

AMSOIL

ACTION NEWS

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The First in Synthetics

MARCH 2003

New 10W-40 Completes XL-7500 Series



TIME IS RUNNING OUT

Registration
Form Included
in This Action News

AMSOIL

30th Anniversary International Convention
July 17-19, 2003

Register Before April 1, 2003 and Save \$15

Registration Cost (U.S. Funds) Until April 1, 2003 \$110.00 After April 1, 2003 \$125.00

From the President's Desk...



This has been a brutal winter here in the Northland. Sub-zero temperatures have been the norm almost every night, and daytime temps don't warm up much past the single digits. In weather like this, it's not difficult to sell people on the cold-temperature benefits of using AMSOIL Synthetic Lubricants. The alternative can be equipment that won't start, tow truck costs, frustration and inconvenience.

A business associate of mine was discussing the miserable weather with a couple of friends over lunch recently and mentioned that he was not concerned about his car starting in these cold temperatures because he used AMSOIL Synthetic Motor Oil. Interestingly enough, one of the two friends at the table chimed right in and started giving the other lunchmate an unsolicited commercial about AMSOIL Motor Oils.

He explained that he started using AMSOIL Motor Oil because, as a salesman on the road all the time, he put tens of thousands of miles on his car every year. He was changing oil every three thousand miles and it was not only expensive, but very time consuming. With AMSOIL, he changed oil just once a year and didn't worry about it. It was definitely the convenience of AMSOIL that originally sold him.

But then he related that he and his wife had driven down to Minneapolis for the weekend a couple of winters ago during what turned out to be an extremely cold arctic blast. When he looked out his motel window the next morning, he thought he might be in trouble. It was obviously very, very cold and the parking lot was full of cars with the hoods up waiting to be jump-started. He had never had trouble starting his car since switching to AMSOIL, but it had never sat out all night in such cold temperatures and high winds.

When he finally got out to his car, he climbed in, turned the key, and it started right up. He said besides

all the other benefits of using AMSOIL, that experience alone made using it worthwhile. He also liked the fact that he knew his car was delivering the best fuel economy possible with AMSOIL in the crankcase. The long and short of this lunch was that by the time it was over, the guy who wasn't using AMSOIL was asking where he might get some.

So even though it's cold up here in the Northland, I don't complain. Like all temperature extremes a motorist might experience, cold weather sells our oil!

Isn't it wonderful when people have such good experiences with our products that they actually sell them for us? There truly is no better advertisement than a good testimonial. Our company has been built on just that kind of word-of-mouth advertising from satisfied customers. It's a real tribute to the quality of the products we make and sell.

Despite the cold temperatures we're experiencing here now, I am beginning to think about this coming summer and our 30th Anniversary Convention to be held here in July. Registrations are coming in daily, and we are already busy here at the home office planning what is certain to be an exciting, fun, and educational event for every Dealer who attends.

This and past issues of *Action News* have highlighted some of our plans for our coming celebration of thirty years in business. I won't get into details here. We have had some wonderful conventions in past years, and I know that this one will surpass them all in quality and content. As always, it will be a first-class event.

Being in this business together is like being in a big family. The AMSOIL family. We all have things in common. We all have experienced similar concerns, similar challenges, similar successes. Being able to share and network with friends and fellow members of our AMSOIL family at an international convention like our 30th is worth the price of admission alone. The ideas and insights we get from fellow Dealers can prove priceless!

On a personal note, your being here on convention weekend is most important to me. This is my chance to meet and greet Dealers and Direct Jobbers I don't see all that often. I also appreciate the opportunity to get introduced to our new Dealers. You are the future of our business, and I look forward to getting to know you. So, having you all here with us is what this convention is really about. That's what is going to make this event a success!

So yes, right now it's cold outside my office window. Very cold. But even though our winters might seem a bit inhospitable, summers in northern Minnesota are very, very pleasant. Tens of thousands of tourists visit us every summer for that very reason. Many of our Dealers plan their vacations around our convention. There are plenty of attractions for you to enjoy in and around Duluth/Superior before and after the convention, and we guarantee you a top-notch convention weekend experience!

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

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

DEALERS IN ACTION!

Legends Race Driver Wins With AMSOIL Lubes

Modified legends race car driver Tim Curtis, Winston-Salem, N.C. learned the value of AMSOIL products through experience on the track.

His first season of driving on the INEX legends circuit in 1998 was a long one, with lots of engine problems. He decided to see what AMSOIL products could do to improve durability and performance in his 5/8 scale legends race car.

"I tried every other oil under the sun that first season," Curtis said. "These cars run hot with the

"When you talk about performance enhancement from lubrication . . . the savvy guys will listen to you. Mainly what racers want is protection of their investment, and AMSOIL products deliver both protection and performance."

AMSOIL DEALER Tim Curtis

Yamaha 1200 air-cooled engine and no matter what I used or how often I changed it, it still smelled burned when it came out. The season ended with an expensive blowup. I started doing research on oils and found the performance characteristics of AMSOIL very intriguing, and the hype from loyal users was too much to ignore, so I bought a case to try out."

The results spoke for themselves, he said. The engine ran cooler and didn't seem to bleed power when it got hot. The next season's engine lasted the entire year and upon rebuild looked great, with reduced wear.

Curtis signed up as an AMSOIL Dealer in 2000 and took his testimony to the track. "My AMSOIL business continues to grow," he said.

The legends car is AMSOIL-equipped from front to back with Series 2000 20W-50 Racing Oil in the engine, a Super Duty Oil Filter, synthetic Heavy-Duty Grease protecting the wheel bearings, suspension ball-joints and steering box, AMSOIL 80W-90 Gear Lube in the differential, and all of the rod-ends lubricated with AMSOIL MP Metal Protector.

The fiberglass body components are kept show-room clean and shiny with Miracle Wash and after a long night at the track, the crew cleans up with BriteSide Heavy Duty Scrub hand cleaner.

It doesn't end there. The 1999 Ford Expedition tow vehicle also is fully AMSOIL-equipped. It got a dose of AMSOIL Engine Flush when he bought it two years ago with 25,000 miles on the engine. "It is running strong as ever with 77,000 miles, pulling a 6,000-pound trailer in the 95-degree Carolina summer heat," Curtis said. He runs AMSOIL 5W-30 Motor Oil in the



ON THE TRACK – AMSOIL Dealer Tim Curtis of Salem-Winston, N.C. has added several wins to his legends PRO division record since he started using AMSOIL motor oils and other products.

engine, uses a Super Duty SDF-11 Oil Filter, and AMSOIL Universal ATF in the transmission. "I use the same in my wife Connie's 2001 Honda Odyssey," Curtis said. "The door hinges on my trailer also get a shot of AMSOIL MP Heavy Duty Metal Protector. I also use AMSOIL 100:1 2-Cycle Pre-Mix in my mowers and trimmers."

In 2002, with two cars and sponsorship from his Direct Jobbers, Gary and Sandra Newport also of Winston Salem, N.C., Curtis has collected several wins and finished an impressive top 10 PRO division N.C. state points championship for oval track legends, and a top 5 in PRO division N.C. state points championship for road course legends. He also sponsors a limited late model team at his home track, Caraway Speedway near Asheboro, N.C.

"It's great to have a product you can rely on and believe in," Curtis said. "When you talk about performance enhancement from lubrication you may get some funny looks, but the savvy guys will listen to you. Mainly what racers want is protection of their investment and AMSOIL products deliver both protection and performance."

