



ACTION NEWS

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The First in Synthetics

JULY 2004

CHANGE ENGINE OIL

GM Helps Motorists See the Light on Extended Drain Intervals

New Filters for Ford PowerStroke™ and Hummer H2 Engines



From the President's Desk...



On page twelve of this Action News is an interesting report about new oil change recommendations from General Motors. It seems they are no longer specifying mileage to oil change recommendations for their vehicles. Instead, they have been installing and testing a patented Oil Life System monitor that measures both operating conditions and mileage to determine when the motor oil should be changed. A light on the dash comes on to signal the need to change oil, often after 7,000 miles or more using conventional motor oils.

This concept is not altogether new. Some European car manufacturers utilize similar systems to determine when motor oil should be changed. As I mentioned in a message about a year ago, Mercedes-Benz was sued for having a system that tested the oil in their vehicles but not informing their US customers that it was calibrated for synthetic oil. These customers were awarded \$32-million because it was determined that following the recommended change intervals of 10,000 to 20,000-miles using conventional petroleum motor oil may have resulted in premature engine wear. Had they used synthetic motor oil, there would have been no lawsuit. What does that say about the protection provided by synthetic vs. conventional motor oils?

In one instance, GMs testing included operating a vehicle 16,000 miles before changing oil with no ill affects. Again, that was conventional oil. GMs Senior Project Engineer, Robert Stockwell, recently told *Lubes n Greases Magazine* that Synthetic oil gets even longer drain intervals. AMSOIL Motor Oils are specifically formulated for extending drains, and we are confident enough in our oils to specify how many miles and for how long our oils may be used right on most of our containers. You don't need a light on the dash to tell you when you should change our oils.

It's good to see General Motors coming to the conclusion that engine oil does not need to be changed until it actually needs to be changed. There was a day when the

company was dead set against extending oil changes and they were not very receptive to synthetic oil, either. We've had our run-ins over the years, including a few confrontations at SAE meetings. Even so, all the officers in this company drive GM vehicles. I congratulate them for doing the right thing extending their drains well past 3,000-miles, conserving oil and reducing pollution.

Where does this leave the oil companies? Well, they will likely continue promoting 3,000-mile drain intervals, even in those vehicles equipped with the Oil Life System or similar devices. Can you imagine the sales they would lose if these devices were on every automobile and drivers only changed oil when the light came on? That's why most oil companies will likely continue to promote 3,000-mile drain intervals, even in the face of overwhelming evidence that they are wasting resources, creating environmental problems, and misleading their customers.

Whether oil companies like it or not, extended drain intervals are here to stay. General Motors is eliminating specific drain recommendations altogether and relying on their Oil Life System to alert motorists to change oil. It won't be long before every vehicle manufacturer will follow suit to stay competitive.

So once again, this small but rapidly growing oil company from Superior, Wisconsin, leads the giant lubrication industry we compete in. Who would have thought when we introduced that first 100% Synthetic, 25,000-mile or one year Motor Oil back in the early seventies that every major oil brand would eventually make or market a synthetic oil? We made "synthetic oil" the highest standard of quality in the industry! Now they all have jumped on the bandwagon. I'm sure we will soon see other "extended drain" oils introduced in the future.

Who would have thought that an American auto manufacturer would not only extend their normal oil drain recommendations to over double what they were back then, but actually make no recommendation at all? I gambled everything I had and everything I could borrow on the belief that synthetic oils were the lubricants of the future and I was confident our oils would eventually gain universal acceptance. AMSOIL also began the trend towards extending drain intervals. We were the first to coin the term 'extended drain' to describe our oils.

AMSOIL has been responsible for changing the lubrication industry. We established the superiority of synthetic lubricants, and proved the feasibility of greatly extending drain intervals by producing oils good enough to perform better and last longer than conventional oils. I am proud of those accomplishments!

All one has to do is visit anyplace that sells oil to see what I mean. How many synthetic motor oils were in existence when AMSOIL introduced its first oil? None. How many are on the shelves now! The same holds true of synthetic two-cycle oils, gear lubes, and many, many other lubricants today that carry the word "synthetic" on the label. Before AMSOIL, none of them existed. So as the trend towards longer drain intervals continues, tell your customers who started it all and who they can continue to put their faith in... AMSOIL. The First in Synthetics!

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

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

DEALERS IN ACTION!

AMSOIL Dealers' Vehicles Draw Customers

AMSOIL Direct Jobbers Jim and Carol Fleschner of Fountain Valley, Calif. use their 2003 Ford Ranger as an effective advertising tool.

The truck is equipped with an AMSOIL BMK-13 Bypass Oil Filter; AMSOIL 5W-30 Heavy Duty Diesel Oil in the engine, AMSOIL Automatic Transmission Fluid in the transmission and AMSOIL 75W-90 Gear Lube in the rear end. Fleschner also installed an AMSOIL Air Filter and Bosch spark plugs, available through AMSOIL, in the new truck.

"I've had seven pick-up trucks chase me down in traffic and several have bought filter systems and oil from me right on the spot," Fleschner said.

AMSOIL TRUCK – Direct Jobber Jim Fleschner's AMSOIL decked-out truck is a moving advertisement that brings him great returns for his independent AMSOIL Dealership.



AMSOIL Unimog – AMSOIL Dealer Ed Sanders uses this unusual vehicle, a German funkwagen, or radio truck, to draw attention to his AMSOIL business, drawing new Dealers and customers at the various attractions he attends with the vehicle.

AMSOIL Dealer Ed Sanders, Lancaster, N.H., uses his Unimog to showcase AMSOIL products. It was known as a "Funkwagen" in the German army in the cold war era. "Funk" is German for radio. Sanders takes the Unimog to 4x4, snowmobile and any other off road events where it always draws a crowd.

He installed AMSOIL Series 2000 0W-30 Motor Oil in the engine and auxiliary generator. AMSOIL Series 2000 75W-90 Gear Oil is in all gearboxes. "That means transmission, differentials and portal axles gearboxes as well as wheel bearings," Sanders said. AMSOIL Heavy Duty Grease lubricates all fittings. AMSOIL 15W-40 Diesel and Marine Oil is in the fan bearing housing and the air compressor. AMSOIL Heavy Duty MP is sprayed all over the underside. He also uses AMSOIL MP in the door locks, on electrical fittings, door hinges, etc. "It's a people magnet," Sanders said. "Wherever we go it draws a crowd. I've signed up Dealers just from shopping trips and aimless four wheeling."

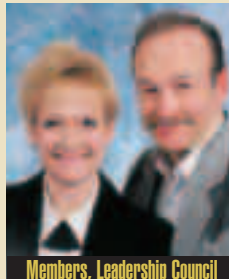
MONTHLY LE



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
FIRST—New Qualified
 Dealers and Accounts



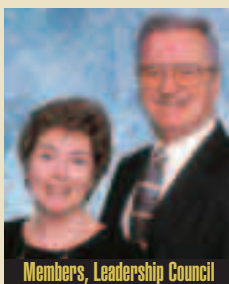
Members, Leadership Council
Mark and Sherree Schell
Idaho
 ★★Regency Platinum Direct
 Jobbers
 Third—Total Organization
 Third—Personal Group Sales



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



Daniel and Judy Watson
Florida
 Regency Gold Direct Jobbers
 Seventh—Total Organization
 Fourth—Personal Group
 Sales
 Ninth—New Qualified
 Dealers and Accounts



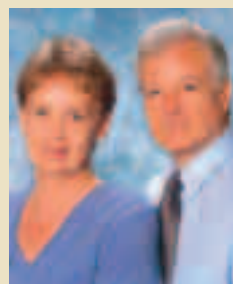
Members, Leadership Council
Gerry and Patricia Reid
Virginia
 Regency Platinum Direct
 Jobbers
 Eighth—Total Organization
 Fifth—Personal Group Sales
 Fourth—New Qualified
 Dealers and Accounts



Bud and Lorna Bourquin
Minnesota
 Regency Silver Direct
 Jobbers
 Ninth—Total Organization
 Sixth—Personal Group Sales



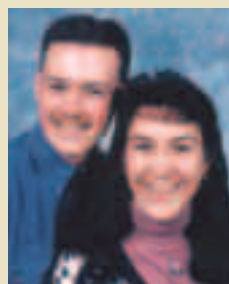
Members, Leadership Council
William and Judith Shirk
Maine
 Regency Platinum Direct
 Jobbers
 Tenth—Total Organization



Raymond and Kathy Yaeger
Wisconsin
 Regency Direct Jobbers
 Third—Commercial and
 Retail Marketing



Robert and Diane Ayr
Massachusetts
 Direct Jobbers
 Fourth—Commercial and
 Retail Marketing



Michael & Eileen Kaufman
Michigan
 Master Direct Jobbers
 Second—New Qualified
 Dealers and Accounts

