

# AMSOIL

# ACTION NEWS

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*The First in Synthetics*

MARCH 2005



## **NEW** Marine Gear Lube

*Advanced Formula Offers  
Superior Protection and  
More Versatility*

**Plus:**  
*Winter X Results*



## From the President's Desk...



As many of you already know, my prediction about a major oil company following AMSOIL's lead by introducing extended drain motor oils was right on the money. This issue of *Action News* includes a report about the industry giant, ExxonMobil, introducing three new motor oils. One is a petroleum-based oil recommended for 5,000-mile drain intervals; one is a synthetic blend recommended for 7,500-mile drain intervals, and one is a full synthetic recommended for 15,000-mile drain intervals.

In announcing these new oils, ExxonMobil makes the claim that they are the first oil company to introduce a line of motor oils designed for longer oil change intervals. Excuse me! That is simply not true, and they know it. We may not have been as large an oil company as Mobil back in 1972 when we introduced the first extended drain synthetic motor oil, but we were an oil company none-the-less. There can be no doubt who was first. It is a matter of record and it's right on our labels, "The First in Synthetics." That not only means "The First," it means "The Best"!

Being first with an extended drain synthetic motor oil is only one of many firsts from AMSOIL. We were first with many synthetic lubricants, including 2-cycle oils, gear lubes, diesel oils, ATF, and greases, to name a few. When I introduced our first 100:1 synthetic 2-cycle oil, do you know how many others there were on the market? None! That is the record of this company. We have a long history of being first with high quality, innovative new products.

I certainly don't fault ExxonMobil for finally admitting that extended drain intervals are indeed a reality in passenger cars. In doing so, they validate what we

have been saying and proving for over thirty years. When I introduced the first 25,000-mile synthetic motor oil in 1972, Mobil was still making petroleum motor oils that were drained every 2-3,000 miles.

Not only was AMSOIL the first to recommend extended drain intervals, we were the first oil company to manufacture and market a synthetic motor oil that passed API service requirements. It took the rest of the industry years to stop bad-mouthing us and start paying attention to our incredible success. Then Mobil introduced its first synthetic motor oil, and made the same performance claims for their product we had been saying and proving for years with ours.

I have to hand it to ExxonMobil. They do pay attention to how well we're doing. We pave the way, proving there is a market for synthetic motor oils, and they jump in. Then we prove the market is ready for extended drain motor oils, and once again they jump in. That's what happens when you're the leader. Others follow.

As I said, I don't fault them for making this move. Just like our introduction of synthetic motor oils, we knew others were sure to follow. Look at how many oil companies are making synthetic oil today. Every one of them! The shelves are full of synthetic motor oils, many trying to use gimmicks to catch the eye of the consumer. Oils for old cars, oils for new cars, oils for pickup trucks, it's all out there.

Has all this competition hurt our sales? Not one bit. As a matter of fact, Dealers are setting new sales records every month. The quality of our products is well established and is the reason for our continuing success.

As long as we keep making products that outperform the competition, we will succeed. Consumers appreciate quality, and quality is what AMSOIL stands for.

Should you be concerned about ExxonMobil products hurting your sales? Not if history is any indicator. When Mobil 1 was introduced, our sales actually increased. As all the other synthetic oils were introduced, our sales increased. Use the new Mobil oils to validate all the things we have been saying about the capabilities of our oils for over thirty years.

Let your customers know that Mobil's 15,000-mile oil is actually more expensive than AMSOIL's 25,000-mile oil when purchased by a Preferred Customer or Dealer and Mobil recommends following a vehicle's normal drain interval schedule until the warranty period expires. AMSOIL can be used immediately in new vehicles and is backed by our own warranty.

Mobil may have taken a page out of our book, but remember who wrote the book in the first place. The same company that introduced the world to extended drain intervals, the same company that coined the term "extended drain intervals" back in 1972. The company whose products you have always relied on ... AMSOIL, "The First in Synthetics."

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!

## Volunteer Firefighter Depends on AMSOIL

As a volunteer firefighter in Long Island, NY, Dealer John Morelli puts his vehicle to the test.

“When the alarm sounds, I need to respond to a person’s call for help, and I need a vehicle I can depend on to perform under the worst conditions,” said Morelli. That’s why his 1999 Jeep Cherokee four-wheel-drive is outfitted with AMSOIL lubes and filters from front to back.

“Overall, my truck is fully synthetic. I changed over to synthetics because I respond to calls in freezing cold and blistering heat all year long, and I need my truck to perform for me,” said Morelli.

Morelli has been a firefighter for 20 years and makes many fast start-ups and short distance hops to the firehouse. Morelli said he uses every product that he sells to customers and feels confident his engine and drivetrain are protected by AMSOIL. “This oil is the best stuff on the market today! You can’t find anything



*Morelli with his 1999 Jeep Cherokee outside the local fire hall.*

better. AMSOIL motor oils outperform anything sold in the stores today.”

## AMSOIL Provides Protection that Lasts



*Bradt and the guys from Big 10 Motorsports.*

Dealer Bob Bradt of Big 10 Motorsports in Cicero, NY has been using AMSOIL lubricants in his racecar for over 10 years and hasn’t had an engine, transmission or rear-end failure due to lubrication during that time. “When our driveline is sent out for rebuild, they are amazed at the fantastic condition the internal moving parts are in,” said Bradt.

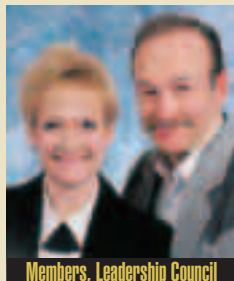
Big 10 not only races on the oval track, but also on dirt, submitting their equipment to grueling conditions including high temperatures, clogged radiators, tight courses causing lubricants to flow away from key areas and more. Bradt runs AMSOIL Series 2000 0W-30 in his engine.

“I would not protect my equipment with anything else,” said Bradt.

# MONTHLY LE



**Ray and Arlene Schmit**  
*Minnesota*  
 ★★★★★Regency Platinum  
 Direct Jobbers  
**FIRST**—Total Organization  
 Third—Personal Group Sales  
 Fourth—New Qualified Dealers  
 and Accounts



**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



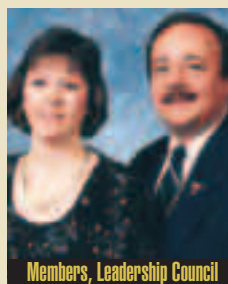
**Leonard and Eunice  
 Pearson**  
*Washington*  
 ★★Regency Platinum  
 Direct Jobbers  
 Fourth—Total Organization



**David and Carol Bell**  
*Texas*  
 ★★Regency Platinum Direct  
 Jobbers  
 Eighth—Total Organization  
 Eighth—Personal Group Sales



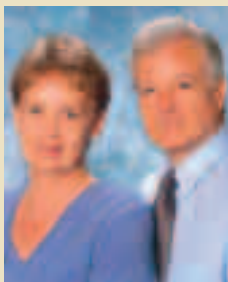
**Members, Leadership Council**  
**Gerry and Patricia Reid**  
*Virginia*  
 Regency Platinum Direct  
 Jobbers  
 Ninth—Total Organization  
 Fifth—Personal Group Sales  
 Third—New Qualified  
 Dealers and Accounts



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



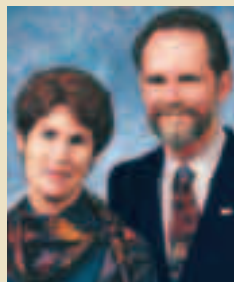
**William and Judith Shirk**  
*Maine*  
 Regency Platinum Direct  
 Jobbers  
 Ninth—Personal Group  
 Sales



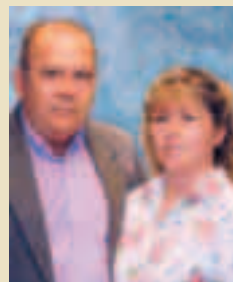
**Raymond and Kathy  
 Yaeger**  
*Wisconsin*  
 Regency Direct Jobbers  
 Fourth—Commercial and  
 Retail Marketing



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



**John and Jeanne Burke**  
*California*  
 Master Direct Jobbers  
 Fifth—New Qualified  
 Dealers and Accounts



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

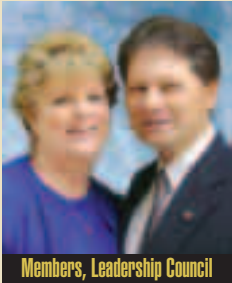


**Norman and Doreen  
 Rinehart**  
*Texas*  
 Direct Jobbers  
 Seventh—New Qualified  
 Dealers and Accounts



## HALL OF FAME

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



Members, Leadership Council

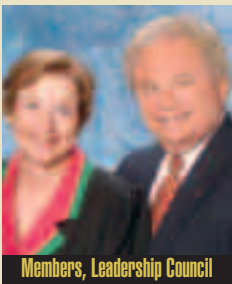
**George and Shirley Douglas**  
Florida  
Regency Platinum Direct Jobbers  
*Fifth—Total Organization*  
*Seventh—Personal Group Sales*



