

AMSOIL

ACTION NEWS

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The First in Synthetics

AUGUST 2007

AMSOIL Center Expansion Project Underway



Inside:

*New EaAB Filters Provide Superior
Ea Protection for Crankcase Breathers*

From the President's Desk...



Those who know me well know that I'm the kind of guy who tells it like it is. I have never been known to pull punches. So I will give it to you straight. The company has taken another big hit on our raw material costs, and we are forced to adjust United States and Puerto Rico pricing, effective October 1.

The facts are the facts, and there is no getting around it. The volatility in the crude oil market continues to affect industry across the board. Virtually every aspect of our economy is feeling the pressure. AMSOIL is no exception. To put it as simply as possible, when crude oil prices are high, the costs on our raw materials are high. This has a significant impact on AMSOIL in particular because we buy the very best and most expensive base oils and additives. In fact, and I normally don't release numbers like this, the cost of the chemicals we buy has increased \$1.1 million in recent months. High crude oil costs also mean high fuel costs, which directly affects our shipping costs. And crude oil is used to make plastic, which we use to package our products. Independent of crude oil, supply and demand issues within the chemical industry itself have also impacted costs. Bottom line, our costs are increasing dramatically in virtually all areas. Faced with this, there is no possible way we could stay in business without raising prices on our finished goods.

I'm not happy about it, as you can imagine. We've done everything we can do to keep our prices down, but there comes a point when you run out of options.

This company was not built on greed, and we have squeezed our profit margins as far as they can possibly be squeezed. There is a belief that I've maintained throughout my years in business, and I preach it continuously to my management team – a half a loaf is better than none. And believe me, our profit margins are a fraction of the margins other oil companies are seeing on their products. It is extremely important to me that our products remain as affordable as possible for our Dealers and the customers you serve.

We must also maintain our commitment to quality. We don't reformulate our products and compromise performance just to keep our prices down. While other companies may look for ways to, excuse the term, "cheapen" their products, we will not. We sell on quality. And still, our products remain extremely cost-competitive in comparison to other oils, particularly synthetics.

Conveying price increases to your customers is never a pleasant task. There are a number of issues to keep in mind, however, that can lessen the objections and maintain your sales levels. For example, AMSOIL lubricants provide value that other lubricants don't provide. Customers save money with AMSOIL lubricants through their extended drain capabilities and their ability to reduce wear and extend equipment life. Even more importantly, with the ever-increasing cost of fuel, customers are as concerned today with their fuel economy as they were in the 1970s, and that concern pushed unprecedented growth for us back then. That same opportunity exists for you today.

Remember, too, that AMSOIL customers became AMSOIL customers because they wanted the best oil they could find to protect their expensive vehicles and equipment. They invest heavily in their cars, trucks and SUVs and there is no reason to believe they won't be willing to invest a little more in the products they have learned to trust.

And finally, AMSOIL Dealers are armed with the most diverse line of synthetic lubricants and filtration products in the industry. You are equipped to provide a service that only you and other AMSOIL Dealers can provide. There is nowhere else a customer can go to find products of higher quality.

You can be assured that the company is doing everything in its power to keep our prices down. I am convinced that there is no other company that works harder than us to secure the best possible pricing from our suppliers. We hammer them hard, and they know what to expect from us. That will continue. And I'm also convinced that no other company works harder at maximizing production efficiency. We are constantly, and I mean constantly, working at ways to reduce our costs in order to provide you with the best possible products at the best possible prices.

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

DEALERS IN ACTION!

New PI Earns Dealer's Praise

AMSOIL Dealer Dorsett Wilson is amazed AMSOIL still has surprises to offer in product performance.

He discovered one of them in the recently reformulated AMSOIL Performance Improver (API) when he traveled from Houston, Texas to AMSOIL University in Superior, Wis. this spring.

"AU was a blast as always," Wilson said. "Just when you think 'surely they haven't come up with anything startlingly new,' they do. The new PI is one of those things."

Wilson reports averaging around 21 miles per gallon on the trip from his home in Texas to Duluth, Minn. in his 2000 Ford Ranger.

"I was not completely convinced that the new PI was as good as people were saying at AU, so I decided to check it out," he said.

Wilson put a bottle of PI in the tank when he refueled for his trip home. Then, he tallied the mileage at each of three gas tank fills on the way back to Houston.

"On the way home, the first tank refueling took 18 gallons and was 22.1 mpg, the second refueling took 19.3 gallons at 22.9 mpg and the last refueling was with 18.5 gallons at 24.01 mpg," he said. "The best fuel mileage I had ever received before was 23.7 mpg at around 15,000 miles on the odometer."

The drive home showed Wilson the reformulated PI lived up to what he had heard.

"When I arrived in Houston, I was convinced that the PI is an excellent product," Wilson said.

Wilson also changed his wiper blades while at AMSOIL University.

"I put new Trico wiper blades on and they are really great – very quiet and really wipe clean," he said. "They are also the easiest to put on that I have found."



Dealer Dorsett Wilson and his AMSOIL truck outside the Shriner's Hospital for Children in Galveston, Texas.

Performance Improver Concentrate (API)

- Increase mileage up to 5.7 percent
- Reduce emissions
- Restore power and performance
- Cut fuel costs with lower octane gasoline
- Reduce noise from carbon rap, pre-ignition
- Better drivability
- Smoother operation



MONTHLY LE



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



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



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



George and Shirley Douglas
Florida
★★Regency Platinum
Direct Jobbers
Fourth—Total Organization
Fifth—Personal Group
Sales
Sixth—New Qualified
Dealers and Accounts



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



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



Daniel and Judy Watson
Florida
★Regency Platinum Direct
Jobbers
Tenth—Total Organization
Eighth—Personal Group
Sales



Ches and Natasha Cain
South Dakota
Regency Platinum Direct
Jobbers
Sixth—Personal Group
Sales
Eighth—New Qualified
Dealers and Accounts



Bud and Lorna Bourquin
Minnesota
Regency Gold Direct
Jobbers
Ninth—Personal Group
Sales



Michael H. Ellis
Michigan
Regency Platinum Direct
Jobber
Tenth—Personal Group
Sales



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



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



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



Victor Usas
Ontario
Direct Dealer
Eighth—Commercial and
Retail Marketing



James J. Allen
Ohio
Regency Silver Direct
Jobber
Ninth—Commercial and
Retail Marketing



Greg M. Desrosiers
Alberta
Regency Platinum Direct
Jobber
Tenth—Commercial and
Retail Marketing



Michael and Linda Ford
Minnesota
Premiere Direct Jobbers
FIRST—New Qualified
Dealers and Accounts



Gene and Danae Fine
Oregon
Regency Gold Direct
Jobbers
Fourth—New Qualified
Dealers and Accounts

ADERS

May 2007

HALL OF FAME

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



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



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



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



David and Tracey Cottrell
Ontario
Direct Jobbers
Fourth—Commercial and Retail Marketing



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



Steven A. Bendor
Pennsylvania
Direct Jobber
Sixth—Commercial and Retail Marketing



Shirley Green,
Regency Platinum



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



Dorothy Hansen,
Regency Platinum



Harold Hartman,
★Regency Platinum



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



Ora Mae Boardman,
★Regency Platinum



Ray and Arlene Schmit
★★★★★Regency Platinum



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



Robert L. Schultz
Tennessee
Direct Jobber
Seventh—New Qualified Dealers and Accounts



Norman and Doreen Rinehart
Texas
Regency Direct Jobbers
Ninth—New Qualified Dealers and Accounts



