



# ACTION NEWS

© AMSOIL INC 2007

*The First in Synthetics*®

MARCH 2007



## NEW AMSOIL 0W-20 Meets Demand in Growing Market



**Plus:**

**Reformulated, Repackaged PI Performance Improver**

## From the President's Desk...



When you look at the events of the past year here at AMSOIL, one thing stands out, and that is the addition of new and improved products. I was going through some past issues of *Action News* the other day and it was interesting to note that most of them announced a new product or two. We haven't been standing still.

Developing new products has always been a priority for us. Not only to provide our Dealers with more business opportunities, but to provide our customers with better ways to improve performance in their equipment. I started this company with a new idea and a totally new product, and have continued to introduce many new products since then that were the first of their kind. Most of our products have since been copied by the major oil companies, however they have never been able to improve on the performance of our products.

One of the companies trying to outperform us calls themselves 'number one.' We call them number two around here for obvious reasons. AMSOIL was first and therefore number one and we are first in performance, beating them in every comparison test.

AMSOIL has a history of using cutting edge technology in our product development. Early on, I staffed this company with experts in lubrication and chemistry, built and equipped an on-site state-of-the-art chemical lab and engine test facility to develop products to meet the lubrication challenges of the day. Over the years those challenges have continued to

change, but we have always had the knowledge and expertise to be there with products that deliver superior performance.

Our capabilities today are virtually unlimited. We have grown in both size and expertise, and it shows in the new and improved products we have introduced recently. In addition to offering products for the mainstream equipment markets, we are also focusing on products for niche markets. Our recent addition of 4-Stroke Small Engine Oil, Ea Motorcycle Oil and Air Filters, Engine Fogging Oil, the Twin Air Powersports Filters, and the Mothers product line are good examples of products for specialty markets. Even our European Car Formula and our new CJ-4 Diesel oil can be considered products for unique markets.

In this issue of *Action News*, we announce a new motor oil and a reformulated and improved gasoline additive. Our new motor oil is a 100% synthetic lubricant formulated for modern vehicles requiring an energy-saving, fuel-efficient 0W-20 viscosity. It is a superior motor oil formulated to deliver outstanding performance for 25,000 miles or one year service life.

Don't let the lighter viscosity of this new oil fool you. We drew upon our vast experience in formulating synthetic lubricants to match the highest quality base stocks with the industry's best additive technology to produce a very tough, very capable motor oil. It provides exceptional wear protection, outstanding extreme temperature protection and performance, and long service life.

Our new 0W-20 Motor Oil in the crankcase of a modern vehicle guarantees it will deliver the best fuel economy it is capable of. With a very low volatility rate, oil consumption and emissions are greatly reduced. This is the 'oil of the future' here today thanks to AMSOIL. But it won't be the last new oil we make. Stay tuned!

Also introduced in this issue is our newly reformulated PI Performance Improver Gasoline Additive. It is the most effective gasoline additive available today and makes gasoline engines perform the way they were designed to. PI cleans and keeps clean fuel injectors, combustion chambers, valves, and pistons.

Every vehicle tested using this new fuel additive experienced improved fuel economy (up to 5.7%). It also acts as an "emissions passer" and is ideal for use before emissions inspections. It's also more convenient to use. Just add one bottle of the new PI to 20 gallons of gasoline every 4,000 miles or 100 hours. You can't find a more effective or easier way to get the best performance from a vehicle!

People who know me know I tell it like it is. Sometimes I may be a little too blunt, but you won't misunderstand me. So when you're the best, I think it's OK to tell the world about it. AMSOIL products are the best, period, and you can quote me!

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

# DEALERS IN ACTION!

## Off-Road Racer Beats Engine Wear with AMSOIL

Championship Off-Road Racing (CORR) driver Matt Gerald, Racing Team 195 out of Appleton, Wis., discovered AMSOIL synthetic motor oil when he had trouble with his Light Buggy.

He not only learned the value of running AMSOIL in his race car, he is now an AMSOIL Preferred Customer.

Gerald and his father build and maintain the CORR Light Buggy he drives. "My father is a very accomplished engine builder with numerous wins and championships with our motors," Gerald said.

He said the team used many different brands of oil, but did not try AMSOIL until last year when they built a new engine.

"We had problems with bearing and cam wear with other oils after one weekend of racing," Gerald said. "I decided the oil we were using had to go. I talked to Mark Gelhausen from AMSOIL-sponsored Oberg Motorsports, and he set us up with some AMSOIL Series 2000 Synthetic 20W-50 Racing Oil. We ran it in our spare engine for testing and I could not believe how much more oil pressure I had and how much cooler the engine ran.

"Normally with our engines we would run around 240 degrees, but with the AMSOIL, it dropped down to



AMSOIL Series 2000 Synthetic 20W-50 Racing Oil helps Gerald run in front of the pack.

210 to 215 degrees and stayed there. With air-cooled Volkswagen engines, keeping the motor running as cool as possible is a major key to running up front in the pack. We proved that at Antigo (Wis.), starting dead last out of 30 cars to charge to the front and pass more than 22 cars, setting faster lap times over the race winner by two seconds per lap. At Crandon we pulled the holeshot and ran an excellent race to finish in second place."

AMSOIL motor oil has proven to be the best choice for the team. "We plan to use it in everything we own for many years," Gerald said.

### Dealer Impresses Customer With Service

AMSOIL customer Chad Williams of International Falls, Minn. developed great respect for his AMSOIL Dealer recently when he discovered he had the wrong product for his vehicle.

"I want to compliment my Dealer for taking good care of his customer," Williams said.

Williams explained that he had received a bottle of the wrong product in his shipment.

"I didn't notice it until I poured some into my truck," he said. "Then, I noticed it right away and didn't put much into my engine." Williams told his Dealer, Doug Galusha, who contacted AMSOIL to find out what Williams should do about it.

"He said I should change the oil and filter again to make sure nothing happened to my truck," Williams said. "At no cost to me, Doug gave me new oil and a filter to make the change. I found out later that Doug did this at his own expense. If I would have purchased a product from a store and had this happen I never would have gotten the service I received. Hats off to Dealers who take care of their customers like this. Thank you."

**AMSOIL**  
**Series 2000**  
**Synthetic**  
**20W-50**  
**Racing Oil**



- **Number one choice for racers**
- **Special synthetic base stocks, additive package**
- **Twice the wear protection of other motor oils**
- **Reduces friction for quicker engine response, increased horsepower**

**AMSOIL**

# MONTHLY LE



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



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



**Mark and Sherree Schell**  
Idaho  
★★★★Regency Platinum  
Direct Jobbers  
Third—Total Organization  
Third—Personal Group  
Sales



**David and Carol Bell**  
Texas  
★★Regency Platinum  
Direct Jobbers  
Fourth—Total  
Organization  
Fifth—Personal Group  
Sales  
Fifth—Commercial and  
Retail Marketing



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



**George and Shirley  
Douglas**  
Florida  
★★Regency Platinum  
Direct Jobbers  
Ninth—Total Organization  
Eighth—New Qualified  
Dealers and Accounts



**Ray and Kathy Yaeger**  
Wisconsin  
Regency Platinum Direct  
Jobbers  
Tenth—Total Organization  
Eighth—Personal Group  
Sales  
**FIRST**—Commercial  
and Retail Marketing



