



ACTION NEWS

© AMSOIL INC 2005

The First in Synthetics

FEBRUARY 2005

Snowmobile Sales



Personal Recreation Equipment Market Explodes With Opportunities for Dealers



In This Issue:
Motorcycle and
ATV Filtration
Application Guide

**AMSOIL Saber Professional
2-Cycle Oil is now
available in convenient
3.5-ounce containers.**



Next Issue:

**Mobil's introduction of extended drain oil expands opportunity for AMSOIL Dealers
(see "From the President's Desk" in your January *Action News*)**

From the President's Desk...



Once again, I want to commend all our Dealers and Direct Jobbers for a job well done during the past year. With your help, 2004 was a banner year for this company, and that means it was a banner year for you, as well. That's how this business works.

AMSOIL is a company on the move. MLM sales are up significantly, we are adding new Dealers in record numbers, and our Retail and Commercial Program sales have been outstanding. Our ranks of preferred customers also continue to grow. By any measure, we have just experienced our most successful year ever. And the good news is that we have not even scratched the surface of our potential. The future looks even better!

We are poised to have sales explode in 2005 and beyond, and we are doing everything we can to prepare for it. We recently added new filling, capping, boxing and palletizing equipment to our production capabilities. It is a high speed, state-of-the-art production line that will more than quadruple our output capabilities. It will package quarts, gallons and 2½ gallon container sizes with minimum set-up time between and at much higher speeds than in the past.

We did not just replace our existing equipment. We added to it so we now have two packaging lines. Our new line is much faster than our old even though we modernized the older line to give it more speed. Having two lines operating gives us both higher production and more flexibility. And we now have the added storage and distribution facilities at the AMSOIL Center to handle all of our increased production capabilities.

When you look back at the past twelve months, you see a company building for the future. In addition

to enlarging our facilities and adding to our production capabilities, we have added personnel to meet the demands of our continued growth. Because of our excellent reputation both in our industry and in our community, we have attracted some impressive new employees during the past year.

We have added people with outstanding technical expertise who will help keep us on the leading edge of technology. We also have added employees to help serve our Dealer network to help them succeed to their full potential in this business. In the final analysis, your success is what it is all about. Everything we do here at AMSOIL is intended to accomplish that goal.

As successful as the past year was, I predict we haven't even seen the tip of the iceberg yet. With the help of Alan Amatuzio and Dean Alexander, I intend to continue our leadership role in this industry. The market for our products is enormous. Our synthetic lubricants clearly outperform the competition, and consumers have always been willing to pay for top performing products. When you combine our high quality products with our outstanding Dealer network, it's definitely a recipe for mutual success.

That's the good news. Now for the not-so-good news.

We have continued to experience unprecedented increases in the cost of our raw materials, packaging, and shipping. I was recently copied with a memo from our largest supplier of additives, and it was not encouraging.

It says we will experience increases of 12.5% in Engine Oil additives and increases of 5-7 % in all the other additives we buy from them.

In addition to these increases, we continue to see the cost of other raw materials, packaging and shipping increase. As a matter of fact, just about everything we buy right now has increased in price during the past six months. It costs more to produce today and it appears from the memo I just quoted from that it will continue to cost more in the future.

I think you know what this means. It means another price increase on our lubricants is inevitable. We have never had two price increases in one year, but we really have no choice. Effective April 1, 2005, therefore, United States pricing will be adjusted. Believe me, we are doing everything we can to minimize the increases. Streamlining our production has helped, but not eliminated the need for price adjustments. Dealer and preferred customer prices for our synthetic oils will still remain less than competitive synthetic lubricants, even after slight price increases are implemented.

There you have it. The good news is we continue to manufacture products that are excellent values. They will remain so even if the price is slightly higher. Because if someone wants the highest quality lubricants, where are they going to find any better than AMSOIL at any price? Nowhere!

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is fluid and cursive, with a large initial "A" and "J".

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

DEALERS IN ACTION!

AMSOIL MPHD Makes Life Easier

Dealer Don Smith operates Smith Repair in Fredericksburg, Iowa, and he's noticed a new trend.

"One job showing up more and more often these days is rebuilds on fifth-wheel hitches," said Smith.

More farmers are now using semi-tractors and grain trailers to move grain, and most of them operate on gravel roads. The grease in the latching mechanism on the underside of the fifth-wheel plate absorbs the road dust, gumming it up and making the latch frustrating to unhook.

Smith has come up with a method of lubricating fifth-wheels that virtually eliminates the problem, making trailers easier to unhitch. After rebuilding a fifth-wheel plate, Smith flips it over onto a sheet of cardboard and sprays the locking mechanism thoroughly with three coats of AMSOIL Heavy Duty Metal Protector (MPHD).

"The MPHD sprays out as a liquid and dries to a waxy lubricating film that doesn't attract dust," Smith said.

He also added that it's important to thoroughly clean the plate before application, and



that he lets each of the three coats dry before applying the next layer.

"Once applied, my farmer customers tell me the fifth-wheel plate no longer gums up like before," Smith said.

Applying the MPHD only cures half the problem. Using conventional grease on the top of the plate allows grease to get pushed into the kingpin, gumming up the latch mechanism again. Smith solves this issue with AMSOIL 5th Wheel Spray Grease. Smith said AMSOIL Spray Grease is very neat, and easy to apply.

"It leaves behind a thin, tenacious film that will not wash off or be pushed off the way grease can be," said Smith.

He also said that one can lasts for two to four applications, depending upon how liberally it is applied. Smith

also uses AMSOIL MPHD as a chain lube, on door hinges, grain trailer door slides and more. Because it locks out oxygen and won't wash off, it also helps prevent corrosion.

AMSOIL ISO 100 SAE Compressor Oil Extends Compressor Life



Mallette and the compressor and oils he tested.

Dealer Michael Mallette of Mesa, Ariz., recently ran some tests on his Hitachi two horsepower single stage compressor, and had good results. He tested his compressor's amp draw, which specs at 14.5 amps, running with fresh Hitachi compressor oil and with AMSOIL ISO 100 SAE compressor oil.

"After running the compressor for a period of time to get it and the tank hot, I checked the amp draw several times to make sure it stabilized and recorded the reading," said Mallette.

All readings were obtained just before the compressor shut off at the 120 psi limit. The Hitachi oil 19219 obtained a reading of 14.9 amps, while the AMSOIL ISO 100 SAE Compressor Oil read 14.1.

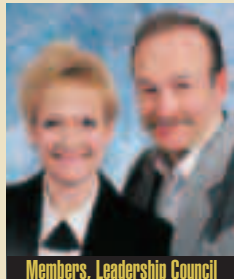
"I could see the draw dropping as it ran," Mallette said.

