

# AMSOIL

# ACTION NEWS

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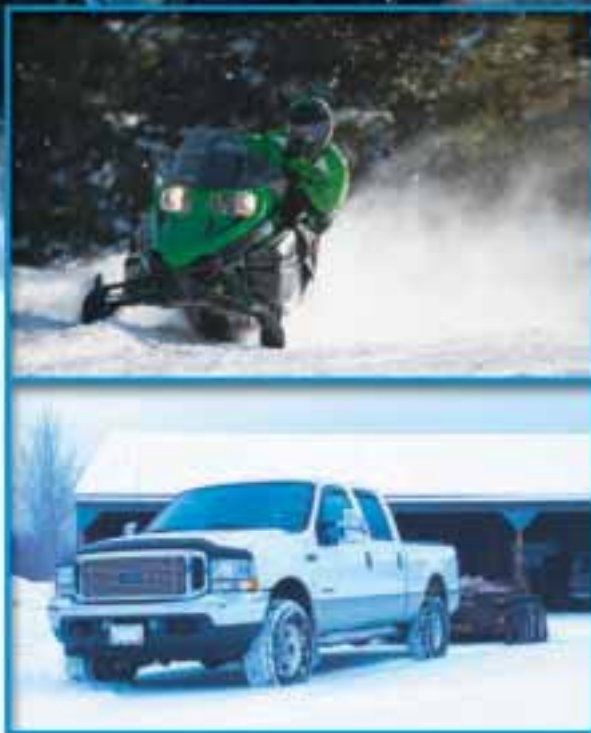
*The First in Synthetics*

NOVEMBER 2007

## AMSOIL Products Provide Superior Cold-Weather Performance

### Inside:

- *New Clothing and Promotional Items Catalog (G1650)*
- *TRICO Heavy Duty Wiper Blades*
- *New Ea Pre-Filters*
- *Computer System Upgrade*



**Did you get your 3-For-Free leads this week? See page 19**

## From the President's Desk...



I am going to take this opportunity to congratulate two of our Direct Jobbers. You may have noticed in recent issues of the *Action News* that Tom and Sheila Shalin of Wichita, Kansas have made a rather sudden surge up the recognition ladder. The Shalins, who became two-star Regency Platinum Direct Jobbers in July 2006, made the jump to three-star in June 2007. Then, just two months later, they earned four-star honors.

What makes this accomplishment even more noteworthy is that during this growth in their AMSOIL business the Shalins' plate was full. In addition to running his business, Tom was aggressively pursuing a masters degree in Christian Ministry at Friends University in Wichita. Normally, it's a three-year program, but Tom didn't break for summer and will take his last class this December, exactly twenty-four months from start to finish.

When we contacted Tom to get the details on all of this he had some interesting things to say. First, Tom made it clear that if it hadn't been for his AMSOIL business he couldn't have pursued this additional degree. Needless to say, that was satisfying to me. It is always extremely gratifying when Dealers are able to reach new goals or improve their lives because of their AMSOIL businesses. I have seen it many times before. In addition to providing full-time incomes, AMSOIL paychecks have purchased homes, financed vacations,

paid tuitions and provided a standard of living not otherwise possible.

The classic example is one I have mentioned before. Hall of Fame member Harold Hartman was working for Boeing Aircraft at a salary of \$77.50 per week when he became an AMSOIL Dealer. He and his wife Marcile built a solid AMSOIL business that ultimately allowed them to send their children and grandchildren to private schools and spend three-month vacations in Florida. Eventually, they invested a portion of their AMSOIL income into real estate and, without going into detail, Harold and his family will never have to worry about money again.

Tom also made mention of a business philosophy that he has applied to AMSOIL. The key, says Tom, "is to concentrate on doing the right things, not only on doing things right." In other words, Tom continued, "spend time working in your AMSOIL business, not on your AMSOIL business. Too many Dealers work on business methods – accounting, filing and similar non-productive items – when, in fact, they need to be selling oil and registering customers. Dealers should determine the best ways to leverage their time and resources for the goals they have set. Find out ways to accelerate your growth rate."

Knowing Tom and judging from his words, it is clear that he shares in something that all successful people share. And that is passion – a passion for the work they do. I don't recall who wrote it, but it applies to a lot of AMSOIL Dealers. And that is, "You will never work a day in your life if you love what you do for a living."

I know thousands of AMSOIL Dealers who have a passion for being Dealers. And it's not just because of the money, although that, of course, is important. It's a passion for the products and the people and the freedom and belonging to the AMSOIL family. These Dealers simply love being AMSOIL Dealers.

I can relate to all of it. As a jet fighter pilot I had a passion for flying. It was my job, but it wasn't work to me. It was something I loved, and I couldn't believe they paid me to do it. Same for AMSOIL. When I started this company I put in a lot of hours to make it succeed. I still do. Technically you can call it work, but it's a way of life for me. It's my passion.

So, congratulations to Tom and Sheila Shalin and to all AMSOIL Dealers who work hard to become the best they can possibly be. And whether you are a full-time Dealer, part-time Dealer or Preferred Customer, approach what you do in life with passion. Happiness and success will follow.

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

# DEALERS IN ACTION!

## Direct Jobber Makes Inroads With AMSOIL

AMSOIL Direct Jobber Jim Allen of Spencer, Ohio specializes in commercial accounts with demanding lubrication applications. In fact, the performance of AMSOIL for one of his accounts led to a machinery manufacturer specifying AMSOIL lubricants at the factory.

Allen's niche market is industrial machinery using gear and bearing oil for the most part, he said. It's a good fit for him since he's certified by the Society of Tribologists and Lubricating Engineers (STLE) and has more than 30 years of industrial experience.

Allen recently talked about an account of his that services the developing energy industry. The company uses a \$50,000 nitrogen pump that extracts natural gas. "The company has tried other brands of lubricating oils, including petroleum and numerous synthetics," Allen said.

After switching to AMSOIL lubricants, the maintenance crew on the job tracked oil analysis results to validate the performance and long drain intervals of AMSOIL industrial lubricants. Allen's experience in lubrication allowed him to interpret the results with the crew.

"AMSOIL has proven to be vastly superior to the competitors' products," Allen said.

In fact, the manufacturer of the pump was so impressed with the performance of AMSOIL it now specifies and factory fills with AMSOIL, Allen said.

Allen recruits new customers for his industrial business by vending shows, some that are unrelated to commercial accounts.

He met the owner of the business that is now using AMSOIL in its nitrogen pumps at a motorcycle show about five years ago.

"At that time, the owner was looking for the best two-cycle oil to put in his son's dirt bike," Allen said. "I sold him a quart of DOMINATOR and the rest is history."



**AMSOIL SUCCEEDS IN HEAVY-DUTY INDUSTRY** – AMSOIL Direct Jobber Jim Allen, left, and foreman Keith Jones inspected the job site where AMSOIL lubricants were put to the test in a massive nitrogen pump.

Had I not met him on a Saturday afternoon, I wouldn't have gotten that business. Every year I always meet one or two guys who have a business and I make contacts."

Allen said his account only had to test and analyze the cost benefits of using AMSOIL on one of the nitrogen pumps to know other oil companies can't compare.

"As I tell my accounts," Allen said, "when you want to run the best, run AMSOIL. We wrote the book 35 years ago."



**AMSOIL SUCCEEDS IN HEAVY-DUTY INDUSTRY** – These heavy-duty trucks are used to extract natural gas from the ground at a job site in Ohio. AMSOIL lubricants are installed at the factory by the pump manufacturer.

