

AMSOIL

ACTION NEWS

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The First in Synthetics

MAY 2007

Rolling Down the Road in Style

AMSOIL Unveils New Trailer Wraps



Inside

New Clothing and Promotional Items Catalog
New Downloadable G-100 Catalog

From the President's Desk...



I have mentioned the benefits of wearing the AMSOIL colors a number of times in past messages. Wearing AMSOIL logowear as you go about your daily business starts the right conversations for you and lets people know you are an AMSOIL user or Dealer.

I have been approached many, many times over the years by people wanting to know more about AMSOIL because I was wearing an AMSOIL jacket, cap or shirt. They are conversation starters, and getting someone to talk to us about the products we offer is half the battle in selling. From these casual conversations have come many an AMSOIL customer!

But there's more to showing our colors than just attracting attention to ourselves. We live in a world of competing logos. Companies put their logos on just about everything to promote brand recognition. Even the companies that make the clothes we wear turn us into traveling advertisements for their products by prominently displaying their logos on them. They know there is great value in creating logo recognition. The same holds true for us.

Never miss an opportunity to display the AMSOIL logo. The distinctive red, white and blue is hard to miss, even at a distance. This became evident to me when I saw the BFGoodrich logo on a banner at a televised race a few weeks ago. From a distance, the red BF and the blue Goodrich caught my attention because it looked very similar to our logo at first

glance. It was the colors, I'm sure. We've been red and blue for over 35 years.

I notice our logowear everywhere these days worn by people who are not necessarily AMSOIL Dealers or their family members. People like to wear clothing displaying our logo because AMSOIL has become synonymous with quality, performance, and innovation.

Our involvement in racing is another reason our logowear has become more popular. Many people like to be identified with products used in racing, especially if they own power sports equipment, which has become a tremendous market for us in recent years.

In addition to logowear, I also notice our logo decals on more vehicles and equipment today. Once again, these are not necessarily AMSOIL Dealers, but are almost certainly AMSOIL users. It's a real tribute to our good name and reputation when so many customers let it be known they use our products. Certainly if they are willing to advertise the fact they use AMSOIL products, our Dealers should be even more motivated to wear the colors. It's your business we're talking about here! The Dealers in Action story on the next page is a perfect example of a Dealer using the AMSOIL logo to promote his business. Dealer Carl Samples Jr. explains how his AMSOIL truck sign wrap works just like a magnet for drawing in new customers and accounts.

The reason my message this month is about flying the AMSOIL colors is because this issue of Action News contains a new G-1650 Clothing and Promotional Items Catalog. In it you will find some great clothing items that not only promote your business but are good looking and comfortable. If you're going to wear a cap and jacket anyway, doesn't it make sense to display the AMSOIL logo on them?

If you want to get people talking about your products, you need to let them know you're an AMSOIL Dealer. These days, almost every company has some form of logowear that their employees wear. You know right away when you see them that they have some affiliation with the company whose name and logo are on their hat, jacket or shirt. You want that same kind of instant recognition for your business.

There are also a wide variety of other sales promo items for your business. Everything from banners to posters to decals to pens, all with the AMSOIL logo prominently displayed. Some of these items would be great giveaways to promote your business. An AMSOIL keychain with every oil and filter change, for instance. For under \$1.00, you could use them to thank your customers and promote goodwill.

We make all the items in this catalog available to help you advertise and promote your business. Use them to get people talking about AMSOIL!

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

DEALERS IN ACTION!

Graphics Help Sell AMSOIL Products *New Customers Are Key to Growth*



MAKING THE SALE – (above) AMSOIL Dealer Carl Samples Jr. and his wife, Mary, outside their home in Clermont, Fla. (below) Samples advertises AMSOIL products and attracts customers through the AMSOIL graphics professionally wrapped on his truck.



AMSOIL Dealer Carl Samples Jr. of Clermont, Fla. has been running his independent business for about two years.

"I really just started working my business program in the last five months after I planned to retire from the U.S. Air Force Reserve," Samples said.

Samples learned from other AMSOIL Dealers that advertising on vehicles is a successful marketing tool.

"I put aside \$1600 and invested it in a total truck sign wrap," Samples said. "I have had the body wrap sign on for two months and worked four events a week using my truck as the magnet. People come to me if they are interested, and I have catalogs and information that I give them."

Samples focuses on selling AMSOIL Motorcycle Oils because of the large number of riders, he said. He goes where his customers congregate – night clubs that cater to Harley riders and other motorcycle fans.

"I have found that many Harley riders are business owners," Samples said. "So that has helped get my commercial and retail accounts without going to their businesses first. They come to me because of the professional graphics on my truck."

Four nights a week Samples attends "bike nights," often giving an oil change to the winner in a drawing. "People just come up and talk to me," Samples said. "The truck is like a magnet."

"In the last two weeks I have signed up three retail and four commercial accounts and 10 Preferred Customers. I average eight to 12 new customers a week."

Samples said his Direct Jobber, Dave Mann, has taught him a lot about marketing his business.

"I am just beginning to develop my first line of Dealers," Samples said. "It seems it takes a special kind of person to do what we are doing—working a normal job all day and then working until 11 or 12 o'clock four nights a week to develop new business."

"I am on a mission to be working my AMSOIL business full-time in the next three years. My wife may miss me now, but I am chasing Dave Mann into the next level."

MONTHLY LE



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



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



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



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



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



**Carl and Kimberlee
McNamee**
Ontario
Regency Platinum Direct
Jobbers
Tenth—Total Organization



Ches and Natasha Cain
South Dakota
Regency Gold Direct
Jobbers
Eighth—Personal Group
Sales



Gene and Danae Fine
Oregon
Regency Silver Direct
Jobbers
Tenth—Personal Group
Sales
FIRST—New Qualified
Dealers and Accounts



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



Ray and Kathy Yaeger
Wisconsin
Regency Platinum Direct
Jobbers
Second—Commercial and
Retail Marketing



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



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



Ted and Shirley Pickul
Florida
Direct Jobbers
Tenth—Commercial and
Retail Marketing



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



**Marcus "Burke"
Hinman**
California
Executive Direct Jobber
Fifth—New Qualified
Dealers and Accounts



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



Peter and Diana Lotito
New York
Regency Direct Jobbers
Seventh—New Qualified
Dealers and Accounts

ADERS

February
2007

HALL OF FAME

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



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



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



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



Shirley Green,
Regency Platinum



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



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



John W. Moldowan
Alberta
Master Direct Jobber
Sixth—Commercial and Retail Marketing



