



ACTION NEWS

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The First in Synthetics

FEBRUARY 2002

Lab Expansion Adds Up to Greater Efficiency



From the President's Desk...



Many times over the years, I have been approached by other corporations or investors who wish to purchase AMSOIL Inc. I recently received another such offer in a letter stating that their research indicated we made excellent products and had a good management team in place. Yes we do and yes we have, but my response is and has always been, ... "not for sale".

AMSOIL enjoys an excellent reputation in the marketplace. Our name means high quality products to millions of people. This is bound to attract potential investors. It also has attracted the interest of some large retailers. They know the AMSOIL name is marketable. But there would be major drawbacks for us and our Dealers if we let them buy and sell on their terms.

Some time back, one of our Dealers asked AMSOIL to assist in preparing a proposal to a large discount retailer. We backed out when the discounter insisted on purchasing and selling our products at a lower price than our Dealers can purchase and sell the products for. In essence, we turned our backs on a possible multi-million dollar a year sale because we knew it wasn't good for AMSOIL Dealers.

AMSOIL is committed to multi-level marketing and to our Dealers. We won't do anything that we feel will hurt our Dealer network. There have been a number of MLM companies who have used their dealers to put them on the map, then turned their backs on them and abandoned MLM for conventional marketing. Can you imagine how frustrated and disappointed those dealers had to be? All their work building sales organizations went down the drain.

That will never happen here at AMSOIL. We have a great relationship with our Dealers, and we like it that way. We make a great team, AMSOIL INC. and you

Dealers. We are all growing and prospering together in this business and that's exactly how our marketing plan is designed to work. And whether it be someone trying to buy this company or someone trying to undercut our Dealers, we don't want any part of it.

Part of our mutual success has been due to our promotional efforts, which include our racing promotions. Have you seen the December 24 issue of *Snow Week* magazine? It is quite an exhibit of AMSOIL snowmobile racing. The front cover features a full page photo of Justin Tate flying through the air on a machine that is totally emblazoned With AMSOIL logos. Inside is a double page ad for Ski-Doo showing Justin's number 28 machine, again covered with AMSOIL logos. Then the feature story is about Justin Tate's win at the Spirit Mountain, Minnesota race. AMSOIL totally dominated this issue of *Snow Week* magazine.

AMSOIL's supercross racing season got off to a blazing start, as well. As noted in our racing update in this *Action News*, all four of our riders accepted awards at the supercross season opener in Anaheim, California.

You just can't buy advertising like that. Seeing our name over and over in magazines and our riders on the winner's podium gives tremendous credibility to the performance of our products. That, after all, is the reason we're involved in racing in the first place.

I also want to congratulate our Dealers for taking advantage of our presence and success in racing. Our performance products sales have increased tremendously this past year thanks to your efforts and our racing promotions. This is especially true of our two-cycle oil sales, which have increased over 50% this past year. That, on top of a 50% increase over the previous year, makes our two-cycle oil one of our best selling products today.

The fact is, our sales should be increasing dramatically, because we make the best products in the world, period. A friend of mine told me about an acquaintance who was researching lubricants over the Internet and determined that AMSOIL made the best motor oils and Mobil came in second. But he said someone made the comment that the owner of AMSOIL was an "arrogant" son-of-a-gun.

I suppose I may have that reputation with some people, because I know our lubricants are the best made and I'm not shy about saying so. If that's being arrogant, then I guess I'm arrogant. But in business, you've got to "toot your own horn", because if you don't, nobody else will. Of course, you must have something legitimate to toot about or you could be labeled a blowhard.

Fortunately, we all have something to "toot" about these days. Our products are excellent, our dealerships are growing, our promotions are successful, and our sales continue to grow. Your wagon is hitched to a winning team. We're on our way to another banner year in 2002. Let's continue making things happen together!

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

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

DEALERS IN ACTION!

Solid Advice for Trade Show Booths

Regency Direct Jobber Wally Hillman of Roanoke, VA became an AMSOIL Dealer in 1976 and has been working trade shows from the beginning. He has learned what works and what doesn't and offers a list of suggested guidelines he follows when operating a trade show or special event booth. Hillman says he tries to have all booth participants follow these guidelines, and that the guidelines have made his time at such shows very successful in the past.

1. It is important to be easily identified with your AMSOIL booth team. It is a good idea to wear badges, hats and AMSOIL clothing to help potential customers identify your booth participants. It is also important to dress accordingly for the type of show or event you are attending. A good appearance can go a long way toward generating consumer interest and establishing trust.
2. Try to keep all of the products on display in the best possible condition. The products should look new and unused. It is also a good idea to clean and test any demonstration units prior to the show each day and wipe the table or countertop clean as often as possible.

3. Because space for a typical booth is limited, it is important that each inch is used properly. Avoid clutter and make every foot of space pay every minute of the day.
4. Be sure to speak clearly and with sufficient volume when answering questions or demonstrating products. Others in your audience may be interested in what you have to say.
5. Remember that time wasted with idle chatting or trivial questions could be time spent selling products and services. The time you waste with such activities could result in missed sales from more serious customers.
6. When multiple Dealers are working the same booth, it is important that everyone is given their space when demonstrating products. Refrain from jumping into others' conversations unless you are asked to help out or inaccurate data is being relayed which requires correction.
7. Try to keep each individual's literature and product supplies organized. This insures that Dealers can easily pack up when the show has ended and eliminates the confusion of sorting out which items belong to which Dealer.

A Lesson in Confidence

What does it take to be truly confident in your abilities as a salesperson and the quality of the products you sell? That was the theme behind a question AMSOIL Regency Gold Direct Jobber George Douglas of Orlando, FL recently posed to a group of AMSOIL Dealers. Dealer Nancy Chenet of Winter Springs, FL responded with some insights as to what confidence and faith mean to her:

"Trying to convince people to try something new and different can be like pulling teeth. Most people have been brought up believing that you should change your oil every 3,000 miles and that is it, no questions asked. That's what their parents told them, and they have read the same thing in magazines and newspapers and have seen the same thing on television commercials their whole lives.

"As AMSOIL Dealers, we have all been presented with proof of the performance of synthetics over the years and have also read countless testimonials that back this evidence up. We want to educate the public about what makes up a motor oil and why AMSOIL motor oil outperforms anything else on the market.

"But many times, even when you have the opportunity to sit down and explain it to a potential customer, the customer will have a hard time accepting the facts. They may hear what you are saying, but it's just not registering because these facts depart from what they have come to

believe after years of conditioning. But if advertisers could so effectively convince people in the first place, then there is no reason Dealers cannot be as effective when armed with the facts and examples of the superior power of synthetics.

In order to educate our customers we must:

1. Speak with confidence and trust in the quality of AMSOIL products.
2. Show our faith and confidence in AMSOIL as a company and in the quality of products that they produce.
3. Trust that AMSOIL will continue to stay on top of the market and will back up its promises to continue to be a synthetic product leader, without sacrificing the quality of its products to obtain higher profits.

"My hope is that more and more people will become educated and understand that it is the quality of the product that makes all the difference. You get what you pay for, and if you want it to last a good long time, you buy quality.

"And it is fortunate for AMSOIL Dealers that AMSOIL today has 29 years of proven, documented facts and thousands of testimonials available to show that trusting in AMSOIL products has saved customers thousands of dollars over the years."

MONTHLY LE



LaDonna Harrison & LaVel Rude
 Minnesota
 ★★Regency Platinum Direct Jobbers
FIRST—Leaders in Total Organization



Mark & Sherree Schell
 Idaho
 ★★Regency Platinum Direct Jobbers
 Second—Leaders in Total Organization
FIRST—Leaders in Personal Group Sales
FIRST—Group With Highest New Dealer Sponsorship
 Ninth—Most New Qualified Dealers & Accounts



Ray & Arlene Schmit, Minnesota
 ★★Regency Platinum Direct Jobbers
 Third—Leaders in Total Organization
 Third—Leaders in Personal Group Sales
 Fourth—Leaders in Commercial & Retail Marketing
 Third—Group With Highest New Dealer Sponsorship
 Fifth—Most New Qualified Dealers & Accounts



Carl & Kimberlee McNamee
 Ontario
 Regency Gold Direct Jobbers
 Fourth—Leaders in Total Organization
 Fifth—Leaders in Personal Group Sales



Michael Ellis, Michigan
 Regency Direct Jobber
 Eighth—Leader in Total Organization
 Fourth—Leader in Personal Group Sales
 Second—Leader in Commercial & Retail Marketing



Gerry & Patricia Reid
 Virginia
 Regency Gold Direct Jobbers
 Ninth—Leaders in Total Organization
 Sixth—Leaders in Personal Group Sales



George & Shirley Douglas
 Florida
 Regency Gold Direct Jobbers
 Tenth—Leaders in Total Organization
 Eighth—Leaders in Personal Group Sales



Daniel & Judy Watson
 Florida
 Regency Silver Direct Jobbers
 Ninth—Leaders in Personal Group Sales
 Fifth—Leaders in Commercial & Retail Marketing



Steven Stache
 Wisconsin
 Premiere Direct Jobber
 Second—Group With Highest New Dealer Sponsorship



Greg Landuyt
 Indiana
 Premiere Direct Jobber
FIRST—Most New Qualified Dealers & Accounts



Edward Smith & Linda Sullivan
 Texas
 Direct Dealers
 Second—Most New Qualified Dealers & Accounts



Larry & Kathryn Chambless
 Georgia
 Regency Silver Direct Jobbers
 Third—Most New Qualified Dealers & Accounts

ADERS

November
2001

HALL OF FAME



Leonard & Eunice Pearson
Washington
★Regency Platinum Direct Jobbers
Fifth—Leaders in Total Organization
Seventh—Leaders in Personal Group Sales
Fourth—Group With Highest New Dealer Sponsorship
Sixth—Most New Qualified Dealers & Accounts



