

AMSOIL

ACTION NEWS

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The First in Synthetics

AUGUST 2005

Rinker Dominates Again!



Plus

*Interview With Al Amatuzio,
Alan Amatuzio and Dean Alexander*

New

Donaldson Filter Brochure

Ea
Is Coming

From the President's Desk...



From the day I blended my first quart of synthetic motor oil, my goal has been to produce products of the highest quality that deliver superior performance. That was the only way for me to succeed. My oils cost consumers three to four times more than petroleum, so they had to be good enough to justify the price, and they always were.

AMSOIL's commitment to producing and marketing high quality products has resulted in our continuing growth over these past thirty-plus years in business. It is even more important today, as competition has increased considerably in recent years. There are now numerous synthetic motor oils available to consumers. We are no longer unique in being the only producers of synthetic lubricants, but we remain unique in the superior performance of the oils we make.

We also demand the highest quality and performance from the products we market but do not actually manufacture. For those, we search out the very best suppliers who are able to meet our standards and we partner with them to market their products alongside ours. Such is the case with the Donaldson Company, makers of the best filters available anywhere.

Donaldson produces filters for many applications. They have been in this business for many years and have grown to a \$1.5 billion company employing about 10,000 people. Donaldson markets filters worldwide, including oil filters, air filters, fuel filters, hydraulic filters, and coolant filters. They hold more filtration patents for land transportation, avia-

tion, and industry than all other filter companies combined.

I have been told that the Donaldson Company is very selective in who they partner with, just as we are. They are suppliers to Ford Motor Company, General Motors, Caterpillar, John Deere, Lockheed Martin, the U.S. Department of Defense, and now AMSOIL INC.

I first met with the top executives of the Donaldson Company here at our Superior, Wisconsin headquarters. We had arranged a plant tour and conference for them so we could all get acquainted and exchange ideas. I joined my son, Alan Amatuzio, Dean Alexander, and some of our other key people here at AMSOIL for these discussions.

What started with this meeting ultimately resulted in an agreement that represented a first for the Donaldson Company. They had partnered with a number of OEM's before, but AMSOIL would be the first world class lubricant company they shared their technology and product line with, and the first company they would private label their PowerCore Filters for. There will be more exciting news coming from this partnership in future months.

Included in this *Action News* is the latest AMSOIL/Donaldson Filtration Products brochure (G-2111). In it you will find information on many of the excellent Donaldson products. Use them to expand your business into new markets. They are the perfect complement to the AMSOIL Synthetic Lubricants you now market.

AMSOIL Lubricants and Donaldson Air and Oil Filters combine to provide the very best long term engine and equipment protection money can buy. Both provide extended service life and superior performance.

And the best news is they are only available together from AMSOIL Dealers and their accounts. To date, we have set sales records for certain of the Donaldson filters. For instance, AMSOIL Dealers today sell more of the ELF 7349 oil filters for Dodge/Cummins 5.9 liter diesel applications than any other company in the world. If you're not marketing these fine filters, you are missing a great opportunity.

Our purchasing department recently visited Donaldson's headquarters and were pleased to see the AMSOIL name positioned with their other worldwide partners in the stockholders viewing room. They also noticed that the *Action News* was among other publications available for their employees in their lunch room.

This is sure to be a great partnership, and as I mentioned earlier, more exciting things are in the wind from AMSOIL that will draw on the technical expertise of the Donaldson Company. Look for more news from AMSOIL very soon.

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

DEALERS IN ACTION!

Lawn Mowers, Mini-Choppers and Semi Trucks

Patrick Askin owns Servico Truck Line out of Winnfield, La. Servico was started by Askin's father, Glenn, in 1968. While they have run as many as 68 trucks out of their Winnfield terminal, they currently run 15 of their own and 19 leased rigs.

"We chose to downsize our operation to focus on quality and service," said Askin. "We have a 'best in the business' mentality."

That best in the business attitude is starting to affect Askin's choice in motor oils.

"We were unhappy Royal Purple customers when I met AMSOIL Dealer Charles Almond," said Askin.

Askin also builds mini-choppers and races lawn mowers. Almond and Askin were introduced at a track in east Texas, and Almond asked what kind of oil Askin was using.



Patrick Askin with one of his trucks, racing lawn mowers and mini-choppers.

"I explained my concerns about the oils I had been using," said Askin.

He went on to describe a problem called moly separation, and said that the people at the oil company had heard some claims of this separation in NASCAR and NHRA, but said it would not hurt the motor.

"I can tell you that I am not NASCAR, and the oil I was using was coming apart and I was not happy about it," said Askin.

Almond sent Askin some AMSOIL 0W-30 to try in his racing lawnmowers and Askin

hasn't looked back. He now runs AMSOIL products in his 3/4 ton company trucks, class 8 trucks, mini choppers and racing lawnmowers. Askin recently ordered AMSOIL products for his farm tractors as well, continuing his complete change-over to AMSOIL products.

AMSOIL Keeps Engine Starting Easily

Shawn Prenatt of Kenmore, N.Y. thoroughly researched synthetic oils. After doing his own performance comparison, he chose AMSOIL.

In May 2004, Prenatt purchased a 1997 Pontiac Firebird with 79,000 miles on it. Before switching to AMSOIL motor oil, Prenatt had trouble starting the vehicle in fall and winter.

"Before changing over to AMSOIL, I was using whatever brand of oil the dealership put in my car," said Prenatt. "Whatever the brand was, it surely did not hold up against AMSOIL."

In October 2004, Prenatt used AMSOIL Engine Flush and then installed AMSOIL 10W-30, an AMSOIL Oil Filter, Bosch Platinum +4 Spark Plugs and Wires and AMSOIL Engine Coolant.

"After the engine flush, oil change and spark plug upgrade, start-ups during cold weather are easy," said Prenatt.

Prenatt reports that his Firebird drives more smoothly and has more horsepower than ever before. Prenatt was also impressed with how much cooler the engine runs after switching to AMSOIL products.

"I had an immediate performance increase in my car thanks to AMSOIL and Bosch products," said Prenatt.



Shawn Prenatt's 1997 Pontiac Firebird

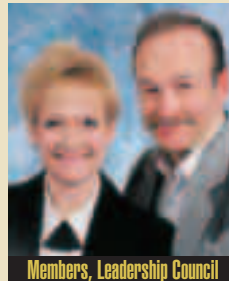
MONTHLY LE



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



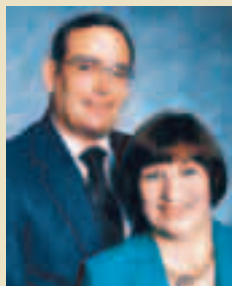
Dave M. Mann
Michigan
★★★Regency Platinum
Direct Jobber
Second—Total Organization
FIRST—Personal Group
Sales
FIRST—New Qualified
Dealers and Accounts



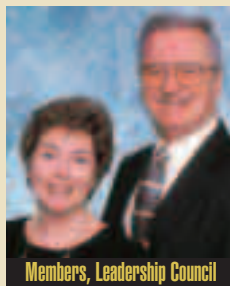
Members, Leadership Council
Mark and Sherree Schell
Idaho
★★Regency Platinum Direct
Jobbers
Third—Total Organization
Third—Personal Group Sales



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



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



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



Daniel and Judy Watson
Florida
Regency Platinum Direct Jobbers
Tenth—Total Organization
Seventh—Personal Group Sales
Seventh—Commercial and Retail
Marketing
Sixth—New Qualified Dealers
and Accounts



Bud and Lorna Bourquin
Minnesota
Regency Silver Direct
Jobbers
Tenth—Personal Group
Sales



John Moldowan
Alberta
Executive Direct Jobber
Eighth—Commercial and
Retail Marketing



Danny and Joan Potter
North Carolina
Premiere Direct Jobbers
Tenth—Commercial and
Retail Marketing



**Michael and Eileen
Kaufman**
Michigan
Regency Direct Jobbers
Second—New Qualified
Dealers and Accounts



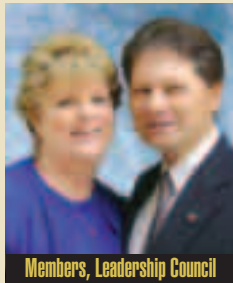
Ches H. Cain
Texas
Regency Direct Jobber
Fifth—New Qualified
Dealers and Accounts

HALL OF FAME

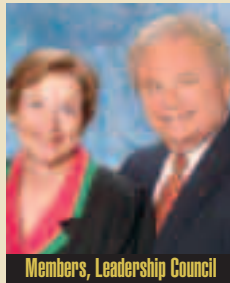
AMSOIL Hall of Fame members are recognized for their long-standing service, achievement and commitment to excellence.



