



AMSOIL

ACTION NEWS

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The First in Synthetics

MAY 2004

NEW! **Power Sports Air Filters**

Offer Superior Filtration Efficiency



**Two New
Tracking Programs**

Improve Customer Service

NEW! BriteSide™

Heavy Duty **SCRUB**

Hand Cleaner With Pumice

From the President's Desk...



People become AMSOIL Dealers for different reasons. Some see being a Dealer as a way to get the best price on AMSOIL products. Others are interested in a Dealership as a way to earn a part-time income. Perhaps they need to supplement their full-time income to make ends meet or want to save up for something special, like college for the kids or a new home or just about anything they need extra money to pay for.

Then there are those who see this AMSOIL business as an opportunity to go into business for themselves, to be their own boss and be the master of their own destiny. Whatever your reasons for becoming an AMSOIL Dealer, if you are serious about making the most of this business opportunity my message this month is directed to you.

As an entrepreneur, you recognized the potential an AMSOIL business offers and decided to make it work for you. In my book, that means you know a good thing when you see it. There is another good thing you should take advantage of coming soon that goes hand-in-hand with your decision to become an AMSOIL Dealer. That is the special training available to you from AMSOIL to help you become more knowledgeable and more profitable in this business, namely, the AMSOIL University 2004 being held here in Superior at the Wisconsin Indianhead Technical College May 23 through 27.

Details for the AMSOIL University have been included in past issues of *Action News*. I'm sure you have seen the promotions, so I won't go into detail about the courses available to you except to say that they include technical training, mechanical training, sales and marketing training, financial training, commercial training, and

more. If you have never attended AMSOIL University, you will want to enroll in the Core Technology Course, which covers all aspects of automotive lubrication as well as sales and marketing strategies.

To give you an idea of how valuable these courses are, I can tell you that forty percent of the attendees registered to date have attended previous AMSOIL University courses. They are coming back because they found the training worthwhile and they are eager to learn more. That speaks well not only for the course curriculum but for the commitment of the Dealers and Direct Jobbers who are attending. These are people who realize that knowledge is key to being successful, and they are dedicated to accomplishing their goals in this business through personal education and hard work.

In this business, we can usually expect some help from our sponsors. Many sponsors help new Dealers get started and hold meetings for their downline and prospective Dealers, but that doesn't always happen. We can't rely on others to pave the way for us. Each individual Dealer should learn what they can from other Dealers and their sponsor, but assume personal responsibility for using the many resources available from AMSOIL to learn this business.

In addition to AMSOIL University 2004, we have other excellent educational tools to help you, beginning with the G-700 Business Kit. It includes a series of "how to" manuals covering virtually all aspects of running an AMSOIL business. It also includes a T-1 Certification Workbook which a Dealer can complete and submit to AMSOIL. The Dealer then becomes T-1 certified and eligible to receive leads and participate in the co-op programs.

Last year, our technical service staff and our sales promotion department began work on producing a Dealer Training Series that is the most comprehensive home study course ever offered to our Dealers. It will ultimately be comprised of seven in-depth study booklets covering lubrication, engine oils, drive train fluids, filtration, oil analysis, fuel additives and grease. Three of these training books have been completed, and the remaining study books will be completed soon. If you are unable to attend AMSOIL University 2004, our Dealer Training Series is your next best alternative for learning this business.

I don't know of any MLM company that offers the Dealer training opportunities that AMSOIL offers its Dealers. And as far as providing excellent sales tools, I believe AMSOIL is unsurpassed. Look at the high quality literature and sales aids you have at your disposal. Look at the many ways we make it possible for you to build your business; MLM sales, retail sales, commercial sales, Preferred Customer sales, catalog sales, Internet sales. There are plenty of opportunities to earn in this business.

If you are serious about building your business, it's up to you and you alone to make it happen. And one of the best ways to get started is to learn everything you can about the business you're in. That means making a personal commitment, getting off the couch and taking action to achieve your goals. It's up to you!

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is stylized and cursive.

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

DEALERS IN ACTION!

AMSOIL Gives Sprint Car Winning Edge

The deafening roar of engines and the smell of methanol fill the air as fans scream for their favorite drivers during a quarter-mile flat out sprint to the finish line.

That's what makes sprint car racing one of the most exciting sports out there.

JR Ray, of JR Ray Sprint Car Racing, has been running full-bore since 1975 racing one-quarter midgets on race tracks in the Pacific Northwest.

These cars are equipped with Chevy V-8 short block, 800-horsepower engines, revving at 6,000 rpms, flying around the track at speeds in excess of 150 mph. They're open-wheeled cars that battle every inch of the way around the track – sliding sideways around the turns, weaving in and out on the straightaways, searching for the fastest spot on the track. Sometimes, the lead changes two or three times in a single lap.

These are the conditions that put engine oils and lubes to the test and, according to Ray, AMSOIL synthetic motor oils are up to the task.

Since meeting AMSOIL Dealer Reginald Chavis of Bellevue, Wash. a couple of years ago, Ray has seen the results he and team owner Chuck Sherwood sought for the midget.

"With the will and determination to be the best, you have to use the best," Ray said.

In the past, oil was changed after every race using conventional motor oil. Now, the AMSOIL 10W-40 High Performance Motor Oil gets changed after every fourth race. And that's only because the methanol – a high octane fuel similar to jet fuel – mixes with the oil in this type of engine and could potentially dilute the oil too much. However, oil analysis after four races shows the AMSOIL synthetic is still good for continued use.

AMSOIL Synthetic Motor Oil resists oil breakdown better than any other oil Ray has ever seen. That alone has Ray sold on AMSOIL products.

Ray also uses AMSOIL Series 2000 Racing Grease on the suspension and AMSOIL Series 2000 75W-90 Gear Lube in the differentials.

In last year's race season, Ray brought victory home seven times. "The engine never even worked up a sweat," said Ray.

Crew Chief Brad Jensen, who was accustomed to routinely working on the car, now finds time on his hands.



READY FOR THE TRACK – Crew Chief Brad Jensen, left, and driver JR Ray, of JR Ray Sprint Car Racing with their AMSOIL-equipped midget car that wins races for them in the Pacific Northwest racing circuit.

"I don't know what to do with myself," Jensen said. "The car is performing remarkably. I have nothing to fix."

More than his years as a race car driver make it clear Ray is no rookie. He boasts more than 100 career wins, including the Furondy Grand Prix in Anchorage, Ala.; five Columbia River Sprint Car Association (CRSCA) wins; and seven wins in the Washington Econo Sprint Car Association (WESCA). He also has set four track records and taken third place in the West Coast nationals.

Chavis sponsors the race team with product for the racing season. He has a booth at the race track and has found the events to be a big help to growing his AMSOIL Dealership. "At the Western Washington Fair I signed up eight Dealers in one day," Chavis said.

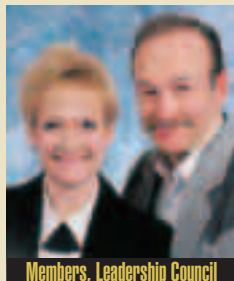
The exposure he is able to get for AMSOIL at every event has helped increase his profitability through bringing in new Dealers and Preferred Customers, as well as giving him a unique opportunity to spread the news of the quality and performance of AMSOIL products.

"AMSOIL has really been an improvement by keeping expenses down and protection up," Ray said. "You just can't ask for a better product."

