

AMSOIL

ACTION NEWS

© AMSOIL INC 2005

The First in Synthetics

MAY 2005

AMSOIL XL Motor Oils: Superior Protection for 7500 Miles and Beyond



010000.0

Also in This Issue:
AMSOIL Offers New Line
of World-Class
Heavy Duty Filters



From the President's Desk...



The other day I was reviewing the April *Action News* and the new G-100 product catalog included in it. The products featured in this issue were our two new motorcycle oils. Anyone reading about these outstanding new oils couldn't help be impressed by how they totally blew the competition away in head-to-head performance tests. Once again, AMSOIL outperforms the competition and puts test results that prove it right there for everyone to see.

It's also interesting that the very bike manufacturer that said not to use synthetic motor oils in their engines now sells and recommends a synthetic motor oil with their label on it. They don't make it, but they profit from it so now it's OK to use. That's very similar to how the other oil companies and automakers badmouthed synthetic motor oils until they began marketing their own synthetic oils. Are their oils as good as AMSOIL? Not when you look at the tests!

AMSOIL has a long history of making lubricants that are the very best. And the way we have shown they are the best is by testing them against the competition and publishing the results in our sales literature or right on the product labels. I don't know of any other oil company that does this like we do. But then, I don't know of any other oil company that makes products as good as we do, so they don't really have as much to toot their horn about as we do.

A couple of the many tests we believe are important when comparing motor oils are the Four-Ball Wear Test and the NOACK Volatility Test. The Four-Ball

measures wear protection and the NOACK measures the volatility of an oil.

Reducing engine wear is a major function of motor oil. The better the oil protects against friction and wear, the longer the engine will perform as it was designed to, delivering maximum power and economy much better and longer than an engine with excessive wear.

Look at the Four-Ball comparison graphs in the G-100 and on many other pieces of AMSOIL literature. There are no oils that protect better than AMSOIL. None. For all the advertising glitz and eyewash these other oil companies do to sell their oils, they really have nothing to brag about. Even a big name like Mobil 1 can't compete with AMSOIL. Our Series 2000 0W-30 beats Mobil's 5W-30 and every other oil we tested against, including some 10W-30s. When it comes to wear protection, Mobil SuperSyn 0W-30 isn't even in the same league as AMSOIL 0W-30!

Why is the volatility of an oil so important? Because a highly volatile oil will evaporate, changing its viscosity and performance characteristics. What starts out as a 5W-30 can turn into a 10W-40 or heavier when the lighter ends of the oil cook off. This creates the potential for creating sludge in an engine and definitely increases emissions. An oil with low volatility performs better and longer than highly volatile oils, keeping an engine cleaner and operating at peak efficiency.

When you talk to your customers and prospects, show them these comparisons. While the major oil companies use gimmicks and glitzy TV commercial, AMSOIL spends its money producing superior lubricants. They come up with special "start up" oils, or oils that have "heat activated" wear protection additives. Sounds like a deodorant commercial I saw recently.

When it comes to start up protection, no oil protects better than AMSOIL Synthetic Motor Oils. And when the operating temperatures start climbing, you want an oil with the lowest volatility, period. That will be the oil that will continue to protect when the others start cooking.

I can't imagine anyone who, given the facts, would choose any other motor oil than an AMSOIL Synthetic Motor Oil. Giving people the facts is your job. That's why we develop these superior oils. That's why we test them against all others, and that's why we publish the results. Because we want you to have the tools to help your customers decide.

It doesn't do any good for us to provide all this information unless you use it to sell your products and build your business. You don't have to exaggerate. You don't have to embellish the facts. All the tests we publish are genuine. Like I've always said, "We couldn't put it on the label if it wasn't true!" That's not marketing jiberish. It's a fact.

A handwritten signature in blue ink that reads "A. J. Amatzio". The signature is fluid and cursive, with a large, stylized "A" at the beginning.

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

DEALERS IN ACTION!

AMSOIL Makes Prizm Durable

Direct Jobber Ted Pickul drives a 1992 Geo Prizm with unusually high miles. As of February 2005 the Prizm had over 362,000 miles on only 15 oil changes and 31 filter changes. Pickul credits AMSOIL products with extending the life of his car's engine.

Pickul bought the Prizm new in June of 1992 and after 3,000 miles, converted it to AMSOIL 10W-30 Synthetic Motor Oil. Pickul also installed an AMSOIL 2-Stage Air Filter.

Pickul converted to AMSOIL Automatic Transmission Fluid at 30,000 miles, and has changed it five times.

After owning the vehicle for one year, Pickul changed the engine coolant to AMSOIL Antifreeze & Engine Coolant which he changes at two-year intervals. Pickul uses a 16 oz. bottle of PI Gasoline Additive every three or four months, and every 30,000 miles he treats the car to AMSOIL Power Foam Carburetor and Engine Cleaner. At 200,000 miles Pickul converted to AMSOIL 10W-40.



Pickul's engine with the cover off.

Pickul has demonstrated complete faith in AMSOIL products to keep his car running smoothly.

"In November 2003 with 329,000 miles on the engine, I drove the car from Sarasota, Fla., to Carbondale, Ill., without stopping," said Pickul. "The 13-hour trip was a true tribute to the AMSOILization of this vehicle."

The Prizm has a 1.6 liter 4 cylinder engine that has had no major problems. The valve cover was removed at 360,000 miles and it was exceptionally clean.



Direct Jobber Ted Pickul with his 1992 Geo Prizm.

AMSOIL Improves Gas Mileage

Dealer Jackie Cecil's daughter was working on a project for an advanced U.S. history class on the similarities of the wars in Iraq and Vietnam. As the recipient of two purple hearts and a former squad leader in Vietnam, Cecil took an interest in the project and used the opportunity to show his daughter and her classmates there is a way to reduce our country's dependence on foreign oil.

Cecil conducted an experiment with his car to show the outstanding gas mileage that is attainable using AMSOIL products.

"I used my 11-year-old 1994 Honda Civic 5-speed with approximately 195,000 miles as the test vehicle," said Cecil. Cecil uses AMSOIL PI in the gas, AMSOIL 0W-30 Motor Oil and an AMSOIL 2-Stage Air Filter. The Honda also runs on Bosch plug wires and Bosch Platinum+4 tipped plugs.

Cecil drove 55 miles per hour from Valdosta, Ga. to Callahan,

Fla. and back. The weather was clear, but there was an 11 to 24 mph gusting wind on the trip back.

To prove that he did everything he said he did, Cecil hired CPA Susan Swader to document his actions. Swader noted the mileage, level of gas and type of tires on the car before Cecil left. She then sealed the gas tank with tape in a way that prevented it from being opened. Cecil vouched for the fact that he was in Callahan, Fla. by bringing back a signed, dated receipt from a McDonald's in Callahan.

Upon his return, Swader followed Cecil to the gas station and watched him fill the tank, noting the difference in total miles and the amount of gas needed to refill the tank.

