

From the President's Desk...



I was recently taking inventory of all the outstanding products we manufacture when it occurred to me that some of our best products are often the least promoted. Those would be our By-Pass Oil Filter Systems. That's when I decided to tell you a little more about these incredibly effective filters in my message this month and encourage you to install one on your vehicle.

Have you seen one of these beautiful oil filters? There's really nothing like them on the market today. The filter mounts are computer machined anodized aluminum and produced to aircraft tolerances, meaning they meet the most exacting fit and machining tolerances. Every part is of the highest quality, built to provide many years of trouble-free service. High flow porting, large diameter nuts and bolts with stainless steel washers for secure mounting under the hood, reinforced hoses with abrasion resistant covering, strong, easy connecting swivel hose-end fittings, this filter mount is built to last!

Our Spin-On By-Pass Filter itself is simply the best oil filter made. Where normal full flow filters take out the "nuts and bolts" in the crankcase (25-40 microns), our by-pass filter removes sub-micron particles down to one tenth of a micron. When you consider that most engine wear occurs from dirt particles in the 5 micron to 20 micron range, it's easy to understand why we say our filter eliminates the cause of most engine wear.

With the AMSOIL By-Pass Filter installed, motor oil is kept analytically clean and suitable for use over dramatically extended drain intervals. As a matter of fact, many drivers may never need to change oil again for as long as they own their vehicle! That may seem like a strong statement, but the fact is synthetic oil does not wear out, it just eventually becomes too

contaminated for continue use. Keeping it analytically clean extends its life indefinitely.

Most of you are familiar with Haywood Gray's 409,000-mile drain interval using AMSOIL 15W-40 Diesel Oil and our By-Pass Oil Filter. After going twenty times the drain interval recommended for his Mack E7-400 diesel engine, his local Mack dealership disassembled his engine and had the parts examined for wear by a certified engine rater. The results were predictable as far as AMSOIL was concerned. Very light wear, if any. In fact, many of the parts including the piston pins showed no wear at all. All the parts could have been re-installed in the engine for continued use. That's after 409,000 miles on one oil change! How many people even drive their vehicles 409,000 miles? That's more miles than many vehicles get on them in a lifetime of use. So when we say never change oil again, for many drivers, that's exactly what we mean! And consider this was a diesel engine. Diesels inherently produce more combustion soot and solid contaminants for the oil to disperse and the filter remove. In all likelihood, if this had been a gasoline engine, it could have been used much longer with the similar results.

A few years ago, a state transportation department tested our By-Pass Filter in some of their school busses. The test results confirmed the fact that they would realize significant maintenance and labor savings by using our filter in their entire fleet. Today, they insist our By-Pass Filter be original equipment on all the new school busses they purchase. They now have 1,500 busses equipped with our filters and the number is growing as they add new busses. What a tremendous testimonial!

Our incredible oil filtration system is a product often overlooked by our Dealers. I have heard some say that most people don't keep their vehicle long enough to warrant using a by-pass oil filter. No matter how long you keep a vehicle, it is very convenient not having to change oil. And it adds value to a vehicle. I personally know of someone who had a waiting list of people wanting to buy his car because they knew how well he took care of it. That included his use of an AMSOIL By-Pass Oil Filter and our synthetic oil.

The AMSOIL By-Pass Oil Filters are designed to be easy to install and cost effective to use. All you have to do is look at one to realize the quality built into it. If I were an AMSOIL Dealer, I wouldn't own a vehicle without having one of these incredible filtration systems installed. Then I could speak from experience about how well they work and how cost effective they are to use.

Can you imagine the reaction you'll get when you look people in the eye and tell them you never change the oil in your vehicle? Most people won't believe you. But what a testimony it will be to the quality of AMSOIL Synthetic Motor Oil you sell and to the phenomenal filtering capability of your AMSOIL By-Pass Filtration System!

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is fluid and cursive.

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

DEALERS IN ACTION!

Outfitted for Serious AMSOIL Business

Direct Jobbers Ivan and Pam Anthony of Monument, Colorado have the perfect vehicle to compliment their growing AMSOIL business. Their new maintenance truck is completely outfitted to service the lubricant needs of local contractors.

"We are personally servicing over 100 pieces of equipment with AMSOIL products," Pam Anthony said. One contractor whom they service has 18 different excavators including a 365 Caterpillar which weighs over 155,000 pounds. These machines require serious lubrication, and the Anthonys have been ready to demonstrate that AMSOIL lubricants can offer serious value. "The contractor has reported that their maintenance costs are down," Anthony said. "We are extending their engine oil drains up to four times longer and their transmission oil drains up to six times longer. And their engine wear rates have been cut by 20 to 60 percent."

At one point, Ivan Anthony knew that a 3306 engine he was servicing had a worn camshaft because a routine oil analysis told him the iron in the oil was up to 1,500 ppm with 250 hours of service on a petroleum-based oil. Anthony switched the equipment's oil to AMSOIL synthetics, and the iron levels dropped to under 50 ppm. When the engine was torn down for an overhaul 1,000 hours later, Anthony found that the camshaft lobes were



completely worn off. The AMSOIL synthetic lubricants had been able to reduce the wear long enough for the equip-

ment to make it to its next scheduled overhaul.

"This is just one example of the remarkable results we have seen with AMSOIL lubricants," Anthony said. "We enjoy our AMSOIL business and the people we are able to help with AMSOIL products."

Singing the Praises of MPHD

■ Mark W. Davis, an AMSOIL Dealer from Faribault, Minnesota, said that in recent years he has used AMSOIL products frequently for many applications. "My family and friends all believe very strongly in AMSOIL products," Davis said. "We mainly use your Metal Protector, Power Foam and air filters."

When AMSOIL introduced Heavy Duty Metal Protector Spray, Davis was originally skeptical as to whether it could really outperform the original Metal Protector in certain areas. "My father lightly coated his exhaust with MPHD as an experiment," Davis said. "Three months later, during normal maintenance, we realized that the film of MPHD was still present!"

Since that time, Davis and his family have become true believers in MPHD and continue to find new and creative uses for it in their lives. "We use it on all corrosion points in the standard automotive brake job," Davis said. "Now, we find that all of our stuck bolts (and especially those that usually break off on our Ford's front end rotors) are all coming loose with ease. Everybody at AMSOIL involved with this innovative product deserves a major

thank you. You are the people that make AMSOIL products superior!"

■ John Nicewonger of Boca Raton, Florida has some AMSOIL advice for all of his fellow Jeep owners. "I use many AMSOIL products," Nicewonger said, "including the 10W-30 Motor Oil, SDF-42 oil filters, Heavy Duty Synthetic Greases, Universal ATF (in my transfer case) and Octane Booster (when off-road), but the product I want to highlight for Jeep owners is the Heavy Duty Metal Protector."

Nicewonger owns a Jeep Wrangler TJ. He started to use MPHD because he found that Jeeps, and especially Wranglers, are known for rusting heavily underneath when used for off-road activities. This can lead to serious problems when it causes bolts to lock up.

"I bought my TJ new about 8 months ago," Nicewonger said, "and right from the start I have sprayed everything underneath with Heavy Duty Metal Protector. Each time that I use a particularly nasty off-road trail and need to power-wash the bottom, I reapply the MPHD. I have not found a speck of rust anywhere on my vehicle. My bolts unscrew easily and have not locked up. I think all Jeep owners would be well-advised to use this product."

MONTHLY LE



LaDonna Harrison & LaVel Rude
Minnesota
★★★Regency Platinum Direct Jobbers
FIRST—Leaders in Total Organization
Eighth—Leaders in Personal Group Sales



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



Members, Leadership Council
Mark and Sherree Schell
Idaho
★★Regency Platinum Direct Jobbers
Third—Leaders in Total Organization
Second—Leaders in Personal Group Sales
Second—Group With Highest New Dealer Sponsorship



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



Member, Leadership Council
Ora Mae Boardman
Virginia
Regency Platinum Direct Jobber
Fifth—Leader in Total Organization



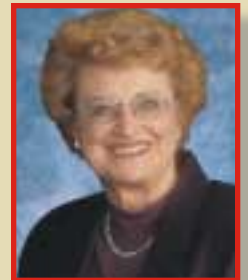
Members, Leadership Council
Gerry and Patricia Reid
Virginia
Regency Gold Direct Jobbers
Eighth—Leaders in Total Organization
Fourth—Leaders in Personal Group Sales
Tenth—Most New Qualified Dealers and Accounts



Donald and Joyce Nichols
Virginia
Regency Platinum Jobbers
Ninth—Leaders in Total Organization
Ninth—Leaders in Personal Group Sales
Eighth—Most New Qualified Dealers and Accounts



Larry and Kathryn Chambless
Georgia
Regency Silver Direct Jobbers
Tenth—Leaders in Total Organization
FIRST—Group With Highest New Dealer Sponsorship
Fourth—Most New Qualified Dealers and Accounts



Mildred Ormiston
Kansas
Regency Direct Jobber
Seventh—Leader in Personal Group Sales
FIRST—Leader in Commercial and Retail Marketing



Larry Gray
California
Premiere Direct Jobbers
Fourth—Leader in Commercial and Retail Marketing



Matthew and Arlene Konig
New York
Masters Direct Jobbers
Third—Leaders in Group New Dealer Sponsorship



Members, Leadership Council
Thomas and Sheila Shalin
Texas
Regency Direct Jobbers
Fourth—Leaders in Group New Dealer Sponsorship



Charles Jr. and Judith Burnell
North Carolina
Direct Jobbers
Second—Most New Qualified Dealers and Accounts



Lynn and Beth Pabst
Wisconsin
Premiere Direct Jobbers
Fifth—Most New Qualified Dealers and Accounts

ADERS

April
2001

HALL OF FAME



Member, Leadership Council
William Shirk
Maine
Regency Platinum Direct
Jobber
*Sixth—Leader in Total
Organization*
*Third—Leader in
Personal Group Sales*



George and Shirley Douglas
Florida
Regency Silver Direct Jobbers
Seventh—Leaders in Total Organization
Fifth—Leaders in Personal Group Sales
*Fifth—Group With Highest New Dealer
Sponsorship*
FIRST—Most New Qualified Dealers
and Accounts



