

# AMSOIL

# ACTION NEWS

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*The First in Synthetics*

JUNE 2006

## Big Protection For Small Engines



**NEW!**



*Inside:*  
**Updated MLM Price List**  
**See Page 12 for Price Adjustment Story**

## From the President's Desk...



On Friday, November 18, 2005 I was invited to an upper management meeting in our board room only to unexpectedly find a group of family and friends there waiting for me. Needless to say, I was surprised and wondered what was going on. It soon was announced that the reason everyone was gathered there was to view a movie that my family had taken the initiative to have produced. The movie was about me, and was titled "An American Success Story." It included interviews with many of my old friends, some of which were there in the room waiting to see it with me for the first time. All had kept it a closely guarded secret until then, so this all came as a complete surprise to me.

Well, I was really touched by this, and when I watched the movie, I was amazed that they got everything so right. It's wonderful to hear the recollections of other people about events that took place decades ago and have them told just as you remember them. As the movie unfolded, I couldn't help myself in saying over and over under my breath, "that's true," as each story or incident was told and described by someone being interviewed, because it all was!

From people who had grown up with me on Raleigh Street in West Duluth to people who had flown with me in the Air Force and Air National Guard, all had recollections and stories to tell. Some were humorous, some deadly serious. I had not seen many of these people for years, but the stories they told brought back the past like it was yesterday.

The movie told of my early interest and experimentation with synthetic oil and how I actually tried some synthetic jet oil in an automobile. Eventually, I contracted with a major chemical company to produce a new oil to my specifications, had it tested, and went on to build a company around the new concept of synthetic oil for automotive applications.

It told of the challenges and the setbacks I had as I tried to sell a synthetic oil that cost three to four times more than the motor oils of the day, and how I finally settled on multi-level marketing as the way to put my products on the map. It told of the lawsuits that were filed against AMSOIL because of my company name and my logo colors. It also told how we beat these lawsuits. It included interviews with some of the people who were there as AMSOIL went from my home's garage to where it is today. It includes insights from my children, who know first-hand what I went through to build this company.

All in all, the movie was very professionally done and true to the events in my life. I must say that I am humbled and honored that my family and friends would do this. I know it was an expression of love and respect, and I appreciate it more than I can say.

I decided to surprise this year's AMSOIL University class and host a dinner for them with this movie being the main attraction. On May 24, the entire '06 AMSOIL U graduating class, some of my close friends and associates, many members of my extended family, a number of celebrities, including Bobby Unser, some of the managers here at AMSOIL INC., a group numbering over 400 strong, enjoyed fellowship and good food together prior to the showing of this movie.

Their reaction was personally very gratifying. When the movie ended, I was given a standing ovation. It capped off a wonderful evening for me and, I believe, for everyone in attendance.

You may be interested in seeing this movie for yourself. I hope you do, not for self-serving reasons, but because as AMSOIL businesspeople, you should know how this company got started, who started it and why.

Every American success story is unique and interesting. I enjoy stories about successful people. I feel I learn something from them and I usually do. If people take anything positive away from my story, I want them to realize that anyone can become as successful as they are determined to be. All it takes is hard work and time out from the TV.

It's like the person watching Arnold Palmer playing golf and saying, "I'd give my life to play like that." and the fellow next to him commenting, "He did." That's the kind of commitment and sacrifice it takes. Is it worth the sacrifice? You better believe it!

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

PS: If you have an interest, you can order a copy of this movie for your personal viewing. More information is found on page 13 of this magazine.

# DEALERS IN ACTION!

## AMSOIL Simplifies Truck Maintenance



*AMSOIL Dealer Troy Klump with Porfirio Mendoza and one of his trucks.*

AMSOIL Dealer Troy Klump of Castroville, Texas has been servicing Mendoza and Sons Trucking since 2003. Porfirio Mendoza has owned and operated his own truck since 1989, acquiring additional trucks along the way.

Mendoza has installed the DUAL GARD By-Pass Filtration System on all of his trucks, along with AMSOIL Antifreeze and Engine Coolant, Powershift Transmission Fluid in the transmissions and SEVERE GEAR 75W-90

Gear Lube in the differentials. Mendoza ran AMSOIL Engine Flush through the engine of each truck before installing AMSOIL 15W-40 Heavy Duty Diesel and Marine Oil.

One truck in particular, a Kenworth 475 CAT, had accumulated 849,000 miles before converting to AMSOIL products. At 1,246,000 miles, Mendoza decided the truck's high mileage warranted an overhaul, rationalizing that overhauling the engine is less expensive than buying a new truck. Mendoza's mechanic was very impressed with the condition of the engine, especially the cleanliness of the internal parts.

Mendoza said he is most pleased with the convenience and added peace of mind that come with using AMSOIL products. He changes the full-flow filter at 15,000-mile intervals and the by-pass filter at 30,000-mile intervals, topping the engine oil off as needed. The added convenience of eliminating frequent oil changes saves Mendoza money not only through the reduction of oil used, but also through reduced down time. His trucks don't make money when they are tied up in the shop.

"I take the right amount of oil and filters to service the truck on the road," said Mendoza. "Instead of changing all the oil in the truck I just stop at a truck stop, change filters, top off the oil and I'm back on the road."

## AMSOIL Keeps Classics Running Strong



*AMSOIL Dealer Frank Harper's 1954 GMC dump truck has been running on AMSOIL motor oil for more than 30 years.*

AMSOIL Dealer Frank Harper of San Jose, Calif. sent in this photo of his 1954 GMC dump truck. Harper purchased the truck from Craig Burns of Palo Alto, Calif.

because it was part of a package with a 1953 Chevy pick-up Harper was interested in.

"Craig also had a '53 Chevy truck that I wanted to buy, but he wouldn't separate the pair," said Harper.

Burns had already done the restoration work on the dump truck, but both trucks had been well taken care of through the years.

"The engines run absolutely perfectly after all this time thanks to AMSOIL," said Harper.

Burns taught Harper about AMSOIL, telling him he had used AMSOIL products in both trucks for 30 years. Harper was so impressed with the condition of the trucks' engines that he became a Dealer in November 2005.

"I presently work two jobs. My goal is to replace one of them with my work as a successful AMSOIL Dealer," said Harper.

Harper placed the truck on ebay, but if it doesn't sell he plans to stock it with AMSOIL products and take it to local motorcycle races.

"The truck attracts so much attention, and they won't be able to miss the AMSOIL sign," said Harper.

# MONTHLY LE



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



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



**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



**George and Shirley  
Douglas**  
Florida  
★Regency Platinum  
Direct Jobbers  
Fifth—Total  
Organization  
Sixth—Personal Group  
Sales



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



**Patrick and Donna Grady**  
Oklahoma  
Regency Gold Direct  
Jobbers  
Tenth—Total Organization



**David and Tracey  
Cottrell**  
Ontario  
Premiere Direct Jobbers  
Ninth—Personal Group  
Sales  
Sixth—Commercial and  
Retail Marketing



**Michael H. Ellis**  
Michigan  
Regency Platinum Direct  
Jobber  
Tenth—Personal Group  
Sales  
Second—Commercial and  
Retail Marketing



**Ray and Kathy Yaeger**  
Wisconsin  
Regency Gold Direct  
Jobbers  
**FIRST**—Commercial  
and Retail Marketing



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



**Edwin L. Greenwood**  
Oregon  
Regency Direct Jobber  
Fifth—Commercial and  
Retail Marketing



**Eric Moreton**  
Michigan  
Direct Jobber  
Tenth—Commercial and  
Retail Marketing



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



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



**Mylo and Patty  
Twingstrom**  
Minnesota  
Regency Silver Direct  
Jobbers  
Fifth—New Qualified  
Dealers and Accounts



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



**Jason A. Keranen**  
Arizona  
Direct Jobber  
Seventh—New Qualified  
Dealers and Accounts

# ADERS

March  
2006

# HALL OF FAME



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



**Thomas and Sheila Shalin**  
Kansas  
★Regency Platinum Direct  
Jobbers  
*Eighth—Total Organization  
Fourth—Personal Group Sales  
**FIRST**—New Qualified  
Dealers and Accounts*



**Gerry and Patricia Reid**  
North Carolina  
Regency Platinum Direct  
Jobbers  
*Ninth—Total Organization  
Eighth—Personal Group Sales*