"I vouched that the tape placed over the gas cap had not been tampered with," said Swader.

Test results: 50.2 miles per gallon.



Dealer Jackie Cecil with his 1994 Honda Civic. Cecil's Civic gets 50 mpg.

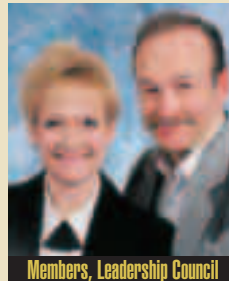
MONTHLY LE



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



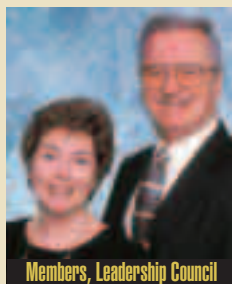
Dave M. Mann
Michigan
★★★Regency Platinum
Direct Jobber
Second—Total Organization
FIRST—Personal Group
Sales
FIRST—New Qualified
Dealers and Accounts



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



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



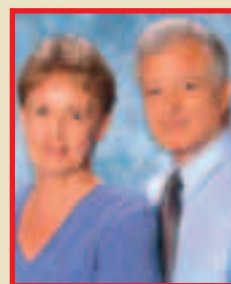
Members, Leadership Council
Gerry and Patricia Reid
Virginia
Regency Platinum Direct
Jobbers
Eighth—Total Organization
Sixth—Personal Group Sales
Fifth—New Qualified Dealers
and Accounts



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



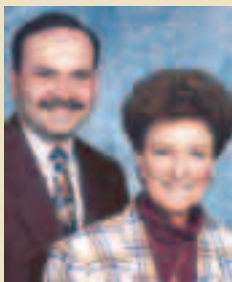
William and Judith Shirk
Maine
Regency Platinum Direct
Jobbers
Tenth—Total Organization
Eighth—Personal Group
Sales



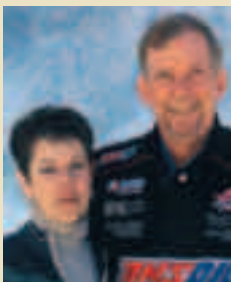
**Raymond and Kathy
Yaeger**
Wisconsin
Regency Direct Jobbers
Tenth—Personal Group
Sales
FIRST—Commercial
and Retail Marketing



Michael H. Ellis
Michigan
Regency Platinum Direct
Jobber
Second—Commercial and
Retail Marketing



Luis and Sharon Pena
Ohio
Premiere Direct Jobbers
Seventh—Commercial and
Retail Marketing



**Lee and Susan
Mortenson**
Maine
Direct Dealers
Eighth—Commercial and
Retail Marketing



**Robert and Jean
Johnson**
New Hampshire
Executive Direct Jobbers
Ninth—Commercial and
Retail Marketing



Dave Douglas
Michigan
Direct Dealer
Tenth—Commercial and
Retail Marketing



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

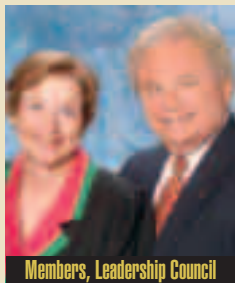
ADERS

February
2005

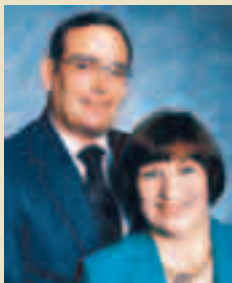
HALL OF FAME



Daniel and Judy Watson
Florida
Regency Platinum Direct
Jobbers
Fifth—Total Organization
Fourth—Personal Group
Sales
Fourth—New Qualified
Dealers and Accounts



Members, Leadership Council
Thomas and Sheila Shalin
Kansas
Regency Platinum Direct
Jobbers
Sixth—Total Organization
Fifth—Personal Group Sales
Second—New Qualified
Dealers and Accounts



David and Carol Bell
Texas
★★Regency Platinum Direct
Jobbers
Seventh—Total Organization
Seventh—Personal Group Sales
Third—Commercial and Retail
Marketing
Third—New Qualified Dealers
and Accounts



Robert and Diane Ayr
Massachusetts
Direct Jobbers
Fourth—Commercial and
Retail Marketing



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



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



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



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



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

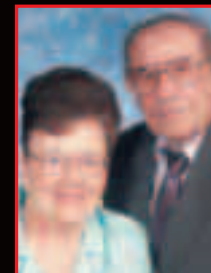
AMSOIL Hall of Fame members are recognized for their long-standing service, achievement and commitment to excellence.



Shirley Green,
Regency Platinum



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



Harold and Marcile Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
Regency Platinum



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

HIGHER LEVELS OF

MASTER DIRECT JOBBER



Donald and Priscilla
Dawson
Florida

PREMIERE DIRECT JOBBER



John M. Brodman
Ohio

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

William Gaub, *Montana* Sponsors: J. Harrison and Mary Saunders

Jesse and Tina Hull, *Kansas* Sponsor: Tom and Sheila Shalin

Patrick Ponsonby, *North Carolina* Sponsor: Dave Mann

Walter and Roberta Ulanoff, *Florida* Sponsors: Alvin and Rosalie Frank

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

Richard J. Brynteson, *Colorado* Sponsor: Harrold C. Andresen

Frank Christina, *Michigan* Sponsor: Michael H. Ellis

Brian and Michelle Parker, *Georgia* Sponsors: Mark and Jean Pusen

John D. Rush, *Illinois* Sponsor: Michael H. Ellis

Don Smith, *Iowa* Sponsors: Gerry and Patricia Reid

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

Michael and Denise Wolber, *Texas* Sponsors: Bruce and Kristine Stewart

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

Tony Cegla, *Minnesota* Sponsors: Mylo and Patty Twingstrom

Merrill and Kathy Cronin, *Prince Edward Island* Sponsor: Trevor Murray

Linda S. Fleischman, *Wisconsin* Sponsors: James and Karen Kranda

Don and Teresa Gordon, *California* Sponsor: Dave M. Mann

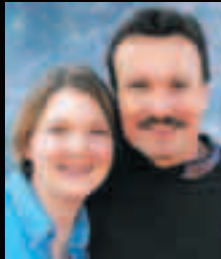
Roy and Estella Hilliard, *Florida* Sponsor: Al Cooper

Tom and Marcia Jo Hins, *Oklahoma* Sponsors: Douglas and Kimberly Crawford

James A. Hunt, *California* Sponsor: Ches H. Cain

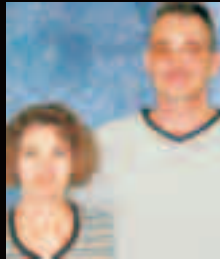
Brett Kallias, *North Dakota* Sponsors: Michael and Lori Gorecki