Michael H. Ellis
Michigan
Regency Platinum Direct Jobber
Fifth—Total Organization
Fourth—Personal Group Sales
Third—Commercial and Retail Marketing



Members, Leadership Council
George and Shirley Douglas
Florida
Regency Platinum Direct Jobbers
Sixth—Total Organization
Eighth—Personal Group Sales
Fourth—New Qualified Dealers and Accounts



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



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



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



James J. Allen
Ohio
Master Direct Jobber
Sixth—Commercial and Retail Marketing



Jesse and Tina Hull
Kansas
Direct Dealers
Seventh—New Qualified Dealers and Accounts



Michael J. Mathe
Tennessee
Master Direct Jobber
Eighth—New Qualified Dealers and Accounts



Scott and Linda Rogus
Michigan
Premiere Direct Jobbers
Tenth—New Qualified Dealers and Accounts



Shirley Green,
Regency Platinum



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



Harold and Marcile Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
Regency Platinum



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

HIGHER LEVELS OF

★REGENCY PLATINUM DIRECT JOBBERS



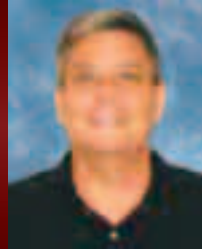
Thomas & Sheila Shalin
Kansas

REGENCY SILVER DIRECT JOBBERS



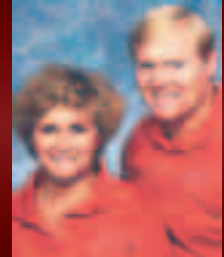
Paul & Nancy Greenberg
New Mexico

MASTER DIRECT JOBBER



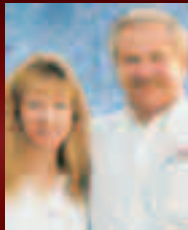
Michael J. Mathe
Tennessee

EXECUTIVE DIRECT JOBBERS



**Michael & Pamela
Westwood**
Texas

PREMIERE DIRECT JOBBERS



**James & Carol
Fleschner**
California



Scott & Linda Rogus
Michigan



Mark A. Wendtland
California



Alfred F. Ziska
Texas

DIRECT JOBBERS



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



**Brian & Barbara
Beary**
Alberta
Sponsor: Greg Desrosiers
Direct Jobber: Greg Desrosiers



Matt Collins
Tennessee
Sponsors: Daniel & Judy Watson
Direct Jobbers:
Daniel & Judy Watson



Luther & Michelle Hitt
New York
Sponsors: Don & Carol Stefanik
Direct Jobbers:
Don & Carol Stefanik



James A. Hunt
California
Sponsor: Ches A. Cain
Direct Jobber: Ches A. Cain



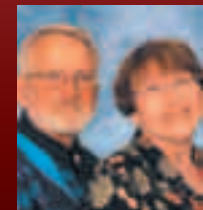
Charles W. Joiner
Florida
Sponsors:
George & Shirley Douglas
Direct Jobbers:
George & Shirley Douglas



**Jimmy Sr. & Delores
Phillips**
Texas
Sponsors: Arthur & Nenita Nesmith
Direct Jobbers:
Arthur & Nenita Nesmith



Robert L. Schultz
Florida
Sponsors:
George & Shirley Douglas
Direct Jobbers:
George & Shirley Douglas



Keith & Mary Wilson
Idaho
Sponsors: Mark & Sherree Schell
Direct Jobbers:
Mark & Sherree Schell

RECOGNITION

May 2005

NEW DIRECT DEALERS



James Ackney

Alberta

Sponsors: Greg & Debra
McKenzie
Direct Jobbers: Greg &
Debra McKenzie



Clarindia Barnes

Missouri

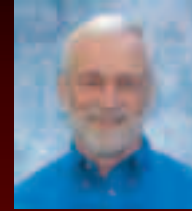
Sponsors: Harold and
Marcile Hartman
Direct Jobbers: Harold and
Marcile Hartman



**Roland & Irene
Chan**

California

Sponsor: Donna Fooks
Direct Jobbers: Vincent &
Ruth Santell



Paul R. Desilets

Massachusetts

Sponsors: Gerry and
Patricia Reid
Direct Jobbers: Gerry and
Patricia Reid



Paul Facey

Georgia

Sponsor: M. Lee Philips
Direct Jobbers: Larry and
Kathryn Chambless



Michael Ford

Minnesota

Sponsor: Phillip C.
Anderson
Direct Jobbers: Mylo &
Patty Twingstrom



Jesse & Tina Hull

Kansas

Sponsors:
Thomas & Sheila Shalin
Direct Jobbers:
Thomas & Sheila Shalin



**Leroy & Lugennia
Hunt**

North Carolina

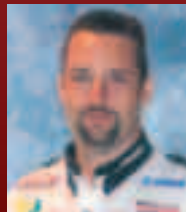
Sponsor: Bruce Phillips
Direct Jobbers:
Patrick and Donna Grady



**Troy & Tammie
Klump**

Texas

Sponsor: Marvin Klann
Direct Jobbers:
David & Carol Bell



Steve Morton

Indiana

Sponsors:
Rick & Brenda Satterwhite
Direct Jobbers:
Deon & Roxanne Sheckells



**David & Minda
Roscelli**

Washington

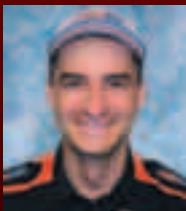
Sponsors:
Leonard and Eunice Pearson
Direct Jobbers:
Leonard and Eunice Pearson



David Rowley

Wisconsin

Sponsor: Daniel Mueller
Direct Jobber:
Daniel Mueller



Don Smith

Iowa

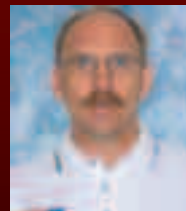
Sponsors:
Gerry & Patricia Reid
Direct Jobbers:
Gerry & Patricia Reid



Todd Snead

North Carolina

Sponsors:
Gary & Sandra Newport
Direct Jobbers: Gary &
Sandra Newport



Roger Spanske

Michigan

Sponsor: Michael H. Ellis
Direct Jobber:
Michael H. Ellis



**Kent & Trudy
Whiteman**

Utah

Sponsor: Dave M. Mann
Direct Jobber: Dave M. Mann

HIGHER LEVELS OF RECOGNITION

May 2005

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

Patrick Ponsonby, *North Carolina* Sponsor: Dave M. Mann

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

Joseph Accardo, *California* Sponsor: Robert A. Hartner
Scott and Stephenie Vallie, *Texas* Sponsors: Scott and Anita Plummer

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

Larry A. Beaulieu, *Maine* Sponsors: Robert and Jean Johnson
Tom and Geri Dittmer, *Oregon* Sponsor: Dave M. Mann
Ronnie L. Glover, *North Carolina* Sponsor: Christopher Snead
Philip A. Hulings, *Colorado* Sponsors: Ronald and Hazel Simmons
Thomas McNeilly, *New York* Sponsors: Peter and Diana Lotito
Wade Moody, III, *Maryland* Sponsors: Marie and Marvin Layne
Troy Ross, *Virginia* Sponsor: Michael Mathe
Sam and Sandra Strain, *Minnesota* Sponsors: James and Jan Stewart
Darin Tognazzini, *Washington* Sponsors: Wayne and Lynette Fletcher
Ralph R. Wright, *Florida* Sponsor: Bernice R. Menold

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

Harry D. Behrens, *New Jersey* Sponsor: Ruben R. Seda-Morales
Greg Carter, *Vermont* Sponsor: Dave M. Mann
Kenneth and Marla Fransen, *Georgia* Sponsors: William and Bette Wheatley
Mark Godfrey, *Texas* Sponsor: Ches H. Cain
Albert B. Jones Jr., *Texas* Sponsors: Scott and Anita Plummer
John and Cristin Jurj, *Michigan* Sponsor: Dave M. Mann
Mark Kapitan, *New York* Sponsor: Esmeralda Paddock
Ken A. Lisko, *California* Sponsors: Charles and Connie McGuffey
Richard and Kathy McCaskill, *South Carolina* Sponsor: James Holliday
Mac McCoy, *Florida* Sponsors: David and Carol Bell
Todd A. Mohr, *Indiana* Sponsor: Roy R. Hans
Richard and Ronda Newhook, *New Brunswick* Sponsor: Wayne R. McLaughlin
Andrew Selph, II, *Utah* Sponsor: Andrew H. Selph
Henry M. Smith, *Georgia* Sponsors: Gerry and Patricia Reid
Reid and Terrill Stewart, *Idaho* Sponsor: George Cook
Randy T. Wagon, *Oklahoma* Sponsors: Kevin and Diane Alexander
R. Thom Wofford, *Texas* Sponsor: Dave M. Mann

Filtration Is Critical to Hydraulic Systems

Hydraulic systems are dirty. Every component – reservoir, pump, motor and valves – contains dirt particles.