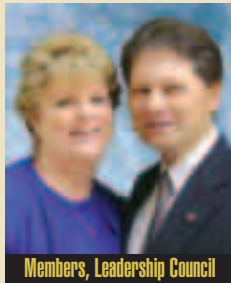


Steven Hanson
Minnesota
 Premiere Direct Jobber
 Sixth—New Qualified
 Dealers and Accounts

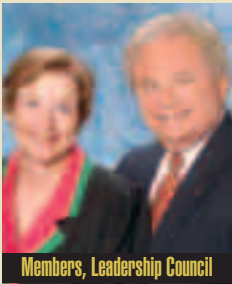
HALL OF FAME



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



Members, Leadership Council
George and Shirley Douglas
Florida
Regency Platinum Direct
Jobbers
Sixth—Total Organization
Seventh—Personal Group
Sales
Fifth—New Qualified Dealers
and Accounts



Members, Leadership Council
Thomas and Sheila Shalin
Kansas
Regency Platinum Direct
Jobbers
Eighth—Personal Group
Sales
Third—New Qualified
Dealers and Accounts



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



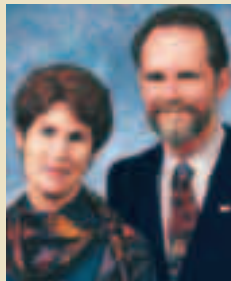
Herschel L. Gates
Florida
Premiere Direct Jobber
Second—Commercial and
Retail Marketing



David Rowley
Wisconsin
Dealer
Seventh—New Qualified
Dealers and Accounts



**Larry and Kathryn
Chambless**
Georgia
Regency Gold Direct Jobbers
Eighth—New Qualified Dealers
and Accounts



John & Jeanne Burke
California
Master Direct Jobbers
Tenth—New Qualified
Dealers and Accounts

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



Shirley Green,
Regency Platinum



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



**Harold and Marcile
Hartman,**
Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
Regency Platinum



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

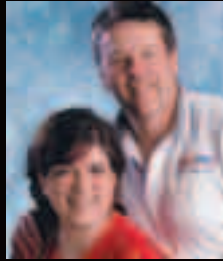
HIGHER LEVELS OF

NEW EXECUTIVE DIRECT JOBBER



Ron Toomes
Montana

NEW PREMIERE DIRECT JOBBERS



David & Tracey Cottrell
Ontario



Loel & Karen Handley
South Carolina



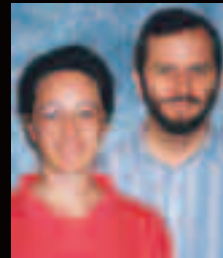
Richard Lamonde
Florida



Danny & Joan Potter
North Carolina



Victor C. Sledzinski
Pennsylvania



Wesley & Marla Stauffer
Pennsylvania



William & Janice Waech
Wisconsin

NEW DIRECT JOBBERS



James R. Duvall
New York
Sponsor: Edward M. Jennings
Direct Jobber:
Edward M. Jennings



James & Carol Fleschner
California
Sponsors: Thomas & Sheila Shalin
Direct Jobbers:
Thomas & Sheila Shalin



Gregory King
Delaware
Sponsors: Leslie & Linda Martin
Direct Jobbers:
Leslie & Linda Martin



Peter U. Klossner
British Columbia
Sponsor: Greg M. Desrosiers
Direct Jobber:
Greg M. Desrosiers



Dave Roeder
Minnesota
Sponsor: Jeff R. Kueffner
Direct Jobbers:
Bud & Lorna Bourquin

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

Frank & Beth Holt, Alaska Sponsor: Mary Mesecher

Leo & Dorothy Ziesch, Kansas Sponsors: Harold & Marcile Hartman

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

Joseph B. Coulson, Illinois Sponsor: Harry Norris

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

Jonathan & Mary Lacho Minnesota Sponsors: Bud & Lorna Bourquin
Trevor & Wilhelmina Macdonald, Prince Edward Island
Sponsor: Wayne R. McLaughlin

Donald & June McCarty, New York Sponsors: David & Laura Perry
Joe & Mary Racine, Illinois Sponsors: George & Jean Holdcroft

RECOGNITION

April 2004

NEW DIRECT DEALERS



Bill R. Brown
Minnesota

Sponsor: Eric W. Dalgaard
Direct Jobber: Eric W. Dalgaard



Peter E. Gregory
North Carolina

Sponsors: Henry & Darlene Peszko
Direct Jobbers:
Henry & Darlene Peszko



Victor Labant
Alberta

Sponsors: James & Maria Ackney
Direct Jobbers:
Greg & Debra McKenzie



John & Caroline Nielsen
Illinois

Sponsors: Jerome & Marilyn Pinkston
Direct Jobbers:
James & Nancy McEvoy



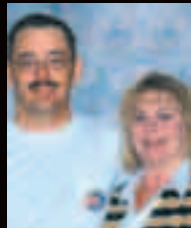
Robert Noffz
Idaho

Sponsors: Gene & Danae Fine
Direct Jobbers:
Gene & Danae Fine



Douglas N. Turco
Georgia

Sponsors: James & Lisa Leach
Direct Jobbers:
James & Lisa Leach



Ronald & Brenda Wright
California

Sponsors: Bill & Donna Durand
Direct Jobbers:
Bill & Donna Durand

NEW ACCOUNT DIRECTS



Bret & Carrie Boster
Washington

Sponsors: Thomas & Naomi Schena
Direct Jobbers: David & Carol Bell

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

- Phillip C. Anderson**, *Minnesota* Sponsors: Mylo & Patty Twingstrom
- Jeffrey P. Botsford**, *Delaware* Sponsor: Gregory King
- Pat Bratton**, *Florida* Sponsor: William Lockwood
- Michael S. Butler**, *Virginia* Sponsors: Raymond & Karen Peszko
- James & Earlene Cavitt**, *Tennessee* Sponsors: Ted & Debbie LeWallen
- Galen L. McCord**, *California* Sponsor: Mary Mesecher

- Thomas P. Ennis**, *Minnesota* Sponsors: Bud & Lorna Bourquin
- Robert & Linda Ford**, *British Columbia*
Sponsors: Robert & Lorraine Swan
- Dennis J. Garboski**, *New York* Sponsors: William & Olga Thalmann
- Kenneth & Shirley Shover**, *Iowa* Sponsor: John L. Lane
- Chris E. Taylor**, *Texas* Sponsor: Ron E. Toomes

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

- Lawrence & Kathy Abrahams**, *Nebraska*
Sponsors: William & Bette Wheatley
- Ross & Margaret Barber**, *California* Sponsor: Rudy R. Roth
- Aaron M. Baynes**, *Ohio* Sponsor: Michael J. Mathe
- Robert & Lola Bixler**, *California* Sponsor: David L. Bixler
- David & Sharon DuBois**, *Michigan*
Sponsors: William & Barbara Stancil
- Matt Borsos**, *Ohio* Sponsor: Patriot Sondakh
- William & Marianne Bradley**, *Florida*
Sponsors: Edward & Patricia Hordubay
- Bryan & Linda Bussian**, *Utah* Sponsors: Wayne & Mary Grace Bussian
- Larry & Kerry Cottrell**, *West Virginia*
Sponsors: Charles & Priscilla Quinn
- Frank D. Dawley**, *Michigan* Sponsors: Michael & Carolyn Barber
- Terry Deboer**, *Virginia* Sponsors: William & Barbara Stancil
- Mark A. Ebel**, *Florida* Sponsors: Joseph & Jean Harrell

- Thomas & Wendy France**, *British Columbia*
Sponsors: Leonard & Eunice Pearson
- Jonathan J. Frank**, *New Jersey* Sponsors: Alvin & Rosalie Frank
- Don G. Harper**, *Missouri* Sponsor: Larry L. Crider
- Ed Holmstrom**, *New Jersey* Sponsor: Deborah Fraumeni
- Joseph M. Kreutzer**, *California* Sponsors: David & Eline Haunschild
- Paul R. Ladd**, *Virginia* Sponsors: William & Barbara Stancil
- James & Laurie Lavelle**, *New York* Sponsor: Ron E. Toomes
- Bernhard N. Matulesky**, *Michigan* Sponsor: Patriot Sondakh
- Brian S. May**, *Alabama* Sponsors: Thomas & Jade Carter
- Roger W. Morris**, *North Carolina* Sponsors: David & Brenda Baker
- Albert & Denise Rich**, *Florida* Sponsor: Thomas Ladner
- Sandra L. Rogerson**, *Ontario* Sponsors: David & Maureen Vlodardchyk
- Ernst Struna**, *Connecticut* Sponsor: Shirley Green
- Scott J. Vallie**, *Texas* Sponsors: Scott & Anita Plummer
- Dustin & Louise Wilbur**, *New Hampshire*
Sponsors: John & Doris Schwingle

AMSOIL Introduces New Filters for Ford 6.0L Diesel PowerStroke™ and H2 Hummer 6.0L Vortec™ Engines



Truck sales represent the fastest growing segment of the U.S. automotive market. Over 50 percent of new vehicles sold today are trucks, and AMSOIL Dealers are capitalizing on this expanding market. And now, AMSOIL has expanded that market even further with the addition of premium filters for the Ford 6.0L Diesel PowerStroke™ engine. AMSOIL now offers oil and air filters for all three popular OEM diesel pickup truck applications: Cummins, Duramax and PowerStroke™.