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

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



Daniel and Judy Watson
Florida
Regency Silver Direct
Jobbers
*Tenth—Leaders in Personal
Group Sales*



David and Carol Bell
Texas
Regency Gold Direct
Jobbers
*Second—Leaders in
Commercial and Retail
Marketing*
*Third—Most New Qualified
Dealers and Accounts*



Richard and Betsy Johnson
Virginia
Master Direct Jobbers
*Third—Leaders in Commercial
and Retail Marketing*



Shirley Green,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Michael and Eileen Kaufman
Michigan
Direct Jobbers
*Sixth—Most New Qualified
Dealers and Accounts*



John and Jeanne Burke
California
Master Direct Jobbers
*Seventh—Most New Qualified
Dealers and Accounts*



David and Eline Haunschild
Texas
Premiere Direct Jobbers
*Ninth—Most New Qualified
Dealers and Accounts*



**Harold and Marcile
Hartman,**
Regency Platinum

HIGHER LEVELS OF RECOGNITION

EXECUTIVE DIRECT JOBBERS



Robert & Jean Johnson
New Hampshire



Gene Mohney
Pennsylvania

DIRECT JOBBERS

Roger & Barbara Anderson
Wisconsin
Sponsors:
Joey & Dina Rogers
Direct Jobber:
Mark A. Schmidt



Michael & Pamela Westwood
Texas
Sponsors:
Ervin & Susan JuVette
Direct Jobbers:
Ervin & Susan JuVette



2000 Level Honors 2000 monthly commission credits 20 Dealers sponsored

Ken & Susan Campbell, Michigan Sponsors: Michael & Carolyn Barber
Charles W. Joiner, Florida Sponsors: George Jr. & Shirley Douglas

Harry & Reah Ripley, California Sponsors: Adrian & Maria Brandon

1500 Level Honors 1500 monthly commission credits 15 Dealers sponsored

Larry & Felicity Freese, Connecticut Sponsor: Edward Hrostek
Rudy & Thelma Gemmer, Kansas Sponsors: Don & Peg Olson
Lloyd Hicks, Saskatchewan Sponsor: Rudi A. Fast
Victor A. Sorlie, Texas Sponsors: Robert & Marcia Weil

Michael & Donalisa Sparks, Texas Sponsor: Chris Dyson
James L. Vackar, Texas Sponsor: Thomas J. Klomann
Paul & Barbara Vershay, Illinois Sponsor: Anthony Gregor, Jr.

1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

Gary & Elizabeth Flatau, Minnesota Sponsor: Paul M. Backer
Brett G. Jetton, Texas Sponsors: George & Elizabeth Jetton
Dave M. Mann, Michigan Sponsor: Thomas H. Kirby
James J. Rice, Minnesota Sponsors: Bud & Lorna Bourquin
Fred Robertson, California Sponsors: Eugene & Lucille Haskell

Gary M. Vivian, Florida Sponsors: George Jr. & Shirley Douglas
Earl C. Wallace, Michigan Sponsors: Michael & Carolyn Barber
James D. Weeks, Michigan Sponsors: Barry & Cathy Mugridge
Robert & Glenda Willhelm, Texas Sponsors: David & Linda Trekell
Keith & Patricia Williams, Iowa Sponsors: Earl & Lou Holdridge

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

Arnold W. Anderson, Jr., Wisconsin Sponsor: Gregory R. Vaughn
Michael & Robin Bianco, New Jersey Sponsors: Vincent & Germaine Frittitta
Gerald & Cheryl Boekhoff, South Dakota
Sponsors: William & Bette Wheatley
Mike C. Bradburn, Texas Sponsor: Tommy E. Middleton
Joseph & Betsy Brochu, New Hampshire Sponsor: Joseph E. Broyles
Frederick G. Bromm III, Michigan Sponsors: Franklin & Deborah Douglas
Jay A. Copeland, Texas Sponsors: Carroll & Sue Trego

Robert F. Decock, Michigan Sponsors: Kenneth & Cheryl Kulin
Rodney & H. Norma Floyd, Washington Sponsor: Edwin L. Greenwood
Scott C. Goins, Georgia Sponsors: Jimmie & Anna Mann
Rudy & Marilyn Kiebert, British Columbia Sponsors: James & Fay Hadden
Rodney L. Hostetler, Arkansas Sponsors: Delbert & Edith Hostetler
Thomas & Mary Ann Iglehart, Oklahoma Sponsors: James & Mary Novak
David & Nancy Jackson, Colorado Sponsors: Harold & Marcile Hartman
Henry W. Johnston, Louisiana Sponsors: Michael & Debra Leonardi

NEW DIRECT DEALERS



Ralph Graul
Virginia
Sponsor: Henry Hanna
Direct Jobber: Henry Hanna



William & Waneta Jewell
West Virginia
Sponsor:
Robert W. Benson
Direct Jobbers:
Donald & Joyce Nichols



Robert H. Nutt, Sr.
Virginia
Sponsor:
Jerry W. Huffman
Direct Jobbers:
Bill & Donna Durand



Craig A. Ludwick
California
Sponsors:
Jonathan & Jane Lytle
Direct Jobbers:
Leslie & Linda Martin



Robert & Marcia Weil
Texas
Sponsors: Larry R. Rehm
Direct Jobbers:
Larry R. Rehm

NEW ACCOUNT DIRECTS



Richard C. Erwin
Florida
Sponsors:
Gregory & Cynthia St. Jaques
Direct Jobber: Arlene Beug



Larry Harms
Colorado
Sponsor: William Davis
Direct Jobber: William Davis



Kurt R. Liebmann
New York
Sponsors:
Francis & Barbara Morgan
Direct Jobber: William Shirk



John & Laurie Nelesen
Florida
Sponsor: Isaac H. Bourne
Direct Jobber: Flora Soukup

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

Trevor & Kristina Kendall, California Sponsors: Charles & Linda Evans
Coy Lewis, North Carolina Sponsor: Larry W. Woodrow
Paul & Diane Makela, California Sponsors: Francis & Erma Burkman
Dan & Terri Mitchell, Idaho Sponsors: Thomas & Deborah Mitchell
Rodney & Pauline Schrank, Missouri Sponsor: David R. Schrank

Wayne C. Skinner, New York Sponsors: Ken & Cindy Marland
Michelle M. Vackar, Texas Sponsor: James L. Vackar
Todd & Camilla Westfall, Oklahoma Sponsors: Michael & Eileen Kaufman
Hubert & Elaine Wright, Kentucky Sponsors: J. Fred & Doris Williams
Mike & Betty Yellich, California Sponsor: Marcus "Burke" Hinman

300 Level Honors 300 monthly commission credits 3 Dealers sponsored

Michael Aspacher, Ohio Sponsor: Randolph M. Nissen
Ches H. Caine, Texas Sponsors: Sandra & Ronald Ward
Michael & Shirley Chuppe, North Dakota Sponsors: Ray & Arlene Schmit
Vernan & Patricia Dailing, Illinois Sponsors: Curtis & Ruth Moen
Edward Jr. & Sandra Deary, Pennsylvania Sponsors: Gayle J. DeSalvo
Bradley J. Emsley, Minnesota Sponsors: Donald & Claudia Goodrich
Carroll & Jacqualy Finch, Virginia Sponsors: Raymond & Karen Peszko
Wilhelm R. Fiske, Michigan Sponsors: Lathrop Jr. & Carol Morse
Ronald & Victoria Garcia, Utah Sponsors: Steve & Linda Cross
Davie & Elizabeth Glanville, New York
 Sponsors: Peter & Madeleine Finnerty
James R. Griffin, Massachusetts Sponsors: Ernest & Gail Joyal
Mike & Rosemary Haakonson, Minnesota Sponsors: Ray & Arlene Schmit
Gaylen & Lynda Hinkeldey, California Sponsors: Thomas & Sheila Shalin
Charles Johnson, Florida Sponsors: Dana & Rebecca Covell
Bryon Jones, Oklahoma Sponsors: Patrick & Donna Grady
Larry & Inez Larson, Arkansas Sponsors: Eugene & Diane Smith
Edward D. Layman, Michigan Sponsors: Warren & Darlene Rentz
Rotha & James Lischer, Oregon Sponsors: William & Eileen Deggeller
Jeremiah Lucius, Texas Sponsor: Chris Thompson

Robert A. Mika, Pennsylvania Sponsor: Victor C. Sledzinski
Luis Munoz, Puerto Rico Sponsors: Juan & Edith Gonzalez
Randy L. Olive, Illinois Sponsors: Carl & Bernice Menold
Ronald B. Orr, Michigan Sponsor: Thomas E. Skeels
Troy J. Pasch, Minnesota Sponsors: Paul & Sue Smith
Charlie & Cheryl Peterson, Michigan Sponsors: Jeffrey & Arlene Tennant
Dan J. Phillips, Pennsylvania Sponsor: A. Gerard O'Brien
Roger A. Pogorelc, Minnesota Sponsors: Joseph & Sharon Pausewang
Duane & Denise Pretzer, Michigan Sponsors: Herbert & Linda Schramm
Thomas Reichensperer, Minnesota Sponsor: Steven Hanson
Jesus Rodriguez, Puerto Rico Sponsors: Juan & Edith Gonzalez
Bernard & Jean Ronyak, Minnesota Sponsor: Ralph Kiefer
Richard & Mary Scott, Iowa Sponsors: Ray & Arlene Schmit
Peter Van Stell, Nebraska Sponsors: Del & Betty Karlstrum
Randall Stephens, Pennsylvania Sponsor: Bill Shirk
Glenn H. Thomas, North Carolina Sponsors: James Jr. & Melony Brown
Ronald & Roberta Tucker, Kansas Sponsors: Wallace & Teresa Jacobs
Douglas N. Turco, Georgia Sponsors: James & Lisa Leach
Gary & Cecilia Warner, Pennsylvania Sponsors: Miranda & Thomas Seas
Fred Weaver, Pennsylvania Sponsors: Vincent & Ruth Santell

Promote Your AMSOIL Dealership Without Spending a Ton of Money

Getting the word out about your AMSOIL Dealership can sometimes be frustrating. Reaching mass quantities of people can cost large amounts of money, and it may not even pay off in the end. But it doesn't have to be like this. With the proper know-how, AMSOIL Dealers can affordably promote their businesses to an unlimited number of potential customers.