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



**Michael H. Ellis**  
Michigan  
Regency Gold Direct Jobber  
*Seventh—Total Organization*  
*Sixth—Personal Group Sales*  
**FIRST—Commercial and Retail Marketing**



Members, Leadership Council

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



**David B. Richardson**  
Ohio  
Direct Jobber  
*Second—Commercial and Retail Marketing*



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



**David and Rebecca Reid**  
Virginia  
Master Direct Jobbers  
*Eighth—New Qualified Dealers and Accounts*



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



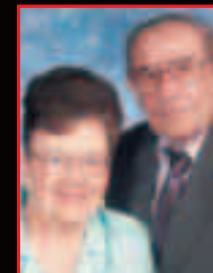
**Ches H. Cain**  
Texas  
Master Direct Jobber  
*Tenth—New Qualified Dealers and Accounts*



**Shirley Green,**  
Regency Platinum



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



**Harold and Marcile Hartman,**  
Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



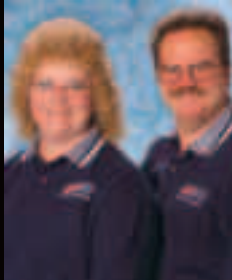
**Ora Mae Boardman,**  
Regency Platinum



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

# HIGHER LEVELS OF

## REGENCY DIRECT JOBBERS



Mylo and Patty  
Twingstrom

## NEW DIRECT JOBBERS



Robert E. Riley  
*Florida*  
Sponsor: Dave M. Mann  
Direct Jobber: Dave M. Mann



Duane J. Roark  
*Georgia*  
Sponsor: Sherry Dirksen  
Direct Jobber: Sherry Dirksen



Steve Morgavan  
*Indiana*  
Sponsors: Andrew V. Bruce  
Direct Jobbers: Ron E. Toomes

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

**Paul and Marianne Lanier**, *Idaho* Sponsors: Gayle and Sharon Montgomery

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

**Phillip C. Anderson**, *Minnesota* Sponsors: Mylo and Patty Twingstrom

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

**Marc J. Roden** *Saskatchewan* Sponsors: Dale and Sheryl Epp

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

**Russ and Karen Ault**, *Texas* Sponsors: Sandra and Ronald Ward

**Patrick A. Chestnut**, *Washington* Sponsors: Tom and Ingrid Bennett

**Russell Day**, *Colorado* Sponsor: Travis G. Wright

**Perry R. Echelbarger**, *Washington* Sponsors: Wayne and Lynette Fletcher

**James and Laurie Lavelle**, *New York* Sponsor: Ron E. Toomes

# RECOGNITION

December  
2004

## NEW DIRECT JOBBER



**Patrick and Carol Esser**  
*Minnesota*

Sponsors: Gary and Elizabeth Flatau  
Direct Jobbers: Ray and Arlene Schmit

## NEW DIRECT DEALERS



**Russell A. Rougier**  
*New Hampshire*

Sponsor: Richard Lamonde  
Direct Jobber: Richard Lamonde



**Charles Almond**  
*Texas*

Sponsors: John and Shirley Alquist  
Direct Jobbers: John and Shirley Alquist

## NEW ACCOUNT DIRECT



**John S. Boyken Jr.**  
*Indiana*

Sponsors: David and Eline Haunschild  
Direct Jobbers: David and Eline Haunschild

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

**Paul Boeshart**, *Ohio* Sponsors: Nancy and Steve Tarini

**Paul F. Emling**, *Michigan* Sponsor: Michael H. Ellis

**Jerry D. Goyer**, *Indiana* Sponsor: Shirley Green

**Jason and Dawn Gurr**, *Ohio* Sponsor: Lynne M. Zimmer

**Chris Jones**, *Ohio* Sponsor: Bob L. Enoch

**Jeffrey and Kristal Sirles**, *Colorado* Sponsor: Nancy J. Seay

**David Tolmosoff**, *California* Sponsors: Mark and Sherree Schell

**Albert J. Waffner**, *New York* Sponsors: Gerry and Patricia Reid

**Jim and Margery Williams**, *Nevada* Sponsors: Norman and Barbara Ayres



# New Marine Gear Lube More Versatile

***New Marine Gear Lube meets specifications for 13 manufacturers.***

AMSOIL Marine Gear Lube has been improved and reformulated to meet even broader specifications. The new AMSOIL Universal Synthetic Marine Gear Lube (AGM) meets the requirements of 13 manufacturers, making it more convenient and versatile than the former version, AMSOIL Marine Lower Unit Gear Lube (ALU). AMSOIL Universal Marine Gear Lube is an exclusive formulation of AMSOIL synthetic base oils and high performance additives engineered for the specific demands of marine applications.

## Multiple Applications

AMSOIL Universal Marine Gear Lube is SAE 75W/80W-90 and replaces both 75W-90 and 80W-90 gear lubes. It performs in all outboard lower units, stern drives, V-drives, bow and tunnel thrusters and marine transmissions that require either 75W-90 or 80W-90 and meet GL-4 or GL-5 specifica-



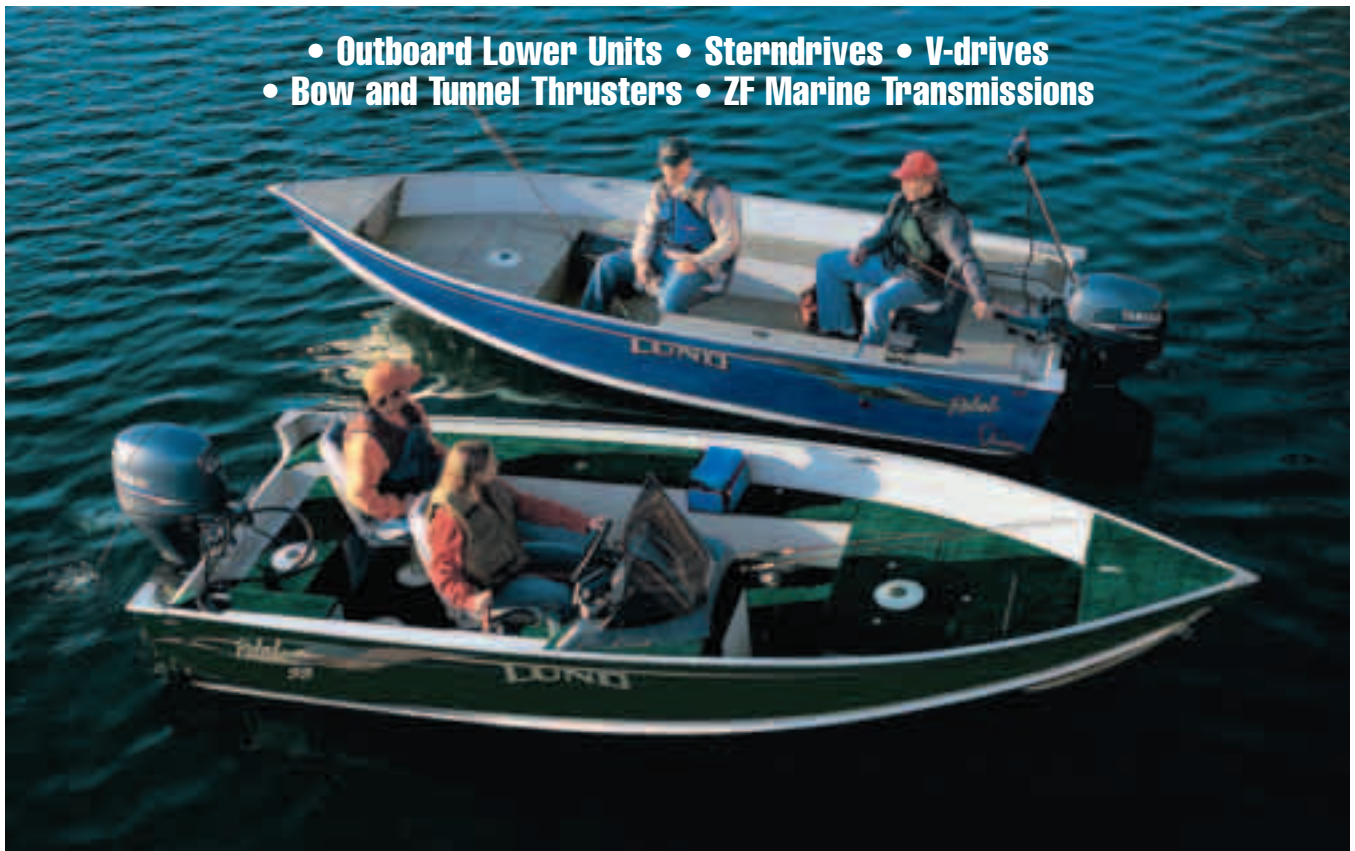
tions. AGM is marine formulated, so it protects against rust and is compatible with aluminum, copper and brass alloys.