AMSOIL PCF-60 PowerCore® Air Filter for Ford 6.0L Diesel PowerStroke™ Applications

&

AMSOIL PCF-H2 PowerCore® Air Filter for H2 Hummer 6.0L Vortec™ Applications

AMSOIL now offers premium PowerCore® Air Filters for Ford 6.0L Diesel PowerStroke™ and 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.

- Ten times more efficient than standard filter designs
- Increased contaminant holding capacity
- Eliminate media movement, expansion, contracting and bunching
- Contaminants remain trapped and won't dislodge during servicing
- Lighter, smaller design simplifies filter servicing

PowerCore® is a registered trademark of Donaldson Company Inc. These filters are manufactured by Donaldson for AMSOIL®.

AMSOIL FFK-60 Fuel Filter for Ford 6.0L Diesel PowerStroke™ Applications

The AMSOIL FFK-60 Fuel Filter incorporates both a primary and secondary filter for maximum fuel cleanliness. The primary 10 micron filter, located in the Horizontal Fuel Conditioning Module (HFCM), performs initial fuel cleansing before sending the clean pressurized fuel to the secondary four micron filter, mounted to the oil filter housing.

The secondary fuel filter includes a fuel pressure regulator and an orifice on top of the housing that bleeds air out of the housing and back to the fuel tank. Following its trip through the secondary filter, fuel is returned to the HFCM, where it is either directed to the tank or returned to the primary filter.



AMSOIL SDF-88 Oil Filter for Ford 6.0L Diesel PowerStroke™ Applications

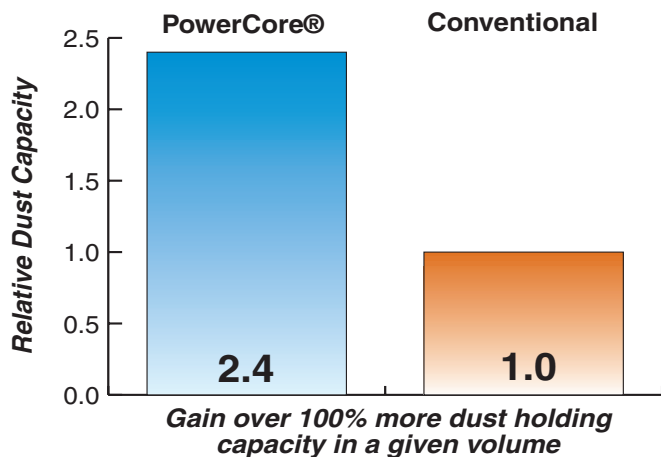
Constructed of a highly efficient synthetic blend media, the AMSOIL SDF-88 Oil Filter provides increased engine life and improved filtration efficiency.

The AMSOIL SDF-88 is a cartridge-style filter located on the top of the engine. When the filter is removed during servicing, the oil filter housing drain valve automatically opens, draining the oil from the housing to the pan.

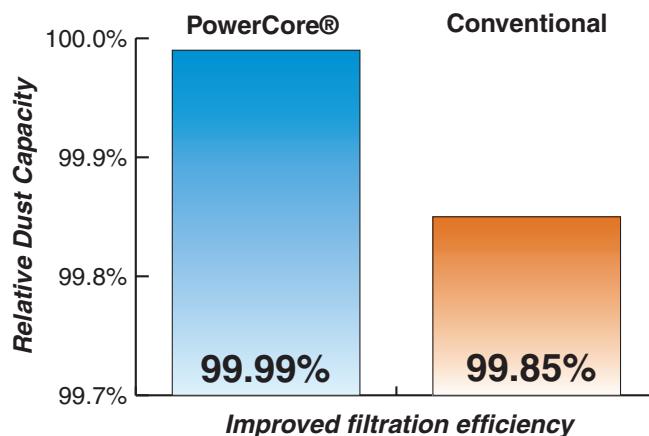
The oil filter base of the SDF-88 directs oil to the oil filter, engine oil pressure switch (EOP), engine oil temperature sensor (EOT) and turbocharger oil feed. The filter base also includes an anti-drain back check valve, keeping oil in the filter assembly when the engine is shut off.



Dust-Holding Capacity



Overall Efficiency



Dealer and Preferred Customer Pricing

AMSOIL PCF-60 PowerCore® Air Filter for Ford 6.0L Diesel PowerStroke™ Applications

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./P.C.	U.S. Sugg. Retail	Can. Dir./P.C.	Can. Sugg. Retail
PCF-60	(1) air filter	4.8	36.75	52.50	69.95	84.25	109.50

AMSOIL PCF-H2 PowerCore® Air Filter for H2 Hummer 6.0L Vortec™ Applications

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./P.C.	U.S. Sugg. Retail	Can. Dir./P.C.	Can. Sugg. Retail
PCF-H2	(1) air filter	2.7	36.75	52.50	69.95	84.25	109.50

PowerCore® is a registered trademark of Donaldson Company Inc.

AMSOIL FFK-60 Fuel Filter for Ford 6.0L Diesel PowerStroke™ Applications

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./P.C.	U.S. Sugg. Retail	Can. Dir./P.C.	Can. Sugg. Retail
FFK-60	(1) fuel filter	2.0	27.00	45.00	60.00	72.30	94.00

AMSOIL SDF-88 Oil Filter for Ford 6.0L Diesel PowerStroke™ Applications

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./P.C.	U.S. Sugg. Retail	Can. Dir./P.C.	Can. Sugg. Retail
SDF-88	(1) oil filter	0.5	16.30	23.25	31.00	37.30	48.50

Automakers Prepare for Diesel Comeback

Oil shortages and high gasoline prices in the 1970s piqued consumer interest in diesel passenger vehicles. Sales flourished, but quickly fell as motorists found them to be unreliable, underpowered, loud and dirty. Most manufacturers stopped marketing diesel passenger vehicles in the United States by the 1990s, but they flourished in Europe and currently account for 40 percent of European auto sales. Now, as gasoline prices continually increase, automakers are preparing for a diesel comeback in the United States.

Diesel technology has come a long way since the 1970s. Not only are diesel vehicles significantly cleaner, they offer 30 to 40 percent improved fuel efficiency over gasoline-powered vehicles. Automakers hope this significant selling point will help them capitalize on the new-found American interest in fuel efficient hybrid vehicles.

"Hybrids have proven that there is a market for high-mileage cars," says Karl Brauer, editor in chief of automotive website Edmunds.com. Because diesel vehicles are less expensive to manufacture, they are more affordable than their hybrid counterparts. According to J.D. Power and Associates, the consumer premium is \$4,000 for a hybrid vehicle and \$2,500 for a diesel vehicle.

Mercedes-Benz recently began marketing its first diesel car for the American market since 1999, the E320 CDI sedan. It utilizes a smart fuel-injection system that, according to product PR specialist Michelle Murad, cuts emissions by releasing the exact amount of fuel required to power the engine's cylinders. Older diesel engines were not as accurate, burning the extra fuel and producing excess emissions.

"The E320 CDI is 25 to 30 percent cleaner on average in carbon monoxide and carbon dioxide emissions (compared to a Mercedes-Benz gasoline-powered sedan)," says Murad. It also provides increased torque. "It really gives you that 'back of the seat' feeling when you're leaving the traffic light."

Despite emitting lower levels of carbon monoxide and carbon dioxide emissions,

diesel vehicles release higher levels of nitrogen oxides (NOx) than gasoline cars, which could present roadblocks in California, New York, Massachusetts, Connecticut and Vermont, five states which have enacted emission standards stricter than the federal government's. It is uncertain whether diesels will be immediately available in those states, but auto manufacturers are confident all 50 states will be offering diesels by 2006, the year federally mandated clean diesel fuel hits the market.

At the 2004 New York International Automobile Show, Chrysler announced a fall introduction for its Jeep Liberty diesel, the first midsize sport-utility diesel vehicle in the United States. Compared to the gasoline-powered Liberty, the common-rail diesel engine reduces CO₂ emissions by 20 percent and improves fuel efficiency by 25 percent.

Volkswagen also announced the availability of a new diesel vehicle at the auto show, the Passat TDI, which features a fuel injector for each of its four cylinders and is rated at 38 mpg highway and 27 mpg city. Volkswagen already offers diesel engines with its Touareg, Golf, Jetta and New Beetle models.

