

AMSOIL

ACTION NEWS

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The First in Synthetics

JANUARY 2003

Extreme Temperature Protection



From the President's Desk...



I want to take this opportunity to congratulate and thank all our Dealers for helping make 2002 such a resounding success for all of us. We provided new products, new services, new opportunities and new sales tools. You established new sales and recruiting records. Together we made the past year the best in the history of this company. That's not only something we can all take pride in, it's something that those of you who made it happen can take to the bank!

As we begin this new year, we need to remind ourselves that we have really not even scratched the surface of our opportunities in this business. I mean it! Yes, we are seeing more and more people asking for our products. And yes, the AMSOIL name is more readily recognized today than at any time in the past. But we have a long way to go!

Our biggest marketing impact in recent years has been in the high performance markets, where our products have always shined. This includes all facets of motor sports including racers, racing enthusiasts, motorcyclists, snowmobilers, off-road ATV riders, wherever high performance is demanded and appreciated. That's one area where our racing sponsorships pay off, and the message carries over to the average motorist, as well. If our products are good enough for professional racers, they are definitely good enough for everyday use. But like I said, we have a long way to go and a lot of unfulfilled opportunities out there.

It would be interesting to stand on a street corner watching all the cars and trucks go by and know how many were using AMSOIL lubricants. Obviously, we can't do that, but when you think about it, you must agree, the overwhelming majority of these motorists are not using our products! Most of them would, if

they only knew the facts, but they just don't know how much better our lubricants are. We've all got to do a better job of educating them! We've got to tell and sell. Tell the AMSOIL story and sell the products.

So how do we tell the AMSOIL story? When I think of the AMSOIL story I think of the word "Before"...

Before AMSOIL, there was no API rated synthetic motor oil.

Before other oil companies "discovered" synthetic motor oil, AMSOIL already had the first motor oils on the market for years.

Before "fill for life" became an industry buzzword, AMSOIL was filling for life.

Before specification GM4718M for General Motors synthetic factory fill was required, AMSOIL was already meeting the spec and making the grade.

Before OEM's began extending drain intervals, AMSOIL was extending automotive drains to 25,000 miles and over-the-road diesels to many tens of thousands of miles.

Before other oil manufactures were even concerned with volatility, AMSOIL was using and passing the NOACK Volatility Test to insure the highest quality, longest lasting motor oils. (AMSOIL had the first NOACK test equipment in the U.S.)

Before improving engine performance was considered a goal of the other motor oil companies, it had been an accomplished fact with AMSOIL for many years.

Before auto makers periodically increased the demands on motor oils, AMSOIL was meeting and exceeding those demands without reformulating.

Before the rest of the industry understands what the lubrication performance challenges of today are, AMSOIL has already met those challenges. From the introduction of its first synthetic motor oil, AMSOIL has made it necessary for other oil companies to improve their products or fall behind.

That's the AMSOIL story! And that's the way I like to tell it.

Together, let's make 2003 another banner year for our businesses. Let's take advantage of all the unfulfilled opportunities of a market so huge, ten years from now it will still represent a ground floor opportunity. Let's enthusiastically sell the many advantages our products provide, knowing the customers who buy them will always get more than their money's worth. Let's enthusiastically sponsor new Dealers with the knowledge that what we offer is truly a great opportunity for anyone who wants to succeed and is willing to work.

And in this 30th year of AMSOIL, let's all join together in July for the biggest and best anniversary celebration ever. We have a lot to celebrate and I expect to see you there!

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

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

DEALERS IN ACTION!

AMSOIL Customers Appreciate Greater MPG

Although results vary because of a variety of factors, a common denominator among AMSOIL motor oil users is an improvement in fuel economy.

"The test results show that AMSOIL has the potential to save energy by conserving fuel. In most cases it can increase mileage, but at the very least you're getting superior engine protection."

Technical Services Manager Ed Kellerman

Independent testing reveals that AMSOIL Series 2000 0W-30 motor oil passes the API Energy Conservation Sequence VI test with a rating 38 percent higher than the API minimum specifications.

"The test results show that AMSOIL has the potential to save energy by conserving fuel," said Technical Services Manager Ed Kellerman. "In most cases it can increase mileage, but at the very least you're getting superior engine protection."

Ralph Sites, a police officer in Rustburg, Va. said he put AMSOIL 10W-40 Synthetic Motorcycle Oil in his 2002 GL 1800 Honda Gold Wing when it had 4,550 miles on the engine.

"I had been getting 30 miles per gallon," Sites said. "I was supposed to be getting 40 to 45 miles per gallon."

His first oil change to AMSOIL improved his mileage to 38 miles per gallon. At 6,500 miles on the engine, after replacing the final drive oil with AMSOIL Series 2000 75W-90 Gear Lube, he improved to 40 miles per gallon.

"I switched to AMSOIL for the long-term gain. The improved gas mileage was just a bonus. AMSOIL is less



GOLD WING SOARS WITH AMSOIL – Ralph Sites, Rustburg, Va. finally gets the gas mileage he expected with his 2002 1800 Honda Gold Wing since he changed over to AMSOIL lubricants.

expensive than Honda's synthetic and I don't have to change it as often. It's a win-win situation."

He bought the bike new in January 2002 and had put 12,000 miles on it in August. He said the improved mileage he's gotten since switching to AMSOIL has saved him \$102 just in gasoline.

Sites has since become an AMSOIL Dealer, and he said business is growing nicely.

"Anybody who comes and gets the AMSOIL motor oil in their motorcycle comes back with their cars," he said.

Jeff Bailey in Fulton, Mo. said his 1996 Lexus GS300 with 81,000 miles on it also gained fuel efficiency when he switched to AMSOIL motor oil.

"The car wants premium gasoline," he said. "I drive about 18,000 miles a year. I ordered your synthetic product and was absolutely astounded.

"I was used to getting about 20 mpg overall and having a little low-rev torque."

Since switching to AMSOIL motor oil, Bailey gets 24 mpg and uses regular gasoline.

"The engine feels even more flexible," he said.

"I've used AMSOIL now for my wife's anemic Camry 2.2 litre and have calculated that I have saved about \$120," he said. "Thanks AMSOIL for an awesome product. You have a customer for life."

Likewise, Lance Okeson of St. Paul, Minn. gained miles per gallon after switching to AMSOIL motor oil in his 1995 Cutlass Supreme.

Okeson made the switch after learning about AMSOIL from a customer of his at a quick lube where he works. His customer was so enthusiastic about AMSOIL, Okeson did some research on the AMSOIL Website and decided to try the products. A trip from the Twin Cities to Fargo, N.D., in a steady 17 mile-per-hour wind, and back showed him an increase from 24 mpg to 30.5 mpg.

