... and it's convenient to use."

Who needs snow or even terra firma? The Walens prove a dose of AMSOIL and a splash of water create intoxicating success.

Nourse Of Course

Micah Nourse of Tustin, Calif. races Legends cars in southern California. He's supported by AMSOIL Direct Jobbers Jim and Carol Fleschner of Fountain Valley, Calif.

Norse writes:
Dear AMSOIL,

AMSOIL Lubricants are definitely a superior lubricant and I can personally say it's the best oil I have ever used! ~ Micah

Thanks Micah. It takes a legend to support a Legend.

Micah Nourse of Tustin, Calif. is one of the top Legends drivers in So. Cal. He calls AMSOIL, "the best oil I've ever used."



AMSOIL Is a Leader

Multilevel marketing continues to broaden its reach around the world. In 2002, the direct sale of products totaled 28.7 billion in the United States out of nearly 90 billion worldwide. Over 13 million people are involved in multilevel marketing in the United States alone, more than in any other country.

Multilevel marketing (commonly referred to as MLM) began as a means of distributing products directly to the consumer. MLM differs from some forms of direct sales in encouraging the dealers to sell the company's product and to recruit other dealers, thereby increasing sales and generating commission on more than one level of distribution. Essentially, in MLM, a dealer is in the business of selling themselves, the company and the product(s). If they succeed, not only will people buy the product, but these customers may become dealers themselves, earning the sponsoring dealer commissions on their sales.

MLM's personal sales approach eliminates much of the exorbitant cost of traditional advertising and distribution, which can account for more than 50 percent of a product's price when sold at retail. In a MLM company, the lower distribution costs allow for reasonably priced products, more profit for dealers and revenue to reinvest in the company.

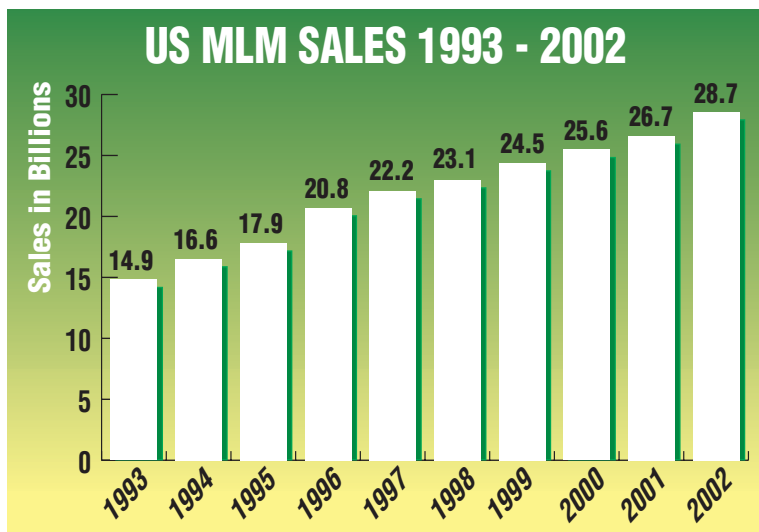
Over the past 10 years, the Internet has proven an extremely useful tool for MLM businesses. From recruiting and advertising to MLM chat rooms, the web has offered greater opportunities for MLM companies and the individual distributor. Furthermore, people are increasingly likely to purchase products via the Internet. In a 2000 study, 50 percent of American adults reported that they were interested in using the Internet as a means of purchasing products, up from 30 percent in 1997. Moreover, the web has the potential to reach these would-be customers worldwide. It is no wonder the Internet has created numerous MLM success stories.

Unfortunately, the number of successful MLM companies is dwarfed by the scores of scams masquerading as legitimate MLM businesses. Jim Kohm of the Federal Trade Commission stated that, "In the last ten years, with the growth of the internet, we have seen a significant growth in the number of pyramid schemes." In July of 1999, complaints regarding MLM and pyramid schemes ranked tenth on the National Association of Attorneys General list of consumer complaints.

With so many companies vying for our dollars, it is sometimes difficult to distinguish a genuine MLM

opportunity from an illegitimate one. Fortunately, the profusion of scam artists has resulted in a wealth of information warning the public of the possibility of MLM fraud. To this end, the Federal Trade Commission has published a consumer alert in which they suggest a number of questions to ask oneself when assessing the legitimacy and long-term viability of a MLM company.

What is the company's track record? A poorly run or illegitimate company will not be in business for very long. Many MLM hucksters tout their program as "the next big thing" or "an amazing new opportunity." In actuality, most of these are variations of previously failed or scam operations. The money to be made is made by the few at the top and made quickly before the company folds. In these businesses, longevity is not a priority. This is why a history of growth is a good indication that there is a demand for the company's product and that the company is fiscally responsible enough to sustain itself. A look at the history of AMSOIL reveals a solid track record. It has established a strong presence in the synthetic lubricants market over the last 30 years, during which



time it continued to enhance its product line. From two products in 1973 to well over 150 today, AMSOIL continues to be an innovator in the synthetic lubricants market.

What products does it sell? If this question is difficult to answer, then you are probably dealing with an illegitimate company. Once you identify the product, simply ask yourself if you or anyone you know would have a use for it. After all, you do not

in MLM Industry

want to stake all of your future success as a business owner on a new product that has not been proven commercially viable. AMSOIL's continued growth demonstrates that not only is there a demand for its products, but that demand is on the rise. Moreover, AMSOIL has so much faith in its own products that it is unique among MLM companies in recommending that people use its products before deciding to become dealers. This way, the AMSOIL dealer is certain to sell products he or she believes in.

Does it sell products to the public-at-large?