MONTHLY LE



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



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



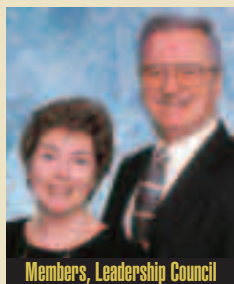
Dave M. Mann
 Michigan
 ★Regency Platinum Direct
 Jobber
 Third—Total Organization
 Second—Personal Group
 Sales
 Second—New Qualified
 Dealers and Accounts



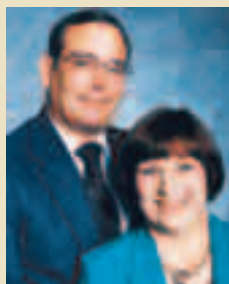
**Leonard and Eunice
 Pearson**
 Washington
 ★Regency Platinum Direct
 Jobbers
 Fourth—Total Organization
 Tenth—Personal Group
 Sales



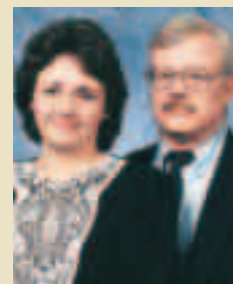
Michael H. Ellis
 Michigan
 Regency Gold Direct Jobber
 Seventh—Total Organization
 Fifth—Personal Group Sales
 Second—Commercial and
 Retail Marketing



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



David and Carol Bell
 Texas
 ★★Regency Platinum Direct
 Jobbers
 Ninth—Total Organization
 Ninth—Personal Group
 Sales
 Tenth—New Qualified
 Dealers and Accounts



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



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



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



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



Cliff & Lorna Gasper
 Washington
 Master Direct Jobbers
 Fifth—New Qualified
 Dealers and Accounts



Michael J. Mathe
 Virginia
 Executive Direct Jobber
 Sixth—New Qualified
 Dealers and Accounts

HALL OF FAME



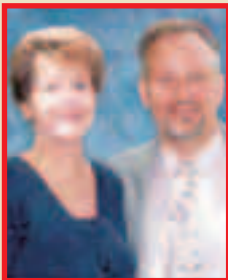
Members, Leadership Council

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



Members, Leadership Council

George and Shirley Douglas
Florida
Regency Platinum Direct
Jobbers
Sixth—Total Organization
Eighth—Personal Group
Sales



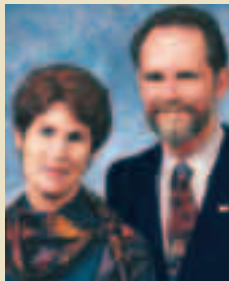
Danny and Joan Potter
North Carolina
Direct Jobbers
FIRST—*Commercial*
and Retail Marketing



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



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



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

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



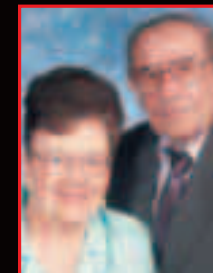
Bill and Donna Durand,
★★★★★Regency
Platinum



Shirley Green,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Harold and Marcile Hartman,
Regency Platinum



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



Ora Mae Boardman,
Regency Platinum

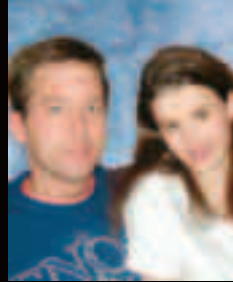
HIGHER LEVELS OF

NEW MASTER DIRECT JOBBERS



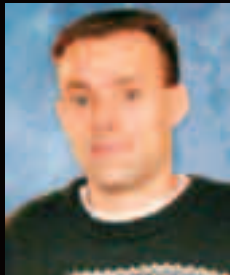
Ken & Cindy Marland
New York

NEW EXECUTIVE DIRECT JOBBERS

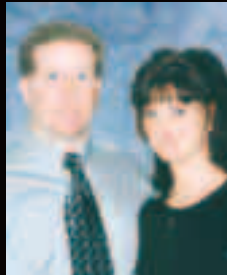


David & Rebecca Reid
Virginia

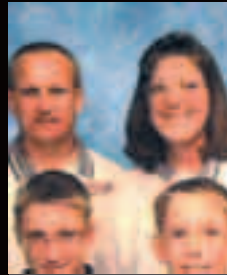
NEW PREMIERE DIRECT JOBBERS



Ches H. Cain
Texas



Richard, Jr. & Holly Guilz
New York



Barry & Cathy Mugridge
Michigan



Bruce A. Stache
Wisconsin

NEW DIRECT JOBBER

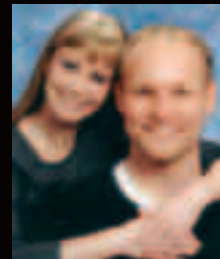


**Chris & Barbara
Thompson**
Texas
Sponsor: Doyle L. Ware
Direct Jobber: James M. Ball, Jr.

NEW DIRECT DEALERS



Larry & Karen Landry
Texas
Sponsor: James M. Ball, Jr.
Direct Jobber: James M. Ball, Jr.



**Kristian E. & Melissa
Swensson**
Minnesota
Sponsor: Dave Roeder
Direct Jobbers: Bud & Lorna Bourquin

RECOGNITION

February
2004

First Time 2500 Level Honor Achievers 1500 monthly commission credits 25 Dealers sponsored

Michael R. Funk, *Virginia* Sponsors: Raymond & Karen Peszko

Kevin J. Seeger, *Wisconsin* Sponsors: Lynn & Beth Pabst

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

Derrick Daniels, *Texas* Sponsors: David & Linda Trezell

Roger A. Pogorelc, *Montana* Sponsor: Jeff M. Provinzino

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

Douglas J. Mertz, *Ohio* Sponsor: Raymond D. Yaeger

Robert E. Riley, *Florida* Sponsor: Dave M. Mann

Justin Sanborn, *Connecticut* Sponsor: Matthew G. Hoyt

Robert L. Schultz, *Florida* Sponsors: George & Shirley Douglas

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

Jeffrey P. Botsford, *Delaware* Sponsors: Gregory King

Peter A. Calabrese, *New York* Sponsors: Ronald & Lisa Vanderheyden

Allen & Karen Cornell, *Michigan* Sponsor: Leslie J. Arnold

Mark H. Durand, *South Dakota* Sponsors: Bill & Donna Durand

Bruce A. Girdler, *Ohio* Sponsors: Alvin & Magdalena Wengred

Alvin Haase, *Montana* Sponsors: Gene & Danae Fine

Jack Jones, *West Virginia* Sponsor: Wallace & Katherine Hillman

Dave K. Niles, *Minnesota* Sponsor: Mylo & Patty Twingstom

Charles & Monica Paddock, *New York* Sponsor: Esmeralda Paddock

Thomas & Sue Pautsch, *Minnesota* Sponsors: Ray & Arlene Schmit

Charles A. Pittman, *North Carolina* Sponsors: Charles & Iris Pittman

Sandra Pollock, *Pennsylvania* Sponsors: David & Rebecca Reid

Patrick Ponsonby, *North Carolina* Sponsors: Dave M. Mann

Gary & Linda Rajek, *Wisconsin* Sponsor: Mark E. Niemuth

Dale R. Schultz, *Arizona* Sponsor: Keith Shireman

Edward "Smokey" Strodman, *Montana* Sponsor: Sherry Dirksen

Advanced for Power



Power sports enthusiasts are meticulous when it comes to maintenance. If they're not spending the weekend tearing up the track or exploring back roads, they're in the garage working on their machines. AMSOIL offers a premium line of two-cycle and four-cycle synthetic lubricants that offer superior protection and performance in dirt bikes and ATVs. Now, AMSOIL is introducing a line of premium power sports air filters. Utilizing the same advanced two-stage foam technology as the automotive air filters, AMSOIL Power Sports Air Filters offer second-to-none protection and performance in hard driven dirt bikes and ATVs.

Proper air filtration is essential to keeping equipment running in top condition. It is especially important in power sports applications operating in dusty environments. Without proper air filtration, airborne dirt and dust greatly accelerate engine wear, shorten equipment life and increase fuel consumption.

An effective air filter must offer adequate performance in all three critical areas of filtration: efficiency (dirt-stopping), capacity (dirt-holding) and resistance (air flow). However, the "air flow vs. efficiency compromise" inhibits most air filters on the market. Smaller media openings ensure efficiency at removing wear-causing contaminants, but they reduce air flow. Larger media openings ensure adequate air flow, but they sacrifice filtration efficiency.

AMSOIL Power Sports Air Filters solve the "air flow vs. efficiency compromise" and provide superior efficiency, capacity and air flow by making use of surface screening, depth screening, diffusion and adsorption. Two layers of oil-wetted polyurethane foam provide a network of interlocking cells that effectively trap and hold wear-causing particles throughout the foam's thick-

ness, while allowing a constant flow of clean intake air. The stage 1 and 2 foam media employ surface screening to stop particles larger than the pore openings, much the same way as a window screen stops bugs from entering a building. The thickness of the foam media allows additional particle removal through depth screening. As air flows through the media, dirt and contaminants are effectively screened out and stored.

AMSOIL Power Sports Air Filters also remove airborne contaminants through diffusion and adsorption. Incoming air travelling through the foam filter media must navigate through a maze of open cell structures. As it moves from cell to cell, the air is continually changing directions, and contamination particles get diffused from the air and caught in the media. Adsorption to the "high tack" AMSOIL Super-Tack Foam Filter Oil that covers the foam media effectively traps and removes further contaminants.

AMSOIL Power Sports Air Filters are packaged dry and must be properly oiled with AMSOIL Foam Filter Oil (AFO) before installation, and they may be cleaned, re-



Air Filtration Sports Applications

oiled and reused for miles of trouble-free use. Frequent cleaning and oiling is necessary to achieve peak performance and maximum protection against engine wear. Local conditions and intended use dictate how frequently filters should be serviced. Many power sports enthusiasts maintain two or more filters for each piece of equipment.



