

# AMSOIL

# ACTION NEWS

© AMSOIL INC 2004

*The First in Synthetics*

JANUARY 2004



## AMSOIL ATF

Exceeds New GM  
Oxidation Limits



**PLUS:**

Torque-Drive™ Q & A  
Dealer Meeting Series Continues

## From the President's Desk...



From time to time, I read something I believe would be of interest and value to our Dealers so I pass it on in my monthly message. What follows is a continuation of my June, '03 message on a subject I think will interest you.

Over the years European auto manufacturers have gradually increased their recommended drain intervals. Today, many are double those currently recommended by U.S. carmakers, even though many of the same motor oils are used in both.

More recently, U.S. manufacturers have also increased their drain recommendations. But despite the fact that manufacturers are extending new car drain intervals, the major oil companies are sticking to their 3,000-mile drain recommendations. According to Automotive Editor, David McFaul, in a feature article he authored in the December issue of *Lubes 'n Greases* magazine, the waste created by these unrealistic recommendations put the oil companies in an ethical dilemma.

Due to its long-term threat, McFaul names nuclear waste as the top pollutant today. But he actually compares it to dumped, untreated used motor oil, saying that even though it doesn't have to be buried for thousands of years, dumping used motor oil comes at a very high environmental price. According to the Environmental Protection Agency, improperly disposed used oil is the largest single source fouling our nation's waters. A single quart can foul thousands of gallons of water, and up to 200 million gallons are being dumped annually.

McFaul states, "While the nuclear power industry would not support the production of excess uranium fuel, it is not inconceivable that the U.S. oil industry would support, encourage, and skillfully promote excess gasoline engine oil usage, despite the harmful effects of its waste product on the environment." He said that, in fact, considerable evidence supports this conclusion.

The McFaul article notes that AMSOIL INC. is the only oil company making any attempt to promote the one single measure of quality that a consumer can understand. That is increased drain intervals. In fact the other oil companies have worked against increasing drain intervals in the U.S., which means more oil is being made, sold, and ultimately being disposed of than is necessary. Therein lies the ethical problem they are faced with. Is it right to produce more of a product than is needed, knowing that it will result in increase pollution?

McFaul asks, "Do lube industry managers have an ethical duty to develop and reveal information on their product that could reduce the pollution burden, even though it might reduce the size of their market?"

These are good questions. As the quality of motor oils and the engines they're used in here in the U.S. have improved, the drain recommendations have not increased to match the oil's capabilities. I started this company with the express purpose of making motor oils that were of such high quality, they could totally outperform the oils of the day. The first oil I made extended drain intervals to 25,000 miles or one year. The technology was available for me to do that over thirty years ago. The other oil companies were recommending 2,000- to 3,000-mile drains back then. They haven't come very far in 30 years, have they?

Wouldn't it be better to conserve the resources we have now rather than wasting them on unnecessary oil changes? Wouldn't it be intelligent to reduce the amount of used motor oil we generate by using it longer in service like they do in Europe rather than throwing it away before it's necessary? We are constantly searching for more and more energy resources when one source is right under our noses.

McFaul states, "(The API's) stance treats consumers like ignorant yokels – ignores the high technical skills of the oil industry, the advances in engine design and materials, the vast improvement in engine oil quality over the past decade, the impact of untreated oil flowing into the environment and common sense."

You might ask why I would write in favor of increasing our competition's drain intervals. Are today's petroleum motor oils really capable of longer drain intervals? If they are already used longer in Europe, how can it be denied? We at AMSOIL certainly have no fear of increased competition from other oil companies on any level, whether it be performance or service life. Our oils are specifically engineered to last longer in service and perform better than any product on the market. Our published tests and over thirty years of satisfied customers prove it.

The real question is what is the right thing for these oil companies to do? Continue to make recommendations that increase their profits but result in higher levels of pollution, or not? In the meantime, you have a real story to tell with the products you use and sell. We began the trend towards extending drain intervals and making oils that were more fuel efficient. Our customers and our planet benefit from this!

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

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

# DEALERS IN ACTION!

## Five Stars Shine Bright For History-making Direct Jobbers

AMSOIL saw many milestones in 2003. Primary among them was the 30th Anniversary Convention.

And history will show that 2003 was the year Bill and Donna Durand of Superior, Wis., became the first-ever five star Regency Platinum Direct Jobbers in the company. That means their organization earned at least 2,500,000 points a month for three consecutive months.

"It's wonderful to have the five stars," Bill Durand said.

The Durands were among the early Dealers in the AMSOIL organization. They registered in 1974, and began actively working the Dealership in 1976.

"I met the Colonel (Al Amatuzio) in the Air Force," Durand recalled. The two met at the Duluth (Minn.) Air Force base in 1974 when AMSOIL was a fledgling company, growing through the dream and determination of Lt. Col. A.J. "Al" Amatuzio. Durand was a major, about to finish out 20 years of Air Force service. He was reassigned to Montgomery, Ala., to finish out his last year and a half, and that's where he began his AMSOIL business.

Because the military had been using synthetics for years, it wasn't hard for Durand to think Amatuzio had tapped into a gold mine. He was anxious to get onboard. But "the Colonel told me to finish up my years in the Air Force."

That was the first time Amatuzio was his mentor, but not the last, Durand said.

"I've known the Colonel pretty well," Durand said. "He's been like a counselor. And he has given me inspiration through the years. He's always been that way."

Durand finished out his 20 years for a pension and began selling AMSOIL full time in Montgomery in April of 1976. "Within six months we had registered six Dealers under us," Durand said. "It was all Air Force people. Because they were familiar with synthetics, they jumped on the band wagon."

His organization, which started out as Southeastern Leaders and later became the SEL/AMS trademarked organization, has grown every month since that start in 1976. "We have people with us who have been with us since we started in April of 1976," he said.

While he admits he has worked hard through the years to build a lucrative, thriving business, he denies that he's the reason it has flourished. "It's the quality of the products."

In November 2003, Durand marked another milestone – he has been working his AMSOIL business longer than he was in the Air Force.

It took him 20 years to build a decent pension in the military and considerably less time in AMSOIL to build the economic security he needs to enjoy the rest of his life, he said.

He believes everyone needs a "residual income." The economic changes in recent times where corporate pensions disappear and Social Security is in danger only increase the need for a supplemental income, he said.

When he began his AMSOIL business, Durand said he was going to earn \$1 million to fund development of 280 acres on a lake in Wisconsin. He has built an AMSOIL museum on that land and it is in a new development phase.

Instead, he has built a \$3 million estate. "In AMSOIL, there is no glass ceiling," Durand said.

His experience is one of his greatest assets.

"We tell new Dealers that wherever people are we've been there," he said. "We tell them 'wherever you're at, you can grow.' One day there will be 50 or 100 or even more five stars. No one has these kinds of products. It's the products. Anything we've done, anybody can do, and better, because it has already been done."

He still puts in a lot of hours each week, even though his operation is much more streamlined than in the past. For many years he shipped up to \$35,000 a month in AMSOIL products out of his garage. And, although they don't personally handle that much product anymore and encourage their Dealers to utilize the AMSOIL delivery services more, the Durands continue to make deliveries to their customers.

AMSOIL offered Donna Durand opportunities many women of the early 1970s didn't have.

"Thanks to A.J. Amatuzio and his innovative synthetic lubricants, our AMSOIL endeavors from 1976 to date have created a larger income and more enriching lifestyle than we could have ever imagined," Donna Durand said. "I was able to be a mother at home, necessary to raise our six children, as well as a helpmate when Bill already had a demanding, well-established career. A major goal was, and is, to create a learning environment for the whole family; our AMSOIL business created that atmosphere for all of us. What better lifestyle to teach responsibility, honesty, good work ethic, goal setting, desire to learn and to achieve? And we know that as each month goes by, it will continue to get better and better. Thank you, AMSOIL INC."

All six of their children also are AMSOIL Dealers.



★★★★★*Regency  
Platinum Direct Jobbers  
Bill and Donna Durand*

# MONTHLY LE



**Ray & Arlene Schmit**  
Minnesota  
★★★★Regency Platinum Direct Jobbers  
**FIRST**—Total Organization  
Second—Personal Group Sales  
Ninth—New Qualified Dealers & Accounts



**LaDonna Harrison & LaVel Rude**  
Minnesota  
★★★★Regency Platinum Direct Jobbers  
Second—Total Organization



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



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



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



**Gerry & Patricia Reid**  
Virginia  
Regency Gold Direct Jobbers  
Ninth—Total Organization  
Fourth—Personal Group Sales  
Fifth—New Qualified Dealers & Accounts



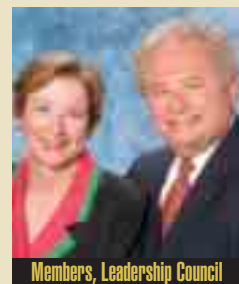
**George & Shirley Douglas**  
Florida  
Regency Platinum Direct Jobbers  
Tenth—Total Organization  
Ninth—Personal Group Sales



**Daniel & Judy Watson**  
Florida  
Regency Gold Direct Jobbers  
Fifth—Personal Group Sales



**Bud & Lorna Bourquin**  
Minnesota  
Regency Silver Direct Jobbers  
Sixth—Personal Group Sales



**Thomas & Sheila Shalin**  
Kansas  
Regency Gold Direct Jobbers  
Seventh—Personal Group Sales  
Third—New Qualified Dealers & Accounts



**Victor Usas**  
Ontario  
Direct Dealer  
Fourth—Commercial & Retail Marketing



**Danny & Joan Potter**  
North Carolina  
Direct Jobbers  
Fifth—Commercial & Retail Marketing



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



**Norman D. Stokes**  
Washington  
Direct Jobber  
Fourth—New Qualified Dealers & Accounts



**Steven Hanson**  
Minnesota  
Executive Direct Jobber  
Sixth—New Qualified Dealers & Accounts

# HALL OF FAME



**Member, Leadership Council**

**Ora Mae Boardman**  
Virginia  
Regency Platinum Direct  
Jobber  
Sixth—Total Organization



**David & Carol Bell**  
Texas  
★★Regency Platinum Direct  
Jobbers  
Seventh—Total Organization  
Eighth—Personal Group Sales



**Thomas H. Kirby**  
Michigan  
Regency Silver Direct Jobber  
Eighth—Total Organization  
Tenth—Personal Group Sales



**Raymond & Kathy  
Yaeger**  
Wisconsin  
Regency Direct Jobbers  
**FIRST**—Commercial  
& Retail Marketing



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



**Timothy S. Gulick**  
New York  
Direct Dealer  
Third—Commercial & Retail  
Marketing



**Roy Anderson**  
Washington  
Direct Dealer  
Seventh—New Qualified  
Dealers & Accounts



**Brandon A. Biscobing**  
Wisconsin  
Dealer  
Eighth—New Qualified  
Dealers & Accounts



**Larry & Kathryn  
Chambless**  
Georgia  
Regency Gold Direct  
Jobbers  
Tenth—New Qualified  
Dealers & Accounts

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



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



**Shirley Green,**  
Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



**Harold and Marcile  
Hartman,**  
Regency Platinum

# HIGHER LEVELS OF

## ★REGENCY PLATINUM DIRECT JOBBER



Dave M. Mann  
Michigan

## MASTER DIRECT JOBBER



Cliff & Lorna Gasper  
Washington

## EXECUTIVE DIRECT JOBBER



Greg & Debra McKenzie  
Alberta

## PREMIERE DIRECT JOBBER



Deon & Roxanne Sheckells  
Indiana

### First Time 1000 Level Honor Achievers 1000 monthly commission credits 15 Dealers sponsored

**Joseph E. Armon**, *Missouri* Sponsor: Dave M. Mann  
**David and Lavera Donley**, *Illinois* Sponsor: Ida I. Gray

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

**Al and Antoinette Bianco**, *California* Sponsors: George and Shirley Douglas  
**Kenneth A. Deemer**, *Oklahoma* Sponsor: Dave M. Mann  
**Richard L. Dell**, *Michigan* Sponsors: William and Kathleen Bernethy  
**Dale and Sheryl Epp**, *Saskatchewan* Sponsors: Douglas and Sandra Huculak  
**Paul and June Ives**, *Vermont* Sponsors: Edward and Cynthia Sanders  
**Kevin Korzan**, *New Mexico* Sponsors: J.W. and Jessie Palmer  
**Thomas E. Link**, *Texas* Sponsors: Sheldon Regunberg  
**Jared Mason**, *Idaho* Sponsors: Mark and Sherree Schell  
**Robert F. O'Marah**, *New York* Sponsor: Matthew A. Maryhugh  
**Charles and Priscilla Quinn**, *West Virginia* Sponsor: Larry G. Gregory  
**Albert and Sandra Spencer**, *Pennsylvania* Sponsors: Jerry and Betty Wolford  
**G. Clifton and Jessie Syms**, *Maryland* Sponsors: Herman and Dorothy Cole  
**Robert and Sylvia Ulanoff**, *Florida* Sponsors: Alvin and Rosalie Frank

