

AMSOIL

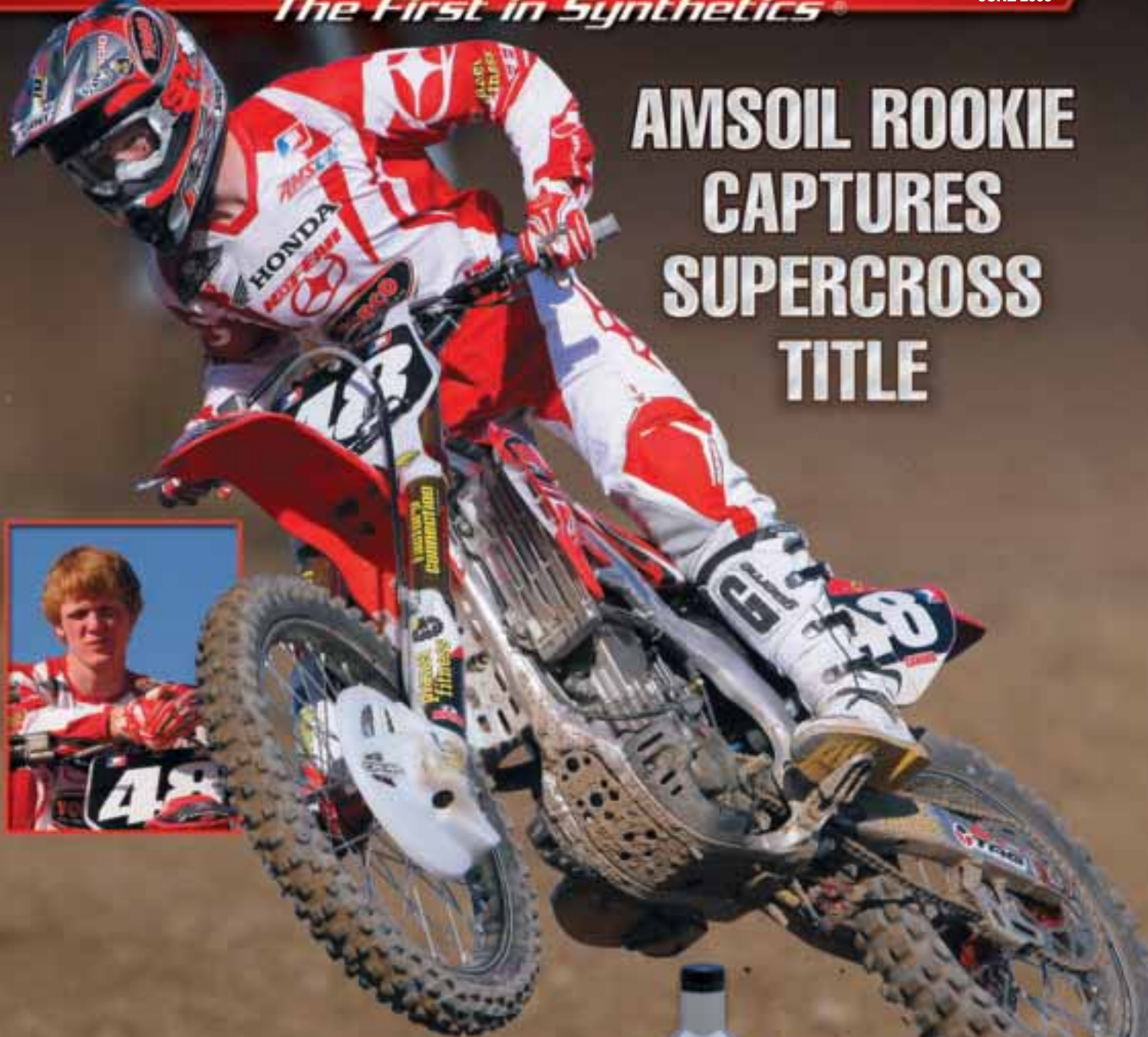
ACTION NEWS

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The First in Synthetics

JUNE 2008

AMSOIL ROOKIE CAPTURES SUPERCROSS TITLE



**INSIDE:
Motorcycle Dyno
Test Results**



From the President's Desk...



With the cost of virtually everything on the rise these days, consumers are more concerned than ever with receiving maximum value from the items they purchase. They want bang for their buck, and this applies to lubricants as well. In that regard, consumers do have options. I think you know where I am going with this.

When AMSOIL introduced the world's first API-rated synthetic motor oil in 1972, it carried with it a 25,000-mile or one year drain interval recommendation. The oil did what we said it could do, and it was the right thing to do for consumers. While others were changing oil every 3,000 miles, AMSOIL users were going 25,000. That's eight oil changes per year compared to one. It is clear where the value is there.

The obstacle back then, if you want to call it that, was that drivers were locked into the 3,000 mile oil change mindset, and that was a tough nut to crack. We captured our share of business but still had a long way to go. Then, of course, Mobil followed our lead and introduced a synthetic oil of their own. Their "revolutionary" new product also carried a 25,000-mile oil change recommendation. They stepped up to the plate and did the right thing for consumers. Instead of requiring 3,000 mile drains, they were now providing value. They were copying us, but providing value nonetheless. Mobil's promotion of extended drain intervals only served to support our position.

As it turned out, Mobil backed off its extended drain recommendation. Why sell five quarts of oil to a customer each year when you can sell 40? There is value in that I suppose, but certainly not for the consumer. Meanwhile, AMSOIL stayed the course and continued to do what was right.

Today, General Motors and Ford have dramatically extended their oil change recommendations, and Mobil has re-entered the arena. The movement we started over 35 years ago has gained unwavering momentum. You can be sure that the automobile manufacturers and oil companies will be forced to push the boundaries even further.

This is all good for AMSOIL. As the creator of the original extended drain oil, we are the leader in extended drain technology. No one does it better than us, and no one is more committed to providing value to consumers. We have been doing the right thing since the introduction of our very first motor oil, and that can't be said for other motor oil companies.

Our products provide value in other ways too. We receive notes and testimonials on a regular basis from AMSOIL customers who have seen improvements in fuel economy. The most dramatic are from those who use AMSOIL lubes in components beyond their engines. While substantial gains are obviously made by using AMSOIL synthetic motor oil, those gains can increase significantly with our gear lube and transmission fluid. Your customers will appreciate the value you provide by converting them to these products.

While I am on the subject of products, our Ea filters provide tremendous value as well. Our Ea Oil Filter is the most efficient on the market and, used in conjunction with AMSOIL motor oil, lasts 25,000 miles in normal service. No other filter does that, and that's value. The same goes for our Ea Air Filter. Nothing outperforms it and, with a 100,000 mile or four-year service life, no filter can touch that either. Again, more value.

As we work our way through these tough economic times, Dealers would be wise to get tough too. When your customers complain about the high cost of oil and the huge profits they see major oil companies receiving, remind them that you are not part of the problem; you are part of the solution. As an AMSOIL Dealer, you help reduce our dependence on foreign oil. You provide products that extend drain intervals, improve fuel economy and help equipment last longer. As an AMSOIL Dealer, you do the right thing – you provide value, and that's just what consumers need.

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

DEALERS IN ACTION!

Volunteer Fire Department Puts AMSOIL to the Test

Emergency vehicles often are called on to perform under high stress conditions and extreme temperatures. That's especially true at the Lakeland Fire Department in the Arrowhead region of northern Minnesota.

"Sometimes a vehicle sits for two weeks in the fire hall with no action," said Gary Stanaway, assistant fire chief. "Then at three in the morning the alarm sounds and the trucks go from being inside a cozy garage to running at high idle for endless hours. That is exactly why the Lakeland Fire Department chose AMSOIL. Located in northern Minnesota, our temperatures range from minus 50 degrees F to 95 above. To have one product cover a range like that is impressive. We also have changed everything in the drivetrains to AMSOIL products."

When the department receives a call there is no warm-up time for the vehicles. It is out the door and to the scene as quickly and safely as possible. After the trucks are fired up they aren't shut off again until the call is complete and they are back in the hall. "This can be up to 18 hours on larger incidents," Stanaway said.

In addition to structure protection, the 18-member department works in cooperation with the U.S. Forest Service and the Minnesota DNR on wildland fire suppression.

The Lakeland department has two tracked vehicles that can go anywhere there is a fire.

"The off-road vehicles are incredible in their capabilities while working on wildland fire suppression" said Jeremy Nissila, firefighter/operator. "Plus they just ooze testosterone."

Along with performance, AMSOIL makes sense from a financial standpoint.

"With the extended drain intervals this has become a cost savings for us as well," said Shaun Kilpela, firefighter/fleet manager. "It is a fair amount of work to service one of our vehicles and the extended use of AMSOIL requires far less time spent on oil changes."

The department takes pride in keeping its vehicles looking great and participating in parades and other special events during the summer months.



FIRE DEPARTMENT SHOWS ITS STUFF – Lakeland Volunteer Fire Department firefighters in northern Minnesota demonstrate their pride in the department at a local parade as children watch them drive by (left). One of the trucks on display (above) during some quiet time at the fire hall.