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



Harold Hartman,
★Regency Platinum



Dorothy Hansen,
Regency Platinum



Michael and Linda Ford
Minnesota
Premiere Direct Jobbers
Eighth—New Qualified Dealers and Accounts



Steven Hanson
Minnesota
Regency Direct Jobber
Ninth—New Qualified Dealers and Accounts



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



Ora Mae Boardman,
★Regency Platinum



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

HIGHER LEVELS OF

EXECUTIVE DIRECT JOBBERS



Brian & Barbara Beary
Alberta



Rob J. Hilditch
Ontario

PREMIERE DIRECT JOBBERS



Thomas & Maril-Jo Groh
California

NEW DIRECT JOBBERS



Troy & Tammie Klump
Texas
Sponsor: Marvin Klann
Direct Jobber: Marvin Klann



Mario Savard
Quebec
Sponsor: Patrick Lemay
Direct Jobber: Yvon Boucher



Don & Mary Smith
Iowa
Sponsors: Gerry & Patricia Reid
Direct Jobbers: Gerry & Patricia Reid

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

Tom Georgalos, California Sponsors: David and Eline Haunschild

John D. Kahrs, Iowa Sponsors: Don and Mary Smith

Thomas B. Risley, Minnesota Sponsors: Mylo and Patty Twingstrom

Tom E. Wells, Kansas Sponsors: Douglas and Kimberly Crawford

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

Hamilton and Lee Ann Ashley, Kentucky Sponsors: David and Rebecca Reid

J.A. Blackburn, Texas Sponsors: Raul and Shannon Torres

Rod and Sharon Kenly, California Sponsors: Ches and Natasha Cain

William G. Lane, North Carolina Sponsor: Donna E. Marion

Greg and Linda Neve, Iowa Sponsors: Donald and Margaret Johannsen

Rick A. Rinehart, New Mexico Sponsors: Norman and Doreen Rinehart

Dennis R. Savage, Connecticut Sponsor: Ernest H. Emory

Bill J. Swann, Washington Sponsors: Wayne and Lynette Fletcher

Travis G. Wright, Colorado Sponsors: Donald and Kathleen Reichert

NEW DIRECT DEALERS



Lyle & Laura Antrobus
Colorado
Sponsor: Mildred Ormiston
Direct Jobber: Mildred Ormiston



Chuck Deye
Wisconsin
Sponsor: Lyle V. Laurvick
Direct Jobber: Lyle V. Laurvick



Michael & Lisa Hodes
Florida
Sponsors: Daniel & Judy Watson
Direct Jobbers:
Daniel & Judy Watson

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

- John and Zenaida Cardell**, *Nevada* Sponsor: Robert E. Riley
Herbert and Martha Cook, *Missouri* Sponsors: Raymond and Jo Miller
Roy G. Criqui, *Kansas* Sponsors: Jerry and Judy Goss
Lance Duchesneau, *Texas* Sponsor: Micheal E. Sparks
Richard Dwellen, *Illinois* Sponsor: Scott D. Kirk
Kurtis and Marsha Eveland, *Oregon* Sponsors: Tom and Geri Dittmer
Richard and Sandra Gerard, *North Carolina* Sponsors: Wallace and Katherine Hillman
Marlin G. Good, *Oregon* Sponsors: Mark and Sherree Schell
Steven J. Gruber, *Oklahoma* Sponsor: James D. Gruber
Dale W. Jetter, *Minnesota* Sponsor: Marlin Twingstrom
Anand Katoch, *Ontario* Sponsor: Vijay Parany
Howard and Patricia Loucks, *Ohio* Sponsors: Nancy and Steve Tarini
Ben A. Mattick, *Minnesota* Sponsors: Eldo and Helen Thielholdt
Orhan and Alissar Music, *Alberta* Sponsors: Brian and Barbara Beary
Michael and Kathleen Orminski, *Illinois* Sponsors: Roger and Evelyn Brown
Howard "Tom" and Melanie Parks, *Pennsylvania* Sponsors: Herbert and Barbara McCrobie
Brian Riley, *Kansas* Sponsors: Jay and Lisa Hansen
Antanas Rygelis, *Florida* Sponsors: Ches and Natasha Cain
Carl Samples, *Florida* Sponsor: Dave M. Mann
Roy D. Stephenson, *Alberta* Sponsor: Bob L. Andrews
James and Latressia Toughet, *Louisiana* Sponsor: James E. Copas
Perry Wall, *Ontario* Sponsor: Rob J. Hilditch

Premium Lubricants for Summer

Motorcycles



AMSOIL Synthetic Motorcycle Oils are formulated with premium synthetic base stocks and high performance additive technology that provide superior multi-functional benefits for the special requirements of motorcycle applications. These independent and exclusive AMSOIL formulations provide second-to-none viscosity protection for hot-running American and foreign motorcycle engines, transmissions and primary chaincases.

AMSOIL 20W-50 Synthetic Motorcycle Oil (MCV) is recommended for Harley-Davidson, Buell, KTM, Ducati, BMW, Aprilia and Triumph motorcycles calling for a 15W-50 or 20W-50 viscosity. **AMSOIL 10W-40 Synthetic Motorcycle Oil (MCF)** is recommended for Honda, Kawasaki, Yamaha, Suzuki, BMW, Husqvarna and KTM motorcycles calling for a 10W-40 or 20W-40 viscosity.

- Maximum engine and transmission protection
- Excellent wet clutch performance
- Superior corrosion protection
- Outstanding protection in high heat, high shear conditions
- Provides extended drain intervals



Boats



AMSOIL Formula 4-Stroke® 10W-30 (WCT) and 10W-40 (WCF) Marine Synthetic Motor Oils provide unsurpassed protection for four-stroke gasoline-fueled marine engines.

AMSOIL Synthetic 2-Cycle Oils provide maximum protection and performance in two-cycle outboard motors, personal watercraft and jet boats.

HP Injector Synthetic 2-Cycle Oil (HPI) Superior performance in direct fuel injected (DFI), electronic fuel injected (EFI) and carbureted two-cycle outboard motors

INTERCEPTOR Synthetic 2-Cycle Oil (AIT) Excellent for two-cycle personal watercraft and jet boats

DOMINATOR Synthetic 2-Cycle Oil (TDR) Unsurpassed protection for high performance and racing two-cycle boat motors

Saber Outboard Synthetic 100:1 Pre-Mix 2-Cycle Oil (ATO)

Specially formulated for lean mix ratios in pre-mix applications



Lawn Equipment



AMSOIL Formula 4-Stroke® Synthetic Small Engine Oil (ASE) is a robust formulation ideal for the hot temperature, severe service operating conditions of four-stroke lawn care equipment. Formula 4-Stroke Synthetic Small Engine Oil resists heat and reduces oil consumption, and it provides excellent protection for transmission systems.

