



ACTION NEWS

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The First in Synthetics

NOVEMBER 2002

AMSOIL Goes Head to Head With Mobil 1[®]

Page 6



AMSOIL 2003 Calendar Included in This Issue

From the President's Desk...



There's excitement in the air among AMSOIL Dealers and here at the AMSOIL home office. Why? If you read your October *ACTION NEWS*, you know about the phenomenal results our 10W-30 (ATM) achieved when run through the API Sequence IIF test.

This is a very stringent test, normally lasting 80 hours, and is designed to measure oil thickening, oil consumption, wear, and piston deposits in high temperature service. It was performed by an independent testing facility, and our 10W-30 soon became the talk of the lab. That's because instead of stopping the test at 80 hours, we requested it be run three times longer, for an unheard of 240 hours!

How significant is this? We know of no other oil that has been subjected to this test for that long, and the lab technicians had never heard of it being done before, either. It's difficult enough for an oil to pass the test at 80 hours, and very few oils, only good synthetics, could pass at double that, or 160 hours. But to run an oil for 240 hours under those stringent test conditions was totally unheard of. My son, Alan, who oversaw the testing, said it was generally agreed, based on the extended test data, that our oil could have continued to run another 80 hours and still have achieved similar outstanding results. The oil performed that well!

When you read the test results in the October *ACTION NEWS*, pay particular attention to the green graph showing viscosity increases. The competitive oil selected by the lab was one they knew was a good performer in this test, and it did well for the 80 hours the test is normally run, but at 120 hours you see it sharply increase in viscosity. Meanwhile, the AMSOIL 10-30 remains almost unchanged through the 240 hours of testing. This is why our oils perform so well during extended drain intervals. They stay in grade, even under the most severe

service. This extended service test is proof positive of that!

Alan indicated that even after this severe extended test, the engine was in excellent condition. He said even the machining marks on the cylinders were still prominent. There was absolutely minimum wear and virtually no deposit formation. The parts will be on display at our Convention here in Duluth/Superior next July.

Now for more exciting news, look on page 6 of this *ACTION NEWS*. As most of you are aware, Mobil 1 was introduced after AMSOIL had paved the way for synthetic motor oils back in the '70s. When it was introduced, it caused great concern among many of our Dealers. But in my President's Message at the time, I assured everyone that having Mobil 1 on the market would only help us sell more oil. Mobil confirmed everything we had been saying about our synthetic oils, and our products and claims instantly became more credible.

Since then, we have always been compared to Mobil 1. When people think of synthetic motor oil, they think of AMSOIL and Mobil 1, not the other Johnny-come-lately's that have come on the market more recently. I have always said that Mobil 1 is a good motor oil, because compared to the run-of-the-mill motor oils on the market, it is. I have also always said that AMSOIL motor oil is better, again, because it is. Mobil makes their oils to run at normal drain intervals while we make ours for extended drain intervals, and therein lies the difference. Their oils don't have to be as good as ours, so they are not.

To prove that point, we ran a number of comparative tests on our 5W-30 (ASL) and Mobil 1 Super Syn 5W-30. The test results are published in this *ACTION NEWS*, and they confirm what I have said all along. AMSOIL makes a better motor oil.

These test results show significant differences between our oils. Look at the results of the NOACK Volatility Test. Which oil is going to last longer in service? Look at the difference in total base numbers. Again, which oil is going to provide the longest lasting protection? Look at the Four Ball Wear Test. Which oil will protect against engine wear better? In every category we tested, AMSOIL proved superior. Lower pour point, higher flash and fire points, AMSOIL tested best.

So when I hear the claims that nothing outperforms Mobil 1, I have to say, "wrong!" They may have good slogans and marketing hype, but when it comes to superior performance, I say nothing beats AMSOIL!

Once again, you always get more value when you buy AMSOIL lubricants. These and many other tests prove it. And you'll get even more value if you buy before January 1, 2003, because that's when you will see a slight increase in the price of AMSOIL products. It has been two years since our last price adjustment, and we've done all we can to hold the line on increasing our prices since then, but we can wait no longer. So now is the time to stock up at our current lower prices. Like I said, the value is there. And until January 1, you will get that value for less!

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

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



HOLIDAY CLOSINGS

The Edmonton Distribution Center will be closed Monday, November 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. Distribution Centers will be closed Thursday, November 28 for Thanksgiving Day. The AMSOIL corporate headquarters, U.S. Distribution Centers and Canadian Distribution Centers will be closed Wednesday, December 25 for Christmas Day and Wednesday, January 1 for New Year's Day. The Toronto Distribution Center will be closed Thursday, December 26 for Boxing Day.

NOVEMBER CLOSE OUT

The last day to process November orders in the U.S. and Canada is the close of business on Friday, November 29. The last day to process November orders in Alaska, Puerto Rico and New Zealand is the close of business on Monday, November 25. Volume transfers for November business will be accepted until 3 p.m. CST on Friday, December 6.

HASTINGS FILTERS

The Hastings LF 135 filter has been discontinued.

NEW BLACK RACE CAP

Stylish variation of the popular AMSOIL Checkered Racing Cap. Six-panel cap features embroidered AMSOIL Racing logo, velcro closure and newly designed visor. Coordinates with the A.J. Amatuzio Signature Series Race Jacket and Long Sleeve Racing T-Shirt.



Stock #	U.S.	Can
G-1825	12.00	19.25



PRICE ADJUSTMENT

Minor price adjustments on selected products will take effect in the United States and Puerto Rico on January 1 for MLM, Commercial and Retail-on-the Shelf programs. A G-26 Dealer & Preferred Customer Price List will be included in your December *Action News*.

NEBRASKA SALES TAX

Effective October 1, the Nebraska sales tax increased from 5 percent to 5.5 percent.

BOSCH SPARK PLUG WIRE SETS

Due to increasing popularity and sales of Bosch spark plug wire sets, the following sets are now stocked in U.S. and Canadian Distribution Centers (excluding Anchorage):

B09284, B09292, B09322, B09328, B09444, B09608, B09635, B09638, B09645, B09649, B09700, B09708, B09715, B09719, B09725, B09733, B09735, B09740, B09768, B09770, B09779, B09780, B09811

NEW AMSOIL EXECUTIVE PEN



This upscale triangular Euro-style pen features metallic barrel, large comfortable rubber grip and unique clip design.

Stock #	Qty.	U.S.	Can
G-1837	(1) pen	3.50	5.65

NEW LADIES LONG SLEEVE T-SHIRT

The new ladies cotton long sleeve ribbed knit t-shirt features printed AMSOIL logo set off with metallic silver bordering. Sizes S-XL.



Stock #	Size	U.S.	Can
G-1833	S	19.95	32.25
G-1834	M	19.95	32.25
G-1835	L	19.95	32.25
G-1836	XL	19.95	32.25

AMSOIL RACING DECALS AND RACING BANNER

Prices for AMSOIL Racing Decals and the Team AMSOIL Racing Banner have been adjusted. Take advantage of these great savings.



AMSOIL Racing Decals

Stock #	Description.	Qty.	U.S.	Can
G-1789	AMSOIL Racing Decal (4").	10	3.95	6.35
G-1800	AMSOIL Racing Decal (7").	10	5.95	9.50
G-1790	AMSOIL Racing Decal (12").	5	4.50	7.20
G-1791	AMSOIL Racing Decal (20").	1	2.30	3.70

8x4 banner with four metal grommets and four 5' ropes for attachment. Made of 10-oz. vinyl for indoor/outdoor use.

Stock #	U.S.	Can
G-1461	49.95	81.00





T-1 CERTIFICATION MEETINGS

OHIO

• November 26 - Tuesday
Meeting - 7 p.m.
DENATO'S PIZZA ON BROADWAY
Grove City, OH 43123
Hosted by Premiere Direct Jobber
Brad White Cost is \$20

UTAH

• November - Every Friday
• December - 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

• November 21 - Thursday
• December 19 - Thursday
Meeting - 7 p.m.
STANLEO'S SUB VILLA
Governor's Drive
Huntsville, AL
Hosted by Direct Jobbers
Cliff Goehring & Gerry Gotvald
(256) 337-0376

• November 21 - Thursday
• December 19 - Thursday
Meeting - 7 p.m.
BOWMAN RESIDENCE
1330 Frank Marshall Rd.
Ozark, AL 36360
Hosted by Direct Jobbers
E. E. "Al" & Mildred Bowman
(334) 774-3344

ALASKA

• November 21 - Thursday
• December 19 - Thursday
Meeting - 7 p.m.
PHILLIPS INTERNATIONAL INN
5121 Arctic Blvd.
Anchorage, AK 99507
Hosted by Dealer Don Nusbaum
(907) 563-2274
Call for reservations

• November 5, 19 - Tuesday
• December 3, 17 - Tuesday
Meeting - 7 p.m.
STATEN RESIDENCE
2949 Sunflower Street
Anchorage, AK 99508
Hosted by Direct Jobber
Richard Staten
(907) 333-0124
Call for reservations

ARIZONA

• November 19 - Tuesday
• December 17 - Tuesday
Optional no-host dinner - 5:30 p.m.
Meeting - 6:30 p.m.
FIREHOUSE RESTAURANT
1639 E. Apache Blvd.
Tempe, AZ 85281
Hosted by Executive Direct Jobber
Dick Nido and Dealer
Jim Brewer R.S.V.P.
(602) 996-7181 Dick
(480) 968-4922 Jim

ARKANSAS

• November 14 - Thursday
• December 12 - Thursday
Meeting - 6:30 p.m.
GARDNER RESIDENCE
280 York Chapel Rd.
Nashville, AR 71852
Hosted by Dealer Gerry Gardner
(870) 451-9152 jgard24@iocc.com

• November 13 - Wednesday
• December 11 - Wednesday
Meeting - 7 p.m.