It is common for MLM companies to derive nearly 90 percent of their profit in sales to their distributors. In these companies, much of the marketing effort is directed at finding new distributors who will buy large quantities of product to generate commission for their upline. Why are those already involved in these companies buying most of the product? The answer is usually because the product is not easy to market to the end consumer. It is either not a good product, is too expensive or it caters to a tiny market. When a company truly believes in its product, it strives to bring it to the general public where the greatest potential for revenue lies. Because AMSOIL is certain that it offers high quality products that can benefit consumers, it has always been focused on delivering these to the public. With a vast and well-supported dealer network, online store, retail catalog and retail-on-the-shelf accounts attract thousands of customers every month.

Does it have the evidence to back up the claims it makes about its product? In today's advertising-saturated world, consumers are increasingly skeptical of the claims made about new products. Still, many MLM companies bank on luring naïve customers using empty promises. A business based on phony product claims is not around for long. AMSOIL's longevity is testament to its sound product line. Both in-house and independent testing, as well as millions of satisfied customers, confirm the quality and performance of AMSOIL products.

Is the product competitively priced? If a MLM company derives the bulk of its profits from sales to new distributors rather than the end customer, there is something amiss with the product or, more likely, its cost. When a company, like AMSOIL, caters to the public with quality products that are priced right, sales grow along with the company. Higher quality products come at a higher cost, but savvy consumers would never pay that premium price unless they knew they were getting a premium product. A strong, stable company like AMSOIL could not

have been built on false claims and price gouging. The market would simply not allow it.

Is it likely to appeal to a large customer base? Convincing someone they need something they do not is not easy, yet that is exactly what many MLM companies try to do. Without the force of a nationwide advertising blitz, distributors of unnecessary MLM products end up sitting on stockpiles of unsold product. The most successful MLM companies market products that most everyone uses and AMSOIL certainly falls in this category. Millions of Americans already use lubricants and any sensible person would be interested in improved performance and fewer fuel and maintenance expenses. When it has a product that can serve these common desires, it is no wonder why AMSOIL continues to grow.

How much is the investment to join the plan? Many MLM companies subsist on large initial investments by new distributors. Indeed, for many pyramid schemes this is the only source of revenue. A small initial fee, on the other hand, suggests that the company relies primarily on its marketable products for revenue rather than on new-dealer investments. AMSOIL continues to keep the initial investment at a minimum to encourage easy access to all of the benefits of a dealership.

Will you be required to recruit new distributors to earn your commission? If the answer to this question is yes, then be skeptical. This type of structure suggests little faith in the actual product. In these companies, rather than concentrating on selling products to the end customer, you are trying to sell a convoluted system to potential distributors. AMSOIL, by contrast, requires no such thing. You can use your dealership to purchase products wholesale only for yourself or you can actively pursue sales and earn commissions immediately.

As multilevel marketing continues to mature and expand into new markets, AMSOIL stands apart as a remarkable example of how MLM can make good on its promise of continuous and reliable growth. Over the years, by focusing on getting high quality products to the consumer, AMSOIL was able to sidestep the pitfalls that swallow so many fly-by-night MLM companies.

AMSOIL also recognized early on that a well-supported dealer network is key to success in this business. If you provide dealers quality products and the tools to sell them, you will succeed. It sounds like such a simple equation. But while so many MLM companies pollute the system they operate in, AMSOIL can take pride in knowing that it represents multilevel marketing at its best.



Improve Fuel Efficiency With AMSOIL Synthetic Lubricants

Short supplies and ever-increasing demand have pushed crude oil barrel prices to record highs over the summer, and motorists have been directly affected. Gasoline is one of the primary products produced from crude oil, and pump prices are directly affected by the prices refiners pay for crude oil. In fact, the average price per gallon of gasoline reached levels over 50 cents higher than last summer, causing motorists to alter their driving habits and look for every and any way to get the most for their fuel dollar.

According to the U.S. Energy Information Administration (EIA), the price of crude oil represented an average of 42.6 percent of retail gasoline prices between 2000 and 2003, with refinery processing costs, marketing and distribution costs and gasoline station costs and taxes comprising the balance. It is the volatility of crude oil prices that is most responsible for fluctuating gasoline prices.

AMSOIL Synthetic Motor Oils have been shown to yield significant increases in fuel economy over conventional motor oils. Petroleum-based lubricants are composed of irregular molecules of various sizes that create excess friction, in addition to the friction generated between moving parts. The vehicle's engine must burn extra fuel to overcome this friction, decreasing fuel economy. AMSOIL synthetic lubricants, on the other hand, contain only smooth, uniform molecules that effectively reduce friction and improve fuel efficiency.

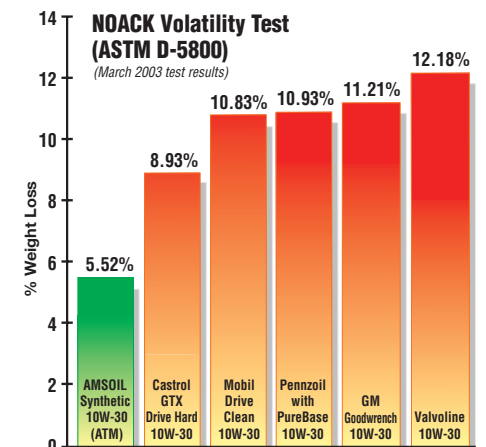
Conventional lubricants are also very susceptible to volatility. When the oil's lighter molecules volatilize during hot operating conditions, viscosity increases and the oil becomes more difficult to pump, consuming more energy and reducing fuel economy. Because AMSOIL synthetic lubricants contain uniformly sized

Where do gasoline dollars go?

Crude Oil Prices	43%
Federal and State Taxes	31%
Refining Costs and Profits	13%
Distribution and Marketing	13%

2002 Average

SOURCE: U.S. Energy Information Administration



The low volatility of AMSOIL Synthetic Motor Oil reduces oil consumption and improves fuel efficiency.

molecules, they resist volatilization, maintain their viscosity and allow more fuel to be used for vehicle propulsion, improving fuel economy.