NEW DIRECT DEALERS



**Douglas and Kimberly
Crawford**
Oklahoma

Sponsors: Harold and Marcile Hartman
Direct Jobbers: Harold and Marcile Hartman



**Michael and Donalisa
Sparks**
Tennessee

Sponsor: Chris Dyson
Direct Jobbers: James Jr. and Denise Ball



Rodney Youngblood Jr.
Florida

Sponsor: David J. Laguardia
Direct Jobber: Marvin J. Apfelbaum

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

- Emory E. Meadows, Florida** Sponsors: Lynn and Beth Pabst
John and Shannon Murphy, Oklahoma Sponsors: Kevin and Dianne Alexander
Edward and Dianna Myers, Ohio Sponsors: Jack and W. Kay Neal
Bradford and Anita Neff, Tennessee Sponsor: Joseph J. Tubbs
Robert J. Nichols, Minnesota Sponsors: Mylo and Patty Twingstrom
Brent J. Rach, Minnesota Sponsors: Mylo and Patty Twingstrom
John and Gabriel Reed, Kentucky Sponsors: Randy and Shari Howard
John Ryan, Georgia Sponsors: Jerry and Peggy Holcomb
Allen R. Schoeni, Wisconsin Sponsors: William and Janice Waech
George E. Switzer, Alberta Sponsors: Harold and June Metcalfe
Chuck Trebino, California Sponsor: Dave M. Mann
William W. Wahl, New Jersey Sponsor: Ruben R. Seda-Morales
Alan Williams, Louisiana Sponsors: Michael and Carolyn Barber
Josh E. Wilson, Indiana Sponsors: David and Eline Haunschild
Eddy D. Wooten, Texas Sponsors: Norman and Doreen Rinehart
David and Carolyn Yoder, Pennsylvania Sponsor: Dave M. Mann

CHANGE ENGINE OIL

Superior Protection for 7,500 Miles and Beyond



Recent years have seen vehicle manufacturers increasingly moving away from oil change intervals based on mileage. Many European vehicles feature oil life monitors on their dashboards that light up when they determine the oil is nearing the end of its life. These systems typically analyze engine operational data, including temperature, revolutions and speed, to determine oil life. The Mercedes-Benz Flexible Service System, for example, has been standard on all Mercedes-Benz vehicles sold in the United States since model year 1998 and typically allows 10,000- to 20,000-mile oil change intervals with synthetic motor oil.

Oil life systems are gaining a foothold in American-made vehicles as well. First introduced in 1987, the General Motors Oil Life System (OLS) is now factory-installed in 95 percent of new GM vehicles. It often allows extended drain intervals beyond 10,000 miles, even with conventional oil.

**Meet API SM,
ILSAC GF-4
Specifications**

The premium quality of AMSOIL XL Synthetic Motor Oils allows them to be used for intervals beyond 7500 miles when longer drain intervals are specified by the manufacturer and in vehicles equipped with oil monitoring systems. For this reason, XL Motor Oils have been re-named Extended Life (XL) Synthetic Motor Oils. XL Motor Oils are recommended for 7500-mile/six-month oil change intervals, at a minimum. When using AMSOIL XL Motor Oil with an oil monitoring system, and the oil change light comes on before 7500 miles, simply reset the light and continue driving until hitting the 7500 mile or six-month mark (whichever comes first). If the light hasn't come on by the 7500-mile or six-month mark, continue driving with full confidence until the light comes on.

Available in 5W-20, 5W-30, 10W-30 and 10W-40 formulations, AMSOIL XL Synthetic Motor

Oils exceed the current performance requirements for gasoline engines, including API SM and ILSAC GF-4, and deliver exceptional performance by controlling wear and maximizing fuel economy.

Offering both cost effectiveness and the convenience of an extended drain interval, AMSOIL XL Synthetic Motor Oils save time and money by outperforming and lasting longer than conventional petroleum motor oils. While the initial fill of AMSOIL XL may be more expensive than conventional oil, AMSOIL saves customers money mile for mile. Motorists who travel 15,000 miles

per year need only change AMSOIL XL Synthetic Motor Oils twice, rather than five times for conventional 3000-mile oil change intervals.

Improve Fuel Economy

AMSOIL XL Synthetic Motor Oils are formulated to reduce energy loss from friction. Their uniform molecular structures ease oil flow and reduce friction between metal surfaces, while friction modifier additives further reduce energy loss for optimum fuel efficiency.

Maintain Low Emissions

AMSOIL XL Synthetic Motor Oils are formulated to maintain low exhaust emissions and protect catalytic converters against deposits for long service life.

Protect Engines In All Temperatures

AMSOIL XL Synthetic Motor Oils are multi-viscosity formulations that provide optimum engine protection in both hot and cold temperature extremes. They effectively resist thermal breakdown from heat, while allowing easy engine turnover and rapid lubrication in cold temperatures.

Keep Engines Clean

AMSOIL XL Synthetic Motor Oils offer greater resistance to deposits than conventional oils and are heavily fortified with detergent/dispersant additives. XL Oils effectively protect against sludge, carbon and varnish formation that clog oil passages (causing lubricant starvation) and sticks piston rings (increasing blow-by and oil consumption). AMSOIL XL Synthetic Motor Oils promote clean engine operation for longer lasting, better running engines.

Lower Fleet Maintenance Costs

Cost-conscious business owners and fleet managers benefit from the extended drain intervals and wear protection offered by premium quality AMSOIL XL Synthetic Motor Oils. While frequent oil changes are expensive, time-consuming and inconvenient, longer drain intervals reduce costs (labor, used oil disposal, facility demands) and keep the environment clean.

Bid Appropriate

AMSOIL XL Synthetic Motor Oils fulfill the requirements of most public and private purchasing bids. XL Oils are cost-effective and ideal where synthetic motor oil is specified.

Service Life

In gasoline-fueled vehicles, AMSOIL XL Synthetic Motor Oils are recommended for 7500-mile/six-month oil change intervals or longer where stated by vehicle manufacturers or indicated by electronic oil life monitoring systems. Change aftermarket OEM or AMSOIL oil filters at every oil change.

For best results, AMSOIL recommends the use of high efficiency AMSOIL full-flow oil filters. AMSOIL full-flow oil filters are engineered to last longer and reduce engine wear by capturing smaller particles, holding more dirt and flowing more oil than conventional filters.

