

# AMSOIL

# ACTION NEWS

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*The First in Synthetics*

DECEMBER 2007

## Douglas Dominates Late Season



**Inside:**  
New Cold Flow Improver Formulation



## From the President's Desk...



As we look ahead to each new year it is always wise to glance back to assess our accomplishments from the previous year. We should ask ourselves, did we make good decisions, did we work hard enough, did we work smart enough and what can we do to improve? In all cases, from both the Dealer and corporate perspective, there is always room for improvement. And while I rely on you to make your personal assessments, I can report that it was a monumental year for the company. You might even say a pivotal year. We tackled more major projects this past year than at any point in AMSOIL history. All of these projects and the substantial capital investment required for each were done to meet the growing demand for AMSOIL products and to improve the services we provide to our Dealers and customers.

First is our plant expansion. When we purchased the AMSOIL Center over three years ago it was difficult to envision what we would do with the entire 372,000 square feet of space. I knew we were growing at an aggressive rate and would one day fill that space, but my plan at the time was to make some of it available for rent. It wasn't long before that plan changed, and I authorized our plant expansion project.

We have now added the most technically advanced blending systems in the industry, which will increase our production capacity by 250 percent. We have added 59 new tanks, bringing our total external tank farm volume to 1.4 million gallons and our internal tank farm total to 870,000 gallons. We have also built

a new bulk unloading area to accommodate both rail cars and trucks. This added another 40,000 square feet, pushing our square footage to over 400,000. In short, we are now well-positioned for whatever the future brings.

The upgrade to our computer system was also essential as we looked to the future. This required another major investment, but one we determined was necessary to facilitate our growth. With this computer upgrade you will see improvements in virtually all areas of our day-to-day business operations.

I am also pleased to report that AMSOIL is just days away from receiving its ISO certification. For those who don't know, ISO stands for the International Organization for Standardization. This is an international body that develops world-wide business standards. Essentially, it provides a structure to help businesses improve and control the processes they use to provide products and services to their customers. Becoming ISO certified is extremely intense and time-consuming and required a great deal of effort from many individuals throughout the company. It came as no surprise to me when the ISO audit revealed that AMSOIL is in line with some of the most efficient companies in the world. All this to say that the products and services we provide to you will continue to maintain the high level of quality we have always demanded.

We are also gearing up for our 35th Anniversary Convention. This, obviously, is a major milestone for the company. Although I haven't yet personally involved myself in the planning process, I know our management team has been busy laying the foundation. I can say without hesitation that this will be an absolutely fantastic event. I would hope that all Dealers who are serious about building their AMSOIL businesses will be there to join me.

This past year also saw the introduction of several new products. Each was introduced with the highest level of AMSOIL quality, and each represents a new opportunity for AMSOIL Dealers and additional product selections for AMSOIL Preferred Customers. Our new product introductions included AMSOIL Severe Gear 75W-110 Synthetic Gear Lube, AMSOIL 0W-20 Synthetic Motor Oil, our reformulated P.i. Performance Improver, AMSOIL Synthetic Scooter Oil and the Signature Series 0W-30 Synthetic Motor Oil. As added opportunities, we also introduced Twin Air Filters, Trico Wiper Blades, NGK Spark Plugs and Mothers Marine Products. That's a whole lot of product introductions for one company in a single year.

Yes, it has been a monumental year for AMSOIL. But before I wrap this up and move on to 2008, I want to thank you for your dedication to the company and your strong support of the best products in the industry. It is with much appreciation that I wish you a wonderful holiday season.

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

# DEALERS IN ACTION!

## AMSOIL Quality Sells for Dealer

Steven Reed of Macon, Ga. has been in the AMSOIL business since late 2005. He became a Dealer after he put AMSOIL 5W-30 Synthetic Motor Oil in his wife Dorothy's 1999 Chevy Malibu.

"We noticed a big change in the performance of her car," Reed said. "I became a Dealer and we have had several reports from our customers that their vehicles have better power and gas mileage."

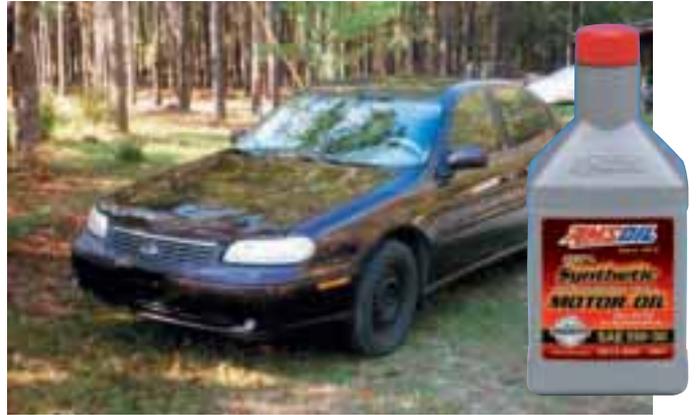
In fact, one of his customers changed over to AMSOIL in Georgia and then drove to Idaho.

"The customer reported the Chevy Tracker was climbing hills better and got 50 miles more per tank of fuel," Reed said. "We truly believe that once you try AMSOIL you will stay with it for the benefits you get in return."

One of his sales methods is to offer to change customers' oil for them when they buy AMSOIL.

"I also own a refrigeration and kitchen equipment repair company, and we use AMSOIL in the service vehicle's engine and transmission." The service vehicle is a 2003 Ford E-250 with a 5.4 liter engine. Reed said

the gas mileage has increased from 11.4 miles per gallon to 13.5 mpg, "and it seems to run smoother and be more powerful."

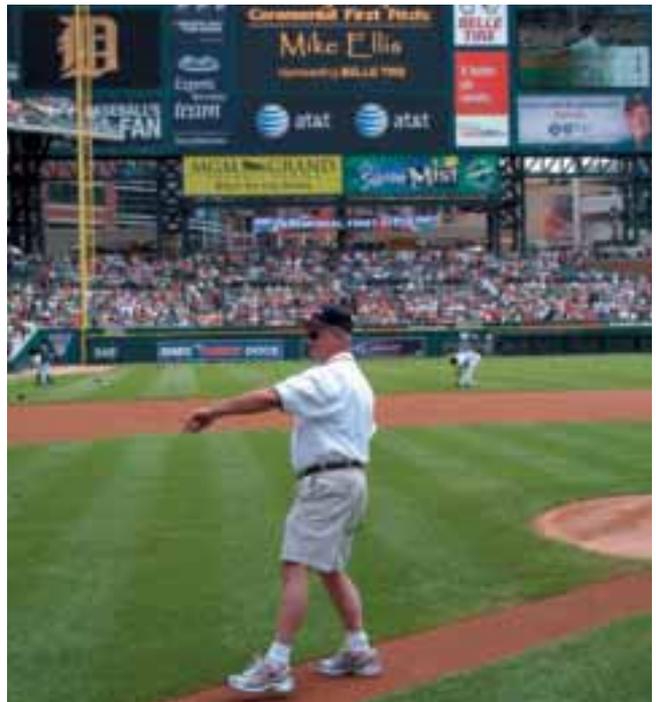


**IMPROVED GAS MILEAGE** – Dealer Steven Reed of Macon, Ga. started his AMSOIL business after he discovered the quality of AMSOIL 5W-30 Synthetic Motor Oil.

**DIRECT JOBBER ON THE MOUND** – (On the right) Direct Jobber Mike Ellis, Washington, Mich., threw out the first pitch at a Detroit Tigers game last July at Comerica Park. He represented Belle Tire, one of his accounts. (On the left) Andy Van Slyke, first base coach for the Detroit Tigers and former Major League Baseball player, takes a time out for a photograph with Ellis.



Mike Ellis with Tigers first base coach Andy Van Slyke.



Mike Ellis throws out the first pitch at Comerica Park.

# MONTHLY LE



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



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



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



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



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



**Ray & Kathy Yaeger**  
Wisconsin  
Regency Platinum Direct  
Jobbers  
Sixth—Total Organization  
Second—Personal Group  
Sales  
Third—Commercial &  
Retail Marketing



**Gerry & Patricia Reid**  
North Carolina  
Regency Platinum Direct  
Jobbers  
Tenth—Total Organization



**Ches & Natasha Cain**  
South Dakota  
Regency Platinum Direct  
Jobbers  
Sixth—Personal Group  
Sales  
Fifth—New Qualified  
Dealers & Accounts



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



**Michael H. Ellis**  
Michigan  
Regency Platinum Direct  
Jobber  
Tenth—Personal Group  
Sales  
**FIRST**—Commercial &  
Retail Marketing



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



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



**Doug Murphy**  
Virginia  
Direct Jobber  
Ninth—Commercial &  
Retail Marketing



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



**Dannie & Karen  
Thumma**  
Washington  
Premiere Direct Jobbers  
Second—New Qualified  
Dealers & Accounts



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



**Norman & Doreen  
Rinehart**  
Texas  
Regency Direct Jobbers  
Sixth—New Qualified  
Dealers & Accounts



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

# ADERS

September  
2007

# HALL OF FAME

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



**Thomas & Sheila Shalin**  
*Kansas*  
★★★★★Regency Platinum  
Direct Jobbers  
*Seventh—Total Organization*  
*Fourth—Personal Group Sales*  
**FIRST**—New Qualified  
Dealers & Accounts



