

AMSOIL

ACTION NEWS

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The First in Synthetics

MARCH 2004

AMSOIL is *the* Name

**"Piggy Back" Ads,
Worldwide Web,
Corporate Advertising**



CHAPARRAL
CHAD PARRAL



Also in This Issue

**George and Shirly Douglas
Appointed to Leadership Council
Team AMSOIL Strikes Silver
at Winter X Games**

Team Amsoil/Chaparral/Honda
2004 AMSOIL/CHAPARRAL/HONDA



From the President's Desk...



Accepting change is difficult for many people. But how we respond to change often determines whether we succeed or fail in business. Personally, I like to be the driving force behind change. That's how this business got started. I wanted to change the way people lubricated their engines and equipment. I wanted them to use my new synthetic lubricants.

Since then, AMSOIL has always been on the leading edge of technology, introducing many new products that were the first of their kind. Again, we changed how people lubricated their equipment. One of our most successful products over the years is our 100:1 2-Cycle Oil. I developed that product early in this company's history and it was the first lubricant of its kind. A synthetic two-cycle oil capable of extremely lean mix ratios for cleaner operation and superior protection. Our 100:1 Pre-Mix 2-Cycle Oil became very popular, and still is today.

Later, we introduced a two-cycle injector oil and a two-cycle racing oil. Both were superior products and were also very successful. But as I said, things inevitably change. Equipment manufacturers redesigned two-cycle engines to reduce emissions and increase fuel economy. They incorporated direct fuel injection and exhaust power valves, increasing operating temperatures and placing new demands on the oils used to lubricate them.

Knowing that, my son, Alan, talked with me about producing a new family of two-cycle oils. We went to work formulating, testing and producing four new oils. Our complete lab and technical capabilities enabled us to fine-tune our lubricants to meet the exact performance demands today's two-cycle engines place on oils. The resulting two-cycle oils, Dominator, HP Injector, Interceptor and Saber, were introduced in last month's *Action News*.

These new oils were developed using the latest in base stock and additive technology and represent the very best modern technology can produce. They deliver optimum performance in the specific applications they are recommended for, and are versatile enough to be used in more than one application. And like my original 100:1 formula, they set the standard for every two-cycle oil to follow.

Yes, these new oils represent change, but it is definitely change for the better. You now can offer state-of-the-art synthetic two-cycle oils to lubricate today's state-of-the-art two-cycle engines, fine tuned for the specific performance requirements of each application.

Our new "fabulous four" two-cycle oils are a good example of how we are able to respond to changes in engine technology. It is definitely not a "one oil fits all" world any longer when it comes to lubricating modern two-cycle engines.

More important is the fact that we have the capabilities and technical know-how right within our company to make oils that meet any lubrication demand. Unlike many marketers of two-cycle lubricants, we don't rely on other companies to formulate and manufacture our two-cycle oils. With over thirty years of experience formulating synthetic oils and a world-class lab that is staffed and equipped better than many of the major oil companies around the world, there is no other company anywhere more capable of formulating lubricants than we are.

Our experience and capabilities are one of many reasons we have been successful competing against the major oil companies. Another reason is our strict quality control. I was told by one of our suppliers who has access to many blending facilities around the world that our quality control is the best in the industry. I'm very proud of that.

But the major reason we have been so successful over the years is because of you, our Dealers and Direct Jobbers. Our job is to produce the very best lubricants and other high quality products, and we do that very well. But as the old saying goes, "Nothing happens until something is sold."

Without the talents, dedication and commitment of many thousands of people like you who use the AMSOIL opportunity to earn part time and full time incomes, there would be no reason for us to make all these excellent products. You are and always have been the backbone of this company, and every one of us here at AMSOIL are aware that we work for you, because when you succeed, we succeed.

So that's why we develop new products like the "fabulous four" Synthetic 2-Cycle Oils. These excellent new products represent new markets and sales opportunities for you. You now have lubricants that are specifically made for each and every two-cycle application. They will open new doors for you!

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

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

DEALERS IN ACTION!

Grain Hauler Cuts Costs With AMSOIL

The promise of reduced operating and maintenance costs netted AMSOIL Dealers Troy and Tammie Klump, Castroville, Texas, a plum of an account.

Keller Grain, Inc. in Castroville buys high quality white and yellow corn from local farmers and trucks it to processing plants across the state of Texas. The company has been in business since the 1960s.

"These trucks put on about 12,000 miles a month," said Burnell Keller, the company's owner.

He recently met AMSOIL Dealer Troy Klump, who told Keller AMSOIL products could cut his operating and maintenance costs in half, provide better fuel economy, easier starts and extended oil drains at least three times longer than he was getting with the Exxon XD3-30 he was using and changing every 10,000 miles.

"We were fixing to extend the drain to 15,000 miles," Keller said. "But a sample of the Exxon motor oil analyzed at 10,000 miles came back saying the oil needed to be changed. I said, let's give AMSOIL a whirl."



ON THE ROAD – AMSOIL Dealer Troy Klump, left, Keller Grain owner Burnell Keller, center, and company manager Michael Keller, all of Castroville, Texas, gather near a truck they converted to AMSOIL synthetic motor oil.

Keller installed AMSOIL 15W-40 Heavy Duty Diesel and Marine Oil in his Freightliner, with more than 400,000 miles on the engine.

The company decided on a routine of oil analysis and filter change at 15,000.

"We did this procedure three times at a 15,000-mile analysis and filter change only," Keller said. "Each time the oil sample report came back saying the oil was good for continued use."

Manager Michael Keller is in charge of making sure the trucks are in top shape when they get

on the road.

After the third round of analysis, the oil was changed. The company plans to continue with 15,000-mile analysis and filter changes and to continue to use the same oil for an interval of 50,000 miles.

"That's about five times longer than before," Keller said. "It's very good. Keller Grain is now convinced that AMSOIL is a superior product and that anybody can save money using AMSOIL products."

AMSOIL Quality Saves Tractor Engine, Earns New Dealer

Nine years ago, Thomas Mendenhall, Suffolk, Va., bought a new Toro/Wheel Horse tractor with a Briggs & Stratton 15.5 engine and put AMSOIL 10W-30 Synthetic Motor Oil in it at the first oil change.

He used it to work one acre of land. "The oil was changed only every two years," Mendenhall reports. "It was always still clean at that time."

Toward the end of last summer, the motor developed a vibration. "Upon shutting down the motor, I found that all the oil had leaked out the bottom of the motor because the bottom housing bolts had backed out and let the crankshaft move about with the lower housing," he said.

He tore down the engine. "We found no damage from the loose housing but, more important, we found no wear on the piston or the cylinder," Mendenhall said. "The cylinder wall still had the original hone marks and, to my surprise, the inside of the motor was clean enough to eat off of."