Applications

AMSOIL XL Synthetic Motor Oils are excellent for use in all types of gasoline-fueled vehicles and are recommended for all domestic and foreign vehicles requiring any of the listed performance specifications:



XL 5W-20

Synthetic Motor Oil (XLM)

- API SM/CF, SL, SJ...
- ILSAC GF-4, GF-3...
- ACEA A1/B1
- JASO VTW
- GM 6094M
- Ford WSS-M2C930-A
- Daimler Chrysler MS-6395N

XL 5W-30

Synthetic Motor Oil (XLF)

- API SM/CF, SL, SJ...
- ILSAC GF-4, GF-3...
- ACEA A1/B1
- JASO VTW
- GM 6094M
- Ford WSS-M2C929-A
- Daimler Chrysler MS-6395N

XL 10W-30

Synthetic Motor Oil (XLT)

- API SM/CF, SL, SJ...
- ILSAC GF-4, GF-3...
- ACEA A1/B1
- JASO VTW
- GM 6094M
- Ford WSS-M2C205-A
- Daimler Chrysler MS-6395N

XL 10W-40

Synthetic Motor Oil (XLO)

- API SM/CF, SL, SJ...
- ACEA A1/B1
- JASO VTW

Supercross Stars Depend on Quality of Power Sports Air Filters



AMSOIL Power Sports Air Filters are endorsed and used exclusively by supercross stars Mike LaRocco and Kevin Windham.

The past few years have brought a dramatic increase in sales and use of power sports vehicles. Dirt bikes and ATVs, in particular, have been especially popular. Often operated in harsh, dusty conditions, power sports vehicles require superior filtration in order to maintain top performance and extend equipment life.

Team AMSOIL supercross/motocross stars Mike LaRocco and Kevin Windham depend on the performance of AMSOIL Power Sports Air Filters to protect their high revving race bikes throughout the grueling race season. These bikes operate in extremely severe conditions, and in the highly competitive worlds of professional supercross and motocross, top performance is essential.

Power Sports Air Filters

AMSOIL Power Sports Air Filters (PSFA) extend dirt bike and ATV life with the most effective air filtration available today. Power Sports Air Filters, featuring two layers of oil-wetted polyurethane foam, provide superior performance in all three critical areas of filtration: efficiency (dirt-stopping), capacity (dirt-holding) and resistance (air flow). They are uniquely designed to extend engine life by holding wear causing dirt particles and improve performance by allowing maximum air flow. AMSOIL Power



Sports Air Filters are washable and can be reused for miles of trouble-free service.

- **Extended equipment life**
- **Superior contaminant-removing efficiency**
- **Greater contaminant holding capacity**
- **Maximum air flow**
- **Improved fuel efficiency**
- **Lower exhaust emissions**
- **Washable and reusable**

To find the correct filter for your application, consult the G-1768 Motorcycle & ATV Filter Application Guide or log on to the Dealers' Zone at www.amsoil.com and click on the "Technical Reference/Application Guide" link to find the online version of the G-1768.

FOAM AIR FILTER CLEANER

AMSOIL Foam Air Filter Cleaner (FFC) is a specially formulated high quality biodegradable detergent offering quick, efficient and easy cleaning and preservation of AMSOIL Power Sports Air Filters. Its spray application offers maximum convenience, speed of application and even coverage.



HIGH TACK FOAM FILTER OIL

AMSOIL High Tack Foam Filter Oil (AFO) is a special blend of synthetic polymers that allows maximum air flow and increased particle removing efficiency and capacity. High Tack Foam Filter Oil stays in place throughout service life, resists washout from carburetor fogging and will not plug foam filter cells, while its red color helps ensure even oil coverage across the entire filter.

AMSOIL High Tack Foam Filter Oil was tested with AMSOIL 2-Stage Foam Filter media under the SAE J726 test methodology, yielding an efficiency rating of 99.5 percent. High particle removing efficiency is critical in preventing engine wear, keeping equipment running at peak efficiency and improving fuel efficiency.

AMSOIL High Tack Foam Filter Oil is available in its traditional form and a convenient aerosol spray.



AMSOIL Direct Jobbers Become Certified Lubrication Specialists

Direct Jobbers Dan Watson and Mark Schell recently earned lubrication specialist certificates from the Society of Tribologists and Lubrication Engineers.

The certification program designed by this international professional society began in 1994 to provide uniformity to the knowledge a lubrication specialist must have, and recognizes those individuals who can demonstrate their expertise in critical areas of lubrication technology.

TEST OF WORKING KNOWLEDGE

According to STLE Director of Professional Development Robert Gresham, the test is designed to test knowledge and the application of that knowledge. That means candidates who pass this test can go into any manufacturing plant, in any industry, and have a sense of the key issues and what to do about them.

Similar to a lawyer's bar exam or a public accountant's certification process, the CLS exam tests the working knowledge of the person taking the test. It is unlike a certificate program where candidates take a course taught specifically to the information on the exam.

"It was an eight-hour day along with several hours spent studying at night, but it was worth it," said Schell.

AHEAD OF THE CLASS

The test covers 16 categories in a wide range of topics with many "scenario" questions that give applicants a set of circumstances and ask them to determine the problem.

The STLE recommends reading material, but there is no specific text. Test-takers must have a minimum of three years of experience, and anyone who fails must wait one year to try the test again.

Candidates for the certificate must earn a minimum of 70 percent on the three-hour exam. The exam consists of 150 questions chosen at random from a stockpile of questions covering all aspects of lubrication technology. Each year, about 50 percent of roughly 200 applicants fail the exam.

Watson and Schell both passed the test on the first try.

A DIFFICULT TASK

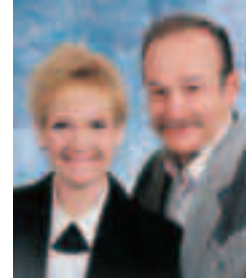
"CLS is not for everyone," said Watson, "I have over 22 years of experience in engineering from my Navy career in nuclear propulsion. I had to use a lot of that background to pass the CLS examination."

Watson said only 8 of the 150 question were on transportation, about 30 questions were devoted to the theory of lubrication and the rest were related to system-specific lubrication.

"The AMSOIL industrial course helped," said Watson, "If an AMSOIL Dealer is determined to achieve profes-



Daniel and Judy Watson



Mark and Sherree Schell



sional peer status in the lubrication industry, then the CLS is a must."

BOOSTING BUSINESS

The CLS certification is a verification from an outside, respected organization that the holder is a competent lubrication specialist. This is important when dealing with industrial or fleet customers because it helps to establish a high level of professionalism and allows the certified individual to speak with recognized authority on the subject of lubrication.

"As far as the AMSOIL business, the CLS will open some doors previously closed," said Watson.

The CLS certification brings a level of expertise that allows certified individuals to teach courses in lubrication at local junior college votech schools or offer consulting for businesses needing help with lubrication problems.

"There are lots of opportunities to make contacts in the education of technicians and in consulting," said Watson.

As Direct Jobbers, Watson and Schell provide training for their downline Dealers. Being a CLS gives their downline the confidence that the information and training they are receiving is accurate and valuable.

A NEW LEVEL OF RESPECT

Being a Certified Lubrication Specialist brings respect from business accounts and prospects as well, making opinions and recommendations more valid to fleet managers and maintenance supervisors. Watson relayed this example of this in action:

"Recently, I was explaining how viscosity changes with temperature to a mechanic when he said 'You guys are brainwashed by AMSOIL!' To which I replied, 'Yes, AMSOIL is one source of my information, but the STLE certified me as a Certified Lubrication Specialist, and they have nothing to do with AMSOIL.'"