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

HIGHER LEVELS OF

★★★REGENCY PLATINUM DIRECT JOBBERS



David & Carol Bell
Texas

REGENCY PLATINUM DIRECT JOBBERS



Ches & Natasha Cain
South Dakota



Greg M. Desrosiers
Alberta

REGENCY GOLD DIRECT JOBBERS



Steve & Linda Cross
Colorado

REGENCY SILVER DIRECT JOBBERS



Edie Villers
California

REGENCY DIRECT JOBBERS



John & Connie Luczak
Missouri



Dick Nudo
Arizona

MASTER DIRECT JOBBERS



Walter & Sineva
Perera
Ontario



Robert E. Riley
Florida

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

Arthur & Jennifer Kouns, California Sponsor: Curtis K. Brilz

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

Rusty R. Ruff, Utah Sponsors: Matt & Penny Blue

Alan Williams, Texas Sponsors: Michael & Carolyn Barber

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

Don L. Goodyear, Ohio Sponsor: George Slyman

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

Philip Beigbeder, Florida Sponsor: Cotton J. Burlingame

John & Zenaida Cardell, Nevada Sponsor: Robert E. Riley

Pedro & Justacia Clemente, Puerto Rico

Sponsors: Juan & Edith Gonzalez

Jonathan Copeland, Texas Sponsors: Ches & Natasha Cain

Richard & Lucy Dwellen, Illinois Sponsor: Scott D. Kirk

Gerald Ganske, Minnesota Sponsors: John & Vicki Blake

Jim & Claire Grant, Ontario Sponsors: Brian & Barbara Beary

Bo Hardwicke, Florida Sponsor: Guy W. Bogisich

Gary W. Holcomb, Georgia Sponsors: Jerry & Peggy Holcomb

David P. Kluth, Wisconsin Sponsor: Allen R. Schoeni

Gregory & Norma May, Missouri

Sponsors: Raul & Shannon Torres

Alan Morehead, Texas Sponsor: Kenneth R. Morehead

Michael R. Olsen, Illinois Sponsor: Robert L. Schultz

James L. Phelps, South Carolina Sponsor: Andrew J. Hogue Jr.

Thomas & Edythe Sack, Colorado

Sponsors: Thomas & Mary Smith

Dirk Werning, California

Sponsors: Raymond & Paulette Desmarais

Allan P. Wulff, Virginia Sponsors: Wallace & Katherine Hillman

EXECUTIVE DIRECT JOBBER



Douglas Bottamiller
Maryland

PREMIERE DIRECT JOBBERS



Jerry & Peggy Holcomb
Georgia



Alvin & Magdalena Wengred
Ohio

NEW DIRECT JOBBERS



Guy W. Bogisich
Florida

Sponsors: John & Laurie Nelesen
Direct Jobber: Flora Soukup



Ken & Denise Chuderewicz, *Pennsylvania*

Sponsors: Richard & Elizabeth Striegel
Direct Jobbers: Richard & Elizabeth Striegel



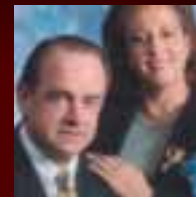
John & Mary Coffey
Virginia

Sponsors: Donald & Joyce Nichols
Direct Jobbers: Donald & Joyce Nichols



George Cook
Idaho

Sponsors: Charles & Connie McGuffey
Direct Jobbers: Charles & Connie McGuffey



Hank & Marina Cox
Florida

Sponsors: Allan & Deborah Bieger
Direct Jobber: William Lockwood



Mark Hansen
Massachusetts

Sponsors: Mark & Sherree Schell
Direct Jobbers: Mark & Sherree Schell



Jay Mann
Kentucky

Sponsor: Charles J. Reimer
Direct Jobbers: Ed & Patty Robbins



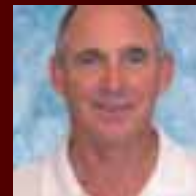
Brent J. Rach, *Minnesota*

Sponsors: Mylo & Patty Twingstrom
Direct Jobbers: Mylo & Patty Twingstrom



Thomas B. Risley, *Minnesota*

Sponsors: Mylo & Patty Twingstrom
Direct Jobbers: Mylo & Patty Twingstrom



Thom Wofford
Texas

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

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

Frank & Geraldine Albright, *Texas*

Sponsors: Bill & Donna Durand

Donald L. Bartling, *Maryland* Sponsors: Albert & Margo Smith

Dragan Blanusa, *New Jersey* Sponsors: Howard & Veronika Jewell

Les & Betty Bronson, *Pennsylvania*

Sponsors: Donald & Lina Nichols

Roswell Brown, *Minnesota* Sponsors: Roger A. Pogorelc

William L. Byrne, *California* Sponsors: George & Karen Mertz

Douglas Cloyd, *Nebraska* Sponsor: Scott J. Hoffman

David & Elizabeth Collins, *Florida*

Sponsors: George & Shirley Douglas

Marcus C. Coyle, *Kentucky* Sponsors: Daniel & Teresa Dean

Chase C. Crosby, *Wisconsin* Sponsor: Stephen Vandre

Morris Cumbie, *Virginia* Sponsors: Robert & Diana Luck

James R. Felts, *Texas* Sponsor: Mary Mesecher

Kevin P. Fredette, *Massachusetts* Sponsor: Sheryl Riley

Cory Graumann, *British Columbia* Sponsor: Marc J. Roden

Gary & Shirley Hambright, *Texas*

Sponsors: Charles & Judith Burnell

Kevin Hamilton, *Texas* Sponsors: Thomas & Sheila Shalin

Steve & Shirley Harrison, *Nevada* Sponsor: Mark R. Quan

Goldie & Grayson Hixon, *Pennsylvania*

Sponsor: Joseph C. Nezovich Sr.

Robert & Judith Holland, *Florida* Sponsor: Cody L. Munger

Robert & Marjorie Jacobs, *Ohio* Sponsors: Duane & Ruth Ladd

Nick J. Pogorelc, *Minnesota* Sponsor: Steven J. Pogorelc

Dan & Linda Russum, *Tennessee*

Sponsors: Dan & Patricia Mercier

Michael J. Schneider, *Colorado* Sponsor: Melda E. Staten

Wayne L. Schroeder, *Tennessee* Sponsor: Fred Schroeder

Darren Soard, *Missouri* Sponsor: Charles Johnson

Karl & Joy Straw, *Pennsylvania* Sponsor: David E. Wilhelm

Thomas J. Swaim, *Minnesota* Sponsor: Nathan M. Pojanowski

Charles Thorson, *Wisconsin* Sponsor: Carl W. Reichwald

Douglas L. Tweedie, *Wisconsin* Sponsor: Scott Zienkiewicz

Stephen & Maggie White, *Florida* Sponsor: Brian A. Wise

Luke F. Woroniecki, *North Carolina* Sponsor: Gregory J. Finnican

Expansion Project Prepares

Since the purchase of the AMOIL Center in Superior, Wis. three years ago, the building has been buzzing with activity. Not only does it serve as the Superior distribution center and warehouse, the Technical Department moved into its newly renovated office space at the AMOIL Center in January. In May, the AMOIL Center hosted the AMOIL University Race Night barbecue, featuring 15 corporately sponsored race teams and their 22 vehicles.

The continued healthy growth of AMOIL INC. and ever-increasing demand for AMOIL products has prompted a \$15 million AMOIL Center Bulk Plant Expansion Project designed to increase blending capacity by 250 percent, add new storage tanks, increase overall efficiency and prepare AMOIL to meet increased product demands well into the future. The project is currently underway and is expected to be completed by the end of the year.

"The AMOIL commitment to growth is best shown through our actions and investment," said Vice President of Operations Scott Davis. "The purchase of the AMOIL Center in 2004 provided the basis for significant growth opportunity, and our continuing investment in that facility is evidence of our commitment to our Dealers to grow this company. The Bulk Plant Expansion Project is under construction and is expected to be operational in January 2008. This process will include state-of-the-art blending systems capable of increasing production capacity by 250 percent and has been designed to easily accommodate continued growth beyond that point. I like to say that a great project is the result of a big need plus careful preparation. The Bulk Plant Expansion Project has all of the above, and it is an exciting project for everyone involved with AMOIL."

According to AMOIL President and CEO Al Amatzio, "The goal of this expansion is to increase the productive capacity of the company's blending and packaging operations in order to meet the ever-increasing demand for AMOIL products. The high demand for AMOIL products and the company's unprecedented growth make this a very exciting time to be an AMOIL Dealer."