Filter Cleaning

- 1) Carefully remove the air filter, being cautious not to knock any dust or dirt into the carburetor opening. Clean any dirt from the opening with a clean shop towel.
- 2) Clean filter in a solution of warm water and mild detergent. Do not use strong solvents, gasoline or other fuels to clean the filter.
- 3) After washing, thoroughly rinse the filter with clean water and allow it to air dry. Note: Do not use high-pressure shop air or heat to dry the filter. When the filter is completely dry, it may be re-oiled for further use.

Applying Filter Oil

For best performance, apply a generous amount of Foam Filter Oil and work it into the foam media. Squeeze out excess oil, leaving a uniformly oiled filter. A properly oiled filter will feel oily or tacky to the touch

on both the outer and inner surfaces, but should not be dripping oil.

When reinstalling the air filter, apply a thin film of AMSOIL Multi-Purpose Grease on the foam base to insure a leak-free seal between the filter and housing.

Consult the newly updated G-1768 Motorcycle & ATV Filter Cross Reference Guide to find the correct filter for your application. The Reference Guide is also available in the Dealer's Zone at www.amsoil.com.

Stock #	U.S.	Can
G-1768	1.00	1.60



AMSOIL Power Sports Air Filter data bulletins (G-1991) are available for purchase.

Stock #	Pkg	U.S.	Can
G-1991	25	2.80	4.65

Stock #		Wt. Lbs.	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
Group 1	PSFA-23	0.3	3.00	6.00	9.95	9.65	16.00
Group 2	PSFA-46, 47	0.3	4.50	9.00	14.95	14.45	24.00
Group 3	PSFA-45	0.3	5.10	10.20	16.95	16.35	27.20
Group 4	PSFA-40	0.3	5.70	11.40	18.95	18.30	30.40
Group 5	PSFA-33, 35, 44	0.3	6.00	12.00	19.95	19.25	32.00
Group 6	PSFA-19, 21, 28, 42	0.3	6.30	12.60	20.95	20.25	33.55
Group 7	PSFA-22	0.3	6.60	13.20	21.95	21.20	35.15
Group 8	PSFA-15, 18, 20, 31, 32, 37, 38, 49	0.3	6.90	13.80	22.95	22.15	36.75
Group 9	PSFA-30, 34	0.3	7.20	14.40	23.95	23.10	38.35
Group 10	PSFA-26, 39, 41, 48	0.3	7.50	15.00	24.95	24.10	39.95
Group 11	PSFA-10, 11, 12, 14, 16, 17, 25, 27, 29, 43	0.3	8.10	16.20	26.95	26.00	43.15
Group 12	PSFA-13, 24, 36	0.3	8.70	17.40	28.95	27.95	46.35

Issue Tracking Program Adds Efficiency at AMSOIL

Do you have a problem? How about a product question? Do you have a warranty question?

A recently-instituted Tracking Program at AMSOIL allows corporate staff in nearly all departments to document every question, problem or comment Dealers call about. It also records who takes the call, the nature of the inquiry, who it is referred to and whether it is resolved. It remains "open" until the question or issue has been resolved.

"The Tracking Program is playing a bigger and bigger role as a customer service program that was developed to address a wide variety of concerns and situations," said Dave Anderson, Technical Director. "Whenever comments come in from Dealers we take them very seriously."

The program helps AMSOIL keep track of the number of times specific concerns or questions come up and how they are handled.

"It has the benefit of giving Dealers better service, more professional service and certainly in a more timely fashion," Anderson said.

It also can become a catalyst for change in the company, he said. "We can see what Dealers are asking for, it gives Dealers more of a voice and change occurs more readily."

The Tracking Program allows questions and concerns to be immediately routed to the proper department and person to handle specific topics.

"It's a way to get to the core problem quickly," Anderson said. "It keeps things from falling through the cracks. It brings more efficiency to the company and the end result is better customer service."

The system increases efficiency because a tracking number is assigned to each communication and Dealers can find out the status of their inquiry upon request, said Ed Kellerman, Technical Services man-



Dave Anderson
Technical Director



Ed Kellerman
Technical Services Manager



Ron Kolstad
Technical Services Representative

ager. It means Dealers don't have to keep track of who they first talked to, or what was said. It's all documented and available to them via the tracking number, ZO number or customer number.

A change a Dealer may notice is that when he or she calls in with a problem or question he or she may be asked for a ZO number and verification of a residential address, phone number and email address. In addition, the employee will provide you with a tracking number for you to refer to for all unresolved issues.

The program went into full swing in November 2003, said Ron Kolstad, Technical Services representative. Because Tech Services often is the place Dealers and customers start when they have a question or problem, Kolstad uses the Tracking System extensively in his daily work.

Other people within Kolstad's department are using the program, as well. That means that if the Dealer contacts a different person regarding the same question, problem or product, that person can immediately access the transactions and determine the status of it and who is working on it. It saves time in that several people at the company are no longer working on the same issue. The Dealer or customer can be informed of any action that is taken and who is handling their request within the department.

Anderson, Kellerman and Kolstad agreed the program gives Dealers and customers confidence they are being heard and that their issues are important to the company and will be resolved as quickly as possible.

"It has proven itself over and over again to be a great aid in keeping track of transactions," Kolstad said. "From November to January we took 3,000 calls. The tracking system is an organizational godsend."

IMPROVING CUSTOMER SERVICE IN A DIGITAL AGE

AMSOIL Teams With UPS to Online Order Tracking

The age of the Internet has truly changed the ways in which the world does business. Customers now have more options than ever before when searching for a product, selecting a supplier and even choosing how to place an order. Processes that once took the involvement of several individuals within an organization can now be automated and fine tuned to run in a fraction of the time with a simple prompt from the customer.

As part of the the AMSOIL commitment to providing the best possible customer service to our Dealers and customers, a new partnership has been formed with the United Parcel Service (UPS). This innovative order tracking system will automatically notify anyone an order is sold to that their order has shipped, provide a tracking number that can be used with UPS WebTracking and provide an estimated time to expect delivery.

This system is now in place, having been carefully integrated with the AMSOIL business software. By connecting the two systems, Dealers and all their registered customers will receive an electronic notification from UPS (see example) as soon as their order leaves an AMSOIL Distribution Center. There is only one requirement to start receiving these notifications: the customer must have a valid email address in the AMSOIL computer system.

All AMSOIL Dealers and their customers should register their email addresses in order to receive this valuable infor-

mation. Following are the best options for updating email addresses with AMSOIL INC.

SEND AMSOIL AN EMAIL:

Send an email to updateemail@amsoil.com. You must include a ZO/Account #, name and new email address for each customer record to be updated. This will be a convenient method for Dealers to update email addresses for several customers at one time.

Example:

ZO# 9876543 John & Jane Doe jjdoe@isp.com
Acct# 142345 John's Trucking Co. jtrucking@isp.com

SEND AMSOIL A FAX:

Send a fax to "email address updates" at (715) 392-5225. You must include the ZO/Account #, name and new email address for each customer record that needs to be updated. Dealers may fax a list in order to update email addresses for several customers at one time.

ENTER YOUR EMAIL ONLINE:

By visiting the AMSOIL Website and following the "What's New" link and clicking the "New Email Address" button, customers can enter new email addresses or make changes to mailing addresses and phone/fax numbers.

The toll-free ordering lines are reserved for customers placing orders. In order to insure efficient telephone order processing, these toll-free lines cannot be used to update e-mail addresses only. If an order is being placed by telephone, however, an email address may be updated at that time to insure the customer receives electronic notification when their order ships from the AMSOIL Distribution Center.

FUTURE NETWORK PROJECTS

In addition to the UPS Worldship WebTracking system, AMSOIL also has other future projects in the works for our Dealer email database. Here are just a few more reasons to provide AMSOIL with your email address.

- **EMAIL NEWSLETTERS** - Future newsletters and company updates as well as testimonials and promotional information will utilize the Dealer email database.
- **PRICING UPDATES** - Pricing information on new products and services as well as updates to shipping and tax information can be selectively distributed via the Dealer email database.
- **CORPORATE COMMUNICATION** - Convenient and reliable contact with business associates at AMSOIL and rapid response to your questions and queries.

AMSOIL ONLINE PRIVACY POLICY

AMSOIL INC. is sensitive to privacy issues on the Internet. We believe it is important for you to know how we treat the information that we receive about you and your businesses and customers.

