



# ACTION NEWS

© AMSOIL INC 2001

*"The First in Synthetics"*

MARCH 2001

## World Class Oils Close to Home

*Introducing*  
**AMSOIL Shock Therapy Oil**  
**and Supershift**  
**Racing Transmission Fluid**



**Clothing Item Catalog Included in This Issue**



## From the President's Desk...



I just finished meeting with my son, Alan, and Mike Dormady, Director of Industrial Products, about a special Dealer training event being held here in May. My message for this month's *Action News* was already written on another topic, but after learning the details of this outstanding opportunity for our Dealers, I decided to change it.

You may have noticed the announcement of our new AMSOIL University in the February issue of *Action News*. I was aware that this new training opportunity was in the planning stage, but when I was briefed about the details I was very impressed! I have never seen a more well-planned, comprehensive, or professional training opportunity offered by this company, and I sincerely mean that.

This training school covers a wide variety of specialized courses designed to enhance your sales ability, technical skills and product knowledge. It will be held at and in conjunction with Wisconsin Indianhead Technical College. AMSOIL Dealers and Staff will pretty much have the run of the school for the week we're in session there. Some of the courses will actually be taught by WITC technical instructors.

I won't go into a detailed list of all the courses available at AMSOIL University. Much of it is actually listed in this and last month's *Action News*. Suffice it to say the curriculum will consist of a mix of technical training, mechanical training, sales and marketing training, financial training, and even classes on how to train your downline called "Train the Trainer."

The school is structured to give you choices in which courses of study you wish to concentrate on. You may select twelve two-hour courses from a selection of about twenty-two choices during the four-day University. You will learn proven sales techniques for succeeding in

the commercial and industrial markets, including AMSOIL product applications and performance benefits in a wide range of equipment. You will learn how to use the tools and resources AMSOIL makes available to maximize the potential of your AMSOIL business.

The cost for all this training is ridiculously low, just \$392 per Dealer. But don't let the low cost fool you. AMSOIL University will not be a low budget, half-hearted event. On the contrary, four-day courses like this can cost upwards of \$2,000. At the very least, this training represents a \$672 value. We have purposely kept the cost down to encourage your participation.

Mike Dormady and my son, Alan, have been instrumental in planning this new training event. Mike came to us from Georgia, where he worked for an industrial lubrication business. Having managed a division of the largest independent oil company in this country, he is very knowledgeable about the industrial and commercial lube markets.

Mike says that there is absolutely no reason why AMSOIL Dealers can't compete one-to-one with any major oil company's sales staff. All a Dealer needs is motivation and the right training. He points out that there has been considerable turnover in the major oil companies in recent years. There are many younger salespeople calling on customers who don't have much training or experience.

The oil companies are attempting to provide adequate training for their sales staff, but the playing field is fairly even right now. That opens the market to ambitious AMSOIL Dealers. With proper training and a superior product line, our Dealers can and will compete successfully with anyone.

The fact is, there are a number of Dealers who are presently doing a good job building their businesses using the training and sales aids that are currently available. I know they will be the first to register for the AMSOIL University, because they have already seen the tremendous potential this business offers. They realize that knowledge is the key to success at anything we do, and they always take advantage of every opportunity to learn more about this business. That's why they succeed.

So now you've heard the good news. Here's the bad news. This AMSOIL University will be limited to just 200 registrants, and the school is already starting to fill up. We are confident that the school will sell out long before it starts in May. My first reaction to that news was to enlarge the registration, but I am told the logistics make that very difficult. Eventually we will roll out plans to make this training available on a larger scale.

If you want to take advantage of this tremendous training opportunity, register soon. All applications will be handled on a first come, first served basis so if you wait, you may just miss the boat!

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is written in a cursive, flowing style.

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

# DEALERS IN ACTION!

## The AMSOIL Performance Improver Trick

AMSOIL Direct Jobber Dave Trekell met Mike Rapp at the annual Texas school transportation clinic in Fort Worth in June of 2000. Rapp is a retired US Army Colonel who is the current Transportation Director for Galena Park School District in Fort Worth.

"The knowledge of the fabulous performance and cost-effectiveness exhibited by AMSOIL products at such school districts as Victoria, Brownwood, Austin and Sweeny for over eight years was getting around and generating much interest in synthetic products," Trekell said. Trekell observed that Rapp and his shop foreman Sam were, "already programmed to be interested in AMSOIL products and immediately

decided to start changing their school district's vehicles to AMSOIL synthetics."

Trekell would soon get an opportunity to demonstrate just how cost-effective using AMSOIL products can be. "Mike and Sam both changed their personal vehicles to AMSOIL," Trekell said, "and in the process Mike began telling me about his wife's 1997 Cadillac which had about 65,000 miles on it and would only run well on 91 octane or higher fuels. He said that it would ping and stall on



Direct jobbers David and Linda Trekell

lesser fuels." Trekell decided that this was a perfect opportunity to try AMSOIL PI Performance Improver.

"I gave Mike a bottle of PI," Trekell said, "and briefed him to run the vehicle nearly empty of gas and then add about ten gallons of 87 octane and six ounces PI. Then I told him to keep track of the vehicle's performance. If the performance improved, I told him to fill it up with 87 octane and add a standard dose (one ounce to every 10 gallons) of PI."

Rapp soon experienced how AMSOIL products can make a big difference in both performance and in fuel savings. Trekell says that Rapp was "elated" at the performance of the vehicle after the

Performance Improver was added. "The vehicle ran perfectly, even on full throttle acceleration from a stop."

Rapp now reports that he gets three more miles out of every gallon of gasoline he puts in the car. Trekell also reports that Rapp now buys PI by the case frequently. "At today's fuel prices," Trekell says, "even including the cost of PI Mike is saving about 15 cents per gallon. He is also getting better fuel economy and better performance from his automobile. And I have a very satisfied customer and a fine new account. Another victory for PI and AMSOIL Synthetics!"





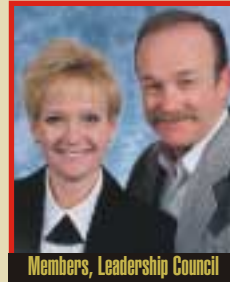
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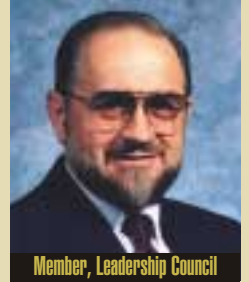
**LaDonna Harrison & LaVel Rude**  
*Minnesota*  
 ★★Regency Platinum Direct Jobbers  
**FIRST**—Leaders in Total Organization  
 Fourth—Leaders in Personal Group Sales



**Ray and Arlene Schmit, Minnesota**  
 ★★Regency Platinum Direct Jobbers  
 Second—Leaders in Total Organization  
**FIRST**—Leaders in Personal Group Sales  
 Third—Leaders in Commercial and Retail Marketing  
 Third—Most New Qualified Dealers and Accounts



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



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



**David and Carol Bell, Texas**  
 Regency Gold Direct Jobbers  
 Eighth—Leaders in Total Organization  
 Fifth—Leaders in Personal Group Sales  
 Fifth—Leaders in Commercial and Retail Marketing  
 Tenth—Most New Qualified Dealers and Accounts



**Members, Leadership Council**  
**Carl and Kimberlee McNamee**  
*Ontario*  
 Regency Silver Direct Jobbers  
 Ninth—Leaders in Total Organization



**Donald and Joyce Nichols**  
*Virginia*  
 Regency Platinum Direct Jobbers  
 Tenth—Leaders in Total Organization  
 Eighth—Leaders in Personal Group Sales



**Daniel and Judy Watson**  
*Florida*  
 Regency Silver Direct Jobbers  
 Seventh—Leaders in Personal Group Sales  
 Fourth—Group With Highest New Dealer Sponsorship  
 Fifth—Most New Qualified Dealers and Accounts



**Doyle and Diana Vaughan**  
*Wyoming*  
 Executive Direct Jobbers  
 Ninth—Leaders in Personal Group Sales



**Ed Greenwood**  
*Oregon*  
 Master Direct Jobber  
 Fourth—Leader in Commercial and Retail Marketing



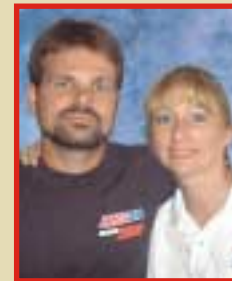
**Steve and Linda Cross**  
*Colorado*  
 Regency Direct Jobbers  
 Second—Group With Highest New Dealer Sponsorship



**Mark and Emily Schmidt**  
*Wisconsin*  
 Premiere Direct Jobbers  
 Third—Group With Highest New Dealer Sponsorship



**Francis and Mildred Ormiston**  
*Kansas*  
 Regency Direct Jobbers  
 Fifth—Group With Highest New Dealer Sponsorship



**Robert and Lisa Riley**  
*Florida*  
 Premiere Direct Jobbers  
**FIRST**—Most New Qualified Dealers and Accounts



**Tom H. Kirby**  
*Michigan*  
 Executive Direct Jobber  
 Second—Most New Qualified Dealers and Accounts

# ADERS

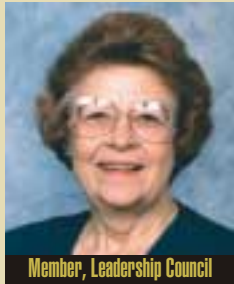
December  
2000

## HALL OF FAME

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



**Leonard and Eunice Pearson**  
*Washington*  
Regency Platinum Direct Jobbers  
Fifth—Leaders in Total Organization  
Sixth—Leaders in Personal Group Sales  
Ninth—Most New Qualified Dealers and Accounts