Construction is progressing on the new tank farm located on the north side of the AMOIL Center. This new farm will be enclosed to improve operator safety, eliminate storm water contact with the process and reduce weather-related temperature variations in the



L-R: Vice President of Finance John Hosler, Executive Vice President and General Manager Dean Alexander, President and CEO Al Amatzio, Vice President and COO Alan Amatzio and Vice President of Operations Scott Davis break ground on the AMOIL Center expansion project.

product. In addition, a new indoor tank farm is being constructed to store lower volume base oils, additives and bulk finished products. A total of 59 new tanks were purchased, and 28 more will be relocated from the current tank farm, pushing the total external tank farm volume to 1.4 million gallons and total internal tank farm volume to 870,000 gallons.

"Our recent purchase of 59 new storage tanks dramatically increases our blending capacity and the quantity of raw materials we can have on hand," said Executive Vice President and COO Alan Amatzio. "Whatever demand the future holds, we are ready for it."

In addition to the tank farm expansion, a new bulk unloading area is being constructed on the west side of the AMOIL Center for rail car and tank truck receipts. The new structure will provide covered containment for the staging of up to six rail cars, allowing up to three cars to be loaded or unloaded at the same time. The area will also provide tank truck capacity for the loading and unloading of up to four trucks. This addition



New storage tanks await their addition to the tank farm at the AMOIL Center.

AMSOIL for Future Growth

will add 40,000 square feet to the AMSOIL Center, bringing total area to 400,000 square feet.

“At AMSOIL, we are constantly looking toward the future,” said Executive Vice President and General

Manager Dean Alexander. “The purchase of the AMSOIL Center three years ago and this most recent expansion keep the company poised to meet the demand for AMSOIL products well into the future.”

The new storage tanks began arriving at the AMSOIL Center in April.



Workers prepare to unload one of the new storage tanks.



A new bulk unloading area will be constructed on the west side of the AMSOIL Center.



The site of the new tank farm was prepared in June.



The new indoor tank farm will store lower volume base oils, additives and bulk finished products.

AMSOIL EaAB Filters

Provide Ea Performance for Crankcase Breather Applications



AMSOIL EaAB Crankcase Breather Filters provide excellent oil vapor control, increased efficiency and superior engine performance *in street rod and racing applications*. EaAB Filters are a perfect complement to EaAR Filters, ensuring superior air filtration in high-performance and severe-service applications.

Why Are Crankcase Breathers Necessary?

Pressure builds in the engine crankcase due to vapor from hot engine oil and from exhaust gases that escape past the piston rings. A crankcase breather system is used to release this pressure. If the breather system becomes blocked, the crankcase pressure builds internally. As the pressure increases, the oil can push through the area offering the least resistance, such as the dipstick or a seal. Crankcase breather filters are employed to ensure the crankcase does not become blocked with foreign materials as pressurized gases escape.

AMSOIL EaAB Filters

AMSOIL EaAB Filters are compatible with engines, transmissions and oil tanks, but are mainly designed for installation on valve covers used in high-performance and racing applications. EaAB Filters clamp directly to rubber tubing or push into rubber grommets. The EaAB-1511, EaAB-1513 and EaAB-1514 feature a chrome shield for added protection from direct contact with

dirt and grime, and all EaAB Filters feature a chrome ring with AMSOIL engraved into the top. The EaAB-1491 is a push-in filter, and the others are all clamp-on designs.

Quality Construction

AMSOIL EaAB Filters are manufactured with the same super high-quality synthetic nanofibers used in other Ea Filters. Their wire-backed pleats provide additional strength and filter longevity. The signature AMSOIL Ea blue media and chrome detailing make these filters an attractive fit.

Cleanable

AMSOIL EaAB Filters are cleanable, offering longer filter life. They are cleaned in the same manner as other Ea Air Filters: using either low-pressure shop air on the clean side or a vacuum on the dirty side.

Applications

AMSOIL EaAB Filters are available for vehicles and equipment that can accept breather elements. The breathers are designed for installation on engine valve covers and other breather tubes, but can also be used on transmissions and industrial equipment. See the product dimension chart below for application and pricing information.



Stock #	Flange Inner Diameter	Flange Outer Diameter	Height	Comm Credits	U.S. Dealer/P.C.	U.S. Sugg. Retail	Can. Dealer/P.C.	Can. Sugg. Retail
EaAB-1330	0.5"	2.0"	1.5"	10.75	17.85	23.75	22.00	29.25
EaAB-1370	1.0"	2.0"	1.5"	10.75	17.85	23.75	22.00	29.25
EaAB-1491	1.25"	3.0"	1.75"	10.75	17.85	23.75	22.00	29.25
EaAB-1511	1.0"	3.0"	2.5"	10.75	17.85	23.75	22.00	29.25
EaAB-1513	1.375"	3.0"	2.5"	10.75	17.85	23.75	22.00	29.25
EaAB-1514	1.5"	3.0"	2.5"	10.75	17.85	23.75	22.00	29.25
EaAB-2480	0.5625"	1.375"	1.125"	10.75	17.85	23.75	22.00	29.25

Educational Opportunities Provide Ammunition for AMSOIL

Husband & Wife Teams

This is the second
in a two-part series
spotlighting
AMSOIL Husband-
Wife Teams

AMSOIL offers Dealers unparalleled opportunities to improve themselves and their Dealerships through various educational functions. Events like AMSOIL University, regional sales meetings and AMSOIL conventions present chances for husband-wife teams to beef up on product and sales knowledge as well as network with other Dealers (and other husband-wife teams) to hear about how they are finding success. Husband and wife teams have recognized the importance of strengthening themselves as AMSOIL Dealers, as well as the team they represent, and it has brought them great success.

The 2007 AMSOIL University boasted an impressive 55 husband and wife teams, with an additional 18 duos where the spouse only attended the social events. Many of the couples who were in attendance also take part in regional sales meetings in their areas. One such couple is Gerry and Pat Reid, Regency Silver Direct Jobbers from Zebulon, N.C. The Reids attend each and every educational meeting they can. According to this dynamic couple, "The in-depth knowledge about new products and the understanding of new programs and sales techniques that you get at these functions is invaluable. We always come away with a renewed energy and excitement even after all these years." Kent and Trudy Whiteman, Executive Direct Jobbers from Ogden, Utah, echoed those sentiments. According to Kent, "Motivation and knowledge are the two main things we get out of attending AMSOIL educational meetings. Motivation gives us the incentive to want to get out there and spread the word. Knowledge gives us the confidence to do it – knowledge is power!"

Gaining knowledge is one thing, but applying it is another. Different Dealers spread information to their

downlines in different ways, and husband-wife teams have double the strength to do so. Barbara and Bill Stancil, Master Direct Jobbers out of Virginia Beach, Va., take the application of what they learn at AMSOIL functions very seriously. "How do we apply the knowledge gained? We hold Dealer meetings on our way home, as well as a series of meetings locally to share what we learned," they said. "For example, we already knew about the new PI. However, after the PI presentation at AMSOIL University, we were able to understand the new PI. We got excited about it and were able to transfer this understanding and excitement to our Dealer network on our way home. The result – a sharp increase in sales of PI."

Husband and wife teams fully embrace the concept of teamwork, which is part of what makes these duos

so successful. In addition to their own teamwork, involving their personal groups in AMSOIL educational opportunities is high on their priority lists. Barbara and Bill Stancil do all they can to encourage members of their personal group to improve themselves and their businesses by attending these functions. They shared, "How do we involve our personal group members that attend meetings? By putting them on a pedestal. They are leaders just by attending – an example of a Dealer on the way up! Asking them to share what they gleaned from the meetings and letting everyone else know who they have to keep up with in our newsletter serve as great incentives."

In addition to challenging members of their personal groups, husband-wife teams challenge themselves and each other to improve on their strengths as team members and work on weaker areas in their businesses. Lynn and Beth Pabst, Regency Direct Jobbers from Hammond, Wis., work on strengthening their team by learning as much

as they can about their job responsibilities. "My wife is my support system," said Lynn. "She concentrates on the financial and logistics end of our business. While she does that, I can focus on learning about the products and how they work." Kent and Trudy Whiteman, on the other hand, travel the road together. "As a team, we attend these functions with one question in mind – What information can we take back to the office that will assist us in growing our AMSOIL business?"