Please feel free to view the AMSOIL Online Privacy Policy at www.amsoil.com/privacy.htm to address any of your concerns about information sharing and web security. AMSOIL will not share your information with anyone else.

Sample UPS Notification

From: QuantumViewNotify@ups.com
Sent: Wednesday, March 17, 2004
To: Asbach, Dewey
Subject: UPS Ship Notification
Tracking #1Z5759060341425369

****DO NOT REPLY TO THIS EMAIL. UPS AND AMSOIL WILL NOT RECEIVE YOUR REPLY**

This message was sent to you at the request of AMSOIL to notify you that the package information below has been transmitted to UPS. The package(s) may not have actually been placed with UPS for shipment. To verify when and if the shipment is tendered to UPS and its actual transit status, click on the tracking link below or contact AMSOIL directly.

Important Delivery Information

Scheduled Delivery: 25-March-2004

Shipment Detail

Ship To: DASBACH
925 Tower Ave
Superior
WI
548801527
US

Number of Packages: 1
UPS Service: GROUND
Weight: 0.5 LBS
Tracking Number: 1Z5759060341425369
Reference Number 1: 9607165.0 (AMSOIL Order #)
Reference Number 2: JB (AMSOIL Employee Initials)

Superior Protection for Hot Operating Automatic Transmissions



Vehicle transmissions rely on automatic transmission fluid to perform many important functions. Automatic transmission fluid provides essential lubrication for gears, bearings and clutch packs; it acts as a fluid coupling inside the torque converter, transmitting drive torque from the engine to the transmission input shaft; it carries hydraulic pressure through the valve body in order to engage and disengage the clutch packs that change the gears and it serves as a coolant, carrying away heat generated through normal transmission operation.

Today's automatic transmissions generate more heat than in years past. Smaller oil sumps, decreased air flow due to improved body aerodynamics, increased fluid turnover and higher horsepower engines all contribute to hotter running transmissions,

particularly in hot weather, towing and RV applications. As operating temperatures increase, the service lives of the transmission and the transmission fluid decrease due to increased oxidation, viscosity breakdown and additive degradation. In fact, for every 20°F temperature increase above 175°F, transmission life is cut in half.

Conventional automatic transmission fluids are poorly suited for the high temperatures encountered in modern automatic transmissions, quickly oxidizing and sacrificing wear protection. Because synthetic automatic transmission fluids have significantly slower oxidation rates, they provide superior wear protection for longer drain intervals. In fact, AMSOIL Synthetic Automatic Transmission Fluid (ATF) resists breakdown in temperatures up to 100°F higher than conventional automatic transmission fluids, keeping wear to a minimum and increasing transmission service life.

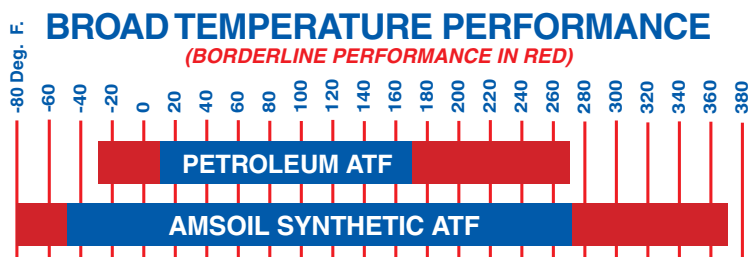
To ensure protection for hot operating transmissions, General Motors recently upgraded its DEXRON®-III automatic transmission fluid specification, requiring fluids to maintain performance in the THOT (turbo hydramatic oxidation test) for 450 hours, up from 300. AMSOIL Synthetic Automatic Transmission Fluid resists thermal and oxidative degradation and passes the new GM THOT test requirements even after 900 hours.

AMSOIL Synthetic Automatic Transmission Fluid is recommended for virtually all domestic and foreign automatic transmission applications, including GM, Ford, Chrysler, Allison, Caterpillar, Voith, ZF, Honda and Toyota. It is ideal for hot weather towing and hot running RV transmissions, protecting equipment and keeping it running cool and trouble-free.

Automatic Transmission Life as it Relates to Thermal Oxidation of Automatic Transmission Fluid

	Fluid Operating Temperature (°F)	Transmission Life Expectancy (miles)
	175	100,000
	195	50,000
Varnishes form	212	25,000
Seals harden	235	12,000
Plates slip	255	6,250
	275	3,000
Oil forms carbon	295	1,500
	315	750

Above 300°F, severe component distortion occurs. Data courtesy of General Motors



HIGH TEMPERATURE FLUID LIFE TEST

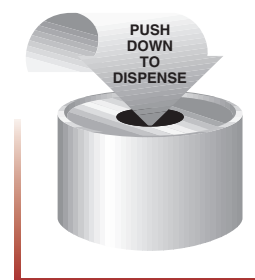
Turbo Hydramatic Oxidation Test (THOT)



INTRODUCING NEW AMSOIL/BriteSide SCRUB with Pumice



- SCRUB with Pumice is a totally new formula engineered with the added cleaning power of pumice to cut through grease, oil and dirt with normal wiping motions.
- SCRUB with Pumice comes in a specially designed container that is self-dispensing. By simply pressing on the top of the container SCRUB is dispensed upward and into your hands.
- The pumice formula effectively cleans hands without the need for water. However, it also works just as effectively with water as a rinsing agent.
- SCRUB With Pumice utilizes a gentle lemon fragrance, not a harsh chemical smell like many other pumice-based hand cleaners.
- The competitive pricing and large container size make SCRUB with Pumice an excellent choice for workshops, repair centers and garages where large quantities of hand cleaner are used.



SCRUB WITH PUMICE U.S. PRICING

Stock No.	Pkg/Size	Wt. Lbs.	Comm Credits	Dealer Cost	Min Sugg. Retail
BHP-TB	(1) 48-oz. tub	3.0	7.30	10.95	14.20
BHP-06	(6) 48-oz. tubs	18.0	43.80	62.70	84.60

SCRUB WITH PUMICE CANADA PRICING

Stock No.	Pkg/Size	Wt. Lbs.	Comm Credits	Dealer Cost	Min Sugg. Retail
BHP-TB	(1) 1420-ml tub	3.0	7.30	17.70	22.40
BHP-06	(6) 1420-ml tubs	18.0	43.80	101.10	133.80

You Can Still Clean Without the Pumice With BriteSide SCRUB



BriteSide SCRUB has been formulated for the toughest cleaning jobs. It has been chemically engineered to cut through grease, oil and dirt without the use of pumice and without the need for rinsing with water. SCRUB gently removes substances and cleans hands when a pumice cleaner could be too abrasive.

BRITESIDE SCRUB U.S. PRICING

Stock No.	Pkg/Size	Wt. Lbs.	Comm Credits	Dealer Cost	Min Sugg. Retail
BSH-BF	(1) 16-oz. bottle	1.0	3.85	5.80	7.55
BSH-16	(6) 16-oz. bottles	6.0	23.10	33.00	44.70
BSH-1G	(1) gallon bottle	9.0	13.95	20.95	27.35
BSH-04	(4) 1 gallon bottles	36.0	55.80	79.80	107.80
G-1788	(24) 10-ml single packs	--	--	11.25	--

BRITESIDE SCRUB CANADA PRICING

Stock No.	Pkg/Size	Wt. Lbs.	Comm Credits	Dealer Cost	Min Sugg. Retail
BSH-BF	(1) 473-ml bottle	1.0	3.85	9.30	11.85
BSH-16	(6) 473-ml bottles	6.0	23.10	53.10	70.50
BSH-1G	(1) 3.78-litre bottle	9.0	13.95	33.90	43.15
BSH-04	(4) 3.78-litre bottles	36.0	55.80	129.20	171.00
G-1788	(24) 10-ml single packs	--	--	18.75	--

AMSOIL Team Goes to Podium Early and Often in '03-'04



DJ Eckstrom had another strong season. Ten podium finishes in 10 events.



Justin Tate won the Pro Stock event at Green Bay.

Team AMSOIL is a bright star for Polaris snowmobiles. The team has the U.S. Air Force flying high. Riders DJ Eckstrom and Justin Tate are studs to Woody's, a traction and control products company. All sponsors of the AMSOIL/Scheuring Speed Sports snocross team are ecstatic with results of the season. And why shouldn't they be. AMSOIL has one of the most revered and successful snowmobile racing programs and proved it again this season.

DJ Eckstrom finished the season third overall in Pro Open of the World Snowmobile Association's Snowmobile Worldwide Championship. He also finished fourth by a slim four points in Pro Stock. Eckstrom stood on the podium 10 times in 10 events. Nice ratio. He finished in the top three seven times in Pro Open and three times in Pro Stock.

