



# ACTION NEWS

© AMSOIL INC 2007

*The First in Synthetics*

FEBRUARY 2007

## AMSOIL Adds 75W-110 Viscosity to Severe Gear Line-Up



### Inside:

AMSOIL UNIVERSITY  
**2007**

Updated  
**ATF**  
Specifications



## From the President's Desk...



An AMSOIL Dealer today has many choices on how to build a business. There are a number of sales programs available, each designed to provide an excellent opportunity for you to earn and grow. There is the traditional MLM business model of selling and sponsoring downline Dealers, the Commercial Program designed to assist you in making commercial and industrial sales, the Retail-on-the-Shelf Program allowing you to put your products on the shelves of retail outlets and quick lubes, the Preferred Customer Program where your customers can buy AMSOIL products at wholesale prices directly from AMSOIL while you earn from every sale, the Internet Sales Program allowing you to sell product from your own website, or the Catalog Sales Program, where you can distribute product catalogs and get credit for every sale they generate.

Any one of these programs can provide a substantial income to those who take advantage of it and apply themselves, but to me the easiest and most effective is the Catalog Sales Program. A well-designed product catalog is a powerful sales tool that you should be taking advantage of.

The advent of the internet has changed the way many things are bought and sold today, but marketers definitely have not discontinued printing and distributing catalogs. In fact, research shows an increase in catalog production and distribution in recent years. That's because a catalog not only generates sales in the present, it continues to create sales for as long as it exists. The popularity and effectiveness of

catalogs is demonstrated every day for most of us by simply looking in our mailbox. Companies are spending a great deal of money producing and mailing us catalogs because they know how well they work in generating sales!

The AMSOIL Catalog Sales Program puts the selling power of product catalogs into your hands to help you increase your sales and income. AMSOIL produces current retail catalogs (G-100 and G-300) two times a year and makes them available for purchase by our Dealers for their use in marketing product and generating Preferred Customers and Dealers. By stamping your name and ZO number on the back cover of the catalogs, you will be credited with any and all sales they generate.

Nothing could be easier than purchasing retail product catalogs from AMSOIL, distributing them to likely prospects, and following up from time to time to see if your customer has any questions or is interested in becoming a Preferred Customer. AMSOIL not only takes care of all the paperwork and accounting to assure you are credited with the sales, we even send your customer a new catalog as they are updated (if they have ordered from us in the past eighteen months). We do this at no cost to you or your customer as a way of continuing the relationship and promoting future sales. The original Dealer continues to be credited for all future sales. What a great program!

So we know that product catalogs are a proven way to generate sales. There can be no question about that. My question to you is this, are you using catalog sales as part of your overall marketing strategy? And if not, why not?

While our Catalog Program was developed to provide yet another way for you to expand your sales and increase your income, it won't do you any good unless you use it. Like all the other sales programs we have available, it's up to you to make the decision to give it a try.

Many AMSOIL Dealers have already discovered how well the Catalog Program works. This is demonstrated by the fact that our catalog-generated sales are up over 25% this past year and keep growing every month. Also, demand for our catalogs increase at every printing. The reason the program is so successful and growing is that it works so well and is so easy to take advantage of.

Join the marketing professional's proven method of creating sales. Make the Retail Catalog Sales Program a part of your overall marketing plan. It's one of many ways we make available to help you maximize your earning potential with AMSOIL. Combine it with our other sales programs to take full advantage of the AMSOIL opportunity.

We provide the products, the programs, the promotions, and the marketing plan to help you succeed. It's up to you to use them!

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



# DEALERS IN ACTION!

## How Do You Grow Your Business?

It has been said there are as many ways to run an AMSOIL business as there are Dealers. That's because AMSOIL Dealers are independent, free-thinking and progressive.



Direct Jobbers  
Ches and Natasha  
Cain

While there are many similarities, so are there many differences in the strategies Dealers employ to grow their businesses.

Direct Jobber Ches Cain of Sioux Falls, S.D. became a Dealer eight years ago to buy product for himself.

"After I saw the potential and started discussing it in two local car clubs, I knew what to do," Cain said. "I had to learn what the typical objections were first. My recommendation to new Dealers is to start very small."

Cain said new Dealers should use the Field Sales Tools available on the AMSOIL corporate website. He focuses his efforts on commercial customers.



"Learn how to answer to the needs of small fleets," Cain said. "The most overlooked opportunities are the local small fleets. Fleet owners are ready to see what you can do for them and there are more out there in a 15-mile radius than you will ever know. I now recommend and exclusively work small fleets that

use multiple engines in their applications such as welders, carpet cleaning fleets, insulation fleet trucks, small trash truck fleets and small refrigeration trucks."

Cain also recommends involvement in community organizations and events to increase the number of potential customers.

"I recently joined the local chamber of commerce to double my marketing and referral opportunities," he said. "I love trade shows, and the most effective are the small local fairs at the local high school and chamber events."

"In the past I learned that calling on Preferred Customers works as long as you call on them more than once," Cain said. "My customers really appreciate me

checking up on them. I imagine half of those I keep up with would not have renewed if I had never checked in with them."

Direct Jobber Vic Sorlie, Bedford, Texas, became an AMSOIL Dealer nine years ago when he was researching starting a home-based business.



Direct Jobbers  
Victor and Linda  
Sorlie

"Before I knew of AMSOIL, I came up with a list of characteristics I was seeking for a home-based business," Sorlie said. "I wanted a top quality product or service, low cost of entry, no requirement to buy, no sales quota, no sales territory limitation, opportunity to be self-directed, but with support when it was needed, and the ability to work as much or as little as I needed, depending on my job schedule. Guess what? With AMSOIL I got everything I was looking for, plus much more – like getting to rub shoulders with some great, motivated people."

Sorlie was contacted by a Dealer after he made an inquiry to AMSOIL. He spent his first three years as a Dealer doing a lot of oil changes for friends and neighbors in order to learn the products and obtain the confidence to go out and talk to account prospects.

"I tell people that I blundered into AMSOIL, then built my business one oil change at a time," Sorlie said.

The Internet is most effective for him in that he gets a number of inquiries about the Dealership opportunity.

"I follow up by mailing some literature out," Sorlie said. "I really like the tools AMSOIL has made available by subscribing to Premium Services in the Dealer Zone. I think it's tremendous value and essential for the serious Dealer."

Sorlie supplies his customers with a loose-leaf binder of current literature that is tailored to the products they are selling or using. "When calling on customers, I frequently introduce a new product by leaving a data bulletin or product sample," he said. "For example, I think the addition of the Mothers® line is going to be outstanding for the fast lube operators."

Sorlie and Cain agree dedication and follow-through create a profitable AMSOIL business.

"Building an AMSOIL business takes time and effort," Sorlie said.



# MONTHLY LE



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



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



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



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



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



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



**Ray and Kathy Yaeger**  
Wisconsin  
Regency Gold Direct  
Jobbers  
Tenth—Total Organization  
Eighth—Personal Group  
Sales  
**FIRST**—Commercial and  
Retail Marketing



**Doyle and Diana  
Vaughan**  
Wyoming  
Regency Silver Direct  
Jobbers  
Seventh—Personal Group  
Sales



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



**Michael H. Ellis**  
Michigan  
Regency Platinum Direct  
Jobber  
Second—Commercial and  
Retail Marketing



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



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



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



**Daniel Mueller**  
Wisconsin  
Executive Direct Jobber  
Second—New Qualified  
Dealers and Accounts



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



**Mylo and Patty  
Twingstrom**  
Minnesota  
Regency Silver Direct  
Jobbers  
Fifth—New Qualified  
Dealers and Accounts