He found all he needed was a \$14 gasket rebuild kit and the tractor was back in working order.

Mendenhall was so impressed with AMSOIL synthetics he started using them in his cars, trucks, boat and motorcycle. He uses AMSOIL XL-7500 10W-30 in his 1969 Cougar XR; AMSOIL 10W-40 Synthetic High Performance Motor Oil in his 1994 Ford E-150 conversion van, along with the AMSOIL Dual-Gard Bypass Filtration System. AMSOIL High Performance 10W-40 Motor Oil runs in his 1998 Chevy CK-2500 diesel, as well as in his 2003 GMC 2500HD diesel truck. His 1993 Intrepid 20-foot boat with a 5.0 Cobra motor runs smoothly with AMSOIL 15W-40 Heavy Duty Diesel and Marine Oil, and his 2003 Harley-Davidson Ultra Glide runs with AMSOIL 20W-50 High Performance Motorcycle Oil. In November of 2003, Mendenhall became an AMSOIL Dealer. "What a great product," Mendenhall said. "We wouldn't consider using anything else now. Thanks AMSOIL."

MONTHLY LE



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



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



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



Thomas H. Kirby
 Michigan
 Regency Platinum Direct
 Jobber
 Fourth—Total Organization
 Fifth—Personal Group
 Sales



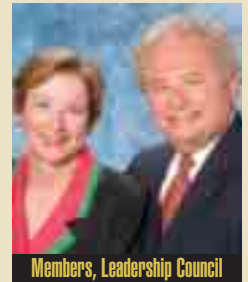
Michael H. Ellis
 Michigan
 Regency Gold Direct Jobber
 Eighth—Total Organization
 Second—Commercial and
 Retail Marketing



Members, Leadership Council
**George and Shirley
 Douglas**
 Florida
 Regency Platinum Direct
 Jobbers
 Ninth—Total Organization
 Eighth—Personal Group
 Sales
 Tenth—New Qualified
 Dealers and Accounts



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



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



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



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



Lynn and Beth Pabst
 Wisconsin
 Regency Direct Jobbers
 Second—New Qualified
 Dealers and Accounts



Mike and Dana Smith
 Georgia
 Direct Dealers
 Fifth—New Qualified
 Dealers and Accounts

ADERS

December
2003

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—Total Organization



David and Carol Bell
Texas
★★Regency Platinum Direct Jobbers
Sixth—Total Organization
Fifth—Commercial and Retail Marketing



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

Members, Leadership Council



Daniel and Judy Watson
Florida
Regency Gold Direct Jobbers
Seventh—Personal Group Sales



Bud and Lorna Bourquin
Minnesota
Regency Silver Direct Jobbers
Tenth—Personal Group Sales



Robert and Jean Johnson
New Hampshire
Master Direct Jobbers
FIRST—Commercial and Retail Marketing
Ninth—New Qualified Dealers and Accounts



Wayne and Lynette Fletcher
Washington
Direct Jobbers
Sixth—New Qualified Dealers and Accounts



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



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



Shirley Green,
Regency Platinum



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



Harold and Marcie Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
Regency Platinum



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

HIGHER LEVELS OF

REGENCY PLATINUM DIRECT JOBBER



Thomas H. Kirby
Michigan

REGENCY DIRECT JOBBERS



Peter and Diana Lotito
New York

EXECUTIVE DIRECT JOBBER



Eric W. Dalgaard
Minnesota

PREMIERE DIRECT JOBBERS



Norman D. Stokes
Washington



Wanda L. Eastman
Maine

DIRECT JOBBERS



Roy Anderson
Washington
Sponsor: Glenn E. Graves
Direct Jobbers:
Leonard and Eunice Pearson



Lisa Greenwood and
John McIntosh
Oregon
Sponsor: Edwin L. Greenwood
Direct Jobber: Edwin L. Greenwood

First Time 2500 Level Honor Achievers 2500 monthly commission credits 15 Dealers sponsored

Scott and Jackie Dollaway, Washington Sponsors: Leonard and Eunice Pearson

First Time 1000 Level Honor Achievers 1000 monthly commission credits 15 Dealers sponsored

Armand Fr. and Luisa Boutin, Massachusetts Sponsor: George R. Carlson

David and Gena Daniels, Arizona Sponsor: Norman E. Ayres

Kenneth A. Deemer, Oklahoma Sponsor: Dave M. Mann

Randall and Rebecca Finck, Virginia Sponsors: Frank Jr. and Sharon Spruill

Anthony and Marion Murphy, Ontario Sponsors: William and Lorraine Dunn

Scott and Linda Rogus, Michigan Sponsor: Dave M. Mann

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

Dale D. Blanchard, Georgia Sponsors: Riley and Judy Allen

Matt Collins, Tennessee Sponsors: Daniel and Judy Watson

Adele M. Leary, Minnesota Sponsor: Bill R. Brown

RECOGNITION

December
2003

NEW DIRECT DEALERS



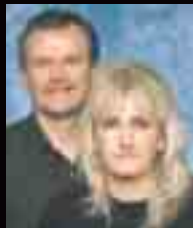
James R. Duvall
New York
Sponsor: Edward M. Jennings
Direct Jobber:
Edward M. Jennings



Raymond Johnston
Colorado
Sponsor: Tom W. Champion
Direct Jobbers:
Louis and Lois Rosenthal



John and Rita Metz
Florida
Sponsors: Joel and Susan Watkins
Direct Jobbers:
Joel and Susan Watkins



Ronny and Lisa Nielson
Utah
Sponsors: Kenneth and Christin
Johnson
Direct Jobbers: Thomas and
Rosemarry Arland



Ted and Shirley Pickul
Florida
Sponsors: Don and Carolyn Souter
Direct Jobber: Donald S. Lynch



**Chris and Barbara
Thompson**
Texas
Sponsor: Doyle R. Ware
Direct Jobber: James M. Ball Jr.

NEW ACCOUNT DIRECT



Alan Rice
California
Sponsors: David and Carol Bell
Direct Jobbers:
David and Carol Bell

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

Merlin R. Luschen, *Wisconsin* Sponsors: Charles and Sally Schultz
Alan Rice, *California* Sponsors: David and Carol Bell
William H. Starr, *Washington* Sponsors: Raymond and Patricia Prukop
Bruce Wappman, *Pennsylvania* Sponsors: Michael and Donalisa Sparks

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

Richard Bezotte, *Minnesota* Sponsors: Chester and Penny Gustafson
Ben Brown, *Montana* Sponsors: Mark and Sherree Schell
Timothy S. Brown, *Vermont* Sponsors: Edward and Cynthia Sanders
Michael and Cynthia Dennis, *Michigan* Sponsors: Ronald and Ernestine Herriman
Robert J. Lafountain, *New York* Sponsors: Richard Jr. and Holly Guilz
Richard P. Pearson, *Minnesota* Sponsors: Don and Brenda Cole
Eric J. Pitts, *Indiana* Sponsor: Sheryl Riley
Michael and Lisa White, *Michigan* Sponsor: Thomas P. Maury
Gerald B. Wright, *Connecticut* Sponsors: William Jr. and Marjorie Desmond

Your Answers for the

AMSOIL Synthetic Motor Oils Offer Superior



When you consider that at least two-thirds of passenger cars in the United States have accumulated more than 75,000 miles, and the conventional lubricant market has been generally stagnant the last few years, Valvoline's introduction of MaxLife motor oil in 1999 was marketing at its best. By targeting the owners of higher mileage vehicles and telling them the new product was specially formulated to protect higher mileage engines, Valvoline suddenly found itself with a very successful new product. The company has been steadily increasing its profits the past few years and repeatedly credits MaxLife for the growth.