MONTHLY LE



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



**LaDonna Harrison &
 LaVel Rude**
Minnesota
 ★★★★★Regency Platinum
 Direct Jobbers
 Second—Total Organization



Members, Leadership Council
Mark and Sherree Schell
Idaho
 ★★Regency Platinum Direct
 Jobbers
 Third—Total Organization
 Second—Personal Group Sales
 Eighth—New Qualified
 Dealers and Accounts



Leonard and Eunice Pearson
Washington
 ★Regency Platinum Direct
 Jobbers
 Fourth—Total Organization



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



George and Shirley Douglas
Florida
 Regency Gold Direct Jobbers
 Ninth—Total Organization
 Eighth—Personal Group Sales



Dave M. Mann
Michigan
 Regency Silver Direct Jobber
 Tenth—Total Organization
 Third—Personal Group Sales
FIRST—New Qualified
 Dealers and Accounts



Daniel and Judy Watson
Florida
 Regency Gold Direct
 Jobbers
 Sixth—Personal Group
 Sales
 Ninth—New Qualified
 Dealers and Accounts



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



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



Michael J. Mathe
Michigan
 Premiere Direct Jobber
 Third—New Qualified Dealers
 and Accounts



Greg Landuyt
Indiana
 Executive Direct Jobber
 Fifth—New Qualified Dealers
 and Accounts

ADERS

December
2002

HALL OF FAME



Member, Leadership Council

Ora Mae Boardman
Virginia
Regency Platinum Direct
Jobber
Fifth—Total Organization



Members, Leadership Council

William and Judith Shirk
Maine
Regency Platinum Direct
Jobbers
Sixth—Total Organization
Fifth—Personal Group Sales



Members, Leadership Council

Gerry and Patricia Reid
Virginia
Regency Gold Direct Jobbers
Seventh—Total Organization
Fourth—Personal Group Sales
*Fourth—New Qualified Dealers
and Accounts*



Michael H. Ellis
Michigan
Regency Gold Direct Jobber
*Seventh—Personal Group
Sales*
*Fourth—Commercial and
Retail Marketing*



Thomas and Sheila Shalin
Texas
Regency Silver Direct Jobbers
Tenth—Personal Group Sales
*Second—New Qualified
Dealers and Accounts*



David M. Richardson
Ohio
Direct Jobber
FIRST—*Commercial and
Retail Marketing*



Robert and Jean Johnson
New Hampshire
Executive Direct Jobbers
*Sixth—New Qualified Dealers
and Accounts*



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



**Michael and Eileen
Kaufman**
Michigan
Executive Direct Jobbers
*Tenth—New Qualified
Dealers and Accounts*

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



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



Shirley Green,
Regency Platinum



Dorothy Hansen,
Regency Platinum



**Harold and Marcile
Hartman,**
Regency Platinum

HIGHER LEVELS OF

REGENCY SILVER DIRECT JOBBER



Dave M. Mann
Michigan

MASTER DIRECT JOBBER



Peter Lotito
New York

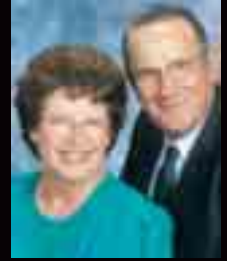
EXECUTIVE DIRECT JOBBERS



Donald & Ida Gray
Colorado



Steven Hanson
Minnesota



Kenneth & Lorna
Kerkman
Wisconsin

PREMIERE DIRECT JOBBERS



Jimmie & Helen Blanton
Texas



Robert & Lorraine Feenstra
Michigan



Michael J. Mathe
Michigan

2500 Level Honors 2500 monthly commission credits 25 Dealers sponsored

Robert F. Macdonald, Ontario Sponsor: Rob Hilditch

2000 Level Honors 2000 monthly commission credits 20 Dealers sponsored

Dewey and Carol Eaton, Oklahoma Sponsors: Robert and D. Louise Colvin

1500 Level Honors 1500 monthly commission credits 15 Dealers sponsored

Curtis K. Brilz, California Sponsors: Charles and Linda Evans

Ermilo and Mary Garcia, Idaho Sponsors: Charles and Connie McGuffey

Charles and Harlowe Kittle, California Sponsors: Kenneth and Linda Klein

1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

Guy and Venus Baldwin, Pennsylvania Sponsors: Wesley and Marla Stauffer

Ron K. Humphrey, New Mexico Sponsor: Dave M. Mann

NEW DIRECT DEALERS



Edwin J. Bradt
Florida
Sponsor: Warren A. Bower
Direct Jobber: Elmarie B. Paananen



Ronald & Virgie Jones
Virginia
Sponsors: Bernard & Jean Miller
Direct Jobbers:
A.R. & Betty Novotny



Paul M. Sands
Colorado
Sponsors: Leo & Annie Welch
Direct Jobbers: Leo & Annie
Welch



Mylo Twingstrom
Minnesota
Sponsors: Michael and Lori Gorecki
Direct Jobbers: Michael and Lori Gorecki

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

- William Bune**, *Minnesota* Sponsor: William L. Brown
Chuck C. Campbell, *Minnesota* Sponsor: Eric W. Dalgaard
Emmett E. Crocker, *Texas* Sponsor: Francis H. Hope Jr.
Carl and Candace Ingerham, *New York* Sponsor: Guy R. Fox
Ernest and Delores Jauert, *Wisconsin* Sponsor: Edie Villers
Rodney and Pauline Schrank, *Missouri* Sponsor: David R. Schrank
Vernon and Vera Strand, *Washington* Sponsors: Leonard and Eunice Pearson
H. Kent Sundling, *Colorado* Sponsors: Michael and Eileen Kaufman

300 Level Honors 300 monthly commission credits 3 Dealers sponsored

- Ernest and Arlene Brewer**, *Virginia* Sponsor: Paul Zaccardi
Paul and Irmgard Coords, *Arkansas* Sponsor: Shirley Green
Michael J. Drews, *Minnesota* Sponsor: Ladonna Harrison and LaVel Rude
Norman and Tonja Ellis, *Idaho* Sponsors: Frank and Norma Hinckley
Juan Garcia, *Puerto Rico* Sponsors: Juan and Edith Gonzalez
Robert and Kim Holub, *Minnesota* Sponsor: Michael J. Drews
Daniel Jacob, *Michigan* Sponsors: Michael and Carolyn Barber
David L.R. Kaltenberg, *California* Sponsors: Larry and Kathleen Gray
Jose Lugo, *Puerto Rico* Sponsors: Juan and Edith Gonzalez
Anthony Mathias, *Michigan* Sponsor: Walt Patterson
Steven J. Pogorelc, *Minnesota* Sponsor: Roger Pogorelc
Lonnie and Quannah Sippel, *Idaho* Sponsors: P.J. and Carl Tanner
Douglas and Lynda Splan, *Ontario* Sponsors: Donald and Carol Stefanik
Marilyn J. Trombley, *British Columbia* Sponsors: K.E. Browns
Michael and Denise Wolber, *Texas* Sponsors: Bruce and Kristine Stew

New 10W-40 Completes XL-7500 Lineup

AMSOIL XL-7500 Synthetic Motor Oils are formulated to provide outstanding wear protection and increased power, fuel economy and performance for 7,500 miles or six months of service. Because they are API-certified and eliminate consumers' warranty concerns, XL-7500 motor oils are the oils of choice in the quick lube market.

The introduction of AMSOIL XL-7500 10W-40 Synthetic Motor Oil (XLO) rounds out the XL-7500 line, which now includes 5W-20, 5W-30, 10W-30 and 10W-40 viscosity grades. XL-7500 10W-40 provides outstanding protection, performance and fuel economy in all vehicles calling for a 10W-40 viscosity grade, including trucks, motor homes and older vehicles.

AMSOIL XL-7500 10W-40 Synthetic Motor Oil is excellent for introducing customers to the benefits of synthetics. Consumers are bombarded with propaganda supporting 3,000-mile drain intervals and may initially be reluctant to take advantage of the 25,000 mile intervals offered by the other AMSOIL motor oils. With a 7,500-mile drain interval, customers can feel more at ease, and when they realize the extraordinary benefits offered by XL-7500 10W-40, many are more open to stepping up to the longer drain intervals offered by the other AMSOIL motor oils.

AMSOIL XL-7500 10W-40 Synthetic Motor Oil (XLO)

- Provides 7,500 miles/six months of service
- API SL certified
- Ideal for the retail oil change market
- Highly resistant to oil consumption
- Maintains protective viscosity throughout service life
- Dependable performance in temperature extremes
- Increased fuel efficiency

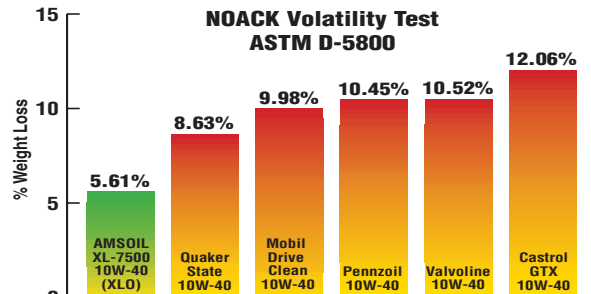
AMSOIL XL-7500 10W-40 Synthetic Motor Oil replaces AMSOIL 10W-40 Synthetic Blend Motor Oil (PMO), which has been discontinued.