Internet Marketing

The Internet is one of the newest and fastest growing advertising mediums out there, with on-line shopping becoming as common as a trip to the supermarket. A poll by Anderson Consulting indicates that convenience and ease, avoiding crowds and saving time are among the reasons people choose to do their shopping on the Internet.

Promotion is the key to a successful on-line business. If customers don't know where to find your website, they will not visit it. Once you have purchased and created your AMSOIL website, you must promote it by including the website address on your business cards, in display windows, in your advertisements, on your vehicles, in your presentations, in your newsletters, in your e-mail signature and anything else pertaining to your Dealership.

Search Engines

One of the most effective ways of marketing your on-line business is registering with search engines. Search engines such as Yahoo! and Alta Vista are tools web surfers use to find the information they are interested in. A surfer looking for information on synthetic motor oils would simply visit a search engine, type "synthetic motor oils" and wait for the search engine to compile a list of websites pertaining to synthetic motor oil. However, in order to ensure the search engine includes your AMSOIL website in its results, you need to register with that particular search engine. Most search engines have a Registration or Add Site icon on which you may click and manually register your website at no cost. However, since hundreds of different search engines exist, it may be beneficial to use an automated submission service. For a minimal fee, an automated submission service will register your website with numerous search engines across the Internet. For more

information on registering with search engines, visit the Dealers' Zone at the AMSOIL corporate website (www.amsoil.com).

Link Exchanges

Link exchanges are free and effective ways to spread the word about your AMSOIL website. It involves identifying websites which have similar target markets as your own, such as motorsport clubs or racing organizations. Then, contact the sites' webmasters and ask if they would be interested in exchanging links, with them providing a link to your website and you providing a link to theirs. Now when people visit the other websites, they will come across the link to yours. If interested, they simply click on the link and enter your website.

E-mail Signature Lines

Most e-mail programs allow users to create a customized signature file which automatically gets attached to each outgoing e-mail. A very simple and effective way to advertise your business is to include your website address in your e-mail signature file. By doing this, recipients see your website address and may check it out. It is important to keep signature files to five lines or less since anything over that will likely be passed over. The file should be eye catching as well, and you may wish to change it every few weeks to avoid monotony.



Decorating your vehicle with the AMSOIL logo lets everyone know where they can buy AMSOIL products.

Creating your own AMSOIL Dealer website is a simple and effective way to increase your sales. To take advantage of this opportunity, visit the Dealers' Zone of the AMSOIL corporate website (www.amsoil.com) and choose from the following options:

Basic Site: (Option One): Ideal for Dealers looking for something simple, the basic site displays your name, address, phone and fax numbers and e-mail address under the domain name "www.lubedealer.com/yourname." This option is ideal for those who do not own computers or have Internet access. Cost is \$30 in U.S. funds for the first year with a \$20 annual renewal fee. You may call 1-800-777-7094 to order a website Registration Form (G-1547).

Hosted Sites: (Options Two and Three) Two different hosted sites are available. Pre-made templates are available for both, and you can modify them according to the AMSOIL Internet Policy. Option Two gives you 5 MB of server space with the domain name "www.lubedealer.com/yourname" and costs \$9.95/mo. in U.S. funds. Option Three gives you 10 MB with the domain name "www.yourname.com" and costs \$14.95/mo. in U.S. funds. Call 1-800-777-7094 to order a Computerize Your Business Order Form (G-159).

Hosting Your Own Site: (Option Four) You may also create an AMSOIL Dealer website through your own Internet Service Provider. Be sure to have it officially authorized by registering in the "Dealers' Zone".

Bulletin Boards and Chat Rooms

Another way to increase your exposure on-line is through bulletin boards and chat rooms. Many websites include discussion forums where participants type comments and engage in on-line discussions. With thousands of bulletin boards and chat rooms on the Internet, it isn't extremely difficult to locate one devoted to cars, racing or even motor oil itself.

When entering an on-line discussion, it is important to participate personally and without appearing to only be interested in turning a profit. Do *not* send unsolicited e-mail. Respond to questions simply and with a link to your website. Before deciding to participate in an on-line forum, it is wise to read the current and past discussions to get a general feel for their overall tone.

Press Releases

Spreading the word about your AMSOIL business in your local community can be achieved through the use of press releases. Write up a concise piece on the opening of your AMSOIL Dealership, find out who is in charge of the business section of your local newspaper and submit your article. Including a photo increases your chances of being published.

Advertisements in local newspapers and smaller special-interest magazines are usually quite affordable as well. Copies of AMSOIL advertisements can be downloaded from the Dealers' Zone of the AMSOIL corporate website and submitted to local newspapers and magazines.

Yellow Pages Advertising

Once your AMSOIL Dealership has been established, a very effective and affordable way to reach potential customers is through a listing in your local Yellow Pages. Getting listed is simple. Contact AMSOIL's national Yellow Pages specialist, Glendora Anderson, at Global Advertising, (909) 674-0616. Your advertisement also appears on the on-line version of the Yellow Pages, which AMSOIL has linked to its corporate website.

Trade Shows

An effective way to reach numerous potential customers in one or two days is by setting up a booth at a trade show. Perhaps your town has a weekend car or boat show coming up. By arming yourself with relevant

products and literature items, you will be ready to sell products, register accounts and sponsor new Dealers and Preferred Customers.

AMSOIL Literature

AMSOIL offers a wide line of professionally written, up-to-date sales literature, including retail catalogs, brochures, data bulletins and testimonial books. Whether you would like literature with general information on AMSOIL products or literature for specific niche markets, AMSOIL can accommodate your needs. For a complete list of available AMSOIL literature, consult the G-15 Literature & Sales Aids Price List.

AMSOIL G-100 retail catalogs can affordably be purchased in bulk quantities. By simply writing your Z.O. number on the back and distributing to potential customers, you will automatically be credited for purchases your customers make. In addition, purchasing customers will continue to receive updated catalogs every six months at no charge, and you receive credit for the purchases.

AMSOIL Promotional Items

AMSOIL is working hard to increase its name recognition. Through advertisements in popular automotive magazines and the sponsorship of high profile racing circuits and internationally recognized racing stars such as Mike LaRocco, D.J. Eckstrom and Justin Tate, more people recognize the AMSOIL name than ever before.

When you wear clothing bearing the AMSOIL logo, or you decorate your vehicle with a Dealer car door sign, you are like a travelling billboard for your business. Interested people will approach you with questions about the products you sell and how they can get them. Of course, you'll be able to tell them, point them to your website or perhaps hand them a retail catalog or business card.

AMSOIL offers a wide line of attractive AMSOIL promotional clothing, from polo shirts to caps to jackets. In addition, a wide variety of other AMSOIL promotional items are available, including magnetic car door signs, storefront and lawn signs, banners, flags and decals. For more information on AMSOIL clothing and promotional items, consult the G-1650 Clothing Catalog and the G-15 Literature and Sales Aids Price List.

AMSOIL Motor Oils Meet New SL/GF-3 Specifications

Work on the new GF-3/SL engine oil classification was initiated by automakers back in 1995 when they were facing ways to meet tough governmental regulations in regard to fuel mileage and emissions. They wanted engine oils that boosted fuel economy without sacrificing wear protection and emission control systems. They also wanted better oxidation control to reduce deposits in an engine's hottest, most critical pathways. In the process of meeting these new guidelines, it was discovered that many of the tests used were (1) out-dated, (2) redundant, and (3) performed on equipment for which there were no parts in existence. In short, these tests are dead. Therefore, all new tests were designed with the automakers, oil companies, additive manufacturers and the American Petroleum Institute having a voice in how the tests should be run and what the operational parameters should be. The processes and standards were contentious and all the deadlines were demolished.

In July of 2001, however, the new GF-3/API-SL engine oil specification will finally go into effect. According to Lew Williams of Lubrizol Corp., "It's definitely a significant upgrade over GF-2 [current oils] in key performance parameters of fuel economy, oxidation thickening, deposit control and oil consumption/emissions systems protection.

"In fuel economy, there is a definite improvement. Fuel economy durability is now a part of the category, a goal of the OEMs and EPA. The fuel economy engine test, Sequence VIB, is very robust."

The new GF-3/SL oils have improved fuel economy somewhere between one half and a full percent over GF-2/SJ. That may not sound like a lot, but on a national basis, just a 0.6 percent gain is equivalent to having the fuel for an extra 23,000 passenger cars. An interesting aspect of the VIB fuel economy test is that it measures both initial fuel economy (fuel economy improvement after just 16 hours of aging) and fuel economy durability (fuel economy improvement after 96 hours of aging). Thus, it assesses the fuel economy of engine oil aged in the crankcase for the equivalent of 4,000 miles. Fuel economy durability is a significant new concept that helps to differentiate GF-3/SL oils from their predecessors and represents a significant change. Aging is accomplished by running an engine on a stand for a measured length of time.

"In emissions systems improvement," continues Williams, "one aspect didn't happen: a new OPEST test [for oil's effect on emissions systems]. But controlling oil consumption did happen. The less oil the engine burns and runs across the catalyst, the longer the catalyst will function properly, and we accomplished that through volatility control. This means that you'll have less oil

consumption and therefore less stress on the catalytic converter. So one aspect of emissions systems improvement and durability was addressed successfully."

Substantial improvements in addressing high-temperature deposits were made, as well as major improvements in oxidative stability. The new GF-3/SL oil's resistance to high temperature burn-off and deposit formation is considered a major step forward. Although oxidative stability had not been specifically identified as a need, it's tied indirectly with the improved retention of fuel economy because if the viscosity increases you can't maintain fuel economy improvement over the life of the oil.

So in the area of volatility control, the goals of GF-3/SL were set because the new minimal levels set forth by API called for lower oil consumption due to burn-off, longer service life, and more oil robustness. GF-3/SL is equal to or better than GF-2/SJ in every category. It's better in deposit control and oxidation, equal in wear performance and maybe slightly better in sludge control.

AMSOIL ASL, ATM, HDD, PMO, TSO, XLF, XLM and XLT Synthetic Motor Oils are recommended for applications requiring GF-3 and API-SL specifications. AMSOIL ACD, AHR, AME, AMO, ARO, PCO, and TRO are recommended for applications requiring API-SL specifications. As always, AMSOIL synthetic lubricants use the *best* additive packages and base stocks available.