**Michael H. Ellis**  
Michigan  
Regency Platinum Direct  
Jobber  
Ninth—Personal Group  
Sales  
Second—Commercial and  
Retail Marketing



**Ches and Natasha Cain**  
South Dakota  
Regency Gold Direct  
Jobbers  
Tenth—Personal Group  
Sales  
Ninth—New Qualified  
Dealers and Accounts



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



**James J. Allen**  
Ohio  
Regency Silver Direct  
Jobber  
Eighth—Commercial and  
Retail Marketing



**Luis and Sharon Pena**  
Ohio  
Executive Direct Jobbers  
Ninth—Commercial and  
Retail Marketing



**James W. Beecherl**  
Michigan  
Direct Jobber  
Tenth—Commercial and  
Retail Marketing



**Kevin J. Seeger**  
Wisconsin  
Direct Jobber  
**FIRST**—New  
Qualified Dealers and  
Accounts



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



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

# ADERS

December  
2006

# HALL OF FAME

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



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



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



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



**Shirley Green,**  
Regency Platinum



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



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



**Danny and Joan Potter**  
*North Carolina*  
Regency Direct Jobbers  
*Sixth—Commercial and Retail Marketing*



**John W. Moldowan Jr.**  
*Alberta*  
Master Direct Jobber  
*Seventh—Commercial and Retail Marketing*



**Harold Hartman,**  
★Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



**Marcus Hinman**  
*California*  
Executive Direct Jobber  
*Sixth—New Qualified Dealers and Accounts*



**Mylo and Patty Twingstrom**  
*Minnesota*  
Regency Silver Direct Jobbers  
*Seventh—New Qualified Dealers and Accounts*



**Jason A. Keranen**  
*Arizona*  
Direct Jobber  
*Tenth—New Qualified Dealers and Accounts*



**Ora Mae Boardman,**  
★Regency Platinum



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

# HIGHER LEVELS OF

## REGENCY PLATINUM DIRECT JOBBERS



Ray and Kathy Yaeger  
*Wisconsin*

## REGENCY GOLD DIRECT JOBBERS



Doyle and Diana Vaughan  
*Wyoming*

## REGENCY DIRECT JOBBER



Ivan and Pamela Anthony  
*Colorado*

## NEW DIRECT JOBBERS



Gary and Debbie Bruyette  
*Florida*

Sponsors: George and Shirley Douglas  
Direct Jobbers: George and Shirley Douglas



Darrel and Kathy Kinkaid  
*California*

Sponsors: John and Jeanne Burke  
Direct Jobbers: John and Jeanne Burke



Thomas Ladner  
*Florida*

Sponsor: Kelli Engelby-Montgomery  
Direct Jobbers: George and Shirley Douglas



Kenneth Olive  
*Wisconsin*

Sponsors: George and Shirley Douglas  
Direct Jobber: George and Shirley Douglas



Charles Rose  
*Wisconsin*

Sponsor: Ted Mainwaring  
Direct Jobbers: William and Janice Waech



John R. Sbonik  
*Wisconsin*

Sponsor: Scott T. Swendson  
Direct Jobber: Scott T. Swendson

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

**Raymond and Debra Duff**, *Georgia* Sponsors: Loel and Karen Handley

**Michael J. Richartz**, *Florida* Sponsors: Daniel and Judy Watson

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

**Chuck Deye**, *Wisconsin* Sponsor: Lyle V. Laurvick

**Buddy L. Edwards**, *Louisiana* Sponsors: Cliff and Renate Goehring

## NEW DIRECT DEALERS



**Allan and Deborah  
Bieger**  
*Florida*  
Sponsor: William Lockwood  
Direct Jobber:  
William Lockwood



**Craig and Rosemary  
Kelly**  
*Colorado*  
Sponsors: Francis and Patricia Kelly  
Direct Jobbers:  
Milton and Elaine Roeckel



**Jeff and Alexandra  
Kulak**  
*Alberta*  
Sponsor: William Bast  
Direct Jobber: Roger B. Silcox



**Stuart M. Skinner Jr.**  
*Massachusetts*  
Sponsors: Raymond and Paulette  
Desmarais  
Direct Jobbers: Raymond and  
Paulette Desmarais



**Laura Salangsang**  
*California*  
Sponsors: Tom and Ruth  
Santell  
Direct Jobbers:  
Tom and Ruth Santell

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

- Steve B. Johnson**, *Utah* Sponsors: Neil and Maria Christensen  
**John D. Kahrs**, *Iowa* Sponsors: Don and Mary Smith  
**Ken and Barb LaFountain**, *Nevada* Sponsor: Mark R. Quan  
**Charles D. Ledger**, *California* Sponsors: Ronald and Patricia Brown  
**Gary and Patti Riley**, *Florida* Sponsor: Robert E. Riley  
**Troy L. Stadele**, *Wisconsin* Sponsor: Charles Rose

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

- Cory Comer**, *Minnesota* Sponsors: Michael and Linda Ford  
**Gary W. Holcomb**, *Georgia* Sponsors: Jerry and Peggy Holcomb  
**Kenneth T. Jamieson**, *California* Sponsor: Victor C. Sledzinski  
**Mark J. Kalata**, *Wisconsin* Sponsors: Randy and Debra Kalata  
**Rod and Sharon Kenly**, *California* Sponsors: Ches and Natasha Cain  
**Kenneth and Michelle Murray**, *California* Sponsors: Maril-Jo and Thomas Groh  
**Michael L. Nelson**, *Idaho* Sponsors: Mark and Sherree Schell  
**Stanley and Gwen Ortman**, *South Dakota* Sponsors: LaDonna and LaVel Rude  
**Charles Savant**, *Louisiana* Sponsors: David and Carol Bell  
**William and Mary Ann Sloane**, *Alabama* Sponsor: Alan W. Hillman  
**Christopher J Thauberger**, *Saskatchewan* Sponsors: Michael and Eileen Kaufman  
**Thomas P. Vause**, *Maryland* Sponsors: James and Dorothy Cox  
**Dirk Werning**, *California* Sponsors: Raymond and Paulette Desmarais  
**Trent Woolston**, *Utah* Sponsors: Douglas and Elaine Blackhurst

# New AMSOIL 100% Synthetic 0W-20 Motor Oil

*New extended drain oil provides maximum fuel efficiency.*

Many vehicle manufacturers, including Ford, Honda, DaimlerChrysler and Toyota, are now recommending fuel efficient 0W-20 or 5W-20 motor oils in many of the vehicles they produce, increasing demand for these oils. AMSOIL currently offers its XL 5W-20 Synthetic Motor Oil (XLM) in this viscosity range, which is recommended for 7,500 miles or six months, or longer where stated by vehicle manufacturers or indicated by electronic oil life monitoring systems. To meet the growing demand, AMSOIL has introduced a new 25,000-mile 0W-20 synthetic motor oil. A longer drain alternative to XL 5W-20 and an excellent complement to Synthetic 5W-30 (ASL) and Synthetic 10W-30 (ATM) in the group of AMSOIL 25,000-mile oils, new AMSOIL 100% Synthetic 0W-20 Motor Oil provides maximum protection in a light viscosity.