William Shirk
Maine
Regency Platinum Direct Jobber
Sixth—Leader in Total Organization
Second—Leader in Personal Group Sales



Ora Mae Boardman
Virginia
Regency Platinum Direct Jobber
Seventh—Leader in Total Organization



David & Carol Bell, Texas
Regency Platinum Direct Jobbers
Tenth—Leaders in Personal Group Sales
FIRST—Leaders in Commercial & Retail Marketing
Fifth—Group With Highest New Dealer Sponsorship
Fourth—Most New Qualified Dealers & Accounts



James J. Allen
Ohio
Master Direct Jobber
Third—Leader in Commercial & Retail Marketing



Dave M. Mann
Michigan
Direct Dealer
Seventh—Most New Qualified Dealers & Accounts



Mark E. Niemuth
Wisconsin
Dealer
Eighth—Most New Qualified Dealers & Accounts



Robert & Jean Johnson
New Hampshire
Executive Direct Jobbers
Tenth—Most New Qualified Dealers & Accounts

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



Bill and Donna Durand,
★★★★Regency Platinum



Shirley Green,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Harold and Marcile Hartman,
Regency Platinum

HIGHER LEVELS OF

PREMIERE DIRECT JOBBER



Steven Stache
Wisconsin

NEW DIRECT JOBBERS



Steven Hanson
Minnesota
Sponsors: Lynn & Beth Pabst
Direct Jobbers: Lynn & Beth Pabst



Victor A. Sorlie
Texas
Sponsors: Robert & Marcia Weil
Direct Jobbers: Robert & Marcia Weil



Bruce A. Stache
Wisconsin
Sponsors: Steve & Leslie Stache
Direct Jobbers: Steve & Leslie Stache

2500 Level Honors 2500 monthly commission credits 25 Dealers sponsored

Dwayne & Brenda Duggins, Texas
Sponsors: Steve & Linda Cross

Francis H. Hope Jr., Virginia
Sponsors: Raymond & Karen Peszko

2000 Level Honors 2000 monthly commission credits 20 Dealers sponsored

Carl Bradley, Idaho Sponsors: Mark & Sherree Schell
Normand Jr. & Sandra Leclerc, Connecticut
Sponsor: John J. Burelle Jr.

Robert F. MacDonald, Ontario Sponsor: Rob J. Hilditch

1500 Level Honors 1500 monthly commission credits 15 Dealers sponsored

Frank & Beth Holt, Arkansas Sponsors: Roy & Mary Mesecher **Carl Morrill, New Hampshire** Sponsor: Shirley Green

1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

Dana Alexander, Minnesota Sponsor: Gene Mohney
Peter & Laurie Andreas, California Sponsor: Ronald N. Wade
Matt & Amy Boschae, Wisconsin Sponsor: Mark E. Niemuth
Randy & Gwen Hayes, Florida Sponsor: Mark L. Miner
Arlen Ingalls, Colorado Sponsors: Steve & Linda Cross
Mark Jackson, Ohio Sponsor: Gene Mohney
Gary & Cindy Linstead, Washington
Sponsors: Leonard & Eunice Pearson
Mark L. Miner, Florida Sponsors: Daniel & Judy Watson

Fred & Margaret Moore, Colorado Sponsor: William Davis
Allan & Sharon Schulz, Minnesota
Sponsors: Bud & Lorna Bourquin
Bruce J. Shilander, Oregon
Sponsors: David & Eline Haunschild
Allan L. Shirley, North Dakota
Sponsors: Maurice & Glenice Hansen
Robert & Christine Tuttle, Connecticut
Sponsors: Normand & Sandra Leclerc
Michelle M. Vackar, Texas Sponsor: James L. Vackar

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

John Baker, Wisconsin Sponsors: Bud & Lorna Bourquin
Allan & Mary Jo Chown, Wisconsin
Sponsor: Gregory R. Vaughn

Richard W. Constantine, Pennsylvania
Sponsors: Michael & Pamela Westwood
Blake & Loretta Diman, Texas
Sponsors: Sandra & Ronald Ward

NEW DIRECT DEALERS



Dave M. Mann
Michigan
Sponsor: Thomas Kirby
Direct Jobber: Thomas Kirby



Walter Perera
Ontario
Sponsors: Carl & Kimberlee McNamee
Direct Jobbers:
Carl and Kimberlee McNamee



**Edward Smith &
Linda Sullivan**
Texas
Sponsors: Alan & Betty Duncan
Direct Jobbers: Arthur & Nenita Nesmith



James L. Vackar
Texas
Sponsor: Thomas J. Klotmann
Direct Jobber: Ken & Felice Sherwin

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

Robert E. Dowling, *Kentucky* Sponsor: Theron N. Trout
Elvin H. Givens, *Pennsylvania* Sponsor: Robert E. Dowling
John Kolb, *Illinois* Sponsors: David & Carol Bell
Thomas E. Kostreba, *Wyoming*
Sponsors: Doyle & Diana Vaughan
Richard A. Mann, *Missouri* Sponsor: Shelby A. Lynn
A. Neal & Hallye Pearce, *Arizona*
Sponsors: Paul & Nancy Greenberg

Florence & Robert Peddicord, *Maryland*
Sponsor: Harvey H. Groner
Steve & Amy Skains, *Michigan*
Sponsors: Doyle & Diana Vaughan
John Taylor, *California* Sponsor: Tom Graves Jr.
Edward P. Wolfe, *New York*
Sponsors: Paul & Marlene Zimmermann

300 Level Honors 300 monthly commission credits 3 Dealers sponsored

Brian & Barbara Beary, *Alberta, Canada*
Sponsor: Greg Desrosiers
Thomas N. Beaver, *North Carolina*
Sponsors: David & Laura Perry
Grant W. Beebe, *Ohio* Sponsors: Luis & Sharon Pena
Roger & Sandra Behr, *Texas*
Sponsors: Trace & Gulgun Dean
Dale D. Blanchard, *Georgia* Sponsors: Riley & Judy Allen
John & Mirjana Bourke, *Arizona*
Sponsors: Ernest & Pat Day
Jean-Pierre Deslauriers, *Quebec*
Sponsor: Jean-Charles Rouleau
Bob Enoch, *Ohio* Sponsors: Robert & Lisa Riley
Ray George Jr., *Kansas* Sponsors: Glenn & E.J. Cantrall
David & Sue Halama, *Wisconsin*
Sponsors: Allan & Joelene Loew
John F. Hauer, *Minnesota* Sponsors: Charles & Donna Meyer
James W. Hilton, *Wisconsin* Sponsors: Bill & Lisa Bell
L.V. Hintze, *Washington* Sponsors: Thomas & Shirley Walsh
Jeffery & Donna Kelmis, *Illinois*
Sponsors: Bruce & Mary Ann Bojko

Kim M. Larson, *Alberta, Canada* Sponsor: Greg M. Desrosiers
William & Lynda McClure, *Colorado*
Sponsors: Horace & Shirley Walker
Thomas K. Meers, *Kentucky* Sponsor: Gene Mohny
Stanley A. Nordin, *Minnesota* Sponsor: Dana Alexander
Vern & Janice Quiter, *Michigan*
Sponsors: Seth & Bertha Weer
David Jr. & Gloria Retherford, *Alaska*
Sponsor: Earl F. Retherford
Kent & Martha Rieseke, *Colorado*
Sponsors: Michael & Eileen Kaufman
Chris Rodgers, *California* Sponsors: David & Carol Bell
Ralph L. Sabine, *Maine* Sponsor: Donald J. Roy
George Stefan, *Saskatchewan* Sponsor: John Moldowan
Norman & Anna Steinbaugh, *New York*
Sponsors: Dennis & Debbie Velej
Mark Turberville, *Alabama* Sponsor: Bradshaw A. Rogers
Martin A. Van Slageren, *Washington*
Sponsors: Marvin & Charlotte Stougaard
Mark & Denise Zielinski, *Wisconsin*
Sponsors: Robert & Helen Czczok

AMSOIL Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil Is Correct Choice for Jeff Foster Trucking

With the help of Jeff Foster Trucking Inc. of Superior, WI, AMSOIL put its Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil (HDD), as well as its Dual-Gard filtration system, to the test.

Ten 1996 Kenworth Class 8 tractors used as interstate freight hauling vehicles and equipped with Cummins N-14 ESP3 diesel engines participated in the demonstration. Five trucks equipped with AMSOIL Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil, AMSOIL BMK-12 Filter mounts and BE-110 By-Pass filtration elements utilized 120,000-mile oil drain intervals, 20,000-mile full-flow oil filter change intervals and 40,000-mile By-Pass filter change intervals, while the other five trucks continued using petroleum motor oil, utilizing 20,000-mile oil and filter drain intervals.

The 10 Jeff Foster Trucking vehicles were identical in the following areas:

1. Vehicle manufacturer, model and model year
2. Engine model, displacement and year
3. Transmission and differential manufacturer and model
4. Tires (brand and design)
5. Mileage (10,000-mile minimum; 25,000-mile maximum)

The objective of the field demonstration was to prove that using AMSOIL Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil, together with the AMSOIL Dual-Gard filtration system, would result in a reduction in operating expenses when compared to the use of conventional petroleum lubricants and filtration methods. Verification will be demonstrated through increased fuel economy, extended drain intervals, reduced oil consumption and reduced maintenance.

Both the AMSOIL motor oil and the petroleum product were sampled and tested at 20,000-mile intervals in the areas of elemental analysis (including wear metals, contaminants and additives), physical properties (including viscosity, total acid number and total base number) and contamination (including water, solids, glycol, oxidation, fuel soot and fuel dilution). Oil condemnation limits vary

due to individual engine idiosyncrasies, operating conditions and time the fluid has been in service.