# MONTHLY LE



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



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



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



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



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



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



**Wallace and Katherine  
Hillman**  
Virginia  
Regency Gold Direct  
Jobbers  
Tenth—Total Organization



**Ches and Natasha Cain**  
South Dakota  
Regency Platinum Direct  
Jobbers  
Fifth—Personal Group  
Sales



**Bud and Lorna  
Bourquin**  
Minnesota  
Regency Gold Direct  
Jobbers  
Tenth—Personal Group  
Sales



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



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



**Edwin L. Greenwood**  
Oregon  
Regency Direct Jobber  
Fourth—Commercial and  
Retail Marketing



**David and Rebecca Reid**  
Virginia  
Regency Direct Jobbers  
Ninth—Commercial and  
Retail Marketing



**Joan Potter**  
North Carolina  
Regency Direct Jobber  
Tenth—Commercial and  
Retail Marketing



**Gene and Danae Fine**  
Oregon  
Regency Gold Direct  
Jobbers  
Third—New Qualified  
Dealers and Accounts



**Robert L. Schultz**  
Tennessee  
Direct Jobber  
Fourth—New Qualified  
Dealers and Accounts



**John and Jeanne Burke**  
California  
Regency Direct Jobbers  
Fifth—New Qualified  
Dealers and Accounts



**Marcus "Burke" Hinman**  
California  
Master Direct Jobber  
Sixth—New Qualified  
Dealers and Accounts

# ADERS

August  
2007

# HALL OF FAME

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



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



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



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



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



**Shirley Green,**  
★Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



**Harold Hartman,**  
★Regency Platinum



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



**Ora Mae Boardman,**  
★Regency Platinum



**Ray and Arlene Schmit**  
★★★★★Regency Platinum



**Greg M. Desrosiers**  
*Alberta*  
Regency Platinum Direct Jobber  
*Fifth—Commercial and Retail Marketing*



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



**Douglas Bottamiller**  
*Maryland*  
Master Direct Jobber  
*Seventh—Commercial and Retail Marketing*



**Chuck Trebino**  
*California*  
Premiere Direct Jobber  
*Eighth—Commercial and Retail Marketing*



**Michael and Linda Ford**  
*Minnesota*  
Executive Direct Jobbers  
*Seventh—New Qualified Dealers and Accounts*



**Michael J. Mathe**  
*Tennessee*  
Master Direct Jobber  
*Eighth—New Qualified Dealers and Accounts*



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



**Kent and Trudy Whiteman**  
*Utah*  
Regency Direct Jobbers  
*Tenth—New Qualified Dealers and Accounts*

# HIGHER LEVELS OF

## ★★★★REGENCY PLATINUM DIRECT JOBBERS



**Thomas & Sheila Shalin**  
*Kansas*

## REGENCY SILVER DIRECT JOBBERS



**Ervin & Susan JuVette**  
*Texas*

## REGENCY DIRECT JOBBERS



**David & Eline  
Haunschild**  
*Texas*



**David & Rebecca Reid**  
*Virginia*



**Thomas & Shirley  
Walsh**  
*Washington*

## MASTER DIRECT JOBBERS



**Douglas Bottamiller**  
*Maryland*



**Kenneth & Lorna  
Kerkman**  
*Wisconsin*

## EXECUTIVE DIRECT JOBBERS



**Michael & Linda  
Ford**  
*Minnesota*



**David & Maureen  
Vlodarchyk**  
*Ontario*

### First Time 1500 Level Honor Achievers 1500 monthly commission credits 15 Dealers sponsored

**Stephen O. Beckett**, *Virginia* Sponsors: Wallace and Katherine Hillman

**Michael W. Boyd Sr.**, *Oregon* Sponsor: Jack L. Adams

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

**William and Shirley Boyce**, *Oregon* Sponsors: Bill and Mary Rigdon

**Calvin and June Brown**, *Oregon* Sponsor: Richard N. Matney

**Tom Cleveland**, *Wisconsin* Sponsor: Trisha M. Saletri

**Mark Decareau**, *New Hampshire* Sponsor: Richard Lamonde

**Bruce and Jane Fowler**, *Texas* Sponsors: William and Marjorie Desmond

**John A. Gentry**, *Nebraska* Sponsor: Ray Svoboda

**Charles and Karen Grothen**, *Illinois* Sponsors: Roland and Wilma Sondgeroth

**Steve and Shirley Harrison**, *Nevada* Sponsor: Mark R. Quan

**Mike and Jill Nelson**, *Pennsylvania* Sponsor: Rick Weaver

**Gregory Renninger**, *Pennsylvania* Sponsor: Herb Lansberg

**Michael A. Robinson**, *Ohio* Sponsors: Jay and Julie Mann

**Ryan Selgren**, *Georgia* Sponsors: Michael and Linda Ford

**Julie M. Sinner**, *Minnesota* Sponsors: Mylo and Patty Twingstrom

**Donald Speers**, *Alberta* Sponsor: Roger B. Silcox

**Douglas Thom**, *Manitoba* Sponsor: Dave M. Mann

**Frank W. Ulmer**, *Louisiana* Sponsor: Mark R. Quan

**Thomas and Jennifer Worth**, *Michigan* Sponsors: David and Carol Bell

# RECOGNITION

August 2007

## PREMIERE DIRECT JOBBERS



**Chuck Trebino**  
*California*



**Roger & Barbara  
Anderson**  
*Wisconsin*

## NEW DIRECT JOBBERS



**Kevin G. Bordeleau**  
*Alberta*  
Sponsor: Mitchell Herf  
Direct Jobber: Mitchell Herf



**David & Taeko  
Burch**  
*Arizona*  
Sponsor: Dick Nudo  
Direct Jobber: Dick Nudo



**Charles & Margaret  
Johnson**  
*Connecticut*  
Sponsors:  
Cortland & Marilyn Johnson  
Direct Jobber: LaDonna Harrison



**C.J. & Catherine  
Mattison**  
*New York*  
Sponsor: Grace Terry  
Direct Jobber: Grace Terry



**Tommy E. Middleton**  
*Texas*  
Sponsors:  
Dwayne & Brenda Duggins  
Direct Jobbers:  
Steve & Linda Cross



**Roger A. Pogorelc**  
*Illinois*  
Sponsors:  
Edward & Jacquelynn Koziol  
Direct Jobbers:  
Bill & Donna Durand



**Michael J. Richartz**  
*Florida*  
Sponsors:  
Daniel & Judy Watson  
Direct Jobbers:  
Daniel & Judy Watson



**Ronald Stokes**  
*Florida*  
Sponsors:  
Allan & Rebecca Moir  
Direct Jobbers:  
Shirley & John Alquist

## NEW DIRECT DEALERS



**Leslie Chan**  
*California*  
Sponsor: Janice Geller  
Direct Jobbers: Roland  
& Irene Chan



**Richard L. Dell**  
*Michigan*  
Sponsors: William & Kathleen Bernethy  
Direct Jobbers: William & Kathleen  
Bernethy



**Daniel & Karen  
Meyers**  
*Indiana*  
Sponsor: Edie Villers  
Direct Jobber: Edie Villers



**Paul & Jean Miller**  
*California*  
Sponsor: Dave M. Mann  
Direct Jobber: Dave M.  
Mann



**John & Michelle Rother**  
*Virginia*  
Sponsors:  
Douglas and Kimberly Crawford  
Direct Jobbers:  
Douglas and Kimberly Crawford

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

**Nicholas P. Alban**, *Illinois* Sponsors: Ray & Kathy Yaeger  
**Michael Burton**, *South Carolina* Sponsors: Loel & Karen Handley  
**Paul & Kristen Dargis**, *Maryland* Sponsors: Stephen & Joanne Dawes  
**Brent Greenberg**, *Minnesota* Sponsors: Michael & Linda Ford  
**Allen Jablonski**, *Texas* Sponsor: Thom Wofford  
**Jonathan & Melissa Kamm**, *New York* Sponsor: John B. Somers  
**Brian & Susan Krumrey**, *Minnesota* Sponsor: Lori A. Gorecki  
**Peggy Palmer**, *Texas* Sponsor: Kenneth R. Morehead  
**Nelson & Lisa Ponce**, *Florida* Sponsor: Robert E. Riley  
**Robert R. Swartz**, *Massachusetts* Sponsors: Ernest & Gail Joyal  
**Curtis T. Uhl**, *Wisconsin* Sponsor: Bryan K. Olsen

# Winter Snow and Cold Bring Added Sales for AMSOIL Dealers

**AMSOIL products outperform others in tough winter conditions.**

The winter months bring unique challenges for lubricants. Extreme cold at start-up can cause oils to thicken, starving vital moving parts of necessary lubrication. In many cases the motor oil will thicken to the point that the vehicle will not start. Many motorists let vehicles idle for extended periods to warm the interior and defrost the windows. Others create extreme heat in the engine by plowing or getting stuck in deep snow. These are just a few examples of the many challenges lubricants face in a typical North American winter. AMSOIL synthetic lubricants are formulated for maximum cold temperature performance, allowing quick starts, superior protection and versatility.

## Motor Oils That Perform

AMSOIL synthetic gasoline and diesel motor oils provide superior protection and performance in cold-weather applications. They dramatically outperform conventional petroleum motor oils, especially in the cold. Conventional petroleum lubricants often contain paraffins (wax), which cause them to thicken in cold temperatures as the paraffin gels. At start-up, this can leave working parts unprotected for as long as five minutes while the oil warms to a temperature that allows it to flow. AMSOIL synthetic motor oils contain no paraffins and provide outstanding low-temperature fluidity for fast, dependable winter starts and immediate start-up protection. In addition, their superior synthetic multi-viscosity formulations allow AMSOIL

motor oils to provide unsurpassed high-temperature protection in hard-working vehicles used in severe service winter applications.

