

AMSOIL

ACTION NEWS

© AMSOIL INC 2008

The First in Synthetics

FEBRUARY 2008



**Severe Gear
Goes Racin' &
Crawlin' & Muddin'
& Jumpin'**



Price adjustment effective March 1. See new G26 MLM Price List inside.

From the President's Desk...



I thought I would use my column this month to touch on a variety of topics that affect all Dealers and Preferred Customers in one way or another. We'll call it a corporate update.

First, I am happy to report that our AMSOIL Center expansion project is now on the homestretch. As many of you are aware, we have installed the most technically advanced blending and packaging systems in the industry. With this, we gain the ability to increase our production capacity by 250 percent. We have also installed 59 new storage tanks, increasing our external storage volume to 1.4 million gallons and our internal volume to 870,000 gallons. We have completed work on a new 30,000 square foot indoor loading and unloading facility, which has the ability to stage six rail cars and four tank trucks. Additional projects include a new laboratory, maintenance facility, storeroom operations and office structures. Our projected completion date is March 31.

This expansion project, of course, was done with an eye on the future. We are now completely set to meet the ever-increasing demand for AMSOIL products. As your business grows, the company will be aligned to provide the products and services you will need. I hope you are planning to join us on July 17 at our 35th Anniversary Convention to see for yourself the magnitude of this project.

Speaking of Convention, we are confident that this year's event will be our best yet. If you haven't registered I suggest you get that done. Without going into detail, I can say without reservation that attending the Convention is the best possible way to gain a true appreciation of our company's commitment to our products,

our Dealers and our role as a technical innovator and industry leader. I guarantee that all Dealers who attend will leave energized, inspired and more confident than ever that there are virtually no limits to the success you can achieve with your AMSOIL business.

We have also remained aggressive on the new product front. As you will see in this edition of your *Action News*, we have two new Severe Gear lubricants targeted directly at those types of consumers who appreciate the value of AMSOIL quality. Drag racers, off-road racers and other extreme application enthusiasts will recognize the tremendous benefits these products provide. It is a great market for AMSOIL Dealers.

I can't talk about new products without mentioning our Signature Series 0W-30 Motor Oil. It is the single best motor oil on the market today. The label says it all: "This exclusive formulation represents the benchmark in motor oil technology and sets the standard by which all other oils are measured." Our Signature Series oil is the culmination of more than 40 years of synthetic oil research, and I am both flattered and proud that this product bears my name.

In addition to lubricants and other automotive products, we have added several clothing and promotional items. For those Dealers who wear AMSOIL clothing on a regular basis, you know firsthand how it can lead to sales. I can't count the number of stories I have heard from AMSOIL Dealers who have been approached simply because of an AMSOIL jacket or shirt. If you are serious about building your business, wear the AMSOIL colors. It is the easiest and most cost-effective way to promote your Dealership.

In this *Action News* you will see several new clothing and promotional items. Most notable among them is our new Signature Series Race Jacket. My daughter Lorry Alexander, who, by the way, we can all thank for the outstanding line of clothing we now have, took great care in redesigning that jacket. It's a real eye-catcher, and it rarely fails to attract the attention of a potential customer or Dealer.

Along those lines, our advertising efforts have continued to increase. This past year alone AMSOIL ads and press releases appeared in over 220 publications. Our corporate race sponsorships have climbed to approximately 60, and we now sponsor over 300 teams through our Dealer co-op program. We also work closely with several racing organizations on an "official oil" or "exclusive oil" basis. Among them are the American Motorcycle Association, World Power Sports Association and Champ Boat Series. In fact, several corporate representatives recently returned from the AMSOIL World Championship Snowmobile Derby in Eagle River, Wisconsin. In addition to the outstanding exposure we normally receive at that event, my friend Bobby Unser was there in our corporate gear to help spread the word on AMSOIL.

On a final note, as we approach the celebration for our 35 years there are great things ahead for AMSOIL Dealers. You can be assured that the decisions we make at the upper management level are made with your future in mind. I can only imagine the success AMSOIL Dealers will have over the course of the next 35 years.

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

DEALERS IN ACTION!

Preferred Customer Sold on AMSOIL Quality

Peter Virgona of Merrick, N.Y. is a self-proclaimed oil enthusiast.

"I do a great deal of reading and research, always looking for the best oil," Virgona said. "The more I read the more I realized AMSOIL was the best 'true' synthetic I could buy. After using Mobil 1 since 1986, I made the switch to AMSOIL."

Virgona is a warehouse worker, but he has many years of experience working on cars.

He drives a 1999 Ford Crown Victoria that has nearly 98,000 miles on the engine. He switched from Mobil 1 to AMSOIL 5W-30 Synthetic Motor Oil (ASL).

"The difference was immediate and significant," Virgona said. "The idle became much smoother. There are times I can't tell if the car is running. It also became much more responsive to the gas pedal, so much more responsive my wife asked me what I did to the car."

Virgona has owned the car for almost nine years. "Not surprisingly, the gas mileage improved significantly," he said. "This car always averaged 15 miles per gallon going back and forth from work. It now averages 16.5 mpg. That's a 10 percent increase. I truly didn't expect such a big change."



He waited to report his findings until after he had driven the car at least 5,000 miles "to confirm that the numbers are average and not just a fluke."

Virgona also has installed Ea Air and Oil Filters in his vehicles.

He told his sister-in-law about AMSOIL and then changed her oil over to AMSOIL 5W-30. She drives a 1996 Dodge Caravan with a 3.0 litre V6 engine. According to Virgona, she had always used conventional motor oil with regular oil changes every 3,000 miles.

"Nonetheless, she had a significant amount of sludge that was obvious under the oil fill cap," he said. "She also experienced a very loud lifter noise that would come and go. Presumably, the sludge was affecting the oil circulation to the lifters."

Oil consumption in the van was also increasing, using about one quart every 1,500 to 2,000 miles.

"I switched the van to AMSOIL and put in a new filter," Virgona said. "Within 1,000 miles the lifter noise was all but gone. By 3,000 miles, virtually all the sludge was gone. I drained and refilled the oil a second time with AMSOIL 5W-30. The oil consumption is now down to one quart every 3,000 miles, with no more lifter noise."

"I am very happy with AMSOIL and plan to use it from now on. I recommend it to anyone who wants a great synthetic oil."

Virgona buys his products through the AMSOIL website. "I always get my product within 48 hours," he said. In fact, he just had a case shipped to his father-in-law in Florida because he believes in AMSOIL products and wants others to experience their benefits. In fact, he's considering becoming a Dealer.

Virgona respects that he can get detailed technical information about AMSOIL just by checking the website.

"AMSOIL puts out performance test results for everyone to see. I definitely appreciate that."

"People are usually very, very loyal to AMSOIL. They know it's the best."



MONTHLY LE



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



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



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



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



Ray & Kathy Yaeger
Wisconsin
★★Regency Platinum
Direct Jobbers
Fifth—Total Organization
Second—Personal Group
Sales
FIRST—Commercial &
Retail Marketing



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



Ches & Natasha Cain
South Dakota
Regency Platinum Direct
Jobbers
Fourth—Personal Group
Sales
Seventh—New Qualified
Dealers & Accounts



Daniel & Judy Watson
Florida
★★Regency Platinum
Direct Jobbers
Sixth—Personal Group
Sales



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



Yvon Boucher
Quebec
Regency Silver Direct
Jobber
Eighth—Personal Group
Sales



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



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



Martin & Lori Gilmore
New York
Premiere Direct Jobbers
Eighth—Commercial &
Retail Marketing



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



Michael & Linda Ford
Minnesota
Executive Direct Jobbers
FIRST—New Qualified
Dealers & Accounts



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



John & Jeanne Burke
California
Regency Direct Jobbers
Fourth—New Qualified
Dealers & Accounts



Chuck Deye
Wisconsin
Direct Jobber
Sixth—New Qualified
Dealers & Accounts

ADERS

November
2007

HALL OF FAME

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



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



Mark & Sherree Schell
Idaho
★★★Regency Platinum Direct Jobbers
Eighth—Total Organization Tenth—Personal Group Sales



Gerry & Patricia Reid
North Carolina
Regency Platinum Direct Jobbers
Ninth—Total Organization Ninth—Personal Group Sales