PASTERNAK RESIDENCE
217 CR 472
Jonesboro, AR 72404
Hosted by Account Directs
David and Brenda Pasterniak
(870) 933-8376

CALIFORNIA

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

• November 7, 21 - Thursday
• December 5, 19 - Thursday
Meeting - 7:30 p.m.
CHRISTENSEN RESIDENCE
4141 Palm Ave, Apt 574
Sacramento, CA 95610
Hosted by Premiere Direct Jobber
Jay Christensen (916) 339-1152

• November 6 - Wednesday
• December 4 - Wednesday
Meeting - 7 p.m.
MCCOOL RESIDENCE
2210 Codding Dr.
Modesto, CA 95350
Hosted by Dealer Bill McCool
(209) 577-0174

• November 26 - Tuesday
Meeting - 7 p.m.
EVANS RESIDENCE
40728 Sundale Dr.
Fremont, CA 94538
Hosted by Dealers
Chuck and Linda Evans
(510) 659-4078

• November 12 - Tuesday
• December 10 - Tuesday
Meeting - 6:30 p.m.
DENNY'S RESTAURANT
740 W. 2nd St.
San Bernardino, CA 94401
Hosted by Dealers Richard and Delores
Nichol (909) 862-1252

• November 4, 25 - Monday
Meeting - 7 p.m.
INTERNATIONAL HOUSE OF PANCAKES/VINTAGE OAKS SHOPPING CENTER
Novato, CA 94945
Hosted by Dealer Richard Eplett
(800) 280-9905

• November 5, 19 - Tuesday
• December 3 - Tuesday
Meeting - 7 p.m.
CARROW'S RESTAURANT
19011 Bloomfield Ave.
Cerritos, CA
Dealer Dave Gumpertz
(562) 212-3709 Dave@Lubes4U.com

• November 19 - Tuesday
• December 17 - Tuesday
Meeting - 7 p.m.
Downline and Guests FREE, Out of line - \$5
LUDWICK RESIDENCE
6015 Hughes St.
San Diego, CA 92115
Hosted by Direct Dealer Craig Ludwick
R.S.V.P. (619) 583-5218

COLORADO

• November 21 - Thursday
• December 19 - Thursday
Meeting - 7:30 p.m.
AMSOIL HOUSE
4316 Ridgcrest Drive
Colorado Springs, CO 80918
Hosted by Premiere Direct Jobbers Don &
Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

• November 9 - Saturday
• December 14 - Saturday
Meetings at Noon
Call for reservations
KING RESIDENCE
2306 Taggart Court
Wilmington, DE 19810
Hosted by Direct Dealer
Greg King (302) 345-4350
Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

• November 5 - Tuesday
• December 3 - Tuesday
Meeting - 7 p.m.
Call in advance
TOM & MONY'S RESTAURANT
4757 S. Orange Ave.
Orlando, FL 32806
Hosted by Regency Gold Direct Jobbers
George & Shirley Douglas
(407) 856-1564
Call ahead for details,
directions and RSVP

• November 21 - Thursday
• December 19 - Thursday
Meeting - 7 p.m.
AMSOIL DISTRIBUTION CENTER
3724 Silver Star Rd.
Orlando, FL 32808
Hosted by Regency Gold Direct Jobbers
Dan and Judy Watson (407) 657-5969

• November 5 - Tuesday
• December 3 - Tuesday
Dinner/Social - 6 p.m.
order from menu
Meeting - 7 p.m.
SAFFRON'S RESTAURANT
1700 North Park St.
St. Petersburg, FL, 33710
Hosted by Executive Direct Jobbers John
and Shirley Alquist
(727) 5454-8547
alquistproducts@hotmail.com Calls to
confirm space available appreciated but
not mandatory.

GEORGIA

• November 2 - Saturday
• December 7 - Saturday
Meeting - 9 - 11 a.m.
CHAMBLESS RESIDENCE
4803 Chamblee-Dunwoody Rd.
Atlanta, GA 30338
Hosted by Regency Gold Direct Jobbers
Larry and Kathryn Chambliss
(770) 393-9916

• November 7 - Thursday
• December 5 - Thursday
Dinner - 7 p.m.
DIRKEN RESIDENCE
1905 Queens Road
Albany, GA 31707
Hosted by Master Direct Jobber
Sherry Dirksen (912) 436-5532
Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

• November 2 - Saturday
• December 7 - Saturday
Meeting - 12 - 3 p.m.
SCHELL RESIDENCE
2000 W. Broadway
Idaho Falls, ID
Hosted by Regency Platinum Direct
Jobbers Mark & Sherree Schell
Reservations: (208) 524-0322 RSVP

ILLINOIS

• November 12 - Tuesday
• December 10 - Tuesday
Meeting - 7:30 p.m.
BAUER RESIDENCE
111 Woodland Trail
Anna, IL 62906-3904
Hosted by Account Directs
Norm and Barb Bauer
(618) 833-3228

• October 19 - Saturday
• November 16 - Saturday
Meeting - 10 a.m.
LINDLAND SALES OFFICE
1421 Winnemac Avenue
Unit I
Chicago, IL 60640
Hosted by Direct Jobbers
Rienert and Diana Lindland
(773) 271-5678

INDIANA

• November 6, 20 - Wednesday
• December 4, 18 - Wednesday
Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Rd.
Bremeon, IN
Hosted by Direct Jobbers
Leroy and Malinda Hochstetler
and Direct Jobbers
Willis and Rolene Gingerich
(219) 831-2839

IOWA

• November 19 - Tuesday
Meeting - 7:30 p.m.
JOHNSON RESIDENCE
8432 Harbach Blvd
Clive, IA 50325
Hosted by Dealer Jimmy Johnson
RSVP
(515) 267-9100 or amsoil@netins.net
F-1 training also available by appoint-
ment.

KANSAS

None Scheduled

KENTUCKY

• November 7 - Thursday
• December 5 - Thursday
Meeting - 7:30 p.m.
Hosted by Premier Direct Jobbers
Al and Ann Kelly
(859) 879-0728 or
e-mail: best.oil@verizon.net
Call for location, directions and RSVP

LOUISIANA

• November 5 - Tuesday
• December 3 - Tuesday
Meeting - 7 p.m.
AUTTONBERRY RESIDENCE
2520 Swiss Street
W. Monroe, LA 71291
Hosted by Dealer Ellis Auttonberry
(318) 396-4348

MAINE

None Scheduled

MARYLAND

• November 22 - Friday
• December 27 - 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

• November 22 - Friday
• December 27 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Ave.
Fort Howard, MD 21052
Hosted by Account Direct
Harvey Groner (410) 477-8255

• October 3 - Thursday
• November 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

• November 22 - Friday
• December 27 - Friday
Meeting - 7:30 p.m.
AL SMITH AUTOMOTIVE
3228 E Joppa Rd.
Baltimore, MD 21234
Hosted by
Premiere Direct Jobber Al Smith
(410) 882-9696
Al@SynLubes.com
Reservations Required

MASSACHUSETTS

None Scheduled

MICHIGAN

• November 18 - Monday
• December 16 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
644 Shady Maple Dr.
Wixom, MI 48393
Hosted by Master Direct Jobber
Tom Kirby (248) 669-9093
Refreshments served, RSVP Required

• November 4 - Monday
• December 2 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)

ELLIS RESIDENCE
61653 Miriam Dr
Washington, MI 48094
Hosted by Regency Gold Direct Jobber
Mike Ellis
RSVP at (810) 781-5092 or (810) 918-1578

• November 4 - Monday
• December 2 - 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

• November 21 - Thursday
• December 19 - Thursday
Meeting - 7 p.m.
SCHMIT RESIDENCE
932 38th Ave. No.
St. Cloud, MN 56301
Hosted by Regency Platinum Direct
Jobbers Kay & Arlene Schmit
(320) 251-4861

• November 21 - Thursday
• December 19 - Thursday
Meeting - 7 p.m.
MEYER RESIDENCE
800 2nd Street
Cleveland, MN 56017
Hosted by Premiere Direct Jobbers
Charles & Donna Meyer
(507) 931-3875

• November 14 - Thursday
Meeting - 7:30 p.m.
STAVE RESIDENCE
44 Crow River Dr.
Elk River, MN 55330
Hosted by Dealer Ordell Stave
(612) 241-5267

MISSISSIPPI

• November - Every Wednesday
Meeting - 11 a.m.
DINNER BELL RESTAURANT
10122-C Central Ave.
D'Bererville, MS 39532
Hosted by Dealer Jim Day (228) 388-4325
RSVP/Guests Welcome
jwdandy2000@yahoo.com

MISSOURI

None Scheduled

NEVADA

• November 14 - Thursday
• December 12 - 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 NEW JERSEY

None Scheduled

NEW MEXICO

• November 26 - Tuesday
Meeting - 7:30 p.m.
GREENBERG RESIDENCE
1537 Bryn Mawr NE
Albuquerque, NM 87106
Hosted by Regency Direct Jobbers
Paul and Nancy Greenberg
(505) 255-2137 fax (505) 232-8330
NMOilman@aol.com

NEW YORK

• November 20 - Wednesday
• December 18 - Wednesday
Meeting - 7 p.m.
O'BRIEN RESIDENCE
436 Mosely Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien
(716) 223-8016
Call ahead to reserve a seat

• November 20 - Wednesday
• December 18 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific
location
Hosted by Direct Jobber Peter Finnerly
(315) 682-9791

• November 20 -Wednesday
• December 18 -Wednesday
Meeting - 7:30 p.m.
NEWARK, NY
LOCATION
Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• November 14 - Thursday
• December 12 - Thursday
Meeting - 7 p.m.
KAZAN RESIDENCE
9200 Lake Wheeler Road
Fuquay-Varina, NC 27526
Hosted by Account Directs
Eric & Donna Kazan
(919) 772-9569 Guests welcome
Non-downline \$2.00

• November 14 - Thursday
• December 12 - Thursday
Meeting - 7:30 p.m.
FOREIGN PARTS CENTRE
2032 Spring Road
Hickory, NC 28601
Hosted by Account Direct
Larry Mallonee and Dealer
Jack Hoskins
(704) 327-7844 or (704) 322-9312
All Dealers welcome;
Please call Larry first

• November 14 - Thursday
• December 12 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

• November 12 - Tuesday
• December 10 - Tuesday
Meeting - 7 p.m.
CLEVELAND RESIDENCE
224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers
George & Nancy Cleveland
(910) 346-3866
Call first - All Dealers welcome

NORTH DAKOTA

• November 5 - Tuesday
Meeting - 7:30 p.m.
EVANSON RESIDENCE
725 10th Ave. W.
West Fargo, ND 58078
Hosted by Direct Jobbers Skip and Anna
Evanson
(701) 281-1906
skipsupertube@msn.com

OHIO

• November - Every Wednesday
Meeting - 6 p.m. (training)
Meeting - 8 p.m. (opportunity)
FABIJANIC RESIDENCE
561 Loomis Avenue
Cuyahoga Falls, OH 44221
Hosted by Dealers
Paul & Coralie Fabijanic
(216) 928-8863 or 800-874-4827 RSVP

• November 9 - Saturday
• December 14 - Saturday
Meeting - 1 - 4 p.m.
LACKORE RESIDENCE
1900 George Ave.
Brunswick, OH 44212
Hosted by Master Direct Jobber
Calvin Lackore (800) 798-9777

• November 3 - Sunday
• December 1 - Sunday
Meeting - 1 p.m.
MERRITT RESIDENCE
650 State Route 131
Fayetteville, OH 45118
Hosted by Dealers Gordon and
Sara Merritt (937) 288-2568