**Carl & Kimberlee McNamee**  
*Ontario*  
Regency Platinum Direct  
Jobbers  
*Eighth—Total Organization*



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



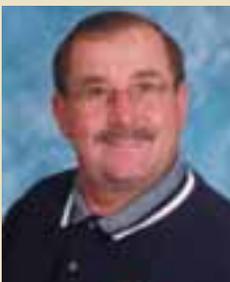
**Joan Potter**  
*North Carolina*  
Regency Direct Jobber  
*Fifth—Commercial & Retail Marketing*



**Roger B. Silcox**  
*Alberta*  
Master Direct Jobber  
*Sixth—Commercial & Retail Marketing*



**Luis & Sharon Pena**  
*Ohio*  
Executive Direct Jobbers  
*Eighth—Commercial & Retail Marketing*



**John R. Sbonik**  
*Wisconsin*  
Direct Jobber  
*Eighth—New Qualified Dealers & Accounts*



**Alan Williams**  
*Texas*  
Direct Dealer  
*Ninth—New Qualified Dealers & Accounts*



**Michael J. Mathe**  
*Tennessee*  
Master Direct Jobber  
*Tenth—New Qualified Dealers & Accounts*



**Shirley Green,**  
★Regency Platinum



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



**Dorothy Hansen,**  
Regency Platinum



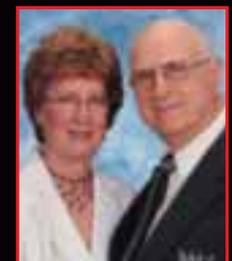
**Harold Hartman,**  
★Regency Platinum



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



**Ora Mae Boardman,**  
★Regency Platinum



**Ray and Arlene Schmit**  
★★★★★Regency  
Platinum

# HIGHER LEVELS OF

## REGENCY SILVER DIRECT JOBBERS



**Don & Carol Stefanik**  
*Ontario*

## MASTER DIRECT JOBBER



**David & Linda Trekell**  
*Texas*

## EXECUTIVE DIRECT JOBBERS



**Michael & Linda Ford**  
*Minnesota*

## PREMIERE DIRECT JOBBERS



**David Rowley**  
*Wisconsin*



**Robert L. Schultz**  
*Tennessee*

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

**Robert and Jane Venter**, *Oklahoma* Sponsor: George Kimball

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

**Larry and Elizabeth Drudge**, *California* Sponsors: Daniel and Sandra Wilhelm

**Bill and Susan Farruggia**, *West Virginia* Sponsor: Stephen O. Beckett

**Jim and Robin Kline**, *Texas* Sponsor: Richard A. Sliva

**Ian S. Lacasse**, *Vermont* Sponsor: Joseph E. Kelly

**Richard and Jackie O'Donnell**, *Virginia* Sponsors: Thomas and Judy MacBride

**Wayne and Mary Sloop**, *North Carolina* Sponsor: Catherine M. Marlowe

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

**William H. Douglas**, *Texas* Sponsor: Dave M. Mann

**Lance Duchesneau**, *Texas* Sponsor: Michael E. Sparks

**Clarence and Verna Johnson**, *Montana* Sponsors: Darwin and Edith Tuttle

**Emmanuel G. Lopez**, *Texas* Sponsor: Jonathan Copeland

**Daryl D. Neis**, *Alberta* Sponsor: Ruth Rugulies

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

**Brett A. Atwood**, *Minnesota* Sponsors: Robert and Sharal Hagstrom

**Julian D. Bontrager**, *Indiana* Sponsor: Michael M. Miracle

**David A. Brenneman**, *Pennsylvania* Sponsors: Carroll and Sharon Master

**Robert H. Bruner**, *North Carolina* Sponsors: Raymond and Karen Peszko

# RECOGNITION

September  
2007

## NEW DIRECT JOBBERS



**Richard L. Dell**  
*Michigan*  
Sponsors:  
William & Kathleen Bernethy  
Direct Jobbers:  
William & Kathleen Bernethy



**Daniel & Karen Meyers**  
*Indiana*  
Sponsor: Edie Villers  
Direct Jobber: Edie Villers



**Ryan J. Peterson**  
*Saskatchewan*  
Sponsors: Laura & Jeff Swartz  
Direct Jobbers: Gene & Karen Halsey

## NEW DIRECT DEALERS



**Mark & Mariola Dragan**  
*Ontario*  
Sponsor: Dave M. Mann  
Direct Jobber: Dave M. Mann



**Kevin Hamilton**  
*Texas*  
Sponsors:  
Thomas & Sheila Shalin  
Direct Jobbers:  
Thomas & Sheila Shalin



**Debra & Lee Howell**  
*Pennsylvania*  
Sponsors: David & Rebecca Reid  
Direct Jobbers: David & Rebecca Reid



**James Johnstone**  
*Ontario*  
Sponsors: Bradford & Anita Neff  
Direct Jobbers:  
Bradford & Anita Neff



**Paul & Diane Makela**  
*California*  
Sponsor: Stephen Nelson  
Direct Jobbers:  
Bill & Donna Durand



**Thomas D. McIntire**  
*Idaho*  
Sponsors: Mark & Sherree Schell  
Direct Jobbers:  
Mark & Sherree Schell



**Heath Palmer**  
*Iowa*  
Sponsor: Michael A. Miller  
Direct Jobber: Roger A. Pogorelec



**Joy & David Peck**  
*Nevada*  
Sponsor: Dorothy Hansen  
Direct Jobber: Dorothy Hansen



**Phillip & Carol Stimatze**, *Colorado*  
Sponsors: Thomas & Sheila Shalin  
Direct Jobbers:  
Thomas & Sheila Shalin



**David & Donna Whittaker**  
*Ontario*  
Sponsor: Rob J. Hilditch  
Direct Jobber: Rob J. Hilditch



**Travis Woods**  
*West Virginia*  
Sponsor: Robert W. Benson  
Direct Jobber: Robert W. Benson

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

**Jeffrey and Lorraine Cairns**, *Maryland* Sponsors: Albert and Margo Smith  
**Gary R. Calzolari**, *Colorado* Sponsors: Thomas and Sheila Shalin  
**Donnie and Beverly Cooper**, *Missouri* Sponsors: Ryan and Melisa Porter  
**John R. Elms**, *Texas* Sponsors: David and Eline Haunschild  
**Russell and Faye Gaston**, *Pennsylvania* Sponsor: Fred A. Robel, III  
**Galen Good**, *Oregon* Sponsor: Marlin G. Good  
**Robert and Sharal Hagstrom**, *Minnesota* Sponsors: Mylo and Patty Twingstrom  
**Charles and Retah Luster**, *California* Sponsors: Mark and Sherree Schell  
**Derek C. Nepote**, *California* Sponsor: Dave M. Mann  
**Richard N. Passmen**, *Alberta* Sponsor: Greg M. Desrosiers  
**Simon Pett**, *Ontario* Sponsor: Vijay Parany  
**John A. Pfaff**, *California* Sponsors: Maril-Jo and Thomas Groh  
**Al Pierce**, *North Carolina* Sponsor: Roger T. Hatchel  
**David Powell**, *North Carolina* Sponsors: John and Mary Beth Coffey  
**John Rowlett**, *Texas* Sponsors: Jimmy and Delores Phillips  
**Charles D. Townsley**, *Oklahoma* Sponsors: Douglas and Kimberly Crawford  
**Ernie Williams**, *Florida* Sponsors: Steven and Virginia Matheo

# Benefits Beyond Extended Drain Intervals

Extended drain intervals are a major selling point for AMSOIL synthetic motor oils, saving customers time, labor and money. Key to the ability of AMSOIL synthetic motor oils to provide extended drain intervals are top quality synthetic base stocks and premium additive packages that ensure they maintain their protective viscosities, neutralize acids and prevent the formation of harmful sludge and varnish deposits.

Still, however, even with vehicle manufacturers and a number of lubricant manufacturers extending drain interval recommendations, some customers are stuck on 3,000-mile drains and have not yet embraced the concept of extended drain intervals. In addition to the benefits of extended drain intervals, the superior formulations of AMSOIL synthetic motor oils provide many other benefits:

## Extended Equipment Life

AMSOIL synthetic motor oils are formulated with top-of-the-line synthetic base stocks that provide excellent viscosity film strength for superior wear protection, while robust additive packages further reduce wear in metal-to-metal contact regions, extending equipment life and reducing major repairs. In addition, while wear protection is often compromised in conventional oils operating in hot and cold temperature extremes, AMSOIL synthetic motor oils maintain their protective viscosities in extreme temperatures, providing unsurpassed protection and performance.

## Fuel Economy

AMSOIL synthetic motor oils have been shown to yield significant increases in fuel economy over conventional motor oils. Petroleum-based lubricants are composed of irregular molecules of various sizes that create excess friction, in addition to the friction generated between moving parts. The vehicle's engine must burn extra fuel to overcome this friction, decreasing fuel economy. Conventional lubricants are also very susceptible to volatility, increasing viscosity and forcing the engine to consume more energy pumping oil at the expense of fuel economy. Because AMSOIL synthetic lubricants contain only smooth, uniform molecules, they effectively reduce friction, resist volatilization and improve fuel efficiency.