Watson went on to explain how the mechanic asked who the STLE was, and what it took to achieve the CLS status. That account is buying more oil every week.

AMSOIL Now Offers the Ultimate in Heavy Duty Filtration

AMSOIL, INC. has expanded its partnership with the Donaldson Company (DCI) to include the complete line of world-class Donaldson P-Series Heavy Duty Filters. Now, with the addition of the P-Series Filters and the Donaldson Endurance Filters, AMSOIL Dealers can offer the ultimate in heavy-duty filtration technology. The Donaldson P-Series Filters will replace the Hastings heavy-duty filters.

Donaldson Experience

In 1915, Donaldson started as a three-man shop manufacturing simple air cleaners for farm tractors. Today, DCI has expanded their product portfolio and grown into a worldwide corporation with over 10,000 employees.

The core strengths upon which Donaldson's success has been built are applied technology, customer relationships and global presence. Strategically cultivating each of these strengths has allowed DCI to increase revenues to over \$1.4 billion a year. AMSOIL's partnership with Donaldson began with the introduction of the premium Endurance filter line in November 2004.

Donaldson Endurance Filters

Donaldson Endurance Air Filters feature exclusive nanofiber technology. Nanofibers have submicron diameters and small interfiber spaces, which result in more contaminant being captured in the surface of the media and lower restriction. Use of nanofiber technology results in fibers that have a controlled size, shape and smaller fiber diameter.



Extended Service Air Filters

The popular Donaldson Endurance on-highway air filters will go twice the distance of any cellulose filter. Endurance Air Filters offer longer engine life, longer filter life, initial efficiency up to 99.99 percent and five times more capacity than conventional cellulose filters.

A More Efficient Filter

The nanofiber technology traps submicron contaminants on the surface rather than dispersing them throughout the depth of the filter where there is less area for the air to flow. Therefore, in on-highway applications, where the contaminant is primarily submicron in size, Endurance air filters cause less restriction than conventional filters with cellulose media. The smaller, interfiber spaces have higher efficiency and capture more contaminant. Donaldson Endurance Filters are air and oil specific for on-road applications in gross vehicle weight (GVW) classes 6, 7 and 8.

Higher Capacity, Higher Efficiency

The controlled media manufacturing process also allows Donaldson Endurance oil filters to deliver both higher dirt holding capacity at the same pressure differential and higher efficiency compared to conventional cellulose filters. The synthetic media also has better durability with usage.

Reduced Maintenance Costs

Donaldson Endurance oil filters are made with premium advanced synthetic media technology. This nanofiber technology allows Donaldson Endurance filters to deliver extended oil drain intervals and improve lubricant flow with a higher level of engine protection. They exceed the filter performance requirements of original equipment manufacturers.

Combine these filters with Donaldson Endurance air filters in on-highway trucks and overall maintenance costs will decrease. To enhance the lube filter value, AMSOIL is announcing extended filter change recommendations for the Endurance Lube Filters. When used in conjunction with AMSOIL Synthetic Motor Oil, Endurance lube filters are guaranteed up to twice the manufacturer's recommended service interval, to a maximum of 60,000 miles for heavy-duty on-highway diesel applications.

AMSOIL Adds Additional Donaldson Filters

Donaldson Filters

AMSOIL is now introducing the P-Series of Donaldson filters to compliment the Endurance line. The expanded offering of filtration products features many applications that differ from, and several that coincide with the Endurance line. Donaldson P-Series filters offer premium filtration at a competitive price. AMSOIL now stocks all of Donaldson's most popular filter applications.

Donaldson P-Series Lube Filters

Increased engine emissions control and tighter tolerances within the engine require high efficiency filters.

Donaldson P-Series filters are constructed with full synthetic or synthetic blend media for high efficiency. The media is embedded deeper into the sealing platisol than conventional filters, allowing better sealing longevity. The lube filter can is constructed of heavy gauge steel, with many models having domed tops that provide superior pressure fatigue performance. The center tube allows more flow without compromising strength, and the louvered design eliminates tearing during pleat movement. The can and base plate are assembled using a fully tucked seam, roll-formed threads, a nitrile sealing gasket and a compression spring holding all the components in place within the filter.

Air Filters

Donaldson P-Series filter media is made up of specially formulated fibers designed to trap contaminants such as dust, dirt and soot before they reach the engine. The media is pleated to maximize the filter surface area and placed between rigid liners to provide stability and support. A high quality filter seal is applied or built-in to the open end of the filter to prevent dirty air from bypassing the filter. Donaldson has developed an extensive range of air filter media to provide the best engine protection no matter what the operating conditions. For example, using the same particle size contaminant, for every eight grams of dirt passed through a



Luber-finer filter, the Donaldson filter passed only two grams.

Coolant Filters

Donaldson coolant filters are designed to maintain the proper chemical balance and reduce contaminants in the engine cooling system. AMSOIL offers a complete line of Donaldson filters with supplemental coolant additive (SCA) technology for the majority of heavy-duty diesel engines service requirements. SCA's are chemicals in the filter that are released into the coolant as it passes through. SCA's help resist corrosion and cavitation in the engine (Note: Although there is no need for SCA's when using AMSOIL Antifreeze & Coolant, the use of Donaldson Heavy Duty Filters along with AMSOIL Antifreeze & Coolant will not affect performance.). The heavy-duty construction works in a wide variety of operating environments. Donaldson filters feature heavy-duty thread plates, seals designed for extreme cold and heat, durable filter media and a unique center tube that increases flow and adds structural strength.



See Centerlines for G-2091 Filter Cutaway, Page 19

Fuel Filters

Today's engines are built to more stringent specifications and finer tolerances. Fuel systems, pumps and injectors require cleaner fuel to achieve better combustion and lower emissions. AMSOIL carries Donaldson's full line of replacement fuel filters, featuring the latest advances in filter media that makes the difference between engine power and engine problems.

Hydraulic Filters

Donaldson also develops, manufactures, and markets a full line of hydraulic filters for the protection of machinery and components in hundreds of applications – in the factory and on heavy duty-mobile equipment. In fact, Donaldson is considered the world leader in hydraulic filtration.

For an application guide, consult the G-2092 Donaldson Filtration Products Cross Reference and Pricing Catalog (in this issue) or refer to the "Off Highway and Heavy Duty Truck Application Lookup" link in the "Product Information" section of the AMSOIL corporate website at www.amsoil.com.

Note: Dealers receive 15 percent cash commissions and 20 percent commission credits on Donaldson filters sold to retail-on-the-shelf accounts.

