

# AMSOIL

# ACTION NEWS

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*The First in Synthetics*™

MARCH 2006

## Gear Oils Provide Custom Drivetrain Protection



Inside:  
Bosch Pricing Flyer

## From the President's Desk...



We have all heard the good news, bad news stories. The question is always asked, "What do you want first, the good news or the bad news?" I'm going to begin with the good news in this message, and it is very good news.

At this writing, our sales for the year compared to last year are up significantly. January '06 was one of our best months ever and February is on track to equal or beat it. What this means is that AMSOIL lubricants are now recognized and accepted as the excellent products they really are by more consumers than ever. Our market share is growing every day, and while it is relatively small by comparison to the total lubrication market, we are talking about a huge market. Growing it by even one percent is very significant for a company our size, and we are growing every day!

This is excellent news for all of us because we are a team. AMSOIL INC. can only grow and prosper if our Dealers are also growing. Judging from the commission checks I saw mailed last month, this is also going to be a very good year for our Dealers.

I believe that after all these years the lubrication market has finally come to us, rather than us conforming to it. That's what happens when a revolutionary new concept is introduced. Change comes slowly. It takes time for people to change the way they have always done things. But if the products and concepts are good enough and represent real progress, they will eventually be accepted.

Our products were synthetic lubricants and our new concept was improving performance and extending

the service life of lubricants. Look how we have changed our industry since then. Synthetic lubrication is now mainstream and extended drain intervals are being embraced by lubrication and equipment manufacturers alike. Some would say what we've accomplished together is unbelievable. It is certainly undeniable!

And today, in the same way we revolutionized the lubrication marketplace, we have the potential of changing the automotive filtration market. Our new Ea Air and Oil Filters deliver the same kind of superior performance and long life capabilities as our synthetic oils did many years ago. They are so much better than the competition, there is no comparison.

Include Ea Air and Oil Filters in every motor oil sale in the future. They should be an easy add-on sale with the potential for significantly increasing your earnings. They should be an important part of your overall sales plan. You can learn more about our Ea Filters at the Filter Marketing Tour Meetings being held across the country in the months ahead. The more you learn, the more you'll understand why they are so important to your business.

And now for the bad news. As you are well aware, due to the increases we were experiencing in just about everything we purchased to manufacture our products, it was necessary for us to raise prices on our lubricants this past February. It was our hope that costs would level off and stabilize, but that has not been the case.

The fact is that raw material prices have continued to spiral upward in just the past few months beyond anything I have experienced since starting this business. These increases are not just affecting AMSOIL, but are happening industry-wide. There are many reasons for this, but the primary reason is that raw materials for making lubricants are in short supply right now. Some are even being allocated, and this has been a topic of conversation and concern among all the oil companies large and small.

All the major oil companies are increasing their prices on motor oil. Many have already raised prices more than once and many have announced they will. I saw a quart of petroleum motor oil on the shelf the other day with a price of \$2.50. That is the highest I have seen petroleum sold for and it is the direction prices are going.

I tell you this not to cry wolf or insinuate that more price increases are imminent, but to keep you informed as to what's happening in our industry. But if this trend continues, we will once again be faced with that possibility.

In the meantime, back to the good news, and that is that our lubricants provide longer service life and better performance than the competition, which brings their true cost down compared to the oils requiring more frequent changes. Our products have never been the "low priced spread", but by delivering more, they continue to offer real value and are worth the price!

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



# DEALERS IN ACTION!

## AMSOIL Keeps Monsters Going Strong



The AMSOIL-sponsored Kid Rock/Kevin Harvick #29 monster truck on display at PoorBoysMonsterWorks in Madison, Ind.

AMSOIL Dealer Steve Kreuzburg of Madison, Ind., services PoorBoysMonsterWorks, a retail on the shelf account also in Madison. Poor Boys occupies a 4,000 square-foot showroom/racing garage that serves as a staging area for readying monster trucks for competition. Poor Boys part-owner Charlie Miller drives the monster trucks Rampage and Bear Foot for Paul Shafer Motorsports, an AMSOIL-sponsored company.

When not in competition, one or both trucks are on display in the Poor Boys showroom, along with AMSOIL products and posters. The Kid Rock/Kevin Harvick #29 Monster Truck World Champion, also part of Team AMSOIL and Paul Shafer Motorsports, has also been a recent showroom feature.

Up until recently, PoorBoysMonsterWorks has been used strictly as a showroom and monster truck garage. Now Poor Boys services customer vehicles and equipment and sells AMSOIL products exclusively.

## AMSOIL Provides Ultimate Protection for Mini Van



Jeff and Isaac Stull with Isaac's van. The Stulls are thoroughly impressed with AMSOIL.

AMSOIL customer Jeff Stull of Racine, Wis., puts AMSOIL Motor Oil in everything he gets his hands on. Stull uses AMSOIL 10W-30 in his 2005 Dodge Grand Caravan, 1992 Dodge conversion van and 1996 Geo Metro. He's also running AMSOIL products in his riding lawn tractor and push mower. Stull has converted his daughter's 1999 Chevy Malibu and his son's 1996 Plymouth Voyager to AMSOIL Motor Oil as well.

"I started using Mobil 1 back in the mid 1970's," said Stull. "I later heard of AMSOIL, and that it was a better synthetic oil, but it was hard to find."

Stull found a couple of places that were selling AMSOIL products and made the switch five years ago. He's convinced that AMSOIL has already saved one engine from certain doom.

Stull's son, Isaac, was driving his Voyager behind a truck when debris started falling from it.

"Instead of avoiding it, he drove over the stuff and, without knowing it, put a hole in the oil pan," said Stull.

Isaac was 2.5 miles from home when he noticed the oil light was turning on and off, and for the last 1.3 miles the light stayed on. Stull inspected the van when his son arrived.

"There was no oil in the oil pan," said Stull. "I thought the motor was now junk."

Stull plugged the hole in the oil pan, added some more AMSOIL 15W-40 and started the engine.

"There was absolutely no motor noise," said Stull.

Stull took the car straight to his local repair shop and told them what had happened. They removed the oil pan, rod caps and main bearings and found absolutely no damage.

"This car has over 144,000 miles on it, and no parts were replaced at all," said Stull. "AMSOIL saved the motor!"

# MONTHLY LE



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



**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  
Fifth—Total Organization  
Seventh—Personal Group  
Sales  
Second—Commercial and  
Retail Marketing  
Eighth—New Qualified  
Dealers and Accounts



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



**William and Judith  
Shirk**  
Maine  
Regency Platinum Direct  
Jobbers  
Tenth—Total  
Organization



**Gerry and Patricia Reid**  
North Carolina  
Regency Platinum Direct  
Jobbers  
Eighth—Personal Group  
Sales



**Doyle and Diana  
Vaughan**  
Wyoming  
Regency Silver Direct  
Jobbers  
Tenth—Personal Group  
Sales



**Ray and Kathy Yaeger**  
Wisconsin  
Regency Gold Direct  
Jobbers  
Third—Commercial and  
Retail Marketing



**David and Tracey  
Cottrell**  
Ontario  
Premiere Direct Jobbers  
Fourth—Commercial and  
Retail Marketing



**Robert and Jean Johnson**  
New Hampshire  
Master Direct Jobbers  
Eighth—Commercial and  
Retail Marketing



**Douglas Bottamiller**  
Maryland  
Premiere Direct Jobber  
Tenth—Commercial and  
Retail Marketing



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



**Steven Hanson**  
Minnesota  
Executive Direct Jobber  
Third—New Qualified  
Dealers and Accounts



**Ches H. Cain**  
Texas  
Regency Direct Jobber  
Fifth—New Qualified  
Dealers and Accounts



# ADERS

December  
2005

# 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  
*Sixth—Total Organization*  
*Ninth—Personal Group Sales*  
*Tenth—New Qualified Dealers and Accounts*



**Daniel and Judy Watson**  
*Florida*  
★Regency Platinum Direct Jobbers  
*Seventh—Total Organization*  
*Fourth—Personal Group Sales*  
*Ninth—Commercial and Retail Marketing*



Members, Leadership Council

**Thomas and Sheila Shalin**  
*Kansas*  
★Regency Platinum Direct Jobbers  
*Eighth—Total Organization*  
*Fifth—Personal Group Sales*  
*Fourth—New Qualified Dealers and Accounts*



**Shirley Green,**  
Regency Platinum



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



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



**Victor Usas**  
*Florida*  
Premiere Direct Jobber  
*Sixth—Commercial and Retail Marketing*



**David G. Douglas**  
*Michigan*  
Direct Jobber  
*Seventh—Commercial and Retail Marketing*



**Harold and Marcile Hartman,**  
Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



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



**Kevin Arlotti**  
*California*  
Direct Dealer  
*Seventh—New Qualified Dealers and Accounts*



**Michael J. Mathe**  
*Tennessee*  
Master Direct Jobber  
*Ninth—New Qualified Dealers and Accounts*



**Ora Mae Boardman,**  
★Regency Platinum



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

# HIGHER LEVELS OF

## PREMIERE DIRECT JOBBERS



**Walter DeVries**  
*Ontario*



**Dannie and Karen  
Thumma**  
*Washington*

## NEW DIRECT JOBBERS



**Jason A. Keranen**  
*Arizona*

Sponsors:  
LaDonna Harrison and LaVel Rude  
Direct Jobbers:  
LaDonna Harrison and LaVel Rude

