

# AMSOIL

## ACTION NEWS

© AMSOIL INC 2006

*The First in Synthetics*

JANUARY 2006

# Reformulated AMSOIL European Car Formula

Now For  
Volkswagen  
505.01



*Inside*  
Updated Price List

## From the President's Desk...



Happy New Year! As we begin the new year, I want to celebrate our success during the past year in this message. 2005 was a banner year for AMSOIL and our Dealers. It included the introduction of many excellent new products, a few improvements to existing products, some mutually advantageous new business relationships with new suppliers, and the formation of a new Regional Sales Manager team that began holding regional sales meetings for our Dealers and their prospects.

It also saw the entry of Mobil into the automotive extended oil drain market with three new oils that come very close to copying our drain recommendations. While some were concerned about this new competition, I was not. As a matter of fact, I found the fact that a huge company like Exxon Mobil was copying our concept of extending automotive drain intervals to be flattering. Once again, AMSOIL was the first and still leads the way!

This new competition has not hurt our sales one bit. On the contrary, Mobil has added credibility to what we've been doing and saying for over thirty years. It shows we've been right all along, despite the numerous industry "experts" who have been openly critical of our performance claims over the years. You don't hear much from those people today! If they don't accept the superior performance of synthetic lubricants today, they must have blinders on.

Let's review the new products we've introduced during the past year, starting with our totally reformulated Synthetic Marine Gear Lube. This product was improved to meet the specifications of basically all outboard and sterndrive manufacturers. It provides excep-

tional lubrication and protection against wear, even with up to 10 percent water contamination!

We also introduced a new additive, Slip-Lock, that eliminates gear housing chatter in differentials. This special purpose additive quiets the noise made by some differentials when they turn sharply or are locking. Also added to our product line were two new synthetic manual transmission lubes that fill specific needs in both manual synchromesh transmissions and transaxles.

Our new Motorcycle Oils have taken the industry by storm and are now some of our best sellers. We recently published a motorcycle oil white paper (G-2156) that reports on the results of a wide range of tests on twenty-eight motorcycle oils, including our oils. The report is a no-holds-barred look at which oils performed best (and worst) in a battery of tests. We let the chips fall where they may and reported every test result whether or not our products got the most favorable results. We're confident readers will recognize the overall superiority of our oils. As AMSOIL Dealers, I know you will find this white paper very interesting!

Also new for 2005 are our two new synthetic 4-stroke marine oils. The marine market is huge and it certainly is no secret that 4-stroke marine outboards are rapidly growing in popularity. These new lubricants expand your opportunity into the marine markets, allowing you to sell high performance, shear stable synthetic lubricants that are specifically formulated for 4-stroke marine applications.

Our most recent new product introductions were the Ea Air Filters and Ea Oil Filters. These high performance filters are the perfect complement to your oil sales. Our new Ea Air Filters have a guaranteed 4-year or 100,000-mile service life. Our new Ea Oil Filters are guaranteed for 25,000 miles. Both are highly effective, long life products that deliver superior performance over any other automotive oil or air filters. You now have the best oils and the best filters to offer your customers, and that's a fact!

2005 saw AMSOIL being mentioned in more magazines, having a greater presence at more race tracks, and being promoted with more advertising than ever before. We are recognized as being innovators in the lubrication and filtration marketplace. We earned that reputation by being first with many new products and concepts over the years, many of which were considered radical when we introduced them but are now mainstream.

Yes, the AMSOIL opportunity became even better in 2005. And it will continue to get better in the years ahead.

Finally, I don't enjoy having to tell you about the need to increase our prices, but once again I have no choice. Rather than go into detail about all the price increases we have been experiencing lately, let me just say quite honestly, we would never raise our prices unless it was absolutely necessary. For our sake and ultimately for yours, we have no choice.

Of course you know that higher prices for our products result in increased earnings for you. And your products are still great values at the new prices.

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

# DEALERS IN ACTION!

## AMSOIL Gives Racer the Winning Edge

AMSOIL Dealer Patrick Fountain of Swanton, Ohio, credits AMSOIL products for his first motocross championship.

"Thanks to AMSOIL I have finally clinched a championship after 25 years of racing," said Fountain.

Fountain races his 1999 Kawasaki KX 250 in the 45 plus veteran class at his local motocross track. Fountain has converted everything to AMSOIL, and is having success on and off the track.

"I use AMSOIL 5W-30 Motor Oil, AMSOIL Automatic Transmission Fluid, AMSOIL Gear Lube and BriteSide Rain Clear in my 2000 Toyota 4Runner," said Fountain. "I use DOMINATOR, Series 2000 Octane Boost and Racing Grease and Shock Therapy in both ends of my bike. I also use MPHD and AMSOIL Motorcycle Oil."

Fountain has been a Dealer since April of 2005. He now converts friends and competitors to AMSOIL on a regular basis.

"Some people buy AMSOIL from me because I deliver it to them, but most buy it because they can see the difference in the performance of my bike," said Fountain.



*Patrick Fountain on his AMSOIL-powered bike.*

## 25 Years Without an Oil Change

In October 1980, Dealer David Berger of Vienna, W. Va., bought a 1944 Farmall M all-fuel tractor. The tractor was made to start using gasoline, but after the engine is warmed up it could be switched to a cheaper burning fuel such as kerosene.

"My fear was that the internal part of the engine on this tractor was full of sludge," said Berger.

Berger drained the oil and added AMSOIL 10W-30/SAE 30 Heavy Duty Diesel Oil. A year later, he added an AMSOIL Bypass filter hoping it would help clean up the engine.

"This tractor was used regularly on my father's part-time farm," said Berger.

They used the tractor to pull logs and stuck vehicles, and eventually attached a six-foot rototiller brush hog and a grader blade. Berger used the cheapest gasoline he could find for the tractor.

"The last couple of years I have been using drip gas and the tractor has presented us with very few main-



tenance problems," said Berger.

Once, when travelling at the tractor's top speed of 22 mph, a tappit broke off the rocker arm and Berger had to limp the tractor about 12 miles back to the farm.

"When I took the valve cover off I expected to see globs of oil residue," said Berger.

Instead he could see where the AMSOIL was cleaning away the old globs of residue in the engine. Berger said he changes the oil fil-

ters once in a while, but never the oil. He also said that he adds a quart of oil every two years.

Berger's Farmall isn't as active as it once was, but it still does plenty around the farm.

"The old M has a carryall attached to the hitch and performs odd jobs, but still pulls some logs and stuck vehicles," said Berger. "Another tractor has taken over the mowing duties and has now gone 15 years without an oil change using AMSOIL 10W-30/SAE 30 Heavy Duty Diesel Oil."

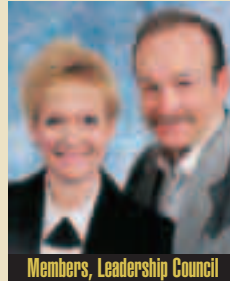
# MONTHLY LE



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



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



**Members, Leadership Council**  
**Mark and Sherree Schell**  
Idaho  
★★Regency Platinum Direct  
Jobbers  
Third—Total Organization  
Third—Personal Group Sales  
Fifth—New Qualified Dealers  
and Accounts



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



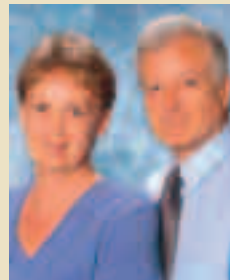
**Members, Leadership Council**  
**George and Shirley Douglas**  
Florida  
★Regency Platinum Direct  
Jobbers  
Fifth—Total Organization  
Seventh—Personal Group  
Sales



**Members, Leadership Council**  
**Gerry and Patricia Reid**  
Virginia  
Regency Platinum Direct  
Jobbers  
Ninth—Total Organization  
Fifth—Personal Group Sales



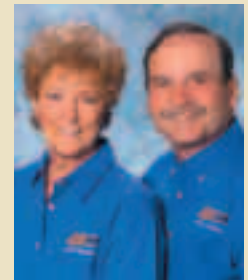
**Michael H. Ellis**  
Michigan  
Regency Platinum Direct  
Jobber  
Tenth—Total Organization  
Eighth—Personal Group  
Sales  
**FIRST**—Commercial and  
Retail Marketing



**Ray and Kathy Yaeger**  
Wisconsin  
Regency Gold Direct Jobbers  
Tenth—Personal Group  
Sales  
Second—Commercial and  
Retail Marketing