AMSOIL Saber Professional Synthetic 100:1 Pre-Mix 2-Cycle Oil (ATP) is formulated with exclusive AMSOIL synthetic base oils and premium additives, providing second-to-none protection for two-cycle lawn care equipment. Designed for lean mix ratios, Saber Professional offers excellent lubricity and cleanliness properties, controlling friction and preventing wear, plug fouling, ring sticking and exhaust port blocking.



Recreational and Work Vehicles

ATVs



AMSOIL Formula 4-Stroke® Power Sports Synthetic Motor Oil (AFF) is specially formulated for four-stroke powersports equipment such as ATVs. Its broad viscosity range and wax-free formulation make it excellent for use in both hot and cold temperature extremes.

As an SAE 40 weight motor oil, Formula 4-Stroke Power Sports Synthetic Motor Oil provides outstanding protection for hot operating engines, while its 0W rating and -60°F pour point ensure easy cranking, excellent cold weather starting and quick post-startup protection. Formula 4-Stroke Power Sports is an extreme pressure lubricant that provides outstanding performance in high performance, recreational or work/utility engines.

- Superior protection for engines and transmissions
- Resists oxidation and oil vaporization
- Promotes cool engine operation
- Superior corrosion protection
- Prevents foam

Scooters



AMSOIL 10W-40 Formula 4-Stroke® Synthetic Scooter Oil (ASO) is formulated specifically to meet the special needs of today's high-tech air- and water-cooled four-stroke motorized scooters, offering unsurpassed wear protection and friction reduction for longer equipment life and cooler operating temperatures.

Formula 4-Stroke Synthetic Scooter Oil delivers exceptional shear stability, ensuring consistent viscosity protection and providing additional protection for transmissions and gear boxes. Its friction modifier-free formulation ensures wet clutch compatibility and smooth clutch operation. A special anti-corrosion additive package provides long-term protection during periods of inactivity and storage.

- Superior wear protection
- Cool engine operation
- Exceptional shear stability
- Excellent protection in temperature extremes
- Improved fuel economy
- Wet clutch compatible

Dirt Bikes



AMSOIL Synthetic 2-Cycle Oils provide maximum protection and performance in today's high-stress, high-revving two-cycle engines. AMSOIL Synthetic 2-Cycle Oils provide maximum wear protection, control engine operating temperatures, increase power output and keep engines clean.

INTERCEPTOR Synthetic 2-Cycle Oil (AIT) provides superior protection for two-cycle motorcycle engines. **DOMINATOR Synthetic 2-Cycle Racing Oil (TDR)** is specially engineered to provide unsurpassed protection in high performance and racing two-cycle engines.

- Resist oil breakdown caused by heat
- Inhibit deposit formation
- Provide superior wear protection
- Reduce smoke, odor and emissions
- Excellent protection in temperature extremes



Don't Forget the Filters



AMSOIL Ea Motorcycle Oil Filters feature full synthetic nanofiber technology, providing superior protection for motorcycles, ATVs, four-stroke personal watercraft, snowmobiles and outboard motors. Ea Motorcycle Oil Filters last longer, stop smaller dirt particles and offer less restriction, extending equipment and filter life and improving performance. Ea Motorcycle Oil Filters are fluted for easy removal. Available in black or chrome.

AMSOIL Ea Motorcycle Air Filters replace OEM filters from Harley-Davidson and Honda and fit S&S and Baron filter housings, incorporating nanofiber technology that offers superior efficiency, air flow and capacity for extended equipment and filter life and enhanced performance. Ea Motorcycle Air Filters are cleanable and remain serviceable for up to four years, saving money on filter costs.

Twin Air Filters are constructed of two layers of open-pore foam to provide maximum filtration and superior air flow in dirt bike and ATV applications. Exclusively formulated adhesive withstands repeated cleanings. Wash filters and reapply filter oil for years of trouble-free miles.



AMSOIL Trailers Hit the Road

New Trailer Artwork Features AMSOIL Racers and Products

Three of the new AMSOIL/Jeff Foster Trucking trailers sit on display at the AMSOIL Center prior to being released into service. The trailers will be seen hauling freight around the country this summer.

Several new AMSOIL-themed trailers will be seen on the road this summer, thanks to a partnership between AMSOIL INC. and Jeff Foster Trucking of Superior, Wis.

The new trailers will be hauling freight around the country in style and drawing lots of attention with their recently installed vinyl graphics wraps. The initial phase of the project called for five of the Great Dane™ trailers to have the new graphics installed, with five more scheduled to be in production by summer 2007.

The artwork features side panels with AMSOIL racing greats Terry Rinker and Scott Douglas. The images were chosen to capture the excitement and emotion that these race teams bring to the racing world. And to capture even more attention as the trailers head down

the highway, the trailers also feature eye-catching AMSOIL logos near the back of each side panel that are reflective when exposed to headlights and streetlights.

The back doors of the trailers feature an image that makes the trailer appear to be loaded full of AMSOIL products. Also included on these doors is the AMSOIL leads line, so the trailers are essentially “rolling billboards” that draw attention and create business for Dealers wherever they may travel.



The rear doors of the trailers simulate a full load of AMSOIL products and include the leads number.

A Fresh Look for the AMSOIL Technical Department

Remodeling Continues at the AMSOIL Center

With the addition of several new employees in the Technical Department at AMSOIL INC. over the past months, it became clear to management that more space would be required to house such a rapidly growing group. A solution presented itself in the unused offices located on the south side of the AMSOIL Center in Superior, Wis.

The new offices are a great improvement on the existing AMSOIL Center facility. A total of 5,000 square feet of space on the south side of the Center was renovated to create a unique space for the department. The new facilities have a state-of-the-art design that incorporates the latest in comfort systems and maximizes the space for both private and group work areas.

The structural work that was completed on the building included a focus on adding more windows, maximizing the natural lighting inside. The facilities were reengineered to include a reception area, group meeting rooms, offices, work areas, archive locations and multimedia presentation rooms.

The Technical Department moved into the new location in early January 2007.