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

**Jeffrey P. Anderson**, *Minnesota* Sponsor: Barbara Anderson  
**Phillip C. Anderson**, *Minnesota* Sponsors: Mylo and Patty Twingstrom  
**Don Blonigen**, *Minnesota* Sponsors: Ray and Arlene Schmit  
**Pat Bratton**, *Florida* Sponsor: William Lockwood  
**Richard Cooney**, *Minnesota* Sponsors: Eldo and Helen Thielfoldt  
**Timothy and Wanda Durant**, *New York* Sponsor: Mark R. Hoffman  
**Clint and Tammie Elias**, *Pennsylvania* Sponsors: Robert and Patricia Keith  
**David A. Erwin**, *Ohio* Sponsors: Michael and Kim Ellis

# RECOGNITION

October  
2003

## NEW DIRECT JOBBERS



**Gene & Karen Halsey**  
*South Dakota*  
Sponsors: Jeffrey & Gloria Paye  
Direct Jobbers: Ray & Arlene Schmit



**Roger & Jennifer Sawyer**  
*Minnesota*  
Sponsor: George D. Will  
Direct Jobbers: Ray & Arlene Schmit



**Timothy J. Bowe**  
*Wisconsin*  
Sponsor: Mark A. Schmit  
Direct Jobbers:  
Lynn & Beth Pabst

## NEW DIRECT DEALERS



**Roy Anderson**  
*Washington*  
Sponsor: Glenn E. Graves  
Direct Jobbers: Leonard &  
Eunice Pearson



**John McIntosh & Lisa  
Greenwood**  
*Oregon*  
Sponsor: Edwin L. Greenwood  
Direct Jobber: Edwin L. Greenwood



**Robert & Linda Korenke**  
*Idaho*  
Sponsors: Mark & Sherree Schell  
Direct Jobbers:  
Mark & Sherree Schell

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

**Dennis J. Garboski**, *New York* Sponsors: William and Olga Thalmann  
**Larry C. Hansford**, *Ohio* Sponsor: William S. Anders  
**Jerry and Peggy Holcomb**, *Georgia* Sponsors: George and Shirley Douglas  
**Ray Honea**, *California* Sponsors: Steve and Linda Cross  
**Sean P. Lipien**, *New York* Sponsors: Larry and Kathryn Chambless  
**Frank and Marianna Martin**, *Florida* Sponsor: Thomas J. Kaider  
**Thomas P. Maury**, *Michigan* Sponsors: Joseph and Joanne Komaromi  
**Alan Rice**, *California* Sponsors: David and Carol Bell  
**Tom A. Roffers**, *Wisconsin* Sponsor: Gregory Vaughn  
**Richard A. Schmit**, *Minnesota* Sponsors: Ray and Arlene Schmit  
**Scott and Kim Smith**, *Texas* Sponsors: Thomas and Sheila Shalin  
**Thomas R. Sparling**, *New York* Sponsors: Thomas and Sheila Sparling  
**Harvey and Carol Spencer**, *South Carolina* Sponsor: Wayne Mead  
**Walter and Cheryl Tharp**, *Alabama* Sponsors: Charles and Joyce Higgins  
**Daniel and Karen Trenski**, *California* Sponsor: Willis King  
**Dan Willey**, *Washington* Sponsors: Cliff and Lorna Gasper  
**Brian A. Wise**, *Florida* Sponsor: Dave M. Mann  
**Robert and Corinne Wray**, *Kansas* Sponsors: Rex and Sharlene Bond  
**Ma'asehyahu and Sharown Isra-UI**, *Virginia* Sponsor: Hosheayahu Eyahudi

# AMSOIL Torque-Drive™ Q & A

AMSOIL Torque-Drive™ Synthetic Automatic Transmission Fluid is recommended as a direct replacement for TranSynd® Synthetic ATF in heavy duty, on and off highway automatic transmissions manufactured by Allison®, General Motors®, Ford®, Voith® and ZF® or wherever the standard TES-295, C-4, Dexron® III, Mercon® or TE-ML 14C are specified, including municipal or transit buses, garbage haulers, motor homes, delivery vans, emergency vehicles, school buses, dump trucks, utility vehicles, cement trucks, line haul trucks and tow trucks.

## **What is the Allison® Extended Transmission Coverage (ETC) Warranty?**

The original Allison® warranty lasts two to three years, after which owners may purchase Extended Transmission Coverage (ETC) for up to three additional years. It covers everything 100 percent if the transmission fails during the warranty period.

## **What is Technical Engineering Specification 295 (TES-295) and what does it mean to the consumer?**

Technical Engineering Specification 295 (TES-295) is a set of criteria established to determine transmission fluid quality levels. Fluids meeting the requirements of TES-295 may be used for intervals several times longer than the recommendations of Allison®, and both the original and extended warranties remain in effect.

## **Which fluids meet the TES-295 specification?**

Allison® transmission owners deserve a choice in transmission fluids that meet the TES-295 specification. The only oil on the market that is formally identified by Allison® as a TES-295 product is TranSynd® Automatic Transmission Fluid, which happens to be sold by Allison® in partnership with Castrol®. Competing lubricant companies seeking TES-295 approval are faced with formidable obstacles. Allison® has not made its stationary test stand available to the competition and has not established formalized field trial protocol, effectively locking outside companies out of the market and allowing Allison® to charge exorbitant prices for TranSynd®.

## **Is AMSOIL Torque-Drive™ identical to TranSynd®?**

AMSOIL set out to develop a product that matched TranSynd® as closely as possible. Because it is nearly impossible to exactly duplicate another lubricant, AMSOIL does not claim Torque-Drive™ is identical to TranSynd®. It is, however, based on the same type of chemical technology. Both fluids are PAO based, contain the same metals content and boosted additive systems and do not contain VI improvers. An infra-red scan shows no measurable differences between Torque-Drive™ and TranSynd®, and AMSOIL has full confidence marketing Torque-Drive™ for TES-295 applications and the extended drain intervals recommended by Allison®.

## **How will the use of Torque-Drive™ affect a consumer's warranty coverage?**

The Allison® ETC Warranty states that Allison® will only cover repairs in which the transmission had been operated

with TranSynd® or an equivalent fluid which meets the TES-295 specification. Because Torque-Drive™ is based on the same type of chemistry as TranSynd®, it is recommended as a direct replacement in all TES-295 applications. However, since Torque-Drive™ is not specifically designated by Allison® as a TES-295 product, AMSOIL offers a performance warranty that covers any lubricant-related failures. The performance of Torque-Drive™ is guaranteed, and customers can rest easy knowing they're covered.

Customers filing a warranty claim must show maintenance records to demonstrate that the vehicle has been maintained according to OEM or AMSOIL recommendations.

## **How does Torque-Drive™ compare to AMSOIL Automatic Transmission Fluid (ATF)?**

AMSOIL does not recommend switching applications currently running AMSOIL Automatic Transmission Fluid (ATF) to Torque-Drive™. Torque-Drive™ was introduced as a strategic marketing angle to capture a portion of the TES-295 market, and it was blended for the extended drain intervals recommended by Allison®. AMSOIL ATF is a more advanced product with universal applications.

## **Why should a customer use Torque-Drive™?**

- 1) Customers can safely extend drain intervals according to Allison® recommendations, saving lubricant expenses.
- 2) AMSOIL provides lubricant related warranty coverage.
- 3) Torque-Drive™ provides the same superior protection and performance as TranSynd® at a more affordable price.

## **What are the key performance benefits offered by Torque-Drive™?**

AMSOIL Torque-Drive™ provides superior performance and protection against thermal and oxidative degradation, sludge and varnish formation, viscosity shear down, cold temperature oil thickening, poor friction stability, high component wear and shortened oil life. Conventional oils require frequent changes and reduce the effective service life of transmissions. AMSOIL Torque-Drive™ extends lubricant life and provides protection superior to conventional ATF's.

## **Torque-Drive™ Promotional Literature**

### **Torque-Drive™ Data Bulletins**

G-1966 (25) data bulletins 2.80 U.S. 4.65 Can.

### **Torque-Drive™ Brochure**

G-1967 (1) brochure 0.80 U.S. 1.30 Can.

TORQUE-DRIVE PRICING							
Stock #	Pkg/Size	Wt.	Comm. Credits	U.S. Dealer/ P.C. Cost	U.S. Sugg. Ret.	Can. Dealer/ P.C. Cost	Can. Sugg. Ret.
ATD-1G	(1) gallon	7.8	16.90	23.65	32.65	38.05	52.25
ATD-04	(4) gallons	31.2	67.60	90.00	129.00	145.00	207.40
ATD-TP	(1) 2.5 gallon	19.1	37.50	56.50	78.00	91.10	125.00
ATD-05	(2) 2.5 gallons	38.2	75.00	107.50	154.00	173.50	248.00
ATD-16	16-gal. keg	128.8	218.00	336.00	447.00	542.00	721.00
ATD-30	30-gal. drum	237.5	360.00	600.00	798.00	968.00	1288.00
ATD-55	55-gal. drum	425.7	582.00	1059.00	1408.00	1709.00	2274.00
ATD-27	275-gal. tote	2053.5	2910.00	5245.00	7040.00	8495.00	11370.00



# Updated Policies Protect Dealers, Accounts and Customers

The following changes have been incorporated into the AMSOIL *Marketing Plan* (G-47A) and the *Commercial and Retail Marketing Procedures* (G-1097). These changes are necessary to ensure fairness among AMSOIL Dealers, clarity in Dealer responsibilities and professional service to AMSOIL customers and accounts. The revisions and additions are shown in highlighted print and can be referenced in the copies of the *Marketing Plan* and *Commercial and Retail Marketing Procedures* inserted in this *Action News*.

## MARKETING PLAN "POLICIES" (G-47A)

### 1. Front Cover, Paragraph 4 —

Policy before revision/addition: AMSOIL retains the right to the final interpretation and enforcement of all policies contained in this Sales Plan.

Policy after revision/addition: AMSOIL retains the right to **decide all matters regarding** interpretation and enforcement of all policies contained in this Sales Plan **and other AMSOIL publications. Any requests regarding special exceptions, enforcement of policies or Dealer disputes should be submitted in writing to the AMSOIL Review Committee.**

Purpose of revision/addition: To ensure adherence to all policies stated in all AMSOIL publications, and to inform Dealers that a central, permanent body exists to review, adjudicate and enforce all policy matters.

### 2. Page 4, Sales Policy Section, Item 5 —

Policy before revision/addition: AMSOIL has established minimum suggested retail prices, but Dealers may sell the products to individuals at prices they determine. However, if an AMSOIL Dealer sells products purchased through the Multi-Level Program to or through any company that would be or is qualified as a Commercial or Retail on-the-Shelf Account as described in the G-1097 Commercial and Retail Marketing Procedures, the selling price must be NOT LESS THAN the prices established on the current Commercial and Retail On-the-Shelf Program price lists. Violations will result in corrective Action which may include loss or Servicing Dealer of Dealer rights.

