

AMSOIL

ACTION NEWS

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"The First Synthetics"

OCTOBER 2001



**Team AMSOIL
Sets Sights
on Snocross
Championship**

**NEW Retail Catalog
Included in This Issue**



From the President's Desk...



I received a touching letter last month from Direct Jobber Shirley Sundstrom regarding what she describes as "my deceased husband's GOOD choice." I have received Shirley's permission to share it with you here: "In 1976 Leland was first introduced to AMSOIL products by his enthusiastic cousin Raymond Sundstrom, a farmer in Kansas. Being a diehard mechanic and auto parts salesman for years, Leland was skeptical and reluctant to try this new oil in his car. But Raymond kept plugging this AMSOIL idea. While enroute to Kansas for Christmas that year, our car engine developed a noise and, arriving at Raymond's house, Raymond persuaded Leland to try this new oil product. Primarily to get his cousin off his back, Leland reluctantly allowed him to put it in the car.

"We risked starting home to Ohio with this new oil in our car, not knowing exactly what to expect on the trip. We had not gone more than 25 miles when Leland remarked that the noise had stopped and the car was driving smoother. He discovered the gas mileage improved. Being very pleased with this new product's performance, he began telling friends at home what his experience had been. They listened to this convincing salesman and wanted to know where they could get some. He came home very excited and said, 'Nobody in this area sells this stuff. I might as well become a Dealer because three friends are asking for it. If anyone is going to profit from this, it might as well be ME!'

"That decision changed our whole life. He was pleasantly surprised to find himself a Direct Jobber by '79 and we made the trip to Superior to see this new company and to meet you. We were so impressed and

pumped with what we saw and learned. That really began his love affair with AMSOIL. He had confidence in you and your products and was excited to be associated with such quality people and products.

"Over these years, I've watched him deliver oil before he went to work, during his lunch break, after work, in evenings — and he loved it! He was planning to retire in two years and go full-time with AMSOIL. He had purchased a motor home so we could travel after retirement and help other people better their lives with these quality products.

"Those dreams, however, came to an abrupt end in late January of this year when Leland died of a brain hemorrhage while holding my hand at our dining room table as I was talking to 911. In the weeks and months that followed, I have endeavored to take over the reins of the computer program AMSWIN and to get acquainted with the fabulous AMSOIL website and to just hand out catalogs. All of this had been HIS love, HIS dream and HIS goals. I had not been deeply involved in the business because my career had been teaching for 34 years and AMSOIL was mostly a 'guy thing.'

"But, Al, as I have watched my monthly AMSOIL checks come in these six months since Leland's passing and have observed the growth in volume, I stand in awe that even though Leland is not here, HE IS STILL TAKING CARE OF ME! Thank you, Al, for your foresight in establishing a wonderful company with such quality products that even a widow can benefit from her husband's legacy after he is gone.

"Thanks again, Al, for giving my husband a dream and me an income! You are awesome in staying focused on quality all these years and allowing us to be a part of YOUR dream! Thank you from the bottom of my heart." - Shirley Sundstrom

I called Shirley to thank her for her kind letter and to ask how she was doing. She was on her way out to deliver some oil and while we spoke, she received an order via fax from one of her commercial accounts.

When Leland passed away, Shirley was challenged to learn the business, and that's exactly what she has done. Her son recently helped her rearrange her front room so she could hold T-1 classes this month for her downline. Shirley promotes her business in a number of ways. She loves the G-100 catalog and passes them out continuously. She plans to have a booth at a classic car swap meet and she advertises on placemats at a number of local restaurants. Her business is growing and she received the largest commission check ever this year from AMSOIL.

I have received many wonderful letters from Dealers over the years, but few have touched me like this one from Shirley Sundstrom. I had no idea when I started this business that it would prove so beneficial to so many wonderful people. Thank you for your kind words, Shirley.

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

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

DEALERS IN ACTION!

Packing on the Miles

Johnny Barkley, an AMSOIL Preferred Customer sponsored by Dealers Don and Faye Crowe of Davidson, North Carolina, owns a 1994 Chevrolet S-10 truck that has surpassed a mileage milestone. Recently, Barkley's truck passed the 300,000 mile mark.

Barkley uses AMSOIL lubricants in the motor, transmission and rear end. He also uses AMSOIL oil filters. Originally, he used AMSOIL Synthetic 10W-30 in his truck and changed his oil and filter every 25,000 miles. Barkley now uses AMSOIL 0W-30 oil and changes it every 35,000 miles. He has also switched to changing his AMSOIL Oil Filter every six months or 12,500 miles.

Barkley's truck currently has 308,000 miles on the odometer. He often works right out of his truck, and such trips are what he credits with "packing on the miles." He also often pulls a boat and landscaping trailer.

Even after so many miles, Barkley's truck is still in excellent condition. He has had the engine tuned up only three times since he bought the truck, and plans to keep the truck for some time because he has not had any problems with mechanical parts as long as he has owned it.



John Barkley and his truck have seen a lot of miles together.

Using AMSOIL in the Aloha State

Alfred Maglangit Sr. of Pearl City, Hawaii recently contacted AMSOIL to say "aloha." Maglangit wanted to sing the praises of AMSOIL products and to say thanks for the performance benefits he has witnessed in his racecar.

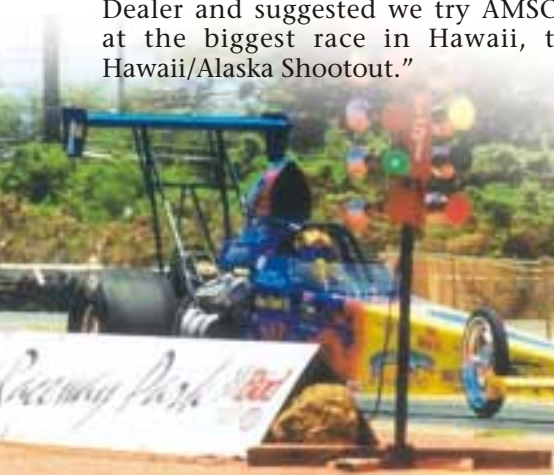
Maglangit began building his 505 Big Block Chevrolet dragster in 1998 with the help of a local racecar shop in Hawaii. After the car was finished, Maglangit and his crew first tried a competitor's product in their dragster. "After 250 passes," Maglangit said, "the best time we could get was an 8.02 at 162 mph. Then Howard Nakashima, who is one of our crew members, became an AMSOIL Dealer and suggested we try AMSOIL at the biggest race in Hawaii, the Hawaii/Alaska Shootout."



Alfred Maglangit, Sr. and his race team.

At the event, Maglangit's car consistently ran 7.90 at 167 mph. "We never thought this engine would run that fast after 250 passes without being tuned up and with the same tires on for every run," Maglangit said. "We've been running your product since February of 1999 and won the Super Comp Championship in Hawaii for the 1999 and 2000 season, and we are currently leading in points for the 2001 season."

Maglangit is still running the original engine and transmission in his dragster. His team uses Series 2000 20W-50 oil in the car's engine and Super Shift Racing Transmission Fluid in the car's transmission. "I am sure that one day I will need to rebuild my engine and transmission," Maglangit said, "but until that day comes, I'll continue getting the most out of my equipment and continue using AMSOIL synthetics in my car. We are 100 percent satisfied with your product."



Maglangit is ready to race.