## Cold Temperature Protection

Conventional lubricants often contain paraffins (wax) that cause the lubricants to thicken and lose ability to flow in cold temperatures. Cold-thickened lubricants sometimes hinder the rotation of the vehicle's crankshaft so much that it cannot rotate fast enough to start the engine. In addition, cold-thickened lubricants may leave working parts unprotected for as long as five minutes, causing significant wear. AMSOIL synthetic motor oils contain no paraffins and flow readily in extremely cold conditions, reducing drag on moving engine parts, allowing engines to start in the coldest winter temperatures and providing immediate post-startup lubrication.

## High Temperature Protection

High temperature operation causes many conventional oils to volatilize and lose mass, seriously compromising their protective qualities. AMSOIL synthetic motor oils provide superior protection and performance in high temperatures, resisting volatilization, keeping oil consumption and emissions extremely low and ensuring engines are thoroughly lubricated and protected. High temperatures also contribute to oil oxidation that leaves behind damaging acids and deposits. AMSOIL synthetic motor oils are formulated with premium additive packages that resist oxidation and keep engines running clean and deposit-free.

## Corrosion Protection

Corrosion inhibition is an especially important feature for engines subject to frequent short-trip operations and for stored engines. AMSOIL synthetic motor oils contain anti-corrosion agents, preventing the formation of corrosion on critical engine components and extending equipment life.

AMSOIL synthetic motor oils offer many significant benefits, including extended equipment life and fewer repairs, improved fuel economy, superior protection in hot and cold temperature extremes and protection against corrosion. Even if a customer is not yet sold on the benefits of extended drain intervals, there are many more reasons to buy and use AMSOIL synthetic motor oils.



# AMSOIL Cold Flow Improver Reformulated

New Cold Flow Improver provides superior cold-weather performance.



AMSOIL Cold Flow Improver (ACF) has been reformulated to provide maximum cold flow capabilities in diesel fuels. The new formulation provides superior performance over the former DFF formulation, which is available while supplies last.

## Cold Weather and Diesel Fuel

As the temperature drops, the wax naturally found in diesel fuel begins to form crystals. The point at which wax crystals form is known as the cloud point. These wax crystals eventually clog the fuel filter and starve the engine of fuel or prevent it from starting.

## #1 Diesel Fuel

One traditional solution to cold-weather problems in diesel engines is the use of #1 diesel fuel, which is diesel fuel diluted with kerosene. While #1 diesel fuel has an advantage in low-temperature operability, there are also several disadvantages. The energy content of #1 diesel fuel is about 95 percent of #2 diesel fuel, resulting in reduced fuel economy and less horsepower. In addition, the kerosene used in #1 diesel fuel provides less lubrication for the fuel pump and fuel distributor, increasing the likelihood for wear on these critical components.

## Cold Weather Performance Parameters

There are several areas of diesel fuel improvement touted by various cold flow additive manufacturers, including pour point, cloud point and cold filter plugging point (CFPP). Many claims can be misleading, so it is important to understand this terminology in order to determine which products truly provide superior performance.

It is important to distinguish between CFPP and pour point. Many competitive products make great claims regarding pour point, leading consumers to believe their products are superior when they actually have an inferior CFPP. Once fuel surpasses its cloud point, the wax crystals begin to clog the fuel filter. The CFPP temperature is a more important characteristic than pour point because the engine will not run if fuel cannot pass through the fuel filter.

## AMSOIL Cold Flow Improver

AMSOIL Cold Flow Improver provides superior fuel flow to help prevent filter plugging in cold temperatures. It is formulated for a broad range of diesel fuels, including #1 diesel fuel, #2 diesel fuel, biodiesel and hard-to-treat ULSD fuels. AMSOIL Cold Flow Improver minimizes the need for blending standard #2 diesel fuel with lower-quality #1 diesel fuel, helping maintain fuel economy and keep engines functioning normally. It is also excellent for use with home heating oil and kerosene heat systems.

AMSOIL Cold Flow Improver uses a jet-fuel-type deicer that disperses water to control ice formation throughout the fuel system. It inhibits wax crystal formation and can improve the pour point in ULSD by as much as 58°F (32°C), easing the flow of fuel to the engine and improving diesel engine reliability in cold temperatures. In addition,

AMSOIL Cold Flow Improver lowers the CFPP by as much as 34°F (18°C) in ULSD.

### Pour Point (Actual Temperatures)

Sample	Treat Rate	Cost per 5-Gallon Treatment	High Sulfur Diesel		ULSD		B20	
			°C	°F	°C	°F	°C	°F
Untreated	N/A	N/A	-24	-11	-28	-18	-21	-6
Power Service	3.2 oz/5 gal	\$0.99	-24	-11	-60	-76	-45	-49
AMSOIL ACF	2.0 oz/5 gal	\$0.56	-21	-6	-60	-76	-48	-54

### Cold Filter Plugging (Actual Temperatures)

Sample	Treat Rate	Cost per 5-Gallon Treatment	High Sulfur Diesel		ULSD		B20	
			°C	°F	°C	°F	°C	°F
Untreated	N/A	N/A	-9	16	-15	5	-16	3
Power Service	3.2 oz/5 gal	\$0.99	-17	1	-30	-22	-15	5
AMSOIL ACF	2.0 oz/5 gal	\$0.56	-16	3	-34	-29	-30	-22

Test results from September 2007

## Concentrated ACF vs. ACF Blended with Fuel

The new formulation of AMSOIL Cold Flow Improver will show no signs of solidifying in its concentrated state in the bottle until the temperature reaches -22°F (-30°C), a great improvement over the previous formulation, which solidified in the bottle at 0°F (-18°C). Cold Flow Improver will only freeze in its concentrated state, and AMSOIL recommends storing it at temperatures above 0°F (-18°C). If ACF is allowed to freeze in the bottle it can be thawed and used. When mixed with diesel fuel, ACF effectively improves diesel fuel cold temperature properties. It is recommended, however, that fuel be treated at temperatures above 32°F (0°C). ACF will not dissolve wax crystals which have already formed in the fuel.

## Application Information

AMSOIL Cold Flow Improver is specifically formulated for improving fuel flow, helping maintain fuel integrity and preventing the clogging of filters and injectors. It is excellent for use with diesel fuels, heating oils and kerosene. Two oz. of AMSOIL Cold Flow Improver treats five gallons of fuel. One 16 oz. bottle treats 40 gallons. The clear bottles feature an easy-to-read graduation label for accurate dispensing, helping ensure proper treat ratios.

### Canada Pricing

Stock#	Unit of Measure	Comm. Credits	Can. Dealer	Can. Sugg. Retail
ACFCNC	ea	3.05	5.50	7.30
ACFCNC	ca	36.60	62.40	86.40

### U.S. Pricing

Stock#	Unit of Measure	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail
ACFCN	ea	3.05	4.45	5.90
ACFCN	ca	36.60	50.40	69.60

# Gear Oil Market is Heating Up

Gear oil has been a hot topic around the industry lately. Vehicle manufacturers, field testers and lubricant manufacturers all are weighing in on the evolution of differentials and its effect on gear oil performance and design. With the recent release of the AMSOIL *A Study of Automotive Gear Lubes* white paper, the spike in awareness regarding the need for superior gear oil performance could not have come at a better time for AMSOIL Dealers.

## Raising Awareness

Most consumers are unaware of how important differential maintenance has become. It is the gear lubricant's job to lubricate, cool and protect geared systems. It must also carry damaging wear debris away from contact zones and muffle the sound of gear operation. These tasks have become increasingly difficult with the demands placed on modern differentials, especially in pickups and SUVs. Consumers want more towing capacity, more torque, longer drain intervals and maximum fuel economy.

In addition, most vehicles operate under severe service as defined by vehicle manufacturers, but the majority of vehicle owners are unaware of this. Severe service applications include towing, hauling, plowing, off-road use, frequent stop-and-go driving, steep-hill driving and temperature extremes. How prevalent is severe service operation? A September 2007 *Lubes 'N' Greases* article entitled "Torque & Spark" notes that more than 90 percent of Ford Super Duty pickups are used for towing. That means that more than 90 percent of Super Dutys operate in severe service and require superior gear lubrication.

## Gaining Momentum

In recent years, studies have revealed that most differential wear occurs during the break-in period. Because differentials are not equipped with filters, break-in metals are suspended in the oil, causing increased wear as the particles mesh between the gears. Severe service operation causes additional stress to the differential during the break-in period and can cause premature differential damage or failure. This revelation, along with the marked increase in the ratio of horsepower to differential size, helped to bring differential maintenance to the forefront. Changing the gear lube after the break-in period (about 3,000 miles) is a low-cost maintenance investment that provides a significant payoff, including greatly reduced wear, extended differential gear and bearing life and protection for expensive vehicle investments. In fact, many auto manufacturers now recommend an initial drain interval of between 500 and 3,000 miles. Most consumers are unaware of this recommendation. By keeping customers informed, AMSOIL Dealers can provide a valuable service and earn trust, credibility and additional sales.

## Severe Service Remains a Big Challenge

Harold Chambers, a lubrication technology specialist with Ford Transmission & Driveline Engineering, is quoted in *Lubes 'N' Greases* as saying, "One of the biggest challenges for our vehicles is towing. We also need to run quietly for the life of the vehicle. We want to optimize the power density – that is, get the maximum torque capabil-

ity with the least fatigue life in the smallest space possible."