**Ora Mae Boardman**  
*Virginia*  
Regency Platinum Direct Jobber  
Sixth—Leader in Total Organization



**Patrick and Donna Grady**  
*Oklahoma*  
Regency Gold Direct Jobbers  
Seventh—Leader in Total Organization



**Gerry and Patricia Reid**  
*Virginia*  
Regency Gold Direct Jobbers  
Tenth—Leaders in Personal Group Sales



**Danny and Joan Potter**  
*North Carolina*  
Direct Jobbers  
**FIRST**—Leaders in Commercial and Retail Marketing



**Douglas Bottamiller**  
*Maryland*  
Direct Jobber  
Second—Leaders in Commercial and Retail Marketing



**Shirley Green,**  
Regency Platinum



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



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



**Michael Ellis**  
*Michigan*  
Master Direct Jobber  
Seventh—Most New Qualified Dealers and Accounts



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



**Harold and Marcile Hartman,**  
Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



# HIGHER LEVELS OF RECOGNITION

## ★★REGENCY PLATINUM DIRECT JOBBERS

Mark & Sherree Schell  
Idaho



## MASTER DIRECT JOBBERS

Neil Christensen  
Utah



## PREMIERE DIRECT JOBBERS

Peter Lotito  
New York



## EXECUTIVE DIRECT JOBBERS

James & Juli Graydon  
Florida



Doyle & Diana Vaughan  
Wyoming



Mark A. and Emily Schmidt  
Wisconsin



### 2500 Level Honors 2500 monthly commission credits 25 Dealers sponsored

**Timothy J. Bowe**, *Wisconsin* Sponsor: Mark A. Schmidt

### 2000 Level Honors 2000 monthly commission credits 20 Dealers sponsored

**Francis H. Hope, Jr.**, *Virginia*  
Sponsors: Raymond & Karen Peszko

**William & Janice Waech**, *Wisconsin*  
Sponsors: William P. McCarthy

### 1500 Level Honors 1500 monthly commission credits 15 Dealers sponsored

**Steven Hanson**, *Minnesota* Sponsors: Lynn & Beth Pabst

**Michael J. Mathe**, *Illinois* Sponsors: David & Rebecca Reid

### 1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

**Marc & Lori Allen**, *California* Sponsor: Burke Hinman

**William H. Blain**, *Wisconsin* Sponsors: Steven & Nickie Kerkvliet

**Jerry & Joan Brandon**, *Michigan* Sponsors: Peter & Ann Wright

**Arthur G. Duston**, *Oklahoma* Sponsors: Robert & Irene Macaluso

**Mike & Trudie Eddins**, *Idaho* Sponsor: Brian Eckman

**Charles III & Margaret Kisby**, *New Jersey*

Sponsor Gene Mohney

**John & Caroline Nielsen**, *Illinois*

Sponsors: Jerome & Marilyn Pinkston

**Chad & Jennifer Woodworth**, *Idaho*

Sponsors: Michael & Eileen Kaufman

### 500 Level Honors 500 monthly commission credits 5 Dealers sponsored

**Richard & Margaret Anaya**, *New Mexico*

Sponsors: Paul & Nancy Greenberg

**Joseph A. Boyk**, *Michigan*

Sponsors: William & Kathleen Bernethy

**William L. Drevo, Jr.**, *Texas* Sponsors: Carl & Janis Reggio

**John A. Eckstein**, *California* Sponsor: James R. Signorelli

**Leif H. Elander**, *California* Sponsors:

Howard & Wilma Mildebrandt

**Paul M. Garner**, *Texas* Sponsors: Steve & Linda Cross

**Brian D. Haese**, *Wisconsin* Sponsor: James R. Daniels

**John Haines**, *Texas* Sponsors: David & Carol Bell

**Robert P. Hayton**, *California* Sponsors: Roland & Bobbie Mares

**Jasper & Colleen Kleinjan**, *North Dakota*

Sponsors: Ray & Arlene Schmit

**Richard A. Moening**, *Washington*

Sponsors: Thomas & Shirley Walsh

**Gary L. Parizek**, *Wisconsin* Sponsor: Gregory R. Vaughn

**Richard H. Rhoads**, *Washington* Sponsor: Dannie O. Thumma

**DIRECT JOBBERS**

**Direct Jobbers**  
**Michael & Eileen**  
**Kaufman**  
*Michigan*  
 Sponsor: Sherry Dirksen  
 Direct Jobber: Sherry Dirksen



**Steven J. Stache**  
*Wisconsin*  
 Sponsor:  
 Raymond Yaeger  
 Direct Jobber:  
 Raymond Yaeger



**NEW DIRECT DEALERS**



**David A. Carney**  
*Pennsylvania*  
 Sponsors:  
 William & Jean Duncan  
 Direct Jobbers:  
 Donald & Joyce Nichols



**Robert & Helen**  
**Czczok**  
*Minnesota*  
 Sponsor: Arlene Beug  
 Direct Jobber: Arlene Beug



**John R. Huff**  
*Arizona*  
 Sponsor: Dick Nudo  
 Direct Jobber: Dick Nudo

**NEW ACCOUNT DIRECT**



**Duane Sowell**  
*Texas*  
 Sponsor: Fred A. Schultz  
 Direct Jobber:  
 Tracey & Marty Dean

**500 Level Honors** 500 monthly commission credits 5 Dealers sponsored

**James J. Rice, Minnesota** Sponsors: Bud & Lorna Bourquin  
**Bradshaw A. Rogers, Alabama** Sponsor: Ron E. Toomes  
**Douglas & Beverly Sleda, Michigan**  
 Sponsor: James M. Ball, Jr.  
**Edward Smith & Linda Sullivan, Texas**  
 Sponsors: Alan & Betty Duncan  
**Michael J. Stewart, California** Sponsor: Phil H. Ely

**Hieu M. Tran, Florida** Sponsors: Robert & Lisa Riley  
**David S. Wahlberg, Minnesota**  
 Sponsors: Robert & Helen Czczok  
**Robert T. Whitmore, Arizona** Sponsors: Ray & Arlene Schmidt  
**Robert E. Williams, West Virginia**  
 Sponsors: David & Sherry Martin  
**Eugene M. Zeuske, Wisconsin** Sponsor: Raymond Yaeger

**300 Level Honors** 300 monthly commission credits 3 Dealers sponsored

**Lavern & Eva Becker, Alberta** Sponsor: John Moldowan  
**Matthew J. Bernethy, Montana**  
 Sponsors: William & Kathleen Bernethy  
**Andrew J. Chavoustie, New York** Sponsor: Alec J. Wiczorek, II  
**Leonard Ray Jr. & Ann Combs, California**  
 Sponsors: Charles & Linda Evans  
**Wilfred A. Duquette, Maine** Sponsor: Elodia R. Young  
**Alan J. Galle, Illinois** Sponsors: Cherie & Robert Galle  
**Michael & Barbara Grunte, Ontario**  
 Sponsors: George & Verna Burgin  
**Larry & Sally Harms, Colorado** Sponsor: William Davis  
**Peter F. Hill, British Colombia**  
 Sponsors: Greg & Debra McKenzie  
**Charles N. Jacobs, North Carolina**  
 Sponsors: Richard K. Masten, Jr.  
**Rodney Krzyzaniak, New Hampshire**  
 Sponsors: John & Darlene Johnson  
**John R. Laughlin, III, Mississippi** Sponsor: Gene Mohney  
**Daniel D. Norman, California**  
 Sponsors: Trevor & Kristina Kendall

**Richard & Sharon Prien, Alaska**  
 Sponsors: Richard Sr. & Melda Staten  
**James & Marilyn Randle, Kansas**  
 Sponsors: Francis & Mildred Ormiston  
**Zimri & Michelle Riddle, Colorado**  
 Sponsors: Donald Jr. & Kathleen Reichert  
**F. Mike Rogers, North Carolina**  
 Sponsors: Harold & Cynthia Rabb  
**James & Beth Romano, Colorado**  
 Sponsors: Donald Jr. & Kathleen Reichert  
**Harry & Joyce Saylor, Colorado**  
 Sponsors: Leo & Amie Welch  
**Thomas Sullivan, Colorado**  
 Sponsors: Byron & Margaret Torgler  
**Bradley H. Vaine, Ontario** Sponsor: Lawrence Hall  
**Rodney & Karen West, Washington**  
 Sponsors: William & Sandra Schmautz  
**Bruce S. Wilkie, New York** Sponsor: Betty Harmer  
**James Zschetsche, Minnesota**  
 Sponsors: Frank & Joyce Cornelius

# Superior Protection and Performance

## AMSOIL High Performance Synthetic 20W-50 and 10W-40 Motorcycle Oils

Specially formulated and recommended for all four-cycle motorcycle engines, AMSOIL High Performance Synthetic Motorcycle Oils provide unbeatable lubricating protection in the most demanding operations.