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



**Luis and Sharon Pena**  
Ohio  
Executive Direct Jobbers  
Fifth—Commercial and  
Retail Marketing



**Jerry and Mary Criswell**  
Texas  
Direct Jobbers  
Ninth—Commercial and  
Retail Marketing



**Thomas R. Weiss**  
North Dakota  
Direct Jobber  
Tenth—Commercial and  
Retail Marketing



**Daniel Mueller**  
Wisconsin  
Premiere Direct Jobber  
**FIRST**—New Qualified  
Dealers and Accounts



**Ches H. Cain**  
Texas  
Regency Direct Jobber  
Fourth—New Qualified  
Dealers and Accounts



**Scott T. Swendson**  
Wisconsin  
Executive Direct Jobber  
Seventh—New Qualified  
Dealers and Accounts

# ADERS

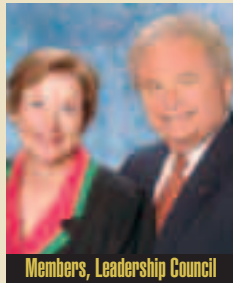
October  
2005

# HALL OF FAME

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



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



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



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



**Shirley Green,**  
Regency Platinum



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



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



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



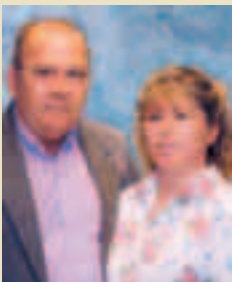
**David G. Douglas**  
*Michigan*  
Direct Jobber  
*Eighth—Commercial and Retail Marketing*



**Harold and Marcile Hartman,**  
Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



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



**Michael and Eileen Kaufman**  
*Michigan*  
Regency Silver Direct Jobbers  
*Ninth—New Qualified Dealers and Accounts*



**Greg Landuyt**  
*Indiana*  
Executive Direct Jobber  
*Tenth—New Qualified Dealers and Accounts*



**Ora Mae Boardman,**  
★Regency Platinum



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

# HIGHER LEVELS OF

## ★★★★REGENCY PLATINUM DIRECT JOBBER



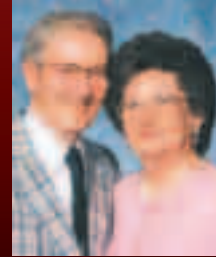
Dave M. Mann, Michigan

## ★REGENCY PLATINUM DIRECT JOBBERS



Daniel & Judy Watson  
Florida

## REGENCY GOLD DIRECT JOBBERS



Wallace & Katherine Hillman  
Virginia

## PREMIERE DIRECT JOBBERS



Curtis K. Brilz  
California



Tracey Dean  
Texas

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

**Harold & Margaret Frizzell, Georgia** Sponsors: Keith & Betty Hartman

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

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

**Parany Vijay, Ontario** Sponsor: Robert E. Riley

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

**Bret & Carrie Boster, Washington** Sponsors:  
Thomas & Naomi Schena

**Michael W. Boyd Sr., Oregon** Sponsor: Jack L. Adams

**Joseph & Cecilia Davis, Ohio** Sponsors: Floid & Jo-Anne Parker

**Fred & Barbara Mace, Virginia**

Sponsors: Raymond & Karen Peszko

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

**Buddy L. Edwards, Louisiana** Sponsor: Renate M. Goehring

**George & Ellen Murray, Pennsylvania**

Sponsors: Debra & Astor Lee Howell

**Dave Nolf, Pennsylvania** Sponsor: R.J. Bishop

**John & Gabriel Reed, Kentucky** Sponsors: Randy & Shari Howard

**Jason & Sheila Swofford, Washington**

Sponsor: Howard E. Swofford Jr.

**Fred D. Thompson, Pennsylvania**

Sponsors: Larry and Pauline McIntyre

**Sam Wright, Maine** Sponsor: John S. Achramowicz

# RECOGNITION

October 2005

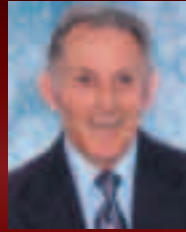
## NEW DIRECT JOBBERS



**David A. Carney**  
*Pennsylvania*  
Sponsor: Beckie Krantz  
Direct Jobbers: Donald & Joyce Nichols



**Michael Ford**  
*Minnesota*  
Sponsor: Phillip C. Anderson  
Direct Jobbers: Mylo & Patty Twingstrom



**Bob Kuntz**  
*Colorado*  
Sponsors:  
Del & Betty Karlstum  
Direct Jobbers:  
Del & Betty Karlstum



**Kristian & Melissa Swensson**  
*Minnesota*  
Sponsor: Dave Roeder  
Direct Jobber: Dave Roeder

## NEW DIRECT DEALERS



**Jean-Francois Guertin**  
*Quebec*  
Sponsor: Yvon Boucher  
Direct Jobber: Yvon Boucher



**Dave & Sherry Martin**  
*West Virginia*  
Sponsor: Eugene L. Underwood  
Direct Jobber:  
Samuel A. Zicafoose

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

**Hamilton & Lee Ann Ashley**, *Kentucky* Sponsors: David & Rebecca Reid  
**Eric D. Bailey**, *Georgia* Sponsors: Jerry & Peggy Holcomb  
**James D. Burruss**, *Michigan* Sponsors: Gerard & Susan Schulz  
**Dwayne Ford**, *California* Sponsor: Mark A. Wendtland  
**Guido Giovannini**, *Texas* Sponsor: Dorsett Wilson  
**David Harding**, *Oklahoma* Sponsors: Al & Betty Novotny  
**David & Beverly Macderment**, *Florida* Sponsors: Thomas & Sheila Shalin  
**Robert Mielke**, *Washington* Sponsor: Larry Collins  
**Chad & Gayle Montgomery**, *Wisconsin* Sponsors: William & Sue Lewis  
**Max J. Pace**, *South Carolina* Sponsors: Loel & Karen Handley  
**Peter & Mary Petersen**, *Illinois* Sponsors: Allan & Joelene Loew  
**Joe L. Portinga**, *Minnesota* Sponsor: Steven Hanson  
**F. Towers & Claire Rice**, *South Carolina* Sponsors: Larry & Kathryn Chambless  
**Steven J. Roffers**, *Wisconsin* Sponsor: Tom A. Roffers  
**Gordon Ross**, *Pennsylvania* Sponsors: Ronald & Bette Gibson  
**John & Phyllis Roth**, *Ohio* Sponsor: Merv Nolt  
**Donald Speers**, *Alberta* Sponsor: Roger B. Silcox  
**Alison Voyda**, *Minnesota* Sponsors: Mylo & Patty Twingstrom  
**Jim Warren**, *Florida* Sponsor: Thomas Ladner  
**Mike A. Williams**, *Virginia* Sponsors: Raymond & Karen Peszko  
**John M. Wolff**, *Minnesota* Sponsor: Eric W. Dalgaard

# Determine the Cause of Piston Failure

Among the possible reasons for engine problems is piston failure. It's important for Dealers to understand all of the issues surrounding piston failure should they or one of their customers encounter an engine problem that involves a failed piston.

Finding the reason for engine problems is essential in order to prevent future breakdowns. According to Bill Mirth, North American heavy-duty sales manager with the FP Diesel brand of Federal-Mogul Corp., if a piston is found to be at fault, it is critical to find out what caused the piston to fail.

"It's important to understand that very few pistons actually fail," says Mirth. "In truth, they are damaged by a faulty operating environment. These conditions commonly include lack of lubrication, abnormal combustion, the presence of debris within the engine, clearance issues that lead to physical contact between the piston and another part and operational issues such as over-revving (sic) or overloading the engine or improper shut-down."

The life of a piston is directly related to its environment. "As a result, virtually all situations resulting in damage to a piston can be traced to an issue unrelated to the construction and quality of the piston itself," says Mirth. "In other words, the worst thing a technician can do is simply assume the piston was at fault and

ignore the actual cause of the damage. In that case, he's just throwing parts at the problem, which invariably leads to additional issues."

Jay Wagner, heavy-duty brand manager with Clevite Engine Parts, cites fueling problems as another cause of piston failure. "If the engine injection system is delivering the wrong amount of fuel, at the wrong time or for the wrong duration and with a poor spray pattern, this can result in excessive heat, erosion or a washing of the cylinder walls with fuel," explains Wagner.

In order to prevent heat build-up that can lead to piston damage, it is important the correct level of lubrication reaches the piston at the skirt and piston pin. Wagner advises technicians to examine piston oilers. "Many of these are very delicate in relationship to other parts of the engine and are bumped easily, resulting in either a broken or improperly directed oiler," he says.