## **Product Description**

AMSOIL 100% Synthetic 0W-20 Motor Oil (ASM) delivers extraordinary lubrication for automotive gasoline engines. Formulated with the industry's premier synthetic technology and additives in a light viscosity formulation, it withstands high temperatures and delivers outstanding fuel economy and cold temperature performance.

## **Extends Drain Intervals**

AMSOIL Synthetic 0W-20 Motor Oil can extend drain intervals far beyond those recommended for conventional oils. It is recommended for 25,000 miles or one year, whichever comes first, in normal service and 15,000 miles or one year, whichever comes first, in severe service. Its unique synthetic formulation and long drain additive system are extremely stable, resist-

ing oxidation and neutralizing acids. AMSOIL ASM delivers the best possible engine protection, cleanliness and performance over extended drain intervals, reducing vehicle maintenance and waste-oil disposal costs.

## **Maximizes Fuel Economy**

AMSOIL Synthetic 0W-20 Motor Oil is designed to maximize energy efficiency for improved fuel economy. Its light viscosity properties reduce drag, while its uniform molecular structure helps it lower friction between metal surfaces. Anti-friction additives are included to further improve energy efficiency.

## **Protects Against Wear**

AMSOIL Synthetic 0W-20 Motor Oil is a shear stable formulation with a high viscosity index. It provides excellent viscosity film strength to separate metal surfaces and contains robust anti-wear additives for the best possible engine protection.

## **Reduces Oil Consumption and Emissions**

Volatility (burn-off) occurs when oil gets hot, causing high oil consumption and emissions. AMSOIL Synthetic 0W-20 Motor Oil has a very low volatility rate, controlling volatility-related oil consumption and emissions.

## **Excels in Extreme Temperatures**

AMSOIL Synthetic 0W-20 Motor Oil resists thermal breakdown better than conventional oils. It is heavily fortified with detergent and dispersant additives to prevent sludge deposits and keep engines clean. And unlike conventional oils, AMSOIL ASM contains no wax. It stays fluid down to -65°F for improved cold temperature oil flow, reduced bearing wear and easier starting.



- **-65°F Pour Point**
- **Low Volatility**
- **Withstands Temperatures up to 400°F**
- **Fuel Efficient**
- **Outstanding Film Strength**
- **25,000-Mile Drain Interval**
- **Hybrid Compatible**



**Applications**

AMSOIL Synthetic 0W-20 Motor Oil is recommended for Honda, Acura, DaimlerChrysler, Toyota, Ford and all other applications where SAE 0W-20 or 5W-20 is required with the following specifications:

API SM/CF, SL, SJ . . .

ILSAC GF-4, 3 . . .

ACEA A1/B1

Ford WSS-M2C930-A

DaimlerChrysler MS-6395N

**Service Life**

AMSOIL Synthetic 0W-20 Motor Oil is recommended for extended drain intervals in unmodified, mechanically sound, *gasoline-fueled* vehicles as follows:

- Normal Service – Up to 25,000 miles or one year, whichever comes first
- Severe Service – Up to 15,000 miles or one year, whichever comes first
- Replace AMSOIL Ea Oil Filter at the time of oil change, up to 25,000 miles or one year, whichever comes first (other brands at standard OEM intervals).
- In all non-gasoline fueled vehicle applications, extend the oil change interval according to oil analysis or follow the OEM drain interval.

**AMSOIL ASM Now Available**

AMSOIL Synthetic 0W-20 Motor Oil is available beginning March 1, 2007. For more information, see the ASM data bulletin (G-2312) or the AMSOIL website at [www.amsoil.com](http://www.amsoil.com).



**More Options in the 25,000-Mile Line of Oils**

The addition of AMSOIL Synthetic 0W-20 Motor Oil to the already solid stable of 25,000-mile oils provides AMSOIL Dealers with another opportunity for sales in this unique and expanding market.



**Synthetic 0W-20 Motor Oil Data Bulletin**

The new Synthetic 0W-20 Motor Oil data bulletin, highlighting the features and benefits of Synthetic 0W-20 Motor Oil, is available for purchase.

Stock#	Qty.	U.S.	Can.
G-2312	25	2.80	3.50

Stock No.	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/ P.C.	U.S. Sugg. Retail	Can. Dealer/ P.C.	Can. Sugg. Retail
ASM-QT	(1) quart	2.1	4.10	5.90	7.55	7.30	9.35
ASM-01	(12) quarts	24.5	49.20	67.20	89.40	83.40	111.00
ASM-1G	(1) gallon	7.9	16.30	23.10	29.15	28.70	36.05
ASM-04	(4) gallons	32	65.20	88.00	115.00	109.20	142.60
ASM-30	30 gallon drum	241	363.00	604.00	726.00	750.00	901.00
ASM-55	55 gallon drum	432	579.00	1051.00	1232.00	1305.00	1530.00



# Online Access Stimulates Dealer Success

## Are You Connected?

In only a few short years, the Internet has changed the way people obtain news and information, the way they communicate and the way business is conducted. According to Internet World Stats, the Internet has grown by over 68 times in the past 11 years, and the United States and Canada have the highest percentages of their populations connected to the Internet:

Date	Worldwide Internet Users
December 1995	16 million
December 1996	36 million
December 1997	70 million
December 1998	147 million
December 1999	248 million
December 2000	451 million
August 2001	513 million
September 2002	587 million
December 2003	719 million
December 2004	817 million
December 2005	1.018 billion
October 2006	1.093 billion

Country	Population	Number of Internet Users	Internet Penetration
United States <small>Nielsen/NR, Oct. 2006</small>	299,093,237	209,024,921	69.9%
Canada <small>eTForcasts, Dec. 2005</small>	32,251,238	21,900,000	67.9%

The Internet has become an invaluable business tool for AMSOIL Dealers. More than 4,000 AMSOIL-authorized Dealer websites are currently live on the Internet, and 25 percent of all AMSOIL product orders are generated online.

### Latest Information and Announcements

In today's wired world, there are many reasons it is important for Dealers to have Internet access, including staying up-to-date with the most current AMSOIL information and announcements. All of the latest AMSOIL information and breaking announcements are posted in the Dealer Zone on the AMSOIL corporate website, often a month or more before the information is presented in the *Action News*, *Direct Line* or *Service Line*.

### Pricing and Literature Downloads

The Dealer Zone provides Dealers with the most up-to-date literature and pricing information. New product pricing is often available for download in the Dealer Zone before it is available anywhere else. The most up-to-date full product price lists are also available for download in both PDF and Excel formats. In addition, the most recent Dealer literature items, including brochures, data bulletins, technical service bulletins and *Action News* back issues, are available for download in

the Dealer Zone, while *Direct Line* and *Service Line* back issues are available in the Premium Dealer Zone.

### Reports

AMSOIL will soon discontinue the mailing of weekly new customer reports and only supply this information in print on a monthly basis. However, essential new customer, Dealer renewal and catalog order reports are updated daily and available for subscribing Dealers to view in the Premium Dealer Zone. Monthly earnings detail, commission check and personal and group volume reports are also available for view or download in the Premium Dealer Zone.

### EZ Online Account Registration

The latest addition to the Dealer Zone is EZ Online account registration. EZ Online account registration is the quick and convenient way to register new retail-on-the-shelf, quick lube and commercial accounts, enabling Dealers to complete applications in a digital format and eliminating the need to stock an inventory of Commercial and Retail-on-the-Shelf packets. EZ Forms are available in the Dealer Zone, and the process guides Dealers step-by-step through the necessary procedures.