MONTHLY LE



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



Leonard Pearson
Washington
★★★★★Regency Platinum
Direct Jobber
Second—Total
Organization



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



Mark and Sherree Schell
Idaho
★★★★Regency Platinum
Direct Jobbers
Fourth—Total
Organization
Second—Personal Group
Sales



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



Daniel and Judy Watson
Florida
★★Regency Platinum
Direct Jobbers
Ninth—Total Organization
Seventh—Personal Group
Sales



Ches and Natasha Cain
South Dakota
Regency Platinum Direct
Jobbers
Tenth—Total Organization
Sixth—Personal Group
Sales
Eighth—New Qualified
Dealers and Accounts



David and Rebecca Reid
Virginia
Regency Direct Jobbers
Ninth—Personal Group
Sales



Gene and Danae Fine
Oregon
Regency Gold Direct
Jobbers
Tenth—Personal Group
Sales
FIRST—New Qualified
Dealers and Accounts



Ray and Kathy Yaeger
Wisconsin
★★Regency Platinum
Direct Jobbers
FIRST—Commercial
and Retail Marketing



David B. Richardson
Ohio
Premiere Direct Jobber
Third—Commercial and
Retail Marketing



John W. Moldowan
Alberta
Regency Direct Jobber
Eighth—Commercial and
Retail Marketing



Richard Lamonde
New Hampshire
Executive Direct Jobber
Ninth—Commercial and
Retail Marketing



Roger B. Silcox
Alberta
Master Direct Jobber
Tenth—Commercial and
Retail Marketing



**Kent and Trudy
Whiteman**
Utah
Regency Direct Jobbers
Third—New Qualified
Dealers and Accounts



John and Jeanne Burke
California
Regency Direct Jobbers
Fourth—New Qualified
Dealers and Accounts



Kevin J. Seeger
Wisconsin
Premiere Direct Jobber
Fifth—New Qualified
Dealers and Accounts

ADERS

March
2008

HALL OF FAME

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



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



Michael H. Ellis
Michigan
★Regency Platinum Direct Jobber
Seventh—Total Organization
Fifth—Personal Group Sales
Second—Commercial and Retail Marketing



Gerry and Patricia Reid
North Carolina
Regency Platinum Direct Jobbers
Eighth—Total Organization



Herschel L. Gates
Florida
Executive Direct Jobber
Fourth—Commercial and Retail Marketing



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



Greg M. Desrosiers
Alberta
Regency Platinum Direct Jobber
Seventh—Commercial and Retail Marketing



John R. Sbonik
Wisconsin
Direct Jobber
Seventh—New Qualified Dealers and Accounts



Chuck Deye
Wisconsin
Premiere Direct Jobber
Ninth—New Qualified Dealers and Accounts



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



Shirley Green,
★Regency Platinum



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



Dorothy Hansen,
Regency Platinum



Harold Hartman,
★Regency Platinum



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



Ora Mae Boardman,
★Regency Platinum



Ray and Arlene Schmit
★★★★★Regency Platinum

HIGHER LEVELS OF

PREMIERE DIRECT JOBBERS



Alan W. Hillman
Virginia



Heath Palmer
Iowa

EXECUTIVE DIRECT JOBBERS



William & Janice Waech
Wisconsin

★REGENCY PLATINUM DIRECT JOBBER



Michael H. Ellis
Michigan

First Time 2500 Level Honor Achievers 2500 monthly commission credits 25 Dealers sponsored

Merlin & Joan Schmutz, Washington
Sponsors: William & Sandra Schmutz

Eugene Smith, Idaho Sponsors: William & Sandra Schmutz

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

Duane Sowell, Texas Sponsor: Fred A. Schultz

Darin Tognazzini, Washington Sponsors: Wayne & Lynette Fletcher

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

Cliff Newman, California Sponsors: Gary & Diane Thieschafer

Paul M. Yamber, Arkansas Sponsors: Lonzo & Carrie Stewart

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

Tom Cleveland, Wisconsin Sponsors: Bill & Donna Durand
Terry & Jeanie Conover, Colorado Sponsor: Roy Slaughenhaupt
Chelf (Bo) Hardwicke Jr., Florida Sponsor: Guy W. Bogisich

James Holliday Jr., South Carolina Sponsor: Andrew J. Hogue Jr.
Thomas E. Link, Texas Sponsor: Bob Brewer

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

Jeffery & Jeannette Cooper, Missouri
Sponsors: Thomas & Sheila Shalin
Russell & Kathy Cox, Texas Sponsor: Derrick Daniels
Michael T. Dempsey, Montana
Sponsors: Charles & Connie McGuffey

Scott Faulkner, North Carolina Sponsor: Tracy J. Davis
James F. Roger, Ontario Sponsor: Greg M. Desrosiers
Andrew Selph II, Utah Sponsor: Andrew H. Selph

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

Michael Cearley, Texas Sponsors: David & Carol Bell
Bill & Vicki Crow, Missouri Sponsor: Alfred C. Lagerstrom
Mark Crudele, West Virginia Sponsor: Richard Samoisette
Jacob A. Dybuig, Minnesota Sponsor: Marlin Twingstrom
Richard & Sandra Hartley, Washington
Sponsor: Phillip A. Wise
Ken & Mary Howard, Illinois Sponsors: Connie & John Luczak
Tom Kinkade, Tennessee Sponsors: Evin & Joyce Pistole

Richard E. Lambert, Indiana
Sponsors: Deon & Roxanne Sheckells
M. Ray & Belinda Morris, South Carolina
Sponsor: Andrew J. Hogue Jr.
George Newman, Texas Sponsors: Chris "Lefty" & Barbara Thompson
Clifford & Laura Nichols, Alabama Sponsor: Dave M. Mann
Dennis G. Nolte, Florida Sponsors: Harold & Carole Booth
Ed Pepin, Michigan Sponsor: Walt Patterson

RECOGNITION

March 2008

NEW DIRECT JOBBERS



Carol M. Eaton
Oklahoma

Sponsors: Robert & Louise Colvin
Direct Jobber: Harold Hartman



James & Anita Gardner
Wyoming

Sponsors: Doyle and Diana Vaughan
Direct Jobbers:
Doyle and Diana Vaughan

NEW DIRECT DEALERS



George L. Ballou Jr.
Virginia

Sponsor: Sanders M. Ballou
Direct Jobbers:
Gerry & Patricia Reid



Douglas Cloyd
Nebraska

Sponsor: Scott J. Hoffman
Direct Jobbers:
Gary & Diane Thieschafer



Brett L. Cox
Illinois

Sponsors: David & Rebecca Reid
Direct Jobbers:
David & Rebecca Reid



Manford R. Groves
Virginia

Sponsors:
Marvin & Marie Layne
Direct Jobbers:
Marvin & Marie Layne



Timothy E. Melser
Minnesota

Sponsors: Michael & Linda Ford
Direct Jobbers:
Michael & Linda Ford



Michael M. Miracle
Michigan

Sponsors:
Willis & Rolene Gingerich
Direct Jobbers:
Willis & Rolene Gingerich



**Ken & Luanne
Pearson**
Manitoba

Sponsors: Richard & Frances Fita
Direct Jobbers:
Richard & Frances Fita



Frank Reilly
New York

Sponsors: Vincent & Germaine
Frittitta
Direct Jobbers: Vincent &
Germaine Frittitta



**Chad & Jennifer
Woodworth**
Utah

Sponsors: Michael & Eileen Kaufman
Direct Jobbers:
Michael & Eileen Kaufman



Scott Zienkiewicz
Wisconsin

Sponsor: Scott T. Swendson
Direct Jobber: Scott T. Swendson

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

Gene P. Re, Florida Sponsors: Steven & Krystal Blair

Glenn & Laurie Reddick, Texas

Sponsors: Michael & Pamela Westwood

Ken Sharpe, Nebraska Sponsors: Bill & Donna Durand

Paul G. Shultz, North Carolina Sponsor: James D. Elmore

David M. Sims, Florida Sponsors: Richard & Julie Milner

Cameron Stableford, Ontario Sponsors: Luther & Michelle Hitt

Albert & Jeanne Sterwerf, California

Sponsors: James & Carol Fleschner

Norman & June Thaxton II, West Virginia

Sponsors: George & Karen Austin

Jason C. Thoman, Pennsylvania

Sponsors: Vincent "Tom" & Ruth Santell

Michael Wickman, Wisconsin Sponsors: Ray & Kathy Yaeger

AMSOIL Synthetic Motorcycle Oils and NGK Spark Plugs Provide Maximum Horsepower and Torque

To test the ability of AMSOIL Synthetic Motorcycle Oils and NGK Spark Plugs to increase motorcycle horsepower and torque, AMSOIL INC. submitted AMSOIL 20W-50 Synthetic Motorcycle Oil (MCV) and NGK Iridium IX Spark Plugs to Cycle Solutions Inc., one of the top motorcycle dyno tuners in the U.S., for a pair of motorcycle dynamometer tests on late model V-Twin Harley-Davidson motorcycles.

Segment 1: Baseline Test

In order to establish a baseline, each bike was equipped with conventional oil and spark plugs and placed on the chassis dynamometer until operating temperature stabilized. Next, each bike was operated from idle speed to wide open throttle (W.O.T.), with horsepower and torque continuously recorded at the rear wheel.