### • Wear Protection

AMSOIL Synthetic Motorcycle Oils are formulated with high levels of zinc and phosphorus for superior protection of cam lobes and other high pressure components. According to the ASTM D4172 Four-Ball Wear Test, AMSOIL Motorcycle Oils leave a wear scar up to 36 percent smaller than those left by competing oils.

### • No Friction Modifiers

AMSOIL Motorcycle Oils contain no friction modifiers, ensuring dependable starting, smooth running, improved fuel efficiency and wet clutch compatibility.

### • Longer Service Life

AMSOIL Motorcycle Oils contain a robust dispersant/detergent additive package, providing the ultimate protection and performance for longer intervals.

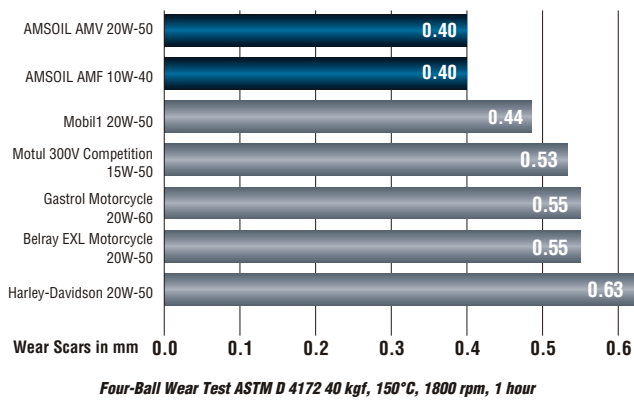
### • Superior Performance in Temperature Extremes

AMSOIL Motorcycle Oils provide outstanding low temperature fluidity, ensuring easy cranking, dependable starts and fast post-startup protection. In high temperature operation, AMSOIL Motorcycle Oils resist thermal degradation and oxidation at higher temperatures than other motorcycle oils, ensuring clean and dependable performance. Engines run cooler on hot days.



Recommended for all V-twin and other motorcycle engines requiring an API CD, SG-CG or SH-CD oil.

### The Smaller the Wear Scar, the Better the Protection



Mike LaRocco: 2000 World Supercross Champion uses AMSOIL Series 2000 2-Cycle Oil

bikes need by reducing operating temperatures, increasing power output and keeping engines clean.

### • Resist Thermal Breakdown From Heat

AMSOIL Synthetic 2-Cycle Oils resist oil breakdown, preventing the formation of harmful deposits. AMSOIL 2-Cycle Oils also lower engine temperatures to inhibit power-robbing thermal expansion in hard driven engines.

### • Resist High Temperature Deposits

AMSOIL Synthetic 2-Cycle Oils burn clean, eliminating the formation of gum, varnish,

## AMSOIL Synthetic 2-Cycle Oils

Two-cycle motorcycle engines often experience high engine temperatures and dirty operating conditions, meaning a superior lubricant is needed for optimal performance. AMSOIL Synthetic 2-Cycle Oils provide the superior protection and performance these

sludge, carbon or ash residues. Spark plug fouling is virtually eliminated, rings remain free for excellent compression and combustion and exhaust emissions are dramatically reduced.

### • Reduce Wear

AMSOIL Synthetic 2-Cycle Oils protect pistons and rings from wear caused by metal-to-metal contact under the hottest loaded conditions. Friction is reduced to lower engine operating temperatures.



Recommended in air- or water-cooled two-cycle motors wherever TC-W3, API TC or JASO FC oils are specified.

### • Superior Low Temperature Performance

AMSOIL Synthetic 2-Cycle Oils mix readily with fuel in the lowest temperatures and resist gelling to provide excellent performance and protection.

### • Prevents Rust and Corrosion

AMSOIL Synthetic 2-Cycle Oils contain special rust and corrosion inhibitors, providing two-cycle engines with outstanding protection, especially during off season storage.



# For Motorcycles



## AMSOIL Shock Therapy Suspension Fluid

AMSOIL Shock Therapy Suspension Fluid is formulated for fade-free dampening and smooth rebounds in motorcross and cruiser motorcycles, snowmobiles, ATVs and other high-performance and recreational vehicles. AMSOIL Shock Therapy Suspension Fluid remains shear stable, effectively controls friction, scuffing and wear, increases seal life and prevents fade more effectively than conventional fluids can.

### • Controls Dampening and Rebound

AMSOIL Shock Therapy Suspension Fluid is formulated for fade-free dampening and smooth rebounds, reducing rider fatigue and enabling the driver to ride longer and harder while keeping focused on the terrain ahead.

### • High Viscosity Index

With AMSOIL Shock Therapy Suspension Fluid, viscosity remains constant, allowing a controlled flow through the orifices of the shock at a wide temperature range.

### • Reduces Friction and Wear

AMSOIL Shock Therapy Suspension Fluid contains friction modifiers to reduce frictional energy loss and heat buildup and anti-wear agents to protect against premature wear and scuffing, while maintaining proper suspension absorption.

### • Resists Foaming and Aeration

AMSOIL Shock Therapy Suspension Fluid resists foaming and aeration, outperforming the competition in ASTM D-892 Foam Tests.

See back cover for pricing and ordering information.



AMSOIL Shock Therapy Suspension Fluid is available in two different formulations. The lightweight grade (STL) is recommended for applications that demand quick rebounds under extreme temperatures, while the medium grade (STM) is recommended for applications that require more dampening and slower rebounds.

## AMSOIL Motorcycle Accessory Products

### P.I. Performance Improver

Dissolves and removes fuel system deposits and other contaminants for improved power and overall performance in gasoline engines. Reduces exhaust emissions. Improves engine idle, response and starting. Ideal for both fuel injected and carbureted systems. One ounce treats 10 gallons.



### Series 2000 Octane Boost

Maximizes power, reduces engine knock and improves ignition and engine response. Helps fuel burn cleaner, removes carbon deposits and inhibits corrosion.



### Gasoline Stabilizer

Keeps fuel from deteriorating during storage. Reduces the oxidation process and prevents varnish and gum build-up.



### Series 2000 Racing Grease

Ultimate protection for hard-driven, high performance motorcycles. Dramatically reduces friction and wear for improved performance.



### Power Foam

Improves starting and performance. Cleans dirty intake systems and spark plugs, frees sticky valves. Also removes gum, varnish and carbon deposits from engine exterior surfaces.



### MP Metal Protector

Disperses water and protects metal surfaces from rust and corrosion. Penetrates existing rust build-up and dries wet electrical systems.



### Heavy Duty Metal Protector

A heavy duty spray lubricant fortified with special rust and corrosion inhibitors. It penetrates and adheres to metal surfaces, leaving a long lasting protective coating. Ideal for motorcycle, bicycle and ATV chains.



# AMSOIL UNIVERSITY

**May 21-24, 2001**

at Wisconsin Indianhead Technical College in Superior, Wisconsin

*Choose from a wide variety of courses designed to enhance technical knowledge and sales ability.*

**Lubrication I**  
Oil Analysis  
Drive Train

**Lubrication II**  
Grease  
Commercial Sales  
Sales I

**Service**  
Two-Cycle  
Industrial I  
Sales II

**Filtration**  
Motor Oils  
Industrial II

*AMSOIL University also includes a selection of exclusive courses.*

**Financial Workshop**  
AMSWIN  
Hydraulic & Pneumatic  
Administration

**The Internet and AMSOIL**  
Train the Trainer  
Technology  
Aquabrite/Altrum

**Dealer Forum**  
Basic Auto Technology  
AGGRAND

***\$392 U.S. (A \$672 Value at Regular Course Pricing)***

Take 12 or more courses during the 4-day University

## **TO REGISTER**

**On the web:** [www.amsoil.com](http://www.amsoil.com) in the Dealer's Zone

**By Phone** – Call 1-800-777-7094 Extension 127 and ask for a registration form.

**Limited Space!** Registration will be handled on a first come, first served basis. **Register Today!**

*Other special events are scheduled for the four-day University:*

### **AMSOIL COOKOUT**

Scheduled for Tuesday, May 22, this event is planned to take place at the AMSOIL Superior Distribution Center. AMSOIL corporate staff will serve up food and beverages while groups tour the AMSOIL facilities including the production plant and corporate headquarters.

### **AMSOIL NORTH SHORE SCENIC TRAIN TOUR**

Scheduled for Wednesday, May 23, this event will allow Dealers to tour the areas around Duluth, Minnesota and Superior, Wisconsin by train. Members of the AMSOIL corporate staff and Dealers will ride the North Shore Scenic Railroad and view the areas surrounding Lake Superior.

## **LODGING** (optional)

Discount rates are being offered by these motels to AMSOIL Dealers attending the AMSOIL University if rooms are reserved before April 15, 2001. All are in Superior and within a three-mile radius of the college.

Make sure to mention your AMSOIL Dealership to receive the discount rates.