**John R. Sbonik**  
Wisconsin  
Direct Dealer  
Sixth—New Qualified  
Dealers and Accounts



**Norman and Doreen  
Rinehart**  
Texas  
Master Direct Jobbers  
Seventh—New Qualified  
Dealers and Accounts



# ADERS

November  
2006

# HALL OF FAME

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



**George and Shirley Douglas**  
Florida  
★★Regency Platinum Direct Jobbers  
Seventh—Total Organization



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



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



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



**Chuck Trebino**  
California  
Direct Dealer  
Eighth—Commercial and Retail Marketing



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



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



**Mitchell Herf**  
Quebec  
Direct Jobber  
Ninth—New Qualified Dealers and Accounts



**Ches and Natasha Cain**  
South Dakota  
Regency Gold Direct Jobbers  
Tenth—New Qualified Dealers and Accounts



**Shirley Green,**  
Regency Platinum



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



**Harold Hartman,**  
★Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



**Ora Mae Boardman,**  
★Regency Platinum



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

# HIGHER LEVELS OF

## MASTER DIRECT JOBBERS



**Ivan and Pamela Anthony**  
*Colorado*



**John W. Moldowan Jr.**  
*Alberta*

## PREMIERE DIRECT JOBBERS



**James and Karen Kranda**  
*Virginia*



**Douglas J. Mertz**  
*Ohio*

## NEW DIRECT JOBBERS



**Maril-Jo and Thomas Groh**  
*California*  
Sponsors: Shannon and Tricia Dicus  
Direct Jobbers: Shannon and Tricia Dicus



**Ron and Cathy Moerbe**  
*North Carolina*  
Sponsor: Ronald Moerbe  
Direct Jobbers: Danny and Joan Potter

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

**Bill and Mary Rigdon, Oregon** Sponsors: Warren and Audrey Mangel

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

**Arvel D. Reeves, Arizona** Sponsor: Larry S. Vaughan

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

**James and Shirley Agan, Vermont** Sponsors: David and Beverly Giard

**Gregory J. Finnican, North Carolina** Sponsor: Gary B. Cole

**Ronald and Victoria Garcia, Utah** Sponsors: Steve and Linda Cross

**Joseph and Lisa Gravel, Maine** Sponsor: William and Olga Thalmann

**Herb Lansberg, Pennsylvania** Sponsor: Dave M. Mann

**Todd G. Marcus, Colorado** Sponsor: Travis G. Wright

**Mallory and Judy Parmerlee, Iowa** Sponsors: Clarence and Joyce Parde

**Norman and Anna Steinbaugh, New York** Sponsors: Dennis and Debbie Veley

## NEW DIRECT DEALERS



**Jim A. Dufeck**  
*Minnesota*

Sponsors: Lynn and Beth Pabst  
Direct Jobbers: Lynn and Beth Pabst



**Tim and Teresa Vipond**  
*Texas*

Sponsors: Gary and Ranell Goessler  
Direct Jobbers:  
Gary and Ranell Goessler

## NEW ACCOUNT DIRECTS



**Adam and Diane Mosher**  
*South Carolina*

Sponsors:  
Garrett and Robyn Galloway  
Direct Jobbers:  
Jerry Sr. and Jean Skipper



**John W. Gore**  
*Indiana*

Sponsors:  
David and Carol Bell  
Direct Jobbers:  
David and Carol Bell



**Bruce Wappman**  
*Pennsylvania*

Sponsor: Michael E. Sparks  
Direct Jobber: Michael E. Sparks

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

**Bryan and Dale Andrews**, *Minnesota* Sponsor: Steven Hanson

**Derek Beahm**, *Saskatchewan* Sponsors: Gerry and Patricia Reid

**Steve Beleck**, *Michigan* Sponsor: Richard L. Dell

**Mark Decareau**, *New Hampshire* Sponsor: Richard Lamonde

**Owen and Delores Mattingly**, *Maryland* Sponsor: William K. Shirk

**Nancy Negoshian**, *Massechusetts* Sponsor: George R. Carlson

**Heath Palmer**, *Iowa* Sponsor: Michael A. Miller

**Mac A. Patterson**, *South Carolina* Sponsors: Ray and Kathy Yaeger

**Robert T. Phillips**, *Kansas* Sponsors: John and Connie Luczak

**Rivera, Edwin and Jorge, Mariel**, *Florida* Sponsor: Gary M. Vivian

**Gene Smith**, *Oklahoma* Sponsor: Clarence A. Palmer

**Eric J. Snyder**, *California* Sponsor: Laura Salangsang



# AMSOIL Introduces NEW Synthetic

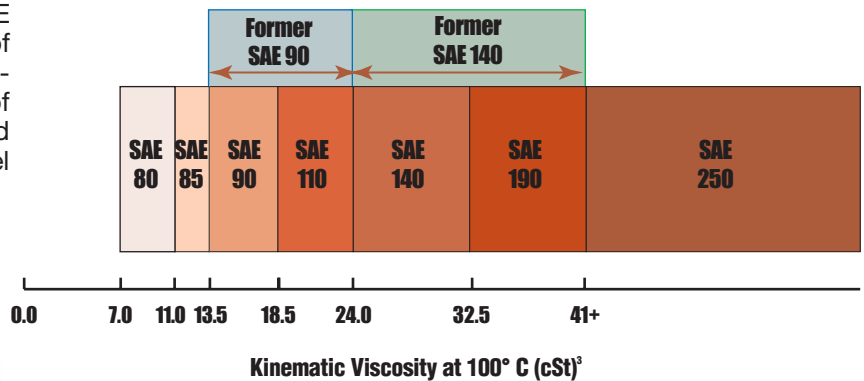
Vehicles have recently seen tremendous gains in both horsepower and towing limits. In fact, horsepower has increased by as much as 93 percent in turbo diesel trucks and vehicle towing limits have increased from 7,500 to 18,000 lbs. in recent years, causing differentials to run hotter than ever. At the same time, vehicle manufacturers have been under pressure to meet government-mandated fuel efficiency requirements.

The Society of Automotive Engineers (SAE) sets viscosity parameters for gear lubes in its SAE J-306 document. Until recently, the viscosity range for SAE 90 gear lubes was very broad, ranging from 13.5 cSt to <24 cSt. Because correct gear lube viscosity is critical to proper lubrication, gear manufacturers have been concerned the gear lubes on the low end of the SAE 90 scale may not provide adequate protection. At 16.4 cSt, AMSOIL SEVERE GEAR® 75W-90 Synthetic Gear Lube (SVG) is formulated well within the SAE 90 viscosity range and has always ensured superior viscosity protection in systems specifying an SAE 90 gear lubricant. In order to ensure adequate gear protection, some manufacturers, including Ford, recommend an SAE 140 gear lubricant. However, the use of an SAE 140 gear lubricant increases viscosity drag and reduces the efficiency of the gear system, resulting in increased energy consumption and decreased fuel economy.

SAE J-306 was modified in 2006 to break up the broad viscosity range of SAE 90. With a viscosity range of between 18.5 cSt and <24 cSt, the new SAE 110 classification is midway between SAE 90 and SAE 140. This new classification assures gear manufacturers of sufficient viscosity protection, as well as improved efficiency and fuel economy over SAE 140 gear lubricants. A similar viscosity range break-up occurred with the SAE 140 classification, with the new SAE 190 classification splitting the range between SAE 140 and SAE 250. SAE 190 and 250 gear lubricants are thick viscosity oils for special applications.

Although no manufacturers currently specifically recommend SAE 110 viscosity gear lubes, they fulfill the requirements of the previous SAE 90 classification and may be used wherever SAE 90 is recommended. New 75W-110 SEVERE GEAR Synthetic Gear Lube (SVT) provides superior protection for elevated operating temperatures without sacrificing fuel efficiency. It is

**Automotive Gear Lubricant Viscosity Classifications SAE J306**





# 75W-110 SEVERE GEAR® Gear Lube

formulated for use with limited slip clutches and is ideal for turbo diesel pick-up trucks, vehicles used for towing and hauling and other vehicles subject to severe service operating conditions, including heavy equipment, construction vehicles, emergency vehicles, street rods and 4x4 vehicles. It is recommended in applications specifying API GL-5 or MT-1 and MIL-PRF-2105E.

AMSOIL 75W-110 SEVERE GEAR Synthetic Gear Lube joins 75W-90 (SVG) and 75W-140 (SVO) SEVERE GEAR Synthetic Gear Lubes as premium grade lubricants specifically engineered for maximum performance in severe duty applications. SEVERE GEAR Synthetic Gear Lubes feature an exclusive blend of high viscosity, shear stable synthetic base stocks and an extra treatment of high-performance additives, maintaining viscosity for long-lasting protection against metal-to-metal contact in both hot and cold temperature extremes. The proprietary AMSOIL additives form an iron-sulfide barrier coating on gear surfaces, providing the ultimate line of defense against wear, pitting and scoring. SEVERE GEAR Synthetic Gear Lubes help prevent "thermal runaway," a phenomenon caused by a lubricant's inability to control friction and increased heat under high-stress conditions. By controlling thermal runaway, SEVERE GEAR Synthetic Gear Lubes inhibit rapid lubricant degradation and component damage. AMSOIL SEVERE GEAR Synthetic Gear Lubes provide extended drain intervals



of 100,000 miles in normal service or 50,000 miles in severe service, or longer if specified by the owners manual.