Contamination wreaks havoc on pistons, too. Water contamination causes erosion and fuel and lubricant dilution. "Contamination can be water, fuel, particulates from the air intake or foreign objects," says Wagner. "Particulates can wear the ring lands, resulting in increased oil consumption. Foreign matter can be anything including nuts, bolts, valve train or turbocharger parts, and much of the time foreign matter in the combustion chamber is the result of another component failing."

**Piston failure can usually be attributed to its operating environment.**





Scuffing and scoring are the results of contaminants entering the air intake or lubrication system, eventually leading to piston seizure. If a technician suspects an abnormal level of scuffing is taking place, he should begin inspecting the following: engine coolant temperature; engine oil temperature, level and grade; oil pump; cylinder liner surface finish; piston ring pack design; cylinder pressures and temperatures; piston and ring clearance in the cylinder; incorrect combustion; injector overspray and fuel sulfur content. According to Wagner, a malfunctioning cooling system can sometimes be blamed for piston failure as well.

It is helpful to know the conditions under which the affected vehicle has been operated. "It's important to know the specific conditions under which the parts were damaged," says Mirth. "The technician can ask his customer some questions that will help in the overall process of diagnosing the failure and then repairing it."

"The driver has to be aware of changes in the operation of the engine," says Wagner. "This can include fluctuations in oil pressure, higher than normal operating temperatures, unusual noises and any change in fuel and oil consumption. After speaking with his customer about the problems the vehicle was experiencing, the technician then needs to ensure that proper repair procedures are addressed."

Pistons should be inspected for cracks in the bowl due to heat stress, cracks on the surface area of the wrist pin bore and wear in the piston ring grooves.

"A detonation-related issue will be fairly obvious because of the damage to the head of the piston," says Mirth. "For example, the results of lubricant starvation will be evident on the walls of the cylinder or liner as well as on the piston skirt.

"A shattered piston crown may be an indication of a clearance issue, meaning the piston may have made contact with a valve. A fracture around the piston pin bore might indicate that the pin was installed improperly, which then caused it to seize."

Piston failure usually leaves a vehicle unable to be driven. If the failure is caught and addressed early, repair can often be limited to simply replacing the piston and sleeve. However, catching the problem early is difficult.

"There always is a great deal of debris deposited in the engine so a complete flushing is required in any case," says Wagner. "There are many things on an engine that can operate marginally, but pistons are not one of them. From the time the driver or technician realizes there is a problem until the vehicle no longer can be driven can be measured in seconds."

According to Mirth, repeated engine failure can often be attributed to improper installation of parts or use of the wrong replacement parts. If visual differences can be seen between the old part and the new part, the supplier should be consulted to be sure it's correct.

The installation requirements in the engine manufacturer's service manual should be followed closely to ensure maximum component performance and durability.

AMSOIL synthetic motor oils provide superior wear protection for pistons and other wear-sensitive engine components, keeping engines running at top performance for extended drain intervals.



Recommended For  
 VW 505.01  
 MB 229.51

# European Motor Oil Reformulated to Meet Stringent New Specifications

European vehicle manufacturers demand more stringent motor oil specifications than their American counterparts, recommending high quality lubricants capable of providing maximum protection and performance for extended drain intervals. Recently, Volkswagen and Audi introduced turbo direct injection (TDI) technology in a number of vehicles, including the Volkswagen Jetta, Passat, Golf and Beetle models and the Audi A3, A4, A6 and A8 models. In order to ensure adequate protection for these new engines, the manufacturers specify motor oils meeting the VW 505.01 specification.

Many new European vehicles require low sulfate ash motor oils capable of providing long-term protection of emission control systems. The latest European low sulfate ash diesel oil specification, ACEA C3-04, and the latest Mercedes-Benz 229.31 and 229.51 and BMW LL-04 specifications require low sulfate ash motor oil formulations.

AMSOIL European Car Formula Synthetic 5W-40 Motor Oil (AFL) is specially formulated for the lubrication needs of modern European gasoline and diesel cars and light trucks. Formulated with advanced AMSOIL synthetic base stocks, premium additives and a 5W-40 viscosity rating, AMSOIL AFL is the preferred oil for virtually all European automobiles, especially turbo charged models. It is the only oil in North America to be recommended for the latest specifications of all three major European automakers - Volkswagen (Audi), BMW and Mercedes-Benz and the latest North American API specification. AMSOIL AFL is highly versatile for multiple applications.

Currently, Castrol and Motul are the primary competing motor oil companies in North America that manufacture oils for the VW 505.01 specification. However, neither are formulated to address the low sulfate ash requirements of MB 229.31, MB 229.51 or BMW LL-04, nor are they formulated up to API SM/CF requirements.

In addition to offering superior protection and performance for more vehicle models, Synthetic 5W-40 European Motor Oil is more cost effective and readily

available than competing motor oils. In fact, the Castrol 505.01 motor oil is only available at Volkswagen and Audi dealerships and sells for \$9.99 a quart, while the Motul 505.01 motor oil is also difficult to find and sells for between \$7.00 and \$7.75 a quart. AMSOIL Synthetic 5W-40 European Motor Oil is readily available through the extensive AMSOIL Dealer network, and its suggested retail price is \$6.85 a quart. Dealers and Preferred Customers pay \$5.20 a quart.

Synthetic 5W-40 European Motor Oil is specially formulated for modern European gasoline and diesel passenger car engines and is recommended for applications requiring the following performance specifications:

- API SM/CF
- ACEA C3-04
- ACEA A3/B3-04
- ACEA A3/B4-04
- MB 229.31, 229.51
- BMW LL-04
- Porsche
- Saab
- Volvo
- VW 502.00, 505.00, 505.01

Because Synthetic 5W-40 European Motor Oil is reformulated for the stringent chemical limitations of the VW 505.01 and MB 229.51 specifications, it is no longer recommended for vehicles requiring the North American heavy duty diesel specification CI-4 Plus.

Under both normal and severe operating conditions, AMSOIL Synthetic 5W-40 European Motor Oil is recommended for the longest drain intervals recommended by the manufacturer. Drain intervals may be extended further based on oil analysis.



Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	Dealer/P.C. Cost	Sugg. Retail
AFL-QT	(1) Quart Bottle	2.1	3.70	5.20	6.85
AFL-01	(12) Quart Bottles	25.3	44.40	59.40	81.00
AFL-30*	30 Gallon Drum	246.0	317.00	528.00	639.00
AFL-55*	55 Gallon Drum	445.0	502.00	912.00	1084.00

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

# What's in Store at AMSOIL U 2006?

You've been told there are lots of new things and surprises ahead at AMSOIL University 2006. Here's a preview of new classes offered when Dealers converge on Superior, Wis., May 21-25, 2006, for the most diverse schedule of information and entertainment ever available at this annual AMSOIL event. The five-day event takes place at Wisconsin Indianhead Technical College in Superior.



**AMSOIL U 2005** – Some of last year's attendees are pictured here learning from AMSOIL staff experts during one of the classes aimed at shortening the learning curve to prosperity for AMSOIL Dealers.

• **Core Technology Program:** This program is for the AMSOIL Dealer interested in getting a jump-start on his or her business. The curriculum contains the core materials needed to function successfully as an AMSOIL Dealer. Dealers learn about such things as lubrication, filtration, AMSOIL communications and the AMSOIL Marketing Plan. The program is geared specifically toward first time attendees of AMSOIL U and includes other classes that give new Dealers product information as well as sales basics.

**Prerequisites:** None

• **Business Development Group:** This program is for the growing AMSOIL Dealer interested in pursuing new markets or expanding existing ones.

The classes speak to AMSOIL business processes. Dealers learn practical knowledge for personal group training, AMSOIL business programs and how to run Dealer meetings. Other classes in this program include Commercial Applications and Commercial Sales, Personal Administration Development and Advanced PowerSports and Two-Cycle Lubrication.

**Prerequisites:** Prior attendance of other AMSOIL training such as the AMSOIL U Core Technology Program, a C&F or CAT School previously offered through AMSOIL or significant field experience and understanding of the basics of lubrication as well as general AMSOIL product knowledge.

• **Advanced Development Program:** This program is directed specifically toward the well-established Dealer who is well-versed in the fundamentals of lubrication, administration and sales techniques. This program provides an overview of what is new in the Core Technology and Business Development Group programs in order to keep Direct Jobbers up to date on information learned by their personal group Dealers. Other classes include technical service, technical workshops and an executive meeting with AMSOIL officers.