According to Dan Benjamin, analyst for Allied Business Intelligence (ABI), modern fuel injected diesel engines don't have the problems associated with diesel engines in the past. He believes automakers must work to overcome long-held stereotypes that diesel cars are noisy and dirty. ABI projects annual diesel vehicle sales will grow at a healthy pace.

AMSOIL offers a premium line of synthetic diesel oils that provide unmatched fuel economy benefits and the ultimate in wear protection for extended drain intervals. Independent laboratory testing reveals that AMSOIL Series 3000 Synthetic Heavy-Duty Diesel Oil, combined with AMSOIL lubricants in the drivetrain, provides up to 8.2 percent improved fuel efficiency.



Environmental Updates

Engine Makers Ready For Next Standards; USPS Faces Costs

New diesel fuel regulations implemented by the U.S. Environmental Protection Agency have engine manufacturers designing new engines to meet the next deadline for engine improvements required by the law.

However, some fleet operators worry about the costs of the new technology.

According to a report by the EPA, the agency met with more than 30 companies during an 18-month period to compile information on the industry's progress toward meeting the new regulations.

All engine manufacturers reported they intend to adopt a two-step compliance strategy that allows engine manufacturers to make incremental changes to their current proven 2004 products for NOx control in 2007, according to the report.

The United States Postal Service reports it will replace its fleet of about 2,000 Class 8 tractors in 2005 and that its normal eight-year replacement cycle enables the federally owned corporation to bypass the EPA's next two deadlines for additional emissions restrictions on heavy-duty diesel engines.

Diesels for fleet trucks such as USPS uses must meet tightened emissions standards in 2007 and even tighter rules in 2010. Redesigned engines to meet the rules are widely expected to make trucks cost more.

USPS official Wayne Corey said USPS is "less concerned with the technology than the price of the technology. We expect even higher premiums on the price of that technology in 2007."

Manufacturers plan to provide early prototype vehicles for selected customer testing beginning in 2005, the EPA reported.

EPA Issues New Rules For Off-Road Diesel Vehicles

Environmental Protection Agency head Mike Leavitt in May signed new regulations that would cut air pollution from tractors, bulldozers and other off-road diesel vehicles by more than 90 percent, according to EPA news.

"We're able to accomplish this in large part because of a masterful collaboration with engine and equipment manufacturers, the oil industry, state officials, and the public health and environmental communities," Leavitt said.

The EPA had formally proposed the rules earlier, which mirror clean air rules that already exist for diesel trucks and buses. They apply to more than 650,000 vehicles.

The federal agency said the cost of the rule change would add around 7 cents to a gallon of the clean-burning diesel fuel, and around 1 percent to 3 percent to the purchase price of new equipment.

Under the rules, companies including Cummins Inc. and Caterpillar Inc. will have to sell engines for the vehicles starting in 2008 that strip out more harmful particles in emissions, according to a news service report. Cummins and Caterpillar also manufacture truck engines.

In addition, the EPA said fuel refiners would be required to produce diesel fuel by 2012 that is 99 percent free of smog-causing nitrogen oxides.

The regulations require diesel locomotives and commercial marine vessels, such as tugboats and river barges, to start using the cleaner fuel, but it gives them two more years to meet the goal of 15 parts per million.

AMSOIL Facts

- **AMSOIL Synthetic Motor Oils are extended drain lubricants. Oil is changed less often, which dumps less oil into the environment.**

A driver who travels 20,000 miles per year using conventional oil and changes oil every 5,000 miles, dumps 20 quarts per year. Over the course of 10 years, he dumps 200 quarts of motor oil. That same driver using AMSOIL uses six quarts per year (one quart added with the annual filter change) and only uses 60 quarts of oil during 10 years.

- **AMSOIL Synthetic Motor Oils don't volatilize (burn off) like conventional motor oils, significantly reducing emissions pollution.**

Drivers using AMSOIL motor oil emit less than half as much volatilized oil into the environment as drivers using conventional petroleum motor oil.

- **AMSOIL synthetic lubricants reduce friction and maintain viscosity for maximum fuel efficiency. Independent testing of Class 8 trucks shows that AMSOIL synthetics provide up to 8.2 percent more miles-per-gallon than other popular lubricants.**

A driver who travels 20,000 miles per year at 16 miles per gallon spends \$2,500 at \$2 per gallon. If that driver gets as much as a 5 percent improvement in gas mileage using AMSOIL motor oil, he now gets 16.80 miles per gallon for a cost of \$2,380 at \$2 per gallon. He saves \$120 per year and uses 60 fewer gallons of fuel.

CHANGE ENGINE OIL

Now That Motorists Are Beginning to See the Light

Many motorists today are confused. For several years General Motors, BMW and Mercedes-Benz have been installing monitors on their dashboards that light up to indicate when it's time to change oil. GM monitors have frequently allowed motorists to drive 5,000 miles and as much as 7,000 miles or more before signaling that it's time to change oil. The Mercedes-Benz service system indicates 10,000- to 20,000-mile oil change intervals.

Naturally, this flies in the face of the 3,000-mile drain recommendation that oil companies insist are necessary to protect engines.

What's a car owner to do?

Petroleum oil companies have insisted that their oil needs to be changed every 3000 miles, even for these vehicles with the dashboard light. But the world's largest automaker, General Motors, states that oil change intervals should not be based on miles driven, but rather on driving style. In a feature story titled "Supersize Me! GM moves to extend drain intervals," (May 2004 *Lubes N Greases*, vol. 10 issue 5) David McFall unveils the latest move in GM's strategic plan to cut loose drain intervals.

The GM solution is for motorists to depend on their patented Oil Life System (OLS). The owner's manuals in today's GM fleet no longer make specific mileage recommendations at all. Instead, the GM Oil Life System analyzes the engine's operational data including temperature, revolutions and speed, to calculate the rate of engine oil degradation and determine when an oil is nearing the end of its life. At this point a message on the dashboard signals that it is time to change oil.

Each OLS computer model is engine-specific because GM believes each engine behaves differently under the various driving situations and conditions.

Driving styles vary as well. The OLS allegedly calculates all factors pertaining to both the engine and the driver and thereby makes its oil change recommendations.

According to GM senior project engineer Robert Stockwell, who has been studying analyzed oil samples from vehicles with OLS, "In all cases where the OLS signaled for an oil change it was before the oil was worn out." And how long were the drain intervals? "Many of these samples," said Stockwell, "were from vehicles with greater than 10,000 miles on the oil, a few with more than 14,000 miles and at least one with 16,000 miles. These intervals were recorded in vehicles using regular mineral oil. Synthetic oil gets even longer oil change intervals."

Let There Be Light

Long before the issue of OLS and extended drains hit trade magazine editorial radar screens, AMSOIL began to zero in on this opportunity for Dealers. The theme of extended oil service life with AMSOIL synthetic motor oils has, of course, been a feature of the company from the beginning.

Despite the clear environmental benefits of extending drain intervals, the major oil companies dug in their heels. For more than three decades the message of regular, frequent oil changes has been sold to consumers and the mechanics who service their vehicles. Millions, if not billions, of dollars have been spent on advertising and training to reinforce this "change your oil every 3,000 miles" mantra.

In February of 2003 AMSOIL published an article directly targeted to the impact oil change indicator lights were having on drain intervals. "Oil Monitors Revisited" (*National Oil & Lube News*, Feb. 2003) combined observation, internet research and first hand

comments from a GM powertrain authority to shed light on the philosophy behind the Oil Life Sensor. At the heart of it all, GM does not believe in recommended drain intervals. GM believes in the oil sensor logarithm, developed by Dr. Shirley Schwartz and tested over many millions of miles of service.

A month later, in March 2003, David McFall of *Lubes N Greases* chided the oil industry for keeping drain intervals shackled at three thousand miles when they knew that longer drain intervals were completely realistic. In a column titled, "Drain Intervals: How Long Must We Wait?", McFall held up AMSOIL as an oil company that was "unshackled."

This year, McFall turned his attention to the OEMs themselves, focusing on "the light," that is, the GM oil change indicator light. Clearly GM has unshackled its oil change indicator and soon there will be 24 million more cars on the road relying on the Oil Life System.

The Demand For Better Oil

A second trend that is simultaneously occurring today has to do with emissions. For a number of years the automotive and oil industries have been grappling with the problem of meeting increasingly stringent emissions standards. The result of this governmental pressure on OEMs is that oil companies have been forced to reduce additive content in order to increase catalyst life. Catalysts are the element in the catalytic converter that reduce the bi-products of combustion in the internal combustion engine.

There are trade-offs, however. First, when additives that provide wear protection are reduced, the result is the potential of increased wear. Second, oil companies must wrestle with the matter of backward compatibility. That is, when oil formulations are altered, can they also be retrofitted to older car models? Finally, today's smaller, hotter engines present new challenges as well.