MONTHLY LE



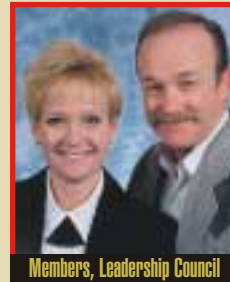
LaDonna Harrison & LaVel Rude
Minnesota
★★★Regency Platinum Direct Jobbers
FIRST—Leaders in Total Organization
Seventh—Leaders in Personal Group Sales



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



Leonard & Eunice Pearson
Washington
*Regency Platinum Direct Jobbers
Third—Leaders in Total Organization
Fourth—Leaders in Personal Group Sales
Fourth—Most New Qualified Dealers & Accounts



Members, Leadership Council
Mark & Sherree Schell
Idaho
★★Regency Platinum Direct Jobbers
Fourth—Leaders in Total Organization
Second—Leaders in Personal Group Sales
FIRST—Group With Highest New Dealer Sponsorship



Member, Leadership Council
Ora Mae Boardman
Virginia
Regency Platinum Direct Jobber
Fifth—Leader in Total Organization



Members, Leadership Council
Carl & Kimberlee McNamee
Ontario
Regency Silver Direct Jobbers
Eighth—Leaders in Total Organization



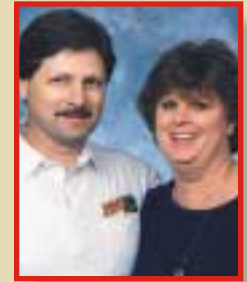
Members, Leadership Council
Gerry & Patricia Reid
Virginia
Regency Gold Direct Jobbers
Ninth—Leaders in Total Organization
Sixth—Leaders in Personal Group Sales
Fifth—Most New Qualified Dealers & Accounts



Patrick & Donna Grady
Oklahoma
Regency Gold Direct Jobbers
Tenth—Leaders in Total Organization



Daniel & Judy Watson
Florida
Regency Silver Direct Jobbers
Eighth—Leaders in Personal Group Sales
Fifth—Leaders in Commercial & Retail Marketing
Fifth—Group With Highest New Dealer Sponsorship



George & Shirley Douglas
Florida
Regency Gold Direct Jobbers
Ninth—Leaders in Personal Group Sales
FIRST—Most New Qualified Dealers & Accounts



Edwin L. Greenwood
Oregon
Executive Direct Jobber
Fourth—Leader in Commercial & Retail Marketing



Steve & Linda Cross, Colorado
Regency Silver Direct Jobbers
Second—Group With Highest New Dealer Sponsorship
Sixth—Most New Qualified Dealers & Accounts



Larry & Kathryn Chambless
Georgia
Regency Silver Direct Jobbers
Fourth—Group With Highest New Dealer Sponsorship
Tenth—Most New Qualified Dealers & Accounts



Steve Hanson
Minnesota
Dealer
Second—Most New Qualified Dealers & Accounts

ADERS

July
2001

HALL OF FAME



David & Carol Bell, Texas
Regency Gold Direct Jobbers
Sixth—Leaders in Total Organization
Fifth—Leaders in Personal Group Sales
FIRST—Leaders in Commercial & Retail Marketing
Third—Group With Highest New Dealer Sponsorship
Third—Most New Qualified Dealers & Accounts



William Shirk
Member, Leadership Council
Maine
Regency Platinum Direct Jobber
Seventh—Leader in Total Organization
Third—Leader in Personal Group Sales



Bill and Donna Durand,
★★★★Regency Platinum



Shirley Green,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Harold and Marcile Hartman,
Regency Platinum



Mildred Ormiston
Kansas
Regency Direct Jobber
Tenth—Leaders in Personal Group Sales



Michael Ellis
Michigan
Regency Direct Jobbers
Second—Leaders in Commercial & Retail Marketing



James J. Allen
Ohio
Master Direct Jobber
Third—Leader in Commercial & Retail Marketing



John & Jeanne Burke
California
Master Direct Jobbers
Seventh—Most New Qualified Dealers & Accounts



Donald & Joyce Nichols
Virginia
Regency Platinum Direct Jobbers
Eighth—Most New Qualified Dealers & Accounts



Greg Landuyt
Indiana
Direct Jobber
Ninth—Most New Qualified Dealers & Accounts

HIGHER LEVELS OF

REGENCY DIRECT JOBBERS



Michael Ellis
Michigan



Paul & Nancy Greenburg
New Mexico



Donald Jr. & Kathleen Reichert
Colorado

DIRECT JOBBERS



Larry L. Crider
Texas

Sponsors: Michael & Pamela Westwood
Direct Jobbers: Michael & Pamela Westwood



Ronald & Bette Gibson
West Virginia

Sponsors: Donald & Joyce Nichols
Direct Jobbers: Donald & Joyce Nichols

MASTER DIRECT JOBBERS



Calvin & Nancy Lackore
Ohio

EXECUTIVE DIRECT JOBBER



William P. McCarthy
Wisconsin



Greg Landuyt
Indiana

Sponsors: Steve & Linda Cross
Direct Jobbers: Steve & Linda Cross

PREMIERE DIRECT JOBBERS



Richard & Frances Fita
Ontario



Marvin & Charlotte Stougard
Washington



Gerald & Barbara Mikielski
Pennsylvania

Sponsors: Frank Jr. & Susanne Nehr
Direct Jobber: Mildred Ormiston



William & Janice Waech
Wisconsin

Sponsor: William P. McCarthy
Direct Jobber: William P. McCarthy

2500 Level Honors 2500 monthly commission credits 25 Dealers sponsored

Victor A. Sorlie, Texas Sponsors: Robert & Marcia Weil

2000 Level Honors 2000 monthly commission credits 20 Dealers sponsored

Shannon & B. Betts Balke, Kansas

Sponsors: Ladonna Harrison & La Vel Rude

Steven Hanson, Minnesota Sponsors: Lynn & Beth Pabst

Michael J. Mathe, Michigan Sponsors: David & Rebecca Reid

Kenneth & Arlene Robson, Wisconsin Sponsors: Arlen & Donna Brokopp

Michael & Donalisa Sparks, Texas Sponsor: Chris Dyson

1500 Level Honors 1500 monthly commission credits 15 Dealers sponsored

Jerry & Joan Brandon, Michigan Sponsor: Peter & Ann Wright

John & Rita Metz, Florida Sponsors: Joel & Susan Watkins

RECOGNITION

July 2001

NEW DIRECT DEALERS



**Daniel & Teresa
Dean**

Kentucky

Sponsors: Daniel & Kimberly
Ginn
Direct Jobbers: David & Carol
Bell



Mark Desantis

New York

Sponsor: Valentine Sanford
Direct Jobber: Shirley Green

NEW ACCOUNT DIRECTS



**Randy & Gwen
Hayes**

Florida

Sponsor: Mark L. Miner
Direct Jobbers: Daniel & Judy
Watson



Leon Margolis

New York

Sponsors: Matthew & Arlene
Konig
Direct Jobbers: Matthew &
Arlene Konig

1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

Steven J. Dopler, *Maryland* Sponsors: Luis & Sharon Pena
Leon Margolis, *New York* Sponsors: Matthew & Arlene Konig
Gary L. Parizek, *Wisconsin* Sponsor: Gregory R. Vaughn

Milton & Elaine Roedel, *Florida* Sponsors: John & Rita Metz
Fred A. Schultz, *Texas* Sponsors: Tracey & Marty Dean
Timothy J. Smith, *Michigan* Sponsors: Michael & Shelley Ellis

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

R. Dennis & Catherine Breda, *Ohio* Sponsors: Calvin & Nancy Lackore
Steven & Nancy Brinkley, *North Carolina* Sponsors: James & Lisa Peszko
Thomas & Carolyn Crawford, *Tennessee* Sponsor: Mitchell H. Crawford
Larry A. Farrell, *Nevada* Sponsors: Albert & Lorraine Levitz
David T. Larson, *South Carolina* Sponsors: John & Sandra Nissley
Rolland & Lisa Long, *Virginia* Sponsors: Michael & Melody Cummins
William & Elizabeth McNally, *New Hampshire* Sponsors: Paul L. Fournier
Sandra K. Moore, *Connecticut* Sponsors: Daniel & Judy Watson
Patrick A. Nolan, *Washington* Sponsors: Cliff & Lorna Gasper

James W. Northum, II, *Texas* Sponsor: James M. Ball, Jr.
Joy & David Peck, *Nevada* Sponsor: Dorothy Hansen
William & Fredericka Phelan, *New York*
Sponsors: Matthew & Arlene Konig
David & Angelina Roberts, *California* Sponsors: Bill & Donna Durand
Jesus Rodriguez, *Puerto Rico* Sponsor: Juan Edith Gonzalez
Daniel & Kathleen Rottino, *Connecticut*
Sponsors: John & Virginia Strenkowski
Dante J. Volpe, Jr., *Pennsylvania* Sponsor: James I. Nowell