The use of AMSOIL synthetic motor oils, gear lubes and drivetrain fluids can have a profound impact on fuel economy. Industry tests demonstrate that an average passenger car can conservatively decrease its fuel consumption by two to five percent by switching to synthetic lubricants, while independent testing shows that trucks can decrease fuel consumption by 8.2 percent. Many AMSOIL customers report even larger gains in fuel economy.

According to the U.S. Federal Highway Administration, total U.S. fuel consumption was 162.3 billion gallons in the year 2000. Consider the savings if every American vehicle converted to AMSOIL synthetic lubricants and gained a five percent increase in fuel economy. It would equate to a savings of 8.115 billion gallons of fuel each year, at a price savings of \$16.23 billion (at \$2 a gallon).

According to the U.S. Department of Transportation, the average passenger vehicle burned 587 gallons of gasoline in 2002. At a price of \$2 a gallon, the average vehicle owner spends \$1174 on gasoline each year. With a five percent fuel economy improvement afforded with AMSOIL synthetic lubricants, the motorist saves \$58.70 a year in fuel expenses. That's enough to cover the price of a year's supply of AMSOIL Synthetic Motor Oil and Super Duty Oil Filters, with money left over.

In addition to fuel savings, AMSOIL synthetic lubricants also allow motorists to reduce oil usage through extended drain intervals, all while significantly reducing friction and wear, improving engine performance and extending equipment life.

HOW MUCH CAN AMSOIL SAVE YOU?

For a vehicle driven 20,000 miles per year and receiving 20 mpg:

Vehicle burns 1000 gallons/year at a cost of \$2000 (at \$2 a gallon).

5% fuel economy increase with AMSOIL = 1 mpg.

Vehicle now receives 21 mpg.

Vehicle now burns 952 gallons/year at a cost of \$1904 (at \$2 a gallon).

48 less gallons/year for a savings of \$96/year.

For a vehicle driven 20,000 miles per year and receiving 15 mpg:

Vehicle burns 1333 gallons/year at a cost of \$2666 (at \$2 a gallon).

5% fuel economy increase with AMSOIL = 0.75 mpg.

Vehicle now receives 15.75 mpg.

Vehicle now burns 1270 gallons/year at a cost of \$2540 (at \$2 a gallon).

63 less gallons/year for a savings of \$126/year.

For a vehicle driven 20,000 miles per year and receiving 10 mpg:

Vehicle burns 2000 gallons/year at a cost of \$4000 (at \$2 a gallon).

5% fuel economy increase with AMSOIL = 0.5 mpg.

Vehicle now receives 10.5 mpg.

Vehicle now burns 1904 gallons/year at a cost of \$3808 (at \$2 a gallon).

96 less gallons/year for a savings of \$192/year.

HOW ELSE CAN MOTORISTS IMPROVE FUEL ECONOMY?

Efficient driving, proper maintenance and good planning can help motorists get the most out of their fuel dollars. The following tips help ease the burden of escalating fuel prices:

EFFICIENT DRIVING

- 1 Avoid aggressive driving habits like speeding, rapid acceleration and braking. It lowers gas mileage by up to 33 percent at highway speeds. Gas mileage steadily decreases at speeds above 60 mph.
- 2 Avoid unnecessary idling. Vehicles get 0 mpg while idling.
- 3 Use the cruise control. Setting cruise control while highway driving maintains consistent speed and saves gas.
- 4 Use overdrive gears to slow down engine speed, saving gas and reducing engine wear.
- 5 Use the ventilator instead of the air conditioner and keep windows rolled up. It reduces engine workload and wind resistance, improving fuel economy up to 15 percent.

PROPER MAINTENANCE

- 1 Fixing out-of-tune vehicles improves fuel economy by an average of 4.1 percent. Replacing a malfunctioning oxygen sensor improves fuel economy by as much as 40 percent.

- 2 Regularly check the vehicle's air filter. Replacing a clogged filter not only improves fuel economy by up to 10 percent, it protects the engine.
- 3 Check tires for proper air pressure every two to four weeks. Properly inflated tires improve fuel economy by about 3.3 percent.
- 4 Use the manufacturer's recommended motor oil viscosity. Using a higher viscosity oil than recommended decreases fuel economy by one to two percent.

GOOD PLANNING

- 1 Combine errands into one trip. Engines are most efficient when warmed up. Multiple short trips taken from cold start use up to twice the gas as one longer trip covering the same distance.
- 2 Avoid peak rush hours whenever possible to spend less time sitting in traffic and consuming gas. Taking advantage of carpools, ride share programs and public transit not only save fuel, but vehicle wear and tear as well.
- 3 Reducing aerodynamic drag by carrying cargo in the trunk rather than a roof rack can improve fuel economy by five percent. Avoid carrying unnecessary heavy items. One hundred extra pounds in the trunk reduce fuel economy by one to two percent.



T-1 CERTIFICATION MEETINGS

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 Greene
 (801) 253-2701
 Pre-paid registration required

AMSOIL DEALER MEETINGS

ALABAMA

• August 19 - Thursday
 • September 16 - Thursday
 Meeting - 7 p.m.
STANLEO'S SUB VILLA
 Governor's Drive
 Huntsville, AL
 Hosted by Direct Jobbers Cliff
 Goehring & Gerry Gotwald
 (256) 337-0376

• August 19 - Thursday
 • September 16 - Thursday
 Meeting - 7 p.m.
BOWMAN RESIDENCE
 1330 Frank Marshall Road
 Ozark, AL 36360
 Hosted by Direct Jobbers E. E. "Al" &
 Mildred Bowman
 (334) 774-3344