As you would expect, AMSOIL synthetic motor oils address nearly all of the problems brought on by these changes. The problem of increasingly hot engines is solved by synthetics because they reduce friction and, consequently, the primary by-product of friction, which is heat. Even in the presence of heat they are oxidatively stable.

Dealer Opportunities

As GM progressively extends drain intervals and promotes the environmental benefits of extended drains, the AMSOIL message will become increasingly mainstream and the 3,000-mile drain interval message will be further eroded. Eventually every automaker will follow suit, not only for environmental reasons but because consumers are busier than ever and frequent oil changes have always been a hassle. Why, with vehicle manufacturers recommending drain intervals longer than 3,000 miles, would customers trust an oil that an oil manufacturer recommends be changed at 3,000 miles?

Ironically, the two needs of modern motor oils are contradictory. On the one hand, motorists want oil to last longer and require fewer oil changes. On the other hand, governmental pressure on OEMs is forcing motor

oil companies to reduce the amount of anti-wear additives in motor oil to keep emissions in check with the result that oils cannot be counted on to last as long.

AMSOIL is already well positioned for both of these performance expectations. Testing is currently underway with new formulations that will keep AMSOIL ahead of the curve, no matter how steep the expectations become. And for the 200 million cars currently in circulation today, AMSOIL synthetic motor oils remain the best value and offer the best protection money can buy.

Ultimately, no matter what the oil light says, GM recommends that if the light hasn't gone on in one year, the oil and filter should be changed. A new idea? Not really. That is a message that was stamped on the first can of AMSOIL Super Premium 100% Synthetic Motor Oil over thirty years ago. We were first then, and the competition still hasn't figured us out.

QUESTIONS AND ANSWERS

Q Now that General Motors has broken away from any mileage recommendations, how are AMSOIL Dealers to instruct their customers when the light goes on?

A At the end of the day AMSOIL still recommends oil change intervals based on miles. Just as General Motors has done extensive testing on their algorithm in order to feel confident in its recommendations, AMSOIL likewise has done extensive testing regarding its motor oils. It should be noted that GM set up its system based on typical conventional motor oil. Synthetic motor oil can go further, as GM has indicated.

Q How should Dealers respond when their customers see the "change oil" light go on?

A When customers are using AMSOIL 25,000-mile oils, AMSOIL recommends that the oil be continued in service and that Dealers help their customers learn how to reset the dashboard light. This is a simple matter of consulting the owner's manual or contacting the local GM Dealership. If customers have installed XL-7500, they can feel confident going 7500 miles or six months, whichever comes first. If the light goes on at 4500 miles, the same instructions apply as above: reset the light.

Q What if they are using XL-7500 and the light does not go on for 11,000 miles or more?

A If the oil light doesn't come on until after 7,500 miles, the customer can choose to change the oil and filter or keep going until the change oil light goes on. AMSOIL XL-7500 is a premium oil that is fully capable of meeting the needs of GM cars in accordance with their recommendations. You can always feel safe using the XL-7500 oil until the light comes on.

Supercross Ends Superbly for AMSOIL



Windham and LaRocco are a pair of aces. The AMSOIL riders were in front often in 2004.

The AMSOIL 125cc Team had as many different faces as a watch factory. Injuries sidelined riders with each passing week. Still, solid finishes by Travis Preston, Chris Gosselaar, Ryan Mills, Billy Laninovich, Justin Brayton and Greg Schnell put the team on the podium and among the top finishers each round.

The season in a microcosm was the last race of the year at Las Vegas. First the AMSOIL team stole the spotlight by entering into a special sponsorship deal with the Hard Rock Hotel and Casino. Purple replaced the familiar red of the Honda bikes. The team's assemblage of riders and crew wore variations of purple and the Hard Rock logo

AMSOIL/ Chaparral/ Honda served notice this AMA/THQ Supercross season that it's the premiere team of the series. The team narrowly missed winning an overall championship by a few points, but second and third isn't bad at all when one considers most of the talk, much of the press and many of the photos this season focused on the AMSOIL team.

Kevin Windham showed that a two-year layoff from racing didn't diminish his skills. "K-Dub" delivered by posting 13 podiums including five stellar wins on his way to finishing second overall.

Mike LaRocco's legend grew. "The Rock" solidified his status as one of the best ever as he won the hometown Indianapolis event, finished on the podium 10 times and only once finished out of the top five in route to ending the season third.



Kevin Windham has AMSOIL on the fender and out in front in Las Vegas.

on their clothing. The final touch was AMSOIL graciously moving its title sponsor logo to the front fender. Throw in two special two-minute segments for the television broadcast, a ton of photographs, media and thousands of fans and you have the makings of minor hysteria.

The team then punctuated its preeminence by placing two on the podium from the 250cc main event. Yep, Windham and LaRocco. The title may have gone to another rider, but the year went to Team AMSOIL. In fact, the AMSOIL/Chaparral/Honda/Factory Connection team was honored with the "2004 AMA/THQ Supercross Team of the Year."

AMSOIL is at the top of the sport and regarded as the premiere synthetic lubricant of supercross with the premiere team of supercross.



AMSOIL at the Hard Rock. Using AMSOIL products is a sure bet.

All photos courtesy, Steve Bruhn

The Great Outdoors

AMSOIL Gets Exposed to the Wilds of the Outdoor National Motocross Championships

There will be no mistaking what company is the "Official Oil" of the AMA/Chevy U.S. Motocross Championships. Attend a race and AMSOIL will be there. Take a trip through the pits and again, AMSOIL will be there. Flip on the television and AMSOIL will be there, too.

AMSOIL has moved into some elite company with its sponsorship of what's commonly called the "Outdoor Nationals." The AMSOIL/ Chaparral/ Honda team will give "The First in Synthetics" incredible exposure on the

track. Surrounding the track the AMSOIL logo will be significantly visible to spectators, photographers and a television audience through signage, tuff block/bail covers, foot after foot of "repeater" banners and Dealer representation.

That's off the track. On the track AMSOIL is off and racing led by the irreplaceable Kevin Windham on a Honda CRF450R in the 250cc class. The AMSOIL 125cc riders include Ryan Mills, Chris Gosselaar, Greg Schnell and Josh Grant. They'll be on four-stroke bikes, too. All will be using AMSOIL AMF 10W-40 Motorcycle Engine Oil. Team leader Mike LaRocco is set to race two to three motocross events this summer. His focus is already set on next year's supercross.

Make no mistake, AMSOIL will be everywhere this motocross season... especially on the podium.



Who has your back? AMSOIL does. AMSOIL stands out on and off the track.



AMSOIL rider Ryan Mills passes one of the many AMSOIL banners around an outdoor motocross course.

AMSOIL Iguala el Desempeño Alto

No matter what the language AMSOIL equals high performance. The racing scene in Puerto Rico is thriving as is AMSOIL. Direct Jobber Juan Gonzalez is in the center of it all whether it's go-karts, drag racing or motorcycles. Gonzalez deserves a lot of credit for not only the success of AMSOIL in racing applications, but also for the increased sales and success of the Puerto Rico Distribution Center.

Giving Gonzalez and all the Dealers reason to smile are the high profile race teams making news not only on the island



The 2002 Camaro of Rojas driven by Isaias Rojas has tripped the finish line at 6.53 secs at 212 mph.



The 2001 Trans-Am driven by William Rojas has been clocked at 6.33 secs. at 200 mph.



Siquel Racing - The world's fastest rotary engine car, 6.98 secs on the clock.



Sakura is still the best known racing export. It still shows up in magazines and on tracks.



Armadito Arends is a go-kart sensation.

nation, but across the Carribbean and in the U.S. as well. They have more punch than a cup of Puerto Rico coffee. The Professional Transmissions' cars of William Rojas are consistently breaking the 210 mph barrier. As sweet and smooth as island rum the Rojas' Trans-Am has topped the 220 mph mark while his Camaro is pushing 212-plus. Both cars use Series 2000 0W-30 Motor Oil, Series 2000 75W-90 Gear Lube and the Series 2000 Racing Grease. Siguel Racing has the world's fastest 3-rotor engine car.

Jose Torres has the car on the cusp of the 200 mph mark using AMSOIL 20W-50 Racing Oil. Armadito

Arends may be on his way to drag racing, but for now he's championing his 60cc go-kart team to national championships using DOMINATOR 2-Cycle Oil. Watercraft racing is popular, too. Hernan Velazquez is a six-time champion on his Sea-Doo.

Leading the way in the Puerto Rico racing explosion is the car of Rafaelito Racing. When the car isn't showing up at dragways, it's finding its way into and on to the covers of magazines. Perhaps the best known race car is Sakura. It's the Roberto Clemente of the racing industry. Eric Yamil Torress drove the car to a world record in 1997, the first four-cylinder to break the seven second barrier. The car is legendary.