"We're all wrestling with that [lack of growth in overall demand] and saying that our ticket out of this is that we need to innovate," says Blair Boggs, director of branding for Valvoline.

Not wanting to get left behind, other lubricant manufacturers quickly began marketing their own high mileage motor oils. Nearly every major American lubricant manufacturer now offers a product specifically for vehicles with more than 75,000 miles, including Valvoline, Quaker State, Castrol, Mobil, Pennzoil, Kendall, Exxon, Havoline and Chevron, and high mileage motor oils now account for between 5 and 7 percent of passenger car motor oil sales value.

"At this point, approximately 14 percent of vehicles with more than 75,000 miles are using high mileage motor oils, so the potential upside is terrific," says Ray Sparling, director of programs for Kendall Motor Oil. "Moreover, we think the timing for entering the segment is very good because a significant portion of consumers have already gone through the learning curve on this type of product."

Quarts of high mileage motor oils are typically priced a dollar or more higher than standard conventional oils, allowing lubricant manufacturers to significantly increase profits. Are consumers who use high mileage motor oil getting their money's worth or are they just falling for marketing hype? Is the extra cost justified?

High mileage engines often lose compression, the gaskets become brittle, the rings wear and valves do not seal as tightly. Formulated with varying degrees of anti-wear additives, seal conditioners, extra cleaning agents and friction modifiers, high mileage motor oils supposedly protect old seals and combat deposit build up, viscosity change, increased oil consumption, reduced fuel economy and decreased performance.

The question then becomes, if the problems associated with higher mileage engines can be treated with special high mileage motor oils, is it reasonable to assume they can be prevented entirely by running a higher quality oil from the beginning?

HIGH MILEAGE

Market

Protection for Old and New Vehicles

Yes. AMSOIL motor oils are proprietary formulations of the world's best synthetic base stocks and most advanced additive systems. From the start, they protect seals, prevent deposit formation, maintain viscosity, reduce oil consumption and improve fuel economy.

AMSOIL has a superior performing motor oil for most high mileage customers. The following are the types of customers you will encounter as an AMSOIL Dealer and your answers to their "what type of oil should I use" questions.

1 The "smart" customer: I have been using AMSOIL synthetic motor oil from the start. I have been following AMSOIL oil and filter change recommendations. Now, with over 75,000 miles accumulated, my engine is clean, efficient and mechanically sound. "What oil should I use?"

Your Answer: Continue using any of the AMSOIL synthetic motor oils.

2 The "finally getting smart" customer: I have been using conventional petroleum oil for up to 75,000 miles, but have performed regular maintenance. My vehicle is mechanically sound. "What oil should I use?"

Your Answer: Begin using any of the AMSOIL synthetic motor oils.

3 The "got smart just in time" customer: I have been using conventional petroleum oil for 75,000 miles or more, but have been inconsistent in terms of maintenance. My engine still runs well, but may have developed some deposits, worn seals and slight increases in fuel and oil consumption. "What oil should I use?"

Your Answer: Change over to AMSOIL XL-7500 motor oil. The AMSOIL XL-7500 motor oils contain less detergency than the other AMSOIL motor oils. They are less aggressive in terms of solvency and are less likely to break away the petroleum oil deposits that have formed false seals and threaten to block passageways and plug oil filters. AMSOIL XL-7500 motor oils minimize concerns over leaking seals, excessive oil consumption and sludge clean-up problems.

4 The "not smart enough" customer: I have been running conventional petroleum oil for over 75,000 miles and have totally neglected proper maintenance. My engine is worn, thick with sludge and leaks oil. "What oil should I use?"

Your Answer: Continue using the cheapest conventional petroleum oil you can find. As an AMSOIL Dealer, I don't need the problem.



AMSOIL Engine Flush

AMSOIL Engine Flush is an excellent option for customers wishing to restore the efficiency of both their high and low mileage mechanically sound engines. It is also recommended as a maintenance tool for preserving peak performance. AMSOIL Fast Acting Engine Flush is a carefully selected blend of solvents and special cleaning agents that dissolve and disperse harmful deposits formed in the crankcase, cylinder walls, pistons and rings of an internal combustion engine. It also aids in draining the contaminants and releases as much dirty oil as possible from the crankcase. When used as directed, it cleans and helps restore operating efficiency to valve lifters and piston rings for improved performance.

- **Helps free stuck lifters**
- **Loosens sticky deposits**
- **Increases oil flow**
- **Helps reduce oil consumption**
- **Dissolves antifreeze-induced deposits**
- **Accelerates drain process and maximizes contaminant removal**

Muscle Cars for a New Generation

The Steadily Growing Tuner Market Fuels Demand for High Performance Products



When most people think of muscle cars, they generally think of American makes like Chevrolet, Ford and Pontiac. Classic cars such as the Pontiac GTO, the Ford Mustang and the Chevy Chevelle come to mind. However, the hot rods of the new generation are not GTO's, Mustangs or Chevilles. They are modified, mid-sized imports like Honda Civics, Toyota Celicas and Nissan Maximas.

Actually, these modern-day hot rods are usually combinations of different makes and models. The body could be manufactured by Nissan, but a more powerful Toyota engine could be under the hood. They're called "tuners," and the scene has been steadily growing since its underground beginnings in southern California more than a decade ago. The blockbuster 2001 movie *The Fast and the Furious*, centering on highly modified import cars and street racing, helped launch the tuner lifestyle into mainstream public consciousness.

Typically a youth-dominated market, it features moderately priced mid-size import vehicles juiced up with expensive performance modifications, flashy body work, custom paint jobs and expensive sound systems. "Tuner car enthusiasts express themselves using their vehicles," says Dick Messer, museum director of Petersen Automotive Museum in Los Angeles. "The car is the focus of their lifestyle, and it's a lifestyle that transcends ethnic, gender and socio-economic barriers. Tuner cars bring together a group of enthusiasts that is not defined

by a specific make or model, a geographic boundary or niche market."