**Danny and Joan Potter**  
North Carolina  
Executive Direct Jobbers  
*Seventh—Commercial and  
Retail Marketing*



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



**Ted and Shirley Pickul**  
Florida  
Direct Jobbers  
*Ninth—Commercial and  
Retail Marketing*



**George and Lea Collins**  
Florida  
Direct Jobbers  
*Eighth—New Qualified  
Dealers and Accounts*



**Michael J. Mathe**  
Tennessee  
Master Direct Jobber  
*Ninth—New Qualified  
Dealers and Accounts*



**Kent and Trudy  
Whiteman**  
Utah  
Premiere Direct Jobbers  
*Tenth—New Qualified  
Dealers and Accounts*

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



**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

## REGENCY SILVER DIRECT JOBBER



**Ches H. Cain**  
*Texas*

## MASTER DIRECT JOBBER



**Sandra & Ron Ward**  
*Texas*

## EXECUTIVE DIRECT JOBBERS



**Daniel & Teresa Dean**  
*Kentucky*



**James & Carol  
Fleschner**  
*California*



**Robert E. Riley**  
*Florida*

## NEW DIRECT JOBBERS



**Anthony Nichols**  
*New Hampshire*  
Sponsor: Bob O'Brien  
Direct Jobber: Bob O'Brien



**Gary & Diane Vivian**  
*Florida*  
Sponsors: George & Shirley Douglas  
Direct Jobbers: George & Shirley Douglas

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

**Brent J. Rach, Minnesota** Sponsors: Mylo & Patty Twingstrom

**Larry Walker, Minnesota** Sponsors: Patrick & Donna Grady

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

**Tom & Virginia Kelly, Oregon** Sponsors: Marshall & Alana Mapes

**George & Barbara King, Texas** Sponsor: Alfred F. Ziska

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

**William & Fredericka Phelan, New York** Sponsors: Matthew & Arlene Konig

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

**James & Sandie Biancone, Pennsylvania**  
Sponsors: Gerald & Leona Heist

**Eldin V. Braught, Oklahoma** Sponsors: Patrick & Donna Grady

**Larry & Kerry Cottrell, West Virginia**  
Sponsors: Charles & Priscilla Quinn

**Dustin R. Eldridge, Missouri** Sponsor: Jon Brittenum

**Tim & Sherry Giles, Minnesota** Sponsors: David & Vonnie Folsom

**Frank L. Groce, Georgia** Sponsor: Buzz Buzek

**Michaell G. Hartung, Kansas** Sponsor: Robert V. Spence

**Mitchell Herf, Quebec** Sponsor: Parany Vijay

**Jimmie & Suzette Mason, Texas** Sponsor: Dave M. Mann

# RECOGNITION

March 2006

## NEW DIRECT DEALERS



**Jim & Pat Bratton**  
*Florida*  
Sponsor: William Lockwood  
Direct Jobber:  
William Lockwood



**George Cook**  
*Idaho*  
Sponsors:  
Charles and Connie McGuffey  
Direct Jobbers:  
Charles and Connie McGuffey



**Gary Bruyette**  
*Florida*  
Sponsors:  
George and Shirley Douglas  
Direct Jobbers:  
George and Shirley Douglas



**Leamon Archie**  
**Thrower**  
*Alabama*  
Sponsor: Frankie Allen  
Direct Jobbers:  
Bill & Donna Durand



**Raul & Shannon**  
**Torres**  
*Texas*  
Sponsors:  
David & Carol Bell  
Direct Jobbers:  
David & Carol Bell

## NEW ACCOUNT DIRECTS



**Donald & Patricia**  
**Lipscomb**  
*Tennessee*  
Sponsor: Robert E. Clarke  
Direct Jobbers:  
Cliff & Renate Goehring

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

**Richard L. Mueller**, *Wisconsin* Sponsor: William P. McCarthy

**Chris A. Parow**, *Maryland* Sponsor: Francis H. Hope Jr.

**Robert & Jennifer Piescik**, *New Hampshire*

Sponsor: Carl Morrill

**Joseph S. Pockocke**, *Michigan*

Sponsors: Edward & Linda Sullivan

**Donna Shaw**, *California* Sponsors: Mark & Sherree Schell

**Nicolaus L. Stephens**, *New Mexico* Sponsor: Ronald Hammar

**Marlin Twingstrom**, *Minnesota*

Sponsors: Mylo & Patty Twingstrom

**Robert Wadsworth**, *North Carolina* Sponsor: Ronnie L. Glover

**Phillip A. Wise**, *Washington* Sponsor: John L. Whitehill

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

**Edwin L. Acree**, *Kentucky* Sponsor: Shawn Brinley

**Richard & Joanne Bartley**, *Alabama*

Sponsors: Edward & Barbara Chambless

**Leslie & Barb Berkenpas**, *Michigan*

Sponsors: Jerry & Shawn Poorlenga

**Richard Bingham**, *New York* Sponsor: Sheryl Riley

**Bill & Anne Callahan**, *South Carolina*

Sponsors: Brian & Michelle Parker

**Scott & Tammy Dammeyer**, *Ohio* Sponsors: Tony & Joyce Shultz

**Clayton L. Dardar**, *Louisiana* Sponsor: Dave M. Mann

**Kimberlie J. Douglas**, *California* Sponsor: Shellie M. Brainard

**Duane & Mary Dooley**, *Arkansas*

Sponsors: Thomas & Sheila Shalin

**Eldon & Janet Frohardt**, *Iowa*

Sponsors: Gary & Diane Thieschafer

**James B. Gardner**, *Wyoming* Sponsors: Doyle & Diana Vaughan

**Damont "Chris" Harris**, *Wisconsin* Sponsor: Darin Tognazzini

**Dale & Susan Hooser**, *Alaska* Sponsors: David & Gloria Retherford

**Lucius (Lee) & Yhudi Johnson**, *North Carolina*

Sponsors: Randy & Lynn Martin

**Blane Kinney**, *North Carolina* Sponsor: Frederick Walbert

**Kenneth E. Lawson**, *Iowa* Sponsor: Gregory Vaughn

**Mark Licht**, *New Jersey* Sponsors: Paul & Kristen Dargis

**Carlton & Barbara Lueg**, *Texas* Sponsor: James W. Northum II

**Jay Mann**, *Kentucky* Sponsor: Charles J. Reimer

**Larry J. Martin**, *Texas* Sponsors: Russ & Karen Ault

**Brian & Kristin Mesing**, *Texas* Sponsor: Jerry Dawson

**Edgar Pales**, *Oklahoma* Sponsors: John & Shannon Murphy

**Bradley & Marcia Payne**, *California*

Sponsor: Marcus "Burke" Hinman

**Matthew & Tiana Reid**, *North Carolina*

Sponsors: Gerry & Patricia Reid

**Gerald & Billie Richter**, *Ohio* Sponsor: Brian J. Duffy

**Jonathan & Cari Ross**, *Texas* Sponsors: David & Brenda Pasterniak

**John & Michelle Rother**, *Oklahoma*

Sponsors: Douglas & Kimberly Crawford

**Rick A. Rinehart**, *New Mexico*

Sponsors: Norman & Doreen Rinehart

**Yong & George Tanner**, *Texas* Sponsors: Raul & Shannon Torres

**John Tyler**, *Arkansas* Sponsor: Bryan L. Stewart

**Robert T. Watford**, *Florida* Sponsors: Gary & Debbie Bruyette

**Joe Webb**, *California* Sponsors: David & Carol Bell

**Kale Wolff**, *Minnesota* Sponsor: Lori A. Gorecki

# New *Formula 4-Stroke*<sup>®</sup> Small Engine Oil Provides Serious Protection For Small Engines

Compact, hard working four-stroke engines are everywhere, powering everything from lawnmowers to portable generators to skid steers. Although people depend heavily on these hard working engines in both their working and personal lives, maintenance is oftentimes neglected or overlooked. In some cases, proper maintenance is overlooked because the equipment is used infrequently. Other times it's neglected because the engine is inaccessible. Whatever the reason, the life and performance of the engine is negatively affected without proper maintenance.

Motor oil temperatures in automotive applications typically run around 210 degrees F, while oil temperatures in continually operating compact engines can easily top 300 degrees F. These elevated operating temperatures promote oil consumption and oil thickening and can significantly reduce the life of the oil. The combination of elevated oil consumption and infrequent maintenance can lead to low oil levels, placing further stress on the remaining oil, while reducing engine performance and increasing the chances for engine failure. Infrequent operation of these engines can be just as damaging. Acids generated during operation and water from condensation can build up in the oil during inactivity, promoting corrosion and rusting of internal engine components.

Recognizing the stress severe operating conditions place on small engine lubricants, many engine manufacturers are beginning to recommend synthetic oils for use over a broad range of ambient conditions.

New AMSOIL Formula 4-Stroke<sup>®</sup> Synthetic Small Engine Oil (ASE) is a premium quality commercial grade lubricant featuring a robust formulation that provides superior

protection in the hot temperature, severe service operating conditions of both gasoline and light-duty diesel-fueled small motors where routine maintenance is neglected. Formulated with a high viscosity index and premium synthetic base oils that exceed both 10W-30 multi-grade and SAE 30 straight-grade viscosity requirements, Formula 4-Stroke<sup>®</sup> Small Engine Oil provides excellent all-season protection and performance. As a commercial grade lubricant, it meets the demands of homeowner, commercial and industrial applications, improving productivity and reducing maintenance costs through superior engine protection.

Formula 4-Stroke<sup>®</sup> Small Engine Oil effectively withstands the high temperatures of hard working engines, resisting oxidation and oil vaporization to control oil thickening and reduce oil consumption. In addition, AMSOIL ASE lasts longer in service than conventional oils and keeps engines clean for peak operating efficiency.

Featuring a shear stable formulation with no friction modifiers, Formula 4-Stroke<sup>®</sup> Small Engine Oil resists breakdown during rigorous mechanical activity, making it ideal for hydraulic or hydrostatic systems and chain cases. It is wet clutch compatible and designed to prevent clutch slippage in commercial or recreational transmissions. AMSOIL Formula 4-Stroke<sup>®</sup> Small Engine Oil protects gears and bearings during high-demand, commercial-duty service.

AMSOIL Formula 4-Stroke<sup>®</sup> Small Engine Oil is formulated with high levels of premium anti-wear and detergent additive technology, providing severe service protection of





# Tecumseh 150 hour endurance test



Oil Sump



Valve Spring Housing



Cylinder Case



Piston

pistons, bearings and gears and effectively neutralizing acids from combustion by-products common to small engines. Anti-rust additives further protect equipment during storage or infrequent use.