• November 25 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Direct Jobbers
Luis and Sharon Pena
Please RSVP to
(419) 349-3451 or (419) 297-3451

• November 12, 26 - Tuesday
Meeting - 7 p.m.
DENATO'S PIZZA ON
BROADWAY
Grove City, OH 43123
Hosted by Premiere Direct Jobber
Brad White (800) 871-5921

OKLAHOMA

• November 2 - Saturday
• December 7 - Saturday
Meeting - 9 - 11 a.m.
GOLDEN CORRAL
9711 E. 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady
(918) 258-6979 *Pat

• November 14 - Thursday
• December 12 - Thursday
Meeting - 7 - 8:30 p.m.
Please call for location and
reservations for you and
your guests.
Hosted by Dealers
Richard and Brenda Coats
(918) 225-5722
Call first to confirm space for you and
your guests

• November 14 - Thursday
• December 12 - Thursday
Meeting - 7 - 8:30 p.m.
GOLDIE'S
2005 E. 21st St.
Tulsa, OK 74114
Hosted by Account Direct
Kevin Alexander (918) 342-9537
Call first to confirm space for you and
your guests

• November 14 - Thursday
• December 12 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Rd.
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and Account Direct Kevin
Alexander (918) 258-6979 RSVP
kevin@nordam.com

OREGON

• November - Tuesdays and Thursdays
Fast Start Seminars
Meeting - 7 p.m.
CENTRAL OREGON
COMMUNITY COLLEGE
LIBRARY
(lower level conference room)
2600 NW College Way
Bend, OR 97701
Hosted by Account Direct
Bruce Shlander (541) 385-5889
Call to confirm space for you and your
guests.

• November 21 - Thursday
• December 19 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
SWEETBRIER INN
7125 S.W. Nyberg Road
Tualatin, OR 97062
Hosted by Master Direct Jobber
Ed Greenwood (800) 722-1092
Call first to confirm space for you and
your guests

• November 7 - Thursday
• December 5 - Thursday
Meeting - 7 p.m.
HOFFMAN RESIDENCE
7025 SE 22nd Ave.
Portland, OR 97202
Hosted by Dealer Dan Hoffman
(503) 236-2579 All are welcome

• November 25 - Monday
Meeting - 6 p.m.
AUNE RESIDENCE
803 N. 2nd St.
Silverton, OR 97381
Hosted by Direct Dealer Todd Aune
(888) 283-3580
All are welcome with RSVP

PENNSYLVANIA

• November 18 - Monday
• December 16 - Monday
Meeting - 7 p.m.
HALLOCK ENTERPRISE
STORE
5 Main Street
Bradford, PA
Hosted by Premiere Direct Jobber Joseph
M. Hallock
(814) 368-8625
T-1 training also available.

• November - Every Monday
Meeting - 7 p.m.
AMSOIL RETAIL STORE
103 McCargo Street
New Kensington, PA
Hosted by Dealer A. Ralph Snoznik
(724) 335-8608
All Dealers and guests are welcome

RHODE ISLAND

None Scheduled

SOUTH CAROLINA

• November - Every Tuesday
Meeting - 7:30 p.m.
GEORGE KERR and
ASSOCIATES
Northgate Building
5861 Rivers Ave., Suite 107
N. Charleston, SC 29406
Hosted by Dealer George Kerr
(843) 747-8200

• November - variable meetings
• December - variable meetings
Call for meeting time, date
SPRADLEY RESIDENCE
117 Winston Circle
Pelion, SC 29123
Hosted by Direct Jobbers
Jim & Vicki Spradley
(803) 894-4618

• November - First Tuesday
• December - First Tuesday
Meeting - 7 p.m.
DENNEY'S RESTAURANT
2521 Wade Hampton Blvd.
Greenville, SC 29615
Hosted by Direct Jobber
Loel D. Handley
R.S.V.P (864) 989-0753

SOUTH DAKOTA

None Scheduled

TENNESSEE

• November 19 - Tuesday
• December 17 - Tuesday
Meeting 7 p.m. (info)
8 p.m. (opportunity)
DW WILSON CENTER
Tullahoma, TN
Hosted by Dealer Nelson Gill
(931) 393-2601

TEXAS

• November 19 - Tuesday
• December 17 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Premiere Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
e-mail: oilmandj@attbi.com

• November 7 - Thursday
• December 5 - Thursday
Meeting - 7:30 - 9 p.m.
SHALIN RESIDENCE
544 Clew Court
Azle, TX 76020
Hosted by Regency Silver Direct Jobbers
Tom and Sheila Shalin
(817) 444-9522

UTAH

• November - Every Tuesday
Meeting - 7:30 p.m.
CHRISTENSEN RESIDENCE
8516 Snowville Drive
Sandy, UT 84070
Hosted by Executive Direct Jobber
Neil Christensen, Dealer Rodney Haskins
and Dealer Doug Blackhurst
(801) 942-3881/(801) 942-8641

• November - Every Friday
• December - Every Friday
Meeting - After 4 p.m.
GREENE RESIDENCE
11653 S. Patchwork Circle
South Jordan, UT 84095
Hosted by Dealer Dorsey Greene
(801) 253-2701
T-1 Certification classes every Friday,
pre-paid registration required Everyone
welcome; RSVP

VERMONT

None Scheduled

VIRGINIA

• November 18 - Monday
Products Presentation and Opportunity
Meeting
• November 23 - Saturday
"Marketing Plan"
Saturday meetings: 10 a.m. - noon;
Monday meetings 7 - 9 p.m.
REID RESIDENCE
14600 Cornwall Ln.
Chester, VA 23836
Hosted by Regency Gold Direct Jobbers
Gerry & Patricia Reid and Premier Direct
Jobbers David and Rebecca Reid
For all meetings, please call
(804) 530-1400 to reserve space;
(804) 530-0179 Fax
synthoils@comcast.net

• November 11, 25 -Monday
Meeting - 7:30 p.m.
STANCIL RESIDENCE
240 N. Oceana Blvd.
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stancil
(804) 428-6049

• November 11 - Monday
• December 9 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitte
(804) 694-0221

• November 5 - Tuesday
• December 3 - Tuesday
Meeting - 7:30 p.m.
PESZKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct Jobbers
Raymond & Karen Peszko
(804) 484-9491

• November 12 - Tuesday - "How to
Use the Commercial-Retail Program"
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Rd.
Sandston, VA
Hosted by Account Directs
Roger Riggle and Mel Pipgras
(804) 737-4874 or (804) 737-9231

WASHINGTON

• November 18 - Monday
• December 16 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE
CENTER & WAREHOUSE
3325 Meridian Ave. E.
Edgewood, WA 98371
Hosted by Executive Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• November 12 - Tuesday
• December 10 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Premiere Direct Jobbers
Mary & Charlotte Stouard
(360) 856-1641 Guests Welcome

• November 14 - Thursday
• December 12 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Executive Direct Jobbers
Tom & Shirley Walsh
(425) 483-2582
T-1 certification classes available by
appointment with pre-paid registration.

• November 12 - Tuesday
• December 10 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers
Raymond & Patsy Prukop
(253) 845-9755 / 800-267-6450
Everyone Welcome!

• November 11, 25 - Monday
Meeting - 7:30 p.m.
POODLE DOG
RESTAURANT
1522 54th Avenue East
Fife, WA 98424
Hosted by *Regency Platinum Directs
Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

WEST VIRGINIA

None Scheduled

WISCONSIN

• November 21 - Thursday
• December 19 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL Academy
1201 Clough Ave.
Superior, WI 54880
Hosted by
****Regency Platinum Direct Jobbers
Bill & Donna Durand
Refreshments Served
(715) 392-4006 Guests Welcome

• November 14 - Thursday
• December 12 - Thursday
Meeting - 7 p.m.
MITMOEN SERVICE
GARAGE
6017 65th Street
Kenosha, WI 53142
Hosted by Executive Direct Jobbers Victor
and Lynn Mitmoen
(262) 652-3399

• November 9, 23 - Saturday
• December 14, 28 - Saturday
Meeting - 1 - 3 p.m.
VILLERS RESIDENCE
2600 W. High St.
Racine, WI 53404
Hosted by Regency Direct Jobber
Edie Villers (414) 637-2726 RSVP

• November 19 - Tuesday
• December 17 - Tuesday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcom St.
Hammond, WI 54015
Hosted by Executive Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING

None Scheduled

INTERNATIONAL

ALBERTA

None Scheduled

BRITISH COLUMBIA

• November 15 - Friday
• December 20 - Friday
Meeting - 7 p.m.
CROSS ROADS
RESTAURANT
1821 Sumas Way
Abbotsford, B.C., Canada
Hosted by Direct Jobber Zain Krikau and
Dealer George Epp
(604) 826-8966
All welcome.

MANITOBA

None Scheduled

NEW BRUNSWICK

• November 18 - Monday
• December 16 - Monday
Meeting - 7:30 p.m.
McLAUGHLIN RESIDENCE
9 Pinder Road
Riverview, NB E1B 3Z2
Hosted by Account Direct
Wayne McLaughlin and Dealer Wendell
Steeves
(506) 386-2896/(506) 387-3197
Everyone Welcome

NEWFOUNDLAND

NOVA SCOTIA
None Scheduled

ONTARIO

• November 28 Thursday
Meeting - 6 - 8 p.m.
AMSOIL DISTRIBUTION
CENTER
6625 Tomken Rd.
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Premiere Direct Jobber
Rob Hilditch and local Dealers
(905) 564-7770

PRINCE EDWARD

ISLAND

PUERTO RICO

QUEBEC

SASKATCHEWAN

None Scheduled

NEW ZEALAND

• November 4 - Monday
• December 2 - Monday
Meeting - 6:30 - 9 p.m.
AMSOIL DISTRIBUTION
CENTER
3/1 Binsted Rd, New Lynn
Auckland
Auckland, NZ
Hosted by Premiere Direct Jobber
John Gurney Phone (021) 936-091
Fax (021) 636-094
synoil@dangerousbrothers.com
Fee: \$10

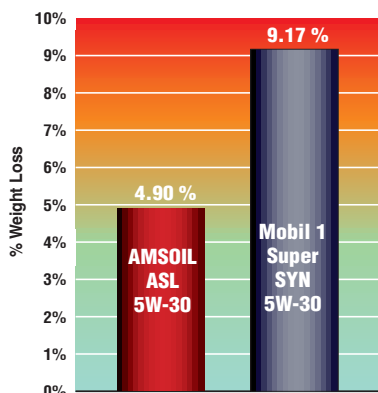
They Say Nothing Outperforms Mobil 1? Wrong!