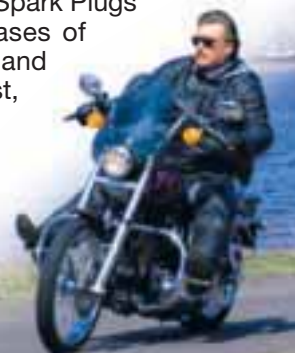
Segment 2

The conventional motor oil was removed and replaced with AMSOIL 20W-50 Synthetic Motorcycle Oil, and the dynamometer test was performed again. Test results

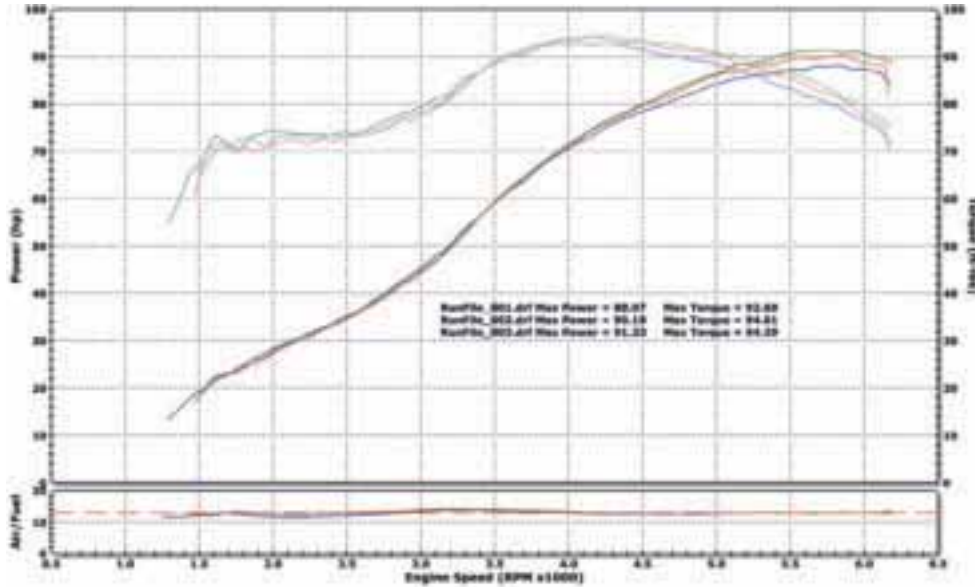
show the AMSOIL 20W-50 provided horsepower increases of 2.41 percent in the first test and 2.1 percent in the second test, while torque increased 1.42 percent and 3.1 percent respectively.

Segment 3

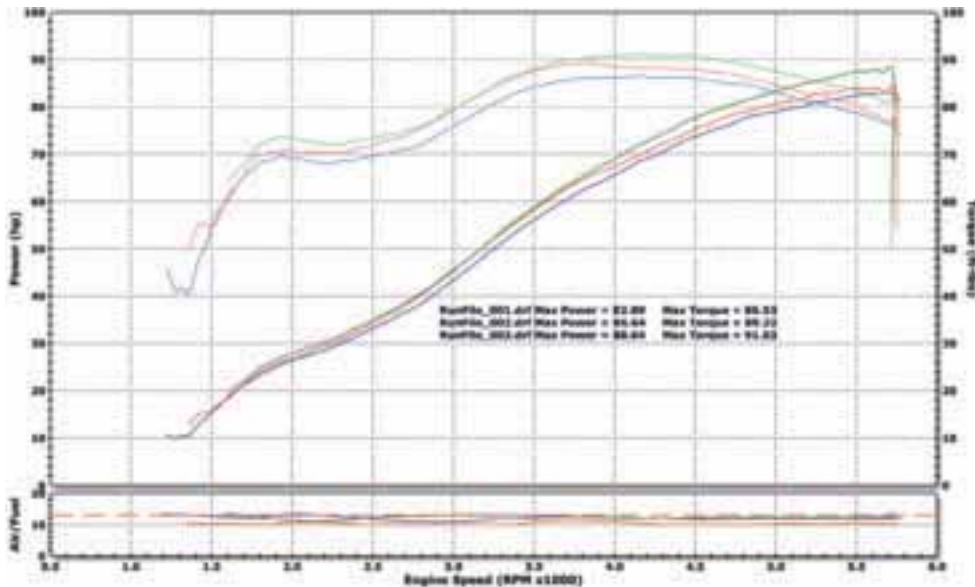
The conventional spark plugs were removed and replaced with NGK Iridium IX Spark Plugs, and the dynamometer test was performed again. Test results show the combination of AMSOIL 20W-50 and NGK Iridium IX Spark Plugs provided horsepower increases of 3.7 percent in the first test and 6.9 percent in the second test, while torque increased 1.8 percent and 5.2 percent respectively.



| BIKE 1: 2006 Harley-Davidson Screamin Eagle 103 Ultra | | | | |
|---|------------------------------------|-------------------------|--|---|
| Cycle solutions inc. | Maximum Horsepower (at rear wheel) | Maximum Torque (ft-lbs) | Change Over Baseline | |
| | | | Horsepower | Torque |
| Segment 1 Baseline Test | 88.07 | 92.69 | N/A | N/A |
| Segment 2 With AMSOIL MCV Only | 90.19 | 94.01 | + 2.41% | + 1.42% |
| Segment 3 With AMSOIL MCV and NGK Plugs | 91.33 | 94.39 | + 3.7% | + 1.8% |
| With NGK Plugs Only (calculated) | | | + 1.27% (calculated based on segment 2 and 3 data) | + 0.4% (calculated based on segment 2 and 3 data) |
| BIKE 2: 2002 Harley-Davidson Screamin Eagle 103 Ultra | | | | |
| Segment 1 Baseline Test | 82.89 | 86.53 | N/A | N/A |
| Segment 2 With AMSOIL MCV Only | 84.64 | 89.22 | + 2.1% | + 3.1% |
| Segment 3 With AMSOIL MCV and NGK Plugs | 88.64 | 91.03 | + 6.9% | + 5.2% |
| With NGK Plugs Only (calculated) | | | + 4.7% (calculated based on segment 2 and 3 data) | + 2.0% (calculated based on segment 2 and 3 data) |



-- Segment 1 -- Segment 2 -- Segment 3



-- Segment 1 -- Segment 2 -- Segment 3

Dyno testing showed both horsepower and torque increased with use of AMSOIL 20W-50 Synthetic Motorcycle Oil and NGK Iridium IX Spark Plugs.

AMSOIL Synthetic Motorcycle Oils

Formulated with premium synthetic base stocks and high performance additive technology that provide superior multi-functional benefits for the special requirements of motorcycle applications. These independent and exclusive AMSOIL formulations provide second-to-none viscosity protection for hot-running American and metric motorcycle engines, transmissions and primary chaincases.



NGK Iridium IX Spark Plugs

Provide unsurpassed performance in auto/light truck and powersports applications. The iridium alloy electrode is extremely durable to heat, corrosion and electrical wear. The fine wire electrode reduces the energy required to create a spark while providing increased ignition efficiency and superior ignitability. The center electrode has an extra anti-fouling mechanism.

AMSOIL PowerSports Oils Provide Superior Wet-Clutch Performance

By definition, a clutch is a coupling used to connect and disconnect the driving and driven parts of a mechanism. Modern motorcycles and ATVs require the use of a clutch to connect and disconnect the engine (driving) and transmission (driven). Without the clutch, there would be no way to stop the vehicle from moving without also stopping the engine. The clutch also makes shifting easier and minimizes stress on gears and other components, extending equipment life.

Why a Wet-Clutch?

The clutch is a frictional device, meaning it requires friction to complete the task of connecting the engine and transmission. Because a clutch is a frictional device, and one of the main purposes of a lubricant is to reduce friction, why would anyone introduce an oil to a clutch? Modern technology and superior technological know-how have afforded the ability to formulate multifaceted lubricants capable of functioning in a variety of conditions. While not all lubricants are suitable for use in wet-clutch applications, an oil-immersed clutch benefits from the lubricant's ability to reduce operating temperatures, prevent the formation of deposits and clean internal components. All of these benefits lead to better performance and longer life.

Clutch Slip

Clutch slip is a big concern with many powersports enthusiasts. To the operator, clutch slip feels like an elongated shift or a delay in the transfer of power from the engine to the wheels. This is due to a lack of friction generated within the clutch pack.

The clutch pack is located between the clutch's inner hub and the clutch basket and consists of a series of two types of plates: steel and frictional. The inner-most plate is a plain steel plate (sometimes aluminum) which attaches to the inner hub via tabs on the plate's inner diameter, and the inner hub is connected to the transmission. The next plate is a frictional plate which attaches to the clutch basket via tabs on its outer diameter, and the basket is attached to the engine. The frictional plates are coated with a fibrous compound that helps them grip the steel plates when the clutch is engaged. The plates within the pack alternate until the desired pack height is reached.

A spring-loaded pressure plate atop the clutch pack applies constant force to the clutch pack. The mechanical device that engages and disengages the clutch assembly, normally a lever located on the handle bars, pulls the pressure plate back and allows the plates within the clutch pack to separate, severing the connection between the engine and transmission.