## Drivetrain Superiority

AMSOIL Synthetic Universal Automatic Transmission Fluid exceeds the performance requirements for domestic and foreign automatic transmission fluids. AMSOIL ATF provides smooth shifting, long transmission life, excellent lubricating protection and better performance over a wider temperature range.

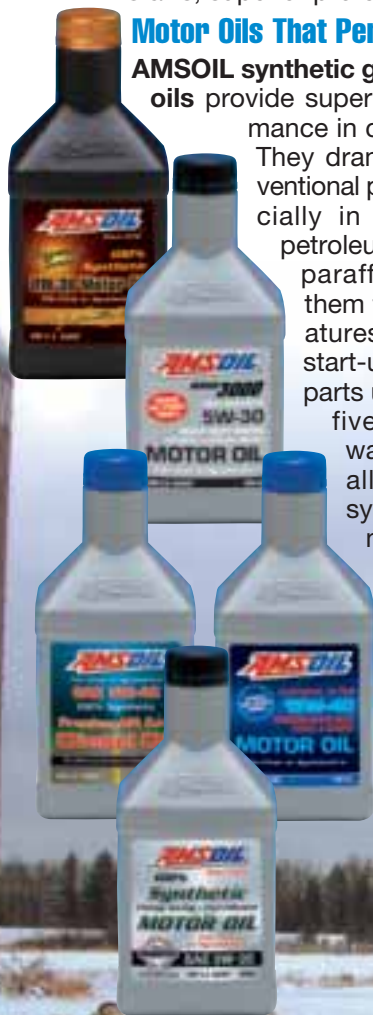
AMSOIL Severe Gear® Synthetic EP Gear Lubes possess excellent cold flow properties. Tests such as the Brookfield Viscosity Test, which determines a gear lube's viscosity at extremely low temperatures, prove that AMSOIL Severe Gear® Synthetic Gear Lubes enhance efficiency through superior cold flow performance.

## Cold Flow Improver

AMSOIL Cold Flow Improver Effectively modifies wax crystal formation at low temperatures to depress diesel fuel pour point and improve cold flow filtration properties. Lowers the cold filter plugging point by as much as 20°F and decreases the need for #1 diesel fuel diluted with kerosene.

## TRICO Winter Blades

TRICO Winter Blades feature a protective rubber boot to prevent snow and ice from clogging the blade, providing a clean wipe and enhanced driving visibility.







### Formula 4-Stroke®

**AMSOIL Formula 4-Stroke Power Sports Synthetic Motor Oil** provides serious protection and performance in recreational four-stroke motors, including ATVs and snowmobiles. Its broad 0W-40 viscosity rating provides superior protection in both hot and cold temperature extremes.

**AMSOIL Formula 4-Stroke Synthetic Small Engine Oil** provides superior protection in the severe service conditions common in both gasoline and diesel-fueled small engines, including welders, skid-steers, compressors and more.



### Two-Stroke Dominance

**AMSOIL DOMINATOR** and **AMSOIL INTERCEPTOR** provide unbeatable performance in two-stroke engines on and off the track. **AMSOIL DOMINATOR** is formulated with heavier synthetic base oils that provide more lubricity for “on the edge” operation. **AMSOIL INTERCEPTOR** is engineered specially for powersports applications and engines equipped with exhaust power valves.



### Winter Storage Protection

Stored equipment suffers from inactivity, dried out cylinders and condensation forming within the engine. The results can be surface corrosion, varnish and sludge deposits, clogged injectors, fuel lines and carburetors, starting problems and decreased equipment life.

**AMSOIL Fogging Oil** and **Gasoline Stabilizer** prevent fuel deterioration and protect internal engine parts from rust and corrosion during long periods of storage.



### All-Purpose Lubricant

**AMSOIL MP Metal Protector** disperses water and protects metal surfaces from rust and corrosion. It penetrates existing rust build-up and loosens bolts. **AMSOIL MP** also keeps snow from sticking to the faces of plows and shovels. Many riders use **AMSOIL MP** on the slides of their snowmobiles for added protection.

**AMSOIL MP** also dries wet electrical systems and is ideal for protecting firearms. Convenient, effective and easy to use, **AMSOIL MP** is a must for any home or shop.



# AMSOIL Now Offers TRICO Heavy Duty Wiper Blades

# TRICO

AMSOIL now offers Heavy Duty Wiper Blades from TRICO. The addition of the Heavy Duty line provides AMSOIL Dealers with a more complete line of wiper blades.

## TRICO Heavy Duty Wiper Blades

TRICO offers the largest selection of heavy-duty wiper products on the market today, with products for virtually all heavy-duty truck, bus and recreational vehicle applications.

All TRICO Heavy Duty Wiper Blades feature durable metal construction and heavy-duty natural rubber wiping elements for quality performance under demanding conditions. AMSOIL offers seven blades from the TRICO Heavy Duty line.

## Convenience and Durability

TRICO Heavy Duty Wiper Blades offer added convenience and durability over competitive wiper blades. With a variety of configurations, finishes and blade sizes from 10 inches to 32 inches, AMSOIL offers a TRICO Heavy Duty blade for nearly every heavy-duty application. In addition, TRICO Heavy Duty Wiper Blades include adaptors that allow the blades to easily fit on competitors' wiper arms, making installation quick and simple.

## TRICO Heavy Duty Blades Now Available

All orders will be shipped from the Superior Distribution Center. For pricing information, consult the TRICO Dealer price list (G2346 U.S., G8346 Canada) or the AMSOIL website. For application information, consult the AMSOIL Online Product Application Guide at [www.amsoil.com](http://www.amsoil.com).

### 61 Series

TRICO Heavy Duty 61 Series blades are designed for flat windshields. They are typically found on heavy-duty trucks, school buses, step vans and recreational vehicles. There are 18 TRICO Heavy Duty 61 Series blades available in lengths of 10 to 22 inches.



### 63 Series

TRICO Heavy Duty 63 Series blades are designed for heavy-duty arms that have less than 48 oz. of load. These five-bar blades are typically found on heavy-duty trucks and transit buses and may be used on both curved and flat windshields. Nine part numbers are available in lengths of 12 to 20 inches.



### 64 Series

TRICO Heavy Duty 64 Series blades are designed for heavy-duty arms that have 48 oz. of load or more. These three-bar blades are typically found on heavy-duty trucks and transit buses and may be used on both curved and flat windshields. Five part numbers are available in lengths of 16 to 20 inches.



### 65 Series

TRICO Heavy Duty 65 Series blades are specifically designed for specialty side-lock arms on heavy-duty trucks. They are available in 20 and 22 inch lengths.



### 66 Series

TRICO Heavy Duty 66 Series blades are designed for maximum visibility in winter conditions. Typically found on heavy-duty trucks, they are manufactured with a tough rubber boot that encloses a heavy-duty metal superstructure. Four TRICO Heavy Duty 66 Series blades are available in lengths of 13 to 20 inches.



### 67 Series

TRICO Heavy Duty 67 Series blades are designed for wide saddle arms, which are typically found on Class A recreational vehicles, school buses, transit buses and heavy-duty trucks. Four TRICO Heavy Duty 67 Series blades are available in lengths of 22 to 30 inches.



### 68 Series

TRICO Heavy Duty 68 Series all-metal blades feature an aerodynamic vented superstructure. This style is used by TRICO as the OEM blade on Class A recreational vehicles and some heavy-duty trucks. TRICO Heavy Duty 68 Series blades are available in 24, 26 and 28 inches.



# New AMSOIL Ea Pre-Filters



AMSOIL now offers Ea Pre-Filters (EaPF) for racing and off-road applications. AMSOIL Ea Pre-Filters prevent large particles from sticking to EaAR and EaAU Filters and blocking the flow of air.

Ea Pre-Filters fit over the top of existing air filters. These polyester mesh bags feature an industrial-grade elastic band at the opening to ensure the pre-filter does not slide off.

## Why Use Pre-Filters?

Racers and off-road enthusiasts subject their vehicles to some of the most severe conditions possible. These vehicles operate in areas of heavy dirt and mud that gets slung into every crack and corner, often clogging air filters. AMSOIL Ea Pre-Filters are designed to keep larger particles from getting into and clogging the pleats of air filters. When an air filter is clogged, the engine loses horsepower and, in the case of Ea Air Filters, the filter must be cleaned. There is no vacuum or compressed air available on the race track or out in the swamp, but an Ea Pre-Filter is easily removed and shaken free of debris in seconds.

## AMSOIL EaPF

AMSOIL Ea Pre-Filters are constructed with woven mesh that contains uniformly-sized openings. They are oil-free, so dirt will not stick to the bag and create a loss of air flow or horsepower. Several Ea Pre-Filters are treated with a hydrophobic water repellent process that helps prevent

moisture from damaging air filters. This proprietary process is done at the mill as the pre-filters are created, not sprayed on, so there is no loss of air flow. While Ea Pre-Filters are effective in repelling water, they are not waterproof.