### Application Guides and Cross Reference Charts

The Online Product Application Guide available on the AMSOIL corporate website is a quick and easy way to coordinate all AMSOIL product recommendations by vehicle. Just select the appropriate year, make, model and engine of the vehicle, and the guide generates a list of product recommendations, including engine oil, drivetrain fluid, filters, spark plugs, spark plug wires and wiper blades. Other online application guides and cross reference charts are available for almost every application, including powersports applications, motorcycles, heavy duty trucks and buses and vintage vehicles.

*Tip:* Many Dealers print out the application pages for all of their new customers' vehicles.

### Corporate E-Mail Contacts

Corporate e-mail contacts are also just a mouse click away. Whatever the question, the appropriate e-mail contact can be found in the "Contact AMSOIL" section of the Dealer Zone, while the most frequently asked questions and corporate answers over a wide range of subjects are available for viewing in the "Frequent Questions" section of the website or the "Ask AMSOIL" section of the Dealer Zone.

With over 6500 pages of content, the AMSOIL corporate website offers Dealers a wealth of information to help them grow their businesses. If you're not already connected, now is a good time to get on board and see what you've been missing at [www.amsoil.com](http://www.amsoil.com).

# 2006 Online Survey Results

AMSOIL has always maintained an open line of communication with its Dealers. Whether it's direct telephone communication, written communication or e-mail, Dealer input helps keep the company in touch with the issues affecting Dealers. This past year a number of surveys were posted in the Dealer Zone to try to get a more accurate picture of what Dealers were thinking, to whom they were selling and the reasons they were targeting certain markets/population segments. This type of information is valuable to AMSOIL when it comes to creating sales and marketing tools for AMSOIL Dealers to increase sales and enhance positioning of products in certain markets.

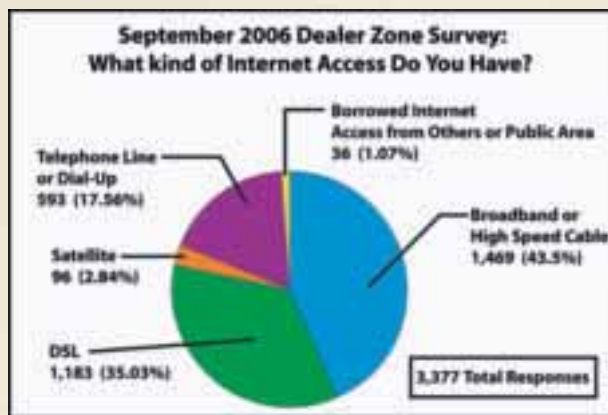
In August 2006, AMSOIL ran a survey to determine how often Dealers sell products to specific market segments. The market segments that were focused on included dirt bike/ATV, snowmobile, marine, heavy equipment, golf course/lawn maintenance, farm applications, RV and logging.

Based on the responses, AMSOIL discovered Dealers are most often selling to the dirt bike/ATV (38%), snowmobile (21%) and marine markets (21%). See graph below for specific answers to the dirt bike/ATV section of the survey. On the flip side, Dealers are selling less often to the logging, heavy equipment, golf course/lawn maintenance, farm application and RV market segments.

Following the conclusion of this survey, AMSOIL replaced its Power Sports Air Filter line with Twin Air Filters in order to expand Dealer opportunities in this highly-sought-after market.

The next month, AMSOIL asked Dealers to share information about their internet usage and future web interests. The majority of Dealers answered that they have broadband/high speed cable internet

access and that they also have a telephone line available simultaneously while they are on the internet (see graph below). Fifty-three percent of Dealers also expressed that they would participate in online product and sales training utilizing a voice-supported power point presentation if it were made available.



AMSOIL also sought to gain insight on the most popular uses for SAE 15W-40 Synthetic Heavy Duty Diesel & Marine Motor Oil (AME). The research was designed to help AMSOIL better position AME for improved Dealer sales. This survey asked participants to rank the applications/markets to which they most frequently sell AME. They were also asked for the reasons that customers purchased AME.

This survey found Dealers are primarily selling AME for use in diesel pickups. Behind diesel pickups, AME was also sold for personal automotive use and tractor/agricultural equipment. Motor home recreational vehicles (RV's), diesel pickup fleets (< 10 pickups) and recreational marine engines (gas or diesel) rounded out the top five.

Overwhelmingly, AME was purchased because customers wanted extended oil drains. Survey participants also included equipment requirements and price as top reasons for purchasing AME. Numerous participants also noted that customers were inquiring about AME because they had heard about it from other customers and were curious about the benefits it has to offer. Finally, several said the potential for product consolidation for multiple applications was a benefit to purchasing AME.

Thank you to all of those who took time to participate in the AMSOIL online surveys in 2006. Look for more Dealer Zone surveys in the upcoming year.



# New Formulation Provides Unsurpassed

Today's fuels vary in quality and additive treat levels from the refinery. Although a certain level of detergent additive is required by law to be formulated into gasoline, cost restrictions cause refineries to use low quality additives in the lowest additive concentration (LAC), a level insufficient to prevent deposit accumulation. Deposits accumulate on fuel injectors, intake valves and combustion chambers within just a few thousand miles, disrupting spray patterns, affecting electronic sensors and causing a multitude of problems.

Fuel system deposits result in the following:

- Lost fuel economy
- Lost power and poor throttle response
- Failed emission tests
- Poor drivability - surging, hesitation, stalling, rough idle
- Engine knocking (pinging) and rap
- Difficult starts



The newly formulated AMSOIL PI Performance Improver is the most potent gasoline additive available today. As a concentrated detergent, it is unsurpassed in cleaning combustion chamber deposits, intake valve deposits and port fuel injector deposits, eliminating the need for expensive fuel injector cleaning procedures. It is ideal for use prior to emissions inspections, and it helps maintain peak engine efficiency, fuel economy, power and drivability in newer low mileage engines. In engines with accumulated deposits, testing showed AMSOIL PI provided the following clean-up benefits after only one tank of gasoline:

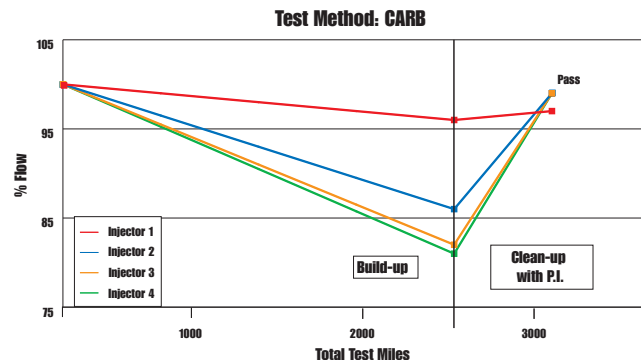
- Improves fuel mileage an average of 2.3% and up to 5.7%
- Reduced emissions
  - hydrocarbons (HC) up to 15%
  - carbon monoxide (CO) up to 26%
  - nitrous oxides (NOx) up to 17%
- Restored power and performance
- Reduced need for costly higher octane fuel
- Reduced noise from carbon rap and pre-ignition
- Better drivability
- Smoother operation

The new PI formulation offers greater potency than the old formulation and delivers extra benefits, including increased fuel economy improvements, improved intake valve and combustion chamber cleaning and lower emissions. Because it is recommended every 4,000 miles, rather than with every tank of gas, the new PI formulation is also more convenient to use. Its new smaller neck makes it easier to pour into the tank, and because the flip top has been eliminated, leakage is minimized.