Puerto Rico may be a small country, about three Rhode Island's in size, but it's big on racing . . . and AMSOIL.



Rafaelito Racing with Rafael Rivera driving set a world record of 7.66 secs. at 177 mph. That record has put the team out front and on the front of magazines.



Hernan Velazquez is a 6-time champion.

AMSOIL es mejor en Puerto Rico - AMSOIL Is Best in Puerto Rico



T-1 CERTIFICATION MEETINGS

UTAH

• July - Every Friday
 • August - 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

• July 15 - Thursday
 • August 19 - 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 15 - Thursday
 • August 19 - 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

• July 15 - Thursday
 • August 19 - Thursday
 Meeting - 7 p.m.
PHILLIPS INTERNATIONAL INN
 5121 Arctic Boulevard
 Anchorage, AK 99507
 Hosted by Dealer Don Nusbaum
 (907) 563-2274
 Call for reservations

• July 6, 20 - Tuesday
 • August 3, 17 - Tuesday
 Meeting - 7 p.m.
STATEN RESIDENCE
 2949 Sunflower Street
 Anchorage, AK 99508
 Hosted by Premiere Direct Jobber
 Melda Staten (907) 333-0124
 Call for reservations

ARIZONA

• July 20 - Tuesday
 • August 17 - Tuesday
 Optional no-host dinner - 5:30 p.m.
 Meeting - 6:30 p.m.
FIREHOUSE RESTAURANT
 1639 E. Apache Boulevard
 Tempe, AZ 85281
 Hosted by Executive Direct Jobber
 Dick Nudo and Dealer Jim Brewer
 RSVP (602) 996-7181 Dick
 (480) 968-4922 Jim

ARKANSAS

• July 8 - Thursday
 • August 12 - Thursday
 Meeting - 6:30 p.m.
GARDNER RESIDENCE
 280 York Chapel Road
 Nashville, AR 71852
 Hosted by Dealer Jerry Gardner
 (870) 451-9152 jgard24@iocc.com

• July 14 - Wednesday
 • August 11 - Wednesday
 Meeting - 7 p.m.
PASTERNAK RESIDENCE
 217 CR 472
 Jonesboro, AR 72404
 Hosted by Direct Jobbers David and
 Brenda Pasterniak
 (870) 933-8376

CALIFORNIA

• 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 7 - Wednesday
 • August 4 - Wednesday
 Meeting - 7 p.m.
MCCOOL RESIDENCE
 2210 Coddling Drive
 Modesto, CA 95350
 Hosted by Dealer Bill McCool
 (209) 577-0174

• July 27 - Tuesday
 • August 24 - Tuesday
 Meeting - 7 p.m.
EVANS RESIDENCE
 40728 Sundale Drive
 Fremont, CA 94538
 Hosted by Direct Jobbers
 Chuck and Linda Evans
 (510) 659-4078

• July 6 - Tuesday
 • August 3 - Tuesday
 Meeting - 6:30 p.m.
COCO'S RESTAURANT
 284 East Highland Avenue
 San Bernardino, CA 94401
 Hosted by Dealer Jim Johnstone
 (909) 886-4842

• July 6 - Tuesday
 • August 3 - Tuesday
 Meeting - 7 p.m.
CARROW'S RESTAURANT
 19011 Bloomfield Avenue
 Cerritos, CA
 Dealer Dave Gumpertz
 (562) 212-3709
 Dave@Lubes4U.com

• July 20 - Tuesday
 • August 17 - Tuesday
 Meeting - 7 p.m.
 Downline and Guests FREE,
 Out of line - \$5
LUDWICK RESIDENCE
 6015 Hughes Street
 San Diego, CA 92115
 Hosted by Direct Dealer
 Craig Ludwick
 R.S.V.P. (619) 583-5218

COLORADO

• July 15 - Thursday
 • August 19 - 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

None Scheduled

DELAWARE

• July 10 - Saturday
 • August 14 - Saturday
 Meetings at Noon
 Call for reservations
BLUE DIAMOND PARK
 765 Hamburg Road
 New Castle, DE 19720
 Hosted by Direct Jobber Greg King
 (302) 345-4350 Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• July 6 - Tuesday
 • August 3 - Tuesday
 Meeting - 7 p.m. Call in advance
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

• July 6 - Tuesday
 • August 3 - Tuesday
 Dinner/Social - 6 p.m.
 order from menu
 Meeting - 7 p.m.
SAFFRON'S RESTAURANT
 1700 Park Street North
 St. Petersburg, FL, 33710
 Hosted by Executive Direct Jobbers
 John and Shirley Alquist
 (727) 545-8547
 alquistproducts@hotmail.com
 www.tell-it-well.com
 All are welcome. Emphasis on doing
 AMSOIL as a business.

GEORGIA

• July 1 - Thursday
 • August 5 - Thursday
 Meeting - 7 p.m.
DIRKSEN RESIDENCE
 1905 Queens Road
 Albany, GA 31707
 Hosted by Master Direct Jobber
 Sherry Dirksen (229) 436-5532
 Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

• July 3 - Saturday
 • August 7 - Saturday
 Meeting - 12 - 3 p.m.
SCHELL RESIDENCE
 2000 W. Broadway
 Idaho Falls, ID
 Hosted by ***Regency Platinum
 Direct Jobbers Mark & Sherree Schell
 Reservations: (208) 524-0322 RSVP

• July 14 - Wednesday
 • August 11 - 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

ILLINOIS

• July 13 - Tuesday
 • August 10 - Tuesday
 Meeting - 7:30 p.m.
BAUER RESIDENCE
 111 Woodland Trail
 Anna, IL 62906-3904
 Hosted by Direct Dealers
 Norm and Barb Bauer
 (618) 833-3228

• July 17 - Saturday
 • August 21 - Saturday
 Meeting - 10 a.m.
LINDLAND SALES OFFICE
 1421 Winnemac Avenue
 Unit 1
 Chicago, IL 60640
 Hosted by Direct Jobbers
 Rienert and Diana Lindland
 RSVP (773) 271-5678

INDIANA

• July 7, 21 - Wednesday
 • August 4, 18 - Wednesday
 Meeting - 7:30 p.m.
RENTOWN SHOP
 1533 Rentown Road
 Bremond, IN
 Hosted by Direct Jobbers
 LeRoy and Malinda Hochstetler and
 Direct Jobbers
 Willis and Rolene Gingerich
 (219) 831-2839

IOWA

• July 6 - Tuesday
 • August 3 - Tuesday
 Meeting - 7 p.m.
SORTER RESIDENCE
 2629 340th Avenue
 Terril, Iowa 51364
 Hosted by Dealers
 David and Melissa Sorter
 (712) 853-6293

KANSAS

• July 1 - Thursday
 • August 5 - Thursday
 Meeting - 6:30 - 8 p.m.
WICHITA PRODUCT CENTER
 3800 West 29TH St. South,
 Ste. 5
 Wichita, KS 67217
 Hosted by Regency Platinum Direct
 Jobbers Tom and Sheila Shalin
 (316)-733-0002

KENTUCKY

• July 1 - Thursday
 • August 5 - Thursday
 Meeting - 7:30 p.m.
 Hosted by Executive Direct Jobbers
 Al and Ann Kelly
 (859) 879-0728 or
 e-mail: bestoil@alltel.net
 Call for location,
 directions and RSVP

LOUISIANA

• July 6 - Tuesday
 • August 3 - Tuesday
 Meeting - 6 p.m.
AUTTONBERRY RESIDENCE
 2520 Swiss Street
 W. Monroe, LA 71291
 Hosted by Dealer Ellis Auttonberry
 (318) 396-4348

MAINE

None Scheduled

MARYLAND

• July 28 - Wednesday
 • August 25 - Wednesday
 Meeting - 7 p.m.
HYNES RESIDENCE
 291 Chestnut Springs Road
 Chesapeake City, MD
 21915
 Hosted by Dealer William Hynes
 (302) 540-2525 or 877-885-3111

• July 16 - Friday
 • August 20 - Friday
 Meeting - 7:30 p.m.
 Downline and Guests FREE,
 Out of line - \$5
MARTIN RESIDENCE
 3994 Trace Hollow Run
 Salisbury, MD 21801
 Hosted by Master Direct Jobbers
 Les & Linda Martin
 (410) 548-LUBE

• July 16 - Friday
 • August 20 - Friday
 Meeting - 7 p.m.
GRONER RESIDENCE
 9208 Todd Avenue
 Fort Howard, MD 21052
 Hosted by Account Direct
 Harvey Groner (410) 477-8255

• July 1 - Thursday
 • August 5 - Thursday
 Meeting - 7 p.m.
DEACOSTA RESIDENCE
 4942 S. Upper Ferry Road
 Eden, MD 21822
 Hosted by Dealers
 Chris & Barb DeAcosta
 (410) 742-0637
 Reservations Required