**Discount rooms will be available beginning Saturday, May 19.**

### **Motel**

***Barkers Island Inn*** 300 Marina Drive

***Prime Rate Inn*** 110 Harborview Parkway

***Holiday Inn Express*** 303 2nd Avenue East

### **Toll Free Phone**

1-800-344-7515

1-888-515-5040

1-877-766-2665

### **Discount Rate**

\$52.00 plus tax

\$42.00 plus tax

\$49.00 plus Tax



# AMSOIL Introduces Another Premium Racing Product

AMSOIL Synthetic Supershift Racing Transmission Fluid is specially formulated for automatic transmissions in racing applications and other high horsepower and torque conditions. Offering second-to-none transmission friction performance, Supershift reduces wear, extends clutch plate and transmission life and keeps equipment running longer. It contains no friction modifiers, providing high holding capacity for maximum torque transfer and brake power.

## Improve on Elapsed Times

With AMSOIL Supershift Racing Transmission Fluid, transmissions do not slip, allowing racers to shift gears quickly and efficiently, while improving on elapsed times.

## Superior Wear and Friction Protection

Two of the biggest enemies a racer faces are friction and wear. Supershift is formulated without viscosity index improvers, providing superior shear stability and maintaining grade throughout service life. AMSOIL Supershift Racing Transmission Fluid provides long-term protection against equipment wear, even when it's subjected to sustained periods of applied pressure or high horsepower and torque. Clutch plates and transmissions last longer, saving money on transmission repairs.

## Extreme Temperature Protection

Because Supershift provides superior protection against heat and wear, transmission temperatures are greatly reduced, minimizing or eliminating burned up transmissions. Supershift also provides superior oxidative and thermal stability, inhibiting the formation of varnish, deposits and sludge. Supershift is an excellent heat transfer fluid as well, helping hot-running equipment operate up to 50°F cooler and well within its optimal temperature range.

AMSOIL Synthetic Supershift Racing Transmission Fluid provides the ultimate cold weather protection too. In low temperatures, it flows readily for dependable startup and post-startup protection.

AMSOIL Supershift Racing Transmission Fluid is also recommended for wet brakes, clutches and gears of heavy equipment equipped with automatic transmissions.

AMSOIL Synthetic Supershift Racing Transmission Fluid provides two to five times the service life of conventional petroleum fluids if kept free of dirt and moisture.

Note: This fluid will dramatically change the shift feel. It is not the recommended or approved replacement for Dexron, Mercon or Chrysler ATF+ series fluids.

*"We've saved thousands of dollars in transmission repairs."*

Dave Turpen, Turpen Motor Sports



See back cover for pricing and ordering information



# One Step Ahead of the Rest -

In this age of industry globalization, it is not uncommon to find countries outsourcing projects and working together with other countries despite language and cultural differences. Today, German autos are being built in France, Japanese autos are being built in the United States and American autos are being assembled in Mexico and Canada. And it is not only the automotive industry that has reached this level of globalization. Computer technology, banking, agriculture and entertainment are all industries that have globalized in the face of the new "world economy." It should come as no surprise then that lubricant and additive developers (synthetic, mineral-based and organic) are also on the verge of adopting global standardization policies to better serve the needs of the world market.

## **Why Make a Global Oil?**

From a motor oil consumer's perspective, an oil that can meet the requirements of multiple countries' specifications is ultimately a superior product. As an added benefit, such global oils enable organizations that rate lubricants to eliminate many of the costly tests they currently use.

Many organizations must use several different tests to determine essentially the same specifications for different regions of the world. For example, soot contents are a key factor in several different types of valve train wear tests conducted on diesel oils. Each of these tests is necessary for the Global DHD-1 (Diesel Heavy Duty-1) certification even though they are essentially rating the same performance factors. Designing oils according to just the most severe of these requirements should decrease testing costs and at the same time provide every user with the best possible oil. Simply put, the best oils available meet the highest world standards.

Emissions standards are another area in which oil designers are beginning to think globally. The United States is on track with a plan to reduce emissions standards by the year 2006. Europe and Japan, both major automotive developers, are both planning similar emissions standards to take effect in the year 2005. Developing oils that meet these standards is a time- and money-consuming process. But oils that perform at global standards can surpass even the strictest of these specifications and could save time and money involved in the testing process. Such oils combine the best of every feature and can benefit the consumers of every country.

## **Excellent Additives Make Excellent Oil**

One of the most important features determining the quality of an oil is its additive package, and this is a key factor in developing a global oil. European oils and their additive packages are recognized by the industry as some of the best in the world.

This is to be expected from the rigorous demands placed upon oils by European automotive designers and drivers.

European countries already enforce the world's tightest emissions standards. Because of the high population density in cities such as London, Paris, Berlin and Rome, emissions and pollutants must be kept at a minimum. Therefore, European motor oils are designed to pollute less and last longer than motor oils used outside of Europe.

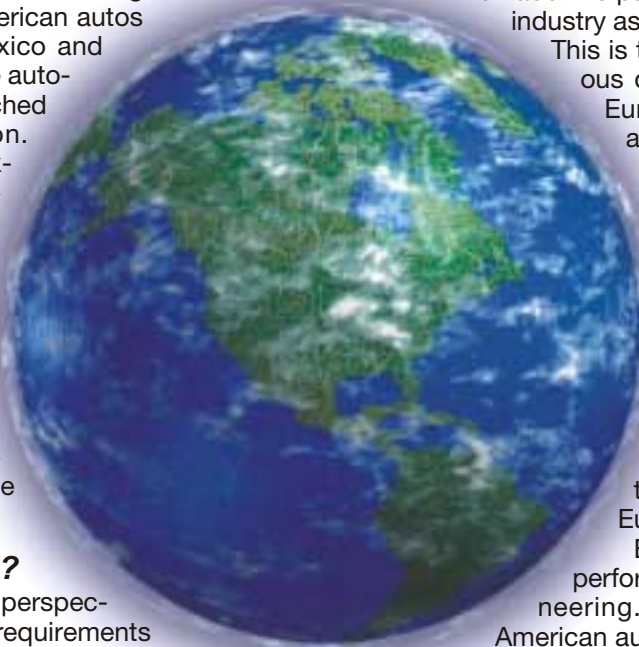
Europeans also demand more performance from their vehicle engineering. Unlike recent trends in American autos, the "bigger is better" philosophy has never really caught on in Europe and most likely never will. Cities in Europe were not designed to handle larger vehicles on their roadways, and this trend is reflected in the ways European autos are typically designed. Compact cars are better able to navigate European roadways. And designing smaller cars means designing smaller engines and engine compartments. All of this results in vehicles that need exceptional protection from heat and require excellent lubrication for precision clearances.

To meet the needs of such vehicles, European lubricant manufacturers select the most robust additive packages when designing their motor oils. Additive manufacturers put together additive packages based on such needs and regard the European motor oils as the best in the world.

## **Find Performance Close to Home**

If the European motor oils offer such excellent protection, why are more drivers not using European lubricants in their vehicles? For many citizens outside of Europe, it is difficult to obtain such oils, and time and money must be spent locating a local retailer. This may not be an option for the motorist who wants the quality of the European motor oils, but cannot afford to wait to locate a local dealer or retail outlet.

But if these European oils can provide superior protection with added value, shouldn't motorists be switching over to them? The truth is that many people are





# AMSOIL Is a Global Oil

already using an oil that performs as well or better than European motor oils – AMSOIL Synthetic Motor Oil.

Because AMSOIL is sold through a network of independent Dealers, customers around the country can find a world class oil close to home. And to assist customers who wish to purchase AMSOIL products, a leads program has been established to connect Dealers and customers and customers can buy direct from the AMSOIL Retail Catalog.

European motorists know what AMSOIL has stated for years – extended drain intervals can contribute to the added value in synthetic oils. Motor oil and auto manufacturers in Europe have been recommending 20,000–30,000-kilometer (roughly 12,000–18,000-mile) oil changes for years. AMSOIL was ahead of this trend as well, suggesting 25,000-mile oil drains since the 1970s. But while extended drain intervals are not such a new concept in European countries, other areas of the world are only beginning to see the added value in extended drain intervals.

Although the initial price of AMSOIL motor oil may be higher than other oils, consumers get what they pay for. By increasing the service life of the oil in a vehicle, the amount spent on replacing that oil yearly is significantly reduced. We at AMSOIL have always wanted consumers to feel (as consumers in Europe do) that they should use AMSOIL products regardless of cost. Performance alone should be the justification.

The tests conducted on AMSOIL motor oils are designed to illustrate this level of performance. For example, AMSOIL was the first oil company in

the United States to utilize the NOACK volatility test as a standard of performance excellence. The results of this test can be used to determine how much an oil will volatilize, which leads to increased oil viscosity and oil consumption. This and other tests like it are consistently used to insure high quality AMSOIL lubricants.

## ***AMSOIL Is a Global Oil***

Recently, increased levels of understanding about the effectiveness of synthetics have sparked new interest in synthetic oils. Nearly every American motor oil manufacturer has now introduced a synthetic or synthetic blend oil to address this growing demand. However, not all of these oils can claim to be truly comparable with European motor oils.

AMSOIL motor oils have long been regarded by experts to be among the best in the world. This is because the proprietary synthetic base stock blends and high quality additives used in AMSOIL lubricants compare with those used in oils developed overseas.

The additives used in AMSOIL Synthetic Motor Oils are second to none. They are designed to offer the best possible engine protection and performance while still providing the added value of extended drain intervals. AMSOIL Synthetic Motor Oils can be counted on to provide exceptional protection from heat, wear and deposit-forming particles. And all of these features have been backed by the technological know-how and support of AMSOIL INC. for over 25 years. AMSOIL is the right choice for an oil that performs at the highest global standards.