After the second refill of the tanks, it stopped dropping and stabilized around 14 to 14.1 amps. According to Mallette's testing, a difference of .8 amps (multiplied by 120 volts) saves 96 watts an hour. This means less work for the electric motor, reduced electrical consumption and longer life for the compressor.

MONTHLY LE



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



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



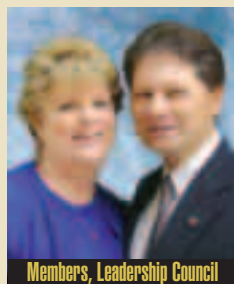
Dave M. Mann
 Michigan
 ★★★★★Regency Platinum
 Direct Jobber
 Third—Total Organization
FIRST—Personal Group
 Sales
FIRST—New Qualified
 Dealers and Accounts



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



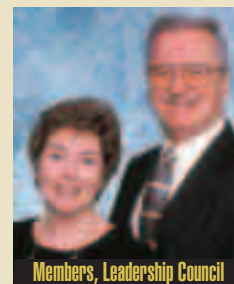
William and Judith Shirk
 Maine
 Regency Platinum Direct
 Jobbers
 Eighth—Total Organization
 Ninth—Personal Group Sales



Members, Leadership Council
**George and Shirley
 Douglas**
 Florida
 Regency Platinum Direct
 Jobbers
 Ninth—Total Organization
 Tenth—Personal Group
 Sales



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



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



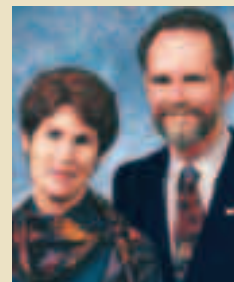
Members, Leadership Council
Thomas and Sheila Shalin
 Kansas
 Regency Platinum Direct
 Jobbers
 Second—New Qualified
 Dealers and Accounts



Scott T. Swenson
 Wisconsin
 Premiere Direct Jobber
 Fourth—New Qualified
 Dealers and Accounts



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



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

ADERS

November
2004

HALL OF FAME



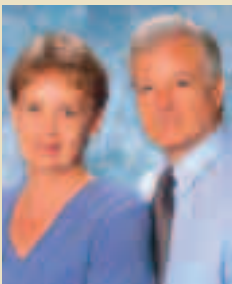
David and Carol Bell
Texas
★★Regency Platinum
Direct Jobbers
Fifth—Total Organization
Eighth—Personal Group
Sales
Fourth—Commercial and
Retail Marketing



Michael H. Ellis
Michigan
Regency Gold Direct Jobber
Sixth—Total Organization
Fifth—Personal Group Sales
FIRST—*Commercial and*
Retail Marketing



Bud and Lorna Bourquin
Minnesota
Regency Silver Direct
Jobbers
Seventh—Total Organization
Fourth—Personal Group
Sales



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



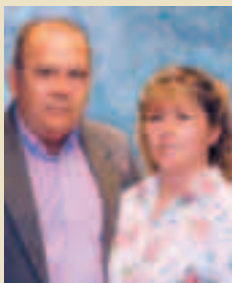
David and Tracey Cottrell
Ontario
Premiere Direct Jobbers
Third—Commercial and
Retail Marketing



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



David and Rebecca Reid
Virginia
Master Direct Jobbers
Eighth—New Qualified
Dealers and Accounts



Gene and Danae Fine
Oregon
Master Direct Jobbers
Tenth—New Qualified
Dealers and Accounts

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



Shirley Green,
Regency Platinum



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



Harold and Marcile Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
Regency Platinum



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

HIGHER LEVELS OF

PREMIERE DIRECT JOBBERS



Daniel Mueller
Wisconsin



Walt Patterson
Michigan

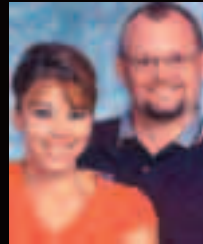


Walter & Sineva Perera
Ontario



Norman & Doreen Rinehart
Texas

NEW DIRECT JOBBERS



David & Gena Daniels
Arizona

Sponsors: Norman & Barbara Ayres
Direct Jobbers: Norman & Barbara Ayres

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

John H. Brevik, *Texas* Sponsors: Bud and Lorna Bourquin

Brian A. Wise, *Florida* Sponsor: Dave M. Mann

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

Pat Bratton *Florida* Sponsor: William Lockwood

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

John S. Boyken Jr., *Indiana* Sponsors: David and Eline Haunschild

Terry Richard and Jeanie Conover, *Colorado* Sponsors: Everett and Virginia Calkins

Robert and Keyna Kirschner, *Oklahoma* Sponsors: Kenneth and Karen Deemer

Bernhard N. Matulesky, *Michigan* Sponsor: Patriot Sondakh

Sebastien Riel, *Quebec* Sponsor: Jean-pierre Deslauriers

Ernest and Marion Skillern, *New Mexico* Sponsors: Ken and Felice Sherwin

James L. Smail, *Wyoming* Sponsors: Doyle and Diana Vaughan

Raymond C. Sundstrom, *Kansas* Sponsor: Gary Bisel

NEW DIRECT DEALERS



Christine Jarvis
Ontario
Sponsor: Peter F. Boken
Direct Jobber: Peter F. Boken



John & Jill Nekhay
Michigan
Sponsor: Jeffrey L. Chartier
Direct Jobber: Raymond D. Yaeger



Russell A. Rougier
New Hampshire
Sponsor: Richard Lamonde
Direct Jobber: Richard Lamonde

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

- John C. Bennett**, *Michigan* Sponsors: Eric and Iris Johnson
George and Suzanne Bierman, *Maryland* Sponsor: James A. Haley
Bernice Bradshaw, *Florida* Sponsors: Norman and Doreen Rinehart
Bill Burner, *New Jersey* Sponsors: Willard and Brenda Burner
James and Christine Burt, *California* Sponsors: Al and Antoinette Bianco
Ronald and Sherry Cooper, *Minnesota* Sponsors: Mylo and Patty Twingstrom
Christopher Daily, *Pennsylvania* Sponsor: Joseph Kasper
Richard M. Guilz Sr., *New York* Sponsors: Richard Jr. and Holly Guilz
James and Edith Jackson, *Indiana* Sponsors: Larry and Kay Davidson
Dan P. Melton, *Arkansas* Sponsors: David and Brenda Pasterniak
Barry C. Morse, *Minnesota* Sponsor: Eric W. Dalgaard
Thomas A. Quintero, *Texas* Sponsors: Ervin and Susan Juvette
John and Janice Rinehart, *Texas* Sponsors: Norman and Doreen Rinehart
Robert G. Sauer, *Alberta* Sponsor: Dave M. Mann
Terry Smalley, *Minnesota* Sponsor: Robert E. Czczok
Brian A. Smyczek, *Wisconsin* Sponsor: Brandon A. Biscobing
David and Linda Sohlstrom, *Washington* Sponsors: Michael and Eileen Kaufman
James A. Stauffer, *Nevada* Sponsors: Raymond and Patricia Prukop
RJ Stevens, *Utah* Sponsor: Trent Woolston
Sam and Sandra Strain, *Minnesota* Sponsors: James and Jan Stewart
David Vain, *Louisiana* Sponsor: James W. Day
David P. Varnicle, *Pennsylvania* Sponsors: Michael and Lynne Nye

Recreational Vehicles

The personal recreation equipment market in the United States has grown significantly over the last 10 years. A steady increase in sales reported by OEMs clearly illuminates the growing market available to lubricant distributors. Consumers invest a great deal of money in their equipment and want to ensure it receives the best possible lubrication protection. This, along with advances in engine design, opens new doors for sales of high-end lubes.