Note: The GF-3 trademark, as seen on the XL-7500 5W-20, 5W-30 and 10W-30 labels, does not apply to 10W-40 viscosity grades. The API donut appears on the back of the 10W-40 bottle.

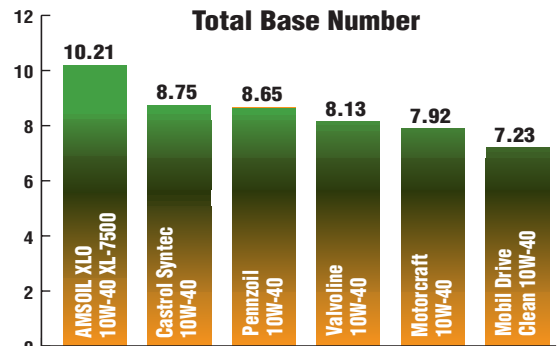
SAE 10W-40 XL-7500 Synthetic Motor Oil

Stock No.	Pkg/Size	CC's	Dealer Cost	Sugg. Retail
XLO-QT	(1) quart	2.80	3.95	5.20
XLO-01	(12) quarts	33.60	45.00	61.20
XLO-30	30-gal. drum	262.00	413.00	510.00
XLO-55	55-gal. drum	434.00	746.00	901.00

Call 1-800-777-7094 to order.



AMSOIL XL-7500 10W-40 Synthetic Motor Oil (XLO) is highly resistant to vaporization, reducing oil consumption, improving fuel economy and maximizing engine protection.



The higher a motor oil's Total Base Number (TBN), the more effective it is reducing the corrosive effects of acids over extended drain intervals.



Diesel Oil Viscosity Grade Has Significant Impact on Fuel Economy

Diesel fuel is a major expense for fleets across the country, accounting for up to 50 percent of total operating costs. Therefore, reducing fuel consumption is key to increasing operating profits. Improving fuel economy is also a top priority for truck manufacturers in response to government regulations to lower exhaust emissions.

In order for a vehicle to maximize fuel efficiency, frictional losses in the engine must be cut to a minimum. Fuel economy improves when more energy goes to propelling the vehicle and less energy is used overcoming mechanical friction in the engine, including oil film resistance between moving parts. Friction reduction must be maintained throughout changes in speed, pressure, shear stress, contact geometry and temperature.

In passenger vehicles, significant frictional loss occurs in the valvetrain. Oils formulated with friction modifiers play an important role in improving fuel economy by reducing boundary friction. However, frictional losses in the valvetrains of heavy-duty diesel engines are much less consequential. Instead, most frictional loss occurs in the piston assembly and bearings, which usually operate under full film and mixed hydrodynamic lubrication conditions where rubbing surfaces are separated by an oil film.

The viscosity grade of diesel lubricants has a profound impact on friction and fuel consumption in heavy-duty diesel engines. Higher viscosity oils provide adequate wear protection, but create increased resistance to movement and higher frictional losses. Lower viscosity oils reduce frictional losses, but unless they're formulated with the right additive packages, they may not be able to provide adequate wear protection, especially in high soot conditions.

High-temperature/high-shear (HT/HS) viscosity ratings, indicating changes in motor oil viscosity in high temperature and shear conditions, is also important in the areas of fuel economy and wear protection. In general, the lower the HT/HS rating, the better the fuel efficiency. However, if it's too low, wear protection is compromised. Today's premium synthetic base

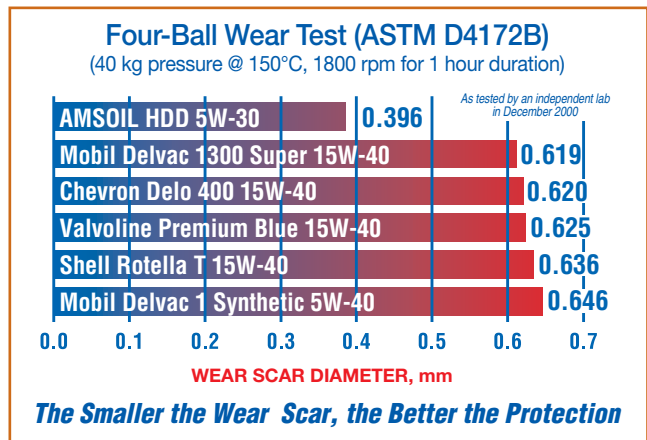
stocks and high-quality additives allow diesel oil formulators to blend low viscosity lubricants that offer optimum HT/HS viscosities, excellent wear protection and maximum fuel efficiency.

Recent laboratory bench tests from Infineum show synthetic SAE 5W-30 heavy-duty diesel lubricants provide significant increases in fuel economy over SAE 15W-40 Group II reference oils in both steady state (motorway) and transient (city) driving conditions.

The level of fuel economy improvement when using a lower viscosity lubricant depends on such factors as engine design, operating conditions, drive cycle and fuel quality. However, even modest gains in fuel efficiency are invaluable to fleet operators looking to cut expenses and increase profits.

Formulated with top-of-the-line synthetic base stocks and a robust additive package, AMSOIL Series 3000 Synthetic 5W-30 Heavy-Duty Diesel Oil (HDD) provides maximum fuel efficiency and wear protection for extended drain intervals. In fact, independent laboratory testing shows AMSOIL HDD, combined with AMSOIL synthetics in the drivetrain, provides up to 8.2 percent improved fuel efficiency.

AMSOIL Series 3000 Synthetic 5W-30 Heavy-Duty Diesel Oil (HDD) meets the latest API CI-4 diesel oil specification.



Racing Into the Future

July 17-19, 2003

The AMSOIL 30th Anniversary International Convention

Duluth Entertainment and Convention Center

Earn Chances to "Wheel and Deal" with Al Amatuzio

Every qualified Dealer, Preferred Customer and account a Dealer registers through April 30, 2003, earns that Dealer another chance to "Wheel and Deal" with Al Amatuzio and earn cash. However, Al may make you an offer you can't refuse. Five Dealers will win \$1,000. It's a gamble, but nobody goes empty-handed.

Time's Running Out

Register now and SAVE \$15

NOW through March 31, 2003: \$110

April 1, 2003 until the convention: \$125

Register online at the AMSOIL Corporate Website www.amsoil.com or by telephone

1-800-777-7094

or mail or fax the registration application included in this issue of your *Action News*

Drawings...and more

All Dealers registered for the convention by April 1, 2003, earn one chance to win one of 10 free 3-nights' lodging for every qualified Dealer, Preferred Customer and account they register through April 30, 2003. **Ten Dealers win free lodging.**

Win Prizes – All Dealers have the chance to win a new Dell computer preloaded with the AMSWIN software package; new AMSOIL trade show display units; new TV/VCR units; free Yellow Page advertising, **AND MUCH MORE...**

Discounts

All Dealers receive a **10% rebate** on all product orders placed at the convention.

Meet Team AMSOIL Racers

Racing Into the Future Show introduces Dealers to Team AMSOIL racers and displays the vehicles AMSOIL powers up.

Rig Round Up

Here's where Dealers shine. Dealers' AMSOIL vehicles will be on display for a chance to win cash prizes in several categories.

Break Out Sessions

These **informative sessions** are designed to entertain, educate and help AMSOIL Dealers get more out of their AMSOIL businesses.

Corporate Presentations

Guest speakers, awards and a special address by company founder and president Al Amatuzio add to the overall fun and information Dealers can expect at the **AMSOIL 30th Anniversary International Convention.**

Information on the availability of child care will follow in future issues of the Action News or on the AMSOIL Corporate Website. www.amsoil.com

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. No refunds will be offered for cancellations after July 16. Special consideration will be given.

Take a Look Inside AMSOIL INC.

Thirty years ago, AMSOIL President and CEO Al Amatuzio revolutionized the world of automotive lubricants by introducing the first API-rated synthetic motor oil. Since that time, AMSOIL has introduced a broad range of superior quality synthetic lubricants and filtration products, setting all new standards for quality and performance. It is Amatuzio's commitment to excellence and his refusal to settle for anything but the best that sets AMSOIL apart from the competition.



The AMSOIL corporate headquarters, located in Superior, Wis., further demonstrates Amatuzio's commitment to excellence. The AMSOIL building is a beautiful, historic building located on Superior's Tower Avenue. Originally built in 1892 as part of the city's Berkshire Block, the building is constructed in an elegant Romanesque architectural style with Kasota limestone from Southern Minnesota. Of the twelve similar buildings of the era still standing, the AMSOIL building is the only one in the area, and it stands out as the jewel of the city.