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

**Debra and Astor Lee Howell**, *Pennsylvania* Sponsors: David and Rebecca Reid

**Thomas E. Kostreba**, *Wyoming* Sponsors: Doyle and Diana Vaughan

**Brent J. Rach**, *Minnesota* Sponsors: Mylo and Patty Twingstrom

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

**Jerry Dawson**, *Texas* Sponsors: John and Ludonna Tipton

**Nick Mascari**, *Ohio* Sponsor: Glenn C. Hedin

**Tim and Karen Smith**, *Wisconsin* Sponsors: Allan and Mary Jo Chown

**Leamon A. Thrower**, *Alabama* Sponsors: Ray and Frankie Allen

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

**Greg Carter**, *Vermont* Sponsor: Dave M. Mann

**Raymond and Tamara Clarke**, *Illinois* Sponsors: Allan and Joelene Loew

**Scott and Kate Fiedler**, *Kansas* Sponsors: Jonathan and Carolyn Tyler

**Guido Giovannini**, *Texas* Sponsor: Dorsett Wilson

**Richard M. Guilz Sr.**, *New York* Sponsors: Richard Jr. and Holly Guilz

**James J. Morin**, *Illinois* Sponsors: Paul and Lois Diller

**David P. Varnicle**, *Pennsylvania* Sponsors: Michael and Lynne Nye

**Randy T. Wagnon**, *Oklahoma* Sponsors: Kevin and Dianne Alexander

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

**Louis K. Agard**, *Hawaii* Sponsor: Mario C. Yano

**Ralph W. Brensike**, *Wisconsin* Sponsor: Mary Ann Neubert

## NEW DIRECT DEALERS



**Kevin Arlotti**  
*California*  
Sponsors: Shannon and Tricia Dicus  
Direct Jobbers:  
Shannon and Tricia Dicus



**Roger and Sandra Behr**  
*Colorado*  
Sponsors: Robert and Jean Johnson  
Direct Jobbers:  
Robert and Jean Johnson



**Patrick Euler**  
*Minnesota*  
Sponsors:  
Mylo and Patty Twingstrom  
Direct Jobbers:  
Mylo and Patty Twingstrom



**Glenn and Emily Martin**  
*Kentucky*  
Sponsors: Ed and Patty Robbins  
Direct Jobbers: Ed and Patty Robbins



**Jannifer Sung**  
*Washington*  
Sponsor: Thomas Chan  
Direct Jobber: Richard Lamonde



**Robert and Diana Luck**  
*Virginia*  
Sponsors:  
Robert and Brenda McChargue  
Direct Jobbers:  
Gerry and Patricia Reid



**Fred Weaver**  
*Pennsylvania*  
Sponsors: Tom and Ruth Santell  
Direct Jobbers: Tom and Ruth Santell

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

- Travis M. Brown**, *Massachusetts* Sponsors: George and Shirley Douglas  
**Richard Classens**, *Florida* Sponsors: George and Shirley Douglas  
**Jeffery and Donna Erwin**, *New York* Sponsor: Darryl D. Tilton  
**Richard Fillmer**, *Utah* Sponsor: Krysta S. Schell  
**Herb Lansberg**, *Pennsylvania* Sponsor: Dave M. Mann  
**John and Helen Mills**, *Virginia* Sponsors: Wallace and Katherine Hillman  
**Joel and Fran Parsons**, *Kentucky* Sponsors: Daniel and Teresa Dean  
**Chad Raney**, *Texas* Sponsor: John Haines  
**Thomas B. Risley**, *Minnesota* Sponsors: Mylo and Patty Twingstrom  
**Clayton E. Stinson**, *Montana* Sponsor: Michael T. Dempsey  
**Bob A. Thorkelson**, *Minnesota* Sponsors: Mylo and Patty Twingstrom  
**Keith VanPoperin**, *Michigan* Sponsor: Walt Patterson





Maintaining a vehicle requires the use of many lubricants, each specifically designed to perform a certain task or set of tasks. The most common lubricant requiring routine attention from motorists is engine oil. Gear oil, on the other hand, is often-times overlooked when it comes to scheduled maintenance.

## **Gear Oil Basics**

High quality gear oils must lubricate, cool and protect geared systems. They must also carry damaging wear debris away from contact zones and muffle the sound of gear operation. Commonly used in differential gears and standard transmission applications in commercial and passenger vehicles, as well as a variety of industrial machinery, gear oils must offer extreme temperature and pressure protection in order to prevent wear, pitting, spalling, scoring, scuffing and other types of damage that result in equipment failure and downtime. Protection against oxidation, thermal degradation, rust, copper corrosion and foaming is also important.

### **Gear Oil and Motor Oil Are Not the Same**

Gear oil differs from motor oil. Most people assume that SAE 90 gear oil is much thicker than SAE 40 or 50 motor oil. However, they are the same viscosity. According to AMSOIL Technical Drivetrain Products Manager Kevin Dinwiddie, the difference is in the additives.

“Motor oil has to combat byproduct chemicals from gasoline or diesel ignition and should contain additives such as detergents and dispersants,” said Dinwiddie. “Since an internal combustion engine has an oil pump and lubricates the bearings with a hydrodynamic film, the need for extreme pressure additives such as those used in gear oils does not exist in engines.”

Engine oils and gear oils both have anti-wear additives, and they both must lubricate, cool and protect components, but gear oils are placed under extreme amounts of pressure, creating a propensity for boundary lubrication, a condition in which a full fluid lubricating film is not present between two rubbing surfaces. For example, differentials in cars and trucks have a ring and pinion hypoid gear set. A hypoid gear set can experience boundary lubrication, pressures and sliding action that can wipe most of the lubricant off the gears. To combat this extreme environment, extreme pressure additives are incorporated into the oil. AMSOIL uses an extra treatment

of extreme pressure additives in its gear oils in order to reduce wear and extend the gear and bearing life.

### **Additional Differences**

Because many of the components found in the drivetrain consist of ferrous material, the lubricant is required to prevent rust and possible corrosion to other materials. Rust and corrosion problems are not nearly as prevalent in engines.

The many small and intricate components that make up gear sets found in the drivetrain can be quite noisy and may be subjected to shock loading. The viscosity and extreme pressure formulation of gear oil quiets gears and dissipates shock loading.

The rotating motion of the gear sets also tends to churn the lubricant, resulting in foaming. If a gear lube foams, the load carrying capacity is significantly reduced because the air suspended within the oil is compressible. For example, when the gear teeth come into contact with each other any trapped air bubbles will compress, therefore reducing the thickness of the separating oil film. In turn, this reduction could lead to direct metal-to-metal contact between gear teeth and result in accelerated wear. The gear oil must have the ability to dissipate this entrapped air, insuring a sufficient lubricating film exists to protect the gears from contact wear.

### **Typical Drivetrain Fluid Additives**

Much like engine oil, the chemical compounds, or additives, added to drivetrain base stocks either enhance existing properties or impart new ones. Some of the additives that may be found in a drivetrain fluid include the following:

- **Extreme pressure and/or antiwear agents** - These additives are used to minimize component wear in boundary lubrication situations.
- **Pour point depressants** - This type of additive is used to improve low temperature performance.
- **Rust and corrosion inhibitors** - These are used to protect internal components.
- **Oxidation inhibitors** - These additives are used to reduce the deteriorating effects of heat on the lubricant, increasing the lubricant’s service life.
- **Viscosity index improvers** - These allow a lubricant to operate over a broader temperature range.
- **Anti-foam agents** - These are used to suppress the foaming tendency and dissipate entrapped air.
- **Friction modifiers** - The required degree of friction reduction can vary significantly between differing pieces of equipment in drivetrain applications. In some cases, friction modifiers may be required to obtain the desired results.

### **Gear Design Dictates Lube Design**

Gear designs vary depending on the requirements for rotation speed, degree of gear reduction and torque loading. Transmissions commonly use spur gears, while hypoid gear designs are usually employed as the main gearing in differentials. Common gear types include the following:





### **Spur**

Spur (straight cut) gears are widely used in parallel shaft applications, such as transmissions, due to their low cost and high efficiency. The design allows the entire gear tooth to make contact with the tooth face at the same instant. As a result, this type of gearing tends to be subjected to high shock loading and uneven motion. Design limitations include excessive noise and a significant amount of backlash during high-speed operation.

### **Bevel**

Bevel gears (straight and spiral cut) transmit motion between shafts that are at an angle to each other. Primarily found in various types of industrial equipment, as well as some automotive applications (differentials), they offer efficient operation and are easy to manufacture. As with spur gears, they are limited due to their noisy operation at high speeds and are not the top choice where load carrying capacity is a requirement.