The components of a hydraulic system can be contaminated when they are assembled, by contaminants sucked into the system from the surrounding air, through breather filters and the various seal points in the system. Additional contamination is generated by abrasive and cavitation wear as the system operates or by dirt entering the system when replacing worn or damaged components. Even the routine task of adding new hydraulic fluid to the system can introduce contaminants.

Purpose of Hydraulic Filters

All hydraulic systems have a common need for protection from harmful contaminants. Hydraulic filters help minimize maintenance costs through good contamination control.

In systems utilizing a full-flow filter, all of the oil is filtered each complete circulation cycle. Every full-flow filter must be protected by a bypass valve. The valve may be located in the filter, the filter mounting base or in a line connected to the inlet and outlet of the filter assembly. A full-flow filter mounted in the return line permits cleaning of the fluid before it returns to the reservoir. In this arrangement, the filter must be able to withstand the maximum pressures generated by the pump.

Types of Contaminants

There are many kinds of contaminants found in hydraulic systems, but they can be divided into two types, chip and silt.

Chips are large particles which can cause sudden and catastrophic failures such as the sticking of a valve or the binding or jamming of a pump or motor.

Silt consists of very fine dirt particles which are often invisible to the naked eye. Failures due to silt occur over a period of time because they slowly eat away the internal components. Good system maintenance and proper filtration are the prerequisites to long life for hydraulic systems.

Contamination affects hydraulic systems in many ways. Acids forming due to fluid breakdown and mixing of incompatible fluids in the system cause corrosion. Contaminants can cause increased internal leakage which lowers the efficiency of pumps, motors and cylinders. Internal leakage decreases the ability of valves to control flow and pressure accurately. It also wastes horsepower and generates excess heat. Sludge or silt can cause parts to stick or seize. All of these things can be prevented with good filtration.

Servicing Hydraulic Filters

Proper hydraulic system maintenance procedures can be summed up in one word, cleanliness. Good clean procedures should be used in any filter system but particularly in hydraulics. The introduction of one chip into the system could result in high maintenance costs and downtime.

All exterior components of the filter system should be thoroughly cleaned before disassembly. During disassembly and replacement of the filter and other components, all parts should be cleaned and inspected prior to installation of the new filter.

Hydraulic Filters Available From AMSOIL

AMSOIL offers Donaldson heavy-duty high-pressure filters to protect critical hydraulic components such as cylinders, motors and valves. All of Donaldson's heavy-duty hydraulic filters contain synthetic filter media specially developed by Donaldson for high efficiency liquid filtration.

AMSOIL also carries Donaldson DURAMAX®, well-known as the highest rated spin-on style filters available. DURAMAX filters are available with synthetic or cellulose media and are used most often in return-line positions.

Donaldson low-pressure filters are the most commonly used type of filter in hydraulic circuits, usually as return-line filters. AMSOIL carries Donaldson low-pressure filters that offer flow/pressure combinations to fit most applications.

The Donaldson P550606 hydraulic filter can also be used in five-speed manual Allison transmissions commonly used in Duramax diesel engines found in Chevy and GMC trucks. The P550606 replaces the Hastings HF992. Other hydraulic filter applications include tractors, backhoes, presses or essentially anywhere there are hydraulic lines.



Regional Managers Set to Hit the Road

In the June *Action News* the new team of AMSOIL regional sales managers was introduced. The four men, Rob Stenberg, Tim Golden, Steve LePage and Peter Markham, have learned about the AMSOIL business from the inside out, mastering the complexities not only of AMSOIL

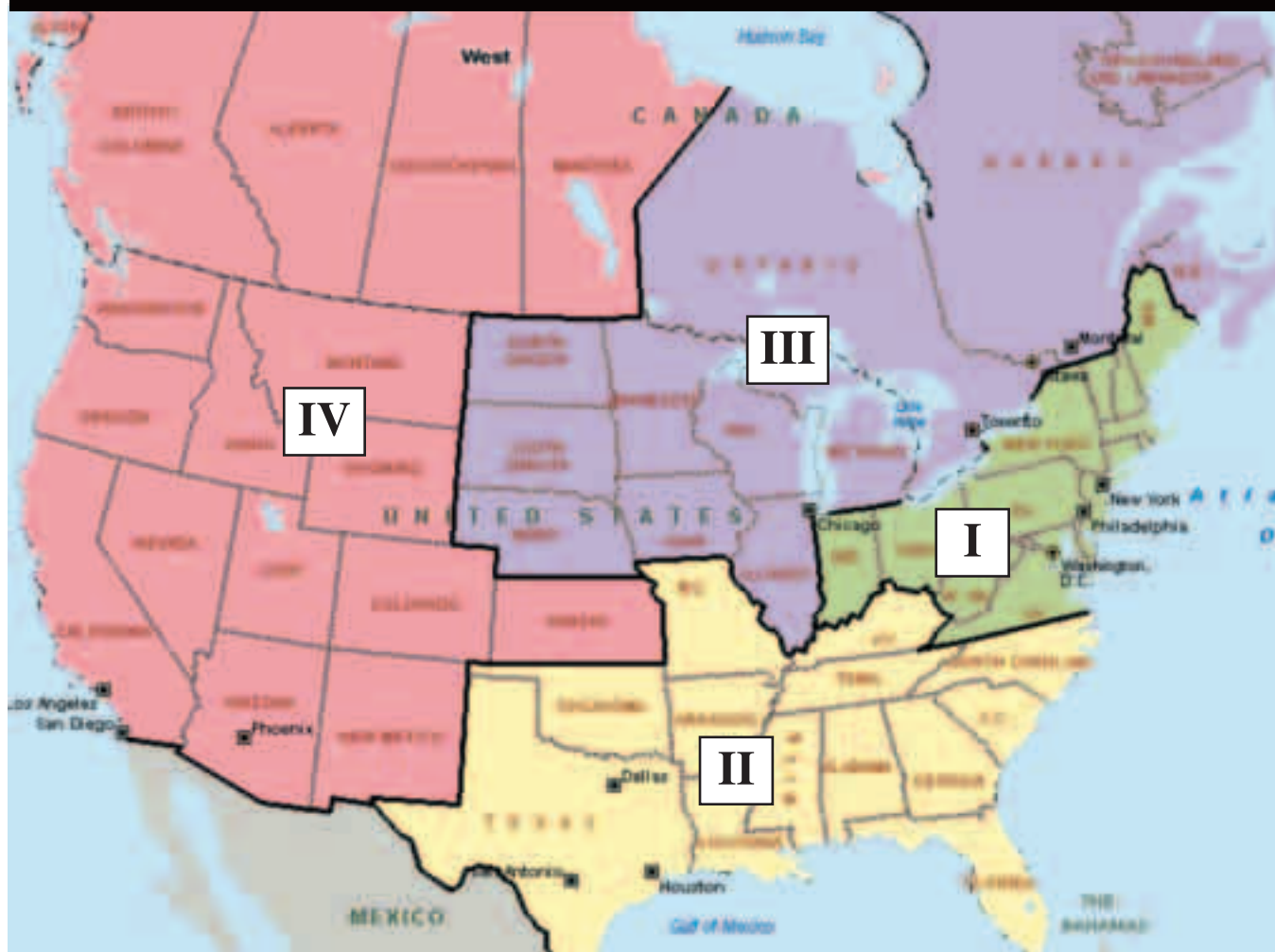
products, but those of the MLM business opportunity.