ALASKA

• August 19 - Thursday
 • September 16 - Thursday
 Meeting - 7 p.m.
PHILLIPS INTERNATIONAL INN
 5121 Arctic Boulevard
 Anchorage, AK 99507
 Hosted by Dealer Don Nusbaum
 (907) 563-2274 Call for reservations

• August 3, 17 - Tuesday
 • September 7, 21 - Tuesday
 Meeting - 7 p.m.
STATEN RESIDENCE
 2949 Sunflower Street
 Anchorage, AK 99508
 Hosted by Premiere Direct Jobber
 Melda Staten (907) 333-0124
 Call for reservations

ARIZONA

• August 17 - Tuesday
 • September 21 - Tuesday
 Optional no-host dinner - 5:30 p.m.
 Meeting - 6:30 p.m.
FIREHOUSE RESTAURANT
 1639 E. Apache Boulevard
 Tempe, AZ 85281
 Hosted by Executive Direct Jobber
 Dick Nido and Dealer Jim Brewer
 RSVP (602) 996-7181 Dick
 (480) 968-4922 Jim

ARKANSAS

• August 12 - Thursday
 • September 9 - Thursday
 Meeting - 6:30 p.m.
GARDNER RESIDENCE
 280 York Chapel Road
 Nashville, AR 71852
 Hosted by Dealer Jerry Gardner
 (870) 451-9152 jgard24@ioccc.com

• August 11 - Wednesday
 • September 8 - Wednesday
 Meeting - 7 p.m.
PASTERNAK RESIDENCE
 217 CR 472
 Jonesboro, AR 72404
 Hosted by Direct Jobbers David and
 Brenda Pasternak
 (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 4 - Wednesday
 • September 1 - Wednesday
 Meeting - 7 p.m.
MCCOOL RESIDENCE
 2210 Coddling Drive
 Modesto, CA 95350
 Hosted by Dealer Bill McCool
 (209) 577-0174

• August 24 - Tuesday
 • September 28 - Tuesday
 Meeting - 7 p.m.
EVANS RESIDENCE
 40728 Sundale Drive
 Fremont, CA 94538
 Hosted by Direct Jobbers
 Chuck and Linda Evans
 (510) 659-4078

• August 3 - Tuesday
 • September 7 - Tuesday
 Meeting - 6:30 p.m.
COCO'S RESTAURANT
 284 East Highland Avenue
 San Bernardino, CA 94401
 Hosted by Dealer Jim Johnstone
 (909) 886-4842

• August 3 - Tuesday
 • September 7 - Tuesday
 Meeting - 7 p.m.
CARROW'S RESTAURANT
 19011 Bloomfield Avenue
 Cerritos, CA
 Dealer Dave Gumpertz
 (562) 212-3709
 Dave@Lubes4U.com

• August 17 - Tuesday
 • September 21 - Tuesday
 Meeting - 7 p.m.
 Downline and Guests FREE,
 Out of line - \$5
LUDWICK RESIDENCE
 6015 Hughes Street
 San Diego, CA 92115
 Hosted by Direct Dealer Craig
 Ludwick
 R.S.V.P. (619) 583-5218

COLORADO

• August 19 - Thursday
 • September 16 - Thursday
 Meeting - 7:30 p.m.
AMSOIL HOUSE
 4316 Ridgecrest Drive
 Colorado Springs, CO
 80918
 Hosted by Executive Direct Jobber
 Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

• August 14 - Saturday
 • September 11 - Saturday
 Meetings at Noon
 Call for reservations
BLUE DIAMOND PARK
 765 Hamburg Road
 New Castle, DE 19720
 Hosted by Direct Jobber Greg King
 (302) 345-4350 Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• August 3 - Tuesday
 • September 7 - Tuesday
 Meeting - 7 p.m.
 Call in advance
DOUGLAS RESIDENCE
 3207 Margaret Oaks Lane
 Orlando, FL 32806
 Hosted by
 Regency Platinum Direct Jobbers
 George & Shirley Douglas
 (407) 856-1564
 Call ahead for details,
 directions and RSVP

• August 3 - Tuesday
 • September 7 - Tuesday
 Dinner/Social - 6 p.m.
 order from menu
 Meeting - 7 p.m.
SAFFRON'S RESTAURANT
 1700 Park Street North
 St. Petersburg, FL, 33710
 Hosted by Executive Direct Jobbers
 John and Shirley Alquist
 (727) 545-8547
 alquistproducts@hotmail.com
 www.tell-it-well.com
 All are welcome. Emphasis on doing
 AMSOIL as a business.

GEORGIA

• August 5 - Thursday
 • September 2 - Thursday
 Meeting - 7 p.m.
DIRKSEN RESIDENCE
 1905 Queens Road
 Albany, GA 31707
 Hosted by Master Direct Jobber
 Sherry Dirksen (229) 436-5532
 Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

• August 7 - Saturday
 • September 4 - Saturday
 Meeting - 12 - 3 p.m.
SCHELL RESIDENCE
 2000 W. Broadway
 Idaho Falls, ID
 Hosted by Regency Platinum
 Direct Jobbers Mark & Sherree Schell
 Reservations: (208) 524-0322 RSVP

• August 11 - Wednesday
 • September 8 - 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

ILLINOIS

• August 10 - Tuesday
 • September 14 - Tuesday
 Meeting - 7:30 p.m.
BAUER RESIDENCE
 111 Woodland Trail
 Anna, IL 62906-3904
 Hosted by Direct Dealers
 Norm and Barb Bauer
 (618) 833-3228

• August 21 - Saturday
 • September 18 - Saturday
 Meeting - 10 a.m.
LINDLAND SALES OFFICE
 1421 Winnemac Avenue
 Unit 1
 Chicago, IL 60640
 Hosted by Direct Jobbers
 Rienert and Diana Lindland
 RSVP (773) 271-5678