AMSOIL educational functions offer all Dealers the opportunity to strengthen their businesses. AMSOIL husband and wife teams are fortunate enough to have the unique opportunity to share together in the experience and use it to benefit themselves and their teams.



Chuck and Linda Evans consult with John and Jeanne Burke.



Kent and Trudy Whiteman pass along information to another AU attendee.

New AMSOIL Filtration DVD Presents Excellent Sales Tool

**SPECIAL OFFER NOW
THROUGH SEPT. 30**

The new AMSOIL "The Absolute Facts About Air Filtration" DVD is an outstanding sales tool for promoting the benefits of AMSOIL Ea Air Filters. Professionally hosted and featuring plenty of application footage and computer animations, it effectively illustrates and explains the harm airborne contaminants cause vehicle engines, the shortcomings of traditional air filters and the advantages offered by AMSOIL Ea Air Filters.

The DVD opens with the host explaining the importance of using a good air filter in not only dusty off-road conditions, but also in everyday driving conditions. Computer animations illustrate the effects airborne abrasives have on engine components. Filtration is presented as the key to effectively protecting engines from wear and promoting long engine life and



performance. The shortcomings of traditional cellulose air filters in the areas of efficiency, air flow and capacity are explained and illustrated before moving on to the benefits of AMSOIL Ea Air Filters with advanced nanofiber technology. Animations and graphs clearly illustrate the superiority of Ea Air Filters over traditional air filter media.

The AMSOIL "The Absolute Facts About Air Filtration" DVD runs nine minutes, 15 seconds and is an excellent, easy way to present the benefits of AMSOIL Ea Air Filters at Dealer meetings and to potential new customers and existing oil customers. For a limited time, it is available for a special price of \$4.50 U.S./\$5.60 Canada. On October 1, pricing will be adjusted to \$6.95 U.S./\$8.60 Canada.



Animations within the DVD illustrate the superiority of Ea nanofiber technology.



The host of "The Absolute Facts About Air Filtration" explains the benefits of AMSOIL Ea Air Filters.



Nanofiber technology is undergoing aggressive testing in high horsepower racing engines.

Pricing through September 30:

Stock #	U.S.	Can.
G-2441	4.50	5.60

Pricing after September 30:

Stock #	U.S.	Can.
G-2441	6.95	8.60

AMSOIL Generates Exposure at Tulsarama Celebration

On June 15, 1957, the city of Tulsa, Okla. buried a new gold and white 1957 Plymouth Belvedere Sport Coupe in a concrete time capsule in downtown Tulsa as part of Golden Jubilee Week, a celebration of Oklahoma's 50th year of statehood. With plenty of fanfare and anticipation, the car was unearthed and transferred to the Tulsa Convention Center on June 15, 2007 as part of Oklahoma's Centennial celebration.

Legendary hot rod builder Boyd Coddington, host of the hit TLC TV series *American Hot Rod*, was presented with the challenge of getting the Belvedere running after spending 50 years buried in the underground vault. With AMSOIL on board as an official sponsor of this historic event, Coddington was armed with plenty of AMSOIL synthetic lubricants and filters to aid him in his task.

Thousands of curious spectators filled the Tulsa Convention Center while the Belvedere's multilayered

protective wrapping was removed. Although expectations were high, it soon became apparent that the car's engine and body had been victimized by 50 years of water and moisture, which completely destroyed the car and fused engine components together in a rusty mess. Coddington and his crew had no choice but to declare that the car was beyond repair.

Although Coddington was unable to work on the Belvedere, significant exposure was generated for AMSOIL in the Tulsa area. "It was disappointing that the Belvedere was in the condition it was in, but some good things came out of it," said AMSOIL Vice President, Marketing and Communications Kevin McBride. "We had the opportunity to cement our relationship with Boyd and Jo Coddington, and that will help us down the road. Despite the less-than-favorable Belvedere unveiling, we were still able to achieve considerable exposure for AMSOIL."



Regency Gold Direct Jobber Pat Grady lends a hand at the Tulsa Convention Center.



AMSOIL Director of Aftermarket Products Karl Dedolph (left) and Vice President, Marketing and Communications Kevin McBride (right) share a moment with Boyd Coddington (center) outside the Tulsa Convention Center.



Workers carefully raise the 1957 Belvedere from its underground vault.



The Belvedere is transported to the Tulsa Convention Center for a public unveiling.



Boyd Coddington watches as his crew works to open the Belvedere's rusty hood.



Not even AMSOIL synthetic lubricants could save the rusted out '57 Belvedere.

AMSOIL Super Team Continues Crandon Dominance

Douglas, Oberg and Vanden Heuvel all earn podium finishes

The AMSOIL Off-Road Super Team has been red hot this summer, continuing its amazing run of podiums and wins that started in the second half of the 2006 season. With a second series (World Series of Off-Road Racing) now complementing the NBC-backed Championship Off-Road Racing series, AMSOIL-sponsored teams are dominating the competition.

In mid-June, the Super Team of Mike Oberg, Dan Vanden Heuvel and Scott Douglas took their high-powered engines to the famed Crandon International Raceway in Crandon, Wis. The venue was hosting the second weekend of racing for the WSORR, which included the third and fourth rounds in the season-long dogfight for championship points.

Located 250 miles from AMSOIL corporate headquarters, plenty of AMSOIL corporate staff were on hand in Crandon, including Executive Vice President and General Manager Dean Alexander and Executive Vice President and COO Alan Amatuzio, to witness all of the raw horsepower and tremendous AMSOIL exposure generated by the Super Team.



As Mike Oberg crosses the finish line with the win, teammate Dan Vanden Heuvel battles Scott Taylor for second place.



Oberg celebrates his first Pro 2wd win of the season at Crandon International Raceway.

Pro 2wd driver Oberg was coming off a successful opening weekend of racing. The Eagle River, Wis. native proved his place among the sport's elite in Owatonna, Minn. in late May. Oberg, driving Douglas' Pro 4x4 because Douglas was competing in the CORR race in California, took two wins in the Pro 4x4 Ford F-150. Oberg then moved into the seat of his Chevrolet for the Pro 2wd races, picking up second and third place podium finishes.

In Crandon, Oberg picked up where he left off in the Pro 2wd class. On Saturday, he grabbed the holeshot and positioned himself in front of the field for the entire 10-lap event. Just behind him for most of the race was teammate Vanden Heuvel, who was racing in his first WSORR race after competing in California in May. Vanden Heuvel made a smart driving move in turn three to get past the pile-up of trucks fighting for position. The AMSOIL Super Team led the race in first and second until the second-to-last turn, when Vanden Heuvel was briefly overtaken by six-time champion Scott Taylor. Taylor and Vanden Heuvel headed into the final turn nose-to-nose and crossed the finish line entwined bumper-to-bumper. After video replay, WSORR officials awarded Taylor second place with Vanden Heuvel finishing third.

On Sunday, Oberg and Vanden Heuvel would once again be front runners in the Pro 2wd class. Oberg started out in third, but moved into second by the halfway mark. With Vanden Heuvel battling from mid-pack to finish in third, the AMSOIL Super Team once again put two trucks on the podium.

"All in all, we are very happy with the way the weekend went," said Oberg. "It was a great weekend of racing for the AMSOIL/Kumho Super Team. To get both trucks on the podium in both races is unbelievable and a great way to start the season."

Douglas, meanwhile, also continued his Crandon dominance. The last time Douglas raced at Crandon was last September, when he won the two Pro 4x4 races and became only the second driver in history to win the prestigious BorgWarner Cup twice. He is the only active driver to hold that distinction. Douglas pushed his Ford F-150 into the lead on lap eight after finally getting around the lead driver. From that point on, Douglas never looked back, taking his fourth straight win at Crandon with ease.

"The amazing thing about this win was the fact that my transmission was pegged out at 350 degrees," said Douglas in the winner's circle. "Usually these things give out at 280 degrees, but that's just a testament to the great job that AMSOIL does for us. It saved the day again."

On Sunday, Douglas pushed hard and was among the leaders early in the race. After getting bumped heading into the back stretch, Douglas was forced to pit with a flat tire. The crew worked quickly and was able to get the number seven truck back on the track in time for Douglas to finish fourth.