AMSOIL INC. set out to examine the specifics of the overly broad “Nothing Outperforms...” Mobil claim. AMSOIL 5W-30 Synthetic Motor Oil (ASL) and Mobil 1 SuperSyn 5W-30 Motor Oil were analyzed in five key bench tests measuring motor oil performance: NOACK volatility, flash/fire point, pour point, four ball wear and total base number (TBN). As shown in the charts below, AMSOIL outperformed Mobil 1 in all five areas.

NOACK Volatility

The NOACK Volatility Test determines the evaporation loss of lubricants in high-temperature service. The more motor oils vaporize, the thicker and heavier they become, contributing to poor circulation, reduced fuel economy, increased oil consumption and excessive wear and emissions. A maximum of 15 percent evaporation loss is allowable to meet the API SL and

NOACK Volatility (ASTM D-5800)



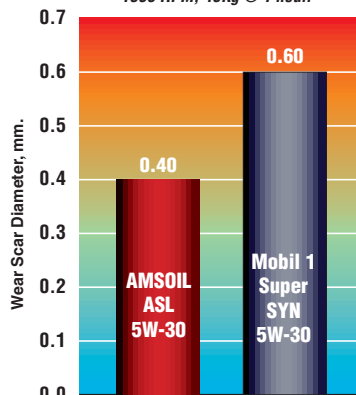
ILSAC GF-3 specifications. As shown in the graph, AMSOIL 5W-30 Synthetic Motor Oil lost an extremely low 4.9 percent of its original weight during high-temperature service, maintaining its superior protective and performance qualities, while Mobil 1 SuperSyn 5W-30 Motor Oil lost 9.17 percent of its original weight.

Four Ball Wear

The Four Ball Wear Test determines the wear protection properties of a lubricant by measuring the wear scars produced by four metal balls in sliding contact under the test parameters. The smaller the average wear scar, the better the wear protection pro-

Four Ball Wear Test Para 3 (ASTM D-4172)

4-BALL PARA 3 - 150°C, 1800 RPM, 40Kg @ 1 hour.

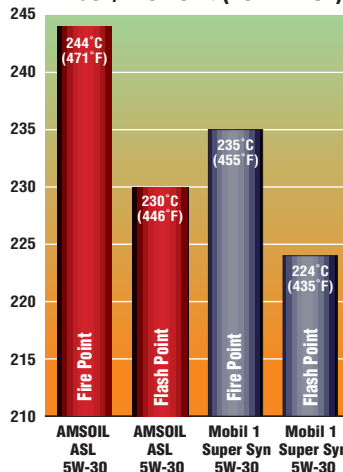


vided by the lubricant. As shown in the graph, AMSOIL 5W-30 Synthetic Motor Oil completed the Four Ball Wear Test producing a smaller wear scar than the Mobil 1 SuperSyn 5W-30 Motor Oil.

Flash/Fire Point

The Flash/Fire Point Test determines the lowest temperatures at which application of a flame will cause lubricant vapors to ignite (flash point) and sustain burning for five seconds (fire point). Lubricants with higher flash and fire points exhibit more stable volatility characteristics and are safer to use and transport. As shown in the graph,

Flash/Fire Point (ASTM D-92)

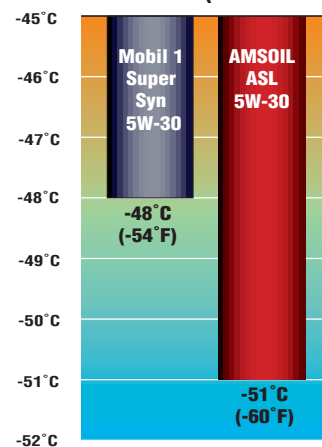


AMSOIL 5W-30 Synthetic Motor Oil has higher flash and fire points than does Mobil 1 SuperSyn 5W-30 Motor Oil.

Pour Point

The Pour Point Test determines the lowest temperature at which a lubri-

Pour Point (ASTM D-97)

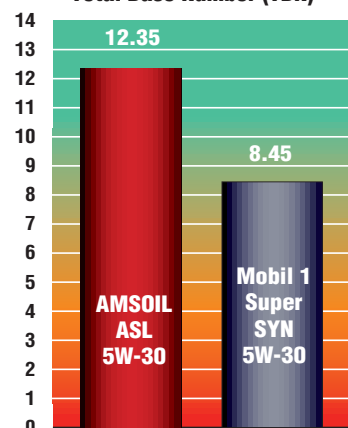


cant flows. The lower a lubricant's pour point, the better protection it provides in low-temperature service. As shown in the graph, AMSOIL 5W-30 Synthetic Motor Oil has a lower pour point than Mobil 1 SuperSyn 5W-30 Motor Oil.

Total Base Number

Total Base Number (TBN) is the measurement of a lubricant's reserve alkalinity. The higher a motor oil's TBN,

Total Base Number (TBN)



the more effective it is in handling contaminants and reducing the corrosive effects of acids for an extended period of time. As shown in the graph, AMSOIL 5W-30 Synthetic Motor Oil has a higher TBN than Mobil 1 SuperSyn 5W-30 Motor Oil.

Team AMSOIL Poised for Series Victory Instead Wins Hearts of Fans and Peers



Team AMSOIL and Terry Rinker reach the top winning the 2002 Great Northern River Roar in Saskatoon, Canada.

Rinker On Title Pace

3rd	Laughlin, Nev.
1st	Saskatoon, Canada
2nd	San Diego, CA
14th	Cypress Gardens, FL
4th overall	Final

was in trouble. He battled to regain control. At one point the boat was totally out of the water. Later the veteran driver said he was cranking hard left on the wheel and praying. The boat skidded on the water a couple of times before careening off a water ski ramp. The boat barrel rolled clockwise in the air like a floundering paper airplane before landing upside down, nose first in the water, while resting on a big sign used for the ski show. It was spectacular and horrifying. Miraculously, Rinker extricated himself from the boat and still had the presence of mind to shut the motor down which continued revving with the razor sharp prop spitting out splinters from the plywood backdrop. No one other than Rinker was injured in the crash. He took six stitches in his left hand. A few inches in either direction or a failure to get any sort of control of the boat and the result of the crash could have been catastrophic. "I didn't know you could go from the penthouse to the outhouse so quickly," quipped Rinker.

With their never-say-quit attitude Rinker and the guys went to work on the back-up boat. The championship was likely lost, but there was still a race to win. The team was able to make it back in the afternoon for a pair of 10-lap qualifiers. Rinker won the second. Mathematically he was still in the hunt for a title.



Rinker's boat landed nose down and backwards after a spectacular crash. He was unhurt and returned to race. See video footage of the crash at www.amsoil.com.

Terry Rinker stole the show, but it was not the weekend envisioned for Team AMSOIL. Instead of podiums and champagne, the Rinker/Blackhawk Racing/AMSOIL team encountered heartache. Still, the team left the final 2002 PROP Tour event at Cypress Gardens, Florida with admiration and as winners. Rinker had a 13-point lead going into the October 4-6 races and was the odds-on favorite to be crowned champion. It was not to be.

On his first Saturday time trial run of the mile-and-a-quarter course Rinker posted the third fastest speed of 129.74 mph. For his second run Rinker tried a new and wider line around the corner bouys. The idea was to not scrub speed around corner four and cross the finish line full throttle. As he crossed the line at nearly 131 mph some air got under the boat and lifted it. Rinker

was in trouble. He battled to regain control. At one point the boat was totally out of the water. Later the veteran driver said he was cranking hard left on the wheel and praying. The boat skidded on the water a couple of times before careening off a water ski ramp. The boat barrel rolled clockwise in the air like a floundering paper airplane before landing upside down, nose first in the water, while resting on a big sign used for the ski show. It was spectacular and horrifying. Miraculously, Rinker



The team changes a motor, but the oil stays the same, AMSOIL Series 2000 2-Cycle.

Sunday morning it was back on the water again for twin 10-lappers. About halfway through

the first semi-final Rinker's canary yellow boat was hit by a competitor and sent flying over. The whole left side of the boat had been sheered off. Rinker was unhurt. With an unwilting competitive spirit Rinker told his guys that they had two options – pack it in or get another boat. He said, "If I'm going to go down, I'm going to go down swinging." Fortunately a third boat had been brought and placed on display at the Cypress Gardens Park entrance. It wasn't race ready. The crew worked feverishly for three hours gutting the other two boats to retrofit the show boat for competition. When the yellow boat rounded the corner into the stadium area for the final the crowd roared with appreciation. Unfortunately after several laps the boat went dead in the water with an electrical problem. Rinker was able to refire the boat and finish the race in 14th place. "The AMSOIL products we use haven't let us down all year. It just wasn't meant to be this weekend," said Rinker

Team AMSOIL ends the year in fourth place overall in Formula One PROPR Tour points. The highlight of the year was the team's stunning win at the Great Northern River Roar in Saskatoon, Canada.

MONTHLY LE



Ray and Arlene Schmit
Minnesota
★★Regency Platinum Direct Jobbers
FIRST—in Total Organization
FIRST—in Personal Group Sales
Seventh—in Most New Qualified Dealers and Accounts



LaDonna Harrison & LaVel Rude
Minnesota
★★★★Regency Platinum Direct Jobbers
Second—in Total Organization
Sixth—in Personal Group Sales



Members, Leadership Council

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



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



Member, Leadership Council

Ora Mae Boardman
Virginia
Regency Platinum Direct Jobber
Fifth—in Total Organization



David and Carol Bell
Texas
Regency Platinum Direct Jobbers
Ninth—in Total Organization
FIRST—in Commercial and Retail Marketing



George and Shirley Douglas
Florida
Regency Gold Direct Jobbers
Tenth—in Total Organization
Eighth—in Personal Group Sales



Daniel and Judy Watson
Florida
Regency Gold Direct Jobbers
Seventh—in Personal Group Sales
Tenth—in Most New Qualified Dealers and Accounts



Dave M. Mann
Michigan
Master Direct Jobber
Ninth—in Commercial and Retail Marketing
FIRST—in Most New Qualified Dealers and Accounts



Bud and Lorna Bourquin
Minnesota
Regency Silver Direct Jobbers
Tenth—in Commercial and Retail Marketing



David and Rebecca Reid
Virginia
Premiere Direct Jobbers
Fifth—in Commercial and Retail Marketing



Greg Landuyt
Indiana
Executive Direct Jobber
Third—in Most New Qualified Dealers and Accounts



Michael J. Mathe
Michigan
Direct Jobber
Fourth—in Most New Qualified Dealers and Accounts



Michael and Eileen Kaufman
Michigan
Executive Direct Jobbers
Fifth—in Most New Qualified Dealers and Accounts