Examples of AMSOIL Universal Synthetic Marine Gear Lube applications include: **Outboard lower units**; Mercury/Mariner, Johnson/Evinrude, Bombardier, Honda, Yamaha, Suzuki, Force/US Marine, Nissan, Tohatsu, Harbormaster Marine, Sears Gamefisher and Seagull. **Sterndrives**; Mercruiser-Bravo, OMC/Bombardier, Volvo-Penta, Yanmar, Konrad, Marine Drive Systems. **V-Drives**; Casale & Menkens. **Bow & Tunnel thrusters**; Harbormaster Marine. **Marine Transmissions**; ZF Marine Transmission.

## Superior Formulation

AMSOIL Synthetic Marine Gear Lube is an extreme pressure lubricant that provides superior protection from shock loading caused by propeller cavitation. Cavitation

- Outboard Lower Units • Sterndrives • V-drives
- Bow and Tunnel Thrusters • ZF Marine Transmissions





is common in high horsepower, high torque applications, and occurs when the propeller spins too quickly mixing air with water and losing traction which causes vibration, noise and lower unit shock loading.

## Maximum Protection

A major concern for marine gear lubes is water contamination. Water contamination can reduce the oil's ability to protect the gears under load and can cause foaming that diminishes the lubricating film and causes increased wear. Without proper oil film, rust and cor-

rosion can occur. AMSOIL Universal Synthetic Marine Gear Lube is water resistant and non-foaming. It maintains full lube film, providing optimum lubrication, and retains extreme pressure protection, even when subjected to 10 percent water contamination.

AMSOIL Marine Lower Unit Gear Lube (ALU-TB and ALU-06) will remain available while supplies last.



Stock No.	Pkg/Size	Wt. Lbs. ea	Comm Credits	U.S. Price	U.S. Sugg. Retail	CAN Price	CAN Sugg. Retail
<b>Marine Gear Lube</b>							
<b>AGM-QT</b>	(1) quart bottle	2.1	3.65	5.15	6.70	8.30	10.75
<b>AGM-01</b>	(12) quart bottles	24.8	43.80	58.80	79.20	94.80	127.80
<b>AGM-05</b>	(1) 5 gallon pail	39.4	63.75	90.75	118.25	146.50	191.00
<b>AGM-55</b>	55 gallon drum	438.5	473.00	859.00	1031.00	1389.00	1667.00

Marine gear oils operate in environments subject to water contamination. The chart demonstrates the ability of AMSOIL Universal Synthetic Marine Gear Lube to maintain designed qualities such as extreme pressure/anti-wear performance and resistance to foaming, even when subjected to 10% water contamination.

The Falex Procedure is a measurement of a gear lube's extreme pressure and anti-wear properties. A high value in the Falex Extreme Pressure Test relates to extra extreme pressure protection. AMSOIL Universal Synthetic Marine Gear Lube is not affected by water and provides 50% more extreme pressure protection for long gear and bearing life.

The presence of foam in a lubricant disrupts oil film and promotes wear. Water contamination can increase the likelihood of foaming. Industry standard testing demonstrates zero foam in both new and water-

contaminated AMSOIL Universal Synthetic Marine Gear Lube. Other conventional gear lubes can foam when mixed with water, as seen in the graph.

**AMSOIL Universal Synthetic Marine Gear Lube** is compatible with other commercially available conventional and synthetic marine gear lubes.

*Follow manufacturers recommended service intervals.*

*It is generally a good idea to change gear lube at the end of a season prior to storage.*



## Extreme Pressure and Foam Stability Testing

Test	AMSOIL Synthetic Universal Marine Gear Lube		Conventional Gear Lube (A)		Conventional Gear Lube (B)	
	No Water	With 10% Water	No Water	With 10% Water	No Water	With 10% Water
FALEX Extreme Pressure Load Test B (Lbf) (ASTM D-3233B)	1500	1500	1100	1000	1000	1000
Foam Stability (ASTM D-892)						
Sequence I	0/0	0/0	0/0	0/0	0/0	375/290
Sequence II	0/0	0/0	0/0	20/0	0/0	590/0
Sequence III	0/0	0/0	0/0	0/0	0/0	380/305

# AMSOIL SLIP-LOCK

## Effectively Eliminates Gear Housing Chatter



When making a turn, the outer wheels of a vehicle must travel faster than the inner wheels. It is up to the differential to act as a balance arm, establishing constant equilibrium of torques and forces between the left-hand and right-hand driven wheels. In standard (or open) differentials, power is directed to the wheel offering the least resistance. This works well when making a turn, but in a situation where one wheel is lifted off the ground, it causes the suspended wheel to turn while the other remains motionless.

Limited-slip (or positraction) and locking differentials are traction-increasing devices. Locking differentials transfer all available torque to both wheels. The teeth of the spider assembly engage with those on the locker clutch, causing both axle shafts to operate as one. Locking differentials don't allow one drive wheel to spin while the other remains stationary. Instead, they keep both wheels in drive mode, but unlock to permit different wheel speeds when turning. The engaging and disengaging of the teeth on automatic locking differentials often causes a banging and clunking sound. Manual locking differentials usually use an electric motor or vacuum diaphragm to engage the locker, reducing this noise.

Limited-slip differentials allow different wheel speeds when turning, but when one wheel loses traction, greater torque is transferred to the wheel offering more resistance. Limited-slip differentials make use of friction between clutch plates, as opposed to the meshing teeth employed by locking differentials. Transferring less torque per side, limited-slip differentials are generally smoother and quieter than locking differentials, but still sometimes "chatter" when transferring torque to the wheel with traction.

In some differential applications, a friction modifier additive is necessary to reduce chatter. AMSOIL Slip-Lock Differential Additive is formulated with advanced friction modifiers and is designed to eliminate gear-housing chatter in cars, trucks and SUVs equipped with limited-slip, positraction and locking differentials. It also reduces the banging and clunking associated with automatic locking differentials.

AMSOIL Slip-Lock Differential Additive is formulated for use with both synthetic and petroleum gear lubricants and safely replaces manufacturer recommended friction modifiers. Its convenient flip-top dispenser provides quick and easy application to the gear housing. One four-ounce bottle of Slip-Lock treats differential capacities of two to four quarts. It is not for use in automatic transmissions or other applications requiring ATF.

*NOTE: AMSOIL Synthetic Gear Lubes do not require the use of this additive. However, not all differentials respond the same and if chatter is noticed, the addition of AMSOIL Slip-Lock will eliminate it. For chattering differentials not running AMSOIL Gear Lube, this product is an excellent solution to the problem.*



### AMSOIL Slip-Lock Differential Additive

Stock #	Pkg/Size	Comm. Credits	U.S. Dealer/ P.C. Cost	Can. Dealer/ P.C. Cost
ADA-BA	(1) 4-oz. bottle	3.90	5.15	8.25
ADA-12	(12) 4-oz. bottles	46.80	59.00	94.20



# AMSOIL Provides Unique Benefits for Golf Courses

Landscaping companies service a countless number of different businesses. Cemeteries, golf courses, parks, roadways and more all require landscaping services. Some of these businesses provide their own landscaping services, and others hire a privately owned landscaping company. In either case, AMSOIL can help cut costs and boost production.

Golf courses, for example, use a variety of different lawn mowers, trimmers, utility vehicles, sprayers and tractors, and of course, golf carts, all of which require lubricants. Obviously, equipment is extremely important. If things break down and the appearance or playability of the course are affected, the course can lose money. It is extremely costly to have equipment down for maintenance, and performance, durability, and fuel consumption are major issues.

## Unique Products, Unique Benefits

AMSOIL can provide golf courses with savings in many areas. By using AMSOIL diesel motor oil (HDD), or gasoline motor oil (ATM) fuel savings and extended oil drains may be seen. AMSOIL motor oils also provide greater protection for hot operating air-cooled motors. AMSOIL GLC grease adheres to bearings and bushings, resists water washout and allows mower rollers and other equipment to last longer. Golf course equipment also requires oil for equipment combinations of transmissions, hydraulic systems, final drives, power take-off systems and wet brakes. Most golf courses have three or four different oils for these equipment combinations. AMSOIL Synthetic Tractor

Hydraulic/Transmission oil (ATH) meets the needs of all tractor and mower equipment combinations, greatly reducing the possibility of misapplication. AMSOIL ATH also meets the all weather tractor specifications of both John Deere and Ford New Holland, eliminating the need for seasonal oil changes.

## Saber Professional Has Many Applications

The ability to mix Saber Professional 100:1 regardless of what the equipment calls for means that employees spend much less time mixing gas and more time working. Better protection and performance mean equipment will last longer and get more done with less wear to lubricated parts.

Saber Professional is available in a convenient 3.5 oz bottle that makes calculating mixtures even simpler, and its bi-lingual label makes it more accessible. The 3.5 oz

container is ideal for treating 2 - 2.5 gallon cans of gas, common for storing mixed gas on the job. Simply adding one 3.5 oz bottle to one 2 - 2.5 gallon gas container makes keeping mixed gas on hand simple and convenient.

Saber Professional is also "smokeless" and delivers fewer emissions at 100:1 mix ratios than oils mixed at 50:1. Equipment operators subjected to smoke and fumes will benefit from these low emission properties.

Saber Professional is ideal for use in small hand-held power equipment such as chain saws, weed eaters, leaf blowers and lawn mowers.