Chambers also lists fuel economy and heat generation as major obstacles, both adversely affected by severe service.

"Overall, because of higher durability and towing needs, we're seeing more wear and distress issues with gear sets," said Chambers.

## AMSOIL Answers the Call

Today's driveline challenges depend upon gear lubricants to supply solutions. As clearly demonstrated in the gear lube white paper, *A Study of Automotive Gear Lubes*, AMSOIL answers the call with Severe Gear® Synthetic EP Gear Lubes. When pitted against 13 of the industry's most popular gear lubes, AMSOIL Severe Gear came out on top, performing well in every category. AMSOIL Severe Gear proved robust enough to maintain its viscosity when subjected to temperature changes. It was durable enough to retain viscosity during use, even during severe service. It proved superior in resisting oxidation, protecting against wear, resisting foaming and providing protection under extreme pressures. AMSOIL Severe Gear ranked first or second in 13 out of 16 tests and never ranked below fourth, the only gear lube to test so well. The high ranking of AMSOIL Severe Gear clearly points to a well-balanced formulation capable of delivering effective, long-lasting lubrication protection to all differential components. Most notable is the superior performance of AMSOIL Severe Gear in the critical areas of extreme-pressure protection and viscosity and oxidation stability.

## The Extra Mile

To further verify the findings reported in *A Study of Automotive Gear Lubes*, additional testing was performed on AMSOIL Severe Gear. The L-37 Axle Rig Test evaluates load-carrying, wear protection and extreme-pressure properties of gear lubricants. Already considered a rigorous test, the severity of the test was increased to challenge Severe Gear to the absolute limits in gear lube performance. Following a gear conditioning phase, the test is normally conducted for 24 grueling hours at 80 wheel rpm, 1740 lbf-ft torque per wheel with an axle sump temperature maintained at a constant 275°F (135°C). To further challenge the integrity of AMSOIL Severe Gear Synthetic 75W-90, the test severity was increased by adding 20 percent greater load. Under these test conditions, Severe Gear was tested at 2088 lbf-ft per wheel for a total combined load of 4176 lbf-ft. This is equivalent to a Chevy pickup with a Duramax 6.6 liter engine and Allison transmission pulling a loaded trailer uphill at full throttle in second gear for 24 straight hours. AMSOIL Severe Gear passed all the requirements, even under 20 percent greater load.

## Severe Service Requires Severe Gear

Without a doubt, AMSOIL Severe Gear Synthetic Gear Lubricants provide superior, worry-free protection, even in severe service. For a complete look at indisputable proof, order *A Study of Automotive Gear Lubricants* (G2457).



# Purchasing Habits of the Youth Market



Smaller cars are popular with Generation Y consumers, with some spending thousands of dollars on modifications and personalizations.

The youth market, otherwise known as Generation Y, has been the subject of many studies over the years. Representing people born between 1977 and 1995, Generation Y is generally regarded as the biggest block of consumers since the Baby Boom generation, totalling over 70 million consumers. The SEMA Youth Study is an intensive, ongoing study that takes a close look at the automotive and aftermarket activity of this generation.

Over 20 million new Generation Y drivers are expected to hit the roads between 2005 and 2009, and it is estimated that Generation Y consumers will be responsible for 25 percent of all vehicle purchases by 2010. As indicated in the chart below, Generation Y demonstrates a clear affinity for 4-door and 2-door

passenger vehicles. The reasons are likely related to the higher expense of larger SUV and crossover vehicles, as well as the quickly growing compact performance niche. Smaller cars are not only less expensive, they are considered cool among many Generation Y consumers.

Fifty-three percent of Generation Y survey respondents indicated they have modified or personalized their vehicles, indicating a willingness to invest money in products that improve the performance and aesthetics of their vehicles. Generation Y customers want their vehicles to last. Even more important, they seek performance, and they identify with performance-related products.

The first generation to grow up with cell phones, text messages and the internet, Generation Y communicates and interacts differently than preceding generations. In fact, 32.7 percent of Generation Y consumers use the internet as their primary source for researching new vehicles, while 93 percent use the internet for at least a portion of their research. As a comparison, 62 percent of the general population uses the internet for at least a portion of their new vehicle research. Internet usage is a defining characteristic of Generation Y, with consumers not only researching many of their purchasing decisions online, but also buying the products themselves through the internet. This highlights the importance of maintaining a quality, easy-to-navigate website to attract younger consumers.

Type of Vehicle Driven by Age	16-17 (%)	18-19 (%)	20-21 (%)	22-23 (%)	24-25 (%)	26-30 (%)
2-seat sporty car	14.6	14.3	14.4	18.7	15.2	17.7
4-door passenger car (sedan)	30.2	18.9	26.0	24.7	25.0	27.2
2-door passenger car (coupe)	30.2	40.6	35.1	29.7	26.5	22.2
sport sedan	4.2	6.0	6.7	3.8	8.3	7.6
sport wagon	0.0	0.5	1.0	1.1	0.0	1.9
3-door hatchback	10.4	7.4	6.7	7.1	8.3	4.4
5-door hatchback	0.0	1.4	0.0	1.1	1.5	0.0
SUV	5.2	6.9	5.3	7.7	7.6	10.8
pickup truck	5.2	3.7	3.8	4.9	7.6	7.0
crossover vehicle	0.0	0.0	0.5	1.1	0.0	0.6
van	0.0	0.5	0.5	0.0	0.0	0.6

## Generation Y Primary Sources of New Vehicle Information:

TV	34.2%
Internet	32.7%
Word of Mouth	17.2%
Magazine	9.1%
Newspaper	3.6%
Other	2.3%
Radio	0.9%

While Generation Y consumers exhibit a number of differences with previous generations, they share with their elders a distinct love of vehicles and a willingness to invest money into them. The youth market is wide open to AMSOIL Dealers. Premium quality AMSOIL products not only offer young consumers the best protection and performance money can buy, they also save money through extended drain intervals, improved fuel efficiency and longer equipment life.

# The Winning Formula

## AMSOIL 35th Anniversary Convention

### July 17-19, 2008 • Duluth, Minn.



Registration is open for the AMSOIL 35th Anniversary Convention and time is running out to take advantage of a money-saving opportunity. Participants who register early will receive a discount from now until December 31, 2007.

The AMSOIL 35th Anniversary Convention will be held July 17-19, 2008 at the Duluth Entertainment and Convention Center (DECC). The event offers Dealers exciting opportunities to strengthen themselves personally and professionally. The convention will feature exciting opportunities such as:

#### **Drawings and Giveaways**

For every qualified Dealer, Preferred Customer and account a convention-registered Dealer brings in from December 1, 2007 through April 30, 2008, that Dealer earns a chance to win a five-night stay at an area hotel during the convention if they sign up for the Core Technology Training Program or a three-night stay if they sign up for the convention only. Every qualified Dealer, Preferred Customer and account a convention-registered Dealer brings in through April 30, 2008 also earns that Dealer opportunities to win AMSOIL giveaways, including cash totaling \$10,000 and lots of exciting prizes. Dealers should come prepared to test their "AMSOIL know-how" for a chance to walk away with a pocketful of AMSOIL cash.

#### **Rebates**

All Dealers will receive 10% rebates on all products ordered at the convention.

#### **Meet Team AMSOIL Racers**

The Winning Formula Expo will offer AMSOIL Dealers the opportunity to meet and socialize with Team AMSOIL racers. Dealers will also be able to view the various race vehicles that AMSOIL sponsors.

#### **Rig Round Up**

Dealers will have the opportunity to showcase their handiwork and creativity by displaying personal AMSOIL vehicles. Participating Dealers can win cash prizes in several categories.

#### **Corporate Presentations**

The AMSOIL 35th Anniversary Convention is a can't-miss educational opportunity for AMSOIL Dealers. Participants will attend corporate presentations aimed at helping them with their AMSOIL businesses. Guest speakers, awards and social time with AMSOIL Founder

and President A.J. Amatuzio will also be highlights of the event.

#### **See the AMSOIL Center Expansion**

The AMSOIL 35th Anniversary Convention presents Dealers their first chance to see the newly expanded AMSOIL Center, featuring new state-of-the-art blending systems, new outdoor and indoor tank farms and a new bulk unloading area.

#### **Modified Core Technology Training**

This is a training program offered in conjunction with the convention. This training is open to all AMSOIL Dealers, regardless of recognition level or participation in past training events. Completion of the program qualifies Dealers to register for the Business Development course track at the 2009 AMSOIL University.

The Modified Core Technology Training Program will include 18 hours of quality training, with classes focusing on technical, sales, communications and administration topics. The classes will be conducted over the two and a half days leading into the 35th Anniversary Convention. Dealers who have never attended AMSOIL University are ideal candidates for this program, while Dealers who haven't attended AU for the last several years may want to participate in order to get a refresher and hear about new products, strategies and ideas.

Look for additional and exciting information about the 35th Anniversary Convention in future issues of the *Action News*. See "Convention Registration" in the Dealer Zone ([www.amsoil.com](http://www.amsoil.com)) for the most current convention information.