The clutch is only disengaged in order to stop the transfer of power from the engine to the wheels. When engaged, the clutch spring applies a constant load on the pressure plate, forcing the clutch pack together. The load creates a high level of static friction between the plates in the pack, causing them to rotate together. In this position, rotational movement from the engine is transferred to the clutch basket, to the frictional plates, through the steel plates, into the inner hub and finally to the transmission input shaft. The key here is the static friction that holds the frictional and steel plates together,

allowing the transfer of power from the engine to the wheels. Clutch slip occurs when this static friction is overcome and the plates rotate at different speeds, or slip.

Common Causes for Clutch Slip

While it seems logical to blame the lubricant for clutch slip, there are many possible causes. Worn frictional plates, glazed clutch plates, loss of clutch spring tension, improper clutch pack height, engine modifications, operator error and the use of an incorrect lubricant all are potential causes for clutch slip. If a lubricant with the correct frictional properties is used, it is the least likely cause of clutch slip.

Wet-Clutch Compatibility

Wet-clutch compatibility is determined through standards set forth by the Japanese Automotive Standards Organization (JASO) and the International Organization for Standardization (ISO). Both standards categorize oils according to their frictional properties, allowing consumers to choose the appropriate oil based on which JASO or ISO category is recommended by the equipment manufacturer. If no JASO or ISO category is listed on an oil, it is likely that compatibility in wet-clutch applications has not been reviewed. These oils should not be used in wet-clutch applications.

AMSOIL and Wet-Clutch Compatibility

The frictional characteristics of all AMSOIL powersports oils have been fully reviewed using the test methodology set forth in JASO standard T903:2006 sub-standard T904 and ISO standard 24254:2007. While clutch slippage and wet-clutch compatibility are major concerns, it is important to choose an oil that provides maximum protection and performance for other lubricated components as well. A good oil must not only offer the necessary frictional properties, but also minimize operating temperatures and reduce the formation of varnish and lacquer. A good oil must also maintain plate cleanliness, provide good anti-foaming properties and superior shear stability. These are characteristics offered by all AMSOIL motor oils for powersports applications.

According to AMSOIL Technical Product Manager, PowerSports Dave Anderson, choosing an oil that provides balanced protection is paramount. "Different pieces of equipment have different appetites for fluids," said Anderson. "In order to obtain the best performance for any piece of equipment it is important that the fluid is formulated to address the main concerns for that application. That is one of the key reasons AMSOIL provides the variety of products it does." Anderson said testing is the key to ensuring AMSOIL products excel. "Our desire is to provide the best possible performance we can technically provide," said Anderson. "Many AMSOIL powersports products are very application-specific because, from a technical standpoint, that's the only way we can provide the highest level of performance possible." For more information regarding wet-clutch performance, refer to the AMSOIL Technical Service Bulletin *Wet-Clutch Operation and Lubrication Requirements* in the Dealer Zone at www.amsoil.com. For more information regarding the performance characteristics of AMSOIL Motorcycle Oils, refer to the AMSOIL white paper *A Study of Motorcycle Oils* (G2156).

Promote Your Business and Win a Trip to a CORR Race



AMSOIL recently entered a three-year agreement to be the Exclusive Official Oil of Championship Off Road Racing (CORR) beginning in 2008. Representing the best drivers and the most intense competition in short-course off-road racing, the CORR series races will be broadcast nationally on both NBC and the SPEED Channel throughout the season.

The new partnership with CORR is great news for AMSOIL Dealers. To take advantage of the unique and exciting marketing opportunity this partnership presents, Dealers are encouraged to host AMSOIL/CORR parties. The parties can be hosted either at homes or local businesses during the telecasts of the CORR races. Examples of local businesses that could serve as good venues for these parties are a VFW or American Legion, a golf course club house, a sports bar, a local speed shop or a 4x4 accessory shop.

Dealers can host these events in conjunction with Dealer meetings or as a special event. This is a great opportunity for all Dealers to promote their businesses and increase sales. It might also be a great opportunity to involve downline Dealers and Preferred Customers.

Dealers can also use a CORR party as a way to say "thank you for your business." Dealers can invite downline Dealers, Preferred Customers, commercial accounts and retail accounts as a gesture of appreciation for business and support. Potential customers would be great people to invite to these parties as well.

The hype and national exposure surrounding the 2008 CORR season help AMSOIL Dealers with their businesses. Not only will each televised race feature AMSOIL commercials, but the AMSOIL logo is plastered across the course, making it impossible to ignore. Utilizing the momentum already in place by hosting parties is a great way for Dealers to grow their AMSOIL businesses.

Dealers should plan to have product catalogs and business cards on hand for new leads or customers. Wearing AMSOIL clothing is also a great way to promote the event.

In addition, AMSOIL offers posters to help promote CORR Racing. The new G2539 is specially priced at 10 posters for \$1 and is designed to hold a Dealer business card (see sample at www.amsoil.com).

In a sports bar, for example, the goal would be to get the owner/manager to agree to tune as many TV's as possible to the race. Dealers can work with that person to create promotions and advertisements to increase the

number of people attending the event. Be creative. Offering door prizes or giveaways might be incentive for customers not familiar with AMSOIL to attend the party and learn more.

Starting with the race that is televised on the SPEED Channel May 24, 2008, AMSOIL Dealers hosting a CORR Race Party will be eligible to win a free trip to the final CORR race of the year. The winner of the drawing will be a special guest in the AMSOIL VIP suite and gain access to the pits and trailer staging areas. AMSOIL will provide the winning Dealer with two round-trip air tickets and three nights of lodging. The winning Dealer will attend the final race of the 2008 CORR season, scheduled December 6-7 in Chula Vista, Calif. AMSOIL Super Team members Scott Douglas and Mike Oberg will also be on hand to congratulate the winner.

Entry submissions must be in by November 1, 2008 to be included in the drawing. The drawing will take place on November 4 and the winning Dealer will be contacted to begin making travel arrangements.

For each event that a Dealer hosts, he or she must fill out the online submission form with the details of the event. Submission forms can be found in the Dealer Zone at www.amsoil.com. Dealers will be asked to provide basic information about the event.

All televised events, whether live or taped for NBC or the SPEED Channel, offer Dealers the opportunity to host a party. Schedules for live events and both television networks are available in the Dealer Zone. Dealers receive one entry for each event they host, meaning that the more events a Dealer hosts, the better his or her chances at winning the grand prize. If a Dealer hosts a party at his or her home, at least four guests must attend the party in order for the party to be eligible as a contest entry.

Dealers are also encouraged to send in photos of the parties they host. Photos can be submitted to raceevents@amsoil.com. Be sure to indicate the city the party was held in, as well as the hosting Dealer. This is a great way for Dealers across the country to see parties hosted by other Dealers.

The winning tickets are transferable, so if the winning Dealer is unable to attend the event, the tickets can be passed to another Dealer of his or her choosing.

Don't miss out on this great opportunity to promote your AMSOIL business and have a chance to win a fantastic prize. Schedule information, as well as the online submission form, can be found in the Dealer Zone.

AMSOIL 35th Anniversary Convention

WIN GREAT PRIZES

All Dealers attending the Convention earn a chance to win prizes, including an AMSOIL Trade Show Display Unit.

Additional prizes will be announced at the Convention.



“Wheel and Deal” with Al Amatzio

Al Amatzio, Founder and C.E.O. of AMSOIL INC., debuted as the host of “Wheel and Deal” with Al Amatzio at the 30th Anniversary Convention in 2003. It is guaranteed that the stakes, and the excitement, will be higher the second time around.

Dealers can earn cash, but Al may make an offer that can't be refused. This fast-paced game of chance promises lots of laughs, as well as profits. It is a gamble, but no contestant will leave empty-handed.

35th Anniversary Convention Travel Rebate

Come to the AMSOIL 35th Anniversary Convention ready to save even more cash! In response to rising fuel costs and the impact those costs will have on Dealers traveling to the Convention, AMSOIL has piled on an additional 2% to the 10% rebate offered on products ordered while at the Convention. Now, Dealers attend-

ing will receive a full 12% total rebate. Savings have never been greater on AMSOIL products, so take advantage of this unique opportunity to recoup costs while attending the greatest AMSOIL show on earth.

Award-Winning Speaker Brings “Positively Magical Networking” to AMSOIL Convention



Award-winning speaker Billy Riggs will present “Positively Magical Networking” to 35th Anniversary Convention attendees on Saturday, July 19. Riggs uses an unusual yet effective blend of comedy, music, magic and motivation to spread his positive attitude.

His quick wit and quicker hands spread laughter and raise morale as listeners learn to reshape their destinies with a wave of life's magic wand: attitude. Don't miss this great opportunity.

Day Care Information

Non-licensed day care is provided on-site at the DECC for children up to 12 years of age. The cost is \$75 for the Core Technology Training and \$75 for the Convention.

13-17 yr. olds may register to attend the Convention with parents for \$75. Register in the Dealer Zone.

Credit cards will be billed at the time of registration. Cancellations without penalty will be accepted up to 30 days in advance of the Convention, June 16. Cancellations between June 17 and July 16 will be subject to a 20 percent fee. The same applies for cancellations for the Modified Core Technology Training. No refunds will be offered for cancellations after July 16. Special consideration will be given.