## Synthetic Water Resistant Grease Resists Washout

Golf courses also have to avoid using grease that will drip onto greens or wash off every time equipment is cleaned. Greens and golfers' new shoes will be ruined, and more time will be spent unnecessarily performing maintenance work when AMSOIL clearly makes a grease product to suit any need they have.

AMSOIL greases provide superior protection for wheel bearings and other components operating in high-temperature/high speed, high-load/low-speed, or water immersion conditions.

With equipment that is constantly run under heavy loads and in wet and muddy conditions, and a clientele that demands perfection, these products and their unique benefits can open the door to new opportunities with golf courses.



# ExxonMobil Follows AMSOIL Into Extended Drain Market

## What the Introduction of ExxonMobil Long Drain Motor Oils Means for AMSOIL

### **A press release from ExxonMobil announced a new line of motor oils recommended for extended drain intervals.**

It was only a matter of time before another company followed the path forged by AMSOIL over 30 years ago. Some Dealers may recall that Mobil also followed AMSOIL into the synthetic motor oil business, introducing its synthetic motor oil two years after AMSOIL. The technology for extended oil drains is obviously available, but until now, the major oil companies have had other agendas. Marc Graham, who is president of Pennzoil-Quaker State-owned Jiffy Lube International, was quoted in a 2001 *Lubricants World* interview as saying, "At [PQS] we use a number internally that if we [shortened the drain interval] by 100 miles [for each car serviced], it would mean an additional \$20 million in revenue for the company." He also explained that "if we could move our customers to get one more oil change per year, it's worth \$294 million for the oil change alone and \$441 million in revenue, when you include the ancillary products and services customers typically buy along with the oil change."

### **Mobil backed off 25,000-mile oil change intervals in 1974.**

Mobil briefly recommended 25,000-mile oil drains in the 1970s. It's not difficult to figure out who they were trying to compete with. AMSOIL was the only other company offering synthetic motor oils and recommended 25,000-mile drain intervals. However, it may be that because vehicle manufacturers weren't yet comfortable with extended drain intervals, Mobil retracted its extended drain recommendations and simply recommended motorists follow the intervals specified in their vehicle's owners manual. Of course, traditional oil change recommendations also allow Mobil and other motor oil companies to sell a lot more oil. Everyone wins but the customer.

### **AMSOIL stands apart from the competition.**

AMSOIL has always formulated its products to be the absolute best, continually researching ways to make its already outstanding products even better. Other oil

companies, however, are beholden to shareholders, and one could speculate that their incentive is to maximize profit. They formulate oils down to a price, rather than formulating them to be the best they can be. Then, they price their products to maximize profits. In addition, AMSOIL has 33 years of experience blending premium extended drain synthetic oils. That's 33 years worth of proven performance in the field.

A close look at ExxonMobil's new long drain motor oil line reveals that two are petroleum based, one is a synthetic blend and only one, Mobil 1 Extended Performance, is a full synthetic. The petroleum-based products are recommended for 5000-mile drains, the synthetic blend for 7500-mile drains and Extended Performance for 15,000-mile drains. However, a look at the fine print reveals that ExxonMobil is still recommending drivers follow the oil drain recommendations listed in their owners manuals during the warranty period. AMSOIL synthetic motor oils are recommended for 25,000-mile or one-year drain intervals in both new and older vehicles. The AMSOIL warranty stands behind this recommendation.

### **AMSOIL has recommended 25,000-mile/one-year drain intervals since 1972.**

AMSOIL delivers the highest quality lubricants on the market. It's the AMSOIL identity, and it's what customers expect. Al Amatuzio coined the phrase "extended drain interval," and from the beginning, AMSOIL Synthetic Motor Oils have been formulated for extended drain intervals.

### **Vehicle manufacturers are pushing for extended oil drain intervals.**

Vehicle manufacturers in Europe have been recommending extended oil drains for years. In fact, the average drain interval in Europe is 10,000 miles. Vehicle manufacturers in the United States are definitely coming around to extended oil drains as well. Most owners manuals from recent model vehicles recommend 5000- to 7500-mile oil drain intervals. In addition, oil life monitors have become increasingly common on today's vehicles, allowing and encouraging motorists to increase



drain intervals up to 12,000 miles, even when using conventional oil. Vehicles equipped with an oil life monitor no longer recommend oil changes based solely on mileage. The system measures engine operational data such as temperature, revolutions and speed to determine when the oil is nearing the end of its life.

### **The motor oil industry is faced with the extended oil drain interval issue.**

The success of oil life monitors has posed a threat to motor oil companies who insist oil must be changed every 3000 miles. It becomes increasingly difficult to maintain this position when vehicle manufacturers are recommending significantly longer intervals with the use of their oil monitoring systems. This is no doubt one of the reasons ExxonMobil finally introduced a line of long drain motor oils.

### **AMSOIL Dealers will benefit from ExxonMobil's entry into the extended drain market.**

AMSOIL Dealers should expect increased sales and increased interest in the Preferred Customer program and the Dealer opportunity. When Mobil first entered the synthetic motor oil market in 1974, many Dealers were concerned about their sales. However, rather than suffering, sales numbers actually skyrocketed. While AMSOIL was once the lone voice promoting the benefits of synthetic motor oil, it was then suddenly joined by the largest motor oil company in the world. The Mobil campaign helped educate consumers about the benefits of synthetic motor oil, and AMSOIL Dealers were able to take advantage. As other motor oil companies joined the ranks and offered synthetics, the message became even more mainstream and the demand for synthetic motor oil continued to rise.

With ExxonMobil introducing a line of long drain oils, it's the same situation. While AMSOIL has certainly proven that extended drain intervals provide valuable benefits, the fact that ExxonMobil is finally saying the same thing brings the message to even more people. People who were previously dubious about extending oil drain intervals will be more inclined to do it, and AMSOIL Preferred Customers and Dealers will pay significantly less for an oil that lasts longer than ExxonMobil. However, unlike ExxonMobil or anyone else, AMSOIL offers 33 years worth of tried and true performance.

### **AMSOIL beats ExxonMobil on price.**

The suggested retail price of the top oil in ExxonMobil's new line, Mobil 1 Extended Performance, is \$5.79 to \$5.99 a quart. That's right in line with AMSOIL 5W-30 and 10W-30, which retail for \$5.95 a quart. By registering as an AMSOIL Preferred Customer, customers pay only \$4.65 a quart, and even less when purchasing by the case.

Armed with the facts, AMSOIL Dealers are positioned to capture even more extended oil drain interval customers. It is up to Dealers to spread the word. By offering customers AMSOIL synthetic motor oils, Dealers are offering a better oil, a longer drain interval, a better price and 33 years worth of proven performance.



# Altitude and Attitude in Aspen



*"Showtime" Schubitzke finds his line before the much-anticipated final.*

hype even had newcomer Carl "Showtime" Schubitzke as a leading candidate to take home Winter X Gold. Along for the ride, so to speak, was his teammate, D.J. Eckstrom, who won this year's AMSOIL Duluth National in front of the hometown crowd by more than seven seconds.

Before any medals could be handed out, both Eckstrom and Schubitzke had to qualify for the snocross semi-finals. In 2004, bad luck kept Team AMSOIL from racing on day two. During the qualifying rounds this year, however, Eckstrom and Schubitzke would make the semi-finals by landing in the top four of their qualifying heats. Eckstrom narrowly escaped an accident in the first lap and settled into third.



*Scheuring and Schubitzke peer through the thick snow that fell during Monday's qualifiers.*

each run a semi-final heat. This time, Eckstrom would draw Hibbert in his semi-final. But it would be a relatively unknown, Jeff Snow, who grabbed the holeshot. Blair Morgan would take the checkered, with Snow and Eckstrom in tow. Schubitzke ran one of his strongest races of the year in the qualifier, pulling away from the back of the pack for another third place finish. Both Team AMSOIL riders were headed to the finals and would be the only Polaris riders in the main event.

The final didn't go as planned for Team AMSOIL. Eckstrom tried a middle line at the starting gate, while Schubitzke moved to the outside. When the green flag dropped, both riders battled for the holeshot. In the first turn, however, Eckstrom was pinched by dueling Ski Doo's and came out of turn one in seventh. Schubitzke, meanwhile, never made it out of turn one. With his eyes set on the holeshot, his sled was bumped from behind. He fell backwards while his sled went over the berm and into the crowd. No one was hurt, but Schubitzke had to spend the rest of the race as a spectator.

"We really wanted a medal," said Schubitzke after the race. "The sleds were all dialed in, but neither of us survived the first turn."

"All I saw out of the corner of my eye was the blue skies from the AMSOIL sled going over the berm," said Eckstrom. "I was just hoping Carl was alright, because it looked

The city of Aspen sits 7,900 feet above sea level and is tucked away in the shadows of the Rocky Mountains. The quiet town is called home by almost 6,000 people, a number that more than tripled during the final days of January and start of February. The tiny resort town is home to some of the world's best ski resorts and for one fun-filled week, it plays host to ESPN's Winter X Games.

"Winter X" IX featured the top names in winter sports such as snowboarding and downhill skiing. Also on the ticket is the high octane sport of snocross, and Team AMSOIL/Scheuring Speed Sports was once again in the running for another Winter X medal.