Developed within the compact engine industry, the Tecumseh 150-hour endurance test measures a lubricant's ability to function in continuous operation applications and severe operating conditions common to engines in the field. Operating speed is maintained at a constant 3,200 RPMs, while average oil temperature is 283 degrees F, average intake air temperature is 103.5 degrees F, average cylinder head temperature is 570.9 degrees F and average exhaust temperature is 1256.4 degrees F.

The superior performance of AMSOIL Formula 4-Stroke<sup>®</sup> Small Engine Oil was demonstrated in the Tecumseh 150-hour endurance test. Few oils can endure the full 150 hours of testing, but AMSOIL ASE passed with flying colors. A competing conventional 10W-30 oil subjected to the same test demonstrated a viscosity increase 10.5 times greater than AMSOIL ASE, while oil

consumption was 189 percent greater, oxidation 58 percent greater and average engine wear 153 percent greater. As seen in the photos above, Formula 4-Stroke<sup>®</sup> also demonstrated outstanding engine cleanliness following the test, scoring a perfect 10 in most areas relating to sludge deposits and piston ring stiction.

## Applications and Recommendations

AMSOIL Formula 4-Stroke<sup>®</sup> Synthetic Small Engine Oil is recommended in gasoline or light-duty diesel-fueled engines, transmissions, hydraulics and chain cases requiring an SAE 30 or 10W-30 lubricant and API SL, SJ, SH or SG (gasoline) or API CF or CD (diesel) performance. It may also be used in motorcycle wet clutches requiring JASO MA.

Engine manufacturers include Briggs & Stratton, Kohler, Honda, Tecumseh, Robin, Kawasaki, Onan, Kubota, Yanmar, Wisconsin, Power Train, Vanguard and Linamar.

Equipment brands include Toro, Ariens, Sears Craftsman, John Deere, MTD, Bolens, Dixie Chopper, Yard-Man, Coleman, Murry, Troy-Bilt, Ex-Cell Generac, Snapper, Simplicity, Ingersoll, Wheel Horse, Homelite, Porter-Cable, Devilbass, Poulan, Cambell, Hausfeld, Massey Ferguson, Thomas, Bobcat, Kubota, New Holland and Caterpillar.

Applications include maintenance equipment, tractors, lawn and garden equipment, generators, compactors, pumps, light towers, log splitters, welders, power washers, cement mixers and trowels, skid-steers, excavators and compressors.

## New Formula 4-Stroke<sup>®</sup> Synthetic Small Engine Oil Data Bulletin

Covers the performance benefits, technical properties and applications for Formula 4-Stroke<sup>®</sup> Synthetic Small Engine Oil.



### AMSOIL Formula 4-Stroke<sup>®</sup> Synthetic Small Engine Oil (ASE)

Stock No.	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/ P.C.	U.S. Sugg. Retail	Can. Dealer/ P.C.	Can. Sugg. Retail
ASE-QT	(1) quart	2.0	3.35	4.65	5.85	5.80	7.25
ASE-01	(12) quarts	24.1	40.20	52.80	69.00	66.00	85.80
ASE-30	30 gallon drum	237.0	268.00	444.00	534.00	553.00	665.00
ASE-55	55 gallon drum	425.0	419.00	759.00	889.00	946.00	1108.00

Stock #	Qty.	U.S.	Can.
G-2217	25	2.80	3.70

# A Look Inside the AMSOIL Motorcycle Oil Study:

## Shear Stability

The AMSOIL Motorcycle Oil Study (G-2156) compares the test results of 28 different motorcycle oils in the most critical areas of motorcycle oil performance, making it an excellent sales tool for Dealers seeking to either break into or increase their sales in the motorcycle market. Previous issues of the *Action News* examined engine wear, gear wear and rust protection testing. This issue takes a closer look at shear stability.

Mechanical activity within an engine creates shearing forces that can negatively affect a lubricant's protective viscosity. Even lubricants that provide consistent viscosity through a wide temperature range (high viscosity index) are susceptible to shearing forces that reduce viscosity and load carrying ability. Engines operating at high RPMs and those that share a common oil sump with the transmission are particularly subject to high shear rates. In fact, gear sets found in motorcycle transmissions are the leading cause of shear induced viscosity loss in motorcycle lubricants.

The ASTM D-6278 Viscosity Shear Stability Test is used to determine a lubricant's shear stability. After measuring its initial viscosity, the oil is subjected to shearing forces in 30 cycle intervals. Viscosity is measured and compared to the oil's initial viscosity following 30, 90 and 120 cycles. The lower the degree of change, the better protection the lubricant provides against shearing forces.

Two separate tests were performed for SAE 40 and SAE 50 oils, with each grade split into two or three groups to make the graphs easier to reference. The flatter the line on the graph, the greater the shear stability of the oil. The results showed significant variances in shear stability protection. Within the SAE 40 group, 41.6 percent of the oils dropped one viscosity grade to an SAE 30, while 43.8 percent of the oils in the SAE 50 group dropped one viscosity grade to an SAE 40. The viscosity loss tended to occur

quickly, with most of the affected oils dropping a viscosity grade within the first 30 cycles of shearing. In addition, it is interesting to note that two of the oils with the highest viscosity indices, Torco T-4SR in the SAE 40 group and Yamalube 4R in the SAE 50 group, exhibited the largest drops in viscosity in their respective test groups during shear stability testing.

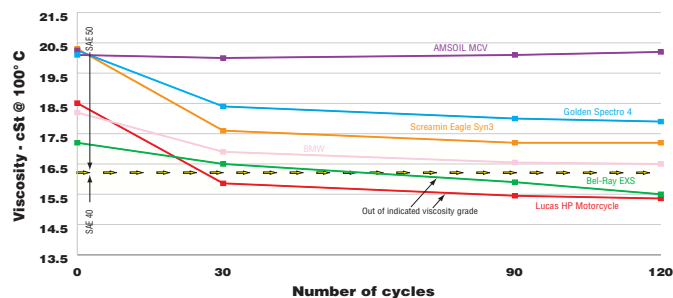
As seen in the graphs, both AMSOIL 10W-40 Synthetic Motorcycle Oil (MCF) and 20W-50 Synthetic Motorcycle Oil (MCV) placed at the top of their respective test groups in the Viscosity Shear Stability Test, indicating that AMSOIL Synthetic Motorcycle Oils are the best choice for superior protection of motorcycle engines and transmissions.



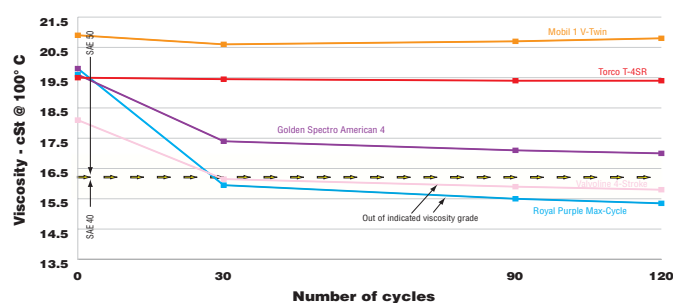
Order the G-2156 Motorcycle Oil Study to see all of the test results.

Motorcycle Oil Study	U.S.	Can.
Stock # G-2156	2.00	2.60

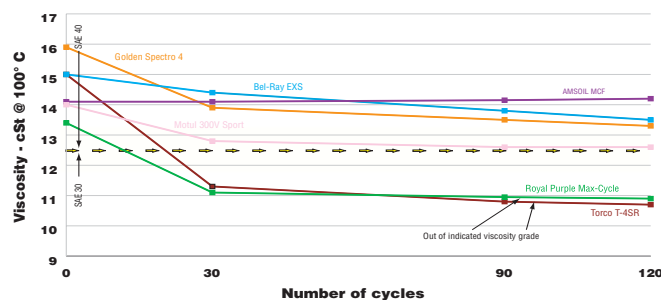
### Results, Viscosity Shear Stability, SAE 50 Group 1



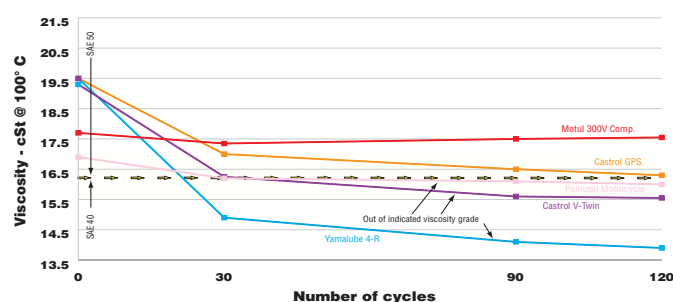
### Results, Viscosity Shear Stability, SAE 50 Group 2



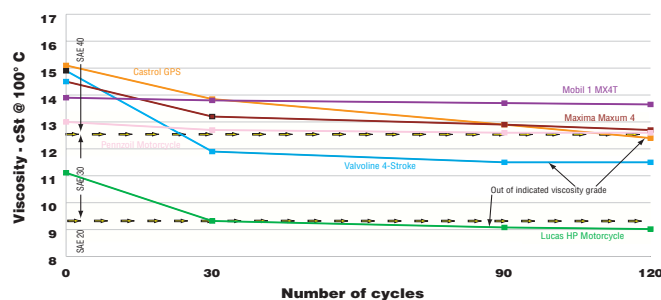
### Results, Viscosity Shear Stability, SAE 40 Group 1



### Results, Viscosity Shear Stability, SAE 50 Group 3



### Results, Viscosity Shear Stability, SAE 40 Group 2



# AMSOIL Power Sports Filters

## *Engineered for Outstanding Air Filtration Efficiency*

In addition to manufacturing the finest two-stroke and four-stroke synthetic lubricants available, AMSOIL also provides high-quality filtration products for power sports applications.