INDIANA

• August 4, 18 - Wednesday
 • September 1, 15 - Wednesday
 Meeting - 7:30 p.m.
RENTOWN SHOP
 1533 Rentown Road
 Bremeon, IN
 Hosted by Direct Jobbers
 LeRoy and Malinda Hochstetler and
 Direct Jobbers
 Willis and Rolene Gingerich
 (219) 831-2839

IOWA

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

KANSAS

• August 5 - Thursday
 • September 2 - Thursday
 Meeting - 6:30 - 8 p.m.
WICHITA PRODUCT CENTER
 3800 West 29TH St. South,
 Ste. 5
 Wichita, KS 67217
 Hosted by Regency Platinum Direct
 Jobbers Tom and Sheila Shalin
 (316)-733-0002

KENTUCKY

• August 5 - Thursday
 • September 2 - Thursday
 Meeting - 7:30 p.m.
 Hosted by Executive Direct Jobbers
 Al and Ann Kelly
 (859) 879-0728 or e-mail:
 bestoil@alltel.net Call for location,
 directions and RSVP

LOUISIANA

• August 3 - Tuesday
 • September 7 - Tuesday
 Meeting - 6 p.m.
AUTTONBERRY RESIDENCE
 2520 Swiss Street
 W. Monroe, LA 71291
 Hosted by Dealer Ellis Auttonberry
 (318) 396-4348

MAINE

None Scheduled

MARYLAND

• August 25 - Wednesday
 • September 22 - Wednesday
 Meeting - 7 p.m.
HYNES RESIDENCE
 291 Chestnut Springs Road
 Chesapeake City, MD
 21915
 Hosted by Dealer William Hynes
 (302) 540-2525 or 877-885-3111

• August 20 - Friday
 • September 17 - 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 20 - Friday
 • September 17 - Friday
 Meeting - 7 p.m.
GRONER RESIDENCE
 9208 Todd Avenue
 Fort Howard, MD 21052
 Hosted by Account Direct
 Harvey Groner (410) 477-8255

• August 5 - Thursday
 • September 2 - Thursday
 Meeting - 7 p.m.
DEACOSTA RESIDENCE
 4942 S. Upper Ferry Road
 Eden, MD 21822
 Hosted by Dealers
 Chris & Barb DeAcosta
 (410) 742-0637
 Reservations Required

• August 20 - Friday
 • September 17 - 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

• August 18 - Wednesday
 • September 15 - Wednesday
 Meeting - 7 p.m. (Opportunity)
 Meeting - 7:30 p.m. (Dealer training)
MUGRIDGE RESIDENCE
 6640 State Road
 Lakeport, MI 48059
 Hosted by Premiere Direct Jobbers
 Barry and Cathy Muiridge
 (877) 446-2671
 Call for information and scheduling
 or visit the web at www.pro-oil-1.com

• August 16 - Monday
 • September 20 - 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

• August 2 - Monday
 • September 6 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
 61653 Miriam Drive
 Washington, MI 48094
 Hosted by Regency Gold Direct Jobber
 Mike Ellis RSVP at (810) 781-5092 or
 (810) 918-1578

• August 2 - Monday
 • September 6 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
RABE RESIDENCE
 9338 Rawsonville Road
 Belleville, MI 48111
 Hosted by Dealer Dale Rabe
 RSVP at (734) 461-9577 or 355-9747

MINNESOTA

• August 19 - Thursday
 • September 16 - Thursday
 Meeting - 7 p.m.
SCHMIT RESIDENCE
 932 38th Ave. No.
 St. Cloud, MN 56301
 Hosted by Regency Platinum
 Direct Jobbers Ray & Arlene Schmit
 (320) 251-4861

• August 19 - Thursday
 • September 16 - 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 12 - Thursday
 • September 9 - Thursday
 Meeting - 7:30 p.m.
STAVE RESIDENCE
 44 Crow River Drive
 Elk River, MN 55330
 Hosted by Dealer Ordell Stave
 (612) 241-5267

• August 21 - Saturday
 • September 18 - Saturday
 Meeting - 2 p.m.
SAWYER RESIDENCE
 28108 - 133rd Street
 Zimmerman, MN 55398
 Hosted by Direct Jobbers Roger and
 Jennifer Sawyer (763) 856-3567
 sawyergilmore@aol.com
 www.rpsracing57.com

MISSISSIPPI

None Scheduled

MISSOURI

• August 25 - Wednesday
 • September 22 - Wednesday
 Meeting - 7p.m.
HYNES RESIDENCE
 291 Chestnut Springs Road
 Chesapeake City, MO
 Hosted by Dealer William Hynes
 (877) 885-3111 toll free

• August 24 - Tuesday
 • September 28 - Tuesday
 Meeting - 7p.m.
REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER
 711 East Miller Road
 Republic, MO
 Hosted by Dealer Jim Barnes
 Call for directions. (417) 732-2553

• August 17 - Tuesday
 • September 21 - Tuesday
 Meeting - 7p.m.
LUCZAK RESIDENCE
 4810 Mattis Street
 St. Louis, MO 63128
 Hosted by Executive Direct Jobbers
 Connie and John Luczak
 (314) 892-6018 (417) 732-2553

MONTANA

None Scheduled

NEBRASKA

None Scheduled

NEVADA

• August 12 - Thursday
 • September 9 - 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

• August 10, 24 - Tuesday
 • September 14, 28 - Tuesday
 Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
 54 Woodland Ave.
 Mullica Hill, New Jersey 08062
 Hosted by Premiere Direct Jobber
 Ben Seda-Morales
 (856) 478-6732, cell; (856) 371-1880,
 home. Please RSVP

NEW MEXICO

• August 24 - Tuesday
 • September 28 - Tuesday
 Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
 2415 Princeton Drive NE,
 Suite C
 Albuquerque, NM 87107
 Hosted by Regency Direct Jobbers
 Paul and Nancy Greenberg
 (505) 881-1693 warehouse;
 (595) 255-2137, home
 fax (505) 232-8330
 NMOilman@aol.com