According to *Motor Trend* magazine, "'Tuner' cars are traditionally sport compact models equipped with high-revving, small-bore engines, race-inspired suspensions and bodywork. They represent a modern-day approach to performance-based motoring and they have many parallels to the early days of hot rodding." The tuner scene has no set rules, and creativity is encouraged. Some tuner enthusiasts focus almost exclusively on exterior appearance, others are more concerned with performance and others strive for a balance between the two.

An April 2003 article by Don Fernandez in the *Atlanta Journal-Constitution* profiled some of Atlanta's local tuners. James Park of Lilburn, Ga., owns a 2002 Mitsubishi Lancer that boasts two-tone seats, custom exhaust and "suicide spoiler," and he's looking at adding a turbocharger. "Any import lovers ... once you start, you can't stop," he says.

When Edgar Moreno of Alpharetta, Ga., bought his new 2003 Infinity, he wasted no time with the modifications. He removed the wood grain interior, installed a PlayStation 2 in the glove compartment and a DVD player and monitor in the air conditioner space and added fifteen-inch rims and a lowered profile for aesthetics.

Performance is extremely important in the ever growing tuner market, and tuner enthusiasts invest a lot of money in their vehicles. AMSOIL lubricants are the perfect fit for today's hot rod generation.



The interiors of tuner vehicles are often modified as extensively as the exteriors.



Tuner enthusiasts typically spend thousands of dollars modifying their engines to increase power output.

AMSOIL Gains Attention, Respect



Effective marketing is largely a product of name recognition. Every day, companies of all types seek ways to gain greater name recognition for their products.

AMSOIL is no exception in that respect. Its efforts – as well as the commitment and dedication of Dealers – are paying off in a big way.

Statistics show that AMSOIL INC. has gained significantly more attention from consumers in recent years. One measurement is the ability to track the number of times consumers specifically sought out AMSOIL products on the Internet.

In June 2001, there were 3,065 searches for the term AMSOIL, but in the month of June 2003, that number had risen to 10,579, and in October 2003 the number rose again to 12,755, according to statistics provided by Overture, an Internet service that provides the information.

In comparison, Valvoline drew 6,944 inquiries online in October 2003; Pennzoil, 3,820; Royal Purple, 2,428; Lucas Oil, 1608; and Shell Oil, 7,563. Mobil 1 drew 4,550 specific searches, while searches for Mobil oil drew 5,031 in that month, according to the data.

These numbers reflect the information from one Internet

search engine. However, they clearly show that the AMSOIL corporate website, as well as the wide range of AMSOIL Dealers' websites positively impact name recognition for AMSOIL motor oils and lubricants. One stop on the Overture site under the terms "synthetic motor oils" brings up several pages of results for independent AMSOIL Dealers.

"We're a leading presence on the Internet, thanks, in part, to our Dealers," said Marketing Manager Ed Newman. "It's a very cost-effective method of getting leads and new customers."

AMSOIL also gains national exposure through trade or racing magazines. It's a means to showcase AMSOIL products as well as motocross or snocross teams in conjunction with other products or companies, such as Polaris and Honda, or Woody's, an equipment supplier to the snowmobile market.



Sometimes called "piggy back" advertising, it's a bonus to AMSOIL through its sponsorships.

"It would cost probably hundreds of thousands of dollars over the course of a year to get the kind of visibility that we get through our sponsorship and inclusion in these ads," said Newman.

These types of ads gain AMSOIL brand recognition as well as connection to a

winning team, he said.

AMSOIL invests in other types of advertising, such as television spots on ESPN and paid ads in magazines.

The company also has received good press from *Lubes-N-Greases* magazine, a national publication that reports on the lubrication industry. Twice in 2003 automotive editor David McFall, formerly with the American Petroleum Institute, praised AMSOIL for its superior quality extended drain interval synthetic motor oils.

It's clear from the increased number of consumers that are specifically searching for AMSOIL motor oils and lubricants, increased exposure in broadcast and print venues for racers and from industry analysts, that AMSOIL INC., and its superior synthetic products, are set to continue record levels of growth now and in the future.



AMSOIL coverage in Racer X 2004 Motocross Calendar



George and Shirley Douglas Join Leadership Council



Regency Platinum Direct Jobbers

**George and Shirley
Douglas**

New Leadership Council Members
1981 – Dealers
1982 – Direct Jobbers

The Leadership Council was formed in 1994 as a means to ensure open and productive communication between corporate AMSOIL and the Dealer network. Together, among a wide array of topics, they discuss marketing issues, rules and regulations, corporate policies and Dealership ethics.

According to the mission statement of the council: "The individual members also are educators, entrusted with the proper communication and support of the direction and policies developed through the Leadership Council meetings."

Clear communication is vital in every organization.

It's particularly important in a company like AMSOIL INC., which has so many independent distributors spread throughout North America.

In 1994, AMSOIL INC. formed the Leadership Council as a means of communication between all of the Dealers in the network and the corporation.

It is comprised of a group of experienced Direct Jobbers who meet periodically with corporate executives and staff.

Direct Jobbers George and Shirley Douglas, Orlando, Fla., are the newest members of the council.

They fill the spot left open last month when Direct Jobber Ora Mae Boardman stepped down as a Leadership Council member.

"It was an honor being a member of the Leadership Council," Boardman said, "and I'm proud of the many things we accomplished.

"Although I will truly miss working closely with the other Leadership Council members and corporate staff

Leadership Council Members



Mark and Sherree Schell
1976 – Dealers
1980 – Direct Jobbers



Tom and Sheila Shalin
1979 – Dealers
1980 – Direct Jobbers

representatives, I believe it's time to give other Dealers an opportunity to share in the experience. I'm sure George and Shirley Douglas will do an outstanding job."

George Douglas shared some of his thoughts about joining the council and his respect for Boardman.

"I personally think it's a great honor to even be considered for the council out of the large Dealer pool, yet alone to be chosen for it," said George Douglas. "We have worked all of the programs AMSOIL offers so we are well balanced and trust that we can be of value to the council.

"We will be replacing a great lady and we find that an honor also."

George and Shirley Douglas earned the AMSOIL Balanced Business Award in 1996. First presented in 1994, this award recognizes Dealerships that work all of the available AMSOIL programs in a balanced fashion. To earn the award, a Dealership must have to its credit 100 Dealers, 50 retail accounts and 50 commercial accounts.

The couple began their AMSOIL Dealership in 1981, and became Direct Jobbers in 1982, working the business part time.

George Douglas was an aircraft mechanic for Delta Airlines. He moved through the ranks there, working in supervision and management his last 10 years with the airline. He took early retirement in 2001 and began working the AMSOIL business full time.