300 Level Honors 300 monthly commission credits 3 Dealers sponsored

Aaron S. Alderman, *Wisconsin* Sponsors: Bill & Donna Durand
Allan & Natalie Anderson, *Texas* Sponsors: Jerry & Mary Criswell
John Baker, *Wisconsin* Sponsors: Bud & Lorna Bourquin
Nancy & Tom Brunka, *Wisconsin* Sponsors: William & Colleen Sweek
John J. Burelle, Jr., *Connecticut* Sponsors: John & Virginia Strenkowski
Charles & Ann Bussey, *Texas* Sponsors: Robert & Glenda Wilhelm
William K. Byrd, *North Carolina* Sponsor: David Parsons
Robert E. Carlson, *Connecticut* Sponsors: John & Virginia Strenkowski
Robert E. Clark, *Florida* Sponsor: Victor C. Sledzinski
Mark & Robin Danielson, *Kansas* Sponsor: William C. Hubbard
Kenneth W. Elliott, *Pennsylvania* Sponsor: A. Ralph Snoznik
Luis J. Ferreira, *Massachusetts* Sponsor: Raymond & Paulette Desmarais
Mark K. Frost, *California* Sponsor: John A. Eckstein
Barry E. Gibson, *Virginia* Sponsors: Ronald & Myrna Schoenhardt
Art Gomez, *California* Sponsor: David & Carol Bell
Marlin & Katherine Houck, *Pennsylvania*
Sponsors: Bill & Donna Durand

Carl & Candace Ingerham, *New York* Sponsor: Guy R. Fox
Rick Isenhour, *Texas* Sponsor: James L. Vackar
Ken & Jean Johnson, *British Columbia* Sponsor: Douglas K. Maxwell
Robert & Jennie Keyes, *Arizona* Sponsors: James & Donna Berquist

Ryan T. Langley, *Minnesota* Sponsors: Bill & Donna Durand
Thomas E. Link, *Texas* Sponsor: Sheldon Regunberg
Donald & Robyn McCabe, *Montana* Sponsors: Guy Brassar
John R. McCann, *Pennsylvania* Sponsors: David R. Schrader
Dale W. Milam, *Colorado* Sponsors: Gene & Myra Cometa
Robert & Janet Miller, *Ohio* Sponsors: William S. Andes
Jay K. Moore, *Virginia* Sponsors: William & Barbara Stancil
Paul Moore, *Washington* Sponsor: Dannie O. Thumma
Ronny & Lisa Nielson, *Utah* Sponsors: Kenneth & Christin Johnson
Richard & Jackie O' Donnell, *Virginia*
Sponsors: Thomas Jr. & Judy Mac Bride
Charles S. & Darlene Ortt, *Maryland* Sponsors: Kenneth & Priscilla Moore
James & Caroline Phillips, *Georgia* Sponsors: Harold & Marcile Hartman
Virgil A. Pobanz, *Illinois* Sponsor: Dennis V. Pobanz
Jeff M. Provinzio, *Minnesota* Sponsors: Edward & Jacquelynn Koziol
Anthony L. Schmidt, *Mississippi* Sponsors: Michael & Donalisa Sparks
Kevin D. Schmit, *Wisconsin* Sponsor: Eric W. Dalgard
Allan L. Shirley, *North Dakota* Sponsors: Maurice & Glenice Hansen
Steve & Amy Skains, *Montana* Sponsors: Doyle & Diana Vaughan
David A. Underhill, *Maine* Sponsor: William K. Shirk
Johnny & Hazel Williams, *Alaska* Sponsors: Richard Sr. & Melda Staten

AMSOIL and Scheuring: A Recipe for Success

Just Add Snow



Team AMSOIL rider Justin (JT) Tate

If you think the off-season for the AMSOIL snocross team means sipping something cool by the pool while working on a tan, you would be half right. It is a time for some relaxation, but preparations for the next season are never far from their minds.

Team owner Steve Scheuring has been enjoying Denver omelettes with Canadian bacon, jetting from Colorado to Toronto, and points in between, nailing down deals and sponsorships for the 2001-2002 season.

World-class riders DJ Eckstrom and Justin Tate will be back in the saddles this season. Eckstrom finished third in World Snowmobile Association Pro Open points last year despite breaking a leg during last year's hiatus. Eckstrom had minor surgery to remove the steel rod from that leg this summer, but the Proctor, Minnesota native says he feels no ill effects and is ready to go. Tate has spent a little more time on motocross tracks this summer preparing for the gruelling snow circuit. Tate was fourth in overall WSA Pro Stock points.



The other half of the dynamic duo – Dennis (DJ) Eckstrom



Team Mastermind Steve Scheuring

The AMSOIL guns will be among the world's elite when the X-Games take place in Colorado. Eckstrom pulled off a stunning bronze finish last year at Mt. Snow, Vermont. Expect major media exposure from the guys when they compete again in snocross and the new hillcross. Eckstrom and Tate have a very good chance of doubling up on medals at the February games.

Expect something new trackside as well. AMSOIL/Scheuring Speed Sports set the standard four years ago when it unveiled a tractor and trailer for the team. This year there is a new rig and new look. Already the class of the WSA, the transporter will no doubt be the talk of the pits and garnish plenty of attention from media covering the growing sport.

Also new this year will be a new race team shop. Scheuring, with cooperation from the the city of Aurora, Minnesota, has built a state-of-the-art, 3700 sq. ft. building to house the team. On the grounds will be a test track complete with snow-making capabilities.

Tate and Eckstrom are known for their high-flying and hard-charging racing styles and that's a perfect fit for a new sponsor. The U.S. Air Force is with the team this season. USAF officials say they want to feature the AMSOIL riders in some public service announcements in 2002. The season kicks off at the Duluth National Snocross during the Thanksgiving holiday weekend.

AMSOIL ON TOP OF WSA

DJ Eckstrom

3rd Pro Open
4th Pro Stock
3rd World X-Games

Justin Tate

9th Pro Open
5th Pro Stock
2nd European Championship



The Team AMSOIL transporter is a work in progress. The new truck will be a first-class rig featuring a 30-foot AMSOIL logo.



It's looks brand new now, but in a few weeks this trailer will be full of tools, parts and snowmobiles.

LaRocco Rides 4-Stroke Honda **Proves Again Why He Is One of** **the All-Time Best**



Thousands of fans made their way around the Spring Creek Motocross Park grounds.



Race fans line up to meet and get an autograph from Mike LaRocco.

It was Round 10 of the AMA/Chevy Trucks U.S. Motocross Championships, and the AMSOIL/Dr. Martens/Journeys/Competition Accessories pit was a hive of activity. Representatives of Honda from Japan and American Honda were swarming around the bike like bees. They were taking pictures from all angles and making notations on clip-



LaRocco charges ahead on his 4-stroke cycle.

boards. The bike was on its side, upright, taken apart and put back together. The chrome and aluminum glistened. The AMSOL logo shined. Several little discussions were going on between groups of two and three red-shirted Honda officials. Their arms were folded, some rested their chins in their hands. LaRocco's long-time personal mechanic, Paul DeLaurier, was relegated to observer for this one. He didn't seem to mind, saying wryly that he needed a little vacation, but that all the attention was good for the team.

LaRocco was the ring master of the circus. Fans streamed past the team transporter hoping to get a glimpse of Mike and the hyped-up Honda. Media from all over the world hovered about the pit area, asking questions and taking notes. LaRocco took time to discuss the bike and his decision to ride it. LaRocco is the last 500cc class winner in the Outdoor National Series (1993). He seemed a natural pick to carry the torch for Honda. LaRocco called the bike "torque-y." He said it was great on straights and powerful on hills.

The AMSOIL powerful bike sounds throaty. It has a lower, more guttural resonance. With only two weeks of testing in the California desert, Mike rode the steep vertical hills of the Millville, Minnesota track. The tree-lined course is wrapped around sandstone outcroppings. The track announcer belts out, "Here comes the pride of AMSOIL, Mike LaRocco." The crowd roared.

Anticipation was high and so were expectations. LaRocco finished the day fourth overall. There was no standing on the podium this day. The bike would not be a magic bullet propelling LaRocco to the top. He definitely made gains and garnered a lot of attention. Scribes that know racing called LaRocco's racing "remarkable."

Nothing is definite, but LaRocco is seriously thinking about riding the motorcycle outdoors next year and possibly in the supercross season beginning in January. The team leaves Millville with momentum and memories. LaRocco's place in motorcycle racing is secure. He is one of the best ever.



LaRocco signs autographs for young race fan.



All eyes were on Mike LaRocco.



LaRocco flies around the Millville course.

New G-100 Retail Catalogs Present Dealers With the Same Great Business Opportunity

The AMSOIL G-100 *Retail Catalogs* have been revised and updated and are now available for purchase. The latest AMSOIL products, XL-7500 5W-20 Motor Oil and Formula 4-Stroke Synthetic Motor Oil, are now included among all the other top-of-the-line AMSOIL products.