Greg M. Desrosiers
Alberta
Regency Platinum Direct Jobber
Tenth—Total Organization



David B. Richardson
Ohio
Premiere Direct Jobber
Fourth—Commercial & Retail Marketing



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



Steven A. Bendror
Pennsylvania
Direct Jobber
Sixth—Commercial & Retail Marketing



Timothy S. Gulick
New York
Direct Jobber
Seventh—Commercial & Retail Marketing



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



Burke Hinman
California
Master Direct Jobber
Ninth—New Qualified Dealers & Accounts



Maril-Jo & Thomas Groh
California
Premiere Direct Jobbers
Tenth—New Qualified Dealers & Accounts



Shirley Green,
★Regency Platinum



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



Dorothy Hansen,
Regency Platinum



Harold Hartman,
★Regency Platinum



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



Ora Mae Boardman,
★Regency Platinum



Ray and Arlene Schmit
★★★★★Regency Platinum

HIGHER LEVELS OF

★★REGENCY PLATINUM DIRECT JOBBER



Ray & Kathy Yaeger
Wisconsin

MASTER DIRECT JOBBER



Norman & Barbara Ayres
Nevada



**David & Maureen
Vlodarchyk**
Ontario

EXECUTIVE DIRECT JOBBER



Curtis K. Brilz
California



Walter DeVries
Ontario

PREMIERE DIRECT JOBBER



Gary and Diane Vivian
Florida

First Time 2500 Level Honor Achievers 2500 monthly commission credits 25 Dealers sponsored

Jerry Dawson, *Texas* Sponsors: Norman and Doreen Rinehart

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

Perry Wall, *Ontario* Sponsor: Rob J. Hilditch

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

Harold and Linda Blough, *Pennsylvania* Sponsors: Raymond and Joyce Stoltzfus

Nicholas Mikitka, *North Carolina* Sponsor: James M. Gabel

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

Harold A. Taylor, *Michigan* Sponsor: Thomas H. Kirby

NEW DIRECT JOBBERS



Stephen Beckett
Virginia

Sponsors: Wallace & Katherine Hillman
Direct Jobbers: Wallace & Katherine Hillman



Kevin Hamilton
Texas

Sponsors: Thomas & Sheila Shalin
Direct Jobbers: Thomas & Sheila Shalin



Heath Palmer
Iowa

Sponsor: Michael A. Miller
Direct Jobbers: Roger & Heather Pogorelc



James Tully
Massachusetts

Sponsors: Richard & Betsy Johnson
Direct Jobbers: Richard & Betsy Johnson

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

- Jason Blessing**, *Washington* Sponsor: Darin Tognazzini
Johnny (Shane) Bost, *North Carolina* Sponsors: John and Ann Petree
Russell and Kathy Cox, *Texas* Sponsor: Derrick Daniels
Blake Mackey, *British Columbia* Sponsor: Ron E. Toomes
Evin and Joyce Pistole, *Tennessee* Sponsors: Wayne and Mary Bussian
Neil C. Rabb, *North Carolina* Sponsors: Harold and Cynthia Rabb
William A. Rudolphi, *Illinois* Sponsors: Joe and Mary Racine
Richard Smilie, *Florida* Sponsors: George and Shirley Douglas
Wesley Springer, *Ohio* Sponsor: Dennis C. Hastings
Nick Tavernier, *Minnesota* Sponsors: Mylo and Patty Twingstrom
Mike J. Vackar, *Texas* Sponsor: James L. Vackar
Keith Waters, *Texas* Sponsor: Peggy Palmer

New Severe Gear[®] Synthetic SAE 190 and SAE 250 Gear Lubricants Round Out the Severe Gear Lineup



Two new premium high viscosity gear lubricants have been added to the Severe Gear lineup. New Severe Gear Synthetic SAE 190 (SRN) and SAE 250 (SRT) Gear Lubricants are recommended for off-road truck racing, rock racing, rock crawling, tractor pulling, funny car racing and dragster racing applications that require heavier viscosity gear lubricants.

Off-road truck racing applications encounter high speeds, heavy loads, shock loading and centrifugal sling-off. Drag racing vehicles, including funny cars and dragsters with high 3,000 to 8,000 horsepower engines, launch so quickly from the starting line that the gear lube flows away from the front of the differential, starving the pinion gear and bearings of essential lubrication protection. Because rock crawling and rock racing vehicles must maneuver over rocks and obstacles with little ground clearance, racers often incorporate differentials designed with the pinion on top instead of the bottom, causing pinion

gears and bearings to operate with little lubrication protection. In addition, rock crawling and rock racing vehicles often operate in precarious positions, including sideways and upside down, causing lubricants to flow away from gears and bearings and leaving them to operate with no lubrication at all.

AMSOIL Severe Gear Synthetic SAE 190 and SAE 250 Gear Lubricants are premium grade, extreme pressure gear lubes engineered specifically for the demands of severe racing conditions. They are formulated with shear stable, heavy synthetic base oils for "high film strength" and extra heavy treatments of additives. Their synthetic formulations

provide improved flow over conventional oils, reducing viscous drag and power loss. Severe Gear SAE 190 and SAE 250 Gear Lubes provide a barrier cushion between metal surfaces that absorbs impact. AMSOIL proprietary extreme pressure additives form an iron-sulfide barrier coating on gear surfaces for the ultimate line of defense against wear, pitting and scoring.

Performance

AMSOIL Severe Gear Synthetic SAE 190 and SAE 250 Gear Lubricants are specifically engineered for high horsepower, high torque conditions where centrifugal gear lube sling-off is encountered. These tenacious formulations cling to gears and bearings for the best possible protection during shock loading, high G-forces and where pinion gears are installed at steep angles. Custom Severe Gear Synthetic Gear Lubricants provide exceptional reliability and extended gear life.

- Protect gears from shock loading and tire shake
- Resist sling-off from G-forces and high speeds
- Cling to gears in high pinion style differentials and at steep angles
- Promote cooler operating temperatures
- Protect against rust and corrosion
- Extend gear and bearing life

Severe Gear Synthetic SAE 190 and SAE 250 Gear Lubricants Data Bulletin

The new G2498 Severe Gear Synthetic SAE 190 and SAE 250 Gear Lubricants Data Bulletin is available for purchase.

Stock #	Qty.	U.S.	Can.
G2498	25	2.80	3.50



Applications and Service Life

AMSOIL Severe Gear Synthetic SAE 190 and SAE 250 Gear Lubricants are excellent for severe differential applications, including off-road truck racing, rock racing, rock crawling, tractor pulling, funny car racing and dragster racing. Other severe duty applications include heavy duty trucks and equipment where increased lubricant film is necessary. These oils are recommended for use in hypoid gear differentials and other applications requiring a high viscosity, API GL-5 gear lube. Where limited slip performance is required, use AMSOIL Slip-Lock® limited slip additive. Change Severe Gear SAE 190 and SAE 250 Gear Lubes as conditions dictate. Where extended drain intervals are desired, monitor by oil analysis.



Passenger Vehicles

Just as race vehicles require special gear lube properties, modern vehicles are designed with more horsepower and torque than their predecessors, allowing greater hauling and towing capability, but leading to higher gear loading and hotter running differentials. In addition, increased interior space and lower floor boards push axles higher into the vehicle's body, reducing air flow and increasing heat. The closer proximity of the axles to the exhaust system also effectively raises heat, while more aerodynamic body styles and air dams result in restricted airflow to the differentials.

Many motorists operate their vehicles under severe operating conditions, including snow plowing, hauling heavy loads and towing heavy trailers. These extremes place an increased level of stress on drivetrain components. As vehicle stress increases, transmission and differential temperatures rise and cause conventional

lubricants to thin, causing inadequate lubrication that can lead to component failure. Modern gear oils are faced with the challenge of providing adequate wear protection during severe service operating conditions, while also providing maximum fuel efficiency.

Severe Gear Synthetic Gear Lubes

AMSOIL Severe Gear 75W-90 (SVG), 75W-110 (SVT) and 75W-140 (SVO) Synthetic Gear Lubes are specially formulated to provide superior protection, performance and fuel efficiency under severe operating conditions. They are excellent for vehicles subjected to towing, hauling, plowing, steep hill driving, commercial use, racing, off-road use, rapid acceleration, stop-and-go driving and high ambient temperatures.