NEW YORK

• August 18 - Wednesday
• September 15 - Wednesday
Meeting - 7 p.m.
O'BRIEN RESIDENCE
436 Mosely Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien
(716) 223-8016
Call ahead to reserve a seat

• August 3 - Tuesday
• September 7 - Tuesday
Meeting - 7 p.m.
LOTTIO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
Hosted by Regency Direct Jobber
Peter Lotito (607) 589-4148
Call ahead to reserve space and
confirm location or
e-mail lubedealerny@aol.com

• August 12 - Thursday
• September 9 - 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

• August 18 - Wednesday
• September 15 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific
location
Hosted by Direct Jobber
Peter Finnerty
(315) 682-9791

• August 18 - Wednesday
• September 15 - Wednesday
Meeting - 7:30 p.m.
**NEWARK, NY
LOCATION**
Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• August 12 - Thursday
• September 9 - Thursday
Meeting - 7 p.m.
KAZAN RESIDENCE
9200 Lake Wheeler Road
Fuquay-Varina, NC 27526
Hosted by Account Directs
Eric & Donna Kazan
(919) 772-9569 Guests welcome
Non-downline \$2.00

• August 12 - Thursday
• September 9 - Thursday
Meeting - 7:30 p.m.
MALLONEE RESIDENCE
3009 5th Street NW
Hickory, NC 28601
Hosted by Account Direct Larry
Mallonee and Dealer Jack Hoskins
(828) 327-3655
All Dealers welcome.

• August 12 - Thursday
• September 9 - 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

• August 10 - Tuesday
• September 14 - Tuesday
Meeting - 7 p.m.
CLEVELAND RESIDENCE
224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers
George & Nancy Cleveland
(910) 346-3866
Call first - All Dealers welcome

NORTH DAKOTA

• August 3 - Tuesday
• September 7 - 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

• August - Every Wednesday
• September - Every Wednesday
Meeting - 6 p.m. (training)
Meeting - 8 p.m. (opportunity)
FABIJANIC RESIDENCE
561 Loomis Avenue
Cuyahoga Fall, OH 44221
Hosted by Dealers
Paul & Coralie Fabijanic
(216) 928-8863 or 800-874-4827
RSVP

• August 1 - Sunday
• September 5 - Sunday
Meeting - 1 p.m.
MERRITT RESIDENCE
650 State Route 131
Fayetteville, OH 45118
Hosted by Dealers
Gordon and Sara Merritt
(937) 288-2568

• August 23 - Monday
• September 27 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Premiere Direct Jobbers
Luis and Sharon Pena
Please RSVP to:
(419) 349-3451
or (419) 297-3451

• August 14 - Saturday
• September 11 - Saturday
Meeting - 1 - 4 p.m.
BREDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda
(330) 239-3146

OKLAHOMA

• August 7 - Saturday
• September 4 - Saturday
Meeting - 9 - 11 a.m.
GOLDEN CORRAL
9711 E. 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady (918) 258-6979 *Pat

• August 12 - Thursday
• September 9 - Thursday
Meeting - 7 - 8:30 p.m.
Please call for location and
reservations for you and
your guests.
Hosted by Dealers
Richard and Brenda Coats
(918) 225-5722

• August 12 - Thursday
• September 9 - Thursday
Meeting - 7 - 8:30 p.m.
ALEXANDER RESIDENCE
14355 East Timberidge
Drive
Claremore, OK 74019
Hosted by Direct Jobber
Kevin Alexander (877) 237-6281
Call first to confirm space for you
and your guests

• August 12 - Thursday
• September 9 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Road
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and Direct Jobber
Kevin Alexander
(918) 258-6979 RSVP
kevina@mordam.com

OREGON

• August 19 - Thursday
• September 16 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
SWEETBRIER INN
7125 SW Nyberg Road
Tualatin, OR 97062
Hosted by Master Direct Jobber
Ed Greenwood
(800) 722-1092
Call first to confirm space for you
and your guests

PENNSYLVANIA

• August 16 - Monday
• September 20 - Monday
Meeting - 7 p.m.
**HALLOCK ENTERPRISE
STORE**
5 Main Street
Bradford, PA
Hosted by Premiere Direct Jobber
Joseph M. Hallock
(814) 368-8625
T-1 training also available.

RHODE ISLAND

None Scheduled

SOUTH CAROLINA

• August - Every Tuesday
• September - Every Tuesday
Meeting - 7:30 p.m.
**GEORGE KERR and
ASSOCIATES**
Northgate Building
5861 Rivers Avenue,
Suite 107
N. Charleston, SC 29406
Hosted by Dealer George Kerr
(843) 747-8200

• July - Variable Meetings
• August - Variable Meetings
Call for meeting time, date
SPRADLEY RESIDENCE
117 Winston Circle
Pelion, SC 29123
Hosted by Direct Jobbers
Jim & Vicki Spradley
(803) 894-4618

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

SOUTH DAKOTA

None Scheduled

TENNESSEE

• August 17 - Tuesday
• September 21 - Tuesday
Meeting 7 p.m. (info)
8 p.m. (opportunity)
DW WILSON CENTER
Tullahoma, TN
Hosted by Dealer Nelson Gill
(931) 393-2601

TEXAS

• August 17 - Tuesday
• September 21 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Premiere Direct Jobbers
Ronald & Sandra Ward
(972) 321-0773
oilmandj@comcast.com

UTAH

• August - Every Tuesday
• September - Every Tuesday
Meeting - 7:30 p.m.
CHRISTENSEN RESIDENCE
8516 Snowville Drive
Sandy, UT 84070
Hosted by Master Direct Jobber Neil
Christensen, Direct Jobber Rodney
Haskins and Dealer Doug Blackhurst
(801) 942-3881/(801) 942-8641