This 32-page, 4-color catalog is still your best sales tool, presenting the individual benefits of each AMSOIL product, along with graphs and illustrations. The AMSOIL G-100 catalog not only provides an excellent opportunity to reach mass quantities of new potential customers, it is also an excellent tool for registering new Dealers and Preferred Customers.

DISTRIBUTING YOUR CATALOGS

The AMSOIL *Retail Catalog* provides a simple and effective way to make sales and share the AMSOIL opportunity with potential Dealers and Preferred Customers. All you have to do is attach your ZO number to the back cover of the catalog and distribute them. Following up with a personal phone call or visit shows your professionalism, and it also gives potential clients a chance to ask you questions. The G-100 catalog contains retail prices for AMSOIL products. Compare these prices with Dealer and commercial prices to show potential Dealers, Preferred Customers and commercial accounts the money they can save.

Anywhere you come into contact with potential customers, Dealers and Preferred Customers is a great place to distribute your G-100 Retail Catalogs. Your best bets will be fair booths, trade shows, races and anywhere else a high number of motor oil users gather. You can also mail catalogs directly to potential customers, Dealers and Preferred Customers.

The more qualified your lead, the better chance you have of making a sale or registering a Dealer or Preferred



Customer. People you've spoken directly with at trade shows, auto shows and races will be more likely to buy or sign up as a Dealer or Preferred Customer than someone you randomly mail a catalog.

ORDERING CATALOGS

AMSOIL G-100 *Retail Catalogs* are available in packages of 10, 50, 100, 500, 2500 and 5000. To order, call the AMSOIL Dealer order line at 1-800-777-7094 Monday through Friday between 8 a.m. and 5 p.m. Central Standard Time.

When you order catalogs in quantities of 2500 or more, labels with your ZO number and other relevant business information will be provided at no additional charge.

CUSTOMER ORDERS

When a customer wishes to place an order from one of your catalogs, they simply call the AMSOIL toll free ordering line and place their order using your ZO number. You automatically receive the retail profits and commission credits. Customers are then signed up to receive updated catalogs, already printed with your ZO number, for the next 18 months at no additional cost. People who receive your catalog and call AMSOIL with interest in becoming a Dealer or Preferred Customer will be asked for your number on the back of the catalog and will become members of your downline.

AMSOIL G-100 CATALOG ORDERING INFORMATION

G-100 catalogs are available in the following quantities:

Existing Canadian G-300 Catalogs are current and available for purchase. They will be updated in April.

Stock #	Quantity	U.S.	Canada
G-100A	G-300A in Canada 10 catalogs	\$5.00	\$7.70
G-100B	G-300B in Canada 50 catalogs	\$23.50	\$36.20
G-100C	G-300C in Canada 100 catalogs	\$43.00	\$66.40
G-100D	G-300D in Canada 500 catalogs	\$195.00	\$301.35
G-100E	G-300E in Canada 2500 catalogs (with labels)	\$975.00	\$1506.75
G-100F	G-300F in Canada 5000 catalogs (with labels)	\$1850.00	\$2861.25

Remove Water and Fuel System Contaminants With the AMSOIL/Dahl Fuel Filter/Water Separator

Fuel provides essential lubrication to high precision injection components, guarding against wear, erosion, surface pitting and pressure loss. Unfortunately, the solid contaminants and water produced through combustion work to displace this important lubricative coating.

It is the responsibility of a vehicle's fuel filter to remove water and contaminants before they damage the fuel pump and injection system, but many can't effectively remove significant amounts of water or smaller contaminants. Most conventional fuel filters are designed to do their job in one single step, meaning they must be porous enough to allow adequate fuel flow, limiting contaminant filtering ability to larger particles between 10 and 30 microns. A tighter filter media would quickly become plugged, requiring frequent element changes.

The AMSOIL/Dahl Fuel Filter/Water Separator effectively changes the one-step process into a three-stage process. AMSOIL/Dahl's functional dual chamber three-stage fuel filter/water separators effectively and efficiently provide suction side water separation and contaminant filtration. The key to this process is the unique AMSOIL/Dahl patented depressurizer cone which spreads the flow of the fuel. With the fuel flowing over a greater area, it allows greater separation of water and contaminants from the fuel.

Because fuel only changes its flow direction twice, the AMSOIL/Dahl system has less mechanical flow resistance than other separators, and it effectively removes virtually 100 percent of all water and contaminants.

Prolongs System Life and Saves Money

The AMSOIL/Dahl system removes water and solid contaminants from fuel before they can damage the fuel pump and injectors. It easily pays for itself through the elimination of pump and injector overhauls caused by water contaminated fuel. In fact, the cost of shop labor, excluding parts, to repair just the injection system on a six-cylinder diesel rig exceeds the cost of an AMSOIL/Dahl Fuel Filter/Water Separator. That doesn't even take into account the loss of income caused by downtime.

Easily Installed and Serviced

The AMSOIL/Dahl system may be installed at any location before the fuel pump, only requiring minimal space. The AMSOIL/Dahl system replaces all other primary filters and water separators and is easily serviced.

Long Lasting Filter Element

The filter element in the AMSOIL/Dahl system lasts longer because most solid contaminants are separated by the patented depressurizer cone in the bowl before they even reach the filter element. In addition, the filter elements are packed with extra media, allowing the element to last up to 40,000 miles under normal conditions.

Reverse Flow Valve

The AMSOIL/Dahl system includes a reverse flow valve, holding the prime in the fuel system by not allowing flow back to the tank during shut-down.

Eliminates Air Entrapment

Because its inlet and outlet ports are located at the top of the unit, the AMSOIL/Dahl system helps eliminate air entrapment. Fuel only changes direction twice, offering less mechanical resistance. Less resistance means pump and elements last longer.

AMSOIL/Dahl Fuel Filter/Water Separators were developed for use in applications using either #1 or #2 diesel fuels. The ADF-75, however, can be used with gasoline applications, including automotive, marine and agricultural.



For application information on over-the-road, marine, off-highway and agricultural equipment, consult the AMSOIL/Dahl Fuel Filter/Water Separator brochure (G-1527). G-1527 .80 U.S. 1.30 Can.

Sales Experts Offer Their Advice

TRADE SHOWS

Trade show leads can come at a fast and furious pace and often in a variety of formats. "There has to be a plan for getting all of them in one, easily usable form," says Jim Lynn, an exhibition consultant with Sell & Show of Ann Arbor, MI. If the information is confusing, your tendency will be to pick only the leads you understand, which is an ineffective use of time and money.

Before the show, compile a checklist of what you need to do, and near show time, go over the details. Sondra Brewer, who consults and trains staff for trade shows, advises preparing forms to fill out, capturing all the information possible on your booth visitors. "Have it printed out in pad form so you can copy the information quickly and thoroughly," she says. "You can always staple a business card to the form."

For accuracy, ask if prospects mind you taking notes. Write their information down during, not after, the conversation. "The essential information should fit on one page," says Brewer. "But use the back if you get more useful information." Rank your leads according to budget dollars and timing and assign them to the right follow-up track.

How much literature should you give visitors who stop by your booth? Show veterans advise against doling out too much at once. "That leaves you no reason to follow up with them," Brewer points out. Instead, bring or send material, customized for the prospects, during the follow-up phase. "You should let them know that you will be following up," says Brewer. "Get the prospects to agree with your follow-up plan."

Who are your leads? Just because you have a large stack of business cards doesn't mean you have a large stack of good prospects. Although you want to register as many accounts, Dealers and Preferred Customers as possible, and some shows can yield up to 200 new Dealers and accounts, it is important to distinguish good prospects from bad and follow up accordingly. Leads should be ranked in at least three categories: "A" leads have a specific and immediate interest in your product and follow-up should be conducted immediately following the show. "B" leads are real possibilities you want to spend time with, but not urgently. "C" leads are "rainy day people."

Follow up according to priority, product and customer preference. Ask how they would like to receive the information. E-mail is the quickest and cheapest way to reach prospects, but keep in mind that not everyone checks it on a regular basis. Personal appointments may be in order when hoping to close with "A" leads. Follow-up to nonpriority leads can be as simple as a one-page letter. Emphasize what you learned about them and their industry and how your product can help. Include

an easy-response form on the letter so they can tell you what they need.

BOUNCING BACK FROM A LOST ACCOUNT

Even the best salespeople lose accounts. The key to getting back on track is to avoid beating yourself up with blame.