The end of the weekend meant it was time to line up the Pro 2wd, Super Stock and Pro 4x4 trucks for the Chairman's Cup. The Cup race pits all of the trucks against one another on the same track, with the Pro 2wd's and Super Stocks getting more than a full straightaway head start.



The mud couldn't keep Scott Douglas from earning his fourth straight Pro 4x4 win at Crandon.

Oberg started on the pole and took the early lead. Vanden Heuvel was bunched up on the LeMans start, but was in the top five and moving towards the front. Meanwhile, Douglas roared through turn one as the leading Pro 4x4.

On the first lap, Oberg dropped back a position, and the Pro 4x4's started picking off the Super Stocks and were closing in on the Pro 2wd trucks. Oberg soon recaptured the lead and Douglas quickly moved his Ford F-150 into second. Vanden Heuvel was then able to push past the Super Stock truck of Ben Wandahsega for third, giving the AMSOIL Super Team the first three positions.

The top running wouldn't last long after Douglas was slammed by Even Evans, bending his A-arm and causing another flat tire. With Douglas slowing, Vanden Heuvel was battling to keep the 4x4 of Carl Renezeder behind him. The duo found their way around Douglas, who eventually pulled into the pits and called it a day.

On the last lap, Oberg fought hard to keep his Pro 2wd in front of the on-coming 4wd, but with half a lap remaining, Oberg couldn't maintain the lead. He finished second and took the honors as the first Pro 2wd to finish. Only two Pro 2wd drivers, Oberg and Taylor, have ever won a Cup race against the Pro 4x4's.

In WSORR action this season, AMSOIL-sponsored drivers have taken 14 podiums, including six wins. Oberg and Douglas will be racing at the next round of the WSORR series August 11-12 in Bark River, Mich. Vanden Heuvel will be racing again in September as the WSORR returns to Crandon and will then return to racing in CORR later that month.



Plenty of AMSOIL corporate staff were on hand in Crandon to cheer the Super Team to victory.

AMSOIL and ATVs: A Perfect Match

From snow to dirt, AMSOIL finds success with WPSA



AMSOIL receives great exposure as the nation's top pros push their bikes to the limit in a recent Super Quad event.

The World PowerSports Association (WPSA) is quickly becoming one of the top racing associations in North America. After years of being the top sanctioning body for snowmobile racing, the WPSA turned its attention to ATV racing in the summer of 2006. Already on board with the organization as the "Official Oil" of WPSA snocross racing, AMSOIL saw an exciting new venue to promote its vast line of synthetic lubricants and signed on as the "Official Oil" of the ATV tour.

"First, we already knew what the WPSA staff was capable of," said Jeremy Meyer, AMSOIL Racing Coordinator. "Second, here's a market that is just begging for high quality sponsors and even higher quality motor oils. It was a perfect match for us to continue our involvement with the PowerSports Tour."

Boasting an eight-weekend, 16-round schedule of racing, the WPSA has worked tirelessly to bring in the sport's top teams, riders and sponsors. With all of the races

airing on ESPN2 throughout the summer months, the WPSA has put together a complete package for racers, sponsors and fans.

The series has shown extensive growth in its second year. The WPSA estimates that 90 percent of the nation's top pros are competing in the Super Quad 450 class. At the fourth round of racing this season, the series saw more than 500 racers register, a number that almost doubled their expectations.

"We were hoping to average around 250 entries per weekend," said Robi Powers, WPSA Manager of Business Development and Marketing. "We expected a 20-30 percent growth in 2007. At some events we are seeing more than 100 percent growth. It's been fantastic."

Besides the rider support, another big reason for the growth is the support from ATV manufacturers. All of the major OEM's (Suzuki, Yamaha, Arctic Cat, Can Am) are either sponsoring the series or supporting teams at the races.

"I think the teams and the sponsors see the continuity of WPSA staff from race to race," said Powers. "You can go from the first race during snocross (the AMSOIL Duluth National), and the same crew that works that event will be at the final ATV Tour race. The teams have never had that before."



Rolling logs are another hurdle for the top off-road racers to overcome.

Along with the Super Quad class, the WPSA also offers a full range of support classes, as well as the popular Quad Terrain Challenge. That class consists of stock utility bikes that splash through giant mud holes, topple over gigantic boulders and bottom-out on redwood-like trees.

"This class makes for great T.V.," said Powers. "People see a rider going through the mud and think, 'I can do that.' So it generates interest in the series and ATV riding in general."

The WPSA ATV Tour airs on ESPN2. See www.amsoil.com for a complete listing of events and air times. The AMSOIL Wildcat Open Championship was hosted in Rossville, Ind. in late July, and the next event will be held on August 18-19 at the Raceway Park National in Englishtown, N.J.



Deep mud pits are just one of the obstacles in the Quad Terrain Challenge.



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 16 - Thursday
 • September 20 - 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 Gotvald (256) 337-0376

• August 16 - Thursday
 • September 20 - 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

• August 9 - Thursday
 • September 13 - Thursday
 Meeting - 7 p.m.
SUMMER RESIDENCE
 404 Arrowhead Drive
 Montgomery, AL
Hosted by Direct Jobbers Peter and Jean Summer (800) 867-8735
Please RSVP

ALASKA

• August 7, 21 - Tuesday
 • September 4, 18 - Tuesday
 Meeting - 7 p.m.
STATEN RESIDENCE
 2949 Sunflower Street
 Anchorage, AK 99508
Hosted by Premiere Direct Jobber Melinda Staten
Call for reservations (907) 333-0124

ARIZONA

• August 21 - Tuesday
 • September 18 - Tuesday
 Optional no-host dinner - 5:30 p.m.
 Meeting - 6:30 - 8 p.m.
DENNY'S RESTAURANT
 825 South 48th Street
 Tempe, AZ 85281
Hosted by Regency Direct Jobber Dick Nudo and Dealer Jim Brewer
RSVP (602) 996-7181 Dick (480) 968-4922 Jim

ARKANSAS

• August 9 - Thursday
 • September 13 - Thursday
 Meeting - 6:30 p.m.
GARDNER RESIDENCE
 806 Shamrock Drive
 North Little Rock, AR 72118
Hosted by Dealer Jerry Gardner (501) 350-4869 gardner2154@sbcglobal.net

CALIFORNIA

• August 4 - Saturday
 • September 1 - Saturday
 Meeting - 9 a.m.
HILTON AT THE CLUB
 7050 Johnson Drive
 Pleasanton, CA
Hosted by Executive Direct Jobber Tom Santell (510) 351-8500 & Direct Jobber Roland Chan (925) 200-5379
Breakfast buffet followed by meeting

• 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 1 - Wednesday
 • September 5 - Wednesday
 Meeting - 7 p.m.
MCCOOL RESIDENCE
 2210 Coddling Drive
 Modesto, CA 95350
Hosted by Direct Jobber Bill McCool (209) 577-0174

• August 14 - Tuesday
 • September 11 - Tuesday
 Meeting - 7 p.m.
CATALINA'S COFFEE SHOP
 250 East Highland Avenue
 San Bernardino, CA 92404
Hosted by Direct Dealer Jim Johnstone (909) 886-4842

• August 21 - Tuesday
 • September 18 - Tuesday
 Meeting - 7 p.m.
Downline and Guests FREE, Out of line - \$5
LUDWICK RESIDENCE
 6015 Hughes Street
 San Diego, CA 92115
Hosted by Dealer Craig Ludwick
RSVP (619) 583-5218

COLORADO

• August 16 - Thursday
 • September 20 - Thursday
 Meeting - 7:30 p.m.
AMSOIL HOUSE
 4316 Ridgcrest Drive
 Colorado Springs, CO 80918
Hosted by Executive Direct Jobber Ida Gray (719) 598-5115

CONNECTICUT

• August 28 - Tuesday
 • September 25 - Tuesday
 Meeting - 7:30 p.m.
LANZOFANO RESIDENCE
 120 Gravel Street, Unit 11
 Meriden, CT 06450
Hosted by Dealer Salvatore Lanzofano (203) 634-0885