Ea Pre-Filters prevent particles down to 0.005" from getting to the air filter without significantly reducing air flow. Particles larger than 0.005" generally just fall off the pre-filter.

## Will Not Block Air Flow

AMSOIL Ea Pre-Filters cause no significant reduction in air flow. In fact, AMSOIL EaAU and EaAR Filters allow more air flow than the engine can process, so adding an EaPF will not prevent a more-than-adequate amount of air flow from entering the engine.

## Cleaning Instructions

To clean AMSOIL Ea Pre-Filters, shake off any excess dirt and, if necessary, soak in soapy water. After soaking, agitate the EaPF to remove any remaining debris and grime, shake off any excess water and air-dry. Ea Pre-Filters used in racing applications should be inspected after every race to determine whether or not they require cleaning. Ea Pre-Filters used in regular applications should be cleaned every

3,000 to 5,000 miles. AMSOIL Ea Pre-Filters should be changed every six to 12 months, or as conditions dictate. For application information, consult the chart below or visit [www.amsoil.com/storefront/eapf.aspx](http://www.amsoil.com/storefront/eapf.aspx).

Stock #	Fits AMSOIL Filter	Hydrophobic Treatment
EaPF01	EaAR2102	No
EaPF02	EaAR2102*	No
EaPF03	EaAR2103	No
EaPF04	EaAR2103*	No
EaPF05	EaAR2104	No
EaPF06	EaAR2104*	No
EaPF07	EaAR2105	No
EaPF08	EaAR2105*	No
EaPF09	EaAR2106	No
EaPF10	EaAR2106*	No
EaPF11	EaAU3560	Yes
	EaAU4560	Yes
EaPF12	EaAU4095	Yes
EaPF13	EaAU4091	Yes
EaPF14	EaAU4178	Yes
EaPF15	EaAU6080	Yes
	EaAU6081	Yes
EaPF16	EaAU6075	Yes
EaPF17	EaAU6065	Yes
EaPF18	EaAU4075	Yes
EaPF19	EaAU4070	Yes
EaPF20	EaAU4510	Yes
EaPF21	EaAU3090	Yes
	EaAU3590	Yes
	EaAU4090	Yes
EaPF22	EaAU3555	Yes
EaPF24	EaAU3050	Yes
EaPF25	EaAU3051	Yes
EaPF26	EaAU3570	Yes
EaPF27	POD	Yes

\*With top.



# Computer Upgrade Prepares

Computer software is constantly changing and improving. AMSOIL currently uses JD Edwards business software and has been in the process of upgrading the software over the past several months. The new system, scheduled to go live December 4, offers many benefits, improves operations and effectively prepares AMSOIL for continued growth, but it requires a number of changes in the ways business is conducted.

## Improved Ordering Experience on the Phone

- Better screen designs for telephone ordering representatives will speed the order entry process.
- Improved product availability information allows customers to be informed of what's going to ship and when.
- Credit hold alarms for commercial and ROTS accounts will appear on the telephone ordering representative's screen, saving accounts a trip to the distribution center only to be informed of the credit hold.
- It will be easier for telephone ordering representatives to go back to previous steps in the order.

## Live Credit Card Authorization

When placing orders over the phone or internet, credit cards will be authorized immediately to ensure there are sufficient funds to cover the expense of the order. All orders placed with a credit card will require verification of the address listed on the card holder's billing statement, as well as the three-digit security code printed on the back of all Visa and MasterCard (Discover does not currently have a security code). Orders will not be processed if the card number, address and security code do not match or if sufficient funds are not available. Any changes to orders and freight charges that increase the amount due will result in a second authorization and charge. Although these additional steps may seem inconvenient, they are intended to protect the card holder from the increased dangers of credit card fraud. Many customers will appreciate this extra effort toward security. These extra measures also help protect Dealers, customers and AMSOIL INC. from the costs associated with payment fraud.

## Storage of Shipping Addresses

The new system allows AMSOIL to store an unlimited number of shipping addresses. For example, if a customer has five primary shipping locations, all five can be stored and easily retrieved during the order process, speeding order entry and eliminating the chances for entry errors that delay delivery.

## Credit Card Information

Credit card numbers, names and addresses will be encrypted for security and stored in the system, at the customer's option, speeding the order entry process and eliminating the chance for data entry errors. When placing an order, customers will have to confirm the last four digits of the stored credit card and the security code, which is not stored for security purposes. If credit card information is not stored, customers will have to provide the card number, name, billing address and security code every time an order is entered or changed.

Customers intending to pick up an order and pay with a check at a distribution center will still be able to order over the phone and hold the order with a credit card. All the credit card information will have to be provided and sufficient funds must be available. An authorization will be issued to the credit card, which reserves the funds, but the credit card will not be charged if the payment method is changed from credit card to check when the order is picked up. The authorization will remain until it is cleared by the issuing bank. The amount of time required to clear an authorization varies between 7-30 days and will affect the credit available on the customer's credit card.

## Product Codes

As reported in the September *Action News*, the new system requires a change in product codes. For example, ATMQT has changed to **ATMQT ea** and ATM01 has changed to **ATMQT ca**. The "ea" indicates a single unit, while the "ca" indicates a case. When AMSOIL first switched to the JD Edwards program in 2001-2002, the software was customized to avoid the inconvenience of changing product codes. However, the major changes made to the core elements of the software resulted in a number of problems, including poor system performance, order/accounting errors and inventory problems. In an effort to truly improve the system, AMSOIL

# AMSOIL for Continued Growth

decided to adopt a more conventional system for creating and managing product codes. This system is standard in many industries and is compatible with JD Edwards software. Although this change may be inconvenient at first, the long term benefits include quicker order entry, more accurate inventory control processes that will minimize back orders and improved system performance and stability. This change may also allow AMSOIL to adopt a more streamlined bar coding process which may be beneficial to many commercial and retail accounts.

## Sales Tax Exemption Rules

AMSOIL INC. is registered to collect and remit sales tax in each state, province and most local jurisdictions where applicable. AMSOIL customers will now be shown as exempt from sales tax in only the states, provinces or jurisdictions they are registered in. If they choose to register in multiple jurisdictions, they may do so by providing the appropriate exemption information as specified on the Uniform Sales & Use Tax Certificate (G495). Tax exempt customers who order products from AMSOIL for delivery or pick-up in multiple jurisdictions must have tax exemption paperwork on file with AMSOIL for each jurisdiction where business is conducted and tax exempt status is desired.

For example, an account from Illinois that has products shipped to facilities in Indiana, Wisconsin and Illinois must have the appropriate tax exempt paperwork on file with AMSOIL for all three states. If the account has only submitted paperwork for Illinois, its orders that are shipped to Indiana and Wisconsin will be charged the appropriate sales tax. Likewise, an account that has tax exempt status in Wisconsin and picks up product at the Illinois Distribution Center will be charged Illinois sales tax. In these instances the account can apply for a sales tax adjustment by completing a Sales Tax Refund Form (G20). See the Uniform Sales & Use Tax Certificate (G495) for more information on each state, province and jurisdiction's requirements. Customers may also contact their state department of revenue.

## Website and Storefront

In addition, AMSOIL will be rolling out a totally new look for its website home page as well as a new store-

front during the first quarter of 2008. Some of the exciting changes are described below. As the launch gets closer, look for more details in the *Hotwire*, *Action News*, *Direct Line* and *Service Line* or from your servicing Dealer.

## Online Ordering Changes

**Live Customer Registration** - Customer numbers will be immediately assigned to new Preferred Customers and catalog customers, minimizing the chances of error. Existing Dealers and customers will still need their ZO and customer numbers in order to enter orders in the online store.

**Live Order Entry** - The new system will speed the online ordering process and get the order to the distribution center almost immediately.

**Accurate Sales Tax Calculations** - All taxes, including state/provincial taxes, GST, local taxes, environment or recycling fees and taxes on freight, will be calculated accurately at the time the order is entered depending on the rules of the applicable taxing jurisdiction. AMSOIL will no longer use the highest tax rate available for estimating order value.

## Other Improvements

**Live Inventory Status** - Dealers and customers will be able to verify if products are available when placing orders online. Previously this information has only been available for orders placed by telephone.

**Order History** - Dealers and customers will have the ability to view their past orders. This is beneficial for those who place orders for the same products on a recurring basis.

**Order Tracking** - Dealers and customers will have the capability of tracking orders online, and links will direct them to UPS and Federal Express so they can track shipments.