The total mileage in this demonstration exceeded 2,548,580 miles, with the average over-the-road mileage for each demonstration vehicle exceeding 217,527 miles. Even while making use of extended drain intervals, the protection and fuel economy advantages of AMSOIL Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil met or exceeded that offered by the petroleum products utilizing conventional 20,000-mile fluid and filter change intervals. Furthermore, Jeff Foster Trucking saves \$61.90 in lubrication costs per vehicle by using AMSOIL products. Calculated to cover the entire Jeff Foster fleet of 200 vehicles, that's a savings of \$12,380.

The chart below demonstrates the fuel economy benefits of the AMSOIL products. Overall, AMSOIL provided a 3.065 percent increase in fuel economy. For every 240,000 miles a single Jeff Foster truck travels, it saves \$1443 in fuel costs by using AMSOIL products. Calculated to cover the entire fleet, that's a savings of \$288,600 at an average diesel fuel cost of \$1.30/gal. Jeff Foster Trucking currently uses AMSOIL Diesel Oil in its entire fleet of 200 trucks.

JEFF FOSTER TRUCKING INC. / AMSOIL INC.

Fuel Economy

Control Group Monthly Average (Petroleum)		Test Group Monthly Average (AMSOIL)	
September	6.595 mpg	September	7.175 mpg
October	6.708	October	6.7975
November	6.63	November	6.9446
December	6.3633	December	6.2
January	6.23	January	6.245
February	6.034	February	6.378

Average for the six month period:

Petroleum 6.4267 mpg

AMSOIL 6.6237 mpg

Overall, the demonstration was quite successful. The chart below demonstrates the group averages related to the conditions of both the petroleum product and the AMSOIL Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil.

OIL ANALYSIS DATA

Miles on Oil	Iron (Fe) (PPM per mile)		Lead (Pb) (PPM per mile)		Soot (% per mile)		TBN		Viscosity (vis. cSt @ 100° C.)	
	Petroleum	AMSOIL	Petroleum	AMSOIL	Petroleum	AMSOIL	Petroleum	AMSOIL	Petroleum	AMSOIL
20,000	0.001672	0.001255	0.000875	0.000752	0.0000204	0.000008	4.41	8.92	12.62	10.87
40,000	0.00142	0.001362	0.000426	0.000732	0.0000167	0.00001	4.42	8.45	14.08	11.22
60,000	0.000911	0.001599	0.000398	0.001153	0.0000197	0.000014	4.63	8.22	14.49	11.03
80,000	0.000809	0.001222	0.000818	0.000766	0.0000031	0.000015	4.52	8.36	13.17	11.12
100,000	0.001151	0.001064	0.001738	0.000737	0.0000264	0.000013	4.36	6.9	13.09	11.31
120,000	0.001001	0.000927	0.001176	0.00631	0.0000223	0.000012	4.21	7.24	13.61	11.49
140,000	0.000921	0.001135	0.001191	0.001094	0.0000315	0.000025	3.87	8.8	13.9	11.1
160,000	0.000886	0.001032	0.001165	0.001151	0.00003	0.000018	4.81	7.97	13.4	11.03
180,000	0.001246	0.000938	0.00928	0.000759	0.0000313	0.000016	5.02	7.34	14.01	12.17
200,000	0.001079	0.001039	0.000755	0.000891	0.0000306	0.000016	4.72	5.71	14.04	11.39
220,000	0.000937	0.000656	0.001236	0.000777	0.0000219	0.000012	5.37	5.54	13.73	11.24
240,000	0.001677	0.000687	0.000864	0.000609	0.0000199	0.00001	5.63	6.05	13.9	11.56

*PPM = Parts Per Million

Spray-On Versatility

AMSOIL M.P. is one of the most versatile products in the AMSOIL Dealer's arsenal. Dealers find M.P. a mainstay for both their dealerships and their shops.

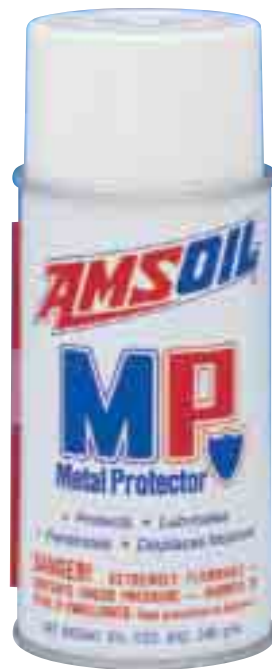
Product Uses

AMSOIL M.P. Metal Protectant was first introduced in the fall of 1978. At that time it was billed as "The Product for Everyone."

The billing remains true. By digging into the pores of metal surfaces and forming a dry, lubricating, water-resisting film over the applied area, M.P. accomplishes four important tasks: lubrication, water displacement, corrosion protection and penetration. It accomplishes all four with remarkable effectiveness. That combination makes it good for countless applications, some obvious, others not.

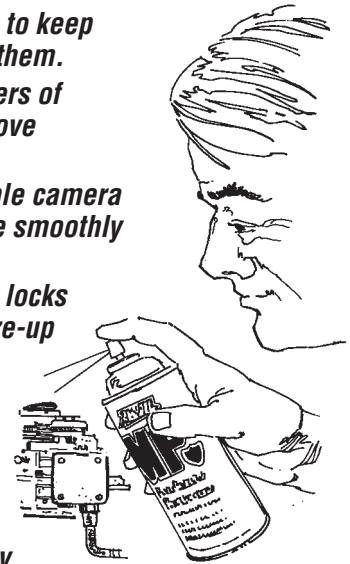
You've heard about the obvious uses before: lubricating gun mechanisms and protecting them from moisture, protecting electrical systems from corrosion (both salt-water and fresh-water corrosion), working on boat engines, fixing squeaking doors and unsticking bolts and mechanical parts frozen up by rust and corrosion.

The bulk of the list, however, is comprised of less obvious uses that may surprise some potential AMSOIL customers.



Here is a small sampling of the lesser known uses of M.P.:

- *Spray M.P. on shovels to keep snow from sticking to them.*
- *Spray M.P. on the rollers of chairs to help them move quieter and smoother.*
- *Apply M.P. to adjustable camera tripods so they'll move smoothly and precisely.*
- *Apply M.P. to car door locks to prevent winter freeze-up or to de-ice frozen locks.*
- *Use M.P. in stalled cars with wet distributors. Its water displacement properties will help dry them out.*
- *Spray M.P. on lug nuts to keep them from rusting and freezing up.*
- *Apply M.P. to the lockout hubs on four-wheel-drive vehicles. Many 4x4 owners don't change the lockout hub position for long periods of time. M.P. can help keep them loose.*
 - *Use M.P. to lubricate office equipment.*
 - *Apply M.P. to the underside of lawnmowers to keep grass from sticking.*
 - *Use M.P. to protect cables that are exposed to the weather.*



For Your Business

M.P. can be every bit as useful in your AMSOIL business as it is in your home, shop and office.

M.P.'s versatility makes it inherently sellable. Because it is so useful, it is easy to approach people with it. Thus, it can be used as a lead item to spark interest and promote further sales.

It is also a great product to point to after a sale has been made ("By the way, could you use a product that ..."), so it can add to existing sales.

In a business, home, office and shop, AMSOIL M.P. offers the versatility, quality, effectiveness and economy people have come to expect from AMSOIL.

Co-op Program For Retailers Expanded

Servicing Dealers now can offer increased incentives for advertising and promotional items and literature through improvements in the AMSOIL Cooperative Advertising Plan for Retailers.

The new plan, effective Feb. 1, adds to the percentage amount of credit an account accrues and eliminates the need to submit coupons as part of the documentation.

The AMSOIL Cooperative Advertising Plan for Retailers is used by retailers in two ways: print advertising, and literature and promotional items.

Among benefits of the company's new computer system is the ability to track credits earned and place them in a co-op credit bank by account. It also tallies the dollar amount of products accounts purchase annually for a determination of greater credit eligibility.

Traditionally, every \$100 purchase made by retail accounts earned a maximum of 3 percent credit toward the price of qualified advertising or the purchase price of literature and promotional items. Now, the percentage of credit is increased according to the amount of product purchased annually. In addition, all purchases, regardless of the amount, will generate co-op credit.

Retail accounts that annually purchase:

\$0-\$7,499 in AMSOIL products
receive 3 percent credit on every order

\$7,500-\$24,999 in AMSOIL products
receive 4 percent credit on every order

\$25,000 or more in AMSOIL products
receive 5 percent credit on every order

Here's the breakdown

The initial credit level for each account will be based on the previous 12 months' purchases.

Servicing Dealers will receive reports of the amount of credit earned by their accounts and can advise retailers about advertising, literature and promotional items that fit each account.

To order literature, the Dealer can fill out and mail or fax the Co-op Credit Order Form (G-1071), included in this issue, providing the retail account number to insure deduction of credits from the proper account. Or, the retailer can mail or fax the Co-op Credit Order Form, providing the account number.

With appropriate documentation, an account's credits also may be applied to the price of newspaper, magazine, Yellow Pages, television and radio advertising.

Advertising

- Newspapers, shoppers and magazines require two and, in some cases, three items for documentation: (1) a copy of the paid invoice showing the dates the ad ran; (2) a full-page dateline tearsheet, the actual complete page, on which the ad ran; (3) a specific breakdown, from the newspaper, of the portion of an ad's cost that

is for AMSOIL products when that ad includes products other than AMSOIL. (This generally is a large newspaper advertisement that includes products for several companies.)