### **Worm**

Worm gear sets employ a specially-machined “worm” that conforms to the arc of the driven gear. This type of design increases torque throughput, improves accuracy and extends operating life. Primarily used to transmit power through non-intersecting shafts, this style of gear is frequently found in gear reduction boxes as it offers quiet operation and high ratios (as high as 100:1). Downfalls with this type of gear set are its efficiency, high price per HP and low ratios (5:1 minimum).

### **Hypoid**

Hypoid gear sets are a form of bevel gear, but offer improved efficiency and higher ratios over traditional straight bevel gears. Commonly found in axle differentials, hypoid gears are used to transmit power from the driveline to the axle shafts.

### **Planetary**

Planetary gear sets, such as those found in automatic transmissions, provide the different gear ratios needed to propel a vehicle in the desired direction at the correct speed. Gear teeth remain in constant mesh, which allows gear changes to be made without engaging or disen-

gaging the gears, as is required in a manual transmission. Instead, clutches and bands are used to either hold or release different members of the gear set to get the proper direction of rotation and/or gear ratio.

### **Helical**

Helical gears differ from spur gears in that their teeth are not parallel to the shaft axis; they are cut in a helix or angle around the gear axis. During rotation, parts of several teeth may be in mesh at the same time, which reduces some of the loading characteristics of the standard spur gear. However, this style of gearing can produce thrust forces parallel to the axis of the gear shaft. To minimize the effects, two helical gears with teeth opposite each other are utilized, which helps to cancel the thrust out during operation.

### **Herringbone**

Herringbone gears are an improvement over the double helical gear design. Both right and left hand cuts are used on the same gear blank, which cancels out any thrust forces. Herringbone gears are capable of transmitting large amounts of horsepower and are frequently used in power transmission systems.

The differences in gear design create the need for significantly different lubrication designs. For instance, hypoid gears normally seen in automotive differentials require GL-5 concentration and performance of extreme pressure additives.

“This is because of the spiral sliding action that hypoid gears have,” said Dinwiddie.

In differential applications that utilize hypoid gears, AMSOIL typically recommends one of the following: SEVERE GEAR Synthetic Extreme Pressure 75W-90 (SVG), SEVERE GEAR Synthetic Extreme Pressure 75W-140 (SVO), SAE 80W-90 Synthetic Gear Lube (AGL), Long Life Synthetic Gear Lube SAE 75W-90 (FGR) or Long Life Synthetic Gear Lube SAE 80W-140 (FGO)

Most manual transmissions have helical gears and do not require GL-5 performance.

“The helical gear is almost a straight cut gear, but on an angle,” said Dinwiddie. “There is spiral action and very little sliding action, hence there is less need for extreme pressure additives.”

GL-4 gear lubes have half the extreme pressure additives of GL-5 lubes.

In manual transmissions utilizing helical gears, AMSOIL typically recommends one of the following: Synthetic Manual Synchronesh Transmission Fluid (MTF) or Synthetic Manual Transmission and Transaxle Gear Lube (MTG).

### **AMSOIL Provides Gear Oil Options**

AMSOIL carries drivetrain lubricants to meet nearly every application. The synthetic base stocks and top-quality additive packages found in AMSOIL gear lubes and transmission fluids provide the ultimate in wear protection for cars, trucks, outboards, heavy-duty and racing applications.

# A Look Inside the AMSOIL Motorcycle Oil Study: Four-Ball Wear Test



Motorcycles are very popular vehicles that inspire tremendous brand loyalty. Many motorcyclists invest a great deal of time and energy into their machines and spare no expense when it comes to the protection and performance of their investments. With nearly five million registered motor-

cycles in the United States and sales topping 750,000 units annually, the potential market for AMSOIL Dealers is almost limitless.

The new AMSOIL Motorcycle Oil Study (G-2156) is an excellent sales tool for Dealers seeking to either break into the motorcycle market or increase their sales. The study compares the test results of 26 different motorcycle oils in the most critical areas of motorcycle oil performance, including wear protection, shear stability and rust protection, helping consumers make educated decisions regarding which oil to use in their motorcycles.

One of the most important functions of any motor oil is wear protection. Because motorcycle engines operate under more severe operating conditions than automobiles, the ability of a motorcycle oil to deliver adequate wear protection is especially important.

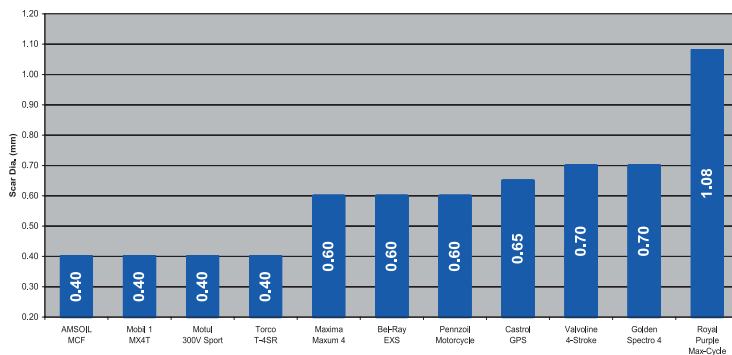
The ASTM D-4172 Four-Ball Wear Test is the standard test used to determine a lubricant's ability to minimize wear in metal-to-metal contact situations. Three steel balls are secured and placed in a triangular pattern within a bath of the test lubricant. With load, speed and temperature kept constant, a fourth ball sits atop the other balls and is rotated and forced into them for one hour. Following the test, the lower three balls are inspected for wear scars at the point of contact. The diameters of the wear scars are measured and the results are reported as an average of the three scars. The lower the average wear scar diameter, the better the wear protection properties of the oil.

For the Four-Ball Wear Test portion of the AMSOIL Motorcycle Oil Study, the loads, speeds and temperatures were maintained at 40 kg,

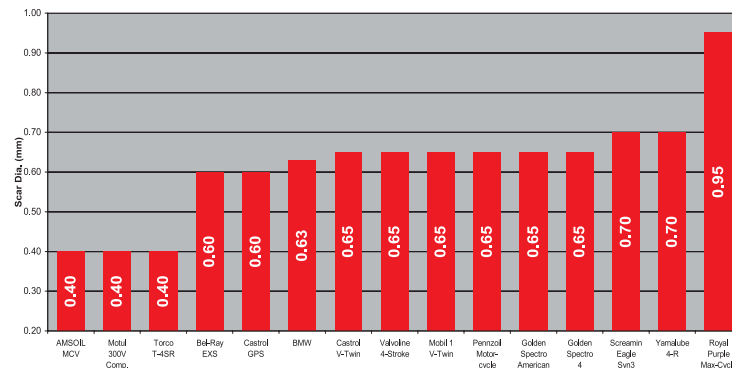
1800 RPM and 150 degrees C respectively for each oil tested. Two separate tests were performed for SAE 40 and SAE 50 oils.

As seen in the graphs, both AMSOIL 10W-40 Synthetic Motorcycle Oil (MCF) and 20W-50 Synthetic Motorcycle Oil (MCV) exhibited minimal wear scars of 0.40 mm, placing them at the top of their respective test groups. Competing motorcycle oils showed wear scars up to twice as large. The wear protection provided by AMSOIL Synthetic Motorcycle Oils is second-to-none, allowing motorcycles to perform better, last longer and require less maintenance.

Results, 4-Ball Wear Test, SAE 40 Group



Results, 4-Ball Wear Test, SAE 50 Group



Although zinc has long been considered an excellent anti-wear additive, it is interesting to note that the oils with the highest levels of zinc, Maxima Maxum 4 in the SAE 40 group and Golden Spectro 4 in the SAE 50 group, did not test in the top of their groups. These results indicate that simply formulating an oil with a high zinc level is not sufficient in minimizing wear.

A coupon offer for one free Motorcycle Oil Study is included in each case of AMSOIL 10W-40 (MCF) and 20W-50 (MCV) Motorcycle Oil. It is also available for purchase.

Stock #	U.S.	Can.
G-2156	2.00	2.60



# Quality Takes Priority at AMSOIL



The AMSOIL chemical laboratory plays an important role in the daily operations at AMSOIL headquarters. The lab fulfills tech service requests, performs competitor testing and comparisons, and works on the research and development of products at AMSOIL. One of the most important jobs at the lab is quality control. AMSOIL is known for formulating high-quality products and the AMSOIL

chemists ensure that everything coming in and going out meets AMSOIL standards. How do they do it?

"We test everything," said Chief Chemist Mike Rodeghiero.

Rodeghiero oversees quality control in the lab, and to say they test everything is not an overstatement.

Quality control at AMSOIL begins long before blending begins. Maintaining a clean and controlled working environment is also a large part of insuring quality products, but testing ensures perfection.

"All of our raw materials, packaging, labels, drums – all of it gets tested," said Rodeghiero.

It is obviously important to test raw materials for quality, contaminants and other reasons, but packaging?

"Our bottles are more rigid and durable for shipping purposes," said Rodeghiero.

Notice how some competitors' bottles feel thin and puncture easily. AMSOIL bottles are more dense and always square, making them more durable and identifiable. Each tanker that transports AMSOIL products is also tested by the lab to insure that water and other contaminants are thoroughly removed and will not jeopardize the integrity of the products.