AMSOIL SEVERE GEAR Synthetic Gear Lubes are recommended for use in differentials, manual transmissions and other gear applications requiring any of the following specifications: API GL-5, MT-1, MIL-PRF-2105E, Dana SHAES 234 (formerly Eaton PS-037), Mack GO-J or the differential (hypoid) gear lube specifications from GM, DaimlerChrysler, Ford and all other domestic and foreign vehicle manufacturers. SEVERE GEAR Synthetic Gear Lubes may also be used in axles where an API GL-4 lubricant is recommended.

Specific recommendations for SEVERE GEAR Synthetic Gear Lubes are as follows:

SEVERE GEAR 75W-90 (SVG) replaces competitive 75W-90 and 80W-90 gear lubricants. It delivers the best fuel efficiency and cold temperature performance in the SEVERE GEAR line.

SEVERE GEAR 75W-110 (SVT) replaces competitive 75W-110, 75W-90 and 80W-90 gear lubricants. It delivers better viscosity protection than SEVERE GEAR 75W-90 and better fuel efficiency than SEVERE GEAR 75W-140.

SEVERE GEAR 75W-140 (SVO) replaces competitive 75W-140, 80W-140 and 85W-140 gear lubricants. It is recommended wherever these viscosities are required by equipment manufacturers.

## AMSOIL SEVERE GEAR 75W-110 Synthetic Gear Lube (SVT)

| Stock No. | Pkg./Size      | Wt. Lbs. | Comm. Credits | U.S. Dealer/ P.C. | U.S. Sugg. Retail | Can. Dealer/ P.C. | Can. Sugg. Retail |
|-----------|----------------|----------|---------------|-------------------|-------------------|-------------------|-------------------|
| SVT-QT    | (1) quart      | 2.1      | 6.90          | 9.70              | 12.35             | 12.00             | 15.25             |
| SVT-01    | (12) quarts    | 24.8     | 82.80         | 110.40            | 147.00            | 136.80            | 181.80            |
| SVT-05    | 5 gallon pail  | 39.3     | 116.90        | 167.00            | 220.70            | 206.50            | 272.80            |
| SVT-16*   | 16 gallon keg  | 132.0    | 319.00        | 528.00            | 663.00            | 653.00            | 820.00            |
| SVT-30*   | 30 gallon drum | 243.6    | 504.00        | 914.00            | 1125.00           | 1131.00           | 1392.00           |
| SVT-55*   | 55 gallon drum | 436.9    | 853.00        | 1609.00           | 1964.00           | 1992.00           | 2431.00           |

\* Not stocked in all distribution centers. Call for availability.

# What's More Important?

The subject of proper engine maintenance has garnered plenty of attention in the media, and most motorists are aware of its importance to the reliability and life of a vehicle. If the vehicle's engine stops working, a motorist is stranded. Very little attention, however, has been given to the stresses encountered by a vehicle's transmission or differential. Transmission and differential maintenance is just as important as engine maintenance. After all, if the transmission or differential stops working, the motorist is equally as stranded.

Only a few years ago, the standard automatic transmission was a three speed. Today four, five and six speed transmissions are common, and one manufacturer produces an eight speed transmission. Modern transmissions and differentials are subjected to more horsepower, higher towing limits and hotter temperature extremes, and they contain more clutches and are subjected to additional shifting for the same driving speeds. Wear protection and oxidation resistance, therefore, are more important than ever. AMSOIL Synthetic Universal Automatic Transmission Fluid (ATF) provides excellent wear protection as evidenced in the Vickers Vane Pump Test (ASTM D-2882) required for the GM DEXRON® IIIH and VI specifications (see Chart 1), and it resists oxidation two times longer than required for conventional automatic transmission fluids (see Chart 2).

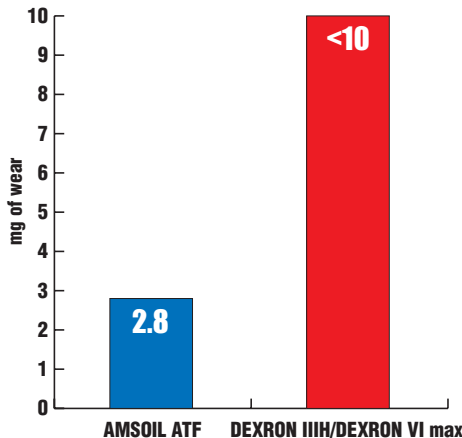
Transmissions run hot, often leading to transmission fluid oxidation, causing clutch glazing and deterioration in shift quality. Clutch glazing can be felt as an elongated, slipping or sluggish shifting feel, and it's usually a precursor to transmission failure. AMSOIL Synthetic Universal ATF provides maximum protection against oxidation and clutch glazing.

Although differential designs have remained relatively unchanged over the past 30 years, their operating environments have changed drastically. Modern differentials are subjected to as much as 93 percent more horsepower, towing limits up to 18,000 lbs, extreme operating temperatures and decreased fluid volume. Some manufacturers recommend changing the factory-fill gear lube within the first 500 to 3,000 miles based on SAE test stand and field tests. AMSOIL recommends the factory-fill differential gear lube be changed no later than the first 5,000 miles, even when vehicle manufacturers do not specify to change the factory-fill gear lube to remove wear particles. When using AMSOIL synthetic gear lubes, AMSOIL recommends drain intervals of 50,000 miles in severe service or 100,000 miles in normal service, or longer if stated by the OEM. AMSOIL synthetic gear lubes not only offer second-to-none protection and performance in cars and light trucks, including turbo diesel pickup trucks, they are much less expensive than OEM synthetic gear lubes (see Chart 3). Changing break-in wear particles out after the first 5,000 miles of service and using AMSOIL synthetic gear lubes at the correct recommended gear lube drain interval ensures long, trouble-free differential life.



**Vickers Vane Pump Test ASTM D-2882**

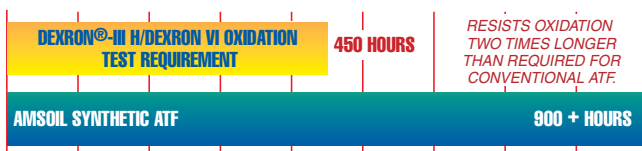
**Chart 1**



**Chart 2**

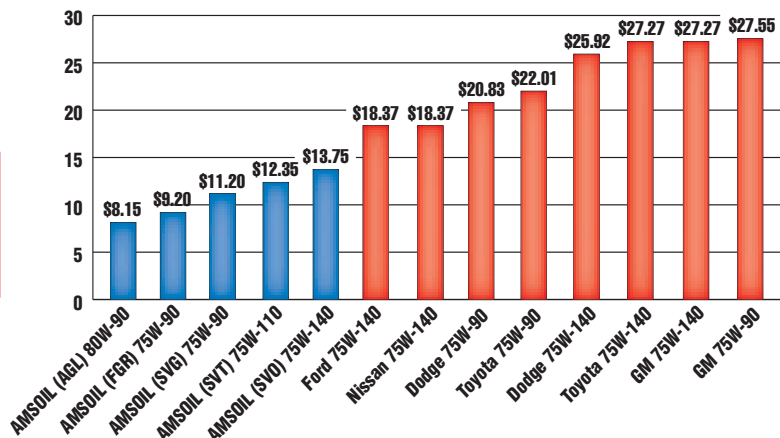
**HIGH TEMPERATURE FLUID LIFE TEST**

*Turbo Hydromatic Oxidation Test (THOT)*



**Chart 3**

**Suggested Retail Price Per Quart**







## AMSOIL UNIVERSITY Graduates to New Location

It won't be long before AMSOIL Dealers make plans to attend AMSOIL University 2007. As of this year, the annual event will be held at the Duluth Entertainment Convention Center (DECC) in Duluth, Minn. AMSOIL University attendees will be treated to the comfort of the spacious facility that sits on the shore of Lake Superior, the largest of the Great Lakes.