Throughout its more than 100-year history, the AMSOIL building has had many occupants, the first being the State Bank of Wisconsin. Physicians, attorneys, and Superior's first television station have also called the building home over the years. It became the AMSOIL building in 1978 and has been completely renovated.



**Built
in
1892**



The inside of the AMSOIL building still features the original mahogany woodwork, accented by an elaborate, handwrought, oxidized copper guard screen and quartered oak. The ornate original staircase, with its wrought iron stairs and marble treads, still remains in use. The building houses the corporate functions of AMSOIL INC., including such departments as accounting, information technology, marketing and advertising, sales promotions and telephone ordering.



The AMSOIL corporate headquarters feature state-of-the-art facilities, including a new business computer system and modern telecommunications devices. Staying on top of current technology reflects the AMSOIL commitment to producing the world's finest lubrication products, fast and efficient order processing and excellent customer service.





The AMSOIL filter plant was remodeled to capture the look and feel of the exterior of the main AMSOIL building. The front of the facility features identical stonework, as well as metal siding. The filter plant facilities house filter production equipment for both by-pass oil and air filters.



The most recent addition to the AMSOIL corporate headquarters is located just behind the main AMSOIL building. Complete renovation work inside and out began immediately upon acquisition. The structure was reinforced with all new steel beams, while a new roof, metal siding, commercial-sized automatic overhead doors and a handsome new stonework front capture the crafted décor of the other AMSOIL buildings.



The AMSOIL Superior Distribution Center encompasses over 110,000 square feet. Product is stored here in thousands of bottles, pails, barrels and totes.



The buildings also include oil and other fluid production equipment, filling and packaging facilities, vehicle and equipment maintenance garages, and mechanical testing facilities.



AMSOIL storage and holding tank facilities were renovated to include over one million gallons of oil storage capacity. The tanks feature large AMSOIL logos that can be seen from nearby overpasses and freeways.



Technical services is located at one end of the Superior Distribution Center. The newly remodeled facilities also include areas for manufacturing, industrial and technical sales personnel.



The AMSOIL research lab has been redesigned to incorporate more of the latest cutting edge technology and research equipment. The overall size of the facility was doubled, allowing more capacity for testing, formulating and research.

Holding on for a Hero

LaRocco and Team AMSOIL Riders Make Future Star's Dream Come True



P.J. Osmer gets the chance of a lifetime to meet his motocross idol Mike LaRocco.

Patrick Osmer didn't say much. He didn't need to. His ear-to-ear grin said it all. It's not every day you get to meet your heroes. P.J., as he prefers to be called, began competing on motorcycles at age 3. Now at 10 he has 127 trophies in his collection. Early on, P.J. learned the best riders are dedicated to the sport and committed to maintaining their bikes. It's about that time he started following the career of Team AMSOIL rider Mike LaRocco. There is no finer role model than the two-time National Champion and reigning World Champion when it comes to the discipline and hard work needed to succeed in the grueling world of motocross.

A bright and warm January day graced the first race of the 2003 supercross season. The parking lot of Edison International Field swarmed with activity as teams prepared for the season's start. P.J., his family and some friends made the more than three-hour drive from his home in Caruthers, near Fresno, down to Anaheim. This was like the Super Bowl. All the big names were there. LaRocco was there.

P.J. made his way to the AMSOIL/Chaparral/ Dr. Marten's/ Journeys/Honda pit area. The team was busily going about business. Mechanics made adjustments to bikes. Riders compared mental notes following a walk-through of the track. P.J. didn't want to get in the way, but when AMSOIL Racing Coordinator John Schuldts asked if he wanted to see the inside of the race trailer, how could he refuse? The chrome, tools and plain size of the rig compared to the trailer he and his father use mesmerized the young rider. The team presented P.J. with an AMSOIL cap. This meant a great deal since AMSOIL is the motor oil of choice for his bike. In a letter

P.J. once sent to AMSOIL he remarked that, "AMSOIL's products allow me to get great performances and reliability out of my bikes. AMSOIL's friendship has helped me become more confident." Upon exiting the trailer, P.J. met another idol, 2002 125cc West Champion Travis Preston. Preston took a moment for a photo. "Thank you," P.J. mustered up. Preston, with cap cock-eyed on his head, responded, "No problem. Glad to do it."

It was quiet over at the LaRocco trailer. No sign of the supercross star. The one guy P.J. needed to see and he was nowhere around. Michael Byrne was available. He said, "Hello," which sounds so much cooler with an Australian accent. Byrne posed for a picture. As quick as a snap of the shutter, LaRocco had made his way to his trailer and inside. P.J. waited. Surely LaRocco would be only a moment. After several minutes it became clear the anchor of the AMSOIL team might be awhile. P.J. and his entourage decided to enter the stadium to watch practice. They'd try again later.

Hours passed and still hours left to go until race time. P.J. knew the team was scheduled for an autograph session. He got in line. LaRocco was just up ahead.

Somewhere. The line seemed to crawl along. Everyone wanting photos, shirts and posters signed. Finally, the person he had come to see was in sight. Suddenly P.J. was face-to-face with the man who had become like a personal friend, though they had never met. P.J. swallowed hard and gathered the composure to ask for a photo. With a broad smile, LaRocco gestured for P.J. to come around. The kid from Caruthers stood right next to the superstar from South Bend.

Unbelievable, thought P.J. From this point on, it didn't matter what would happen in a couple of hours in the show. It could rain for all he cared. The day was complete.



P.J. has earned over 127 trophies in his short riding career.



P.J. meets 125cc West champion Travis Preston.

Backdraft Racing Looks Toward the Promised Land



Canaan Manley looks to improve on his sophomore racing season.

Canaan was “the Promised Land” according to the Old Testament. In racing, the Promised Land could be seen as a championship or even a podium finish. Canaan Manley races motorcycles. He made it up the mountain once in 2002, finishing third on his 750 Superbike at a race in North Florida Motor Park. Manley rode his Suzuki TL1000-R to three top-five and 11 top-10 finishes last year to place fourth in 750cc Superbike Novice and sixth in Heavyweight Twins Novice overall nationally. Not quite the promised land, but not bad for his second year.

Manley and his Backdraft Motorsports team have been featured in more than a dozen articles. He’s worked diligently to build a solid reputation in racing and promote AMSOIL products. Dealer Ray Ozimek supports the team through a co-op sponsorship. The Tennessee native counts as one of his racing highlights the finishing of a six-hour endurance event. Like Manley, AMSOIL

Photos Courtesy of Louis Gagne/YF Photo.com

goes the distance too. “The 10W-40 Motorcycle Oil provided longer life to our race engines,” says Manley, who was able to stretch oil changes after a minimum of three events. He says the engines ran up to 10 degrees cooler, allowing for more horsepower. After adding AMSOIL Series 2000 Octane Boost, Manley says the bike had more power out of corners, reached top speed faster and ran all season with only one spark plug change.

With AMSOIL leading the way, Canaan is on the horizon speeding toward a long, bright future in the promised land of motorcycle racing.



Backdraft Motorsports blows away the competition with AMSOIL products like the Series 2000 10W-40 motorcycle oil.

Nothing Hoke-y About the Promised Performance of AMSOIL Products

Ron Hoke wants high performance from his motorcycle oil. His Kawasaki KX-100 runs with AMSOIL Series 2000 2-Cycle Oil, but Hoke nearly made a terrible choice. He took his bike to his local shop for some carburetor work. The mechanic offered this ill advice: “If it was my bike, I’d leave on the stickers and use Golden Spectro oil.” The AMSOIL was drained and the inferior oil added. It didn’t take long for Hoke to realize he made a terrible mistake. “The mechanic tuned the bike great, but he has a lot to learn about lubrication,” says Hoke. “I brought the bike home, sucked out the Golden Spectro and I’ve never looked back.” Hoke says he’s now converted everything he owns with a motor to AMSOIL – his Toyota, his Polaris, even his radio-controlled boat. “My whole family uses AMSOIL. Thanks for such great oil technology.”



Ron Hoke will never switch again. He’s sold on the quality of AMSOIL for his motocross bike.