*The new system is scheduled to go live December 4. AMSOIL telephone ordering will be closed on Monday, December 3 while it is installed. Online ordering will still be available, but AMSOIL advises all Dealers to plan ahead and order early.*

# AMSOIL Sandbox Arena Opens

**AMSOIL becomes title sponsor of indoor motocross track**

When a region measures its snowfall in feet instead of inches, it's safe to assume the winters are relatively harsh. The severity of a long, cold off-season hits hard for motocross riders who can't get on their dirt bikes or ATVs for long stretches of time, often up to five or six months. AMSOIL, along with two eager businessmen, are turning around the winter blues in the Midwest and bringing off-season motocross racing indoors.

AMSOIL recently signed a five-year contract with the Sandbox Arena, a state-of-the-art indoor motocross facility in New Richmond, Wis. The AMSOIL Sandbox Arena houses two challenging tracks inside the 116,800 sq. ft. building. The smaller of the two tracks is designed for kids on small motorcycles and quads (65cc or smaller) and for people of all ages who are just learning to ride. The larger track is designed to challenge riders of all ages and skill levels and was professionally designed by well-renowned track builder Schaefer Tracks.



The AMSOIL Sandbox Arena opened its doors for business on October 1.



A motocross rider gets on the throttle



There are plenty of big air jumps at the AMSOIL Sandbox Arena.

"It's a great track," said novice rider Dave Van Andel, who recently started racing motocross at the age of 50. "There are a lot of technical parts and some good turns and nice banking. It's a little tough with me being a novice, but I'll get better on this track."

With so many riders taking extended winter vacations to warmer climates for motocross training, Sandbox owner Rob Murphy saw a need for indoor motocross racing in the Midwest.

"When I would make my winter trips to Texas or Oklahoma, I would notice that a lot of the vehicles in the parking lot had Minnesota or Wisconsin plates. I figured there's a need for an indoor track here, so why not start one close to home."

Don Mason works for Polaris Industries and helps test the company's growing ATV line. Normally, his crew would have to plan long test sessions in Arizona to gain valuable research during the winter. Being only 30 minutes away from the Sandbox Arena will not only keep costs down, but allow them to obtain quick data.

"This will be nice if we want to do some shorter duration tests, or if we want to try something out quick, we're right next door."

Mason also sees a benefit for the budding motocross movement in the Midwest.

"For the 80 riders and the kids who can ride through the winter, it's going to help them get to and compete at Loretta Lynn's and the Amateur Nationals. It will just bring this region up another level."

The venue will also feature a large, heated pit area that will house up to 300 motorcycles and quads. The AMSOIL Sandbox Arena will host both an ATV and a dirt bike series in the winter and summer. Murphy, who recently became an AMSOIL Dealer, will offer AMSOIL products for sale in the sizeable lobby that also houses concessions, riding gear and parts.

"Being a Wisconsin company, AMSOIL is extremely excited to be working with an ambitious project like the AMSOIL Sandbox Arena," said Jeremy Meyer, AMSOIL Race Program Manager. "The track is unbelievable and we invite every rider, from the pros to the beginners, to come and check it out."



A motocross rider scrubs the tall single jump at the AMSOIL Sandbox Arena.



Two ATV racers talk about how they are going to tackle the big jumps.

## Products The Pros Use

Many motocross riders will be putting their bikes in storage this winter. Stored equipment suffers from inactivity, dried out cylinders and condensation forming within the engine. The results can include surface corrosion, varnish and sludge deposits. AMSOIL Fogging Oil and Gasoline Stabilizer prevent fuel deterioration and protect internal engine parts from rust and corrosion during long periods of storage.



## Lovell Brothers Crowned XRRR Champions

### Rock crawling team races to XRRR title



Roger Lovell's patience and persistence paid off with an XRRR championship.

The Xtreme Rock Racing Association hosted the top 32 rock racers from across the United States at the RAM Off-Road Park in Colorado Springs, Colo. on September 29. Team AMSOIL driver Roger Lovell did not disappoint the hometown crowd and raced the Alloy USA/AMSOIL Ford Ranger to victory in what was one of the most challenging races of the season.

"We played everything conservative," said Lovell. "The course was tough enough and the jumps were big enough that we knew people were going to be breaking, and we hoped to win by driving smart."

The brothers were ultimately rewarded for their patience when the last runner of the day (and race leader) Brian Shirley exploded a rear axle housing while landing a triple jump. Lovell Racing was the only team to finish all the courses.

Lovell paraded the checkered flag through the hometown crowd before claiming the XRRR National Championship Cup.

"We never had the fastest single time, but we did run the smartest race," said Lovell. "We greatly appreciate the help from AMSOIL and the rest of our sponsors."



Lovell skims the bowl turn at the XRRR finals in Colorado.

## Dedick Top Driver in 2007

### Autumn Woods Racing pro wins fourth Special Events title

Autumn Woods Racing wrapped up the Mickey Thompson Tough Truck Series by taking home two of the top three spots. Team AMSOIL driver Jeff Dedick won the series while first year driver Ricky Brantley finished third overall.

"We see so many extra benefits with AMSOIL lubricants in the truck," said Dedick. "From running cooler to gaining that extra horsepower that is so vital in side-by-side racing, AMSOIL has helped us grab another championship."

Dedick wrapped up his fourth Special Events season title with a second place finish at the Indiana State Fairgrounds in late September. Brantley, a rookie to the series this season, secured his third place finish with a third in Indiana. For Dedick, the championship marked the sixth season points title of his career.



Jeff Dedick roars through a turn at the Indiana Fairgrounds.



Rickey Brantley took third overall in his rookie year of racing.



## T-1 CERTIFICATION MEETINGS

### UTAH

• 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 15 - Thursday  
• December 20 - 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  
• November 15 - Thursday  
• December 20 - 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  
• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 7 p.m.  
SUMMER RESIDENCE  
404 Arrowhead Drive  
Montgomery, AL  
Hosted by Direct Jobbers Peter and Jean Summer (800) 867-8735  
Please RSVP

### ALASKA

• November 6, 20 - Tuesday  
• December 4, 18 - 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

• November 20 - Tuesday  
• December 18 - 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 Regency Direct Jobber Dick Nudo and Dealer Jim Brewer  
RSVP (602) 996-7181 Dick  
(480) 968-4922 Jim

### ARKANSAS

• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 6:30 p.m.  
GARDNER RESIDENCE  
806 Shamrock Drive  
North Little Rock, AR 72118  
Hosted by Dealer Jerry Gardner (501) 350-4869 gardner2154@sbcglobal.net

### CALIFORNIA

• November 1 - Thursday  
• December 6 - Thursday  
Meeting - 6 p.m.  
Downline and Guests FREE,  
Out of line - \$5  
JOHN'S AUTO CENTER  
4568 Phelan Rd  
Phelan, CA 92371  
Hosted by Premiere Direct Jobber Jo & Tom Groh (760) 963-7156  
• November 3 - Saturday  
• December 1 - Saturday  
Meeting - 9 a.m.  
HILTON AT THE CLUB  
7050 Johnson Drive  
Pleasanton, CA  
Hosted by Master Direct Jobber Tom Santell (510) 351-8500 & Direct Jobber Roland Chan (925) 200-5379  
Breakfast buffet followed by meeting

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

• November 7 - Wednesday  
• December 5 - Wednesday  
Meeting - 7 p.m.  
MCCOOL RESIDENCE  
2210 Coddling Drive  
Modesto, CA 95350

Hosted by Direct Jobber Bill McCool  
(209) 577-0174

• November 13 - Tuesday  
• December 11 - Tuesday  
Meeting - 6:30 p.m.  
CATALINA'S COFFEE SHOP  
250 East Highland Avenue  
San Bernardino, CA 92404

Hosted by Direct Dealer Jim Johnstone  
(909) 886-4842

• November 20 - Tuesday  
• December 18 - 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

• November 15 - Thursday  
• December 20 - 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

• November 27 - Tuesday  
• December 25 - Tuesday  
Meeting - 7:30 p.m.  
LANZOFANO RESIDENCE  
120 Gravel Street, Unit 11  
Meriden, CT 06450  
Hosted by Dealer Salvatore Lanzofano  
(203) 634-0885

• November 14 - Wednesday  
• December 12 - Wednesday  
Meeting - 6:30 p.m.