"I have never gotten 30 plus mpg with that car," Okeson said. "I have two other vehicles that I switched over to AMSOIL motor oil. One is a 4x4 and the other is an old muscle car. I switched the transmissions and the differentials in those vehicles as well."



MONTHLY LE



LaDonna Harrison & LaVel Rude
 Minnesota
 ★★☆☆Regency Platinum Direct Jobbers
FIRST—Total Organization
 Seventh—Personal Group Sales



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



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



Leonard and Eunice Pearson
 Washington
 ★Regency Platinum Direct Jobbers
 Fourth—Total Organization
 Sixth—Personal Group Sales



David and Carol Bell
 Texas
 Regency Platinum Direct Jobbers
 Eighth—Total Organization
 Tenth—Personal Group Sales
 Third—Commercial and Retail Marketing
 Third—New Qualified Dealers and Accounts



George and Shirley Douglas
 Florida
 Regency Gold Direct Jobbers
 Ninth—Total Organization



Members, Leadership Council
William and Judith Shirk
 Maine
 Regency Platinum Direct Jobbers
 Tenth—Total Organization
 Eighth—Personal Group Sales



Bud and Lorna Bourquin
 Minnesota
 Regency Silver Direct Jobbers
 Fifth—Personal Group Sales



Victor Usas
 Ontario
 Direct Dealer
 Fourth—Commercial and Retail Marketing



Michael J. Mathe
 Michigan
 Direct Jobber
 Second—New Qualified Dealers and Accounts



Michael and Eileen Kaufman
 Michigan
 Executive Direct Jobbers
 Fifth—New Qualified Dealers and Accounts



Timothy S. Gulick
 New York
 Direct Dealer
 Seventh—New Qualified Dealers and Accounts

ADERS

October
2002

HALL OF FAME



Member, Leadership Council

Ora Mae Boardman
Virginia
Regency Platinum Direct
Jobber
Fifth—Total Organization



Daniel and Judy Watson
Florida
Regency Gold Direct Jobbers
Sixth—Total Organization
Fourth—Personal Group Sales



Members, Leadership Council

Gerry and Patricia Reid
Virginia
Regency Gold Direct Jobbers
Seventh—Total Organization
Third—Personal Group Sales
*Fourth—New Qualified Dealers
and Accounts*



Dave M. Mann
Michigan
Regency Direct Jobber
Ninth—Personal Group Sales
FIRST—*New Qualified
Dealers and Accounts*



James J. Allen
Ohio
Master Direct Jobber
FIRST—*Commercial and
Retail Marketing*



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



Robert and Jean Johnson
New Hampshire
Executive Direct Jobbers
*Eighth—New Qualified
Dealers and Accounts*



Steve and Linda Cross
Colorado
Regency Silver Direct
Jobbers
*Ninth—New Qualified
Dealers and Accounts*



**Charles Jr. and Judith
Burnell**
North Carolina
Premiere Direct Jobbers
*Tenth—New Qualified
Dealers and Accounts*

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



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



Shirley Green,
Regency Platinum



Dorothy Hansen,
Regency Platinum



**Harold and Marcile
Hartman,**
Regency Platinum

HIGHER LEVELS OF

★★★REGENCY PLATINUM DIRECT JOBBERS



Ray & Arlene Schmit
Minnesota

REGENCY DIRECT JOBBERS



Thomas H. Kirby
Michigan



Dave M. Mann
Michigan

PREMIERE DIRECT JOBBER



Eric W. Dalgaard
Minnesota

NEW DIRECT JOBBERS



Norman E. Ayres
Nevada
Sponsor:
Patrick Scott McPherson
Direct Jobber:
Patrick Scott McPherson



Yvon Boucher
Province of Quebec
Sponsors:
Claude & Shirley Bouchard
Direct Jobbers:
Claude & Shirley Bouchard



Barry & Cathy Mugridge
Michigan
Sponsor: Vera Smith
Direct Jobbers:
Michael & Carolyn Barber

1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

Brian and Barbara Beary, Alberta Sponsor: Greg M. Desrosiers
Tom and Ingrid Bennett, Washington Sponsors: Bill and Bev Cressey
Gary and Pamela Bridges, Colorado Sponsor: Arlen Ingalls
Andy and Kimberly Campbell, Wisconsin Sponsors: Kenneth and Lorna Kerkman
Richard Jr. and Holly Guilz, New York Sponsor: Edward J. Bradt
James and Billie Hedglen, Michigan Sponsor: Wesley R. McClain
John and Lois Mathe, Michigan Sponsor: Michael J. Mathe
Roger and Jennifer Sawyer, Minnesota Sponsor: George D. Will

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

Robert L. Bryan, South Carolina Sponsors: Loel and Karen Handley
Miguel and Maria Calderon, Puerto Rico Sponsors: Luis and Diana Diaz
John L. Lane, Iowa Sponsor: Loras L. Kilburg
Harold and Connie Lockwood, New York Sponsors: David and Amy Morris
Douglas K. Maxwell, British Columbia Sponsor: Catherine Yaremchuk
Mary Ann Neubert, Wisconsin Sponsor: Gregory Vaughn
Donald L. Nusbaum, Alaska Sponsors: Richard and Melda Staten

RECOGNITION October 2002

NEW DIRECT DEALERS



Timothy S. Gulick
New York
Sponsors: Martin & Lori Gilmore
Direct Jobber: Rick Landsman



Jack & Lavee Hughart
South Carolina
Sponsors: Gerry & Patricia Reid
Direct Jobbers: Gerry & Patricia Reid



Jason & Donna Kruse
Massachusetts
Sponsors: Armand Jr. & Luisa Boutin
Direct Jobbers:
Edward & Barbara Chambless



Scott T. Swendsen
Wisconsin
Sponsors: Todd & Diana Hill
Direct Jobber: Raymond D. Yaeger



Victor Usas
Ontario
Sponsor: Peter F. Boken
Direct Jobber: Peter F. Boken



Gary & Dianne Vivian
Florida
Sponsors: George & Shirley Douglas
Direct Jobbers:
George & Shirley Douglas

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

Tim L. O'Brien, *Kansas* Sponsor: Philip E. Beets
Ruben Quiles, *Puerto Rico* Sponsor: David Velazquez
James and Julie Seiple, *Pennsylvania* Sponsor: Sherry Dirksen
Mylo Twingstrom, *Minnesota* Sponsors: Michael and Lori Gorecki
Richard R. Webster, *Washington* Sponsors: Leonard and Eunice Pearson
Dennis and Lola Wheeler, *Idaho* Sponsors: Mark and Sherree Schell