- Radio and television ad claims require a copy of the paid station invoice, the script, and a notarized affidavit of performance. Broadcasters typically supply this verification that a commercial message actually aired.
- Yellow Pages ad claims require a copy of the paid Yellow Pages invoice and a copy of the ad. For help creating a Yellow Pages ad, telephone Glendora Anderson at 800-774-9529.

Retailers have 70 days from the time the ad is placed to submit documentation for credit.

Retailers may create their own original ads. AMSOIL has product line art and logos available for such use (G-1003, AMSOIL Line Art book). Original copy must not distort or exaggerate product performance and must be preapproved by the company. AMSOIL also has prepared ads Dealers can use (G-1011, Advertising Layouts book).

To be eligible to receive co-op credit, retailers cannot advertise prices more than 15 percent below AMSOIL suggested retail price.

Literature and Promotional Items

To apply these credits to literature and promotional items, Dealers work with retailers to determine which items best meet their needs. The Dealer orders those products on the Co-op Credit Order Form, again specifying which account to deduct the credits from through the account number, or the retailer submits the Co-op Credit Order Form. This guarantees credit deductions from the appropriate accounts.

The order form is designed to allow Dealers and retailers to apply a specific amount of the order to credits and submit credit card information for the balance of the order. Only credits from one account may be used per order.

The order form can be ordered through AMSOIL and is available on the corporate website.

A Co-op Literature and Promotional Item catalog for retailers, G-1744, is available and will be included, along with order forms, in the G-1001 Retail Packet.

Dealers also may use accrued credits toward the subscription price of the AMSOIL Service Line, a monthly newsletter that is distributed to accounts. Only credits earned by an account can be used for that account. Dealers indicate on the Service Line order forms and renewal forms how much credit is to be used.

Additionally, Dealers may "pool" credits for special advertising projects. In this case, the Dealer may create an ad for several accounts. The Dealer must submit an advance proposal to AMSOIL for approval before such an ad is eligible for credit consideration.

The last mailing of coupons will be in mid-February for retail on-the-shelf orders paid for in January. Unexpired coupons may be submitted with the new Co-op Credit Order Form.

AMSOIL INC. Expands Laboratory Facilities

Lab Increases Size and Features New Testing Devices



The new AMSOIL laboratory facilities provide room to conduct new product testing and competitive product comparisons. Pictured are Keith Rozelle, Lab Technician (left); Dave Leitten, Technical Director (back center); Eric Basinski, Lab Technician (near center); and Mike Rodeghiero, Chief Chemist (right).

As AMSOIL INC. has grown over the years, the AMSOIL product line has continued to diversify. What began with high quality synthetic motor oils soon grew to include gear lubes, transmission fluids, two-cycle oils, greases, filters, hydraulic oils, fuel additives, coolants, engine cleaners and automotive care and household products. AMSOIL has always endeavored to insure that every new product added to this product line is of the highest quality and performs as stated.

For years, AMSOIL chemical engineers have been dedicated to the tasks of new product development and research into all aspects of synthetic lubrication. To prepare for continued growth and maintain superior product performance AMSOIL Inc. has expanded the facilities of its research laboratory in Superior, WI. These new facilities have been designed to incorporate more of the latest cutting edge technology and research equipment.

"The overall size of the facility has increased by over 1,000 square feet," said Dave Leitten, Technical Director for the



Lab Technician Keith Rozelle adjusts the Inductively Coupled Plasma (ICP) testing device. The device tests for wear metals in oil samples and is one of many new tests available in the refurbished laboratory facilities.



This constant temperature bath is used to determine the viscosity of test oils. This type of test may be run several times when comparing AMSOIL products with competitors' motor oils.

AMSOIL laboratory facilities. "These testing machines can generate a lot of heat, so the extra space is essential for tests that are temperature sensitive. And because there is much more space for our testing equipment we will be able to conduct more testing simultaneously. It all adds up to becoming more time and task efficient."

The laboratory has also been equipped with several new testing devices. An Inductively Coupled Plasma (ICP) testing device which measures wear metals in motor oil and a Rotary Bomb Oxidation Test (RBOT) apparatus which measures the oxidative stability of an oil are among the new test devices in the lab. Having such a wide variety of tests available in the AMSOIL laboratory is a great advantage when developing new products. This is because the expense in both time and money is often great when relying on contracted labs to test new products or compare competitors' products to AMSOIL products. The new lab facilities enables AMSOIL to conduct more product research in-house and spend less time and money with independent labs.

"We really are pleased with how the whole project turned out," Leitten said. "The laboratory looks great and we are very excited to get everything set up and running."

Typical Technical

*Relevant ASTM test results are reported on AMSOIL product data bulletins as
"TYPICAL TECHNICAL PROPERTIES."*

Here is a guide to typical technical properties for AMSOIL motor oils.

KINEMATIC VISCOSITY

Test Number & Name: ASTM D-445 Standard Test Method for Kinematic Viscosity of Transparent and Opaque Liquids

Significance & Use: The proper operation of equipment depends on the proper kinematic viscosity at operating temperature of the oil used for its lubrication.

What it means: Kinematic viscosity is a measure of a liquid's flow under the influence of gravity. It's handy to think of a lubricant's kinematic viscosity as its "I.D. card." AMSOIL formulates its synthetic lubricants to tighter viscosity limits than other manufacturers do, so AMSOIL synthetic lubricants' kinematic viscosities are midrange, close to neither the high or low limit. That helps components work their best and helps the lubricants stay in grade.

VISCOSITY INDEX

Test Number & Name: ASTM D-2270 Standard Practice for Calculating Viscosity Index from Kinematic Viscosity at 40° C and 100° C

Significance & Use: Viscosity index indicates how much a lubricant's viscosity will change according to changes in temperature between 40° C (104° F) and

100° C (212° F), which roughly define the normal temperature range of most operations.

What it means: The smaller a lubricant's viscosity change as a result of temperature change, the higher that lubricant's viscosity index. High viscosity index lubricants, such as AMSOIL products, protect better in operations with temperature variations.

COLD CRANK SIMULATOR APPARENT VISCOSITY

Test Number & Name: ASTM D-2602 Standard Test Method for Apparent Viscosity of Engine Oils at Low Temperature Using the Cold-Cranking Simulator

Significance & Use: Apparent viscosity has been established as a valid predictor of engine-cranking viscosities at specified low temperatures. Apparent viscosity depends on temperature and shear rate.

What it means: Cold cranking viscosity affects the startability of engines and other equipment in cold temperatures. Low cold cranking viscosities, such as those of AMSOIL synthetic lubricants, make for easier cold cranking and more dependable cold temperature starting.

BORDERLINE PUMPING TEMPERATURE

Test Number & Name: ASTM D-3829 Standard Test Method for Predicting the Borderline Pumping Temperature of Engine Oil

Significance & Use: Borderline pumping temperature is a measure of the lowest temperature at which an engine oil can be continuously and adequately supplied to the components of an automotive engine.

What it means: The lower the borderline pumping temperature, the lower the temperature in which the engine is protected by circulating oil. AMSOIL synthetic motor oils' extremely low borderline pumping temperatures assure excellent low temperature protection.

POUR POINT

Test Number & Name: ASTM D-97 Standard Test Method for Pour Point of Petroleum Oils

Significance & Use: The test determines the lowest temperature at which an oil flows as the jar is tilted for a prescribed period. The pour point of an oil indicates the lowest temperature at which an oil may be used in some applications.



Properties

What it means: The lower the pour point, the more useful the lubricant is in cold temperatures. AMSOIL synthetic lubricants offer exceptionally low pour points.

FLASH AND FIRE POINTS

Test Number & Name: ASTM D-92 Standard Test Method for Flash and Fire Points by Cleveland Open Cup

Significance & Use: Flash point is the lowest temperature at which application of a flame causes specimen vapors to ignite. Flash point is used to assess the overall hazard of a material and is used in shipping and safety regulations to define “flammable” and “combustible” materials.

Fire point is the lowest temperature at which a specimen sustains burning for five seconds.

What it means: Lubricants with high flash and fire points, such as AMSOIL synthetic lubricants, are safer to use and transport than lubricants with lower ones and have a greater high temperature operating range.

NOACK VOLATILITY

Test Number & Name: ASTM D-5800 Determining the Evaporation Loss of Lubricating Oils (Noack’s Method)

Significance & Use: Test determines the evaporation loss of lubricating oils at high temperature. Evaporation loss is particularly important to motor and cylinder lubrication, due to the high temperature of these operations and the tendency of evaporative loss to increase in high temperatures. Significant evaporative loss of oil leads to excessive oil consumption and destructive changes in oil properties.

What it means: Lubricants with low Noack scores, such as AMSOIL synthetic lubricants, lose less to volatility than lubricants with higher scores. Low-loss oils keep their original protective and performance qualities longer than high-loss oils do, which keeps oil consumption low and fuel economy and equipment protection high.

HIGH TEMPERATURE/HIGH SHEAR VISCOSITY

Test Number & Name: ASTM D-4683 Standard Test Method for Measuring Viscosity at High Temperature and High Shear Rate by Tapered Bearing Simulator

Significance & Use: Viscosity at the shear rate and temperature of this test is considered representative of the condition encountered in the bearings of automotive engines in severe service. Lubricant viscosity in the bearings of automotive engines in severe service is a critical factor in bearing wear.

What it means: Lubricants with high scores, such as AMSOIL synthetic lubricants, maintain their viscosity in high temperatures after exposure to high shear. That means they continue to protect engine bearings even after exposure to severe service conditions.

FOUR BALL WEAR TEST

Test Number and Name: ASTM D-4172B Standard Test Method for Wear Preventive Characteristics of Lubricating Fluid (Four-Ball Method)

Significance & Use: Test method determines the relative wear preventive properties of lubricants in sliding contact under the test conditions. Lubricant comparisons are made by comparing the average wear scars on three fixed balls made by one ball in rotating contact with them in baths of the test lubricants.