Policy after revision/addition: AMSOIL has established minimum suggested retail prices, but Dealers may sell the products to individuals at prices they determine. However, if an AMSOIL Dealer sells products purchased through the Multi-Level Program to or through any company that would be or is qualified as a Commercial or Retail on-the-Shelf Account as described in the G-1097 Commercial and Retail Marketing Procedures, the selling price must be NOT LESS THAN the prices established on the current Commercial and Retail On-the-Shelf Program price lists. **No Dealer may supply products either directly or indirectly to retail businesses with 12 or more retail establishments or to businesses to resell through the internet or retail catalogs.** Violations will result in corrective Action which may include loss of Servicing Dealer or Dealer rights.

Purpose of revision/addition: Large retail chain outlets and internet and catalog retailers are able to achieve distinct advantages over AMSOIL Dealers on a national level because of efficiencies in distribution and low margin flexibility. The large retailer limitations maintain the integrity of the Dealer network and ensure the viability of the independent multi-level business opportunity.

## COMMERCIAL AND RETAIL MARKETING PROCEDURES (G-1097)

### 1. Responsibilities Section, Item 4 —

Policy before revision/addition: Ensure that the Commercial/Retail Account is properly trained and informed of the policies and procedures of the Commercial/Retail programs.

Policy after revision/addition: Ensure that the Commercial/Retail Account is properly trained and informed of all the **terms, policies and procedures of the Commercial/Retail programs as outlined in the Marketing Plan, Commercial and Retail Marketing Procedures, How To Manuals, Price Lists and all other pertinent AMSOIL publications.**

Purpose of revision/addition: To ensure Dealers have a clear and complete understanding of their responsibilities in regard to servicing accounts. A clear, complete understanding negates conflicts associated with shipping issues, payment terms, return policies and other administrative functions.

### 2. Regulations Section, Item 7 —

New policy: **If an AMSOIL Dealer sells products purchased through the Multi-Level Program to or through any company that would be or is qualified as a Commercial or Retail On-the-Shelf Account, the selling price must be NOT LESS THAN the prices established in the current Commercial and Retail On-the-Shelf Program price lists. No Dealer may supply products, either directly or indirectly, to a retail business with more than 12 retail outlets or businesses that sell through the internet or retail catalogs.**

Purpose of new policy: To ensure a level playing field among all Dealers regardless of business volume and discount levels, to prevent a distortion of the intent of the Retail On-the-Shelf Program and to maintain AMSOIL Dealerships as the primary method of distributing AMSOIL products.

### 3. Regulations Section, Item 10 —

New policy: **AMSOIL retains the right to decide all matters regarding interpretation and enforcement of all policies outlined in the Marketing Plan, Commercial and Retail Marketing Procedures, How To Manuals, Price Lists and all other pertinent AMSOIL publications. Any requests regarding special exceptions, enforcement of policies or Dealer disputes should be submitted in writing to the Review Committee.**

Purpose of new policy: To ensure adherence to all policies stated in all AMSOIL publications, and to inform Dealers that a central, permanent body exists to review, adjudicate and enforce all policy matters.

### 4. Calculating Your Commission Section, Paragraph 5 —

Policy before revision/addition: Commission and commission credit percentages may vary on certain products and in circumstances where an AMSOIL Dealer requires special assistance from AMSOIL INC.

Policy after revision/addition: Commission and commission credit percentages may vary on certain products and in circumstances where an AMSOIL Dealer **or Retail/Commercial Account** requires special assistance from AMSOIL INC.

Purpose of revision/addition: To ensure that Dealers and accounts are aware that in situations where special services are required by AMSOIL INC. commissions may be adjusted.

# Growing Mobile Lube Market Offers Excellent Opportunity for AMSOIL Dealers

Mobile lube services offer onsite oil changes and other services for fleets and individuals. Every year *National Oil & Lube News* conducts its Mobile Lube Survey to determine patterns in advertising, operations and sales.

Although mobile lubes and quick lubes offer similar services, marketing methods and customers are quite different. Mobile lubes rely heavily on word-of-mouth advertising. In fact, 40 percent of mobile lube operators list it as their best form of advertising.

In addition to word-of-mouth advertising, effective marketing strategies are also important. "In this business you must find your customers, not the other way around," says Len Estevez, president of Lube N' Go Mobile Oil Change Company. "Marketing your business professionally by using telemarketers, informative brochures, flyers and visiting businesses face to face about your service is essential to becoming successful in this unique service business."

Unlike quick lubes and fixed lube sites which primarily service individual customers, the target customers for mobile lubes are fleets. Fixed lube sites report only 11 percent of their business comes from fleets, while mobile lube operators report 69 percent of their business comes from fleets.

"We have grown our customer base to include many of the city's leading corporations including Oklahoma Natural Gas, Blue Bell Creameries, Brinks Armored Car Service, Federal Express, Wells Fargo and Enterprise Rent-a-Car," says Bob Davis, owner of Tour de Lube in Oklahoma City, Okla. "We also maintain police, fire and ambulance units for several smaller cities as well as vending, courier and service companies."

Mobile lube operators offer convenience for both fleets and private individuals, and some operators focus primarily on serving individu-



als. "I am doing a larger percentage of private party than fleet," says Rod Beydler, owner of Rod's Mobile Lube in Hesperia, Calif. "I service cars and light trucks on a ramp trailer. It allows me to work just about anywhere – even parked on the side of the road. I do a lot of work at office complexes."

In order to increase their bottom lines, many mobile lubes are branching out and offering additional services. "New technology has introduced new services that can be performed onsite," explains Estevez. "For example, coolant flushes and transmission flushes can be performed on site and can be very profitable."

### Additional Services Offered by Mobile Lubes

Wiper blade replacement	91%
Air filter replacement	91%
Tire rotation/balancing	69%
Lightbulb replacement	67%
ATF fluid exchange	64%
Radiator/coolant	58%
Differential service	53%
Brake services	36%
Fuel injection cleaning	29%
Windshield repair	24%

Rising real estate costs and increased interest in contracting out fleet services means mobile lube businesses will continue to grow and prosper in the future. "The rising cost of real estate is contributing to entrepreneurs seeking a less expensive opportunity to break into the

quick lube business," says Estevez. "As businesses and the general public become educated about this service and how it can save them both time and money, you'll see more mobile lube operations across the country."

Survey results indicate that synthetic motor oils are popular in the mobile lube market, with 73 percent of operators offering them. AMSOIL already has a significant presence, registering as the third best-selling synthetic in the mobile lube market.

### Best Selling Synthetic Motor Oil for Mobile Lubes

1) Mobil 1	67%
2) Castrol	14%
<b>3) AMSOIL</b>	<b>10%</b>
4) Pennzoil	3%
Valvoline	3%
Citgo	3%

The growing mobile lube market offers excellent opportunity for AMSOIL Dealers. The AMSOIL XL-7500 Oil Change Program offers quick and mobile lube operators a higher profit potential, while offering customers superior protection and performance for extended drain intervals.

The G-250Q Quick Lube Fast Attack Pack provides all the materials necessary to register mobile and quick lube businesses as AMSOIL accounts.

<b>Stock #</b>	<b>U.S.</b>	<b>Can.</b>
G-250Q	5.00	8.15

# Dealer Meeting Series Continues in 2004

Enthusiasm for any cause or endeavor grows when people with like minds get together.

The Dealer Speaker Meeting Series of the past few years was such an endeavor, and it brought Dealers and Direct Jobbers together regionally across the country.

Coordinated by Direct Jobbers Mark and Sherree Schell of Idaho Falls, Idaho, the dinner meetings were aimed at bringing fresh ideas and confidence to Dealers through presentations made by Direct Jobbers who spoke as guests of a host Direct Jobber.

That program has evolved and expanded to an ambitious undertaking by a group of Direct Jobbers who have committed to giving day-long presentations in locations across the country.

"They are successful AMSOIL Dealers from all levels," said Mark Schell. His biggest role in the series is to coordinate where the speakers will go. The rest is up to the hosting Direct Jobber to get his people there, make arrangements for a meeting place, provide a list of local hotels or motels where visitors from a long distance can stay and generally coordinate their local event.

Direct Jobber Leonard Pearson was instrumental in the expansion of the program, Schell said. The group got together this past summer to hammer out the details of the program that includes several informational sessions throughout the day and concludes with a dinner and presentation.

"The most important thing a Dealer has to have is knowledge of their product," Schell said. "If they don't know anything they can't do anything."

In addition, the program is designed to energize Dealers with a sense of camaraderie and the knowledge they are not alone in working at their independent Dealerships. It shows them "it can be done," Schell said.

The program will give Dealers practical and technical information about the products, as well as teach them sales methods and marketing skills to different venues such as farm and fleet accounts, quick lubes or racing. Dealers will learn recruiting techniques and the value of networking from others who have become successful.

The presentations offered will be unique to each presenter and do not include material already offered by AMSOIL.

"AMSOIL has a lot of good information for Dealers and they can get that on their own," Schell said. This program is designed to offer fresh ideas, motivational success stories and foster a sense of "team spirit," Schell said. They end up working together to help each other build their businesses.

Stories are powerful sales tools, Schell said. His group has heard all of his, so he feels he has given them as much as he can. But, bringing in people with fresh stories of successes in sales, gaining accounts and recruiting new Dealers gives the group a boost and energizes them, he said.

The presenters also benefit from the meetings. They become more professional in their presentations. Creating a one-hour presentation takes a lot of time and energy, Schell said, and stretches Direct Jobbers in new directions which helps them grow.

"This is a challenge for these guys," Schell said. "They're stepping out of their comfort zone. I give them all a lot of credit for that. These volunteers have really stepped up to the plate. It's really the energy and effort of these Direct Jobbers. Everybody's come together to make this happen. It's going to get better with time."

The program fosters a stronger bond among other Dealers. They get an opportunity to see first-hand how others work their businesses and gain fresh insights and ideas for their own.

"In order to be brave you have to be young or confident," Schell said. "Presenters will become more confident and Dealers will develop more confidence themselves that they can build successful Dealerships."

Anyone interested in being part of the program should contact the host Dealer nearest them.



**2002 SPEAKER MEETINGS –**  
*Direct Jobber Leonard Pearson speaks at a dinner meeting in Idaho Falls, Idaho, sponsored by Direct Jobbers Mark and Sherree Schell.*

## DEALER SPEAKER MEETINGS

- January 10  
Meeting - 8 a.m. - Dinner 6:30 p.m.  
HOLIDAY INN DFW AIRPORT WEST  
3005 West Airport Freeway  
Bedford, Texas  
Room Rate \$69/night (Ask for AMSOIL meeting catering rate)  
Hosted by Direct Jobber Vic Sorlie  
(817) 283-9426  
honcho@synspeed.com  
Guest Direct Jobbers Bill McCarthy and Mark Schell  
Cost: \$60 per person with RSVP; \$65 at the door (seating is limited)
- January 24  
Meeting - 8 a.m. - Dinner 6:30 p.m.  
COMFORT INN & SUITES  
251 El Camino Real  
San Carlos, CA 94072  
Hosted by Direct Jobbers Chuck and Linda Evans  
(510) 657-0830  
evansdistrib@aol.com  
Guest Direct Jobbers Ray Peszko and Pat Grady  
Cost: \$35 per person with RSVP; \$45 at the door
- January 31  
Meeting - 8 a.m. - Dinner 6:30 p.m.  
RED LION INN  
475 River Parkway  
Idaho Falls, Idaho 83401  
(208) 523-8000  
Room Rate \$60/night double occupancy w/full breakfast  
Book with hotel three weeks in advance (AMSOIL group)  
Hosted by Direct Jobbers Mark and Sherree Schell  
(208) 524-0322  
amspeak@srv.net  
Guest Direct Jobbers Larry Chambless and Ed Greenwood  
Cost: \$50 per person, \$80 per couple minimum three days notice; \$60 per person, \$95 per couple at the door
- February 7  
Orlando, FL  
Contact Host Direct Jobbers  
George and Shirley Douglas, (407) 856-1564,  
george@oilhelp.com; or Dan and Judy Watson, (407)  
657-5969, dan@advancedlubetech.com for details.  
Guest Direct Jobbers Pat Grady and Bill Bernethy
- February 21  
Portland, OR  
Contact Host Direct Jobber Ed Greenwood,  
(503) 399-1092 for details.
- February 28  
Seattle, WA  
Contact Host Direct Jobbers Leonard and Eunice  
Pearson, (253) 939-8401 for details.