#### **Registration**

AMSOIL Dealers can register for the 35th Anniversary Convention online in the Dealer Zone at [www.amsoil.com](http://www.amsoil.com) or by calling 1-800-777-7094. Registration for the Modified Core Technology Training is limited to 150 Dealers and only available to 35th Anniversary Convention attendees. For Dealers already registered for the 35th Anniversary Convention, contact Julie Jacobson at 715-392-7101 to add this event to your itinerary. If you are registering for the first time, simply tell the order processing person that you want to attend the Modified Core Technology Training Program. Don't miss these great opportunities. Register today!

## Lodging Accommodations

Rooms have been blocked for four nights at the following hotels for Wednesday, July 16 through Saturday, July 19 for the AMSOIL 35th Anniversary Convention. Rooms have been blocked for six nights at the Holiday Inn Hotel & Suites for Monday, July 14 through Saturday, July 19 to accommodate Core

Technology Training attendees. The block and rates are guaranteed until June 13, at which time they will be released. Dealers must mention AMSOIL when calling to make reservations. Check [www.amsoil.com](http://www.amsoil.com) for specific rates and e-mail links, or telephone the hotel of your choice at the numbers listed below.

### Duluth, Minnesota

#### Downtown Hotels

*(Downtown hotels are connected to the DECC through the skywalk)*

#### Holiday Inn Hotel & Suites

200 West First Street  
Duluth, MN 55802-1952  
Reservations: 800-477-7089  
Room Rates: \$119 per night + 13% tax

#### Radisson Hotel

##### Duluth-Harborview

505 West Superior Street  
Duluth, MN 55802  
Reservations: 800-333-3333  
Room Rates: \$99 per night + 13% tax

#### Canal Park Hotels

##### Canal Park Lodge

250 Canal Park Drive  
Duluth, MN 55802  
Reservations: 800-777-8560  
Room Rates: \$209 per night + 13% tax

##### Comfort Suites

408 Canal Park Drive  
Duluth, MN 55802  
Reservations: 800-517-4000  
Room Rates: \$149 per night (city view), \$179 per night (lakeview) + 13% tax (Wednesday and Thursday) \$169 per night (city view), \$189 per night (lakeview) + 13% tax (Friday and Saturday)

##### Hampton Inn

310 Canal Park Drive  
Duluth, MN 55802  
Reservations: 800-HAMPTON (800-426-7866)  
Room Rates: \$139 per night (city view), \$159 per night (lakeview) + 13% tax (Wednesday and Thursday) \$169 per night (city view), \$189 per night (lakeview) + 13% tax (Friday and Saturday)

#### The Inn on Lake Superior

350 Canal Park Drive  
Duluth, MN 55802  
Reservations: 888-668-4352  
Room Rates: \$168 per night + 13% tax

#### The Suites at Waterfront Plaza Hotel

(formerly Hawthorn Suites)  
325 Lake Avenue South  
Duluth, MN 55802  
Reservations: 877-766-2665  
Room Rates: \$105 per night (studio king/queen suite), \$135 per night (studio double suite), \$145 per night (one bedroom king suite) + 13% tax

#### East Duluth Hotels

##### Edgewater Resort and Waterpark

2400 London Road  
Duluth, MN 55812  
Reservations: 800-777-7925  
Room Rates: \$129 per night + 13% tax

#### West Duluth Hotels

##### Comfort Inn West

3900 West Superior St.  
Duluth, MN 55807  
Reservations: 800-424-6423  
Room Rates: \$99 per night + 13% tax (Wednesday and Thursday), \$139 per night + 13% tax (Friday and Saturday)

#### Miller Hill Hotels

##### Country Inn and Suites

**Duluth North**  
4257 Haines Road  
Duluth, MN 55811  
Reservations: 800-456-4000  
Room Rates: \$119 per night + 13% tax

### Superior, Wisconsin

#### Barker's Island Inn

300 Marina Dr.  
Superior, WI 54880  
Reservations: 800-344-7515  
Room Rates: \$69.95 per night + 11.5% tax (Wednesday and Thursday), \$134.95 per night + 11.5% tax (Friday and Saturday)

#### Bay Walk Best Western

1405 Susquehanna Ave.  
Superior, WI 54880  
Reservations: 715-392-7600  
Room Rates: \$53.95 per night + 11.5% tax (Wednesday and Thursday), \$119.95 per night + 11.5% tax (Friday and Saturday)

#### Best Western Bridgeview

415 Hammond Ave.  
Superior, WI 54880  
Reservations: 800-777-5572  
Room Rates: \$59 per night + 11.5% tax (Wednesday and Thursday), \$119 per night + 11.5% tax (Friday and Saturday)

#### Holiday Inn Express

303 Second Ave.  
Superior, WI 54880  
Reservations: 877-766-2665  
Room Rates: \$99 per night + 11.5% tax (Wednesday and Thursday), \$117 per night + 11.5% tax (Friday and Saturday)

#### Superior Inn

525 Hammond Ave.  
Superior, WI 54880  
Reservations: 800-777-8599  
Room Rates: \$40 per night + 11.5% tax (Wednesday and Thursday), \$89 per night + 11.5% tax (Friday and Saturday)

## Overnight RV Parking at the DECC

Parking at the Duluth Entertainment and Convention Center is \$4 per vehicle per day. For those with larger vehicles and trailers that require more than one parking space, an additional \$4 per space will be charged. Camper permits are \$25 per night without electricity and \$35 per night with electricity. Water and sewer septic hookups are not available. No reservations are taken or required. RV parking is accepted on a first come, first serve basis.

## Camping and RV Information

Contact Julie Jacobson at 715-392-7101 for campground and RV accommodations or go to [www.visitduluth.com](http://www.visitduluth.com) or [www.visitsuperior.com](http://www.visitsuperior.com).

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

	Convention Only	Convention & Training
From now until December 31, 2007:	\$124 US (per Dealer)	\$248 US (per Dealer)
January 1, 2008 - March 31, 2008:	\$139 US (per Dealer)	\$278 US (per Dealer)
April 1, 2008 until the convention:	\$149 US (per Dealer)	\$298 US (per Dealer)

Information on the availability of child care will follow in future issues of the Action News or on the AMSOIL corporate website.

# Rinker First in Finale

**ChampBoat driver tames Savannah River for second straight year**



*Photo courtesy of ChampBoat.*

*Terry Rinker powers the AMSOIL boat to his second win of the season on the Savannah River.*

Defending a championship is never an easy task, and when you've won three of the past four ChampBoat Series titles like Terry Rinker, the task is even more difficult. Ever the bulldog, Rinker had his sights set on a third straight championship in 2007 and scratched and clawed his way toward that goal until the final flag fell in Savannah, Ga.

Rinker, who pilots the #10 Team AMSOIL F1 boat, followed up his first win of the season in Warsaw, Ky. in mid-August with a second place showing at the Roar of the Rockies in Windsor, Colo. on Labor Day weekend. The two dazzling runs put Rinker back into championship contention with the final event to be held on the Savannah River in Savannah, Ga., the same waterway where Rinker secured his 2006 title.

The Tampa, Fla. native put the pressure on the competition from the moment the 17' Lee Hull hit the water. A dominant performance in qualifying put the AMSOIL boat on

the pole for the final. Rinker would need a near-perfect run to capture the title and a little bad luck for the two men leading the points race, Tim Seebold and Chris Fairchild.

Rinker got his near-perfect run, fighting with a contingent of other boats during the 50-lap, one-mile, four-turn course. He led every lap despite being challenged early by Shaun Torrente and late by Fairchild. The win marked Rinker's 17th career victory, moving him into third all-time ahead of legendary F1 driver Bill Seebold.

Despite his perfect performance, Rinker didn't get any help from the luck department, as Fairchild held on for second and Seebold finished third and secured the title. Rinker finished third behind Fairchild in the points race.

The 2007 ChampBoat Series will be televised on the SPEED Channel. Beginning December 8, the broadcasts will air every Saturday at 11 a.m. EST.

# Teague: National Champion

**Veteran off-shore driver wins in 800th career race**

Repetition of any task usually leads to favorable results, and for Team AMSOIL off-shore powerboat racer Bob Teague, 34 years of racing led to a win in his 800th career race.

Teague, along with Team AMSOIL driver Paul Whittier, headed to Florida's Gulf of Mexico coast line for the annual Destin World Cup, a five day event featuring two series, four races and winter-long bragging rights.

"I've been doing this since 1973," Teague told a local reporter before the first race in Destin. "What keeps me on the water is the camaraderie, the competition and trying to build a better widget – a better race boat."

Teague seems to have built a better race boat in 2007. Heading into Destin, Team AMSOIL had stood on the podium 11 times in 12 races. In Destin, they went four-for-four in podiums, including a pair of wins in the Pacific Offshore Powerboat Racing Association (POPRA). The team also competed in the Cat Lites classes in the Off Shore Super Series (OSS), and despite a mechanical issue, finished second in the first race and bounced back to win the OSS finale on Sunday. The 2-1 finish earned Team AMSOIL the overall win and the pair's first OSS National Championship.

"We reached back and found a little extra horsepower for Sunday's race," said Teague. "AMSOIL helped push this 36' Skater to the front once again. Every time we run the #77 AMSOIL boat, we seem to get a little better with each lap."