300 Level Honors 300 monthly commission credits 3 Dealers sponsored

Charles L. Bromberg, *Alabama* Sponsors: Norman and Sheryl Cannon
Max D. Campbell, *Utah* Sponsors: J.E. and Wanda Johnson
Mark W. Davis, *Minnesota* Sponsor: David H. Davis
Dan Denlinger, *Ohio* Sponsors: Elmer and Deborah Schaeff
Edward A. Going Sr., *New York* Sponsors: Donald and Lina Nichols
Hubert and Anita Harris, *Nevada* Sponsors: Wayne and Lynette Fletcher
Alan W. Hillman, *Virginia* Sponsors: Wallace and Katherine Hillman
Howard Johns, *South Carolina* Sponsor: Jerry G. Skipper Sr.
Alfred C. Lagerstrom, *Connecticut* Sponsors: George and Shirley Douglas
Marshall E. Lee, *California* Sponsor: Sammy Samuelson
Ryan and Melisa Porter, *Missouri* Sponsor: Martha L. Barnes
Devin J. Rewalt, *Michigan* Sponsor: Michael H. Ellis
Patriot Sondakh, *Michigan* Sponsor: Todd L. Mangan
Leonard J. Soukup Jr., *Florida* Sponsor: Flora Soukup
Christopher Wolfe, *Wisconsin* Sponsor: Bruce A. Stache

Hot and Cold Temperature Extremes

Hot Temperatures

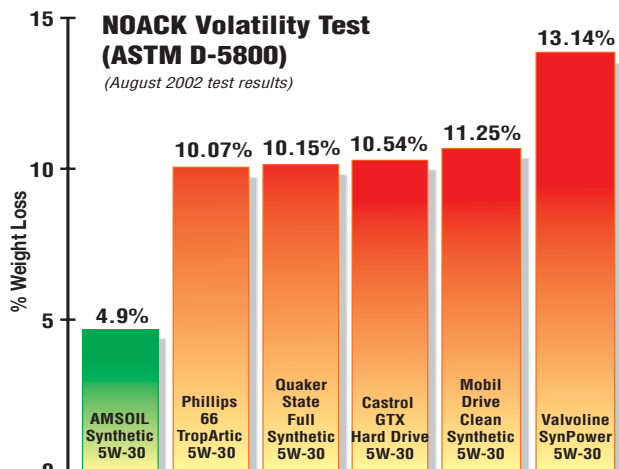
A significant challenge faced by today's motor oils is maintaining an adequate level of protection during high-temperature conditions. Without a quality motor oil protecting it, an engine can be damaged through motor oil breakdown, viscosity increase and deposits – all caused by excessive heat.

All motor oils are subject to vaporization when exposed to high heat. How much an oil vaporizes is measured by the NOACK Volatility Test (ASTM D-5800). Conventional motor oils tend to vaporize the most, the lightest fractions evaporating first and leaving behind a thicker, harder-to-pump motor oil. The uniformly sized molecules of synthetic motor oils are much more resistant to vaporization. Less oil evaporates and viscosity remains consistent.

The flash point of a motor oil is the lowest temperature at which application of a flame will cause lubricant vapors to ignite. Higher quality base stocks exhibit higher flash points, and the higher a motor oil's flash point, the better the protection.

AMSOIL motor oils are formulated with high flash points, keeping volatilization to an absolute minimum and maintaining their superior protective and performance qualities in extreme heat conditions. In fact, a look at the chart shows AMSOIL 5W-30 Synthetic Motor Oil loses significantly less of its original weight during high-temperature service when compared with competing motor oils.

As motor oils operate in high heat, especially over extended periods, they tend to thin out and lose their ability to provide adequate wear protection. Viscosity Index (VI) indicates the degree of an oil's viscosity change over a given temperature range (between 40°C and 100°C). The higher a motor oil's VI number, the better it is able to maintain its viscosity over a broad temperature range, translating into better wear protec-



The low volatility of AMSOIL Synthetic Motor Oil reduces oil consumption and improves fuel efficiency.

tion in both hot and cold temperatures. Motor oils with low VI do a poor job of maintaining viscosity in temperature extremes. They are very viscous (thick) at low temperatures, while very thin at high temperatures.

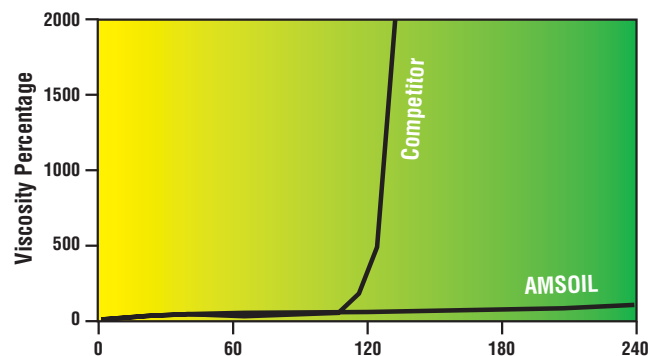
Motor oils formulated with synthetic base stocks usually have naturally high VI numbers, giving them the ability to resist viscosity change in high-temperature operation. Conventional motor oils, on the other hand, require high amounts of viscosity index improvers that increase the relative viscosity of motor oils during high-temperature operation. Viscosity index improvers can be thought of as springs, coiling at cold temperatures and uncoiling in high temperatures. Uncoiling makes the molecules larger, increasing internal resistance within the thinning oil and reducing the overall viscosity loss of the fluid.

Viscosity Index Numbers

Low:	Less than 60 <i>poor quality & monograde oils</i>
Medium:	60 to 95 <i>high quality mineral oils</i>
High:	Greater than 95, but less than 120
Very High (VHVI):	Greater than 120, but less than 140
Ultra High (UHVI):	Greater than 140

AMSOIL Synthetic Motor Oils have "ultra high" viscosity indices, allowing them to stay in grade and provide superior wear protection throughout extended drain intervals. In fact, AMSOIL 10W-30 Motor Oil was recently subjected to a triple length Sequence IIF test. Even after being subjected to the test three times longer than the standard length, AMSOIL 10W-30 performed three times better than the standard test limits. The competitor's motor oil showed dramatic viscosity increase in less than half the time.