Formulated with exclusive blends of high viscosity, shear stable synthetic base stocks and increased levels of premium quality additives, Severe Gear Synthetic Gear Lubes maintain viscosity for long-lasting protection against wear, pitting and scoring in both hot and cold temperature extremes and provide excellent limited-slip and locking differential performance. Severe Gear effectively prevents thermal runaway, a phenomenon caused by a lubricant's inability to control friction and increased heat under high-stress conditions. By preventing thermal runaway, Severe Gear Synthetic Gear Lubes inhibit component damage and rapid lubricant degradation. Severe Gear provides 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.



More Premium AMSOIL Synthetic Gear Lubes

Long Life 75W-90 (FGR) and 80W-140 (FGO) Synthetic Gear Lubes are specifically engineered for extended drain intervals in over-the-road trucks and heavy equipment, providing maximum wear protection, extended equipment life and improved fuel efficiency.

- **Excellent all-season performance**
- **Outperform all conventional gear oils**
- **Reduce operating temperatures**
- **Protect against rust and corrosion**
- **Resist acid, carbon and varnish formation**
- **Maintain protective viscosities for extended drain intervals**

Synthetic 80W-90 Gear Lube (AGL) is a high quality replacement for applications specifying SAE 80W-90 conventional gear lube, providing excellent wear protection, improved fuel economy and long equipment life.

- **Maintains protective viscosity**
- **Provides excellent cold flow properties**
- **Extends oil and equipment life**
- **Reduces maintenance costs**
- **Compatible with conventional and synthetic gear lubes**
- **Excellent for multiple applications**



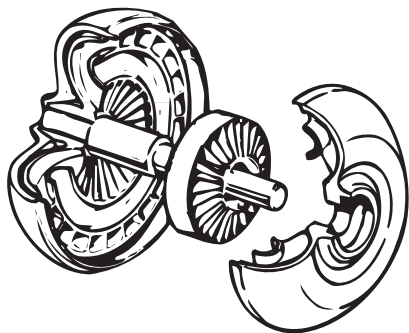
Shifting Gears

The automatic transmission performs only as well as the automatic transmission fluid (ATF) put into it. Components of the automatic transmission such as the torque converter, clutch packs, brake bands, gears and hydraulic system all place special demands on ATF.

AMSOIL Synthetic ATF is formulated to exceed the extreme demands of the modern automatic transmission.

Torque Converter

The torque converter is a fluid coupler between the engine and the gears of the drivetrain. The torque converter consists of two halves, one attached to the engine (impeller) and one attached to the transmission (turbine).



As the engine spins the impeller, ATF is forced across a small gap onto blades of the turbine, causing it to spin as well. The rotating turbine eventually provides power to the drive wheels.

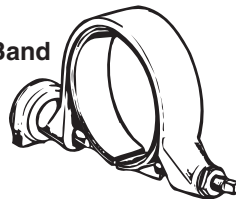
Fluid Requirements: Thermal and Oxidation Stability. Anti-Corrosion Properties. Seal Compatibility. Minimal Viscosity/Temperature Change Characteristics. Anti-Foam Ability.

Clutch Packs and Brake Bands

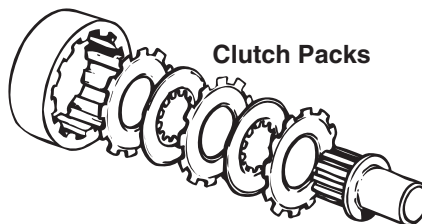
These are mechanical devices which release or hold rotating members. When applied with transmission fluid pressure, clutches and brake bands will either hold or turn the gear sets to provide different gear ratios.

Fluid Requirements: Correct Frictional Properties. Thermal and Oxidation Stability. Minimal Viscosity/Temperature Change Characteristics. Anti-Wear Properties.

Brake Band



Clutch Packs



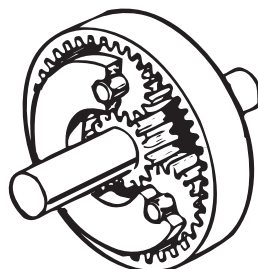
Gears

Gears are the muscle of any transmission, whether manual or automatic. Gears transfer torque and power and can provide the vehicle with changes in speed and direction.

Planetary gear sets are used as the basic means of transferring or multiplying torque from the engine in an automatic transmission.

Planetary gears offer many advantages over manual slide-type gears. Force is distributed over many teeth for more strength. They are always in mesh and do not have to be shifted to change gears. Therefore, they do not clash like gears going in and out of mesh.

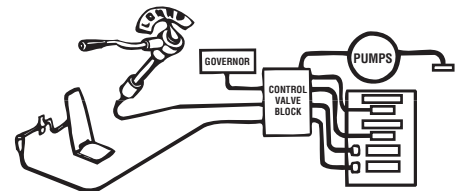
Fluid Requirements: Extreme Pressure Properties. Anti-Wear Properties. Anti-Corrosion Properties.



Transmission Hydraulic System

The transmission oil pump, driven by the torque converter, generates fluid pressure inside an automatic transmission.

Pressurized fluid is the force used to move the valves that determine shift points. The control valve assembly senses inputs from many sources and regulates the valves to



provide smooth shifts at the correct time, based on vehicle speed and engine load.

Fluid Requirements: Minimal Viscosity/Temperature Change Characteristics. Anti-Corrosion Properties. Seal Compatibility. Anti-Foam Capability. Anti-Wear Properties.

AMSOIL Protection

AMSOIL Synthetic ATF provides unmatched thermal and oxidation stability, and it maintains its viscosity over a much wider temperature range than conventional ATF, maximizing transmission performance.

Tests prove AMSOIL Synthetic ATF greatly exceeds all original equipment manufacturer requirements, making it the only choice for maximum transmission protection in modern vehicles.



Customers Worried Over Warranties?

AMSOIL provides new items to address warranty concerns.

AMSOIL is a recognized leader in the lubrication industry. The company's introduction of the world's first API-rated synthetic motor oil brought many lasting and irreversible changes for the oil industry, automotive manufacturers and consumers alike. Extended drain intervals, synthetic lubricants for all applications and, above all else, unparalleled quality have defined the brand. Still, after more than 35 years, millions of miles, irrefutable scientific proof and countless customers who are not only satisfied, but oftentimes amazed, some people are still concerned that using AMSOIL lubricants will void their vehicle's warranty.

A new vehicle is a big investment, so it is understandable if owners are concerned about anything that might affect the vehicle's warranty. Furthermore, language in owner's manuals can be confusing as to what is allowed and what will void the warranty, especially when it comes to lubrication and maintenance. People are often told to use the vehicle manufacturer's brand of lubricants and to change oil every 3,000 miles, or else. The fact is, vehicle manufacturers cannot require motorists to use a specific brand of lubricant, unless they provide it at no cost. They also cannot void warranties due to the owner's practice of extending drain intervals.

Not Just Cars and Trucks

Cars and trucks aren't the only expensive machines affected by these concerns. New snowmobiles, boats and motorcycles come with warranties very similar to automotive warranties. In fact, original equipment manufacturers (OEMs) in these industries also promote the use of their own lubricants and create the same concerns among powersports enthusiasts. For example, a letter to the editor in the Summer 2007 issue of *Harley-Davidson Enthusiast* magazine asks, "Would I void the warranty if this lubricant is not specified in the H-D owner's manual?"

The editor responds by saying, "SYN3 is the only synthetic motor oil that does not impact your 24-month, unlimited-mile factory warranty."

Of course, this is untrue and would be a direct violation of the Magnuson-Moss Warranty Act. The next issue of *Enthusiast* contains a letter from another reader who corrects the editor's response from the summer issue. The letter-writer requests a correction if it was a misprint, or the paperwork necessary to obtain his free oil if it was not. The editor notes that the magazine received dozens of similar letters (including one from AMSOIL INC. Executive Vice President Dean Alexander), and *Enthusiast* addressed the issue in an interview with Larry Gutjahr, P&A Lubricants Category Manager at Harley-

Davidson. Gutjahr quickly denounces the claim that the use of other synthetic oils will void Harley-Davidson's warranty and explains that Harley recommends its own brand of oil because they don't test other oils.