Anniversary Ceramic Mug

Commemorative black 16 oz. ceramic desk mug with stainless steel base features AMSOIL 35th Anniversary logo.

| Stock # | U.S. | Can. |
|---------|-------|-------|
| G2541 | 11.25 | 12.75 |

July 17-19, 2008

Duluth Entertainment & Convention Center

Register Today for \$149 (US)



Register online in the Dealer Zone at www.amsoil.com or by telephone 1-800-777-7094

RIG ROUNDUP

The Rig Roundup will be held in South Pioneer Hall at the DECC. Space permitting, all who wish to display their vehicles are welcome to do so, **but only those who pre-register will be eligible for prizes.** Pre-registered vehicles will be given priority display space. Other vehicles will be placed in a Bragging Pit area on a first come basis. Vehicles will be on display from 3 to 6 p.m. on Thursday, July 17. Participating Dealers will bring their vehicles to the Hall between 7 a.m. and 1:30 p.m. on Thursday and can be removed beginning at 6 p.m. All vehicles must be removed by 7 p.m. Both AMOIL staff and Dealers will be judging the vehicles. AMOIL Dealers will receive ballots and be eligible to cast votes that can influence the outcome of the judging. Boats, tractors and motorcycles may also be displayed.



If it is used for transportation and needs lubrication, it is probably eligible. Additional prizes will be awarded for "surprise categories" that will be announced upon arrival at the Convention. To pre-register for the Rig Roundup, visit the Convention page in the Dealer Zone.

COMPETITION CATEGORIES

- a) Graphics / Appearance
- b) Unique By-pass Installations
- c) Best of Show
- d) RV / Heavy Duty Truck or Off Road (ATVs, snowmobiles, boats)

Congratulations to the Winners of Free Lodging at the 35th Anniversary Convention

All AMOIL Direct Jobbers and Dealers who registered for the 35th Anniversary Convention prior to March 31, 2008 were entered into a drawing to receive free lodging at the Holiday Inn Hotel & Suites Downtown Waterfront during the Convention. Each Dealer earned one chance in the drawing simply for registration, and an extra chance for each qualified Dealer, Preferred Customer or account that Dealer registered between December 1, 2007 and March 31, 2008.

AMOIL congratulates the following Dealers for winning a free lodging package during the 35th Anniversary Convention:

- Mark & Diane Hall
- Gene & Danae Fine
- Jimmie Barnes
- Craig Ludwick
- Thomas & Sheila Shalin
- Robert & Bonnie Fulton
- Frank & Beth Holt
- Daniel & Judy Watson
- Frederick & Laurice Milcarsz
- Gregory & Norma May
- Thomas & Shirley Walsh
- Joseph & Cecilia Davis
- John Pascotto
- David & Eline Haunschild
- Robert Meier

Schedule of Events

Monday, July 14, 2008

8:00 a.m. – 4:30 p.m. Product Pick-up

Tuesday, July 15, 2008

8:00 a.m. – 4:30 p.m. Product Pick-up
7:00 a.m. – 8:00 a.m. Core Registration and Continental Breakfast
8:00 a.m. – 5:30 p.m. Core Training

Wednesday, July 16, 2008

8:00 a.m. – 4:30 p.m. Product Pick-up
8:00 a.m. – 5:00 p.m. Core Training
5:00 p.m. Direct Jobber Registration and Reception
6:30 p.m. Direct Jobber Dinner

Thursday, July 17, 2008

8:00 a.m. – 1:00 p.m. Product Pick-up
8:00 a.m. – 11:30 a.m. Core Training
8:00 a.m. – 11:45 a.m. Direct Jobber Continental Breakfast and Meeting
Noon – 1:00 p.m. Direct Jobber Lunch
11:30 a.m. – 1:30 p.m. Convention Registration
1:30 p.m. – 6:00 p.m. Convention Opening Ceremonies and Meeting

Friday, July 18, 2008

8:00 a.m. – 5:00 p.m. Product Pick-up
8:00 a.m. – 9:00 a.m. Continental Breakfast
9:00 a.m. – 11:45 a.m. Meeting
Noon – 1:00 p.m. Lunch
1:00 p.m. – 5:00 p.m. Plant Tour

Saturday, July 19, 2008

8:00 a.m. – 9:00 a.m. Continental Breakfast
9:00 a.m. – 11:30 a.m. Meeting
Noon – 1:00 p.m. Lunch
1:30 p.m. – 4:00 p.m. Meeting
5:30 p.m. – 6:30 p.m. Reception
6:45 p.m. President's Dinner

Sunday, July 20, 2008

9:00 a.m. – 3:00 p.m. Product Pick-up

Trey Canard: Rookie Champion

Team AMSOIL rider wins East Coast Lites Supercross title



Canard wrapped up the championship with a win in St. Louis.

most young stars in the sport. The 17-year-old, who is often supported at the track by his mother and brothers, is genuinely polite and humble. His respect for the sport is overshadowed only by his immense desire to succeed.

In order to succeed, other forms of pressure had to be tempered. Canard started his rookie supercross season with a major challenge – defeating defending champion Ryan Villopoto. Although most of the sport's young stars chose to cut their teeth in the West Coast Lites series, Canard, with the assurance of his Torco Racing Fuels/AMSOIL team, decided to go head-to-head against the fellow redhead in the seven-race East Coast Lites series. Canard showed his promise early and often, grabbing the holeshot in his first heat and winning the series opener in Atlanta. He followed that impressive start with his second straight win in Indianapolis. With that, Canard had Villopoto down 28 points after two rounds.

Rain (atmospheric pressure) added to the mounting pressure facing the teenage rookie in Daytona during the third round. Heavy rainfall filled the Daytona International Speedway track, digging out huge ruts and leaving standing water and mud that engulfed entire riders and their bikes. Canard was able to stay clean and out front as he skillfully maneuvered his #48 Honda to his third straight win.

The blood pressure would soar over the next month as Canard rode to respectable finishes in Minneapolis (4th), Dallas (4th) and Detroit (10th), but the true pressure was coming from a hard-charging Villopoto, who picked up three straight wins and pulled to within three points of Canard with one round of racing left in St. Louis.

The absolute pressure forced upon Canard heading into the final round could have been insurmountable for even a veteran rider. But through it all, Canard stayed consistent, working hard toward his goal of a championship season. That calm helped the novice become a champion in St. Louis as he held off some extreme side-by-side pressure from Villopoto to win the race and the championship.

"I'm speechless," said Canard on the podium following his win. "When I started racing professionally I never thought a championship would come, especially so soon."

As for everything that comes along with being the best, including the pressure:

"There is no outside pressure put on me. The only pressure is the pressure I put on myself."



Only 17, Canard accepts his first pro number 1 plate.

Douglas, Hord and Johnson Earn Podiums at CORR Opener

Live coverage provided by the SPEED Channel



Scott Douglas powers past the on-track AMSOIL signage on his way to a third place finish in Round 1.



Mike Oberg powers his Pro 2 truck through a turn during the first round of the CORR series.



Red Bull/AMSOIL Pro 2 driver Rickey Johnson took a second on Saturday.

As the Exclusive Official Oil of Championship Off Road Racing (CORR), AMSOIL entered the 2008 series with a bang at the L.A. Fairplex in Pomona, Calif. in late April. Along with live coverage on the SPEED Channel, AMSOIL was well-represented on the track as three drivers took home five podiums.

AMSOIL/Kumho Tires Super Team member Scott Douglas pounced all over the competition in a pair of fierce battles in the Pro 4 class, qualifying third on Saturday and second on Sunday. In Saturday's final, the El Cajon, Calif. native powered his AMSOIL Ford F-150 to a third place finish in front of a packed grandstand and a nation watching live on SPEED. The NBC cameras saw Douglas lead the Pro 4 race early on Sunday, battle for second at the mid-point and finally wrap up his second third place finish of the weekend. Douglas left Pomona tied for second overall.

The Pro Lite class showcased a newcomer to Team AMSOIL, Chad Hord. On Saturday the Felch, Mich. native showed the speed that earned him the 2006 CORR Pro Lite championship. Starting mid-pack, Hord was able to work his way around the tight track and through the tough competition for a third place finish. Qualifying in the top five on Sunday meant less traffic in the final for Hord, and the defending WSORR Pro Light champion pushed his four-cylinder truck into a tight battle with defending CORR Pro Lite champion Robert Naughton. The race was so close that the two trucks drove down the final straight-away literally door-to-door, with Hord eventually edging out Naughton by less than four feet.

AMSOIL grabbed another podium in the Pro 2 class on Sunday when Red Bull/AMSOIL driver Rickey Johnson finished second to Rob MacCachere. Team AMSOIL Super Team driver Mike Oberg, the 2006 CORR Pro 2 Rookie of the Year, finished 14th after damaging his front left shock, but he rebounded well on Sunday, moving from a 16th starting position to 11th.

CORR, AMSOIL and all of its drivers will return to the race track June 7-8 in Pomona.



Douglas talks about his Round 2 podium finish with the NBC television crew.