# "LaRocket" Takes Off

## AMSOIL Rider Off to Fast Start in 2001 Supercross Season



2001 World Champion  
Mike LaRocco

*"My speed is good and the bikes are good... I have a real good shot at a title."*

Mike LaRocco  
2001 World Champion

Mike LaRocco continues to amaze even his detractors. His skills have never been a question. "LaRocket" is a two-time National Motocross Champion. His desire has never been a question. LaRocco won the 2001 World Championship in Germany earlier this year.

What people wonder is how much longer will the veteran ride. Can "The Predator" ride with the young guns coming up? The answer is a resounding, yes.

This is the 14th year in the saddle for the AMSOIL/Dr. Martens/Journeys/Competition Accessories rider and he shows no signs of slowing down. According to supercross.com, "He's (Mike) riding with a new determination and style. He's still having fun and it shows on the track."

The 2001 Supercross season started with high hopes and major expectations for Team AMSOIL. New sponsors, Dr. Martens and Journeys, were added. Two new 125cc riders, Branden Jessemen and Steve Boniface, were added. Honda again pledged full support. All the pieces were in place for a great season.

Everything kicked off in Anaheim, California on January 6. It began this year with a pyrotechnic, sound and light extravaganza. Writers and followers of supercross expected AMSOIL and LaRocco to be tough, but would his senior status

on the circuit finally take its toll.

LaRocco got off to slow start, but charged from the middle of the pack to gain a fourth place finish. It was a strong showing. LaRocco's racing was politely characterized as, "Steady. Consistent. Hard charging as always." LaRocco's team knew he rode better than that and could have been on the podium if not for a couple of bad breaks.

AMSOIL 125cc rider Steve Boniface made his American debut here. High hopes were dashed when the Frenchman fell and broke his wrist. He'll be out until mid-season. AMSOIL's other 125cc rider, Branden Jessemen, will make his debut when the circuit moves through the Midwest.

Three of the next four races would be in sunny southern California. LaRocco would find his form. He got to the front and stayed with the front-runners. His hard racing style earned him second place in San Diego and a third place in Phoenix. The trip to the "Valley of the Sun" would be costly. LaRocco broke his foot. It's not expected to slow him down. He also picked up a fourth on a return trip to Anaheim. Last year, "The Predator" finished an overall third on the supercross circuit. It's a long season. Expect AMSOIL and LaRocco to taste more success and finish among the leaders when the last checkered flag drops.

### 2001 ESPN2 Supercross

#### T.V. Schedule

All Times Eastern - Subject to Change

#### Georgia Dome, Atlanta, GA

Sunday, March 11 5:30 p.m.

#### LA Superdome, New Orleans, LA

Saturday, March 10 12 p.m.

#### Daytona Supercross, Daytona, FL

Saturday, March 17 1 p.m.

#### HHH Metrodome, Minneapolis, MN

Saturday, March 24 1:30 p.m.

#### Astrodome, Houston, TX

Saturday, March 31 12 p.m.

#### Trans World Dome, St. Louis, MO

Saturday, April 7 12 p.m.

#### Pontiac Silverdome, Pontiac, MI

Saturday, April 14 12 p.m.

#### Texas Stadium, Irving, TX

Saturday, April 28 1 p.m.

#### Rice-Eccles Stad., Salt Lake City, UT

Saturday, May 5 4 p.m.

#### Sam Boyd Stadium, Las Vegas, NV

Saturday, May 12 12 p.m.

### 2001 AMA EA Supercross Schedule

Metrodome (Minneapolis)	Mar. 17
Astrodome (Houston)	Mar. 24
Trans World Dome (St.Louis)	Mar. 31
Silver Dome (Detroit)	Apr. 7
Texas Stadium (Dallas)	Apr. 21
Rice-Eccles Stadium (Salt Lake City)	Apr. 28
Sam Boyd Stadium (Las Vegas)	May 5



## TAURUS and Turpen Turning Heads with Monsterous Start to Season

AMSOIL's off to a monstrous start this year. The AMSOIL/ Turpen Motorsports "TAURUS The Bull" Monster Truck has been wowing fans from Saginaw to Albany and Las Cruces to Little Rock.

Dave Turpen has signed agreements with promoters PACE and IPI for shows across the country. Likewise, the "Pony Express" Monster Mustang has been launching over cars from border to border.

Follow TAURUS at [www.amsoil.com](http://www.amsoil.com) in the Racing Information pages.



# Team AMSOIL Proving Again to be a Top Team

**Season a BLIZZARD of Trials and Tribulations,  
but Snocross Riders PLOW Way Through to be Contenders**



*Bustin' Justin Tate kicks up a wave of snow as he eyes a win for Team AMSOIL.*

Association. The Lows: nagging mechanical problems. Some may say, "That's racing." That's unacceptable to Team Owner Steve Scheuring who says, "It's inexplicable."

**"It's nice not having to worry about whether AMSOIL products will do the job."**

The AMSOIL/ Scheuring Speed Sports snocross team has had its share of ups and down this young season. Each event has brought success and frustration.

The Highs: podium finishes and a top three ranking in the Modified or Pro Open class for Dennis "DJ" Eckstrom. Eckstrom and partner Justin "JT" Tate are in the top 10 of the Pro Stock class. Team AMSOIL remains the premiere Ski-Doo team in the World Snowmobile

Expectations are high for the team this season. DJ's runner-up and JT's solid top five finishes in both classes laid impressive groundwork for this year.

The team has been consistent with some very high highs, but some ill timed mishaps have hampered the hard driving, high-flying duo. Scheuring calls the season thus far – "character building."

Scheuring would much rather focus on Team AMSOIL's successes. "With so much to think about, it's nice to not have to worry about whether AMSOIL products will do the job." Eckstrom is showing signs of his old, winning form after seriously breaking his leg last summer. Tate is gaining experience with every lap.

The pieces are in place for a spectacular showing at the series finale in Lake Geneva, Wisconsin later this month. A rabbit's foot, however, might not hurt.

## **AMSOIL Lands on Podium at Winter X- Games**

It's been called the "Super Bowl of Snocross." It's the biggest event of the season. Mt. Snow, Vermont hosted the 2001 ESPN Winter World X-Games. 32 of the best snocross racers battled it out for supremacy. DJ Eckstrom and Justin Tate were on top of their games. DJ was the third best qualifier. A busted sled would sideline Tate. In the final, DJ blasted out to an early lead. He fell off the pace at mid-race, but called on his experience to slowly climb into contention. At the finish line, Team AMSOIL and Eckstrom finished on the podium in third place. Kent Ipsen of the Goodwin Performance/ AMSOIL Arctic Cat team finished in second.

For Team AMSOIL Racing Info: [www.amsoil.com](http://www.amsoil.com)

## **REMAINING ESPN/ ESPN2**

### **Schedule**

#### **CATCH THE ACTION!**

#### **Yamaha Eastern Nat'l Syracuse, NY**

ESPN2 3/24/01 Sat 3 p.m.

#### **Grand Prix de Valcourt Valcourt, Quebec**

ESPN 3/27/01 Tue 4 p.m.

#### **Manufacturers Cup Shakopee, MN**

ESPN2 4/4/01 Wed 5:30 p.m.

ESPN2 4/9/01 Mon 10 p.m.

ESPN 4/30/01 Mon 4 p.m.

#### **Nielsen Enterprises - Grand Finale Lake Geneva, WI**

ESPN2 4/11/01 Wed 5:30 p.m.

ESPN2 5/6/01 Sun 4 p.m.

ESPN 5/7/01 Mon 4 p.m.

Eastern Standard Time - Subject to Change.

## **WSA Snocross FINALE'**

Mar. 17-18

Lake Geneva, WI



*DJ Eckstrom begins to show winning form after breaking a leg last summer.*

## **A Champion Year for AMSOIL Motor Oil**



*Tex Austin's AMSOIL Racing Dragster. Take a good look now, because it's usually a blur as it heads down the track.*

It was a championship year with AMSOIL motor oil in the engine for Tex Austin. AMSOIL Direct Jobber Don Stefanik of Forest, Ontario introduced the drag racer to AMSOIL four years ago. Austin is a believer and was rewarded by winning the Super Pro championship and earning second in the Top Dragster class. Stefanik co-op sponsors three cars and a competition pulling tractor.



**AMSOIL**  
**BULLETIN BOARD**  
...of coming events

### AMSOIL UNIVERSITY

• March 21 - 24  
Superior, WI

### T-1 CERTIFICATION MEETINGS

#### OHIO

• March 27 - Tuesday  
• April 24 - Tuesday  
Meeting - 7 p.m.  
**PERKIN'S RESTAURANT**  
571 Stringtown Rd.  
Grove City, OH 43123  
Hosted by Direct Jobber Brad White.  
Cost is \$20

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

### AMSOIL DEALER MEETINGS

#### ALABAMA

• March 15 - Thursday  
• April 19 - Thursday  
Meeting - 7 p.m.  
**STANLEO'S SUB VILLA**  
Governor's Drive  
Huntsville, AL  
Hosted by Direct Jobbers Cliff  
Goehring & Gerry Gotvald  
(256) 337-0376

• March 15 - Thursday  
• April 19 - Thursday  
Meeting - 7 p.m.  
**HOLIDAY INN - OZARK**  
Hwy. 231  
Ozark, AL 36360  
Hosted by Direct Jobbers E. E. "Al" &  
Mildred Bowman  
(334) 774-3344

#### ALASKA

• March 15 - Thursday  
• April 19 - Thursday  
Meeting - 7 p.m.  
**PHILLIPS**  
**INTERNATIONAL INN**  
5121 Arctic Blvd.  
Anchorage, AK 99507  
Hosted by Dealer Don Nusbaum  
(907) 563-2274  
Please call for reservations.