**Prerequisites:** Attendees must be Direct Jobbers who have completed training such as AMSOIL University or a C&F or CAT school.

AMSOIL U 2006 will also feature informational forums, providing opportunities for all Dealers to gather for corporate and vendor presentations.

These forums, on Monday and Tuesday of AMSOIL U, include presentations from AMSOIL staff and suppliers.

Other attractions at AMSOIL U include the now-annual cookout on Tuesday night at the new AMSOIL Center and a special "surprise" social event on Wednesday night.

Registration is limited, so register now by calling 715-392-7101, ask for Julie Jacobson, or email Julie at [jjacobson@amsoil.com](mailto:jjacobson@amsoil.com). Also, register online at [www.amsoil.com](http://www.amsoil.com). Classes are subject to change.



**RELAXING** – AMSOIL Dealers enjoy good food and conversation during AMSOIL U 2005 in Superior, Wis.

## ENROLLMENT

**Before March 1, 2006,** enrollment is \$397 per Dealer, \$196 for an attending spouse; \$50 for a spouse who attends only lunches and social events.

**After March 1,** enrollment is \$447 per Dealer, \$246 for an attending spouse; \$75 for a spouse who only attends lunches and social events.

# AMSOIL Covers Entire Filtration Spectrum

AMSOIL features premium filtration products for many applications.

The introduction of AMSOIL Ea Air and Oil Filters has placed AMSOIL at the forefront of the filtration world. The nanofiber technology available from Ea Filters is new to the auto/light truck market and available only from AMSOIL. These revolutionary new filters were the beginning of a filtration overhaul at AMSOIL. Along with the introduction of Ea Filters, AMSOIL added filtration products from Donaldson and WIX, offering a wide variety of products to cover nearly every filtration application from heavy-duty off-road, to racing and transmissions and so much more. Now, AMSOIL has added the EaO-88, the first full synthetic cartridge-style oil filter.

## AMSOIL Ea Air Filters

AMSOIL Ea Air Filters are the most efficient filters available to the car/light truck market. Ea Air Filters' synthetic nanofiber media removes five times more dust than traditional cellulose filter media alone and 50 times more dust than wet gauze filter media. AMSOIL Ea Air Filters have a service life of 100,000 miles or four years, whichever comes first.

AMSOIL Ea Air Filters hold up to five times more contaminants than cellulose air filters and allow twice the air flow of filters that use cellulose media alone.



## AMSOIL Ea Oil Filters

AMSOIL Ea Oil Filters have the best efficiency rating in the industry.

AMSOIL Ea Oil Filters have significantly lower restriction than conventional cellulose media filters. EaO Filters also have

a far greater capacity than competing filter lines. When used in conjunction with AMSOIL synthetic motor oils in normal service, EaO Filters are guaranteed to remain effective for 25,000 miles or one year, whichever comes first.

AMSOIL Ea Oil Filters, including the EaO-88, are made with premium-grade full synthetic media. The strictly controlled processing of this media ensures accurate filter construction, and is what allows Ea Oil Filters to deliver higher capacity and efficiency along with better durability.

## Donaldson Filters



Donaldson® Endurance™ air and oil filters provide the highest level of filtration efficiency in the industry. Specifically designed for on-road, heavy-duty class 6, 7 and 8 vehicles, Donaldson Endurance air and oil filters feature nanofiber technology.

With many applications that differ from, and several that

coincide with the Endurance line, Donaldson P-Series filters offer premium filtration at a competitive price. Donaldson P-Series oil filters are constructed with either full synthetic media or synthetic blends for high efficiency. AMSOIL also carries the Donaldson 7.3L Power Stroke® Diesel Air Induction System. The Air Induction System provides improved air filtration and more horsepower.

## WIX Filters

To complement the Ea Filter line, AMSOIL offers WIX filtration products for auto/light truck and racing applications. This includes not only standard air and oil filters, but fuel, transmission, cabin air and filters specially designed for racing as well.



## AMSOIL Power Sports Air Filters

AMSOIL Power Sports Air Filters extend dirt bike and ATV life with the most effective air filtration available today. Power Sports Air Filters, featuring two layers of oil-wetted polyurethane foam, provide superior efficiency, capacity and air flow.



## PowerCore® Air Filters

AMSOIL offers premium air filters that utilize PowerCore™ filtration technology for Ford 6.0L Power Stroke® Diesel and GM H2 Hummer 6.0L Vortec™ applications. The rugged structure of PowerCore™ filters features an innovative, layered, fluted filter media, which allows air to enter an open flute while forcing it out an adjacent flute, allowing only clean air into the engine. Dirty air is effectively filtered and cleaned in only one pass through the media.



**NEW!**

**The EaO-88 is the first cartridge style oil filter made with full synthetic media. This revolutionary new filter is the replacement filter found on the highly popular Ford 6.0L Power Stroke® Diesel pickup, and is only available from AMSOIL.**



# Tune-Up Vehicles With Premium Quality Bosch Spark Plugs and Wires

Routine maintenance is essential in order to keep vehicles running at top performance, especially through the cold winter season.

Good spark is necessary for efficient engine operation. Spark plug wires bear the responsibility of delivering electricity from the ignition coil to the spark plugs. Some ignition systems are capable of producing over 60,000 volts, and the spikes must be limited to avoid radio frequency interference (RFI) in the radio and other electronic components. To do so, spark plug wires are designed with a specific resistance designated by the manufacturer. In order to avoid damage to electrical components, it is critical the correct wires be used.

For maximum engine performance, it is important to replace spark plug wires that are grounding out (arcing) or broken (open). Spark plug wire failure is often caused by abrasion, engine vibration, hot engine compartments, spilled fluids and multiple disconnections. Conventional spark plug wires have a resistance of 600 to 12,000 ohms per foot. If the measured value is higher than the original equipment manufacturer (OEM) specification, the wire should be replaced. A hairline break indicates an absolutely failed wire, while the resistance will be infinite or read "OL" on a digital multimeter.

When removing old spark plug wires, always twist the boot to separate it from the spark plug insulator. Use a special spark plug wire puller if possible, and use all the original retainers when installing the new wires. In order to ensure the new wires are proportional in length to the old wires, remove all the old wires at once and group them according to which bank of cylinders they were removed from. Wires from different banks may differ in length, so group the new wires together in a way that matches the old wires.

When installing new wires in an engine, begin with the wire that mounts the lowest in the secured retainers. Connect the wire to the spark plug before connecting it to the ignition coil pack or distributor. Pinch the boot at the coil or distributor connections to bleed trapped air from underneath, and be sure the wires clear the exhaust system and other components.

Bosch spark plug wire sets are custom made for each application and match or exceed OEM quality. They effectively deliver maximum voltage to the engine's

spark plugs for hotter, more powerful and longer sparks, improving fuel economy, delivering quicker and easier starting, smoother idle and acceleration and reduced emissions.

Engines are becoming increasingly sophisticated, motorists are driving increasing numbers of miles annually and time to perform routine maintenance is decreasing, pushing demand for premium, longer lasting spark plugs. Bosch Platinum+4 spark plugs are the most powerful spark plugs on the market. They feature a unique four-ground electrode design and revolutionary firing technology that provide longer, more powerful sparks, longer service life and more efficient combustion than conventional single electrode

spark plugs. The pure platinum heat-fused center electrode of Bosch Platinum+4 spark plugs delivers smoother acceleration, improved fuel efficiency, maximum power and extended performance life.

To find the correct Bosch spark plugs and wires for your application, click on the Online Product Application Guide at [www.amsoil.com](http://www.amsoil.com) or consult the G-1767 Bosch Spark Plugs & Wires Application Guide.

Stock #	U.S.	Can.
G-1767 (Application Guide)	5.25	6.90



# Eckstrom Returning to Aspen

Duluth, Minn. – Dennis “D.J.” Eckstrom knows what it’s like to sit on the podium after a snocross race. During the 2004-05 season, Eckstrom won three races and finished on the box nine times. The start of the 2005-06 circuit proved to be just as beneficial for the Duluth, Minn.-resident at the AMSOIL Duluth National held during the Thanksgiving weekend.

Eckstrom, who makes up half of the AMSOIL/Scheuring Speed Sports team along with Carl Schubitzke, started the holiday weekend strong on Friday night. The snocross veteran showed his exceptional ability to find the right lines by winning his first two heats in the Winter X Games qualifiers. He was also leading his final heat race before a broken chain put him out of the race. Despite the breakdown, Eckstrom had enough points to move to the final, but he would have to start in the back row.