Whether it's the high-revving engine of a motorcycle, or the beating received by an ATV buried in a muddy swamp, all of these vehicles are put under a great deal of stress. While the service fill market is seven times larger than the factory fill market, many riders prefer genuine oils. In the case of motorcycles, OEM oils account for as

much as 50 percent of total service fill oil demand. Part of this can surely be blamed on brand loyalty, but perhaps much of it can be accounted for by lack of exposure. It is possible that many consumers are not aware of their options because most discussions of motor oil focus on passenger vehicles.

Motorcycles

There are nearly five million motorcycles registered in the United States. That might not compare with the 12 million sold in China in 2003, but with each street bike averaging between 2,500 and 5,400 miles per year and four quarts per oil change, even if each bike only gets serviced once a year—that is nearly five million gallons of oil.

Harley Davidson is the overwhelmingly popular choice in the street bike category. Harley is forecasted to sell over 255,000 units in 2004, claiming 41 percent of the market share. Honda is next earning a 20 percent market share with predicted sales over 121,000 units. Honda is also the overall leader in motorcycle sales, with a 29 percent share of the market.

The median age of motorcycle owners in 2003 was 41, up from 38 in 1998. Most motorcycle owners have at least a high school education and are employed in the professional/technical fields.

Growth from 1995 to 2003

| | |
|---------------|------|
| Scooters | 439% |
| Sport Bikes | 139% |
| Touring Bikes | 232% |
| Cruisers | 213% |

Estimated Motorcycle Oil Consumption

| | |
|--|---------------|
| Avg. Mileage, miles/yr | 2,500 - 5,400 |
| Avg. Drain Interval, miles | 3,000 -5,000 |
| Avg. Oil Changes, drain/yr | 0.5 - 1.8 |
| Avg. Sump Fill, quarts | 4 |
| Annual Motorcycle Oil Demand, gal/unit | 1 |

Boats

Boats make up the most abundant form of recreational vehicle. Almost 69 million people participate in recreational boating, making good use of the more than 17 million boats on U.S. lakes and rivers. The top five states for recreational boat registration are Michigan, Florida, California, Minnesota and Texas respectively. In 2003, J.D. Power and Associates ranked Evinrude highest in the two-stroke category and Yamaha highest in the four-stroke category. The market seems to be moving toward four-stroke engines, with Mercury, Yamaha,

Honda and Suzuki all focusing more attention on four-stroke technology.

Consumers have spent over \$29 billion at retail for new and used boats, motors and engines, trailers and accessories. Outboards are by far the most popular choice, while other aquatic toys such as PWCs (personal watercraft) gain and lose popularity according to current trends. Currently, PWCs are also moving toward four-stroke engines in order to meet EPA emissions regulations.

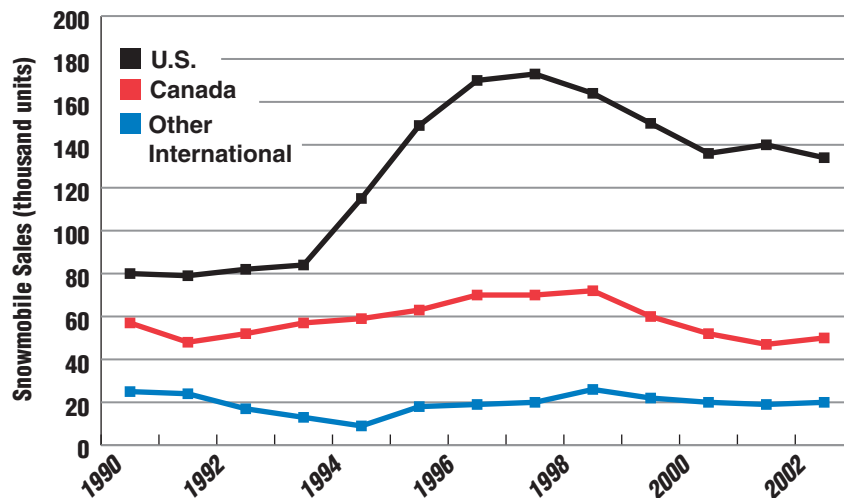
Are a Growing Market

Snowmobiles

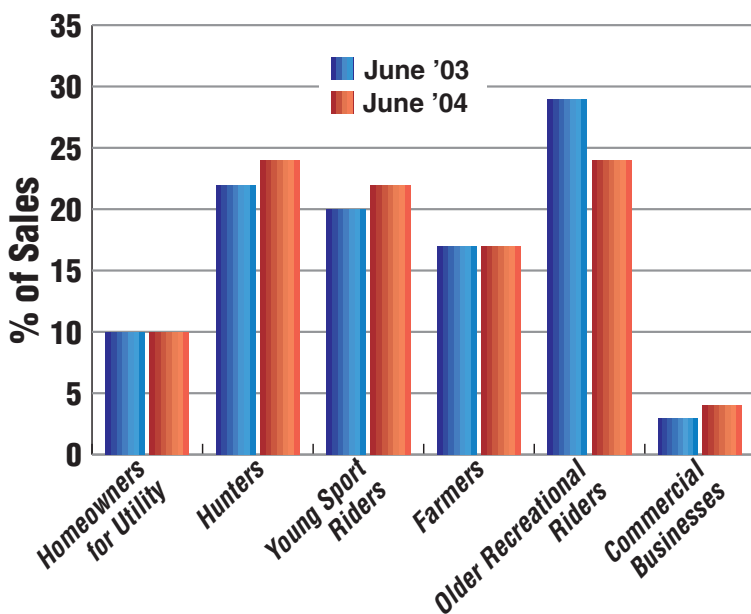
Snowmobiles present yet another popular and growing market. Snowmobile sales in the U.S. went from just over 80,000 in 1992 to around 170,000 in 1997. Although the numbers dropped some in the last five years, sales are still around the 140,000 units per year mark.