# Demand for Filters High in Light Duty Truck Market

Trucks represent over 50 percent of new vehicle sales in the United States. Once primarily used for heavy duty hauling and traveling tough terrain, trucks and SUVs have become the vehicles of choice on the nation's roads and freeways. They're used for commuting to work, grocery shopping and hauling the kids to Little League practice. And, of

course, trucks are still used for fishing trips, hauling lumber and exploring rural back roads.

In order to keep their investments running smoothly and efficiently, owners of expensive trucks and SUVs understand the importance of practicing good preventive maintenance, including proper lubrication and filtration. Sales figures show

AMSOIL Super Duty Oil Filter and AMSOIL Air Filter sales are primarily concentrated in the light duty truck market. This growing market presents AMSOIL Dealers with opportunities to increase their sales of both premium AMSOIL motor oils and filters, building their businesses while helping truck owners protect their investments.

## Top Selling AMSOIL and Hastings Filters *Third Quarter 2003*

### Top Selling AMSOIL Air Filters

Stock#	General Applications*
1) TS-123	99-03 GM truck \ SUV V6, V8 and turbo diesel applications
2) TS-118	99-03 Ford truck \ SUV 7.3L turbo diesel applications
3) TS-106	94-02 Dodge truck 5.9L turbo diesel applications
4) TS-115	93-03 Toyota truck \ SUV \ car popular engine applications
5) TS-31	80-96 GM truck \ SUV \ van \ car V8 applications
6) TS-74	82-03 Nissan truck \ SUV \ car; 90-03 Subaru applications
7) TS-29	94-03 Dodge truck \ SUV; 87-02 Jeep truck \ SUV applications
8) TS-189	2003 Dodge Truck 5.9L Cummins turbo diesel applications
9) TS-04	92-03 GM SUV \ Astro-Safari van \ Camaro V6, V8 applications
10) TS-08	94-97 GM popular full size models with V6 and V8 RWD

### Top Selling Hastings Air Filters

Stock#	General Applications*
1) AF-484**	95-03 Ford Motor Company truck \ van \ SUV and Mustang applications
2) AF-513**	96-02 GM truck \ SUV V8 and turbo diesel applications
3) AF-417	95-97 Ford Motor Company Ranger, 96-03 Windstar van applications
4) AF-439**	95-03 Ford Motor Company E Series vans with 7.3L turbo diesel
5) AF-1114	99-02 GM truck \ SUV cabin air filter
6) AF-307	94-03 Ford Motor Company Mustang, 98-02 Contour
7) AF-1125	99-03 GM full and mid size passenger cars
8) AF-981	90-03 Nissan trucks \ SUV with 2.4L engine applications
9) AF-1084	00-03 Ford Motor Company Focus
10) AF-1057	97-03 Ford Motor Company Expedition cabin air filter

\*General filter applications provided for reference only. For complete applications see the G-194 Automotive Filter Applications and Reference Guide.

\*\*AMSOIL Air Filter TS-191 replaces Hastings air filter AF-484 for popular Ford Motor Company truck, SUV and car applications. AMSOIL Air Filter TS-111 replaces Hastings air filter AF-513 for popular GM truck, SUV and car applications. AMSOIL Air Filter TS-126 replaces Hastings air filter AF-439 for 95-03 Ford Motor Company E Series vans with 7.3L turbo diesel applications.

### Top Selling AMSOIL Oil Filters

Stock#	General Applications*
1) SDF-42	91-03 Chrysler, 81-93 Alfa, 75-79 Ford Motor Company, 81-84 Renault, Allis Chalmers, Bolens, Case, Ford, Hesston, International, John Deere, New Holland, Oliver, Iveco, Volvo trucks, Oran, Toyota lift trucks
2) SDF-15	57-01 Ford Motor Company, 91-01 Mazda, 67-80 International, 75-96 Toyota
3) SDF-23	95-96 AM Gen, 80-03 GM, 88-00 Isuzu, 84 Jeep, GM light trucks
4) SDF-11	91-03 Ford Motor Company, 00-03 Mazda, Ford Motor Company lift trucks
5) SDF-29	80-84 AMC, 76-03 GM, 99-03 Daewoo, 89-01 Isuzu, 80-86 Jeep, 94-97 Saab, GM light trucks
6) SDF-34	02 Dodge, Jeep, 77-03 Ford Motor Company, 00-03 Jaguar, 94-03 Mazda, 83-92 VW, Oran Engines, Ranger pick-ups
7) SDF-57	94-95 Alfa, 80-92 BMW, 85-03 GM, 82-03 Chrysler, 81-03 Dodge, 89-97 Geo, 02 Jeep, 80-03 Saab, 91-03 Saturn, 86-01 Suzuki, 88-03 Toyota, Dakota pick-ups
8) SDF-24	60-85 GM cars and light trucks
9) SDF-20	91-01 Acura, 85-88 GM, 01-03 Chrysler, 91-03 Dodge, 88-95 Ford, 89-93 Geo, 90-01 Honda, 90-03 Hyundai, 86-92 Isuzu, 01-03 Kia, 76-79 Mazda, 88-03 Mitsubishi, 92-97 Subaru, Kubota and Yanmar
10) SDF-99	94-03 Ford light duty trucks with 7.3L turbo diesel, International T444E applications

### Top Selling Hastings Oil Filters

Stock#	General Applications*
1) LF-529	98-03 VW Beetle, 00-03 Golf \ GTI, 99-03 Jetta, 01 Passat
2) LF-483	97-03 Ford Motor Company, 01-03 Mazda
3) LF-509***	80-84 AMC, 76-03 GM, 99-03 Daewoo, 89-01 Isuzu, 80-86 Jeep, 94-97 Saab, GM light trucks
4) LF-523	01 Acura MDX, 00-01 TL, 02 Odyssey, 98 Galant, equipment with Isuzu, Kubota and Yanmar engines
5) LF-548	02-03 Cavalier, Alaro, Grand Am, Saturn
6) LF-517	80-83 Audi, 77-98 VW, Fendt Equipment, MAN, RVI trucks
7) LF-462	88-03 Acura automotive
8) LF-512	00-01 Cadillac Catera, 00-03 Saturn
9) LF-520	88-03 Land Rover, Ford equipment
10) LF-489	99-03 Oldsmobile Intrigue, 02 Aurora

\*\*\*AMSOIL SDF-59 replaces the Hastings LF-509.

### To find the right filter for your application:

- 1) Consult the *Oil & Air Filter Search* in the "Product Information" section of the AMSOIL corporate website at [www.amsoil.com](http://www.amsoil.com).
- 2) Consult the G-194 *Cross Reference and Automotive Applications Guide*, or for heavy duty applications, consult the G-1555 *Hastings Product and Heavy Duty Applications Guide*.
- 3) Call the AMSOIL toll free ordering line at 1-800-777-7094 Monday through Friday 7 a.m. to 5 p.m. CST for assistance.

# AMSOIL ATF Exceeds Latest General Motors DEXRON®-III Requirements

As automatic transmissions have become increasingly complex, the performance requirements of transmission fluids have increased. Reduced fluid sump volumes, continuously slipping torque converter clutches, six-speed transmissions and increased power densities significantly increase the level of stress put on a lubricant. In response, General Motors recently introduced a higher quality factory fill ATF, and in order to ensure their transmissions continue to receive adequate protection, they have upgraded their DEXRON®-III specification for service fill transmission fluids.

“If we look at the kinds of fluids that are being blended out in the marketplace some of them are a long way away in terms of performance from our current factory fill, because they are still based on blends that had been formulated a number of years earlier,” said GM Transmission Fluid Group Leader Roy Fewkes. “The objective of the DEXRON® specification is to make sure that GM customers, wherever they are in the world, have a fluid that is appropriate for their transmission. So there was a need for us to upgrade the specification in order to make sure that the service fill fluids in the market are more representative of the factory fill performance that the transmission has been designed for.”

To ensure protection for transmissions with reduced sump volumes and higher operating temperatures, the new DEXRON®-III specification requires a longer Oxidation Test. Fluids are now required to maintain performance for 450 hours, up from 300. GM expects the new oxidation requirements will be the most difficult for lubricant manufacturers to meet. In addition, DEXRON®-III calls for quicker de-aeration times to accommodate smaller sump volumes.



Because today’s transmissions must handle increased torque and transmit more power, thermal stability is crucial for DEXRON®-III fluids. The combination of higher operating temperatures and reduced oil volumes calls for fluids that can not only maintain performance at higher temperatures, but also for longer periods of time.

Electronically controlled converter clutches, implemented to improve transmission efficiency and fuel economy, are sensitive to the frictional properties of lubricants. Because friction modifiers are adversely affected by increased temperatures and fluid oxidation, GM introduced a new EC3 Low Speed Friction Test to ensure friction performance is maintained for as long as possible.

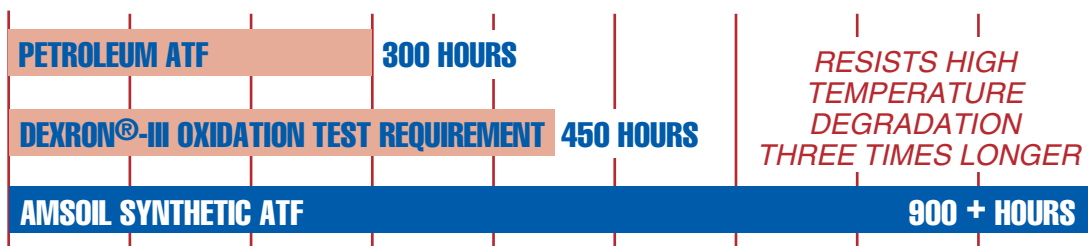
The increased quality standards of the new DEXRON®-III specification could signal the end of Group I base stock use in ATF formulations. “The basic additive performance will essentially remain the same and people will have to adjust formulation in order to get them past things like the Oxidation Test,” says Fewkes.

“But essentially what it [the new DEXRON®-III specification] is doing is driving the formulations away from Group I towards Group II base stocks.”

AMSOIL Synthetic Automatic Transmission Fluid (ATF) exceeds the requirements of the new DEXRON®-III transmission fluid specification. It resists thermal and oxidative degradation up to three times longer than conventional fluids and twice as long as the new 450-hour DEXRON®-III test requirement. It protects clutches, planetary gears, valves, pumps and seals from damaging sludge and varnish deposits and ensures cool, smooth transmission operation for intervals up to three times longer than recommended by the vehicle manufacturer.

## HIGH TEMPERATURE FLUID LIFE TESTS

*Tests Used Are GM'S THOT and Ford's ABOT Measuring TAN Increase*



AMSOIL Synthetic Automatic Transmission Fluid (ATF) resists thermal and oxidative degradation up to three times longer than conventional fluids and twice as long as the new 450-hour DEXRON®-III test requirement.

# "It's in the preparation."

## AMSOIL/Polaris/Scheuring Ready for Snocross



One of the many stops during testing to check the engine.

"It's all in the preparation," said Team Owner Steve Scheuring. Scheuring is attempting to forge a team with the strength and toughness of steel. The raw sleds arrived at Scheuring's foundry just a few short weeks before the first competition of the year, the Duluth National Snocross at Spirit Mountain in Duluth, Minn.