The assignment for the regional sales managers is to work closely with the Direct Jobbers in each region to develop programs and sales tools. They also will be actively involved in the development of a

comprehensive regional meeting schedule and are now gearing up to begin those meetings at various locations throughout their regions. The regional meeting schedule will be announced. The map below identifies the individual regions.

SALES DEPARTMENT OVERVIEW

Regions & Regional Sales Managers



Region I: Northeast
 RSM: Peter Markham
 Contact: pmarkham@amsoil.com

Region II: Southeast
 RSM: Rob Stenberg
 Contact: rstenberg@amsoil.com

Region III: Midwest / Eastern Canada
 RSM: Tim Golden
 Contact: tgolden@amsoil.com

Region IV: Western U.S. / Western Canada
 RSM: Steve LePage
 Contact: slepage@amsoil.com

AMSOIL: A Close Look

AMSOIL President Al Amatuzio and Executive Vice Presidents Alan Amatuzio and Dean Alexander discuss the past, present and future of *The First in Synthetics*[®]



In April, *Lubes-n-Greases* Automotive Editor David McFall visited AMSOIL corporate headquarters in Superior, Wis., to tour the AMSOIL facilities and conduct interviews for his feature article on the company, slated for the August issue of *Lubes-n-Greases*. His article incorporates information from an in-depth interview with AMSOIL President Al Amatuzio and Executive Vice Presidents Alan Amatuzio and Dean Alexander. Following is an extension of that interview.

What, specifically, does AMSOIL bring to the lubricants marketplace that other firms do not?

Al Amatuzio: AMSOIL is driven by quality. It's how we survive. We are a relatively small company competing against some of the largest in the world. What sets us apart is the quality of our products. Our goal is to always stay ahead of the competition in terms of product performance. Base oil and additive suppliers know this, as well. They come to us with expensive technologies that other companies would have no interest in.

AMSOIL insists on doing the right thing. When we developed the first synthetic motor oil, there was no

market, but the product provided benefits other oils didn't. Our products could help equipment last longer, improve fuel economy and reduce emissions. When AMSOIL introduced extended drain intervals in 1972, it was done because we figured out a way to do it and it was the right thing to do. It was right for consumers and the environment. We, like other companies, are in business to make money, but our approach has always been to satisfy the needs of the customer first. That's what generates our sales and profits.

Finally, AMSOIL has the willingness and the ability to act and react immediately. When we see a need for a product or an opportunity to improve a product, we'll do it. We're not bound by a board of directors, heavy bureaucracy or industry constraints. We move quickly to provide the best possible technology for any given application.

Synthetics are a relatively small part of the lubricants market. Why is this so after you've been involved for 30 years?

Dean Alexander: U.S. vehicle manufacturers and the API have not made a push to differentiate quality levels of lubricants as is done in Europe. If we followed Europe's lead and established several tiers of quality and performance, including benefits for these quality improvements such as extended drain intervals, synthetic lubricants would have a much larger share of the lubricant market, just as they do in Europe.

What trend do we foresee for synthetics? Will the new ExxonMobil initiative impact on your business?

Al Amatuzio: Synthetics have been on a long-term and consistent growth trend. We expect that trend will continue and most likely accelerate as the OEMs' demands on lubricants increase and consumer demand for quality products increases as well.

We expect that ExxonMobil's recent entry into the market with their version of extended drain interval lubricants will have a positive effect on our business. We were the developer and have been the leader in extended drain intervals. Having a major oil company finally adapt to our long drain interval philosophy and help us educate consumers about the viability of long drain oils, as compared to the 3,000-mile oil change brainwashing they have been bombarded with all of these years, will definitely help us in our efforts.

What has been your experience with your mileage guarantee? We've discussed this issue before, but I'd like it to be part of the interview. For example, how many claims against your guarantee have you had? How do you investigate? What has been the technical and commercial outcome?

Alan Amatuzio: Our mileage guarantee works perfectly, and our experience has been nothing but outstanding. All companies that produce products have claims. It is to be expected and AMSOIL is no different. Everyone in the lubricant business knows that oil or grease is always the first thing to be blamed for a mechanical problem and is almost never at fault. We receive around 20 engine claims per year, of which most can be easily explained. Some things we see are antifreeze leaks, leaking plenum gaskets, worn out engines and factory design problems to name a few. We also get the occasional unethical false claim.

Our investigation is quite comprehensive. We ask for all documents relating to the claim, such as maintenance records, mileage, type of service and repair invoices, plus we send a form to be filled out by the customer that gathers more information. We require an oil sample be sent to us for oil analysis, and oftentimes we will ask for parts as well. Phone interviews are often conducted with the customer and the repair shop. We hire independent expert investigators and engineers to review the failed parts and provide us with a report. We search for technical service bulletins from the vehicle manufacturer that may identify a problem.

We then write and send the customer an Investigative Findings Report documenting our results. We follow up by providing customers with technical assistance in arbitration proceedings where needed. Only in rare instances, when we have no explanation for the problem, even though the lubricant is not to blame, are claims accepted. While no one likes to have their claim turned down, generally our customers are appreciative of the effort we put forth investigating and explaining our findings. We place great importance on these situations.

Please discuss your marketing and distribution system. Do you advertise and if so, where, in what media and how much do you invest in this effort? Why haven't you taken your product to the traditional aftermarket? Does your geographic location impose any marketing disadvantages for you?

Dean Alexander: AMSOIL INC. brings its products to market by means of a network of Dealers who both sell and service customers and accounts. AMSOIL Dealers are independent businesspeople who are offered a variety of methods for growing their businesses, including personal direct sales and selling to resellers (auto parts stores, quick lubes, etc.) and commercial accounts (fleets, factories, etc.).

Our independent Dealer network is a key component in our success as a company. A great deal of investment, therefore, has been made to train our Dealers and develop strong channels of communication, including classroom instruction (AMSOIL University), a monthly magazine, newsletters, literature and a variety of training materials.

AMSOIL advertising has focused on market niches, supporting sales by creating buzz and generating leads for Dealers. We utilize the same full range of marketing channels as most traditional manufacturers, including print advertising, direct mail, PR, trade shows, event marketing and internet.

When AMSOIL was introduced in 1972, auto parts stores sold motor oil as a loss leader, as a commodity with no inherent value for less than 50 cents a quart. AMSOIL entered the market at a \$5 per quart price point. With the product on the store shelf, it was difficult to convey those benefits that justified the cost of the higher priced product. To effectively sell the product required some education – a one-on-one sales approach. In 1973, the company introduced a marketing plan around a sales force of Independent AMSOIL Dealers who proceeded to put AMSOIL on the map.

Geography has not been an issue for us.



Three of your engine oil products are API “starburst” licensed and five “donut” licensed. Most of your engine oil products are not API licensed. What has been the effect, either positive or negative, of licensing on your marketing?

Dean Alexander: API licensing established a minimum performance level. We’ve always manufactured our products to exceed those performance levels. Only in the last 10 years have we decided to API license a handful of products to accommodate our product line for entry into the quick lube market. We’ve found API licensing to be a non-issue with our customers, and not having an API registration on the balance of our product lines has had no effect on our business or our marketing. The only reason we produced a product line with an API license was to overcome potential issues with the owners of quick lubes and their managers and mechanics, not because consumers would ever even ask or care about it.

In addition, the lack of base stock read-across guidelines for Groups III, IV and V, along with the industry’s obsession over chemical limitations in motor oil formulas without taking drain intervals and specific chemical volatilities into consideration, causes an artificial limit for the performance capabilities of motor oils and formulation flexibility.

What do you see as the technical advantages of synthetic motor oil vs. a conventional mineral oil?

Alan Amatuzio: High quality synthetic oils have longer service life; better thermal and oxidation stability, soot handling capability and viscosity retention; superior cold flow properties; improved fuel economy benefits and lower deposit formation, wear rates and volatility compared to conventional mineral oils. Simple technical reasons are chemically stable hydrogen saturated molecular structure, lack of impurities such as sulfur, lack of wax and they do not contain reactive aromatic and unstable naphthenic ring structures. Additives work better and last longer in synthetic base oils.

Can you give me figures on the growth trend of your firm since its inception and your projections into the future? Also, some information on how many employees you have, etc?