Downloadable G-100 PDF Catalog

AMSOIL Dealers can now download G-100 catalogs in PDF format from the Dealer Zone at www.amsoil.com that contain "Buy Online" buttons next to the products. The buttons are live links that lead directly to the product page in the AMSOIL Online Storefront. When the PDF version of the G-100 is downloaded, the Dealer's ZO number is automatically embedded in the catalog so each time a customer clicks a "Buy Online" button, they arrive at the online store as if they had come through the Dealer's website.

Once downloaded, the functions of the G-100 PDF catalog can be used in several ways:

1. It can be embedded on a Dealer's website and function as an online store that links directly to www.amsoil.com for purchasing.
2. It can be embedded on a Dealer's website for customer download so that purchases can be made at a later time.
3. It can be saved and sent out to a customer who views the Dealer's website and requests a free e-catalog.
4. It can be saved and burned to a CD to be passed out at trade shows, race events, etc.

New versions will need to be downloaded each time the G-100 is updated (every April and October).



The G-100 PDF contain "Buy Online" links that lead to the AMSOIL Online Store.



The link to the new G-100 PDF catalog can be found in the "Downloads" section of the Dealer Zone Menu.



When a customer arrives at the AMSOIL Online Store, the Dealer's ZO number is transferred to the address bar, giving the Dealer credit for the sale.

Warranties and AMSOIL

Virtually all automobile manufacturers warrant their vehicles to remain free of defect in manufacture or workmanship for a certain mileage or time period. Whether an automaker will honor a warranty claim depends on the vehicle owner providing proper maintenance for the vehicle. For this reason, it is important for vehicle owners to maintain maintenance records. Proper maintenance includes installing appropriate oil and filters.

Automakers cannot deny warranty claims solely on the basis of using synthetic motor oil, and they cannot specify a certain oil brand to be used in their vehicles. Instead, they require the oil meets the appropriate API performance classification and SAE viscosity grade specified in the owner's manual.

“Installation or the use of special materials does not, in and of itself, void the New Vehicle Limited Warranties.”

Service and Parts Operations,
Chrysler Corporation

Many high performance vehicles are factory filled with synthetic motor oils and the manufacturers encourage continued use of synthetic motor oils in order to achieve maximum performance, including Cadillac, Chevrolet Corvette and Dodge Viper. Many other automobile manufacturers neither recommend or discourage the use of

synthetic motor oils, requiring only that the oil meets a certain viscosity grade and performance classification.

Automakers may not void warranties based solely on an owner's practice of extending oil drain intervals. Dealership personnel and district managers may be unaware of the serviceability of synthetic oils over an extended period, but they may not summarily dismiss a warranty claim based on the owner's practice of changing oil at extended intervals. To do so does not disprove a defect in manufacture or workmanship as the immediate cause of failure. Vehicle owners may appeal to a factory representative if the dealership and district manager do not satisfactorily settle the warranty claim. Factory representatives appreciate the value of used oil analysis and do consider preventive maintenance oil analysis reports in their evaluations of warranty claims, while post-failure oil analysis is critically important to the disposition of a warranty claim. Their findings pull more weight than the opinions of dealerships or district managers.

“If engine damage otherwise covered by warranty was found to be unrelated to the engine lubricant, then the consumer's practice with regard to oil change intervals would not be a relevant consideration, and the warranty claim would be honored.”

Fuels and Lubricants Division,
General Motors Research Laboratories



If used engine oil is discarded without an independent analysis, the dealership and vehicle manufacturer lose their evidence to support a claim that the oil, and not a mechanical problem, caused the failure. For example, sludge may be formed through several avenues, not all related to the oil's performance. Antifreeze contamination or nitration due to poor electronic sensor performance may cause sludge, and both may be directly related to a defect in vehicle manufacture or workmanship, but clearly neither may be blamed on the oil.

“The New Vehicle Warranty would not be void simply because an owner failed to use proper engine oils or did not perform maintenance at the prescribed intervals. Warranty applicability is contingent upon the cause of failure.”

Service Policies and Procedures Department,
General Motors Corporation

Vehicle manufacturers base their owner's manual maintenance recommendations on their own research and to best protect their equipment based upon lubricants of varying quality, reliability and value in the marketplace. A move toward extended drain intervals is in progress now.

Ford recently extended its recommended drain interval to 7,500 miles in normal service conditions, while GM has been recommending increased intervals when indicated by its oil monitoring system.

AMSOIL offers superior synthetic motor oils fully capable of providing extended drain service. AMSOIL is committed to backing its products, as well as protecting the interests of its customers. Therefore, AMSOIL INC. offers its customers a warranty.

“AMSOIL INC. warrants that the use of its lubricants will not cause mechanical damage to any mechanically sound equipment when AMSOIL INC. products are used in full compliance with the company's recommendations and instructions.”

AMSOIL synthetic motor oils are formulated to surpass engine test specifications, offering protection far greater than competing motor oils for extended drain intervals. Most synthetic oil manufacturers make no claim to extended drain intervals, deferring to the maintenance schedule provided by the vehicle manufacturer. With its unparalleled oil and warranty program, AMSOIL offers consumers unprecedented protection and economics.

Warranty Specifics

• Any lubricant meeting viscosity and performance specifications may be used.

Vehicle manufacturers describe lubricants by their viscosity grade and service classification, which are defined by the Tripartite Committee, composed of the American Petroleum Institute, the Society of Automotive Engineers and the American Society for Testing and Materials. All AMSOIL synthetic motor oils state their SAE viscosity grade and API performance classification on the product container, and all are recommended for the highest performance classification for their application.

If personnel at a vehicle dealership claim that a vehicle warranty is void simply by using AMSOIL synthetic motor oil, obtain this statement in writing and send a copy to AMSOIL INC. AMSOIL INC. will follow up with the dealership.

• The vehicle manufacturer may not specify by brand name the products you may use in your vehicle.

The Magnuson-Moss Act is a federal law which states that a manufacturer may not require the use of a specific brand of aftermarket product, including lubricants, unless that part is provided by the manufacturer free of charge. To do otherwise constitutes an infringement upon free trade.

If any representative of the vehicle dealership or manufacturer informs you that you must use a specific brand of lubricant or filter, obtain a written statement to that effect and send a copy to AMSOIL INC. AMSOIL will follow-up.

• Cause of failure is paramount to warranty claim payment.

Vehicle manufacturers warrant their products to be free of defect in manufacture or workmanship. In order to avoid paying a warranty claim, a vehicle manufacturer must show a failure is not due to a defect in the manufacture or workmanship of the vehicle. The manufacturer may not arbitrarily blame a failure on the consumer's practice of changing oil at extended intervals.