AMSOIL SL Synthetic Motor Oils increase fuel economy, reduce oil consumption and piston deposits, decrease component wear and sludge buildup, resist oxidative thickening and offer corrosion resistance. The new SL oils are for some 2002 vehicles. Current AMSOIL products continue to be the best choice for 2002 model year vehicles and all those before it. Products in the distribution centers are not labeled SL at this time, but they do meet the new SL standards. Product labels will be updated when existing inventories are depleted.

Although GF-3/SL is an improvement on the performance of existing petroleum products in many areas, AMSOIL Motor Oils have always excelled in these same areas and still exceed them by a wide margin, as evidenced by the charts, graphs and laboratory and field tests demonstrating reduced volatility, increased wear protection and superior oxidation and deposit control.

The THICK and THIN of VISCOSITY

Of all the characteristics a lubricant may possess, the most important is its viscosity. The viscosity of a fluid and how that fluid reacts to certain variables will determine how well the fluid can perform the basic functions of a lubricant. *What is viscosity?* When a fluid is subjected to external forces, it resists flow due to internal molecular friction. Viscosity is a measure of that internal friction. Viscosity can be referred to as the measurement of a fluid's resistance to flow.

Viscosity can be viewed in two different ways. The first is a fluid's tendency to flow as is visually indicated. One can think

of this as the time it takes to watch a fluid pour out of a container. The term used to describe this is **Kinematic Viscosity** and it is expressed in units indicating flow volume over a period of time. The most commonly used unit of Kinematic Viscosity is the centistoke (cSt).

A fluid's viscosity can also be indicated by measured resistance. You can think of this as the energy required to move an object through the fluid. It takes little energy to stir water with a spoon. However, significantly more energy is required to stir honey with that same spoon. The term used to describe this is **Apparent Viscosity** and it is expressed in units known as centipoise (cP). There are other ways to refer to a fluid's viscosity. Some of the more common generic terms are thin, light and low. These terms suggest the fluid flows readily. Water would be an example of such a fluid. Terms such as thick, heavy and high suggest the fluid demonstrates a strong resistance to flow. An example of such a liquid would be honey.

Viscosity is very important because it is directly related to a fluid's load-carrying ability. The greater a fluid's viscosity, the greater the loads that it can withstand. The viscosity of a fluid must be adequate to separate moving parts at the operating temperature of the equipment. Knowing that a fluid's viscosity is directly related to its ability to carry a load, one would think that the more viscous a fluid is, the better it can lubricate and protect. The fact is, the use of a high viscosity fluid can be just as detrimental as using too light an oil. If you use too low of a viscosity oil, you get metal-to-metal contact, poor sealing and increased oil consumption. If you use too high of a viscosity oil, you get increased fluid friction, reduced energy efficiency, higher operating temperatures, and hard starting – particularly at cold temperatures. The key is to select a fluid that is not too light and also not too heavy.



Viscosity is a measurement of a lubricant's flow properties. AMSOIL chemical engineers measure every batch of all AMSOIL lubricants to ensure proper viscometric standards are met.

Fluids thicken as their temperatures decrease and thin as their temperatures increase (like candle wax). The extent that they change is indicated by their viscosity index (VI). A viscosity index number indicates the degree of change in viscosity of an oil within a given temperature range, currently 40-100°C. An oil with a high viscosity index, say 160, would look and behave similarly at these two temperatures. However, a low viscosity index oil, say 90, would be quite different. It would become very fluid, and thin and pour easily at high temperatures. Honey will do the

same if you heat it up on a stove. This is why multi-grade oils exist.

Multi-grade oils are concerned with performance at both high and low temperatures and are designed for use when operating temperatures vary widely. Somebody driving from Fargo to Dallas in January would want a multi-grade oil in his crankcase because it allows for equipment operation in changing climates without the need for changing the oil. A straight SAE 5W oil is suitable for low temperature applications, but thins readily as the temperature increases. On the other hand, a straight SAE 30 is suitable for high temperature applications, but thickens when the temperature decreases. A 5W-30 would thicken and thin less in temperature extremes and would thus be more suitable to the average motorist because it remains in a useable viscosity range for a greater ambient temperature range.

AMSOIL chemical engineers used this basic principle to design the new XL-7500 5W-20 Motor Oil required by 2001 Ford and Honda vehicles (see related story in your May edition of *Action News*).

Recommended for applications requiring GF-3 and Ford specifications, AMSOIL XL-7500 5W-20 Motor Oil offers superior engine protection and unsurpassed fuel economy in engines calling for 5W-20. Its synthetic formulation ensures low volatility, reducing oil consumption and improving fuel economy throughout its entire service life of 7500 miles or six months (whichever comes first). In below-freezing weather, XL-7500 remains fluid and is pumped to sensitive engine parts easily and quickly, offering protection at the critical moments following cold engine start-up. In warm weather, XL-7500 5W-20 doesn't thin beyond an SAE 20 grade, so it keeps moving parts separated at high speeds and temperatures.



Two-cycle Engine Applications and Lubrication Needs

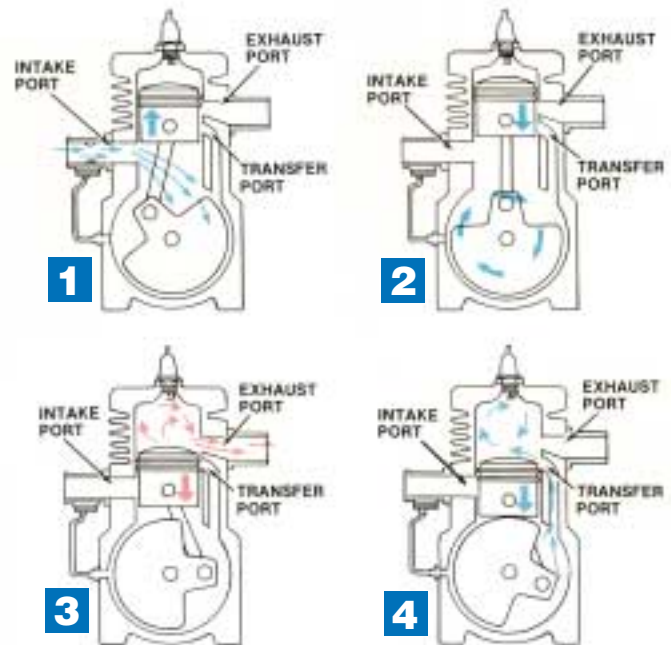
Two-cycle engines can be found nearly everywhere these days. They are used in dozens of applications and in a wide variety of designs for everything from work and recreation to power generation.

Two-cycle engines have design differences and operate under conditions that require different oil chemistries than their four-cycle counterparts. In order to recommend a lubricant for a two-cycle engine, one needs to know how this engine operates, why it is used in place of a four-cycle engine and where and in what type of applications it is used.

What is a two-cycle engine?

The terms "two-cycle" and "two-stroke" are often interchanged when speaking about two-cycle engines. These engines derive their name from the amount of directional changes that the pistons make during each power stroke.

Internal combustion engines are used to produce mechanical power from the chemical energy contained in hydrocarbon fuels. The power-producing part of the motor's operating cycle starts inside the motor's cylinder with a compression process. Following this compression, the burning of the fuel-air mixture then releases the fuel's chemical energy and produces high-temperature, high-pressure combustion products. These gases then expand within each cylinder and transfer work to the piston. Thus, as the engine is operated continuously, mechanical power is produced.

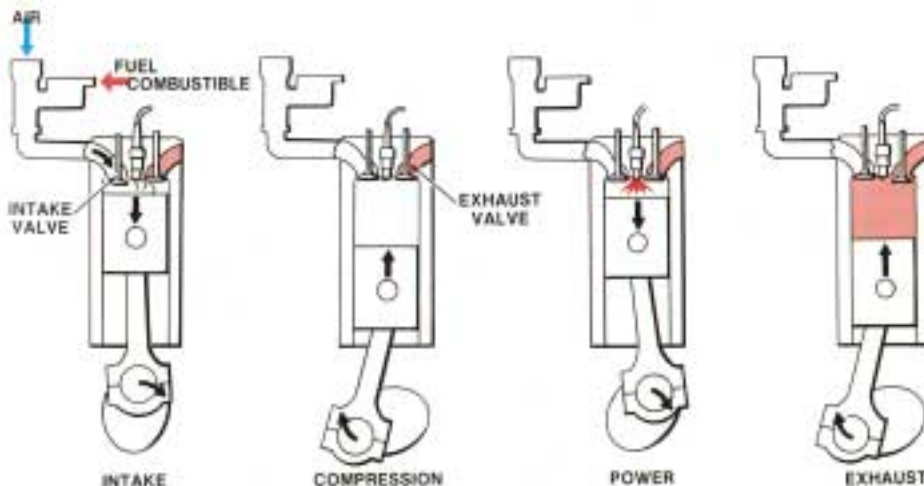


Two-cycle motors deliver one power impulse for each revolution of the crankshaft.

Each upward or downward movement of the piston is called a stroke. There are two commonly used internal combustion engine cycles: the two-stroke cycle and the four-stroke cycle.

How are two-cycle engines different from four-cycle engines?

The fundamental difference between two-cycle engines and four-cycle engines is in their gas exchange process, or more simply, the removal of the burned gases at the end of each expansion process and the induction of a fresh mixture for the next cycle. The two-cycle engine has an expansion, or power stroke, in each cylinder during each revolution of the crankshaft. The exhaust and the charging processes occur simultaneously as the piston moves through its lowest or bottom center position.



A four-cycle engine requires four strokes of the piston (two up and two down) and two revolutions of the crankshaft to complete one combustion cycle and provide one power impulse.

In a four-cycle engine, the burned gasses are first displaced by the piston during an upward stroke, and then a fresh charge enters the cylinder during the following downward stroke. This means that four-cycle engines require two complete turns of the crankshaft to make a power stroke, versus the single turn necessary in a two-cycle engine. In other words, two-cycle engines operate on 360 degrees of crankshaft rotation, whereas four-cycle engines operate on 720 degrees of crankshaft rotation.

Where are two-cycle engines used?