Al Amatuzio: AMSOIL INC. enjoyed tremendous sales growth with many years where sales doubled in the 1970’s, mainly due to high gasoline prices and worries over fuel economy. The 1980’s were relatively flat years due to low oil prices, less focus on high performance vehicles, etc. From 1990 and continuing today, double digit growth has been the trend. Consumers became aware that synthetics outperform petroleum products, performance vehicles of all kinds are on the comeback and quality is of increasing importance with consumers. We expect this trend will continue and most likely accelerate over the next 10 years.

AMSOIL INC. currently has over 210 employees in the U.S. and Canada and over one-half million square feet



of manufacturing and distribution space. AMSOIL products are currently distributed in over 26 countries. In the U.S., Canada and Puerto Rico, AMSOIL products are sold through tens of thousands of independent distributors directly to individual consumers, to thousands of retail stores and to commercial end users. AMSOIL INC. manufactures all of its lubricants in Superior, Wis., and distributes them through 10 additional distribution centers throughout the U.S. and Canada.

How do you maintain quality control in your manufacturing plants?

Alan Amatuzio: AMSOIL has documented procedures and work instructions for every operation. We do a good job of training our people, and we conduct refresher training on a set schedule. We have a QC team in place that conducts regular audits. We use a three step, 100 percent inspection process. Step one, all raw materials are inspected and qualified in the laboratory. If the sample is sub-standard, the product is returned. Step two, every batch is inspected and qualified in the laboratory. Step three, packaging line samples are inspected prior to the filling operation and verified against the corresponding batch data. Every individual worker in manufacturing is accountable for his or her task by filling out and signing process charts at every operation.



Access Granted

Stanchfield, Minn. – If Mike LaRocco or Kevin Windham had shown up at the small, dusty motocross track in tiny Stanchfield, Minn., the on-lookers would probably have come out in droves. The crowd would have started early and stayed late. You probably would have even seen a few grey hairs. But the two veterans of Team AMSOIL/Chaparral/Honda were not in central Minnesota the first week of July. Instead it was a 19-year-old teammate who was on display. The crowd wasn't there either, just a few friends. The ones who did show up kind of straggled in or were invited, never numbering more than a half-dozen. And most of the on-lookers were more likely to dye their hair to make a fashion statement than to conceal the effects of aging. That's just fine with Josh Grant. He was there to work anyway.

"The tracks are so different than (his home state of) California," said Grant between practice laps. "Out there, all of the tracks are so dusty and sandy, and we don't see a lot of



The future superstar is waiting for his turn to leave the competition in the dust.

that (in the AMA Outdoor Nationals). Around here, the tracks are closer to the ones we ride on, and that allows us to get used to the conditions quicker. Plus the humidity is way off. Out there, it's almost unbearable to ride. Here it's cooler and you can actually get some good rides in."

Good rides and great starts are becoming a trademark with the former amateur champion. Since his pro debut in the 125cc class last summer, Grant has pulled numerous holeshots and recently won his first outdoor moto at the challenging track in Budds Creek, Md. His accomplishments, including a third place finish at the East/West Shoot-out at the final Supercross race in Las Vegas, are made even more remarkable by the level of competition he must deal with week-in and week-out in the 125 class. Through the first five rounds of the AMA outdoor series, there were six different moto winners.

"It's really competitive right now," said Grant. "There are a lot of fast guys in that class, which is great for the riders and fans. Everyone is so quick out of the gate. I've had some quick starts this year and that's helped me out a lot."

Midway through his sophomore season, he's adjusted well (Before Grant and his AMSOIL teammates headed to Unadilla in mid-July, he was sitting in third overall in the points standings). One of the biggest stumbling blocks for any young rider is the change in the length of motos. Amateurs only run about six laps, a far cry from the two 30-minute motos the pros have to tackle every weekend.

That's what brings the easy-going teenager to Minnesota. He gets a chance to mix-up his training. He brought up his Honda CRF250F during practice at the Stanchfield track and was able to do some trail riding, opposed to just running a full practice moto.



The name that will be spinning in the minds of motocross fans everywhere.

"The 250 helps me smooth out my riding. The bike's a lot heavier and the throttle controls are different. The trail riding really helps with my balance on the bike. You can just ride and not worry too much about what's around the next corner."

For the lucky few who got the chance to sit down and watch the young phenom ride, it was worth the drive. He spoke about the great fans who have supported him throughout the years and how much fun it is, an emotion that came out as the practice session was winding down. Grant decided to take a few last runs at the 60-plus-foot jump. Instead of just airing it out, his laid-back style was pushed aside for a little excitement. Twice he ramped it up for the small crowd, and in mid-air decided to do a little free-style show. Two heal clicks over the front handlebars later, the skills demonstration was over, the bikes packed away in the trailer and the crowd (what little there was) thinned out. That's fine with Josh Grant. He's got work to do anyway.



Grant's fun-loving side pops out when the cameras are pointed his way.



Grant has grown accustomed to the large crowds, but likes the solidarity that comes with each practice session.

Rinker Rolling



Pittsburgh, Pa. – Terry Rinker can't be stopped this summer. Not by a power steering problem. Not by multiple restarts. And not by the competition. Through the first four races of the 2005 ChampBoat Series, Rinker has notched three wins. The only time he wasn't on the center podium was the race in Bay City, Mich., where he finished second by less than one boat length.

Rinker returned to the winner's circle the next week in Pittsburgh, Pa. The 43-year-old took control of the race from the start of the 50-lap event. The Tampa, Fla. native jumped into the lead from his second starting position. He quickly slipped by pole sitter Todd Bowden and moved the yellow #10 into a three-second lead over the second place boat. Despite the race being called back to the starting dock twice, Rinker was able to hold off the field for his third win of the season.



Even the post-race weigh-ins have Rinker's full attention this year.



Terry Rinker has signed his name on the checkered flag three times in 2005.



Victory laps were hard to come by in 2004 for Rinker, but there's always room for a 51st lap in 2005.

"It was great to be so dialed in at a race course we hadn't raced at before," said Rinker. "We put together a great setup in practice this morning to put the boat in proper trim and it really paid off."

Heading into the July 16 race in Cincinnati, Rinker held a 71-point lead over second place in the overall points chase. For current results, go to www.amsoil.com. The Rinker Racing/AMSOIL team will be back in action August 13-14 in St. Louis.

Loretta's Lets Loose

Hurricane Mills, Tenn. – August 1 marks the beginning of the grand spectacle known as Loretta Lynn's Amateur Nationals. The annual week-long event is presented by AMSOIL and features the sport's top amateur riders. Former champions include Team AMSOIL standouts Kevin Windham and Josh Grant. Team AMSOIL will

be represented by a number of racers this year, including Nick Howard, Daniel and Dillon Huddleston, Rhett Urseth, Shane Bowlden, Brandee Payne and Tyler Bowers. Loretta Lynn's runs August 1-6 at the Loretta Lynn's Ranch in Hurricane Mills, Tenn.



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 18 - Thursday
- September 15 - Thursday

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

- August 18 - Thursday
- September 15 - Thursday

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

ALASKA

- August 18 - Thursday
- September 15 - Thursday

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

- August 2, 16 - Tuesday
- September 6, 20 - Tuesday

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

ARIZONA

- August 16 - Tuesday
- September 20 - Tuesday

Optional no-host dinner - 5:30 p.m.
 Meeting - 6:30 p.m.
THEO'S SPARTAN GRILL
 1825 East University Drive
 Tempe, AZ 85281
Hosted by Master Direct Jobber
Dick Nudo and Dealer Jim Brewer
 RSVP (602) 996-7181 Dick
 (480) 968-4922 Jim

ARKANSAS

- August 11 - Thursday
- September 8 - Thursday

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

- August 10 - Wednesday
- September 14 - Wednesday

MEETING - 7 p.m.
PASTERNAK RESIDENCE
 217 CR 472
 Jonesboro, AR 72404
Hosted by Premiere 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 3 - Wednesday
- September 7 - Wednesday

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

- August 23 - Tuesday
- September 27 - Tuesday

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

- August 9 - Tuesday
- September 13 - Tuesday

MEETING - 6:30 p.m.
COCO'S RESTAURANT
 284 East Highland Avenue
 San Bernardino, CA 92401
Hosted by Dealer Jim Johnstone
 (909) 886-4842

- August 16 - Tuesday
- September 20 - Tuesday

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

COLORADO

- August 18 - Thursday
- September 15 - Thursday

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

CONNECTICUT

- August 24 - Wednesday
- September 28 - Wednesday

MEETING - 7:30 p.m.
LANZOFANO RESIDENCE
 120 Gravel Street, Unit 11
 Meriden, CT 06450
Hosted by Dealer Salvatore Lanzofano
 (203) 559-8329

DELAWARE

- August 13 - Saturday
- September 10 - 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 25 - Thursday
- September 22 - Thursday

MEETING - 7 p.m.
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 2 - Tuesday
- September 6 - 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: AMSOIL as a business.