Newcomer Chad Hord won on Sunday and sits in first after two rounds of racing.

CORR coverage on NBC and the SPEED Channel



All times Eastern

| | | | |
|-------------------|---------|------------|-------|
| Primm, NV | June 15 | 12:30 p.m. | NBC |
| Pomona, CA | June 22 | 5 p.m. | SPEED |
| | July 6 | 3 p.m. | NBC |





T-1 CERTIFICATION MEETINGS

UTAH

• 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

AMSOIL DEALER MEETINGS

ALABAMA

• June 19 - Thursday
• July 17 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
605 Jordan Lane
Huntsville, AL
Hosted by Premiere Direct Jobber Cliff
Goehring & Executive Direct Jobber
Gerry Gotvald (256) 337-0376
• June 19 - Thursday
• July 17 - Thursday
Meeting - 7 p.m.
BOWMAN RESIDENCE
1330 Frank Marshall Road
Ozark, AL 36360
Hosted by Direct Jobber E.E. "Al"
Bowman (334) 774-3344
• June 12 - Thursday
• July 10 - Thursday
Meeting - 7 p.m.
SUMMER RESIDENCE
404 Arrowhead Drive
Montgomery, AL
Hosted by Direct Jobbers Peter and
Jean Summer (800) 867-8735
Please RSVP

ALASKA

• June 3, 17 - Tuesday
• July 1, 15 - Tuesday
Meeting - 7 p.m.
STATEN RESIDENCE
2949 Sunflower Street
Anchorage, AK 99508
Hosted by Premiere Direct Jobber
Melda Staten
Call for reservations (907) 333-0124

ARIZONA

• June 17 - Tuesday
• July 15 - Tuesday
Meeting - 6:30 - 8 p.m.
DENNY'S RESTAURANT
825 South 48th Street
Tempe, AZ 85281
Optional No-Host Dinner 5:30 p.m.
Hosted by Dealer Jim Brewer
(907) 333-0124

ARKANSAS

• June 12 - Thursday
• July 10 - 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 17 - Tuesday
• July 15 - Tuesday
Meeting - 6 p.m.
OAK HOUSE RESTAURANT
34373 Yucaipa Blvd.
Yucaipa, CA 92399
Hosted by Dealers Kenneth & Joyce
Hunt (909) 809-9932
• June 21 - Saturday
Meeting - 9 a.m. & 12:30 p.m.
AZUSA PACIFIC UNIVERSITY
WEST CAMPUS
701 E. Foothill Blvd. Room:
Duke #113
Azusa, CA 91702
Free to guest and downline,
\$5 outside of line.
Hosted by Direct Dealers Andy & Ali
Jones (909) 670-9328

• June 5 - Thursday
• July 3 - Thursday
Meeting - 6 p.m.
Downline and Guests FREE,
Out of line - \$5
JOHN'S AUTO CENTER
4568 Phelan Rd
Phelan, CA 92371
Hosted by Premiere Direct Jobber
Jo & Tom Groh (760) 963-7156

• June 7 - Saturday
• July 5 - Saturday
Meeting - 9 a.m.
SYNTHETICS FIRST
3987 First St, Suite M
Livermore, CA 94551
Hosted by Master Direct Jobber Tom
Santell (510) 351-8500 & Direct Jobber
Roland Chan (925) 200-5379
Breakfast buffet followed by meeting

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

• June 4 - Wednesday
• July 2 - Wednesday
Meeting - 7 p.m.
MCCOOL RESIDENCE
2210 Codding Drive
Modesto, CA 95350
Hosted by Direct Jobber Bill McCool
(209) 577-0174

• June 10 - Tuesday
• July 8 - Tuesday
Meeting - 6:30 p.m.
CATALINA'S COFFEE SHOP
250 East Highland Avenue
San Bernardino, CA 92404
Hosted by Direct Dealer Jim Johnstone
(909) 886-4842

• June 17 - Tuesday
• July 15 - 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 19 - Thursday
• July 17 - 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 11 - Wednesday
• July 9 - Wednesday
Meeting - 6:30 p.m.
RESIDENCE
5 BRISTOL ST.
(1st Floor Rear Apartment)
Southington, CT
Hosted by Dealer Frank Lanzofano
(860) 426-0439

DELAWARE

• Every Wednesday
Meeting - 7 p.m.
KING RESIDENCE
19 Oklahoma State Dr.
Newark, DE 19713
Hosted by Direct Jobber Greg King
(302) 345-4350 Call for reservations
Guests welcome

DISTRICT OF COLUMBIA

None Scheduled
FLORIDA
• June 21 - Saturday
• July 19 - Saturday
Meeting - 6 p.m.
GUTKNECHT RESIDENCE
1519 Pennsylvania Ave.
Lynn Haven, FL 32444
Hosted by Dealers
Richard & Evelyn Gutknecht
(850) 271-9266 Registration fee \$5 for
out of line/free for direct line

GEORGIA

• June 5 - Thursday
• July 3 - 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 18 - Wednesday
• July 16 - Wednesday
Meeting - 7 p.m.
PIER 49 PIZZA
3665 E. Overland Rd.
Meridian, ID, 83642
Hosted by Direct Jobber Steve Noffz
(208) 861-8935

• June 11 - Wednesday
• July 9 - 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 7 - Saturday
• July 5 - 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 10 - Tuesday
• July 8 - Tuesday
Meeting - 7:30 p.m.
BAUER RESIDENCE
111 Woodland Trail
Anna, IL 62906-3904
Hosted by Direct Jobbers Norm and
Barb Bauer (618) 833-3228

INDIANA

• June 4, 18 - Wednesday
• July 2, 16 - 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

• June 10 - Tuesday
• July 8 - Tuesday
Meeting - 7 p.m.
EVANS RESIDENCE
1115 Morningside Court
Greenfield, IN 46140
Hosted by Executive Direct Jobbers
Chuck and Linda Evans
(888) 765-2542
evansamsoidlist@aol.com

IOWA

• June 3 - Tuesday
• July 1 - Tuesday
Meeting - 7 p.m.
SORTER RESIDENCE
2629 340th Avenue
Terrell, Iowa 51364
Hosted by Dealers David and Melissa
Sorter (712) 853-6293

KANSAS KENTUCKY

None Scheduled
LOUISIANA
• June 5 - Thursday
• July 3 - Thursday
Meeting - 6 p.m.
AUTTONBERRY RESIDENCE
2520 Swiss Street
W. Monroe, LA 71291
Hosted by Direct Jobber Ellis
Auttonberry (318) 396-4348

MAINE

None Scheduled
MARYLAND
• June 26 - Thursday
• July 31 - Thursday
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 20 - Friday
• July 18 - 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 20 - Friday
• July 18 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Avenue
Fort Howard, MD 21052
Hosted by Account Direct Harvey
Groner (410) 477-8255

• June 5 - Thursday
• July 3 - 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 20 - Friday
• July 18 - 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 16 - Monday
• July 21 - Monday
Meeting - 7 p.m.
BRAUER RESIDENCE
5709 Eggert Place
Brighton, MI 48116
Hosted by Direct Jobbers Scott and
Dolores Brauer
RSVP (810) 923-3334

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

• June 16 - Monday
• July 21 - 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 2 - Monday
• July 7 - 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 19 - Thursday
• July 17 - 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 10 - Tuesday
• July 8 - Tuesday
Meeting - 6:30 - 8:30 p.m.
THE FORD RESIDENCE
1830 175th LN NE
Ham Lake, MN 55304
Hosted by Executive Direct Jobbers
Mike & Linda Ford
(763) 434-1544 or (763) 257-3130
www.allserviceoil.com,
allservicesales@msn.com or
mikeford@allserviceoil.com

• June 3 - Tuesday
• July 8 - 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 5 - Thursday
• July 3 - 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 12 - Thursday
• July 10 - 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 21 - Saturday
• July 19 - Saturday
Meeting - 2 p.m.
SAWYER WAREHOUSE
28108 - 133rd Street
Zimmerman, MN 55398
Hosted by Direct Dealers Roger and
Jennifer Sawyer Please RSVP
(763) 856-3567 rpsawyer@aol.com
www.rpsawyer37.com

MISSISSIPPI

None Scheduled
MISSOURI
• June 17 - Tuesday
• July 15 - Tuesday
Meeting - 7 p.m.
LUCZAK RESIDENCE
4810 Mattis Street
St. Louis, MO 63128
Hosted by Regency Direct Jobbers
Connie and John Luczak (314) 892-6018
connieslubes@earthlink.net

MONTANA NEBRASKA NEVADA NEW HAMPSHIRE

None Scheduled
NEW JERSEY
• June 11 - Wednesday
• July 9 - 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 24 - Tuesday
• July 22 - Tuesday
Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
2415 Princeton Drive NE,
Suite M
Albuquerque, NM 87107
Hosted by Regency Silver Direct Jobbers
Paul and Nancy Greenberg
(505) 881-1693, warehouse;
(505) 255-2137, home; fax (505) 881-4565.
NMOilman@aol.com

• June 2 - Monday
• July 7 - Monday
Meeting - 7 p.m.
KORZANOILS
2215 North Solano Drive
Las Cruces, NM 88001
Hosted by Direct Jobber Kevin Korzan
(505) 496-4242 www.korzanoils.com