T-1 CERTIFICATION MEETINGS

OHIO

• March 25 - Tuesday
 • April 22 - Tuesday
 Meeting - 7 p.m.
DENATO'S PIZZA ON BROADWAY
 Grove City, OH 43123
 Hosted by Premiere Direct Jobber
 Brad White 800-871-5921 Cost is \$20

UTAH

• March - Every Friday
 • April - Every Friday
 Meeting - after 4 p.m.
GREENE RESIDENCE
 11653 S. Patchwork Circle
 South Jordan, UT 84095
 Hosted by Dealer Dorsey Greene
 (801) 253-2701
 Pre-paid registration required

AMSOIL DEALER MEETINGS

ALABAMA

• March 20 - Thursday
 • April 17 - 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 20 - Thursday
 • April 17 - Thursday
 Meeting - 7 p.m.
BOWMAN RESIDENCE
 1330 Frank Marshall Rd.
 Ozark, AL 36360
 Hosted by Direct Jobbers
 E. E. "Al" & Mildred Bowman
 (334) 774-3344

ALASKA

• March 20 - Thursday
 • April 17 - Thursday
 Meeting - 7 p.m.
PHILLIPS INTERNATIONAL INN
 5121 Arctic Blvd.
 Anchorage, AK 99507
 Hosted by Dealer Don Nusbaum
 (907) 563-2274 Call for reservations

• March 4, 18 - Tuesday
 • April 1, 15 - Tuesday
 Meeting - 7 p.m.
STATEN RESIDENCE
 2949 Sunflower Street
 Anchorage, AK 99508
 Hosted by Premiere Direct Jobber
 Richard Staten
 (907) 333-0124 Call for reservations

ARIZONA

• March 18 - Tuesday
 • April 15 - Tuesday
 Optional no-host dinner - 5:30 p.m.
 Meeting - 6:30 p.m.
FIREHOUSE RESTAURANT
 1639 E. Apache Blvd.
 Tempe, AZ 85281
 Hosted by Executive Direct Jobber Dick
 Nudo and Dealer Jim Brewer R.S.V.P.
 (602) 996-7181 Dick (480) 968-4922 Jim

ARKANSAS

• March 13 - Thursday
 • April 10 - Thursday
 Meeting - 6:30 p.m.
GARDNER RESIDENCE
 280 York Chapel Rd.
 Nashville, AR 71852
 Hosted by Dealer Gerry Gardner
 (870) 451-9152 jgardner24@tcc.com

• March 12 - Wednesday
 • April 9 - 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 6, 20 - Thursday
 • April 3, 17 - 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 5 - Wednesday
 • April 2 - Wednesday
 Meeting - 7 p.m.
McCOOL RESIDENCE
 2210 Coddling Dr.
 Modesto, CA 95350
 Hosted by Dealer Bill McCool
 (209) 577-0174

• March 25 - Tuesday
 • April 22 - Tuesday
 Meeting - 7 p.m.
EVANS RESIDENCE
 40728 Sundale Dr.
 Fremont, CA 94538
 Hosted by Direct Jobbers
 Chuck and Linda Evans (510) 659-4078

• March 11 - Tuesday
 • April 8 - 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 3, 24 - Monday
 • April 7, 28 - Monday
 Meeting - 7 p.m.
INTERNATIONAL HOUSE OF PANCAKES/VINTAGE OAKS SHOPPING CENTER
 Novato, CA 94945
 Hosted by Dealer Richard Eplitt
 (800) 280-9905

• March 4 - Tuesday
 • April 1 - Tuesday
 Meeting - 7 p.m.
CARROW'S RESTAURANT
 19011 Bloomfield Ave.
 Cerritos, CA
 Dealer Dave Gumpertz
 (562) 212-3709 Dave@Lubes4U.com

• March 18 - Tuesday
 • April 15 - Tuesday
 Meeting - 7 p.m.
 Downline and Guests FREE,
 Out of line - \$5
LUDWICK RESIDENCE
 6015 Hughes St.
 San Diego, CA 92115
 Hosted by Direct Dealer Craig Ludwick
 R.S.V.P. (619) 583-5218

COLORADO

• March 20 - Thursday
 • April 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

None Scheduled

DELAWARE

• March 8 - Saturday
 • April 12 - Saturday
 Meetings at Noon
 Call for reservations
KING RESIDENCE
 2306 Taggart Court
 Wilmington, DE 19810
 Hosted by Direct Dealer Greg King
 (302) 345-4350 Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• March 4 - Tuesday
 • April 1 - Tuesday
 Meeting - 7 p.m.
 Call in advance
TOM & MONY'S RESTAURANT
 4757 S. Orange Ave.
 Orlando, FL 32806
 Hosted by Regency Gold Direct Jobbers
 George & Shirley Douglas
 (407) 856-1564 Call ahead for details,
 directions and RSVP

• March 20 - Thursday
 • April 17 - Thursday
 Meeting - 7 p.m.
AMSOIL DISTRIBUTION CENTER
 3724 Silver Star Rd.
 Orlando, FL 32808
 Hosted by Regency Gold Direct Jobbers
 Dan and Judy Watson (407) 657-5969

• March 4 - Tuesday
 • April 1 - Tuesday
 Dinner/Social - 6 p.m.
 order from menu
 Meeting - 7 p.m.
SAFFRON'S RESTAURANT
 1700 Park Street North
 St. Petersburg, FL, 33710
 Hosted by Executive Direct Jobbers
 John and Shirley Alquist (727) 545-8547
 alquistproducts@hotmail.com
 www.tell-it-well.com
 All are welcome. Call to confirm space
 available appreciated but not mandatory

• March 5 - Wednesday
 • April 2 - Wednesday
 Meeting - 7 p.m.
CHAMBLESS RESIDENCE
 4803 Chamblee-Dunwoody
 Rd.
 Atlanta, GA 30338
 Hosted by Regency Gold Direct Jobbers
 Larry and Kathryn Chambless
 (770) 393-9916

• March 6 - Thursday
 • April 3 - Thursday
 Meeting - 7 p.m.
DIRKSEN RESIDENCE
 1905 Queens Road
 Albany, GA 31707
 Hosted by Master Direct Jobber
 Sherry Dirksen (912) 436-5532
 Potluck, everyone brings a dish

• March 6 - Thursday
 • April 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

• March 21 - Friday
 • April 18 - 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

• March 11 - Tuesday
 • April 8 - Tuesday
 Meeting - 7:30-9:30 p.m.
MCGUFFEY RESIDENCE
 23446 Freezeout Road
 Caldwell, ID, 83607
 Hosted by Executive Direct Jobbers Charles
 and Connie McGuffey
 RSVP: (208) 455-2581

• March 11 - Tuesday
 • April 8 - 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

• March 15 - Saturday
 • April 19 - Saturday
 Meeting - 10 a.m.
LINDLAND SALES OFFICE
 1421 Winnemac Avenue
 Unit I
 Chicago, IL 60640
 Hosted by Direct Jobbers
 Rlenert and Diana Lindland
 (773) 271-5678

• March 15 - Saturday
 • April 19 - Saturday
 Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
 61653 Miriam Dr
 Washington, MI 48094
 Hosted by Regency Gold Direct Jobber
 Mike Ellis
 RSVP at (810) 781-5092 or (810) 918-1578

• March 3 - Monday
 • April 7 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
LOTTO RESIDENCE
 89 Owl Creek Rd.
 Spencer, NY 14883
 Hosted by Master Direct Jobber
 Peter Lotto (607) 589-4148
 Call ahead to reserve space and confirm
 location or e-mail lubedcalery@aol.com

• March 19 - Wednesday
 • April 16 - Wednesday
 Meeting - 7:30 p.m.
SYRACUSE AREA
 Call ahead for specific location
 Hosted by Direct Jobber Peter Finnerty
 (315) 682-9791

• March 11 - Tuesday
 • April 8 - Tuesday
 Meeting - 7:30-9:30 p.m.
MCGUFFEY RESIDENCE
 23446 Freezeout Road
 Caldwell, ID, 83605
 Hosted by Executive Direct Jobbers Charles
 and Connie McGuffey
 RSVP: (208) 455-2581

IOWA
KANSAS
 None Scheduled

KENTUCKY

• March 6 - Thursday
 • April 3 - Thursday
 Meeting - 7:30 p.m.
 Hosted by Premier Direct Jobbers
 Al and Ann Kelly
 (859) 879-0728 or e-mail:
 bestal@alltel.net
 Call for location, directions and RSVP

LOUISIANA

• March 4 - Tuesday
 • April 1 - Tuesday
 Meeting - 7 p.m.
AUTTONBERRY RESIDENCE
 2520 Swiss Street
 W. Monroe, LA 71291
 Hosted by Dealer Ellis Auttonberry
 (318) 396-4348