Shirley Douglas worked for State Farm Insurance until 1998, when she started working their AMSOIL business full time. She runs the home office, doing everything from handling phone calls from



Ora Mae Boardman

1976 – Dealer

1976 – Direct Jobber

1994 – Leadership Council

prospects to actually delivering products when necessary.

"The home-based business has allowed me flexibility to spend more time with our three grandsons and to travel all across the country in our RV mobile office visiting our downline or working trade shows," Shirley Douglas said. "I couldn't do much of this if I was still working my day job. AMSOIL is not a job, it's an adventure that can only be experienced once the commitment is made."

Those years of work and commitment have paid off for the Douglas's.

"We've experienced steady growth in our organization since we started,"

George Douglas said. "We make a six-figure income off of it now. I was lucky. I rode two good horses, Delta and AMSOIL, in tandem. However, I couldn't have built the Amsoil business to the level we have achieved without Shirley."

While the Douglas's continue to sell a lot of product, they focus more on recruiting and training new Dealers these days.

Douglas said he looks forward to working with the group of Direct Jobbers on the Leadership Council.

Because he has a large Dealer network and is familiar with all of the AMSOIL programs he believes he will be effective on the council.

"If my understanding of what the council is in place for is correct, I feel we can help AMSOIL formulate new ideas and programs, and offer solutions to issues and challenges that are brought before the council members," Douglas said.

"This added responsibility to our normal Dealership activities will be taken seriously, as the council is the sounding board for the Dealer network. Both Shirley and I look forward to the challenge."



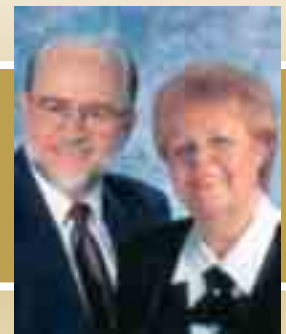
Gerry and Patricia Reid
1978 – Dealers
1987 – Direct Jobbers



Carl and Kimberlee McNamee
1981 – Dealers
1981 – Direct Jobbers



Ray and Karen Peszko
1979 – Dealers
1980 – Direct Jobbers



Bill and Judith Shirk
1984 – Dealers
1990 – Direct Jobbers

All Is Swell With Swill Racing

Swill Racing has been tearing up dragstrips in their Mustang since January 2000. Off the shelf brands of 20W-50 motor oil were the norm. Mediocre results were all too common, too. Bearing wear and motor fatigue led to costly replacement parts and continual engine rebuilding. "Standard 'High Performance' motor oil wasn't doing the job," according to Scott Lovell of Swill Racing, Inc. AMSOIL Dealer Dave Spaay recommended a switch to the AMSOIL Series 2000 0W-30 a quarter of the way through the 2003 season. The wear characteristics of their 8,000 RPM super-charged, small block Ford motor "vastly improved." They said it was like, "night and day."

Periodic engine inspections showed clean cylinder walls and bearings which looked like new. How durable is AMSOIL Series 2000 0W-30 Motor Oil? The team ran the same seven quarts of oil for the remainder of the season. The success of the oil had the team thinking about the transmission. They decided to try AMSOIL Supershift



No more mixed results for Swill Racing. A switch to AMSOIL products has meant success on the track.

Transmission Fluid and the Series 2000 75W-90 Gear Lube. Immediately they were impressed with the fast, firm transmission shifts and extra horsepower to the rear wheels. "Our biggest problem was figuring out how to keep our front wheels on the ground," said Lovell.

Off season testing shows the Mustang's quarter-mile performance has improved at least by three-tenths of a second and 4 MPH to a best 8.89 secs. at 152.47 MPH. That is just .01 second off their race class record and .35 better than the current

MPH record. Lovell said, "Undoubtedly our use of AMSOIL synthetic lubricants has played a substantial role in our improvement."

Swill Racing will challenge for the 2004 NMRA EFI/Renegade championship, and Spaay will be right there to help. "Our AMSOIL rep provides a wealth of information. Obtaining expert knowledge is now just a phone call away." That call just may be, "Hey Dave, we won a championship."

Mabry Is Yellow, But They Ain't Scared



Mabry comes off the line hard and fast.

The Midwest is their stomping ground. They're taking on all comers. From Missouri to Tennessee, Mabry Racing is raising hair on the back of fans' necks with their bright yellow Camaro and sizzling runs. Twenty years of competing has taught Larry Mabry, of West Frankfort, Ill., a thing or two about drag racing. For instance, which motor oil to use in their 1400 HP engine. Mabry counts on Series 2000 20W-50 Racing Oil for high performance. The team qualified with a 4.76 sec. ET at Indianapolis last season at a Jeg's Super Quick event. They went on to a couple of top three finishes and qualified in the top bracket in the Dixie Doorslammers series. "Our quickest times of the year have been a 4.73 sec. ET at 150.89 MPH on an one-eighth mile track," said Mabry.

AMSOIL Dealer Brad Stacy has known Mabry for two decades and sponsors the team. There's a quid pro quo for his involvement. For providing AMSOIL motor oil, transmission fluid and gear lube for the team, Mabry stocks the shelves of his auto repair shop with AMSOIL products. "Sales in their shop have really grown with the introduction of the AMSOIL XL-7500 Motor Oil," said Stacy.

The AMSOIL banner hangs proudly in the Mabry pits on race day. The car is a big hit with spectators. He's fast on the track, but Mabry uses his quick reaction time to tell fans he also uses AMSOIL in his tow vehicle and personal vehicles. Now, there's a team winning on and off the track.



The sun yellow car of Mabry Racing scorches the competition.

Altech Is Alright When It Comes to High Performance



Altech Performance is Canada's Fastest Import.

Toronto-based Altech Performance is the 2003 Canadian Pro Stock Champion. The AMSOIL supported team won the championship with a 11.51 sec. ET at 120 MPH. They also earned the title as "Canada's Fastest All Motor Import Car."

The season began with the team using a modified stock motor. Through R/D testing the engine was refined to a nearly unbeatable power plant. Altech Performance is already well underway with testing of its 2004 engine, and you can bet AMSOIL motor oil will be used in it.

AMSOIL Dealer Josephino Caryalho, of Toronto, has sponsored the team for a couple of seasons with great results. When not on the track the team is promoting Caryalho and AMSOIL products at cars shows like the Speedorama extravaganza.

Super Start to Supercross

Team AMSOIL Shows Best Yet To Come

The AMSOIL/Chaparral/Honda supercross team is off to a flying start. There have been ups and downs, but the team has been on the podium in front of bright lights, television cameras, thousands of fans, millions of viewers many times for holeshots, heat wins, top finishes and victories. Each and every rider strides up the stage with the AMSOIL logo across their chest and AMSOIL synthetic engine oil in their motorcycles.