RESIDENCE  
5 BRISTOL ST.  
(1st Floor Rear Apartment)  
SOUTHINZPON, CT  
Hosted by Frank Lanzofano  
(860) 426-0439

### DELAWARE

• 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

• November 17 - Saturday  
• December 15 - Saturday  
Meeting - 6 p.m.  
GUTKNECHT RESIDENCE  
1519 Pennsylvania Ave.  
Lynn Haven, FL 32444  
Hosted by Dealers  
Richard & Evelyn Gutknecht  
(850) 271-9266 Registration fee \$5 for  
out of line/free for direct line

### GEORGIA

• November 1 - Thursday  
• December 6 - 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

• November 21 - Wednesday  
• December 19 - Wednesday  
Meeting - 7 p.m.  
CHICAGO CONNECTION  
1935 South Eagle Road  
Meridian, ID, 83642  
Hosted by Direct Jobber Steve Noffz  
(208) 861-8935

• November 14 - Wednesday  
• December 12 - 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

• November 3 - Saturday  
• December 1 - 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 13 - Tuesday  
• December 11 - 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

• November 7, 21 - Wednesday  
• December 5, 19 - 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

• November 13 - Tuesday  
• December 11 - Tuesday  
Meeting - 7 p.m.  
EVANS RESIDENCE  
1115 Morningside Court  
Greenfield, IN 46140  
Hosted by Executive Direct Jobbers  
Chuck and Linda Evans  
(888) 765-2542  
evansamsoldist@aol.com

### IOWA

• November 6 - Tuesday  
• December 4 - 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

• November 1 - Thursday  
• December 6 - 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

• November 1 - Thursday  
• December 6 - Thursday  
Meeting - 6 p.m.  
AUTONBERRY  
RESIDENCE  
2520 Swiss Street  
W. Monroe, LA 71291  
Hosted by Direct Jobber Ellis  
Autonberry (318) 396-4348

### MAINE

None Scheduled

### MARYLAND

• November 26 - Monday  
• December 27 - 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

• November 16 - Friday  
• December 21 - 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 16 - Friday  
• December 21 - Friday  
Meeting - 7 p.m.  
GRONER RESIDENCE  
908 Todd Avenue  
Fort Howard, MD 21052  
Hosted by Account Direct Harvey  
Groner (410) 477-8255

• November 1 - Thursday  
• December 6 - 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 16 - Friday  
• December 21 - 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

• November 21 - Wednesday (Dealer  
training)  
• December 19 - Wednesday  
(Opportunity)  
Meeting - 7 p.m.  
MUGRIDGE RESIDENCE  
6640 State Road  
Lakeport, MI 48059  
Hosted by Premiere Direct Jobbers  
Barry and Cathy Murgidge  
(877) 446-2671  
Call for information and scheduling  
www.pro-oil-1.com

• November 19 - Monday  
• December 17 - 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

• November 5 - Monday  
• December 3 - 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

• November 15 - Thursday  
• December 20 - Thursday  
Meeting 7 p.m.  
MEYER RESIDENCE  
512 Broadway Street  
Cleveland, MN 56017  
Hosted by Executive Direct Jobbers  
Charles & Donna Meyer  
(507) 931-3875

• November 13 - Tuesday  
• December 11 - Tuesday  
Meeting - 6:30 - 8:30 p.m.  
THE FORD RESIDENCE  
1830 175th LN NE  
Ham Lake, MN 55304  
Hosted by Executive Direct Jobbers  
Mike & Linda Ford  
(763) 434-1544 or (763) 257-3130  
www.allserviceoil.com,  
allservicesales@msn.com or  
mikeford@allserviceoil.com

• November 8 - Thursday  
• December 6 - Thursday  
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

• November 8 - Thursday  
• December 6 - 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

• November 8 - Thursday  
• December 13 - 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

• November 17 - Saturday  
• December 15 - Saturday  
Meeting - 2 p.m.  
SAWYER WAREHOUSE  
28108 - 133rd Street  
Zimmerman, MN 55398  
Hosted by Direct Dealers Roger and  
Jennifer Sawyer Please RSVP  
(763) 856-3567 rpsracing@aol.com  
www.rpsracing57.com

### MISSISSIPPI

None Scheduled

### MISSOURI

• November 20 - Tuesday  
• December 18 - Tuesday  
Meeting - 7 p.m.  
LUCZAK RESIDENCE  
4810 Mattis Street  
St. Louis, MO 63128  
Hosted by Regency Direct Jobbers Connie  
and John Luczak (314) 892-6018 comes-  
lubes@earthlink.net

### MONTANA

### NEBRASKA

### NEVADA

### NEW HAMPSHIRE

None Scheduled

### NEW JERSEY

• November 14 - Wednesday  
• December 12 - 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

• November 27 - Tuesday

• December 18 - 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

• November 5 - Monday  
• December 3 - Monday  
Meeting - 7 p.m.

KORZANOILS  
2215 North Solano Drive  
Las Cruces, NM 88001  
Hosted by Direct Jobber Kevin Korzan  
(505) 496-4242  
www.korzanoils.com

### NEW YORK

• November 28 - Wednesday  
• December 26 - Wednesday  
Meeting - 7 p.m.  
Albany Area  
GUILZ RESIDENCE  
6 Daisy Lane  
East Berne, NY 12059  
Hosted by Premiere Direct Jobber Richard  
Guilz (518) 423-1552  
rich@empireynthetics.com  
call or e-mail to reserve seat

• November 7 - Wednesday  
• December 5 - Wednesday  
Meeting - 7:30 p.m.

WOLFE RESIDENCE  
324 Hillvale Road  
Albertson, NY 11507  
Hosted by Dealers Edward and Eileen  
Wolfe (516) 621-4565; Please RSVP



• November 21 - Wednesday  
• December 19 - 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

• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 7 p.m.

**LOTITO RESIDENCE**  
89 Owl Creek Road  
Spencer, NY 14883  
Hosted by Regency Direct Jobber Peter Lotito (607) 589-4242 Call ahead to reserve space and confirm location or e-mail lubedealer@hotmail.com or www.lubedealer.com/newyork

• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 7:30 p.m.

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

• November 21 - Wednesday  
• December 19 - Wednesday  
Meeting - 7:30 p.m.

**SYRACUSE AREA**  
Call ahead for location  
Hosted by Direct Jobber Peter Finnerty (315) 682-9791

• November 21 - Wednesday  
• December 19 - Wednesday  
Meeting - 7:30 p.m.

**NEWARK, NY LOCATION**  
Call ahead for location  
Hosted by Dealer Brad Timerson (315) 331-7110

## NORTH CAROLINA

• November 6 - Monday  
• December 4 - Monday  
Meeting - 7 p.m.  
**ATLANTIC BUSINESS CENTERS**  
4913 Chastain Ave. Unit 28  
Charlotte, NC 28209  
Hosted by Dealer Gregory Finnican (704) 525-5565

• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 7 p.m.

**KAZAN RESIDENCE**  
4007 Saphire Lane  
Indian Trail, NC 28079  
Hosted by Account Direct Eric Kazan (704) 271-3001 erickazan@syntheticlubricantsinfo.com; Guests welcome, non-downline \$2

• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 7:30 p.m.

**MALLONEE RESIDENCE**  
3009 5th Street NW  
Hickory, NC 28601  
Hosted by Account Direct Larry Mallonee and Dealer Jack Hoskins (828) 327-3655 All Dealers welcome

• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 7 p.m.

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

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

**CLEVELAND RESIDENCE**  
224 Campbell Place  
Jacksonville, NC 28546  
Hosted by Dealers George and Nancy Cleveland (910) 346-3866 Call first. All Dealers welcome.

## NORTH DAKOTA

• November 6 - Tuesday  
• December 4 - Tuesday  
Meeting - 7:30 p.m.

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

**OHIO**  
• November 26 - Monday  
Meeting - 7 p.m.

**PENA RESIDENCE**  
2933 West U.S. 20  
Gibsonburg, OH 43431  
Hosted by Executive Direct Jobbers Luis and Sharon Pena; RSVP: (419) 297-3451

• November 5 - Tuesday  
• December 3 - Tuesday  
Meeting - 7 p.m.  
**HASKIN RESIDENCE**  
834 North Ellsworth Ave.  
Salem, OH 44460

Hosted by Dealer Roc Haskin (330) 332-4992 and Direct Jobber Jerry Wolford All Dealers welcome

**OKLAHOMA**  
• November 3 - Saturday  
• December 1 - Saturday  
Meeting - 9 - 11 a.m.

**GOLDEN CORRAL**  
9711 East 71st Street  
Tulsa, OK  
Hosted by Regency Gold Direct Jobber Patrick Grady (918) 258-6979 \*Pat

• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 7 - 8:30 p.m.

Call for location and reservations.  
Hosted by Dealers Richard and Brenda Coats (918) 225-5722

• November 13 - Tuesday  
• December 11 - Tuesday  
Meeting - 7 - 8:30 p.m.

**ALEXANDER RESIDENCE**  
14355 East Timberidge Dr.  
Claremore, OK 74019

Hosted by Premiere Direct Jobber Kevin Alexander (918) 636-1281 Call first

• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 10 a.m.