What it means: The smaller the average wear scar, the better the protection. AMSOIL synthetic lubricants deliver much smaller wear scars – and much better protection – than other lubricants do.

The Four Ball Wear Test may be conducted at various levels of severity. Independent laboratory testing shows that AMSOIL Series 2000 and Series 3000 motor oils’ wear scars are significantly smaller than those of popular competitor oils in extremely severe test conditions, making these oils ideal for extreme service engine operations.

ASTM

ASTM (American Society for Testing and Materials), founded in 1898, is a scientific and technical organization formed for the development of standards on characteristics and performance of materials and services.

ASTM is the world’s largest source of voluntary consensus standards.

ASTM operates through a system of committees and subcommittees. Its committees function in prescribed fields under regulations that ensure balanced representation among producers, users, general interest and consumer participants.

ASTM standards govern the majority of testing performed on motor oils in North America.

The Ongoing Battle to Be the Best

Life In The Trenches With Team AMSOIL Snocross in Pursuit of a Championship



Tate kicks up a rooster tail while negotiating a sweeping turn.

Eckstrom and Justin Tate purposely laid low and kept their sleds under wraps. There had been good press about the team prior to the weekend, but they remained an enigma. No one, not even the team, really knew what to expect. The boys had new Ski Doo "mod" sleds, but perhaps more importantly, they were healthy and battle tested from last season's skirmishes with the world's best snowmobile racers.

On Saturday the wraps came off like gift paper on Christmas morning. Eckstrom and Tate melted what little snow was left on the track with blistering qualifying runs. In the crowd, a murmur had become a rave and expectations began to grow. The buzz around the pits and in the stands was that this team would be contending for titles on Sunday.



Tate hugs Crew Chief John Kangas.

A glorious warm sun greeted teams Sunday morning. Temperatures swept past 40 toward 50 and the snow had become a slush, close to what the team had tested on. The conditions were ripe for a win. Team AMSOIL seemed calm and prepared, but not cocky. Usually the team transporter is a chaotic place, but on this day there was a sense of control and quiet confidence. The homework was done, sleds were set, drivers prepared, and it was race time.

The clock had struck noon, time to muster the troops and storm the course for the Pro Stock final. The green flag went up and the multicolored sleds were off like a rainbow caught in a blender. A whirl of color went into the dangerous first turn. The AMSOIL riders came through still on their sleds. Eckstrom got a little squeezed and knocked off the pace. A double off the first big air jump catapulted Tate to the lead and he never looked back. With each lap the hometown crowd got louder. With one lap left, their

pro AMSOIL bias became unabashed with chants of "AMSOIL, AMSOIL."

At the checkered flag it was Tate the winner with partner Eckstrom finishing fifth. Tate, overcome with elation, threw his arms into the air. An overdue victory lap followed to a standing ovation. As Tate pulled in front of the roaring fans, Scheuring and the rest of the team met him. There were hugs... and a few tears. Justin Tate and Team AMSOIL had won one of many battles this season. A first step toward capturing the WSA championship flag.

Spirit Mt., Duluth, MN December 7-9 – A snocross race weekend is a test of will, skill, and strategy. It's exhausting and exhilarating. Preparation, problem-solving and using performance proven products are paramount to winning the battle to be the best. Key to winning a World Snowmobile Championship is to strike first, get wins early and then be consistent. The AMSOIL/Scheuring Speed Sports snocross team won the Duluth National Snocross Pro Stock final in front of a capacity crowd and a national television audience. It looked so effortless and natural, but it didn't come easy.

Team Owner Steve Scheuring had good feelings going into the Duluth Snocross. He couldn't put his finger on exactly why. There had been little snow for complete testing. The team hadn't competed in eight months. Still, Scheuring took measure of the team and sensed something big was about to happen. The duo of D.J.



Duluth Snocross fans enjoy the action.

pro AMSOIL bias became unabashed with chants of "AMSOIL, AMSOIL."

WSA Snocross Schedule

Feb. 9-10	Syracuse, NY
Feb. 16-17	Valcourt, Quebec
Feb. 23-24	Shakopee, MN

Team AMSOIL and Justin Tate dominate Pro Stock at Duluth National Snocross.



AMSOIL Continues Winning Ways

- Thunder Bay, Canada - Molson Canadian Can-Am Snocross Eckstrom wins three events and finishes second in another. Tate is right behind his partner with two seconds, a third and a fourth.
- Grand Forks, North Dakota - ASRA/CSRA Super Snow Cross Indoors Eckstrom earns third place in Pro Stock final while Tate finishes sixth.

Introducing... **The 2002 AMSOIL Supercross and Motocross Team**



#5 Mike LaRocco

The Undisputed Leader...

Mike LaRocco once again anchors Team AMSOIL. This will be The Rock's third season with AMSOIL. Last year LaRocco finished third overall in supercross and fourth in motocross. The competition gets tougher every year for the veteran, but he hasn't been around for 15 years without being extremely tough and determined himself. "Mike's preparation is always excellent," says Team Owner Rick Zielfelder. "If we can get a break early, and he can get a win, we'll be right in there for a championship." LaRocco made a lot of news last year when he rode a Honda four-stroke in some of the outdoor national events. Don't look for him to start on a thumper, but expect some surprises this year.

Team AMSOIL Puts Four On Podium in Anaheim

On the single greatest night of Team AMSOIL supercross racing, all four riders accepted awards on the winner's platform at the AMA/EA Sports 2002 round one event at Anaheim, California.

Anaheim Round One Results

250cc

Mike LaRocco 2nd

Michael Byrne 4th and
Holeshot Winner

125cc

Travis Preston 1st
Chris Gosselaar 3rd



#35 Michael Byrne



#90 Chris Gosselaar

The Thunder From Down Under...

Michael Byrne burst onto the American supercross scene last season by finishing in the top 10 of the 250cc class as a rookie. Without sponsorship, Byrne was forced to go back to Australia where he continued to race 250 and the premiere four-stroke series. Zielfelder was impressed with Byrne's talent and brought the Aussie back for 2002. Byrne will race the 125cc in the East region and 250's at the West races for supercross and 125's at the outdoor nationals.

A Familiar Face...

Chris Gosselaar is back with Team AMSOIL after a year away. In 2000, Gosselaar showed a lot of promise and talent making it to two podiums while battling injuries. Zielfelder always kept his eye on Gosselaar's progress. When the opportunity to bring "Goose" back presented itself Zielfelder jumped at the chance. "Chris struggled with equipment last year, but we think he's really a strong supercross prospect." Gosselaar will race 125cc West region for supercross and stay on the 125s for the outdoor season.



#29 Travis Preston

Preston Shows Promise...

Travis Preston was the last of the riders chosen for Team AMSOIL. He won the 125 supercross in the Houston Astrodome last year, but it was the skills he showed while testing outdoors that won him the spot. "One of the fastest I've seen . . . even against the 250 guys," is the way Preston is described by Zielfelder.

For complete schedules, more information on Team AMSOIL supercross/motocross and all of the AMSOIL Racing teams go to www.amsoil.com.



T-1 CERTIFICATION MEETINGS

OHIO

• February 26 - Tuesday
• March 26 - Tuesday
Meeting - 7 p.m.
DenaTo's Pizza on Broadway
Grove City, OH 43123
Hosted by Premiere Direct Jobber
Brad White Cost is \$20

• February - Every Friday
• March - Every Friday
Meeting - after 4 p.m.
GREENE RESIDENCE
13500 S. Lone Pt. Ln.
#24101
Draper, UT 84020
Hosted by Dealer Dorsey Greene
(801) 576-1896
Pre-paid registration required

AMSOIL DEALER MEETINGS

ALABAMA

• February 21 - Thursday
• March 21 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
Governor's Drive
Huntsville, AL
Hosted by Direct Jobbers
Cliff Goehring & Gerry Gotvald
(256) 337-0376

• February 21 - Thursday
• March - Thursday
Meeting - 7 p.m.
HOLIDAY INN - OZARK
Hwy. 231
Ozark, AL 36360
Hosted by Direct Jobbers
E. E. "Al" & Mildred Bowman
(334) 774-3344

ALASKA

• February 21 - Thursday
• March 21 - Thursday
Meeting - 7 p.m.
PHILLIPS INTERNATIONAL
INN
5121 Arctic Blvd.
Anchorage, AK 99507
Hosted by Dealer Don Nusbaum
(907) 563-2274 Call for reservations

• February 5, 19 - Tuesday
• March 5, 19 - Tuesday
Meeting - 7 p.m.
STATEN RESIDENCE
2949 Sunflower Street
Anchorage, AK 99508
Hosted by Direct Jobber Richard Staten
(907) 333-0124
Call for reservations

ARIZONA

• February 19 - Tuesday
• March 19 - Tuesday
Meeting - 6:30 p.m.
THE FIRE HOUSE
RESTAURANT
1639 E. Apache Blvd.
Tempe, AZ 85281
Hosted by Executive Direct Jobber
Dick Nudo and Dealer Jim Brewer
R.S.V.P.
(602) 996-7181 Dick
(480) 968-4922 Jim

ARKANSAS

• February 14 - Thursday
• March 14 - Thursday
Meeting - 6:30 p.m.