GEORGIA

- August 4 - Thursday
- September 1 - Thursday

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

HAWAII

None Scheduled

IDAHO

- August 17 - Wednesday
- September 21 - Wednesday

MEETING - 7 p.m.
ROUND TABLE PIZZA
 10412 Overland Road
 Boise, ID, 83709
Hosted by Direct Dealer Steve Noffz
 (208) 861-8935

- August 10 - Wednesday
- September 14 - Wednesday

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

- August 6 - Saturday
- September 3 - Saturday

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

ILLINOIS

- August 9 - Tuesday
- September 13 - 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 20 - Saturday
- September 17 - Saturday

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

INDIANA

- August 3, 17 - Wednesday
- September 7, 21 - Wednesday

MEETING - 7:30 p.m.
RENTOWN SHOP
 1533 Rentown Road
 Bremen, IN
Hosted by Direct Jobbers
LeRoy and Malinda Hochstetler and
Premiere Direct Jobbers Willis and
Rolene Gingerich (574) 831-2839

IOWA

- August 2 - Tuesday
- September 1 - Tuesday

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

KANSAS

None Scheduled

KENTUCKY

- August 4 - Thursday
- September 1 - Thursday

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

LOUISIANA

- August 2 - Tuesday
- September 6 - 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 24 - Wednesday
- September 28 - Wednesday

MEETING - 7 p.m.
HYNES RESIDENCE
 291 Chestnut Springs Road
 Chesapeake City, MD 21515
Hosted by Dealer William Hynes
 (302) 540-2525 or 877-885-3111

- August 19 - Friday
- September 16 - Friday

MEETING - 7:30 p.m.
 Downline and Guests FREE,
 Out of line - \$5
MARTIN RESIDENCE
 3994 Trace Hollow Run
 Salisbury, MD 21801
Hosted by Master Direct Jobbers
Les & Linda Martin (410) 548-LUBE

- August 19 - Friday
- September 16 - Friday

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

- August 4 - Thursday
- September 1 - Thursday

MEETING - 7 p.m.
DEACOSTA RESIDENCE
 4942 S. Upper Ferry Road
 Eden, MD 21822
Hosted by Dealers Chris & Barb DeAcosta
 (410) 742-0637 Reservations Required

MASSACHUSETTS

None Scheduled

MICHIGAN

- August 17 - Wednesday
- September 21 - Wednesday

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

- August 15 - Monday
- September 19 - Monday

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 1 - Monday
- September 2 - Tuesday

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

- September 5 - 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 (734) 461-9577

MINNESOTA

- August 18 - Thursday
- September 15 - 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 9 - Tuesday
- September 20 - Tuesday

MEETING - 6 p.m.
TWINGSTROM RESIDENCE
 29200 Goldenrod Drive
 NW
 Isanti, MN 55040
Hosted by Regency Direct Jobbers
Mylo and Patty Twingstrom
 Please RSVP (612) 819-8835

- August 18 - Thursday
- September 15 - Thursday

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

- August 11 - Thursday
- September 8 - Friday

MEETING - 7:30 p.m.
STAVE RESIDENCE
 3040 Bridge Street NW
 Apt. 211
 St. Francis, MN 55070
Hosted by Dealer Ordeil Stave
 (612) 241-5267

- August 20 - Saturday
- September 17 - Saturday

MEETING - 2 p.m.
SAWYER WAREHOUSE
 28108- 133rd Street
 Zimmerman, MN 55398
Hosted by Direct Jobbers
Roger and Jennifer Sawyer
 Please RSVP (763) 856-3567
 rpsawing@aol.com
 www.rpsawing57.com

MISSISSIPPI

None Scheduled

MISSOURI

- August 23 - Tuesday
- September 27 - 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

- August 16 - Tuesday
- September 20 - Tuesday

MEETING - 7p.m.
LUZACK RESIDENCE
 4810 Mattis Street
 St. Louis, MO 63128
Hosted by Executive Direct Jobbers
Connie and John Luczak
 (314) 892-6018
 (417) 732-2553
 connieluzack@earthlink.net

MONTANA

NEBRASKA

NEVADA

NEW HAMPSHIRE

None Scheduled

NEW JERSEY

- August 9, 23 - Tuesday
- September 13, 27 - Tuesday

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

NEW MEXICO

- August 23 - Tuesday
- September 27 - Tuesday

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

NEW YORK

- August 24 - Wednesday
- September 28 - Wednesday

MEETING - 7p.m.
 Albany Area
GUILZ RESIDENCE
 6 Daisy Lane
 East Berne, NY 12059
Hosted by Premiere Direct Jobber
Richard Guilz (518) 423-1552
 rich@empresynthetics.com
 call or e-mail to reserve seat

- August 3 - Wednesday
- September 7 - Wednesday

MEETING - 7:30 p.m.
WOLFE RESIDENCE
 34 Hillvale Road
 Albertson, NY 11507
Hosted by Dealers Edward and Eileen Wolf
 (516) 621-4565
 Please RSVP

• August 17 - Wednesday
• September 21 - 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 2 - Tuesday
• September 6 - Tuesday
Meeting - 7 p.m.
LOTTO 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 lubedealery@aol.com

• August 11 - Thursday
• September 8 - Thursday
Meeting - 7:30 p.m.
FRITITTA RESIDENCE
16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers
Vinny and Germaine Frittitta
(718) 442-4774

• August 17 - Wednesday
• September 21 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific
location
Hosted by Direct Jobber Peter Finnerty
(315) 682-9791

• August 17 - Wednesday
• September 21 - Wednesday
Meeting - 7:30 p.m.
**NEWARK, NY
LOCATION**
Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA
• August 11 - Thursday
• September 8 - Thursday
Meeting - 7 p.m.
KAZAN RESIDENCE
4007 Sapphire Lane
Indian Trail NC 28079
Hosted by Account Direct Eric Kazan
(704) 893-0828
erickazan@syntheticlubricantsinfo.com
Guests welcome Non-downline \$2.00

• August 11 - Thursday
• September 8 - 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 11 - Thursday
• September 8 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Executive Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

• August 9 - Tuesday
• September 13 - Tuesday
Meeting - 7 p.m.
CLEVELAND RESIDENCE
224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers
George and Nancy Cleveland
(910) 346-3866
Call first - All Dealers welcome

NORTH DAKOTA
• August 2 - Tuesday
• September 6 - Tuesday
Meeting - 7:30 p.m.
EVANSON RESIDENCE
725 10th Avenue West
West Fargo, ND 58078
Hosted by Direct Jobbers
Skip and Anna Evanson
(701) 281-1906
skipsuperlub@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 Falls, OH 44221
Hosted by Dealers Paul & Coralie
Fabijanic (330) 928-8863 or
800-874-4827 RSVP

• August 7 - Sunday
• September 4 - 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 22 - Monday
• September 26 - 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: (419) 349-3451
or (419) 297-3451

• August 13 - Saturday
• September 10 - Saturday
Meeting - 1 - 4 p.m.
BREDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda
(330) 239-3146

OKLAHOMA
• August 6 - Saturday
• September 3 - Saturday
Meeting - 9 - 11 a.m.
GOLDEN CORRAL
9711 East 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady (918) 258-6979 *Pat

• August 11 - Thursday
• September 8 - Thursday
Meeting - 7 - 8:30 p.m.
Please call for location and
reservations
Hosted by Dealers
Richard and Brenda Coats
(918) 225-5722

• August 9 - Tuesday
• September 13 - Tuesday
Meeting - 7 - 8:30 p.m.
ALEXANDER RESIDENCE
14355 East Timberidge
Drive
Claremore, OK 74019
Hosted by Premiere Direct
Jobber Kevin Alexander
(918) 636-1281
Call first to confirm space
for you and your guests

• August 11 - Thursday
• September 8 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Road
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and Premiere Direct Jobber
Kevin Alexander (918) 258-6979 RSVP
kevina@nordam.com

OREGON
• August 18 - Thursday
• September 15 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
SWEETBRIER INN
7125 SW Nyberg Road
Tualatin, OR 97062
Hosted by Regency Direct Jobber
Ed Greenwood (800) 722-1092
Call first to confirm space for you and
your guests

PENNSYLVANIA
• August 15 - Monday
• September 19 - Monday
Meeting - 7 p.m.
**HALLOCK ENTERPRISE
STORE**
5 Main Street
Bradford, PA 16701
Hosted by Premiere Direct Jobber
Joseph M. Hallock (814) 368-8625
T-1 training also available.