Scott Hinman, a sales representative for the *Journal of Light Construction*, admits that whenever he loses an advertising account, his immediate concern and biggest challenge is figuring out why. "Sometimes the reason may have nothing to do with me," he says. "After thinking the problem through, I realized that many clients ran out of advertising money and reduced their ad schedules."

After losing an account, Hinman does various things to keep on track. "I keep a task list of what must be done every day. Doing these tasks keeps me busy," he says. To boost morale, he calls on customers with whom he has an especially good relationship just to say hello. "This clears my head, energizing me as I recall everything I did right. Keeping a positive attitude is vital."

Hinman also makes sure to keep in touch with past customers because he never knows when their situations may change. "I maintain a working relationship with former clients so they will call us when the need arises."

Curtis Uffelman, sales manager for Cowan Graphics in Edmonton, Alberta, Canada, recalls when he and a rep lost, and then recovered, an account. "After 15 years, a client's purchasing agent told our rep, 'I will be dealing with another company.'" Two years later, they came back.

"They liked our service and price, but wanted faster delivery. Our rep had built a great relationship with the client. After losing the account he thought he was a failure and should leave this type of work. The key was to understand how much he blamed himself compared to what he could control. There was nothing he could have done to improve our service or price. Three weeks delivery time is normal, nothing the rep can control. I advised him to stop blaming himself."

A year later, Uffelman called the purchaser to buy him lunch and asked to revisit the problems of the previous year. He learned the customer went elsewhere to get quicker delivery time, but was now unhappy with the quality of the products he was receiving. So, Uffelman encouraged his rep to keep calling every two to three months, and nearly two years after losing the account, the customer asked them to bid on a job. Their delivery time remained unchanged, but because the customer wanted a better quality product, they won the account back.

Because Uffelman and his rep maintained their relationship with the lost account, were persistent without being pushy and remained positive without criticizing the competition, they won a valuable account back.

on a Variety of Sales Topics

USING STORIES IN YOUR PRESENTATIONS

Telling the right story in the right way can be a powerful sales tool in demonstrating your sincerity to a potential customer. According to Frank Carillo, president of the Executive Communications Group, a New Jersey-based company that offers consulting and seminars on effective communication, using stories is an effective form of persuasion. Sharing a convincing anecdote illustrates your point more effectively than merely stating the point. It appeals to your customers' emotions, giving you a decisive edge in closing a deal.

Stories are also excellent ways to build rapport with new potential clients. For example, an advertising account executive used a story from his own childhood to win a new client's cooperation before landing a big account. He told of wanting a tree house more than anything for his birthday. By the time his birthday finally rolled around, instead of a tree house, his father presented him with a pile of wood, some nails and a hammer, and said, "Son, if you really want a tree house then let's build one together." The prospect understood the story's meaning immediately. To create a successful campaign, both companies had to work together. The executive closed the sale.

"With so many similar products and services on the market today, the only way to stand out from the competition is through superior salespeople and customer service," says Carillo. Using stories and testimonials is one way for salespeople to differentiate from the others.

According to psychologist Dr. David Moine, president of the Association for Human Achievement in Redondo Beach, CA, the most effective and easiest way to get potential clients to accept a new idea is to link it to an idea or concept they already know and understand.

According to Carillo, the best stories are to the point and audience-specific. For example, an AMSOIL Dealer trying to sell a racing team Series 2000 Racing Oil may relate a story from another racer who achieved notable results using the product. Whatever the situation, a story or testimonial can clinch the deal.

Carillo advises salespeople to search their memories for personal stories with a lesson prospects can relate to. Think of a topic and write down all the stories you can remember related to that particular topic. Next, think of a theme – generosity, gratification, responsibility or trust – and think of a story related to that theme. If you want to show the prospect how responsible your company is, you might tell a story of your first paper route or babysitting job.

The right stories can make your sales calls more memorable, and they can help you close more sales.

COLD CALLING

According to Bruce Klassen, sales manager for Do All Industrial Supply in Indianapolis, IN, "An unprepared cold call is not only a waste of time and resources, it's the most unprofessional thing a salesperson can do."

Klassen stresses the importance of thorough research to open closed doors. "Our salespeople begin the sales process by researching the prospect and the company. We need to be sure that our product line is going to benefit that prospect before we make even an initial sales approach."

John Pintar, a sales rep for Midwest Insurance Services in Appleton, WI, agrees. "You absolutely have to know your prospects before you approach them," he says. "I send out a preapproach letter that mentions prospects' products or the stature of their company in the industry. I tell them how my services will enhance their product or stature, and that I won't waste their time."

Gatekeepers can often present barriers between you and your prospects. Getting to know gatekeepers can be crucial in landing an appointment. "While in our industry we rarely see overly protective gatekeepers, they do pop up from time to time," says Klassen. "It helps if you can get gatekeepers on your side. Sometimes you can do that by assuring them that you recognize how valuable their bosses' time is and that you won't waste any of it."

According to Klassen, one of the most effective ways to get gatekeepers to open the door for you is through referrals. "We use a direct referral as often as possible when approaching a prospect," he says. "The key to using a referral is never to in any way betray the referrer's trust by disclosing proprietary information. Share how your product solved a problem for the referrer and how you believe you can do the same for the prospect. That's powerful information. It is essential that you maintain your credibility not only with the prospect, but also with the person who has made the referral."

If you're fortunate enough to reach a prospect, be careful not to blow your chance at a sales call by immediately launching into a full-blown sales spiel. Sell the appointment first. Sell the product later.

According to Pintar, "Salespeople want to get to the interview, but the worst thing salespeople can do is try to sell the product or service when we should be setting the appointment. If you mentioned in your preapproach letter that you were going to call for an appointment, then you need to do just that. It would really blow your credibility to try to sell a service or product when you originally said you only wanted to get an appointment."

AMSOIL 4-Stroke Meets Growing Demand



Why has AMSOIL developed a special new motor oil for four-stroke applications?

Due to concern over the emissions and noise emitted by two-stroke engines, the four-stroke market is growing very quickly. Most major manufacturers are already marketing four-stroke outboard motors, ATV's and dirt bikes, and four-stroke snowmobiles are being introduced on a larger scale this year. As four-stroke motors in recreational vehicles become more and more prevalent, AMSOIL is ahead of the game with the introduction of a high performance synthetic motor oil designed specifically for these applications.

Wouldn't other AMSOIL motor oils work in these applications?

Other AMSOIL motor oils would work in these applications. Most ATV, snowmobile and outboard motor owners, however, are more inclined to use an oil labeled specifically for their applications. It's a matter of perception. They use an oil labeled for ATV's in their ATV's and a motor oil labeled for their trucks in their trucks.

AMSOIL 0W-40 4-Stroke is what the market wants, and the four-stroke market is growing rapidly.

If I'm currently using other AMSOIL products in my recreational equipment, should I switch to AMSOIL Formula 4-Stroke?

There is certainly no reason to switch. The other AMSOIL products still provide second-to-none protection and performance. The new Formula 4-Stroke will help capture new customers who refer to their machines as four-strokes. Although motorcycles are generally not referred to as "four-strokes," many of the new outboard motors, ATV's and snowmobiles that were traditionally equipped with two-stroke engines are now being manufactured with four-stroke engines. This is the market AMSOIL is trying to capture.

Why does AMSOIL Formula 4-Stroke have such a broad 0W-40 viscosity range?

The most popular ATV in America, the Polaris 4x4, recommends 0W-40 as the only viscosity allowed. AMSOIL market research indicated that manufacturers are recommending 0W-40, 5W-30, 5W-40, 10W-30 and 10W-40 viscosity grades for their equipment. AMSOIL Formula 4-Stroke 0W-40 covers all of those recommendations, making it a true all season oil that performs in the coldest, as well as the hottest operating conditions.

AMSOIL Formula 4-Stroke Synthetic Motor Oil is recommended in Yamaha®, Suzuki®, Honda®, Mercury®, Kawasaki®, Arctic Cat®, Polaris®, Nissan® and Bombardier® motors and transmissions, is safe for use in wet or dry sumps and is recommended for manual or automatic clutches and with clutch plates in ATV's and motorcycle transmissions.

What is the recommended drain interval for AMSOIL Formula 4-Stroke Motor Oil?