As for oil, the blenders blend it, the lab tests it against all AMSOIL quality parameters, and corrections are made if necessary. Products undergo IR scans, viscosity tests, and tests for water, color and clarity. Quality control tests are performed on everything AMSOIL produces, every day. Rodeghiero said AMSOIL products pass quality control testing the first time 98 to 99 percent of the time.

"We see the product three times before Dealers see it," said Rodeghiero.

During the blending of base stocks and additives, two 16-ounce samples are drawn from each batch and examined by the blenders. If anything is visibly wrong with the oil, the process is stopped and tests are conducted on blending equipment. If the samples pass this visual examination they are sent on to the chemists.

Next, chemists test both samples in the lab. This testing is conducted to make sure each batch of oil meets AMSOIL specifications, which are considerably

tighter than standards set for most other lubricant manufacturers.

After a batch has been properly blended, it is sent to packaging. Here the lubricant is bottled and then boxed or put into drums and totes. At this stage, the lab draws another set of samples which will be tested by the chemists. If this testing reveals any inconsistencies, the batch is restarted from the beginning. If it passes this second series of tests, the chemists and blenders sign off on a production board. This helps to keep track of each batch produced and any inconsistencies that were reported.

If any problems with products were ever to occur after shipping, AMSOIL has a system for tracking which batch the product originated from. Each product contains a batch code on its packaging that can be traced to which batch the product came from, when it was produced and who worked on it.

AMSOIL has earned a staunch reputation for producing the highest quality synthetic lubricants and for demanding the best raw materials.

"Our suppliers know that we won't accept anything but their

best materials," said Rodeghiero.

Raw materials are inspected upon delivery and if they don't make the grade, they're sent back immediately. Incoming chemicals and additives are quarantined until they successfully complete the same series of tests that finished AMSOIL products receive.

Why is quality control so important to AMSOIL? The simple answer is that quality control insures quality products. Customers can be sure that every quart, gallon, drum and tote of product that leaves the AMSOIL manufacturing plant is consistent with AMSOIL specifications and will perform as expected. Many other lubricant manufacturers whose quality standards do not match those of AMSOIL cannot make these claims. In fact, regular studies of motor oils with the same brand name labels, but produced and bottled in different locations, revealed that consistency can vary considerably by location. Many national brands are blended and packaged at different contracted oil companies around the country. They depend on someone else to do their quality control. Bottles of motor oil with the same brand name purchased on opposite ends of the country had different chemical properties and were even visibly a different color. These oils could not be expected to perform the same. The only thing similar is the label.

The rigorous testing and strive for perfection demonstrated by the AMSOIL chemical lab is a testament to what the company's founder believes in and a big reason why AMSOIL is ***The First In Synthetics.***



*"While the competition has been formulating their oils down to a price, we have been formulating ours up to the highest performance standards."*

- Al Amatuzio

# State of the Oil Change Business



## Survey indicates more customers are purchasing synthetic motor oil, with AMSOIL listed among the top brands.

*National Oil & Lube News* performs its Fast Lube Operators Survey each year to determine the state of the oil change industry. In order to provide a good indication on the states of both independent fast lubes and large franchises, survey results are divided into two separate categories, one for companies operating less than 30 stores (LT30) and one for companies operating more than 30 stores (MT30).

While 2005 survey results indicate declining car counts, ticket totals have been increasing. The survey reports an average of 35.7 cars a day at LT30 stores, a decrease of four percent from 2004. However, the average ticket total was \$42.59, an increase of six percent over 2004. The same situation is evident in MT30 stores, with the average car count at 37.0 cars and average ticket total at \$54.24. In 1995, when the average car count was 47.9 cars a day at LT30 stores, the average ticket total was \$31.96. Although fewer cars are being serviced than 10 years ago, oil change centers are making nearly the same level of profit through higher average ticket totals.

Although time guarantees have become less common through the years, they seem to be making a dramatic comeback. While only five percent of lube operators offered a time guarantee in 2003, this year's

survey indicates 19 percent of LT30 operators and 21 percent of MT30 operators offer a time guarantee.

In the competitive world of fast lubes, operators are hesitant to raise prices. In fact, in the time period between 1993 and 1999, the average price for a standard oil change increased by only \$1.04. However, as crude oil prices have continually increased over the last year, operators are being forced to raise prices. The 2005 survey indicates LT30 operators are charging an average of \$28.16 for a standard oil change, an increase of almost \$4 from 1999 and nearly three percent over last year. At MT30 companies, the average price has increased from \$29.44 in 2004 to \$30.17 in 2005. Fifty-two percent of LT30 operators and 94 percent of MT30 operators report raising their prices during the last year.

Higher priced premium oil changes have become common at both LT30 and MT30 companies, with 95 percent of LT30 stores and 100 percent of MT30 stores offering synthetic motor oil and 88 percent of LT30 stores and 100 percent of MT30 stores offering a specialty or high mileage motor oil.

Despite the highly competitive oil change market, both LT30 and MT30 operators have high customer retention rates, with LT30 operators reporting repeat business from 73 percent of their customers and MT30



operators reporting repeat business from 68 percent of their customers. In addition, female customers are outnumbering male customers at both LT30 (51% female) and MT30 (52% female) oil change businesses.

Oil change intervals have remained fairly consistent through the years. More than four out of five LT30 operators and 90 percent of MT30 operators recommend 3000 mile drain intervals to their customers.

Many fast lubes offer additional routine services for their customers. Air filter and windshield wiper replacement are the most popular services, offered by 99 percent of LT30 operators and 100 percent of MT30 operators. Differential fluid replacement is offered by 95 percent of LT30 operators and 100 percent of MT30 operators, mechanical ATF exchanges are offered by 89 percent of LT30 operators and 90 percent of MT30 operators and mechanical coolant flushes are offered by 86 percent of LT30 operators and 90 percent of MT30 operators.

### Percentage of Operators Offering the Following Services

Service	LT30	MT30
Additive Sales	85%	90%
Air Filter Replacement	99%	100%
Chemical Engine Flush	76%	60%
Differential Fluid Replacement	95%	100%
Fuel Filter Replacement	77%	90%
Mechanical ATF Exchange	89%	90%
Mechanical Coolant Flush	86%	90%
Boat Oil Changes	6%	10%
Motorcycle Oil Changes	10%	30%
RV Oil Changes	71%	70%
Commercial Vehicle Oil Changes	19%	20%
Oil Monitoring Device Reset	95%	80%
Synthetic Transmission Fluid	51%	60%
Transmission Filter Replacement	61%	40%
Wiper Replacement	99%	100%

On average, lube shops spend four percent of their annual gross sales on advertising and promotions, with 51 percent of LT30 operators sending oil change reminder cards to previous customers. Seventy-six percent of these reminder cards offer a discounted oil change, with 33 percent of customers cashing them in. Sixteen percent of LT30 customers and 19 percent of MT30 customers use a coupon of some kind when purchasing an oil change.

In each of the past five surveys, LT30 operators have reported that 81 percent of customers purchase the "house" motor oil brand. LT30 stores also indicate that 43 percent of their customers are committed to a specific motor oil brand, while only 13 percent of MT30 customers are committed to a specific brand.

Because used motor oil can be re-refined or used in asphalt, industrial furnaces and boilers, it has a market value. Eighty-seven percent of LT30 operators and 96 percent of MT30 operators report receiving compensation for their used motor oil.

Synthetic lubricants have increased in popularity. In recent years, LT30 operators reported that seven per-

cent of customers regularly purchased synthetic motor oil. The 2005 survey indicated that nine percent of LT30 customers and 12 percent of MT30 customers regularly purchase synthetic motor oil. AMSOIL was tied for sixth on the list of top-selling synthetic motor oils in the quick lubes that were surveyed.

While direct sales to do-it-yourselfers have been the mainstay of AMSOIL and AMSOIL Dealers, it is clear AMSOIL is making an impact in the do-it-for-me market as well. This impact will continue to grow as more and more motor oil companies extend their drain interval recommendations.

### Top Selling Synthetic Motor Oils in LT30 Fast Lubes

Mobil 1	58%	Quaker State	4%
Valvoline	11%	<b>AMSOIL</b>	<b>3%</b>
Castrol	9%	Havoline	3%
Pennzoil	9%	Others	3%

AMSOIL XL Synthetic Motor Oils are ideal for the quick lube market. The oil drain interval recommendations for many of today's vehicles extend well beyond the traditional 3,000-mile interval, some up to 12,000 miles with electronic oil monitoring systems. Unlike petroleum oils that have 3,000-mile maximum recommendations, AMSOIL XL Oils provide 7,500-mile/six-month drain intervals or longer where stated by vehicle manufacturers or indicated by oil life monitoring systems. When using AMSOIL XL Synthetic Motor Oils, protection and performance are not sacrificed with longer drain intervals.



### AMSOIL XL Oil Change Program

The AMSOIL XL Oil Change Program presents shop owners with an excellent way to increase profits, while providing customers superior protection and performance for extended drain intervals.

The G-250Q Fast Attack Pack provides everything Dealers need to register oil change centers as AMSOIL accounts.