• July 16 - Friday
 • August 20 - Friday
 Meeting - 7:30 p.m.
AL SMITH AUTOMOTIVE
 3228 E Joppa Road
 Baltimore, MD 21234
 Hosted by Premiere Direct Jobber
 Al Smith (410) 882-9696
 Al@SynLubes.com
 Reservations Required

MASSACHUSETTS

None Scheduled

MICHIGAN

• July 21 - Wednesday
 • August 18 - Wednesday
 Meeting - 7 p.m. (Opportunity)
 Meeting - 7:30 p.m. (Dealer training)
MUGRIDGE RESIDENCE
 6640 State Road
 Lakeport, MI 48059
 Hosted by Premiere Direct Jobbers
 Barry and Cathy Murgidge
 (877) 446-2671
 Call for information and scheduling or
 visit the web at www.pro-oil-1.com

• July 19 - Monday
 • August 16 - 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

• July 5 - Monday
 • August 2 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
 61653 Miriam Drive
 Washington, MI 48094
 Hosted by Regency Gold Direct Jobber
 Mike Ellis RSVP at (810) 781-5092 or
 (810) 918-1578

• July 5 - Monday
 • August 2 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
RABE RESIDENCE
 9338 Rawsonville Road
 Belleville, MI 48111
 Hosted by Dealer Dale Rabe
 RSVP at (734) 461-9577 or 355-9747

MINNESOTA

• July 15 - Thursday
 • August 19 - Thursday
 Meeting - 7 p.m.
SCHMIT RESIDENCE
 932 38th Ave. No.
 St. Cloud, MN 56301
 Hosted by ***Regency Platinum
 Direct Jobbers Ray & Arlene Schmit
 (320) 251-4861

• July 15 - Thursday
 • August 19 - Thursday
 Meeting - 7 p.m.
MEYER RESIDENCE
 800 2nd Street
 Cleveland, MN 56017
 Hosted by Executive Direct Jobbers
 Charles & Donna Meyer
 (507) 931-3875

• July 8 - Thursday
 • August 12 - Thursday
 Meeting - 7:30 p.m.
STAVE RESIDENCE
 44 Crow River Drive
 Elk River, MN 55330
 Hosted by Dealer Ordell Stave
 (612) 241-5267

MISSISSIPPI

None Scheduled

MISSOURI

• July 28 - Wednesday
 • August 25 - Wednesday
 Meeting - 7p.m.
HYNES RESIDENCE
 291 Chestnut Springs Road
 Chesapeake City, MO
 Hosted by Dealer William Hynes
 (877) 885-3111 toll free

• July 27 - Tuesday
 • August 24 - Tuesday
 Meeting - 7p.m.
REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER
 711 East Miller Road
 Republic, MO
 Hosted by Dealer Jim Barnes
 Call for directions. (417) 732-2553

• July 20 - Tuesday
 • August 17 - Tuesday
 Meeting - 7p.m.
LUCZAK RESIDENCE
 4810 Mattis Street
 St. Louis, MO 63128
 Hosted by Premiere Direct Jobbers
 Connie and John Luczak
 (314) 892-6018 or (417) 732-2553

MONTANA

NEBRASKA

None Scheduled

NEVADA

• July 8 - Thursday
 • August 12 - Thursday
 Meeting - 6:30 - 8 p.m.
AMSOIL PRODUCT CENTER
 4545 N. Lamb Blvd., Suite. D
 Las Vegas, NV
 Hosted by Executive Direct Jobber
 Bob Kaytes and Regency Platinum Direct
 Jobber Shirley Green (702) 362-4492

NEW HAMPSHIRE

None Scheduled

NEW JERSEY

• July 13, 27 - Tuesday
 • August 10, 24 - Tuesday
 Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
 54 Woodland Ave.
 Mullica Hill, New Jersey 08062
 Hosted by Premiere Direct Jobber
 Ben Seda-Morales
 (856) 478-6732, cell;
 (856) 371-1880, home. Please RSVP

NEW MEXICO

• July 27 - Tuesday
• August 24 - Tuesday
Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
2415 Princeton Drive NE,
Suite C
Albuquerque, NM 87107
Hosted by Regency Direct Jobbers
Paul and Nancy Greenberg
(505) 881-1693 warehouse;
(505) 255-2137, home
fax (505) 232-8330
NMOilman@aol.com

NEW YORK

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

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

• July 8 - Thursday
• August 12 - Thursday
Meeting - 7:30 p.m.
FRITTITTA RESIDENCE
16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers
Vinny and Germaine Frittitta
(718) 442-4774

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

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

NORTH CAROLINA

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

• July 8 - Thursday
• August 12 - Thursday
Meeting - 7:30 p.m.
MALLONEE RESIDENCE
3009 5th Street NW
Hickory, NC 28601
Hosted by Account Direct Larry
Mallonee and Dealer Jack Hoskins
(828) 327-3655 All Dealers welcome.

• July 8 - Thursday
• August 12 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Executive Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

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

NORTH DAKOTA

• July 6 - Tuesday
• August 3 - 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

• 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
RSVP

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

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

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

OKLAHOMA

• July 3 - Saturday
• August 7 - Saturday
Meeting - 9 - 11 a.m.
Golden Corral
9711 E. 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady (918) 258-6979 *Pat

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

• July 8 - Thursday
• August 12 - Thursday
Meeting - 7 - 8:30 p.m.
ALEXANDER RESIDENCE
14355 East Timberidge
Drive
Claremore, OK 74019
Hosted by Direct Jobber
Kevin Alexander (877) 237-6281
Call first to confirm space for you
and your guests.

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

OREGON

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

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

PENNSYLVANIA

• July 19 - Monday
• August 16 - Monday
Meeting - 7 p.m.
**HALLOCK ENTERPRISE
STORE**
5 Main Street
Bradford, PA
Hosted by Premiere Direct Jobber

Joseph M. Hallock
(814) 368-8625
T-1 training also available.

RHODE ISLAND

None Scheduled

SOUTH CAROLINA

• July - Every Tuesday
• August - 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

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

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

SOUTH DAKOTA

None Scheduled

TENNESSEE

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

TEXAS

• July 20 - Tuesday
• June 15 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Premiere Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
e-mail: oilmandj@comcast.com

UTAH

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

• July - Every Friday
• August - 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

• July - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
• August - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
Meeting 7 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23836
Hosted by
Regency Platinum Direct Jobbers
Gerry & Patricia Reid and
Executive Direct Jobbers
David and Rebecca Reid

Please call (804) 530-1400 to reserve
space; (804) 530-0179 Fax
synthoils@comcast.net

• July 5 - Monday
• August 2 - 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

• July 12, 26 - Monday
• August 9, 23 - Monday
Meeting - 7:30 p.m.
STANCIU RESIDENCE
240 N. Oceana Boulevard
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stanciu
(804) 428-6049

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

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

• July 13 - Tuesday
• August 10 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Pipgras
(804) 737-4874 or (804) 737-9231

WASHINGTON

• July 19 - Monday
• August 16 - 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

• July 13 - Tuesday
• August 10 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Executive Direct Jobbers
Marv & Charlotte Stougaard
(360) 856-1641 Guests Welcome

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

• July 12, 26 - Monday
• August 4, 23 - Monday
Meeting - 7 p.m.
**POODLE DOG
RESTAURANT**
1522 54th Avenue East
Fife, WA 98424
Hosted by
*Regency Platinum Direct Jobbers
Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

• July 13 - Tuesday
• August 10 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers

Raymond & Patsy Prukop
(253) 845-9755 / 800-267-6450
Everyone Welcome!

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

• July 27 - Tuesday
• August 24 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
610 E. 20th Street
Vancouver, WA 98663
Hosted by Direct Jobber
Sammy Samuelson
(360) 699-5257 1-UPS-5W30-OIL
(1-877-593-0645)
Discussion on product application
and oil analysis
All are welcome! Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

• July 15 - Thursday
• August 19 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL ACADEMY
1201 Clough Avenue
Superior, WI 54880
Hosted by ***** Regency Platinum
Direct Jobbers Bill & Donna Durand
Refreshments Served
(715) 392-4006 Guests Welcome

• July 8 - Thursday
• August 12 - Thursday
Meeting - 7 p.m.
**MITMOEN SERVICE
GARAGE**
6017 65th Street
Kenosha, WI 53142
Hosted by Executive Direct Jobbers
Victor and Lynn Mitmoen
(262) 652-3399

• July 1 - Thursday
• August 5 - 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

• July 19 - Monday
• August 16 - Monday
Meeting - 7:30 p.m.
McLAUGHLIN RESIDENCE
913 Coverdale Road
Riverview, NB E1B 5E6
Hosted by Premiere Direct Jobber
Wayne McLaughlin
(506) 386-2896/(506) 387-3197
Everyone Welcome

**NEWFOUNDLAND
NOVA SCOTIA**
None Scheduled

ONTARIO

• July 22 - Thursday
• August 26 - Thursday
Meeting - 6 - 8 p.m.
**AMSOIL DISTRIBUTION
CENTER**
6625 Tomken Road
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Premiere Direct Jobber
Don Stefanik and local Dealers
(519) 786-4045

**PRINCE EDWARD
ISLAND
PUERTO RICO
QUEBEC
SASKATCHEWAN**

AMSOIL CENTERLINES ...and updates

HOLIDAY CLOSINGS

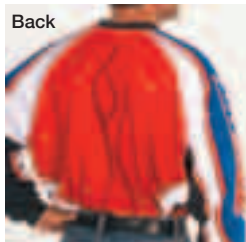
The Edmonton and Toronto distribution centers will be closed Thursday, July 1 for Canada Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, July 5 for Independence Day.