Justin Tate battled injuries and untimely breakdowns to end the year with very respectable seventh place Pro Open and eighth place Pro Stock overall finishes. Tate had two Pro Stock podiums including a remarkable victory at Green Bay, Wisc.

Eckstrom took home the championship in the Super Snocross Stadium Tour and Tate won a silver medal at the ESPN Winter X Games in Hillcross after taking several stitches below an eye.

Looking ahead, Polaris has agreed to be on board for another three years. Earlier this fall, AMSOIL and team owner Steve Scheuring agreed to a deal. A deal with the riders should come shortly after the season.

A microcosm of the WSA season was the year's final event, round 10, at Lake Geneva, Wis. There were promises of perfection, glimmers of gold and splintered spirits.

DJ Eckstrom entered the Pro Open final as top qualifier. On his prototype "Fusion" Polaris he dominated the field. By the final, late in the day, with cold temps and a howling wind, the track had deteriorated to ice pellets. The roost kicked up by the sleds was enormous. Eckstrom got the holeshot and led the pack. The overall title at this point wasn't mathematically out of reach. While caught in a "canyon" of loose snow Eckstrom was passed never to recover. Tate's fate was different, but the results similar.

It was a whole different story in Pro Stock. No holeshot this time, but Eckstrom was right on the snow flap of the leader. Lap after lap he stayed ready to strike. By mid-race, though, the uphill chutes and monster downhill runs couldn't be overcome. Still, Eckstrom magnificently negotiated his sled to second place. That's the kind of racer he is and that's the level of determination expected from Team AMSOIL. It's reflective of the commitment and quality one can expect from AMSOIL.

You Go Girl!

Ollie Ernstberger is a woman driver in a man's world. She doesn't expect any favors and if you give her an inch on the track she'll blow right by.

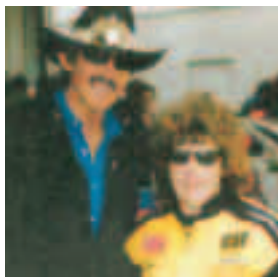
Ollie and husband Charles are AMSOIL Dealers from Salem, Ind. They're serious about their racing and the quality of AMSOIL products. They don't have a big-time budget so they make things last. Like their car's engine.

They ran 24 races last year and had zero, nada, ziltch, zip trouble with the motor. "Other teams want to run AMSOIL 20W-50 Racing Oil in their cars, but say it's too expensive. We explain it's less expensive than a blown engine," said Ollie.

Good luck to KCK Motorsports in 2004.



The hood says it all.



Richard Petty with Ollie



It takes more than luck for the number 13 car. It takes AMSOIL synthetic lubricants.

LaRocco Rides Team AMSOIL Bike to Pinnacle of Supercross

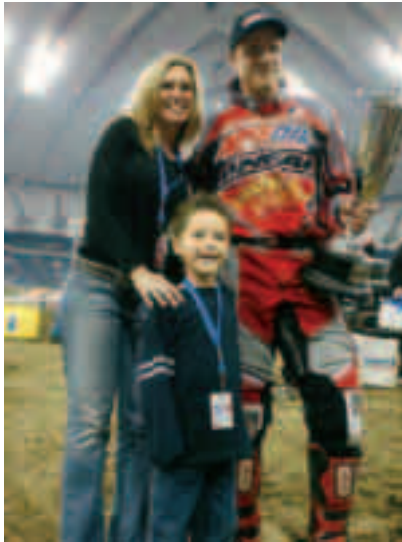
Mike LaRocco isn't a big talker. He learned early in his career to let his riding speak for itself. After 17 years his accomplishments are deafening.

LaRocco reached an incredible milestone at the AMA/THQ Supercross at Daytona last March. When he lined up in the gate for the final, he set the bar at an unprecedented level. "The Rock" made his 200th supercross main event. No rider is even close . . . and LaRocco, age 33, is still racing.

To reach this mark, a rider would have to avoid serious injury and make every main for more than 12 years. Most riders today can't physically or mentally take the abuse week after week, year after year.

A week later at St. Louis, LaRocco was recognized for his achievement. Flanked by family, friends and sponsors, LaRocco stood on a podium in the middle of the track where he was presented with several gifts.

Included in the ceremony was AMSOIL, which along with the team's title sponsors Honda and Factory Connection, presented

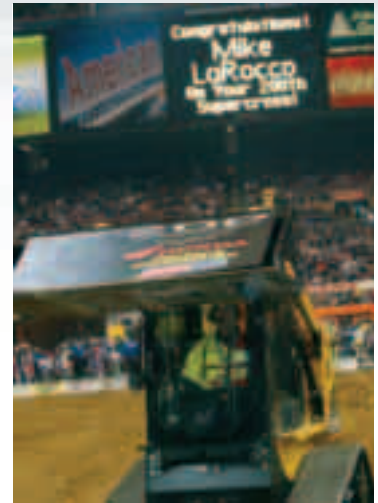


LaRocco has support from two families, his own family (shown with wife Beth and son Ryder) and his extended racing family including AMSOIL.

The Legend Grows: LaRocco by the Numbers

- 10 - Total Wins
- 74 - Total Podiums
- 128 - Top Five Finishes
- 174 - Top Ten Finishes
- 1989 - First 250cc Supercross Start
- 1991 - First 250cc Supercross Win

Noteworthy: LaRocco is the only rider to compete in three decades and have podium finishes on four different bike brands.
(Through April 2, 2004)



LaRocco will get a lift from this CAT skid steer presented by AMSOIL.

LaRocco with a Caterpillar Skid Steer. It's what you give a guy who has everything including his own practice tracks. A stunned LaRocco thanked AMSOIL, his sponsors and all the fans for their support. AMSOIL has been a proud sponsor since 1998.

LaRocco went on to make his 201st final.

Encore, Encore...

So what does Mike LaRocco do as an encore to his career accomplishments? He adds another achievement. A win.

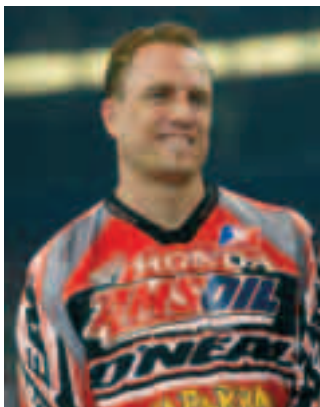
LaRocco went to Indianapolis to race for his fellow Hoosiers. The goal is always to win, but winning comes harder as you get older and the competitors become faster and younger. But you can't discount wisdom.

LaRocco is known as a slow starter from the gate. His trademark is his dogged determination to get to the front after beginning back in the pack.

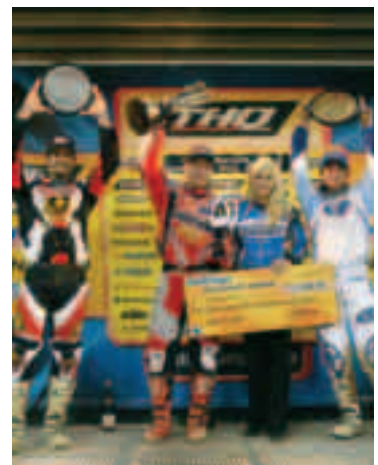
With 50,000 people on their feet, LaRocco leapt from the start on his AMSOIL/Chaparral/Factory Connection Honda and never looked back. He grabbed the holeshot and was gone.

The crowd was deafening. The AMSOIL bike was in front. Like a wave, fans roared with admiration and appreciation as LaRocco made lap after lap.

The sound never diminished and "The Rock" never slowed up. LaRocco called the win, "... up there with the greatest moments ..." of his illustrious career.



Who says LaRocco never smiles?



Mike LaRocco wins the Indianapolis Supercross in front of his hometown fans.