GARDNER RESIDENCE
280 York Chapel Rd.
Nashville, AR 71852
Hosted by Dealer Gerry Gardner
(870) 451-9152 jgard24@iocc.com

• February 13 - Wednesday
• March 13 - Wednesday
Meeting - 7 p.m.
PASTERNAK RESIDENCE
217 CR 472
Jonesboro, AR 72404
Hosted by Account Directs David
and Brenda Pasterniak
(870) 933-8376

CALIFORNIA

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

• February 7, 21 - Thursday
• March 7, 21 - Thursday
Meeting - 7:30 p.m.
CHRISTENSEN RESIDENCE
4141 Palm Ave, Apt 574
Sacramento, CA 95610
Hosted by Premiere Direct Jobber
Jay Christensen (916) 339-1152

• February 6 - Wednesday
• March 6 - Wednesday
Meeting - 7 p.m.
MCCOOL RESIDENCE
2210 Codding Dr.
Modesto, CA 95350
Hosted by Account Direct Bill McCool
(209) 577-0174

• February 26 - Tuesday
• March 26 - Tuesday
Meeting - 7 p.m.
EVANS RESIDENCE
40728 Sundale Dr.
Fremont, CA 94538
Hosted by Dealers Chuck
and Linda Evans (510) 659-4078

• February 12 - Tuesday
• March 12 - Tuesday
Meeting - 6:30 p.m.
DENNY'S RESTAURANT
740 W. 2nd St.
San Bernardino, CA 94401
Hosted by Dealers Richard and Delores
Nichol (909) 862-1252

• February 4, 25 - Monday
• March 4, 25 - Monday
Meeting - 7 p.m.
INTERNATIONAL HOUSE
OF PANCAKES/VINTAGE
OAKS SHOPPING CENTER
Novato, CA 94945
Hosted by Dealer Richard Eplett
(800) 280-9905

• February 5 - Tuesday
• March 5 - Tuesday
Meeting - 7 p.m.
CARROW'S RESTAURANT
19011 Bloomfield Ave.
Cerritos, CA
Dealer Dave Gumpertz
(562) 212-3709
Dave@Lubes4U.com

• February 19 - Tuesday
• March 19 - Tuesday
Meeting - 7 p.m.
LUDWICK RESIDENCE
6015 Hughes St.
San Diego, CA 92115
Hosted by Direct Dealer Craig Ludwick
R.S.V.P. (619) 583-3426

COLORADO

• February 21 - Thursday
• March 21 - Thursday
Meeting - 7:30 p.m.
AMSOIL HOUSE
4316 Ridgcrest Drive
Colorado Springs, CO
80918
Hosted by Premiere Direct Jobbers
Don & Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

• February 9 - Saturday
• March 9 - Saturday
Meetings at Noon
Call for reservations
KING RESIDENCE
2306 Taggart Court
Wilmington, DE 19810
Hosted by Direct Dealer
Greg King (302) 475-9358
Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• February 5 - Tuesday
• March 5 - Tuesday
Meeting - 7 p.m.
Call in advance
DENNY'S
440 South Semoran Blvd.
Orlando, FL 32806
Hosted by Regency Gold Direct Jobbers
George & Shirley Douglas
(407) 856-1564
Call for directions, locations and RSVP

• February 21 - Thursday
• March 21 - Thursday
Meeting - 7 p.m.
AMSOIL DISTRIBUTION
CENTER
3724 Silver Star Rd.
Orlando, FL 32808
Hosted by Regency Silver Direct Jobbers
Dan and Judy Watson
(407) 657-5969

• February 19 - Tuesday
• March 19 - Tuesday
Meeting - 7 p.m.
DAWSON RESIDENCE
4525 Brinson Lane
Tallahassee, FL 32311
Hosted by Executive Direct Jobbers
Don and Priscilla Dawson
(850) 385-3620
e-mail: dondawson@the-oilman.com

GEORGIA

• February 9 - Saturday
• March 9 - Saturday
Meeting - 9 - 11 a.m.
CHAMBLESS RESIDENCE
1741 Ponce de Leon Ave. NE
Atlanta, GA 30307
Hosted by Regency Silver Direct Jobbers
Larry and Kathryn Chambliss
(404) 373-9916

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

HAWAII

None Scheduled

IDAHO

• February 2 - Saturday
• March 2 - 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

• February 12 - Tuesday
• March 12 - Tuesday
Meeting - 7:30 p.m.
BAUER RESIDENCE
111 Woodland Trail
Anna, IL 62906-3904
Hosted by Account Directs Norm and
Barb Bauer
(618) 833-3228
• February 16 - Saturday
• March 16 - Saturday
Meeting - 10 a.m.
LINDLAND SALES OFFICE
1421 Winnemac Avenue
Unit I
Chicago, IL 60640
Hosted by Direct Jobbers Rienert and
Diana Lindland (773) 271-5678

INDIANA

• February 6, 20 Wednesday
• March 6, 20 - Wednesday
Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Rd.
Bremen, IN
Hosted by Direct Jobbers
LeRoy and Malinda Hochstetler
and Direct Jobbers
Willis and Rolene Gingerich
(219) 831-2839

IOWA KANSAS KENTUCKY

None Scheduled

LOUISIANA

• February 5 - Tuesday
• March 5 - Tuesday
Meeting - 7 p.m.
AUTTONBERRY
RESIDENCE
2520 Swiss Street
W. Monroe, LA 71219
Hosted by Dealer Ellis Auttonberry
(318) 396-4348

MAINE

None Scheduled

MARYLAND

• February 27 - Wednesday
• March 27 - Wednesday
Meeting - 7:30 p.m.
COUTO RESIDENCE
115 Lakeview Drive
Salisbury, MD 21804
Hosted by Dealer Tony Couto
(410) 860-1813
Call for reservations

• February 22 - Friday
• March 22 - 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

• February 22 - Friday
• March 29 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Ave.
Fort Howard, MD 21052
Hosted by Account Direct
Harvey Groner (410) 477-8255

• February 7 - Thursday
• March 7 - 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
• February 22 - Friday
• March 29 - Friday
Meeting - 7:30 p.m.
AL SMITH AUTOMOTIVE
3228 E Joppa Rd.
Baltimore, MD 21234
Hosted by Premiere Direct Jobber
Al Smith (410) 882-9696
Al@SynLubes.com
Reservations Required

MASSACHUSETTS

None Scheduled

MICHIGAN

• February 18 - Monday
• March 18 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
644 Shady Maple Dr.
Wixom, MI 48393
Hosted by Master Direct Jobber
Tom Kirby (248) 669-9093
Refreshments served, RSVP Required
• February 4 - Monday
• March 4 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
61653 Miriam Dr
Washington, MI 48094
Hosted by Regency Direct Jobber Mike Ellis
RSVP at (810) 781-5092 or (810) 918-1578
• February 4 - Monday
• March 4 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
RABE RESIDENCE
9338 Rawsonville Road
Belleville, MI 48111
Hosted by Dealer Dale Rabe
RSVP at (734) 461-9577 or 355-9747

MINNESOTA

• February 21 - Thursday
• March 21 - 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
• February 21 - Thursday
• March 21 - Thursday
Meeting - 7 p.m.
MEYER RESIDENCE
800 2nd Street
Cleveland, MN 56017
Hosted by Executive Direct Jobbers Charles
& Donna Meyer
(507) 931-3875
• February 14 - Thursday
• March 14 - Thursday
Meeting - 7:30 p.m.
STAVE RESIDENCE
44 Crow River Dr.
Elk River, MN 55330
Hosted by Dealer Ordell Stave
(612) 241-5267

MISSISSIPPI

• February - Every Wednesday
• March - Every Wednesday
Meeting - 11 a.m.
DINNER BELL RESTAURANT
10122-C Central Ave.
D'iberville, MS 39532
Hosted by Dealer Jim Day
(228) 388-4325 RSVP/Guest Welcome
jwdandy2000@yahoo.com

MISSOURI MONTANA NEBRASKA

None Scheduled

NEVADA

• February 7 - Thursday
• March 7 - Thursday
Meeting - 6:30 - 8 p.m.
AMSOIL PRODUCT CENTER
4545 N. Lamb Blvd., Suite. D
Las Vegas, NV
Hosted by Premiere Direct Jobber
Bob Kaytes and Regency Platinum Direct
Jobber Shirley Green (702) 362-4492

NEW HAMPSHIRE NEW JERSEY

None Scheduled

NEW MEXICO

• February 19 - Tuesday
• March 26 - Tuesday
Meeting - 7:30 p.m.

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

NEW YORK

• February 20 - Wednesday
• March 20 - Wednesday
Meeting - 7 p.m.

O'BRIEN RESIDENCE

436 Mosely Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien
(716) 223-8016
Call ahead to reserve a seat

• February 20 - Wednesday
• March 20 - Wednesday
Meeting - 7:30 p.m.

Syracuse AREA

Call ahead for specific location
Hosted by Direct Jobber Peter Finnerty
(315) 682-9791

• February 20 - Wednesday
• March 20 - Wednesday
Meeting - 7:30 p.m.

NEWARK, NY

LOCATION

Call ahead for specific location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• February 14 - Thursday
• March 14 - Thursday
Meeting - 7 p.m.

KAZAN RESIDENCE

9200 Lake Wheeler Road
Fuquay-Varina, NC 27526
Hosted by Account Directs
Eric & Donna Kazan
(919) 772-9569 Guests welcome
Non-downline \$2.00

• February 14 - Thursday
• March 14 - Thursday
Meeting - 7:30 p.m.

FOREIGN PARTS CENTRE

2032 Spring Road
Hickory, NC 28601
Hosted by Account Direct Larry
Malonee and Dealer Jack Hoskins
(704) 327-7844 or (704) 322-9312
All Dealers welcome;
please call Larry first

• February 14 - Thursday
• March 14 - Thursday
Meeting - 7 p.m.

BURNELL RESIDENCE

9424 Springdale Drive
Raleigh, NC 27613
Hosted by Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

• February 12 - Tuesday
• March 12 - Tuesday
Meeting - 7 p.m.