AMSOIL University begins on Sunday, May 20 with a welcoming reception and runs through Thursday, May 24.

"This is going to enable us to more than double our enrollment," said Steve LePage, AMSOIL regional sales manager and coordinator of AMSOIL University 2007. "It allows bigger classes, more comfort and convenience for Dealers."

The DECC parking lot can hold all types and sizes of vehicles and trailers. The Holiday Inn Downtown Waterfront, the primary hotel for Dealers, is large enough to accommodate almost any event and is attached to the DECC by a skywalk.

"This is going to be a much larger and improved AMSOIL University," LePage said.

There will be new class offerings in sales, administration, marketing and technical.

"By and large, once people attend AMSOIL University the vast majority come back for more information the next year and for years to come," LePage said.

Although Dealers attend AMSOIL University to increase their knowledge, there also are other rewards that mean as much.

"Some of the most valuable benefits for Dealers include networking with friends, socializing and enjoying each other's company," LePage said.

AMSOIL Direct Jobber Kent Whiteman is testimony to LePage's observation. Whiteman first became a Dealer in September 2003.

"I became a Dealer for the purpose of purchasing AMSOIL products at wholesale prices," Whiteman said. "I immediately started to use AMSOIL lubricants in my personal vehicles, road race cars and transporter. In November 2004 I became an active Dealer and launched my AMSOIL business."

His first trip to AMSOIL University was specifically to learn how to grow his business, and he returned to AMSOIL University the next year.

"I wasn't disappointed during the first year of AMSOIL University; actually I became hooked," Whiteman said. "AU helped in many ways to jump-start my business. I

learned a great amount about the company, the business and the products."

The instructors and classes are one draw for AMSOIL University, Whiteman said, but he found even more reasons to attend.

"Touring the plant, meeting and talking with corporate officers and staff, attending planned social activities, hanging out with members of my Dealer group and just the general ambiance of talking to so many people who have similar interests is extremely motivating to me."

To Whiteman, AMSOIL University is a sound investment in time and money.

"Knowledge is power," he said. "AU assists new and seasoned Dealers by increasing and updating their product and lubrication industry knowledge. If you know what you are selling, have confidence in yourself and are willing to dedicate time to work your business, I believe you possess the basic qualities to succeed. Anybody who is willing to devote the time and money, and has the desire to grow his or her business, will benefit from attending AU."

Whiteman said he eagerly anticipates AMSOIL University 2007.

"I can honestly say that I have learned something new from each of the classes I have completed," Whiteman said. "To me, AU has been a great learning experience and I believe I have a very good understanding and knowledge of the courses I have taken in the past two years. A confirmation of this is that I have another year to go before I complete the AU program, and I am very eager to take the time and effort involved to do this. AU is a complete package and can be best summarized as 'The Sum of Its Parts.'"

Knowledge gained at AMSOIL University gives Dealers the ammunition they need against competitors, Whiteman said.

"Although I'll never underestimate the competition, I feel a graduate from AU is better trained and perhaps more prepared than most of our competitors. Big oil companies have reduced much of their tier distributor training while AMSOIL is ramping up its sales and marketing efforts."

The annual 10 percent rebate for product ordered during AMSOIL University remains one of several attendance incentives available to Dealers, LePage said.

"I don't know of any Dealer who has attended AMSOIL U who hasn't come away satisfied," said LePage. "The results speak for themselves. Those who attend see their businesses grow."

**See back cover for enrollment information.**

# AMSOIL Adds **Twin Air** Dual-Stage Powersports Filters

In an effort to expand Dealer opportunities and Preferred Customer selections, AMSOIL is replacing its Power Sports Air Filter line with Twin Air Filters. Twin Air is the most recognized name in the powersports air filter market and Twin Air Filters are engineered for more makes and models of dirtbikes and ATVs than any other filter line, helping Dealers increase sales.

The replacement of AMSOIL Power Sports Filters with Twin Air Filters represents no decrease in performance. Twin Air Filters provide the same high level of performance as AMSOIL Power Sports Filters.

Twin Air's patented filtration design, high-quality materials and superior construction deliver maximum performance and protection. Twin Air filters are the choice of more world and national motocross champions than all other filters combined.

## Company History

Twin Air USA is the exclusive importer, marketer and promoter for Twin Air products in the United States. The company was founded in the Netherlands more than 30 years ago, where the sandy, gritty soil was destroying stock paper air filters and causing big problems for engines. Twin Air developed the solution with its special laminated foam air filters and filter accessories. Today, Twin Air remains at the forefront of powersports filtration technology, making it a perfect partner for AMSOIL and AMSOIL Dealers. Twin Air is the OEM filter supplier to more than 10 motorcycle companies and manufactures the best-selling off-road air filter in the world.

## Solid Construction

Twin Air filters are constructed from two layers of open-pore foam that are bonded together to provide maximum filtration and superior airflow. A coarse-foam outer shell is fused with a fine-foam inner core, resulting in a one-piece design that is both functional and durable. It provides continuous filtration and airflow while protecting engines from dirt, dust and sand.

## The Twin Air Advantage

Twin Air air filtration products provide dirtbikes and ATVs with maximum intake protection in any riding conditions. The coarse open-pore foam catches airborne dirt, grime and sand, while the fine open-pore inner foam acts as a second filter to trap the smallest particles while ensuring maximum air passage. Twin Air air filters are constructed with an exclusively formulated adhesive that withstands repeated cleanings, even with harsh solvents or gasoline. Their thick, flat-foam greaseless sealing ring ensures maximum contact with the airbox while acting as a breathable gasket for increased air passage.

## Pre-Oiled

Each Twin Air air filter is pre-oiled with Twin Air Biodegradable Foam Filter Oil. Once the filter is constructed, it is submerged in Twin Air Bio Oil and massaged to perfection to ensure all pores are evenly coated.

Filters are then placed in a temperature-controlled room to allow the oil to fully cure on the filter.

## Cleaning Products

AMSOIL also offers several Twin Air filter cleaning and oiling products. AMSOIL will continue to offer AMSOIL High Tack Foam Filter Oil (AFO) and Foam Filter Cleaner (FFC), which perform well with Twin Air Filters. AMSOIL, however, wanted to provide all Twin Air products, including oils and cleaners, for Dealers and customers to have a consistent and compatible product line. In addition, Twin Air offers biodegradable products that are popular in this market.

## Tack Oils

**Liquid Power Filter Oil** starts thin for a deep, even penetration, then dries to an even coating. This high-tack shield traps dirt, grit and dust.

**Liquid Bio Power** biodegradable air filter oil is the first biodegradable air filter oil that works in all riding conditions.

Liquid Bio Power prevents dirt, dust and even water from entering carburetors. Its alcohol base allows easy, even penetration, then dissipates quickly to form a super-sticky, dirt-grabbing shield. Available in spray or liquid form.

## Cleaners

**Liquid Dirt Remover** is formulated to quickly cut through Liquid Power, loosen the dirt and flush filters clean. It will not harden or damage filter foam.

**Liquid Bio Dirt Remover** is a biodegradable air filter cleaner. It can be used with a washing machine or when washing by hand in a bucket. Liquid Bio Dirt Remover is a granular water-soluble cleaner that can go right down the drain without clogging or harming the environment.

**Spray Contact Cleaner** is designed to clean the air box and surrounding areas. It quickly and effectively removes excess dirt and grime.

## The System

The System is the full filter care solution. This filter cleaning kit comes with everything needed to clean Twin Air air filters in a sturdy storage box complete with carrying handles. Each kit includes a Twin Air cleaning tub, oiling tub, Liquid Dirt Remover, Liquid Power Filter Oil, contact cleaner and rubber gloves.

The cleaning tub is resealable and comes with a filter tray that allows dirt to sink to the bottom, away from filters. The oiling tub allows filters to be submerged for easy, even oiling. When not in use, the oiling tub is resealable, enabling users to save unused filter oil.

## Twin Air Filters Now Available

Twin Air air filters are available from AMSOIL as of February 1, 2007. Power Sports Air Filters are no longer available. Consult the Online Powersports Application Guide at [www.amsoil.com](http://www.amsoil.com) or the G-2135 for application information.

See the enclosed Twin Air pricing insert for pricing information.