API Certification Concerns

Another common misconception is that motor oils must be API certified in order to meet warranty requirements. The fact is, lubricants are not required to be certified by the API, only meet or exceed API specifications. An API license indicates that a specific motor oil formulation has passed the minimum performance standards as defined by a series of laboratory bench tests that include physical, chemical and engine tests. API licensing was originally developed for mineral-based oils. Petroleum motor oil companies can take advantage of the convenience and flexibility associated with base stock interchange, which allows them to buy petroleum base stocks from any number of suppliers without being required to re-test and re-certify their products. This ensures adequate supply and competitive pricing. Most synthetic base stocks, on the other hand, are supplier specific and base stock interchange is not allowed. If, for instance, AMSOIL wanted to blend an API approved motor oil using the same type base stock from a different supplier, the oil would have to be re-tested and re-certified. This process is both time-consuming and cost-prohibitive. This forces a one-supplier relationship that eliminates leverage during price negotiations. Furthermore, single source supply of critical raw materials creates significant risk of a production shutdown in the event of supply disruptions, as was the case following Hurricane Katrina.

API Certification Concerns

AMSOIL has produced a new flyer, *Warranties and AMSOIL* (G2488). It addresses many warranty concerns and includes quotes from officials at Chrysler and GM that make it clear that the use of AMSOIL lubricants will not void a new vehicle warranty.

Stock #	Qty.	U.S.	Can.
G2488	1	0.30	0.40

AMSOIL has also produced a Dealer Product Warranties Blueprint. The blueprint covers all areas of concern related to warranties and includes links to relative support materials such as the Magnuson-Moss Act and the aforementioned G2488. The Product Warranties Blueprint is now available under the Training tab in the Dealer Zone at www.amsoil.com.

"No, that's not true. We cannot and would not void a warranty for use of another brand of oil."

- Larry Gutjahr, P&A Lubricants Category Manager,
Harley-Davidson



A Winning Formula

AMSOIL 35th Anniversary Convention

July 17-19, 2008 • Duluth, Minn.

It's not too late...

Register now and SAVE!

NOW through March 31, 2008:

- \$124 US (per Dealer) for Convention Only
- \$248 US (per Dealer) for Convention and Training

April 1, 2008 until the convention:

- \$149 US (per Dealer) for Convention Only
- \$298 US (per Dealer) for Convention and Training

Register online in the Dealer Zone (www.amsoil.com) or by telephone (1-800-777-7094)

Drawings and Giveaways

Free Lodging Giveaways – For every qualified Dealer, Preferred Customer and account a convention-registered Dealer brings in from now through March 31, 2008, that Dealer earns a chance to win a five-night stay at an area hotel during the convention if they sign up for the Core Technology Training or a three-night stay if they sign up for the convention only.

Win Prizes – Every qualified Dealer, Preferred Customer and account a convention-registered Dealer brings in through May 31, 2008 earns that Dealer opportunities to win AMSOIL give-aways including cash totaling \$10,000.

Rebates

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

Meet Team AMSOIL Racers

The “A Winning Formula” Expo will offer AMSOIL Dealers the opportunity to meet and socialize with Team AMSOIL racers, including some shown here. Dealers will also be able to view the various race vehicles that AMSOIL sponsors.

Rig Round Up

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

Corporate Presentations

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

See the AMSOIL Center Expansion

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

Look for additional and exciting information about the 35th Anniversary Convention in future issues of the *Action News* and in the Dealer Zone at www.amsoil.com.

Please note that the Modified Core Technology Training program, offered in conjunction with the convention, is full.

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

- Information on the availability of child care will follow in future issues of the *Action News* and in the Dealer Zone at www.amsoil.com.
- Lodging information can be found in the Dealer Zone.



AMSOIL Renews Decade-long Partnership

Windham, Grant joined by top riders in Lites class

Kevin Windham has won a combined 28 AMA motocross and supercross races in his illustrious career, and he silenced any doubters with his end-of-the-season AMA Outdoor National win at Glen Helen last year. Indoors, it's been a long journey for the star rider. Always a contender, Windham hasn't won a supercross race since the opening round in Anaheim, Calif. on January 7, 2005. Injuries have slowed the veteran rider over the past two seasons, but time away from the track since his win at Glen Helen has helped Windham refocus for the 2008 SX season.

"After Glen Helen, I don't think I really rode again until right around Thanksgiving," said Windham in a *Racer X* online interview. "With all that time off, and just being a normal guy, made it nice to get back on the bike. I was anxious and looking forward to my riding... Once I started back it was fun."

Windham and the rest of the Factory Connection team are back on Honda bikes this season. AMSOIL is once again a lead associate sponsor of the team, marking the company's ninth season as a major sponsor of the top independent motocross/supercross team. New on the list of sponsors for 2008 is new title sponsor Torco Racing Fuels. Torco produces high quality racing fuel and has no relation to the oil manufacturer of the same name. Preferring to partner with a team affiliated with other sponsors sharing their value for high quality products, the Factory Connection/AMSOIL team is a perfect fit for Torco Racing Fuels. The Michigan-based company supports racing series across North America, including snowmobile and drag racing.

Also new to the 2008 Factory Connection team is the full-time inclusion of two "rookie" riders. Joining Lites veterans Josh Grant and Jake Weimer are first year supercross competitors Trey Canard and Australian Dan Reardon. Canard joined the AMSOIL team after a dominating run as one of the nation's top amateurs, culminating with two championships at the Loretta Lynn's Amateur Nationals presented by AMSOIL.

"Yeah, I'm really hungry," Canard told *Racer X*. "I'm happy. My dream is starting to come together. It's the start of a long dream and I'm only at the beginning."

Reardon won two Australian championships on a Honda 450F, but upon signing with the Factory Connection/AMSOIL team, he was switched to the 250F (Lites) class. Reardon believes the switch will help him become a better overall rider as he enters the high speeds of American supercross. Despite trying out with a number of teams, some of which may have offered him a chance to race in the 450 class, Reardon knew he made the right choice after riding Factory Connection's Honda.

"I really liked the team and the team structure," said Reardon in a recent *Racer X* interview. "All the mechanics, the owners, the managers, and the whole basic infrastructure of the team felt comfortable. When I was done with everything, I was 100 percent happy with my decision."

Reardon is leading the AMSOIL Lites charge early in the 2008 season. Along with Weimer, Reardon races in the West Coast Lites division, and he finished a very respectable fourth in the opening round in Anaheim in early January. Windham is the only 450 class representative for the AMSOIL team and finished fifth in Anaheim. Grant and Canard will compete in the East Coast Lites class starting in late



Kevin Windham



Josh Grant



Trey Canard



Dan Reardon

February. Grant will be looking to move to the front of the Lites division after winning an AMA Outdoor National and a supercross event in 2007, and he is excited at the level of competition in both circuits.



Jake Weimer

"There are a lot of fast riders on each side," Grant told *Transworld Magazine* in November. "West coast can be more stacked because everyone is itching to ride. But either coast will be stacked with fast riders. I'm really excited about the new bike and can't wait to get going."

Weimer, meanwhile, is excited to build off a strong finish in 2007. The Idaho native finished sixth overall in the Outdoors and fourth in the SX Lites West series. His biggest race of the season came in October when he pulled off an unexpected win on the second night of the U.S. Open in Las Vegas.

"I think it's kind of a next step," said Weimer to *Racer X*. "Yeah, it was kind of a one-off race and a fluke, but to be in the lead and winning the race was a great feeling. It was great to have that feel of winning again. Everyone at this level has won as an amateur and stuff, and it's nice to have that feeling again, no matter who I beat or what race I did it at. To win with a bunch of talented names on the line was a good feeling, and it's a feeling I want again."

The elder statesman of the team is also feeling the itch to return to the winner's circle. After an up and down 2007, Windham is focusing on being the consistent rider that brought him to the top of the sport.

"I need to get back to the consistency," said Windham to *Racer X*. "I'd have some good, stellar rides, but then there were some where I really wasn't in the running. I need to get myself to where I'm in the running. I just need to ride to the best of my ability. I need to be up there week in and week out."

The AMA Supercross Series runs every weekend from January to May 3. All of the races air on the SPEED Channel with a few events aired by CBS.

Products the Pros Use



AMSOIL 20W-50 (MCV) and 10W-40 (MCF) Synthetic Motorcycle Oils provide long service life and maximum protection against engine wear, and each oil is wet clutch compatible.