## Unsurpassed Deposit Clean-up

Port fuel injector deposits form after the engine has been shut down and there is no gasoline flowing through the injectors. During this "hot soak" period the injectors heat up and the gasoline remaining in the injectors degrades and forms deposits. This can happen very quickly with the use of poor quality gasoline and short trip driving. Because the clearances within the injectors are extremely tight and injec-

tors must deliver precise amounts of "atomized" fuel, even small amounts of deposits can cause injectors to malfunction. Fuel flow is reduced and spray patterns are disrupted, decreasing engine efficiency, power and fuel economy, while increasing exhaust emissions.



Two of the four dirty injectors tested were fouled >15% and another was fouled >10%. After one tank of operation on AMSOIL PI, all injectors returned to >95% flow.

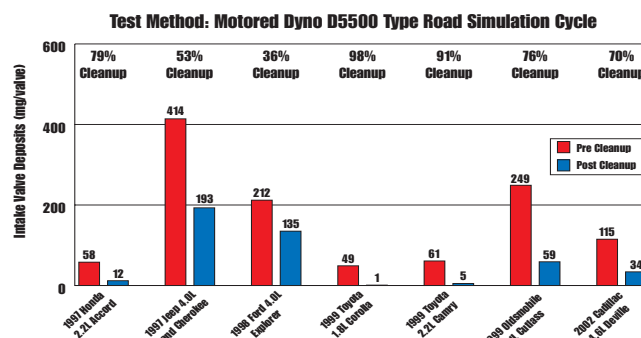


Injector spray pattern before PI treatment.



Injector spray pattern after PI treatment.

Intake valve deposits form on the intake side or back side of the valves. As deposits increase, they restrict airflow and alter airflow patterns in the cylinder. The deposits disrupt the balanced air/fuel ratio by momentarily absorbing and releasing fuel, and they can cause valve sticking by getting in the way of the valve stem and guide. Deposits also restrict proper seating, and the valves may be burned. Intake valve deposits cause lost engine power, increased emissions, poor engine efficiency and potential valve failure.



AMSOIL PI averaged 72% intake valve deposit cleanup across a wide range of engine types and sizes, with two cars cleaning up greater than 90%.



Intake valve before PI treatment.



Intake valve after PI treatment.

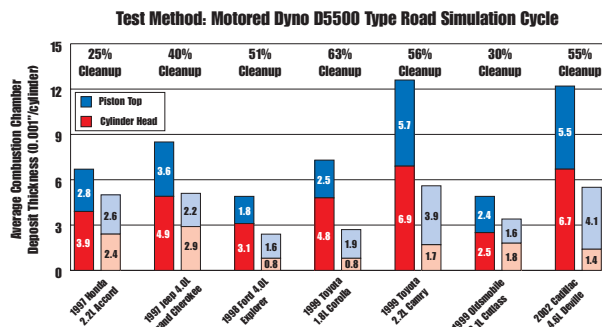
# Fuel Economy and Performance

Combustion chamber deposits form on the top of the pistons and on the cylinder heads. They increase compression and absorb heat during combustion to later release it during the intake cycle. In some engines with tight squish domes, combustion chamber deposits cause the piston to hit the cylinder head. This is referred to as combustion chamber deposit interference or "carbon rap." Combustion chamber deposits also flake off as they get large, and these flakes can get trapped between the valves and valve seat, resulting in compression loss, difficult starting and rough idle.

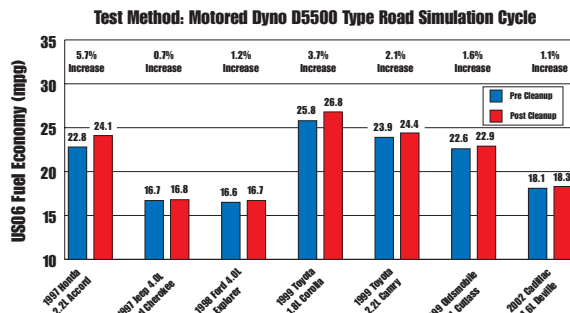
"octane requirement increase." As a vehicle ages, more expensive higher octane fuel is needed to keep it operating at peak performance. By cleaning combustion chamber deposits, knock is controlled, power is restored, fuel economy increases and higher octane fuels are less necessary for peak performance.

## Maximum Fuel Economy

AMSOIL PI maximizes fuel efficiency by dissolving and removing fuel system deposits and other contaminants for improved power and overall performance.



AMSOIL PI averaged 46% combustion chamber deposit cleanup across a wide range of engine types and sizes, with four cars cleaning up greater than 50%.



AMSOIL PI provided an average fuel efficiency increase of 2.3%, with one car showing improved fuel efficiency of 5.7%.



Combustion chamber before PI treatment.

Combustion chamber after PI treatment.



Piston before PI treatment. Piston after PI treatment.

Higher compression and stored heat cause increased intake fresh charge temperatures and the increased likelihood of pre-ignition "knock" or "pinging" when the fuel spontaneously combusts prior to spark ignition. This increases emissions and may cause engine damage. Many of today's cars have "knock" sensors that adjust spark timing to prevent knock. Although audible knock is controlled, power is lost from retarded timing. Higher octane fuels of 4-5 octane numbers can be used to help prevent knock, an effect called

Although the new PI formulation costs slightly more per bottle than the old formulation, its more powerful potency saves money in the long run. For example, in a vehicle with a 20-gallon tank receiving 20 miles per gallon, the new PI costs 15% less over the course of 4,000 miles. The old PI formulation treated fuel at a rate of one oz. per 10 gallons of gasoline. A vehicle receiving 20 mpg consumes 200 gallons of gas and 20 ounces of the old PI over 4,000 miles, equating to a \$7.50 Dealer cost or a \$9.81 suggested retail cost for the 20 ounces of PI necessary for 4,000 miles (\$6.00 Dealer/\$7.85 suggested retail per 16-oz. bottle when purchased by the case). Similarly, only one 12-oz. bottle of new PI is recommended per 4,000 miles of driving, equating to a Dealer cost of \$6.50 and a suggested retail cost of \$8.60 when purchased by the case. Additionally, old PI required an initial clean-up dose of six ounces per 10 gallons of gas, further increasing its cost. Owners of vehicles receiving less than 20 mpg save even more by using the new PI formulation.

## PI Product Improvements

- Unsurpassed combustion chamber clean-up
- Increased fuel economy improvement
- More powerful cleaning agents for better overall performance

## New Recommendations

Treat one full tank of gas every 4,000 miles or 100 hours of service. One bottle treats 20 gallons of gas. Do not treat and run more than 40 gallons of gas per treatment. PI helps pass emissions tests. Treat gas, run that tank and fill up again prior to test. Safe for use with catalytic converters, oxygen sensors, oxygenated gas and 10% ethanol blended gas. Ideally, PI should be poured into the tank prior to filling it with gas, but it will also mix thoroughly when added after fill-up through normal agitation from driving.