• Verbal notification of refusal to honor a claim is insufficient.

The refusal must be in writing and must state the specific reason a claim has been refused. If you still think a failure is due to a defect in vehicle manufacture or workmanship, contact the dealership, district manager, manufacturer or arbitrator.

• The AMSOIL warranty assumes protection where the vehicle warranty stops.

AMSOIL offers complete protection to its customers through the finest line of lubricants and filters available and through the unique AMSOIL warranty. Customers following AMSOIL recommendations are protected by the AMSOIL warranty if they experience a failure caused by an AMSOIL product and the vehicle manufacturer won't honor its warranty.

Customers are covered.

As long as customers maintain their vehicles properly and follow either the vehicle manufacturer recommendations or AMSOIL recommendations, their vehicles are warranted against failure by either the vehicle manufacturer or AMSOIL INC. AMSOIL has had minimal warranty issues and virtually no issues with dealerships.

AMSOIL: The Official Oil

New series, opportunities for AMSOIL Dealers

OFFICIAL OIL



In 1972, AMSOIL brought the world a revolutionary product, one that defied modern logic and raised more than a few eyebrows in the oil industry. Thirty-five years later, synthetic motor oils and extended drain intervals have become accepted among everyday consumers. In turn, local and national race tracks throughout the United States and Canada have recognized the value of synthetic lubricants.

For the past decade, AMSOIL has continuously shown its commitment to all levels of motorsports. The allegiance to motocross and snocross racing over the years has been well-documented in the pages of the *Action News*. Directly or indirectly, AMSOIL Dealers have benefited from the crossover appeal of these circuits. AMSOIL is continuously extending those benefits by adding new venues, events and series, many with national followings and all with a grassroots feel that allows AMSOIL Dealers to meet dedicated markets face-to-face.

One of those markets is dirt track stock car racing. In 2006, AMSOIL became the "Official Oil" of the United States Modified Touring Series (USMTS) and the World Dirt Racing League (WDRL), a late model racing circuit. These two series will combine for 110 nights of racing in 2007 and expose AMSOIL to more than 350,000 diehard racing fans.

AMSOIL has also reached a major sponsorship agreement with the WISSOTA Promoters Association. AMSOIL will become the exclusive "Official Oil" and title sponsor of the sanctioning body for the next three years. All sanctioned events at more than 50 American and Canadian WISSOTA member tracks are now a part of the newly named AMSOIL Dirt Track Series. The WISSOTA AMSOIL Dirt Track Series includes competition among high-powered, pulse-pounding race cars in a variety of divisions, including Street Stocks, Mod Fours, Midwest Modifieds, Super Stocks, Modifieds and Late Models. The series also provides sanctioning for more than 3,000 drivers and will put the AMSOIL name in front of more than 1.5 million fans in 2007.

"This agreement allows AMSOIL to reach diehard race fans and a dedicated base of drivers in a wide variety of disciplines," said Jeremy Meyer, AMSOIL Race Coordinator. "AMSOIL has a long history of working with drivers and WISSOTA, and this new relationship helps solidify the company's support of dirt track racing. WISSOTA continues to work for the betterment of the sport, and AMSOIL is excited to be part of that commitment."

WISSOTA president Terry Voeltz echoed that sentiment. "Obviously, all of us at WISSOTA are very excited about this great opportunity," he said. "Obtaining a title sponsor for our organization is a fantastic way to begin the new year, and to do so with a prominent company like AMSOIL makes it even better. After all, all of our customers are potential AMSOIL customers."

Along with dirt track racing, AMSOIL has been aggressively adding other new "Official Oil" sponsorships during the past three years. With a long and successful partnership with the World PowerSports Association (WPSA) in the snocross arena, AMSOIL agreed to a two-year deal in 2006 to become the "Official Oil" of the WPSA ATV Tour. The series hosts an eight-race schedule throughout the Midwest and Southeast. Along with the event title sponsorship, AMSOIL will also be featured on the ESPN2 telecasts.



The AMSOIL Dirt Track Series brings AMSOIL to the forefront of the third-largest sanctioning body in stock car racing in the United States.



The WPSA added ATV racing in 2006, and AMSOIL is continuing its support of the growing series.

Moving from the dirt to the water brings AMSOIL front and center in the ChampBoat Series. AMSOIL powerboat driver Terry Rinker set a world record in 2006 by winning seven races in a row for an undefeated season and his second straight championship. The 10-race series runs coast-to-coast with stops in major cities such as Minneapolis, San Diego and Miami, and the events are regularly aired on the SPEED Channel. Racing began in late April and will end in early November.

Motorcycle racing is still one of the major sponsorships in the AMSOIL Racing Department. Along with the Factory Connection motocross/supercross team that features star riders Kevin Windham and Josh Grant, AMSOIL is also stepping up its sponsorship with the AMA Outdoor Nationals. For the



Team AMSOIL driver Terry Rinker hoisted the ChampBoat trophy seven times in 2006. AMSOIL is in its third year as the "Official Oil" of the series.

next three years, AMSOIL will be the exclusive "Official Oil" of the AMA motocross circuit. The 12-race circuit features the sport's top professional riders at tracks throughout the United States.



AMSOIL is front and center in the amateur motocross world as the presenting sponsor of the Loretta Lynn's Amateur Nationals.

AMSOIL is also continuing its "Official Oil" sponsorship of the Loretta Lynn's Amateur Nationals in Tennessee. Each year, thousands of amateur dirt bike riders compete at more than 60 regional and area qualifiers looking for a shot to attend the largest amateur motocross race in the world. The week-long event is held each August at the country music star's ranch, hosting more than 1,300 of the nation's top amateur riders. Motocross stars such as Kevin Windham and Ricky Carmichael won multiple titles at Loretta's before heading to

the pro ranks, and many of the sport's rising stars turn pro immediately following this event.

Heading into the summer months, AMSOIL is corporately sponsoring more than 60 race teams, events and series. Combined with the Dealer co-op program, that number balloons to more than 400 racing sponsorships. While most of the teams are considered "grassroots," the events bring in more than three million spectators. With coverage on major television networks such as NBC, SPEED and ESPN, AMSOIL is moving from the track to the living room and, eventually, into your customers' garages.

"We don't want to get lost in the shuffle," says Meyer. "We want to show off AMSOIL products and the company's commitment to the people who use the products on a daily basis."



The top pros in motocross scream past AMSOIL banners during the AMA Outdoor Nationals each summer.