The season started in Southern California with mixed results. Mike LaRocco cartwheeled, but came back later to win his semi. Kevin Windham, returning to supercross action, flew out of the gate to win his heat. Windham's an interesting story. Before the January 3 season opener at Edison International Field in Anaheim, the last supercross race he competed in involved an incident where he broke his femur. Windham returned to racing last summer with Team AMSOIL in motocross, testing the water you might say, where he finished second overall with several impressive wins. Windham liked what he saw. He was sold on AMSOIL, the team and the potential to win it all. He's now signed on for two years.

Opening Night - 10 p.m. PST - 44 Degrees

Back to the track. Typically weather isn't a factor in SoCal, but on this night it was downright brisk. Rain cancelled practice sessions, which left teams guessing. Beginning with the weather, nothing was quite right and by all accounts Team AMSOIL didn't have the night they envisioned. The 125cc



Windham (white) and LaRocco (red) are taking AMSOIL to new supercross heights.



Travis Preston is back in championship form.

tandem of Chris Gosselaar and Travis Preston, 2002 125 West champion, didn't get to the podium. Aside from the early successes, LaRocco and Windham didn't have much to show for the night either. It was time to regroup, rethink and head down I-10 to Phoenix.

Back on Track

The team quickly showed the prior round to be an anomaly. AMSOIL supercross put three on podiums. The southern gentleman Windham led the way. He was untouchable on his way to a 250 victory. Granite-man LaRocco survived another header, but came back in the final to a spectacular third place finish. Preston burst onto the scene with a triumphant third place in 125 action. This is significant because he, too, lost time last season due to a terrible knee tear. Team AMSOIL was back on track.

It's Coming Together

Momentum continued for the team back up to Anaheim. Windham took a third and LaRocco a fourth in AMA/THQ Supercross round three. Preston stayed in form for a second place. It's all starting to come together. In the overall points chases, Windham and LaRocco are in the top couple of spots. Preston is in the hunt for another title. Gosselaar is on the rebound. 125 East riders Billy Laninovich and Ryan Mills are tearing it up as their season gets going. As George Peppard used to say in the old A-Team show, "It's great when a plan comes together."

Team AMSOIL, Tate, Medal at X Games



Justin Tate salutes the crowd from Winter X podium.

Justin Tate, battered and bloodied, earned his first medal, a silver, for an inspired run in Hillcross at ESPN Wnter X Games VIII.

Tate was no rookie to the X Games. He had been to the big show six times. His best finish was fourth place in Snocross and that was his first time out. He was due. The AMSOIL/ Polaris/ Scheuring Speed Sports driver arrived in Aspen, Colo. determined not to go home empty handed again. He didn't disappoint.

There were two memorable moments before the final for Team AMSOIL. The first was sort of a low-light. Tate lost control in a practice run on a patch of ice which sent the sled careening out of control. As Tate was tossed from the sled, he smacked his face on the machine. Tate's goggles took the brunt of the hit, but it left a gash under his right eye. It took 15 stitches to close the wound, but a heck of a lot more would be needed to stop the AMSOIL rider. The next memorable moment was in the first semi-final. In a sprint to the finish DJ Eckstrom went airborne. The lighter, faster AMSOIL sled flew through the air like a kite touching down just on the other side of the finish line. Eckstrom had won by the length of a ski.

Team Owner Steve Scheuring was pleased to have both riders in the main event which made the wounds left from disappointing snocross competition feel better. Tate had the holeshot, but the first roller section took his momentum. Still, the race was nip-and-tuck. Tate crossed the line in second place. Silver. "I made a mistake early, but was lucky enough that I got a good line midway through the course to take it the rest of the way," said Tate. Eckstrom fought to keep with the leaders and was nipped at the line finish fourth for the second year in a row.

Team AMSOIL proved again why it has four X Games medals... hard work and the finest synthetic lubricants.



D.J. Eckstrom gets big air in Hillcross final.

Credit: Shazamm/ESPN

Credit: Markus Paulsen/Shazamm/ESPN

NEW MEXICO

• March 23 - Tuesday
• April 27 - Tuesday
Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
2415 Princeton Drive NE
Albuquerque, NM 87107
Hosted by Regency Direct Jobbers
Paul and Nancy Greenberg
(505) 881-1693 warehouse;
(595) 255-2137, home
fax (505) 232-8330
NMOilman@aol.com

NEW YORK

• March 17 - Wednesday
• April 21 - 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 2 - Tuesday
• April 6 - Tuesday
Meeting - 7 p.m.
LOTITO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
Hosted by Regency Direct Jobber
Peter Lotito (607) 589-4148
Call ahead to reserve space and confirm
location or e-mail lubedcalery@aol.com

• March 11 - Thursday
• April 8 - Thursday
Meeting - 7:30 p.m.
FRITTITTA RESIDENCE
16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers
Vinny and Germaine Frittitta
(718) 442-4774

• March 17 - Wednesday
• April 21 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific
location
Hosted by Direct Jobber Peter Finnerty
(315) 682-9791

• March 17 - Wednesday
• April 21 - Wednesday
Meeting - 7:30 p.m.
**NEWARK, NY
LOCATION**
Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• March 11 - Thursday
• April 8 - 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 #200

• March 11 - Thursday
• April 8 - Thursday
Meeting - 7:30 p.m.
MALLONEE RESIDENCE
3009 5th Street NW
Hickory, NC 28601
Hosted by Account Direct
Larry Mallonee and Dealer Jack Hoskins
(828) 327-3655 All Dealers welcome.

• March 11 - Thursday
• April 8 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Executive Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

• March 9 - Tuesday
• April 13 - 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 2 - Tuesday
• April 6 - 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 Fall, OH 44221
Hosted by Dealers
Paul & Coralie Fabijanic
(216) 928-8863 or 800-874-4827 RSVP

• March 13 - Saturday
• April 10 - Saturday
Meeting - 1 - 4 p.m.
BREDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda
(330) 239-3146

• March 22 - Monday
• April 26 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Premiere Direct Jobbers
Luis and Sharon Pena
Please RSVP to: (419) 349-3451
or (419) 297-3451

OKLAHOMA

• March 6 - Saturday
• April 3 - 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 11 - Thursday
• April 8 - 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

• March 11 - Thursday
• April 8 - Thursday
Meeting - 7 - 8:30 p.m.
GOLDIE'S
2005 E. 21st Street
Tulsa, OK 74114
Hosted by Direct Jobber
Kevin Alexander (918) 342-9537
Call first to confirm space for you and
your guests

• March 11 - Thursday
• April 8 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Road
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and Direct Jobber
Kevin Alexander (918) 258-6979
RSVP kevinan@nordam.com