AMSOIL Power Sports Air Filters provide the most effective air filtration available today for dirt bike and ATV applications. Power Sports Air Filters have a higher efficiency and greater capacity than competing brands, and they provide superior air flow, ensuring engines receive the optimum amount of clean air and are able to deliver maximum horsepower.

In addition, Dealer prices for Power Sports Air Filters are less expensive than competing brands.

### ***Provide Surface and Full-Depth Filtration***

AMSOIL Power Sports Air Filters provide surface and depth filtration for excellent dirt-holding capacity and efficiency. Constructed of two layers of oil-wetted polyurethane foam with differing porosities, the filter captures large dirt particles and debris on its outer shell. Smaller contaminant particles enter the smaller pores of the foam and are trapped within the oil-treated voids. The foam's thickness and the tack oil allow for more filtering surface area, particle adhesion and capacity to trap dirt over a longer period of time between servicing.

### ***Improved Air Flow***

The high porosity character of the power sports Air Filter foam provides greater surface area, enabling the distribution of contaminants throughout the depth of the



foam and rendering better air flow over the life of the filter.

### ***Longer Service Life***

AMSOIL Power Sports Air Filters are cleanable and reusable. Simply follow the cleaning instructions and reuse for continued service.

- ***Extended Equipment Life***
- ***Superior Efficiency***
- ***Greater Capacity***
- ***Maximum Air Flow***
- ***Improved Fuel Efficiency***
- ***Lower Exhaust Emissions***
- ***Washable and Reusable***

Consult the G-2135 Power Sports Application Guide or [www.amsoil.com](http://www.amsoil.com) for filter application recommendations.

## Also Available for Power Sports Applications

### ***AMSOIL Foam Air Filter Cleaner***

AMSOIL Foam Air Filter Cleaner (FFC) is a specially formulated high quality detergent offering quick, efficient and easy cleaning and preservation of AMSOIL Power Sports Air Filters. Its spray application offers maximum convenience, speed of application and even coverage.

AMSOIL Foam Air Filter Cleaner is non-hazardous, biodegradable and can be purchased separately and in six packs.



### ***High Tack Foam Filter Oil***

AMSOIL High Tack Foam Filter Oil (AFO) is a special blend of synthetic polymers that allows maximum air flow and increased particle-removing efficiency and capacity. High Tack Foam Filter Oil stays in place throughout service life, resists washout from carburetor fogging and will not plug foam filter cells, while its red color helps ensure even oil coverage across the entire filter. AMSOIL High Tack Foam Filter Oil is available in its traditional form and a convenient aerosol spray.



# Rising Crude Oil Prices Force Lubricant Prices Upward

With the price for a barrel of crude oil topping \$70 and continually setting record highs, gasoline prices have soared to a national average of \$2.92 a gallon. The volatile crude oil market affects consumers and businesses all across the world. People adjust their driving habits and businesses are forced to charge more for their products in order to offset the increased costs of manufacturing and shipment.

The lubricants industry is directly affected by the volatility of the crude oil market. Raw materials, packaging materials and shipping prices all rise along with barrels of crude oil. These rising prices have affected every lubricant company in the industry. Each has been forced to increase lubricant prices to compensate, many more than once. In fact, major motor oil manufacturers recently implemented an additional 4 to 8 percent price increase for bulk and packaged lubricants. According to independent consulting firm Petroleum Trends International, the price increases translated into \$0.28 a gallon for bulk lubricants and \$0.64 a gallon for bulk and packaged synthetic lubricants.

Due to these ever-increasing prices, AMSOIL is forced to implement a minimal price adjustment effective July 1. This includes the MLM, Retail on the Shelf and Commercial programs in the United States, Canada and Puerto Rico.

Rising prices of consumer products are a fact of life. Prices have consistently risen through the years even during periods of stable crude oil prices. Consumers may recall a time when they received a lot more for their dollar. Prices for consumer goods often rise when the cost of producing those goods increases,

and every product on the market is susceptible to these price increases.

The table below compares the price increases experienced by common consumer products, competing motor oils and the original AMSOIL synthetic motor oil, AMO 10W-40, over the past 30 years. Based on case (AMO-01) pricing, the Dealer price for a quart of AMO was \$3.42 in 1976. Effective July 1, the price will be \$5.20, representing a 52 percent increase over 30 years. Even with the latest price adjustment, AMSOIL lubricant price increases have remained far lower than the price increases of other common consumer products, including competing motor oils. As seen in the table below, the price for a quart of Quaker State 10W-30 motor oil has jumped 288 percent since 1976, a rate of increase 5½ times higher than AMSOIL AMO. The price for a quart of Valvoline 10W-40 motor oil jumped 414 percent in the same time period, a rate of increase almost eight times higher than AMSOIL AMO.

Even with a minimal price adjustment, AMSOIL synthetic lubricants remain the best and most cost-effective choice on the market, saving customers money through reduced wear and maintenance, extended drain intervals and increased fuel efficiency. AMSOIL synthetic motor oils offer drain intervals up to 11 times longer than conventional motor oils in normal service, reducing motor oil expenses. AMSOIL synthetic lubricants also effectively reduce friction and prevent viscosity increase, both of which contribute to improved fuel efficiency and less money spent at the pump.

**Look for an updated MLM price list in this issue of the Action News.**

## Price Increases of Common Consumer Products

	<u>Average 1976 Price</u>	<u>Average 2006 Price</u>	<u>% Increase Since 1976</u>
<b>Milk</b> (gallon)	\$1.42	\$3.10	118%
<b>Bread</b> (loaf)	\$0.30	\$1.42	373%
<b>New Car</b>	\$4,100.00	\$21,595.00	427%
<b>Gas</b> (gallon)	\$0.59	\$2.92 (current price)	395%
<b>New House</b>	\$54,750.00	\$264,540.00	383%
<b>Quaker State 10W-30</b> (quart)	\$0.59	\$2.29	288%
<b>Valvoline 10W-40</b> (quart)	\$0.49	\$2.52	414%
<b>AMSOIL AMO 10W-40</b> (quart)	\$3.42	\$5.20 (July 1 price)	52%

# 'An American Success Story'

## Insight Into the Life of AMSOIL Founder

Anyone who has ever met AMSOIL Founder and President Albert "A.J." Amatuzio has felt the charismatic touch of his personality. But not everyone knows the roots of that charisma and the determination that enabled him to create an entire industry.

For the first time, AMSOIL presents "Albert J. Amatuzio: An American Success Story," a video that details the events that shaped the man who created the world's first API qualified synthetic motor oil, set the lubricant industry on its heels and has become a legend.



Amatuzio's story is truly the stuff of the American Dream. He is a second-generation American-Italian, who grew up in a diversely-immigrant neighborhood in northern Minnesota.

From the first minutes of the video, you see and feel the fabric of Amatuzio's early years; the strength of a family making its way in a new world. The story of those early years brings understanding of the personality that has faced every challenge and refused to accept defeat.

Amatuzio's military career further shows his determination to succeed. Here you see how the loyalty factor of his early years deepens into the fabric of his personality. You hear and see his friends, many from the neighborhood, who show you "Ammo," the nickname given to him by the squadron he flew with. To them, "Ammo" was a man among men. He challenged them to do and be their very best.



"Ammo" kept a cool head in a crisis. His ability to think under pressure saved his own life during a bad-weather flight. Another time, he saved the life of a fellow pilot. He was trusted and respected by his men. His competitive spirit pushed the squadron to seek and win a flying contest for the highest honor bestowed on American pilots.

The video examines the lean years as Amatuzio pushed to develop his revolutionary motor oil. Step by step you see how he took his new product from an idea to a reality even as he faced opposition from all sides.

As Amatuzio faced serious setbacks and dwindling financial reserves, he also needed a way to market his potential gold mine.

Always a man open to innovative ideas, Amatuzio learned from a friend about her experience with MLM companies. He considered her proposal, and three days later brought Shirley Green onboard to help develop the AMSOIL Marketing Plan.

A short, clear lesson in synthetic lubrication completes the movie that promises to be a valuable sales tool for Dealers throughout the AMSOIL Dealer network.

The 86-minute video gives viewers a glimpse into the man whose focus and determination created the synthetic motor oil industry, the depth of his commitment to quality and the benefits and science behind the technology of synthetic lubrication.

"Albert J. Amatuzio: An American Success Story" can be ordered as:

- |               |              |              |
|---------------|--------------|--------------|
| • G-2218, DVD | \$9.95 U.S.  | \$12.25 Can. |
| • G-2219, VHS | \$10.95 U.S. | \$13.50 Can. |

# AMSOIL Gears Up To Off-Road

For the past two decades, AMSOIL has actively supported off-road racing. For the most part, 4x4 truck racing has traditionally received most of its attention in desert racing arenas such as the Baja 1000. In the past decade, however, the sport has grown to become more of a mainstream passion, highlighting new, modern circuits such as off-road trucking and rock crawling. As the sport has evolved, so has the commitment AMSOIL has shown to the discipline, both corporately and through the Dealer Race Co-op Program.