Corporate Booth Space Available Online

The easiest way to gauge how AMSOIL corporate sponsorships benefit AMSOIL Dealers is through the booth space each series provides. In turn, AMSOIL offers this space to its Direct Jobbers. Direct Jobbers may enlist other Dealers for help working the booths. DJ's who are interested in working a corporate booth may apply electronically in the Dealer Zone for an event in their area they would like to work, or contact the Race Department (raceevents@amsoil.com) for the schedules of events. There are still plenty of opportunities available with summer sponsorships such as the WPSA, WISSOTA, Loretta Lynn's qualifiers, WDRL, USMTS, AMA and ChampBoat. Opportunities to work at sanctioned events at the various participating tracks can be viewed in the Dealer Zone at www.amsoil.com.



AMS OIL
BULLETIN BOARD
...of coming events

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 17 - Thursday
• June 21 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
605 Jordan Lane
Huntsville, AL
Hosted by Premiere Direct Jobber
Cliff Goehring & Premiere Direct
Jobber Gerry Gotwald (256) 337-0376
• May 17 - Thursday
• June 21 - Thursday
Meeting - 7 p.m.
BOWMAN RESIDENCE
1330 Frank Marshall Road
Ozark, AL 36360
Hosted by Direct Jobbers E.E. "Al" &
Mildred Bowman (334) 774-3344

ALASKA

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

ARIZONA

• May 15 - Tuesday
• June 19 - Tuesday
Optional no-host dinner - 5:30 p.m.
Meeting - 6:30 - 8 p.m.
DENNY'S RESTAURANT
825 South 48th Street
Tempe, AZ 85281
Hosted by Master Direct Jobber
Dick Nido and Dealer Jim Brewer
RSVP (602) 996-7181 Dick
(480) 968-4922 Jim

ARKANSAS

• May 10 - Thursday
• June 14 - Thursday
Meeting - 6:30 p.m.
GARDNER RESIDENCE
806 Shamrock Drive
North Little Rock, AR
72118
Hosted by Dealer Jerry Gardner (501)
350-4869 gardner2154@sbctglobal.net

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 2 - Wednesday
• June 6 - Wednesday
Meeting - 7 p.m.
McCOOL RESIDENCE
2210 Coddling Drive
Modesto, CA 95350
Hosted by Direct Jobber Bill McCool
(209) 577-0174

• May 8 - Tuesday
• June 12 - Tuesday
Meeting - 6:30 p.m.
CATALINA'S COFFEE
SHOP
250 East Highland Avenue
San Bernardino, CA 92404
Hosted by Dealer Jim Johnstone (909)
886-4842

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

COLORADO

• May 17 - Thursday
• June 21 - 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

• May 22 - Tuesday
• June 26 - Tuesday
Meeting - 7:30 p.m.
LANZOFANO RESIDENCE
120 Gravel Street, Unit 11
Meriden, CT 06450
Hosted by Dealer Salvatore Lanzofano
(203) 634-0885

DELAWARE

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

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• May 24 - Thursday
• June 28 - Thursday
Meeting - 7 p.m.
ORLANDO EXECUTIVE
AIRPORT TERMINAL
MEETING ROOM
400 Herndon Avenue
Orlando, FL 32803
Hosted by Regency Platinum Direct
Jobbers George & Shirley Douglas
(407) 856-1564
Call ahead for details,
directions and RSVP

GEORGIA

• May 3 - Thursday
• June 7 - 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 16 - Wednesday
• June 20 - Wednesday
Meeting - 7 p.m.
CHICAGO CONNECTION
1935 South Eagle Road
Meridian, ID, 83642
Hosted by Direct Jobber Steve Noffz
(208) 861-8935

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

• May 5 - Saturday
• June 2 - Saturday
Meeting - 12 - 3 p.m.
SCHELL RESIDENCE
2000 W. Broadway
Idaho Falls, ID
Hosted by Regency Platinum
Direct Jobbers Mark & Sherree Schell
Reservations: (208) 524-0322; RSVP
886-4842

ILLINOIS

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

INDIANA

• May 2, 16 - Wednesday
• June 6, 20 - Wednesday
Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Road
Bremen, IN
Hosted by Direct Jobbers
LeRoy and Malinda Hochstetler and
Premiere Direct Jobbers Willis and
Rolene Gingerich (574) 831-2839

• May 8 - Tuesday
• June 12 - Tuesday
Meeting - 7 p.m.
EVANS RESIDENCE
1115 Morningside Court
Greenfield, IN 46140
Hosted by Premiere Direct Jobbers
Chuck and Linda Evans
(888) 765-2542
evansamsolildist@aol.com

IOWA

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

KANSAS

None Scheduled

KENTUCKY

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

LOUISIANA

• May 3 - Thursday
• June 7 - Thursday
Meeting - 6 p.m.
AUTTONBERRY
RESIDENCE
2520 Swiss Street
W. Monroe, LA 71291
Hosted by Dealer Ellis Auttonberry
(318) 396-4348

MAINE

None Scheduled

MARYLAND

• May 24 - Thursday
• June 28 - Thursday
Meeting - 7 p.m.
HYNES RESIDENCE
291 Chestnut Springs Road
Chesapeake City, MD
21915
Hosted by Dealer William Hynes
(302) 540-2525 or 877-885-3111

• May 18 - Friday
• June 15 - Friday
Meeting - 7:30 p.m.
Downline and Guests FREE,
Out of line - \$5
MARTIN RESIDENCE
3994 Trace Hollow Run
Salisbury, MD 21801
Hosted by Master Direct Jobbers Les &
Linda Martin (410) 548-LUBE

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

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

• May 18 - Friday
• June 15 - Friday
Meeting - 7:30 p.m.
OAL SMITH AUTOMOTIVE
3228 E Joppa Road
Baltimore, MD 21234
Hosted by Premiere Direct Jobber
Al Smith (410) 882-9696
Al@SynLubes.com; Reservations
required

MASSACHUSETTS

None Scheduled

MICHIGAN

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

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

• May 7 - Monday
• June 4 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
61653 Miriam Drive
Washington, MI 48094
Hosted by Regency Platinum Direct
Jobber Mike Ellis; RSVP at
(586) 781-5092 or (586) 918-1578