T-1 CERTIFICATION MEETINGS

UTAH

• May - Every Friday
 • June - 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

• May 20 - Thursday
 • June 17 - Thursday
 Meeting - 7 p.m.
STANLEO'S SUB VILLA
 Governor's Drive
 Huntsville, AL
Hosted by Direct Jobbers Cliff Goehring & Gerry Gotvald
 (256) 337-0376

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

ALASKA

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

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

ARIZONA

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

ARKANSAS

• May 13 - Thursday
 • June 10 - Thursday
 Meeting - 6:30 p.m.
GARDNER RESIDENCE
 280 York Chapel Road
 Nashville, AR 71852
Hosted by Dealer Jerry Gardner
 (870) 451-9152 jgard24@iocc.com

• May 12 - Wednesday
 • June 9 - Wednesday
 Meeting - 7 p.m.
PASTERNAK RESIDENCE
 217 CR 472
 Jonesboro, AR 72404
Hosted by Direct Jobbers David and Brenda Pasterniak (870) 933-8376

CALIFORNIA

• May - Every Thursday
 • June - Every Thursday
 Meeting - 6:30 p.m.
STRAWBERRY VILLAGE SHOPPING CENTER
 Mill Valley, CA
Hosted by Dealer Doug Storms
 800-793-5301

• May 5 - Wednesday
 • June 2 - Wednesday
 Meeting - 7 p.m.
MCCOOL RESIDENCE
 2210 Coddling Drive
 Modesto, CA 95350
Hosted by Direct Dealer Bill McCooll
 (209) 577-0174

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

• May 11 - Tuesday
 • June 8 - Tuesday
 Meeting - 6:30 p.m.
DENNY'S RESTAURANT
 740 W. 2nd St.
 San Bernardino, CA 94401
Hosted by Dealers Richard and Delores Nichol (909) 862-1252

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

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

COLORADO

• May 20 - Thursday
 • June 17 - Thursday
 Meeting - 7:30 p.m.
AMSOIL HOUSE
 4316 Ridgcrest Drive
 Colorado Springs, CO 80918
Hosted by Executive Direct Jobber Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

• May 8 - Saturday
 • June 12 - Saturday
 Meetings at Noon
 Call for reservations
BLUE DIAMOND PARK
 765 Hamburg Road
 New Castle, DE 19720
Hosted by Direct Dealer Greg King
 (302) 345-4350 Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• May 4 - Tuesday
 • June 1 - Tuesday
 Meeting - 7 p.m.
 Call in advance
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

• May 4 - Tuesday
 • June 1 - Tuesday
 Dinner/Social - 6 p.m.
 order from menu
 Meeting - 7 p.m.

SAFFRON'S RESTAURANT

1700 Park Street North
 St. Petersburg, FL, 33710
Hosted by Executive Direct Jobbers John and Shirley Alquist
 (727) 545-8547
 alquistproducts@hotmail.com
 www.tell-it-well.com
All are welcome. Emphasis on doing AMSOIL as a business.

GEORGIA

• May 6 - Thursday
 • June 3 - Thursday
 Meeting - 7 p.m.
DIRKSEN RESIDENCE
 1905 Queens Road
 Albany, GA 31707
Hosted by Master Direct Jobber Sherry Dirksen (229) 436-5532
Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

• May 1 - Saturday
 • June 5 - 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

• May 12 - Wednesday
 • June 9 - Wednesday
 Meeting - 7:30-9:30 p.m.
MCGUFFEY RESIDENCE
 23446 Freezeout Road
 Caldwell, ID, 83605
Hosted by Executive Direct Jobbers Charles and Connie McGuffey
 RSVP: (208) 455-2581

ILLINOIS

• May 11 - Tuesday
 • June 8 - 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

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

INDIANA

• May 5, 19 - Wednesday
 • June 2, 16 - Wednesday
 Meeting - 7:30 p.m.
RENTOWN SHOP
 1533 Rentown Rd.
 Breemont, IN
Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

IOWA

• May 4 - Tuesday
 • June 15 - Tuesday
 Meeting - 7 p.m.
SORTER RESIDENCE
 2629 340th Avenue
 Terril, Iowa 51364
Hosted by Dealers David and Melissa Sorter
 (712) 853-6293

KANSAS

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

KENTUCKY

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

LOUISIANA

• May 4 - Tuesday
 • June 1 - Tuesday
 Meeting - 6 p.m.
AUTTONBERRY RESIDENCE
 2520 Swiss Street
 W. Monroe, LA 71291
Hosted by Dealer Ellis Auttonberry
 (318) 396-4348

MAINE

None Scheduled

MARYLAND

• May 26 - Wednesday
 • June 23 - 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

• May 21 - Friday
 • June 18 - Friday
 Meeting - 7:30 p.m.
 Downline and Guests FREE,
 Out of line - \$5
MARTIN RESIDENCE
 3994 Trace Hollow Run
 Salisbury, MD 21801
Hosted by Master Direct Jobbers Les & Linda Martin
 (410) 548-LUBE

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

• May 6 - Thursday
 • June 3 - Thursday
 Meeting - 7 p.m.
DEACOSTA RESIDENCE
 4942 S. Upper Ferry Road
 Eden, MD 21822
Hosted by Dealers Chris & Barb DeAcosta
 (410) 742-0637
Reservations Required

• May 21 - Friday
 • June 18 - 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

• May 19 - Wednesday
 • June 16 - Wednesday
 Meeting - 7 p.m. (Opportunity)
 Meeting - 7:30 p.m. (Dealer training)
MUGRIDGE RESIDENCE
 6640 State Road
 Lakeport, MI 48059
Hosted by Premiere Direct Jobbers Barry and Cathy Muiridge
 (877) 446-2671
Call for information and scheduling or visit the web at www.pro-oil-1.com

• May 17 - Monday
 • June 21 - 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

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

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

MINNESOTA

• May 20 - Thursday
 • June 17 - 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

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

• May 13 - Thursday
 • June 10 - Thursday
 Meeting - 7:30 p.m.
STAVE RESIDENCE
 44 Crow River Drive
 Elk River, MN 55330
Hosted by Dealer Ordell Stave
 (612) 241-5267

MISSISSIPPI

None Scheduled

MISSOURI

• May 25 - Tuesday
 • June 22 - Tuesday
 Meeting - 7 p.m.
REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER
 711 East Miller Road
 Republic, MO
Hosted by Dealer Jim Barnes
Call for directions.
 (417) 732-2553

May 11 - Tuesday
 • June 15 - Tuesday
 Meeting - 7 p.m.
LUCZAK RESIDENCE
 4810 Mattis Street
 St. Louis, MO 63128
Hosted by Premiere Direct Jobbers Connie and John Luczak
 (314) 892-6018 (417) 732-2553

MONTANA

None Scheduled

NEVADA

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

NEW HAMPSHIRE

None Scheduled

NEW JERSEY

• May 11, 25 - Tuesday
 • June 8, 22 - Tuesday
 Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
 54 Woodland Ave.
 Mullica Hill, New Jersey 08062
Hosted by Premiere Direct Jobber Ben Seda-Morales (856) 478-6732, cell; (856) 371-1880, home.
 Please RSVP

NEW MEXICO

• May 18 - Tuesday
 • June 22 - Tuesday
 Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
 2415 Princeton Drive NE,
 Suite C
 Albuquerque, NM 87107
Hosted by Regency Direct Jobbers Paul and Nancy Greenberg
 (505) 881-1693 warehouse;
 (595) 255-2137 home
 fax (505) 232-8330
 NMOilman@aol.com

NEW YORK

- May 19 - Wednesday
- June 16 - Wednesday

O'BRIEN RESIDENCE

436 Mosely Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien
(716) 223-8016
Call ahead to reserve a seat

- May 4 - Tuesday
- June 1 - Tuesday

LOTTITO RESIDENCE

89 Owl Creek Road
Spencer, NY 14883
Hosted by Regency Direct Jobber
Peter Loftito
(607) 589-4148
Call ahead to reserve space and
confirm location or
e-mail lubedelcermy@aol.com

- May 13 - Thursday
- June 10 - Thursday

FRITTITTA RESIDENCE

16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers
Vinny and Germaine Frittitta
(718) 442-4774

- May 19 - Wednesday
- June 16 - Wednesday

Syracuse AREA

Call ahead for specific
location

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

- May 19 - Wednesday
- June 16 - Wednesday

NEWARK, NY

LOCATION

Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

- May 13 - Thursday
- June 10 - Thursday

KAZAN RESIDENCE

9200 Lake Wheeler Road
Fuquay-Varina, NC 27526
Hosted by Account Directs
Eric & Donna Kazan
(919) 772-9569 Guests welcome
Non-downline \$2.00

- May 13 - Thursday
- June 10 - Thursday

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.