Two-cycle engines are inexpensive to build and operate when compared to four-cycle engines. They are lighter in weight and they can also produce a higher power-to-weight ratio. For these reasons, two-cycle engines are very useful in applications such as chainsaws, weed eaters, outboards, lawnmowers and motorcycles, to name just a few. Two-cycle engines are also easier to start in cold temperatures. Part of this may be due to their design and the lack of an oil sump. This is a reason why these engines are also commonly used in snowmobiles and snow blowers.

Some advantages and disadvantages of two-cycle engines

Because two-cycle engines can effectively double the number of power strokes per unit time when compared to four-cycle engines, power output is increased. However, it does not increase by a factor of two. The outputs of two-cycle engines range from only 20 to 60 percent above those of equivalent-size four-cycle units. This lower than expected increase is a result of the poorer than ideal charging efficiency, or in other words, incomplete filling of the cylinder volume with fresh fuel and air.

There is also a major disadvantage in this power transfer scenario. The higher frequency of combustion events in the two-cycle engine results in higher average heat transfer rates from the hot burned gases to the motor's combustion chamber walls. Higher temperatures and higher thermal stresses in the cylinder head (especially on the piston crown) result.

Traditional two-cycle engines are also not highly efficient because a scavenging effect allows up to 30 percent of the unburned fuel/oil mixture into the exhaust. In addition, a portion of the exhaust gas remains in the combustion chamber during the cycle. These inefficiencies contribute to the power loss when compared to four-cycle engines and explains why two-cycle engines can achieve only up to 60 percent more power.

How are two-cycle engines lubricated?

Two-cycle motors are considered total-loss type lubricating systems. Because the crankcase is part of the intake process, it cannot act as an oil sump as is found on four-cycle engines. Lubricating traditional two-cycle engines is done by mixing the oil with the fuel. The oil is burned upon combustion of the air/fuel mixture.

Direct Injection engines are different because the fuel is directly injected into the combustion chamber

while the oil is injected directly into the crankcase. This process is efficient because the fuel is injected after the exhaust port closes, and therefore more complete combustion of fuel occurs and more power is developed. Direct injection engines have a higher power density than traditional two-cycle engines. Because the oil is directly injected into the crankcase, less oil is necessary and lower oil consumption results (80:1 range).

Direct Injection motors have higher combustion temperatures, often up to 120°F. They also require more lubricity than traditional two-cycle motors.

Which AMSOIL motor oils are recommended for two-cycle engines?

AMSOIL Synthetic 2-Cycle Injector Oil and 100:1 Pre-Mix Two-Cycle Oil

AMSOIL Synthetic 2-Cycle Injector Oil (AIO) is recommended for use in all summer and winter two-cycle injector applications and for pre-mix applications at 50:1 mix ratios. Use AMSOIL 2-Cycle Injector Oil wherever TC-W3 or API TC oils are specified in water-cooled or air-cooled motors. It is recommended for all two-cycle injector applications including outboard motors, snowmobiles, motorcycles, ATV's and personal watercraft. It is also compatible with and recommended for two-cycle applications using catalytic converters. It is recommended for use with gasoline fuels only.



AMSOIL Synthetic 100:1 Pre-Mix 2-Cycle Oil (ATC) is recommended for all water-cooled and air-cooled pre-mix applications. A mix ratio of 100:1 is recommended for normal duty service in applications such as motorcycles, outboard motors, weed eaters, lawn mowers and chain saws. Richer mix ratios of 50:1 to 80:1 are recommended for severe duty service such as racing applications and for hot operating, industrial-use motors that run for extended periods of time. AMSOIL Synthetic 100:1 Pre-Mix 2-Cycle Oil is recommended for all pre-mix applications specifying TC-W3, API TC, JASO FC and ISO EGD. It is recommended for use with gasoline fuels only and is not recommended for use in oil injection systems.

Series 2000 Synthetic 2-Cycle Racing Oil

AMSOIL Series 2000 2-Cycle Racing Oil (TCR) is recommended in air- or water-cooled two-cycle motors where NMMA TC-W3, API TC or JASO FC oils are specified. It is excellent for both racing and recreational use in snowmobiles, outboard motors, personal watercraft, motorcycles and ATV's. Series 2000 2-Cycle Racing Oil is not recommended for use with nitro-methane or alcohol fuels. It is recommended for use at a 50:1 mix ratio or as an injector oil for both racing and recreation use and for use with catalytic converters.



Team AMSOIL and Dr. Martens Join Forces to Walk on Competition

Footwear Maker and Retailing Partner Add Excitement to Motocross Team

There's a new buzz in the pits. People are taking notice. There certainly is more music echoing amidst the team transports. If you follow the sounds of "Limp Bizkit," "LIT" and "Kid Rock" through the maze of colorful team trailers, you'll come across something new. The AMSOIL / Dr. Martens / Journeys / Competition Accessories Team hospitality truck is bringing a renewed excitement to motorcycle racing off the track. From sun-up to sundown, more than 10,000 fans, many wearing AMSOIL caps and t-shirts,



AMSOIL and Dr. Martens have taken synthetics and shoes to a new target market.

will meander their way to, from and through the distinctive AMSOIL red and black truck on a race weekend. Some people who are there really have little interest in the racing, but want to be a part of the high-energy atmosphere.

Dr. Martens is a maker of shoes and sandals with a marketing eye turned toward young consumers. Journeys is a growing shoe retailer that sells the fashionable footwear. They're helping to create that atmosphere. In the shade of the truck's black canopy are displays of Dr. Martens products, but it's not the shoes that draw the crowds. There are video games to play, music to listen to and contests to win. AMSOIL riders Mike LaRocco, Steve Boniface and Branden Jesseman sign autographs for long lines of fans there. It's become a destination, a happening place to be for fans, and every fan that comes through not only gets exposed to sandals, but also to synthetics ... AMSOIL synthetics.

Dr. Martens Marketing Manager Erron Sorensen says the shoe manufacturer was looking for a high profile team with the ability to win and a desire to break the mold. "The response has been great," says Sorensen. "The team is golden for sponsors." Sorensen and his staff are often asked questions about AMSOIL products. They know leather and



Fans line up to meet riders LaRocco and Boniface of Team AMSOIL.



LaRocco and Boniface sign autographs for hundreds of fans.



AMSOIL Motorcycle Oil draws interest from race fans.

rubber, not lubricants and racing oil. Sorensen fields each inquiry with a smile and directs the person to the AMSOIL website. Sorensen says what has impressed him about Team Owner Rick Zielfelder is his vision about exposing the team to new markets. "I would love to see a positive long-term relationship where we help each other achieve our marketing goals," says Sorensen. "I think we can help your oil be "cool." With this increased exposure to a new generation of potential AMSOIL users, the opportunities for sales and new Dealers seems boundless. Suddenly it could be very hip with the kids to be using AMSOIL. Imagine that.

For Racing News: www.amsoil.com

AMSOIL Supercross Team Is One of Nation's Best

LaRocco and Factory Connection is Third in Country

2001 AMA / Chevy Truck National Motocross Championship and ESPN2 Schedules

Red Bud - Buchanan, MI - July 1

July 14 12:00 - 2:00 p.m.
July 18 3:00 - 5:00 a.m.

Unadilla Valley - New Berlin, NY - July 15

July 28 1:00 - 3:00 p.m.
July 31 1:00 - 3:00 p.m.

Kenworthy's MX - Troy, OH - July 22

Aug. 4 5:30 - 7:30 p.m.
Aug. 7 1:00 - 3:00 p.m.

Washougal MX - Washougal, WA - July 29

Aug. 11 12:00 - 2:00 p.m.
Aug. 14 1:00 - 3:00 p.m.

Spring Creek - Millville, MN - Aug. 19

Aug. 25 12:00 - 2:00 p.m.
Aug. 30 1:00 - 3:00 p.m.

Broome-Tioga - Binghamton, NY - Aug. 26

Sept. 9 2:30 - 4:30 p.m.
Sept. 11 3:00 - 5:00 a.m.

Steel City - Delmont, PA - Sept. 2

Sept. 23 5:00 - 7:00 p.m.
Sept. 25 4:00 - 6:00 a.m.

Mike LaRocco had one of the better years of his long motorcycle racing career. LaRocco and Team AMSOIL ended the 2001 Supercross season with a terrific third place overall finish.

LaRocco is a 13-year veteran rider with an unparalleled work ethic. Instead of coasting through the twilight of his competitive career, Mike is working harder than ever to beat the new kids. His goal this year was to remain consistent and that he was. He had eight podium finishes with two seconds and six thirds. He only once finished worse than seventh and that was because of a flat tire.

Mike is the definition of consistency. Of his season he said, "I really wanted to win this year, but I'll take that third in the standings and build upon it for next year." LaRocco has agreed to be the principle rider for Factory Connection and a part of the AMSOIL / Dr. Martens / Journeys / Competition Accessories Team for another two years.



LaRocco credits much of his success to AMSOIL lubricants.

LaRocco Career Highlights

- 2001**
3rd Place Supercross
- 2000**
250cc Motocross
World Champion
3rd Place Supercross
- 1999**
3rd Place Supercross
3rd Place 250cc Motocross
- 1998**
3rd Place 250cc Motocross
- 1996**
3rd Place 250cc Motocross
- 1994**
2nd Place Supercross
250cc Outdoor Motocross
National Champion
- 1993**
500cc Outdoor Motocross
National Champion
2nd Place 250cc Motocross

AMSOIL Snocross Team Finds Success in Iceland

Team Places Second in European Championships

While most of North America was enjoying the end of winter, Iceland was hosting the World Snowmobile Association's International Snocross



Tate (left) finishes second in his first International race and qualifies for next winter's X-Games.

Championships. Team AMSOIL / Scheuring Speed Sports made the journey across the Atlantic

Ocean to compete against the world's best riders. Along with a group of American riders, there were competitors from Russia, Sweden, Norway, Finland, Canada and the host country.

It was a battle of attrition with sleds, and riders, falling to the elements. Dennis Eckstrom dropped out after severely hurting his wrist. Perseverance paid off for teammate Justin Tate of Team AMSOIL. With a heavily damaged sled that somehow ran using the used engine pieces of other sleds, Tate summoned his skills to put together a great run. Tate was able to finish second and thanks to that gutsy performance earned a spot in next year's Winter X-Games. Both riders will race the prestigious event.