Polaris dominates the worldwide market with a 35 percent share, followed by Bombardier with 29 percent and Arctic Cat with 20 percent. In 2002, nearly 50 percent of all snowmobile sales were 600cc or higher. Two-stroke engines still rule in the snowmobile world, but four-strokes are gaining popularity. Over 60 percent of Yamaha's 2005 lineup have four-stroke engines.

Snowmobile Sales



ATV Sales



ATVs

ATVs are selling in huge numbers as well. There is a forecasted 6.5 percent increase in sales in 2004, with another 6 percent increase expected in 2005. It is estimated that four-stroke ATV riders in the U.S. currently consume five to six million gallons of oil annually. ATVs are no longer considered a mere work vehicle either. Many people use them for hauling hunting gear or game, or simply for the ease of passage over rough terrain. Adult ATV sales are up 5 percent over 2003, and about 32 percent of dealers' sales are to first-time buyers.

Overall, ATV sales have increased by 472 percent since 1990. Honda has a narrow lead over Polaris and Yamaha with 29 percent of the worldwide market share. Polaris and Yamaha have 26 percent and 25 percent respectively.

Thirteen states account for 53 percent of the ATV and dirt bike sales in the U.S. California residents buy significantly more than any other state with forecasted sales over 159,000 units in 2004. Texas is next with just over 58,000 units.

Superior All Weather Protection for Tractors



In order to ensure “all weather” hot and cold temperature protection, tractor manufacturers such as John Deere and Ford New Holland specify multi-viscosity tractor hydraulic/transmission oils for their equipment. Multi-viscosity fluids allow equipment owners to avoid seasonal fluid change-outs.

AMSOIL Synthetic Tractor Hydraulic/Transmission Oil is an “all weather” Universal Tractor Transmission Oil (UTTO) that meets the requirements of a 5W-30 hydraulic/transmission oil, and it has been labeled accordingly. AMSOIL Hydraulic/Transmission

Oil exceeds the most demanding “all weather” specifications of Ford New Holland FNHA-2-C-200 & 2-C-201 and John Deere J20C & J20D. It has a high viscosity index to maintain its lubricity at high operating temperatures, and it flows at temperatures as low as -47°F (-44°C) for improved equipment operation and wear protection at low temperatures.

AMSOIL Synthetic Tractor Hydraulic/Transmission Oil is engineered to meet the tough demands of heavy-duty, hydraulic-powered farm and commercial equipment. Its unique formulation of synthetic base stocks and additives effectively reduces wear, resists heat, protects against rust and extends fluid and equipment service life. AMSOIL Synthetic Tractor Hydraulic/Transmission Oil is recommended for extended oil drains based on oil analysis.

AMSOIL Synthetic Tractor Hydraulic/Transmission Oil is formulated with durable friction modifier additives that effectively suppress wet brake chatter. Unlike conventional oils that can break down and cause vibration, AMSOIL Synthetic Tractor Hydraulic/Transmission Oil provides continuous frictional stability for long-term smooth brake operation.

AMSOIL Synthetic Tractor Hydraulic/Transmission Oil is recommended for equipment combinations of transmissions, hydraulic systems, final drives, power take-off systems and wet brakes operating in “all weather” hot and cold temperatures, including, but not limited to, farm tractors and equipment, fork lift trucks, pavement rollers, ditchers, concrete formers, lawn tractor and golf course mower hydrostatic transmissions, 4x4 ATV's with wet brake differentials and off-road equipment, including loaders, backhoes, bulldozers, tractors and logging equipment.

AMSOIL Synthetic Tractor Hydraulic/Transmission Oil is recommended for the replacement of, but not limited to, the following oils:

ARCO Tractor Fluid; BP Tractran UTH; Case Hytran; Chevron Torque Fluid; Chevron Tractor Hydraulic Fluid; Conoco Power-Tran III Fluid; Conoco Farm Master; Gulf Universal Tractor Fluid; John Deere Hy-Gard; Kendall HYKEN 052; Kubota Super UDT; Lubrication Engineers 7500; Lubriplate UTF C-4; New Holland, Ford M2C134-D & FNHA-2-C-200.00 & 201; Mobilfluid 300, 350 and 424; Pennzoil HYDRA-TRANS; Phillips HG Fluid; Royal Purple SYN-TRACTOR III WG; Shell Donax TD

Features and Benefits

- Feature:** Multi-Viscosity
Benefits: Excellent cold and hot weather protection, no seasonal change-outs
- Feature:** Universal Applications
Benefits: Inventory consolidation, no misapplications
- Feature:** Stable Friction Modifier Additives
Benefits: Correct and decisive multi-disc/clutch operation, excellent control over brake chatter, smooth operation, extended oil and equipment life
- Feature:** Anti-Foam Additives
Benefits: Rapid air release, cooler operation, smooth brake operation, control over fade and spongy hydraulic response
- Feature:** Oxidation Inhibitors
Benefits: Excellent resistance to oil degradation at high temperatures, extended lubricant and equipment life
- Feature:** Seal and Hose Conditioners
Benefits: Compatible with all seal materials, seal and hose flexibility, positive seal seating, reduced oil leaking, extended seal and hose life, fewer blown hoses
- Feature:** Superior Anti-Wear Additives
Benefits: Scoring and gear wear protection under all load conditions, extended equipment life even in severe conditions, increased pump and valve life, may be used in final drives calling for a universal tractor transmission oil

New Bottle Size Makes Saber Professional More Convenient

AMSOIL has made an addition to the two-cycle line of oils. Saber Professional is now available in a convenient 3.5 oz container. The new size, featuring a bi-lingual label with English and Spanish, enables users to empty the entire contents directly into 2 to 2.5 gallons of fuel, eliminating the need to measure out specific amounts.

This new size makes Saber Professional beneficial to commercial forestry, lawn care and other businesses that rely on small power equipment. The 3.5 oz bottle improves efficiency as workers will spend less time calculating mixtures, and more time running their machines.

Saber Professional is specifically designed for lean mix ratios in pre-mix applications, and contains high temperature detergents for small power equipment. Saber Professional also works to improve throttle response, protect against deposit formation and lower emissions. Saber Professional is "smokeless" and delivers as much as 30% fewer emissions at 100:1 mix ratios than oils mixed at 50:1. Equipment operators subjected to smoke and fumes will benefit from these low emission properties.

**New
Bi-Lingual Label
Expands Potential in
Spanish Speaking
Markets**



Saber Professional is ideal for use in small hand-held power equipment such as chain saws, weed eaters, leaf blowers, lawn mowers, mopeds, scooters, etc. The 3.5 oz container is ideal for treating 2 - 2.5 gallon cans of gas, common for storing mixed gas on the job. Simply adding one 3.5 oz bottle to one 2 - 2.5 gallon gas container makes keeping mixed gas on hand simple and convenient.