**GRADY RESIDENCE**  
2612 W. Galveston Road  
Broken Arrow, OK 74012

Hosted by Regency Gold Direct Jobber Patrick Grady and Premiere Direct Jobber Kevin Alexander (918) 258-6979; RSVP kevina@nordam.com

**OREGON**  
• November 15 - Thursday  
• December 20 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 - 9 p.m.

**HAYDEN'S LAKEFRONT GRILL**  
8187 SW Tualatin-Sherwood Road

Tualatin, OR 97062  
Hosted by Regency Direct Jobber Ed Greenwood (800) 722-1092 Call first to confirm space for you and your guests.

**PENNSYLVANIA**  
• November 19 - Monday  
• December 17 - Monday  
Meeting - 7 p.m.

**HALLOCK ENTERPRISE STORE**  
5 Main Street  
Bradford, PA 16701

Hosted by Premiere Direct Jobber Joseph M. Hallock (814) 368-8625 T-1 training also available. Pre registration required

**RHODE ISLAND**  
None Scheduled

**SOUTH CAROLINA**  
• Every Tuesday  
Meeting - 7:30 p.m.

**GEORGE KERR and ASSOCIATES**  
Northgate Building 5861  
Rivers Avenue, Suite 107  
N. Charleston, SC 29406

Hosted by Direct Jobber George Kerr (843) 747-8200 amsoildealer@aol.com www.lubedealer.com/kerr

• Variable Meetings  
Call for meeting time, date

**SPRADLEY RESIDENCE**  
117 Winston Circle  
Pelion, SC 29123

Hosted by Direct Dealers Jim & Vicki Spradley (803) 894-4618

• November 6 - Tuesday  
• December 4 - Tuesday  
Meeting - 7 p.m.

**DENNY'S RESTAURANT**  
2521 Wade Hampton Boulevard  
Greenville, SC 29615

Hosted by Executive Direct Jobber Loel D. Handley (864) 350-2082 amsoildealer@charter.net

## SOUTH DAKOTA

• November 1, 15 - Thursday  
• December 6, 20 - Thursday  
Meeting - 7 p.m.  
**THE INSURANCE OFFICE**  
104 West Sixth Street  
Brookings, SD 57006

Hosted by Dealer Art Wilber (605) 690-5327 to RSVP

**TENNESSEE**  
None Scheduled

**TEXAS**  
• Daily Meetings  
Meeting - 7 p.m.  
Call for location.

Hosted by Account Direct Bruce Shilander (512) 736-3028

• November 20 - Tuesday  
• December 18 - Tuesday  
Meeting - 7 p.m.

**WARD RESIDENCE**  
310 S. Grove Road  
Richardson, TX 75081

Hosted by Regency Direct Jobbers Ronald & Sandra Ward (972) 231-0773 oilmandj@comcast.net

**UTAH**  
• Every Tuesday  
Meeting - 7:30 p.m.

**CHRISTENSEN RESIDENCE**  
8516 Snowville Drive  
Sandy, UT 84070

Hosted by Master Direct Jobber Neil Christensen, Direct Dealer Rodney Haskins and Dealer Doug Blackhurst (801) 942-3881/(801) 942-8641

• 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 5 - Monday  
• December 3 - Monday  
Meeting - 7 p.m.

**ISRA-UL TRAINING MEETINGS**  
P.O. Box 2734  
Chesterfield, VA 23832

Hosted by Dealers M. and S. Isra-UL. Call in advance to RSVP, get directions. Seating limited. (804) 640-3402

• November 13 - Tuesday  
• December 11 - Tuesday  
Meeting - 7:30 p.m.

**STANCIU RESIDENCE**  
1236 General Street  
Virginia Beach, VA 23464

Hosted by Regency Silver Direct Jobbers Bill & Barbara Stanciu (757) 420-0673

• November 12 - Monday  
• December 10 - Monday  
Meeting - 7 p.m.

**GRAVITTE RESIDENCE**  
1042 Merganser Circle  
Gloucester, VA 23072

Hosted by Premiere Direct Jobbers Cliff & Dee Gravitte (804) 694-0221

• November 13 - Tuesday  
• December 11 - Tuesday  
Optional dinner - 6 p.m.  
Meeting - 7 p.m.

**DAYS INN RESTAURANT**  
5500 Williamsburg Road  
Sandston, VA

Hosted by Dealer Roger Riggle (804) 737-4874

**WASHINGTON**  
• November 19 - Monday  
• December 17 - Monday  
Meeting - 6:30 p.m.

**GASPER'S LUBE SERVICE CENTER & WAREHOUSE**  
3325 Meridian Avenue East  
Edgewood, WA 98371

Hosted by Regency Direct Jobbers Cliff and Lorna Gasper (253) 864-7618, or (877) 633-7618 Everyone welcome

• November 1 - Thursday  
• December 6 - Thursday  
Meeting - 7 p.m.  
**FRAME RESIDENCE**  
12904 NE 101st Place  
Kirkland, WA 98033

Hosted by Direct Jobbers Don Frame and Janet Faunce (425) 889-5415

• November 13 - Tuesday  
• December 11 - Tuesday  
Meeting - 7:30 p.m.

**STOUGARD RESIDENCE**  
22907 Prairie Road  
Sedro Woolley, WA 98284

Hosted by Executive Direct Jobbers Marv & Charlotte Stougar (360) 856-1641 Guests welcome

• November 8 - Thursday  
• December 13 - Thursday  
Meeting - 7 p.m.

**WALSH RESIDENCE**  
2220 South Castle Way  
Lynnwood, WA 98036

Hosted by Regency Direct Jobbers Tom and Shirley Walsh (425) 483-2582 T-1 certification classes available by appointment with pre-paid registration.

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

**AMSOIL PEARSON**  
702 37th Street NE #D  
Auburn, WA 98002

Hosted by \*\*\*\*Regency Platinum Direct Jobbers Leonard & Eunice Pearson (253) 939-8401 Guests Welcome

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

**PRUKOP RESIDENCE**  
10306 86th Avenue East  
Puyallup, WA 98373

Hosted by Premiere Direct Jobbers Raymond & Patsy Prukop (253) 845-9755 / 800-267-6450 Everyone welcome

• November 10 - Saturday  
• December 8 - Saturday  
Meeting - 9 a.m. - noon

**AMSOIL (SYNLUBE) STORE**  
2424 North Monroe Avenue  
Spokane, WA 99205

Hosted by Premiere Direct Jobber Jack Whitehill and Direct Dealer Tom Bennett (509) 324-3588 Everyone welcome. No charge

• November 27 - Tuesday  
Meeting - 7:30 p.m.

**SAMUELSON RESIDENCE**  
2132 S. Union Avenue  
Tacoma, WA 98405

Hosted by Direct Jobber Sammy Samuelson (360) 281-7283 1-UPS-SW30-OIL (1-877-593-0645) Discussion on product application and oil analysis All are welcome. RSVP

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

**PRAIRIE HOTEL**  
701 Prairie Parke Lane  
Yelm, WA 98597

Hosted by Executive Direct Jobber Wayne C. Fletcher (360) 269-1751

**WEST VIRGINIA**  
None Scheduled

**WISCONSIN**  
• November 15 - Thursday  
• December 20 - Thursday  
Meeting - 7:30 p.m.

**SEL-AMSOIL Academy**  
1201 Clough Avenue  
Superior, WI 54880

Hosted by \*\*\*\*Regency Platinum Direct Jobbers Bill & Donna Durand Refreshments Served (715) 392-4006 Guests welcome

• November 15 - Thursday  
• December 20 - Thursday  
Meeting - 7 p.m.

**KERKMAN RESIDENCE**  
28238 Durand Ave  
Burlington, WI 53105

Hosted by Master Direct Jobbers Kenneth & Lorna Kerkman (262) 534-2878

• November 15 - Thursday  
• December 13 - 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 1 - Thursday  
• December 6 - Thursday  
Meeting - 7 p.m.

**PABST RESIDENCE**  
650 Larcom Street  
Hammond, WI 54015

Hosted by Regency Direct Jobber Lynn Pabst (715) 796-5441 Guests welcome.

• November 7 - Wednesday  
• December 5 - Wednesday  
Meeting - 7 p.m.