Team AMSOIL has won four medals at Winter X, including a silver in the 2004 Hillclimb event. The preseason



*The sun sets early in Aspen thanks to the city sitting more than 7,900 feet above sea level.*



*In the nine years of Winter X, Team AMSOIL has brought home four medals.*

"I don't know how I made it out of that," said Eckstrom, who followed with a third in his second qualifying heat. "I just saw dust coming over that double, and the next thing I know there's someone on the ground."

Schubitzke, meanwhile, battled former Winter X gold medalist Tucker Hibbert for third place during his heat race, making it to day two with a fourth. Schubitzke would battle Hibbert again in the second qualifying heat, this time finishing third to Hibbert's second.

Only 10 of the 30 riders invited to Aspen would make Tuesday's televised final. But to get there, the top 16 qualifiers had to



*The million-dollar transports highlight the big business and dedication of snocross.*



a lot worse than it was from where I was sitting.”

Eckstrom, meanwhile, could only work his way up to sixth place in the shortened six-lap final. Morgan took the gold, Hibbert the silver and Steve Martin the bronze.

“It’s too bad we couldn’t bring home a medal,” said Steve Scheuring. “Carl had the holeshot but got an unlucky bump going into that berm. But both guys sure were fast this weekend.”



Schubitzke turned from race favorite into spectator after getting bumped off his sled during the start of the final.

## Never Give Up

It’s a make or break year for Billy Laninovich. The AMSOIL/Chaparral/Honda rider knows he needs to make an impressive comeback to keep his name in Factory Connection pits.

The 21-year-old Californian is one of the fastest up-and-coming 125 riders today. Laninovich won a national title at Loretta Lynn’s in 2000, and since turning pro in 2002 he has made the podium three times. But his progression to the top of the AMA standings was temporarily sidelined in 2004 when he suffered a knee injury that kept him on a stationary bike instead of his Honda 250cc.

“After the wreck I had surgery and then went home,” said Laninovich. “I returned to San Francisco (site of his surgery) for a month of rehab, came home and the first thing I did was hire a trainer. Since then I’ve been training at the gym and riding my bicycle. My leg feels strong; I have been out riding motorcycles a lot and I’m definitely ready for the 2005 season.”

With every race, Laninovich is proving he is more than ready for 2005. During round four of the AMA Supercross Series in San Francisco, he returned to familiar ground. He impressively won the first Supercross race of his career, grabbing the lead on lap two and never looking back.

“This is the first win of my career, so I can’t even explain how happy I am,” said Laninovich. “I hope this is the first of many. I had a little battle with Danny Smith on lap one, but I was able to move into the lead and ride smart.”

Laninovich set out to prove his podium wasn’t a fluke. The next week the AMA was back in Anaheim. When the dust settled on the 125 main event, Laninovich was back on the podium, this time with a second place finish behind Ivan Tedesco. The strong back-to-back weekends also move Laninovich to fifth place in the 125 West Division.

“It’s been my dream since I was a little kid to be a professional motorcycle rider,” said Laninovich. “It really means a lot to me to have finally reached my goals.”



Laninovich is all smiles after his first career 125cc win in San Francisco.



“Lano” took some big air over the finish line jump and showed his excitement in mid-flight.



As the race wore on, Laninovich kept finding the right lines and quicker lap times.



## REGIONAL SPEAKER'S MEETINGS

• March 5 - Saturday  
Speakers: Regency Platinum Direct  
Jobbers Tom Shalin and  
George Douglas  
Meeting 9 a.m. to 6 p.m.  
(Lunch provided)  
Cost: \$20 each with pre-registration;  
\$25 each at the door  
HANDY HOUSE OFFICE  
BUILDING  
129 W Irving Boulevard  
Irving, Texas 75060  
Hosted by Direct Jobbers Ron Ward, Gene  
Rinehart and Vic Sorlie  
For reservations call Vic Sorlie  
(817) 283-9426 or  
e-mail honcho@synspeed.com

• March 12 - Saturday  
Speakers: ★★Regency Platinum Direct  
Jobber Mark Schell and Premiere  
Direct Jobber Chuck Evans  
Meeting 1-9 p.m.  
Dinner at 6 p.m.  
Cost: \$20 per person; \$35 per  
Dealership  
BEST WESTERN TRADE  
WINDS CENTRAL  
144 Harvard  
Tulsa, OK 74105  
Hosted by Regency Silver Direct Jobbers  
Patrick and Donna Grady and  
Executive Direct Jobbers Kevin and  
Dianne Alexander  
RSVP dinner reservations to Kevin and  
Dianne Alexander  
(877) 237-6281 by February

## T-1 CERTIFICATION MEETINGS

### 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 17 - Thursday  
• April 21 - Thursday  
Meeting - 7 p.m.  
STANLEO'S SUB VILLA  
Governor's Drive  
Huntsville, AL  
Hosted by Direct Jobber Cliff Goehring &  
Premiere Direct Jobber Gerry Gotvald  
(256) 337-0376

• March 17 - Thursday  
• April 21 - Thursday  
Meeting - 7 p.m.  
BOWMAN RESIDENCE  
1330 Frank Marshall Road  
Ozark, AL 36360  
Hosted by Direct Jobbers E. E. "Al" &  
Mildred Bowman (334) 774-3344

### ALASKA

• March 17 - Thursday  
• April 21 - Thursday  
Meeting - 7 p.m.  
PHILLIPS INTERNATIONAL  
INN  
5121 Arctic Boulevard  
Anchorage, AK 99507  
Hosted by Dealer Don Nusbaum  
(907) 563-2274 Call for reservations

• March 1, 15 - Tuesday  
• April 5, 19 - Tuesday  
Meeting - 7 p.m.  
STATEN RESIDENCE  
2949 Sunflower Street  
Anchorage, AK 99508  
Hosted by Premiere Direct Jobber  
Melda Staten (907) 333-0124  
Call for reservations

### ARIZONA

• March 15 - Tuesday  
• April 19 - Tuesday  
Optional no-host dinner - 5:30 p.m.  
Meeting - 6:30 p.m.

THEO'S SPARTAN GRILL  
1825 East University Drive  
Tempe, AZ 85281  
Hosted by Master Direct Jobber  
Dick Nado and Dealer Jim Brewer RSVP  
(602) 996-7181 Dick (480) 968-4922 Jim

### ARKANSAS

• March 10 - Thursday  
• April 14 - Thursday  
Meeting - 6:30 p.m.  
GARDNER RESIDENCE  
280 York Chapel Road  
Nashville, AR 71852  
Hosted by Dealer Jerry Gardner  
(870) 451-9152 jgard24@iocc.com

• March 9 - Wednesday  
• April 13 - Wednesday  
Meeting - 7 p.m.  
PASTERNAK RESIDENCE  
217 CR 472  
Jonesboro, AR 72404  
Hosted by Premiere Direct Jobbers  
David and Brenda Pasternak  
(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 2 - Wednesday  
• April 6 - Wednesday  
Meeting - 7 p.m.  
McCOOL RESIDENCE  
2210 Coddling Drive  
Modesto, CA 95350  
Hosted by Dealer Bill McCool  
(209) 577-0174

• March 22 - Tuesday  
• April 26 - Tuesday  
Meeting - 7 p.m.  
EVANS RESIDENCE  
40728 Sundale Drive  
Fremont, CA 94538  
Hosted by Premiere Direct Jobbers  
Chuck and Linda Evans (510) 659-4078

• March 8 - Tuesday  
• April 12 - Tuesday  
Meeting - 6:30 p.m.  
COCO'S RESTAURANT  
284 East Highland Avenue  
San Bernardino, CA 92401  
Hosted by Dealer Jim Johnstone  
(909) 886-4842

• March 1 - Tuesday  
• April 5 - Tuesday  
Meeting - 7 p.m.  
CARROW'S RESTAURANT  
19011 Bloomfield Avenue  
Cerritos, CA  
Dealer Dave Gumpertz (562) 212-3709  
Dave@Lubes4U.com

• March 15 - Tuesday  
• April 19 - Tuesday  
Meeting - 7 p.m.  
Downline and Guests FREE,  
Out of line - \$5  
LUDWICK RESIDENCE  
6015 Hughes Street  
San Diego, CA 92115  
Hosted by Direct Dealer Craig Ludwick  
R.S.V.P. (619) 583-5218

### COLORADO

• March 17 - Thursday  
• April 21 - Thursday  
Meeting - 7:30 p.m.  
AMSOIL HOUSE  
4316 Ridgecrest Drive  
Colorado Springs, CO  
80918  
Hosted by Executive Direct Jobber  
Iida Gray (719) 598-5115

### CONNECTICUT

None Scheduled

### DELAWARE

• March 12 - Saturday  
• April 9 - Saturday  
Meetings at Noon  
Call for reservations  
BLUE DIAMOND PARK  
765 Hamburg Road  
New Castle, DE 19720  
Hosted by Direct Jobber Greg King  
(302) 345-4350 Guests Welcome

## DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

• March - Last Thursday  
• April - Last Thursday  
Meeting - 7 p.m.  
PERKINS RESTAURANT  
5320 North Orange  
Blossom Trail  
Orlando, FL 32806  
Hosted by Regency Platinum Direct  
Jobbers George & Shirley Douglas  
(407) 856-1564 Call ahead for details,  
directions and RSVP

• March 1 - Tuesday  
• April 5 - 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. Emphasis on doing  
AMSOIL as a business.