Use Saber Professional where ISO-L-EGD, JASO FC or API TC is specified.

| Stock No. | Pkg/Size | Wt. Lbs. ea | Commission Credits | U.S. Dealer Cost, ea. | CAN. Dealer Cost, ea. |
|-----------|----------------------|-------------|--------------------|-----------------------|-----------------------|
| ATP-PK | (1) 1.5-oz. pack | 0.2 | 0.55 | 0.80 | 1.10 |
| ATP-48 | (48) 1.5-oz. packs | 7.2 | 26.40 | 36.00 | 50.40 |
| ATP-BA | (1) 3.5-oz. bottle | 0.4 | .85 | 1.20 | 1.95 |
| ATP-35 | (12) 3.5-oz. bottles | 4.5 | 10.20 | 13.80 | 20.40 |
| ATP-BC | (1) 8-oz. bottle | 0.7 | 1.45 | 2.35 | 3.10 |
| ATP-08 | (12) 8-oz. bottles | 8.6 | 17.40 | 27.00 | 36.00 |
| ATP-QT | (1) quart bottle | 2.1 | 4.30 | 6.00 | 7.95 |
| ATP-01 | (12) quart bottles | 25.4 | 51.60 | 68.40 | 94.20 |
| ATP-30 | 30 gallon drum | 250.2 | 356.00 | 593.00 | 713.00 |
| ATP-55 | 55 gallon drum | 449.1 | 572.00 | 1040.00 | 1186.00 |



Charles Almond of Murphy, Texas has been drawing attention to himself. But of course, that was the idea. Almond, a Dealer since March 2004, has designed the Travelube, a mobile oil change business that has taken the area by storm. Almond said most people underestimate the magnitude and professional appearance of the Travelube.

"Most people expect to see someone pull up with a wrench and a bucket," said Almond.

Those people couldn't be more wrong.

The Travelube is a 2004 Chevy G3500 extended van complete with everything found at any quick lube, including compressors, three 40-gallon tanks of oil, digital oil service guns, the full line of AMSOIL filters, BOSCH windshield wipers, and more.



Charles Almond and his Travelube

"The van's appearance shows the level of seriousness I have," Almond said. "This isn't just a hobby."

The Travelube van is an impressive sight, and it really gets people interested in AMSOIL. Almond has no set hours, he simply takes appointments, any time, any day, even holidays. The more time Almond spends on the road and on appointments, the more appointments he makes, simply from people seeing his van. Almond drove the van to the distribution center in Arlington, where he was met with a great deal of interest. Upon seeing the van, a distribution center employee had Almond change his oil right there in the lot.

"Every Dealer that came by was completely enamored with it," Almond said.

One Dealer stayed and observed Almond in action to see how well the Travelube worked. Almond said even the guys working in the toll booths along the way had questions about AMSOIL and took his card. The idea for the van came after Almond became an AMSOIL Dealer and found many people reluctant to switch to AMSOIL because they (the customers) don't change their own oil. Almond eliminated that objection by not only changing the oil for the customer, but doing it on site. Almond said the most common reasons people call the Travelube are convenience and the extended drain intervals. Just \$49.95 gets an oil change, including five quarts of AMSOIL XL 7500, an AMSOIL oil filter, grease and a top-off of the other fluids.

Almond quit his job as an electrical engineer after attending AMSOIL U in 2004.

"The product is so good, you really feel good about selling it," said Almond. "We (AMSOIL) have such an extensive product line, I'm really selling a lot of AMSOIL items in addition to oil," Almond added.

Gearing Up For AMSOIL University

AMSOIL University is scheduled for May, and people are already getting excited for this year's event. Technical Product Manager Dave Anderson talked about what a worthwhile opportunity AMSOIL University is.

"You're not going to find a deal like this anywhere else," said Anderson.



AMSOIL U students enjoy visiting with one another over lunch.

AMSOIL U has three distinct levels of training to accommodate all Dealers whether they're new or experienced.

"The newer Dealers really get to see what and who AMSOIL is and have their questions answered directly from the source," said Anderson, "while well-established Dealers know the importance of keeping up on industry changes and staying educated."

The training in the Advanced Development Program changes every year, so there is always a reason to return if you've attended before. This year there will be two sections of the ADP class, allowing more Dealers to attend this limited enrollment course while simultaneously shrinking class sizes. Traditionally, AMSOIL U has focused primarily on technical training. While this aspect will still be a large part of the course work, sales education has been expanded significantly.



AMSOIL U students meet and mingle with AMSOIL corporate and production staff.

"Our expanded sales department has developed some exciting programs and presentations that we believe will be well accepted by both new and well-established Dealers," said Anderson.

As always, there will be extracurricular activities throughout the week. There will be a welcoming reception Sunday evening, a barbecue cookout and tour of the facilities Tuesday evening and a surprise event Wednesday evening so special it's not to be missed. AMSOIL staff will be present at all events.

AMSOIL U is governed by the guidelines of the Wisconsin Technical College System, allowing attendees the opportunity to earn continuing education credits and reinforcing the importance and value of this annual event.

Anderson stressed just how important and valuable AMSOIL U really is.

"It is a big expense and a big commitment," said Anderson, "but our most successful Dealers all mention how much time and effort it takes to be successful."

AMSOIL U educates Dealers not only on the products they sell, but how to sell them as well.

"For those committed to putting their AMSOIL business on a fast track, AMSOIL U is essential," said Anderson.

**10 Percent Rebate
On All Product Ordered
While at AMSOIL U.
Through May 20**

AMSOIL UNIVERSITY

May 15 - 19, 2005

Wisconsin Indianhead Technical College
in Superior, WI.

Sign up early to receive a discount on registration.

Before March 1: \$392

After March 1: \$442

Spouses are welcome to register as well,
for an additional fee.

Before March 1: \$196

After March 1: \$246

Spouses wishing to attend lunches and
social events only:

Before March 1: \$50

After March 1: \$75

Registration and requests for additional information may be obtained by contacting Julie Jacobson at (715) 392-7101 or visiting the AMSOIL corporate website at <https://www.amsoil/dealer/university.htm>.

AMSOIL Racing Coordinator

Every calendar year, AMSOIL joins forces with more than 300 Dealers to sponsor race teams. The AMSOIL Co-op Racing Program has grown by leaps and bounds over the years and continues to be an effective promotional tool for those Dealers who develop workable plans and invest the effort to maximize the sponsorship value. It gives Dealers a chance to find new customers with a targeted need. It also allows AMSOIL to grow its name at smaller, more local events and tracks.