*Team AMSOIL battles with Popeyes moments before taking the lead in Destin.*



*Bob Teague and Paul Whittier were crowned National Champions at the Destin World Cup.*

# Two Wins for Douglas

## Final two weekends bring redemption to off-road team

Despite two horrific crashes early in the season, including one that caused the team to completely rebuild the Ford F-150 chassis, things started looking up for AMSOIL/Kumho Tires Super Team driver Scott Douglas as the Championship Off Road Racing (CORR) series came to an end for 2007.

In mid-October, the Pro-4 driver picked up his first CORR win of the season on the half-mile, high banked dirt track at the Texas Motor Speedway. (Note: Douglas scored two wins in the 2007 World Series of Off-Road Racing). The El Cajon, Calif. native led wire-to-wire, despite heavy pressure from the rest of the field.

"You had to be so smooth (in Texas)," said Douglas. "You wanted to mash the throttle so hard, but the corners were so slick you couldn't. You had to keep feeling for the bite, and it's the hardest thing when you've got guys breathing down your neck."

Douglas continued to assert his late season dominance at the final round of racing in Primm, Nev. In the final CORR Pro-4 points race



Photo courtesy of JnL Photography

AMSOIL Super Team driver Scott Douglas reacts after winning the final race of the 2007 CORR season.



Photo courtesy of JnL Photography

After a slow start in 2007, Scott Douglas powered the AMSOIL/Kumho Tires Ford F-150 to two wins to close out the season.

of the year, Douglas took over the lead early in the 17-lap contest. With defending champion Johnny Greaves closing in, Douglas drove his AMSOIL/Kumho Tires Ford F-150 exceptionally well and crossed the finish line with his second win of the year. Douglas finished second overall in the CORR season championship standings.

"Hard work helped us get back into the points race," said Douglas. "Without the help from AMSOIL and the unbelievable products they make, we wouldn't have been able to climb back into it. We were a little snake bitten by other drivers this season, but we made the necessary repairs and worked at getting back into the winner's circle."

## Products the Pros Use

Off-road truck racing is putting the AMSOIL line of Ea Racing Air Filters to the ultimate test. AMSOIL Ea Racing Air Filters are composed of advanced nanofiber media for higher dirt-holding capacity and lower pressure drop compared to traditional filter medias. Boasting more than 800 h.p. and competing in intense side-by-side racing, the AMSOIL Super Team trucks have a great need for keeping dirt out and air flowing.



Photo courtesy of JnL Photography

"We are constantly being hounded by dirt, rocks, dust and mud. AMSOIL Ea Racing Air Filters keep the track debris out of our engines while keeping the air flowing through for more horsepower."

~ Scott Douglas, AMSOIL Super Team driver





## T-1 CERTIFICATION MEETINGS

### UTAH

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

## AMSOIL DEALER MEETINGS

### ALABAMA

• December 20 - Thursday  
• January 17 - 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

• December 20 - Thursday  
• January 17 - 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

• December 13 - Thursday  
• January 10 - 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

• December 4, 18 - Tuesday  
• January 1, 15 - 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

• December 18 - Tuesday  
• January 15 - 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

• December 13 - Thursday  
• January 10 - 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@sbglobal.net

### CALIFORNIA

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

• December 1 - Saturday  
• January 5 - Saturday  
Meeting - 9 a.m.  
HILTON AT THE CLUB  
7050 Johnson Drive  
Pleasanton, CA  
Hosted by Master Direct Jobber Tom  
Santell (510) 351-8500 & Direct Jobber  
Roland Chan (925) 200-5379  
Breakfast buffet followed by meeting

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

• December 5 - Wednesday  
• January 2 - Wednesday  
Meeting - 7 p.m.  
MCCOOL RESIDENCE  
2210 Coddling Drive  
Modesto, CA 95350  
Hosted by Direct Jobber Bill McCool  
(209) 577-0174

• December 11 - Tuesday  
• January 8 - Tuesday  
Meeting - 6:30 p.m.  
CATALINA'S COFFEE SHOP  
250 East Highland Avenue  
San Bernardino, CA 92404  
Hosted by Direct Dealer Jim Johnstone  
(909) 886-4842

• December 18 - Tuesday  
• January 15 - 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

• December 18 - Tuesday  
• January 15 - 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

• December 18 - Tuesday  
• January 15 - 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

• December 20 - Thursday  
• January 17 - 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

• December 25 - Tuesday  
• January 22 - Tuesday  
Meeting - 7:30 p.m.  
LANZOFANO RESIDENCE  
120 Gravel Street, Unit 11  
Meriden, CT 06450  
Hosted by Dealer Salvatore Lanzofano  
(203) 634-0885

• December 12 - Wednesday  
• January 9 - Wednesday  
Meeting - 6:30 p.m.  
RESIDENCE  
5 BRISTOL ST.  
(1st Floor Rear Apartment)  
SOUTHINZPON, CT  
Hosted by Frank Lanzofano  
(860) 426-0439

### DELAWARE

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

### DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

• December 15 - Saturday  
• January 19 - 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

• December 6 - Thursday  
• January 3 - 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

• December 19 - Wednesday  
• January 16 - Wednesday  
Meeting - 7 p.m.  
CHICAGO CONNECTION  
1935 South Eagle Road  
Meridian, ID, 83642  
Hosted by Direct Jobber Steve Noffz  
(208) 861-8935

• December 12 - Wednesday  
• January 9 - 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

• December 1 - Saturday  
• January 5 - 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

• December 11 - Tuesday  
• January 8 - 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

• December 5, 19 - Wednesday  
• January 2, 16 - 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

• December 11 - Tuesday  
• January 8 - 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  
evansamoldist@aol.com

### IOWA

• December 4 - Tuesday  
• January 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 KENTUCKY

• None Scheduled

### LOUISIANA

• December 6 - Thursday  
• January 3 - Thursday  
Meeting - 6 p.m.  
AUTTONBERRY  
RESIDENCE  
2520 Swiss Street  
W. Monroe, LA 71291  
Hosted by Direct Jobber Ellis  
Auttonberry (318) 396-4348

### MAINE

None Scheduled

### MARYLAND

• December 27 - Thursday  
• January 24 - Monday  
Meeting - 7 p.m.  
HYNES RESIDENCE  
291 Chestnut Springs Road  
Chesapeake City, MD  
21915  
Hosted by Dealer William Hynes  
(302) 540-2525 or 877-885-3111

• December 21 - Friday  
• January 18 - 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

• December 21 - Friday  
• January 18 - Friday  
Meeting - 7 p.m.  
GRONER RESIDENCE  
9208 Todd Avenue  
Fort Howard, MD 21052  
Hosted by Account Direct Harvey  
Groner (410) 477-8255

• December 6 - Thursday  
• January 3 - 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

• December 21 - Friday  
• January 18 - Friday  
Meeting - 7:30 p.m.  
OAL 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

• December 19 - Wednesday  
(Opportunity)  
• January 16 - Wednesday (Dealer  
training)  
Meeting - 7 p.m.  
MUGRIDGE RESIDENCE  
6640 State Road  
Lakeport, MI 48059  
Hosted by Premiere Direct Jobbers  
Barry and Cathy Murgidge  
(877) 446-2671  
Call for information and scheduling  
www.pro-oil-1.com

• December 17 - Monday  
• January 21 - 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

• December 3 - Monday  
• January 7 - 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

• December 20 - Thursday  
• January 17 - Thursday  
Meeting - 7 p.m.  
MEYER RESIDENCE  
512 Broadway Street  
Cleveland, MN 56017  
Hosted by Executive Direct Jobbers  
Charles & Donna Meyer  
(507) 931-3875

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

• December 6 - Thursday  
• January 3 - 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

• December 6 - Thursday  
• January 3 - 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

• December 13 - Thursday  
• January 10 - 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

• December 15 - Saturday  
• January 19 - Saturday  
Meeting - 2 p.m.  
SAWYER WAREHOUSE  
28108 - 133rd Street  
Zimmerman, MN 55398  
Hosted by Direct Dealers Roger and  
Jennifer Sawyer Please RSVP  
(763) 856-3567 rpsracing@aol.com  
www.rpsracing57.com

### MISSISSIPPI

None Scheduled

### MISSOURI

• December 18 - Tuesday  
• January 15 - 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  
connieslubes@earthlink.net

### MONTANA

### NEBRASKA

### NEVADA

### NEW HAMPSHIRE

None Scheduled

### NEW JERSEY

• December 12 - Wednesday  
• January 9 - 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

• December 18 - Tuesday  
• January 22 - Tuesday  
Meeting - 7:30 p.m.  
GREENBERG WAREHOUSE  
2415 Princeton Drive NE,  
Suite M  
Albuquerque, NM 87107  
Hosted by Regency Silver Direct Jobbers  
Paul and Nancy Greenberg  
(505) 881-1693, warehouse;  
(505) 255-2137, home; fax (505) 881-4565.  
NMOilman@aol.com

• December 3 - Monday  
• January 7 - 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

• December 26 - Wednesday  
• January 23 - 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@empiresynthetics.com call or  
e-mail to reserve seat

• December 5 - Wednesday  
• January 2 - 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

- December 19 - Wednesday
- January 16 - 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

- December 13 - Thursday
- January 10 - Thursday Meeting - 7 p.m.