Since most recreational four-stroke applications have no filtration, manufacturers' recommended drain intervals should be followed. Most consumers are concerned more with performance than extending the drain intervals in their recreational equipment. Hence, the main selling points for AMSOIL Formula 4-Stroke Motor Oil are the broad all-weather viscosity range, the second-to-none wear protection and reduced deposits, operating temperatures and emissions. AMSOIL Formula 4-Stroke provides an extra margin of protection competing four-stroke oils can't provide.



Expensive Two-Cycle Toys Need AMSOIL Protection



Two-cycle snowmobile engines

- **Series 2000 Synthetic 2-Cycle Racing Oil (TCR)**
Formulated for extra protection during intense operating conditions. Reduces friction so torque is maintained during severe operation.
- **Synthetic 2-Cycle Injector Oil (AIO)**
Reduces friction and wear for improved throttle response and maximum power. Ashless formula prevents plug fouling and harmful deposits.
- **Synthetic Extreme Pressure Chain Case Oil (TCC)**
Provides maximum wear protection and does not thicken like petroleum oils. Reduces high viscosity drag and increases power. Repels water and protects against rust.
- **Heavy Duty Synthetic Grease (GHD)**
Moly fortified for extra insurance against wear. Provides tough protection for snowmobile suspensions. Provides outstanding cold temperature performance and superb water resistance.
- **Synthetic Water Resistant Grease (GWR)**
Resists water washout and degradation. Unparalleled protection for components frequently exposed to water and ice.



Two-cycle motorcycle engines

- **Synthetic 2-Cycle Injector Oil (AIO)**
Formulated for use in all injector-type two-cycle engines, and may also be used as a premix at the manufacturer's recommended ratio.
- **Synthetic Pre-Mix 100:1 2-Cycle Oil (ATC)**
Formulated for premixing with gasoline at a fuel/oil mix ratio of 100:1.
- **Series 2000 Synthetic 2-Cycle Racing Oil (TCR)**
Formulated for the most demanding injector and premix applications.

Motorcycle shocks

- **Shock Therapy Suspension Fluid (STL, STM)**
Formulated for fade-free dampening and smooth rebounds in racing and recreational applications. Controls friction and heat, reduces wear, scuffing, frictional energy loss and heat buildup.

Motorcycle wheels

- **Series 2000 Synthetic Racing Grease (GRG)**
Ultimate protection for hard-driven high-performance applications. Dramatically reduces friction and wear for improved performance.
- **Synthetic Multi-Purpose Grease (GLC)**
Reduces friction and wear in high speed/high-temperature applications.



Two-cycle outboard engines

- **Series 2000 Synthetic 2-Cycle Racing Oil (TCR)**
Minimizes power-robbing friction and prevents piston scuffing and wear. Burns cleaner than conventional two-cycle oils.
- **Synthetic 2-Cycle Injector Oil (AIO)**
Formulated for use in all injector-type two-cycle engines, and may also be used as a premix at the manufacturer's recommended ratio.
- **Synthetic Pre-Mix 100:1 2-Cycle Oil (ATC)**
Formulated for premixing with gasoline at a fuel/oil mix ratio of 100:1. Clean-burning ashless formulation prevents plug fouling and carbon deposits, and delivers quick, dependable starts.
- **Synthetic Marine Lower Unit Gear Lube (ALU)**
Formulated for outboard and stern drive lower unit gears and bearings. Long-life/extreme pressure formula provides outstanding protection against friction and wear. Resists water contamination and deterioration in both salt and fresh water situations.



AMSOIL
BULLETIN BOARD
...of coming events

T-1 CERTIFICATION MEETINGS

• October 30 - Tuesday
• November 27 - Thursday
Meeting - 7 p.m.
DENATO'S PIZZA ON BROADWAY
Grove City, OH 43123
Hosted by Direct Jobber Brad White.
Cost is \$20

• October - Every Friday
• November - Every Thursday
Meeting - after 4 p.m.
GREENE RESIDENCE
13500 S. Lone Pt. Ln.
#24101
Draper, UT 84020
Hosted by Account Direct
Dorsey Greene (801) 576-1896
Pre-paid registration required.

AMSOIL DEALER MEETINGS

ALABAMA

• September 20 - Thursday
• October 18 - 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

• October 18 - Thursday
• November 15 - Thursday
Meeting - 7 p.m.
HOLIDAY INN - OZARK
Hwy. 231
Ozark, AL 36360
Hosted by Direct Jobbers E. E. "Al" & Mildred Bowman
(334) 774-3344

ALASKA

• October 18 - Thursday
• November 15 - Thursday
Meeting - 7 p.m.
PHILLIPS INTERNATIONAL INN
5121 Arctic Blvd.
Anchorage, AK 99507
Hosted by Dealer Don Nusbaum
(907) 563-2274
Please call for reservations

• October 2, 16 - Tuesday
• November 6, 20 - 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

• October 16 - Tuesday
• November 20 - Tuesday
Meeting - 6:30 p.m.
CAR REPAIR COMPANY
2918 N. Scottsdale Road
Scottsdale, AZ 85251
Hosted by Master Direct Jobber Dick Nudo and Dealer Jim Brewer
Please R.S.V.P.
(602) 996-7181 Dick
(480) 968-4922 Jim

ARKANSAS

• October 11 - Thursday
• November 8 - Thursday
Meeting - 6:30 p.m.
GARDNER RESIDENCE
280 York Chapel Rd.
Nashville, AR 71852

Hosted Dealer Gerry Gardner
(870) 451-9152
jgard24@iocc.com

• October 10 - Wednesday
• November 14 - 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

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

• October 4, 18 - Thursday
• November 1, 15 - 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

• October 3 - Wednesday
• November 7 - Wednesday
Meeting - 7 p.m.
MCCOOL RESIDENCE
2210 Coddling Dr.
Modesto, CA 95350
Hosted by Dealer Bill McCoil
(209) 577-0174

• October 23 - Tuesday
• November 27 - Tuesday
Meeting - 7 p.m.
EVANS RESIDENCE
40728 Sundale Dr.
Fremont, CA 94538
Hosted by Direct Dealers Chuck and Linda Evans (510) 659-4078
Guest Speakers Master Direct Jobbers John and Jeanne Burke

• October 9 - Tuesday
• November 13 - 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

• October 1, 29 - Monday
• November 5, 26 - Monday
Meeting - 7 p.m.
INTERNATIONAL HOUSE OF PANCAKES/VINTAGE OAKS SHOPPING CENTER
Novato, CA 94945
Hosted by Dealer Richard Eplett
(800) 280-9905

• October 2 - Tuesday
• November 6 - Tuesday
Meeting - 7 p.m.
carrow's restaurant
19011 Bloomfield Ave.
Cerritos, CA
Dealer Dave Gumpertz
(562) 212-3709
Dave@Lubes4U.com

• October 2 - Tuesday
• November 6 - Tuesday
Meeting - 7 p.m.
LUDWICK RESIDENCE
6015 Hughes St.
San Diego, CA 92115
Hosted by Direct Dealer Craig Ludwick
R.S.V.P. (619) 583-4100

COLORADO

• October 18 - Thursday
• November 15 - Thursday
Meeting - 7:30 p.m.
AMSOIL HOUSE
4316 Ridgecrest Drive
Colorado Springs, CO 80918
Hosted by Premiere Direct Jobbers Don & Ida Gray
(719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE
• October 13 - Saturday
• November 10 - Saturday
Meeting - Noon
(Please call for reservations)
KING RESIDENCE
2306 Taggart Court
Wilmington, DE 19810
Hosted by Account Direct Greg King
(302) 475-9358 Guests Welcome!

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA
• October 2 - Tuesday
• November 6 - Tuesday
Meeting - 7 p.m. (Please call in advance)
DENNY'S
440 South Semoran Blvd.
Orlando, FL 32806
Hosted by Regency Gold Direct Jobbers George & Shirley Douglas
(407) 856-1564
Call for directions, locations and RSVP.