“It’s definitely not somewhere you want to be,” said Eckstrom. “I knew it would be tough to get to the front, but I also knew that the sled was fast enough to get me there.”



Photo courtesy of J&L Photography

During the final, Eckstrom went to work on the rest of the field. Coming out of the first turn, he had quickly passed a number of sleds that had started in the front row and was making a move toward the race leaders. (To qualify for the Winter X Games a rider must finish a qualifying race in the top five.) Eckstrom pushed his modified Polaris IQ to sixth place in less than two laps. He then found a good line and was able to move into fifth on the next go-around. After the snow dust had settled, Eckstrom was in the fifth spot, easily running the best race out of all of the 15 sleds in his final.

“I got a good start,” said Eckstrom. “If I was going to get to the front I needed to start strong. The sled was working great and I found a good line. It feels great to get the chance to go back to Aspen.”

Meanwhile, Schubitzke was also vying for a return trip to Winter X. A strong run during qualifying put him in the eighth spot for the night’s second final. “Showtime” had trouble in the start and got pinched off heading into the first turn. He battled his way up to sixth but time ran out before he could position himself into the final spot. Schubitzke, however, redeemed himself at the Michigan National on December 18 and will join Eckstrom at Winter X.

At last year’s games, Eckstrom and Schubitzke were the only two Polaris-backed riders to qualify for the nationally televised finals at Winter X. Eckstrom has had success at the games, including a bronze medal in 2002 and silver in 2003. He will be considered one of the favorites at this year’s event.

The Winter X Games is produced by ESPN in conjunction with the World Power Sports Association. The games will be held in Aspen, Colo. on January 27 - 31. They will air during primetime on ESPN and ABC. The WPSA Pro schedule will air on ESPN2 starting in late January. Check [www.amsoil.com](http://www.amsoil.com) for a complete schedule.

## ESPN Winter X Games TV Schedule

All times EST

### Saturday, January 28, 2006

<b>SnoCross Quarterfinals</b>	4:00 pm - 5:00 pm	ABC
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### Sunday, January 29, 2006

<b>SnoCross Semifinals</b>	3:00 pm - 4:00 pm	ESPN
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### Monday, January 30, 2006

<b>SnoCross Last Chance Qualifiers*</b>	9:00 pm - 11:00 pm	ESPN
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### Tuesday, January 31, 2006

<b>SnoCross Finals*</b>	9:00 pm - 11:00 pm	ESPN
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\* In conjunction with skiing and snowboarding finals

# AMSOIL Returns To SnowTrax TV

Superior, Wis. – AMSOIL is continuing its stranglehold on the snowmobile market by returning for a second season with SnowTrax Television. AMSOIL will be the title-sponsor of the shows that air on OLN in the United States and TSN in Canada. Hosts John Massingberd and Debbie Burke travel the



North American snow belt covering stories and news from the world of snowmobiling. Segments consist of long-distance touring, manufacturer unveilings and maintenance/repair tips for the average snowmobilers. They will also feature racing highlights, including Team AMSOIL. The TSN schedule started with one show in December and will continue through April. The OLN schedule was still being set at press time. The shows are expected to start airing on OLN beginning the week of January 9, 2006. For a complete show update log onto [www.amsoil.com](http://www.amsoil.com).

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## TSN Telecast (Canada)

Show #0	- Sun, Jan 08, 2006 @ 10:30 AM EST	
Show #1	- Sun, Jan 15, 2006 @ 10:30 AM EST	(Premier Show)
Show #2	- Sat, Jan 21, 2006 @ 11:00 AM EST	(Premier Show)
Show #3	- Sat, Jan 28, 2006 @ 11:00 AM EST	(Premier Show)
Show #4	- Sat, Feb 04, 2006 @ 11:00 AM EST	(Premier Show)
Show #5	- Sat, Feb 11, 2006 @ 11:00 AM EST	(Premier Show)
Show #6	- Sun, Feb 26, 2006 @ 9:30 AM EST	(Premier Show)
Show #7	- Sat, Mar 04, 2006 @ 11:00 AM EST	(Premier Show)
Show #8	- Sat, Mar 11, 2006 @ 11:00 AM EST	(Premier Show)
Show #9	- Sat, Mar 18, 2006 @ 10:00 AM EST	(Premier Show)
Show #10	- Sat, Mar 25, 2006 @ 11:00 AM EST	(Premier Show)
Show #11	- Sat, Apr 01, 2006 @ 11:00 AM EST	(Premier Show)
Show #12	- Sat, Apr 08, 2006 @ 11:00 AM EST	(Premier Show)
Show #13	- Sat, Apr 15, 2006 @ 11:00 AM EST	(Premier Show)

## Team AMSOIL Double Winner at Monster Truck World Finals



Larry Swim gets dwarfed by the championship trophy at the World Finals.



The Carolina Crusher, driven by James Tique II, toppled the entire course on its way to the Freestyle championship.

Deland, Fla. – Paul Shafer Motorsports, a 22 monster truck team out of Indiana, continues to reinvent the sport of monster truck racing. The organization promoted the inaugural Shafer Motorsports World Finals held in Deland, Fla. in mid-November. Seventeen trucks, including 10 sponsored by AMSOIL, were on hand for the two-day event. The renowned Bigfoot also had two trucks in the show, along with world champion Bear Foot and Monster Patrol.

On day one, the return of straight-line racing was the big show of the day that included a rock crawling competition, dirt drags and tough trucks racing. When the smoke cleared, AMSOIL backed Larry Swim drove the Kevin Harvick/Kid Rock #29 truck to victory lane.

Day two was all about freewheeling fun. Donuts, car crushing and bus stomping were the name of the game. Each truck was evaluated by a six-member panel, which included AMSOIL Racing Coordinator Jeremy Meyer. When the dust settled and all of the cars had been flattened, it was another AMSOIL driver holding the trophy. James Tique II stormed the Carolina Crusher to a 40-point ride.

The event was filmed by ESPN for a future television airing. The date has not been released at this time.



The #29 Kid Rock/Kevin Harvick truck snuck past Bigfoot in the time finals.



The Carolina Crusher made a special bus stop at the World Finals.



## 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 19 - Thursday  
 • February 16 - Thursday  
 Meeting - 7 p.m.  
**STANLEO'S SUB VILLA**  
 605 Jordan Lane  
 Huntsville, AL  
 Hosted by Premiere Direct Jobber  
 Cliff Goehring & Premiere Direct  
 Jobber Gerry Gotvald (256) 337-0376  
 • January 19 - Thursday  
 • February 16 - Thursday  
 Meeting - 7 p.m.  
**BOWMAN RESIDENCE**  
 1330 Frank Marshall Road  
 Ozark, AL 36360  
 Hosted by Direct Jobbers E.E. "Al" &  
 Mildred Bowman (334) 774-3344

### ALASKA

• January 3, 17 - Tuesday  
 • February 7, 21 - Tuesday  
 Meeting - 7 p.m.  
**STATEN RESIDENCE**  
 2949 Sunflower Street  
 Anchorage, AK 99508  
 Hosted by Premiere Direct Jobber  
 Melda Staten  
 Call for reservations (907) 333-0124

### ARIZONA

• January 17 - Tuesday  
 • February 21 - Tuesday  
 Optional no-host dinner - 5:30 p.m.  
 Meeting - 6:30 p.m.  
**THEO'S SPARTAN GRILL**  
 1825 East University Drive  
 Tempe, AZ 85281  
 Hosted by Master Direct Jobber Dick  
 Nudo and Dealer Jim Brewer RSVP  
 (602) 996-7181 Dick (480) 968-4922  
 Jim

### ARKANSAS

• January 12 - Thursday  
 • February 9 - 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

### 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 4 - Wednesday  
 • February 1 - Wednesday  
 Meeting - 7 p.m.  
**McCOOL RESIDENCE**  
 2210 Coddling Drive  
 Modesto, CA 95350  
 Hosted by Dealer Bill McCool  
 (209) 577-0174

• January 24 - Tuesday  
 • February 28 - Tuesday  
 Meeting - 7 p.m.  
**EVANS RESIDENCE**  
 40728 Sundale Drive  
 Fremont, CA 94538  
 Hosted by Executive Direct Jobbers  
 Chuck and Linda Evans  
 (510) 659-4078  
 • January 10 - Tuesday  
 • February 14 - Tuesday  
 Meeting - 6:30 p.m.  
**COCO'S RESTAURANT**  
 284 East Highland Avenue  
 San Bernardino, CA 92401  
 Hosted by Dealer Jim Johnstone  
 (909) 886-4842