Oil heated in the presence of air oxidizes, forming damaging acids and deposits. The higher the temperature, the higher the rate of oxidation. Oxidation inhibitors are added to motor oils to minimize the high-temperature deterioration process, while detergents and dispersants minimize the formation of sludge and



Call for Superior Motor Oils

deposits, neutralize acids and hold solid contaminants in suspension.

AMSOIL Synthetic Motor Oils are formulated with the highest quality additive packages, resisting the damaging effects of heat and oxidation much longer than conventional motor oils and keeping engines running clean and deposit-free.

Cold Temperatures

In order to start effectively, engines must reach a critical cranking speed. As temperatures drop, achieving critical cranking speed becomes more of a challenge. Low temperatures cause motor oils to thicken, and if they thicken too much and impose excessive drag on moving parts, critical cranking speed will not be achieved and the engine will fail to start.

Motor oils used in winter climates must maintain a sufficient low cranking viscosity to allow engine turnover at the lowest temperatures. If a motor oil is able to meet the challenge of allowing the engine to turn over, it immediately faces another significant challenge: providing quick, critical lubrication to the engine's bearings and other moving parts.

Two types of engine pumping failures can result from cold-thickened motor oil: air-binding failure and flow-limited failure. Air-binding failure occurs when the motor oil surrounding the pump inlet screen gets sucked into the pump, but is not replaced by new oil from the sump. The oil pump inlet screen then becomes starved for fluid, and oil pressure becomes erratic as air is entrained and proper oil flow cannot be maintained. Flow-limited failure occurs when the motor oil becomes so thick that it cannot be pumped through the inlet tube and through the narrow passages that deliver the oil to the engine's moving parts.



All motor oils thicken in cold temperatures, but how much they thicken is significant to the level of protection an engine receives. Pour point tests (ASTM D-97) pinpoint the temperature at which a motor oil thickens to the point where it ceases to flow. Of course, when oil stops flowing altogether, it is useless. For an engine to receive even minimal wear protection from an oil, it is important it has a pour point lower than typical winter temperatures.

Conventional motor oils face significant challenges in low temperatures because they contain paraffinic (wax) materials. As temperatures drop, the wax components crystallize and agglomerate into large structures. Eventually, the motor oil gels, becomes resistant to flow and fails to provide the engine with the lubrication it needs. In order to hinder the development of these wax crystals, conventional motor oils are additized with polymers known as pour point depressants. These pour point depressants prevent wax crystals from agglomerating and can lower the oil's pour point. In fact, petroleum motor oil without additives typically has a pour point of only around 5°F, but the inclusion of pour point depressants can lower the pour point by approximately 25°.

Synthetic motor oils do not contain the paraffinic material present in conventional motor oils, so they do not require pour point additives. Synthetic motor oils naturally flow at much lower temperatures than conventional oils, maintaining their cold-temperature protection properties over a longer period of time.

Cold weather operation also increases problems associated with condensation. The colder the weather, the longer it takes for the engine to warm to the point where condensation evaporates. During short trips, the engine may not have a chance to evaporate the condensation at all. Eventually, condensation causes acids to form in the oil, causing corrosion.

Rust and corrosion inhibitors serve to neutralize and protect engines against water and acids. These oil-soluble additives have a greater affinity for metal than water, forming a protective film on engine parts. The Total Base Number (TBN) of a motor oil is an indication of how well it combats acids. The higher the TBN number, the greater the degree of protection.

AMSOIL Motor Oils are formulated with high TBN. In fact, AMSOIL 5W-30, 10W-30 and 0W-30 Motor Oils all have TBN's over 11, allowing them to effectively fight acid and corrosion for extended drain intervals.

AMSOIL Synthetic Motor Oils remain fluid in the coldest operating conditions. Maintaining their fluidity and protecting ability in temperatures as frigid as -60°F, AMSOIL not only permits easy engine cranking for quick starts, but flows to critical engine components in a quarter of the time that conventional oils take. Considering that up to 60 percent of all engine wear occurs during cold starts, this immediate lubrication is essential to long-term engine life.

Industry Testing Confirms that Synthetic Diesel Oils Reduce Emissions

New Environmental Protection Agency (EPA) pollution regulations, requiring a 50 percent reduction in diesel emissions, went into effect this past October. Recently, the EPA approved even stricter emission limits set to go into effect in 2007. After-treatment devices for exhaust gases are generally regarded as the solution to meeting the new requirements, but high-performance diesel lubricants are also effective tools in fighting excessive diesel emissions. In fact, recent independent tests confirm that PAO-based synthetic lubricants can dramatically reduce particulate emissions, while also improving fuel economy.

Two tests conducted by independent laboratories in Europe compared different 5W-30 synthetic PAO-based lubricants with a 15W-40 petroleum oil and a 5W-30 VHVI (Group-III) based oil. The first test was conducted on a six-cylinder EURO II emission level engine with the following characteristics: direct injection diesel engine with turbocharging and intercooling; displacement of 11.95 liters; maximum power of 260kW at 1,800 revolutions per minute; maximum torque of 1730 Newton meters (or U.S. lb. ft.) at 1,080 rpm and 213,967 miles covered at start. The engine ran on typical 2001 U.K. pump fuel, with 30 ppm sulfur, six percent mass polycyclic aromatics and a kinematic viscosity of 2.9 cSt at 40 degrees C.

Testing followed the ECE R-49 13 mode cycle required for EURO III emission requirements, as well as the new European Transient Cycle (ETC) required for EURO IV. Rapid load changes take place during this cycle, representing particulate emissions on the road and usually revealing higher emission levels. Four cycles were run at a test cell temperature of 5 degrees C. The European Transient Cycle ran three times, a cold-start cycle from 0 degrees C and two hot-start cycles. Testing concluded with a ECE R-49 13 mode cycle. After each oil was tested, it was drained and the next lubricant was introduced using a double flush. Results were compared against a 15W-40 mineral-oil baseline.

Results for the ECE R-49 13 cycle indicated that the PAO-based diesel oils significantly reduced emissions when compared with the other oils. When compared to the 15W-40 petroleum oil, the PAO-based oils reduced particulate mass by up to 32 percent, and when compared to the 5W-30 VHVI oil, they averaged a 13 percent reduction.

Results for the European Transient Cycles were even more dramatic. Particulate mass was reduced between 30 and 55 percent when compared with the petroleum oil and up to 47 percent when compared with the VHVI oil.

The PAO-based synthetic oils dramatically reduced the total number of particulates in the 36 nanometer to 7 micron size range when compared with the other

tested oils. Particulates in this size range include small carcinogenic particles and large particles visible as black smoke.