John and Jeanne Burke
California
Master Direct Jobbers
Sixth—in Most New Qualified Dealers and Accounts

ADERS

August
2002

HALL OF FAME

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



Members, Leadership Council

William and Judith Shirk
Maine
Regency Platinum Direct
Jobbers
*Sixth—in Total
Organization*
*Third—in Personal Group
Sales*



Members, Leadership Council

Gerry and Patricia Reid
Virginia
Regency Gold Direct Jobbers
Seventh—in Total Organization
Fourth—in Personal Group Sales
*Second—in Most New Qualified
Dealers and Accounts*



Patrick and Donna Grady
Oklahoma
Regency Gold Direct Jobbers
Eighth—in Total Organization



James J. Allen
Ohio
Master Direct Jobber
*Second—in Commercial
and Retail Marketing*



Michael H. Ellis
Michigan
Regency Gold Direct
Jobber
*Third—in Commercial
and Retail Marketing*



Greg and Debra McKenzie
Alberta
Premiere Direct Jobbers
*Fourth—in Commercial and
Retail Marketing*



**Larry and Kathryn
Chambless**
Georgia
Regency Gold Direct Jobbers
*Eighth—in Most New
Qualified Dealers and
Accounts*



Donald and Joyce Nichols
Virginia
Regency Platinum Direct
Jobbers
*Ninth—in Most New
Qualified Dealers and
Accounts*



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



Shirley Green,
Regency Platinum



Dorothy Hansen,
Regency Platinum



**Harold and Marcile
Hartman,**
Regency Platinum

HIGHER LEVELS OF

★★★★REGENCY PLATINUM DIRECT JOBBER



LaDonna Harrison and LaVel Rude
Minnesota

REGENCY SILVER DIRECT JOBBERS



Wallace and Katherine
Hillman
Virginia

EXECUTIVE DIRECT JOBBER



Ken and Felice
Sherwin
Texas

PREMIERE DIRECT JOBBERS



James and Donna
Bergquist
Minnesota



Michael and Lori
Gorecki
Minnesota



Michael and
Pamela
Westwood
Texas

NEW DIRECT JOBBERS



Michael R. Funk
Virginia
Sponsors: Raymond and Karen Peszko
Direct Jobbers:
Raymond and Karen Peszko



Peter F. Boken
Ontario
Sponsors: William and Jean Kent
Direct Jobbers:
William and Jean Kent

NEW DIRECT DEALERS



Marc and Lori Allen
California
Sponsor: Marcus Hinman
Direct Jobber:
Marcus Hinman



Norman E. Ayres
Nevada
Sponsor: P. Scott McPherson
Direct Jobber:
P. Scott McPherson



Gene and Doreen
Rinehart
Texas
Sponsors: Tom and Sheila Shalin
Direct Jobbers:
Tom and Sheila Shalin

NEW ACCOUNT DIRECT



Fred A. Schultz
Texas
Sponsors: Tracey and Marty Dean
Direct Jobbers:
Tracey and Marty Dean

RECOGNITION

August
2002

2500 Level Honors 2500 monthly commission credits 25 Dealers sponsored

Robert Noffz, *Idaho* Sponsors: Gene and Danae Fine
Thomas M. Schmit, *Minnesota* Sponsors: Ray and Arlene Schmit

2000 Level Honors 2000 monthly commission credits 20 Dealers sponsored

Harrold C. Andresen, *Texas* Sponsors: Merrill and Irma Davis

1500 Level Honors 1500 monthly commission credits 15 Dealers sponsored

George and Janice Mitchell, *Maine* Sponsors: John and Nancy Lambert
Darrell Oler, *Idaho* Sponsors: R. Craig and Denise Reese

1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

Rich and Dawlean Beatty, *Texas* Sponsor: Fred A. Schultz
Harold and Carole Booth, *Virginia* Sponsors: Wallace and Katherine Hillman
Joe and Jean Meyers, *Pennsylvania* Sponsors: Edward and Mary Friend

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

Alan D. Beckett, *Idaho* Sponsor: Robert Noffz
Dennis A. Buck, *Minnesota* Sponsors: Michael and Lori Gorecki
Norman and Betty Crane, *British Columbia* Sponsors: Robert and Erna Elliott
James and Billie Hedglen, *Michigan* Sponsor: Wesley R. McClain
Robert Henderson, *Oregon* Sponsor: William L. Fischbach
Lynn D. Holzner, *California* Sponsors: Thomas and Nancy Ferstl
Bruce and Elaine Macnair, *Washington* Sponsors: Thomas and Edna Van Every
Jerry and Carol Ann Mallari, *Colorado* Sponsors: Gary and Shirley Andersen
Scott Moore, *Texas* Sponsors: Scott and Anita Plummer
Daniel Mueller, *Wisconsin* Sponsor: Steve Hanson
Thomas F. Rudledge, *Texas* Sponsors: Gary and Dianne Popken
Bradley and Teresa Taylor, *Tennessee* Sponsors: James and Marjorie McNeill
Fred and Linda Winter, *Idaho* Sponsor: Galyn J. Broers

300 Level Honors 300 monthly commission credits 3 Dealers sponsored

Charles and Carol Bailey, *Ohio* Sponsor: Eldred Post
Christopher M. Beyer, *Oklahoma* Sponsor: Ron Mclearn
Richard J. Brynteson, *Texas* Sponsor: Harrold C. Andresen
William Bune, *Minnesota* Sponsor: William L. Brown
Chris Ehrman, *Wisconsin* Sponsor: Larry Walker
David and Janita Gaylord, *Washington* Sponsors: Leonard and Eunice Pearson
Richard and L. Gibbs, *North Carolina* Sponsor: James M. Brooks
Leonard and Susan King, *Colorado* Sponsors: Del and Betty Karlstrum
Timothy J. Lee, *Texas* Sponsors: Michael and Pamela Westwood
Maurice and Dorothea Lesslie, *Tennessee* Sponsors: James "Ed" and Elsie Foster
Mike Merino, *Florida* Sponsor: Pete Vail
Chad Metzger, *Oregon* Sponsors: Andrei and Radmila Ardelean
Doug and Angie Mills, *Oklahoma* Sponsors: Douglas and Kimberly Crawford
Michael and Vickie Remar, *Michigan* Sponsors: John and Connie Luczak
Eric Robinson, *Ontario* Sponsor: Bob L. Andrews
Duane J. Sroka, *Michigan* Sponsors: Danny and Kelley Doktor
Larry S. Vaughan, *Arizona* Sponsors: Doyle and Diana Vaughan
Bernard L. Ziska, *Nebraska* Sponsor: Alfred F. Ziska

Register Now for the AMSOIL 30th Anniversary International Convention

July 17-19, 2003

Register now and SAVE \$30

- **Rig Round Up** – Dealers showcase their AMSOIL- decorated vehicles in a contest for cash prizes.
- **Cash Drawings** – Dealers earn chances to win one of five one thousand dollar cash prizes each time they register a new Dealer, Preferred Customer or account from now until the convention.
- **FREE Lodging Giveaways** – Start Now! Ten 3-night stays in area hotels go to 10 Dealers registering by April 1, based on sponsorship of new Dealers, Preferred Customers or accounts.
- **Other Prizes** – Many other products and cash prizes will be given away throughout the convention.

Details to follow in the next Action News.

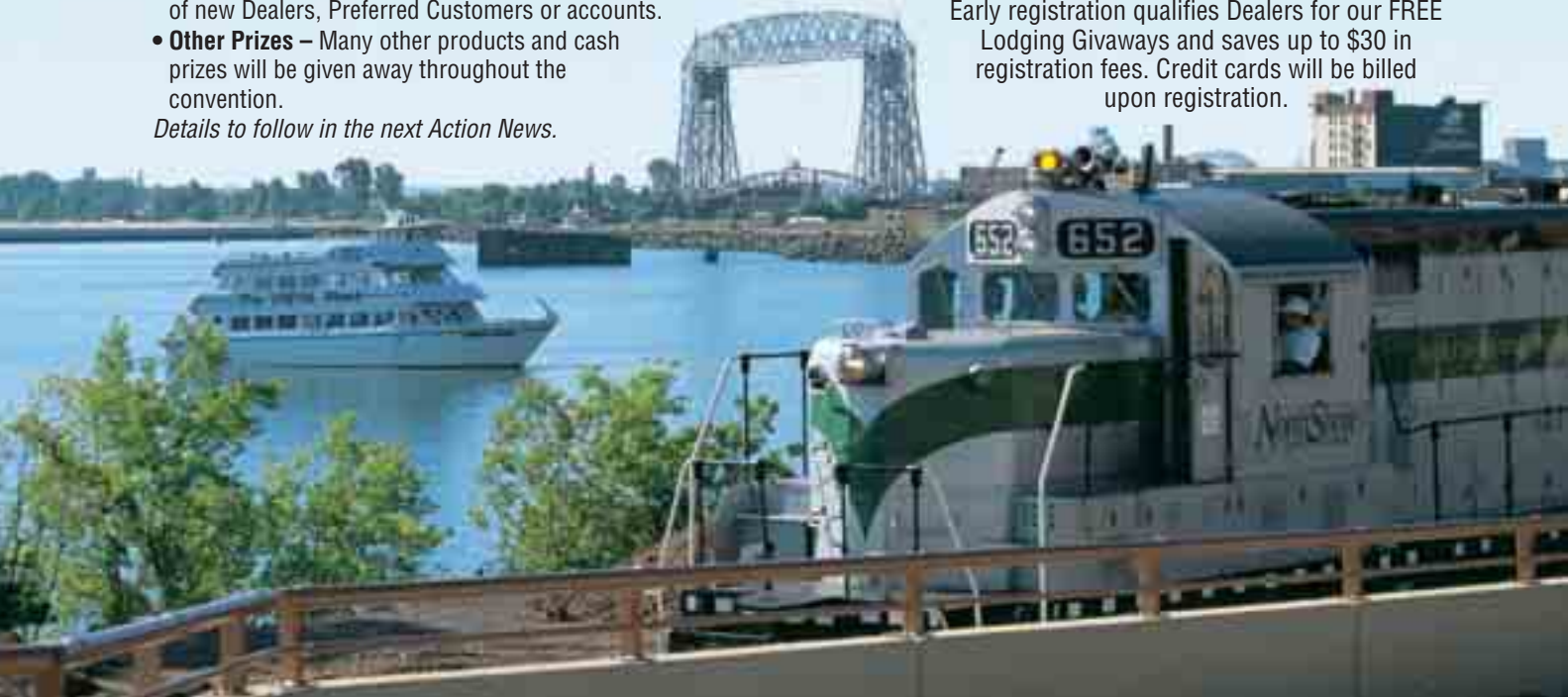
From now until Dec. 31, 2002: **\$95**

Jan. 1, 2003 through March 31, 2003: **\$110**

April 1, 2003 until the convention: **\$125**

Register online at the AMSOIL Corporate Website at www.amsoil.com or by telephone at **1-800-777-7094**

Early registration qualifies Dealers for our FREE Lodging Giveaways and saves up to \$30 in registration fees. Credit cards will be billed upon registration.