# AMSOIL Synthetic ATF

## Recommended

### for Latest Manufacturer Specifications



Automatic transmission technology has been quickly evolving over the past few years. Six-speed transmissions are becoming more common, and automakers are demanding higher quality, longer lasting transmission fluids to protect these transmissions.

General Motors, for example, recently introduced its DEXRON® VI specification. Established to provide extra protection for 2006 vehicles equipped with six-speed Hydra-Matic transmissions, DEXRON VI fluids are also recommended for transmissions built before the 2006 model year. DEXRON VI represents a significant upgrade over previous specifications. In order to minimize fluid degradation and ensure improved performance in extreme conditions, DEXRON VI fluids require greater oxidative and shear stability, foam performance and protection against pitting. According to GM, DEXRON VI fluids provide more than twice the durability and stability in friction tests than fluids meeting previous specifications.

Ford Motor Company, on the other hand, recently announced the retirement of its MERCON® automatic transmission fluid specification, opting to promote its more stringent MERCON® V specification that requires improved anti-oxidation, antiwear and anti-shudder properties. Ford also introduced its MERCON® SP specification in 2004. Designed for high torque six-speed transmissions, MERCON SP fluids have lower viscosity requirements and more stringent cold-temperature Brookfield viscosity requirements.

AMSOIL Synthetic Automatic Transmission Fluid (ATF) exceeds the performance requirements for

domestic and foreign automatic transmission fluid applications, and is now recommended for cars and trucks calling for DEXRON VI, MERCON V & SP, NAG 1 & 2 and Nissan Matic J & K transmission fluids. AMSOIL ATF provides automatic transmissions, power steering units and hydraulic equipment with excellent lubricating protection and better performance over a wider temperature range than conventional automatic transmission fluids.

- **Resists thermal and oxidative degradation**
- **Ensures cool transmission operation**
- **Provides outstanding low temperature protection**
- **Improves fuel economy**
- **Provides smooth shifting**
- **Maximizes transmission performance and service life**
- **Reduces maintenance costs**
- **Offers extended drain intervals**

AMSOIL Synthetic Automatic Transmission Fluid is recommended for use up to 50,000 miles in severe service and up to 100,000 miles in normal service, or according to the vehicle manufacturer recommended intervals, whichever is longer. Drain intervals may be extended further with oil analysis.

AMSOIL Synthetic ATF is recommended for transmission, hydraulic and other applications requiring any of the following specifications:

- GM DEXRON II, III & VI
- Ford MERCON, MERCON V & SP
- Chrysler ATF+ through ATF+4®
- Honda Z-1 (Not for use in CVT transmissions)
- Toyota Type T and T-IV
- Mitsubishi/Hyundai Diamond SP II & III
- Allison C-3, C-4, Caterpillar TO-2
- Voith G607, G1363
- ZF TE-ML 14A, B & C
- MB 236.1, 236.2, 236.6, 236.7, 236.9
- BMW 7045E, JWS 3309, NAG 1 & 2
- LT 71141 (ESSO), Nissan Matic D, J & K
- Vickers I-286S & M-2950S

Excellent for power steering units that use ATF.  
Not for use in CVT transmissions.



# AMSOIL Finds AX Success

**Two teams help push AMSOIL to top of Arenacross standings**

Photo courtesy of Steve Bruhn Photography



Johnson holds the #1 plate in the AMA AX series.

For the past decade, AMSOIL has found great success powering dirt bikes to local, regional and national titles. AMSOIL INC. has been the mainstay with some of the world's top teams, including the Factory Connection team in motocross and supercross. That proven track record is taking on another challenge in 2007.

AMSOIL recently came to terms to sponsor two Arenacross teams that began competing in November 2006. One team, Babbitts Racing, competes in the BooKoo Arenacross series. The second team, Junior Jackson Racing, races in the AMA-sanctioned Toyota Arenacross series. Both series are nationally televised, with the BooKoo circuit airing on OLN and the AMA Arenacross circuit airing on SPEED.

Babbitts Racing is led by two-time AMA Arenacross champion Darcy Lange. Lange has been riding bikes on a professional level since 1999. The British Columbia, Canada native has continued his success for Kawasaki this season, winning five races and finishing on the podium eight times. Lange is joined on Babbitts Racing by teammate Jeff Northrup.

In the AMA AX series, Junior Jackson Racing boasts the defending series champion, Chad Johnson, and former Team AMSOIL/Factory Connection rider Greg Schnell. Johnson, who won the series in 2005-06, is currently in the top five in points this season. Schnell is a top 10 rider and a past winner of the U.S. Open of Supercross.

Both teams are featured on the AMSOIL website, and their schedules and television times can be found on the racing pages.



Chad Johnson leads the AMSOIL charge in the AMA Arenacross series.

Photo courtesy of Steve Bruhn Photography



Darcy Lange of Babbitts Racing has already made an impact for AMSOIL with this recent MXP cover shot.

## AMSOIL Adding Off-Shore Boat Racing in 2007

**AMSOIL upgrading and enhancing race sponsorships in new year**



Bob Teague is a former world champion and industry leader in off-shore power boats.

AMSOIL experienced great success on the track in 2006 with multiple championships, event wins and even a perfect season by ChampBoat driver Terry Rinker. That success continues to fuel a growing race department that is banking on some new teams and events to push AMSOIL to the top. Here's a look at what's on tap for 2007:

### AMSOIL Aims at Marine Market

Following the success of Rinker's perfect season, AMSOIL is continuing its growth in the marine market by dropping anchor in the high-speed world of off-shore



power boat racing. New for 2007 is the addition of world-renowned marine expert Bob Teague and his Teague Off-Shore Racing team.

Teague is a former world champion and will compete in the Offshore Super Series (OSS) in 2007. The California native will be racing in the circuit's most competitive class, the Cat Lites. The class features 38' catamarans with 525 hp engines, and the boats can reach speeds upwards of 125 mph. The OSS sanctions 10 events nationwide, including the world championship held in Destin, Fla.

Teague is the owner of Teague Custom Marine in Valencia, Calif., which specializes in high-performance aftermarket products for off-shore enthusiasts. The former army drill sergeant is also a contributor to *PowerBoat Magazine*, where he writes a monthly column called "Teague on Tech."



Bob Teague will take part in the highly competitive Cat Lites class of the Offshore Super Series in 2007.





## AMSOIL Banks on Dirt Tracks



Top drivers such as Brady Smith (#2) and Darrell Nelson (#44) will be running AMSOIL-backed cars in WISSOTA in 2007.

For seven years, AMSOIL has sponsored local late model racing with the AMSOIL Late Model Series. The series will be getting an added boost in 2007 as AMSOIL has signed on to become the title sponsor of WISSOTA, the third largest sanctioning body of stock car racing in the United States.



AMSOIL flags will be flying high at more than 50 dirt tracks in the U.S. and Canada in 2007.

WISSOTA sanctions more than 1,200 races at 54 tracks in seven states. Each year, more than 3,000 drivers participate in six divisions sanctioned by WISSOTA. Those divisions include Late Models, Modifieds, Super Stocks, Midwest Modifieds, Street Stocks and Mod Fours. Each year, member tracks welcome more than 1.5 million fans through their gates.

## AMSOIL Upgrades In Motocross

For the past few years, AMSOIL has been increasing its presence in motocross racing at an unprecedented level. AMSOIL is the presenting sponsor of the Loretta Lynn's Amateur Nationals, the "Official Oil" of the New England Regional Championships and an official licensed product of the AMA Outdoor Nationals.

Most recently, AMSOIL has made the move to secure an exclusive deal with the AMA Outdoor Nationals for the next three years. AMSOIL will become the "Official Oil" of the AMA Outdoor Nationals, excluding all other oil companies from advertising with the top series in motocross racing.



The AMA sanctions a 12-round series that begins in May and ends in September. The series will be aired on SPEED Channel this summer and will feature Team AMSOIL riders Kevin Windham, Josh Grant, Billy Laninovich, Jake Weimer and Ryan Sipes.



Team AMSOIL star Kevin Windham will compete for an AMA motocross title this season.

## AMSOIL Refreshes Race Pages

With the addition of new race teams and series, AMSOIL is working hard to bring its Dealers the most up-to-date information as quickly as possible. To help with that matter, AMSOIL has introduced the AMSOIL Racing Blog.