The *Action News* sat down with the AMSOIL Racing Coordinator Jeremy Meyer to discuss the co-op program.

Action News: First off Jeremy, welcome aboard. Have you been able to settle in to your new position yet?

Jeremy Meyer: It's been a few months and with more than 300 sponsorships there is a lot to learn in this position. But I've adjusted well and things are getting easier every day as I learn the systems and more about each team and their needs.

A.N.: Jeremy, tell us a little about your background.

Meyer: I grew up in Minnesota and attended St. Cloud State University. I studied mass and speech communication with an emphasis in television production. I spent the past four years as the executive producer of the NBC affiliate in Duluth, Minnesota.

AN: What's been your main priority since joining AMSOIL?

Meyer: The biggest change we've made since I've come on board was rewriting the co-op program. I found there to be a lot of extra work tied to the application and ordering processes with participating Dealers and their race teams.

A.N.: You helped redesign the application process, right?

Meyer: That's right. I worked with Kevin McBride (Director of Communications) to design separate forms to replace the G-1232, which included both the trade show and racing applications. In its place are the G-2074 and G-2075. (Editors note: The G-2074 is the new racing form, while the G-2075 is the new trade show form.) The G-2074 includes everything from the contract to an order form.

A.N.: Why did AMSOIL feel it was necessary to rework the co-op program?

Meyer: To help cut down on the back-and-forth paperwork and make it convenient for the Dealers and AMSOIL. With the new form, the Dealer sends in the application, contract and order sheet. We immediately know how much product the team needs, instead of having the Dealer send in that information separately. Also, the contract was revised so that the team and the Dealer both have to sign it, giving all parties a clear understanding of the responsibilities.

A.N.: What was the biggest concern with the co-op program before these changes?

Meyer: There were two issues AMSOIL was facing with the old way. There were instances where Dealers were purchasing product at the co-op rate and then, instead of providing the products to the racers free of charge, they were selling it to them. Now, the team will be aware from the beginning that they will receive products at no charge. Secondly, Dealers were sending too many small orders over the course of a race season. It became extremely time-consuming. Now, if a Dealer wants to reorder, they must resubmit a new application (G-2074). AMSOIL wants the Dealers and the teams to plan for the

Discusses Co-op Program

entire race season and not make a half-dozen small orders throughout the year.

A.N.: Have the requirements changed at all for Dealers?

Meyer: Not really. All T-1 certified Dealers are eligible for the program. Anyone who doesn't meet that requirement will not be allowed to sponsor a race team until they are certified. (editors note: The T-1 Certification workbook can be found in the G-700 Dealer's Manual). A Dealer may also sponsor more than one team in any given race season. The only real difference is the application, which must be filled out completely before it will be reviewed and processed. If something's missing, a signature, an address, anything, the form will be sent back to the Dealer.

A.N.: Who's paying for the product? Is it the team or the Dealer's responsibility?

Meyer: The Dealer and AMSOIL split the cost for products that are given, at no charge, to the race team. A participating Dealer may not sell product to the team, or anyone else for that matter.

A.N.: How about the race teams? What responsibility do they have to AMSOIL?

Meyer: The race teams are obligated to display AMSOIL decals on the racing vehicles and provide photos and testimonials to AMSOIL. We want to know how each team is doing as the year goes on. We write a lot of articles and our co-op teams can be involved in that process. Whether it's the *Action News* or online with the Checkered Flag, the team will get a chance to expand its exposure. We want photos that clearly show AMSOIL decals and testimonials that show how the product makes the team better.

A.N.: What problems have the Dealers had?

Meyer: I would have to say that some Dealers assume the sponsorship will automatically provide benefits. Some don't have a clear picture of ways to make it work and just give the product to the racers and are not working hand in hand with the team.

A.N.: Can you tell us how Dealers can make the program work for them?

Meyer: The options for Dealers are limitless. They can use vendor space at the tracks during race weekends or have the team distribute catalogs and other literature. Many dealers have obtained benefits from AMSOIL track signage, public address announcements and, of course, logo placement on race vehicles. Don't forget about putting a phone number or web address on the team's transport. How about getting the team to appear at retail accounts and Dealer meetings? Dealers can include the team or racer in advertising. We also strongly encourage Dealers to enhance their relationship with the local track to come up with special rewards programs and other race night promotions. We encourage Dealers to be creative.

A.N.: Jeremy, any final thoughts on the racing program?

Meyer: AMSOIL developed the racing co-op program for Dealers to get involved in their local racing communities. We feel it's a great avenue for them to gain potential customers. But the Dealers' success is determined by what they put into it. AMSOIL urges Dealers to maximize the promotional value. There is a captive and faithful consumer base that can be tapped into.

The G-2074 and G-2075 co-op forms can be found in the Dealer Zone at www.amsoil.com. You can also order the forms by calling 1-800-777-7094.

NEW MEXICO

• February 22 - Tuesday
• March 22 - Tuesday
Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
2415 Princeton Drive NE,
Suite C
Albuquerque, NM 87107
Hosted by Regency Direct Jobbers Paul
and Nancy Greenberg
(505) 881-1693 warehouse;
(595) 255-2137, home
fax (505) 232-8330 NMOilman@aol.com

NEW YORK

• February 23 - Wednesday
• March 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@empresynthetics.com
call or e-mail to reserve seat

• February - First Wednesday
• March - First 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

• February 16 - Wednesday
• March 16 - 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 1 - Tuesday
• March 1 - Tuesday
Meeting - 7 p.m.
LOTITO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
Hosted by Regency Direct Jobber
Peter Lotito (607) 589-4148
Call ahead to reserve space and confirm
location or e-mail lubedalermy@aol.com

• February 10 - Thursday
• March 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

• February 16 - Wednesday
• March 16 - Wednesday
Meeting - 7:30 p.m.
Syracuse AREA
Call ahead for specific
location
Hosted by Direct Jobber Peter Finnerty
(315) 682-9791

• February 16 - Wednesday
• March 16 - Wednesday
Meeting - 7:30 p.m.
NEWARK, NY
Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• February 10 - Thursday
• March 10 - 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 10 - Thursday
• March 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.