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

**CHANGE SERVICE
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Published 12 times annually**

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NOVEMBER 2002
PRINTED IN USA



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Catch All the AMSOIL Racing Excitement



Two-time national champion and 2000 World Supercross Champion Mike LaRocco is back for another exciting year of supercross and motocross action. Watch LaRocco, 2002 125 West Supercross champion Travis Preston and their Team AMSOIL teammates Chris Gosselaar and Michael Byrne race for the checkered flag on ESPN and ESPN2.

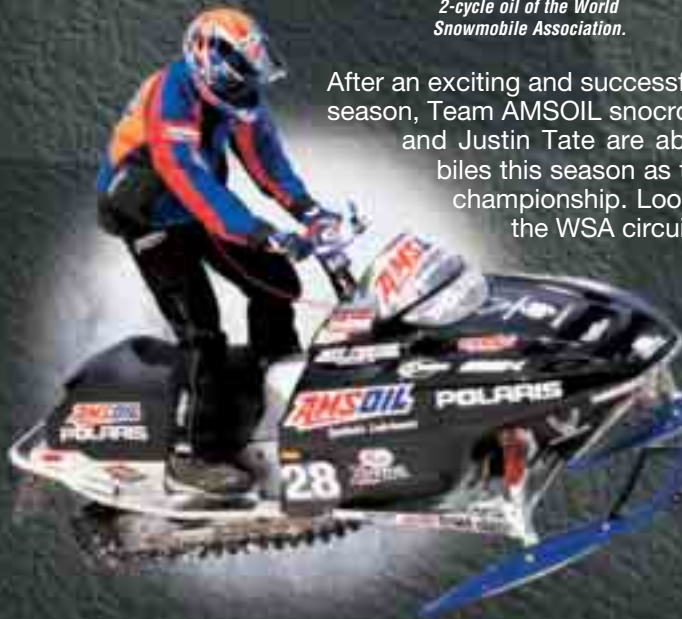


AMSOIL is the official 2-cycle oil of the World Snowmobile Association.



AMSOIL is the official 2-cycle oil of Rock Maple Racing.

After an exciting and successful 2001-2002 snocross season, Team AMSOIL snocross stars D.J. Eckstrom and Justin Tate are aboard Polaris snowmobiles this season as they pursue a snocross championship. Look for Team AMSOIL on the WSA circuit on ESPN and ESPN2.



AMSOIL is the official 2-Cycle Oil of the Laughlin Formula One P.R.O.P. Tour

Team AMSOIL powerboat racing star Terry Rinker hits the waves this summer in pursuit of a P.R.O.P. Tour championship. Watch Rinker on the AMSOIL-sponsored Laughlin Formula One P.R.O.P. Tour on ESPN2.

Team AMSOIL racer Dan Vanden Heuvel will be tearing up the track in pursuit of an off-road racing championship this summer. Watch Vanden Heuvel maneuver "The Flying Dutchman" as he competes in the Championship Off-Road Racing (CORR) circuit on ESPN2.



See www.amsoil.com for current racing schedules.

An American Success Story



AMSOIL INC. President and CEO Al Amatuzio spent 25 years as an award-winning jet fighter pilot, gaining a solid appreciation for the synthetic lubricants that protected the engines of the jets he flew. He knew that only synthetic lubricants could stand up to the severe operating conditions experienced by jet engines, and he realized the tremendous benefits synthetic lubricants could provide for cars, trucks and other internal combustion engines.

In the mid-1960s, Amatuzio assembled the industry's most knowledgeable chemists and began an intense period of research and development, eventually formulating the first synthetic motor oil to meet American Petroleum Institute service requirements. The introduction of AMSOIL synthetic motor oil in 1972 changed the world of motor oil forever, setting all new standards for quality and performance.

Since the introduction of AMSOIL synthetic motor oil in 1972, AMSOIL has gone on to develop the most complete line of synthetic lubricants and automotive products in the world. The history of AMSOIL is a checklist of industry "firsts" and is proof-positive of the AMSOIL commitment to innovation and quality.

Documented History of Innovation and Leadership

- **First** to develop an API rated 100 percent synthetic motor oil.
- **First** to introduce the concept of "extended drain intervals" with a recommended 25,000-mile/12-month drain interval.
- **First** U.S. company to utilize the NOACK volatility test as a standard of performance excellence.
- **First** to produce synthetic motor oils for diesel engines, racing engines, turbos and marine engines.
- **First** to introduce synthetic oils that legitimately contribute to improving fuel efficiency.
- **First** to manufacture synthetic gear lube for automotive use.
- **First** to manufacture a 100:1 pre-mix synthetic 2-cycle oil
- **First** to manufacture a synthetic automatic transmission fluid for automotive use.



The First in Synthetics®

AMSOIL 2003 Calendar Compliments of:



JANUARY 2003



Team AMSOIL Snocross

Consistency has been the cornerstone of the AMSOIL snocross team's rise to the top of the World Snowmobile Association circuit. Riders D.J. Ekstrom and Justin Tate have combined for more top-three podium finishes than any team over the last five years.

Team owner Steve Scheuring credits AMSOIL products for contributing to that success.

"Of course we use the Series 2000 2-Cycle Oil – that's the product we use the most," Scheuring said. "AMSOIL Synthetic Lubricants deliver straight-up performance. There's no better, period. From 40 degrees below zero to 60 above, it never skips a beat.

"Pretty much everything you guys carry, we use. The stuff works awesome."

SUN	MON	TUE	WED	THU	FRI	SAT
			1 New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Martin Luther King, Jr. Day	21	22	23	24	25
26	27	28	29	30	31	



Ernie Berg

Nipawin, Saskatchewan,
Canada



Ernie Berg trusts AMSOIL synthetics to help his car start even in the bitterest winter weather. He uses AMSOIL 5W-30 Motor Oil in his 1992 Chevy Lumina, 3.1 liter, V-6 that has more than 98,000 miles on the engine. He also installed the AMSOIL 2-Stage Air Filter.

“My battery was low, but the AMSOIL motor oil remained fluid, allowing the engine to turn over,” Berg said.

“I found there was none of the usual tick-tick-tick of no oil in the top of the motor,” he said. “The oil light went out immediately. My power steering was making more noise than the engine. I can’t tell you how impressed I am with AMSOIL.

“I tell anyone who will listen about this product and how it has benefitted me and my car. I will not be going back to conventional motor oils.”



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FEBRUARY 2003

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12 Lincoln's Birthday	13	14 Valentine's Day	15
16	17 Presidents' Day	18	19	20	21	22 Washington's Birthday
23	24	25	26	27	28	

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MARCH 2003



Gary Peltier

*Woodlands, Manitoba,
Canada*

Extreme conditions put AMSOIL lubes to the test regularly for Gary Peltier, Woodlands, Manitoba, Canada.

He's the owner/operator of South Knife Lake Lodge, a remote wilderness hunting and fishing lodge 90 miles inland from Churchill, Manitoba, Canada – off Hudson Bay. It's permafrost territory, barely within the northern tree line.

He counts on AMSOIL 100:1 2-Cycle Oil for his outboard engines and AMSOIL 15W-40 Heavy Duty Diesel and Marine Motor Oil in his diesel generator. He can't afford any failures in the rough terrain and remote location.

"In every respect, the lubricants are being counted on for exceptional performance," Peltier said. "And, the performance is exceptional. I'll never use any other lubricants."

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5 Ash Wednesday	6	7	8
9	10	11	12	13	14	15
16	17 St. Patrick's Day	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL 2003



Lyle Reinier

Mesa, Arizona

Lyle Reinier, Mesa, Ariz, is a satisfied customer who uses AMSOIL synthetics bumper to bumper in his 2001 Dodge Ram pickup truck. He runs AMSOIL 10W-30 Turbo Formulated Motor Oil in his engine, AMSOIL Automatic Transmission Fluid in the transmission, AMSOIL 75W-90 Gear Lube in the differentials, and has installed an AMSOIL 2-Stage Air Filter.

He puts AMSOIL lubes to the test in the Arizona heat pulling a 25-foot, 4,200-pound travel trailer. He said switching to AMSOIL synthetics has given his truck more power on the long hills in Arizona and his engine temperature stays steady at 210 degrees F., a safe operating temp while he's hauling the big trailer.

"AMSOIL is my oil from now on," Reinier said. "It's amazing stuff. And, it lasts the time of five oil changes! That's a big savings. I'm telling everyone I know about it, and that it's not only the first in synthetics, it's the best."



The First in Synthetics®

SUN	MON	TUE	WED	THU	FRI	SAT
		1 All Fools Day	2	3	4	5
6	7	8	9	10	11	12
13 Palm Sunday	14	15	16	17	18	19
20 Easter Sunday	21	22	23	24	25	26
27	28	29	30			

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Travis Preston

*AMSOIL/Dr. Martens/Journeys/O'Neal/Honda Team
2002 AMA/EA West Series Champion*

MAY 2003



Team AMSOIL 125cc Supercross rider Travis Preston took the AMA/EA West Series championship in April 2002.

The win was Preston's first championship title.

The whole team uses AMSOIL products. Rick Zielfelder, team owner, credits AMSOIL synthetic oils with keeping the high-performance Honda engines roaring around the tracks, giving the team the edge.

"AMSOIL products have exceeded all of our expectations since first using the products in the fall of 1999. Winning the 2002 125 West Coast Supercross Championship with a rider that outweighed all of his competition by at least 20 pounds is proof-positive that AMSOIL delivers proven performance."

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
Mother's Day						
18	19	20	21	22	23	24
25	26	27	28	29	30	31
	Memorial Day					

JUNE 2003



Terry Rinker

Driver

**AMSOIL/Blackhawk/Rinker
Formula One PROP Tour Team**



AMSOIL INC. has been the "Official 2-Cycle Oil" of the Laughlin (NV) Formula One PROP Tour series for the past two years.

In 2002, AMSOIL launched its partnership with the Blackhawk/Rinker Boats Powerboat team on the Laughlin (NV) Formula One PROP Tour series.