The low friction properties and high viscosity indices of synthetic PAO-based diesel oils allow them to be formulated with lower viscosities than conventional oils. This yielded a 2.4 percent reduction in fuel consumption for the PAO-based fluids in the test. This increase in fuel economy, coupled with extended drain intervals, can generate significant savings for fleet managers.

The second test, conducted according to the U.S. FTP transient test procedure, was run on a six-cylinder EURO II emission level engine with the following characteristics: direct injection diesel engine with turbocharging and intercooling; displacement of 5.96 liters; maximum power of 177kW at 2600 rpm and maximum torque of 840 Nm. The fuel complied with CEC-73-A-93 requirements and had a 500 ppm sulfur content.

The test compared the emission levels of 0W-40, 5W-40 and 5W-30 PAO-based synthetic lubricants with a 15W-40 petroleum reference oil and a 5W-40 VHVI lubricant. Test lubricants ran in the engine at 75 percent speed and load for 10 hours, and the engine was flushed between tests.

When compared with the other oils, the synthetic PAO-based diesel oils reduced particulate emissions as much as five-percent from cold start, while improving fuel economy by as much as 1.2 percent, demonstrating that high-quality synthetic diesel oils can play a big role in reducing exhaust emissions in heavy-duty diesel engines.

AMSOIL Synthetic Diesel Oils incorporate PAO technology and top quality additive packages, dramatically reducing exhaust emissions and improving fuel economy, while providing the ultimate in wear protection for extended drain intervals.



“Piggyback” Advertising: More Bang for the Buck

The primary goal of any well-thought-out marketing campaign is to effectively manage expenses and get maximum return on investment. In other words, get the biggest bang for the buck. In some cases, marketing strategies miss the mark and the return on the investment falls short. In other cases, marketing strategies are right on target and the paybacks are more than expected. Such is the case with AMSOIL race sponsorships. The company and AMSOIL Dealers benefit greatly by the “piggyback” exposure derived through the advertising efforts and hundreds of thousands of dollars our race sponsorship partners invest in their marketing campaigns.

EK Chains gives AMSOIL exposure in this ad featuring supercross champion Travis Preston.



Hundreds of thousands of potential customers see the AMSOIL name, thanks to Mike LaRocco's skill and Honda's full-page ad in Racer X Magazine.



This long-running Honda four-page spread featuring Mike LaRocco and friends in full-color AMSOIL gear has been seen by millions.



AMSOIL off-road racer Dan Vanden Heuvel is featured prominently in the Kumho Tires sales brochure.



Woody's International Engineering and Manufacturing Inc., producers of traction and control products, features D.J. Eckstrom aboard an AMSOIL sled in their corporate catalog.

One Company... Endless Opportunities ...

Work It Your Way

An AMSOIL Dealership is truly a unique opportunity. It is easily adaptable to your level of commitment, adjustable to your time schedule and diverse enough to accommodate your lifestyle. It can be as large or as small as you wish to make it.

Different stages of commitment to your Dealership will also offer different opportunities and methods for generating sales and commissions. No one way is the "right" way to work an AMSOIL business, and no two paths through the AMSOIL experience are usually the same. The following are the typical stages a Dealership evolves through as the Dealer's level of commitment increases and sales are generated at greater volumes. These stages do not all necessarily flow in a distinct order, and some will probably occur simultaneously throughout a Dealer's business growth.

AMSOIL Product User

Most people become familiar with AMSOIL through the use of the products. A product user is primarily concerned with purchasing products for self-use and may not yet be familiar or concerned with the other opportunities AMSOIL offers. Many AMSOIL product users are devoted to the quality and value offered by synthetics but have not tried selling the products to others yet. They remain dependent on a Dealer or retail account to acquire their products. As they are made aware of the other opportunities that are available with AMSOIL, product users may decide that becoming Preferred Customers would be worth their time in cost savings and for the convenience of ordering product directly from the company. Dealers should evaluate their product users carefully to determine if they would be good candidates for future AMSOIL Dealers or Preferred Customers. Product users may also recognize the business opportunities and determine that they can make money selling AMSOIL products.



AMSOIL Preferred Customer

An AMSOIL Preferred Customer status is often a more comfortable step forward for a product user that is not yet certain an AMSOIL Dealership is for them. Being a Preferred Customer allows an individual to order AMSOIL products at Dealer cost. However, Preferred Customers cannot register others into their downline groups or participate in other AMSOIL programs without upgrading to full Dealership status.

Individuals register as Preferred Customers for \$10 US (6 months) or \$20 US (12 months).

To register Preferred Customers, Dealers need a G-7PC Preferred Customer Packet which includes a registration form, price list and other materials to help individuals begin purchasing AMSOIL products.

A G-18C Registration Form can also be used to register Preferred Customers. When using this form, a G-7PC Packet will be sent out to the potential Preferred Customer. Preferred Customers may upgrade to Dealer status by completing a G-18 US Registration Form.

AMSOIL Dealership

With the upgrade to an AMSOIL Dealership, your opportunities for income begin. AMSOIL Dealers have access to many programs that have been designed to increase their profit potential. The AMSOIL Dealership enables you to enjoy the same product discounts as a Preferred Customer but also enables you to sell the products for profit.

From this stage on, your AMSOIL Dealership growth opportunities are completely up to you. If you are content with using your Dealership for the product discount and do not wish to pursue outside sales, no more time or effort will be required. But if you would like to maximize your Dealership's profit potential, the following stages of Dealership development can offer progressively more business and commission growth.

Individuals register as Dealers for \$15 US (6 months) or \$30 US (12 months). Dealers registering for six months receive a G-7Y AMSOIL Sales Manual.

- G-7Y AMSOIL Sales Manual - This sales manual includes application forms and product literature items that have been designed to offer a new Dealer a level of familiarity with the AMSOIL opportunity. New Dealers can consult the literature contained in the G-7Y Kit for information on AMSOIL products, applications, policies and business procedures. When looking for new ideas and opportunities, the G-7Y is a great place to start. Dealer Business Manual.

- G-700 AMSOIL Dealer Business Manual - This business manual contains a registration form, price list, how-to manuals and product documentation. It is the standard business kit for a serious AMSOIL Dealer. The registration term is 12 months.

Dealers can also be registered by completing a G-18C Registration Form and selecting either a six or 12 month Dealership option. The appropriate sales manual will then be sent out to their address.