JULY CLOSE OUT

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

NEW RED FLAME JERSEY

New long sleeve jersey features distinct flame design with large AMSOIL Racing logo on the front and AMSOIL logos on the sleeves and collar. Constructed of a soft breathable polyester material. Coordinates with the AMSOIL Red Flame Cap. Sizes S-XXL.



Stock #	Size	U.S.	Can
G-2004	S	39.00	63.00
G-2005	M	39.00	63.00
G-2006	L	39.00	63.00
G-2007	XL	39.00	63.00
G-2008	XXL	39.00	63.00

RED FLAME CAP

Six-panel fitted red racing cap boasts embroidered AMSOIL logos on the front and back and exciting flame design across the visor. Features spandex woven sweatband for the perfect fit. One size fits most.



Cap Back

Stock #	U.S.	Can
G-2002	12.00	19.25



AMSOIL ADVERTISING

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

July & August 2004

Display Advertisements

NOLN	July '04	(805) 796-2577
Coast to Coast	July '04	(805) 667-4100
Racer X	July '04	(661) 245-2422
Moto Playground	July '04	(714) 289-8846
Canadian Biker	July '04	(250) 384-0333
Modified Mag	July '04	(416) 341-8950
Trailer Life	July '04	(574) 295-7820
Land Line	July '04	(816) 229-5791
Hot Bike	July '04	(714) 939-2400
Transmission Digest	July '04	(417) 866-3917
Powerboat Magazine	July '04	(805) 639-2222
PassageMaker	July '04	(410) 990-9086
NOLN	Aug. '04	(805) 796-2577
Racer X	Aug. '04	(661) 245-2422
Modified Mag	Aug. '04	(416) 341-8950
PassageMaker	Aug. '04	(410) 990-9086
Coast to Coast	Aug. '04	(805) 667-4100
Powerboat Magazine	Aug. '04	(805) 639-2222

Catalog Showcase Advertisements

european car	July '04	(714) 939-2400
VW Trends	July '04	(714) 939-2400
Custom Rodder	July '04	(714) 939-2400
GM High-Tech Perf.	July '04	(714) 939-2400
JP	Aug. '04	(323) 782-2000
Street Chopper	Aug. '04	(714) 939-2400
Eurotuner	Aug. '04	(323) 782-2000

MARINE PRODUCTS BROCHURE

The G-1008 AMSOIL Marine Products Brochure features the benefits of AMSOIL products in marine applications, as well as product testimonials. Full size/color, 8 pages.

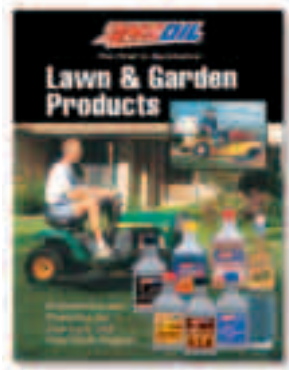
Stock #	U.S.	Can
G-1008	0.80	1.30



LAWN & GARDEN PRODUCTS BROCHURE

The G-1056 AMSOIL Lawn & Garden Products Brochure features the benefits of using AMSOIL products in two and four cycle lawn care equipment applications. Full size/color, 4 pages.

Stock #	U.S.	Can
G-1056	0.50	0.85



SPLASHGUARDS

AMSOIL Splashguards (14" x 10") are constructed of a heavy-duty, rubberized material with a patented fiberglass reinforcement process for extra strength and rigidity. AMSOIL logo is permanently molded into a rugged "Diamond Plate" background. Clean easily with soap and water. Fits most SUVs and mid-size trucks.



Stock #		U.S.	Can
G-1885	(1) pair	25.00	40.50

HITCH COVER

High quality AMSOIL Hitch Cover serves as a highly visible and attractive moving advertisement for your business. Features full color AMSOIL logo permanently sealed under a urethane dome.



Stock #	U.S.	Can
G-1948	6.50	10.50

Fabulous Four 2-Cycle Oils

HP INJECTOR SYNTHETIC 2-CYCLE OIL

Premium synthetic base oils and MAX-DOSE additive system provide superior performance in direct fuel injected (DFI), electronic fuel injected (EFI) and carbureted outboard motors, as well as other recreational two-cycle equipment.



Stock #	Pkg./Size	U.S. Dealer	Can. Dealer
HPI-QT	(1) quart bottle	4.05	6.55
HPI-01	(12) quart bottles	46.20	75.00
HPI-1G	(1) gallon bottle	15.70	25.45
HPI-04	(4) gallon bottles	59.80	97.00
HPI-16	16-gallon keg	230.00	373.00
HPI-30	30-gallon drum	404.00	656.00
HPI-55	55-gallon drum	685.00	1113.00
HPI-27	275-gallon tote	3375.00	5515.00

DOMINATOR SYNTHETIC 2-CYCLE RACING OIL

Robust formulation specially engineered for unsurpassed protection in high performance two-cycle motors, both on and off the track. Heavier synthetic base oils provide more lubricity for "on the edge" operation. Reduces friction and protects pistons and bearings subjected to the rigors of racing.



Stock #	Pkg./Size	U.S. Dealer	Can. Dealer
TDR-QT	(1) quart bottle	6.45	10.15
TDR-01	(12) quart bottles	73.80	115.80
TDR-1G	(1) gallon bottle	24.15	37.90
TDR-04	(4) gallon bottles	92.00	144.40
TDR-16	16-gallon keg	362.00	568.00
TDR-30	30-gallon drum	664.00	1042.00
TDR-55	55-gallon drum	1210.00	1897.00

SABER SYNTHETIC 100:1 PRE-MIX 2-CYCLE OILS

Specifically designed for lean mix ratios in pre-mix applications. Saber Professional (ATP) contains high temperature detergents for small power equipment. Saber Outboard (ATO) contains lower temperature dispersants for water-cooled outboard motors.



Stock #	Pkg./Size	U.S. Dealer	Can. Dealer
ATP-PK	(1) 1.5-oz. pack	0.80	1.25
ATP-48	(48) 1.5-oz. packs	36.00	57.60
ATP-BC	(1) 8-oz. bottle	2.35	3.85
ATP-08	(12) 8-oz. bottles	27.00	43.80
ATP-QT	(1) quart bottle	6.00	9.65
ATP-01	(12) quart bottles	68.40	110.40
ATP-30	30-gallon drum	593.00	958.00
ATP-55	55-gallon drum	1040.00	1680.00
ATO-BC	(1) 8-oz. bottle	2.40	3.90
ATO-08	(12) 8-oz. bottles	27.60	44.40
ATO-30	30-gallon drum	593.00	958.00
ATO-55	55-gallon drum	1040.00	1680.00

INTERCEPTOR SYNTHETIC 2-CYCLE OIL

Engineered specially for power sports applications and those engines equipped with exhaust power valves. Contains the finest synthetic ester base oils and additives available for exceptional cleanliness properties. Controls exhaust valve sticking and provides outstanding overall lubrication properties.



Stock #	Pkg./Size	U.S. Dealer	Can. Dealer
AIT-QT	(1) quart bottle	5.10	8.25
AIT-01	(12) quart bottles	58.20	94.20
AIT-1G	(1) gallon bottle	19.85	32.10
AIT-04	(4) gallon bottles	75.60	122.20
AIT-16	16-gallon keg	278.00	450.00
AIT-30	30-gallon drum	492.00	797.00
AIT-55	55-gallon drum	861.00	1395.00
AIT-27	275-gallon tote	4255.00	6925.00

Celebrate International AMSOIL Day July 7, 2004

On July 7, 1973, AMSOIL began selling lubricants through independent distributors. Help recognize this day as "International AMSOIL Day."

- Spread the Word
- Make an AMSOIL sale
- Wear your AMSOIL clothing
- Sponsor a new Dealer
- Hold an AMSOIL meeting
- Share the day with your downline
- Distribute AMSOIL literature
- Display AMSOIL banners

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

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(Discover in U.S. only)