### AMSOIL PI Performance Improver

Stock No.	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/ P.C.	U.S. Sugg. Retail	Can. Dealer/ P.C.	Can. Sugg. Retail
API-CN	(1) 12-oz. bottle	0.9	4.85	6.85	8.70	8.50	10.75
API-12	(12) 12-oz. bottles	11.2	58.20	78.00	103.20	96.60	127.80

# AMSOIL Captures Derby Track Triumph

*Title sponsorship of oval ice track, world championship race a success*



For the past 44 years, the small, tucked-away tourist town of Eagle River, Wis. has held a race of such prestige that some of the top names in all of racing travel north to see it every second weekend of January.

Legends like Dick Trickle and Bobby Unser retreat to the half-mile oval ice track every year, and this past January, the legends of racing watched the race at the recently renamed AMSOIL Eagle River Derby Track, home of the AMSOIL World Championship Snowmobile Derby. AMSOIL came to a three-year agreement with the track's promoters last summer to become the title sponsor of the facility, as well as the esteemed world championship race. The partnership also makes AMSOIL the exclusive oil of the venue.

Only three men in the history of the event have won the derby championship three times, and that includes the 2006 champion, Team AMSOIL rider PJ Wanderscheid. Qualified to start on the front row for the 25-lap final, Wanderscheid was in great position to win his fourth world championship race and in turn become the only racer to win the race more than three times.

After a strong start, Wanderscheid was running in third. Handling issues, however, caused the three-time champ to struggle on the fast oval ice turns. Wanderscheid would drop to sixth and battle for fifth for the remainder of the race. While the checkered flag was flying for the race leaders on the last lap, Wanderscheid's handling issues caught up with him and sent his Arctic Cat into the hay bales. Wanderscheid finished the race in seventh.

"Eagle River is our biggest event of the year," said Wanderscheid. "We were just a little short this weekend. Our new motor was right there, but our new chassis had me fighting with the sled in the corners more than the past few years. The track was smooth, allowing faster, wide-open racing, and the field of drivers this year was very fast. AMSOIL and the Derby Track put on a first-class show and that's what makes Eagle River so special."

Wanderscheid did finish on the podium during the four-day Derby weekend. The Sauk Centre, Minn. native finished third in the Pro 600 Open class on Thursday, and he also finished fourth in the Formula 1 final on Friday night. Meanwhile, Gary Moyle won his second AMSOIL World Championship while running the entire cir-



*PJ Wanderscheid was looking for his record-setting fourth world championship title in 2007.*



*The AMSOIL Eagle River Snowmobile Derby included vintage oval ice racing.*



*Wanderscheid blurs past the checkered flag during the AMSOIL World Championship race in January.*



*The AMSOIL Eagle River Derby Track saw record crowds in 2007.*

cuit without cause for concern. The 25-lap final was run without a red flag due to a crash or downed rider.

"What an exciting race," said Jeremy Meyer, AMSOIL Race Coordinator. "AMSOIL was well represented both on and off the track. Everyone at the AMSOIL Eagle River Derby Track helped to exceed our expectations. AMSOIL is proud to be the title sponsor for this event for the next two years. The Wanderscheid team worked so hard, but had trouble with the set-up this year. Hopefully next year we can get AMSOIL/Arctic Cat into the history books."

## **AMSOIL Gets Into Motorcycle Mischief**



*More than 1,000 studs were put into the tires of the Vertical Mischief bikes to ensure traction on the slippery ice at Eagle River.*

During a snowmobile race, whether it's on an ice oval or a snocross course, there are inevitable "grooming" breaks to get the track ready for racing. These slow times call for some high excitement to keep the fans interested. This year, the AMSOIL Eagle River Derby Track called on an AMSOIL co-op sponsored team to keep the crowd entertained. Vertical Mischief is a stunt bike team out of Milton, Wis. The five-member team competes in motorcycle stunt shows across the globe, including Hong Kong. After putting more than 1,000 studs in each motorcycle tire, Vertical Mischief took their bikes onto the slippery half-mile oval track in Eagle River to show off their skills. Thanks to AMSOIL Dealer Todd Hill for equipping the bikes with AMSOIL products, including AMSOIL 10W-40 Synthetic Motorcycle Oil (MCF).

"Before I switched the oil in my bikes to AMSOIL 10W-40 Synthetic Motorcycle Oil, I went through 14 different engines," said Vertical Mischief team manager Ryan Suchanek. "Since switching to AMSOIL, I haven't had a problem with a motor in two years."



*AMSOIL-sponsored Vertical Mischief entertained the crowd with dangerous stunts at the AMSOIL Eagle River Snowmobile Derby.*

## **AMSOIL Goes Extreme in Aspen** **Freestyle snocrosser finds silver medal, world records at Winter X Games**



*Aleksander Nordgaard set a world record with three consecutive back flips during his run toward silver at this year's Winter X Games.*

After all the hype that surrounded the snocross competition at this year's Winter X Games, it turned out to be a snowmobile freestyler that brought home a medal for Team AMSOIL.

Norwegian Aleksander Nordgaard has been labeled the "Salto Konge" in his native language, or the "Back-flip King." In front of a national audience on ABC, Nordgaard proved his place among freestyle snowmobiling royalty by setting two world records and winning a silver medal at the 2007 Winter X Games.

Nordgaard, who was the number two qualifier after the first round, set the bar for the final two rounds early on Sunday night. The Scandinavian pushed his AMSOIL/Hentges Racing/Polaris sled to a world record three consecutive back flips in the cool Aspen air, and his score of 91 was good enough to advance to the finals against Chris Burandt.

In the final, Nordgaard laid it on the line and continued his record-setting ways. With the clock winding down to zero, Nordgaard went for a final back flip, setting the world record for longest back flip on a snowmobile at 106 feet. While his overall score of 93.66 wasn't enough to beat Burandt's 96.33, his performance was the talk of the 2007 Winter X Games.

"That was pretty amazing to see," said AMSOIL Race Coordinator Jeremy Meyer. "I've watched a lot of racing, and nothing compares to seeing a snowmobile launch more than 100 feet in the air while spinning in a circle."



*Nordgaard set a second world record with a 106 ft back flip on his final trick of the night.*



**AMS OIL**  
**RULETIN BOARD**  
...of coming events

**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 15 - Thursday  
• April 19 - Thursday  
Meeting - 7 p.m.  
STANLEO'S SUB VILLA  
605 Jordan Lane  
Huntsville, AL  
Hosted by Premiere Direct Jobber  
Cliff Goehring & Premiere Direct  
Jobber Gerry Gotvald (256) 337-0376

• March 15 - Thursday  
• April 19 - 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 6, 20 - Tuesday  
• April 3, 17 - Tuesday  
Meeting - 7 p.m.  
STATEN RESIDENCE  
2949 Sunflower Street  
Anchorage, AK 99508  
Hosted by Premiere Direct Jobber  
Melba Staten  
Call for reservations (907) 333-0124

**ARIZONA**

• March 20 - Tuesday  
• April 17 - Tuesday  
Optional no-host dinner - 5:30 p.m.  
Meeting - 6:30 - 8 p.m.  
DENNY'S RESTAURANT  
825 South 48th Street  
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 8 - Thursday  
• April 12 - 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 7 - Wednesday  
• April 4 - Wednesday  
Meeting - 7 p.m.  
MCCOOL RESIDENCE  
2210 Coddling Drive  
Modesto, CA 95350  
Hosted by Direct Jobber Bill McCool  
(209) 577-0174