MAINE

None Scheduled

MARYLAND

• March 21 - Friday
 • April 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

• March 21 - Friday
 • April 18 - Friday
 Meeting - 7 p.m.
GRONER RESIDENCE
 9208 Todd Ave.
 Fort Howard, MD 21052
 Hosted by Account Direct Harvey Groner
 (410) 477-8255

• March 6 - Thursday
 • April 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

• March 21 - Friday
 • April 18 - 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

• March 21 - Friday
 • April 18 - 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
 None Scheduled

MICHIGAN

• March 17 - Monday
 • April 21 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
 644 Shady Maple Dr.
 Wixom, MI 48393
 Hosted by Regency Direct Jobber
 Tom Kirby (248) 669-9093
 Refreshments served, RSVP Required

• March 3 - Monday
 • April 7 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
 61653 Miriam Dr
 Washington, MI 48094
 Hosted by Regency Gold Direct Jobber
 Mike Ellis
 RSVP at (810) 781-5092 or (810) 918-1578

• March 3 - Monday
 • April 7 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
RABE RESIDENCE
 9338 Rawsonville Road
 Belleville, MI 48111
 Hosted by Dealer Dale Rabe
 RSVP at (734) 461-9577 or 355-9747

MINNESOTA

• March 20 - Thursday
 • April 17 - Thursday
 Meeting - 7 p.m.
SCHMIT RESIDENCE
 932 38th Ave. No.
 St. Cloud, MN 56301
 Hosted by ***Regency Platinum Direct
 Jobbers Kay & Arlene Schmit
 (320) 251-4861

• March 20 - Thursday
 • April 17 - Thursday
 Meeting - 7 p.m.
MEYER RESIDENCE
 800 2nd Street
 Cleveland, MN 56017
 Hosted by Executive Direct Jobbers
 Charles & Donna Meyer
 (507) 931-3875

• March 13 - Thursday
 • April 10 - 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 - Every Wednesday
 • April - Every Wednesday
 Meeting - 11 a.m.
DINNER BELL RESTAURANT
 10122-C Central Ave.
 D'iberville, MS 39532
 Hosted by Dealer Jim Day (228) 388-4325
 RSVP/Guests Welcome
 jwdandy2000@yahoo.com

MISSOURI

• March 25 - Tuesday
 • April 29 - Tuesday
 Meeting - 7 p.m.
REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER
 711 East Miller Road
 Republic, MO
 Hosted by Dealer Jim Barnes
 Call for directions. (417) 732-2553

• March 25 - Tuesday
 • April 29 - Tuesday
 Meeting - 7 p.m.
REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER
 711 East Miller Road
 Republic, MO
 Hosted by Dealer Jim Barnes
 Call for directions. (417) 732-2553

MONTANA

NEBRASKA

None Scheduled

NEVADA

• March 13 - Thursday
 • April 10 - Thursday
 Meeting - 6:30 - 8 p.m.
AMSOIL PRODUCT CENTER
 4545 N. Lamb Blvd., Suite D
 Las Vegas, NV
 Hosted by Executive Direct Jobber
 Bob Kaytes and
 Regency Platinum Direct Jobber
 Shirley Green (702) 362-4492

• March 21 - Friday
 • April 18 - 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

• March 21 - Friday
 • April 18 - 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

• March 25 - Tuesday
 • April 22 - Tuesday
 Meeting - 7:30 p.m.
GREENBERG RESIDENCE
 1537 Bryn Mawr NE
 Albuquerque, NM 87106
 Hosted by Regency Direct Jobbers
 Paul and Nancy Greenberg
 (505) 255-2137 fax (505) 232-8330
 NMOilman@aol.com

• March 25 - Tuesday
 • April 22 - Tuesday
 Meeting - 7:30 p.m.
GREENBERG RESIDENCE
 1537 Bryn Mawr NE
 Albuquerque, NM 87106
 Hosted by Regency Direct Jobbers
 Paul and Nancy Greenberg
 (505) 255-2137 fax (505) 232-8330
 NMOilman@aol.com

NEW HAMPSHIRE

NEW JERSEY

None Scheduled

NEW MEXICO

• March 25 - Tuesday
 • April 22 - Tuesday
 Meeting - 7:30 p.m.
GREENBERG RESIDENCE
 1537 Bryn Mawr NE
 Albuquerque, NM 87106
 Hosted by Regency Direct Jobbers
 Paul and Nancy Greenberg
 (505) 255-2137 fax (505) 232-8330
 NMOilman@aol.com

NEW YORK

• March 19 - Wednesday
 • April 16 - Wednesday
 Meeting - 7 p.m.
O'BRIEN RESIDENCE
 436 Mosely Road
 Fairport, NY 14450
 Hosted by Dealer Gerry O'Brien
 (716) 223-8016
 Call ahead to reserve a seat

• March 4 - Tuesday
 • April 1 - Tuesday
 Meeting - 7 p.m.
LOTTO RESIDENCE
 89 Owl Creek Rd.
 Spencer, NY 14883
 Hosted by Master Direct Jobber
 Peter Lotto (607) 589-4148
 Call ahead to reserve space and confirm
 location or e-mail lubedcalery@aol.com

• March 19 - Wednesday
• April 16 - Wednesday
Meeting - 7:30 p.m.
NEWARK, NY
LOCATION
Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• March 13 - Thursday
• April 10 - 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 13 - Thursday
• April 10 - 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 13 - Thursday
• April 10 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Premiere Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

• March 11 - Tuesday
• April 8 - Tuesday
Meeting - 7 p.m.
CLEVELAND RESIDENCE
224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers
George & Nancy Cleveland
(910) 346-3866
Call first - All Dealers welcome

NORTH DAKOTA

• March 4 - Tuesday
• April 1 - Tuesday
Meeting - 7:30 p.m.
EVANSON RESIDENCE
725 10th Ave. W.
West Fargo, ND 58078
Hosted by Direct Jobbers
Skip and Anna Evanson (701) 281-1906
skipsuperlube@msn.com

OHIO

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

• March 8 - Saturday
• April 12 - Saturday
Meeting - 1 - 4 p.m.
LACKORE RESIDENCE
1900 George Ave.
Brunswick, OH 44212
Hosted by Master Direct Jobber
Calvin Lackore (800) 798-9777

• March 2 - Sunday
• April 6 - Sunday
Meeting - 1 p.m.
MERRITT RESIDENCE
650 State Route 131
Fayetteville, OH 45118
Hosted by Dealers
Gordon and Sara Merritt
(937) 288-2568

• March 24 - Monday
• April 28 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Direct Jobbers
Luis and Sharon Pena
Please RSVP to:
(419) 349-3451 or (419) 297-3451

• March 11, 25 - Tuesday
• April 8, 22 - Tuesday
Meeting - 7 p.m.
DENATO'S PIZZA ON
BROADWAY
Grove City, OH 43123
Hosted by Premiere Direct Jobber
Brad White (800) 871-5921

OKLAHOMA

• March 1 - Saturday
• April 5 - Saturday
Meeting - 9 - 11 a.m.

GOLDEN CORRAL
9711 E. 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady (918) 258-6979 *Pat

• March 13 - Thursday
• April 10 - Thursday
Meeting - 7 - 8:30 p.m.
Please call for location and
reservations for you and your
guests.

Hosted by Dealers
Richard and Brenda Coats
(918) 225-5722
Call first to confirm space for
you and your guests

• March 13 - Thursday
• April 10 - Thursday
Meeting - 7 - 8:30 p.m.
GOLDIE'S
2005 E. 21st St.
Tulsa, OK 74114
Hosted by Account Direct Kevin Alexander
(918) 342-9537 Call first to confirm space
for you and your guests

• March 13 - Thursday
• April 10 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Rd.
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and Account Direct
Kevin Alexander (918) 258-6979
RSVP
kevina@nordam.com

OREGON

• March - Tuesdays and Thursdays
• April - Tuesdays and Thursdays
Fast Start Seminars
Meeting - 7 p.m.
CENTRAL OREGON
COMMUNITY COLLEGE
LIBRARY
(lower level conference room)
2600 NW College Way
Bend, OR 97701
Hosted by Account Direct Bruce Shilander
(541) 385-5889 Call to confirm space for
you and your guests.