Personal Sales

Many AMSOIL product users who decide to become registered AMSOIL Dealers try out selling the products first to their friends and family. This can be a great way to start a prosperous AMSOIL Dealership. Friends, family and business associates are often easier for new Dealers to sell to based on their pre-existing relationships. You may want to offer them the same opportunities and value that made you decide to become a Dealer in the first place. And if the products and opportunities are to their liking, they may decide that they would like you to register them as Dealers or Preferred Customers in the future.

Catalog Sales

Catalog sales are a great way to earn more monthly commission bonuses with a limited amount of personal selling time involved.

- G-100 AMSOIL Retail Catalog (G-300 in Canada) - This catalog has been designed to be the comprehensive sales tool for an AMSOIL Dealer. The G-100 contains virtually all AMSOIL products and their retail pricing information. This catalog can be handed out to anyone who is interested in purchasing products. It includes the AMSOIL toll-free ordering number and a space for your Dealership ZO number. By filling in your ZO number and distributing the catalog at trade shows, fairs and conventions, you generate retail profits and commissions from all catalog sales that are made. The Catalog also contains Preferred Customer and Dealership information, and many customers select those as options.

Internet Sales

AMSOIL Dealers also have the option of doing business on the Internet. Dealer websites come in many forms, from those that Dealers create and update themselves to sites that are created and hosted for Dealers by AMSOIL INC. The Internet is an excellent place to sell AMSOIL products. Being linked to the AMSOIL corporate website allows web orders to be tracked and processed by staff at AMSOIL corporate offices while still generating commissions for the Dealer whose site drew the original business. Dealers interested in starting AMSOIL websites have several options available to them.

- G-159 Computer Services Order Form - This form includes four different options for AMSOIL Dealer Websites. They vary in their prices and amount of Dealer participation involved. The form can be found, along with other AMSOIL forms, in the Dealers' Zone under Dealer Downloads at www.amsoil.com
- Option #1: A basic site for someone without a computer. AMSOIL web staff will handle the upkeep of this site, and visitors who request information or make purchases will be identified with your ZO#.
- Option #2: A hosted site that you can modify. Pre-made templates are available for modification.
- Option #3: A hosted site with your personalized domain name.
- Option #4: A self-hosted site linked to AMSOIL INC. Registering your own site allows customers access to the AMSOIL Online Store and more.

Sponsoring

Sponsoring new Dealers and Preferred Customers builds a "downline group." The commission value of your downline group's purchases is added to yours, increasing the percentage of your commission and giving you a bigger commission check.

Sponsoring is the key to building a very large AMSOIL business. By building large downline groups and providing the proper training, there is virtually no limit to a Dealer's income.

The Commercial Program

Commercial accounts can provide a steady source of income for an AMSOIL Dealer. Commercial accounts are businesses which have company-owned vehicles, equipment and machinery that use the quality lubricants and filters available in the AMSOIL product line. These accounts do not sell AMSOIL products, but choose to use them in their equipment and machinery.

The G-1007 Commercial Account Program Packet (\$2.00 US) is used to register an AMSOIL commercial account.

- G-1007 Commercial Account Program Packet (G-8107 in Canada) - This packet contains all of the necessary forms to register commercial accounts and the information to get them started using AMSOIL products. Once a commercial account is registered, AMSOIL extends them credit, takes their orders, ships their product, invoices the product and collects their payment. AMSOIL then sends the Dealer the commission earnings from the commercial account's orders.

The Retail On-the-Shelf Program

Selling AMSOIL to retail accounts is another way to earn commissions. Retail accounts are retail outlets such as auto parts stores, motorcycle dealerships and automotive service centers. These stores stock AMSOIL products to sell to their customers or install AMSOIL products as part of a service such as with oil changes.

The G-1001 Retail on the Shelf Program Packet (\$2.00 US) is used to register an AMSOIL retail on the shelf account.

- G-1001 Retail on the Shelf Program Packet (G-8101 in Canada) - This packet contains the necessary forms to register AMSOIL retail on the shelf accounts and the information necessary to get them started working with AMSOIL INC. Once a retail on the shelf account is registered, AMSOIL extends them credit, takes their orders, ships their product, invoices the product and collects their payment. AMSOIL then sends the Dealer the commission earnings from the retail on the shelf account's orders.

AMSOIL Truck Showcased at SEMA Show



Dan VandenHeuval puts AMSOIL front and center at the SEMA show.

More than 80,000 attendees of the 2002 Specialty Equipment Market Association (SEMA) convention had an opportunity to see the AMSOIL/Kumho Tire truck of Dave "The Flying Dutchman" VandenHeuval up close and meet one of the top drivers in off-road racing. The truck was a big hit with those walking the convention floor. The red, white and blue Chevy turned heads as it sat majestically as a center piece in the Kumho booth.

VandenHeuval is coming off of a very successful season of Championship Off-Road Racing (CORR). He was third in overall Pro-2 points with 10 podiums and never finished a race out of the top 10. VandenHeuval capped his season with a dramatic third place finish in the prestigious Borg-Warner Championship.

AMSOIL and its Dealers sponsor several drivers in CORR racing including Mike Oberg (3rd place Sportsman 2), Ben Wandahsega (4th place Sportsman 2) and Mark Kleiman (Stock Champion).

AMSOIL Sprints to a Successful Racing Partnership

It started with an idea – joining AMSOIL and sprint car racing in the Pacific Northwest. Direct Jobber Todd Aune sponsored Team 33 Racing featuring Rick Brown for a number of years. Brown is a two-time Northwest Sprint Car Racing Association (NSRA) champion. Aune wanted to step up AMSOIL exposure to the teams and especially the fans. Aune enlisted the help of regional Direct Jobbers Leonard Pearson and Ed Greenwood.

The trio embarked, with tremendous help and support from Greg Sheehan of the NSRA, to tracks in Montana, Idaho, Washington, Oregon and British Columbia. Each race was an AMSOIL race, each car had AMSOIL decals and each winner was an AMSOIL winner. The Directs had a captive and eager audience at all stops.

At the end of the season it was indeed an AMSOIL car in the winner's circle. "Quick" Rick Brown had captured the overall series title. At the season ending banquet it was Aune who handed over the trophies. AMSOIL is looking to continue the relationship with the Direct Jobbers and NSRA again next season.



AMSOIL Direct Jobbers (l to r) Ed Greenwood and Todd Aune congratulate NSRA champion Rick Brown after an AMSOIL race victory.



"Quick" Rick Brown races to another AMSOIL event win.



AMSOIL had a strong presence at all NSRA events in 2002.

AMSOIL and Drag Racing Make "Sweet Music" Together

John Doornbosch calls his car "Sweet Music" because he says "a well tuned engine is like sweet music to his ears." AMSOIL is an instrument in the melodic sounds of Doornbosch's car.