• March 13 - Tuesday  
• April 10 - Tuesday  
Meeting - 6:30 p.m.  
CATALINA'S COFFEE  
SHOP  
250 East Highland Avenue  
San Bernardino, CA 92404  
Hosted by Dealer Jim Johnstone  
(909) 886-4842

• March 20 - Tuesday  
• April 17 - Tuesday  
Meeting - 7 p.m.  
Downline and Guests FREE,  
Out of line - \$5  
LUDWICK RESIDENCE  
6015 Hughes Street  
San Diego, CA 92115  
Hosted by Dealer Craig Ludwick  
RSVP (619) 583-3218

**COLORADO**

• March 15 - Thursday  
• April 19 - 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 27 - Tuesday  
• April 24 - Tuesday  
Meeting - 7:30 p.m.  
LANZOFANO RESIDENCE  
120 Gravel Street, Unit 11  
Meriden, CT 06450  
Hosted by Dealer Salvatore Lanzofano  
(203) 634-0885

**DELAWARE**

• March - Every Wednesday  
• April - Every Wednesday  
Meeting - 7 p.m.  
KING RESIDENCE  
19 Oklahoma State Dr.  
Newark, DE 19713  
Hosted by Direct Jobber Greg King  
(302) 345-4350 Call for reservations  
Guests welcome

**DISTRICT OF COLUMBIA**

None Scheduled

**FLORIDA**

• March 22 - Thursday  
• April 26 - Thursday  
Meeting - 7 p.m.  
ORLANDO EXECUTIVE  
AIRPORT TERMINAL  
MEETING ROOM  
400 Herndon Avenue  
Orlando, FL 32803  
Hosted by ★★Regency Platinum Direct  
Jobbers George & Shirley Douglas  
(407) 856-1564  
Call ahead for details,  
directions and RSVP

**GEORGIA**

• March 1 - Thursday  
• April 5 - 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 21 - Wednesday  
• April 18 - Wednesday  
Meeting - 7 p.m.  
CHICAGO CONNECTION  
1935 South Eagle Road  
Meridian, ID, 83642  
Hosted by Direct Jobber Steve Noffz  
(208) 861-8935

• March 14 - Wednesday  
• April 11 - Wednesday  
Meeting - 7:30-9:30 p.m.  
MCGUFFEY RESIDENCE  
23446 Freezout Road  
Caldwell, ID, 83605  
Hosted by Premiere Direct Jobbers  
Charles and Connie McGuffey RSVP:  
(208) 455-2581

• March 3 - Saturday  
• April 7 - 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 13 - Tuesday  
• April 10 - Tuesday  
Meeting - 7:30 p.m.  
BAUER RESIDENCE  
111 Woodland Trail  
Anna, IL 62906-3904  
Hosted by Direct Jobbers Norm and  
Barb Bauer (618) 833-3228

**INDIANA**

• March 7, 21 - Wednesday  
• April 4, 18 - Wednesday  
Meeting - 7:30 p.m.  
RENTOWN SHOP  
1533 Rentown Road  
Bremen, IN  
Hosted by Direct Jobbers  
LeRoy and Malinda Hochstetler and  
Premiere Direct Jobbers  
Willis and Rolene Gingerich  
(574) 831-2839

**IOWA**

• March 6 - Tuesday  
• April 3 - Tuesday  
Meeting - 7 p.m.  
EVANS RESIDENCE  
1115 Morningside Court  
Greenfield, IN 46140  
Hosted by Executive Direct Jobbers  
Chuck and Linda Evans  
(888) 765-2542  
evansamsoidist@aol.com

**KANSAS**

None Scheduled

**KENTUCKY**

• March 1 - Thursday  
• April 5 - Thursday  
Meeting - 7:30 p.m.  
Hosted by Executive Direct Jobbers Al  
and Ann Kely (859) 879-0728 or  
e-mail: bestoil@alltel.net; Call for  
location, directions and RSVP

**LOUISIANA**

• March 1 - Thursday  
• April 5 - 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 - Thursday  
• April 26 - Thursday  
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 16 - Friday  
• April 20 - 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 16 - Friday  
• April 20 - Friday  
Meeting - 7 p.m.  
GRONER RESIDENCE  
9208 Todd Avenue  
Fort Howard, MD 21052  
Hosted by Account Direct Harvey  
Groner (410) 477-8255

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

• March 16 - Friday  
• April 20 - Friday  
Meeting - 7:30 p.m.  
OAL 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 21 - Wednesday  
(Dealer training)  
• April 18 - Wednesday  
(Opportunity)  
Meeting - 7 p.m.  
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  
www.pro-oil-1.com

• March 19 - Monday  
• April 16 - 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 5 - Monday  
• April 2 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
ELLIS 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 15 - Thursday  
• April 19 - Thursday  
Meeting - 7 p.m.  
MEYER RESIDENCE  
512 Broadway Street  
Cleveland, MN 56017  
Hosted by Executive Direct Jobbers  
Charles & Donna Meyer  
(507) 931-3875

• March 13 - Tuesday  
• April 10 - Tuesday  
Meeting - 6:30 - 8:30 p.m.  
THE FORD RESIDENCE  
1830 175th LN NE  
Ham Lake, MN 55304  
Hosted by Premiere Direct Jobbers  
Mike & Linda Ford  
(763) 434-1544 or (763) 257-3130  
www.allserviceoil.com,  
allservicesales@msn.com or  
mikeford@allserviceoil.com

• March 8 - Thursday  
• April 12 - Thursday  
Meeting - 6 p.m.  
TWINGSTROM Residence  
29200 Goldenrod Dr. NW  
Isanti, MN 55040  
Hosted by Regency Silver Direct  
Jobbers Mylo and Patty Twingstrom  
RSVP (612) 819-8835

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

• March 8 - Thursday  
• April 12 - 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 17 - Saturday  
• April 21 - 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 rpsracing@aol.com  
www.rpsracing57.com

**MISSISSIPPI**

None Scheduled

**MISSOURI**

• March 20 - Tuesday  
• April 17 - 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  
connieslubes@earthlink.net

**MONTANA  
NEBRASKA  
NEVADA  
NEW HAMPSHIRE**

None Scheduled

**NEW JERSEY**

• March 14 - Wednesday  
• April 11 - 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 27 - Tuesday  
• April 24 - 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

• March 5 - Monday  
• April 2 - Monday  
Meeting - 7 p.m.  
KORZANOILS  
2215 North Solano Drive  
Las Cruces, NM 88001  
Hosted by Direct Jobber Kevin Korzan  
(505) 496-4242  
www.korzanoils.com

**NEW YORK**

• March 28 - Wednesday  
• April 25 - 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@empresynthetic-  
ics.com call or e-mail to reserve seat

• March 7 - Wednesday  
• April 4 - Wednesday  
Meeting - 7:30 p.m.  
WOLFE RESIDENCE  
34 Hillvale Road  
Albertson, NY 11057  
Hosted by Dealers Edward and Eileen  
Wolfe (516) 621-4565; Please RSVP

• March 21 - Wednesday  
• April 18 - 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





# AMSOIL CENTERLINES ...and updates

## MARCH CLOSE OUT

The last day to process March orders in the U.S., Canada and Puerto Rico is the close of business on Friday, March 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CST on that day. The last day to process March orders in Alaska is the close of business on Saturday, March 24. 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. CST on Friday, April 6. All transfers received after this time will be returned.