MINNESOTA

• May 17 - Thursday
• June 21 - Thursday
Meeting - 7 p.m.
MEYER RESIDENCE
512 Broadway Street
Cleveland, MN 56017
Hosted by Executive Direct Jobbers
Charles & Donna Meyer
(507) 931-3875
• May 8 - Tuesday
• June 12 - Tuesday
Meeting - 6:30 - 8:30 p.m.
THE FORD RESIDENCE
1830 175th LN NE
Ham Lake, MN 55304
Hosted by Premiere Direct Jobbers
Mike & Linda Ford
(763) 434-1544 or (763) 257-3130
www.allserviceoil.com,
allservicesales@msn.com or
mikeford@allserviceoil.com

• May 8 - Tuesday
• June 5 - Tuesday
Meeting - 6 p.m.
TWINGSTROM
RESIDENCE
29200 Goldenrod Drive
NW
Isanti, MN 55040
Hosted by Regency Silver Direct
Jobbers Mylo and Patty Twingstrom
RSVP (612) 819-8835

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

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

• May 19 - Saturday
• June 16 - Saturday
Meeting - 2 p.m.
SAWYER WAREHOUSE
28108- 133rd Street
Zimmerman, MN 55398
Hosted by Direct Jobbers Roger
and Jennifer Sawyer Please RSVP
(763) 856-3567 rpsracing@aol.com
www.rpsracing57.com

MISSISSIPPI

None Scheduled

MISSOURI

• May 15 - Tuesday
• June 19 - Tuesday
Meeting - 7p.m.
LUCZAK RESIDENCE
4810 Mattis Street
St. Louis, MO 63128
Hosted by Master Direct Jobbers Connie
and John Luczak (314) 892-6018
connielubes@earthlink.net

**MONTANA
NEBRASKA
NEW HAMPSHIRE**

None Scheduled

NEW JERSEY

• May 9 - Wednesday
• June 13 - Wednesday
Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
54 Woodland Avenue
Mullica Hill, NJ 08062
Hosted by Premiere Direct Jobber Ben
Seda-Morales (856) 478-6732,
cell; (856) 371-1880, home. RSVP

NEW MEXICO

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

NEW YORK

• May 7 - Monday
• June 4 - Monday
Meeting - 7 p.m.
KORZANOILS
2215 North Solano Drive
Las Cruces, NM 88001
Hosted by Direct Jobber Kevin Korzan
(505) 496-4242 www.korzanoils.com
• May 23 - Wednesday
• June 27 - Wednesday
Meeting - 7p.m.
Albany Area
GUILZ RESIDENCE
6 Daisy Lane
East Berne, NY 12059
Hosted by Premiere Direct Jobber
Richard Guilz (518) 423-1552
rich@empresynthetic.com call or e-mail
to reserve seat

• May 2 - Wednesday
• June 6 - Wednesday
Meeting - 7:30 p.m.
WOLFE RESIDENCE
34 Hillvale Road
Albertson, NY 11507
Hosted by Dealers Edward and Eileen
Wolfe (516) 621-4565; Please RSVP

• May 16 - Wednesday
• June 20 - Wednesday
Meeting - 7 p.m.
O'BRIEN RESIDENCE
436 Moseley Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien
(585) 223-8016
Call ahead to reserve a seat



MAY CLOSE OUT

The last day to process May orders in the U.S., Canada and Puerto Rico is the close of business on Thursday, May 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CDT on that day. The last day to process May orders in Alaska is the close of business on Friday, 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 Wednesday, June 6. All transfers received after this time will be returned.

HOLIDAY CLOSINGS

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 28 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 21 for Victoria Day.

EA FILTER ADDITIONS

A number of new AMSOIL Ea Oil Filters (EaO), Ea Air Filters (EaA) and Ea Motorcycle Air Filters (EaAM) are now available. For specific application information, consult the online application guide at www.amsoil.com or the G-3000 Filter Applications and Cross Reference Guide.

Oil Filters

Applications

EaO33	Ford/Mazda (03-07)
EaO35	Ford (98-04), Mazda (01-04)
EaO37	Audi (71-06), VW (96-05), Lotus (71-74)
EaO38	Infiniti (91-97), Nissan (88-99), Mercury Villager (93-98), Subaru (88-94)
EaO39	Audi (95-06), Volkswagen (77-00, 05)
EaO45	Audi, VW (00-06)
EaO46	Chrysler Sebring/Dodge Stratus (01-05), Mitsubishi (99-06)
EaO47	GM SUV/Pickup and Pontiac (2007 and later)

Air Filters

Applications

EaA201	Jeep (02-07)
EaA202	Ford Taurus (00-06)
EaA203	Chev & GMC Vans (01-07)
EaA204	GM SUV's (02-07), Isuzu Ascender (03-07), Saab 9-7X (06-07)
EaA205	Lexus/Toyota (92-04)
EaA206	Mazda (92-95), Toyota (89-04), Isuzu (91-92)
EaA207	Geo, Lexus, Toyota (87-00)
EaA208	Audi (00-06), VW (98-06)

Motorcycle

Air Filters

Applications

EaAM25	Harley Screamin' Eagle (Replaces K&N part number: HD-0800)
EaAM26	1988 - 2000 1500 Gold Wing (Replaces K&N part number: HA-8088)
EaAM27	2001 - 2006 1800 Gold Wing (Replaces K&N part number: HA-1801)

TRICO WIPER BLADE PRICE LISTS

The following TRICO wiper blade price lists are available for purchase:

TRICO U.S. MLM Price List

Stock #	U.S.	Can.
G-2346	0.50	0.65

TRICO U.S. Commercial Price List

Stock #	U.S.	Can.
G-2347	0.50	0.65

TRICO U.S. Retail-on-the-Shelf Price List

Stock #	U.S.	Can.
G-2348	0.50	0.65

TRICO Can. MLM Price List

Stock #	U.S.	Can.
G-8346	0.50	0.65

TRICO Can. Commercial Price List

Stock #	U.S.	Can.
G-8347	0.50	0.65

TRICO Can. Retail-on-the-Shelf Price List

Stock #	U.S.	Can.
G-8348	0.50	0.65

AMSOIL ADVERTISING

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

May & June 2007

Display Advertisements

NOLN	May '07	(800) 796-2577
Racer X	May '07	(661) 245-2422
Mopar Muscle	May '07	(212) 745-0100
Corvette Fever	May '07	(212) 745-0100
High Performance Pontiac	May '07	(212) 745-0100
Diesel Power	May '07	(212) 745-0100
Four Wheeler	May '07	(212) 745-0100
Transworld MX	May '07	(714) 247-0077
MX Action	May '07	(661) 295-1910
Powerboat	May '07	(805) 639-2222
ASO	May '07	(219) 763-3013
Street Scene	May '07	(562) 430-7748
Motorcycle Classics	May '07	(800) 682-4704
8-Lug Diesel	May/June '07	(212) 745-0100
Barnett's	May/June '07	(702) 566-3397
NOLN	June '07	(800) 796-2577
Quad	June '07	(714) 247-0077
Mopar Muscle	June '07	(212) 745-0100
Corvette Fever	June '07	(212) 745-0100
High Performance Pontiac	June '07	(212) 745-0100
Diesel Power	June '07	(212) 745-0100
Four Wheeler	June '07	(212) 745-0100
Professional Car Washing	June '07	(800) 223-2194
Baggers	June '07	(212) 745-0100
American Iron	June '07	(203) 425-8777
V-Twin	June '07	(818) 889-8740
Motorcycle Industry	June '07	(775) 782-0222
Powerboat	June '07	(805) 639-2222
Street Scene	June '07	(562) 430-7748
Hot Bike	Issue #7	(212) 745-0100