### GEORGIA

• March 3 - Thursday  
• April 7 - Thursday  
Meeting - 7 p.m.  
DIRKSEN RESIDENCE  
1905 Queens Road  
Albany, GA 31707  
Hosted by Regency Direct Jobber  
Shirry Dirksen (229) 436-5532  
Potluck, everyone brings a dish

### HAWAII

None Scheduled

### IDAHO

• March 5 - Saturday  
• April 2 - Saturday  
Meeting - 12 - 3 p.m.  
SCHELL RESIDENCE  
2000 W. Broadway  
Idaho Falls, ID  
Hosted by ★★Regency Platinum Direct  
Jobbers Mark & Sherree Schell  
Reservations: (208) 524-0322 RSVP

• March 9 - Wednesday  
• April 13 - Wednesday  
Meeting - 7:30-9:30 p.m.  
MCGUFFEY RESIDENCE  
23446 Freezeout Road  
Caldwell, ID, 83605  
Hosted by Premiere Direct Jobbers Charles  
and Connie McGuffey  
RSVP: (208) 455-2581

### ILLINOIS

• March 8 - Tuesday  
• April 12 - Tuesday  
Meeting - 7:30 p.m.  
BAUER RESIDENCE  
111 Woodland Trail  
Anna, IL 62906-3904  
Hosted by Direct Dealers  
Norm and Barb Bauer (618) 833-3228

• March 19 - Saturday  
• April 16 - Saturday  
Meeting - 10 a.m.  
LINDLAND SALES OFFICE  
1421 Winnemac Avenue  
Unit I  
Chicago, IL 60640  
Hosted by Premiere Direct Jobbers  
Reinert and Diana Lindland  
RSVP (773) 271-5678

### INDIANA

• March 2, 16 - Wednesday  
• April 6, 20 - Wednesday  
Meeting - 7:30 p.m.  
RENTOWN SHOP  
1533 Rentown Road  
Bremen, IN  
Hosted by Direct Jobbers LeRoy and  
Malinda Hochstetler and Premiere Direct  
Jobbers Willis and Rolene Gingerich  
(219) 831-2839

### IOWA

• March 1 - Tuesday  
• April 5 - Tuesday  
Meeting - 7 p.m.  
SORTER RESIDENCE  
2629 340th Avenue  
Terril, Iowa 51364  
Hosted by Dealers  
David and Melissa Sorter  
(712) 853-6293

### KANSAS

• March 3 - Thursday  
• April 7 - Thursday  
Meeting - 6:30 - 8 p.m.  
WICHITA PRODUCT  
CENTER  
3800 West 29TH Street  
South, Ste. 5  
Wichita, KS 67217  
Hosted by Regency Platinum Direct  
Jobbers Tom and Sheila Shalin  
(316)-733-0002

### KENTUCKY

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

### LOUISIANA

• March 1 - Tuesday  
• April 5 - Tuesday  
Meeting - 6 p.m.  
AUTTONBERRY  
RESIDENCE  
2520 Swiss Street  
W. Monroe, LA 71291  
Hosted by Dealer Ellis Auttonberry  
(318) 396-4348

### MAINE

None Scheduled

### MARYLAND

• March 23 - Wednesday  
• April 27 - Wednesday  
Meeting - 7 p.m.  
HYNES RESIDENCE  
291 Chestnut Springs Road  
Chesapeake City, MD  
21915  
Hosted by Dealer William Hynes  
(302) 540-2525 or 877-885-3111

• March 18 - Friday  
• April 15 - 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 18 - Friday  
• April 15 - Friday  
Meeting - 7 p.m.  
GRÖNER RESIDENCE  
9208 Todd Avenue  
Fort Howard, MD 21052  
Hosted by Account Direct Harvey Groner  
(410) 477-8255

• March 3 - Thursday  
• April 7 - 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 18 - Friday  
• April 15 - Friday  
Meeting - 7:30 p.m.  
AL SMITH AUTOMOTIVE  
3228 E Joppa Road  
Baltimore, MD 21234  
Hosted by Premiere Direct Jobber  
Al Smith (410) 882-9696  
Al@SynLubes.com  
Reservations Required

### MASSACHUSETTS

None Scheduled

### MICHIGAN

• March 16 - Wednesday  
• April 20 - Wednesday  
(Opportunity)  
Meeting - 7 p.m. (Dealer training)  
MUGRIDGE RESIDENCE  
6640 State Road  
Lakeport, MI 48059  
Hosted by Premiere Direct Jobbers  
Barry and Cathy Mugridge  
(877) 446-2671  
Call for information and scheduling or  
visit the web at www.pro-oil-1.com

• March 21 - Monday  
• April 18 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
KIRBY RESIDENCE  
644 Shady Maple Drive  
Wixom, MI 48393  
Hosted by Regency Platinum Direct Jobber  
Tom Kirby (248) 669-9093  
Refreshments served, RSVP Required

• March 7 - Monday  
• April 4 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
ELLIS RESIDENCE  
61653 Miriam Drive  
Washington, MI 48094  
Hosted by Regency Gold Direct Jobber  
Mike Ellis  
RSVP at (810) 781-5092 or  
(810) 918-1578

• March 7 - Monday  
• April 4 - 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 17 - Thursday  
• April 21 - 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 24 - Thursday  
• April 7 - Thursday  
Meeting - 6 p.m.  
TWINGSTROM Residence  
29200 Goldenrod Drive NW  
Isanti, MN 55040  
Hosted by Master Direct Jobbers  
Mylo and Patty Twingstrom  
(612) 819-8835

• March 17 - Thursday  
• April 21 - Thursday  
Meeting - 7 p.m.  
SCHMIT RESIDENCE  
932 38th Ave. No.  
St. Cloud, MN 56301  
Hosted by ★★Regency Platinum Direct  
Jobbers Ray & Arlene Schmit  
(320) 251-4861

• March 10 - Thursday  
• April 14 - Thursday  
Meeting - 7:30 p.m.  
STAVE RESIDENCE  
3040 Bridge Street NW  
Apt. 211  
St. Francis, MN 55070  
Hosted by Dealer Ordell Stave  
(612) 241-5267

• March 19 - Saturday  
• April 16 - Saturday  
Meeting - 2 p.m.  
SAWYER RESIDENCE  
28108 - 133rd Street  
Zimmerman, MN 55398  
Hosted by Direct Jobbers  
Roger and Jennifer Sawyer  
(763) 856-3567  
sawyerjgim@ao.com  
www.rpsracing52.com

### MISSISSIPPI

None Scheduled

### MISSOURI

• March 22 - Tuesday  
• April 26 - 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 15 - Tuesday  
• April 19 - Tuesday  
Meeting - 7 p.m.  
LUCZAK RESIDENCE  
4810 Mattis Street  
St. Louis, MO 63128  
Hosted by Executive Direct Jobbers Connie  
and John Luczak  
(314) 892-6018 (417) 732-2553  
connieslubes@earthlink.net

### MONTANA

### NEBRASKA

None Scheduled

### NEVADA

• March 10 - Thursday  
• April 14 - 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

### NEW HAMPSHIRE

None Scheduled

### NEW JERSEY

• March 8, 22 - Tuesday  
• April 12, 26 - Tuesday  
Meeting - 7 p.m.  
SEDA-MORALES  
RESIDENCE  
54 Woodland Avenue  
Mullica Hill, New Jersey 08062  
Hosted by Premiere Direct Jobber  
Ben Seda-Morales (856) 478-6732, cell;  
(856) 371-1880, home Please RSVP



## NEW MEXICO

• March 22 - Tuesday  
• April 26 - Tuesday  
Meeting - 7:30 p.m.  
**GREENBERG WAREHOUSE**  
2415 Princeton Drive NE,  
Suite M  
Albuquerque, NM 87107  
Hosted by Regency Direct Jobbers  
Paul and Nancy Greenberg  
(505) 881-1693 warehouse;  
(595) 255-2137, home  
fax (505) 881-4565 NMOilman@aol.com

## NEW YORK

• March 23 - Wednesday  
• April 27 - Wednesday  
Meeting - 7 p.m.  
Albany Area  
**GUILZ RESIDENCE**  
6 Daisy Lane  
East Berne, NY 12059  
Hosted by Premiere Direct Jobber Richard  
Guilz (518) 423-1552  
rich@empresynthetic.com  
call or e-mail to reserve seat

• March - First Wednesday  
• April - First Wednesday  
Meeting - 7:30 p.m.  
**WOLFE RESIDENCE**  
34 Hillvale Road  
Albertson, NY 11507  
Hosted by Dealers  
Edward and Eileen Wolfe  
(516) 621-4565 Please RSVP

• March 16 - Wednesday  
• April 20 - 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 1 - Tuesday  
• April 5 - 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 lubedalern@aol.com