CLEVELAND RESIDENCE

224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers
George & Nancy Cleveland
(910) 346-3866
Call first - All Dealers welcome

NORTH DAKOTA

None Scheduled

OHIO

• February - Every Wednesday
• March - Every Wednesday
Meeting - 6 p.m. (training)
Meeting - 8 p.m. (opportunity)

FABIJANIC RESIDENCE

561 Loomis Avenue
Cuyahoga Fall, OH 44221
Hosted by Dealers
Paul & Coralie Fabijanic
(216) 928-8863 or 800-874-4827 RSVP

• February 9 - Saturday
• March 9 - Saturday
Meeting - 1 - 4 p.m.

LACKORE RESIDENCE

1900 George Ave.
Brunswick, OH 44212
Hosted by Master Direct Jobber
Calvin Lackore (800) 798-9777

• February 3 - Sunday
• March 3 - Sunday
Meeting - 1 p.m.

MERRITT RESIDENCE

650 State Route 131
Fayetteville, OH 45718
Hosted by Dealers
Gordon and Sara Merritt
(937) 288-2568

• February 25 - Monday
• March 25 - Monday
Meeting - 7 p.m.

PENA RESIDENCE

2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Direct Jobbers
Luis and Sharon Pena
Please RSVP to: (419) 349-3451
or (419) 297-3451

• February 12, 26 Tuesday
• March 12, 26 Tuesday
Meeting - 7 p.m.

DENATO'S PIZZA ON

BROADWAY
Grove City, OH 43123
Hosted by Premiere Direct Jobber
Brad White (800) 871-5921

OKLAHOMA

• February 2 - Saturday
• March 2 - Saturday
Meeting - 9 - 11 a.m.

GOLDEN CORRAL

9711 E. 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady (918) 258-6979 *Pat

OREGON

• February 14 - Thursday
• March 14 - Thursday
Meeting - 7 - 8:30 p.m.
DIAMOND JACK'S
3609 E. 51 St.
Tulsa, OK 74135
Hosted by Dealer Richard Coats and
Account Direct Kevin Alexander
(918) 342-9537
Call first to confirm space for you and
your guests

• February 14 - Thursday
• March 14 - Thursday
Meeting - 10 a.m.

GRADY RESIDENCE

2612 W. Galveston Rd.
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and Account Direct
Kevin Alexander
(918) 258-6979 RSVP
kevin@nordam.com

OREGON

• February 21 - Thursday
• March 21 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.

SWEETBRIER INN

7125 S.W. Nyberg Road
Tualatin, OR 97062
Hosted by Master Direct Jobber
Ed Greenwood (800) 722-1092
Call first to confirm space for you and
your guests

• February 7 - Thursday
• March 7 - Thursday
Meeting - 7 p.m.

HOFFMAN RESIDENCE

7025 SE 22nd Ave.
Portland, OR 97202
Hosted by Dealer Dan Hoffman
(503) 236-2579 All are welcome

• February 25 - Monday
• March 25 - Monday
Meeting - 6 p.m.

AUNE RESIDENCE

803 N. 2nd St.
Silverton, OR 97381
Hosted by Direct Jobber Todd Aune
(888) 283-3580
All are welcome with RSVP

PENNSYLVANIA

• February - Every Monday
• March - Every Monday
Meeting - 7 p.m.

AMSOIL RETAIL STORE

103 McCargo Street
New Kensington, PA
Hosted by Dealer A. Ralph Snoznik
(724) 335-8608
All Dealers and guests are welcome

RHODE ISLAND

None Scheduled

SOUTH CAROLINA

• February - Every Tuesday
• March - Every Tuesday
Meeting - 7:30 p.m.

GEORGE KERR and ASSOCIATES

Northgate Building
5861 Rivers Ave., Suite 107
N. Charleston, SC 29406
Hosted by Dealer George Kerr
(843) 747-8200

• February - variable meetings
• March - variable meetings
Call for meeting time, date

SPRADLEY RESIDENCE

117 Winston Circle
Pelion, SC 29123
Hosted by Direct Jobbers
Jim & Vicki Spradley (803) 894-4618

• February - First Tuesday
• March - First Tuesday
Meeting - 7 p.m.

DENNEY'S RESTAURANT

2521 Wade Hampton Blvd.
Greenville, SC 29615
Hosted by Dealer David Larson
R.S.V.P (864) 232 1846

SOUTH DAKOTA

None Scheduled

TENNESSEE

• February 19 - Tuesday
• March 19 - Tuesday
Meeting 7 p.m. (info)
8 p.m. (opportunity)

DW WILSON CENTER

Tullahoma, TN
Hosted by Dealer Nelson Gill
(931) 393-2601

TEXAS

• February 19 - Tuesday
• March 19 - Tuesday
Meeting - 7 p.m.

WARD RESIDENCE

310 S. Grove Road
Richardson, TX 75081
Hosted by Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
e-mail: oilmandj@home.com

• February 7 - Thursday
• March 7 - Thursday
Meeting - 7:30 - 9 p.m.

SHALIN RESIDENCE

544 Clew Court
Azle, TX 76020
Hosted by Regency Direct Jobbers
Tom and Sheila Shalin
(817) 444-9522

• February 21 - Thursday
• March 21 - Thursday
Meeting - 7:30 p.m.

WEIL RESIDENCE

2521 Cherry Blossom Lane
Bedford, TX 76021
Hosted by Direct Jobber Bob Weil
(817) 545-5257

UTAH

• February - Every Tuesday
• March - Every Tuesday
Meeting - 7:30 p.m.

CHRISTENSEN RESIDENCE

8516 Snowville Drive
Sandy, UT 84070
Hosted by Executive Direct Jobber
Neil Christensen, Dealer Rodney
Haskins and Dealer Doug Blackhurst
(801) 942-3881/(801) 942-8641

• February - Every Friday
• March - Every Friday
Meeting - After 4 p.m.

GREENE RESIDENCE

11653 S. Patchwork Circle
South Jordan, UT 84095
Hosted by Dealer Dorsey Greene
(801) 576-1896
T-1 Certification classes every Friday,
pre-paid registration required Everyone
welcome; RSVP

VERMONT

None Scheduled

VIRGINIA

• February 18 - Monday
Products Presentation and
Opportunity Meeting
• February 23 - Saturday
"How to Sell AMSOIL Products"
Saturday meetings: 10 a.m. - noon;
Monday meetings 7 - 9 p.m.

REID RESIDENCE

14600 Cornwall Lane
Chester, VA 23836
Hosted by Regency Gold Direct Jobbers
Gerry & Patricia Reid
(804) 530-1400, (804) 530-0179 Fax
reidgt@home.com

• February 11, 25 - Monday
• March 11, 25 - Monday
Meeting - 7:30 p.m.

STANCIL RESIDENCE

240 N. Oceana Blvd.
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stancil
(804) 428-6049

• February 11 - Monday
• March 11 - Monday
Meeting - 7 p.m.

GRAVITTE RESIDENCE

1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitte
(804) 694-0221

• February 5 - Tuesday
• March 5 - Tuesday
Meeting - 7:30 p.m.

PESZKO RESIDENCE

4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct Jobbers
Raymond & Karen Peszko
(804) 484-9491

• February 12 - Tuesday - "How to
Promote Your Business"
• March 12 - Tuesday - "How to Sell
AMSOIL and Altrium Products"
Meeting - 7 p.m.

DAYS INN RESTAURANT

5500 Williamsburg Rd.
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Pipgras
(804) 737-9231 or (804) 737-4874

WASHINGTON

• February 18 - Monday
• March 18 - Monday
Meeting - 7:30 p.m.

GASPER'S SHOP SERVICE

CENTER
1103-A River Road
Puyallup, WA 98003
Hosted by Executive Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• February 12 - Tuesday
• March 12 - Tuesday
Meeting - 7:30 p.m.

STOUGARD RESIDENCE

22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Premiere Direct Jobbers
Marv & Charlotte Stougaard
(360) 856-1641 Guests Welcome

• February 14 - Thursday
• March 14 - Thursday
Meeting - 7 p.m.

WALSH RESIDENCE

2220 South Castle Way
Lynnwood, WA 98036
Hosted by Executive Direct Jobbers
Tom & Shirley Walsh
(425) 483-2582

• February 12 - Tuesday
• March 12 - Tuesday
Meeting - 7 p.m.

PRUKOP RESIDENCE

10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers
Raymond & Patsy Prukop
(206) 845-9755 / 800-267-6450
Everyone Welcome!

• February 11, 25 - Monday
• March 11, 25 - Monday
Meeting - 7:30 p.m.

POODLE DOG

RESTAURANT
1522 54th Avenue East
Fife, WA 98424

Hosted by *Regency Platinum Directs
Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

WEST VIRGINIA

None Scheduled

WISCONSIN

• February 21 - Thursday
• March 21 - Thursday
Meeting - 7:30 p.m.

SEL-AMSOIL ACADEMY

1201 Clough Ave.
Superior, WI 54880
Hosted by ***Regency Platinum
Direct Jobbers Bill & Donna Durand
Refreshments Served (715) 392-4006
Guests Welcome

• February 14 - Thursday
• March 14 - 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

• February 9, 23 - Saturday
• March 9, 23 - Saturday
Meeting - 1 - 3 p.m.

VILLERS RESIDENCE

2600 W. High St.
Racine, WI 53404
Hosted by Regency Direct Jobber
Edie Villers
(414) 637-2726 RSVP

WYOMING

None Scheduled

INTERNATIONAL

ALBERTA
BRITISH COLUMBIA
MANITOBA
None Scheduled

NEW BRUNSWICK

• February 18 - Monday
• March 18 - Monday
Meeting - 7:30 p.m.