DELAWARE

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

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• August 18 - Saturday
 • September 15 - Saturday
 Meeting - 6 p.m.
GUTKNECHT RESIDENCE
 1519 Pennsylvania Ave.
 Lynn Haven, FL 32444
Hosted by Dealers Richard & Evelyn Gutknecht (850) 271-9266
Registration fee \$5 for out of line/free for direct line

GEORGIA

• August 2 - Thursday
 • September 6 - 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 15 - Wednesday
 • September 19 - Wednesday
 Meeting - 7 p.m.
CHICAGO CONNECTION
 1935 South Eagle Road
 Meridian, ID, 83642
Hosted by Direct Jobber Steve Noffz (208) 861-8935

• August 8 - Wednesday
 • September 12 - 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 4 - Saturday
 • September 1 - Saturday
 Meeting - 12 - 3 p.m.
SCHELL RESIDENCE
 2000 W. Broadway
 Idaho Falls, ID
*Hosted by ***Regency Platinum Direct Jobbers Mark & Sherree Schell*
Reservations: (208) 524-0322; RSVP

ILLINOIS

• August 14 - Tuesday
 • September 11 - Tuesday
 Meeting - 7:30 p.m.
BAUER RESIDENCE
 111 Woodland Trail
 Anna, IL 62906-3904
Hosted by Direct Jobbers Norm and Barb Bauer (618) 833-3228

INDIANA

• August 1, 15 - Wednesday
 • September 5, 19 - 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

• August 14 - Tuesday
 • September 11 - Tuesday
 Meeting - 7 p.m.
EVANS RESIDENCE
 1115 Morningside Court
 Greenfield, IN 46140
Hosted by Executive Direct Jobbers Chuck and Linda Evans (888) 765-2542
evansamsoilist@aol.com

IOWA

• August 7 - Tuesday
 • September 4 - 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 2 - Thursday
 • September 6 - Thursday
 Meeting - 7:30 p.m.
Hosted by Executive Direct Jobbers Al and Ann Kelly (859) 879-0728 or e-mail: bestoil@aol.com; Call for location, directions and RSVP

LOUISIANA

• August 2 - Thursday
 • September 6 - Thursday
 Meeting - 6 p.m.
AUTTONBERRY RESIDENCE
 2520 Swiss Street
 W. Monroe, LA 71291
Hosted by Dealer Ellis Auttonberry (318) 396-4348

MAINE

None Scheduled

MARYLAND

• August 23 - Thursday
 • September 27 - Thursday
 Meeting - 7 p.m.
HYNES RESIDENCE
 291 Chestnut Springs Road
 Chesapeake City, MD 21915
Hosted by Dealer William Hynes (302) 540-2525 or 877-885-3111

• August 17 - Friday
 • September 21 - 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 17 - Friday
 • September 21 - Friday
 Meeting - 7 p.m.
GRONER RESIDENCE
 9208 Todd Avenue
 Fort Howard, MD 21052
Hosted by Account Direct Harvey Groner (410) 477-8255

• August 2 - Thursday
 • September 6 - 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 17 - Friday
 • September 21 - 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 15 - Wednesday
 (Opportunity)
 • September 19 - Wednesday
 (Dealer training)
 Meeting - 7 p.m.
MUGRIDGE RESIDENCE
 6640 State Road
 Lakeport, MI 48059
Hosted by Premiere Direct Jobbers Barry and Cathy Murgridge (877) 446-2671
Call for information and scheduling
www.pro-oil-1.com

• August 20 - Monday
 • September 17 - 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 6 - Monday
 • September 3 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
 61653 Miriam Drive
 Washington, MI 48094
Hosted by Regency Platinum Direct Jobber Mike Ellis; RSVP at (586) 781-5092 or (586) 918-1578

MINNESOTA

• August 16 - Thursday
 • September 20 - Thursday
 Meeting 7 p.m.
MEYER RESIDENCE
 512 Broadway Street
 Cleveland, MN 56017
Hosted by Executive Direct Jobbers Charles & Donna Meyer (507) 931-3875

• August 14 - Tuesday
 • September 11 - Tuesday
 Meeting - 6:30 - 8:30 p.m.
THE FORD RESIDENCE
 1830 175th LN NE
 Ham Lake, MN 55304
Hosted by Premiere Direct Jobbers Mike & Linda Ford (763) 434-1544 or (763) 257-3130
www.allserviceoil.com, allservicesales@msn.com or mikeford@allserviceoil.com

• August 7 - Tuesday
 • September 6 - Thursday
 Meeting - 6 p.m.
TWINGSTROM RESIDENCE
 29200 Goldenrod Drive NW
 Isanti, MN 55040
Hosted by Regency Silver Direct Jobbers Mylo and Patty Twingstrom
RSVP (612) 819-8835

• August 16 - Thursday
 • September 20 - 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 9 - Thursday
 • September 13 - Thursday
 Meeting - 7:30 p.m.
STAVE RESIDENCE
 3040 Bridge Street NW
 Apt. 211
 St. Francis, MN 55070
Hosted by Dealer Ordell Stave (612) 241-5267

• August 18 - Saturday
 • September 15 - Saturday
 Meeting - 2 p.m.
Sawyer WAREHOUSE
 28108 - 133rd Street
 Zimmerman, MN 55398
Hosted by Direct Jobbers Roger and Jennifer Sawyer
Please RSVP (763) 856-3667 rpsracing@aol.com
www.rpsracing57.com

MISSISSIPPI

None Scheduled

MISSOURI

• August 21 - Tuesday
 • September 18 - Tuesday
 Meeting - 7 p.m.
LUCZAK RESIDENCE
 4810 Mattis Street
 St. Louis, MO 63128
Hosted by Regency Direct Jobbers Connie and John Luczak (314) 892-6018
connielubes@earthlink.net

MONTANA

NEBRASKA

NEVADA

NEW HAMPSHIRE

None Scheduled

NEW JERSEY

• August 8 - Wednesday
 • September 12 - Wednesday
 Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
 54 Woodland Avenue
 Mullica Hill, NJ 08062
Hosted by Premiere Direct Jobber Ben Seda-Morales (856) 478-6732, cell; (856) 371-1880, home. RSVP

NEW MEXICO

• August 28 - Tuesday
 • September 25 - Tuesday
 Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
 2415 Princeton Drive NE,
 Suite M
 Albuquerque, NM 87107
Hosted by Regency Silver Direct Jobbers Paul and Nancy Greenberg (505) 881-1693, warehouse; (595) 255-2137, home; fax (505) 881-4565. NMOilman@aol.com

• August 6 - Monday
 • September 3 - Monday
 Meeting - 7 p.m.

KORZANOILS
 2215 North Solano Drive
 Las Cruces, NM 88001
Hosted by Direct Jobber Kevin Korzan (505) 496-4242
www.korzanoils.com

NEW YORK

• August 22 - Wednesday
 • September 26 - Wednesday
 Meeting - 7 p.m.
 Albany Area
GUILZ RESIDENCE
 6 Daisy Lane
 East Berne, NY 12059
Hosted by Premiere Direct Jobber Richard Guilz (518) 423-1552
rich@empresynthetic.com
call or e-mail to reserve seat

• August 1 - Wednesday
 • September 5 - Wednesday
 Meeting - 7:30 p.m.
WOLFE RESIDENCE
 34 Hillvale Road
 Albertson, NY 11507
Hosted by Dealers Edward and Eileen Wolfe (516) 621-4565; Please RSVP

• August 15 - Wednesday
 • September 19 - Wednesday
 Meeting - 7 p.m.
O'BRIEN RESIDENCE
 436 Moseley Road
 Fairport, NY 14450
Hosted by Dealer Gerry O'Brien (585) 223-8016
Call ahead to reserve a seat

• August 9 - Thursday
• September 13 - Thursday
Meeting - 7 p.m.
LOTITO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
Hosted by Regency Direct Jobber Peter
Lofitto (607) 589-4242
Call ahead to reserve space and con-
firm location or e-mail
lubedealer@hotmail.com
www.lubedealer.com/new york

• August 9 - Thursday
• September 13 - 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 15 - Wednesday
• September 19 - Wednesday
Meeting - 7:30 p.m.
Syracuse AREA
Call ahead for location
Hosted by Direct Jobber Peter Finnerty
(315) 682-9791

• August 15 - Wednesday
• September 19 - Wednesday
Meeting - 7:30 p.m.
NEWARK, NY LOCATION
Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA
• August 6 - Monday
• September 3 - Monday
Meeting - 7 p.m.