NEW YORK

• June 18 - Wednesday
• July 16 - Wednesday
Meeting - 6 p.m.
DENNY'S RESTAURANT
180 N. Genesee St.
Utica, NY 13403
Hosted by Dealer Greg Johnson
(315) 796-8647

• June 25 - Wednesday
• July 23 - 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@empiresynthetic.com call or
e-mail to reserve seat

• June 4 - Wednesday
• July 2 - 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 18 - Wednesday
• July 16 - Wednesday
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 12 - Thursday
• July 10 - 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
lubedealer@hotmail.com
www.lubedealer.com/new york

• June 12 - Thursday
• July 10 - Thursday
Meeting - 7:30 p.m.
FRITTITTA RESIDENCE
16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers Viny and Germaine Frittitta (718) 442-4774

• June 18 - Wednesday
• July 16 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for location
Hosted by Direct Jobber Peter Finnerty (315) 682-9791

• June 18 - Wednesday
• July 16 - Wednesday
Meeting - 7:30 p.m.
NEWARK, NY LOCATION
Call ahead for location
Hosted by Dealer Brad Timerson (315) 331-7110

NORTH CAROLINA
• June 28 - Saturday
• July 26 - Saturday
Meeting - 10 a.m. - Noon
REID RESIDENCE
1204 Narron Farm Rd
Zebulon, NC 27597
Hosted by Regency Platinum Direct Jobbers Pat & Gerry Reid (919) 269-3331 greid@synthoil.com Please call and reserve a seat for all meetings.

• June 3 - Monday
• July 1 - Monday
Meeting - 7 p.m.
ATLANTIC BUSINESS CENTERS
4913 Chastain Ave. Unit 28
Charlotte, NC 28209
Hosted by Dealer Gregory Finnican (704) 525-5565

• June 12 - Thursday
• July 10 - Thursday
Meeting - 7 p.m.
KAZAN RESIDENCE
4007 Saphire Lane
Indian Trail, NC 28079
Hosted by Account Direct Eric Kazan (704) 271-3001 erickazan@synthetclubricantsinfo.com; Guests welcome, non-downline \$2

• June 12 - Thursday
• July 10 - 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 12 - Thursday
• July 10 - 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 10 - Tuesday
• July 8 - 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 3 - Tuesday
• July 1 - 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 24 - Monday
• July 29 - 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 2 - Tuesday
• July 7 - Tuesday
Meeting - 7 p.m.
HASKIN RESIDENCE
834 North Ellsworth Avenue
Salem, OH 44460
Hosted by Dealer Roe Haskin (330) 332-4992 and Direct Jobber Jerry Wolford
All Dealers welcome

OKLAHOMA
• June 12 - Thursday
• July 17 - Thursday
Meeting - 7 - 9 p.m.
RESIDENCE INN by MARRIOTT
Oklahoma City South
(Crossroads Mall)
1111 East Interstate
Service Rd
Oklahoma City, OK 73149
Hosted by Direct Jobber Carol Eaton and Dealer Jack Greene (405) 627-7292

• June 7 - Saturday
• July 5 - 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 12 - Thursday
• July 10 - Thursday
Meeting - 7 - 8:30 p.m.
Call for location and reservations.
Hosted by Dealers Richard and Brenda Coats (918) 225-5722

• June 10 - Tuesday
• July 8 - Tuesday
Meeting - 7 - 8:30 p.m.
ALEXANDER RESIDENCE
14355 East Timberidge Drive
Claremore, OK 74019
Hosted by Premiere Direct Jobber Kevin Alexander (918) 636-1281
Call first

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

OREGON
• June 19 - Thursday
• July 24 - 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 16 - Monday
• July 21 - 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.
Pre registration required

RHODE ISLAND
None Scheduled

SOUTH CAROLINA
• Every Tuesday
Meeting - 7:30 p.m.
GEORGE KERR and ASSOCIATES
Northgate Building 5861
Rivers Avenue, Suite 107
N. Charleston, SC 29406
Hosted by Direct Jobber George Kerr (843) 747-8200 amsoildealer@aol.com
www.lubedealer.com/kerr

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 3 - Tuesday
• July 1 - Tuesday
Meeting - 7 p.m.

DENNY'S RESTAURANT
2521 Wade Hampton
Boulevard
Greenville, SC 29615
Hosted by Executive Direct Jobber Loel D. Handley (864) 350-2082
amsoildealer@charter.net

SOUTH DAKOTA
• June 11 - Wednesday
• July 9 - Wednesday
Meeting - 7 p.m.
PERKINS RESTAURANT
3400 Gateway Blvd.
West Sioux Falls, SD 57106
Hosted by Regency Platinum Direct Jobbers Ches and Natasha Cain (605) 361-4075 to RSVP

• June 12 - Thursday
• July 10 - Thursday
Meeting - 7 p.m.
THE INSURANCE OFFICE
104 West Sixth Street
Brookings, SD 57006
Hosted by Dealer Art Wilber (605) 690-5327 to RSVP

TENNESSEE
• June 12 - Thursday
• July 10 - Thursday
Meeting - 7 p.m.
BROWDERS ACE HARDWARE
1100 Ladd Landing Blvd.
Kingston, TN 37763
Hosted by Dealers Bradley & Teresa Taylor (865) 376-2345

• June 12 - Thursday
• July 10 - Thursday
Meeting - 6 p.m.
RV CHASSIS MASTER, INC.
2364 Hwy. 91
Elizabethton, TN 37643
Hosted by Dealer Peter Scaff Refreshments and door prizes. Guests Welcome (423) 474-2068

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

• June 17 - Tuesday
• July 15 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Regency Direct Jobbers Ronald & Sandra Ward (972) 231-0773 oilmandj@comcast.net

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

• 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 2 - Monday
• July 7 - 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 10 - Tuesday
• July 8 - Tuesday
Meeting - 7:30 p.m.
STANCIL RESIDENCE
1236 General Street
Virginia Beach, VA 23464
Hosted by Regency Silver Direct Jobbers Bill & Barbara Stancil (757) 420-0673

• June 9 - Monday
• July 14 - 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 10 - Tuesday
• July 8 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Dealer Roger Riggle (804) 737-4874

WASHINGTON
• June 10 - Tuesday
• July 8 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Ave. E.
Puyallup, WA
Hosted by Premiere Direct Jobbers Raymond & Patsy Prukop (253) 845-9755 / (253) 279-3768 Cell
Everyone welcome

• June 16 - Monday
• July 21 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE CENTER & WAREHOUSE
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Regency Direct Jobbers Cliff and Lorna Gasper (253) 864-7618, or (877) 633-7618 Everyone welcome

• June 5 - Thursday
• July 3 - Thursday
Meeting - 7 p.m.
FRAME RESIDENCE
12904 NE 101st Place
Kirkland, WA 98033
Hosted by Direct Jobbers Don Frame and Janet Faunce (425) 889-5415

• June 10 - Tuesday
• July 8 - 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 12 - Thursday
• July 10 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Regency Direct Jobbers Tom and Shirley Walsh (425) 483-2582
T-1 certification classes available by appointment with pre-paid registration.

• June 10 - Tuesday
• July 8 - Tuesday
Meeting - 7 p.m.
AMSOIL PEARSON
702 37th Street NE #D
Auburn, WA 98002
Hosted by Regency Platinum Direct Jobber Leonard Pearson (253) 939-8401 Guests Welcome

• June 14 - Saturday
• July 12 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe Avenue
Spokane, WA 99205
Hosted by Executive Direct Jobber Rich Plesek Everyone welcome. No charge

• June 24 - Tuesday
• July 29 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
2132 S. Union Avenue
Tacoma, WA 98405
Hosted by Direct Jobber Sammy Samuelson (360) 281-7283
1-UPS-5W30-OIL (1-877-593-0645)
Discussion on product application and oil analysis All are welcome. RSVP

• June 11 - Wednesday
• July 9 - Wednesday
Meeting - 7 p.m.
THE LUBE DOCTOR OFFICE
2912 Graf Road
Centralia, WA 98531
Hosted by Executive Direct Jobber Wayne C. Fletcher (360) 269-1751

WEST VIRGINIA
None Scheduled

WISCONSIN
• June 19 - Thursday
• July 17 - 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

• June 12 - Thursday
• July 10 - Thursday
Meeting - 7 p.m.
KERKMAN RESIDENCE
28238 Durand Ave
Burlington, WI 53105
Hosted by Master Direct Jobbers Kenneth & Lorna Kerkman (262) 534-2878

• June 12 - Thursday
• July 10 - 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 5 - Thursday
• July 3 - 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 4 - Wednesday
• July 9 - Wednesday
Meeting - 7 p.m.
SWENDSON RESIDENCE
1629 Square Circle
Waukesha, WI 53186
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 16 - Monday
• July 21 - 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 26 - Thursday
• July 31 - Thursday
Meeting - 6 p.m.
AMSOIL DISTRIBUTION CENTER
6625 Tomken Road, Units 12-14
Mississauga, ON L5M-5J3
Hosted by Master Direct Jobber Walter Perera and local Dealers (866) 326-7645 fax: (905) 814-1802
www.sinwal.com

PRINCE EDWARD ISLAND
• June 2 - Monday
• July 7 - 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 5 - Thursday
• July 3 - Thursday
Meeting - 7:30 p.m.
ENTREPOT AUTOLUBE AMS ENVIRONMENT
1655 Rue Chicoine
Vaudreuil-Dorion, Quebec, Canada J7V8P2
Hosted by Regency Silver Direct Jobber Yvon Boucher (514) 990-1889

SASKATCHEWAN
None Scheduled

For any changes, additions or questions regarding this bulletin board page please contact Brandi Worthing at 715-392-7101 ext 6366 or send an e-mail to bworthing@amsoil.com



JUNE CLOSE OUT

The last day to process June orders in the U.S., Canada and Puerto Rico is the close of business on Monday, June 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CDT on that day. The last day to process June orders in Alaska is the close of business on Wednesday, June 25. 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 3. All transfers received after this time will be returned.