Justin Tate gets air in World Championship final.



...of coming events

GUEST SPEAKER MEETINGS

• July 21 - Saturday
Meeting - 7 p.m.
AIRPORT HOLIDAY INN
I-449 Airport Exit
Little Rock Arkansas
RSVP Executive Direct Jobber Ed Foster
@ (870) 931-3443 or edfoster@bscu.com
Guest Speaker: Regency Platinum
Direct Jobber Don Nichols

• August 11 - Saturday
Meeting - 5:30 p.m.
RYAN'S RESTAURANT
1501 S. Cherry Lane (3
blocks North of I-90)
White Settlement, TX
Dinner Meeting \$9.50/person
RSVP Regency Direct Jobbers Tom &
Sheila Shalin @ (817) 444.9522
Guest Speaker: Executive Direct Jobber
Bill Bernethy

• August 18 - Saturday
Dinner Meeting - 6:15 p.m.
SHILO INN
760 Lindsay Blvd.
Idaho Falls, Idaho
\$17.95/person
RSVP **Regency Platinum Direct
Jobbers Mark & Sherree Schell
(208) 524-0322
Guest Speaker: Executive Direct Jobber
Les Martin

• August 25 - Saturday
Meeting - 1:30 p.m.
CLARION HOTEL
2727 Frensdale Drive
(Northwest exit 3,
West 581)
Roanoke, VA
RSVP Regency Platinum Direct Jobbers
Don & Joyce Nichols
(540) 563-9501
Guest Speaker: Regency Direct Jobbers
Ed and Barbara Chambless

T-1 CERTIFICATION MEETINGS

OHIO

• July 17 - Tuesday
• August 21 - Tuesday
Meeting - 7 p.m.
PERKIN'S RESTAURANT
571 Stringtown Rd.
Grove City, OH 43123
Hosted by Direct Jobber Brad White.
Cost is \$20

• July - Every Friday
• August - Every Friday
Meeting - after 4 p.m.
GREENE RESIDENCE
13500 S. Lone Pt. Ln.
#24101
Draper, UT 84020
Hosted by Dealer Dorsey Greene
(801) 576-1896
Pre-paid registration required.

AMSOIL DEALER MEETINGS

ALABAMA

• July 19 - Thursday
• August 16 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
Governor's Drive
Huntsville, AL
Hosted by Direct Jobbers Cliff Goehring
& Gerry Gotwald
(256) 337-0376

• July 19 - Thursday
• August 16 - Thursday
Meeting - 7 p.m.
HOLIDAY INN - OZARK
Hwy. 231
Ozark, AL 36360
Hosted by Direct Jobbers E. E. "Al" &
Mildred Bowman
(334) 774-3344

ALASKA

• July 19 - Thursday
• August 16 - Thursday
Meeting - 7 p.m.
PHILLIPS INTERNATIONAL INN
5121 Arctic Blvd.
Anchorage, AK 99507
Hosted by Dealer Don Nusbaum
(907) 563-2274
Please call for reservations
• July 3, 17 - Tuesday
• August 7, 21 - Tuesday
Meeting - 7 p.m.
STATEN RESIDENCE
2949 Sunflower Street
Anchorage, AK 99508
Hosted by Direct Jobber Richard Staten
(907) 333-0124 Call for reservations.

ARIZONA

• July 17 - Tuesday
• August 21 - Tuesday
Meeting - 6:30 p.m.
CAR REPAIR COMPANY
2918 N. Scottsdale Road
Scottsdale, AZ 85251
Hosted by Master Direct Jobber
Dick Nudo and Dealer Jim Brewer
Please R.S.V.P.
(602) 996-7181 Dick
(480) 968-4922 Jim

ARKANSAS

• July 12 - Thursday
• August 9 - Thursday
Meeting - 6:30 p.m.
GARDNER RESIDENCE
280 York Chapel Rd.
Nashville, AR 71852
Hosted Dealer Jerry Gardner
(870) 451-9152 jgard24@iocc.com

• July 11 - Wednesday
• August 8 - Wednesday
Meeting - 7 p.m.
PASTERNAK RESIDENCE
217 CR 472
Jonesboro, AR 72404
Hosted by Account Directs
David and Brenda Pasterniak
(870) 933-8376

CALIFORNIA

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

• July 5, 19 - Thursday
• August 2, 16 - Thursday
Meeting - 7:30 p.m.
CHRISTENSEN RESIDENCE
4141 Palm Ave, Apt 574
Sacramento, CA 95610
Hosted by Premiere Direct Jobber
Jay Christensen (916) 339-1152

• July - No meeting
• August 1 - Wednesday
Meeting - 7 p.m.
MCCOOL RESIDENCE
2210 Coddling Dr.
Modesto, CA 95350
Hosted by Dealer Bill McCoil
(209) 577-0174

• July 24 - Tuesday
• August 28 - Tuesday
Meeting - 7 p.m.
EVANS RESIDENCE
40728 Sundale Dr.
Fremont, CA 94538
Hosted by Direct Dealers Chuck
and Linda Evans
(510) 659-4078
Guest Speakers Master Direct Jobbers
John and Jeanne Burke

• July 10 - Tuesday
• August 14 - 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

• July 2, 30 - Monday
• August 6, 27 - Monday
Meeting - 7 p.m.
INTERNATIONAL HOUSE OF PANCAKES/VINTAGE OAKS SHOPPING CENTER
Novato, CA 94945
Hosted by Dealer Richard Eplett
(800) 280-9905

• July 3 - Tuesday
• August 7 - Tuesday
Meeting - 7 p.m.
CARROW'S RESTAURANT
19011 Bloomfield Ave.
Cerritos, CA
RSVP Dealer Dave Gumpertz
(562) 212-3709 Dave@Lubes4U.com

• July 17 - Tuesday
• August 21 - Tuesday
Meeting - 7:30 p.m.
LUDWICK RESIDENCE
6015 Hughes St.
San Diego, CA 92115
Hosted by Direct Dealer Craig Ludwick
R.S.V.P. (619) 583-4100

COLORADO

• July 19 - Thursday
• August 16 - Thursday
Meeting - 7:30 p.m.
AMSOIL HOUSE
4316 Ridgcrest Drive
Colorado Springs, CO
80918
Hosted by Premiere Direct Jobbers
Don & Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

• July 14 - Saturday
• August 11 - Saturday
Meeting - Noon
(Please call for reservations)
KING RESIDENCE
2306 Taggart Court
Wilmington, DE 19810
Hosted by Account Direct Greg King
(302) 475-9358 Guests Welcome!

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• July 3 - Tuesday
• August 7 - Tuesday
Meeting - 7 p.m.
(Please call in advance)
DENNY'S RESTAURANT
440 South Semoran Blvd.
Orlando, FL 32806
Hosted by Regency Silver Direct Jobbers
George & Shirley Douglas
(407) 856-1564
Call for directions, locations and RSVP.

• July 19 - Thursday
• August 16 - Thursday
Meeting - 7 p.m.
AMSOIL DISTRIBUTION CENTER
3724 Silver Star Rd.
Orlando, FL 32808
Hosted by Regency Silver Direct Jobbers
Dan and Judy Watson
(407) 657-5969

• July 17 - Tuesday
• August 21 - Every Wednesday
Meeting - 7 p.m.
DAWSON RESIDENCE
4525 Brinson Lane
Tallahassee, FL 32311

Hosted by Premiere Direct Jobbers
Don and Priscilla Dawson
(850) 385-3620
e-mail: dondawson@the-oilman.com

GEORGIA

• July 14 - Saturday
• August 11 - Saturday
Meeting - 9 to 11 a.m.
CHAMBLESS RESIDENCE
1741 Ponce de Leon Ave. NE
Atlanta, GA 30307
Hosted by Regency Silver Direct Jobbers
Larry and Kathryn Chambless
(404) 373-9916

• July 5 - Thursday
• August 2 - Thursday
Meeting - 7 p.m.
DIRKSEN RESIDENCE
1905 Queens Road
Albany, GA 31707
Hosted by Master Direct Jobber
Sherry Dirksen (912) 436-5532
Pot Luck, everyone brings a dish.

HAWAII

None Scheduled

IDAHO

• July 7 - Saturday
• August 4 - Saturday
Meeting - 12 to 3 p.m.
SHELL RESIDENCE
2000 W. Broadway
Idaho Falls, ID
Hosted by **Regency Platinum Direct
Jobbers Mark & Sherree Schell
Meeting reservations:
(208) 524-0322 Please R.S.V.P.

ILLINOIS

• July 10 - Tuesday
• August 14 - Tuesday
Meeting - 7:30 p.m.
BAUER RESIDENCE
111 Woodland Trail
Anna, IL 62906-3904
Hosted by Account Directs
Norm and Barb Bauer
(618) 833-3228

INDIANA

• July 18 - Wednesday
• August 1, 15 - Wednesday
Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Rd.
Bremen, IN
Hosted by Direct Jobbers LeRoy and
Malinda Hochstetler and Account
Directs Willis and Rolene Gingerich
(219) 831-2839

IOWA

KANSAS
KENTUCKY
None Scheduled

LOUISIANA

• July 3 - Tuesday
• August 7 - Tuesday
Meeting - 7 p.m.
AUTTONBERRY RESIDENCE
2520 Swiss Street
W. Monroe, LA 71219
Hosted by Dealer Ellis Auttonberry
(318) 396-4348

MAINE

None Scheduled

MARYLAND

• July 25 - Wednesday
• August 22 - Wednesday
Meeting - 7:30 p.m.
COUTO RESIDENCE
115 Lakeview Drive
Salisbury, MD 21804
Hosted by Dealer Tony Couto
(410) 860-1813 Please call ahead and
make reservations.

• July 27 - Friday
• August 31 - 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

• July 27 - Friday
• August 31 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Ave.
Fort Howard, MD 21052
Hosted by Account Direct Harvey Groner
(410) 477-8255

• July 5 - Thursday
• August 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

• July 27 - Friday
• August 31 - Friday
Meeting - 7:30 p.m.
AL SMITH AUTOMOTIVE
3228 E Joppa Rd.
Baltimore, MD 21234
Hosted by Premiere Direct Jobber
Al Smith (410) 882-9696
Al@SynLubes.com
Reservations Required

MASSACHUSETTS

• July 21 - Saturday
• August 18 - Saturday
Meeting - 9 a.m.
DUMAS RESIDENCE
201 Hayden-Rowe St.
Hopkinton, MA 01748
Hosted by Dealer Bob Dumas
(888) 499-9933 Please R.S.V.P.
Coffee and doughnuts served.