AMSOIL saw an opening to make a major impact when it formed a partnership with three Championship Off-Road Racing (C.O.R.R.) stars to form the AMSOIL/Kumho Tires "Super Team." AMSOIL also stepped up its sponsorship with Autumn Woods Racing, a stadium truck racing team out of Wheaton, Ill., and added U.R.O.C. champions Brad and Roger Lovell to head its rock crawling efforts.

Off-road racing is one of the fastest growing sports in America. C.O.R.R. is nationally televised on the Speed Channel, and it has added four races in Southern California to its 2006 schedule and is



*The AMSOIL Super Team gained exceptional exposure in its first year together.*



*Autumn Woods Racing and the General Lee were fan favorites in the stadium truck racing world in 2005.*

looking to add more races in the Southwest and the East Coast in the future. Rock crawling is nationally televised on ESPN2 and is one of the network's most popular shows. The extensive television coverage has raised the awareness of AMSOIL and opened doors to an extremely receptive market.

A survey among retailers indicates that 49 percent of their business is strictly off-road related products, and 22 percent of those product sales were directly related to shocks or suspensions. More importantly, 59 percent of retailers expect an increase in suspension and shock related sales in the next two years. AMSOIL Shock Therapy Suspension Fluids, along with AMSOIL SEVERE GEAR Synthetic Gear Lube, Torque Drive Transmission Fluid and AMSOIL synthetic motor oils, are ideal for performance focused off-road enthusiasts. They have helped produce champions in a number of high-profile series and events.

## Lovell Brothers Get Spring Tune-Up

### AMSOIL helps rock crawlers stay on top

For the second straight year, Brad and Roger Lovell are spending their spring months getting ready to defend their U.R.O.C. title. The team recently took part in a pair of rock climbing events, including the first round of the We-Rock Rockcrawling Series in Phoenix, Ariz. The two-time U.R.O.C. champs were hoping to be the headliner at the opening event and came away as crowd pleasers.

The Lovell Brothers heated up the Pro Modified division in their new Ford Ranger. The pair was unstoppable during the first day of competition, leaving the course securely in first. The second day, however, put the pair in the crosshairs of veteran competitors. The highlight of the day came as the team side-hilled a rocky slope. One slip of a loose boulder caused the front end to drop and the Ranger to barrel roll and crash down the course. The slip cost the team two positions, but they remained on the podium with a third place finish.



*Rock crawling continues to gain fans and is a perfect testing ground for AMSOIL products.*

"I am amazed that it stood up to that abuse," commented Brad. "We got a lot more than we ever thought to ask out of the Ranger this weekend."

For more on Lovell Rock Racing and their U.R.O.C. title defense, log on to [www.amsoil.com](http://www.amsoil.com) and check out the racing pages.



*"We slam the Ranger from forward to reverse at least 50 times a day. After three years of using AMSOIL Torque Drive ATF, we have no noticeable transmission wear. I would say that 20% of the time we are on course, every fluid in the truck is sideways or upside down. Either way, it is not where it should be. We are constantly amazed at the extended protection of AMSOIL synthetics."*

**- Brad Lovell**



## **Fishing For Success**

### **Team AMSOIL gears up with BASS, walleye anglers**

Synthetic Water Resistant Grease. Steve Butchart, the top rookie in the Professional Walleye Trail in 2004, has returned to Team AMSOIL for the 2006 season. Newcomer and top B.A.S.S. pro Darrin Schwenkbeck is also on board for the ever-popular BASSmasters series owned and operated by ESPN.



*Pro BASS angler Darrin Schwenkbeck is getting noticed in his rookie year on the BASS Masters circuit.*

According to the United States Coast Guard, roughly 69 million boats were used on U.S. waterways in 2004, and Americans spent an estimated one billion days on the water using those boats. With more than 700,000 new boats and personal watercraft hitting the nation's lakes and rivers each year, the sports of fishing and recreational boating are a booming business.

AMSOIL has turned to the world of competitive fishing to help showcase its premium line of lubricants for boats, including Formula 4-Stroke® Marine Synthetic Motor Oils, HP Injector Synthetic 2-Cycle Oil, Saber Outboard Synthetic 100:1 Pre-Mix 2-Cycle Oil, Universal Synthetic Marine Gear Lube and



*PWT Pro Steve Butchart was the top rookie in 2004 and AMSOIL is helping him find the best fishing spots in 2006.*

Entering May, Schwenkbeck held 46th place in the BASSmasters series. The Maryland native won \$20,000 through the first three tournaments, and he managed to crack the top 50 in two of those events, finishing 37th and 44th respectively.

Butchart, meanwhile, has competed in one tournament so far this year. The PWT angler finished 70th out of 150 pros at the Appleton, Wis. event. The tournament registered small walleye weights all weekend long, and Butchart couldn't find the right combination to crack into the big money spots.

Butchart and Schwenkbeck will be among millions of Americans hitting the nation's lakes and rivers this summer. Both are just beginning their professional fishing careers and are quickly gaining recognition among their fellow anglers, fans and people they meet during their travels. To follow their success this summer, log on to [www.amsoil.com](http://www.amsoil.com) and check out the weekly Checkered Flag.



*"I have been running AMSOIL HP Injector 2-Cycle Oil in my two-stroke, 25hp engine. This engine is about 10 years old and used to smoke like a normal two-stroke. But with one bottle of AMSOIL HP Injector it doesn't smoke anymore and runs like a four-stroke. Truly amazing."*

**- Steve Butchart**





## T-1 CERTIFICATION MEETINGS

### UTAH

• June - Every Friday  
 • July - 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

• June 15 - Thursday  
 • July 20 - Thursday  
 Meeting - 7 p.m.  
 STANLEO'S SUB VILLA  
 605 Jordan Lane  
 Huntsville, AL  
 Hosted by Premiere Direct Jobber  
 Cliff Goehring & Premiere Direct  
 Jobber Gerry Gotvald (256) 337-0376  
 • June 15 - Thursday  
 • July 20 - 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

• June 6, 20 - Tuesday  
 • July 4, 18 - Tuesday  
 Meeting - 7 p.m.  
 STATEN RESIDENCE  
 2949 Sunflower Street  
 Anchorage, AK 99508  
 Hosted by Premiere Direct Jobber  
 Melinda Staten  
 Call for reservations (907) 333-0124

### ARIZONA

• June 20 - Tuesday  
 • July 18 - Tuesday  
 Optional no-host dinner - 5:30 p.m.  
 Meeting - 6:30 p.m.  
 DENNY'S RESTAURANT  
 825 South 48th Street  
 Tempe, AZ 85281  
 Hosted by Master Direct Jobber  
 Dick Nudo and Dealer Jim Brewer  
 RSVP (602) 996-7181 Dick  
 (480) 968-4922 Jim

### ARKANSAS

• June 8 - Thursday  
 • July 13 - Thursday  
 Meeting - 6:30 p.m.  
 GARDNER RESIDENCE  
 806 Shamrock Drive  
 North Little Rock, AR  
 72118  
 Hosted by Dealer Jerry Gardner (501)  
 350-4869 gardner2154@sbcglobal.net

### CALIFORNIA

• June - Every Thursday  
 • July - Every Thursday  
 Meeting - 6:30 p.m.  
 STRAWBERRY VILLAGE  
 SHOPPING CENTER  
 Mill Valley, CA  
 Hosted by Dealer Doug Storms  
 (800) 793-5301  
 • June 7 - Wednesday  
 • July 5 - Wednesday  
 Meeting - 7 p.m.  
 MCCOOL RESIDENCE  
 2210 Codding Drive  
 Modesto, CA 95350  
 Hosted by Direct Jobber Bill McCool  
 (209) 577-0174

• June 27 - Tuesday  
 • July 25 - Tuesday  
 Meeting - 7 p.m.  
 EVANS RESIDENCE  
 40728 Sundale Drive  
 Fremont, CA 94538  
 Hosted by Executive Direct Jobbers  
 Chuck and Linda Evans  
 (510) 659-4078

• June 13 - Tuesday  
 • July 11 - Tuesday  
 Meeting - 6:30 p.m.  
 CATALINA'S  
 COFFEE SHOP  
 250 East Highland Avenue  
 San Bernardino, CA 92404  
 Hosted by Dealer Jim Johnstone  
 (909) 886-4842

• June 20 - Tuesday  
 • July 18 - Tuesday  
 Meeting - 7 p.m.  
 Downline and Guests FREE,  
 Out of line - \$5  
 LUDWICK RESIDENCE  
 6015 Hughes Street  
 San Diego, CA 92115  
 Hosted by Dealer Craig Ludwick  
 RSVP (619) 583-5218

### COLORADO

• June 15 - Thursday  
 • July 20 - 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

• June 27 - Tuesday  
 • July 25 - Tuesday  
 Meeting - 7:30 p.m.  
 LANZOFANO RESIDENCE  
 120 Gravel Street, Unit 11  
 Meriden, CT 06450  
 Hosted by Dealer Salvatore Lanzofano  
 (203) 634-0885

### DELAWARE

• June 10 - Saturday  
 • July 8 - Saturday  
 Meeting - Noon  
 BLUE DIAMOND PARK  
 765 Hamburg Road  
 New Castle, DE 19720  
 Hosted by Direct Jobber Greg King  
 (302) 345-4350 Call for reservations  
 Guests welcome

### DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

• June 22 - Thursday  
 • July 27 - Thursday  
 Meeting - 7 p.m.  
 DOUGLAS RESIDENCE  
 3207 Margaret Oaks Lane  
 Orlando, FL 32806  
 Hosted by Regency Platinum Direct  
 Jobbers George & Shirley Douglas  
 (407) 856-1564  
 Call ahead for details,  
 directions and RSVP

### GEORGIA

• June 1 - Thursday  
 • July 6 - Thursday  
 Meeting - 7 p.m.  
 DIRKSEN RESIDENCE  
 1905 Queens Road  
 Albany, GA 31707  
 Hosted by Regency Direct Jobber  
 Sherry Dirksen (229) 436-5532  
 Potluck, everyone brings a dish

### HAWAII

None Scheduled

### IDAHO

• June 21 - Wednesday  
 • July 19 - Wednesday  
 Meeting - 7 p.m.  
 PIER 49 PIZZA  
 3665 Overland Road  
 Boise, ID, 83709  
 Hosted by Direct Dealer Steve Noffz  
 (208) 861-8935

• June 14 - Wednesday  
 • July 12 - 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

• June 3 - Saturday  
 • July 1 - 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

### ILLINOIS

• June 13 - Tuesday  
 • July 11 - 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

• June 17 - Saturday  
 • July 15 - Saturday  
 Meeting - 10 a.m.  
 LINDLAND SALES OFFICE  
 1421 Winnemac Ave. Unit I  
 Chicago, IL 60640  
 Hosted by Premiere Direct Jobbers  
 Reinert and Diana Lindland  
 RSVP (773) 271-5678

### INDIANA

• June 7, 21 - Wednesday  
 • July 5, 19 - Wednesday  
 Meeting - 7:30 p.m.  
 RENTOWN SHOP  
 1533 Rentown Road  
 Bremen, IN  
 Hosted by Direct Jobbers LeRoy and  
 Malinda Hochstetler and  
 Premiere Direct Jobbers Willis and  
 Rolene Gingerich (574) 831-2839

### IOWA

• June 6 - Tuesday  
 • July 4 - Tuesday  
 Meeting - 7 p.m.  
 SORTER RESIDENCE  
 2629 340th Avenue  
 Terril, Iowa 51364  
 Hosted by Dealers  
 David and Melissa Sorter  
 (712) 853-6293

### KANSAS

None Scheduled

### KENTUCKY

• June 1 - Thursday  
 • July 6 - 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

• June 1 - Thursday  
 • July 6 - Thursday  
 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

• June 28 - Wednesday  
 • July 26 - 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

• June 16 - Friday  
 • July 21 - 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

• June 16 - Friday  
 • July 21 - Friday  
 Meeting - 7 p.m.  
 GRONER RESIDENCE  
 9208 Todd Avenue  
 Fort Howard, MD 21052  
 Hosted by Account Direct Harvey  
 Groner (410) 477-8255

• June 1 - Thursday  
 • July 6 - 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

• June 16 - Friday  
 • July 21 - 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

• June 21 - Wednesday  
 (Opportunity)  
 • July 19 - Wednesday  
 (Dealer training)  
 Meeting - 7 p.m.  
 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  
 www.pro-oil-1.com

• June 19 - Monday  
 • July 17 - 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

• June 5 - Monday  
 • July 3 - Monday  
 Meeting - 7 p.m. (info)  
 Meeting - 8 p.m. (opportunity)  
 ELLIS RESIDENCE  
 61653 Miriam Drive  
 Washington, MI 48094  
 Hosted by Regency  
 Platinum Direct Jobber Mike Ellis;  
 RSVP at (586) 781-5092 or  
 (586) 918-1578

### MINNESOTA

• June 15 - Thursday  
 • July 20 - Thursday  
 Meeting 7 p.m.  
 MEYER RESIDENCE  
 512 Broadway Street  
 Cleveland, MN 56017  
 Hosted by Executive Direct Jobbers  
 Charles & Donna Meyer  
 (507) 931-3875

• June 13 - Tuesday  
 • July 11 - Tuesday  
 Meeting - 6 p.m.  
 TWINGSTROM Residence  
 29200 Goldenrod Drive NW  
 Isanti, MN 55040  
 Hosted by Regency Silver Direct  
 Jobbers Mylo and Patty Twingstrom  
 RSVP (612) 819-8835

• June 15 - Thursday  
 • July 20 - 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

• June 8 - Thursday  
 • July 13 - Thursday  
 Meeting - 7:30 p.m.  
 STAVE RESIDENCE  
 3040 Bridge Street NW Apt. 211  
 St. Francis, MN 55070  
 Hosted by Dealer Ordell Stave  
 (612) 241-5267  
 • June 17 - Saturday  
 • July 15 - Saturday  
 Meeting - 2 p.m.  
 SAWYER WAREHOUSE  
 28108 - 133rd Street  
 Zimmerman, MN 55398  
 Hosted by Direct Jobbers Roger and  
 Jennifer Sawyer Please RSVP  
 (763) 856-3567 rpsracing@aol.com  
 www.rpsracing57.com

### MISSISSIPPI

None Scheduled

### MISSOURI

• June 27 - Tuesday  
 • July 25 - Tuesday  
 Meeting - 7 p.m.  
 REPUBLIC PARKS AND  
 RECREATION ACTIVITIES  
 CENTER  
 711 East Miller Road  
 Republic, MO  
 Hosted by Dealer Jim Barnes;  
 call for directions (417) 732-2553

• June 20 - Tuesday  
 • July 18 - Tuesday  
 Meeting - 7 p.m.  
 LUCZAK RESIDENCE  
 4810 Mattis Street  
 St. Louis, MO 63128  
 Hosted by Master Direct Jobbers  
 Connie and John Luczak (314) 892-6018  
 (417) 732-2553  
 connieslubes@earthlink.net

### MONTANA NEBRASKA NEVADA NEW HAMPSHIRE

### NEW JERSEY

• June 14, 28 - Wednesday  
 • July 12, 26 - Wednesday  
 Meeting - 7 p.m.  
 SEDA-MORALES RESIDENCE  
 54 Woodland Avenue  
 Mullica Hill, NJ 08062  
 Hosted by Premiere Direct Jobber  
 Ben Seda-Morales (856) 478-6732, cell;  
 (856) 371-1880, home, RSVP

### NEW MEXICO

• June 27 - Tuesday  
 • July 25 - Tuesday  
 Meeting - 7:30 p.m.  
 GREENBERG WAREHOUSE  
 2415 Princeton Drive NE,  
 Suite M  
 Albuquerque, NM 87107  
 Hosted by Regency Silver Direct Jobbers  
 Paul and Nancy Greenberg  
 (505) 881-1693, warehouse;  
 (595) 255-2137, home; fax  
 (505) 881-4565, NMOilman@aol.com

### NEW YORK

• June 28 - Wednesday  
 • July 26 - Wednesday  
 Meeting - 7 p.m.  
 Albany Area  
 GUILZ RESIDENCE  
 6 Daisy Lane  
 East Berne, NY 12059  
 Hosted by Premiere Direct Jobber  
 Richard Guilz (518) 423-1552  
 rich@empireynthetics.com call or e-mail  
 to reserve seat  
 • June 7 - Wednesday  
 • July 5 - Wednesday  
 Meeting - 7:30 p.m.  
 WOLFE RESIDENCE  
 34 Hillvale Road  
 Albertson, NY 11507  
 Hosted by Dealers Edward and  
 Eileen Wolfe (516) 621-4565; Please RSVP



• June 21 - Wednesday  
• July 19 - Wednesday  
Meeting - 7 p.m.  
Meeting - 7 p.m.  
**O'BRIEN RESIDENCE**  
436 Moseley Road  
Fairport, NY 14450  
Hosted by Dealer Gerry O'Brien  
(585) 223-8016  
Call ahead to reserve a seat

• June 8 - Thursday  
• July 13 - Thursday  
Meeting - 7 p.m.  
**LOTITO RESIDENCE**  
89 Owl Creek Road  
Spencer, NY 14883  
Hosted by Regency Direct Jobber  
Peter Lotito (607) 589-4242  
Call ahead to reserve space and  
confirm location or e-mail tube-  
dealer@hotmail.com  
www.tubedealer.com/newyork

• June 8 - Thursday  
• July 13 - 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

• June 21 - Wednesday  
• July 19 - Wednesday  
Meeting - 7:30 p.m.  
**SYRACUSE AREA**  
Call ahead for location  
Hosted by Direct Jobber Peter Finnerty  
(315) 682-9791

• June 21 - Wednesday  
• July 19 - Wednesday  
Meeting - 7:30 p.m.  
**NEWARK, NY LOCATION**  
Call ahead for location  
Hosted by Dealer Brad Timerson  
(315) 331-7110

## NORTH CAROLINA

• June 8 - Thursday  
• July 13 - Thursday  
Meeting - 7 p.m.  
**KAZAN RESIDENCE**  
4007 Saphire Lane  
Indian Trail, NC 28079  
Hosted by Account Direct Eric Kazan  
(704) 271-3001  
erickazan@syntheticlubricantsinfo.com;  
Guests welcome, non-downline \$2

• June 8 - Thursday  
• July 13 - 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

• June 8 - Thursday  
• July 13 - 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

• June 13 - Tuesday  
• July 11 - Tuesday  
Meeting - 7 p.m.  
**CLEVELAND RESIDENCE**  
224 Campbell Place  
Jacksonville, NC 28546  
Hosted by Dealers George and  
Nancy Cleveland (910) 346-3866  
Call first. All Dealers welcome