• October 18 - Thursday
• November 15 - Thursday
Meeting - 7 p.m.
AMSOIL DISTRIBUTION CENTER
3724 Silver Star Rd.
Orlando, FL 32808
Hosted by Regency Silver Direct Jobbers Dan and Judy Watson
(407) 657-5969

• October 16 - Tuesday
• November 20 - Tuesday
Meeting - 7 p.m.
DAWSON RESIDENCE
4525 Brinson Lane
Tallahassee, FL 32311
Hosted by Premiere Direct Jobbers Don and Priscilla Dawson
(850) 385-3620
e-mail: dondawson@the-oilman.com

GEORGIA

• October 13 - Saturday
• November 10 - Saturday
Meeting - 9 to 11 a.m.
CHAMBLESS RESIDENCE
1741 Ponce de Leon Ave. NE
Atlanta, GA 30307
Hosted by Regency Silver Direct Jobbers Larry and Kathryn Chambliss
(404) 373-9916

• October 4 - Thursday
• November 1 - Thursday
Meeting - 7 p.m.
DIRKSEN RESIDENCE
1905 Queens Road
Albany, GA 31707
Hosted by Master Direct Jobber Sherry Dirksen (912) 436-5532
Pot Luck, everyone brings a dish.

HAWAII

None Scheduled

IDAHO
• October 6 - Saturday
• November 3 - Saturday
Meeting - 12 to 3 p.m.
SHELL RESIDENCE
2000 W. Broadway
Idaho Falls, ID
Hosted by **Regency Platinum Direct Jobbers Mark & Sherree Schell
Meeting reservations: (208) 524-0322
Please R.S.V.P.

ILLINOIS

• October 9 - Tuesday
• November 12 - Tuesday
Meeting - 7 p.m. (info)
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

INDIANA

• October 3, 17 - Wednesday
• November 7, 21 - Wednesday
Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Rd.
Bremen, IN
Hosted by Direct Jobbers
LeRoy and Malinda Hochstetler and
Dealers Willis and Rolene Gingerich
(219) 831-2839

IOWA KANSAS KENTUCKY

None Scheduled

LOUISIANA
• October 2 - Tuesday
• November 6 - Tuesday
Meeting - 7 p.m.
AUTTONBERRY RESIDENCE
2520 Swiss Street
W. Monroe, LA 71219
Hosted by Dealer Ellis Auttonberry
(318) 396-4348

MAINE

None Scheduled

MARYLAND
• October 31 - Wednesday
• November 28 - Wednesday
Meeting - 7:30 p.m.
COUTO RESIDENCE
115 Lakeview Drive
Salisbury, MD 21804
Hosted by Dealer Tony Couto
(410) 860-1813 Please call ahead and make reservations.

• October 26 - Friday
• November 30 - 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

• October 26 - Friday
• November 30 - Friday
Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Ave.
Fort Howard, MD 21052
Hosted by Dealer Harvey Groner
(410) 477-8255

• October 4 - Thursday
• November 1 - 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

• October 26 - Friday
• November 30 - 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
• October 15 - Monday
• November 19 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
644 Shady Maple Dr.
Wixom, MI 48393
Hosted by Executive Direct Jobber Tom Kirby (248) 669-9093
Refreshments served, RSVP required.

• October 1 - Monday
• November 5 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
61653 Miriam Dr
Washington, MI 48094
Hosted by Regency Direct
Jobber Mike Ellis
Please RSVP at (810) 781-5092 or
(810) 918-1578

• October 1 - Monday
• November 5 - Monday
Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
RABE RESIDENCE
9338 Rawsonville Road
Belleville, MI 48111
Hosted by Dealer Dale Rabe
Please RSVP at (734) 461-9577 or 355-9747

MINNESOTA
• October 18 - Thursday
• November 15 - 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

• October 18 - Thursday
• November 15 - Thursday
Meeting 7 p.m.
MEYER RESIDENCE
800 2nd Street
Cleveland, MN 56017
Hosted by Premiere Direct Jobbers
Charles & Donna Meyer
(507) 931-3875

• October 11 - Thursday
• November 8 - 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

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

MISSOURI MONTANA NEBRASKA

None Scheduled

NEVADA
• October 4 - Thursday
• November 1 - Thursday
Meeting - 6:30 to 8 p.m.
AMSOIL Product Center
4545 N. Lamb Blvd., Suite. D
Las Vegas, NV
Hosted by Premiere Direct Jobber
Bob Kaytes and Regency Platinum Direct
Jobber Shirley Green (702) 362-4492

NEW HAMPSHIRE NEW JERSEY

None Scheduled

NEW MEXICO
• October 23 - Tuesday
• November 27 - 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
• September 19 - Wednesday
• October 17 - Wednesday
Meeting - 7 p.m.
O'BRIEN RESIDENCE
436 Mosely Road
Fairport, NY 14450
Hosted by Dealer Gerry O'Brien
(716) 223-8016
Please call ahead to reserve a seat.

• October 17 - Wednesday
• November 21 - Wednesday
Meeting - 7:30 p.m.
Syracuse area - Please call
ahead for specific location.
Hosted by Direct Jobber Peter Finnerty
(315) 682-9791

• October 17 - Wednesday
• November 21 - Wednesday
Meeting - 7:30 p.m.
Newark, NY
LOCATION - Please call
ahead for specific location.
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• October 11 - Thursday
• November 8 - 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

• October 11 - Thursday
• November 8 - 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.

• October 11 - Thursday
• November 8 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Direct Jobbers Chuck
and Judi Burnell (919) 870-9633
Please call first.

• October 9 - Tuesday
• November 13 - Tuesday
Meeting - 7 p.m.
CLEVELAND RESIDENCE
224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers
George & Nancy Cleveland
(910) 346-3866 Please call first.
All Dealers welcome.

NORTH DAKOTA

None Scheduled

OHIO

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

• October 13 - Saturday
• November 10 - Saturday
Meeting - 1 to 4 p.m.
LACKORE RESIDENCE
1900 George Ave.
Brunswick, OH 44212
Hosted by Master Direct Jobber Calvin
Lackore (800) 798-9777

• October 7 - Sunday
• November 4 - Sunday
Meeting - 1 p.m.
MERRITT RESIDENCE
650 State Route 131
Fayetteville, OH 45718
Hosted by Dealers
Gordon and Sara Merritt
(937) 288-2568

• October 22, - Monday
• November 26, - Monday
Meeting - 7 p.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

• October 9, 23 Tuesday
• November 13, 27 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

• October 6 - Saturday
• November 3 - Saturday
Meeting - 9 to 11 a.m.
Golden Corral
9711 E. 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady
(918) 258-6979 *Pat

• October 11 - Thursday
• November 8 - Thursday
Meeting - 7 to 8:30 p.m.
DIAMOND JACK'S
3609 E. 51 St.
Tulsa, OK 74135
Hosted by Dealer Richard Coats
and Direct Dealer Kevin Alexander
(918) 342-9537
Call first to confirm space for you and
your guests.

• October 11 - Thursday
• November 8 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Rd.
Broken Arrow, OK 74012
Hosted by Regench Gold Direct Jobber
Patrick Grady and
Direct Dealer Kevin Alexander
(918) 258-6979 Please R.S.V.P.
kevin@nordam.com

OREGON

• October 18 - Thursday
• November 15 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 to 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.

• October 4 - Thursday
• November 1 - 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.

• October 29 - Monday
• November 26 - 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.
Please RSVP.

PENNSYLVANIA

• October - Every Monday
• 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

• October - Every Tuesday
• 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

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

• October - First Tuesday
• November - First Tuesday
Meeting - 7 p.m.
DENNEY'S RESTAURANT
2521 Wade Hampton Blvd.
Greenville, SC 29615
Hosted by Dealer David Larson
R.S.V.P. (864) 232 1846

SOUTH DAKOTA

None Scheduled

TENNESSEE

• October 16 - Tuesday
• November 20 - Tuesday
Meeting 7 p.m. info 8 p.m.
opportunity
DW WILSON CENTER
Tullahoma, TN
Hosted by Dealer Nelson Gill
(931) 393-2601

TEXAS

• October 16 - Tuesday
• November 20 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
e-mail: oilmandj@home.com

• October 4 - Thursday
• November 1 - Thursday
Meeting - 7:30 to 9 p.m.
SHALIN RESIDENCE
544 Clew Court
Azle, TX 76020
Hosted by Regency Direct Jobbers
Tom and Sheila Shalin
(817) 444-9522

• October 18 - Thursday
• November 15 - Thursday
Meeting - 7:30 p.m.
WEIL RESIDENCE
2521 Cherry Blossom Lane
Bedford, TX 76021
Hosted by Direct Jobber Bob Weil
(817) 545-5257

UTAH

• October - Every Tuesday
• 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

• October - Every Friday
• November - Every Friday
Meeting - After 4 p.m.
GREENE RESIDENCE
11653 S. Patchwork Circle
South Jordan, UT 84095
Hosted by Account Direct
Dorsey Greene (801) 576-1896
T-1 Certification classes every Friday,
pre-paid registration required. Everyone
welcome, please R.S.V.P.