HOLIDAY CLOSINGS

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Friday, July 4 for Independence Day. The Edmonton and Toronto distribution centers will be closed Tuesday, July 1 for Canada Day.

AMSWIN NOW UNDER NEW OWNERSHIP

It has been announced that AMSOIL Dealer Robert C. Kelsey has purchased the AMSWin software program. Kelsey, a professional computer programmer and programming teacher, has immediately begun to offer

technical support for current AMSWin users, and an agreement has been reached between Kelsey and the former owner to cooperate during the transition period to provide the best possible support to the current users of AMSWin. AMSOIL has also agreed to support Kelsey in the continued development of this product for the good of AMSOIL Dealers everywhere. Orders for new copies of AMSWin will resume immediately.

AMSOIL encourages anyone using AMSWin who is looking for technical support and those interested in purchasing the software to visit AMSWin online at www.amswin.com.

Support can also be obtained through Robert Kelsey via the following methods:

Telephone: (651) 294-9328

Fax: (866) 394-4967

E-mail: support@amswin.com

NEW EA AIR FILTERS

The following filters have been added to the Ea Air Filters line and are listed in the AMSOIL Online Product Application Guide:

| Stock # | Configuration | Application |
|---------|---------------|--|
| EaA229 | Cylinder | Element, Civic SI, CRV (02-06) |
| EaA232 | Panel | Accord V6 (03-06) |
| EaA233 | Panel | Volkswagen (92-02) |
| EaA234 | Panel | Acura TSX, Honda Accord w/ 2.4L (03-07) |
| EaA237 | Panel | Toyota Tundra, Sequoia V8 (01-06) |
| EaA238 | Panel | Various Toyota w/ 4.0L (03-08) |
| EaA239 | Panel | Audi, VW (97-05), BMW (93-06) |
| EaA240 | Panel | VW Jetta w/ 2.5L (05-07), Rabbit (06-07) |

PETER HAINES – NEW VICE PRESIDENT OF TECHNICAL SALES AND INTERNATIONAL

AMSOIL is pleased to announce that Peter Haines has accepted the position of Vice President of Technical Sales and International. The new Technical Sales Department will begin operation within AMSOIL to help drive future growth for AMSOIL Dealers.



The role of this new department will be multifaceted. The Technical Sales Department will develop, manage and grow relationships with large and influential companies to further enhance the AMSOIL brand and open sales opportunities, as well as insure that AMSOIL has the right products available for the markets in which growth is anticipated. Developing OEM (original equipment manufacturers) relationships that lead to enhanced recognition and approvals of the AMSOIL brand and developing

strategies for increased emphasis on the commercial market will also be tasks of this department. Finally, the Technical Sales Department will create pathways to increase sales in new markets and provide new opportunities for AMSOIL Dealers that are not currently available.

In the future, a program will be developed for the Technical Sales Department personnel to support AMSOIL Dealers on individual qualified sales initiatives. Until that time, the Regional Sales Managers will report directly to Dean Alexander, and their job scope will remain the same. The RSM's will continue to be the primary Dealer contact for sales advice and related issue resolution.

Congratulations, Peter.

AMSOIL

The A NEW LOOK FOR THE AMSOIL WEBSITE

If you haven't been out on www.amsoil.com for some time, you may have missed a big change to the AMSOIL website. Within the past few weeks, AMSOIL has unveiled a redesigned look and feel to www.amsoil.com that's sure to have people taking notice.



In with the new – The new look has changed how the website is navigated without eliminating the content users have come to rely on from amsoil.com. The most striking change is the new navigation framework that will follow a browser throughout the online experience and offer instant access to some of the more popular online features. Content now appears in the center of several navigation panels. These allow more options for finding products, information and shopping.

A left navigation pane allows Preferred Customers, Dealers and accounts to log-in to their respective zones from anywhere on the website. It also allows instant access to the online store, the store shopping cart checkout, PC and Dealership opportunities and many more useful pages. On the other side of the screen, the right navigation contains all of the familiar AMSOIL Product and Filter Lookup Guides, as well as cross reference information and links to some of the most popular AMSOIL test studies and reference materials.

Some things change, but some stay the same – Although the look and feel of the website has changed, the vast majority of the pages at www.amsoil.com have not moved or been deleted. Instead, they have simply been modified to fit into the new framework of the upgraded website. This means that Dealers who have established links to product and information pages will not need to spend their valuable time re-establishing these links. Storefront pages and informational materials that were a part of the original website can still be found at the same address online.

What's new at amsoil.com? Everything! – From the AMSOIL homepage, visitors are still greeted with information about the newest AMSOIL product innovations and business news, but now a whole new area of the website is dedicated to the current events and recent stories at AMSOIL.



The AMSOIL Information Center is the place to see what's new at AMSOIL. It can be accessed either from the bottom of the home page or from a navigation at the very top right of the screen from any page on the website. This area will be dedicated to announcing featured stories and general public information. It can be the first stop when visiting AMSOIL online.

Find information faster – Enhancing the search capabilities of the website was one of the key focus areas of the upgrade. The new search engine was developed with both customers and AMSOIL Dealers in mind, and features more adjustable parameters to make finding information even easier. Users can now search the entire website, just the online products catalog or even just the AMSOIL Dealer Zone.

Find products faster – At the top of the screen are a whole new series of product-related navigation buttons. These were designed to allow the fastest possible navigation to specific online store product pages. These have also been carefully tailored to keep products grouped together into specific areas of application and interest.



A new product catalog – Once in the product catalog, the purpose for the product-specific navigation buttons becomes clear. This catalog has been totally overhauled to provide the best possible shopping experience for customers, PC's, Dealers and Accounts. Each product is listed with a thumbnail image and brief description, as well as the appropriate pricing based on the login status of the visitor. More information about each item in the online store can also be obtained by following a link to the product data page.

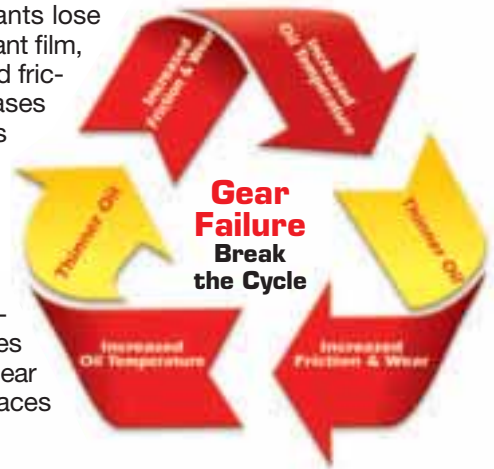
More changes on the horizon – Even more work is currently underway to enrich the AMSOIL online experience. A totally redesigned shopping cart with enhanced capabilities is nearing completion that will allow users to see many more details of their orders. And other web projects are also under development to allow for new downloadable resources for Dealers and customers. Make sure to check in often at www.amsoil.com so you don't miss out on the latest developments.

Superior Protection Against Thermal Runaway

The extreme pressures and temperatures generated by modern vehicles increase stress on gear lubricants and can lead to a serious condition known as Thermal Runaway. As temperatures in the differential climb upward, gear lubricants lose viscosity and load-carrying capacity. When extreme loads break the lubricant film, metal-to-metal contact occurs, increasing friction and heat. This increased friction and heat, in turn, results in further viscosity loss, which further increases friction and heat. As heat continues to spiral upward, viscosity continues to spiral downward. Thermal Runaway is a vicious cycle that leads to irreparable equipment damage from extreme wear, and ultimately catastrophic gear and bearing failure.

AMSOIL Severe Gear® Synthetic Extreme Pressure (EP) Gear Lubes effectively protect equipment from Thermal Runaway through superior viscosity protection. Featuring an exclusive blend of high viscosity, shear-stable synthetic base oils and 30 percent more extreme pressure additives than required for standard API GL-5 performance, Severe Gear Synthetic Gear Lubes provide a highly protective iron sulfide barrier coating on gear surfaces to protect against wear in case of a lubricant film breach.

Increased Load



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

Technical Services: 715-399-TECH (715-399-8324)



ISO 9001:2000 CERTIFIED

AMSOIL INC.

SYNTHETIC LUBRICANTS

AMSOIL BUILDING
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(715) 392-7101

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