ATLANTIC BUSINESS CENTERS
4913 Chastain Ave. Unit 28
Charlotte, NC 28209
Hosted by Dealer Gregory Finnican
(704) 525-5565

• August 9 - Thursday
• September 13 - Thursday
Meeting - 7 p.m.
KAZAN RESIDENCE
4007 Sapphire Lane
Indian Trail, NC 28079
Hosted by Account Direct Eric Kazan
(704) 271-3001
erickazan@syntheticlubricantsinfo.com;
Guests welcome, non-downline \$2

• August 9 - Thursday
• September 13 - 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 9 - Thursday
• September 13 - 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 14 - Tuesday
• September 11 - 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 7 - Tuesday
• September 4 - 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 Falls, OH 44221
Hosted by Direct Dealers
Paul & Coralie Fabijanic
(330) 928-8863 or 800-874-4827 RSVP

• August 27 - Monday
• September 24 - Monday
Meeting - 7 p.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 44341

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

• August 6 - Tuesday
• September 3 - Tuesday
Meeting - 7 p.m.
HASKIN RESIDENCE
834 North Ellsworth Ave.
Salem, OH 44460
Hosted by Dealer Roe Haskin
(330) 332-4992 and
Direct Jobber Jerry Wolford
All Dealers welcome

OKLAHOMA
• August 4 - Saturday
• September 1 - Saturday
Meeting - 9 - 11 a.m.
GOLDEN CORRAL
9711 East 71st Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady (918) 258-6979 *Pat

• August 9 - Thursday
• September 13 - Thursday
Meeting - 7 - 8:30 p.m.
Call for location and reservations.
Hosted by Dealers Richard and Brenda
Coats (918) 225-5722

• August 14 - Tuesday
• September 11 - Tuesday
Meeting - 7 - 8:30 p.m.
ALEXANDER RESIDENCE
14355 East Timberidge Dr.
Claremore, OK 74019
Hosted by Premiere Direct Jobber
Kevin Alexander
(918) 636-1281 Call first

• August 9 - Thursday
• September 13 - 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 16 - Thursday
• September 20 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
HAYDEN'S LAKEFRONT GRILL
8187 SW Tualatin-
Sherwood Road
Tualatin, OR 97062
Hosted by Regency Direct Jobber
Ed Greenwood (800) 722-1092
Call first to confirm space for you
and your guests.

PENNSYLVANIA
• August 20 - Monday
• September 17 - 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 Direct Jobber George Kerr
(843) 747-8200 amsoil/dealer@aol.com
www.lubedealer.com/kerr

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

• August 7 - Tuesday
• September 4 - Tuesday
Meeting - 7 p.m.
DENNY'S RESTAURANT
2521 Wade Hampton
Boulevard
Greenville, SC 29615
Hosted by Executive Direct Jobber
Loel D. Handley (864) 350-2082
amsoildealer@charter.net

SOUTH DAKOTA

• August 9 - Thursday
• September 13 - Thursday
Meeting - 7 p.m.
CICI'S PIZZA
5007 S. Louise Ave.
Sioux Falls, SD 5710
Hosted by Regency Platinum Direct
Jobbers Ches and Natasha Cain
(605) 361-4075 to RSVP

• August 2, 16 - Thursday
• September 6, 20 - Thursday
Meeting - 7 p.m.
THE INSURANCE OFFICE
104 West Sixth Street
Brookings, SD 57006
Hosted by Dealer Art Wilber
(605) 690-5327 to RSVP

TENNESSEE
None Scheduled

TEXAS

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

• August 21 - Tuesday
• September 18 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Master Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773 oilmandj@comcast.net

UTAH

• 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 6 - Monday
• September 3 - Monday
Meeting - 7 p.m.
ISRA-UL TRAINING MEETINGS
P.O. Box 2734
Chesterfield, VA 23832
Hosted by Dealers M. and S. Isra-UL.
Call in advance to RSVP,
get directions. Seating limited.
(804) 640-3402

• August 14 - Tuesday
• September 11 - Tuesday
Meeting - 7:30 p.m.
STANCLIFF RESIDENCE
1236 General Street
Virginia Beach, VA 23464
Hosted by Regency Direct Jobbers Bill
& Barbara Stancliff (757) 420-0673

• August 13 - Monday
• September 10 - 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 14 - Tuesday
• September 11 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Account Direct Roger Riggie
(804) 737-4874 or (804) 737-9231

WASHINGTON

• August 20 - Monday
• September 17 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE CENTER & WAREHOUSE
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Regency Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone welcome

• August 2 - Thursday
• September 6 - Thursday
Meeting - 7 p.m.
FRAME RESIDENCE
12904 NE 101st Place
Kirkland, WA 98033
Hosted by Direct Jobbers Don Frame
and Janet Faunce (425) 889-5415

• August 14 - Tuesday
• September 11 - 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 9 - Thursday
• September 13 - 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 14 - Tuesday
• September 11 - Tuesday
Meeting - 7 p.m.
AMSOIL PEARSON
702 37th Street NE #D
Auburn, WA 98002
Hosted by ***Regency Platinum
Direct Jobbers
Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome

• August 14 - Tuesday
• September 11 - 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 11 - Saturday
• September 8 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe Avenue
Spokane, WA 99205
Hosted by Premiere Direct Jobber
Jack Whitehill and Direct Dealer
Tom Bennett (509) 324-3588
Everyone welcome. No charge

• August 28 - Tuesday
• September 25 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
2132 S. Union Avenue
Tacoma, WA 98405
Hosted by Direct Jobber
Sammy Samuelson (360) 281-7283
1-UPS-SW30-OIL (1-877-593-0645)
Discussion on product application and
oil analysis All are welcome. RSVP

• August 14 - Tuesday
• September 11 - Tuesday
Meeting - 7 p.m.
PRAIRIE HOTEL
701 Prairie Parke Lane
Yelm, WA 98597
Hosted by Executive Direct Jobber
Wayne C. Fletcher (360) 269-1751

WEST VIRGINIA
None Scheduled

WISCONSIN

• August 16 - Thursday
• September 20 - 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 9 - Thursday
• September 13 - 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 2 - Thursday
• September 6 - 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.

• August 1 - Wednesday
• September 5 - Wednesday
Meeting - 7 p.m.
SWENDSON RESIDENCE
4545 North 161st Street
Brookfield, WI 53005
Hosted by Master Direct Jobber
Scott Swendson (262) 754-9751
Everyone welcome

WYOMING
None Scheduled

INTERNATIONAL

**ALBERTA
BRITISH COLUMBIA
MANITOBA**
None Scheduled

NEW BRUNSWICK

• August 20 - Monday
• September 17 - 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 23 - Thursday
• September 27 - Thursday
Meeting - 6 p.m.
AMSOIL DISTRIBUTION CENTER
6625 Tomken Road,
Units 12-14
Mississauga, ON L5M-5J3
Hosted by Executive Direct Jobber
Walter Perera and local Dealers
(866) 326-7645 fax:
(905) 814-1802 www.sinwal.com

PRINCE EDWARD ISLAND

• August 6 - Monday
• September 3 - Monday
Meeting - 7 p.m.
CALL FOR LOCATION
Charlottetown
Hosted by Dealers Trevor McDonald,
Trevor Murray and Merrill Cronin
RSVP: (902) 626-9006

PUERTO RICO

None Scheduled

QUEBEC

• August 2 - Thursday
• September 6 - Thursday
Meeting - 7:30 p.m.
ENTREPOT AUTOLUBE
AMS ENVIRONMENT
1655 Rue Choicoin
Vaudreuil-Dorion, Quebec,
Canada J7V8P2
Hosted by Regency Direct Jobber Yvon
Boucher (514) 990-1889

SASKATCHEWAN

None Scheduled

For any changes, additions or
questions regarding this bulletin
board page please contact Brandi
Carter at 715-392-7101 ext 6366
or at bcarter@amsoil.com



CENTERLINES

...and updates

PRICE ADJUSTMENT EFFECTIVE OCTOBER 1

The ever-increasing costs of base stocks, additives and packaging have affected every lubricant company in the industry, forcing them to increase lubricant prices to compensate. Due to these ever-increasing prices for raw materials, AMSOIL is forced to implement a minimal price adjustment effective October 1. Even with a minimal price adjustment, AMSOIL synthetic lubricants remain the best and most cost-effective choice on the market, saving customers money through extended drain intervals, reduced wear and maintenance and increased fuel efficiency. Look for an updated MLM price list in the September issue of the *Action News*.