The sleds come in like pig iron, black and rough. Scheuring and the team take a blast furnace approach to preparation. Each sled is molded to team specs. The machines are stripped down, taken apart, re-assembled and taken to the track. After a few laps of aggressive testing by Eckstrom and Tate, Scheuring's mechanics descend on the sleds to go over the tach, telemetry, plugs and pipes. And that's just for starters. Often just a minor tweaking is made to the motor and it's back to the track. Sometimes the sleds are brought back indoors and torn down completely. The machines have to be perfect, honed and hard like steel.

The AMSOIL snocross team has long been considered the class act of the WSA. Scheuring has stood in the forefront of innovation. He was the first independent to incorporate a semi-tractor and trailer for the hauling of team sleds and equipment. He then built a high-tech race shop with an adjacent test track. Ratcheting up the bar again, Scheuring added snow-making equipment to the track. This improvement has been extraordinary for it puts AMSOIL riders on sleds and on snow weeks before the competition. While others are going to the far reaches of Canada to practice, Team AMSOIL is close to home where technical support and expertise are close at hand. Still, because of the 16- to 18-hour days, often Scheuring and the crew will rollout the bags and sleep on site.

Last season looked like everything was going to come together for the team. Eckstrom had earned two second places and a third place in the first handful of WSA events. At the ESPN Winter X- Games he captured a silver medal in snocross and fourth place in hillcross.

The bright outlook took a tragic turn when Eckstrom tore up his knee. His dreams of a WSA title were torn apart. Justin Tate then picked up where his fallen comrade left off. He reeled off a remarkable series of podium finishes in WSA, Indoor Snocross and Hillcross competitions. Tate capped his year by winning the Pro Stock title at the International Championships in Finland.

Due to retirements, injuries and attrition, the field is wide open for both the WSA Pro Open and Pro Stock classes. Polaris has made significant changes to the suspension and steering of its sleds for 2004. Tate and Eckstrom worked extremely hard on conditioning and strength in the off-season. Both rode motocross which honed their skill, but also left them a little battered. Tate in particular broke his shoulder, knee cap and wrist. All healed, Tate says the work put in and improvements made to the sleds make Team AMSOIL favorites to win it all. "With the momentum we had from last season and the changes in the level of competition, I'd say we are the next two dorks in line," he says with a wink. When asked if there is any added pressure Tate adds, "Naw, I can't think about that. It's back to the track."

In the heart of Minnesota's north woods, where evergreens touch an ice-blue sky and deep mines once churned out raw steel-making ore from the Iron Range, echoed the whine of powerful motors. The two-stroke engines' whirl splintered through the tall pines outside Scheuring Speed Sports headquarters in Aurora, Minn.

Closer inspection revealed Team AMSOIL snocross pilots Justin Tate and DJ Eckstrom circling lap after lap on the freshly made snow of Scheuring's test track. Up and down, first fast-then slow, stop and go, all reminiscent of some masochistic snow rollercoaster. But, it's very necessary, nay – mandatory when winning is the goal.

In pursuit of World Snowmobile Association titles, the two pro class WSA riders will ride countless laps, mile after mile, putting their new Polaris sleds through rigorous routines such as this. Let's call the test sessions "Secret Project X."



DJ Eckstrom puts his stripped down new Polaris through its paces.



Justin Tate turns a few fast laps.

### AMSOIL is "Official Two-Cycle Oil" Across the Board

AMSOIL is now recognized as the "First in Synthetics" by every major snocross racing association in the U.S. and Canada. The last agreement has been signed making AMSOIL the "Official Oil" of the World Snowmobile Association, Rock Maple Racing, Big East Snocross Tour, Indoor Super Snocross and Canadian Snowmobile Racing Association.

From the Colorado Rockies to Ontario's Rainbow Region, AMSOIL leads the way in two-cycle motor oil performance.



## **S.O.D. TEAM AS GOOD AS G.O.L.D.**



Tom Miller puts 20 years of racing and 30 years of AMSOIL to the test.

This "Rookie of the Year" is no rookie at all. Tom Miller has been racing for over 20 years. In fact, this is his third "Rookie" award. He has championships, too. This Fruitport, Mich. driver has driven to victory in sprint and stock cars. He's a veteran racer. He's seen and tried many motor oils in his cars. Miller made the change to AMSOIL synthetic motor oil and he's not about to switch back.

Miller was approached by AMSOIL Direct Jobber John Breen of Grandville, Mich. early in the 2003 season about the race car. Miller was racing the Michigan Sprints on Dirt or S.O.D. series. Breen suggested AMSOIL Super Heavy Weight SAE 60 Racing Oil for the alcohol-fueled car. Miller says, "After one week there was an increase in oil pressure, a decrease in engine temperature and a noticeable increase in engine response." The team went on to finish the series 15th in a field of 75 cars. "After inspection of the AMSOIL Racing Oil it was apparent it did its job as the alcohol separated from the oil and evaporated out. This was not happening with the conventional oil."

The team hauler is showing the results of the addition of AMSOIL 20W-50 Synthetic High Performance Motor Oil. Miller says the fuel economy has been noticeable. "Our team is impressed with the improvements," says Miller. "Especially impressive is the fact that the AMSOIL Super Heavy Weight SAE 60 Racing Oil is specially formulated for alcohol burning cars . . . and it works!"

## **Father and Son Prove AMSOIL Value On and Off the Track**



Cory Crawford shows he and AMSOIL are number one.

Cory Crawford puts everything into his motocross racing. He finished the season with a broken collar bone. It didn't end his season. Cory rode with the pain. Corey's father, AMSOIL Dealer Jerry Crawford of Kalispell, Mont., puts only the best lubricants in the bike. It's the team's gain.

Racing in Montana is always interesting, says Corey's mother Donna. The weather is unpredictable. The terrain is unpredictable. The racing is unpredictable. The only thing predictable is the unparalleled quality of AMSOIL 2-Cycle Oil.

Corey finished the year by taking home the first place trophy at a fall event in Polson, Mont. Jerry was a winner, too. Of the season he said, "We set up our AMSOIL booth at the races. At the beginning of the year many people weren't familiar with AMSOIL.

The name is more recognized now and we continue to convert more people to synthetic oils."



Jerry Crawford sets up shop trackside.

## **Hurricane Warning**



Scott Adema celebrates a win at New Smyrna Speedway.

There's a hurricane warning for Florida. Race teams are on alert. Hurricanes are calmness wrapped in a fury and that apply describes Scott Adema and Hurricane Racing. This team can bring it. Adema has battled in open-wheel modifieds and now wreaks havoc in sprints.

AMSOIL Direct Jobber Elmer Goyette of Naples, Fla. sponsors the Hurricane Racing team and calls it, "a first class operation." Adema was ranked third in points on the Tampa Bay Area Racing Association before an accident curtailed plans for a championship run. His first career sprint win came at New Smyrna Speedway. "Scott's win was like David beating Goliath," recalls Scott's father Jerry. Adema blew around the track at 164 mph and into victory lane.

Adema may not go buck for buck with million-dollar programs, but there's gold in his engine. When Hurricane Racing comes to town it's time to board up the windows and move to higher ground. Adema is about to blow in.



## T-1 CERTIFICATION MEETINGS

### UTAH

- January - Every Friday
- February - 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

- January 15 - Thursday
- February 19 - Thursday
- Meeting - 7 p.m.

**STANLEO'S SUB VILLA**  
Governor's Drive  
Huntsville, AL  
Hosted by Direct Jobbers Cliff Goehring & Gerry Gotvaldn (256) 337-0376

- January 15 - Thursday
- February 19 - Thursday
- Meeting - 7 p.m.

**BOWMAN RESIDENCE**  
1330 Frank Marshall Rd.  
Ozark, AL 36360  
Hosted by Direct Jobbers E. L. "Al" & Mildred Bowman (334) 774-3344

### ALASKA

- January 15 - Thursday
- February 19 - Thursday
- Meeting - 7 p.m.

**PHILLIPS INTERNATIONAL INN**  
5121 Arctic Blvd.  
Anchorage, AK 99507  
Hosted by Dealer Don Nusbaum (907) 563-2274 Call for reservations

- January 6, 20 - Tuesday
- February 3, 17 - Tuesday
- Meeting - 7 p.m.

**STATEN RESIDENCE**  
2949 Sunflower Street  
Anchorage, AK 99508  
Hosted by Premiere Direct Jobber Melda Staten (907) 333-0124  
Call for reservations

### ARIZONA

- January 20 - Tuesday
- February 17 - Tuesday
- Optional no-host dinner - 5:30 p.m.
- Meeting - 6:30 p.m.

**FIREHOUSE RESTAURANT**  
1639 E. Apache Boulevard  
Tempe, AZ 85281  
Hosted by Executive Direct Jobber Dick Nudo and Dealer Jim Brewer RSVP (602) 996-7181 Dick (480) 968-4922 Jim

### ARKANSAS

- January 8 - Thursday
- February 12 - Thursday
- Meeting - 6:30 p.m.

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

- January 14 - Wednesday
- February 11 - Wednesday
- Meeting - 7 p.m.

**PASTERNAK RESIDENCE**  
217 CR 472  
Jonesboro, AR 72404  
Hosted by Direct Jobbers David and Brenda Pasterniak (870) 933-8376

### CALIFORNIA

- January - Every Thursday
- February - Every Thursday
- Meeting - 6:30 p.m.

**STRAWBERRY VILLAGE SHOPPING CENTER**  
Mill Valley, CA  
Hosted by Dealer Doug Storms 800-793-5301

- January 7 - Wednesday
- February 4 - Wednesday
- Meeting - 7 p.m.

**MCCOOL RESIDENCE**  
2210 Coddling Drive  
Modesto, CA 95350  
Hosted by Direct Dealer Bill McCool (209) 577-0174

- January 27 - Tuesday
- February 24 - Tuesday
- Meeting - 7 p.m.

**EVANS RESIDENCE**  
40728 Sundale Drive  
Fremont, CA 94538  
Hosted by Direct Jobbers Chuck and Linda Evans (510) 659-4078

- January 13 - Tuesday
- February 10 - Tuesday
- Meeting - 6:30 p.m.

**DENNY'S RESTAURANT**  
740 W. 2nd St.  
San Bernardino, CA 94401  
Hosted by Dealers Richard and Delores Nichol (909) 862-1252

- January 6 - Tuesday
- February 3 - Tuesday
- Meeting - 7 p.m.

**CARROW'S RESTAURANT**  
19011 Bloomfield Ave.  
Cerritos, CA  
Dealer Dave Gumpertz (562) 212-3709  
Dave@Lubes4U.com

- January 20 - Tuesday
- February 17 - Tuesday
- Meeting - 7 p.m.
- Downline and Guests FREE,  
Out of line - \$5

**LUDWICK RESIDENCE**  
6015 Hughes Street  
San Diego, CA 92115  
Hosted by Direct Dealer Craig Ludwick R.S.V.P. (619) 583-5218

### COLORADO

- January 15 - Thursday
- February 19 - Thursday
- Meeting - 7:30 p.m.

**AMSOIL HOUSE**  
4316 Ridgecrest Drive  
Colorado Springs, CO 80918  
Hosted by Executive Direct Jobber Ida Gray (719) 598-5115

### CONNECTICUT

None Scheduled

### DELAWARE

- January 10 - Saturday
- February 14 - Saturday
- Meetings at Noon
- Call for reservations

**BLUE DIAMOND PARK**  
765 Hamburg Road  
New Castle, DE 19720  
Hosted by Direct Dealer Greg King (302) 345-4350 Guests Welcome

### DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

- January 6 - Tuesday
- February 3 - Tuesday
- Meeting - 7 p.m.
- Call in advance

**TOM & MONY'S RESTAURANT**  
4757 S. Orange Ave.  
Orlando, FL 32806  
Hosted by Regency Platinum Direct Jobbers George & Shirley Douglas (407) 856-1564 Call ahead for details, directions and RSVP

- January 15 - Thursday
- February 19 - Thursday
- Meeting - 7 p.m.