Stock #	U.S.	Can.
G-250Q	5.00	8.15

# “Super Team” Gets New Look

## Ten-Time World Champion Joins Team AMSOIL

AMSOIL made a major splash in the world of off-road truck racing in 2005 with the introduction of the AMSOIL “Super Team” in the prestigious Championship Off-Road Racing (C.O.R.R.) Series. This year AMSOIL added even more horsepower by joining fan favorites Mike Oberg and Dan Vanden Heuvel with yet another off-road legend.

Scott Douglas has been added to Team AMSOIL as the company’s new Pro-4 driver. Douglas, who also races Best In The Desert (BITD), will race alongside Oberg and Vanden Heuvel in the Pro-2 class (Oberg is making the jump up from the Sportsman class this year). AMSOIL will be the title sponsor for Douglas in Pro-4 and will be an associate sponsor in Pro-2. Douglas will keep Rancho as the main sponsor in Pro-2. Both companies will share sponsorship on the BITD truck, which Douglas began racing in early February. Douglas will also be running the same tire company as Oberg and Vanden Heuvel, Kumho, thus making him an official member of the AMSOIL/Rancho/Kumho Super Team.

“I’m really excited because I feel that both Dan and Mike are very skilled and successful drivers,” said Douglas. “I’m proud of the fact that over the years I’ve been able to help them out in some of their successes. I’m thrilled to be their teammate as well.”

Douglas, who drives for Ford Motor Company, has 61 career truck wins, 98 podiums and has brought home 10 championships, including his 2004 BITD Class Championship and two C.O.R.R. titles (1996, 1997). He took home five podiums in C.O.R.R. in 2005, leading to a fourth place overall finish in the Pro-2 class. He switched over to the Pro-2 class last summer because of budget restraints, but will be fielding a truck in both classes this year.

“I really enjoy running in Pro-2,” said Douglas. “The two-wheel drive class has great competition, but the big dogs run in Pro-4 and that class is the ultimate adrenaline rush. We’re running both classes because we still have a lot to accomplish in Pro-2, but we wanted to return to Pro-4 as well.”

Douglas started racing 32 years ago. But instead of his Ford F-150, with a 410 cubic inch V-8 that creates 870 horsepower, he was seated on two wheels. He spent seven years desert racing on the back of a dirt bike. It was 25 years ago that he switched to the more powerful trucks, but it would take almost 20 years until he added short course racing to his yearly schedule.

“I love racing in both the desert and in C.O.R.R.,” said Douglas. “In C.O.R.R., the short track is pure adrenaline because it is so aggressive. And I love the longer races in Best In The Desert because you have to use strategy as much as speed to win the race. I race both disciplines for one simple reason: to get the most seat time I possibly can. Whatever the track, I love to adapt to it.”

Douglas ran his first race under the AMSOIL banner the first weekend in February. A broken ball joint and



Douglas has already raced under the Team AMSOIL banner in his Best In The Desert truck in early February.

snapped tie-rod made it unable for him to finish the race, even though he was just a few seconds off the lead when the problems occurred.

“When racing in the desert there are no pits to pull the truck into, so another racer needs to bring you your parts,” explained Douglas. “We tried twice to get parts out to us, but both trucks broke down. By the time we got it fixed, time had run out with just 60 miles to go to the finish line.”

His determination will lead him to the finish line more times than not in 2006. His career record and resolve will



Douglas brings a winning attitude to the AMSOIL “Super Team” as confirmed by his 10 season championships.

power him past the competition at every race.

“What motivates me is winning,” said Douglas. “There’s nothing like it when the team, truck and driver come together. I want to win as many races as I can and focus our strategy on championships.”

The AMSOIL Super Team will begin racing in the C.O.R.R. series starting in May. A complete schedule and team information can be found in the racing links at [www.amsoil.com](http://www.amsoil.com).

Races are televised on the SPEED Channel.



# Wanderscheid: World Champion

## Oval Ice Racer Wins Eagle River For Third Time

Snowmobile racing is a northern sport. To have a successful weekend of racing one only needs a good helping of snow and ice, below freezing temps and a few sleds. This concept has been put to the test in northern Wisconsin for the past 43 years. The World Championship Snowmobile Derby in Eagle River, Wis. boasts an incredible level of competition in oval ice racing as the world's best prepare all year for the week-long event.

Heading into this year's contest, only two racers in history had won the Eagle River World Championships three times in their careers, Jacques Villeneuve and Dave Wahl. Team AMSOIL oval ice racer P.J. Wanderscheid has been knocking on the door to the exclusive club the past three years. It was five years ago that Wanderscheid won his first of two consecutive World Championships. This year, he was looking to make it into the history books by becoming the youngest three-time World Champion.

After winning his first round qualifier in the Champ 440 Open class on Saturday, Wanderscheid grabbed two second place finishes, putting him in the front row for Sunday's World Championship. At the start of

Sunday's final, Wanderscheid got a good hole shot and was heading through the first two turns in the mix with the rest of the race leaders. After a rider was sent into the bales that guard the tracks walls, the red flag came out, restarting the race.

On the restart, Wanderscheid got in behind Terry Wahl and was battling for second place. Wanderscheid ran a high line for about half the race

*His 2006 win marked the third time Wanderscheid has hoisted the World Championship trophy, making him one of only three people in history to win the race three separate times.*

and continued to battle for second. After a few laps, Wanderscheid found his groove on the inside and quickly began picking up time on race leader Wahl, who had built up a full straight-away lead over Wanderscheid. On lap 22 of the 25-lap race, Wanderscheid was on the leader. He made a hard charge down to his inside line and was able to pull ahead with two laps to go, moving out to a three-sled length lead when the checkered flag dropped.

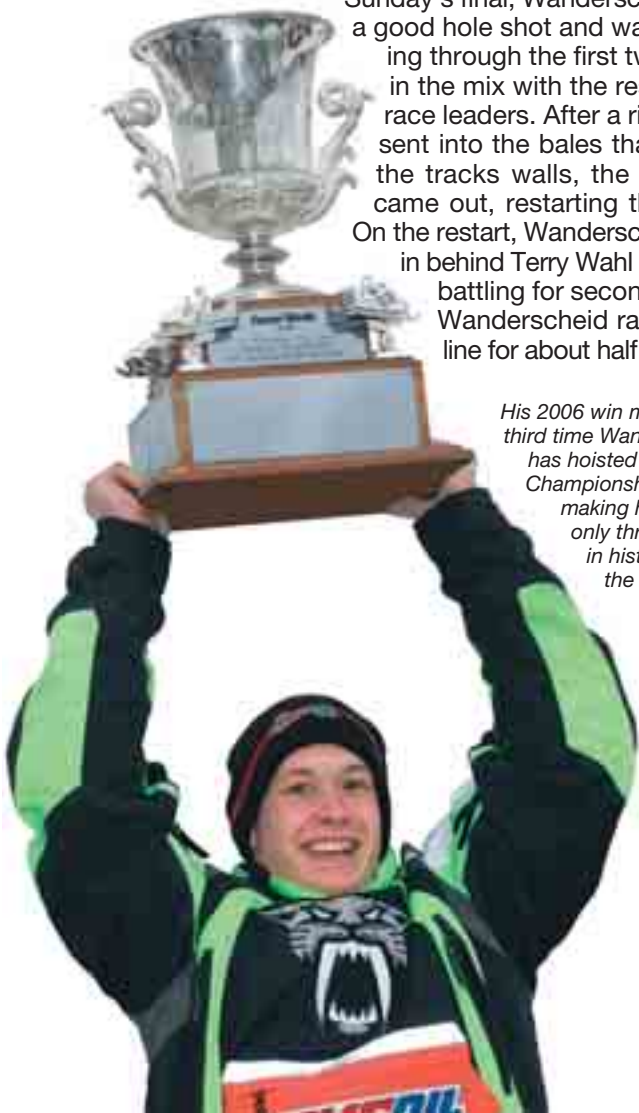
"People questioned our decision when we went to a Wanderscheid Chassis and Speedwerx motor, and this just redefines us as one of the top oval race teams," said Wanderscheid. "To be put in a class with Dave Wahl and Jacques Villeneuve has been the team's goal since that tough loss in 2004, and not being able to qualify last year because of an electrical issue makes this win even better. We were more determined than ever to have a good run at the 2006 Championship."