Catalog Showcase Advertisements

Diesel Power	May '07	(212) 745-0100
Mustang & Fords	May '07	(212) 745-0100
Street Rodder	May '07	(212) 745-0100
4 Wheel Drive & Sport Utility	June '07	(212) 745-0100
Corvette Fever	June '07	(212) 745-0100
Mopar Muscle	June '07	(212) 745-0100
Truckin'	June '07	(212) 745-0100

SYNTHETIC UNIVERSAL AUTOMATIC TRANSMISSION FLUID GALLONS

AMSOIL Synthetic Universal Automatic Transmission Fluid (ATF) is now available in gallon containers.

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
ATF-1G	(1) Gallon	7.85	18.85	26.55	35.25	32.85	43.55
ATF-04	(4) Gallons	31.40	75.40	101.00	139.40	125.00	172.60



FOUR STROKE BROCHURE

The G-1747 Performance Products for Recreational Four-Stroke Motors brochure has been revised to include the entire line of Formula 4-Stroke® Synthetic Motor Oils.

Stock #	U.S.	Can.
G-1747	0.50	0.65



SERIES 2000 OW-30 SYNTHETIC MOTOR OIL DATA BULLETIN

The G-1266 Series 2000 OW-30 Synthetic Motor Oil data bulletin has been updated and is available for purchase.

Stock #	Qty.	U.S.	Can.
G-1266	25	2.80	3.50



CLOTHING AND PROMOTIONAL ITEMS CATALOG

The G-1650 Clothing and Promotional Items Catalog, as inserted in this issue of the *Action News*, has been updated and is available for purchase.

Stock #	U.S.	Can.
G-1650	1.00	1.25



SERIES 2000 20W-50 SYNTHETIC RACING OIL DATA BULLETIN

The G-1213 Series 2000 20W-50 Synthetic Racing Oil data bulletin has been updated and is available for purchase.

Stock #	Qty.	U.S.	Can.
G-1213	25	2.80	3.50

REDUCED MOTHERS® PRODUCT PRICING EFFECTIVE APRIL 1

AMSOIL INC. makes every effort to ensure that the aftermarket products offered through AMSOIL are priced competitively to those same products offered through other sources. Because the aftermarket products offered through AMSOIL are purchased from other companies, the only way to ensure this competitive pricing is to maintain flexibility when setting commission levels. After careful analysis, along with input from Dealers, AMSOIL has reduced the prices of six Mothers products by reducing AMSOIL margins and lowering commission levels to make them competitive with those same products offered through other sources. The commission levels for those six Mothers products have been adjusted as follows: Retail-on-the-Shelf (7.5% cash commissions, 20% commission credits), Commercial (5% cash commissions, 20% commission credits), MLM (see right).

Mag & Aluminum Polish (Canadian codes - 35100CS & 35100SN)

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
05100SN	(1) 5-oz. tub	0.4	1.10	4.10	6.70	5.15	8.30
05100CS	(12) 5-oz. tubs	4.8	13.20	47.40	79.20	58.80	98.40

Powerball (Canadian codes - 35140CS & 35140SN)

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
05140SN	(1) polish tool	0.3	5.15	19.60	30.70	24.40	38.05
05140CS	(6) polish tools	1.8	30.90	112.20	183.60	139.20	227.70

Powerball Mini with Extension

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
05141SN	(1) mini polish tool	0.4	5.50	20.90	32.10	25.95	39.75
05141CS	(6) mini polish tools	2.4	33.00	119.70	192.00	148.20	237.90

Chrome Polish (Canadian codes - 35208CS & 35208SN)

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
05208SN	(1) 8-oz. bottle	0.6	0.90	3.40	5.10	4.30	6.35
05208CS	(6) 8-oz. bottles	3.6	5.40	19.50	30.00	24.30	37.50

California Gold Original Cleaner Wax (Canadian codes - 35701CS & 35701SN)

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
05701SN	(1) 16-oz. bottle	1.2	1.40	5.15	8.90	6.55	11.05
05701CS	(6) 16-oz. bottles	7.2	8.40	29.70	52.80	37.20	65.70

California Gold Clay Bar Paint Saving System (Canadian codes - 37240CS & 37240SN)

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
07240SN	(1) clay bar kit	1.9	3.80	14.45	20.45	18.00	25.30
07240CS	(6) clay bar kits	11.4	22.80	82.80	122.10	102.60	151.20

2007 PRODUCT SELECTION GUIDE

The new 2007 G-50 Product Selection Guide has been updated with the complete AMSOIL product line and the most recent OEM spec information. The G-50 is an excellent field tool, allowing Dealers to make accurate lubricant recommendations for domestic and foreign passenger vehicles, as well as tractors, outboard motors, motorcycles, snowmobiles, ATV's, chainsaws, lawn mowers and personal watercraft.

Stock #	U.S.	Can.
G-50	9.50	11.80

Celebrating 25 Years

of By-Pass Filtration at AMSOIL



AMSOIL is introducing this limited edition commemorative by-pass filter celebrating 25 years of by-pass filtration at AMSOIL. This chrome-plated version of the EaBP-110 (product code EaBP-110C) is fully functional. Each EaBP-110C is triple buffed, nickel and chrome plated for an optimal mirror finish. AMSOIL is only producing 1,000 numbered EaBP-110C Filters, so get one today before they are all gone. Ideal for trade show displays or as a collector's item.

Stock Code	Wt.	U.S. Dealer	Can. Dealer
G-2336	3.5	40.00	49.75

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



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 Published 12 times annually

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MAY 2007
 PRINTED IN USA



(Discover in U.S. only)