• January 17 - Tuesday  
 • February 21 - 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  
 RSVP (619) 583-5218

### COLORADO

• January 19 - Thursday  
 • February 16 - Thursday  
 Meeting - 7:30 p.m.  
**AMSOIL HOUSE**  
 4316 Ridgcrest Drive  
 Colorado Springs, CO 80918  
 Hosted by Executive Direct Jobber  
 Ida Gray (719) 598-5115

### CONNECTICUT

• January 25 - Wednesday  
 • February 22 - Wednesday  
 Meeting - 7:30 p.m.  
**LANZOFANO RESIDENCE**  
 120 Gravel Street, Unit 11  
 Meriden, CT 06450  
 Hosted by Dealer Salvatore Lanzofano  
 (203) 559-8329

### DELAWARE

• January 14 - Saturday  
 • February 11 - Saturday  
 Meeting - Noon  
**BLUE DIAMOND PARK**  
 765 Hamburg Road  
 New Castle, DE 19720  
 Hosted by Direct Jobber Greg King  
 (302) 345-4350 Call ahead for  
 reservations Guests Welcome

### DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

• January 26 - Thursday  
 • February 23 - Thursday  
 Meeting - 7 p.m.  
**DOUGLAS RESIDENCE**  
 3207 Margaret Oaks Lane  
 Orlando, FL 32806  
 Hosted by ★Regency Platinum Direct  
 Jobbers George & Shirley Douglas  
 (407) 856-1564  
 Call ahead for details,  
 directions and RSVP  
 • January 3 - Tuesday  
 • February 7 - 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  
 (727) 545-8547  
 alquistproducts@hotmail.com  
 www.tell-it-well.com  
 All are welcome. Emphasis:  
 AMSOIL as a business.

### GEORGIA

• January 5 - Thursday  
 • February 2 - Thursday  
 Meeting - 7 p.m.  
**DIRKSEN RESIDENCE**  
 1905 Queens Road  
 Albany, GA 31707  
 Hosted by Regency Direct Jobber  
 Sherry Dirksen (229) 436-5532  
 Pothuck, everyone brings a dish

### HAWAII

None Scheduled

### IDAHO

• January 18 - Wednesday  
 • February 15 - Wednesday  
 Meeting - 7 p.m.  
**ROUND TABLE PIZZA**  
 10412 Overland Road  
 Boise, ID, 83709  
 Hosted by Direct Dealer Steve Noffz  
 (208) 861-8935  
 • January 11 - Wednesday  
 • February 8 - Wednesday  
 Meeting - 7:30-9:30 p.m.  
**MCGUFFEY RESIDENCE**  
 23446 Freezeout Road  
 Caldwell, ID, 83605  
 Hosted by Premiere Direct Jobbers  
 Charles and Connie McGuffey RSVP:  
 (208) 455-2581  
 • January 7 - Saturday  
 • February 4 - 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

### ILLINOIS

• January 10 - Tuesday  
 • February 14 - 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 21 - Saturday  
 • February 18 - Saturday  
 Meeting - 10 a.m.  
**LINDLAND SALES OFFICE**  
 1421 Winnemac Ave. Unit I  
 Chicago, IL 60640  
 Hosted by Premiere Direct Jobbers  
 Reinert and Diana Lindland RSVP  
 (773) 271-5678

### INDIANA

• January 4, 18 - Wednesday  
 • February 1, 15 - Wednesday  
 Meeting - 7:30 p.m.  
**RENTOWN SHOP**  
 1533 Rentown Road  
 Bremen, IN  
 Hosted by Direct Jobbers  
 LeRoy and Malinda Hochstetler and  
 Premiere Direct Jobbers  
 Willis and Rolene Gingerich  
 (574) 831-2839

### IOWA

• January 3 - Tuesday  
 • February 7 - Tuesday  
 Meeting - 7 p.m.  
**SORTER RESIDENCE**  
 2629 340th Avenue  
 Terril, Iowa 51364  
 Hosted by Dealers David and Melissa  
 Sorter (712) 853-6293

### KANSAS

• None Scheduled

### KENTUCKY

• January 5 - Thursday  
 • February 2 - 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 3 - Tuesday  
 • February 7 - 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 25 - Wednesday  
 • February 22 - 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 20 - Friday  
 • February 17 - 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 20 - Friday  
 • February 17 - Friday  
 Meeting - 7 p.m.  
**GRONER RESIDENCE**  
 9208 Todd Avenue  
 Fort Howard, MD 21052  
 Hosted by Account Direct Harvey  
 Groner (410) 477-8255

• January 5 - Thursday  
 • February 2 - 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 20 - Friday  
 • February 17 - Friday  
 Meeting - 7:30 p.m.  
**AL SMITH AUTOMOTIVE**  
 3228 E Joppa Road  
 Baltimore, MD 21234  
 Hosted by Premiere Direct Jobber  
 Al Smith (410) 882-9696  
 Al@SynLubes.com; Reservations  
 Required

### MASSACHUSETTS

None Scheduled

### MICHIGAN

• January 18 - Wednesday  
 (Dealer training)  
 • February 16 - Wednesday  
 (Opportunity)  
 Meeting - 7 p.m.  
**MUGRIDGE RESIDENCE**  
 6640 State Road  
 Lakeport, MI 48059  
 Hosted by Premiere Direct Jobbers  
 Barry and Cathy Mugridge  
 (877) 446-2671  
 Call for information and scheduling or  
 visit the web at www.pro-oil-1.com

• January 16 - Monday  
 • February 20 - Monday  
 Meeting - 7 p.m. (info)  
 Meeting - 8 p.m. (opportunity)  
**KIRBY RESIDENCE**  
 644 Shady Maple Drive  
 Wixom, MI 48393  
 Hosted by ★Regency Platinum Direct  
 Jobber Tom Kirby (248) 669-9093  
 Refreshments served, RSVP Required

• January 2 - Monday  
 • February 6 - Monday  
 Meeting - 7 p.m. (info)  
 Meeting - 8 p.m. (opportunity)  
**ELLIS RESIDENCE**  
 61653 Miriam Drive  
 Washington, MI 48094  
 Hosted by Regency Platinum Direct  
 Jobber Mike Ellis; RSVP at  
 (586) 781-5092 or (586) 918-1578

### MINNESOTA

• January 19 - Thursday  
 • February 16 - 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 5 - Thursday  
 • February 16 - Thursday  
 Meeting - 6 p.m.  
**TWINGSTROM RESIDENCE**  
 29200 Goldenrod Drive NW  
 Isanti, MN 55040  
 Hosted by Regency Direct Jobbers  
 Mylo and Patty Twingstrom  
 RSVP (612) 819-8835

• January 19 - Thursday  
 • February 16 - Thursday  
 Meeting - 7 p.m.  
**SCHMIT RESIDENCE**  
 932 38th Ave. No.  
 St. Cloud, MN 56301  
 Hosted by ★★Regency Platinum Direct  
 Jobbers Ray & Arlene Schmit  
 (320) 251-4861

• January 12 - Thursday  
 • February 9 - Thursday  
 Meeting - 7:30 p.m.  
**STAVE RESIDENCE**  
 3040 Bridge Street NW  
 Apt. 211  
 St. Francis, MN 55070  
 Hosted by Dealer Ordell Stave  
 (612) 241-5267

• January 21 - Saturday  
 • February 18 - Saturday  
 Meeting - 2 p.m.  
**SAWYER WAREHOUSE**  
 28108- 133rd Street  
 Zimmerman, MN 55398  
 Hosted by Direct Jobbers  
 Roger and Jennifer Sawyer  
 Please RSVP (763) 856-3567  
 rpsracing@aol.com www.rpsracing57.com

### MISSISSIPPI

None Scheduled

### MISSOURI

• January 24 - Thursday  
 • February 28 - 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

• January 17 - Tuesday  
 • February 21 - Tuesday  
 Meeting - 7 p.m.  
**LUCZAK RESIDENCE**  
 4810 Mattis Street  
 St. Louis, MO 63128  
 Hosted by Master Direct Jobbers  
 Connie and John Luczak (314) 892-6018  
 (417) 732-2553  
 connielubes@earthlink.net

### MONTANA

### NEBRASKA

None Scheduled

### NEVADA

• January 12 - Thursday  
 • February 9 - 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 11, 25 - Wednesday  
 • February 8, 22 - Wednesday  
 Meeting - 7 p.m.  
**SEDA-MORALES RESIDENCE**  
 54 Woodland Avenue  
 Mullica Hill, NJ 08062  
 Hosted by Premiere Direct Jobber Ben  
 Seda-Morales (856) 478-6732, cell;  
 (856) 371-1880, home. RSVP

### NEW MEXICO

• January 24 Tuesday  
 • February 28 - Tuesday  
 Meeting - 7:30 p.m.  
**GREENBERG WAREHOUSE**  
 2415 Princeton Drive NE,  
 Suite M  
 Albuquerque, NM 87107  
 Hosted by Regency Silver Direct Jobbers  
 Paul and Nancy Greenberg  
 (505) 881-1693, warehouse;  
 (505) 255-2137, home; fax  
 (505) 881-4565.  
 NMOilman@aol.com



## NEW YORK

• January 25 - Wednesday  
• February 22 - Wednesday  
Meeting - 7 p.m.