**AMSOIL DISTRIBUTION CENTER**  
3724 Silver Star Road  
Orlando, FL 32808  
Hosted by Regency Gold Direct Jobbers Dan and Judy Watson (407) 657-5969

- January 6 - Tuesday
- February 3 - Tuesday
- Dinner/Social - 6 p.m.
- order from menu
- Meeting - 7 p.m.

**SAFFRON'S RESTAURANT**  
1700 Park Street North  
St. Petersburg, FL, 33710  
Hosted by Executive Direct Jobbers John and Shirley Alquist (272) 545-8547  
alquistproducts@hotmail.com  
www.tell-it-well.com  
All are welcome. Call to confirm space available appreciated but not mandatory

### GEORGIA

- January - No Meeting Scheduled
- February 5 - Thursday
- Meeting - 7 p.m.

**DIRKSEN RESIDENCE**  
1905 Queens Road  
Albany, GA 31707  
Hosted by Master Direct Jobber Sherry Dirksen (229) 436-5532  
Potluck, everyone brings a dish

### HAWAII

None Scheduled

### IDAHO

- January 3 - Saturday
- February 7 - Saturday
- Meeting - 12 - 3 p.m.

**SHELL RESIDENCE**  
2000 W. Broadway  
Idaho Falls, ID  
Hosted by \*\*\*Regency Platinum Direct Jobbers Mark & Sherree Schell  
Reservations: (208) 524-0322 RSVP

- January 13 - Tuesday
- February 10 - Tuesday
- Meeting - 7:30-9:30 p.m.

**MCGUFFEY RESIDENCE**  
23446 Freezeout Road  
Caldwell, ID, 83605  
Hosted by Executive Direct Jobbers Charles and Connie McGuffey  
RSVP: (208) 455-2581

### ILLINOIS

- January 13 - Tuesday
- February 10 - Tuesday
- Meeting - 7:30 p.m.

**BAUER RESIDENCE**  
111 Woodland Trail  
Anna, IL 62906-3904  
Hosted by Direct Dealers Norm and Barb Bauer (618) 833-3228

- January 17 - Saturday
- February 21 - Saturday
- Meeting - 10 a.m.

**LINDLAND SALES OFFICE**  
1421 Winnemac Avenue  
Unit I  
Chicago, IL 60640  
Hosted by Direct Jobbers Rlenert and Diana Lindland (773) 271-5678

### INDIANA

- January 7, 21 - Wednesday
- February 4, 18 - Wednesday
- Meeting - 7:30 p.m.

**RENTOWN SHOP**  
1533 Rentown Rd.  
Bremen, IN  
Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

### IOWA

- January 6 - Tuesday
- February 3 - Tuesday
- Meeting - 7 p.m.

**SORTER RESIDENCE**  
2629 340th Avenue  
Teril, Iowa 51364  
Hosted by Dealers David and Melissa Sorter (712) 853-6293

### KANSAS

- January - No Meeting Scheduled
- February 5 - Thursday
- Meeting - 6:30 - 8 p.m.

**WICHITA PRODUCT CENTER**  
3800 West 29TH St. South,  
Ste. 5  
Wichita, KS 67217  
Hosted by Regency Gold Direct Jobbers Tom and Sheila Shalin(316)-733-0002

### KENTUCKY

- January 8 - Thursday
- February 5 - Thursday
- Meeting - 7:30 p.m.

Hosted by Executive Direct Jobbers Al and Ann Kelly (859) 879-0728 or e-mail: bestoil@alltel.net  
Call for location, directions and RSVP

### LOUISIANA

- January 6 - Tuesday
- February 3 - Tuesday
- Meeting - 6 p.m.

**AUTTONBERRY RESIDENCE**  
2520 Swiss Street  
W. Monroe, LA 71291  
Hosted by Dealer Ellis Auttonberry (318) 396-4348

### MAINE

None Scheduled

### MARYLAND

- January 28 - Wednesday
- February 25 - Wednesday
- 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

- January 16 - Friday
- February 20 - 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

- January 16 - Friday
- February 20 - Friday
- Meeting - 7 p.m.

**GRONER RESIDENCE**  
9208 Todd Avenue  
Fort Howard, MD 21052  
Hosted by Account Direct Harvey Groner (410) 477-8255

- January 1 - Thursday
- February 5 - 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

- January 16 - Friday
- February 20 - Friday
- Meeting - 7:30 p.m.

**AL SMITH AUTOMOTIVE**  
3228 E Joppa Road  
Baltimore, MD 21234  
Hosted by Premiere Direct Jobber Al Smith (410) 882-9696  
Ale@SynLubes.com  
Reservations Required

### MASSACHUSETTS

None Scheduled

### MICHIGAN

- January 21 - Wednesday
- February 18 - Wednesday
- Meeting - 7 p.m. (Opportunity)
- Meeting - 7:30 p.m. (Dealer training)

**MUGRIDGE RESIDENCE**  
6640 State Road  
Lapeport, MI 48059  
Hosted by Direct Jobbers Barry and Cathy Muiridge (877) 446-2671  
Call for information and scheduling or visit the web at www.pro-oil-1.com

- January 19 - Monday
- February 16 - Monday
- Meeting - 7 p.m. (info)
- Meeting - 8 p.m. (opportunity)

**KIRBY RESIDENCE**  
644 Shady Maple Drive  
Wixom, MI 48393  
Hosted by Regency Silver Direct Jobber Tom Kirby (248) 669-9093  
Refreshments served, RSVP Required

- January 5 - Monday
- February 2 - Monday
- Meeting - 7 p.m. (info)
- Meeting - 8 p.m. (opportunity)

**ELLIS RESIDENCE**  
61653 Miriam Drive  
Washington, MI 48094  
Hosted by Regency Gold Direct Jobber Mike Ellis  
RSVP at (810) 781-5092 or (810) 918-1578

- January 5 - Monday
- February 2 - Monday
- Meeting - 7 p.m. (info)
- Meeting - 8 p.m. (opportunity)

**RABE RESIDENCE**  
9338 Rawsonville Road  
Belleville, MI 48111  
Hosted by Dealer Dale Rabe  
RSVP at (734) 461-9577 or 355-9747

### MINNESOTA

- January 15 - Thursday
- February 19 - Thursday
- Meeting - 7 p.m.

**SCHMIT RESIDENCE**  
932 38th Ave. No.  
St. Cloud, MN 56301  
Hosted by \*\*\*Regency Platinum Direct Jobbers Ray & Arlene Schmit (318) 251-4861

- January 15 - Thursday
- February 19 - Thursday
- Meeting - 7 p.m.

**MEYER RESIDENCE**  
800 2nd Street  
Cleveland, MN 56017  
Hosted by Executive Direct Jobbers Charles & Donna Meyer (507) 931-3875

- January 8 - Thursday
- February 12 - Thursday
- Meeting - 7:30 p.m.

**STAVE RESIDENCE**  
44 Crow River Dr.  
Elk River, MN 55330  
Hosted by Dealer Ordell Stave (612) 241-5267

### MISSISSIPPI

- January 6, 20 Tuesday
- February 3, 17 Tuesday
- Meeting - 11 a.m.

**OLE BILOXI EATERY**  
240 Eisenhower Drive  
Biloxi, MS 39531  
Hosted by Dealer Jim Day (228) 388-4325  
RSVP/Guests Welcome  
jwdandy@bellsouth.net

### MISSOURI

- January 27 - Tuesday
- February 24 - Tuesday
- Meeting - 7 p.m.

**REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER**  
711 East Miller Road  
Republic, MO  
Hosted by Dealer Jim Barnes  
Call for directions.  
(417) 732-2553

### MONTANA

None Scheduled

### NEBRASKA

None Scheduled

### NEVADA

- January 8 - Thursday
- February 12 - Thursday
- Meeting - 6:30 - 8 p.m.

**AMSOIL PRODUCT CENTER**  
4545 N. Lamb Blvd., Suite. D  
Las Vegas, NV  
Hosted by Executive Direct Jobber Bob Kaytes and Regency Platinum Direct Jobber Shirley Green (702) 362-4492

### NEW HAMPSHIRE

None Scheduled

### NEW JERSEY

- January 13, 27 - Tuesday
- February 10, 24 - Tuesday
- Meeting - 7 p.m.

**SEDA-MORALES RESIDENCE**  
54 Woodland Ave.  
Mullica Hill, New Jersey 08062  
Hosted by Premiere Direct Jobber Ben Seda-Morales (856) 478-6732, cell; (856) 371-1880, home.  
Please RSVP

### NEW MEXICO

- January 27 - Tuesday
- February 17 - Tuesday
- Meeting - 7:30 p.m.

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



## NEW YORK

• January 21 - Wednesday  
• February 18 - Wednesday  
Meeting - 7 p.m.  
**O'BRIEN RESIDENCE**  
436 Mosely Road  
Fairport, NY 14450  
Hosted by Dealer Gerry O'Brien  
(716) 223-8016  
Call ahead to reserve a seat

• January 6 - Tuesday  
• February 3 - Tuesday  
Meeting - 7 p.m.  
**LOTTITO RESIDENCE**  
89 Owl Creek Road  
Spencer, NY 14883  
Hosted by Master Direct Jobber  
Peter Lottito (607) 589-4148  
Call ahead to reserve space and confirm  
location or e-mail lubedealerny@aol.com

• January 8 - Thursday  
• February 12 - 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

• January 21 - Wednesday  
• February 18 - Wednesday  
Meeting - 7:30 p.m.  
**SYRACUSE AREA**  
Call ahead for specific  
location  
Hosted by Direct Jobber Peter Finnerty  
(315) 682-9791

• January 21 - Wednesday  
• February 18 - Wednesday  
Meeting - 7:30 p.m.  
**NEWARK, NY  
LOCATION**  
Call ahead for location  
Hosted by Dealer Brad Timerson  
(315) 331-7110

## NORTH CAROLINA

• January 8 - Thursday  
• February 12 - Thursday  
Meeting - 7 p.m.  
**KAZAN RESIDENCE**  
9200 Lake Wheeler Road  
Fuquay-Varina, NC 27526  
Hosted by Account Directs  
Eric & Donna Kazan  
(919) 772-9569 Guests welcome  
Non-downline \$2.00

• January 8 - Thursday  
• February 12 - 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.