The veteran Rinker, who captured the Great Northern River Roar Championship in 2002, counts on AMSOIL Series 2000 2-Cycle Oil in the high performance Mercury motor to keep him flying across the water. He also uses AMSOIL Metal Protector, Spray Grease, Heavy Duty Grease, Metal Polish, and more. The team's tow vehicles run AMSOIL lubricants bumper to bumper.

"Formula One race boats demand a robust, high-performance two-cycle oil. I have been using AMSOIL products in both the race motors and my pleasure boat since the mid-1980s, and the performance is outstanding," said James Chambers, Crew Chief, AMSOIL/Blackhawk/Rinker Racing.



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SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14 Flag Day
15 Father's Day	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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JULY 2003



Denny and Bruce Leeson

Jerseyville, Ontario, Canada



Denny and Bruce Leeson, professional anglers for more than 15 years, run Leeson's Professional Angling Promotions and Lakeland Fishing Charters and Guide Services in Canada.

In competition, AMSOIL Series 2000 2-Cycle Oil in their Mercury outboard got them reduced plug fouling and deposits. They also saw improved gasoline mileage, up to 20 percent, and their high-performance Nitro bass boat "has never run faster."

The anglers also use AMSOIL 15W-40 Heavy Duty Diesel and Marine Oil and AMSOIL Gear Lube for their fishing charters. Shortly after being introduced to AMSOIL synthetics, the anglers switched their personal vehicles to AMSOIL lubricants as well.

"AMSOIL products perform flawlessly and definitely gave us an advantage over the competition and above all, a level of peace of mind we never had before," said Bruce Leeson.

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4 Independence Day	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
				AMSOIL 30th Anniversary Convention		
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST 2003



Perry and Nancy Gerstein
Kenosha, Wisconsin

Perry Gerstein was extremely impressed with the improved mileage and performance of his wife Nancy's 2002 Jeep Liberty after he put in AMSOIL Series 2000 0W-30 Motor Oil, AMSOIL Automatic Transmission Fluid and AMSOIL By-Pass Filter.

"AMSOIL synthetics perform so well, I tell everyone I know about them," Gerstein said. "AMSOIL is a superior lubricant and I use the product in all my cars and in my 2001 Sea Ray boat. Just try the product, and it will convince you too."



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SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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SEPTEMBER 2003



Dwight Barr
Anderson, Indiana

Dwight Barr is a 10-year veteran user of AMSOIL motor oils and lubricants.

He puts lots of miles on his 1998 Chevy dually, hauling a 37-foot, 17,000-pound 5th wheel camper over the hills and in the heat of Nevada. Last year, he added AMSOIL Automatic Transmission Fluid to his truck's tranny trying to keep the temperature down on a long, steep hill in Nevada and watched the transmission run 40 degrees cooler than it previously had with another transmission fluid. He also gained pulling power.

He spreads the word about AMSOIL at campgrounds he visits and refers people to the AMSOIL website. "I really like the products," Barr said. "I wouldn't change a thing."



SUN	MON	TUE	WED	THU	FRI	SAT
	1 Labor Day	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27 Rosh Hashanah
28	29	30				

OCTOBER 2003



Mike Oberg Motorsports

Appleton, Wisconsin

Mike Oberg races in the Championship Off-Road Racing (CORR) Series, Sportsman II Class Trucks. The Oberg truck, a 700 horsepower Chevy, took the 2001 Sportsman II Championship running AMSOIL lubes bumper to bumper.

"We've been using the 20W-50 Racing Oil since the early 1990s and it has served us well," Oberg said.

When they switched to the Sportsman II Series three years ago, the team knew AMSOIL products would give them the edge they needed.

"We now use the whole line of products including the Antifreeze, Racing Grease, Series 2000 Gear Lube, Super Shift Transmission Fluid, Shock Therapy Suspension Fluid and more," Oberg said.

Using the AMSOIL product line has shown Oberg a 30 percent improvement in operating temperatures and wear patterns.

"This is why we will always be loyal to the AMSOIL product," Oberg said. "When you have something that works, you stay with it. It takes a great product to win a championship and AMSOIL is just that."



SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13 Columbus Day	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 Halloween	



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NOVEMBER 2003



Mark Austin,
Richardson, Texas

Mark Austin in Richardson, Texas puts AMSOIL synthetic motor oils in all of his vehicles after he realized a significant difference in performance over another synthetic. Austin reports his 2002 Ford 250 Super Duty Diesel pickup truck with its turbocharged power stroke V-8 engine immediately ran quieter and smoother, and gained acceleration power when he installed AMSOIL 15W-40 Heavy Duty Diesel and Marine Oil in it.

He uses AMSOIL 10W-30 Motor Oil in his 2001 Ford Windstar and AMSOIL 20W-50 Synthetic Motorcycle Oil in his 2002 Kawasaki KLX300 off-road dirt bike.

"I'm just thrilled, absolutely thrilled with this oil's performance in these vehicles," Austin said.

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4 Election Day	5	6	7	8
9	10	11 Veterans Day	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30				Thanksgiving Day		

DECEMBER 2003



Chappell/Champco Racing

Zach Chappell-Talala, OK

They say a family that races together, stays together. The Chappells are becoming the first family of sprint car racing. Zach is first in the ASCS 360 Division.

Sister Stephanie is now tenth. The team races in the World of Outlaws. Chappell/Champco has been using AMSOIL Synthetic Lubricants for a long time. The team runs AMSOIL Gear lube in the car's rear end and AMSOIL Series 2000 20W-50 Synthetic Racing Oil in the engines.

"I fully endorse and recommend the use of AMSOIL synthetic products," said renowned engine builder Steve Carbone.



The First in Synthetics®

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
				Christmas Day		
28	29	30	31			

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SERIES 2000 20W-50 SYNTHETIC RACING OIL

API Service SH, SJ, SL, CF
• Specifically designed for the demands of high performance street and racing engines • Outstanding friction reducing ability • Unique wear-protective formulation excels in high temperatures • Shear stable • Turbo-formulated • Extremely low volatility • Reduces internal drag for increased horsepower and quicker response • Improves fuel efficiency



SAE 60 SYNTHETIC SUPER HEAVY WEIGHT RACING OIL

API Service SJ, SL, CF, JASO MB
• High viscosity oil formulated for high horsepower racing engines • Resists thinning effects of fuel dilution • Provides unsurpassed wear protection, friction reduction and power • Highly resistant to thermal degradation and oxidation



SERIES 2000 0W-30 SYNTHETIC MOTOR OIL

API Service SH, SJ, SL, CF, ILSAC GF-2, GF-3
• Race-proven technology designed for passenger car performance • Provides unsurpassed fuel efficiency and up to twice the wear protection provided by popular conventional and synthetic motor oils • Made with the most advanced, fuel efficient formula on the market • Recommended for use in all vehicles requiring the use of 5W-30 and 10W-30 motor oils



SERIES 3000 5W-30 SYNTHETIC HEAVY DUTY DIESEL MOTOR OIL

API Service CI-4, CH-4, CG-4, CF, CF-2, SH, SJ, SL, ILSAC GF-2, GF-3
• Fuel efficient formula for both gasoline and diesel fleets • Delivers up to 82 percent greater wear protection than other popular diesel oils • Resists oil breakdown from heat, blow-by chemicals and oxygen up to ten times longer than conventional motor oils



SERIES 2000 75W-90 AND 75W-140 SYNTHETIC GEAR LUBE

API Service MT-1, GL-2 through GL-5
• Delivers unbeatable protection and fuel economy • Unique, proprietary synthetic basestock blend clings tenaciously even than other synthetics do • Has the film strength required to deliver all the protection heavy-duty and high-stress applications need in a fuel-saving viscosity grade fluid • Superior friction reduction offers a major heat dissipation and protection advantage



SYNTHETIC 10W-30 MOTOR OIL

API Service SH, SJ, SL, CF, ILSAC GF-2, GF-3
• Designed for the severe demands of turbo charged and non-turbocharged engines • Excellent for all small, hard-working engines, gasoline and diesel • Improves fuel economy • 25,000 miles or one-year drain intervals • Eases sub-zero starting (extremely low pour point) • Provides exceptional engine protection at all temperatures • Reduces friction, heat and wear • Shear stable



SYNTHETIC 5W-30 MOTOR OIL

API Service SH, SJ, SL, CF, ILSAC GF-2, GF-3
• Ideal for today's smaller, high rpm engines • Up to 25,000 mile or one-year drain intervals • Provides superior high temperature protection • Turbo-formulated • Shear stable • Low temperature fluidity (very low pour point) for fast winter starts • Reduces friction and drag for improved fuel economy and longer engine life



SYNTHETIC 10W-40 AND 20W-50 MOTORCYCLE OILS

API SJ, SH, SG, SF, CI-4, CH-4, CG-4, CF-2, CF, CD
• High levels of zinc and phosphorus protect cam lobes, transmissions and other high pressure components • Friction modifier free • Wet clutch compatible • Robust dispersant/detergent additive package • Formulated for V-twin and all other high-stress motorcycle and ATV engines



FORMULA 4-STROKE SYNTHETIC MOTOR OIL

SAE 0W-40 • API Service SJ, SH, SG, SF, CD, CF, JASO MA
• Superior protection and performance in recreational four-stroke motors • Broad 0W-40 viscosity rating for superior protection in hot and cold temperatures • Superior shear stability and resistance to vaporization • Keeps wear, oil consumption, friction, heat and emissions to an absolute minimum



SYNTHETIC HIGH PERFORMANCE 10W-40 AND 20W-50 MOTOR OILS

API Service SH, SJ, SL, CF, CF-2, CG-4, CH-4, CI-4
• For all gasoline and light-duty diesel engines • Turbo-formulated • Shear Stable • Improves fuel economy • Reduces engine wear • Very low pour point to ease sub-zero starting • Keeps engines clean for improved performance • The ultimate in engine lubrication



SYNTHETIC SAE 30 DIESEL MOTOR OIL

API Service CF, CF-2, SH, SJ, SL
• Shear stability, low volatility and high temperature film strength ideally suited to high-stress applications • Outstanding high and low temperature service and protection • Superior low temperature fluidity to that of conventional multi-viscosity diesel oils • 12 TBN • Extended drain formulation



SYNTHETIC BLEND 15W-40 GAS AND DIESEL MOTOR OIL

API Service CI-4, CH-4, CG-4, CF, CF-2, SH, SJ, SL
• Outstanding high and low temperature protection and performance • Shear, thermal & oxidative stability • Low volatility • Economical semi-synthetic blend • Extended drain formulation • 12 TBN



SYNTHETIC HEAVY DUTY 15W-40 DIESEL AND MARINE MOTOR OIL

API Service CI-4, CH-4, CG-4, CF, CF-2, SH, SJ, SL
• The ultimate in diesel engine protection • Specifically blended long-life formulation resists oxidation & thermal breakdown • Retains viscosity and eliminates sludge and varnish formation • 12 TBN formula fights corrosion