Albany Area  
GUILZ RESIDENCE  
6 Daisy Lane  
East Berne, NY 12059

Hosted by *Premiere Direct Jobber Richard Guilz (518) 423-1552 rich@empire Synthetics.com call or e-mail to reserve seat*

• January 4 - Wednesday  
• February 1 - Wednesday  
Meeting - 7 p.m.

WOLFE RESIDENCE  
34 Hillvale Road  
Albertson, NY 11507  
Hosted by *Dealers Edward and Eileen Wolfe (516) 621-4565; Please RSVP*

• January 18 - Wednesday  
• February 15 - 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 12 - Thursday  
• February 9 - Thursday  
Meeting - 7 p.m.

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

• January 12 - Thursday  
• February 9 - Thursday  
Meeting - 7:30 p.m.

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

• January 18 - Wednesday  
• February 15 - Wednesday  
Meeting - 7:30 p.m.

Syracuse AREA  
Call ahead for specific location  
Hosted by *Direct Jobber Peter Finnerty (315) 682-9791*

• January 18 - Wednesday  
• February 15 - Wednesday  
Meeting - 7:30 p.m.

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

## NORTH CAROLINA

• January 12 - Thursday  
• February 9 - Thursday  
Meeting - 7 p.m.

KAZAN RESIDENCE  
4007 Sapphire Lane  
Indian Trail NC 28079  
Hosted by *Account Direct Eric Kazan (704) 893-0828 crickazan@syntheticlubricantsinfo.com / Guests welcome, non-downline \$2*

• January 12 - Thursday  
• February 9 - Thursday  
Meeting - 7:30 p.m.

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

• January 12 - Thursday  
• February 9 - 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 10 - Tuesday  
• February 14 - Tuesday  
Meeting - 7 p.m.

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

## NORTH DAKOTA

• January 3 - Tuesday  
• February 7 - Tuesday  
Meeting - 7:30 p.m.

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

## OHIO

• January - Every Wednesday  
• February - Every Wednesday  
Meeting - 6 p.m. (training) Meeting - 8 p.m. (opportunity)

FABIJANIC RESIDENCE  
561 Loomis Avenue  
Cuyahoga Falls, OH 44221  
Hosted by *Direct Dealers Paul & Coralie Fabijanic (330) 928-8863 or 800-874-4827 RSVP*

• January 23 - Monday  
• February 27 - Monday  
Meeting - 11 a.m.

PENA RESIDENCE  
2933 West U.S. 20  
Gibsonburg, OH 43431  
Hosted by *Executive Direct Jobbers Luis and Sharon Pena; RSVP: (419) 349-3451or (419) 297-3451*

• January 14 - Saturday  
• February 11 - Saturday  
Meeting - 1 - 4 p.m.

BREDA RESIDENCE  
850 Remsen Road  
Medina, OH 44256  
Hosted by *Dealer Dennis Breda (330) 239-3146*

## OKLAHOMA

• January 7 - Saturday  
• February 4 - Saturday  
Meeting - 9 - 11 a.m.

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

• January 12 - Thursday  
• February 9 - Thursday  
Meeting - 7 - 8:30 p.m.

Call for location and reservations.  
Hosted by *Dealers Richard and Brenda Coats (918) 225-5722*

• January 10 - Tuesday  
• February 14 - Tuesday  
Meeting - 7 - 8:30 p.m.

ALEXANDER RESIDENCE  
14355 East Timberidge Dr.  
Claremore, OK 74019  
Hosted by *Premiere Direct Jobber Kevin Alexander (918) 636-1281 Call first to confirm space for you and your guests*

• January 12 - Thursday  
• February 9 - Thursday  
Meeting - 10 a.m.

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

## OREGON

• January 19 - Thursday  
• February 16 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 - 9 p.m.

SWEETBRIER INN  
7125 SW Nyberg Road  
Tualatin, OR 97062

Hosted by *Regency Direct Jobber Ed Greenwood (800) 722-1092 Call first to confirm space for you and your guests.*

## PENNSYLVANIA

• January 16 - Monday  
• February 20 - Monday  
Meeting - 7 p.m.

HALLOCK ENTERPRISE STORE  
5 Main Street  
Bradford, PA 16701

Hosted by *Premiere Direct Jobber Joseph M. Hallock (814) 368-8625 T-1 training also available.*

## 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 Dealers Jim & Vicki Spradley (803) 894-4618*

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

DENNY'S RESTAURANT  
2521 Wade Hampton Boulevard  
Greenville, SC 29615  
Hosted by *Executive Direct Jobber Loel D. Handley RSVP (864) 989-0753 ansolddealerloel@aol.com*

## SOUTH DAKOTA TENNESSEE

None Scheduled

## TEXAS

• January - Daily Meetings  
• February - Daily Meetings  
Meeting - 7 p.m.

Call for location.

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

• January 17 - Tuesday  
• February 21 - Tuesday  
Meeting - 7 p.m.

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

## UTAH

• January - Every Tuesday  
• February - Every Tuesday  
Meeting - 6:30 p.m.

JB LUBE GARAGE  
3177 West 6400 South  
Roy, UT 84067

Hosted by *Account Direct Jeff Bottila (801) 309-1635 jtblub@yahoo.com*

• 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 Dealer 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

• January 2 - Monday  
• February 6 - Monday  
Meeting - 7 p.m.

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

• January 27 - Friday  
• February 24 - Friday  
Meeting - 8-10 p.m.

SLEEP INN-TANGLEWOOD  
4045 Electric Road/419  
Roanoke, VA 24018  
Hosted by *Regency Silver Direct Jobber Wally Hillman and Direct Jobber Alan Hillman (540) 774-1896*

• January 9, 23 - Monday  
• February 13, 27 - 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 9 - Monday  
• February 13 - Monday  
Meeting - 7 p.m.

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

• January 10 - Tuesday  
• February 14 - Tuesday  
Optional dinner - 6 p.m.

DAYS INN RESTAURANT  
5500 Williamsburg Road  
Sandston, VA  
Hosted by *Account Directs Roger Riggles and Mel Pipgras (804) 737-4874 or (804) 737-9231*

## WASHINGTON

• January 16 - Monday  
• February 20 - Monday  
Meeting - 6:30 p.m.

GASPER'S LUBE SERVICE CENTER & WAREHOUSE  
3325 Meridian Avenue East  
Edgewood, WA 98371  
Hosted by *Master Direct Jobbers Cliff and Lorna Gasper (253) 864-7618, or (877) 633-7618 Everyone Welcome*

• January 10 - Tuesday  
• February 14 - Tuesday  
Meeting - 7:30 p.m.

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

• January 12 - Thursday  
• February 9 - 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 10 - Tuesday  
• February 14 - Tuesday  
Meeting - 7 p.m.

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

• January 10 - Tuesday  
• February 14 - Tuesday  
Meeting - 7 p.m.

PRUKOP RESIDENCE  
10306 86th Avenue East  
Puyallup, WA 98373  
Hosted by *Premiere Direct Jobbers Raymond & Patsy Prukop (253) 845-9755 / 800-267-6450 Everyone Welcome*

• January 14 - Saturday  
• February 11 - Saturday  
Meeting - 9 a.m. - noon

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

• January 24 - Tuesday  
• February 28 - Tuesday  
Meeting - 7:30 p.m.