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

#### ARIZONA

• March 13 - Tuesday  
• April 10 - Tuesday  
Meeting - 7 p.m.  
**BAYCLUB CLUB HOUSE**  
11050 North Biltmore  
Drive.  
Phoenix, AZ 85029  
Hosted by Master Direct Jobber  
Dick Nudo and Dealer Bill Harsha  
Please R.S.V.P.  
(602) 996-7181 Dick  
(602) 993-4864 Bill

• March 20 - Tuesday  
• April 17 - Tuesday  
Meeting - 6:30 p.m.  
**CAR REPAIR COMPANY**  
2918 N. Scottsdale Road  
Scottsdale, AZ 85251  
Hosted by Master Direct Jobber  
Dick Nudo and Dealer Jim Brewer  
Please R.S.V.P.  
(602) 996-7181 Dick  
(480) 968-4922 Jim

#### ARKANSAS

• March 8 - Thursday  
• April 12 - Thursday  
Meeting - 6:30 p.m.  
**GARDNER RESIDENCE**  
280 York Chapel Rd.  
Nashville, AR 71852  
Hosted Dealer Jerry Gardner  
(870) 451-9152 jgardn24@iocc.com

• March 14 - Wednesday  
• April 11 - Wednesday  
Meeting - 7 p.m.  
**PASTERNAK RESIDENCE**  
217 CR 472  
Jonesboro, AR 72404  
Hosted by Account Directs  
David and Brenda Pasterniak  
(870) 933-8376

#### CALIFORNIA

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

• March 1, 15 - Thursday  
• April 5, 19 - Thursday  
Meeting - 7:30 p.m.  
**CHRISTENSEN**  
**RESIDENCE**  
4141 Palm Ave, Apt 574  
Sacramento, CA 95610  
Hosted by Premiere Direct Jobber  
Jay Christensen (916) 339-1152

• March 7 - Wednesday  
• April 4 - Wednesday  
Meeting - 7 p.m.  
**McCOOL RESIDENCE**  
2200 Coddling Dr.  
Modesto, CA 95350  
Hosted by Dealer Bill McCool  
(209) 577-0174

• March 27 - Tuesday  
• April 24 - Tuesday  
Meeting - 7 p.m.  
**EVANS RESIDENCE**  
40728 Sundale Dr.  
Fremont, CA 94538  
Hosted by Direct Dealers  
Chuck and Linda Evans  
(510) 659-4078  
Guest Speakers Master Direct Jobbers  
John and Jeanne Burke

• March 13 - Tuesday  
• April 10 - Tuesday  
Meeting - 6:30 p.m.  
**DENNY'S RESTAURANT**  
740 W. 2nd St.  
San Bernardino, CA 94401  
Hosted by Dealers  
Richard and Delores Nichol  
(909) 862-1252

• March 5, 26 - Monday  
• April 2, 30 - Monday  
Meeting - 7 p.m.  
**International House of**  
**Pancakes/Vintage Oaks**  
**Shopping Center**  
Novato, CA 94945  
Hosted by Dealer Richard Eplett  
(800) 280-9905

#### COLORADO

• March 15 - Thursday  
• April 19 - Thursday  
Meeting - 7:30 p.m.  
**AMSOIL HOUSE**  
4316 Ridgcrest Drive  
Colorado Springs, CO  
80918  
Hosted by Premiere Direct Jobbers  
Don & Ida Gray (719) 598-5115

#### CONNECTICUT

None Scheduled

#### DELAWARE

• March 10 - Saturday  
• April 14 - Saturday  
Meeting - Noon  
(Please call for reservations)  
**KING RESIDENCE**  
2306 Taggart Court  
Wilmington, DE 19810  
Hosted by Account Direct Greg King  
(302) 477-1240 Guests Welcome!

#### DISTRICT OF COLUMBIA

None Scheduled

#### FLORIDA

• March 6 - Tuesday  
• April 3 - Tuesday  
Meeting - 7 p.m.  
(Please call in advance)  
**DENNY'S RESTAURANT**  
440 South Semoran Blvd.  
Orlando, FL 32806  
Hosted by Regency Silver Direct  
Jobbers George & Shirley Douglas  
(407) 856-1564  
Call for directions, locations and  
RSVP.

• March 15 - Thursday  
• April 19 - Thursday  
Meeting - 7 p.m.  
**AMSOIL DISTRIBUTION**  
**CENTER**  
3724 Silver Star Rd.  
Orlando, FL 32808  
Hosted by Regency Silver Direct  
Jobbers Dan and Judy Watson  
(407) 657-5969

• March 20 - Tuesday  
• April 17 - Tuesday  
Meeting - 7 p.m.  
**DAWSON RESIDENCE**  
4525 Brinson Lane  
Tallahassee, FL 32311  
Hosted by Premiere Direct Jobbers  
Don and Priscilla Dawson  
(850) 385-3620  
e-mail: dondawson@the-oilman.com

#### GEORGIA

• March 10 - Saturday  
• April 14 - Saturday  
Meeting - 9 to 11 a.m.  
**CHAMBLESS RESIDENCE**  
1741 Ponce de Leon Ave.  
NE  
Atlanta, GA 30307

Hosted by  
Regency Silver Direct Jobbers  
Larry and Kathryn Chambliss  
(404) 373-9916

• March 1 - Thursday  
• April 5 - Thursday  
Meeting - 7 p.m.  
**DIRKSEN RESIDENCE**  
1905 Queens Road  
Albany, GA 31707  
Hosted by Master Direct Jobber  
Sherry Dirksen (912) 436-5532  
Pot Luck, everyone brings a dish.

#### HAWAII

None Scheduled

#### IDAHO

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

#### ILLINOIS

• March 13 - Tuesday  
• April 10 - Tuesday  
Meeting - 7:30 p.m.  
**BAUER RESIDENCE**  
111 Woodland Trail  
Anna, IL 62906-3904  
Hosted by Account Directs  
Norm and Barb Bauer  
(618) 833-3228

#### INDIANA

• March 7, 21 - Wednesday  
• April 4, 18 - Wednesday  
Meeting - 7:30 p.m.  
**RENTOWN SHOP**  
1533 Rentown Rd.  
Bremeon, IN  
Hosted by Direct Jobbers  
LeRoy and Malinda Hochstetler  
and Account Directs  
Willis and Rolene Gingerich  
(219) 831-2839

#### IOWA

#### KANSAS

#### KENTUCKY

None Scheduled

#### LOUISIANA

• March 6 - Tuesday  
• April 3 - Tuesday  
Meeting - 6:30 p.m.  
**AUTTONBERRY**  
**RESIDENCE**  
2520 Swiss Street  
W. Monroe, LA 71219  
Hosted by Dealer Ellis Auttonberry  
(318) 396-4348

#### MAINE

None Scheduled

#### MARYLAND

• March 28 - Wednesday  
• April 25 - Wednesday  
Meeting - 7:30 p.m.  
**COUTO RESIDENCE**  
115 Lakeview Drive  
Salisbury, MD 21804  
Hosted by Dealer Tony Couto  
(410) 860-1813  
Please call ahead and make  
reservations.

• March 23 - Friday  
• April 27 - 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

• March 23 - Friday  
• April 27 - Friday  
Meeting - 7 p.m.  
**GRONER RESIDENCE**  
9208 Todd Ave.  
Fort Howard, MD 21052  
Hosted by Account Direct  
Harvey Groner  
(410) 477-8255

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

• March 23 - Friday  
• April 27 - Friday  
Meeting - 7:30 p.m.  
**AL SMITH AUTOMOTIVE**  
3228 E Joppa Rd.  
Baltimore, MD 21234  
Hosted by Premiere Direct Jobber  
Al Smith (410) 882-9696  
Al@SynLubes.com  
Reservations Required

#### MASSACHUSETTS

• March 17 - Saturday  
• April 21 - Saturday  
Meeting - 9 a.m.  
**DUMAS RESIDENCE**  
201 Hayden-Rowe St.  
Hopkinton, MA 01748

Hosted by Dealer Bob Dumas  
(888) 499-9933 Please R.S.V.P.  
Coffee and doughnuts served.

#### MICHIGAN

• March 19 - Monday  
• April 16 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
**KIRBY RESIDENCE**  
644 Shady Maple Dr.  
Wixom, MI 48393  
Hosted by Premiere Direct Jobber Tom  
Kirby (248) 669-9093  
Refreshments served, RSVP required.