About 10 years ago Direct Jobber Don Stefanik first approached Doornbosch about using AMSOIL synthetics in his "pride and joy." Doornbosch first tried AMSOIL oil and gear lube in his tractor/trailer. He was so impressed with the performance of AMSOIL lubricants that he began putting AMSOIL products in his other vehicles. Again the results were "outstanding." The next step was to use AMSOIL lubes in his 1968 Pontiac Firebird with a 383 cu. in. engine and turbo 400 transmission. When the car laid down times like 6.71 secs./110.21 m.p.h. on a 1/8 mile and 10.63 secs./124.80 m.p.h. on a 1/4 mile, he was hooked. Doornbosch says his engine builder and transmission builder have both commented on how clean the parts are and how they show no wear and tear. With the confidence AMSOIL provides and support Stefanik gives, Doornbosch has gone on to win numerous titles and championships.

"There is no doubt that AMSOIL makes great products and we'll continue to use them in all our vehicles," says Doornbosch.

His wife Dianne will not be outdone. She insists that AMSOIL motor oil be used in the lawnmower and snowblower. No matter what the engine and what the use, AMSOIL outperforms the rest and that's "Sweet Music" to everyone's ears.



John Doornbosch and AMSOIL have made "Sweet Music" on the track.

Brewer Brews Up Best Season ... So Far

There was a time when Chad Brewer was unknown. He would do just about anything to see his name in print. Getting his picture in the paper was the ultimate prize. Chad knew he had a great supporter in his pit and the best lubricants in his car. Period. His father and crew chief, Ernie Brewer, is an AMSOIL Dealer. The two have put together a team which is now showing up in everything from the Wytheville (VA) *Enterprise*, to the *Quick Times Racing News*, to the *IHRA Bracketeers Bracket Racing News*.

Brewer moved up from a 1983 Ford Thunderbird to a 1964 Pontiac GTO with a 428 cu. in. engine. The car had done just over 8.00 secs. in a 1/8 mile. After converting over to AMSOIL, with no other changes, the car scorched sub-8.00 sec. times.



It's all good for Brewer Racing. From l to r, Chad Brewer, car owner Dennis Blair, and Ernie Brewer.



Three smiles, two cars, one synthetic motor oil... AMSOIL.

"Needless to say, but every year we race, AMSOIL products show their worthiness all over again," says Chad.

The team finished ninth in points for the season out of over 150 cars. Their goal was to win one race. Mission accomplished. "Next year we go for a championship. We want AMSOIL along for the ride."

AMSOIL CENTERLINES ...and updates

HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Wednesday, January 1 for New Year's Day.

NEW NAVY RACING CAP

Show your AMSOIL racing pride with this bold new red, white and blue six panel cap. Features embroidered AMSOIL Pro Racing logo, sleek racing stripe and velcro closure.



Stock #	U.S.	Can.
G-1832	12.00	19.25

NEW AMSOIL RACE BOAT POSTER

The new AMSOIL Race Boat Poster (18" x 24") features AMSOIL-sponsored PROP Tour star Terry Rinker, as well as AMSOIL 2-Cycle Oils and Marine Gear Lube.



Stock #	U.S.	Can.
G-1839	2.00	3.20

NEW AMSOIL ILLUMINATED SIGN

New AMSOIL Illuminated Sign (13" x 24" x 4") is made from high impact ABS plastic with an acrylic face panel. Features UV stabilized "neon" ink, bright fluorescent lighting and light-weight design (4.5 lbs.). Includes hanging wall mount for easy mounting on a wall or in a window, but also has freestanding capability. These brilliant, back-lit signs pack a powerful visual image and are a great way to draw attention to your business.



Stock #	U.S.	Can.
G-1841	84.95	137.95

NEW AMSOIL MECHANIC GLOVES

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



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

HASTINGS FILTERS

The Hastings FF1091 filter is obsolete and has been replaced with the FF1103. The Hastings FF1086 filter is obsolete and has been replaced with the FF1126.

The HF992 spin-on transmission fluid filter, fitting 2001 and newer Chevrolet/GMC Duramax diesel trucks with the Allison automatic transmission, is available for purchase.

NEW AMSOIL 2-CYCLE SNOWMOBILE POSTER

The new AMSOIL 2-Cycle Snowmobile poster (18" x 24") features AMSOIL-sponsored racers and AMSOIL 2-Cycle Oils.

Stock #	U.S.	Can.
G-1838	2.00	3.20



DISCONTINUED BY-PASS COMPONENTS

The following by-pass filter components have been discontinued. Replacement options are as noted.

1. BK-04 1/4" I.D. hose and fitting kit for BMK-03, 04, 05 and 06

Replacements for BMK-03 and 04:

- (2) BP-190 fitting adapters
- (2) BP-201 fitting adapters
- (4) BP-187 hose fitting
- (As required) BP-217 hose sold by the foot

Replacements for BMK-05 and 06:

- (4) BP-201 fitting adapters
- (4) BP-187 hose fitting
- (As required) BP-217 hose sold by the foot

2. BP-181 1/4" I.D. hose for BMK-03, 04, 05 and 06

Replacements for BMK-03 and 04:

- (2) BP-190 fitting adapters
- (2) BP-201 fitting adapters
- (4) BP-187 hose fitting
- (As required) BP-217 hose sold by the foot

Replacements for BMK-05 and 06:

- (4) BP-201 fitting adapters
- (4) BP-187 hose fitting
- (As required) BP-217 hose sold by the foot

3. BP-188 1 3/32" hose for BMK-13, 14, 15, 16 and 17 sold in 8' lengths

Replacement: BP-217 hose sold by the foot

4. BP-206 1/4" hose for BMK-11 sold in 8' lengths

Replacement: BP-216 hose sold by the foot

5. BP-31 1/4" hose for BF-90 and BMK-01

Replacements:

- (4) BP-208 fitting adapters
- (4) BP-207 hose fitting
- (As required) BP-216 hose sold by the foot

SNOWMOBILE PRODUCTS BROCHURE

Highlights features and benefits of AMSOIL products used in snowmobile applications, including Series 2000 Synthetic 2-Cycle Racing Oil, Synthetic 2-Cycle Injector Oil, Formula 4-Stroke Synthetic Motor Oil, Shock Therapy Suspension Fluids, Series 2000 Synthetic Chain Case Oil, Synthetic Water Resistant Grease and Heavy Duty Metal Protector. Full size/color, 4 pages.