*Despite a rough track, Wanderscheid was able to pilot his AMSOIL/Arctic Cat sled to the win at the infamous Eagle River Snowmobile Derby.*



*It took him 22 laps to catch and pass the race leader (Wahl, background).*





## 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 16 - Thursday  
 • April 20 - Thursday  
 Meeting - 7 p.m.  
**STANLEO'S SUB VILLA**  
 605 Jordan Lane  
 Huntsville, AL  
 Hosted by Premiere Direct Jobber  
 Cliff Gochring & Premiere Direct  
 Jobber Jerry Gotvald (256) 337-0376

• March 16 - Thursday  
 • April 20 - 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 7, 21 - Tuesday  
 • April 4, 18 - Tuesday  
 Meeting - 7 p.m.  
**STATEN RESIDENCE**  
 2949 Sunflower Street  
 Anchorage, AK 99508  
 Hosted by Premiere Direct Jobber  
 Melda Staten  
 Call for reservations (907) 333-0124

### ARIZONA

• March 21 - Tuesday  
 • April 18 - 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 Nudo and Dealer Jim Brewer  
 RSVP (602) 996-7181 Dick  
 (480) 968-4922 Jim

### ARKANSAS

• March 9 - Thursday  
 • April 13 - Thursday  
 Meeting - 6:30 p.m.  
**GARDNER RESIDENCE**  
 806 Shamrock Drive  
 North Little Rock, AR  
 72118  
 Hosted by Dealer Jerry Gardner (501)  
 350-4869 gardner2154@sbcglobal.net

### CALIFORNIA

• March - Every Thursday  
 • April - Every Thursday  
 Meeting - 6:30 p.m.  
**STRAWBERRY VILLAGE SHOPPING CENTER**  
 Mill Valley, CA  
 Hosted by Dealer Doug Storms  
 (800) 793-5301  
 • March 1 - Wednesday  
 • April 5 - Wednesday  
 Meeting - 7 p.m.  
**MCCOOL RESIDENCE**  
 2210 Coddling Drive  
 Modesto, CA 95350  
 Hosted by Dealer Bill McCool  
 (209) 577-0174

• March 28 - Tuesday  
 • April 25 - Tuesday  
 Meeting - 7 p.m.  
**EVANS RESIDENCE**  
 40728 Sundale Drive  
 Fremont, CA 94538  
 Hosted by Executive Direct Jobbers  
 Chuck and Linda Evans  
 (510) 659-4078

• March 14 - Tuesday  
 • April 11 - 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 21 - Tuesday  
 • April 18 - 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  
 RSVP (619) 583-5218

### COLORADO

• March 16 - Thursday  
 • April 20 - Thursday  
 Meeting - 7:30 p.m.  
**AMSOIL HOUSE**  
 4316 Ridgcrest Drive  
 Colorado Springs, CO  
 80918  
 Hosted by Executive Direct Jobber  
 Ida Gray (719) 598-5115

### CONNECTICUT

• March 22 - Wednesday  
 • April 26 - Wednesday  
 Meeting - 7:30 p.m.  
**LANZOFANO RESIDENCE**  
 120 Gravel Street, Unit 11  
 Meriden, CT 06450  
 Hosted by Dealer Salvatore Lanzofano  
 (203) 559-8329

### DELAWARE

• March 11 - Saturday  
 • April 8 - Saturday  
 Meeting - Noon  
**BLUE DIAMOND PARK**  
 765 Hamburg Road  
 New Castle, DE 19720  
 Hosted by Direct Jobber Greg King  
 (302) 345-4350 Call for reservations  
 Guests Welcome

### DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

• March 23 - Thursday  
 • April 27 - Thursday  
 Meeting - 7 p.m.  
**DOUGLAS RESIDENCE**  
 3207 Margaret Oaks Lane  
 Orlando, FL 32806  
 Hosted by  
 \*Regency Platinum Direct Jobbers  
 George & Shirley Douglas  
 (407) 856-1564 Call ahead for details,  
 directions and RSVP  
 • March 7 - Tuesday  
 • April 4 - 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:  
 AMSOIL as a business.

### GEORGIA

• March 2 - Thursday  
 • April 6 - Thursday  
 Meeting - 7 p.m.  
**DIRKSEN RESIDENCE**  
 1905 Queens Road  
 Albany, GA 31707  
 Hosted by Regency Direct Jobber  
 Sherry Dirksen (229) 436-5532  
 Potluck, everyone brings a dish

### HAWAII

None Scheduled

### IDAHO

• March 15 - Wednesday  
 • April 19 - Wednesday  
 Meeting - 7 p.m.  
**ROUND TABLE PIZZA**  
 10412 Overland Road  
 Boise, ID, 83709  
 Hosted by Direct Dealer  
 Steve Noffz (208) 861-8935  
 • March 8 - Wednesday  
 • April 12 - 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  
 • March 4 - Saturday  
 • April 1 - Saturday  
 Meeting - 12 - 3 p.m.  
**SCHELL RESIDENCE**  
 2000 W. Broadway  
 Idaho Falls, ID  
 Hosted by \*\*\*Regency Platinum Direct  
 Jobbers Mark & Sherree Schell  
 Reservations: (208) 524-0322; RSVP

### ILLINOIS

• March 14 - Tuesday  
 • April 11 - 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 18 - Saturday  
 • April 15 - 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 1, 15 - Wednesday  
 • April 5, 19 - Wednesday  
 Meeting - 7:30 p.m.  
**RENTOWN SHOP**  
 1533 Rentown Road  
 Bremen, IN  
 Hosted by Direct Jobbers  
 LeRoy and Malinda Hochstetler and  
 Premiere Direct Jobbers  
 Willis and Rolene Gingerich  
 (574) 831-2839

### IOWA

• March 7 - Tuesday  
 • April 4 - Tuesday  
 Meeting - 7 p.m.  
**SORTER RESIDENCE**  
 2629 340th Avenue  
 Terril, Iowa 51364  
 Hosted by Dealers David and Melissa  
 Sorter (712) 853-6293

### KANSAS

None Scheduled

### KENTUCKY

• March 2 - Thursday  
 • April 6 - 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 2 - Thursday  
 • April 6 - Thursday  
 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 22 - Wednesday  
 • April 26 - 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 17 - Friday  
 • April 21 - 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 17 - Friday  
 • April 21 - Friday  
 Meeting - 7 p.m.  
**GRONER RESIDENCE**  
 9208 Todd Avenue  
 Fort Howard, MD 21052  
 Hosted by Account Direct Harvey  
 Groner (410) 477-8255

• March 2 - Thursday  
 • April 6 - 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 17 - Friday  
 • April 21 - 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 15 - Wednesday  
 (Dealer training)  
 Meeting - 7 p.m.  
 • April 19 - Wednesday  
 (Opportunity)  
**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 20 - Monday  
 • April 17 - 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 6 - Monday  
 • April 3 - Monday  
 Meeting - 7 p.m. (info)  
 Meeting - 8 p.m. (opportunity)  
**ELLS RESIDENCE**  
 61653 Miriam Drive  
 Washington, MI 48094  
 Hosted by Regency Platinum Direct  
 Jobber Mike Ellis; RSVP at  
 (586) 781-5092 or (586) 918-1578

### MINNESOTA

• March 16 - Thursday  
 • April 20 - 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 30 - Thursday  
 • April 13 - Thursday  
 Meeting - 6 p.m.  
**TWINGSTROM RESIDENCE**  
 29200 Goldenrod Drive NW  
 Isanti, MN 55040  
 Hosted by Regency Direct Jobbers  
 Mylo and Patty Twingstrom  
 RSVP (612) 819-8835

• March 30 - Thursday  
 • April 20 - 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 9 - Thursday  
 • April 13 - 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 18 - Saturday  
 • April 15 - Saturday  
 Meeting - 2 p.m.  
**SAWYER WAREHOUSE**  
 28108- 133rd Street  
 Zimmerman, MN 55398  
 Hosted by Direct Jobbers  
 Roger and Jennifer Sawyer Please RSVP  
 (763) 856-3567 rpsawing@aol.com  
 www.rpsawing57.com

### MISSISSIPPI

None Scheduled

### MISSOURI

• March 28 - Tuesday  
 • April 25 - Tuesday  
 Meeting - 7p.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 21 - Tuesday  
 • April 18 - Tuesday  
 Meeting - 7p.m.  
**LUCZAK RESIDENCE**  
 4810 Mattis Street  
 St. Louis, MO 63128  
 Hosted by Master Direct Jobbers Connie  
 and John Luczak (314) 892-6018 (417)  
 732-2553 connielubes@earthlink.net

### MONTANA

### NEBRASKA

### NEVADA

None Scheduled

### NEW HAMPSHIRE

None Scheduled

### NEW JERSEY

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

### NEW MEXICO

• March 28 Tuesday  
 • April 25 - Tuesday  
 Meeting - 7:30 p.m.  
**GREENBERG WAREHOUSE**  
 2415 Princeton Drive NE,  
 Suite M  
 Albuquerque, NM 87107  
 Hosted by Regency Silver Direct Jobbers  
 Paul and Nancy Greenberg  
 (505) 881-1693, warehouse;  
 (595) 255-2137, home; fax  
 (505) 881-4565. NMOilman@aol.com

### NEW YORK

• March 22 - Wednesday  
 • April 26 - Wednesday  
 Meeting - 7p.m.  
**ALBANY AREA**  
**GUILZ RESIDENCE**  
 6 Daisy Lane  
 East Berne, NY 12059  
 Hosted by Premiere Direct Jobber Richard  
 Guilz (518) 423-1552 rich@empiresynthet-  
 ics.com call or  
 e-mail to reserve seat



- March 1 - Wednesday
- April 5 - 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 15 - Wednesday
- April 19 - Wednesday