"For 20 grueling laps a night, our Honda 450F and 250F bikes are pushed to the edge of reason. AMSOIL MCV and MCF help protect our Pro Circuit engines in these extreme conditions."

JC Waterhouse, Factory Connection/AMSOIL Team Manager



Teague Returns to Team AMSOIL

AMSOIL Re-signs Off-Shore Champion



Bob Teague and Paul Whittier won nine races in 2007 on board the AMSOIL Cat Lite #77.

AMSOIL and Hall of Fame off-shore powerboat racer Bob Teague have agreed to a one-year contract renewal.

Teague returned to the OSS Cat Lite division in 2007 on board his #77 AMSOIL Skater. He was joined by driver Paul Whittier. Together, they were able to win nine times and found the podium in 14 out of 15 races. The team was also named the OSS Cat Lite World Champion and the POPRA World Champion in November.

"Teague and Whittier bring a professional and competitive team to the docks at every race," said AMSOIL Race Program Manager Jeremy Meyer. "AMSOIL is excited to have the silver #77 AMSOIL boat back on the water in 2008. They are an exceptional race team that is winning races with an exceptional product."

The Off Shore Super Series (OSS) will begin racing April 11-13 at the Smokin' The Sound event in Biloxi, Miss. Teague and Whittier will also race in other series, including POPRA and SBI.



T-1 CERTIFICATION MEETINGS

UTAH

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

AMSOIL DEALER MEETINGS

ALABAMA

• February 21 - Thursday
• March 20 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
605 Jordan Lane
Huntsville, AL
Hosted by Premiere Direct Jobber
Cliff Goehring & Premiere Direct
Jobber Gerry Gotvald (256) 337-0376

• February 21 - Thursday
• March 20 - Thursday
Meeting - 7 p.m.
BOWMAN RESIDENCE
1330 Frank Marshall Road
Ozark, AL 36360
Hosted by Direct Jobbers E.E. "Al" &
Mildred Bowman (334) 774-3344

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.
SUMMER RESIDENCE
404 Arrowhead Drive
Montgomery, AL
Hosted by Direct Jobbers Peter and
Jean Summer (800) 867-8735
Please RSVP

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.
STATEN RESIDENCE
2949 Sunflower Street
Anchorage, AK 99508
Hosted by Premiere Direct Jobber
Melda Staten
Call for reservations (907) 333-0124

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10225 South Spring Ave.
Yuma, AZ
Hosted by Premiere Direct Jobbers
Raymond & Patsy Prukop
(928) 305-0273 / (253) 279-3768 Cell
Everyone welcome

• February 19 - Tuesday
• March 18 - Tuesday
Meeting - 6:30 - 8 p.m.
DENNY'S RESTAURANT
825 South 48th Street
Tempe, AZ 85281
Hosted by Regency Direct Jobber
Dick Nudo and Dealer Jim Brewer
RSVP (602) 996-7181 Dick
(480) 968-4922 Jim

• February 14 - Thursday
• March 13 - Thursday
Meeting - 6:30 p.m.
GARDNER RESIDENCE
806 Shamrock Drive
North Little Rock, AR 72118
Hosted by Dealer Jerry Gardner
(501) 350-4869
gardner2154@sbcglobal.net

• February 7 - Thursday
• March 6 - Thursday
Meeting - 6 p.m.
Downline and Guests FREE,
Out of line - \$5

• February 7 - Thursday
• March 6 - Thursday
Meeting - 6 p.m.
Downline and Guests FREE,
Out of line - \$5

CALIFORNIA

• February 7 - Thursday
• March 6 - Thursday
Meeting - 6 p.m.
Downline and Guests FREE,
Out of line - \$5

JOHN'S AUTO CENTER
4568 Phelan Rd
Phelan, CA 92371
Hosted by Premiere Direct Jobbers
Jo & Tom Groh
(760) 963-7156

• February 2 - Saturday
• March 1 - Saturday
Meeting - 9 a.m.
SYNTHETICS FIRST
3987 First St. Suite M
Livermore, CA 94551
Hosted by Master Direct Jobber
Tom Santell (510) 351-8500 & Direct
Jobber Roland Chan (925) 200-5379
Breakfast buffet followed by meeting

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

• February 6 - Wednesday
• March 5 - Wednesday
Meeting - 7 p.m.
MCCOOL RESIDENCE
2210 Coddling Drive
Modesto, CA 95350
Hosted by Direct Jobber Bill McCool
(209) 577-0174

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 6:30 p.m.
CATALINA'S COFFEE SHOP
250 East Highland Avenue
San Bernardino, CA 92404
Hosted by Direct Dealer Jim Johnstone
(909) 886-4842

• February 19 - Tuesday
• March 18 - Tuesday
Meeting - 7 p.m.
Downline and Guests FREE,
Out of line - \$5
LUDWICK RESIDENCE
6015 Hughes Street
San Diego, CA 92115
Hosted by Dealer Craig Ludwick
RSVP (619) 583-5218

• February 21 - Thursday
• March 20 - Thursday
Meeting - 7:30 p.m.
AMSOIL HOUSE
4316 Ridgcrest Drive
Colorado Springs, CO
80918
Hosted by Executive Direct Jobber
Ida Gray (719) 598-5115

• February 26 - Tuesday
• March 25 - Tuesday
Meeting - 7:30 p.m.
LANZOFANO RESIDENCE
120 Gravel Street, Unit 11
Meriden, CT 06450
Hosted by Dealer Salvatore Lanzofano
(203) 634-0885

• February 13 - Wednesday
• March 12 - Wednesday
Meeting - 6:30 p.m.
RESIDENCE
5 BRISTOL ST.
(1st Floor Rear Apartment)
SOUTHINZPON, CT
Hosted by Frank Lanzofano
(860) 426-0439

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

DISTRICT OF COLUMBIA
None Scheduled

FLORIDA

• February 16 - Saturday
• March 15 - Saturday
Meeting - 6 p.m.
GUTKNECHT RESIDENCE
1519 Pennsylvania Ave.
Lynn Haven, FL 32444
Hosted by Dealers
Richard & Evelyn Gutknecht
(850) 271-9266 Registration fee \$5 for
out of line/free for direct line

GEORGIA

• February 7 - Thursday
• March 6 - Thursday
Meeting - 7 p.m.
DIRKSEN RESIDENCE
1905 Queens Road
Albany, GA 31707
Hosted by Regency Direct Jobber
Sherry Dirksen (229) 436-5532
Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

• February 20 - Wednesday
• March 19 - Wednesday
Meeting - 7 p.m.
CHICAGO CONNECTION
1935 South Eagle Road
Meridian, ID, 83642
Hosted by Direct Jobber
Steve Noffz (208) 861-8935

• February 13 - Wednesday
• March 12 - Wednesday
Meeting - 7:30-9:30 p.m.
MCGUFFEY RESIDENCE
23446 Freezeout Road
Caldwell, ID, 83605
Hosted by Premiere Direct Jobbers
Charles and Connie McGuffey RSVP:
(208) 455-2581

• February 2 - Saturday
• March 1 - Saturday
Meeting - 12 - 3 p.m.
SCHELL RESIDENCE
2000 W. Broadway
Idaho Falls, ID
Hosted by Regency Platinum
Direct Jobbers Mark & Sherree Schell
Reservations: (208) 524-0322; RSVP

ILLINOIS

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 7:30 p.m.
BAUER RESIDENCE
111 Woodland Trail
Anna, IL 62906-3904
Hosted by Direct Jobbers Norm and
Barb Bauer (618) 833-3228

INDIANA

• February 6, 20 - Wednesday
• March 5, 19 - Wednesday
Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Road
Bremen, IN
Hosted by Direct Jobbers
LeRoy and Malinda Hochstetler and
Premiere Direct Jobbers Willis and
Rolene Gingerich (574) 831-2839

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 7 p.m.
EVANS RESIDENCE
1115 Morningside Court
Greenfield, IN 46140
Hosted by Executive Direct Jobbers
Chuck and Linda Evans
(888) 765-2542
evansamsoidlist@aol.com

• February 5 - Tuesday
• March 4 - Tuesday
Meeting - 7 p.m.
SORTER RESIDENCE
2629 340th Avenue
Terril, Iowa 51364
Hosted by Dealers David and Melissa
Sorter (712) 853-6293