- May 13 - Thursday
- June 10 - Thursday

BURNELL RESIDENCE

9424 Springdale Drive
Raleigh, NC 27613
Hosted by Executive Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

- May 11 - Tuesday
- June 8 - Tuesday

CLEVELAND RESIDENCE

224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers
George & Nancy Cleveland
(910) 346-3866
Call first - All Dealers welcome

NORTH DAKOTA

- May 4 - Tuesday
- June 1 - Tuesday

EVANSON RESIDENCE

725 10th Ave. W.
West Fargo, ND 58078
Hosted by Direct Jobbers
Skip and Anna Evanson
(701) 281-1906
skipsuperlube@msn.com

OHIO

- May - Every Wednesday
 - June - Every Wednesday
- Meeting - 6 p.m. (training)
Meeting - 8 p.m. (opportunity)

FABIJANIC RESIDENCE

561 Loomis Avenue
Cuyahoga Fall, OH 44221
Hosted by Dealers
Paul & Coralie Fabijanic
(216) 928-8863 or 800-874-4827
RSVP

- May 2 - Sunday
- June 6 - Sunday

MERRITT RESIDENCE

650 State Route 131
Fayetteville, OH 45118
Hosted by Dealers
Gordon and Sara Merritt
(937) 288-2568

- May 8 - Saturday
- June 12 - Saturday

BREDA RESIDENCE

850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda
(330) 239-3146

- May 24 - Monday
- June 28 - Monday

PENA RESIDENCE

2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Premiere Direct Jobbers
Luis and Sharon Pena
Please RSVP to: (419) 349-3451
or (419) 297-3451

OKLAHOMA

- May 1 - Saturday
- June 5 - Saturday

GOLDEN CORRAL

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

- May 13 - Thursday
- June 10 - Thursday

Meeting - 7 - 8:30 p.m.
Please call for location and
reservations for you and
your guests.

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

- May 13 - Thursday
- June 10 - Thursday

GOLDIE'S

2005 E. 21st Street
Tulsa, OK 74114
Hosted by Direct Jobber
Kevin Alexander (918) 342-9537
Call first to confirm space for you
and your guests

- May 13 - Thursday
- June 10 - Thursday

GRADY RESIDENCE

2612 W. Galveston Road
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and Direct Jobber
Kevin Alexander
(918) 258-6979 RSVP
kevina@mordam.com

OREGON

- May 20 - Thursday
- June 17 - Thursday

SWEETBRIER INN

7125 SW Nyberg Road
Tualatin, OR 97062
Hosted by Master Direct Jobber
Ed Greenwood (800) 722-1092
Call first to confirm space for you
and your guests

- May 6 - Thursday
- June 3 - Thursday

HOFFMAN RESIDENCE

7025 SE 22nd Avenue
Portland, OR 97202
Hosted by Dealer Dan Hoffman
(503) 236-2579 All are welcome

PENNSYLVANIA

- May 17 - Monday
- June 21 - Monday

HALLOCK ENTERPRISE

STORE
5 Main Street
Bradford, PA
Hosted by Premiere Direct Jobber
Joseph M. Hallock (814) 368-8625
T-1 training also available.

RHODE ISLAND

None Scheduled

SOUTH CAROLINA

- May - Every Tuesday
- June - Every Tuesday

GEORGE KERR and ASSOCIATES

Northgate Building
5861 Rivers Avenue,
Suite 107
N. Charleston, SC 29406
Hosted by Dealer George Kerr
(843) 747-8200

- May - Variable Meetings
 - June - Variable Meetings
- Call for meeting time, date
SPRADLEY RESIDENCE

117 Winston Circle

Pelion, SC 29123
Hosted by Direct Jobbers
Jim & Vicki Spradley
(803) 894-4618

- May - First Tuesday
- June - First Tuesday

DENNY'S RESTAURANT

2521 Wade Hampton
Boulevard
Greenville, SC 29615
Hosted by Direct Jobber
Loel D. Handley
R.S.V.P. (864) 989-0753
amsoldealerloel@aol.com

SOUTH DAKOTA

None Scheduled

TENNESSEE

- May 18 - Tuesday
- June 15 - Tuesday

DW WILSON CENTER

Tullahoma, TN
Hosted by Dealer Nelson Gill
(931) 393-2601

TEXAS

- May 18 - Tuesday
- June 15 - Tuesday

WARD RESIDENCE

310 S. Grove Road
Richardson, TX 75081
Hosted by Premiere Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
e-mail: oilmandj@comcast.com

UTAH

- May - Every Tuesday
- June - Every Tuesday

CHRISTENSEN RESIDENCE

8516 Snowville Drive
Sandy, UT 84070
Hosted by Master Direct Jobber
Neil Christensen, Direct Jobber
Rodney Haskins and Dealer Doug
Blackhurst
(801) 942-3881/(801) 942-8641

- May - Every Friday
- June - Every Friday

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

- May - First Tuesday
- June - First Tuesday

Introduction to AMSOIL, History,
Demonstrations, Products
Meeting 7 p.m.

REID RESIDENCE

14600 Cornwall Lane
Chester, VA 23836
Hosted by Regency Platinum Direct
Jobbers Gerry & Patricia Reid and
Executive Direct Jobbers
David and Rebecca Reid
Please call (804) 530-1400 to reserve
space; (804) 530-0179 Fax
synthoils@comcast.net

- May 3 - Monday
- June 7 - Monday

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

- May 10, 24 - Monday
- June 14, 28 - Monday

STANCIL RESIDENCE

240 N. Oceana Boulevard
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stancil
(804) 428-6049

- May 10 - Monday
- June 14 - Monday

GRAVITTE RESIDENCE

1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitte (804) 694-0221

- May 4 - Tuesday
- June 1 - Tuesday

PESZKO RESIDENCE

4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct
Jobbers Raymond & Karen Peszko
(757) 484-9491

- May 11 - Tuesday
- June 8 - Tuesday

DAYS INN RESTAURANT

5500 Williamsburg Road
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Pigras
(804) 737-4874 or (804) 737-9231

WASHINGTON

- May 17 - Monday
- June 21 - Monday

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

- May 11 - Tuesday
- June 8 - Tuesday

STOUGARD RESIDENCE

22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Executive Direct Jobbers
Marv & Charlotte Stougaard
(360) 856-1641 Guests Welcome

- May 13 - Thursday
- June 10 - Thursday

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.

- May 13 - Thursday
- June 10 - Thursday

POODLE DOG RESTAURANT

1522 54th Avenue East
Fife, WA 98424
Hosted by Regency Platinum Direct
Jobbers Leonard & Eumice Pearson
(253) 939-8401 Guests Welcome!

- May 11 - Tuesday
- June 8 - Tuesday

PRUKOP RESIDENCE

10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers
Raymond & Patsy Prukop
(253) 845-9755 / 800-267-6450
Everyone Welcome!

- May 8 - Saturday
- June 12 - Saturday

AMSOIL (SYNLUBE) STORE

2424 North Monroe Ave.
Spokane, WA 99205
Hosted by Premiere Direct Jobber
Jack Whitehill and Training Dealer
Tom Bennett (509) 324-3588
Everyone Welcome. No charge

- May 25 - Tuesday
- June 22 - Tuesday

SAMUELSON RESIDENCE

610 E. 20th Street
Vancouver, WA 98663
Hosted by Direct Jobber
Sammy Samuelson
(360) 699-5257
I-UPS-5W30-OIL
(1-877-593-0645)
Discussion on product application
and oil analysis
All are welcome! Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

- May 20 - Thursday
- June 17 - Thursday

SEL-AMSOIL Academy

1201 Clough Avenue
Superior, WI 54880
Hosted by Regency Platinum
Direct Jobbers Bill & Donna Durand
Refreshments Served (715) 392-4006
Guests Welcome

- May 13 - Thursday
- June 10 - Thursday

MITMOEN SERVICE GARAGE

6017 65th Street
Kenosha, WI 53142
Hosted by Executive Direct Jobbers
Victor and Lynn Mitmoen
(262) 652-3399

- May 6 - Thursday
- June 3 - Thursday

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

- May 17 - Monday
- June 21 - Monday

McLAUGHLIN RESIDENCE

9 Pinder Road
Riverview, NB E1B 3Z2
Hosted by Direct Jobber
Wayne McLaughlin and Dealer
Wendell Steves
(506) 386-2896/(506) 387-3197
Everyone Welcome

NEWFOUNDLAND

NOVA SCOTIA

None Scheduled

ONTARIO

- May 27 - Thursday
- June 24 - Thursday

AMSOIL DISTRIBUTION CENTER

6625 Tomken Road
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Premiere Direct Jobber
Rob Hilditch and local Dealers
(905) 564-7770

PRINCE EDWARD ISLAND

PUERTO RICO

QUEBEC

SASKATCHEWAN

NEW ZEALAND

None Scheduled

AMSOIL CENTERLINES ...and updates

NEW AMSOIL PAO CAP

New blue and white six-panel AMSOIL PAO Cap boasts embroidered AMSOIL logo on the front and "Genuine PAO Formulated Synthetic" badge on the visor. Velcro closure for the perfect fit.