• March 5 - Monday  
• April 2 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
**ELLIS RESIDENCE**  
61653 Miriam Dr  
Washington, MI 48094  
Hosted by Master Direct Jobber  
Mike Ellis  
Please RSVP at (810) 781-5092 or  
(810) 918-1578

#### MINNESOTA

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

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

• March 22 - Thursday  
• April 26 - Thursday  
Meeting - 7:30 p.m.  
**SCHWARZ RESIDENCE**  
645 Lakewood Drive  
Hutchinson, MN 55350  
Hosted by Dealers Ron & Pearl Schwarz  
(320) 587-8598

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

#### MISSISSIPPI

• March 22 - Thursday  
• April 26 - Thursday  
Meeting - 11:30 a.m.  
**Ryan's Steak House**  
2400 Beach Dr.  
Gulfport, MS 39507  
Hosted by Dealer Jim Day  
(228) 388-4325  
RSVP/Guest Welcome  
jwdandy2000@yahoo.com

#### MISSOURI

#### MONTANA

None Scheduled

#### NEBRASKA

• March 10 - Saturday  
• April 14 - Saturday  
Meeting/Open House - 1 to 9 p.m.  
**Hampton inn**  
10728 L Street. & 108th Ave.  
Omaha, NE 68127  
Hosted by Dealer Craig Lowell  
(402) 578-8420  
RSVP/Guest Welcome  
internationallubricationlimited@aol.com

#### NEVADA

• March 1 - Thursday  
• April 5 - Thursday  
Meeting - 6:30 to 8 p.m.  
**AMSOIL Product Center**  
4545 N. Lamb Blvd., Suite D  
Las Vegas, NV  
Hosted by Premiere Direct Jobber  
Bob Kaytes and Regency Platinum Direct  
Jobber Shirley Green  
(702) 362-4492



**NEW HAMPSHIRE  
NEW JERSEY**  
None Scheduled

**NEW MEXICO**

• March 27 - Tuesday  
• April 24 - Tuesday  
Meeting - 7:30 p.m.  
**GREENBERG RESIDENCE**  
1537 Bryn Mawr NE  
Albuquerque, NM 87106  
Hosted by Master Direct Jobbers  
Paul and Nancy Greenberg  
(505) 255-2137  
fax (505) 232-8330  
NMOilman@aol.com

**NEW YORK**

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

• March 21 - Wednesday  
• April 18 - Wednesday  
Meeting - 7:30 p.m.  
Syracuse area -  
Please call ahead for specific location.

Hosted by Direct Jobber Peter Fimerty  
(315) 682-9791

• March 21 - Wednesday  
• April 18 - Wednesday  
Meeting - 7:30 p.m.  
Newark, NY  
Please call ahead for specific location.  
Hosted by Dealer Brad Timerson  
(315) 331-7110

**NORTH CAROLINA**

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

• March 8 - Thursday  
• April 12 - Thursday  
Meeting - 7:30 p.m.  
**FOREIGN PARTS CENTRE**  
2032 Spring Road  
Hickory, NC 28601  
Hosted by Account Direct Larry  
Mallonee and Dealer Jack Hoskins  
(704) 327-7844 or (704) 322-9312  
All Dealers welcome, please call  
Larry first.

• March 8 - Thursday  
• April 12 - Thursday  
Meeting - 7 p.m.  
**BURNELL RESIDENCE**  
9424 Springdale Drive  
Raleigh, NC 27613  
Hosted by Direct Jobbers  
Chuck and Judi Burnell  
(919) 870-9633  
Please call first.

**NORTH DAKOTA**  
None Scheduled

**OHIO**

• March - Every Wednesday  
• April - Every Wednesday  
Meeting - 6 p.m. (training)  
Meeting - 8 p.m. (opportunity)  
**FABJANIC RESIDENCE**  
561 Loomis Avenue  
Cuyahoga Fall, OH 44221  
Hosted by Dealers  
Paul & Coralie Fabjanic  
(216) 928-8863 or 800-874-4827

• March 10 - Saturday  
• April 14 - Saturday  
Meeting - 1 to 4 p.m.  
**LACKORE RESIDENCE**

1900 George Ave.  
Brunswick, OH 44212  
Hosted by Executive Direct Jobber  
Calvin Lackore (800) 798-9777

• March 4 - Sunday  
• April 1 - Sunday  
Meeting - 1 p.m.  
**MERRITT RESIDENCE**  
650 State Route 131  
Fayetteville, OH 45718  
Hosted by Dealers  
Gordon and Sara Merritt  
(937) 288-2568

• February - 8, 22 Tuesday  
• April 10, 24 Tuesday  
Meeting - 7 p.m.  
DenaTo's Pizza on  
Broadway  
Grove City, OH 43123  
Hosted by Direct Jobber Brad White  
(800) 871-5921

**OKLAHOMA**

• March 3 - Saturday  
• April 7 - Saturday  
Meeting - 9 to 11 a.m.  
Golden Corral  
9711 E. 71 Street  
Tulsa, OK  
Hosted by Dealer Gary Boatman  
and Regency Gold Direct Jobber  
Patrick Grady  
(918) 258-6979 \*Pat  
(918) 744-4430 \*Gary

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

**OREGON**

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

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

**PENNSYLVANIA**

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

**RHODE ISLAND**  
None Scheduled

**SOUTH CAROLINA**

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

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

**SOUTH DAKOTA**  
None Scheduled

**TENNESSEE**

• March 20 - Tuesday  
• April 17 - Tuesday  
Meeting 7 p.m. info 8 p.m.  
opportunity  
**DW WILSON CENTER**  
Tullahoma, TN  
Hosted by Dealer Nelson Gill  
(931) 231-9561

**TEXAS**

• March 20 - Tuesday  
• April 17 - Tuesday  
Meeting - 7 p.m.  
**WARD RESIDENCE**  
310 S. Grove Road  
Richardson, TX 75081  
Hosted by Direct Jobbers  
Ronald & Sandra Ward  
(972) 231-0773  
e-mail: oilmandj@home.com

• March 1 - Thursday  
• April - No Meeting  
Meeting - 7:30 to 9 p.m.  
**SHALIN RESIDENCE**  
544 Clew Court  
Azle, TX 76020  
Hosted by Regency Direct Jobbers  
Tom and Sheila Shalin  
(817) 444-9522

• March 15 - Thursday  
• April 19 - Thursday  
Meeting - 7:30 p.m.  
**WEIL RESIDENCE**  
2521 Cherry Blossom Lane  
Bedford, TX 76021  
Hosted by Account Direct  
Bob Weil (817) 545-5257

**UTAH**

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

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

**VERMONT**

**NONE SCHEDULED**

**VIRGINIA**  
• March 26 - Monday  
"Presentation & Opportunity"  
• March 31 - Saturday  
"How to use the retail-on-the-shelf  
program"  
• April 23 - Monday  
"Presentation"  
• April 28 - Saturday  
"How to use retail"  
Saturday meetings: 10 a.m. to  
noon; Monday meetings 7 to 9 p.m.

**REID RESIDENCE**  
14600 Cornwall Lane  
Chester, VA 23831  
Hosted by Regency Gold Direct  
Jobbers Gerry & Patricia Reid  
(804) 530-1400, (804) 530-0179  
Fax reidgt@home.com

• March 12, 26 - Monday  
• April 9, 23 - Monday  
Meeting - 7:30 p.m.  
**STANCIL RESIDENCE**  
240 N. Oceana Blvd.  
Virginia Beach, VA 23454  
Hosted by Regency Direct Jobbers  
Bill & Barbara Stancil  
(804) 428-6049

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

• March 6 - Tuesday  
• April 3 - Tuesday  
Meeting - 7:30 p.m.  
**PESZKO RESIDENCE**  
4503 Southampton Arch  
Portsmouth, VA 23703  
Hosted by Regency Direct Jobbers  
Raymond & Karen Peszko  
(804) 484-9491

• March 13 - Tuesday  
• April 10 - Tuesday  
Meeting - 7 p.m.  
**DAYS INN RESTAURANT**  
5500 Williamsburg Rd.  
Sandston, VA  
Hosted by Account Directs Roger  
Riggle and Mel Pipgras  
(804) 737-9231 or (804) 737-4874

**WASHINGTON**

• March 19 - Monday  
• April 16 - Monday  
Meeting - 7:30 p.m.  
**GASPER'S SHOP SERVICE  
CENTER**  
1103-A River Road  
Puyallup, WA 98003  
Hosted by Premiere Direct Jobbers  
Cliff and Lorna Gasper  
(206) 864-7618, or (877) 633-7618  
Everyone Welcome

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

• March 8 - Thursday  
• April 12 - Thursday  
Meeting - 7 p.m.  
**WALSH RESIDENCE**  
2220 South Castle Way  
Lynnwood, WA 98036  
Hosted by Executive Direct Jobbers  
Tom & Shirley Walsh  
(425) 483-2582

• March 13 - Tuesday  
• April 10 - Tuesday  
Meeting - 7 p.m.  
**PRUKOP RESIDENCE**  
10306 86th Avenue East  
Puyallup, WA 98373  
Hosted by Direct Jobbers Raymond &  
Patsy Prukop  
(206) 845-9755 / 800-267-6450  
Everyone Welcome!