• March 4 - Tuesday
• April 1 - Tuesday
Meeting - 7 p.m.
MAPES RESIDENCE
25500 NW Svea Drive
Hillsboro, OR 97124
Hosted by Direct Jobber
Marshall Mapes Please RSVP to:
(503) 647-5486 or (800) 866-7570

• March 20 - Thursday
• April 17 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
SWEETBRIER INN
7125 SW Nyberg Road
Tualatin, OR 97062
Hosted by Master Direct Jobber
Ed Greenwood (800) 722-1092
Call first to confirm space
for you and your guests

• March 6 - Thursday
• April 3 - 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

• March 24 - Monday
• April 28 - Monday
Meeting - 6 p.m.
AUNE RESIDENCE
803 N. 2nd St.
Silverton, OR 97381
Hosted by Direct Dealer Todd Aune
(888) 283-3580
All are welcome with RSVP

PENNSYLVANIA

• March 17 - Monday
• April 21 - Monday
Meeting - 7 p.m.
HALLOCK ENTERPRISE
STORE
5 Main Street
Bradford, PA
Hosted by Premiere Direct Jobber
Joseph M. Hallock (814) 368-8625
T-1 training also available.

RHODE ISLAND

None Scheduled

SOUTH CAROLINA

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

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

SOUTH DAKOTA

None Scheduled

TENNESSEE

• March 18 - Tuesday
• April 15 - Tuesday
Meeting 7 p.m. (info)
8 p.m. (opportunity)
DW WILSON CENTER
Tullahoma, TN
Hosted by Dealer Nelson Gill
(931) 393-2601

TEXAS

• March 18 - Tuesday
• April 15 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Premiere Direct Jobbers
Ronald & Sandra Ward
(972) 251-0773
e-mail: oilmandj@attbi.com

• March 6 - Thursday
• April No Meeting
Meeting - 7:30 - 9 p.m.
SHALIN RESIDENCE
544 Clew Court
Azle, TX 76020
Hosted by Regency Silver Direct Jobbers
Tom and Sheila Shalin
(817) 444-9522

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
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

• April 7 - Monday
Educational Seminar
• April 8 - Tuesday
Dealer Meeting
• April 5 - Saturday
Dealer Training
Saturday meetings: 10 a.m. - noon;
Monday meetings 7 - 9:15 p.m.;
Tuesday meetings 7 - 9:15 p.m.
REID RESIDENCE
14600 Cornwall Ln.
Chester, VA 23836
Hosted by Regency Gold Direct Jobbers
Gerry & Patricia Reid and
Premiere Direct Jobbers
David and Rebecca Reid
For all meetings,
please call (804) 530-1400 to reserve space;
(804) 530-0179 Fax synthoils@comcast.net

• March 10, 24 - Monday
• April 14, 28 - 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 10 - Monday
• April 14 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitt (804) 694-0221

• March 4 - Tuesday
• April 1 - Tuesday
Meeting - 7:30 p.m.
PESZKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct Jobbers
Raymond & Karen Peszko
(804) 484-9491

• March 11 - Tuesday - "How to Sell
AMOSIL and Altrum Products"
• April 8 - Tuesday - "How to Sponsor
AMOSIL Dealers"
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Rd.
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Piggas
(804) 737-4874 or (804) 737-9231

WASHINGTON

• March 17 - Monday
• April 21 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE
CENTER & WAREHOUSE
3325 Meridian Ave. E.
Edgewood, WA 98371
Hosted by Executive Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• March 11 - Tuesday
• April 8 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Premiere Direct Jobbers
Marv & Charlotte Stougard
(360) 856-1641 Guests Welcome

• March 13 - Thursday
• April 10 - 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
T-1 certification classes available by
appointment with pre-paid registration.

• March 11 - Tuesday
• April 8 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers
Raymond & Patsy Prukop
(253) 845-9755 / 800-267-6450
Everyone Welcome!

• March 10, 24 - Monday
• April 14, 28 - Monday
Meeting - 7:30 p.m.
POODLE DOG RESTAURANT
1522 54th Avenue East
Fife, WA 98424
Hosted by Regency Platinum Directs
Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

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

WEST VIRGINIA

None Scheduled

WISCONSIN

• March 20 - Thursday
• April 17 - Thursday
Meeting - 7:30 p.m.
SEL-AMOSIL Academy
1201 Clough Ave.
Superior, WI 54880
Hosted by
***Regency Platinum Direct Jobbers
Bill & Donna Durand
Refreshments Served
(715) 392-4006 Guests Welcome

• March 13 - Thursday
• April 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

• March 8, 22 - Saturday
• April 12, 26 - Saturday
Meeting - 1 - 3 p.m.
VILLERS RESIDENCE
2600 W. High St.
Racine, WI 53404
Hosted by Regency Direct Jobber
Edie Villers (414) 637-2726 RSVP

• March 6 - Thursday
• April 3 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcom St.
Hammond, WI 53405
Hosted by Executive Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING

None Scheduled

INTERNATIONAL

ALBERTA

None Scheduled

BRITISH COLUMBIA

• March 21 - Friday
• April 25 - Friday
Meeting - 7 p.m.
CROSS ROADS RESTAURANT
1821 Sumas Way
Abbotsford, B.C., Canada
Hosted by Direct Jobber Zain Krikau and
Dealer George Epp
(604) 826-8966 All welcome.

MANITOBA

None Scheduled

NEW BRUNSWICK

• March 17 - Monday
• April 21 - Monday
Meeting - 7:30 p.m.
McLAUGHLIN RESIDENCE
9 Pinder Road
Riverview, NB E1B 3Z2
Hosted by Direct Jobber
Wayne McLaughlin and
Dealer Wendell Steeves
(506) 386-2896/(506) 387-3197
Everyone Welcome

NEWFOUNDLAND

NOVA SCOTIA

None Scheduled

ONTARIO

• March 27 Thursday
• April 24 Thursday
Meeting - 6 - 8 p.m.
AMOSIL 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

• March 3 - Monday
• April 7 - Monday
Meeting - 6:30 - 9 p.m.
AMOSIL 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
snoil@dangeroousbrothers.com
Fee: \$10

AMSOIL CENTERLINES ...and updates

INDIANA SALES TAX

Effective immediately, the Indiana sales tax will increase from 5 percent to 6 percent.



TEAM AMSOIL STRIPED RACE CAP

Supplies of the Team AMSOIL Striped Race Cap are limited. Order while supplies last.

Black six-panel cap with race stripe. Features velcro closure for the perfect fit.

Stock #	U.S.	Can.
G-1599	12.00	19.25

ANTIFREEZE PRICING

Due to a dramatic increase in the cost of raw materials, AMSOIL Propylene Glycol Antifreeze and Engine Coolant will increase in price effective April 1, 2003. New pricing is as follows:

Stock #	Pkg/Size	U.S.	Can.
ANF-1G	(1) gallon	11.75	19.25
ANF-06	(6) gallons	67.50	110.10
ANF-55	55-gal. drum	599.00	979.00

XL-7500 BOTTLE CAP COLORS

With the introduction of AMSOIL XL-7500 10W-40 Synthetic Motor Oil (XLO), XL-7500 cap colors have been changed for identification purposes:



10W-30 (XLT) Blue



5W-30 (XLF) Red



5W-20 (XLM) Black



10W-40 (XLO) Yellow

TEXAS SALES TAX

Effective immediately, the Texas sales tax will increase from 7.25 percent to 7.50 percent.

FLORIDA SALES TAX

Effective immediately, the Florida sales tax will increase from 6 percent to 6.5 percent.

MARCH CLOSE OUT

The last day to process March orders in the U.S. and Canada is the close of business on Monday, March 31. The last day to process March orders in Alaska, Puerto Rico and New Zealand is the close of business on Tuesday, March 25. Volume transfers for March business will be accepted until 3 p.m. CST on Friday, April 4. To expedite processing, Dealers are encouraged to submit orders and transfers prior to the end of the month.

AMSOIL ADVERTISING

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

March & April 2003

Display Advertisements

<i>NOLN</i>	March '03	(805) 796-2577
<i>Trailer Life</i>	March '03	(805) 667-4100
<i>NOLN</i>	April '03	(805) 796-2577
<i>Trailer Life</i>	April '03	(805) 667-4100
<i>American Iron</i>	Special H-D issue	(203) 425-8777

Catalog Showcase Advertisements

<i>Auto Sound & Security</i>	March '03	(714) 939-2400
<i>Car Audio and Electronics</i>	March '03	(714) 939-2400
<i>Hot Bike</i>	April '03	(714) 939-2400
<i>5.0 Mustang & Super Fords</i>	April '03	(323) 782-2000
<i>Car Craft</i>	April '03	(323) 782-2000
<i>Eurotuner</i>	April '03	(323) 782-2000

BRITESIDE™ T6 CLEANING CONCENTRATE

Super-concentrated cleaning product tackles the toughest cleaning jobs, yet when diluted with water, is safe and effective on virtually every surface or material. Full strength, T6 removes spray paint, surface rust, grease, oil, glue and ink. Label directions for several dilutions create a multipurpose cleaner for every chore in the house or garage.