“Time Well Spent”

Terry Rinker is a bulldog of a man. Compact, explosive and fast. Everything you would want in a powerboat driver. Since 1978, when the Florida native first became a points champion in the Mod 50 class, Rinker has been among the sport’s elite. This past off-season brought a few changes to the AMSOIL/Rinker racing team.

What’s different about the new boat from last year’s model?

Rinker: This year we will be competing in a new hull design. The boat is a state-of-the-art composite construction (fiberglass, Kevlar, carbon fiber and balsa core laminates). We have also added an onboard computer system to monitor engine performance, lap times, corner times, g-forces, and other information to aid us in boat set up.

What are the engine specs? How much horsepower? Top speeds?

Rinker: We run a Mercury 2.5 liter engine. It houses a V-6, fuel injected, 2-cycle outboard. It produces 325 horsepower, meaning we can reach a top speed of 130 m.p.h. So far this year we’ve twice broken our fastest time ever.

What AMSOIL products do you use in the “boat”?

Rinker: We religiously run the DOMINATOR 2-Cycle Oil along with AMSOIL Gear Lube. We also use MP Metal Protector, AMSOIL Hydraulic Oil, AMSOIL Grease, BriteSide Polish and BriteSide Vinyl and Leather Cleaner.

Explain a few things that you and the team have been working on this winter to get ready for the season?

Rinker: The team has spent the off-season rebuilding our motors and making some additional modifications to produce more horsepower (The only replacement for horsepower is MORE HORSEPOWER!). We have shown improvements already over last year’s lap times on our test lake. The crew has been preparing for the arrival of the new boat, which arrived in early April. Building hardware, fuel cells and steering systems for a new boat can be very time consuming. But the reward comes when everything is completed and the first test session proves the improvements mean faster laps.



A new hull and engine already have the Rinker/AMSOIL team turning their fastest times ever.

AMSOIL gets special treatment as Terry Rinker experiments with decal locations.

How do you stay in shape to race each season?

Rinker: I keep a regular exercise regiment, running, weights and the speed bag. I'm also an assistant coach for the Riverview High Wrestling team. My son wrestles on the team, and he was fourth at state this year. Working out with them on the mats is a great way to stay in shape.

What's your favorite race venue?

Rinker: Bay City, Mich. It is such a challenge to race on this course. The narrow river means close racing and the seawalls create rough water conditions to add to the excitement. I have won the Bay City event two times, and I've also had severe crashes twice at this venue. It seems Bay City is either really good or really bad, and it is always a challenge.

Why do you keep coming back year after year?

Rinker: I have been racing boats for 20 years. I started in the smallest, slowest class in out-board racing and since 1996 have been competing in Formula One/Champ Boat. In 1996 it was an honor to compete with this elite group. It was even more exciting to finish third in the series my first year.

Never being out of the top four and taking second in the series twice kept me coming back until we won the championship in 2003. That dominating feeling we had in 2003 is a big reason I keep coming back now. I know we can do it again and regain that sensation.

What are your goals for 2005?

Rinker: Win the series . . . in a DOMINATING fashion!

The AMSOIL/Rinker team also includes crew chief James Chambers, transport driver Ken "Mac" McGinnis, start dock specialist Jamie Sullivan and event coordinator Sharon McGinnis.

The Champ Boat Series, in which AMSOIL is the "Official Oil," begins its 2005 season in New Roads, La. The 4th Annual False River Championships run May 28-29. The Champ Boat Series will again air on The Outdoor Channel in 2005. The first episode will air in December.

AMSOIL Scores TV Deal



AMSOIL will again be coming to a television screen near you. AMSOIL and New Wave Productions have reached an agreement for AMSOIL to become the title sponsor of the SCORE Trophy Truck Challenge Series television show. The 4-show series will feature off-road desert truck racing at its finest. Four of the biggest events in desert truck racing will be featured, including the Baja 500 and the Baja 1000. The shows will feature AMSOIL products, along with human-interest segments and, of course, race coverage. The one-hour shows will begin airing on The Outdoor Channel in July.

**Baja 500
and 1000**

AMSOIL SCORE Trophy Truck Challenge

Air Dates:

July 9, 2005	San Felipe 250	10 pm
July 16, 2005	Baja 500	10 pm
October 15, 2005	Las Vegas Primm 500	10 pm
December 10, 2005	Baja 1000	10 pm

(A repeat episode will air within a one week time period)



REGIONAL SPEAKER'S MEETINGS

• May 7 - Saturday
Speakers: Executive Direct Jobbers Connie and John Luczak and Kevin and Dianne Alexander
Meeting 10 a.m. - 8 p.m.
Cost: prepaid, \$35 per Dealer or \$55 per Dealer and spouse; at the door, \$45 per Dealer, \$65 Dealer and spouse
Breaks, lunch and dinner included
Eastern Idaho Technical College - Cafeteria (John Christofferson Bldg. 3)
Hosted by ★★Regency Platinum Direct Jobbers Mark and Sherree Schell
RSVP: (208) 524-0322

• June 4 - Saturday
Speakers: ★★Regency Platinum Direct Jobbers Mark and Sherree Schell, Idaho Falls, ID; Direct Jobber Vic Sorlie, Bedford, Texas; Hall of Fame Regency Platinum Direct Jobber Shirley Green; Hall of Fame Regency Direct Jobbers Harold and Marcile Hartman; and an AMSOIL Regional Sales Manager
Registration and continental breakfast 8:30 a.m.
Meeting: 9:30 a.m. to 5:30 p.m.
Cost: \$45 per person, \$79 for couple with advance registration by May 27; \$55 per person after May 27
Includes continental breakfast, buffet lunch and meeting
WICHITA MARRIOTT
9100 Corporate Hills Drive
Wichita, KS 67207
Hosted by Regency Platinum Direct Jobbers Thomas and Sheila Shalin
RSVP (800) 745-5055

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 19 - Thursday
• June 16 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
Governor's Drive
Huntsville, AL
Hosted by Premiere Direct Jobber Cliff Goehring & Premiere Direct Jobber Gerry Gotvald(256) 337-0376

• May 19 - Thursday
• June 16 - Thursday
Meeting - 7 p.m.
BOWMAN RESIDENCE
1330 Frank Marshall Road
Ozark, AL 36360
Hosted by Direct Dealers E. E. "Al" & Mildred Bowman
(334) 774-3344

ALASKA

• May 19 - Thursday
• June 16 - Thursday
Meeting - 7 p.m.
PHILLIPS INTERNATIONAL INN
5121 Arctic Boulevard
Anchorage, AK 99507
Hosted by Dealer Don Nusbaum
Call for reservations (907) 563-2274

• May 3, 17 - Tuesday
• June 7, 21 - Tuesday
Meeting - 7 p.m.
STATEN RESIDENCE
2949 Sunflower Street
Anchorage, AK 99508
Hosted by Premiere Direct Jobber Melda Staten Call for reservations (907) 333-0124

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• May - Last Thursday
• June - Last Thursday
Meeting - 7 p.m.
DOUGLAS RESIDENCE
3207 Margaret Oaks Lane
Orlando, FL 32806
Hosted by Regency Platinum Direct Jobbers George & Shirley Douglas (407) 856-1564 Call ahead for details, directions and RSVP

• May 3 - Tuesday
• June 7 - Tuesday
Dinner/Social - 6 p.m.
order from menu
Meeting - 7 p.m.
SAFFRON'S RESTAURANT
1700 Park Street North
St. Petersburg, FL, 33710
Hosted by Executive Direct Jobbers John and Shirley Alquist (727) 545-8547
alquistproducts@hotmail.com
www.tell-it-well.com
All are welcome.
Emphasis: AMSOIL as a business.