The Blog, or web-log, is featured on the AMSOIL home page and is continually updated as new information becomes available. Check out the Blog for updates on weekend race results, upcoming television broadcasts and events and other racing news. AMSOIL will also be using the Blog to bring live updates from major races



The AMSOIL Racing Blog features the latest AMSOIL racing news and can be viewed in the racing section of the AMSOIL home page.

the company sponsors, including off-road truck racing featuring the AMSOIL Super Team at Crandon International Off-Road Raceway.

The new series and events bring more opportunities for AMSOIL Dealers to work booths at corporately sponsored events. Direct Jobbers and Dealers are chosen by the Race Department through a lottery system. Direct Jobbers and Dealers can use the Dealer Zone to apply for regional and national events in their areas. Current listings include Loretta Lynn's, WISSOTA, WPSA ATV and the AMA Outdoor Nationals. For Dealers without web access, call 715-392-7101 and ask for the Race Department. AMSOIL will add your name to a mailing list that will be updated when new events are open for applications.



The Race Booth Application Form found in the Dealer Zone can be used to apply for booths at corporately sponsored race events.



**AMSOIL**  
**BULLETIN BOARD**  
...of coming events

**T-1 CERTIFICATION MEETINGS**

**UTAH**

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  
Pre-paid registration required

**AMSOIL DEALER MEETINGS**

**ALABAMA**

February 15 - Thursday  
March 15 - Thursday  
Meeting - 7 p.m.  
STANLEO'S SUB VILLA  
605 Jordan Lane  
Huntsville, AL  
Hosted by Premiere Direct Jobber  
Cliff Goehring & Premiere Direct  
Jobber Gerry Gotwald (256) 337-0376  
February 15 - Thursday  
March 15 - Thursday  
Meeting - 7 p.m.  
BOWMAN RESIDENCE  
1330 Frank Marshall Road  
Ozark, AL 36360  
Hosted by Direct Jobbers E.E. "Al" &  
Mildred Bowman (334) 774-3344

**ALASKA**

February 6, 20 - Tuesday  
March 6, 20 - Tuesday  
Meeting - 7 p.m.  
STATEN RESIDENCE  
2949 Sunflower Street  
Anchorage, AK 99508  
Hosted by Premiere Direct Jobber  
Melba Staten  
Call for reservations (907) 333-0124

**ARIZONA**

February 20 - Tuesday  
March 20 - Tuesday  
Optional no-host dinner - 5:30 p.m.  
Meeting - 6:30 p.m.  
DENNY'S RESTAURANT  
825 South 48th Street  
Tempe, AZ 85281  
Hosted by Master Direct Jobber  
Dick Nudo and Dealer Jim Brewer  
RSVP (602) 996-7181 Dick  
(480) 968-4922 Jim

**ARKANSAS**

February 8 - Thursday  
March 8 - Thursday  
Meeting - 6:30 p.m.  
GARDNER RESIDENCE  
806 Shamrock Drive  
North Little Rock, AR  
72118

Hosted by Dealer Jerry Gardner (501)  
350-4869 gardner2154@sbcglobal.net

**CALIFORNIA**

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

February 13 - Tuesday  
March 13 - Tuesday  
Meeting - 6:30 p.m.  
CATALINA'S COFFEE SHOP  
250 East Highland Avenue  
San Bernardino, CA 92404  
Hosted by Dealer Jim Johnstone (909)  
886-4842

February 20 - Tuesday  
March 20 - Tuesday  
Meeting - 7 p.m.  
Downline and Guests FREE,  
Out of line - \$5  
LUDWICK RESIDENCE  
6015 Hughes Street  
San Diego, CA 92115  
Hosted by Dealer Craig Ludwick  
RSVP (619) 583-5218

**COLORADO**

February 15 - Thursday  
March 15 - Thursday  
Meeting - 7:30 p.m.  
AMSOIL HOUSE  
4316 Ridgcrest Drive  
Colorado Springs, CO  
80918  
Hosted by Executive Direct Jobber  
Ida Gray (719) 598-5115

**CONNECTICUT**

February 27 - Tuesday  
March 27 - Tuesday  
Meeting - 7:30 p.m.  
LANZOFANO RESIDENCE  
120 Gravel Street, Unit 11  
Meriden, CT 06450  
Hosted by Dealer Salvatore Lanzofano  
(203) 634-0885

**DELAWARE**

February 10 - Saturday  
March 10 - Saturday  
Meeting - Noon  
BLUE DIAMOND PARK  
765 Hamburg Road  
New Castle, DE 19720  
Hosted by Direct Jobber Greg King  
(302) 345-4350 Call for reservations  
Guests welcome

**DISTRICT OF COLUMBIA**

None Scheduled

**FLORIDA**

February 22 - Thursday  
March 22 - Thursday  
Meeting - 7 p.m.  
ORLANDO EXECUTIVE  
AIRPORT TERMINAL  
MEETING ROOM  
400 Herndon Avenue  
Orlando, FL 32803  
Hosted by \*\*\*Regency Platinum Direct  
Jobbers George & Shirley Douglas  
(407) 856-1564 Call ahead for details,  
directions and RSVP

**GEORGIA**

February 1 - Thursday  
March 1 - Thursday  
Meeting - 7 p.m.  
DIRKSEN RESIDENCE  
1905 Queens Road  
Albany, GA 31707  
Hosted by Regency Direct Jobber  
Sherry Dirksen (229) 436-5532  
Potluck, everyone brings a dish

**HAWAII**

None Scheduled

**IDAHO**

February 21 - Wednesday  
March 21 - Wednesday  
Meeting - 7 p.m.  
CHICAGO CONNECTION  
1935 South Eagle Road  
Meridian, ID, 83642  
Hosted by Direct Dealer Steve Noffz  
(208) 861-8935

February 14 - Wednesday  
March 14 - Wednesday  
Meeting - 7:30-9:30 p.m.  
MCGUFFEY RESIDENCE  
23446 Freezout Road  
Caldwell, ID, 83605  
Hosted by Premiere Direct Jobbers  
Charles and Connie McGuffey RSVP:  
(208) 455-2581

February 3 - Saturday  
March 3 - 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 13 - Tuesday  
March 13 - Tuesday  
Meeting - 7:30 p.m.  
BAUER RESIDENCE  
111 Woodland Trail  
Anna, IL 62906-3904  
Hosted by Direct Jobbers  
Norm and Barb Bauer (618) 833-3228

**INDIANA**

February 7, 21 - Wednesday  
March 7, 21 - Wednesday  
Meeting - 7:30 p.m.  
RENTOWN SHOP  
1533 Rentown Road  
Bremen, IN  
Hosted by Direct Jobbers  
LeRoy and Malinda Hochstetler and  
Premiere Direct Jobbers  
Willis and Rolene Gingerich  
(574) 831-2839

February 13 - Tuesday  
March 13 - Tuesday  
Meeting - 7 p.m.  
EVANS RESIDENCE  
1115 Morningside Court  
Greenfield, IN 46140  
Hosted by Executive Direct Jobbers  
Chuck and Linda Evans  
(888) 765-2542  
evansamsoidlist@aol.com

**IOWA**

February 6 - Tuesday  
March 6 - Tuesday  
Meeting - 7 p.m.  
SORTER RESIDENCE  
2629 340th Avenue  
Terril, Iowa 51364  
Hosted by Dealers David and Melissa  
Sorter (712) 853-6293

**KANSAS**

None Scheduled

**KENTUCKY**

February 1 - Thursday  
March 1 - Thursday  
Meeting - 7:30 p.m.  
Hosted by Executive Direct Jobbers  
Al and Ann Kelly (859) 879-0728 or  
e-mail: bestoil@alltel.net; Call for  
location, directions and RSVP

**LOUISIANA**

February 1 - Thursday  
March 1 - Thursday  
Meeting - 6 p.m.  
AUTTONBERRY  
RESIDENCE  
2520 Swiss Street  
W. Monroe, LA 71291  
Hosted by Dealer Ellis Auttonberry  
(318) 396-4348

**MAINE**

None Scheduled

**MARYLAND**

February 22 - Thursday  
March 22 - Thursday  
Meeting - 7 p.m.  
HYNES RESIDENCE  
291 Chestnut Springs Road  
Chesapeake City, MD  
21915  
Hosted by Dealer William Hynes  
(302) 540-2525 or 877-885-3111