McLAUGHLIN RESIDENCE

9 Pinder Road
Riverview, NB E1B 3Z2
Hosted by Account Direct
Wayne McLaughlin and Dealer
Wendell Steves
(506) 386-2896/(506) 387-3197
Everyone Welcome

NEWFOUNDLAND

NOVA SCOTIA
None Scheduled

ONTARIO

• February 28 - Thursday
• March 28 Thursday
Meeting - 6 - 8 p.m.

AMSOIL DISTRIBUTION

CENTER
6625 Tomken Rd.
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Premiere Direct Jobber
Rob Hilditch and local Dealers
(905) 564-7770

PRINCE EDWARD
ISLAND

PUERTO RICO
QUEBEC

SASKATCHEWAN
None Scheduled

NEW ZEALAND

• February 4 - Monday
• March 4 - Monday
Meeting - 6:30 - 9 p.m.

AMSOIL DISTRIBUTION

CENTER
3/1 Binsted Rd, New Lynn
Auckland
Auckland, NZ
Hosted by Premiere Direct Jobber
John Gurney
Phone (021) 936-091
Fax (021) 636-094
synoil@dangerousbrothers.com
Fee: \$10

AMSOIL CENTERLINES ...and updates

HOLIDAY CLOSING

The Edmonton Distribution Center will be closed Monday, February 18 for Family Day.

NEW AMSOIL CHECKERED RACING CAP

Six-panel, low-profile cap features large embroidery and velcro closure. Coordinates nicely with the A.J. Amatuzio Signature Series Race Jacket and Long Sleeve Racing T-Shirt.



Team AMSOIL owner Steve Scheuring

Stock #	U.S.	Can
G-1785	12.00	19.25
Freight free		

AMSOIL SHELVING

AMSOIL shelving features four sturdy plastic shelves with AMSOIL logo on front and two sides. Perfect for displaying product in stores and trade shows.



Stock #	Wt.	U.S.	Can
G-1712	13 lbs.	48.00	77.50

FREIGHT INCREASES

Most LTL carriers have or will be implementing a 4 to 7 percent nationwide freight increase, while small package carriers have or will be implementing a 3 to 5 percent overall increase.

CALIFORNIA SALES TAX

Effective January 1, 2002, the California sales tax increased from 8.5% to 8.75%.

HASTINGS FILTERS

The Hastings TF92 filter has been discontinued and replaced with the TF162, the LF344 has been discontinued and replaced with the LF115 and the FF1066 has been discontinued and replaced with the FF1095.



NEW TEAM AMSOIL RACE DECALS

The exciting new Team AMSOIL Race Decal design emulates the exciting logo featured on the A.J. Amatuzio Signature Series Race Jacket, Long Sleeve Racing T-Shirt and new AMSOIL Checkered Racing Cap.

G-1789 AMSOIL Racing Decal (4").10 for 6.50/10.75.

G-1800 AMSOIL Racing Decal (7").10 for 8.00/13.00.

FREE AMSOIL DECAL WITH 2-CYCLE PURCHASE

As a special promotional offer, case boxes of AMSOIL Series 2000 Synthetic 2-Cycle Racing Oil and AMSOIL Synthetic 2-Cycle Injector Oil now contain a complimentary 6-inch AMSOIL logo decal.

COMPUTER SYSTEM CHANGES

When calculating the weights of product in determining shipping costs, weights will now be rounded to the tenth, instead of to the whole number.

Dealers are now able to register Preferred Customers at Distribution Centers.

The following product codes have changed:

Old	New
API	API-16
AMP	AMP-12
AMH	AMH-16
APF	APF-12

Effective immediately, Commission Credit transfers and Dealer to Dealer Order Forms (G-1) must reach AMSOIL INC. by 3 p.m. C.S.T. on the 6th day of the month following the month during which the business was transacted.

AMSOIL ADVERTISING

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

February & March 2002

Display Advertisements

<i>Coast to Coast</i>	Jan/Feb '02	(805) 667-4100
<i>NOLN</i>	Feb. '02	(805) 796-2577
<i>American Iron</i>	Feb. '02	(203) 425-8777
<i>Auto Services Operator</i>	Feb. '02	(317) 329-9216
<i>NOLN</i>	March '02	(805) 796-2577

Catalog Showcase Advertisements

<i>Eurotuner</i>	March '02	(323) 782-2000
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AMSOIL SIROCCO™ SYNTHETIC COMPRESSOR OIL

New AMSOIL SIROCCO™ Synthetic Compressor Oil is a premium quality, multi-viscosity lubricant formulated for industrial applications calling for either an ISO-32 or ISO-46 compressor oil or coolant. It effectively extends compressor life and reduces maintenance and energy costs by reducing wear,

operating temperatures and energy consumption, increasing operational efficiency, extending drain intervals and protecting against oxidation, corrosion, foam and rust. AMSOIL SIROCCO™ Synthetic Compressor Oil maintains performance across a wide operating temperature range. Its low pour point, high viscosity

index and lack of paraffins (wax) make it an excellent all season lubricant. SIROCCO™ also has higher flash, fire and auto ignition points than competitive petroleum compressor oils.

AMSOIL SIROCCO™ Synthetic Compressor Oil (ISO 32/46, SAE 5W-20)

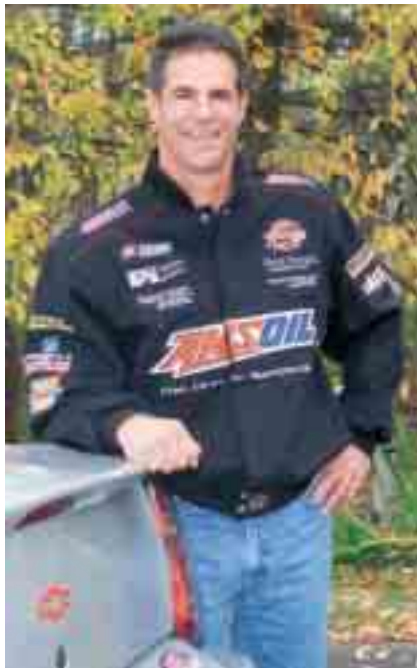
Dealer and Preferred Customer pricing

Stock #	Pkg/Size	CC's	U.S.	Canada
SEI-05	5-gallon pail	52.95	151.25	244.00
SEI-55	55-gallon drum	539.00	1540.00	2486.00
SEI-27	275-gallon tote	2678.00	7650.00	12380.00

SPANISH PRODUCT CATALOG

The Spanish version of the AMSOIL Product Catalog (G-290S) has been revised and is now available for purchase.

Stock #	U.S.
G-290S <i>Product Catalog - Spanish</i>	1.20



AMSOIL A.J. AMATUZIO SIGNATURE SERIES RACE JACKET

The AMSOIL A.J. Amatuzio Signature Series Race Jacket is a real attention-getter. Modeled after NASCAR style jackets, the AMSOIL Race Jacket features embroidered A.J. Amatuzio signature logos, AMSOIL and product logos and associate race sponsors. High quality jacket features 14.5 oz. brushed twill, satin lining with an inside pocket, knit cuff and waistband, shoulder pads, racing collar and stainless steel snaps. These jackets normally run in excess of \$200, but AMSOIL is offering them below cost for Dealers and Preferred Customers. Made in the USA. Large, generous fit. If in doubt, order one size smaller than you normally do. Sizes Extra Small - XXXL, Youth L.

**FREE
Shipping On All
Literature And
Promotional
Items**



WINTER RACE JACKET

Exceptional quality and warmth highlight the AMSOIL Winter Race Jacket, modeled after the official Team AMSOIL snocross race jackets. Includes cozy fleece lining, four exterior zippered pockets, two interior pockets and a belted waist for extra warmth and style. Sizes S-XL.

AMSOIL A.J. Amatuzio Signature Series Race Jacket

Stock #	Size	U.S.	Can.
G-1748	XS	97.00	158.00
G-1721	S	97.00	158.00
G-1722	M	97.00	158.00
G-1723	L	97.00	158.00
G-1724	XL	97.00	158.00
G-1725	XXL	97.00	158.00
G-1726	XXX	97.00	158.00
G-1727	Youth L	87.00	141.00



Jacket
Back

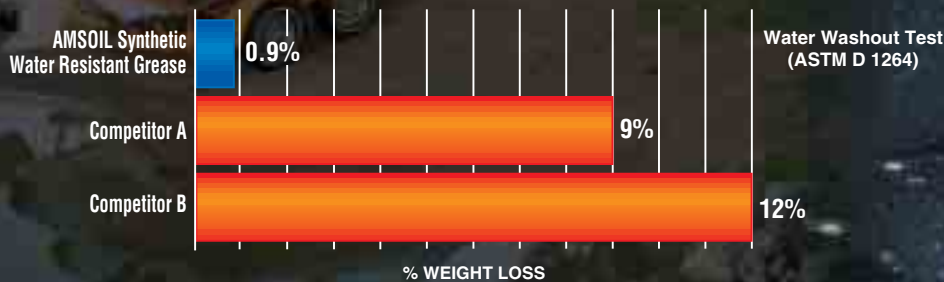
Stock #	Size	U.S.	Can
G-1626	S	189.00	305.00
G-1627	M	189.00	305.00
G-1628	L	189.00	305.00
G-1629	XL	189.00	305.00
G-1630	XXL	199.00	320.00

Unparalleled Protection Against Friction, Wear and Water

- Ideal for use in wheel bearings of vehicles and trailers frequently exposed to water, mud, snow or ice
- Excellent cohesiveness and adhesiveness
- Superior water washout and sprayoff resistance
- Dependable all-temperature protection
- Superior load carrying and extreme pressure performance
- Resists friction, heat and wear
- Superior rust and corrosion protection



Grease That Won't Wash Away.



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

**CHANGE SERVICE
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