• February 10 - Thursday
• March 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

• February 8 - Tuesday
• March 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

• February 1 - Tuesday
• March 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
• February - Every Wednesday
• March - Every Wednesday
Meeting - 6 p.m. (training)
Meeting - 8 p.m. (opportunity)
FABIJANIC RESIDENCE
561 Loomis Avenue
Cuyahoga Falls, OH 44221
Hosted by Dealers
Paul & Coralie Fabijanic
(330) 928-8863 or 800-874-4827 RSVP

• February 6 - Sunday
• March 6 - Sunday
Meeting - 1 p.m.
MERRITT RESIDENCE
650 State Route 131
Fayetteville, OH 45118
Hosted by Dealers
Gordon and Sara Merritt
(937) 288-2568

• February 28 - Monday
• March 28 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Premiere Direct Jobbers
Luis and Sharon Pena
Please RSVP: (419) 349-3451
or (419) 297-3451

• February 12 - Saturday
• March 12 - Saturday
Meeting - 1 - 4 p.m.
BREDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda
(330) 239-3146

OKLAHOMA

• February 5 - Saturday
• March 5 - Saturday
Meeting - 9 - 11 a.m.
GOLDEN CORRAL
9711 East 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady (918) 258-6979 *Pat

• February 10 - Thursday
• March 10 - Thursday
Meeting - 7 - 8:30 p.m.
Please call for location and
reservations for you and
your guests.
Hosted by Dealers
Richard and Brenda Coats
(918) 225-5722

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

• February 10 - Thursday
• March 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

• February 17 - Thursday
• March 17 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
SWEETBRIER INN
7125 SW Nyberg Road
Tualatin, OR 97062
Hosted by Regency Direct Jobber
Ed Greenwood (800) 722-1092
Call first to confirm space for you and
your guests

PENNSYLVANIA

• February 21 - Monday
• March 21 - Monday
Meeting - 7 p.m.
**HALLOCK ENTERPRISE
STORE**
5 Main Street
Bradford, PA
Hosted by Premiere Direct Jobber
Joseph M. Hallock (814) 368-8625
T-1 training also available.

RHODE ISLAND

None Scheduled

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

• 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.
DENNY'S RESTAURANT
2521 Wade Hampton
Boulevard
Greenville, SC 29615
Hosted by Premiere Direct Jobber
Loel D. Handley
R.S.V.P. (864) 989-0753
amsoildealerloel@aol.com

SOUTH DAKOTA

None Scheduled

TENNESSEE
• February 15 - Tuesday
• March 15 - 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 10 - Thursday
• March 10 - Thursday
Meeting - 7 p.m.
SORLIE RESIDENCE
3228 Olander Court
Bedford, TX 76021
Hosted by Regency Direct Jobber Victor Sorlie
(817) 283-9426 RSVP
honcho@synspeed.com

• February 15 - Tuesday
• March 15 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Executive Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
oilmandj@comcast.net

UTAH

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

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

VERMONT

None Scheduled

VIRGINIA
• February - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
• March - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
Meeting 7 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23836
Hosted by Regency Platinum Direct
Jobbers Gerry & Patricia Reid and
Master Direct Jobbers
David and Rebecca Reid
Please call (804) 530-0179 Fax
synthoils@comcast.net

• February 7 - Monday
• March 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, and get direc-
tions. Limited seating available.
(804) 640-3402

• February 14, 28 - Monday
• March 14, 28 - Monday
Meeting - 7:30 p.m.
STANCIL RESIDENCE
240 N. Oceana Boulevard
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stancil (804) 428-6049

• February 14 - Monday
• March 14 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitt (804) 694-0221

• February 1 - Tuesday
• March 1 - Tuesday
Meeting - 7:30 p.m.
PESZKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct Jobbers
Raymond & Karen Peszko
(757) 484-9491

• February 8 - Tuesday
• March 8 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Pipgras
(804) 737-4874 or (804) 737-9231

WASHINGTON

• February 21 - Monday
• March 21 - Monday
Meeting - 6:30 p.m.
**GASPER'S LUBE SERVICE
CENTER & WAREHOUSE**
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Master Direct Jobbers
Cliff and Lorna Gasper
(206) 864-7618, or (877) 633-7618
Everyone Welcome

• February 8 - Tuesday
• March 8 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Executive Direct Jobbers
Mary & Charlotte Stougar
(360) 856-1641 Guests Welcome

• February 10 - Thursday
• March 10 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Master Direct Jobbers
Tom and Shirley Walsh (425) 483-2582
T-1 certification classes available by
appointment with pre-paid registration.

• February 14, 28 - Monday
• March 14, 28 - Monday
Meeting - 7 p.m.
**POODLE DOG
RESTAURANT**
1522 54th Avenue East
Fife, WA 98424
Hosted by **Regency Platinum Direct
Jobbers Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

• February 8 - Tuesday
• March 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!

• February 12 - Saturday
• March 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

• February 22 - Tuesday
• March 22 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
610 E. 20th Street
Vancouver, WA 98663
Hosted by Direct Jobber
Sammy Samuelson (360) 699-5257
1-UPS-SW30-OIL (1-877-593-0645)
Discussion on product application and
oil analysis
All are welcome! Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

• February 17 - Thursday
• March 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

• February 10 - Thursday
• March 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

• February 3 - Thursday
• March 3 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcum Street
Hammond, WI 54015
Hosted by Regency Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING

None Scheduled

INTERNATIONAL

**ALBERTA
BRITISH COLUMBIA
MANITOBA**
None Scheduled

NEW BRUNSWICK
• February 21 - Monday
• March 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
• February 24 - Thursday
• March 24 - Thursday
Meeting - 6 - 8 p.m.
**AMSOIL DISTRIBUTION
CENTER**
6625 Tomken Road
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Master Direct Jobber
Don Stefanik and local Dealers
(519) 786-4045

**PRINCE EDWARD
ISLAND**

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

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

AMSOIL CENTERLINES ...and updates

FEBRUARY CLOSE OUT

The last day to process February orders in the U.S. and Canada is the close of business on Monday, February 28. The last day to process February orders in Alaska and Puerto Rico is the close of business on Tuesday, February 22. Volume transfers for February business will be accepted until 3 p.m. CST on Friday, March 4.

HOLIDAY CLOSINGS

The Edmonton Distribution Center will be closed Monday, February 21 for Family Day.

SYNTHETIC TRACTOR HYDRAULIC/TRANSMISSION OIL DATA BULLETIN

The G-28 Synthetic Tractor Hydraulic/Transmission Oil data bulletin has been revised to reflect its "all weather" performance benefits.

| Stock # | Qty. | U.S. | Can. |
|---------|------|------|------|
| G-28 | 25 | 2.80 | 4.65 |



NEW SHOP STOOL

New heavy duty, double ring 360 degree swivel counter stool features a comfortable reinforced seat with prominent AMSOIL logo. Ideal for trade shows and for use as shop or counter seating. Available at all distribution centers.

| Stock # | Wt. | U.S. | Can. |
|---------|---------|-------|-------|
| G-2076 | 15 lbs. | 49.00 | 79.50 |

AMSOIL ADVERTISING

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

February & March 2005

Display Advertisements

| | | |
|-------------------------|---------------------------------|----------------|
| <i>ASO Magazine</i> | Buyer's Guide | (219) 763-3013 |
| <i>Sno-X</i> | Yearbook | (763) 595-0808 |
| <i>Ultimate Hummers</i> | Winter | (631) 249-4901 |
| <i>IAP&A</i> | 2005 Import Industry Sourcebook | (818) 786-8900 |
| <i>MPH Magazine</i> | Feb. '05 | (310) 319-5523 |