SAMUELSON RESIDENCE  
610 E. 20th Street  
Vancouver, WA 98663  
Hosted by *Direct Jobber Sammy Samuelson (360) 699-5257 T-UPS-5W30-OIL (1-877-593-0645) Discussion on product application and oil analysis All are welcome. RSVP*

## WEST VIRGINIA

None Scheduled

## WISCONSIN

• January 19 - Thursday  
• February 16 - 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 12 - Thursday  
• February 9 - Thursday  
Meeting - 7 p.m.

MITMOEN SERVICE GARAGE  
6013 65th Street  
Kenosha, WI 53142  
Hosted by *Executive Direct Jobbers Victor and Lynn Mitmoen (262) 652-3399*

• January 5 - Thursday  
• February 2 - Thursday  
Meeting - 7 p.m.

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

## WYOMING

None Scheduled

## INTERNATIONAL

### ALBERTA BRITISH COLUMBIA MANITOBA

None Scheduled

### NEW BRUNSWICK

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

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

### NEWFOUNDLAND NOVA SCOTIA

None Scheduled

### ONTARIO

• January 26 - Thursday  
• February 23 - Thursday  
Meeting - 6 p.m.

AMSOIL DISTRIBUTION CENTER  
6625 Tomken Road  
Units 12-14  
Mississauga, ON L5T-2C2  
Hosted by *Master Direct Jobber Don Stefanik and local Dealers (519) 786-4045*

### PRINCE EDWARD ISLAND

• January 2 - Monday  
• February 6 - Monday  
Meeting - 7 p.m.

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

### PUERTO RICO QUEBEC SASKATCHEWAN NEW ZEALAND

None Scheduled



## HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, January 2 for New Year's Day.

## JANUARY CLOSE OUT

The last day to process January orders in the U.S. and Canada is the close of business on Tuesday, January 31. Internet orders will be accepted until 3 p.m. CST on that day. The last day to process January orders in Alaska and Puerto Rico is the close of business on Wednesday, January 25. All orders received after these times will be processed for the following month. Volume transfers for January business will be accepted until 3 p.m. CST on Monday, February 6. All transfers received after this time will be returned.

## AMSOIL IN-HOME BUSINESS INSURANCE POLICY

A new application for the AMSOIL In-Home Business Insurance Policy has been posted in the Dealers Zone of the AMSOIL corporate website. This policy covers Dealers who operate their AMSOIL businesses from their homes. Every Dealer should have this protection for liability and property coverage to insure their business will continue in case of an insurance covered loss. For more information contact Jim Swenson or Karen Hurtig:

Otis-Magie Insurance Agency, Inc.  
P.O. Box 137  
Duluth, MN 55801

Phone: 218-722-7753

Fax: 218-722-7756

E-Mail: [Khurtig@otismagie.com](mailto:Khurtig@otismagie.com)



## UNIVERSAL SYNTHETIC MARINE GEAR LUBE

Universal Synthetic Marine Gear Lube is now available in 13-oz. tubes.

Stock #	Pkg./Size	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
AGM-TB	(1) 13-oz. tube	3.05	4.30	5.55	5.90	7.60

## METAL PROTECTOR

Metal Protector is no longer available in package size AMP-04 (4 gallons).

## AMSOIL ADVERTISING

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

### January & February 2006

#### Display Advertisements

<i>NOLN</i>	Jan. '06	(805) 796-2577
<i>Snow Goer</i>	Jan. '06	(805) 667-4325
<i>Sno-X</i>	Jan. '06	(763) 595-0808
<i>Powerboat</i>	Jan. '06	(805) 639-2222
<i>Snow Tech</i>	Jan. '06	(320) 763-5411
<i>New York Snowmobiler</i>	Jan. '06	(800) 380-3767
<i>Dirt Sports</i>	Feb. '06	(800) 854-3112
<i>NOLN</i>	Feb. '06	(805) 796-2577
<i>Sno-X</i>	Feb. '06	(763) 595-0808

#### Catalog Showcase Advertisements

<i>Custom Rodder</i>	Jan. '06	(212) 745-0100
<i>GM High Tech Perf.</i>	Jan. '06	(212) 745-0100

## PRICE ADJUSTMENT EFFECTIVE FEBRUARY 1

Businesses and individuals across the world have been affected by the volatile crude oil market, driving up the costs of gasoline, goods and services. Due to ever-increasing prices for raw materials, AMSOIL is forced to implement another price adjustment effective February 1. Not only are base stock prices at an all-time high and constantly increasing, but additives, chemicals, bottles and freight costs are also constantly climbing. In fact, in just one month's time, AMSOIL base stock costs increased an average of 19.8%, chemicals increased an average of 26.98%, additives increased an average of 8.43%, bottles increased an average of 8.05% and freight surcharges increased an average of 45.83%. Even with a minimal price adjustment, AMSOIL synthetic lubricants remain the best choice on the market. Most competing synthetic motor oil companies recommend standard 3000-mile drain intervals, making them more expensive in the long run. AMSOIL saves customers money through extended drain intervals, reduced wear and maintenance and increased fuel efficiency. Look for an updated MLM price list in this issue of the *Action News*.

Stock #	Description	U.S.	Can.
G-26	U.S. MLM price list	0.40	0.55
G-8126	Can. MLM price list	0.40	0.55



### NEW BOMBER HAT

New black AMSOIL Bomber Hat showcases embroidered AMSOIL logos on the front, back and sides, with orange and yellow flames stretching across the top. Nylon shell effectively repels the wind while simulated rabbit fur keeps your head warm on the coldest winter days. Features wide adjustable snap-locking strap and ear flaps that button down or up for better hearing. One size fits most.

Stock #	U.S.	Can.
G-2191	22.75	29.75



### WINTER RACE JACKET

*Limited quantities of the AMSOIL Winter Race Jacket are available while supplies last.*

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

Sizes L-XXL.

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



## Initial Contact Guidelines Established to Combat Customer Interference

Since 1973 AMSOIL INC. has provided a solid business opportunity to individuals based on quality products, professional service and the utmost regard for integrity. AMSOIL Dealers are expected to conduct their businesses in accordance with these principles. An increasing number of Dealers are using the Multi-Level Marketing (MLM), Preferred Customer, Commercial and Retail on the Shelf programs to successfully build their businesses, and Dealerships have shown tremendous growth as a result. This growth, however, has increased the occurrences of Dealers calling on or interfering with protected customers – those Dealers, Preferred Customers and commercial and retail accounts that are registered by other Dealers.

Interference with protected customers frequently results in harmed relationships, lost customers, lost commissions and lost Dealers. Therefore, for the benefit of all Dealers, AMSOIL has established a policy and enforcement plan to address customer interference issues and maintain the integrity of the AMSOIL business opportunity. *The Initial Contact Guidelines for Registering Dealers, Preferred Customers and Accounts*

(G-2194) is included in this issue of the *Action News* and is now included with all AMSOIL Dealer Kits.

### REVIEW REQUEST FORM

Dealers who feel they have been affected by an interference issue may submit a Review Request Form (G-2195). The form is available for download in the Dealers Zone, or it may be requested by calling the Dealer Services Department at (715) 392-7101 or by email at [review-committee@amsoil.com](mailto:review-committee@amsoil.com). Please insure you have a clear understanding of AMSOIL policies and procedures before filing a complaint. Review the AMSOIL Marketing Plan (G-47A), Commercial and Retail Marketing Procedures (G-1097) and Initial Contact Guidelines for Registering Dealers, Preferred Customers and Accounts (G-2194). Only current interference issues should be addressed.

The review process is designed to resolve issues between affected Dealers. The goals are to prevent future interference issues and to restore relationships between Dealers and their protected customers.

# AMSOIL Releases Motorcycle White Paper

**New study is a sales tool, motorcycle oil guide and general source of information regarding motorcycle oil and engines.**

See how 26 of the top selling motorcycle oils compare in the most critical areas of motorcycle oil performance. This no-frills study is designed to help consumers make informed decisions when selecting motorcycle oils. There is no hype, no sales pitch, just facts. Never before has so much information on motorcycle oils been delivered in one easy-to-understand source.

See for yourself how the full range of the most popular motorcycle oils stand up to the hot running, hard pounding, high RPM conditions of motorcycle applications. This complete battery of tests includes wear protection, rust protection, oxidation stability and more...

**Coming soon. A coupon offer for one free White Paper will be included in each case of AMSOIL 10W-40 (MCF) and 20W-50 (MCV) Motorcycle Oil.**



**G-2156 U.S. 2.00 Can.2.60**

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



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

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