## NEW AMSOIL THE FIRST IN SYNTHETICS BANNER



New black 4' x 8' banner features large AMSOIL logo and "The First in Synthetics." Hemmed for durability and includes four ropes and four metal grommets for secure attachment.

Stock #	Wt. Lbs.	U.S.	Can.
G-2313	2.0	22.00	27.25

## NEW FILTER CAP WRENCH

The new G-2309 Filter Cap Wrench is designed for Harley-Davidson and BMW motorcycle oil filter applications and can be used to install and remove the following AMSOIL Ea Motorcycle Oil Filters: EaOM122/122C, EaOM132/132C, EaOM133/133C, EaOM134/134C, EaOM135/135C and EaOM136C.

Stock #	Wt. Lbs.	U.S.	Can.
G-2309	0.5	1.90	2.40



## NEW PARTNERSHIPS TO BE INTRODUCED

In order to cover more vehicle applications and increase sales opportunities for Dealers, AMSOIL will be discontinuing its partnership with Bosch and announcing

new supplier partnerships for spark plugs, spark plug wires and wiper blades in April and May. Look for details in the April and May *Action News*.

## NEW TWIN AIR FILTERS DATA BULLETIN

The new G-2311 Twin Air Filters data bulletin, highlighting the features and benefits of Twin Air Filters in powersports applications, is available for purchase.

Stock #	Qty.	U.S.	Can.
G-2311	25	2.80	3.50



## PI PERFORMANCE IMPROVER DATA BULLETIN

The G-1135 PI Performance Improver data bulletin, highlighting the features and benefits of PI Performance Improver in automotive applications, has been updated and is available for purchase.

Stock #	Qty.	U.S.	Can.
G-1135	25	2.80	3.50



## METRIC REVOLUTION TV SCHEDULE

The AMSOIL-sponsored Metric Revolution Motorcycle Build Off is a reality series featuring the nation's top custom motorcycle builders as they transform stock metric import motorcycles into show-stopping engineering marvels. The Metric Revolution begins airing on ESPN2 on Saturday, March 31 at 11 a.m. EST and will re-air on Tuesday, April 3 at 6 p.m. EST. The schedule will continue for 12 weeks on each of those days.

## AMSOIL ADVERTISING

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

### March & April 2007

#### Display Advertisements

NOLN	March '07	(800) 796-2577
Street Scene	March '07	(562) 430-7748
Land Line	March '07	(816) 229-5791
Street Scene	March '07	(562) 430-7748
8-Lug Diesel	Mar./Apr. '07	(212) 745-0100
NOLN	April '07	(800) 796-2577
Land Line	April '07	(816) 229-5791
Diesel Power	April '07	(212) 745-0100
Corvette Fever	April '07	(212) 745-0100
Mopar Muscle	April '07	(212) 745-0100
Street Scene	April '07	(562) 430-7748
Dirt Rider	April '07	(212) 745-0100

#### Catalog Showcase Advertisements

Hot Bike	April '07	(212) 745-0100
----------	-----------	----------------

# REGISTER NOW FOR AMSOIL UNIVERSITY 2007

**May 20-24, 2007 • Duluth Entertainment & Convention Center • Duluth, Minn.**

AMSOIL University is just around the corner, and the 2007 event promises to be bigger and better than ever. For the first time, AMSOIL University will be held at the Duluth Entertainment and Convention Center. This change in location enables AMSOIL to double the capacity of the University.

In addition to the new venue, AMSOIL University will include several exciting new courses and fun social activities. Make plans to attend AU 2007 now.

## **Enrollment Costs:**

\$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 who 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.

A welcoming reception, cookout and facility tour and a special activity will be included at AMSOIL University at no extra 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 Dealer Zone at [www.amsoil.com](http://www.amsoil.com).



## **2007 AMSOIL University Keynote Speaker Announced**

The keynote speaker for AMSOIL University 2007 will be Rob "Waldo" Waldman. Waldman is a professional speaker, leadership and sales consultant, author and former decorated U.S. Air Force fighter pilot. In his inspirational keynote presentations and seminars, Waldman demonstrates how businesspeople, like fighter pilots, can achieve success and win in highly competitive environments through disciplined training, dedicated teamwork and passionate leadership. Couple these elements with an attitude that embraces unwavering trust and all the new course content for this year's AMSOIL U, and watch your personal and organizational effectiveness skyrocket. Waldman will be the keynote dinner speaker on Wednesday, May 23 at AMSOIL University. He will also be presenting a 1½ hour leadership seminar to all AMSOIL University attendees on Thursday, May 24.

## **CANADA REVENUE AGENCY FORMS**

Effective for 2006, AMSOIL is issuing Canada Revenue Agency Forms T4A – Statement of Pension, Retirement, Annuity and Other Income. AMSOIL is required to do this for any and all Canadian Dealers who have received \$500 (Canadian dollars) or more in a calendar year, and AMSOIL is required to complete these forms under the regulations issued by the Canada Revenue Agency, which deems AMSOIL commission payments as "Self-Employed Commissions." The forms will have appropriate dollar amounts entered in Box 20. These forms are required to be issued no later than February 28, enabling Canadian Dealers to include the amounts in their Canada Revenue Agency Form T1, Income Tax and Benefit Returns.

## **TWIN AIR FILTERS ARTICLE CORRECTION**

The February *Action News* article on the introduction of Twin Air Filters states that they are pre-oiled, but they are not. AMSOIL offers Twin Air Liquid Power Filter Oil and Liquid Bio Power to oil Twin Air Filters, as well as Liquid Dirt Remover and Liquid Bio Dirt Remover for the cleaning of Twin Air Filters and Spray Contact Cleaner for cleaning air boxes. All Twin Air products provide top-quality performance and cleaning capabilities.



# Ultimate Wear Protection and Fuel Economy

## SEVERE GEAR Synthetic Gear Lubes

- Maximum performance in severe duty applications
- Maintain protective viscosity for long-lasting protection
- Provide ultimate line of defense against wear, pitting and scoring
- Control friction and heat
- Inhibit lubricant degradation and component damage
- Provide extended drain intervals



New 75W-110 SEVERE GEAR® Synthetic Gear Lube (SVT) provides superior protection for elevated operating temperatures without sacrificing fuel efficiency. It is formulated for use with limited slip clutches and is ideal for turbo diesel pick-up trucks, vehicles used for towing and hauling and other vehicles subject to severe service operating conditions, including heavy equipment, construction vehicles, emergency vehicles, street rods and 4x4 vehicles.

To order AMSOIL products call 1-800-777-7094  
 Technical Services: 715-399-TECH (715-399-8324)



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

**BOSCH**



**WIX®**

**MOTHERS®**  
 Polishes • Waxes • Cleaners



MARCH 2007  
 PRINTED IN USA



**CHANGE SERVICE  
 REQUESTED**  
 Published 12 times annually

PRSR STD  
 U.S. POSTAGE  
 PAID  
 PERMIT NO.13  
 SUPERIOR, WI



(Discover in U.S. only)