• January 8 - Thursday  
• February 12 - 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

• January 13 - Tuesday  
• February 10 - Tuesday  
Meeting - 7 p.m.  
**CLEVELAND RESIDENCE**  
224 Campbell Place  
Jacksonville, NC 28546  
Hosted by Dealers  
George & Nancy Cleveland  
(910) 346-3866  
Call first - All Dealers welcome

## NORTH DAKOTA

• January 6 - Tuesday  
• February 3 - Tuesday  
Meeting - 7:30 p.m.  
**EVANSON RESIDENCE**  
725 10th Ave. W.  
West Fargo, ND 58078  
Hosted by Direct Jobbers  
Skip and Anna Evanson  
(701) 281-1906  
skipsuperlube@msn.com

## OHIO

• January - Every Wednesday  
• February - Every Wednesday  
Meeting - 6 p.m. (training)  
Meeting - 8 p.m. (opportunity)  
**FABIJANIC RESIDENCE**  
561 Loomis Avenue  
Cuyahoga Fall, OH 44221  
Hosted by Dealers  
Paul & Coralie Fabijanic  
(216) 928-8863 or 800-874-4827 RSVP

• January 10 - Saturday  
• February 14 - Saturday  
Meeting - 1 - 4 p.m.  
**BREDA RESIDENCE**  
850 Remsen Road  
Medina, OH 44256  
Hosted by Dealer Dennis Breda  
(330) 239-3146

• January 4 - Sunday  
• February 8 - Sunday  
Meeting - 1 p.m.  
**MERRITT RESIDENCE**  
650 State Route 131  
Fayetteville, OH 45118  
Hosted by Dealers Gordon and Sara  
Merritt  
(937) 288-2568

• January 26 - Monday  
• February 23 - Monday  
Meeting - 11 a.m.  
**PENA RESIDENCE**  
2933 West U.S. 20  
Gibsonburg, OH 43431  
Hosted by Premiere Direct Jobbers  
Luis and Sharon Pena  
Please RSVP to:  
(419) 349-3451 or (419) 297-3451

## OKLAHOMA

• January 3 - Saturday  
• February 7 - Saturday  
Meeting - 9 - 11 a.m.  
**GOLDEN CORRAL**  
9711 E. 71 Street  
Tulsa, OK  
Hosted by Regency Gold Direct Jobber  
Patrick Grady (918) 258-6979 \*Pat

• January 8 - Thursday  
• February 12 - Thursday  
Meeting - 7 - 8:30 p.m.  
Please call for location and  
reservations for you and  
your guests.  
Hosted by Dealers  
Richard and Brenda Coats  
(918) 225-5722

• January 8 - Thursday  
• February 12 - Thursday  
Meeting - 7 - 8:30 p.m.  
**GOLDIE'S**  
2005 E. 21st Street  
Tulsa, OK 74114  
Hosted by Direct Jobber Kevin Alexander  
(918) 342-9537  
Call first to confirm space for you and  
your guests

• January 8 - Thursday  
• February 12 - Thursday  
Meeting - 10 a.m.  
**GRADY RESIDENCE**  
2612 W. Galveston Road  
Broken Arrow, OK 74012  
Hosted by Regency Gold Direct Jobber  
Patrick Grady and  
Direct Jobber Kevin Alexander  
(918) 258-6979 RSVP  
kevin@nordam.com

## OREGON

• January 15 - Thursday  
• February 19 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 - 9 p.m.  
**SWEETBRIER INN**  
7125 SW Nyberg Road  
Tualatin, OR 97062  
Hosted by Master Direct Jobber  
Ed Greenwood (800) 722-1092  
Call first to confirm space for you and  
your guests

• January 1 - Thursday  
• February 5 - Thursday  
Meeting - 7 p.m.  
**HOFFMAN RESIDENCE**  
7025 SE 22nd Avenue  
Portland, OR 97202  
Hosted by Dealer Dan Hoffman  
(503) 236-2579 All are welcome

## PENNSYLVANIA

• January 19 - Monday  
• February 16 - Monday  
Meeting - 7 p.m.  
**HALLOCK ENTERPRISE  
STORE**  
5 Main Street  
Bradford, PA  
Hosted by Premiere Direct Jobber  
Joseph M. Hallock (814) 368-8625  
T-1 training also available.

## RHODE ISLAND

None Scheduled

## SOUTH CAROLINA

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

**GEORGE KERR and  
ASSOCIATES**  
Northgate Building  
5861 Rivers Avenue, Suite 107  
N. Charleston, SC 29406  
Hosted by Dealer George Kerr  
(843) 747-8200

• January - Variable Meetings  
• February - Variable Meetings  
Call for meeting time, date  
**SPRADLEY RESIDENCE**  
117 Winston Circle  
Pelion, SC 29123  
Hosted by Direct Jobbers  
Jim & Vicki Spradley (803) 894-4618

• January - First Tuesday  
• February - First Tuesday  
Meeting - 7 p.m.  
**DENNY'S RESTAURANT**  
2521 Wade Hampton  
Boulevard  
Greenville, SC 29615  
Hosted by Direct Jobber Loel D. Handley  
R.S.V.P (864) 989-0753  
amsoldealerloel@aol.com

## SOUTH DAKOTA

None Scheduled

## TENNESSEE

• January 20 - Tuesday  
• February 17 - Tuesday  
Meeting 7 p.m. (info)  
8 p.m. (opportunity)  
**DW WILSON CENTER**  
Tullahoma, TN  
Hosted by Dealer Nelson Gill  
(931) 393-2601

## TEXAS

• January 6 - Tuesday  
• February 3 - Tuesday  
Meeting - 7 p.m.  
**MECHANICAL  
EXCELLENCE, INC.**  
1223 Crestdell Drive  
Duncanville, TX 75137  
Hosted by Dealers  
Harrold and Nancy Andresen  
(972) 709-5391

• January 20 - Tuesday  
• February 17 - Tuesday  
Meeting - 7 p.m.  
**WARD RESIDENCE**  
310 S. Grove Road  
Richardson, TX 75081  
Hosted by Premiere Direct Jobbers  
Ronald & Sandra Ward  
(972) 231-0773  
e-mail: oilmandj@comcast.com

## UTAH

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

• January - Every Friday  
• February - 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 2 - Monday  
Introduction to AMSOIL, History,  
Demonstrations, Products  
• February 3 - Tuesday  
Dealer Meeting  
• February 7 - Saturday  
Dealer Meeting  
Saturday meetings: 10 a.m. - noon;  
Monday meetings 7:30 - 9:15 p.m.;  
Tuesday meetings 7 - 9:15 p.m.  
**REID RESIDENCE**  
14600 Cornwall Lane  
Chester, VA 23836  
Hosted by Regency Gold Direct Jobbers  
Gerry & Patricia Reid and Premiere  
Direct Jobbers David and Rebecca Reid  
For all meetings, please call  
(804) 530-1400 to reserve space;  
(804) 530-0179 Fax  
synthoil@comcast.net

• January 12, 26 - Monday  
• February 9, 23 - Monday  
Meeting - 7:30 p.m.

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

• January 12 - Monday  
• February 9 - Monday  
Meeting - 7 p.m.  
**GRAVITTE RESIDENCE**  
1042 Merganser Circle  
Gloucester, VA  
Hosted by Premiere Direct Jobbers  
Cliff & Dee Gravitte (804) 694-0221

• January 6 - Tuesday  
• February 3 - Tuesday  
Meeting - 7:30 p.m.  
**PEŠZKO RESIDENCE**  
4503 Southampton Arch  
Portsmouth, VA 23703  
Hosted by Regency Silver Direct Jobbers  
Raymond & Karen Peszko  
(757) 484-9491

• January 13 - Tuesday - "How to Use  
the Commercial-Retail Program"  
• February 10 - Tuesday - "How to  
Administrate Your Business"  
Optional dinner - 6 p.m.  
Meeting - 7 p.m.  
**DAYS INN RESTAURANT**  
5500 Williamsburg Road  
Sandston, VA  
Hosted by Account Directs Roger Riggle  
and Mel Piggras  
(804) 737-4874 or (804) 737-9231

## WASHINGTON

• January 19 - Monday  
• February 16 - Monday  
Meeting - 6:30 p.m.  
**GASPER'S LUBE SERVICE  
CENTER & WAREHOUSE**  
3325 Meridian Avenue East  
Edgewood, WA 98371  
Hosted by Executive Direct Jobbers  
Cliff and Lorna Gasper  
(253) 864-7618, or (877) 633-7618  
Everyone Welcome

• January 13 - Tuesday  
• February 10 - Tuesday  
Meeting - 7:30 p.m.  
**STOUGARD RESIDENCE**  
22907 Prairie Road  
Sedro Woolley, WA 98284  
Hosted by Premiere Direct Jobbers  
Mary & Charlotte Stougar  
(360) 856-1641 Guests Welcome

• January 8 - Thursday  
• February 12 - Thursday  
Meeting - 7 p.m.  
**WALSH RESIDENCE**  
2220 South Castle Way  
Lynnwood, WA 98036  
Hosted by Master Direct Jobbers  
Tom and Shirley Walsh  
(425) 483-2582  
T-1 certification classes available by  
appointment with pre-paid registration.

• January 8 - Thursday  
• February 12 - Thursday  
Meeting - 7 p.m.  
**POODLE DOG  
RESTAURANT**  
1522 54th Avenue East  
Fife, WA 98424  
Hosted by \*Regency Platinum Direct  
Jobbers Leonard & Eunice Pearson  
(253) 939-8401 Guests Welcome!

• December 9 - Tuesday  
• January 13 - Tuesday  
Meeting - 7 p.m.  
**PRUKOP RESIDENCE**  
10306 86th Avenue East  
Puyallup, WA 98373  
Hosted by Direct Jobbers  
Raymond & Patsy Prukop  
(253) 845-9755 / 800-267-6450  
Everyone Welcome!

• January 10 - Saturday  
• February 14 - Saturday  
Meeting - 9 a.m. - noon  
**AMSOIL (SYNLUBE) STORE**  
2424 North Monroe  
Avenue  
Spokane, WA 99205  
Hosted by Premiere Direct Jobber  
Jack Whitehill and Training Dealer  
Tom Bennett (509) 324-3588  
Everyone Welcome. No charge

• January 27 - Tuesday  
• February 24 - Tuesday  
Meeting - 7:30 p.m.  
**SAMUELSON RESIDENCE**  
610 E. 20th Street  
Vancouver, WA 98663

Hosted by Direct Jobber  
Sammy Samuelson (360) 699-5257  
1-877-5W30-011  
(1-877-593-0645)  
Discussion on product application and  
oil analysis  
All are welcome! Please RSVP

## WEST VIRGINIA

None Scheduled

## WISCONSIN

• January 15 - Thursday  
• February 19 - 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

• January 8 - Thursday  
• February 12 - 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

• January 8 - Thursday  
• February 12 - Thursday  
Meeting - 7 p.m.  
**PABST RESIDENCE**  
650 Larcum Street  
Hammond, WI 54015  
Hosted by Regency Direct Jobber  
Lynn Pabst  
(715) 796-5441 Guests welcome.

## WYOMING

None Scheduled

## INTERNATIONAL

### ALBERTA

None Scheduled

### BRITISH COLUMBIA

• January 16 - Friday  
• February 20 - Friday  
Meeting - 7 p.m.  
**CROSS ROADS  
RESTAURANT**  
1821 Sumas Way  
Abbotsford, B.C., Canada  
Hosted by Direct Jobber Zain Krikau and  
Dealer George Epp (604) 826-8966  
All welcome.

### MANITOBA

None Scheduled

### NEW BRUNSWICK

• January 19 - Monday  
• February 16 - Monday  
Meeting - 7:30 p.m.  
**McLAUGHLIN RESIDENCE**  
9 Pinder Road  
Riverview, NB E1B 3Z2  
Hosted by Direct Jobber Wayne  
McLaughlin and Dealer Wendell Steeves  
(506) 386-2896/(506) 387-3197  
Everyone Welcome

### NEWFOUNDLAND

### NOVA SCOTIA

None Scheduled

### ONTARIO

• January 22 - Thursday  
• February 26 - Thursday  
Meeting - 6 - 8 p.m.  
**AMSOIL DISTRIBUTION  
CENTER**  
6625 Tomken Road  
Units 12-14  
Mississauga, ON L5T-2C2  
Hosted by Premiere Direct Jobber  
Rob Hilditch and local Dealers  
(905) 564-7770

### PRINCE EDWARD ISLAND

### PUERTO RICO

### QUEBEC

### SASKATCHEWAN

### NEW ZEALAND

None Scheduled

# AMSOIL CENTERLINES ...and updates

## JANUARY CLOSE OUT

The last day to process January orders in the U.S. and Canada is the close of business on Friday, January 30. The last day to process January orders in Alaska and Puerto Rico is the close of business on Saturday, January 24. The last day to process January orders in New Zealand is the close of business on Friday, January 23. Volume transfers for January business will be accepted until 3 p.m. CST on Friday, February 6.

## HEAVY DUTY METAL PROTECTOR

A heavy-duty spray lubricant fortified with special rust and corrosion inhibitors. It penetrates and adheres to metal surfaces, leaving a dry, long-lasting wax-like protective coating. Ideal for motorcycle, bicycle and ATV chains. Also works well as an under-coat, preventing rust and eliminating squeaks.