**SWENDSON RESIDENCE**  
4545 North 161st Street  
Brookfield, WI 53005

Hosted by Master Direct Jobber Scott Swendson (262) 754-9751 Everyone welcome

**WYOMING**  
None Scheduled

## INTERNATIONAL

**ALBERTA**  
**BRITISH COLUMBIA**  
**MANITOBA**  
None Scheduled

**NEW BRUNSWICK**  
• November 19 - Monday  
• December 17 - Monday  
Meeting - 7:30 p.m.

**McLAUGHLIN RESIDENCE**  
913 Coverdale Road  
Riverview, NB E1B 5E6

Hosted by Premiere Direct Jobber Wayne McLaughlin and Dealer Wendell Steeves (506) 386-2896 Everyone welcome

**NEWFOUNDLAND**  
**NOVA SCOTIA**  
None Scheduled

**ONTARIO**  
• November 29 - Thursday  
• December 27 - Thursday  
Meeting - 6 p.m.

**AMSOIL DISTRIBUTION CENTER**  
6625 Tomken Road,  
Units 12-14  
Mississauga, ON L5M-5J3

Hosted by Master Direct Jobber Walter Perera and local Dealers (866) 326-7645 fax: (905) 814-1802 www.sinwal.com

**PRINCE EDWARD ISLAND**  
• November 5 - Monday  
• December 3 - Monday  
Meeting - 7 p.m.

**CALL FOR LOCATION**  
Charlottetown  
Hosted by Dealers Trevor McDonald, Trevor Murray and Merrill Cronin RSVP: (902) 626-9006

**PUERTO RICO**  
None Scheduled

**QUEBEC**  
• November 1 - Thursday  
• December 6 - Thursday  
Meeting - 7:30 p.m.

**ENTREPOP AUTOLUBE**  
AMS ENVIRONMENT  
1655 Rue Choicoin  
Vaudreuil-Dorion, Quebec,  
Canada J7V8P2

Hosted by Regency Silver Direct Jobber Yvon Boucher (514) 990-1889

**SASKATCHEWAN**  
None Scheduled

For any changes, additions or questions regarding this bulletin board page please contact Brandi Worthing at 715-392-7101 ext 6366 or at bworthing@amsoil.com



# CENTERLINES

...and updates

## WINTER CORPORATE RACE BOOTHS REGISTRATION OPEN ONLINE

AMSOIL is the "Official Oil" of the World Power Sports Association (WPSA) and Rock Maple Racing (RMR) snocross tours. As part of the company's agreements with the WPSA and RMR, AMSOIL is afforded free booth space at all of their events. In turn, AMSOIL offers this space to its Direct Jobbers at no charge. DJ's may apply electronically in the Dealer Zone for an event in their area they would like to work, or they may contact the AMSOIL Race Department (raceevents@amsoil.com) for the schedules of events. For more information on the WPSA Snowmobile Tour, visit [www.wsaracing.com](http://www.wsaracing.com). For more information on the RMR SnoX tour, visit [www.rockmaple.com](http://www.rockmaple.com).

AMSOIL Direct Jobbers and Direct Dealers are eligible to apply for the WPSA Regional Snowmobile events. For more information on the WPSA Regional schedule, visit the Dealer Zone or [www.wsaracing.com](http://www.wsaracing.com). Contact the AMSOIL Race Department (raceevents@amsoil.com) with any questions.

## NOVEMBER CLOSE OUT

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

## HOLIDAY CLOSINGS

The Edmonton Distribution Center will be closed Monday, November 12 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Thursday, November 22 for Thanksgiving Day.

## NEW CUSTOMER REPORT NOW AVAILABLE ONLINE

Dealers' new leads are currently available on the online version of the new customer report, and the report is now available to all Dealers. This free report is available to all through the Dealer Zone and is also still linked through the Premium Dealer Zone.

This new feature enables all AMSOIL Dealers to review their new customer report daily to confirm that

new applications have been processed, and it can eliminate the need for a confirmation call to Dealer and Account Services. Viewing these new accounts online also allows Dealers to verify that names, addresses, telephone numbers and other information have been entered correctly into the AMSOIL computer system.

Viewing this report online is also the fastest way for Dealers to identify any new customers who have requested information as sales leads or ordered directly from AMSOIL and been assigned as new customers. Many Dealers respond promptly to these customers to thank them for their business and to offer additional assistance, which has been proven to be an effective way to establish long term, satisfied customers.

Because this information is available quicker online, AMSOIL will no longer mail the weekly new customer report.

## NEW CLOTHING & PROMOTIONAL ITEMS CATALOG

The new G1650 Clothing & Promotional Items Catalog, as inserted in this issue of the *Action News*, has been updated and is available for purchase.

Stock #	U.S.	Can.
G1650	1.00	1.25



## ULTIMATE PROTECTION AND FUEL ECONOMY

New Signature Series 0W-30 Synthetic Motor Oil (SSO) sets the standard for protection and performance. Personally endorsed by AMSOIL founder and President Al Amatzio, each bottle bears his signature and describes how he developed the first API qualified synthetic motor oil and launched the synthetic motor oil industry.

- *Exclusive extended drain formulation*
- *Superior protection against friction and wear*
- *Maximum fuel economy*
- *Extends equipment life*
- *Resists high temperature volatility*
- *Prevents sludge deposits and keeps engines clean*
- *Outstanding protection in cold temperatures*



## NEW AMSOIL “3-FOR-FREE” LEADS PROMOTION

*New program provides practical, easy way to increase customer base and sales*

Effective October 1, AMSOIL is offering a powerful new tool designed to help all Dealers grow their businesses. The AMSOIL 3-for-Free Leads Promotion enables Dealers to partner with AMSOIL for effective and efficient lead follow-up. For six months (through March 31, 2008), AMSOIL will assume the responsibility and expense of sending cover letters and G100 Retail Catalogs to prospects whom Dealers submit as qualified leads. Dealers may submit up to three leads per week in the Dealer Zone.

A link to the submission form has been created on the Dealer Zone main menu under the “OTHER” category. This form enables Dealers to register up to three qualified leads a week. The entry form has space at the top for the Dealer’s information, which will automatically be populated upon clicking the 3-for-Free Leads Promotion link. The system will ask Dealers to verify their information the first time they enter, and it will pop-up a screen containing the Dealer’s basic profile information

currently on record. It is up to the Dealer to make any necessary changes to this information and click the “Save” button at the bottom when finished. If no changes are necessary, simply click the “Save” button to get back to the leads form.

Successful Dealers build their businesses by registering new customers. For faster growth it’s useful to have a continually refreshed list of new prospects. AMSOIL wants to help Dealers get in the habit of wearing AMSOIL clothing and asking for the name, address, phone number and e-mail address of anyone who asks about AMSOIL. Dealers may now take that information and enter it into the 3-for-Free Leads Promotion system, and AMSOIL will help their businesses grow by insuring that a professional letter of introduction and catalog are sent to the lead at no cost to the Dealer. The stage is then set for the Dealer to follow up with leads within 7-10 days of submission in order to make a product sale or register them as Preferred Customers, Dealers or accounts. Let’s grow together!

## New Gear Lube White Paper Is a Valuable Sales Tool

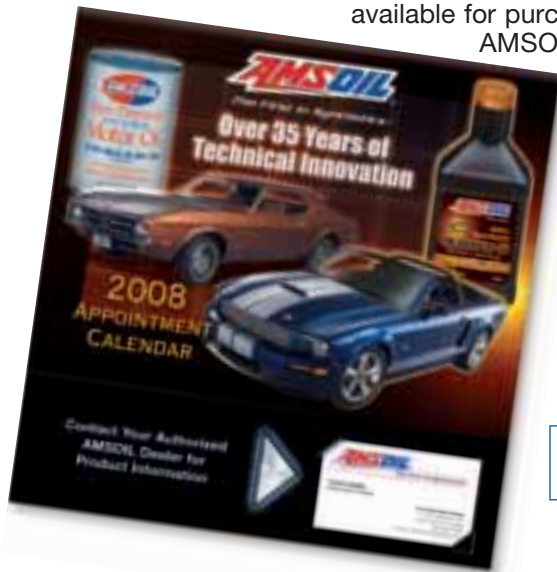
A *Study of Automotive Gear Lubes* informs consumers about the increasingly severe conditions under which differentials operate and provides data comparing the quality and cost differences of 14 popular synthetic and petroleum gear lubes. This no-frills study is designed to help consumers make informed decisions when selecting gear lubes. There is no hype and no sales pitch – just facts. Never before has so much information on gear lubes been delivered in one easy-to-understand source.

Stock #	U.S.	Can.
G2457	1.00	1.25



# NEW 2008 AMSOIL CALENDARS

The new full-color, 11"x17" 2008 AMSOIL "Over 35 Years of Technical Innovation" calendar is available for purchase, featuring a full range of AMSOIL products. Calendars may be personalized with your business card and distributed to customers, prospects and accounts. Simply insert card in the slotted area and your contact information is visible for a full 12 months. No minimum quantity orders required.



Stock #	U.S.	Can.
G1105	1.25	1.75

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



**AMSOIL INC.**

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



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