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 6:30 - 8:30 p.m.
THE FORD RESIDENCE
1830 175th LN NE
Ham Lake, MN 55304
Hosted by Executive Direct Jobbers
Mike & Linda Ford
(763) 434-1544 or (763) 257-3130
www.allserviceoil.com,
allservicesales@msn.com or
mikeford@allserviceoil.com

KANSAS KENTUCKY
• None Scheduled

LOUISIANA

• February 7 - Thursday
• March 6 - Thursday
Meeting - 6 p.m.
AUTTONBERRY
RESIDENCE
2520 Swiss Street
W. Monroe, LA 71291
Hosted by Direct Jobber Ellis
Auttonberry (318) 396-4348

MAINE

None Scheduled

MARYLAND

• February 28 - Thursday
• March 27 - Monday
Meeting - 7 p.m.
HYNES RESIDENCE
291 Chestnut Springs Road
Chesapeake City, MD
21915
Hosted by Dealer William Hynes
(302) 540-2525 or 877-885-3111

• February 15 - Friday
• March 21 - Friday
Meeting - 7:30 p.m.
Downline and Guests FREE,
Out of line - \$5
MARTIN RESIDENCE
3994 Trace Hollow Run
Salisbury, MD 21801
Hosted by Master Direct Jobbers Les &
Linda Martin (410) 548-LUBE

• February 15 - Friday
• March 21 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Avenue
Fort Howard, MD 21052
Hosted by Account Direct Harvey
Groner (410) 477-8255

• February 7 - Thursday
• March 6 - Thursday
Meeting - 7 p.m.
DEACOSTA RESIDENCE
4942 S. Upper Ferry Road
Eden, MD 21822
Hosted by Dealers
Chris & Barb DeAcosta
(410) 742-0637; Reservations required

• February 15 - Friday
• March 21 - Friday
Meeting - 7:30 p.m.
OAL SMITH AUTOMOTIVE
3228 E Joppa Road
Baltimore, MD 21234
Hosted by Premiere Direct Jobber
Al Smith (410) 882-9696
Al@SynLubes.com;
Reservations required

MASSACHUSETTS

None Scheduled

MICHIGAN

• February 20 - Wednesday
(Opportunity)
• March 19 - 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-l.com

• February 18 - Monday
• March 17 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
644 Shady Maple Drive
Wixom, MI 48393
Hosted by Regency Platinum Direct
Jobber Tom Kirby (248) 669-9093
Refreshments served; RSVP required

• February 4 - Monday
• March 3 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
61653 Miriam Drive
Washington, MI 48094
Hosted by Regency Platinum Direct
Jobber Mike Ellis; RSVP at
(586) 781-5092 or (586) 918-1578

MINNESOTA

• February 21 - Thursday
• March 20 - Thursday
Meeting 7 p.m.
MEYER RESIDENCE
512 Broadway Street
Cleveland, MN 56017
Hosted by Executive Direct Jobbers
Charles & Donna Meyer
(507) 931-3875

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 6:30 - 8:30 p.m.
THE FORD RESIDENCE
1830 175th LN NE
Ham Lake, MN 55304
Hosted by Executive Direct Jobbers
Mike & Linda Ford
(763) 434-1544 or (763) 257-3130
www.allserviceoil.com,
allservicesales@msn.com or
mikeford@allserviceoil.com

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

• February 7 - Thursday
• March 6 - 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 14 - Thursday
• March 13 - Thursday
Meeting - 7:30 p.m.
STAVE RESIDENCE
3040 Bridge Street NW
Apt. 211
St. Francis, MN 55070
Hosted by Dealer Ordell Stave
(612) 241-5267

• February 16 - Saturday
• March 15 - Saturday
Meeting - 2 p.m.
SAWYER WAREHOUSE
28108 - 133rd Street
Zimmerman, MN 55398
Hosted by Direct Dealers Roger and
Jennifer Sawyer Please RSVP
(763) 856-3567 rpsracing@aol.com
www.rpsracing57.com

MISSISSIPPI
None Scheduled

MISSOURI

• February 19 - Tuesday
• March 18 - Tuesday
Meeting - 7 p.m.
LUCZAK RESIDENCE
4810 Mattis Street
St. Louis, MO 63128
Hosted by Regency Direct Jobbers Connie
and John Luczak (314) 892-6018
connieluczes@earthlink.net

MONTANA
NEBRASKA

NEVADA
NEW HAMPSHIRE
None Scheduled

NEW JERSEY

• February 13 - Wednesday
• March 12 - Wednesday
Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
54 Woodland Avenue
Mullica Hill, NJ 08062
Hosted by Premiere Direct Jobber
Ben Seda-Morales (856) 478-6732,
cell; (856) 371-1880, home. RSVP

NEW MEXICO

• February 26 - Tuesday
• March 25 - Tuesday
Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
2415 Princeton Drive NE,
Suite M
Albuquerque, NM 87107
Hosted by Regency Silver Direct Jobbers
Paul and Nancy Greenberg
(505) 881-1693, warehouse;
(505) 255-2137, home; fax (505) 881-4565.
NMOilman@aol.com

• February 4 - Monday
• March 3 - Monday
Meeting - 7 p.m.
KORZANOILS
2215 North Solano Drive
Las Cruces, NM 88001
Hosted by Direct Jobber Kevin Korzan
(505) 496-4242
www.korzanoils.com

NEW YORK

• February 20 - Wednesday
• March 19 - Wednesday
Meeting - 6 p.m.
DENNY'S RESTAURANT
180 N. Genesee St.
Utica, NY 13403
Hosted by Dealer Greg Johnson
(315) 796-8647

• February 27 - Wednesday
• March 26 - Wednesday
Meeting - 7 p.m.
Albany Area
GUILZ RESIDENCE
6 Daisy Lane
East Berne, NY 12059
Hosted by Premiere Direct Jobber Richard
Guilz (518) 423-1552 rich@empresynthet-
ics.com call or e-mail to reserve seat

• February 6 - Wednesday
• March 5 - Wednesday
Meeting - 7:30 p.m.
WOLFE RESIDENCE
34 Hillvale Road
Albertson, NY 11507
Hosted by Dealers Edward and Eileen Wolfe (516) 621-4565; Please RSVP

• February 20 - Wednesday
• March 19 - Wednesday
Meeting - 7 p.m.

O'BRIEN RESIDENCE
436 Moseley Road
Fairport, NY 14450
*Hosted by Dealer Gerry O'Brien (585) 223-8016
Call ahead to reserve a seat*

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.

LOTITO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
*Hosted by Regency Direct Jobber Peter Lotito (607) 589-4242
Call ahead to reserve space and confirm location or e-mail lubedealer@hotmail.com
www.lubedealer.com/new york*

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7:30 p.m.

FRITTITTA RESIDENCE
16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers Vinny and Germaine Frittitta (718) 442-4774

• February 20 - Wednesday
• March 19 - Wednesday
Meeting - 7:30 p.m.

SYRACUSE AREA
Call ahead for location
Hosted by Direct Jobber Peter Fimmerty (315) 682-9791

• February 20 - Wednesday
• March 19 - Wednesday
Meeting - 7:30 p.m.

NEWARK, NY LOCATION
Call ahead for location
Hosted by Dealer Brad Timerson (315) 331-7110

NORTH CAROLINA

• February 5 - Monday
• March 4 - Monday
Meeting - 7 p.m.

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

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.

KAZAN RESIDENCE
4007 Sapphire Lane
Indian Trail, NC 28079
*Hosted by Account Direct Eric Kazan (704) 271-3001 erickazan@syntheticlubricantsinfo.com;
Guests welcome, non-downline \$2*

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7:30 p.m.

MALLONEE RESIDENCE
3009 5th Street NW
Hickory, NC 28601
Hosted by Account Direct Larry Mallonee and Dealer Jack Hoskins (828) 327-3655 All Dealers welcome

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.

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

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 7 p.m.

CLEVELAND RESIDENCE
224 Campbell Place
Jacksonville, NC 28546
*Hosted by Dealers George and Nancy Cleveland (910) 346-3866 Call first.
All Dealers welcome.*

NORTH DAKOTA

• February 5 - Tuesday
• March 4 - Tuesday
Meeting - 7:30 p.m.