Catalog Showcase Advertisements

| | | |
|------------------|-----------|----------------|
| <i>NOLN</i> | Feb. '05 | (805) 796-2577 |
| <i>Snow Goer</i> | March '05 | (805) 667-4325 |
| <i>NOLN</i> | March '05 | (805) 796-2577 |



PLASTIC BAGS

13.5" x 15" AMSOIL plastic bags with 4" expandable bottom and handles.

| Stock # | Qty. | U.S. | Can. |
|---------|------|------|------|
| G-1778 | 5 | 2.00 | 3.25 |

SHOCK THERAPY SUSPENSION FLUID

Formulated for maximum stability and performance in high-performance applications. Effectively controls friction and heat and significantly reduces wear and scuffing. Viscosity remains constant and foam and aeration are kept to a minimum, limiting shock fade and inconsistent dampening. Offers superior performance in temperature extremes.

AMSOIL STL is recommended for applications that demand quick rebounds under extreme temperatures. AMSOIL STM is recommended for applications that require more dampening and slower rebounds.



| Stock # | Pkg/Size | Comm. Credits | U.S. Dealer | Can. Dealer |
|----------------------|-----------------|---------------|-------------|-------------|
| STL-QT (lightweight) | (1) quart | 4.60 | 6.45 | 10.25 |
| STL-01 (lightweight) | (12) quarts | 55.20 | 73.80 | 117.00 |
| STL-05 (lightweight) | (1) 5-gal. pail | 80.00 | 114.75 | 181.50 |
| STM-QT (medium) | (1) quart | 4.35 | 6.10 | 9.65 |
| STM-01 (medium) | (12) quarts | 52.20 | 69.60 | 110.40 |
| STM-05 (medium) | (1) 5-gal. pail | 75.75 | 108.75 | 172.00 |

NEW WEBSITE AT AMSOIL

Dealers should be aware that AMSOIL INC. has launched a new and improved corporate website and their old user name and passwords will no longer work.

Instructions for how to reset your password and gain entrance into the new website are found on the Dealer Zone front page.

AMSOIL encourages all Dealers to log on to the new website for a look around and to reset their log-in information for easy access to the upgraded website.

Dealers also are encouraged to make sure an updated e-mail and postal mail address is on file with AMSOIL INC.



WINTER RACE JACKET

Blue and black waist-length AMOIL Winter Race Jacket features a Reimatic shell that is both waterproof and breathable. Its 80g insulation ensures warmth in the bitter winter cold. AMOIL logo is embroidered on the front and sleeves and large AMOIL Racing logo is embroidered on the back. Includes reflective piping, 3M reflective patch on the back, adjustable side tabs on the waist, taped seams and five fleece-lined zippered pockets, three on the outside and two on the inside. Sizes S-XXL.

| Stock # | Size | U.S. | Can. |
|---------|------|--------|--------|
| G-2025 | S | 169.00 | 274.00 |
| G-2026 | M | 169.00 | 274.00 |
| G-2027 | L | 169.00 | 274.00 |
| G-2028 | XL | 169.00 | 274.00 |
| G-2029 | XXL | 169.00 | 274.00 |

HOODED SWEATSHIRT

Heavyweight cotton/polyester navy and red pullover hooded sweatshirt features embroidered "The First in Synthetics" on the sleeves and embroidered "Official AMOIL Sportswear" applique logo on the front. Features drawstring hood and front muff pocket. Sizes S-XXL.



| Stock # | Size | U.S. | Can. |
|---------|------|-------|-------|
| G-1956 | S | 39.00 | 63.00 |
| G-1957 | M | 39.00 | 63.00 |
| G-1958 | L | 39.00 | 63.00 |
| G-1959 | XL | 39.00 | 63.00 |
| G-1960 | XXL | 39.00 | 68.00 |

LANCASTER DISTRIBUTION CENTER MOVES

Increased business volume at the Lancaster Distribution Center has necessitated a move to a larger facility. The new 9,324 square foot center will open for business on April 4, 2005. The new location is approximately one mile from the existing site. Following is the new address. Phone and fax numbers will remain the same unless notified otherwise.

Lancaster Distribution Center
1828 William Penn Way
Lancaster, PA 17601



Shirt Back

LONG SLEEVE RACING T-SHIRT

The black AMOIL long sleeve racing T-shirt features sharp AMOIL racing logos on the front and back and "AMOIL Racing" on the sleeves. Features 50 percent cotton and 50 percent polyester for longer wear and less fading. Sizes S-XXXL.

| Stock # | Size | U.S. | Can. |
|---------|------|-------|-------|
| G-1736 | S | 16.95 | 27.25 |
| G-1737 | M | 16.95 | 27.25 |
| G-1738 | L | 16.95 | 27.25 |
| G-1739 | XL | 16.95 | 27.25 |
| G-1740 | XXL | 17.95 | 28.95 |
| G-1741 | XXXL | 17.95 | 28.95 |

MECHANIC GLOVES

Designed for working on the car, sled, cycle or just general projects around the house, AMOIL Mechanic Gloves protect your hands, keep them warm and offer great dexterity. Stretch knit spandex top, Clarino leather palm and fingers and adjustable velcro stretch elastic cuff make for a great fit. Sizes S-XXL.



| Stock # | Size | U.S. | Can. |
|---------|------|-------|-------|
| G-1842 | S | 19.95 | 32.25 |
| G-1843 | M | 19.95 | 32.25 |
| G-1844 | L | 19.95 | 32.25 |
| G-1845 | XL | 19.95 | 32.25 |
| G-1846 | XXL | 20.95 | 33.95 |

Use the Products the Pros Use!



Superstars Mike LaRocco and Kevin Windham run AMSOIL Power Sports Filters.

Expanded Product Line Covers More Applications

Look for an updated Motorcycle and ATV Filtration Products Application Guide in this issue.

| Stock # | U.S. | Can |
|---------|------|------|
| G-1768 | 1.00 | 1.60 |



AMSOIL Power Sports Air Filters

Outstanding efficiency for maximum power and performance in dirt bikes and ATVs.



AMSOIL Motorcycle Oil Filters

Up to 100% more capacity and 20% more efficiency than competitive motorcycle filters.

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



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

BOSCH



FEBRUARY 2005
PRINTED IN USA



CHANGE SERVICE REQUESTED
Published 12 times annually

PRSRT STD
U.S. POSTAGE
PAID
PERMIT NO.13
SUPERIOR, WI



(Discover in U.S. only)