Stock #	Pkg/Size	CC's	U.S.	Can
BT6-HG	(1) 64-oz. bottle	18.50	19.45	31.20
BT6-06	(6) 64-oz. bottles	111.00	111.00	178.20
BT6-05	(1) 5-gallon pail	120.00	150.00	241.00
BT6-55	(1) 55-gallon drum	701.00	1275.00	2059.00
G-1782	(1) 24-oz. spray bottle	---	1.50	2.40
G-1787	(6) 24-oz. spray bottles	---	9.00	14.40
G-1783	(1) 2-oz. transfer syringe	---	0.75	0.95
G-1750	(25) T6 brochures	---	2.80	4.65

HASTINGS FILTERS

The LF492 filter has been discontinued and replaced with the LF477.

AMSOIL Promotional Posters

Designed to draw attention to your business, AMSOIL posters are ideal for displaying at retail stores and trade shows.



AMSOIL 2-CYCLE SNOWMOBILE POSTER

The AMSOIL 2-Cycle Snowmobile poster (18" x 24") features AMSOIL-sponsored racers and AMSOIL 2-Cycle Oils.

Stock #	U.S.	Can.
G-1838	2.00	3.20



AMSOIL RACE BOAT POSTER

The AMSOIL Race Boat poster (18" x 24") features AMSOIL-sponsored PROP Tour star Terry Rinker, as well as AMSOIL 2-Cycle Oils and Marine Gear Lube.

Stock #	U.S.	Can.
G-1839	2.00	3.20

AMSOIL MOTORCYCLE OILS POSTER

The AMSOIL Synthetic Motorcycle Oils poster (18" x 24") features product photos and benefits and is an excellent sales tool.

Stock #	U.S.	Can.
G-1692	2.00	3.20



AMSOIL ATF POSTER

The exciting AMSOIL Automatic Transmission Fluid poster (18" x 24") features action photo of off-road champion Dan Vanden Heuval and a high temperature comparison chart.

Stock #	U.S.	Can.
G-1691	2.00	3.20



AMSOIL XL-7500 POSTER

Highlights the top 10 reasons to use AMSOIL XL-7500 products (18" x 24").

Stock #	U.S.	Can.
G-1535	1.50	2.50



AMSOIL PROMOTIONAL POSTER

Color poster reads, "We Now Sell AMSOIL Products" on one side, and "Get the Facts: AMSOIL Products Save You Money" on the other. 17" x 11.5".

Stock #	U.S.	Can.
G-1010	1.00	1.70

MIKE LAROCCO POSTER

Full color poster (19" x 26") features exciting action photo of AMSOIL-sponsored motocross star Mike LaRocco.

Stock #	U.S.	Can.
G-1759	2.00	3.20



MICHAEL BYRNE POSTER

Full color poster (19" x 26") features exciting action photo of AMSOIL-sponsored motocross star Michael Byrne.

Stock #	U.S.	Can.
G-1761	2.00	3.20



CHRIS GOSSELAAR POSTER

Full color poster (19" x 26") features exciting action photo of AMSOIL-sponsored motocross star Chris Gosselaar.

Stock #	U.S.	Can.
G-1760	2.00	3.20

TRAVIS PRESTON POSTER

Full color poster (19" x 26") features exciting action photo of AMSOIL-sponsored motocross star Travis Preston.

Stock #	U.S.	Can.
G-1762	2.00	3.20



AMSOIL Sponsors North Pole Expedition

Photo courtesy of Arctic Trek 2000 and Otto Bakemeier



Photo courtesy of Arctic Trek 2000 and Otto Bakemeier

AMSOIL INC. President and Founder A.J. Amatuzio understands the spirit of pioneerism—setting a goal and reaching for it against all odds.

That's why the company got on board with two courageous American snowmobile adventurers who are the first to traverse the Northern Hemisphere from the southern Canadian border to the North Pole.

This month they will embark on the final leg of the trek that started in 2000 when Chris Martz, Indianapolis, Ind., and Otto Bakemeier, Cancun, Mexico, decided to take the "ultimate" snowmobile trip that covers more than 8,000 miles across the "frozen desert."

Bear, a 4-year-old husky mix dog that the team found in the middle of nowhere during its last practice run in 2000, rounds out the team and does duty as polar bear sentinel. "There are good bear dogs and bad bear dogs," Martz said. "This one's an awesome one," because he barks like crazy whenever any animal comes near their camp.

They travel on Yamaha VK540 III snowmobiles. These heavy-duty machines, with a 156"x20" track, are designed for hard work and often are used by rescue teams. They're warmed from the heat of the 535cc fan-cooled twin cylinder engine and hand warmers that are standard equipment on the machines. Fuel and supplies are packed in specially designed containers, all of which is carried on 12-foot custom-built sleighs towed behind each snowmobile. The transmission has high, low and reverse.

AMSOIL Series 2000 2-Cycle Racing Oil runs in the huge machines. The team uses Series 2000 Synthetic Chain Case Oil in the transmissions, Series 2000 Synthetic Racing Grease and Multi-Purpose Spray Grease, as well as AMSOIL MP Metal Protector to keep the machines running during the sometimes grueling trek.

With temperatures starting out at -50 to -60 degrees Fahrenheit, the team counts on AMSOIL's exceptional cold-start abilities. "We couldn't use anything else," Martz said. "AMSOIL is the only thing that could get the machines started."

The first year, the team traveled more than 2,000 miles from Indianapolis, Indiana through Moosonee, Ontario to Churchill, Manitoba, Canada. In 2001 the expedition finished in Resolute, Nunavut, the northernmost rim of the North American Continent. In 2002 bad weather and ice flows prevented them from achieving their objective. The team traveled from Resolute to Tortoises in Hare Fiord and back.

AMSOIL became aware of the expedition through AMSOIL Direct Jobber Greg Landuyt of Indianapolis. Landuyt, who has helped sponsor the team from the beginning, has also assisted with the Arctic Trek website that helps students follow the team's progress.

This year's final leg begins at the Eureka, Canada, weather station, an outpost on Ellesmere Island at the northernmost tip of Canada. It is manned by only eight people, who are the last humans the team expects to encounter until their return in June.

"I'm scared to death every year," Martz admits. "It's an incredible feeling, but it's incredibly dangerous."

But the danger doesn't dampen the thrill of the trek. "It's been challenging," he said, "but also rewarding. We have learned a lot about ourselves and made an unbelievable collection of friends for life."

Arctic Trek Team to Share Journey at AMSOIL 30th Convention

Members of Arctic Trek 2000 are among featured guests at the AMSOIL Racing Into the Future 30th Anniversary Convention July 17-19, 2003.

Chris Martz is a life-long landscaper, and his teammate, Otto Bakemeier, is a self-employed advertising photographer. These hardy risk-takers have documented the obstacles and extreme challenges along more than 8,000 miles of the "frozen desert" and will share their inspirational message from their arduous journey to the North Pole.



ARCTIC TREK 2000 TEAM – Chris Martz (left), Bear and Otto Bakemeier will start the last leg of their 8,000-mile journey this month.

Photo courtesy of Arctic Trek 2000 and Otto Bakemeier

Maximum Protection for V-twin and Other Motorcycle Engines

AMSOIL Motorcycle Oils provide the best protection available. They have been specifically formulated to offer superior wear protection for high-stress motorcycle engines, transmissions and clutches.

AMSOIL Motorcycle Oils have complete antiwear and detergent/dispersant packages to keep engines running clean and clutches working better and lasting longer. And they contain no friction modifiers to cause start failures, rough running or increased fuel consumption.



- **Recommended for all V-twin and other motorcycle engines requiring an API CD, SG-CG or SH-CD oil.**
- **Wet Clutch compatible.**
- **Superior 12+ TBN synthetic formulation provides long service life and maximum protection against engine wear.**
- **Runs cooler to reduce crankcase temperature.**



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