• March 10 - Thursday  
• April 14 - Thursday  
Meeting - 7:30 p.m.  
**FRITITTA RESIDENCE**  
16 LaForge Avenue  
Staten Island, NY 10302  
Hosted by Direct Jobbers  
Vinny and Germaine Frittitta  
(718) 442-4774

• March 16 - Wednesday  
• April 20 - Wednesday  
Meeting - 7:30 p.m.  
**SYRACUSE AREA**  
Call ahead for specific  
location  
Hosted by Direct Jobber Peter Finnerty  
(315) 682-9791

• March 16 - Wednesday  
• April 20 - Wednesday  
Meeting - 7:30 p.m.  
**NEWARK, NY  
LOCATION**  
Call ahead for location  
Hosted by Dealer Brad Timerson  
(315) 331-7110

## NORTH CAROLINA

• March 10 - Thursday  
• April 14 - 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 10 - Thursday  
• April 14 - 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 10 - Thursday  
• April 14 - 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 8 - Tuesday  
• April 12 - Tuesday  
Meeting - 7 p.m.  
**CLEVELAND RESIDENCE**  
224 Campbell Place  
Jacksonville, NC 28546

Hosted by Dealers  
George and Nancy Cleveland  
(910) 346-3866  
Call first - All Dealers welcome

## NORTH DAKOTA

• March 1 - Tuesday  
• April 5 - Tuesday  
Meeting - 7:30 p.m.  
**EVANSON RESIDENCE**  
725 10th Avenue West  
West Fargo, ND 58078  
Hosted by Direct Jobbers  
Skip and Anna Evanson  
(701) 281-1906  
skipsuperlube@msn.com

## OHIO

• 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  
(330) 928-8863 or 800-874-4827 RSVP

• March 6 - Sunday  
• April 3 - 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 28 - Monday  
• April 25 - 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: (419) 349-3451  
or (419) 297-3451

• March 12 - Saturday  
• April 9 - Saturday  
Meeting - 1 - 4 p.m.  
**BREDA RESIDENCE**  
850 Remsen Road  
Medina, OH 44256  
Hosted by Dealer Dennis Breda  
(330) 239-3146

## OKLAHOMA

• March 5 - Saturday  
• April 2 - Saturday  
Meeting - 9 - 11 a.m.  
**GOLDEN CORRAL**  
9711 East 71 Street  
Tulsa, OK  
Hosted by Regency Gold Direct Jobber  
Patrick Grady (918) 258-6979 \*Pat

• March 10 - Thursday  
• April 14 - Thursday  
Meeting - 7 - 8:30 p.m.  
Please call for location and reserva-  
tions for you and your guests.  
Hosted by Dealers  
Richard and Brenda Coats  
(918) 225-5722

• March 8 - Tuesday  
• April 12 - Tuesday  
Meeting - 7 - 8:30 p.m.  
**ALEXANDER RESIDENCE**  
14355 East Timberidge  
Drive  
Claremore, OK 74019  
Hosted by Premiere Direct Jobber  
Kevin Alexander (918) 636-1281  
Call first to confirm space for you and  
your guests

• March 10 - Thursday  
• April 14 - Thursday  
Meeting - 10 a.m.  
**GRADY RESIDENCE**  
2612 W. Galveston Road  
Broken Arrow, OK 74012  
Hosted by Regency Gold Direct Jobber  
Patrick Grady and Premiere Direct Jobber  
Kevin Alexander  
(918) 258-6979 RSVP  
kevin@nordam.com

## OREGON

• March 17 - Thursday  
• April 21 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 - 9 p.m.  
**SWEETBRIER INN**  
7125 SW Nyberg Road  
Tualatin, OR 97062  
Hosted by Regency Direct Jobber  
Ed Greenwood (800) 722-1092  
Call first to confirm space for you and  
your guests

## PENNSYLVANIA

• March 21 - Monday  
• April 18 - 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 Premiere Direct Jobber  
Loel D. Handley  
R.S.V.P. (864) 989-0753  
amsoildealerloel@aol.com

## SOUTH DAKOTA

None Scheduled

## TENNESSEE

• March 15 - Tuesday  
• April 19 - 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 - Daily Meetings  
• April - Daily Meetings  
Meeting - 7 p.m.  
**SHILANDER RESIDENCE**  
1904 Anita Drive  
Austin, TX 78704  
Hosted by Account Direct Bruce Shilander  
(512) 736-3028

• March 10 - Thursday  
• April 14 - Thursday  
Meeting - 7 p.m.  
**SORLIE RESIDENCE**  
3228 Olander Court  
Bedford, TX 76021  
Hosted by Direct Jobber Victor Sorlie  
(817) 283-9426  
RSVP honcho@synspeed.com

• March 15 - Tuesday  
• April 19 - Tuesday  
Meeting - 7 p.m.  
**WARD RESIDENCE**  
310 S. Grove Road  
Richardson, TX 75081  
Hosted by Executive Direct Jobbers  
Ronald & Sandra Ward  
(972) 231-0773 oilmandj@comcast.net

## 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

• March 26 - Saturday  
Dealer Meeting followed by  
Introduction to AMSOIL: History,  
Product Review and Demonstrations  
• April 30 - Saturday  
Dealer Meeting followed by  
Introduction to AMSOIL: History,  
Product Review and Demonstrations  
Meeting 10 a.m., 1:30 p.m.  
**REID RESIDENCE**  
14600 Cornwall Lane  
Chester, VA 23836

Hosted by Regency Platinum Direct  
Jobbers Gerry & Patricia Reid and Master  
Direct Jobbers  
David and Rebecca Reid  
Please RSVP (804) 530-1400 to reserve  
space; (804) 530-0179 Fax  
synthoils@comcast.net  
T-1 Training available by appointment

• March 7 - Monday  
• April 4 - Monday  
Meeting - 7 p.m.  
**ISRA-UL TRAINING  
MEETINGS**  
P.O. Box 2734  
Chesterfield, VA 23832  
Hosted by Dealers M. and S. Isra-UI  
Call in advance to RSVP, and get  
directions. Limited seating available.  
(804) 640-3402

• March 14, 28 - Monday  
• April 11, 25 - Monday  
Meeting - 7:30 p.m.  
**STANCIL RESIDENCE**  
240 N. Oceana Boulevard  
Virginia Beach, VA 23454  
Hosted by Regency Direct Jobbers  
Bill & Barbara Stancil (804) 428-6049

• March 14 - Monday  
• April 11 - Monday  
Meeting - 7 p.m.  
**GRAVITTE RESIDENCE**  
1042 Merganser Circle  
Gloucester, VA  
Hosted by Premiere Direct Jobbers  
Cliff & Dee Gravitte (804) 694-0221

• March 1 - Tuesday  
• April 5 - 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 8 - Tuesday  
• April 12 - 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 21 - Monday  
• April 18 - Monday  
Meeting - 6:30 p.m.  
**GASPER'S LUBE SERVICE  
CENTER & WAREHOUSE**  
3325 Meridian Avenue East  
Edgewood, WA 98371  
Hosted by Master Direct Jobbers  
Cliff and Lorna Gasper  
(253) 864-7618, or (877) 633-7618  
Everyone Welcome

• March 8 - Tuesday  
• April 12 - Tuesday  
Meeting - 7:30 p.m.  
**STOUGARD RESIDENCE**  
22907 Prairie Road  
Sedro Woolley, WA 98284  
Hosted by Executive Direct Jobbers  
Marv & Charlotte Stougaard  
(360) 856-1641 Guests Welcome

• March 10 - Thursday  
• April 14 - 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 14, 28 - Monday  
• April 11, 25 - Monday  
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 8 - Tuesday  
• April 12 - Tuesday  
Meeting - 7 p.m.  
**PRUKOP RESIDENCE**  
10306 86th Avenue East  
Puyallup, WA 98373  
Hosted by Premiere Direct Jobbers  
Raymond & Patsy Prukop  
(253) 845-9755 / 800-267-6450  
Everyone Welcome!