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

• August - Variable Meetings
• September - 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

• August 2 - Tuesday
• September 6 - Tuesday
Meeting - 7 p.m.
DENNY'S RESTAURANT
2521 Wade Hampton
Boulevard
Greenville, SC 29615
Hosted by Premiere Direct Jobber
Loel D. Handley RSVP (864) 989-0753
amsoldealerloel@aol.com

**SOUTH DAKOTA
TENNESSEE**
None Scheduled

TEXAS
• August - Daily Meetings
• September - Daily Meetings
Meeting - 7 p.m.
SHILANDER RESIDENCE
1904 Anita Drive
Austin, TX 78704
Hosted by Account Direct Bruce Shilander
(512) 736-3028

• August 11 - Thursday
• September 8 - Thursday
Meeting - 7 p.m.
SORLIE RESIDENCE
3228 Oleander Court
Bedford, TX 76021
Hosted by Direct Jobber Victor Sorlie
(817) 283-9426 RSVP
honcho@synspeed.com

• August 16 - Tuesday
• September 20 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Executive Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
oilmandj@comcast.net

UTAH
• August - Every Tuesday
• September - Every Tuesday
Meeting - 6:30 p.m.
JB LUBE GARAGE
3177 West 4600 South
Roy, UT 84067
Hosted by Account Direct Jeff Bottila
(801) 309-1655 jblube@yahoo.com

• 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 Dealer
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 27 - Saturday
Dealer Meeting followed by
Introduction to AMSOIL: History,
Product Review and Demonstrations
• September 24 - Saturday
Dealer Meeting followed by
Introduction to AMSOIL: History,
Product Review and Demonstrations
Meeting 10 a.m., 1:30 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23836
Hosted by Regency Platinum Direct
Jobbers Gerry & Patricia Reid and
Master Direct Jobbers
David and Rebecca Reid
Please RSVP (804) 530-0179 Fax
synthoil@comcast.net
T-1 Training available by appointment

• August 1 - Monday
• September 5 - 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 direc-
tions. Limited seating available.
(804) 640-3402

• August 26 - Friday
• September 30 - Friday
Meeting - 8-10 p.m.
**SLEEP INN-
TANGLEWOOD**
4045 Electric Road/419
Roanoke, VA 24018
Hosted by Regency Silver Direct Jobber
Wally Hillman and Direct Jobber
Alan Hillman (540) 774-1896

• August 8, 22 - Monday
• September 12, 26 - 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 8 - Monday
• September 12 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA 23072
Hosted by Premiere Direct
Jobbers Cliff & Dee Gravitte
(804) 694-0221

• August 9 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Account Directs
Roger Riggall and Mel Pipgras
(804) 737-4874 or (804) 737-9231

WASHINGTON
• August 15 - Monday
• September 19 - 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 9 - Tuesday
• September 13 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Executive Direct Jobbers
Marv & Charlotte Stougard
(360) 856-1641 Guests Welcome

• August 11 - Thursday
• September 8 - 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 11 - Thursday
• September 8 - Thursday
Meeting - 7 p.m.
AMSOIL PEARSON
702 37th Street NE #D
Auburn, WA 98002
Hosted by **Regency Platinum Direct
Jobbers Leonard & Eunice Pearson
(253) 939-8401
Guests Welcome

• August 9 - Tuesday
• September 13 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Premiere Direct Jobbers
Raymond & Patsy Prukop
(253) 845-9755 / 800-267-6450
Everyone Welcome

• August 13 - Saturday
• September 10 - Saturday
Meeting - 9 a.m. - noon
**AMSOIL (SYNLUBE)
STORE**
2424 North Monroe Ave.
Spokane, WA 99205
Hosted by Premiere Direct Jobber
Jack Whitehill and
Direct Dealer Tom Bennett
(509) 324-3588
Everyone Welcome. No charge

• August 23 - Tuesday
• September 27 - 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 18 - Thursday
• September 15 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL ACADEMY
1201 Clough Avenue
Superior, WI 54880
Hosted by ****Regency Platinum
Direct Jobbers Bill & Donna Durand
Refreshments Served
(715) 392-4006 Guests Welcome

• August 11 - Thursday
• September 8 - Thursday
Meeting - 7 p.m.
**MITMOEN SERVICE
GARAGE**
6017 65th Street
Kenosha, WI 53142
Hosted by Executive Direct Jobbers
Victor and Lynn Mitmoen
(262) 652-3399

• August 4 - Thursday
• September 1 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcom Street
Hammond, WI 54015
Hosted by Regency Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING
None Scheduled

INTERNATIONAL
**ALBERTA
BRITISH COLUMBIA
MANITOBA**
None Scheduled

NEW BRUNSWICK
• August 15 - Monday
• September 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 25 - Thursday
• September 22 - Thursday
Meeting - 6 p.m.
**AMSOIL DISTRIBUTION
CENTER**
6625 Tomken Road
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Master Direct Jobber
Don Stefanik and local Dealers
(519) 786-4045

**PRINCE EDWARD
ISLAND**
• August 1 - Monday
Meeting - 7 p.m.
CALL FOR LOCATION
Charlottetown
Hosted by Dealers Trevor McDonald,
Trevor Murray and Merrill Cronin
RSVP: (902) 626-9006

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



HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 5 for Labor Day.

NEW VISOR

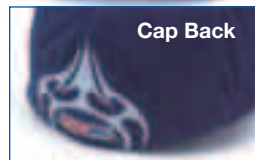
New AMSOIL Visor showcases embroidered AMSOIL logos on the front and back and embroidered "The First in Synthetics" on the visor. Features velcro closure for the perfect fit.



Stock #	U.S.	Can.
G-2112	8.50	11.75

NEW BLADE CAP

New six-panel AMSOIL Blade Cap boasts embroidered AMSOIL logo and exciting blade design on the front and back. Features spandex woven sweatband for the perfect fit. One size fits most. Coordinates with the AMSOIL Blade T-Shirt.



Stock #	U.S.	Can.
G-2132	13.75	19.25

AUGUST CLOSE OUT

The last day to process August orders in the U.S. and Canada is the close of business on Wednesday, August 31. Internet orders will be accepted until 3 p.m. CDT on that day. The last day to process August orders in Alaska and Puerto Rico is the close of business on Thursday, August 25. All orders received after these times will be processed for the following month. Volume transfers for August business will be accepted until 3 p.m. CDT on Tuesday, September 6. All transfers received after this time will be returned.

DONALDSON HEAVY DUTY FILTERS BROCHURE

The updated Donaldson Heavy Duty Filters brochure, as inserted in this issue of the *Action News*, is available for purchase. The new brochure features the expanded Donaldson product line.



Stock #	U.S.	Can.
G-2111	0.80	1.30

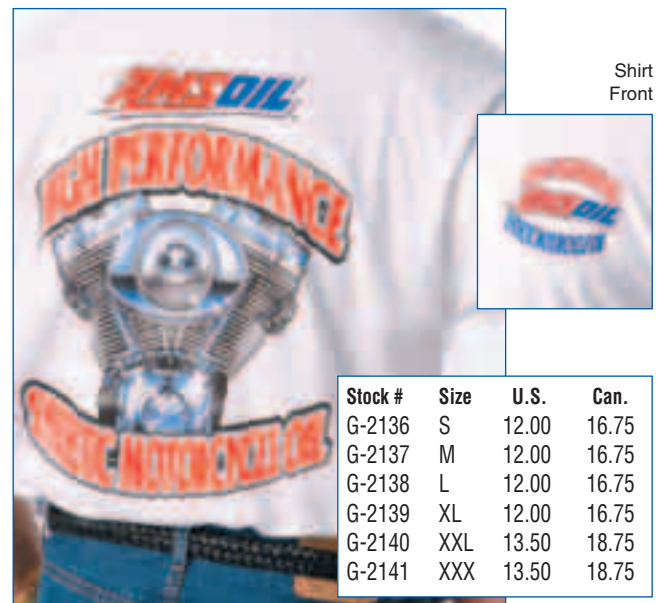
RICHMOND DISTRIBUTION CENTER

In order to increase efficiency and handle increased sales volume, the Richmond Distribution Center will be moving to a larger facility. The new distribution center will be open August 29 at the following address. Phone and fax numbers will be announced.