## NORTH DAKOTA

• June 6 - Tuesday  
• July 4 - 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

• June - Every Wednesday  
• July - Every Wednesday  
Meeting - 6 p.m. (training)  
Meeting - 8 p.m. (opportunity)  
**FABIJANIC RESIDENCE**  
561 Loomis Avenue  
Cuyahoga Falls, OH 44221  
Hosted by Direct Dealers Paul and  
Coralie Fabijanic  
(330) 928-8863 or 800-874-4827 RSVP

• June 26 - Monday  
• July 24 - Monday  
Meeting - 7 p.m.  
**PENA RESIDENCE**  
2933 West U.S. 20  
Gibsonburg, OH 43431  
Hosted by Executive Direct Jobbers  
Luis and Sharon Pena;  
RSVP: (419) 297-3451

• June 6 - Tuesday  
• July 4 - Tuesday  
Meeting - 7 p.m.  
**SALEM AREA CHAMBER  
OF COMMERCE**  
713 East State Street  
Salem, OH 44460  
Hosted by Dealer Roe Haskin  
(330) 332-4992 and Direct Jobber  
Jerry Wolford  
All Dealers welcome

## OKLAHOMA

• June 3 - Saturday  
• July 1 - Saturday  
Meeting - 9 - 11 a.m.  
**GOLDEN CORRAL**  
9711 East 71st Street  
Tulsa, OK  
Hosted by Regency Gold Direct Jobber  
Patrick Grady (918) 258-6979 \*Pat

• June 8 - Thursday  
• July 13 - Thursday  
Meeting - 7 - 8:30 p.m.  
Call for location and  
reservations.  
Hosted by Dealers Richard and Brenda  
Coats (918) 225-5722

• June 13 - Tuesday  
• July 11 - Tuesday  
Meeting - 7 - 8:30 p.m.  
**ALEXANDER RESIDENCE**  
14355 East Timberidge Dr.  
Claremore, OK 74019  
Hosted by Premiere Direct Jobber  
Kevin Alexander (918) 636-1281  
Call first

• June 8 - Thursday  
• July 13 - Thursday  
Meeting - 10 a.m.  
**GRADY RESIDENCE**  
2612 W. Galveston Road  
Broken Arrow, OK 74012  
Hosted by Regency Gold Direct Jobber  
Patrick Grady and Premiere Direct  
Jobber Kevin Alexander  
RSVP kevin@nordam.com

## OREGON

• June 15 - Thursday  
• July 20 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 - 9 p.m.  
**HAYDEN'S  
LAKEFRONT GRILL**  
8187 SW Tualatin-  
Sherwood Road  
Tualatin, OR 97062  
Hosted by Regency Direct Jobber  
Ed Greenwood (800) 722-1092  
Call first to confirm space for you and  
your guests.

## PENNSYLVANIA

• June 19 - Monday  
• July 17 - Monday  
Meeting - 7 p.m.  
**HALLOCK ENTERPRISE  
STORE**  
5 Main Street  
Bradford, PA 16701  
Hosted by Premiere Direct Jobber  
Joseph M. Hallock (814) 368-8625  
T-1 training also available.

## RHODE ISLAND

None Scheduled

## SOUTH CAROLINA

• June - Every Tuesday  
• July - 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  
Call for meeting time, date  
**SPRADLEY RESIDENCE**  
117 Winston Circle  
Pelion, SC 29123  
Hosted by Direct Dealers  
Jim & Vicki Spradley (803) 894-4618

• June 6 - Tuesday  
• July 4 - Tuesday  
Meeting - 7 p.m.  
**DENNY'S RESTAURANT**  
2521 Wade Hampton  
Boulevard  
Greenville, SC 29615  
Hosted by Executive Direct Jobber Leo  
D. Handley RSVP (864) 989-0753  
amsoiddealer@aol.com

## SOUTH DAKOTA

None Scheduled

## TEXAS

• June - Daily Meetings  
• July - Daily Meetings  
Meeting - 7 p.m.  
Call for location.  
Hosted by Account Direct  
Bruce Shilander (512) 736-3028

• June 20 - Tuesday  
• July 18 - Tuesday  
Meeting - 7 p.m.  
**WARD RESIDENCE**  
310 S. Grove Road  
Richardson, TX 75081  
Hosted by Master Direct Jobbers  
Ronald & Sandra Ward  
(972) 231-0773 oilmandj@comcast.net

## UTAH

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

• June - Every Friday  
• July - 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

• June 5 - Monday  
• July 3 - 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,  
get directions. Seating limited.  
(804) 640-3402

• June 30 - Friday  
• July 28 - Friday  
Meeting - 8-10 p.m.  
**HILLMAN RESIDENCE**  
3603 Cedar Lane  
Roanoke, VA 24018  
Hosted by Regency Silver Direct Jobber  
Wally Hillman and  
Direct Jobber Alan Hillman.  
Please call (540) 774-1896

• June 12, 26 - Monday  
• July 10, 24 - Monday  
Meeting - 7:30 p.m.  
**STANCIL RESIDENCE**  
240 N. Oceana Boulevard  
Virginia Beach, VA 23454  
Hosted by Regency Direct Jobbers Bill  
& Barbara Stancil (804) 428-6049

• June 12 - Monday  
• July 10 - Monday  
Meeting - 7 p.m.  
**GRAVITTE RESIDENCE**  
1042 Merganser Circle  
Gloucester, VA 23072  
Hosted by Premiere Direct Jobbers  
Cliff & Dee Gravitte (804) 694-0221

• June 13 - Tuesday  
• July 11 - Tuesday  
Optional dinner - 6 p.m.  
Meeting - 7 p.m.  
**DAYS INN RESTAURANT**  
5500 Williamsburg Road  
Sandston, VA  
Hosted by Account Directs  
Roger Riggle and Mel Pipgras  
(804) 737-4874 or (804) 737-9231

## WASHINGTON

• June 19 - Monday  
• July 17 - 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

• June 13 - Tuesday  
• July 11 - 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

• June 8 - Thursday  
• July 13 - 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.

• June 13 - Tuesday  
• July 11 - Tuesday  
Meeting - 7 p.m.  
**AMSOIL PEARSON**  
702 37th Street NE #D  
Auburn, WA 98002  
Hosted by \*\*Regency Platinum Direct  
Jobbers Leonard & Eunice Pearson  
(253) 939-8401 Guests Welcome

• June 13 - Tuesday  
• July 11 - Tuesday  
Meeting - 7 p.m.  
**PRUKOP RESIDENCE**  
10306 86th Avenue East  
Puyallup, WA 98373  
Hosted by Premiere Direct Jobbers  
Raymond & Patsy Prukop  
(253) 845-9755 / 800-267-6450  
Everyone welcome

• June 10 - Saturday  
• July 8 - Saturday  
Meeting - 9 a.m. - noon  
**AMSOIL (SYNLUBE) STORE**  
2424 North Monroe Ave.  
Spokane, WA 99205  
Hosted by Premiere Direct Jobber  
Jack Whitehill and Direct Dealer  
Tom Bennett (509) 324-3588  
Everyone welcome. No charge

• June 27 - Tuesday  
• July 25 - Tuesday  
Meeting - 7:30 p.m.  
**SAMUELSON RESIDENCE**  
610 E. 20th Street  
Vancouver, WA 98663  
Hosted by Direct Jobber Sammy  
Samuelson (360) 699-5257  
T-UPS-5W30-OIL (1-877-593-0645)  
Discussion on product application and  
oil analysis All are welcome. RSVP

## WEST VIRGINIA

None Scheduled

## WISCONSIN

• June 15 - Thursday  
• July 20 - Thursday  
Meeting - 7:30 p.m.  
**SEL-AMSOIL Academy**  
1201 Clough Ave.  
Superior, WI 54880  
Hosted by \*\*\*\*Regency Platinum  
Direct Jobbers Bill & Donna Durand  
Refreshments Served (715) 392-4006  
Guests welcome

• June 8 - Thursday  
• July 13 - 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

• June 1 - Thursday  
• July 6 - 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.