• March 12 - Saturday  
• April 9 - Saturday  
Meeting - 9 a.m. - noon  
**AMSOIL (SYNLUBE) STORE**  
2424 North Monroe Ave.  
Spokane, WA 99205  
Hosted by Premiere Direct Jobber  
Jack Whitehill and Training Dealer  
Tom Bennett (509) 324-3588  
Everyone Welcome. No charge

• March 22 - Tuesday  
• April 26 - 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-SW30-OIL (1-877-593-0645)  
Discussion on product application and oil  
analysis  
All are welcome. Please RSVP

## WEST VIRGINIA

None Scheduled

## WISCONSIN

• March 17 - Thursday  
• April 21 - Thursday  
Meeting - 7:30 p.m.  
**SEL-AMSOIL Academy**  
1201 Clough Avenue  
Superior, WI 54880  
Hosted by Regency Regency Platinum  
Direct Jobbers Bill & Donna Durand  
Refreshments Served (715) 392-4006  
Guests Welcome

• March 10 - Thursday  
• April 14 - 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 3 - Thursday  
• April 7 - 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  
BRITISH COLUMBIA  
MANITOBA**  
None Scheduled

## NEW BRUNSWICK

• March 21 - Monday  
• April 18 - Monday  
Meeting - 7:30 p.m.  
**McLAUGHLIN RESIDENCE**  
913 Coverdale Road  
Riverview, NB E1B 5E6  
Hosted by Premiere Direct Jobber Wayne  
McLaughlin and Dealer Wendell Steeves  
(506) 386-2896 Everyone Welcome

**NEWFOUNDLAND  
NOVA SCOTIA**  
None Scheduled

## ONTARIO

• March 24 - Thursday  
• April 28 - Thursday  
Meeting - 6 p.m.  
**AMSOIL DISTRIBUTION  
CENTER**  
6625 Tomken Road  
Units 12-14  
Mississauga, ON L5T-2C2  
Hosted by Master Direct Jobber Don  
Stefanik and local Dealers  
(519) 786-4045

## PRINCE EDWARD ISLAND

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

**PUERTO RICO  
QUEBEC  
SASKATCHEWAN  
NEW ZEALAND**  
None Scheduled



## MARCH CLOSE OUT

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

## AMSOIL UNIVERSITY 2005

**Dates:** May 15-19, 2005

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

### Enrollment Costs:

\$442 per Dealer, \$246 for an attending spouse, \$75 for a spouse wishing to attend lunches and social events only.

**Courses:** Three Course Track Options

**1. Core Technology Program** - Directed toward new Dealers interested in getting jump-starts on their businesses. Contains the core material needed to function successfully as an AMSOIL Dealer. No prerequisites required.

**2. Business Development Program** - Directed toward growing Dealers interested in pursuing new markets and/or expanding others. Prerequisites: Must have previously attended other AMSOIL training such as AMSOIL University Core Technology Program, a C&F or CAT school or have sufficient field experience and an understanding of the basics of lubrication and general AMSOIL product knowledge.

**3. Advanced Development Program** - Directed specifically toward the well-established Dealer that is well versed in the fundamentals of lubrication, administration and sales techniques. Prerequisites: Must have achieved the level of Direct Jobber and have completed previous training such as AMSOIL University, a C&F, CAT or CTP school.

**Extracurricular Activities:** Three extra events will be offered for entertainment at no additional cost to registered participants. These events include a welcoming reception, an AMSOIL cookout and facility tour and a social event that will be announced.

**Product Rebate:** A 10 percent rebate will be offered on products ordered at AMSOIL University through May 20.

**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 <https://www.amsoil.com/dealer/university.htm>.

## AMSOIL ADVERTISING

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

### March & April 2005

#### Display Advertisements

*IAP&A 2005 Import Industry Sourcebook* (818) 786-8900

#### Catalog Showcase Advertisements

<i>NOLN</i>	March '05	(805) 796-2577
<i>Snow Goer</i>	March '05	(805) 667-4325
<i>Land Line</i>	March/April '05	(816) 229-5791
<i>NOLN</i>	April '05	(805) 796-2577
<i>5.0 Mustang &amp; Super Fords</i>	April '05	(323) 782-2000
<i>Car Craft</i>	April '05	(323) 782-2000
<i>Hot Rod</i>	April '05	(323) 782-2000
<i>Car Collector</i>	April '05	(800) 523-6322
<i>ASO</i>	March '05	(219) 763-3013
<i>Import Auto Parts &amp; Accessories</i>	March '05	(818) 786-8900
<i>Powerboat</i>	April '05	(805) 639-2222
<i>ASO</i>	Apr./May '05	(219) 763-3013
<i>Paul Schaeffer Motorsports Program</i>		(219) 785-7377

## 2005 DIRECT JOBBER CONVENTION

The 2005 Direct Jobber Convention will be held on October 6-8, 2005 in Clearwater Beach, Florida. Call AMSOIL (1-800-7777-7094) to register. The host hotel is the Sheraton Sand Key Resort. The cost is \$138 per night. For reservations call 727-595-1611, fax 727-596-1117 or visit [www.sheratonsandkey.com](http://www.sheratonsandkey.com).

## OIL SAMPLING BANJO BOLT

The Oil Sampling Banjo Bolt (BP-255) is designed to provide an oil sampling port for the AMS-Oiler™ AMK-01 when it is mounted on Dual Remote Filtration System models BMK-13, BMK-15, BMK-16, BMK-17 and the BMK-18 Marine Dual Remote Filtration System.

Stock #	Wt. Lbs.	U.S. Dlr.	Can. Dlr.
BP-255	0.3 lbs.	10.25	16.50

## PRICE ADJUSTMENT

Due to continual increases in raw material, packaging and shipping costs over the past six months, a price adjustment on AMSOIL products is effective April 1 in the United States and Puerto Rico. The updated G-26 Dealer price list, as inserted in this issue of the *Action News*, is available for purchase.

Stock #	U.S.	Can.
G-26	0.35	0.60



## 2005 AMSOIL/HASTINGS SUPPLEMENTAL APPLICATION GUIDE

The G-194U 2005 AMSOIL/Hastings Supplemental Application Guide, featuring AMSOIL and Hastings filter recommendations for 2005 vehicles, is available for purchase.

Stock #	Qty.	U.S.	Can.
G-194U	1	1.00	1.60

## CO-OP REQUESTS

T-1 certified Dealers electing to sponsor race teams or work trade show booths are eligible to receive co-op assistance from AMSOIL INC. To apply, Dealers must complete a co-op form. **Co-op assistance will not be awarded without the submission of a completed co-op form. For trade shows, a copy of the signed show contract, receipt or some other verification of payment must be submitted along with the form.** Co-op forms are available for purchase or can be found at [www.amsoil.com](http://www.amsoil.com) in the Dealers' Zone under Online Forms, Complete List of Forms.

Stock #	Qty.	U.S.	Can.
G-2074 (Racing)	1	0.40	0.65
G-2075 (Trade Show)	1	0.40	0.65

## LANCASTER DISTRIBUTION CENTER

Increased business volume at the Lancaster Distribution Center has necessitated a move to a larger facility. The new 9,324 square foot center will open for business on April 4, 2005. The new location is approximately one mile from the existing site. Following is the new address. Phone and fax numbers will remain the same.

Lancaster Distribution Center  
1828 William Penn Way  
Lancaster, PA 17601

## AIR FILTER CUT AWAYS

The G-1161 Air Filter Cut Aways have been discontinued.

## DONALDSON BROCHURE

The new Donaldson Heavy Duty Filters brochure, covering the features and benefits of Donaldson heavy duty filters, is available for purchase. Full size/color, 6 pages.

Stock #	Qty.	U.S.	Can.
G-2054	1	0.80	1.30



## SDF-80

The SDF-80 Super Duty Oil Filter, used primarily with Dodge Cummins Turbo Diesel (5.9L) engine applications, has been replaced by Endurance Oil Filter ELF7349.

## GOOD FRIDAY

The Edmonton and Toronto distribution centers will be closed Friday, March 25 for Good Friday.

## Updated Literature

The following literature items have been updated and are available for purchase.

### PRODUCTS CATALOG

Filled with photos, features and benefits of every AMSOIL product.

Stock #	Qty.	U.S.	Can.
G-290	1	0.80	1.30



### "A COMMITMENT TO EXCELLENCE IN SYNTHETIC LUBRICATION" BROCHURE

Highlights the AMSOIL Corporation, its products, history, manufacturing, commitment and exciting future.

Stock #	Qty.	U.S.	Can.
G-393	1	0.80	1.30



### SERIES 2000 20W-50 RACING OIL FAIR HANDOUT

Explains the benefits of Series 2000 Racing Oil in a convenient handout.

Stock #	Qty.	U.S.	Can.
G-1214	25	3.00	4.90



### LAWN & GARDEN PRODUCTS BROCHURE

Covers the benefits of using AMSOIL products in two- and four-cycle lawn and garden equipment.

Stock #	Qty.	U.S.	Can.
G-1056	1	0.50	0.85



### ATF FLYER

Explains the performance benefits of AMSOIL Synthetic Universal Automatic Transmission Fluid.

Stock #	Qty.	U.S.	Can.
G-1746	25	2.80	4.65



# Synthetic 5W-40 European Engine Oil

## Superior Protection and Performance for Gasoline and Diesel European Vehicles

AMSOIL Synthetic 5W-40 European Engine Oil is specially formulated for the lubrication needs of European gasoline and diesel cars and light trucks. Formulated with advanced AMSOIL polyalphaolefin (PAO) synthetic base stocks, premium additives and a broad 5W-40 viscosity rating, AMSOIL 5W-40 allows motorists to take advantage of the maximum extended drain intervals recommended by European automakers while providing second-to-none protection and performance in the most demanding operating conditions.

- Maximum Engine Protection
- Reduced Oil Consumption
- Provides Low Temperature Protection
- Prevents Rust and Corrosion



## America's Oil for Europe's Vehicles

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



**AMSOIL INC.**  
SYNTHETIC LUBRICANTS  
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(715) 392-7101  
Internet: [www.amsoil.com](http://www.amsoil.com)

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MARCH 2005  
PRINTED IN USA



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