February 16 - Friday  
March 16 - Friday  
Meeting - 7:30 p.m.  
Downline and Guests FREE,  
Out of line - \$5  
MARTIN RESIDENCE  
3994 Trace Hollow Run  
Salisbury, MD 21801  
Hosted by Master Direct Jobbers  
Les & Linda Martin (410) 548-LUBE

February 16 - Friday  
March 16 - Friday  
Meeting - 7 p.m.  
GRONER RESIDENCE  
9208 Todd Avenue  
Fort Howard, MD 21052  
Hosted by Account Direct Harvey  
Groner (410) 477-8255

February 1 - Thursday  
March 1 - Thursday  
Meeting - 7 p.m.  
DEACOSTA RESIDENCE  
4942 S. Upper Ferry Road  
Eden, MD 21822  
Hosted by Dealers  
Chris & Barb DeAcosta  
(410) 742-0637; Reservations required

February 16 - Friday  
March 16 - Friday  
Meeting - 7:30 p.m.  
AL SMITH AUTOMOTIVE  
3228 E Joppa Road  
Baltimore, MD 21234  
Hosted by Premiere Direct Jobber  
Al Smith (410) 882-9696  
Al@SynLubes.com; Reservations  
required

February 21 - Wednesday  
(Opportunity)  
March 21 - Wednesday  
(Dealer training)  
Meeting - 7 p.m.  
MUGRIDGE RESIDENCE  
6640 State Road  
Lakeport, MI 48059  
Hosted by Premiere Direct Jobbers  
Barry and Cathy Mugridge  
(877) 446-2671  
Call for information and scheduling  
www.pro-oil-1.com

**MASSACHUSETTS**

None Scheduled

**MICHIGAN**

February 19 - Monday  
March 19 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
KIRBY RESIDENCE  
644 Shady Maple Drive  
Wixom, MI 48393  
Hosted by \*\*\*Regency Platinum Direct  
Jobber Tom Kirby (248) 669-9093  
Refreshments served; RSVP required

February 5 - Monday  
March 5 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
ELLIS RESIDENCE  
61653 Miriam Drive  
Washington, MI 48094  
Hosted by Regency Platinum Direct  
Jobber Mike Ellis; RSVP at  
(586) 781-5092 or (586) 918-1578

**MINNESOTA**

February 15 - Thursday  
March 15 - Thursday  
Meeting 7 p.m.  
MEYER RESIDENCE  
512 Broadway Street  
Cleveland, MN 56017  
Hosted by Executive Direct Jobbers  
Charles & Donna Meyer  
(507) 931-3875

February 13 - Tuesday  
March 13 - Tuesday  
Meeting - 6:30 - 8:30 p.m.  
FORD RESIDENCE  
1830 175th LN NE  
Ham Lake, MN 55304  
Hosted by Premiere Direct Jobbers  
Mike & Linda Ford (763) 434-1544 or  
(763) 257-3130 www.allserviceoil.com,  
allserviceales@msn.com or  
mikeford@allserviceoil.com

February 8 - Thursday  
March 8 - Thursday  
Meeting - 6 p.m.  
TWINGSTROM  
RESIDENCE  
29200 Goldenrod Dr. NW  
Isanti, MN 55040  
Hosted by Regency Silver Direct  
Jobbers Mylo and Patty Twingstrom  
RSVP (612) 819-8835

February 15 - Thursday  
March 15 - 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 8 - Thursday  
March 8 - Thursday  
Meeting - 7:30 p.m.  
STAVE RESIDENCE  
3040 Bridge Street NW  
Apt. 211  
St. Francis, MN 55070  
Hosted by Dealer Ordell Stave  
(612) 241-5267

February 17 - Saturday  
March 17 - Saturday  
Meeting - 2 p.m.  
SAWYER WAREHOUSE  
28108 - 133rd Street  
Zimmerman, MN 55398  
Hosted by Direct Jobbers Roger &  
Jennifer Sawyer Please RSVP  
(763) 856-3567 rpsracing@aol.com  
www.rpsracing57.com

**MISSISSIPPI**

None Scheduled

**MISSOURI**

February 20 - Tuesday  
March 20 - Tuesday  
Meeting - 7p.m.  
LUCZAK RESIDENCE  
4810 Mattis Street  
St. Louis, MO 63128  
Hosted by Master Direct Jobbers Connie  
and John Luczak (314) 892-6018  
connieslubes@earthlink.net

**MONTANA**

**NEBRASKA**

**NEVADA**

**NEW HAMPSHIRE**

None Scheduled

**NEW JERSEY**

February 14 - Wednesday  
March 14 - Wednesday  
Meeting - 7 p.m.  
SEDA-MORALES RESIDENCE  
54 Woodland Avenue  
Mullica Hill, NJ 08062  
Hosted by Premiere Direct Jobber  
Ben Seda-Morales (856) 478-6732, cell;  
(856) 371-1880, home. RSVP

**NEW MEXICO**

February 27 - Tuesday  
March 27 - Tuesday  
Meeting - 7 p.m.  
GREENBERG WAREHOUSE  
2415 Princeton Drive NE,  
Suite M  
Albuquerque, NM 87107  
Hosted by Regency Silver Direct Jobbers  
Paul and Nancy Greenberg (505)  
881-1693, warehouse; (595) 255-2137,  
home; fax (505) 881-4565.  
NMOilman@aol.com

**NEW YORK**

February 5 - Monday  
March 5 - Monday  
Meeting - 7:30 p.m.  
KORZANOILS  
2215 North Solano Drive  
Las Cruces, NM 88001  
Hosted by Direct Jobber Kevin Korzan  
(505) 496-4242 www.korzanoils.com

**NEW YORK**

February 28 - Wednesday  
March 28 - Wednesday  
Meeting - 7p.m.  
ALBANY AREA  
GUILZ RESIDENCE  
6 Daisy Lane  
East Berne, NY 12059  
Hosted by Premiere Direct Jobber  
Richard Guilz (518) 423-1552  
rich@empire Synthetics.com  
call or e-mail to reserve seat  
February 7 - Wednesday  
March 7 - 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 21 - Wednesday  
March 21 - Wednesday  
Meeting - 7 p.m.  
O'BRIEN RESIDENCE  
436 Moseley Road  
Fairport, NY 14450  
Hosted by Dealer Gerry O'Brien  
(585) 223-8016  
Call ahead to reserve a seat





# AMSOIL CENTERLINES ...and updates

## FEBRUARY CLOSE OUT

The last day to process February orders in the U.S., Canada and Puerto Rico is the close of business on Wednesday, February 28. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CST on that day. The last day to process February orders in Alaska is the close of business on Saturday, February 24. All orders received after these times will be processed for the following month. Volume transfers for February business will be accepted until 3 p.m. CST on Tuesday, March 6. All transfers received after this time will be returned.

## SUBMIT A TESTIMONIAL ABOUT AMSOIL PRODUCTS

If you or one of your customers has a positive story about using an AMSOIL product, the *Action News* would like to hear from you. Fill out the online form, including your name, address, phone number and a detailed description of the experience, at the following website address: <http://www.amsoil.com/testimonials/submissions.aspx> or mail testimonials to the AMSOIL Building; ATTN: Kathy Anderson; Superior, WI 54880. Please include a photo if possible, or indicate whether you are able to provide a photo, for possible use in the *Action News*.

## TECHNICAL SERVICE PHONE NUMBER

The new direct number to reach the technical service department is 715-399-TECH (715-399-8324).