MICHIGAN

• July 16 - Monday
• August 20 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
644 Shady Maple Dr.
Wixom, MI 48393
Hosted by Premiere Direct Jobber
Tom Kirby (248) 669-9093
Refreshments served, RSVP required.

• July 2 - Monday
• August 6 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
61653 Miriam Dr
Washington, MI 48094
Hosted by Master Direct Jobber Mike Ellis
Please RSVP at (810) 781-5092 or (810)
918-1578

• July 2 - Monday
• August 6 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
RABE RESIDENCE
9338 Rawsonville Road
Belleville, MI 48111
Hosted by Dealer Dale Rabe
Please RSVP at (734) 461-9577 or 355-9747

MINNESOTA

• July 19 - Thursday
• August 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

• July 19 - Thursday
• August 16 - Thursday
Meeting - 7 p.m.
MEYER RESIDENCE
800 2nd Street
Cleveland, MN 56017
Hosted by Premiere Direct Jobbers
Charles & Donna Meyer
(507) 931-3875

• July 12 - Thursday
• August 9 - 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

• July - Every Wednesday
• August - Every Wednesday
Meeting - 11 a.m.
DINNER BELL RESTAURANT
10122-C Central Ave.
D'Iberville, MS 39532
Hosted by Dealer Jim Day
(228) 388-4325 RSVP/Guest Welcome
jwdandy2000@yahoo.com

MISSOURI
MONTANA
NEBRASKA
None Scheduled

NEVADA
• July 5 - Thursday
• August 2 - Thursday
Meeting - 6:30 to 8 p.m.
AMSOIL PRODUCT CENTER

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

NEW HAMPSHIRE
NEW JERSEY
None Scheduled

NEW MEXICO
• July 24 - Tuesday
• August 28 - Tuesday
Meeting - 7:30 p.m.
GREENBERG RESIDENCE
1537 Bryn Mawr NE
Albuquerque, NM 87106
Hosted by Master Direct Jobbers Paul and Nancy Greenberg (505) 255-2137 fax (505) 232-8330 NMOilman@aol.com

NEW YORK
• July 18 - Wednesday
• August 15 - Wednesday
Meeting - 7 p.m.
O'BRIEN RESIDENCE
436 Mosely Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien (716) 223-8016
Please call ahead to reserve a seat.

• July 18 - Wednesday
• August 15 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA -
Please call ahead for specific location.
Hosted by Direct Jobber Peter Finnerty (315) 682-9791
• July 18 - Wednesday
• August 15 - Wednesday
Meeting - 7:30 p.m.
NEWARK, NY
LOCATION -
Please call ahead for specific location.
Hosted by Dealer Brad Timerson (315) 331-7110

NORTH CAROLINA
• July 12 - Thursday
• August 9 - 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

• July 12 - Thursday
• August 9 - Thursday
Meeting - 7:30 p.m.
FOREIGN PARTS CENTRE
2032 Spring Road
Hickory, NC 28601
Hosted by Account Direct Larry Mallonee and Dealer Jack Hoskins (704) 327-7844 or (704) 322-9312
All Dealers welcome, please call Larry first.

• July 12 - Thursday
• August 9 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Direct Jobbers Chuck and Judi Burnell (919) 870-9633 Please call first.

• July 10 - Tuesday
• August 14 - Tuesday
Meeting - 7 p.m.
CLEVELAND RESIDENCE
224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers George & Nancy Cleveland (910) 346-3866
Please call first. All Dealers welcome.

NORTH DAKOTA
None Scheduled

OHIO
• July - Every Wednesday
• August - 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 Please R.S.V.P.

• July 14 - Saturday
• August 11 - Saturday
Meeting - 1 to 4 p.m.
LACKORE RESIDENCE
1900 George Ave.
Brunswick, OH 44212
Hosted by Executive Direct Jobber Calvin Lackore (800) 798-9777

• July 1 - Sunday
• August 5 - Sunday
Meeting - 1 p.m.
MERRITT RESIDENCE
650 State Route 131
Fayetteville, OH 45718
Hosted by Dealers Gordon and Sara Merritt (937) 288-2568

• July 10, 24 Tuesday
• August 14, 28 Tuesday
Meeting - 7 p.m.
DENATO'S PIZZA ON BROADWAY
Grove City, OH 43123
Hosted by Direct Jobber Brad White (800) 871-5921

OKLAHOMA
• July 7 - Saturday
• August 4 - Saturday
Meeting - 9 to 11 a.m.
GOLDEN CORRAL
9711 E. 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber Patrick Grady (918) 258-6979

• July 12 - Thursday
• August 16 - Thursday
Meeting - 7 to 8:30 p.m.
DIAMOND JACK'S
3609 E. 51 St.
Tulsa, OK 74135
Hosted by Dealer Richard Coats and Direct Dealer Kevin Alexander (918) 342-9537
Call first to confirm space for you and your guests.

• July 12 - Thursday
• August 16 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Rd.
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber Patrick Grady and Dealer Kevin Alexander (918) 258-6979 Please R.S.V.P.
kevina@nordam.com

OREGON
• July 19 - Thursday
• August 16 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 to 9 p.m.
SWEETBRIER INN
7125 S.W. 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.

• July 5 - Thursday
• August 9 - Thursday
Meeting - 7 p.m.
HOFFMAN RESIDENCE
7025 SE 22nd Ave.
Portland, OR 97202
Hosted by Dealer Dan Hoffman (503) 236-2579 All are welcome.

PENNSYLVANIA
• July - Every Monday
• August - Every Monday
Meeting - 7 p.m.
AMSOIL RETAIL STORE
103 McCargo Street
New Kensington, PA
Hosted by Dealer A. Ralph Snoznik (724) 335-8608
All Dealers and guests are welcome.

RHODE ISLAND
None Scheduled

SOUTH CAROLINA
• July - Every Tuesday
• August - Every Tuesday
Meeting - 7:30 p.m.
GEORGE KERR and ASSOCIATES
Northgate Building
5861 Rivers Ave., Suite 107
N. Charleston, SC 29406
Hosted by Dealer George Kerr (843) 747-8200

• July - variable meetings
• August - variable meetings
Call for meeting time and date
SPRADLEY RESIDENCE
117 Winston Circle
Pelion, SC 29123
Hosted by Direct Dealers Jim & Vicki Spradley (803) 894-4618

• July - First Wednesday
• August - First Wednesday
Meeting - 7 p.m.
DENNEY'S RESTAURANT
2521 Wade Hampton Blvd.
Greenville, SC 29615
Hosted by Dealer David Larson R.S.V.P. (864) 232 1846

SOUTH DAKOTA
None Scheduled

TENNESSEE
• July 17 - Tuesday
• August 21 - Tuesday
Meeting - 7 p.m.
info, 8 p.m. opportunity
DW WILSON CENTER
Tullahoma, TN
Hosted by Dealer Nelson Gill (931) 393-2601

TEXAS
• July 17 - Tuesday
• August 21 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Direct Jobbers Ronald & Sandra Ward (972) 231-0773
e-mail: oilmandj@home.com

• July 5 - Thursday
• August 2 - Thursday
Meeting - 7:30 to 9 p.m.
SHALIN RESIDENCE
544 Clew Court
Azle, TX 76020
Hosted by Regency Direct Jobbers Tom and Sheila Shalin (817) 444-9522

• July 19 - Thursday
• August 16 - Thursday
Meeting - 7:30 p.m.
WEIL RESIDENCE
2521 Cherry Blossom Lane
Bedford, TX 76021
Hosted by Direct Dealer Bob Weil (817) 545-5257

UTAH
• July - Every Tuesday
• August - Every Tuesday
Meeting - 7:30 p.m.
CHRISTENSEN RESIDENCE
8516 Snowviller Drive
Sandy, UT 84070
Hosted by Executive Direct Jobber Neil Christensen, Dealer Rodney Haskins and Dealer Doug Blackhurst (801) 942-3881/(801) 942-8641

• July - Every Friday
• August - Every Friday
Meeting - After 4 p.m.
GREENE RESIDENCE
13500 S. Lone Pt. Ln.
#24101
Draper, UT 84020
Hosted by Dealer Dorsey Greene (801) 576-1896
T-1 Certification classes every Friday, pre-paid registration required.
Everyone welcome, please R.S.V.P.

VERMONT
None Scheduled

VIRGINIA
• July 23 - Monday
"Presentation & Products"

• July 28 - Saturday
"Aggrand, Aquabrite, Vibrin Product Review"
• August 20 - Monday
"Products Presentation & Opportunity"
• August 25 - Saturday
"Marketing Plan"
Saturday meetings:
10 a.m. - noon;
Monday meetings 7 to 9 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23831
Hosted by Regency Gold Direct Jobbers Gerry & Patricia Reid (804) 530-1400, (804) 530-0179 Fax reidgt@home.com

• July 2, 16 - Monday
• August 6, 27 - Monday
Meeting - 7:30 p.m.
STANCIL RESIDENCE
2400 N. Oceana Blvd.
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers Bill & Barbara Stancil (804) 428-6049

• July 9 - Monday
• August 13 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers Cliff & Dee Gravitt (804) 694-0221

• July 3 - Tuesday
• August 7 - Tuesday
Meeting - 7:30 p.m.
PESZKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Direct Jobbers Raymond & Karen Peszko (804) 484-9491

• July 10 - Tuesday
• August 14 - Tuesday
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Rd.
Sandston, VA
Hosted by Account Directs Roger Riggall and Mel Piggas (804) 737-9231 or (804) 737-4874

WASHINGTON
• July 16 - Monday
• August 20 - Monday
Meeting - 7:30 p.m.
GASPER'S SHOP SERVICE CENTER
1103-A River Road
Puyallup, WA 98003
Hosted by Premiere Direct Jobbers Cliff and Lorna Gasper (253) 864-7618, or (877) 633-7618
Everyone Welcome

• July 10 - Tuesday
• August 14 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Direct Jobbers Marv & Charlotte Stougard (360) 856-1641 Guests Welcome

• July 12 - Thursday
• August 9 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Executive Direct Jobbers Tom & Shirley Walsh (425) 483-2582

• July 10 - Tuesday
• August 14 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers Raymond & Patsy Prukop (206) 845-9755 / 800-267-6450
Everyone Welcome!