EVANSON RESIDENCE
725 10th Avenue West
West Fargo, ND 58078
*Hosted by Direct Jobbers Skip and Anna Evanson (701) 281-1906
skipsuperlube@msn.com*

OHIO
• February 26 - Monday
• March 25 - Monday
Meeting - 7 p.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Executive Direct Jobbers Luis and Sharon Pena; RSVP: (419) 297-3451

• February 4 - Tuesday
• March 3 - Tuesday
Meeting - 7 p.m.

HASKIN RESIDENCE
834 North Ellsworth Ave.
Salem, OH 44460
*Hosted by Dealer Roe Haskin (330) 332-4992 and Direct Jobber Jerry Wolford
All Dealers welcome*

OKLAHOMA

• February 2 - Saturday
• March 1 - Saturday
Meeting - 9 - 11 a.m.

GOLDEN CORRAL
9711 East 71st Street
Tulsa, OK
*Hosted by Regency Gold Direct Jobber Patrick Grady (918) 258-6979 *Pat*

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7 - 8:30 p.m.
*Call for location and reservations.
Hosted by Dealers Richard and Brenda Coats (918) 225-5722*

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 7 - 8:30 p.m.

ALEXANDER RESIDENCE
14355 East Timberidge Dr.
Claremore, OK 74019
Hosted by Premiere Direct Jobber Kevin Alexander (918) 636-1281 Call first

• February 14 - Thursday
• March 13 - Thursday
Meeting - 10 a.m.

GRADY RESIDENCE
2612 W. Galveston Road
Broken Arrow, OK 74012
*Hosted by Regency Gold Direct Jobber Patrick Grady and Premiere Direct Jobber Kevin Alexander (918) 258-6979; RSVP
kevin@nordam.com*

OREGON

• February 21 - Thursday
• March 20 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.

HAYDEN'S LAKEFRONT GRILL
8187 SW Tualatin-Sherwood Road
Tualatin, OR 97062
Hosted by Regency Direct Jobber Ed Greenwood (800) 722-1092 Call first to confirm space for you and your guests.

PENNSYLVANIA

• February 18 - Monday
• March 17 - Monday
Meeting - 7 p.m.

HALLOCK ENTERPRISE STORE
5 Main Street
Bradford, PA 16701
*Hosted by Premiere Direct Jobber Joseph M. Hallock (814) 368-8625
T-1 training also available.
Pre registration required*

RHODE ISLAND
None Scheduled

SOUTH CAROLINA

• Every Tuesday
Meeting - 7:30 p.m.

GEORGE KERR an ASSOCIATES
Northgate Building 5861
Rivers Avenue, Suite 107
N. Charleston, SC 29406
*Hosted by Direct Jobber George Kerr (843) 747-8200
amsoiddealer@aol.com
www.lubedealer.com/kerr*

• Variable Meetings
Call for meeting time, date

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

• February 5 - Tuesday
• March 4 - Tuesday
Meeting - 7 p.m.
DENNY'S RESTAURANT
2521 Wade Hampton Boulevard
Greenville, SC 29615
*Hosted by Executive Direct Jobber Loel D. Handley (864) 350-2082
amsoiddealer@charter.net*

SOUTH DAKOTA

• February 13 - Wednesday
• March 12 - Wednesday
Meeting - 7 p.m.

PERKINS RESTAURANT
3400 Gateway Blvd.
West Sioux Falls, SD 57106
Hosted by Regency Platinum Direct Jobbers Ches and Natasha Cain (605) 361-4075 to RSVP

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.

THE INSURANCE OFFICE
104 West Sixth Street
Brookings, SD 57006
Hosted by Dealer Art Wilber (605) 690-5327 to RSVP

TENNESSEE
None Scheduled

TEXAS

• Daily Meetings
Meeting - 7 p.m.
Call for location.

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

• February 19 - Tuesday
• March 18 - Tuesday
Meeting - 7 p.m.

WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Regency Direct Jobbers Ronald & Sandra Ward (972) 231-0773 oilmandj@comcast.net

UTAH

• Every Tuesday
Meeting - 7:30 p.m.

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

• Every Friday
Meeting - After 4 p.m.

GREENE RESIDENCE
11653 S. Patchwork Circle
South Jordan, UT 84095
Hosted by Dealer Dorsey Greene (801) 253-2701; T-1 Certification classes every Friday, pre-paid registration required. Everyone welcome; RSVP

VERMONT
None Scheduled

VIRGINIA

• February 4 - Monday
• March 3 - Monday
Meeting - 7 p.m.

ISRA-UL TRAINING MEETINGS
P.O. Box 2734
Chesterfield, VA 23832
Hosted by Dealers M. and S. Isra-Ul. Call in advance to RSVP, get directions. Seating limited. (804) 640-3402

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 7:30 p.m.

STANCIL RESIDENCE
1236 General Street
Virginia Beach, VA 23464
Hosted by Regency Silver Direct Jobbers Bill & Barbara Stancil (757) 420-0673

• February 11 - Monday
• March 10 - Monday
Meeting - 7 p.m.

GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA 23072
Hosted by Premiere Direct Jobbers Cliff & Dee Gravitte (804) 694-0221

• February 12 - Tuesday
• March 11 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.

DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Dealer Roger Riggle (804) 737-4874

WASHINGTON
• February 18 - Monday
• March 17 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE CENTER & WAREHOUSE
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Regency Direct Jobbers Cliff and Lorna Gasper (253) 864-7618, or (877) 633-7618 Everyone welcome

• February 7 - Thursday
• March 6 - Thursday
Meeting - 7 p.m.

FRAME RESIDENCE
12904 NE 101st Place
Kirkland, WA 98033
Hosted by Direct Jobbers Don Frame and Janet Faunce (425) 889-5415

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 7:30 p.m.

STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Executive Direct Jobbers Marv & Charlotte Stougar (360) 856-1641 Guests welcome

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.

WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
*Hosted by Regency Direct Jobbers Tom and Shirley Walsh (425) 483-2582
T-1 certification classes available by appointment with pre-paid registration.*

• February 12 - Tuesday
• March 11 - Tuesday
Meeting - 7 p.m.

AMSOIL PEARSON
702 37th Street NE #D
Auburn, WA 98002
*Hosted by Regency Platinum Direct Jobbers Leonard & Eunice Pearson (253) 939-8401
Guests Welcome*

• February 9 - Saturday
• March 8 - Saturday
Meeting - 9 a.m. - noon

AMSOIL (SYNLUBE) STORE
2424 North Monroe Avenue
Spokane, WA 99205
*Hosted by Premiere Direct Jobber Jack Whitehill and Direct Dealer Tom Bennett (509) 324-3588
Everyone welcome. No charge*

• February 26 - Tuesday
• March 25 - Tuesday
Meeting - 7:30 p.m.

SAMUELSON RESIDENCE
2132 S. Union Avenue
Tacoma, WA 98405
*Hosted by Direct Jobber Sammy Samuelson (360) 281-7283
1-UPS-SW30-OIL (1-877-593-0645)
Discussion on product application and oil analysis All are welcome. RSVP*

• February 13 - Wednesday
• March 12 - Wednesday
Meeting - 7 p.m.

THE LUBE DOCTOR OFFICE
2912 Graf Road
Centralia, WA 98531
Hosted by Executive Direct Jobber Wayne C. Fletcher (360) 269-1751

WEST VIRGINIA
None Scheduled

WISCONSIN

• February 21 - Thursday
• March 20 - Thursday
Meeting - 7:30 p.m.

SEL-AMSOIL Academy
1201 Clough Avenue
Superior, WI 54880
*Hosted by Regency Platinum Direct Jobbers Bill & Donna Durand Refreshments Served (715) 392-4006
Guests welcome*

• February 21 - Thursday
• March 20 - Thursday
Meeting - 7 p.m.

KERKMAN RESIDENCE
28238 Durand Ave
Burlington, WI 53105
Hosted by Master Direct Jobbers Kenneth & Lorna Kerkman (262) 534-2878

• February 14 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.
MITMOEN SERVICE GARAGE
6017 65th Street
Kenosha, WI 53142
Hosted by Executive Direct Jobbers Victor and Lynn Mitmoen (262) 652-3399

• February 7 - Thursday
• March 6 - Thursday
Meeting - 7 p.m.