**LOTITO RESIDENCE**  
89 Owl Creek Road  
Spencer, NY 14883

Hosted by Regency Direct Jobber Peter Lotito (607) 589-4242  
Call ahead to reserve space and confirm location or e-mail lubedealer@hotmail.com www.lubedealer.com/new york

- December 13 - Thursday
- January 10 - 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

- December 19 - Wednesday
- January 16 - Wednesday Meeting - 7:30 p.m.

**Syracuse AREA**  
Call ahead for location

Hosted by Direct Jobber Peter Finnerty (315) 682-9791

- December 19 - Wednesday
- January 16 - Wednesday Meeting - 7:30 p.m.

**NEWARK, NY LOCATION**  
Call ahead for location

Hosted by Dealer Brad Timerson (315) 331-7110

## NORTH CAROLINA

- December 4 - Monday
- January 1 - Monday Meeting - 7 p.m.

**ATLANTIC BUSINESS CENTERS**  
4913 Chastain Ave. Unit 28  
Charlotte, NC 28209

Hosted by Dealer Gregory Fimnican (704) 525-5565

- December 13 - Thursday
- January 10 - 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

- December 13 - Thursday
- January 10 - 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

- December 13 - Thursday
- January 10 - 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

- December 11 - Tuesday
- January 8 - 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

- December 4 - Tuesday
- January 1 - 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

- January 22 - Monday Meeting - 7 p.m.

**PENA RESIDENCE**  
2933 West U.S. 20  
Gibsonburg, OH 43431

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

- December 3 - Tuesday
- January 7 - Tuesday Meeting - 7 p.m.

**HASKIN RESIDENCE**  
834 North Ellsworth Ave.  
Salem, OH 44460

Hosted by Dealer Roc Haskin (330) 332-4992 and Direct Jobber Jerry Wolford All Dealers welcome

## OKLAHOMA

- December 1 - Saturday
- January 5 - 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

- December 13 - Thursday
- January 10 - Thursday Meeting - 7 - 8:30 p.m.

Call for location and reservations.

Hosted by Dealers Richard and Brenda Coats (918) 225-5722

- December 11 - Tuesday
- January 8 - 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

- December 13 - Thursday
- January 10 - 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

- December 20 - Thursday
- January 17 - 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.

- December 17 - Monday
- January 21 - Monday Meeting - 7 p.m.

**PENNSYLVANIA**  
HALLOCK ENTERPRISE STORE  
5 Main Street  
Bradford, PA 16701

Hosted by Premiere Direct Jobber Joseph M. Hallock (814) 368-8625 T-1 training also available. Pre registration required

**RHODE ISLAND**  
None Scheduled

- December 17 - Monday
- January 21 - Monday Meeting - 7 p.m.

**SOUTH CAROLINA**  
GEORGE KERR and ASSOCIATES  
Northgate Building 5861  
Rivers Avenue, Suite 107  
N. Charleston, SC 29406

Hosted by Direct Jobber George Kerr (843) 747-8200 amsollddealer@aol.com www.lubedealer.com/kerr

- Variable Meetings
- Call for meeting time, date

**SPRADLEY RESIDENCE**  
117 Winston Circle  
Pelion, SC 29123

Hosted by Direct Dealers Jim & Vicki Spradley (803) 894-4618

- December 4 - Tuesday
- January 1 - 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 amsollddealer@charter.net

## SOUTH DAKOTA

- December 12 - Wednesday
- January 9 - Wednesday Meeting - 7 p.m.

**PERKINS RESTAURANT**  
3400 Gateway Blvd.  
West Sioux Falls, SD 57106

Hosted by Regency Platinum Direct Jobbers Ches and Natasha Cain (605) 361-4075 to RSVP

- December 6, 20 - Thursday
- January 3, 17 - 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

- Daily Meetings
- Meeting - 7 p.m.

Call for location.

Hosted by Account Direct Bruce Shilander (512) 736-3028

- December 18 - Tuesday
- January 15 - Tuesday Meeting - 7 p.m.

**WARD RESIDENCE**  
310 S. Grove Road  
Richardson, TX 75081

Hosted by Regency Direct Jobbers Ronald & Sandra Ward (972) 231-0773 oilmandj@comcast.net

## UTAH

- Every Tuesday
- Meeting - 7:30 p.m.

**CHRISTENSEN RESIDENCE**  
8516 Snowyline Drive  
Sandy, UT 84070

Hosted by Master Direct Jobber Neil Christensen, Direct Dealer Rodney Haskins and Dealer Doug Blackhurst (801) 942-3881/(801) 942-8641

- Every Friday
- Meeting - After 4 p.m.

**GREENE RESIDENCE**  
11653 S. Patchwork Circle  
South Jordan, UT 84095

Hosted by Dealer Dorsey Greene (801) 253-2701; T-1 Certification classes every Friday, pre-paid registration required. Everyone welcome; RSVP

## VERMONT

None Scheduled

## VIRGINIA

- December 3 - Monday
- January 7 - 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

- December 11 - Tuesday
- January 8 - Tuesday Meeting - 7:30 p.m.

**STANCIL RESIDENCE**  
1236 General Street  
Virginia Beach, VA 23464

Hosted by Regency Silver Direct Jobbers Bill & Barbara Stancil (757) 420-0673

- December 10 - Monday
- January 14 - Monday Meeting - 7 p.m.

**GRAVITTE RESIDENCE**  
1042 Merganser Circle  
Gloucester, VA 23072

Hosted by Premiere Direct Jobbers Cliff & Dee Gravitte (804) 694-0221

- December 11 - Tuesday
- January 8 - Tuesday Optional dinner - 6 p.m. Meeting - 7 p.m.

**DAYS INN RESTAURANT**  
5500 Williamsburg Road  
Sandston, VA

Hosted by Dealer Roger Riggie (804) 737-4874

## WASHINGTON

- December 17 - Monday
- January 21 - 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

- December 6 - Thursday
- January 3 - 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

- December 11 - Tuesday
- January 8 - Tuesday Meeting - 7:30 p.m.

**STOUGARD RESIDENCE**  
22907 Prairie Road  
Sedro Woolley, WA 98284

Hosted by Executive Direct Jobbers Marv & Charlotte Stougaard (360) 856-1641 Guests welcome

- December 13 - Thursday
- January 10 - Thursday Meeting - 7 p.m.

**WALSH RESIDENCE**  
2220 South Castle Way  
Lynnwood, WA 98036

Hosted by Regency Direct Jobbers Tom and Shirley Walsh (425) 483-2582 T-1 certification classes available by appointment with pre-paid registration.

- December 11 - Tuesday
- January 8 - 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

- December 11 - Tuesday
- January 8 - 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

- December 8 - Saturday
- January 12 - 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

- January 22 - 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-5W30-OIL (1-877-593-0645) Discussion on product application and oil analysis All are welcome. RSVP

- December 11 - Tuesday
- January 8 - 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

- December 20 - Thursday
- January 17 - 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

- December 13 - Thursday
- January 10 - Thursday Meeting - 7 p.m.

**KERKMAN RESIDENCE**  
28238 Durand Ave  
Burlington, WI 53105

Hosted by Master Direct Jobbers Kenneth & Lorna Kerkman (262) 534-2878

- December 13 - Thursday
- January 10 - 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

- December 6 - Thursday
- January 3 - 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.

- December 5 - Wednesday
- January 2 - 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

- December 17 - Monday
- January 21 - 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

- December 27 - Thursday
- January 31 - Thursday Meeting - 6 p.m.

**AMSOIL DISTRIBUTION CENTER**  
6625 Tomken Road,  
Units 12-14  
Mississauga, ON L5M-5J3

Hosted by Master Direct Jobber Walter Perera and local Dealers (866) 326-7645 fax: (905) 814-1802 www.sinwal.com

### PRINCE EDWARD ISLAND

- December 3 - Monday
- January 7 - 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

- December 6 - Thursday
- January 3 - Thursday Meeting - 7:30 p.m.

**ENTREPOT AUTOLUBE**  
AMS ENVIRONMENT  
1655 Rue Choicoin  
Vaudreuil-Dorion, Quebec,  
Canada J7V8P2

Hosted by Regency Silver Direct Jobber Yvon Boucher (514) 990-1889

### SASKATCHEWAN

None Scheduled

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



# CENTERLINES

...and updates

## DEALERS CUSTOMIZE FUND RAISING PROGRAM

The AMSOIL Fund Raising Program was designed for maximum simplicity for the clubs and organizations selling AMSOIL products to raise funds. When introduced, the Fund Raising Program provided a new concept in many Dealers' eyes and opened new markets to increase sales.

Many AMSOIL Dealers used the Fund Raising Program with great success. Most Dealers used the program as a template and developed their own approaches to fund raising accounts, tailoring the program to each account's specific needs. For instance, some Dealers simply sponsor a Dealer within the organization who can submit commission checks and retail sales profits directly to the club. This allows the organization to maintain an inventory, perform product installations and register commercial and retail-on-the-shelf accounts.

This trend has made the formal Fund Raising Program unnecessary and it is discontinued. Dealers interested in promoting AMSOIL products through fund raising efforts now have more flexibility using existing programs. AMSOIL will continue servicing existing fund raising accounts. Fund raising kit items G1585 and G8585 have been discontinued.

## DECEMBER CLOSE OUT

The last day to process December orders in the U.S., Canada and Puerto Rico is the close of business on Monday, December 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. CST on that day. The last day to process December orders in Alaska is the close of business on Saturday, December 22. All orders received after these times will be processed for the following month. Volume transfers for December business will be accepted until 3 p.m. CST on Friday, January 4. All transfers received after this time will be returned.

## HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Tuesday, December 25 for Christmas Day and Tuesday, January 1 for New Year's Day. The Toronto Distribution Center will be closed Wednesday, December 26 for Boxing Day.

## HOLIDAY ACTIVITIES

The AMSOIL corporate headquarters will close at 12 p.m. CST on Friday, December 14 for holiday activities. Limited telephone ordering personnel will be available

for orders, so AMSOIL asks that Dealers not attempt to contact corporate staff via the 1-800 ordering number during this time so as not to overload the limited staff. In addition, placing Dealer orders in advance of this time and day would be appreciated to aid in keeping the lines clear for customers.

## DISCONTINUED PRODUCTS

The following products are discontinued and available while supplies last:

- Briteside Heavy-Duty Scrub Hand Cleaner (BSH)
- Briteside Scrub with Pumice (BHP)
- Briteside T6 Cleaning Concentrate (BT6)
- Rain Clear (ARS) *(Canada only)*
- Fifth Wheel Spray Grease (CFW) *(Canada only)*

## UPDATED COLD FLOW IMPROVER/CETANE BOOST DATA BULLETIN NOW AVAILABLE

The Cold Flow Improver/Cetane Boost data bulletin (G2243) has been updated to include the new information regarding AMSOIL Cold Flow Improver.

Stock#	Qty.	U.S.	Can.
G2243	25	2.80	3.50



## CANADIAN PRICING DISCOUNT

Due to the recent strengthening of the Canadian dollar, AMSOIL is continuing to explore ways to support Dealers, accounts and customers in Canada with regard to product pricing. In order to provide a more direct and real-time solution, AMSOIL has been discounting prices on each product order in lieu of reducing list prices. The discount percentage is being determined on a month-to-month basis, as AMSOIL continues to monitor the exchange rate between U.S. and Canadian dollars. Changes in the discount percentage will be effective the first of each month. AMSOIL will notify Dealers of the discount percentage, who will notify their Personal Groups and accounts. Preferred Customers with valid e-mail addresses on file with AMSOIL will also be notified. For the latest discount percentage and additional information, refer to the "What's New in the Dealer Zone" link in the Dealer Zone.

## DID YOU GET YOUR 3-FOR-FREE LEADS THIS WEEK?

Introduce new prospects to AMSOIL products and effectively build your business at no cost. See the Dealer Zone at [www.amsoil.com](http://www.amsoil.com) for details.



### NEW PEWTER CAP

Metallic pewter logo on front. A.J. Amatuzio signature on visor. Flex fit back for the perfect fit. One size fits most.

Stock #	U.S.	Can.
G2475	16.50	18.50



### NEW CLOCK

New 12<sup>1</sup>/<sub>2</sub>" x 11<sup>5</sup>/<sub>8</sub>" oval wall clock shows each distribution center location.

Stock #	Wt.lbs	U.S.	Can.
G2477	2.0	24.75	27.75



### NEW THANK YOU CARDS

A great way to thank customers and accounts for their business. 5<sup>1</sup>/<sub>2</sub>" x 4<sup>1</sup>/<sub>4</sub>". 25 cards and envelopes per package.

Stock #	Qty.	U.S.	Can.
G2474	25	6.50	7.50

## STAY WARM IN STYLE



### Winter Performance Jacket

Limited edition, fully embroidered men's and women's jacket is styled after Team AMSOIL snocross race jackets and constructed of water resistant nylon cordura with 160 grams of warm insulation. Two outside zip pockets and one inside zip pocket. Adjustable velcro waist and wrist tabs. Velcro closure over front zipper for wind protection. Limited supplies available. Sizes Extra Small - XXXL.

Stock #	Size	U.S.	Can.
G2423	XS	195.00	219.00
G2424	S	195.00	219.00
G2425	M	195.00	219.00
G2426	L	195.00	219.00
G2427	XL	195.00	219.00
G2428	XXL	195.00	219.00
G2429	XXX	195.00	219.00

### Flame Beanie

Black and gray flame design with embroidered AMSOIL logo on front.

Stock #	U.S.	Can.
G2242	12.95	16.00



### New Hooded Sweatshirt

Suprema™ unisex 80% cotton/20% polyester hooded sweatshirt features drawstring hood with contrast lining and front pouch pocket. Sizes Extra Small - XXXL.

Stock #	Size	U.S.	Can.
G2481	XS	39.25	44.00
G2482	S	39.25	44.00
G2483	M	39.25	44.00
G2484	L	39.25	44.00
G2485	XL	39.25	44.00
G2486	XXL	41.50	46.50
G2487	XXX	45.25	50.50

### Winter Warrior Gauntlet Gloves

New Scott winter gloves are constructed of waterproof Gore-Tex® with full leather palm reinforcements. Designed to keep hands warm, dry and comfortable. Include wrist straps and cinch cord cuffs. Sizes S-XXL.

Stock #	Size	U.S.	Can.
G2372	S	38.75	48.25
G2373	M	38.75	48.25
G2374	L	38.75	48.25
G2375	XL	38.75	48.25
G2376	XXL	38.75	48.25



# Improve Diesel Performance

AMSOIL Diesel Concentrate and Cetane Boost effectively improve performance in all types of heavy- and light-duty, on- and off-road and marine diesel engines, and they are ultra-low sulfur diesel (ULSD) fuel and biodiesel compatible.



## Cetane Boost (ACB)

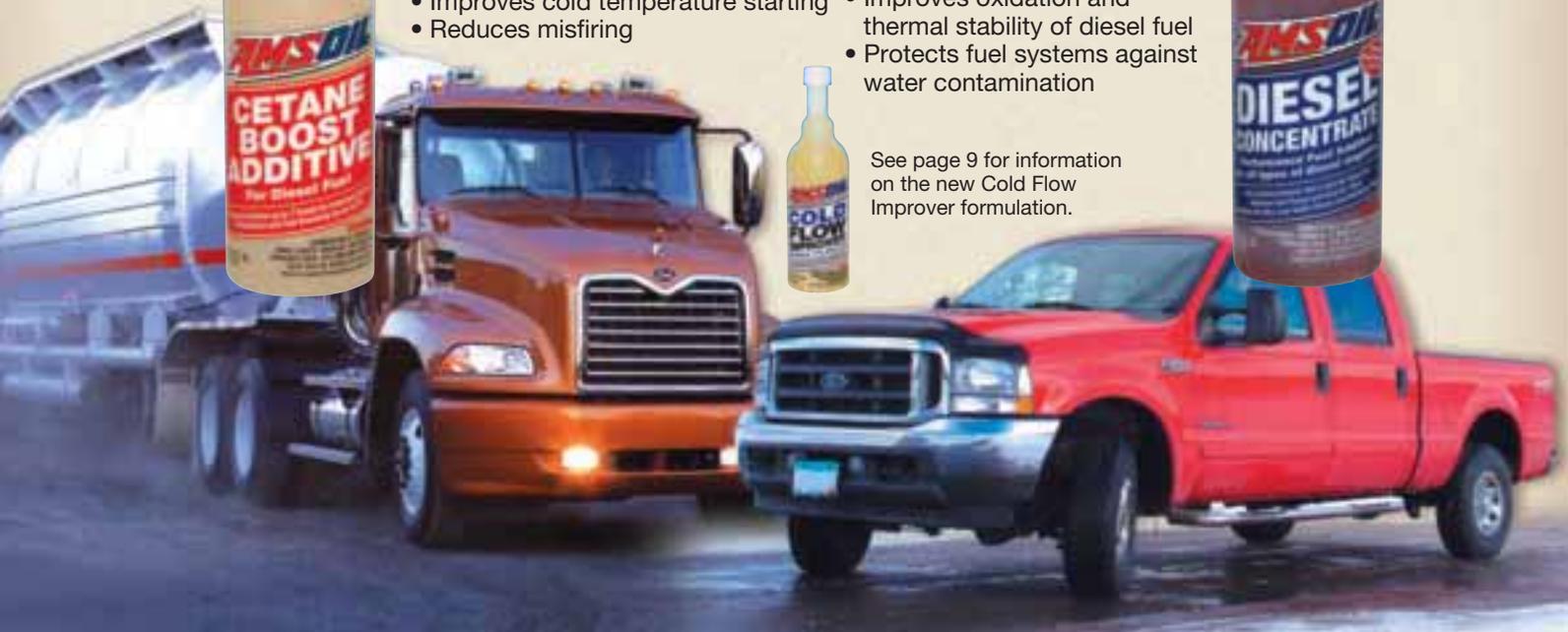
- Improves fuel economy
- Shortens ignition lag time
- Provides quieter, smoother operation
- Reduces cranking time
- Reduces white smoke, emissions and odors
- Improves cold temperature starting
- Reduces misfiring

## Diesel Concentrate (ADF)

- Improves fuel economy
- Restores horsepower
- Reduces fuel pump, injector and cylinder wear
- Extends engine oil TBN
- Minimizes soot loading
- Improves oxidation and thermal stability of diesel fuel
- Protects fuel systems against water contamination



See page 9 for information on the new Cold Flow Improver formulation.



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



**AMSOIL INC.**

SYNTHETIC LUBRICANTS

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