Meeting - 7 p.m.  
**O'BRIEN RESIDENCE**  
 436 Moseley Road  
 Fairport, NY 14450

Hosted by Dealer Gerry O'Brien (585) 223-8016 Call ahead to reserve a seat

- March 9 - Thursday
- April 13 - Thursday

Meeting - 7 p.m.  
**LOTITO RESIDENCE**  
 89 Owl Creek Road  
 Spencer, NY 14883

Hosted by Regency Direct Jobber Peter Lotito (607) 589-4242  
 Call ahead to reserve space and confirm location or e-mail lubedealer@hotmail.com  
 www.lubedealer.com/new york

- March 9 - Thursday
- April 13 - 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 15 - Wednesday
- April 19 - Wednesday

Meeting - 7:30 p.m.  
**SYRACUSE AREA**  
 Call ahead for specific location

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

- March 15 - Wednesday
- April 19 - Wednesday

Meeting - 7:30 p.m.  
**NEWARK, NY LOCATION**  
 Call ahead for location

Hosted by Dealer Brad Timerson (315) 331-7110

## NORTH CAROLINA

- March 9 - Thursday
- April 13 - Thursday

Meeting - 7 p.m.  
**KAZAN RESIDENCE**  
 4007 Sapphire Lane  
 Indian Trail NC 28079

Hosted by Account Direct Eric Kazan (704) 893-0828 erickazan@syntheticlubricantsinfo.com; Guests welcome, non-downline \$2

- March 9 - Thursday
- April 13 - 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 9 - Thursday
- April 13 - 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 14 - Tuesday
- April 11 - 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 7 - Tuesday
- April 4 - 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 Direct Dealers Paul & Coralie Fabijanic (330) 928-8863 or 800-874-4827 RSVP

- March 27 - Monday
- April 24 - Monday

Meeting - 7 p.m.  
**PENA RESIDENCE**  
 2933 West U.S. 20  
 Gibsonburg, OH 43431

Hosted by Executive Direct Jobbers Luis and Sharon Pena; RSVP: (419) 297-3451

- March 11 - Saturday
- April 8 - Saturday

Meeting - 1 - 4 p.m.  
**BREDA RESIDENCE**  
 850 Remsen Road  
 Medina, OH 44256

Hosted by Dealer Dennis Breda (330) 239-3146

## OKLAHOMA

- March 4 - Saturday
- April 1 - 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 9 - Thursday
- April 13 - Thursday

Meeting - 7 - 8:30 p.m.  
 Call for location and reservations.

Hosted by Dealers Richard and Brenda Coats (918) 225-5722

- March 14 - Tuesday
- April 11 - Tuesday

Meeting - 7 - 8:30 p.m.  
**ALEXANDER RESIDENCE**  
 14355 East Timberidge Dr.  
 Claremore, OK 74019

Hosted by Premiere Direct Jobber Kevin Alexander (918) 636-1281 Call first

- March 9 - Thursday
- April 13 - 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 16 - Thursday
- April 20 - 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 20 - Monday
- April 17 - Monday

Meeting - 7 p.m.  
**HALLOCK ENTERPRISE STORE**  
 5 Main Street  
 Bradford, PA 16701

Hosted by Premiere Direct Jobber Joseph M. Hallock (814) 368-8625 T-1 training also available.

## 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 Dealers Jim & Vicki Spradley (803) 894-4618

- March 7 - Tuesday
- April 4 - Tuesday

Meeting - 7 p.m.  
**DENNY'S RESTAURANT**  
 2521 Wade Hampton  
 Boulevard  
 Greenville, SC 29615

Hosted by Executive Direct Jobber Loel D. Handley RSVP (864) 989-0753

## SOUTH DAKOTA TENNESSEE

None Scheduled

## TEXAS

- March - Daily Meetings
- April - Daily Meetings

Meeting - 7 p.m.

Call for location.

- March 9 - Thursday
- April 18 - Tuesday

Meeting - 7:30-8:08  
**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 - 6:30 p.m.  
**JB LUBE GARAGE**  
 3177 West 4600 South  
 Roy, UT 84067

Hosted by Account Direct Jeff Bottila (801) 309-1635 jblube@yahoo.com

- 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 Dealer Rodney Haskins and Dealer Doug Blackhurst (801) 942-3881/(801) 942-8641

- March - Every Friday
- April - Every Friday

Meeting - After 4 p.m.  
**GREENE RESIDENCE**  
 11653 S. Patchwork Circle  
 South Jordan, UT 84095

Hosted by Dealer Dorsey Greene (801) 253-2701; T-1 Certification classes every Friday, pre-paid registration required. Everyone welcome; RSVP

## VERMONT

None Scheduled

## VIRGINIA

- March 6 - Monday
- April 3 - Monday

Meeting - 7 p.m.  
**ISRA-UL TRAINING MEETINGS**  
 P.O. Box 2734  
 Chesterfield, VA 23832

Hosted by Dealers M. and S. Isra-UL. Call in advance to RSVP, and get directions. Limited seating available. (804) 640-3402

- March 31 - Friday
- April 28 - Friday

Meeting - 8-10 p.m.  
**HILLMAN RESIDENCE**  
 3603 Cedar Lane  
 Roanoke, VA 24018

Hosted by Regency Gold Direct Jobber Wally Hillman and Direct Jobber Alan Hillman (540) 774-1896

Please call.

- March 13, 27 - Monday
- April 10, 24 - 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 13 - Monday
- April 10 - Monday

Meeting - 7 p.m.  
**GRAVITTE RESIDENCE**  
 1042 Merganser Circle  
 Gloucester, VA 23072

Hosted by Premiere Direct Jobbers Cliff & Dee Gravitt (804) 694-0221

- March 14 - Tuesday
- April 11 - Tuesday

Optional dinner - 6 p.m.  
 Meeting - 7 p.m.  
**DAYS INN RESTAURANT**  
 5500 Williamsburg Road  
 Sandston, VA

Hosted by Account Directs Roger Riggles and Mel Piggras (804) 737-4874 or (804) 737-9231

## WASHINGTON

- March 20 - Monday
- April 17 - 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 14 - Tuesday
- April 11 - Tuesday

Meeting - 7:30 p.m.  
**STOUGARD RESIDENCE**  
 22907 Prairie Road  
 Sedro Woolley, WA 98284

Hosted by Executive Direct Jobbers Marv & Charlotte Stougard (360) 856-1641 Guests Welcome

- March 9 - Thursday
- April 13 - 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 - Tuesday
- April 11 - Tuesday

Meeting - 7 p.m.  
**AMSOIL PEARSON**  
 702 37th Street NE #D  
 Auburn, WA 98002

Hosted by \*\*Regency Platinum Direct Jobbers Leonard & Eunice Pearson (253) 939-8401 Guests Welcome

- March 14 - Tuesday
- April 11 - 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 11 - Saturday
- April 8 - Saturday

Meeting - 9 a.m. - noon  
**AMSOIL (SYNLUBE) STORE**  
 2424 North Monroe Ave.  
 Spokane, WA 99205

Hosted by Premiere Direct Jobber Jack Whitehill and Direct Dealer Tom Bennett (509) 324-3588 Everyone Welcome. No charge

- March 28 - Tuesday
- April 25 - 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-5W30-OIL (1-877-593-0645)  
 Discussion on product application and oil analysis All are welcome. RSVP

## WEST VIRGINIA

None Scheduled

## WISCONSIN

- March 16 - Thursday
- April 20 - Thursday

Meeting - 7:30 p.m.  
**SEL-AMSOIL ACADEMY**  
 240 N. Oceana Avenue  
 Superior, WI 54880

Hosted by \*\*\*\*Regency Platinum Direct Jobbers Bill & Donna Durand Refreshments Served (715) 392-4006 Guests Welcome

- March 9 - Thursday
- April 13 - 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 2 - Thursday
- April 6 - 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 20 - Monday
- April 17 - Monday

Meeting - 7:30 p.m.  
**MCLAUGHLIN RESIDENCE**  
 913 Coverdale Road  
 Riverview, NB E1B 5E6

Hosted by Premiere Direct Jobber Wayne McLaughlin and local Dealers Wendell Steves (506) 386-2896 Everyone Welcome

### NEWFOUNDLAND NOVA SCOTIA

None Scheduled

### ONTARIO

- February 11 - Saturday
- March 11 - Saturday

Meeting - 10 a.m.  
**SOUTHERN ONTARIO SYNTHETICS**  
 8229 Fuller Road  
 Forest, ON N0N 1J0

Hosted by Master Direct Jobber Don Stefanik (519) 786-4045

### MARCH 30 - Thursday

- April 27 - Thursday

Meeting - 6 p.m.  
**AMSOIL DISTRIBUTION CENTER**  
 6625 Tomken Road, Units 12-14  
 Mississauga, ON L5M-5J3

Hosted by Executive Direct Jobber Walter Perera and local Dealers (866) 326-7645 fax: (905) 814-1802 www.sinwal.com

### PRINCE EDWARD ISLAND

- March 6 - Monday
- April 3 - 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

None Scheduled

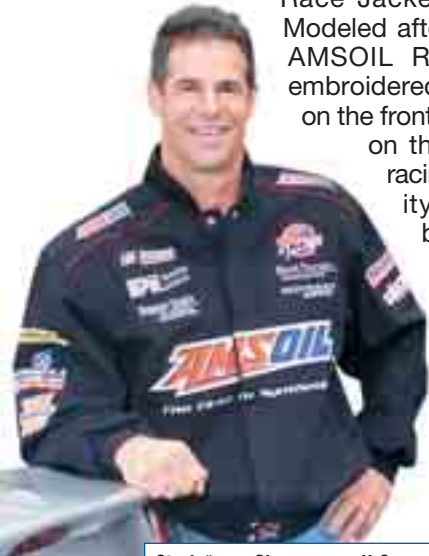
# AMSOIL CENTERLINES ...and updates

## MARCH CLOSE OUT

The last day to process March orders in the U.S. and Canada is the close of business on Friday, March 31. Internet orders will be accepted until 3 p.m. CST on that day. The last day to process March orders in Alaska and Puerto Rico is the close of business on Saturday, March 25. All orders received after these times will be processed for the following month. Volume transfers for March business will be accepted until 3 p.m. CDT on Thursday, April 6. All transfers received after this time will be returned.