PABST RESIDENCE
650 Larcom Street
Hammond, WI 54015
Hosted by Regency Direct Jobber Lynn Pabst (715) 796-5441 Guests welcome.

• February 6 - Wednesday
• March 5 - Wednesday
Meeting - 7 p.m.

SWENDSON RESIDENCE
4545 North 161st Street
Brookfield, WI 53005
*Hosted by Master Direct Jobber Scott Swendson (262) 754-9751
Everyone welcome*

WYOMING
None Scheduled

INTERNATIONAL

ALBERTA

BRITISH COLUMBIA

MANITOBA
None Scheduled

NEW BRUNSWICK

• February 18 - Monday
• March 17 - Monday
Meeting - 7:30 p.m.

McLAUGHLIN RESIDENCE
913 Coverdale Road
Riverview, NB E1B 5E6
*Hosted by Premiere Direct Jobber Wayne McLaughlin and Dealer Wendell Steeves (506) 386-2896
Everyone welcome*

NEWFOUNDLAND

NOVA SCOTIA
None Scheduled

ONTARIO

• February 28 - Thursday
• March 27 - Thursday
Meeting - 6 p.m.

AMSOIL DISTRIBUTION CENTER
6625 Tomken Road,
Units 12-14
Mississauga, ON L5M-5J3
*Hosted by Master Direct Jobber Walter Perera and local Dealers (866) 326-7645 fax: (905) 814-1802
www.sinwal.com*

PRINCE EDWARD ISLAND

• February 4 - Monday
• March 3 - Monday
Meeting - 7 p.m.

CALL FOR LOCATION
Charlottetown
*Hosted by Dealers Trevor McDonald, Trevor Murray and Merrill Cronin
RSVP: (902) 626-9006*

PUERTO RICO
None Scheduled

QUEBEC

• February 7 - Thursday
• March 6 - Thursday
Meeting - 7:30 p.m.

ENTREPOT AUTOLUBE
AMS ENVIRONMENT
1655 Rue Choicoin
Vaudreuil-Dorion, Quebec,
Canada J7V8P2
Hosted by Regency Silver Direct Jobber Yvon Boucher (514) 990-1889

SASKATCHEWAN
None Scheduled

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

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 Friday, February 29. 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 and Puerto Rico is the close of business on Saturday, February 23. 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 Wednesday, March 6. All transfers received after this time will be returned.

HOLIDAY CLOSINGS

The Edmonton and Toronto distribution centers will be closed Monday, February 18 for Family Day.

LORETTA LYNN'S CORPORATE RACE BOOTHS REGISTRATION OPEN ONLINE

AMSOIL is the "Official Oil" of the Loretta Lynn's AMA Amateur National Motocross Championships. As part of the company's agreement with Loretta Lynn's, AMSOIL is afforded booth space at all of its events. In turn, AMSOIL offers this space to its T-1 certified Dealers at no charge. T-1 certified Dealers may apply electronically in the Dealer Zone for an event in their area they would like to work or contact the Race Department (raceevents@amsoil.com) for the schedule of events. For more information on the Loretta Lynn's schedule, visit www.mxsports.com.

NEW PRODUCT DISPLAY STAND

Four-shelf product display stand is built to hold AMSOIL quart and gallon containers. Display header and shelf headers highlight the AMSOIL logo. Metal support framework and wire shelf construction. Easy assembly and disassembly for transportation and storage.

Stock #	Wt. Lbs.	U.S.	Can.
G2479	46.0	131.75	164.50



NSRA CORPORATE BOOTH SPACE AVAILABLE ONLINE

AMSOIL is once again an official product sponsor of the National Street Rod Association (NSRA). As part of the company's agreement with the NSRA, AMSOIL is afforded booth space at all of its events. In turn, AMSOIL offers this space to its Direct Jobbers at no charge. Direct Jobbers may apply electronically in the Dealer

Zone for an event in their area they would like to work or contact NSRAevents@amsoil.com for the schedule of events. For more information on the NSRA, visit www.nsra-usa.com.

NEW EA FILTERS UNDER THE HOOD DECAL

4" x 2" aluminum decal is designed for placement under vehicle hood or on valve cover. Multiple uses. Ensures only AMSOIL Ea Filters will be installed.

Stock #	Unit of Measure	Qty.	U.S.	Can.
G2500	ea	1	0.40	0.50
G2500	ca	10	3.60	4.50



UNDER THE HOOD DECAL

4" x 2" aluminum decal is designed for placement under vehicle hood or on valve cover. Multiple uses. Ensures only AMSOIL lubricants will be installed.

Stock #	Unit of Measure	Qty.	U.S.	Can.
G2131	ea	1	0.40	0.50
G2131	ca	10	3.60	4.50



NEW P.i. COUNTER MAT

Stock #	U.S.	Can.
G2499	8.75	9.80



Constructed of 1/16" heavy duty natural open-cell rubber, the new 12" x 18" P.i. Counter Mat is as durable as it is eye-catching. Displays the primary product benefits, photos of injectors and valves with and without P.i. treatment and a graph illustrating proven fuel economy improvement with P.i. This counter mat is sure to call attention to this high performance product.

BULLETIN BOARD LISTINGS

All Dealers with meetings listed in the Bulletin Board section of the *Action News* are asked to check the accuracy of their meeting information. To report changes, or if you are no longer holding meetings, please contact Brandi Worthing at 715-392-7101 or bworthing@amsoil.com.

AMSOIL PRICE ADJUSTMENT

Due to the increased costs of base stocks, additives and packaging, AMSOIL is forced to implement a minimal price adjustment effective March 1. Look for an updated MLM price list in this issue of the *Action News*.

A.J. AMATUZIO SIGNATURE SERIES RACE JACKET

Updated product embroidery

High quality jacket features 14.5 oz. brushed twill, satin lining with an inside pocket, knit cuff and waistband, shoulder pads, racing collar and stainless steel snaps. Made in the USA. Large, generous fit. Sizes S-XXXL.

Stock #	Size	U.S.	Can.
G1721	S	125.00	155.25
G1722	M	125.00	155.25
G1723	L	125.00	155.25
G1724	XL	125.00	155.25
G1725	XXL	125.00	155.25
G1726	XXX	125.00	155.25



BRAKE FLUID PRICING

Prices for the new AMSOIL Brake Fluids were listed incorrectly in the January *Action News*. The following is the correct pricing. Correct pricing may also be found in the "What's New" section of the Dealer Zone.

Stock #	Unit of Measure	Pkg/Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/ P.C.	U.S. Sugg. Retail	Can. Dealer/ P.C.	Can. Sugg. Retail
SERIES 500 DOT 3 HIGH-PERFORMANCE BRAKE FLUID								
BF3SN	ea	(1) 12-oz. bottle	1.0	3.15	4.70	6.05	5.80	7.50
BF3SN	ca	(12) 12-oz. bottles	12.0	37.80	53.40	71.40	66.00	88.80
SERIES 600 DOT 4 RACING BRAKE FLUID								
BF4SN	ea	(1) 12-oz. bottle	1.0	6.80	10.20	13.05	12.60	16.10
BF4SN	ca	(12) 12-oz. bottles	12.0	81.60	116.40	155.40	144.00	192.00

Boost Add-On Sales with **MOTHERS** Polishes • Waxes • Cleaners



Mothers® Offers AMSOIL Dealers a Great Opportunity to Increase Add-On Sales With:

- The complete Mothers® product line
- Top-of-the-line products and materials
- Four distinct product categories to attract all types of car enthusiasts
- Convenient, one-stop shopping
- Products for all makes and models of automobiles

Check out the full Mothers® product line at www.amsoil.com and in the G2310

Mothers All Product Brochure
G2310 1.00 U.S. 1.30 Can.



STOP!

On the track or on the street, AMSOIL Brake Fluids provide stopping power. As brake systems heat up, brake fluids with low boiling points begin to vaporize. If enough of the brake fluid vaporizes, brake system failure may occur. AMSOIL Brake Fluids have high boiling temperatures, ensuring maximum life and reliable braking power, even in extreme conditions.



Far Exceeds the Performance of Common Brake Fluids

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



AMSOIL INC.

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



FEBRUARY 2008
PRINTED IN USA



**CHANGE SERVICE
REQUESTED**

Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

WE HONOR



(Discover in U.S. only)