530 Eastpark Court
Sandston, VA 23150

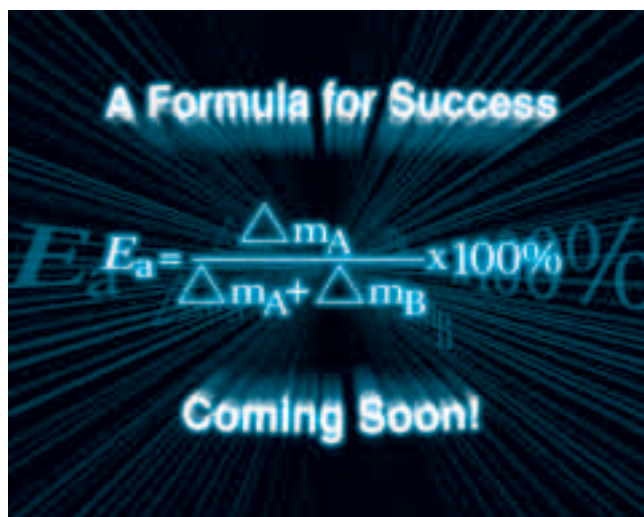
NEW V-TWIN MOTORCYCLE T-SHIRT

The new V-Twin Motorcycle T-Shirt showcases AMSOIL logo and "High Performance Synthetic Motorcycle Oil" wording on the left chest and back. Exciting v-twin engine graphic dominates the back. 100 percent cotton. Sizes S-XXXL.



Shirt Front

Stock #	Size	U.S.	Can.
G-2136	S	12.00	16.75
G-2137	M	12.00	16.75
G-2138	L	12.00	16.75
G-2139	XL	12.00	16.75
G-2140	XXL	13.50	18.75
G-2141	XXX	13.50	18.75



FORMULA 4-STROKE® MARINE SYNTHETIC MOTOR OILS

AMSOIL Formula 4-Stroke® Marine Synthetic 10W-30 and 10W-40 Motor Oils are premium quality synthetic formulations engineered for the harsh operating conditions of marine environments. They withstand the intense mechanical action of continuous, high RPM operation to deliver superior viscosity protection. Formula 4-Stroke® Marine Synthetic Motor Oils are specially fortified with a heavy treatment of advanced additives that protect motors against wear, rust and deposits, and they excel in both high horsepower applications and all-day trolling conditions. Exceed NMMA FC-W requirements and fulfill the warranty requirements of four-stroke outboard motor manufacturers.



10W-40 Formula 4-Stroke® Marine Synthetic Motor Oil (WCF) NMMA FC-W/API SL

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./PC	Can. Dir./PC
WCF-QT	(1) quart	2.0	4.05	5.60	8.00
WCF-01	(12) quarts	24.6	48.00	63.60	91.20
WCF-55	55-gal. drum	433.3	521.00	946.00	1358.00

10W-30 Formula 4-Stroke® Marine Synthetic Motor Oil (WCT) NMMA FC-W/API SL

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./PC	Can. Dir./PC
WCT-QT	(1) quart	2.0	3.75	5.20	7.50
WCT-01	(12) quarts	24.5	44.40	59.40	85.20
WCT-55	55-gal. drum	432.5	478.00	869.00	1248.00

SYNTHETIC MANUAL TRANSMISSION & TRANSAXLE GEAR LUBE DATA BULLETIN AND SYNTHETIC MANUAL SYNCHROMESH TRANSMISSION FLUID DATA BULLETIN

Cover the performance benefits, technical properties and applications for Synthetic Manual Transmission & Transaxle Gear Lube and Synthetic Manual Synchronesh Transmission Fluid.

Synthetic Manual Transmission & Transaxle Gear Lube Data Bulletin

Stock #	Qty.	U.S.	Can.
G-2077	25	2.80	4.65

Synthetic Manual Synchronesh Transmission Fluid Data Bulletin

Stock #	Qty.	U.S.	Can.
G-2080	25	2.80	4.65



FORMULA 4-STROKE® MARINE SYNTHETIC MOTOR OIL DATA BULLETIN

Covers the performance benefits, technical properties and applications for Formula 4-Stroke® Marine Synthetic 10W-30 and 10W-40 Motor Oils.

Stock #	Qty.	U.S.	Can.
G-2133	25	2.80	4.65



UNIVERSAL SYNTHETIC MARINE GEAR LUBE

Provides true marine gear performance, resists foam and retains extreme pressure qualities even when subjected to 10 percent water contamination. For use in outboard lower units, sterndrives, V-drives, bow and tunnel thrusters and marine transmissions requiring an SAE 75W-90 or 80W-90 meeting either GL-4 or GL-5 performance standards.



SAE 75W/80W-90 Universal Synthetic Marine Gear Lube GL-5, GL-4

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./PC	Can. Dir./PC
AGM-QT	(1) quart	2.1	3.65	5.15	8.30
AGM-01	(12) quarts	24.8	43.80	58.80	94.80
AGM-05	(1) 5-gal. pail	39.4	63.75	90.75	146.50
AGM-55	55-gal. drum	438.5	473.00	859.00	1389.00

MARINE DUAL REMOTE OIL FILTRATION KIT



High efficiency oil filtration system for marine applications combines full-flow and by-pass oil filters on an easily accessible remote mount. Adapter kits allow system to be used with a wide variety of marine engines.

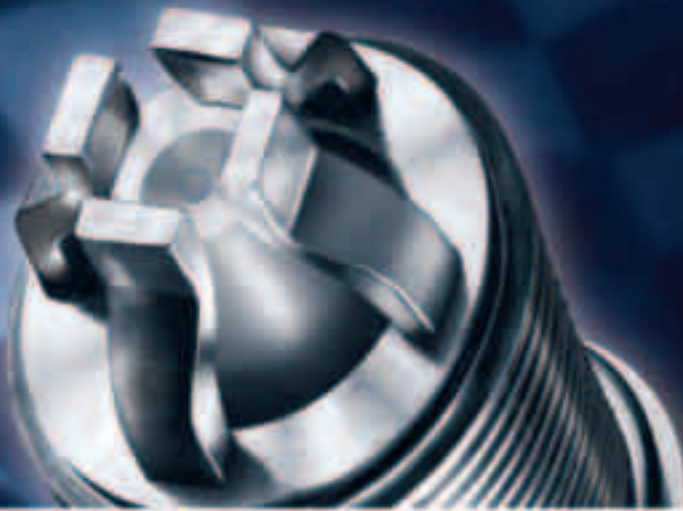
Marine Dual Remote Oil Filtration Kit

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./PC	Can. Dir./PC
BMK-18	(1) Marine System	13.0	300.00	400.00	642.00
BK-195	(1) 3/4 x 16" thread adapter	0.1	--	39.50	64.00
BK-196	(1) 13/16 x 16" thread adapter	0.1	--	39.50	64.00
BK-197	(1) 18mm x 1.5" thread adapter	0.1	--	39.50	64.00
BK-198	(1) 20mm x 1.5" thread adapter	0.1	--	39.50	64.00

*The BMK-18 kit includes a dual filter mount, mounting hardware, hoses, hose fittings and component parts. Filter elements and adapter kits sold separately.

Call the AMSOIL Technical Services Department at (715) 392-7101 or order a G-2051 Marine Dual Remote Cross Reference Guide to determine the appropriate adapter kit for your application.

Quick, name the brand of
Jeff Gordon's spark plugs.
Think fast.



When it comes to winning performance, the name is what you need to remember: Bosch Spark Plugs instantly come to mind when you think about winning performance – on and off the track. Only Bosch Platinum Series Spark Plugs combine the latest technology and an exclusive pure platinum center electrode for the most powerful spark money can buy. Make **AMSOIL** your source for Bosch Platinum⁺4 spark plugs. Call **1-800-777-7094**, www.amsoil.com



Partners for Performance

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



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



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