Stock #	U.S.	Can
G-1984	12.00	19.25

NEW AMSOIL LICENSE PLATE FRAME

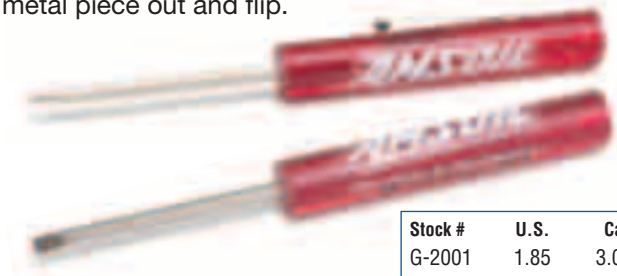
New durable steel AMSOIL license plate frame is a great advertisement for your business. Includes four holes for attachment.

Stock #	U.S.	Can
G-1970	6.00	9.65



NEW AMSOIL REVERSIBLE SCREWDRIVER

New AMSOIL Reversible Screwdriver is a handy tool for chores around the house and is a great promotional giveaway. Features both flat head and Phillips head on the same screwdriver. To change heads, simply pull metal piece out and flip.



Stock #	U.S.	Can
G-2001	1.85	3.00

COLUMBUS PHONE AND FAX

The phone number for the new distribution center in Columbus, Ohio is 614-274-9851. The fax number is 614-274-9852.

AMSOIL CONTENDER JACKET

The lightweight AMSOIL Contender Jacket is ideal for spring weather. Constructed from a soft micro-sanded water resistant twill fabric with mesh lining. Features a full zippered front with wind flap panel, slash pockets and secure inside zippered pocket. Includes embroidered AMSOIL logo showcased on the left chest, elastic waistband, adjustable wrist snaps and back loop with a reflective "contender" patch. Sizes S-XXL.



Stock #	Title	U.S.	Can
G-1856	S	55.00	89.00
G-1857	M	55.00	89.00
G-1858	L	55.00	89.00
G-1859	XL	55.00	89.00
G-1860	XXL	55.00	89.00

SDF-20 FILTER RECOMMENDATIONS

Reports indicate that the engine oil systems of certain Mitsubishi applications may produce abnormally high oil pressure, exceeding the structural capacity of standard spin-on oil filters, including the AMSOIL SDF-20. Improper operation of the pressure-regulating valve in the engine causes the high oil pressure, resulting in over-pressurization of the lubricating system and damage to the oil filter.

AMSOIL has decided to withdraw recommendation of the SDF-20 in place of the Mitsubishi part number MZ690116 oil filter. The AMSOIL SDF-20 continues to be the recommended filter for many other applications not associated with this problem.

Affected Mitsubishi Models

Year	Model	Engine
2001-03	Montero Sport	V6-213 (3.5 L) SFI 24 Valve
2001-03	Montero Sport	V6-181 (3.0 L) SFI 24 Valve
2001-02	Montero	V6-213 (3.5 L) MFI 14 Valve
1999-00	Montero Sport	V6-213 (3.5 L) SFI or MFI
1997-00	Montero	V6-213 (3.5 L) MFI
1994-96	Montero	V6-214 (3.5 L) MFI

MAY CLOSE OUT

The last day to process May orders in the U.S. and Canada is the close of business on Friday, May 28. The last day to process May orders in Alaska, Puerto Rico and New Zealand is the close of business on Tuesday, May 25. Volume transfers for May business will be accepted until 3 p.m. CDT on Friday, June 4.

HOLIDAY CLOSINGS

The Edmonton and Toronto distribution centers will be closed Monday, May 17 for Victoria Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 31 for Memorial Day.

POLICY CHANGES

Marketing Plan “Policies” (G-47A)

Part II: Your AMSOIL Dealership
Section D: Dealer Status

4. (addition) No Dealer shall register an individual as an AMSOIL Dealer, Preferred Customer, account or catalog customer without the individual’s knowledge and consent

Purpose: To preserve the integrity of the AMSOIL image and avoid alienating individuals and organizations who may, in the future, become AMSOIL Dealers, Preferred Customers, catalog customers or accounts.

Part III: Your Promotional Activities
Section C: Advertising

4. (revision) Dealer pricing is not restricted. Use of the AMSOIL name in national promotions is restricted. No Dealer shall promote or advertise AMSOIL products, Dealership opportunities or Preferred Customer memberships, if prices are stated, in any national medium, including broadcast, print and electronic formats.

Purpose: To ensure a level playing field among all Dealers regardless of business volume or discount levels.

5. (addition) AMSOIL Dealers may only make presentations to audiences of more than 50 individuals if approved in writing by AMSOIL INC. Requests must be submitted in writing at least 30 days prior to the presentation date and must contain a copy of the proposed presentation material, as well as details regarding time, location and nature of the audience. AMSOIL INC. reserves the right to approve or deny presentations, require changes or provide corporate assistance developing, editing or presenting materials. AMSOIL Dealers making presentations to fewer than 50 individuals may only present information that has been published by AMSOIL INC. All Dealers making presentations must identify themselves as independent Dealers, Account Directs, Direct Dealers or Direct Jobbers.

Purpose: To prevent the dissemination of inaccurate information which can compromise the integrity of AMSOIL INC, AMSOIL products and AMSOIL Dealers.

6. (addition) Articles, letters or editorial comment which are created by Dealers and include the

AMSOIL registered trade name must be approved by AMSOIL INC. prior to submission to publications or posting in electronic format. All submissions for publication or posting in electronic format which are created by Dealers and include the AMSOIL registered trade name must also include the independent Dealer, Account Direct, Direct Dealer or Direct Jobber identifier.

Purpose: To prevent the dissemination of inaccurate information which can compromise the integrity of AMSOIL INC., AMSOIL products and AMSOIL Dealers.

Commercial and Retail Marketing Procedures (G-1097)

Paragraph 5

Addition to Retail On-the-Shelf Account definition

AMSOIL reserves the right to accept or reject account applications and to terminate accounts that do not meet account qualifications or are considered not in the best interest of AMSOIL INC. and the multi-level marketing opportunity.

Purpose: Protect the multi-level marketing opportunity.

Regulation section

(addition) AMSOIL Dealers are not authorized to enter into agreements that commit AMSOIL INC. or other AMSOIL Dealers to any obligations beyond those specifically laid out in the AMSOIL Marketing Plan, Commercial and Retail Marketing Procedures, price lists and how-to manuals and other AMSOIL publications without written authorization from AMSOIL INC. AMSOIL reserves the right to approve, modify, negotiate or deny requests for special assistance and to modify commissions and commission credits accordingly.

Purpose: Allows AMSOIL INC. to consider requests for special services that may open new opportunities for AMSOIL Dealers.

(addition) Exceptions to protected status policy will be considered for organizations with multiple locations, outlets or departments. AMSOIL INC. reserves the right to determine exceptions and may determine Servicing Dealer status, responsibilities and compensation.

Purpose: To ensure fairness among AMSOIL Dealers and to provide optional service and arrangements to accounts with special requirements.

European Design Meets American Ingenuity



**AMSOIL 5W-40
European Engine Oil
(AFL)**

European automakers generally recommend 5W-40 viscosity oils in their vehicles to ensure maximum protection in all operating conditions. New AMSOIL Synthetic 5W-40 European Engine Oil (AFL) is specially formulated for the lubrication needs of European gasoline and diesel cars and light trucks. It is blended with advanced AMSOIL synthetic base stocks, premium additives and a broad 5W-40 viscosity rating, allowing motorists to take advantage of the maximum extended drain intervals recommended by European automakers while providing ultimate protection and performance.

- **Meets the special needs of European vehicles**
- **Formulated for turbocharged and nonturbocharged gasoline and diesel engines**
- **Provides all season protection and performance**
- **Provides unsurpassed wear protection**
- **Effectively improves fuel efficiency**
- **Recommended for manufacturers' maximum extended drain intervals**
- **For use in Saab, Audi, Volkswagen, Mercedes-Benz, Volvo, Land Rover, Opel, Mini Cooper, BMW, Peugeot, and Porsche vehicles and any others that call for a 5W-40 oil**

Stock #	Pkg./Size	Wt. Lbs.	Comm Credits	U.S. Dir./P.C.	U.S. Sugg. Retail	CAN Dir./P.C.	CAN Sugg. Retail
AFL-QT	(1) quart bottle	2.1	3.40	4.80	6.30	7.70	9.85
AFL-01	(12) quart bottles	24.8	40.80	54.60	74.40	88.20	117.00
AFL-30	30-gallon drum	244.1	295.00	491.00	595.00	794.00	953.00
AFL-55	55-gallon drum	437.9	465.00	845.00	1005.00	1367.00	1600.00

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



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

BOSCH



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