• June 7 - Wednesday  
• July 5 - Wednesday  
Meeting - 7 p.m.  
**SWENDSON RESIDENCE**  
4545 North 161st Street  
Brookfield, WI 53005  
Hosted by Master Direct Jobber  
Scott Swendson (262) 754-9751  
Everyone welcome

## WYOMING

None Scheduled

## INTERNATIONAL

## ALBERTA BRITISH COLUMBIA MANITOBA

None Scheduled

## NEW BRUNSWICK

• June 19 - Monday  
• July 17 - Monday  
Meeting - 7:30 p.m.  
**McLAUGHLIN RESIDENCE**  
913 Coverdale Road  
Riverview, NB E1B 5E6  
Hosted by Premiere Direct Jobber  
Wayne McLaughlin and Dealer  
Wendell Steeves (506) 386-2896  
Everyone welcome

## NEWFOUNDLAND

## NOVA SCOTIA

None Scheduled

## ONTARIO

• June 10 - Saturday  
• July 8 - Saturday  
Meeting - 10 a.m.  
**SOUTHERN ONTARIO  
SYNTHETICS**  
8229 Fuller Road  
Forest, ON N0N 1J0  
Hosted by Master Direct Jobber  
Don Stefanik (519) 786-4045

• June 22 - Thursday  
• July 27 - Thursday  
Meeting - 7:30 p.m.  
**AMSOIL DISTRIBUTION  
CENTER**  
6625 Tomken Road,  
Units 12-14  
Mississauga, ON L5M-5J3  
Hosted by Executive Direct Jobber  
Walter Perera and local Dealers  
(866) 326-7645 fax: (905) 814-1802  
www.sinwal.com

## PRINCE EDWARD ISLAND

• June 5 - Monday  
• July 3 - Monday  
Meeting - 7 p.m.  
**CALL FOR LOCATION**  
Charlottetown  
Hosted by Dealers Trevor McDonald,  
Trevor Murray and Merrill Cronin  
RSVP: (902) 626-9006

## PUERTO RICO

None Scheduled

## QUEBEC

• June 8 - Thursday  
• July - No Meeting  
Meeting - 7 p.m.  
**ENTREPOT AUTOLUBE  
AMS ENVIRONMENT**  
1655 Rue Chicoine  
Vaudreuil-Dorion,  
Quebec, Canada J7V8P2  
Hosted by Master Direct Jobber  
Yvon Boucher (514) 990-1889

## SASKATCHEWAN

None Scheduled



### JUNE CLOSE OUT

The last day to process June orders in the U.S. and Canada is the close of business on Friday, June 30. Internet orders will be accepted until 3 p.m. CDT on that day. The last day to process June orders in Alaska and Puerto Rico is the close of business on Saturday, June 24. All orders received after these times will be processed for the following month. Volume transfers for June business will be accepted until 3 p.m. CDT on Thursday, July 6. All transfers received after this time will be returned.

### HOLIDAY CLOSINGS

The Edmonton and Toronto distribution centers will be closed Friday, June 30 for Canada Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Tuesday, July 4 for Independence Day.

### LUBRICANT CROSS REFERENCE GUIDE

The G-1378 Lubricant Cross Reference Guide is undergoing major revision and is currently not available. Printable copies are available in the Dealer Literature section of the Dealer Zone in the AMSOIL website at [www.amsoil.com](http://www.amsoil.com). If further assistance is needed, please call AMSOIL Technical Services at (715) 392-7101.

### NEW WHITE SHORT SLEEVE BUTTON-DOWN SHIRT

New classic oxford short sleeve button-down shirt features embroidered AMSOIL logo and convenient chest pocket on left chest. This comfortable wrinkle-free 60 percent cotton/40 percent polyester shirt is ideal for summer sales calls. Sizes S-XXX.



Stock #	Size	U.S.	Can.
G-2226	S	30.00	39.25
G-2227	M	30.00	39.25
G-2228	L	30.00	39.25
G-2229	XL	30.00	39.25
G-2230	XXL	33.00	43.00
G-2231	XXX	36.00	47.00

### AMSOIL ADVERTISING

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

#### June & July 2006

#### Display Advertisements

<i>NOLN</i>	June '06	(805) 796-2577
<i>American Rider</i>	June '06	(805) 667-4325
<i>American Motorcyclist</i>	June '06	(614) 856-1900
<i>Boat and Motor Dealer</i>	June '06	(847) 647-2900
<i>Land Line</i>	June '06	(816) 229-5791
<i>Motorcycle Industry Magazine</i>	June '06	(775) 782-0222
<i>Dirt Wheels</i>	July '06	(661) 295-1278
<i>NOLN</i>	July '06	(805) 796-2577
<i>Cruising Rider</i>	July '06	(805) 667-4325
<i>Diesel Power</i>	July '06	(212) 745-0100

#### Catalog Showcase Advertisements

<i>High Perf. Pontiac</i>	June '06	(212) 745-0100
<i>Hod Rod's Bike Works</i>	June '06	(212) 745-0100
<i>Truckin'</i>	June '06	(212) 745-0100

### AMSOIL VIDEOS NOW AVAILABLE ON DVD

Due to the outdated status and decreased demand for videos in VHS format, the following AMSOIL videos are now available in DVD format. Equivalent videos in VHS format are available while supplies last.

#### Modern Oil For Modern Engines DVD

Stock #	U.S.	Can.
G-2220	6.95	8.60

VHS format (G-1149) available while supplies last (6.95 U.S./9.05 Can.)

#### AGGRAND: Leading The Way DVD

Stock #	U.S.	Can.
G-2221	6.95	8.60

VHS format (G-1221) available while supplies last (6.95 U.S./9.05 Can.)

#### AGGRAND Testimonials DVD

Stock #	U.S.	Can.
G-2222	6.95	8.60

VHS format (G-1289) available while supplies last (6.95 U.S./9.05 Can.)

#### Voices Of Success DVD

Stock #	U.S.	Can.
G-2223	6.95	8.60

VHS format (G-1314) available while supplies last (5.95 U.S./7.75 Can.)

#### 409,000 Mile Oil Drain DVD

Stock #	U.S.	Can.
G-2224	6.95	8.60

VHS format (G-1350) available while supplies last (6.95 U.S./9.05 Can.)

#### Putting The Power in Powershift Transmission DVD

Stock #	U.S.	Can.
G-2225	6.95	8.60

VHS format (G-1498) available while supplies last (6.95 U.S./9.05 Can.)

The G-1193 Ticket to Success video, G-1201 Ticket to Success video six-pack and G-1316 Voices of Success video six-pack are discontinued and no longer available.



### WIND SHIRT

100 percent nylon wind shirt with pockets showcases embroidered AMSOIL logo on front and embroidered AMSOIL World Class Performance design on back. Sizes S-XXL.

Stock #	Size	U.S.	Can.
G-2125	S	34.00	44.50
G-2126	M	34.00	44.50
G-2127	L	34.00	44.50
G-2128	XL	34.00	44.50
G-2129	XXL	36.00	47.00



### TRUCK AND FLEET PRODUCTS BROCHURE

The G-392 Truck and Fleet Products brochure, highlighting the outstanding benefits of AMSOIL products in heavy-duty trucking applications, has been updated to include Ea Bypass Oil Filters and Donaldson filtration products.

Stock #	U.S.	Can.
G-392	0.80	1.05



### CANADIAN SALES TAX

Effective July 1, the Canadian Goods and Services Tax (GST) will be reduced from 7% to 6%, and the Harmonized Sales Tax (HST) will be reduced from 15% to 14%. The HST applies to Newfoundland, Nova Scotia and New Brunswick.



### NEW RACING TESTIMONIALS BROCHURE

The new Racing Testimonials Brochure features product testimonials from a variety of AMSOIL sponsored racers.

Stock #	U.S.	Can.
G-2203	0.80	1.05

### FILTER APPLICATIONS AND CROSS REFERENCE GUIDE

The new 2006 AMSOIL Filter Applications and Cross Reference Guide (G-3000) contains applications information and data for AMSOIL Ea Air and Oil Filters and all WIX filters. The catalog includes a wealth of infor-

mation including VIN numbers, Oil Analyzers, Inc. contact information, transmission and fuel filter diagrams and technical information from the Filter Manufacturer's Council. Also included are filter change recommendations, AMSOIL, WIX and Donaldson warranty information and procedures to follow when contacting AMSOIL Technical Service for warranty service.



A large cross reference section from WIX and Donaldson assists the user in determining the proper filter for auto, light truck or heavy duty applications, and a section is dedicated to heavy duty quick cross references for common applications.

Stock #	Wt.	U.S.	Can.
G-3000	2.4 lbs.	6.80	8.85

### SEVERE GEAR™ SYNTHETIC EP GEAR LUBES

Specifically engineered for high demand applications, including trailer towing, heavy hauling, 4x4 off road driving, commercial use and racing. Superior lube "film strength" combined with extra additives protects gears and bearings from scoring and wear. Resist high heat and possess excellent cold flow properties. Outperform all conventional gear oils.



Recommended for all types of vehicles such as turbo diesel pick-ups, SUVs, autos, trucks, heavy equipment and motor homes. Compatible with most limited-slip differentials. Prices effective through June 30.

#### SEVERE GEAR™ 75W-90 Synthetic Gear Lube

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./PC	Can. Dir./PC
SVG-QT	(1) quart	2.0	5.80	8.10	10.60
SVG-01	(12) quarts	24.5	69.60	92.40	120.60
SVG-05	(1) 5 gallon keg	38.8	104.10	142.50	185.50
SVG-16*	16 gallon keg	131.0	269.00	447.00	583.00
SVG-30*	30 gallon drum	241.0	382.00	762.00	994.00
SVG-55*	55 gallon drum	432.0	670.00	1340.00	1748.00

#### SEVERE GEAR™ 75W-140 Synthetic Gear Lube

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./PC	Can. Dir./PC
SVO-QT	(1) quart	2.1	7.35	10.15	13.20
SVO-01	(12) quarts	24.7	88.20	115.80	150.60
SVO-05	(1) 5 gallon keg	39.2	135.70	180.75	234.80
SVO-16*	16 gallon keg	132.0	335.00	556.00	723.00
SVO-30*	30 gallon drum	244.0	491.00	961.00	1250.00
SVO-55*	55 gallon drum	437.0	847.00	1692.00	2202.00

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

# AMSOIL Engine Fogging Oil



AMSOIL Engine Fogging Oil (FOG) offers superior film retention, providing stored equipment with long-term protection against corrosion and dry starts, extending engine life and reducing operating expenses. Its aerosol spray formulation offers easy and clean applications, while reaching more components and offering complete distribution of the oil, something especially beneficial in applications with horizontal cylinder orientation, such as outboard motors.



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

**BOSCH**



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