Stock #	U.S.	Can.
G-1526	0.50	0.85

OIL ANALYSIS (OAI) UPDATES

Discontinued Items

The following Oil Sample Kits have been discontinued:

- G-1319 (10) Oil Sample Kits
- G-1320 (25) Oil Sample Kits
- G-1452 (10) Oil Sample Kits (postage paid)
- G-1453 (25) Oil Sample Kits (postage paid)

Price Adjustments

Pricing for the following Oil Sample Kits has been adjusted:

Stock #	Description	U.S.	Can.
G-1318	(1) Oil Sample Kit	14.95	24.00
G-1321	(50) Oil Sample Kits	725.00	1175.00
G-1322	(100) Oil Sample Kits	1420.00	2290.00
G-1451	(1) Oil Sample Kit (postage paid)	18.95	n/a
G-1454	(50) Oil Sample Kits (postage paid)	920.00	n/a
G-1455	(100) Oil Sample Kits (postage paid)	1800.00	n/a

Accessories

The following accessories are still available for purchase:

Stock #	Description	U.S.	Can.
G-1206	Oil Suction Pump w/10 ft. hose	24.50	39.85
G-1571	Replacement Hose (25 ft.)	11.35	18.40

JANUARY CLOSE OUT

The last day to process January orders in the U.S. and Canada is the close of business on Friday, January 31. The last day to process January orders in Alaska and Puerto Rico is the close of business on Saturday, January 25. The last day to process January orders in New Zealand is the close of business on Friday, January 24. Volume transfers for January business will be accepted until 3 p.m. CST on Thursday, February 6.

SPECIAL REGISTRATION OFFER

From January 1, 2003 through February 28, 2003 every G-700 Dealer Business Manual will include one set of AMSOIL Magnetic Car Signs. New Dealers can now begin advertising their AMSOIL businesses immediately upon registration. Each car sign package includes two signs and two sets of numbers for phone number attachment.



Stock #	Description	U.S.	Can.
G-700	Dealer Business Manual	30.00	48.80

REGISTRATION APPLICATIONS

As of January 1, 2003 only Dealer registration forms reflecting the adjusted registration fees (\$30 U.S. one year, \$15 U.S. 6 months) will be accepted.

Racing Into the Future

AMSOIL 30th Anniversary International Convention July 17-19, 2003

Duluth Entertainment and Convention Center

- Register new Dealers, Preferred Customers and accounts through April 30, 2003 and earn chances to "Wheel and Deal" with AMSOIL Founder and President A.J. Amatuzio in a high-stakes game where you could win up to \$1,000
- Register new Dealers, Preferred Customers and accounts through April 30, 2003 and earn chances to win three nights' free lodging during the convention
- Plus giveaways, product discounts, special presentations and awards

Register now and SAVE \$15

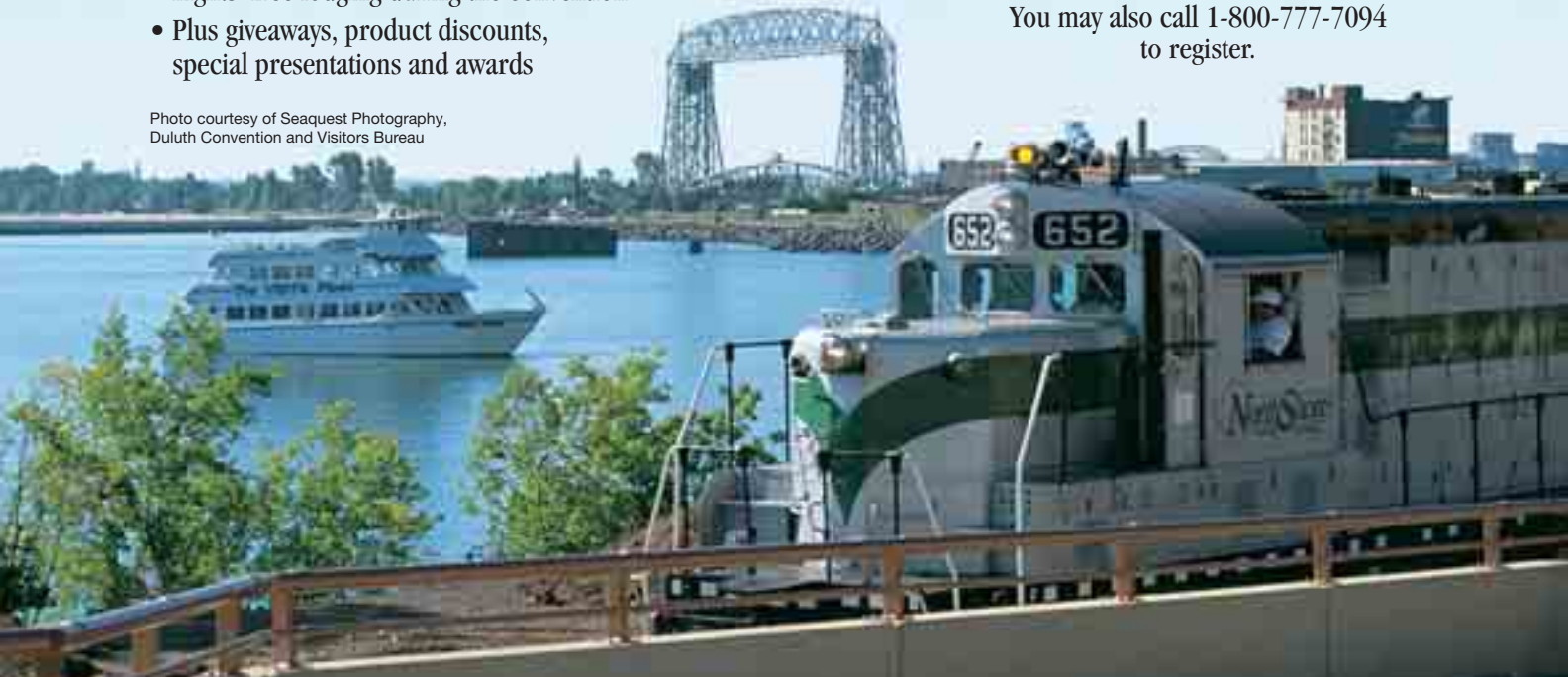
Jan. 1, 2003 through March 31, 2003: **\$110**

April 1, 2003 until the convention: **\$125**

See "Convention Registration" in the Dealers Zone at www.amsoil.com for complete convention details or to register.

You may also call 1-800-777-7094 to register.

Photo courtesy of Seaquest Photography,
Duluth Convention and Visitors Bureau



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

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