GEORGIA

• May 5 - Thursday
• June 2 - 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

• May 18 - Wednesday
• June 15 - Wednesday
Meeting - 7 p.m.
ROUND TABLE PIZZA
10412 Overland Road
Boise, ID, 83709
Hosted by Direct Dealer Steve Noffz (208) 861-8935
• May 11 - Wednesday
• June 8 - Wednesday
Meeting - 7:30-9:30 p.m.
MCGUFFEY RESIDENCE
23446 Freezeout Road
Caldwell, ID, 83605
Hosted by Premiere Direct Jobbers Charles and Connie McGuffey
RSVP: (208) 455-2581

• May 7 - Saturday
• June 4 - 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

• May 10 - Tuesday
• June 14 - 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 21 - Saturday
• June 18 - Saturday
Meeting - 10 a.m.
LINDLAND SALES OFFICE
1421 Winnemac Avenue
Unit I
Chicago, IL 60640
Hosted by Premiere Direct Jobbers Reinert and Diana Lindland
RSVP (773) 271-5678

INDIANA

• May 4 18 - Wednesday
• June 1, 15 - Wednesday
Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Road
Bremont, IN
Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Premiere Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

IOWA

• May 3 - Tuesday
• June 7 - 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 5 - Thursday
• June 2 - Thursday
Meeting - 6:30 - 8 p.m.

WICHITA PRODUCT CENTER
3800 West 29TH Street
South, Ste. 5
Wichita, KS 67217
Hosted by Regency Platinum Direct Jobbers Tom and Sheila Shalin (316)-733-0002

KENTUCKY

• May 5 - Thursday
• June 2 - Thursday
Meeting - 7:30 p.m.
Hosted by Executive Direct Jobbers Al and Ann Kelly (859) 879-0728 or e-mail: bestoil@alltel.net
Call for location, directions and RSVP

LOUISIANA

• May 3 - Tuesday
• June 7 - 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 25 - Wednesday
• June 22 - 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 20 - Friday
• June 17 - 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 20 - Friday
• June 17 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Avenue
Fort Howard, MD 21052
Hosted by Account Direct Harvey Groner (410) 477-8255

• May 5 - Thursday
• June 2 - 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 20 - Friday
• June 17 - 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 18 - Wednesday
(Dealer training)
• June 15 - Wednesday
(Opportunity)
Meeting - 7 p.m.
MUGRIDGE RESIDENCE
6640 State Road
Lapeport, 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 16 - Monday
• June 20 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
6434 Shady Maple Drive
Wixom, MI 48393
Hosted by Regency Platinum Direct Jobber Tom Kirby (248) 669-9093
Refreshments served, RSVP Required

• May 2 - Monday
• June 6 - 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 (810) 781-5092 or (810) 918-1578

• May 2 - Monday
• June 6 - 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 19 - Thursday
• June 16 - 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 10 - Tuesday
• June 7 - Tuesday
Meeting - 6 p.m.
TWINGSTROM RESIDENCE
29200 Goldenrod Drive NW
Isanti, MN 55040
Hosted by Master Direct Jobbers Mylo and Patty Twingstrom (612) 819-8835

• May 19 - Thursday
• June 16 - 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 12 - Thursday
• June 9 - 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

• May 21 - Saturday
• June 18 - Saturday
Meeting - 2 p.m.
SAWYER RESIDENCE
28108- 133rd Street
Zimmerman, MN 55398
Hosted by Direct Jobbers Roger and Jennifer Sawyer
Please RSVP (763) 856-3567
sawyerjillmore@aol.com
www.rpsracing57.com

MISSISSIPPI

None Scheduled

MISSOURI

• May 24 - Tuesday
• June 28 - Tuesday
Meeting - 7p.m.
REPUBLIC PARKS AND RECREATION
ACTIVITIES CENTER
711 East Miller Road
Republic, MO
Hosted by Dealer Jim Barnes
Call for directions. (417) 732-2553

• May 17 - Tuesday
• June 21 - Tuesday
Meeting - 7p.m.
LUCZAK RESIDENCE
4810 Mattis Street
St. Louis, MO 63128
Hosted by Executive Direct Jobbers Connie and John Luczak (314) 892-6018 (417) 732-2553
connielubas@earthlink.net

MONTANA

• May 12 - Thursday
• June 9 - Thursday
Meeting - 6:30 - 8 p.m.
AMSOIL PRODUCT CENTER
4545 N. Lamb Blvd.,
Suite. D
Las Vegas, NV
Hosted by Executive Direct Jobber Bob Kaytes and Regency Platinum Direct Jobber Shirley Green (702) 362-4492

NEW HAMPSHIRE

None Scheduled

• May 10, 24 - Tuesday
• June 14, 28 - Tuesday
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 Please RSVP

• May 10, 24 - Tuesday
• June 14, 28 - Tuesday
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 Please RSVP



ONLINE UPDATE

In January, AMSOIL launched its redesigned website, online store and new Dealer Zone. While retaining much of the look and feel of the previous website, the new AMSOIL website has numerous features not seen before. Chief among these are the accessibility of Dealer Computer Service Packages in the new Premium Dealer Zone. In addition to product application guides, MSDS sheets, corporate contact information and technical service bulletins, AMSOIL has also made available its easiest EZ Online Order Form ever. "Ask AMSOIL" questions and answers have been especially helpful for many Dealers and PCs. Dealers who have not yet visited owe it to themselves to check out what they've been missing at www.amsoil.com. Log on and register today. A free 90-day trial is available.

HOLIDAY CLOSINGS

The Edmonton and Toronto distribution centers will be closed Monday, May 23 for Victoria Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 30 for Memorial Day.

MAY CLOSE OUT

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

Last Chance to Register for AMSOIL University 2005

Dates: May 15-19, 2005

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

ENROLLMENT COSTS:

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

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

PROPYLENE GLYCOL ANTIFREEZE AND ENGINE COOLANT

Due to an extremely volatile propylene glycol market, AMSOIL INC. has been forced to adjust pricing on AMSOIL Propylene Glycol Antifreeze and Engine Coolant (ANT). This price adjustment reflects only the increases on raw material costs imposed on AMSOIL by propylene glycol suppliers. The increased raw material costs have affected all propylene glycol antifreeze and coolant providers. If and when propylene glycol costs decrease, AMSOIL Antifreeze and Coolant pricing will be reduced accordingly. The following prices are effective immediately. AMSOIL INC. regrets the short notice and any inconvenience it may cause.