## A.J. AMATUZIO SIGNATURE SERIES RACE JACKET

The AMSOIL A.J. Amatzio Signature Series Race Jacket is a real attention-getter. Modeled after NASCAR style jackets, the AMSOIL Race Jacket features large embroidered AMSOIL logo and products on the front, AMSOIL racing sponsorships on the sleeves and large AMSOIL racing logo on the back. High quality jacket features 14.5 oz. brushed twill, satin lining with



an inside pocket, knit cuff and waistband, shoulder pads, racing collar and stainless steel snaps. Made in the USA. Large generous fit. If in doubt, order one size smaller than you normally do. Sizes Extra Small - XXXL, Youth L.

Stock #	Size	U.S.	Can.
G-1748	XS	115.00	150.25
G-1721	S	115.00	150.25
G-1722	M	115.00	150.25
G-1723	L	115.00	150.25
G-1724	XL	115.00	150.25
G-1725	XXL	115.00	150.25
G-1726	XXX	115.00	150.25
G-1727	Youth L	95.00	124.00

## ONLINE YELLOW PAGES LISTINGS

AMSOIL Dealers have the opportunity to obtain a low cost Online Yellow Pages listing through AMSOIL Yellow Pages vendor Global Advertising. The online listing is placed on YellowPages.com, Switchboard.com, RealPages.com, SmartPages.com and the AOL Yellow Pages and consists of an AMSOIL ad with a "click here to find locations" link below. When a consumer clicks on this link, it lists the Dealers in the area searched by the consumer. Cost is \$60 per Dealer annually. For

more information, contact Amber Ashlock at 800-774-9529 or wedoyellow@yahoo.com.

## BOSCH PRICE ADJUSTMENT

A price adjustment for Bosch products is effective March 1. Look for an updated price flyer inserted in this issue of the *Action News*.

## AMSOIL ADVERTISING

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

### March & April 2006

#### Display Advertisements

<i>American Iron Retailer</i>	Feb./March '06	(203) 425-8777
<i>NOLN</i>	March '06	(805) 796-2577
<i>Dirt Sports</i>	March '06	(800) 854-3112
<i>Rider</i>	March '06	(800) 765-1912
<i>Cruising Rider</i>	March '06	(805) 667-4325
<i>American Motorcyclist</i>	March '06	(614) 856-1900
<i>Land Line</i>	March '06	(816) 229-5791
<i>Powerboat</i>	March '06	(805) 639-2222
<i>Diesel Power</i>	March '06	(212) 745-0100
<i>MPX</i>	March '06	(866) 737-8805
<i>PRN</i>	March '06	(866) 737-8805
<i>Street Chopper</i>	March '06	(212) 745-0100
<i>NOLN</i>	April '06	(805) 796-2577
<i>American Rider</i>	April '06	(805) 667-4325
<i>Rider</i>	April '06	(800) 765-1912
<i>American Motorcyclist</i>	April '06	(614) 856-1900
<i>American Iron</i>	April '06	(203) 425-8777
<i>Hot Bike</i>	April '06	(212) 745-0100
<i>Hot Rod's Bike Works</i>	April '06	(212) 745-0100
<i>Diesel Power</i>	April '06	(212) 745-0100
<i>Street Chopper</i>	April '06	(212) 745-0100

#### Catalog Showcase Advertisements

<i>Hot Bike</i>	April '06	(212) 745-0100
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## AMSOIL ANNOUNCES REGIONAL MEETINGS

In an effort to build on direct corporate contact throughout the Dealer network, AMSOIL INC. has announced an expanded round of Regional Sales Meetings scheduled to begin in Fall 2006. As a special feature of the Regional Meetings, AMSOIL will include Direct Jobber Regional Meetings. The Direct Jobber Regional Meetings will replace the Direct Jobber Annual Convention and will provide all Direct Jobbers with a more convenient and less expensive opportunity to meet with corporate staff members and to hear the most up-to-date information on AMSOIL products, programs and other issues relevant to the growth of their AMSOIL businesses.

Although agendas have not been finalized, it is expected that the Direct Jobber Meetings will be held on the mornings prior to the Regional Sales Meetings. It is also expected that the Regional Sales Meetings will be expanded to allow for a broader range of programs and presentations.

Meeting dates, content material and locations will be announced.





## BMK DUAL REMOTE SYSTEMS WITH Ea FILTER TECHNOLOGY

Featuring advanced full synthetic nanofiber technology, AMSOIL Ea Oil and Bypass Filters are the highest efficiency filters available in the auto/light truck market. The BMK-15, 16 and 17 Dual Remote System kits now include Ea full-flow and bypass oil filters. Stock numbers are now BMK-15Ea, BMK-16Ea and BMK-17Ea.

**Note:** The recommendation for 2004 and newer Dodge Ram trucks with the Cummins Diesel 5.9L engine is the BMK-11

### BMK-15Ea Dual Remote System for Cummins Diesels

Stock #	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
BMK-15Ea	135.00	182.75	235.00	238.00	317.00

### BMK-16Ea Dual Remote System for International Diesels

Stock #	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
BMK-16Ea	142.50	192.75	250.00	250.00	334.00

### BMK-17Ea Dual Remote System for Duramax Diesels

Stock #	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
BMK-17Ea	135.00	182.75	235.00	238.00	317.00

## BMK-11 PRICE ADJUSTMENT

A price adjustment for the BMK-11 Universal Mounting Kit is effective April 1.

Stock #	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
BMK-11	97.75	130.50	174.00	170.00	226.00

## AMSOIL PCF-60 AIR FILTER

The AMSOIL PCF-60 PowerCore® Ford 6.0L Diesel PowerStroke™ Air Filter is now sold as Donaldson P603577.

## ANCHORAGE DISTRIBUTION CENTER

Anchorage Distribution Center hours of operation have changed to the following:

Tuesday through Saturday: 9 a.m. to 5:30 p.m.

Sunday and Monday: Closed



## TRIGARD FAIR HANDOUT

The Trigard Fair Handout has been updated to feature Ea filter technology and is available for purchase.

Stock #	Qty.	U.S.	Can.
G-254	25	2.60	3.40

## TRIGARD KITS

The Trigard 1 (ATG-01) and Trigard 2 (ATG-02) Kits have been updated to include four-ounce sample bottles, rather than the two-ounce bottles previously included.



## AMSOIL UNIVERSITY 2006

May 21-25, 2006

Wisconsin Indianhead Technical College  
in Superior, Wis.

### Enrollment Costs:

*Prior to March 1, 2006:*

\$397 per Dealer, \$196 for an attending spouse, \$50 for a spouse wishing to attend lunches and social events only.

*After March 1, 2006:*

\$447 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. Limited enrollment availability.

A welcoming reception, cookout and facility tour and a special activity will be included at AMSOIL University at no additional cost.

A 10 percent rebate will be offered on product orders placed while at AMSOIL University.

To register or obtain additional information, contact Julie Jacobson at (715) 392-7101 or visit the Dealers Zone at [www.amsoil.com](http://www.amsoil.com).

# MP Metal Protector

AMSOIL MP Metal Protector is a synthetic, greaseless all-purpose product that provides metal surfaces with a long-lasting film. The tough penetrating agents in MP cut through rust and corrosion to free stuck parts, without leaving any gum or sludge. AMSOIL MP dries electrical and ignition systems and protects electrical equipment from moisture, including salt water.

AMSOIL MP is excellent for multiple applications. Uses include hardware, household appliances, sporting goods, electrical equipment, power sports equipment and much more.



## LIMITLESS APPLICATIONS!

- *Protects Metal Surfaces*
- *Cuts Through Rust*
- *Protects Electrical Equipment*
- *Resists Moisture, Even Salt Water*
- *Excels in Household Applications*
- *Sprays Into Hard-to-Reach Places*

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



**AMSOIL INC.**  
SYNTHETIC LUBRICANTS  
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