NEW FRENCH CANADIAN LITERATURE

In support of the continued expansion of the Canadian market, several updated and new French Canadian G-items are available for purchase.

Updated G-items:

- G-290F, Full Product Catalog: .80 U.S./1.00 Can.
- G-1017F, Commercial/Retail Account Order Form: N/C U.S./N/C Can.
- G-1182F, Commercial Account Profile Sheet: N/C U.S./N/C Can.
- G-1183F, Retail Account Profile Sheet: N/C U.S./N/C Can.
- G-1388F, Retail Account Application Form: N/C U.S./N/C Can.
- G-1389F, Commercial Account Application Form: N/C U.S./N/C Can.
- G-1391F, Account Credit Application Form: N/C U.S./N/C Can.

New G-items:

- G-18DF, Registration Application: 10 for 1.25 U.S./1.60 Can.
- G-29F, Dealer/PC Order Form: 3 for N/C U.S./N/C Can.
- G-47AF, Marketing Plan—Policies: .25 U.S./35 Can.
- G-47BF, Marketing Plan—Compensation: .25 U.S./35 Can.
- G-85F, Income Opportunities Brochure: .50 U.S./65 Can.
- G-173F, ATF Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-288F, ATM Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-335F, ASL Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-391F, Motorcycle Products Brochure: .80 U.S./1.00 Can.
- G-393F, Commitment to Excellence Brochure: .80 U.S./1.00 Can.
- G-473F, AME Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-1097F, Comm. & Retail Marketing Procedures: .25 U.S./35 Can.
- G-1266F, TSO Data Bulletin: 25 for 2.50 U.S./3.15 Can.
- G-1363F, Warranty: .20 U.S./30 Can.
- G-1404F, XL Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-1713F, AFF Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-1781F, Internet Policies: .25 U.S./35 Can.
- G-1955F, AIT Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-1986F, HPI Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-1988F, 2-Cycle Recommendation Chart: 25 for 2.80 U.S./3.50 Can.
- G-2089F, MCF Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-2090F, MCV Data Bulletin: 25 for 2.80 U.S./3.50 Can.
- G-2194F, Initial Contact Guidelines: .30 U.S./40 Can.

2007 AMSOIL FALL SALES MEETINGS

- Learn new sales strategies and skills
- Learn about new AMSOIL products and their markets
- Receive a 10 percent product rebate for attendance at one meeting

Pre-register at 800-777-7094 or on the AMSOIL website at www.amsoil.com. Enter the Dealer Zone and click the “Training” tab for cost-free attendance.

September 14-15

Toronto, ON Holiday Inn Select

September 21-22

Arlington, TX Sheraton Arlington Hotel

September 28-29

Richmond, VA Crowne Plaza Richmond West
Orlando, FL The Florida Hotel & Conference Center
Portland, OR Monarch Hotel

October 5-6

Columbus, OH Holiday Inn & Suites Fort Rapids
Chicago, IL Westin Hotel

October 12-13

Memphis, TN Embassy Suites
Superior, WI DJ Meeting: Holiday Inn Downtown Duluth,
All Dealer Meeting: Duluth Entertainment and
Convention Center
Edmonton, AB Ramada Hotel & Conference Center

October 19-20

Lancaster, PA Lancaster Host
Santa Clara, CA Biltmore Hotel & Suites

October 26-27

Wichita, KS Hyatt Regency
Las Vegas, NV Texas Station

NEW CAMOUFLAGE CAP

Embroidered logo and velcro closure.

Stock #	U.S.	Can.
G-2369	14.75	18.25



AUGUST CLOSE OUT

The last day to process August orders in the U.S., Canada and Puerto Rico is the close of business on Friday, August 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CDT on that day. The last day to process August orders in Alaska is the close of business on Saturday, 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 Thursday, September 6. All transfers received after this time will be returned.

NEW MAGNETIC CAR SIGN

Make your vehicle into a mobile advertisement for your business with the 11" x 17" AMSOIL magnetic car door sign. Durable, removable and easy to use. Includes letter and number decals to allow up to three lines of business information. Sign may affect metallic paint. Kit includes two signs and four decal sheets.

Stock #	Qty.	U.S.	Can.
G-2431	2	18.25	22.75



HOLIDAY CLOSINGS

The Toronto Distribution Center will be closed Monday, August 6 for Simcoe Day. The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 3 for Labor Day.

BACK ORDERS

The healthy growth of AMSOIL INC. has created many opportunities and challenges. Recent record-setting sales months, as well as shifting sales trends and new product and package size introductions, have created a strain on production capabilities, a quick draw down of inventory and an increased number of back orders. Overall, AMSOIL ships over 98% of all products within one week of order. In fact, over the last 12 months, AMSOIL shipped 99% of back orders within one week for 10 of 12 months and 98.4% of back orders within one week for the other two months.

A dedicated team at AMSOIL is committed to ensuring Dealers and customers receive product as quickly as possible, and AMSOIL has responded to the back order issue by increasing the length of production days, hiring additional personnel and shipping trucks to every distribution center weekly. In addition, a significant

financial investment has been committed to a bulk plant expansion at the AMSOIL Center.

In the meantime, what can AMSOIL Dealers do? 1) Work with your customers and set realistic expectations for their wait times. 2) Under-promise and over-deliver. 3) Rethink how you view AMSOIL inventory. 4) Consider your inventory needs and plan orders accordingly.

OIL ANALYSIS PRICING ADDENDUM

Due to a printing error, prices for the Oil Analyzers Inc. Sample Kits with Complete Analysis and Two-Way Postage were misprinted in the G-26 U.S. Dealer Price List. Effective immediately, Dealer pricing is as follows:

G-1451	(1) Sample Kit (U.S. Postal Service)	20.20
G-1451U	(1) Sample Kit (with UPS Return Label)	20.20
G-1454	(50) Sample Kits	982.50
G-1455	(100) Sample Kits	1925.00



NEW EA0-88 OIL FILTER COMPARISON DISPLAY

AMSOIL Ea Synthetic Nanofiber Oil Filters offer superior protection, reduced engine wear and longer filter life than traditional cellulose (paper) filters. The new EaO-88 Oil Filter Comparison Display features the AMSOIL EaO-88 Oil Filter alongside a traditional cellulose filter. The side-by-side comparison allows customers the opportunity to touch and see for themselves the superior construction of the AMSOIL filter, while a graphic explains some of the differences between the two filter types.

Stock #	Wt. Lbs.	U.S.	Can.
G-2417	5.0	55.00	68.50

Ultimate Wear Protection and Fuel Economy

SEVERE GEAR Synthetic Gear Lubes

- Maximum performance in severe duty applications
- Maintain protective viscosity for long-lasting protection
- Provide ultimate line of defense against wear, pitting and scoring
- Control friction and heat
- Inhibit lubricant degradation and component damage
- Provide extended drain intervals



SEVERE GEAR® 75W-110 Synthetic Gear Lube (SVT) provides superior protection for elevated operating temperatures without sacrificing fuel efficiency. It is formulated for use with limited slip clutches and is ideal for turbo diesel pick-up trucks, vehicles used for towing and hauling and other vehicles subject to severe service operating conditions, including heavy equipment, construction vehicles, emergency vehicles, street rods and 4x4 vehicles.

To order AMSOIL products call 1-800-777-7094
 Technical Services: 715-399-TECH (715-399-8324)



AMSOIL INC.
 SYNTHETIC LUBRICANTS
 AMSOIL BUILDING
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 (715) 392-7101
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 Published 12 times annually

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AUGUST 2007
 PRINTED IN USA



(Discover in U.S. only)