OREGON

• March 18 - Thursday
• April 15 - 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 4 - Thursday
• April 1 - Thursday
Meeting - 7 p.m.
HOFFMAN RESIDENCE
7025 SE 22nd Avenue
Portland, OR 97202
Hosted by Dealer Dan Hoffman
(503) 236-2579 All are welcome

PENNSYLVANIA

• March 15 - Monday
• April 19 - 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 Avenue,
Suite 107
N. Charleston, SC 29406
Hosted by Dealer George Kerr
(843) 747-8200

• March - Variable Meetings
• April - 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
Boulevard
Greenville, SC 29615
Hosted by Direct Jobber Loel D. Handley
R.S.V.P (864) 989-0753
amsoiddealerloel@aol.com

SOUTH DAKOTA

None Scheduled

TENNESSEE

• March 16 - Tuesday
• April 20 - 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 2 - Tuesday
• April 6 - Tuesday
Meeting - 7 p.m.
**MECHANICAL
EXCELLENCE, INC.**
1223 Crestdell Drive
Duncanville, TX 75137
Hosted by Dealers
Harrold and Nancy Andresen
(972) 709-5391

• March 16 - Tuesday
• April 20 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Premiere Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
e-mail: oilmandj@comcast.com

UTAH

• 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,
Direct Jobber 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 5 - Monday
Introduction to AMSOIL, History,
Demonstrations, Products
• April 6 - Tuesday
Dealer Meeting
• April 10 - Saturday
Dealer Training
Saturday meetings: 10 a.m. - noon;
Monday meetings 7:30 - 9:15 p.m.;
Tuesday meetings 7 - 9:15 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23836
Hosted by Regency Platinum 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
synthoil@comcast.net

• March 8, 22 -Monday
• April 12, 26 -Monday
Meeting - 7:30 p.m.
STANCILO RESIDENCE
240 N. Oceana Boulevard
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stancil
(804) 428-6049

• March 8 - Monday
• April 12 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitte (804) 694-0221

• March 2 - Tuesday
• April 6 - Tuesday
Meeting - 7:30 p.m.
PESZKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct Jobbers
Raymond & Karen Peszko
(757) 484-9491

• March 9 - Tuesday
• April 13 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Pipgras
(804) 737-4874 or (804) 737-9231

WASHINGTON

• March 15 - Monday
• April 19 - Monday
Meeting - 6:30 p.m.
**GASPER'S LUBE SERVICE
CENTER & WAREHOUSE**
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Master Direct Jobbers
Cliff and Lorna Gasper
(206) 864-7618, or (877) 633-7618
Everyone Welcome

• March 9 - Tuesday
• April 13 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Premiere Direct Jobbers
Marv & Charlotte Stougaard
(360) 856-1641 Guests Welcome

• March 11 - Thursday
• April 8 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Master Direct Jobbers
Tom and Shirley Walsh
(425) 483-2582
T-1 certification classes available by
appointment with pre-paid registration.

• March 11 - Thursday
• April 8 - Thursday
Meeting - 7 p.m.
**POODLE DOG
RESTAURANT**
1522 54th Avenue East
Fife, WA 98424
Hosted by *Regency Platinum Direct
Jobbers Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

• March 9 - Tuesday
• April 13 - 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 13 - Saturday
• April 10 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe
Avenue
Spokane, WA 99205
Hosted by Premiere Direct Jobber
Jack Whitehill and Training Dealer
Tom Bennett (509) 324-3588
Everyone Welcome. No charge

• March 23 - Tuesday
• April 27 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
610 E. 20th Street
Vancouver, WA 98663
Hosted by Direct Jobber
Sammy Samuelson (360) 699-5257
1-UPS-SV30-01L
(1-877-593-0645)

Discussion on product application and
oil analysis
All are welcome! Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

• March 18 - Thursday
• April 15 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL ACADEMY
1201 Clough Avenue
Superior, WI 54880
Hosted by *****Regency Platinum
Direct Jobbers Bill & Donna Durand
Refreshments Served
(715) 392-4006 Guests Welcome

• March 11 - Thursday
• April 8 - 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 11 - Thursday
• April 8 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcom Street
Hammond, WI 54015
Hosted by Regency Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING

None Scheduled

INTERNATIONAL

ALBERTA

None Scheduled

BRITISH COLUMBIA

• March 19 - Friday
• April 16 - 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 15 - Monday
• April 19 - 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 25 - Thursday
• April 22 - Thursday
Meeting - 6 - 8 p.m.
**AMSOIL DISTRIBUTION
CENTER**
6625 Tomken Road
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Premiere Direct Jobber Rob
Hilditch and Local Dealers
(905) 564-7700

PRINCE EDWARD ISLAND

PUERTO RICO

QUEBEC

SASKATCHEWAN

NEW ZEALAND

None Scheduled

AMSOIL CENTERLINES ...and updates

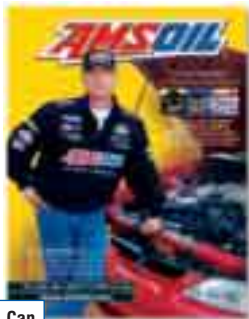
NEW CANADIAN G-8126 PRICE LIST

The new Canadian Dealer and Preferred Customer Price List (G-8126), as inserted in issues of the Canadian *Action News*, is available for purchase. Adjusted pricing and product codes are effective April 1.

Stock #	U.S.	Can
G-8126	0.40	0.65

CLOTHING AND PROMOTIONAL ITEMS CATALOG

The AMSOIL Clothing and Promotional Items Catalog, as inserted in this issue of the *Action News*, features the complete line of AMSOIL clothing and promotional items and is available for purchase.



Stock #	U.S.	Can
G-1650	0.80	1.30

BRITESIDE™ MIRACLE WASH AEROSOL SPRAY

This unique dry car wash and polish delivers outstanding performance and quick, easy and economical spray application. No water required. Incredibly easy to use: simply spray on, use a clean terry cloth towel to spread Miracle Wash and wipe clean with a second terry cloth towel. It's simply the fastest way to clean your vehicle. Specially formulated surfactants lift dirt and other particles from the surface of your car and hold them in suspension. Miracle Wash then acts as a shield, protecting the surface from abrasion while you wipe the dirt clean. Repels dust and light dirt particles and protects against the sun's ultraviolet rays.



Miracle Wash Waterless Spray Polish

Stock #	Pkg/Size	Comm. Credits	U.S. Dealer/ P.C. Cost	Can. Dealer/ P.C. Cost
AMW-SC	(1) 13-oz. spray can	5.95	6.25	10.05
AMW-06	(6) 13-oz. spray cans	35.70	35.70	57.30
AMW-QT	(1) quart bottle*	12.00	12.60	20.30
AMW-04	(4) quart bottles*	48.00	48.00	77.40

* applicator bottles not available

MARCH CLOSE OUT

The last day to process March orders in the U.S. and Canada is the close of business on Wednesday, March

NEW AMSOIL "FABULOUS FOUR" 2-CYCLE OIL DATA BULLETINS & RECOMMENDATION CHART

25 bulletins per pack



INTERCEPTOR Synthetic 2-Cycle Oil (AIT)

The AMSOIL INTERCEPTOR Synthetic 2-Cycle Oil data bulletin (G-1955) covers the performance benefits of using INTERCEPTOR in recreational two-cycle equipment.