SYNTHETIC 2-CYCLE RACING OIL

Series 2000 2-Cycle Racing Oil Injector or 50:1 Pre-mix 2-Cycle Injector Oil 100:1 Pre-mix 2-Cycle Oil, API Service TC, NMMA TC-WII, TC-W3, JASO FC
• Increase power output • Improve acceleration and throttle response • Eliminate spark plug fouling • Synthetic formulas reduce friction, heat and wear • Contain no waxes • Reduce smoking • Excellent off-season rust protection



SHOCK THERAPY SUSPENSION FLUID

For shocks and forks
• Formulated for maximum stability and performance in high performance applications • Effectively controls friction and heat • Significantly reduces wear and scuffing • Limits shock fade and inconsistent dampening • Available in light and medium grades



SYNTHETIC AUTOMATIC TRANSMISSION FLUID

GM Dexron II, Dexron III; Ford Mercon, Mercon V; Chrysler ATF+ through ATF+4; Allison C-3, C-4; Caterpillar TO-2, TO-3; Voith Commercial; Opel and GM Strasbourg
• A universal fluid for use in all automatic transmissions • Unexcelled thermal stability • Double the service life of mineral-based fluids • Superior high and low temperature performance • Reduces drag for improved fuel economy • Keeps transmissions operating cooler and smoother



SUPERSHIFT RACING TRANSMISSION FLUID

SAE 10W
• Formulated for high horsepower and torque conditions • Provides quick, solid shifts • Automatic transmissions do not slip, helping racers improve on elapsed times • Delivers unmatched friction reduction and reduced wear • Provides maximum torque transfer and brake power • Resists oxidation and thermal breakdown



SERIES 2000 SYNTHETIC RACING GREASE

N.L.G.I. #2, GC/LB
• Formulated for high-temperature, high-speed applications • Provides outstanding load-carrying capacity • May be used for low-speed/high-load applications • Dramatically reduces friction and wear for improved performance • The ultimate protection for hard-driven, high-performance vehicles



SYNTHETIC GEAR LUBES

SAE 75W-90 • SAE 80W-90 • SAE 85W-140 • API Service GL-2 through GL-5, MT-1
• Long life, extreme pressure lubes • Reduce friction, heat and wear far better than conventional lubes • High load carrying capacity for severe service • Stay fluid at extremely low temperatures where other lubes thicken and gel • Improve fuel economy by reducing friction and drag • Contain rust and foam inhibitors • High load-carrying capacity • Water resistant



XL-7500 SYNTHETIC 5W-30, 5W-20 AND 10W-30 MOTOR OILS

API SH, SJ, SL, CF, ILSAC GF-2, GF-3
• Provide 7500-mile or six-month drain intervals. • Excellent thermal, oxidative and shear stability • Low volatility and additive durability • Outstanding friction, heat and wear control



PROPYLENE GLYCOL ANTIFREEZE AND ENGINE COOLANT

• Essentially non-toxic and biodegradable. • Provides superior performance in all climates. • Contains special corrosion inhibitors and anti-foam agents.



SILICONE SPRAY

• Ideal for non-metal contact surfaces • USHDA H-1 rated for incidental contact with food • Non-staining • Waterproofs boots, shoes, jackets & leather



SYNTHETIC GREASES

Multi-purpose Grease, Heavy Duty Grease, Water Resistant Grease Available grades include NLGI #0, #1, #1½, #2
• Highly resistant to extreme temperatures • High load carrying lubricant • Resistant to emulsification caused by water • Anti-wear formulation for long equipment life • GLC: Versatile—replaces most single purpose greases • Ideal for a wide variety of applications



FUEL ADDITIVES

CETANE BOOST Improves combustion efficiency for increased power, while improving low-temperature starting, fuel ignition quality and reliability.

DIESEL FUEL ADDITIVE CONCENTRATE Improves the performance, fuel efficiency and longevity of heavy-duty diesel engines while reducing deposits, black smoke, emissions and injector wear.

PI PERFORMANCE IMPROVER AND PI QUICK SHOT Dissolves and removes fuel system deposits and other contaminants for improved power and overall performance in gasoline engines.

SERIES 2000 OCTANE BOOST Improves performance in two-cycle and four-cycle gasoline engines by maximizing power, reducing engine knock and improving ignition and engine response.

DIESEL FUEL MODIFIER Improves combustion, fuel efficiency, cold-weather starting, power and performance in cars and light-duty trucks.

GASOLINE STABILIZER Keeps fuel from deteriorating during storage by reducing the oxidation process and preventing varnish and gum buildup.



SERIES 2000 CHAIN CASE LUBRICANT

Provides superior protection and performance for enclosed chains. Ideal for snowmobiles, ATVs and general equipment

- Extreme pressure additives provide extra wear protection • Extends chain life, repels water, and inhibits rust, oxidation and foam • Superior low temperature starting, performance and protection



MP METAL PROTECTOR

A penetrating lubricant that disperses water and protects metal surfaces

- Protects all metals against rust and corrosion • Dries wet electrical systems without harm to wiring or circuitry • Sprays into hard to reach places • Offers exceptional salt water protection • Acts as a light duty lubricating oil • Protects all metal finishes and mechanisms



ENGINE FLUSH

A fast acting, safe, effective engine flush

- Dissolves and disperses harmful deposits • Cleans the crankcase, cylinder walls, pistons and rings • Restores operating efficiency to valves, lifters, rocker arms and pistons • Improves horsepower, fuel economy and performance • Cleans engine for introduction of premium synthetic engine oils



SYNTHETIC FIFTH WHEEL AND OPEN GEAR COMPOUND

Easy to apply extreme pressure lubricant

- Stays in place and protects over a broad temperature range without flaking in low temperatures or softening in high temperatures • Also for use with open gears, wire ropes, construction and dredging equipment, and anything that requires a heavy, tenacious lubricant



SYNTHETIC MULTI-PURPOSE SPRAY GREASE

- Convenient spray formulation • Greases hard-to-reach places



BOSCH PRODUCTS

AMSOIL offers top-of-the-line Bosch windshield wipers, spark plugs and spark plug wires, meeting virtually every automotive application.

BOSCH MICRO EDGE EXCEL WIPERS Offer unsurpassed performance and moisture removal in all types of climates and driving speeds.

BOSCH PLATINUM+4 SPARK PLUGS Provide longer, more powerful sparks, longer service life and more efficient combustion than conventional spark plugs.

BOSCH SPARK PLUG WIRE SETS Deliver maximum voltage to the engine's spark plugs for hotter, more powerful and longer sparks.



SYNTHETIC MARINE GEAR LUBE

SAE 80W-90 • GL-4

For outboard and stern drive lower units

- Provides extra rust and corrosion protection • Reduces drag for maximum power output and improved fuel economy • A long life, extreme pressure lubricant • Reduces friction and wear • Excellent for both fresh and salt water applications • A MIL-L-21260B Rust Preventing Lubricant • Greatly improves cold weather performance



BAR & CHAIN OIL

For chain saw chains and chain bars

- Special anti-wear properties to extend the life of bars, chains and oilers • Super tack properties makes oil cling, even at high speeds • Low temperature fluidity for fast delivery to bar, chain and oiler, even in the coldest temperatures • Protects against rust during storage



POWER FOAM CARBURETOR & ENGINE CLEANER

For all 2- and 4-cycle gasoline engines

- Removes gum, varnish and carbon deposits • Keeps fuel system tuned by removing varnish build-up • Steps up acceleration - improves mileage • Improves starting in all seasons • Cleans dirty spark plugs • Frees sticky valves • Reduces pre-ignition "ping"



AMSOIL REUSABLE AIR FILTERS

For automotive and small engine applications

- Cleanable and reusable • Depth-type filters manufactured from polyurethane foam • Stops and holds more dirt than conventional air filters • Provides 30% more air flow than paper filters • Helps extend engine oil life • Allows engines to "breathe" easier for improved performance and fuel economy



ENGINE OIL FILTERS & MOTORCYCLE FILTERS

Depth-type oil filters for automotive and motorcycle applications

- Depth-type design provides substantially more filtering material for more dirt-holding capacity • More efficient particle filtration • Longer service life for today's extended drain intervals • Incorporates positive anti-drainback valve



HEAVY DUTY METAL PROTECTOR

A heavy duty spray lubricant fortified with special rust and corrosion inhibitors.

It penetrates and adheres to metal surfaces, leaving a long lasting protective coating. Apply MPH to any metal surface that requires a heavy duty lubricant or is exposed to the damaging effects of salt, moisture or chemical corrosion.



BRITESIDE™ CLEANING PRODUCTS

BRITESIDE™ T6 CLEANING CONCENTRATE Super-concentrated cleaning product tackles the toughest cleaning jobs, yet when diluted with water, is safe and effective on virtually every surface or material.

BRITESIDE™ MIRACLE WASH AEROSOL SPRAY Unique dry car wash and polish delivers outstanding performance and quick, easy and economical applications.

BRITESIDE™ HEAVY DUTY SCRUB HAND CLEANER Dissolves and assimilates oils and greases on hands with little or no rubbing action.



BY-PASS OIL FILTER

The ultimate engine oil filter

- Virtually eliminates contaminants and abrasives in engine oil • Filters down to less than one micron—regular full-flow filters only trap particles down to 25 microns • Increases engine life • Easy to install; easy to service



HASTINGS FILTERS

AMSOIL also offers Hastings filters to complement the AMSOIL filter line and meet virtually every transportation and equipment need.

Engine Filtration Products

- Oil • Fuel • Air • Crankcase Breather • Coolant • Positive Crankcase Ventilation

Other Filtration Products

- Automatic Transmission Fluid • Hydraulic



AMSOIL/DAHL FUEL FILTER/WATER SEPARATORS

AMSOIL/DAHL Fuel Filter/Water Separators remove water and solid contaminants from gasoline and diesel fuel before reaching the fuel pump. For use in marine applications, commercial and passenger vehicles.

- Eliminates fuel pump overhauls • Increases fuel lubricity and injector life • Three stage filtration



DUAL REMOTE OIL FILTRATION SYSTEM

One filter mount for by-pass and full-flow filtration

- A single convenient remote mount for both full-flow and by-pass oil filters • Easy installation—mounts with three bolts • Versatile system—varying filter size allows mount to fit in many locations • Easy servicing—spin on new filters in seconds with no mess • Increases oil volume by more than 25%, depending on size of filters used • Increases oil service life • Reduces oil operating temperature • Spin-on filter adapter allows installation on 95+% of automotive applications