• March 15 - Thursday  
• April 19 - Thursday  
Meetings - 7:30 p.m.  
**SUPER 8 MOTEL**  
3100 S. 192  
Seatac, WA 98002  
Hosted by Regency Platinum Directs  
Leonard & Eunice Pearson  
(253) 939-8401 Guests Welcome!

**WEST VIRGINIA**  
None Scheduled

**WISCONSIN**

• March 22 - Thursday  
• April 19 - Thursday  
Meeting - 7:30 p.m.  
**SEL-AMSOIL Academy**  
1201 Clough Ave.  
Superior, WI 54880  
Hosted by 4-Star Regency Platinum  
Direct Jobbers Bill & Doina Durand  
Refreshments Served  
(715) 392-4006 Guests Welcome!

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

• March 10, 24 - Saturday  
• April 14, 28 - Saturday  
Meeting - 1 to 3 p.m.  
**VILLERS RESIDENCE**  
2600 W. High St.  
Racine, WI 53404  
Hosted by Regency Direct Jobber  
Edie Villers (414) 637-2726

**WYOMING**  
None Scheduled

**INTERNATIONAL**

**ALBERTA  
BRITISH COLUMBIA  
MANITOBA**  
None Scheduled

**NEW BRUNSWICK**

• March 19 - Monday  
• April 16 - Monday  
• May 21 - Monday  
Meeting - 7:30 p.m.  
**McLAUGHLIN RESIDENCE**  
9 Pinder Road  
Riverview, NB E1B 3Z2  
Hosted by Account Direct  
Wayne McLaughlin and  
Dealer Wendell Steeves  
(506) 386-2896/(506) 387-3197  
Everyone Welcome

**NEWFOUNDLAND  
NOVA SCOTIA**  
None Scheduled

**ONTARIO**

• March 29 Thursday  
• April 26 Thursday  
• May 31 Thursday  
Meeting - 6 to 8 p.m.  
**AMSOIL DISTRIBUTION  
CENTER**  
6625 Tomken Rd.  
Units 12-14  
Mississauga, ON L5T-2C2  
Hosted by Premiere Direct Jobber  
Rob Hilditch and local Dealers  
(905) 564-7770

**PRINCE EDWARD  
ISLAND**

**PUERTO RICO  
QUEBEC**

**SASKATCHEWAN**  
None Scheduled

**NEW ZEALAND**

• April 2 - Monday  
• May 7 - Monday  
Meeting - 6:30 to 9 p.m.  
**AMSOIL DISTRIBUTION  
CENTER**  
3/1 Binsted Rd, New Lynn  
Auckland  
Auckland, NZ  
Hosted by Premiere Direct Jobber  
John Gurney  
Phone (021) 936-091  
Fax (021) 636-094  
synoil@dangerousbrothers.com  
Fee: \$10

• March 5 - Monday  
Meeting - 7:30 to 9 p.m.  
**ULYSSES MOTORCYCLE  
CLUB**  
19a Rimu St.  
Wanganui, NZ  
Hosted by Dealer Brian Thorley and  
Premiere Direct Jobber John Gurney  
Phone (021) 936-091  
Fax (021) 636-094  
synoil@dangerousbrothers.com  
Open to club members and AMSOIL  
Dealers

# AMSOIL CENTERLINES ...and updates



## NEW COFFEE MUGS

The new 10-ounce hot/cold thermal mugs feature AMSOIL Motor Oils in two styles with custom label colors. Non-breakable and dishwasher-safe.

Stock #		U.S.	CANADA
G-1668	10W-30 mug	3.95	6.50
G-1669	15W-40 mug	3.95	6.50



## NEW TEAM AMSOIL RACE BANNER

8' X 4' banner with four metal grommets and four 5' ropes for attachment. Made of 10-oz. vinyl for indoor/outdoor use.

Stock #	U.S.	CANADA
G-1461	69.95	115.00

## NEW TEAM AMSOIL RACE DECALS

The new 4.25", 7.25" and 12" full color Team AMSOIL race decals leave a definite impression wherever you decide to display them.



Stock#	Description	Qty.	U.S.	CANADA
G-1442	Racing Decal (4.25")	10	6.50	10.75
G-1443	Racing Decal (7.25")	10	8.00	13.00
G-1444	Racing Decal (12")	5	6.00	9.95



## NEW AMSOIL SOFT SIDE ATTACHÉ

For your business needs, you can rely on this expandable multi-pocketed attaché to carry what you need. Features include zippered bottom that expands to 6", one main compartment, two



Stock #	U.S.	CAN
G-1647	26.95	43.50

slip pockets, two zippered pockets, accessory pockets and one exterior zippered pocket. Also includes key ring and detachable/adjustable shoulder strap. Made of durable polyester.

## AMSOIL TESTIMONIALS

Do you, any members of your downline or customers have a positive story related to the use of an AMSOIL product? AMSOIL would like to hear from you. Write a description of the experience and send it to the AMSOIL Sales Promotions Department (c/o Testimonials), or go to the AMSOIL website at [www.amsoil.com](http://www.amsoil.com) and send the testimonial through the "Satisfied Customers" section. Testimonials accompanied by pictures are preferred, as they may be used for publication in the *Action News*, *Direct Line*, *Service Line* and/or website. A free 20" AMSOIL decal will be sent for every testimonial used in a publication. If you are sending a digital picture, e-mail it through the "Satisfied Customers" section and be sure to send the highest resolution picture you can (Scanned pictures should be 300 pixels per inch or higher).



Stock #	U.S.	CANADA
G-1609	28.00	45.00

## AMSOIL FLAG

Full color 2x3 AMSOIL Flag includes two grommets for attachment. Perfect for flying or hanging at shows.



## NEW PENNANT FLAGS

Pennant strings are 30' long with 5' tie leads on each end. They are one-sided and can be used at trade shows and other events to enclose or rope-off an area. Also used on walls and other areas for advertising. Call 1-800-777-7094 to order.

Stock #	U.S.	CAN
G-1648	18.00	29.00

## NEW AMSOIL MONEY CLIP

The new AMSOIL Money Clip features beautiful 14kt gold plating, with AMSOIL logo on one side and A.J. Amatuzio signature on the other.



Stock #	U.S.	CAN
G-1666	14.95	24.50

## PACKAGING CHANGE

The packaging of the Powershift Transmission Fluid (CTL) has been changed from 5-gallon pails to twin packs.

## HASTINGS FILTER PRICE ADJUSTMENT

Price adjustments for Hastings Filters will be effective April 1, 2001.

## CLOTHING CATALOG BROCHURE PRICES

Prices for the new AMSOIL Clothing Catalog (inserted in this issue of the *Action News*).

Call 1-800-777-7094 to order.

Stock #	U.S.	CAN
G-1650	.80	1.30

## SALES TAX RATE

Effective immediately, the State Sales and Use Tax rate for Colorado will decrease from 3.8 percent to 3.7 percent.

## COMPUTERIZE YOUR BUSINESS

Enter the world of e-commerce and reach new customers by ordering your own AMSOIL Dealership website. AMSOIL offers Dealers a choice of three different websites:

### Package 13 \$9.95/month

Monthly hosting fee for Dealer Website. This package assigns you a website address under the domain [www.lubedealers.com/yourdealersname](http://www.lubedealers.com/yourdealersname). Dealers will have access to the website to make any modifications, and will be allowed up to 5MB of space on the server to add text and graphics.

### Package 14 \$14.95/month

Monthly hosting fee for Dealer Website. This package assigns you a website address under the domain [www.yourdealersname.com](http://www.yourdealersname.com). Dealers will have access to the website to make any modifications, and will be allowed up to 10MB of space on the server to add text and graphics.

### Basic Dealer Website \$30/1st year, \$20/yearly renewal

Displays your name, address, phone and fax numbers and e-mail address. Renewals will be automatically billed on your monthly statement.

## NEW WEBSITE FEATURES

Be sure to keep checking the "Satisfied Customers," "Checkered Flag" and "Frequently Asked Questions" sections of the AMSOIL corporate website at [www.amsoil.com](http://www.amsoil.com). The "Satisfied Customers" section highlights testimonials sent to AMSOIL by satisfied AMSOIL users, the "Checkered Flag" features the latest racing highlights of the AMSOIL Snocross Team, Supercross/Motocross Team, Taurus the Bull and Dealer sponsored racers and the "Frequently Asked Questions" section features corporate responses to popular Dealer and customer questions.

# SUPERSHIFT

## RACING TRANSMISSION FLUID

Dealer and Preferred Customer Pricing



Stock No.	Qty.	Comm. Credits	U.S.	Canada
ART-QT	1 qt	4.10	5.50	8.85
ART-01	12 qt	49.20	63.00	101.40
G-1646	(25) ART Data Bulletins		2.50	4.00

**Call 1-800-777-7094 to order.**

# SHOCK THERAPY

## SUSPENSION FLUID

Dealer and Preferred Customer Pricing



Stock No.		Comm. Credits	Qty.	U.S.	Canada
STL-QT	(lightweight grade)	4.55	1 qt	6.35	10.25
STL-01	(lightweight grade)	54.60	12 qt	72.60	117.00
STM-QT	(medium grade)	4.30	1 qt	6.00	9.65
STM-01	(medium grade)	51.60	12 qt	68.40	110.40
G-1663	Shock Oil Data Bulletins		25	2.50	4.00



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

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