• 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 Greene
(801) 253-2701
T-1 Certification classes every Friday,
pre-paid registration required
Everyone welcome; RSVP

VERMONT

None Scheduled

VIRGINIA

• August - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
• September - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
Meeting 7 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23836
Hosted by Regency Platinum Direct
Jobbers Gerry & Patricia Reid and
Executive Direct Jobbers David and
Rebecca Reid
Please call (804) 530-1400 to reserve
space; (804) 530-0179 Fax syn-
thoils@comcast.net

• August 2 - Monday
• September 6 - Monday
Meeting - 7 p.m.
**ISRA-UL TRAINING
MEETINGS**
P.O. Box 2734
Chesterfield, VA 23832
Hosted by Dealers M. and S. Isra-Ul
Call in advance to RSVP, and get
directions. Limited seating available.
(804) 640-3402

• August 9, 23 - Monday
• September 13, 27 - Monday
Meeting - 7:30 p.m.
STANCIL RESIDENCE
240 N. Oceana Boulevard
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stancil
(804) 428-6049

• August 9 - Monday
• September 13 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitt
(804) 694-0221

• August 3 - Tuesday
• September 7 - Tuesday
Meeting - 7:30 p.m.
PESZKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct
Jobbers Raymond & Karen Peszko
(757) 484-9491

• August 10 - Tuesday
• September 14 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Account Directs Roger
Riggle and Mel Pipgras
(804) 737-4874 or (804) 737-9231

WASHINGTON

• August 16 - Monday
• September 20 - Monday
Meeting - 6:30 p.m.
**GASPER'S LUBE SERVICE
CENTER & WAREHOUSE**
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Master Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• August 10 - Tuesday
• September 14 - 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

• August 12 - Thursday
• September 9 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Master Direct Jobbers
Tom and Shirley Walsh
(425) 483-2582
T-1 certification classes
available by appointment
with pre-paid registration.

• August 9, 23 - Monday
• September 13, 24 - Monday
Meeting - 7 p.m.
**POODLE DOG
RESTAURANT**
1522 54th Avenue East
Fife, WA 98424
Hosted by
**Regency Platinum Direct Jobbers
Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

• August 10 - Tuesday
• September 14 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers
Raymond & Patsy Prukop
(253) 845-9755 / 800-267-6450
Everyone Welcome!

• August 14 - Saturday
• September 11 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe
Avenue
Spokane, WA 99205
Hosted by Premiere Direct Jobber
Jack Whitehill and Training Dealer
Tom Bennett
(509) 324-3588
Everyone Welcome. No charge

• August 24 - Tuesday
• September 28 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
610 E. 20th Street
Vancouver, WA 98663
Hosted by Direct Jobber
Sammy Samuelson
(360) 699-5257 1-UPS-SW30-OIL
(1-877-593-0645)
Discussion on product application
and oil analysis
All are welcome! Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

• August 19 - Thursday
• September 16 - 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

• August 12 - Thursday
• September 9 - Thursday
Meeting - 7 p.m.
**MITMOEN SERVICE
GARAGE**
6017 65th Street
Kenosha, WI 53142
Hosted by Executive Direct Jobbers
Victor and Lynn Mitmoen
(262) 652-3399

• August 5 - Thursday
• September 2 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcom Street
Hammond, WI 54015
Hosted by Regency Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING

None Scheduled

INTERNATIONAL

**ALBERTA
BRITISH COLUMBIA
MANITOBA**
None Scheduled

NEW BRUNSWICK

• August 16 - Monday
• July 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) 386-2896
Everyone Welcome

**NEWFOUNDLAND
NOVA SCOTIA**
None Scheduled

ONTARIO

• August 26 - Thursday
• September 23 - Thursday
Meeting - 6 - 8 p.m.
**AMSOIL DISTRIBUTION
CENTER**
6625 Tomken Road
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Premiere Direct Jobber
Don Stefanik and local Dealers
(519) 786-4045

PRINCE EDWARD ISLAND

**PUERTO RICO
QUEBEC
SASKATCHEWAN
NEW ZEALAND**
None Scheduled



AUGUST CLOSE OUT

The last day to process August orders in the U.S. and Canada is the close of business on Tuesday, August 31. The last day to process August orders in New Zealand, Alaska and Puerto Rico is the close of business on Wednesday, August 25. Volume transfers for August business will be accepted until 3 p.m. CDT on Tuesday, September 7.

POWER SPORTS AIR FILTERS



AMSOIL Power Sports Air Filters offer second-to-none protection and performance in hard driven dirt bikes and ATVs, providing superior efficiency, capacity and air flow. Two layers of oil-wetted polyurethane foam provide a network of interlocking cells that effectively trap and hold wear-causing particles throughout the foam's thickness, while allowing a constant flow of clean intake air.

AMSOIL Power Sports Air Filters may be cleaned, re-oiled and reused for miles of trouble-free use. Frequent cleaning and oiling is necessary to achieve peak performance and maximum protection against engine wear.

- **Extended equipment life**
- **Superior contaminant-removing efficiency**
- **Greater contaminant holding capacity**
- **Maximum air flow**
- **Improved fuel efficiency**
- **Lower exhaust emissions**
- **Washable and reusable**

To find the correct filter for your application, consult the G-1768 Motorcycle & ATV Filter Application Guide or log on to the Dealers' Zone at www.amsoil.com.