## ATF DATA BULLETIN



The new G-173 Synthetic Universal Automatic Transmission Fluid data bulletin, highlighting the features and benefits of Synthetic Universal Automatic Transmission Fluid, is available for purchase.

| Stock # | Qty. | U.S. | Can. |
|---------|------|------|------|
| G-173   | 25   | 2.80 | 3.50 |

## SEVERE GEAR™ DATA BULLETIN



The new G-2043 SEVERE GEAR Synthetic Gear Lubes data bulletin, highlighting the features and benefits of SEVERE GEAR Synthetic Gear Lubes, is available for purchase.

| Stock # | Qty. | U.S. | Can. |
|---------|------|------|------|
| G-2043  | 25   | 2.80 | 3.50 |

## SEMI-SYNTHETIC BAR AND CHAIN OIL GALLONS

AMSOIL Semi-Synthetic Bar and Chain Oil (ABC) is now available in gallon containers.

| Stock #     | Pkg./Size         | Wt. Lbs.    | Comm. Credits     |
|-------------|-------------------|-------------|-------------------|
| ABC-1G      | (1) Gallon        | 8.1         | 6.40              |
| ABC-04      | (4) Gallons       | 32.2        | 25.60             |
| U.S. Dealer | U.S. Sugg. Retail | Can. Dealer | Can. Sugg. Retail |
| 10.30       | 13.45             | 12.95       | 16.80             |
| 39.20       | 52.20             | 49.20       | 65.60             |

## DONALDSON PRICE ADJUSTMENT

Effective March 1, a price adjustment will be implemented on Donaldson filters. Updated price lists will be available March 1:

|        |            |           |           |
|--------|------------|-----------|-----------|
| G-2092 | U.S. MLM   | 1.00 U.S. | 1.30 Can. |
| G-2093 | U.S. Comm. | 1.00 U.S. | 1.30 Can. |
| G-2094 | U.S. ROTS  | 1.00 U.S. | 1.30 Can. |
| G-8092 | Can. MLM   | 1.00 U.S. | 1.30 Can. |
| G-8093 | Can. Comm. | 1.00 U.S. | 1.30 Can. |
| G-8094 | Can. ROTS  | 1.00 U.S. | 1.30 Can. |

## AMSOIL ADVERTISING

Look for AMSOIL display advertising in the following publications:

### February & March 2007

#### Display Advertisements

|                             |               |                |
|-----------------------------|---------------|----------------|
| <i>New York Snowmobiler</i> | Jan./Feb. '07 | (800) 380-3767 |
| <i>8-Lug Diesel</i>         | Jan./Feb. '07 | (212) 745-0100 |
| <i>NOLN</i>                 | Feb. '07      | (800) 796-2577 |
| <i>American Rider</i>       | Feb. '07      | (805) 667-4325 |
| <i>2 Wheel Tuner</i>        | Feb. '07      | (678) 625-9013 |
| <i>Snow Tech</i>            | Feb. '07      | (320) 763-5411 |
| <i>Sno-X</i>                | Feb. '07      | (763) 595-0808 |
| <i>Street Scene</i>         | Feb. '07      | (562) 430-7748 |
| <i>NOLN</i>                 | March '07     | (800) 796-2577 |
| <i>Street Scene</i>         | March '07     | (562) 430-7748 |
| <i>8-Lug Diesel</i>         | Mar./Apr. '07 | (212) 745-0100 |



## SNOWMOBILE PRODUCTS BROCHURE

Highlights the benefits of using AMSOIL products in two- and four-cycle snowmobile applications. Full size/color, 4 pages.

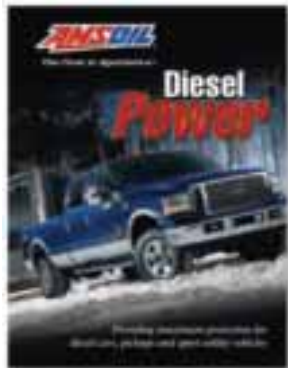
| Stock # | U.S. | Can. |
|---------|------|------|
| G-1526  | 0.50 | 0.65 |



## DIESEL POWER BROCHURE

Aimed at owners of light diesel vehicles. Includes information about diesel motor oils, drivetrain lubes, filters and fuel additives. Full size/color, 4 pages.

| Stock # | U.S. | Can. |
|---------|------|------|
| G-1489  | 0.50 | 0.65 |



## PRODUCT CHANGE INTERVAL GUIDE

Provides drain recommendations for all AMSOIL motor oils in all applications, as well as drivetrain lubricant and filter change recommendations. Full size, 6 pages.

| Stock # | Qty. | U.S. | Can. |
|---------|------|------|------|
| G-1490  | 25   | 2.80 | 3.50 |



## EA FILTRATION PRODUCTS BROCHURE

Explains the features and benefits of AMSOIL Ea Oil, Air and Bypass Oil Filters. Full size/color, 8 pages.

| Stock # | U.S. | Can. |
|---------|------|------|
| G-2202  | 0.80 | 1.00 |



## FILTER WRENCHES & OIL CHANGE TOOLS

All tools shipped from the Superior Distribution Center.

### Large Spider Filter Wrench

Adjustable filter wrench with three clamping legs driven by a gear mechanism for maximum range and gripping ability. For auto and light truck applications. Range: 2<sup>3</sup>/<sub>8</sub>" to 4<sup>3</sup>/<sub>4</sub>" (61 mm to 121 mm).

| Stock # | Wt. | U.S.  | Can.  |
|---------|-----|-------|-------|
| G-2197  | 1.3 | 11.50 | 14.30 |



### Small Spider Filter Wrench

Adjustable filter wrench with three clamping legs driven by a gear mechanism for maximum range and gripping ability. For auto and motorcycle applications in hard to reach locations. Range: 2<sup>3</sup>/<sub>8</sub>" to 3<sup>3</sup>/<sub>4</sub>" (61 mm to 95 mm).

| Stock # | Wt. | U.S. | Can. |
|---------|-----|------|------|
| G-2198  | 0.8 | 6.75 | 8.40 |



### Strap Filter Wrench

Wide band tightens while you turn. Offers the widest range than any other wrench. For all filters. Range: Up to 6" (152 mm).

| Stock # | Wt. | U.S. | Can. |
|---------|-----|------|------|
| G-2199  | 0.5 | 3.90 | 4.85 |



### Mechanics Lube Kit

Contains the most critical tools for complete lube service of most makes and models. Includes tools for foreign and domestic servicing. Each kit contains the following:

- 13 Cap-type wrenches
- 2 Hex cap socket wrenches
- 2 Swivel-type filter wrenches
- 1 Strap wrench
- 1 Small spider wrench
- 1 Adjustable plier-type wrench
- 6 Drain plug wrenches
- 2 Metric square plug wrenches
- 3 Metric hex drain plug wrenches
- 1 12 point x 16 mm drain plug wrench
- 1 Low profile T45 Torx oil filter tool

| Stock # | Wt.  | U.S.   | Can.   |
|---------|------|--------|--------|
| G-2200  | 15.0 | 150.00 | 187.00 |





# Time Running Out to Save Money on AMSOIL University

**May 20-24, 2007**

**Duluth Entertainment and Convention Center Duluth, Minn.**

AMSOIL University is quickly approaching, and the 2007 event promises to be bigger and better than ever. AMSOIL University will be held at the Duluth Entertainment and Convention Center, which enables AMSOIL to double the capacity of the University. Sign up today to take advantage of the reduced cost. To register or obtain additional information, contact Julie Jacobson at (715) 392-7101 or visit the Dealer Zone at [www.amsoil.com](http://www.amsoil.com).

## Enrollment Costs:

### Prior to March 1, 2007:

\$397 per Dealer, \$196 for an attending spouse, \$50 for a spouse wishing to attend lunches and social events only.

### After March 1, 2007:

\$447 per Dealer, \$246 for an attending spouse, \$75 for a spouse wishing to attend lunches and social events only.

**A 10 percent rebate will be offered on product orders placed while at AMSOIL University.**

## 2007 AMSOIL University Keynote Speaker Announced



The keynote speaker for AMSOIL University 2007 will be Rob "Waldo" Waldman. Waldman is a professional speaker, leadership and sales consultant, author and former decorated U.S. Air Force fighter pilot. In his inspirational keynote presentations and seminars, Waldman demonstrates how businesspeople, like fighter pilots, can achieve success and win in highly competitive environments through disciplined training, dedicated teamwork and passionate leadership. Couple these elements with an attitude that embraces unwavering trust and all the new course content for this year's AMSOIL U, and watch your personal and organizational effectiveness skyrocket. Waldman will be the keynote dinner speaker on Wednesday, May 23 at AMSOIL University. He will also be presenting a 1-1/2 hour leadership seminar to all AMSOIL University attendees on Thursday, May 24.

**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](http://www.amsoil.com)

**BOSCH**



**WIX®**

**MOTHERS®**  
Polishes • Waxes • Cleaners



FEBRUARY 2007  
PRINTED IN USA



**CHANGE SERVICE  
REQUESTED**

**Published 12 times annually**

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



(Discover in U.S. only)