Stock #	U.S.	Can.
G-1955	2.80	4.65



DOMINATOR Synthetic 2-Cycle Racing Oil (TDR)

The AMSOIL DOMINATOR Synthetic 2-Cycle Racing Oil data bulletin (G-1985) covers the performance benefits of using DOMINATOR in modified, high performance and racing two-cycle engines.

Stock #	U.S.	Can.
G-1985	2.80	4.65



HP Injector Synthetic 2-Cycle Oil (HPI)

The AMSOIL HP Injector Synthetic 2-Cycle Oil data bulletin (G-1986) covers the performance benefits of using HP Injector in direct fuel injected (DFI) and carbureted outboard motors, as well as other recreational two-cycle equipment.

Stock #	U.S.	Can.
G-1986	2.80	4.65



Saber Synthetic 100:1 Pre-Mix 2-Cycle Oils (ATP & ATO)

The AMSOIL Saber Professional (ATP) and Outboard (ATO) Synthetic 100:1 Pre-Mix 2-Cycle Oil data bulletin (G-1987) covers the performance benefits of using Saber in pre-mix applications.

Stock #	U.S.	Can.
G-1987	2.80	4.65



Fabulous Four Recommendation Chart

The AMSOIL Fabulous Four 2-Cycle Oil Recommendation Chart (G-1988) shows applications for each new AMSOIL Synthetic 2-Cycle Oil.

Stock #	U.S.	Can.
G-1988	2.80	4.65

31. The last day to process March orders in Alaska, Puerto Rico and New Zealand is the close of business on Thursday, March 25. Volume transfers for March business will be accepted until 3 p.m. CDT on Tuesday, April 6.

NAVY RACING CAP

Show your AMSOIL racing pride with this bold red, white and blue six panel cap. Features embroidered AMSOIL Pro Racing logo, sleek racing stripe and velcro closure.

Supplies limited.



Stock #	U.S.	Can
G-1832	12.00	19.25

AMSOIL ACRYLIC RULER

The new AMSOIL 12-inch acrylic Magnaview ruler features prevalent AMSOIL logos and "The First in Synthetics." Measures 12 inches or 30 centimeters.



Stock #	U.S.	Can
G-1983	1.95	3.15

AMSOIL ADVERTISING

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

March & April 2004

Display Advertisements

Snow Tech	March '04	(320) 763-5411
NOLN	March '04	(805) 796-2577
NOLN	April '04	(805) 796-2577

Catalog Showcase Advertisements

5.0 Mustang & Super Fords	April '04	(323) 782-2000
Car Craft	April '04	(323) 782-2000
Eurotuner	April '04	(323) 782-2000
Hot Rod	April '04	(323) 782-2000
Hot Bike	April '04	(714) 939-2400

CANADIAN REGISTRATION FEES REDUCED

Due to the fluctuation in the exchange rate, prices on Canadian registrations/renewals and kits have been lowered. New pricing is effective April 1, 2004.

G-07PC	Preferred Customer Starter Kit	\$15.00
G-07Y	Dealer Starter Kit	\$22.50
G-700	Dealer Business Manual	\$45.00
G-1312	Literature Pack	\$45.00

	Dealer	Preferred Customer
six-month registration	\$22.50	\$15.00
one-year registration	\$45.00	\$30.00
five-year registration	\$180.00	\$120.00
ten-year registration	\$340.00	\$225.00

Register Now for AMSOIL University 2004

Dates: May 23-27, 2004

Location: The campus of Wisconsin Indianhead Technical College in Superior, Wisconsin

Enrollment Costs: \$392 (Attending spouses may register at a reduced fee of \$196)

Courses: Three Course Track Options

- 1. Core Technology** - Focuses on many of the aspects of automotive lubrication and AMSOIL sales strategies.
- 2. Commercial Technology** - Designed for Dealers who have a working knowledge of basic lubrication and sales strategies. Primarily focuses around the commercial sales environment. Prerequisites: Must have previously attended an AMSOIL University Core Technology Program, a C&F or CAT school or have sufficient field experience.
- 3. Advanced Development Program** - Identifies opportunities for the established Direct Jobber.

Discusses market trends, promotional ideas, technical briefings and allows interaction with AMSOIL corporate staff. Note: Enrollment for this track is limited to a total of 40 individuals representing a minimum of 20 Dealerships. Prerequisites: Must have achieved Direct Jobber status and completed previous AMSOIL educational training.

Extracurricular Activities: Three extra events will be offered for entertainment during AMSOIL University. These events include a welcoming reception, an AMSOIL cookout and facility tour and a special activity that will be announced in the coming months. All events are open to enrolled participants and offered at no additional cost.

Registration and Information: Registration and requests for additional information may be obtained by either contacting Julie Jacobson at (715) 392-7101 or visiting the AMSOIL corporate website at www.amsoil.com/dealer/university.htm.

AMSOIL 2-CYCLE OILS

The Most Advanced Two-Cycle Formulations in the Industry



HP INJECTOR OIL

TC-W3, API TC

EXCELLENT FOR USE IN:

Outboard motors including Mercury[®] Optimax[®], Johnson[®] and Evinrude[®] FICHT[®] and E-TEC[™], Yamaha[®] HPDI, Nissan[®] and Tohatsu[®] TLDI[®]



INTERCEPTOR 2-CYCLE OIL

API TC, JASO FC

EXCELLENT FOR USE IN:

Snowmobiles, personal watercraft, ATVs and jet boats with DFI (direct fuel injection), EFI (electronic fuel injection) and carbureted motors



DOMINATOR 2-CYCLE RACING OIL

API TC, JASO FC

EXCELLENT FOR USE IN:

Snowmobiles, motorcycles, ATV's, personal watercraft and jet boats with DFI, EFI and carbureted motors used in demanding racing conditions
Racing outboard motors where motors are periodically inspected



SABER PROFESSIONAL 100:1 PRE-MIX

ISO-L-EGD, API TC, JASO FC

EXCELLENT FOR USE IN:

Chain saws, chop saws and pumping equipment
Weed eaters, blowers and lawn mowers
Mopeds, scooters and go-carts



SABER OUTBOARD 100:1 PRE-MIX

TC-W3, API TC

EXCELLENT FOR USE IN:

Pre-mix outboard motors and other pre-mix applications specifying TC-W3 type oils.
Ideal for trolling

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