AMSOIL ADVERTISING

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

August & September 2004

Display Advertisements

<i>Coast to Coast</i>	July/Aug. '04	(805) 667-4100
<i>PassageMaker</i>	July/Aug. '04	(410) 990-9086
<i>NOLN</i>	Aug. '04	(805) 796-2577
<i>Racer X</i>	Aug. '04	(661) 245-2422
<i>Modified Mag</i>	Aug. '04	(416) 341-8950
<i>Powerboat Magazine</i>	Aug. '04	(805) 639-2222
<i>Moto Playground</i>	Aug. '04	(714) 289-8846
<i>American Iron</i>	Aug. '04	(203) 425-8777
<i>Veteran's Voice</i>	Aug. '04	(505) 907-7777
<i>Canadian Biker</i>	Aug./Sept. '04	(250) 384-0333
<i>NOLN</i>	Sept. '04	(805) 796-2577
<i>American Iron</i>	Sept. '04	(203) 425-8777
<i>Rider</i>	Sept. '04	(800) 765-1912
<i>Coast to Coast</i>	Sept./Oct. '04	(805) 667-4100
<i>PassageMaker</i>	Sept./Oct. '04	(410) 990-9086
<i>Sno-X</i>	Sept. '04	(763) 595-0808

Catalog Showcase Advertisements

<i>JP</i>	Aug. '04	(323) 782-2000
<i>Street Chopper</i>	Aug. '04	(714) 939-2400
<i>Eurotuner</i>	Aug. '04	(323) 782-2000
<i>Super Street</i>	Aug. '04	(323) 782-2000
<i>Kit Car</i>	Sept. '04	(323) 782-2000
<i>Hot Bike</i>	Sept. '04	(714) 939-2400

SABER PROFESSIONAL PILLOW PACKS

Saber Professional Synthetic 100:1 Pre-Mix 2-Cycle Oil (ATP) pillow packs are now available.

Stock #	Pkg./Size	U.S. Dir./P.C.	Can. Dir./P.C.
ATP-PK	(1) 1.5 oz. pack	0.80	1.25
ATP-48	(48) 1.5 oz. packs	36.00	57.60



HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 6 for Labor Day.

WHITE MESH CAP

Six-panel white cap is constructed of a cool mesh material and features embroidered AMSOIL logo, A.J. Amatuzio signature and velcro closure.



Stock #	U.S.	Can
G-1992	12.00	19.25

AMSOIL RACING DECAL SHEET

This 11" x 17" decal sheet features eight full-color peel-off AMSOIL racing decals that explode with action and detail. Showcase AMSOIL logos, checkered flag design and exciting automobile, motorcycle, snowmobile and speed boat racing images.



Stock #	Description	U.S.	Can
G-1890	(1) decal sheet	3.00	4.80

AMSOIL REVERSIBLE SCREWDRIVER

AMSOIL Reversible Screwdriver is a handy tool for chores around the house. Features both flat head and Phillips head on the same screwdriver. To change heads, simply pull metal piece out and flip.



Stock #	Qty	U.S.	Can
G-2001	1	1.95	3.00

LADIES T-SHIRT

This 100 percent cotton cropped top t-shirt features AMSOIL logo with "Lubricants and Performance Products" wording and garment dyed zebra stripes. This cool, fun shirt is ideal for summer wear. Sizes S-XL.



Stock #	Size	U.S.	Can
G-2015	S	19.95	32.25
G-2016	M	19.95	32.25
G-2017	L	19.95	32.25
G-2018	XL	19.95	32.25

The *Ams-Oiler*™

AMK-01

- Anodized and chromed finish resists rust
- Hi-grade carbon steel reservoir
- Boilts easily to Dual Remote Filter Mount

AMK-02

- Closed system design prevents contamination from air and moisture
- Anodized aluminum base resists rust
- Base mounts easily on any vehicle
- Can be attached up to six feet from oil line using hose and connectors provided

Common Features:

- Kits include wiring harness and all necessary fittings, hose and fasteners for installation

Stock #	Pkg./Size	Wt. Lbs.	Comm Credits	U.S. Dir/P.C.	U.S. Sugg. Retail	CAN Dir/P.C.	CAN Sugg. Retail
AMK-01	(1)AMSOiler (By-Pass Mounted)	13.0	221.00	294.00	338.00	472.00	625.00
AMK-02	(1)AMSOiler (Stand Alone)	13.0	261.00	348.00	400.00	559.00	740.00

Maximize Engine Performance With AMSOIL P. I.

- Ideal for both fuel-injected and carbureted systems
- Dissolves and removes fuel system deposits and other contaminants for improved power and overall performance in gasoline engines
- Reduces PCV and EGR system deposits
- Reduces exhaust emissions
- Improves engine idle, response and starting



An initial clean-up dose of six ounces for 10 gallons of gasoline restores up to 95 percent of an injector's original fuel flow. Periodic maintenance doses of one ounce for 10 gallons of gasoline keep injectors and other fuel system components clean. One 16-ounce bottle treats up to 160 gallons of gasoline!



AMSOIL P.I. Performance Improver Gasoline Additive

Stock #	Pkg./Size	Wt. Lbs.	Comm Credits	U.S. Dlr./P.C.	U.S. Sugg. Retail	CAN Dlr./P.C.	CAN Sugg. Retail
API-BF	(1) 16-oz. bottle	1.1	4.40	6.40	7.55	--	--
API-16	(12) 16-oz. bottles	13.0	52.80	68.40	89.40	--	--
CPI-BF	(1) 473-ml. bottle	1.1	4.40	--	--	8.75	12.00
CPI-16	(12) 473-ml. bottles	13.0	52.80	--	--	100.20	142.80

AMSOIL P.I. Quick Shot

Stock #	Pkg./Size	Wt. Lbs.	Comm Credits	U.S. Dlr./P.C.	U.S. Sugg. Retail	CAN Dlr./P.C.	CAN Sugg. Retail
AQS-BB	(1) 6-oz. bottle	.7	2.50	3.25	4.30	5.10	6.50
AQS-06	(12) 6-oz. bottles	4.0	15.00	18.60	25.20	29.10	38.40

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



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

BOSCH



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