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/PC	U.S. Sugg. Retail
ANT-1G	(1) gallon bottle	9.8	6.50	19.20	25.05
ANT-04	(4) gallon bottles	39.0	26.00	73.00	98.60
ANT-55	55 gallon drum	536.0	334.00	948.00	1043.00
U.S. Comm.	U.S. ROTS	Can. Dealer/PC	Can. Sugg. Ret.	Can. Comm.	Can. ROTS
19.20	19.20	31.15	40.45	31.15	31.15
73.00	73.00	118.60	160.20	118.60	118.60
948.00	948.00	1542.00	1697.00	1542.00	1542.00

80W-140 LONG LIFE GEAR LUBE

Pricing for AMSOIL 80W-140 Long Life Gear Lube was incorrectly listed in the recently released G-1020 Commercial Price List. Following is the corrected pricing:

Stock #	Pkg./Size	Wt. Lbs.	U.S. Comm. Price
FGO-05	(1) 5 gallon pail	40.0	93.00
FGO-16	16 gallon keg	135.0	287.00
FGO-30	30 gallon drum	249.0	511.00
FGO-55	55 gallon drum	446.0	900.00

SYNTHETIC HIGH VISCOSITY LITHIUM COMPLEX GREASE

Pricing for AMSOIL Synthetic High Viscosity Lithium Complex Grease was incorrectly listed in the recently released AMSOIL price lists. Following is the corrected pricing:

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits
GVC-10	(10) 14-oz. cartridges	10.0	28.00
GVC-14	(40) 14-oz. cartridges	40.0	116.00
GVC-35	(1) 35-lb. lug	40.0	81.50
GVC-99	(1) 120-lb. keg	131.0	183.00
GVC-40	(1) 400-lb. drum	415.0	481.00
U.S. Dealer/PC	U.S. Sugg. Retail	U.S. Comm.	U.S. ROTS
37.50	48.50	30.50	37.50
142.00	194.00	118.00	142.00
103.25	132.00	90.00	100.40
310.00	366.00	289.00	310.00
923.00	1062.00	894.00	923.00

INTERNET POLICIES REMINDER

Section 3b of the "Rules and Regulations for AMSOIL Dealer Websites" stated in the G-1781 AMSOIL Dealer Website Options and Policies states the following:

The selling of AMSOIL products at online auction sites and eBay is prohibited. AMSOIL reserves the right to con-

control how its branded products are presented and marketed in any and all mediums and channels of distribution. The conditional permission to market AMSOIL products granted Dealers may be revoked, even on a Dealer by Dealer basis, if, in the opinion of AMSOIL, the AMSOIL name is being used in a manner that is detrimental to the best interests of AMSOIL and its Dealer network.

NEW DONALDSON ENDURANCE™ OIL FILTER CUTAWAYS

New Donaldson Endurance™ oil filter cutaways are available for purchase.

Stock #	Wt. Lbs.	U.S.	Can.
G-2091	3.6	35.00	56.75



AMSOIL/DONALDSON FILTRATION PRODUCTS CROSS REFERENCE AND PRICING GUIDE

The new AMSOIL/Donaldson Filtration Products Cross Reference and Pricing Guide assists Dealers in obtaining the correct Donaldson filter based on previous Hastings filter part numbers. This cross reference and pricing information can be used to obtain oil, air, coolant, fuel and hydraulic filters for heavy-duty and off-road applications.

AMSOIL/Donaldson Filtration Products Cross Reference and Pricing Guides

	U.S.	Can.
G-2092 - U.S. MLM Donaldson Cross-Reference and Pricing	.50	.80
G-2093 - U.S. Commercial Donaldson Cross-Reference and Pricing	.50	.80
G-2094 - U.S. Retail Donaldson Cross-Reference and Pricing	.50	.80
G-8092 - Canada MLM Donaldson Cross-Reference and Pricing	.50	.80
G-8093 - Canada Commercial Donaldson Cross-Reference and Pricing	.50	.80
G-8094 - Canada Retail Donaldson Cross-Reference and Pricing	.50	.80

HIGH TACK FOAM FILTER OIL

High Tack Foam Filter Oil is now available in 5 gallon pails:

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/PC	U.S. Sugg. Ret.	Can. Dealer/PC	Can. Sugg. Ret.
AFO-05	(1) 5-gal. pail	39.7	40.00	57.00	74.00	92.50	120.00

METAL PROTECTOR

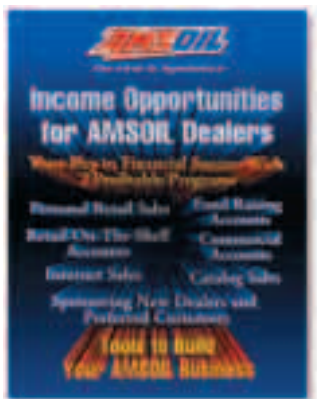
One-gallon cases of Metal Protector (AMP-04) have been discontinued and will be available as supplies last.

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/PC	U.S. Sugg. Ret.	Can. Dealer/PC	Can. Sugg. Ret.
AMP-04	(4) gallons	30.0	66.00	81.60	110.20	132.40	175.80

UNIVERSAL SYNTHETIC MARINE GEAR LUBE

Universal Synthetic Marine Gear Lube is now available in 16-gallon kegs:

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/PC	U.S. Sugg. Ret.	Can. Dealer/PC	Can. Sugg. Ret.
AGM-16	(1) 16-gal. keg	132.5	183.00	282.00	353.00	456.00	571.00



INCOME OPPORTUNITIES BROCHURE

The Income Opportunities for AMSOIL Dealers brochure has been revised and is available for purchase. Details seven profitable programs that help Dealers build their businesses.

Stock #	U.S.	Can.
G-85	0.50	0.85



XL SYNTHETIC MOTOR OILS DATA BULLETIN

Covers the performance benefits, technical properties and applications for Extended Life (XL) Synthetic Motor Oils.

Stock #	Qty.	U.S.	Can.
G-1404	25	2.80	4.65



SYNTHETIC 10W-40 MOTORCYCLE OIL DATA BULLETIN

Covers the performance benefits, technical properties and applications for Synthetic 10W-40 Motorcycle Oil.

Stock #	Qty.	U.S.	Can.
G-2089	25	2.80	4.65



SYNTHETIC 20W-50 MOTORCYCLE OIL DATA BULLETIN

Covers the performance benefits, technical properties and applications for Synthetic 20W-50 Motorcycle Oil.

Stock #	Qty.	U.S.	Can.
G-2090	25	2.80	4.65