\*\* Cannot be shipped via air freight or parcel post.

Stock #	Pkg/Size	U.S. Dealer/ PC Cost
AMH-SC**	(1) 16-oz. can	4.05
AMH-16**	(12) 16-oz. cans	46.20

Stock #	Pkg/Size	U.S. Dealer/ PC Cost
CMH-SC**	(1) 473 ml. can	6.35
CMH-12**	(12) 473 ml. cans	72.60

## ORLANDO DISTRIBUTION CENTER

The Orlando Distribution Center will be open for business at its new location on February 2, 2004. The phone number (407-296-4060) remains unchanged. The new address is as follows:

3071 North Orange Blossom Trail  
Unit K  
Orlando, FL 32804

## AMSOIL BUSINESS CARDS

Adjusted pricing on AMSOIL Business Cards will be effective February 1, 2004. Pricing shown in U.S. funds.

G-9A	200 cards	\$11.00
G-9B	400 cards	\$16.00
G-9C	1,000 cards	\$30.00

## HOLIDAY CLOSINGS

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

## AMSOIL ADVERTISING

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

### January & February 2004 Display Advertisements

<i>NOLN</i>	Jan. '04	(805) 796-2577
<i>Snow Goer</i>	Jan. '04	(805) 667-4325
<i>Sno-X</i>	Jan. '04	(763) 595-0808
<i>Coast to Coast</i>	Jan. '04	(805) 667-4100
<i>Wisconsin Snowmobile News</i>	Jan. '04	(800) 380-3767
<i>Illinois Snowmobiler</i>	Jan. '04	(800) 380-3767
<i>Michigan Snowmobile News</i>	Jan. '04	(800) 380-3767
<i>Iowa Snowmobiler</i>	Jan. '04	(800) 380-3767
<i>Snow Tech</i>	Jan./Feb. '04	(320) 763-5411
<i>NOLN</i>	Feb. '04	(805) 796-2577

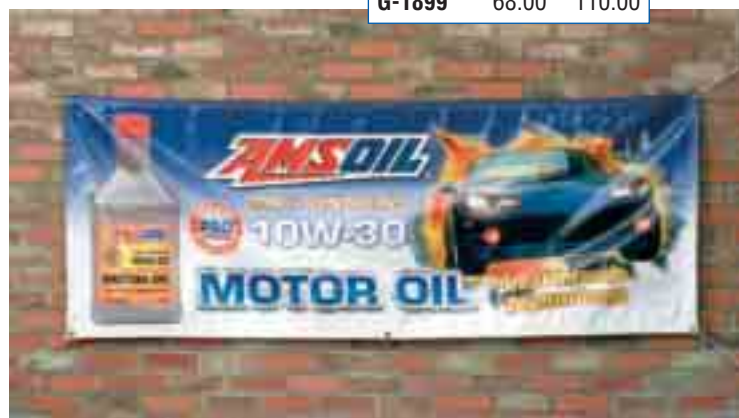
### Catalog Showcase Advertisements

<i>JP</i>	Jan. '04	(323) 782-2000
<i>Custom Rodder</i>	Jan. '04	(714) 939-2400
<i>GM High-Tech Perf.</i>	Jan. '04	(714) 939-2400
<i>JP</i>	Feb. '04	(323) 782-2000

## AMSOIL 10W-30 BANNER

The 7<sup>1</sup>/<sub>4</sub>' x 2<sup>3</sup>/<sub>4</sub>' AMSOIL 10W-30 Banner showcases bold new carton design, including "Genuine PAO Formulated Synthetic" badge. Ideal for both indoor and outdoor use. Includes four metal grommets and tie ropes for attachment.

Stock #	U.S.	Can
<b>G-1899</b>	68.00	110.00



# SAVE 25% WHILE SUPPLIES LAST

**Effective January 1, 2004, take advantage of 25% savings on 30th Anniversary Collectables and the AMSOIL Winter Race Jacket.**

## ANNIVERSARY PLASTIC BAGS

13 1/2" x 15" heavy duty, double wall shopping bags display the AMSOIL 30th Anniversary logo on both sides and feature a die-cut handle.



Stock #		U.S.	Can
G-1870	5 bags	<del>2.00</del> 1.50	<del>3.25</del> 2.50



## ANNIVERSARY CLOCK

The ideal gift or desk accessory, this stylish, sophisticated and solid 30th Anniversary Artisan Clock (3"x2.5"x1") from Leed's is constructed of heavy matte silver over alloy graphite. The AMSOIL 30th Anniversary is commemorated with a tasteful laser engraving on the face of the clock.

Stock #		U.S.	Can
G-1888		<del>20.00</del> 15.00	<del>32.50</del> 24.50



## ANNIVERSARY WATCHES

Matching men's and women's watches feature AMSOIL 30th Anniversary logo captured on a 3-D custom medallion watch face and protected behind a scratch-resistant mineral glass crystal. Premiere quartz movement and adjustable stainless steel bracelets. Packaged in a reusable round gift box.

Stock #		U.S.	Can
G-1886	Men's Watch	<del>35.00</del> 26.25	<del>56.75</del> 42.75
G-1887	Women's Watch	<del>35.00</del> 26.25	<del>56.75</del> 42.75

## ANNIVERSARY CAP

White six-panel cap proudly displays AMSOIL 30th Anniversary logo and includes pre-formed visor with patriotic flag peak and buckle closure.



Stock #		U.S.	Can
G-1889		<del>12.00</del> 9.00	<del>19.25</del> 14.50

## ANNIVERSARY LAPEL PIN

The AMSOIL 30th Anniversary logo is custom die struck, color-filled and hand polished into this striking lapel pin. A convenient, easy-to-wear remembrance.



Stock #		U.S.	Can
G-1892		<del>3.75</del> 2.80	<del>6.00</del> 4.50

## ANNIVERSARY STORYBOOK CRYSTAL

Limited Edition AMSOIL 30th Anniversary Storybook Crystal Glasses powerfully, poignantly and permanently tell the AMSOIL story in a set of four beautifully etched crystal glasses. Glasses and corresponding story are incorporated into a hardbound storybook presentation box. Each 14-oz. glass features its own unique design with the AMSOIL 30th Anniversary logo etched on the back.



Stock #		U.S.	Can
G-1850		<del>69.00</del> 51.75	<del>112.50</del> 85.00

## ANNIVERSARY SHIRTS

Limited Edition AMSOIL 30th Anniversary Shirts, designed by Vantage Custom Classics, feature full-color AMSOIL 30th Anniversary logo and 100 percent mercerized cotton for a silky, soft and refined fashion look. Men's style with navy color and coordinating women's style with scoop neck and hemmed bottom. Sizes S-XXL.



### Men's Shirt

Stock #	Size	U.S.	Can
G-1875	S	<del>44.95</del> 33.75	<del>72.50</del> 54.75
G-1876	M	<del>44.95</del> 33.75	<del>72.50</del> 54.75
G-1877	L	<del>44.95</del> 33.75	<del>72.50</del> 54.75
G-1878	XL	<del>44.95</del> 33.75	<del>72.50</del> 54.75
G-1879	XXL	<del>46.95</del> 35.25	<del>75.75</del> 57.25

### Women's Shirt

Stock #	Size	U.S.	Can
G-1880	S	<del>39.95</del> 30.00	<del>64.50</del> 48.75
G-1881	M	<del>39.95</del> 30.00	<del>64.50</del> 48.75
G-1882	L	<del>39.95</del> 30.00	<del>64.50</del> 48.75
G-1883	XL	<del>39.95</del> 30.00	<del>64.50</del> 48.75
G-1884	XXL	<del>41.95</del> 31.50	<del>67.75</del> 51.00

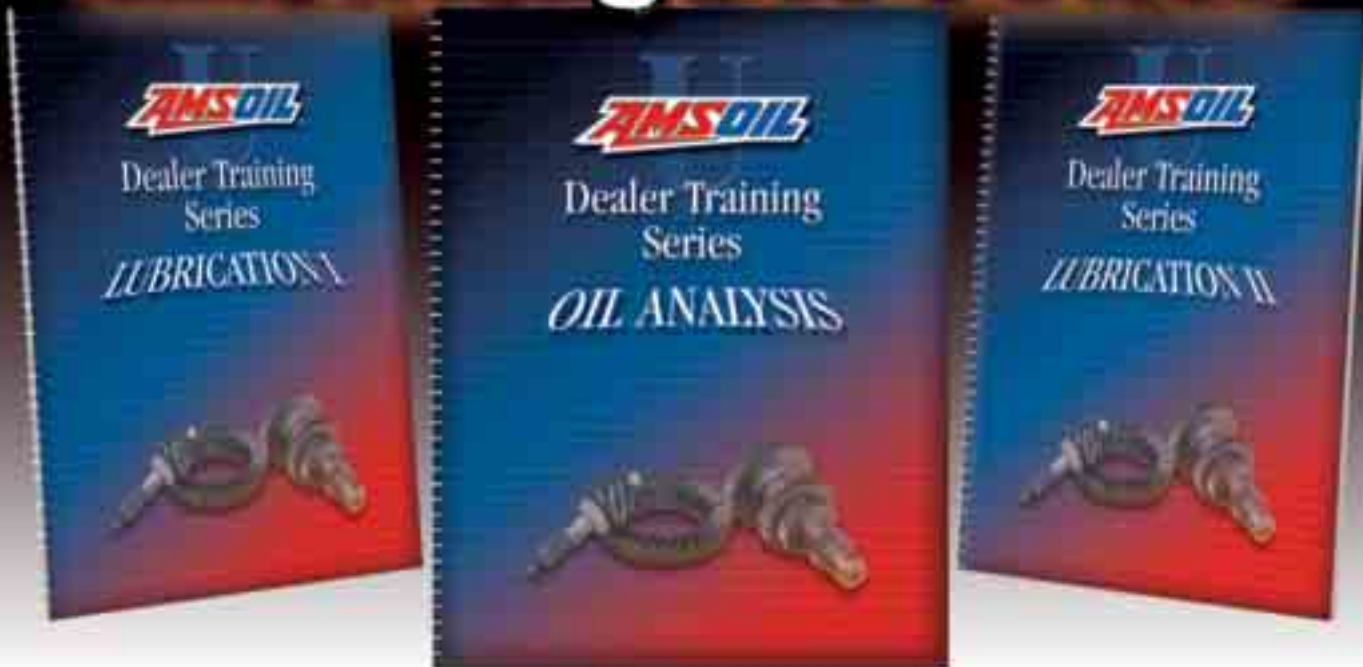
## WINTER RACE JACKET

Exceptional quality and warmth highlight the AMSOIL Winter Race Jacket, modeled after the official Team AMSOIL snocross race jackets. Includes cozy fleece lining, four exterior zippered products, two interior pockets and a belted waist for extra warmth and style. Available in Large only.



Stock #	Size	U.S.	Can
G-1880	L	<del>189.00</del> 142.00	<del>305.00</del> 231.00

# Knowledge Is Power



The newest addition to the Dealer Training Series, *Oil Analysis*, examines the technical aspects of used lubricant analysis and explains the science behind an analysis program. This module also covers the cost-effectiveness of oil analysis and highlights the benefits Dealers can use to broaden their services and expand their earning potential. The Oil Analysis Program also serves as a tool for Dealers meetings and sales presentations.

**Oil Analysis Includes:**

- **CD-ROM with Microsoft Powerpoint™ Reader**
- **Easy to follow workbook**
- **Special appendix with charts, graphs and glossary of terminology**

G-Number	Title		U.S. Price	Canadian Price
G-1861	Lubrication I		\$19.95	\$32.50
G-1862	Lubrication II		\$19.95	\$32.50
G-1866	Oil Analysis	Now Available	\$19.95	\$32.50



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



**CHANGE SERVICE REQUESTED**  
 Published 12 times annually

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



JANUARY 2004  
 PRINTED IN USA