• July 19 - Thursday
• August 16 - Thursday
Meetings - 7:30 p.m.
SUPER 8 MOTEL
3100 S. 192
Seatac, WA 98002
Hosted by Regency Platinum Directs Leonard & Eunice Pearson (253) 939-8401 Guests Welcome!

WEST VIRGINIA
None Scheduled

WISCONSIN
• July 19 - Thursday
• August 16 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL ACADEMY
1201 Clough Ave.
Superior, WI 54880
Hosted by 4-Star Regency Platinum Direct Jobbers Bill & Donna Durand Refreshments Served (715) 392-4006 Guests Welcome!

• July 12 - Thursday
• August 9 - 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

• July 14, 28 - Saturday
• August 11, 25 - Saturday
Meeting - 1 to 3 p.m.
VILLERS RESIDENCE
2600 W. High St.
Racine, WI 53404
Hosted by Regency Direct Jobber Edie Villers (414) 637-2726
Please RSVP

WYOMING
None Scheduled

INTERNATIONAL

ALBERTA
BRITISH COLUMBIA
MANITOBA
None Scheduled

NEW BRUNSWICK
• July 16 - Monday
• August 20 - Monday
• September 17 - Monday
Meeting - 7:30 p.m.
McLAUGHLIN RESIDENCE
9 Pinder Road
Riverview, NB E1B 3Z2
Hosted by Account Direct Wayne McLaughlin and Dealer Wendell Steeves (506) 386-2896/(506) 387-3197
Everyone Welcome

NEWFOUNDLAND
NOVA SCOTIA
None Scheduled

ONTARIO
• July 26 - Thursday
• August 30 - Thursday
• September 27 - Thursday
Meeting - 6 to 8 p.m.
AMSOIL DISTRIBUTION CENTER
6625 Tomken Rd.
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
None Scheduled

NEW ZEALAND
• July 2 - Monday
• August 6 - Monday
• September 3 - Monday
Meeting - 6:30 to 9 p.m.
AMSOIL DISTRIBUTION CENTER
3/1 Binster Rd, New Lynn
Auckland
Auckland, NZ
Hosted by Premiere Direct Jobber John Gurney
Phone (021) 936-091
Fax (021) 636-094
synoil@dangerousbrothers.com
Fee: \$10

AMSOIL CENTERLINES ...and updates



AMSOIL DAY

July 7 is International AMSOIL Day. AMSOIL Day belongs to you, the AMSOIL Dealer, so get in the spirit, have fun and help us celebrate this special day.

- Spread the word!**
- Display AMSOIL banners and flags!**
- Wear your AMSOIL clothing!**
- Hold an AMSOIL meeting!**
- Distribute AMSOIL literature!**
- Make an AMSOIL sale!**
- Sponsor a new AMSOIL Dealer!**
- Register a new AMSOIL account!**
- Share the day with your downline!**



NEW AMSOIL POLO SHIRT

The new AMSOIL polo shirt features 100% combed cotton pique with convenient left chest pocket. Navy polo collar, ribbed cuffs and embroidered AMSOIL logo complete this new upscale shirt.

Stock #	Size	U.S.	Can
G-1701	S	27.00	43.75
G-1702	M	27.00	43.75
G-1703	L	27.00	43.75
G-1704	XL	27.00	43.75
G-1705	XXL	28.50	46.25

HOLIDAY CLOSINGS

The Edmonton and Toronto Distribution Centers will be closed Monday, July 2 for Canada Day. The AMSOIL corporate headquarters and U.S. Distribution Centers will be closed Wednesday, July 4 for Independence Day.



NEW AMSOIL X-TREME FOOD GRADE GREASE

New AMSOIL X-Treme Food Grade Grease provides superior, non-toxic lubrication in food and pharmaceutical industry equipment. Effectively reduces friction, wear and heat and performs over a wider temperature range, providing superior protection for a wide range of applications.

Stock #	Qty.	Wt.	CC's	Cost U.S.	Cost Can.
GXC-CR	(1) 14-oz. crtg.	1	4.05	5.35	8.60
GXC-10	(10) 14-oz. crtgs.	11	40.50	51.00	82.00
GXC-14	(40) 14-oz. crtgs.	42	162.00	194.00	312.00
GXC-35	(1) 35-lb. lug	40	136.00	170.00	274.00
GXC-99	(1) 120-lb. keg	132	292.00	486.00	783.00

NEW AMSOIL DEALER LAWN SIGNS

New two-sided aluminum lawn signs let everyone know where they can buy AMSOIL products (Mounting hardware and brackets not included).



Stock #	U.S.	Can
G-1700	29.00	47.00

AMSOIL ADVERTISING

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

July & August 2001

Display Advertisements

<i>Thunder Press</i>	July '01	(800) 848-6247
<i>Trailer Life</i>	July '01	(805) 667-4100
<i>NOLN</i>	July '01	(805) 796-2577
<i>Bass & Walleye Boats</i>	July/Aug. '01	(310) 537-6322
<i>Trailer Life</i>	Aug. '01	(805) 667-4100
<i>NOLN</i>	Aug. '01	(805) 796-2577
<i>Racer X</i>	Aug. '01	(661) 245-2422
<i>American Iron</i>	Aug. '01	(203) 425-8777

Catalog Showcase Advertisements

<i>JP</i>	July '01	(323) 782-2000
<i>Muscle Car Review</i>	July '01	(323) 782-2000
<i>European Car</i>	July '01	(714) 939-2400
<i>VW Trends</i>	July '01	(714) 939-2400
<i>Custom Rodder</i>	July '01	(714) 939-2400
<i>GM High Tech Perf.</i>	July '01	(714) 939-2400
<i>High Perf. Mopar</i>	July '01	(714) 939-2400
<i>Street Chopper</i>	Summer	(714) 939-2400

Whatcha' use on that bike, Mike?

LaRocco and his teammates rely on AMSOIL products to get them to the finish line.



It is certainly a given that Mike LaRocco and his teammates use the Series 2000 2-Cycle Racing Oil in their Honda CR-250cc and 125cc high-performance racing bikes. But some people wonder what other AMSOIL products his crew uses to keep their bikes in tip-top shape.

In the transmission, Mike uses AMSOIL 10W-40 Motorcycle Engine Oil (AMF) for its superior gear protection. In some motorcycles, transmissions and engines share a common oil sump, so the engine oil must also provide wear protection to the transmission gears, which are subjected to high gear surface pressures and gear rotation speeds. While the motorcycles LaRocco and his teammates use have separate transmissions from the crankcase, the gears in their bikes go through severe service by any measure. They begin a race by cracking open the throttle and shooting from the starting line. From there on, for the entire race, the speeds go from just a few miles an hour to over 50 in a matter of yards. Jumps and moguls from beginning to end brutalize the motorcycle; the clutch and gears also take a terrific beating.

Team AMSOIL relies on Series 2000 Synthetic Lithium Complex Racing Grease (GRG) to provide ultimate protection to the bikes' pivot points. AMSOIL Series 2000 Synthetic Lithium Complex Racing Grease is extreme pressure multi-purpose grease formulated for

high temperature/high-speed applications. Yet it also excels in the protection of low-speed bearings, a job usually reserved for heavy-duty products. Race components get the load bearing capacity of heavy-duty grease without sacrificing the high-temperature protections of a multi-purpose. This allows Team AMSOIL race bikes to turn on a dime and have less bearing drag during acceleration.

Chains, metal parts and electrical connections are protected from corrosion, dirt and friction with AMSOIL Metal Protector (AMP). AMSOIL Metal Protector cuts through rust and frees frozen components, prevents rust and corrosion (even in salt water), displaces water and stops squeaks. It also sprays into hard-to-reach places and leaves no film.

To keep his bike looking good, Team AMSOIL uses Power Foam Engine Cleaner and AMSOIL Pro-Formula Car Polish. Power Foam Engine Cleaner cleans the entire combustion intake system and engine exterior for improved engine performance. It removes the gum, varnish and carbon deposits that build up for better throttle response and engine appearance. They use it to clean the intake valves, intake manifolds and throttle plates to keep the combustion intake system running at peak efficiency. The AMSOIL Pro-Formula Car Polish makes Mike's bike shine like new during the entire race season.

The *Severe Service* Tranny Fluid

AMSOIL Universal Automatic Transmission Fluid offers outstanding performance in transmissions, power steering and hydraulic applications. It meets or exceeds the following performance specifications:

- GM Dexron II & III • Ford Mercon & Mercon V
- Chrysler ATF+ through ATF+4 • Allison C-3 & C-4
- Caterpillar TO-2 & TO-3 • Voith Commercial • Opel & GM Strasbourg

AMSOIL Universal Automatic Transmission Fluid resists oxidation and thermal degradation, provides low temperature and anti-wear protection, and offers extended drain intervals.



HIGH TEMPERATURE FLUID LIFE TESTS

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

PETROLEUM ATF = 300 HOURS	RESISTS HIGH TEMPERATURE DEGRADATION THREE TIMES LONGER
AMSOIL SYNTHETIC ATF = 900 + HOURS	

Synthetic Universal Automatic Transmission Fluid

Stock No.	Pkg/Size	Wt. Lbs. ea	Commission Credits, ea	US Retail, ea	Canada Retail, ea
ATF-QT	(1) quart bottle	2	4.50	7.55	11.75
ATF-01	(12) quart bottles	25	54.00	89.40	139.80
ATF-TP	(1) 2.5 gallon	19	45.05	71.75	110.50
ATF-05	(2) 2.5 gallons	38	90.10	141.50	219.00
ATF-30	30-gallon drum	234	345.00	659.00	1041.00
ATF-55	55-gallon drum	423	527.00	1126.00	1669.00

Call 1-800-777-7094 to order



AMSOIL INC.
SYNTHETIC LUBRICANTS
AMSOIL BUILDING
Superior, WI 54880-1527
(715) 392-7101
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