VERMONT

None Scheduled

VIRGINIA

• October 22 - Monday
"Products & Presentation"
• October 27 - Saturday
"How to Use Sponsor"
Saturday meetings: 10 a.m. - noon;
Monday meetings 7 to 9 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23831
Hosted by Regency Gold Direct Jobbers
Gerry & Patricia Reid
(804) 530-1400, (804) 530-0179 Fax
reidg@home.com

• October 8, 22 - Monday
• November 12, 26 - 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

• October 8 - Monday
• November 12 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitte (804) 694-0221

• October 2 - Tuesday
• November 6 - 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

• October 9 - Tuesday
• November 13 - Tuesday
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Rd.
Sandston, VA
Hosted by Account Directs
Roger Rigde and Mel Piguras
(804) 737-9231 or (804) 737-4874

WASHINGTON

• October 15 - Monday
• December 17 - Monday
Meeting - 7:30 p.m.
GASPER'S SHOP SERVICE
CENTER
1103-A River Road
Puyallup, WA 98003
Hosted by Premiere Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• October 9 - Tuesday
• November 13 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Direct Jobbers
Marv & Charlotte Stougard
(360) 856-1641 Guests Welcome

• October 11 - Thursday
• November 8 - 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

• October 9 - Tuesday
• November 13 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers
Raymond & Patsy Prukop
(206) 845-9755 / 800-267-6450
Everyone Welcome!

• October 18 - Thursday
• November 15 - Thursday
Meetings - 7:30 p.m.
SUPER 8 MOTEL
3100 S. 192
Seatac, WA 98002
Hosted by *Regency Platinum Directs
Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

WEST VIRGINIA

None Scheduled

WISCONSIN

• October 18 - Thursday
• November 15 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL Academy
1201 Clough Ave.
Superior, WI 54880
Hosted by 4-Star Regency Platinum
Direct Jobbers Bill & Donna Durand
Refreshments Served (715) 392-4006
Guests Welcome!

• October 11 - Thursday
• November 8 - 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

• October 13, 27 - Saturday
• December 8, 22 - Saturday
Meeting - 1 to 3 p.m.
VILLERS RESIDENCE
2600 W. High St.
Racine, WI 53404
Hosted by Regency Direct
Jobber Edie Villers (414) 637-2726
Please RSVP

WYOMING

None Scheduled

INTERNATIONAL

ALBERTA
BRITISH COLUMBIA
MANITOBA
None Scheduled

NEW BRUNSWICK

• October 15 - Monday
• November 19 - Monday
• December 17 - 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

• October 25 Thursday
• November 29 Thursday
• December 27 Thursday
Meeting - 6 to 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

• September 3 - Monday
• October 1 - Monday
• November 5 - Monday
Meeting - 6:30 to 9 p.m.
AMSOIL DISTRIBUTION
CENTER
3/1 Binsted Rd, New Lynn
Auckland, NZ
Hosted by Premiere Direct Jobber
John Gurney Phone (021) 936-091
Fax (021) 636-094
synoil@dangerousbrothers.com Fee: \$10

AMSOIL CENTERLINES ...and updates

HOLIDAY CLOSINGS

The Edmonton and Toronto Distribution Centers will be closed Monday, October 8 for Thanksgiving.

DEALER WEBSITE OPTIONS AND POLICIES FORM

The AMSOIL Website Promotional Sheet (G-1568), Website Registration Form (G-1547) and Internet Policies (G-1714) have been combined into one literature item, the Dealer Website Options and Policies Form (G-1781).

Stock #	U.S.	Can
G-1781	.25	.40

4-STROKE DATA BULLETINS

Data bulletins for new AMSOIL Formula 4-Stroke Motor Oil (AFF) are available for purchase.

Stock #	U.S.	Can
G-1713	2.50	4.00

AQUABRITE PRODUCTS

The following water filter products are no longer available for sale:

- AB92** filter housing
- AB92K** installation kit
- AB91** countertop conversion kit
- G-1550** filter demonstration kit
- G-1551** demonstrator cartridge

These products will be available for warranty replacements, but not for regular sale. The AB-90, 93, 94 and 95 systems and AP replacement parts are still available for purchase.

NEW SPORT T-SHIRT

White athletic tee with grey sleeve overlay stripe. The raglan sleeves add extra room and comfort. 100 percent combed cotton. This shirt sports the bold new AMSOIL logo on front and back. Generous fit. Sizes M-XXL.



Stock #	Size	U.S.	Can
G-1717	M	16.95	27.50
G-1718	L	16.95	27.50
G-1719	XL	16.95	27.50
G-1720	XXL	17.95	29.00

AMSOIL ADVERTISING

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

October & November 2001

Display Advertisements

Specialty Automotive	Sept./Oct. '01	(818) 785-3900
American Rider	Sept./Oct. '01	(800) 848-6247
NOLN	Oct. '01	(805) 796-2577
Bass & Walleye Boats	Oct. '01	(310) 537-6322
Cruising Rider	Fall '01	(763) 383-4400
NOLN	Nov. '01	(805) 796-2577

Catalog Showcase Advertisements

4-Wheel & Off Road	Oct. '01	(323) 782-2000
Mustang Monthly	Oct. '01	(323) 782-2000
Mustang & Fords	Oct. '01	(323) 782-2000
Max Power	Oct. '01	(323) 782-2000
Super Street	Oct. '01	(323) 782-2000
Rod & Custom	Oct. '01	(323) 782-2000
Custom Classic Trucks	Oct. '01	(323) 782-2000
Street Chopper	Nov. '01	(714) 939-2400
Hot Rod	Nov. '01	(323) 782-2000
Chevy High Perf.	Nov. '01	(323) 782-2000
Mopar Muscle	Nov. '01	(323) 782-2000
Sport Truck	Nov. '01	(323) 782-2000
5.0 Mustang & Super Fords	Nov. '01	(323) 782-2000
Kit Car	Nov. '01	(323) 782-2000
Circle Track	Nov. '01	(323) 782-2000
Stock Car Racing	Nov. '01	(323) 782-2000

HASTINGS FILTERS

Hastings filter LF-524 is now available for purchase. It fits 2001 (and newer) GMC and Chevrolet Duramax 6.6 liter diesel engines in light duty trucks.

TEAM AMSOIL DIECAST MODEL

The Team AMSOIL snocross team is definitely a fan favorite. In a recent *Snow Week* snocross auction, an autographed Team AMSOIL diecast transport model tied with Todd Wolff's Bud Light hood to fetch the highest number of bids. Other items in the auction included Blair Morgan's goggles, Tucker Hibbert's pants and pullover and a Team Arctic autographed jacket. Team AMSOIL diecast models are available for purchase from AMSOIL.

Stock #	U.S.	Can
G-1640	69.95	112.50



NEW "SEND TO A FRIEND" BUTTONS

AMSOIL recently added small "Send this page to a friend" buttons to hundreds of its website pages, allowing Dealers to pass along AMSOIL information via e-mail. Now, when Dealers want to tell friends or family members about a specific AMSOIL product, they can do so in a matter of seconds by simply clicking the button on the appropriate website page and filling out the pertinent information.

This is a great new tool for sharing articles and news with downline. Use your imagination. Save postage and photocopy costs. Save time and money. When you discover something new at AMSOIL.com, share it with a friend.

PROTECT YOUR BUSINESS INVESTMENT

Most home-based businesses are not covered by ordinary homeowner's or renter's insurance. Protect your investment through a company who understands your Dealership's special needs. Otis-Magie Insurance Agency of Duluth, MN makes insuring your AMSOIL Dealership simple.

Contact James Swenson or Karen Hurtig at Otis-Magie Insurance Agency at 218-722-7753 (fax 218-722-7756) for more information.

Coverage: \$5,000 business personal property on premises; \$5,000 business personal property in transit; \$1,000,000 general liability (each occurrence); one year business loss of income
Premium: \$210 **Deductible:** \$100



AMSOIL FORMULA 4-STROKE SYNTHETIC MOTOR OIL

Specially formulated to provide serious protection and performance in recreational four-stroke motors, including ATV's, snowmobiles, outboard motors and motorcycles. Broad 0W-40 viscosity rating provides superior protection in both hot and cold temperature extremes. Provides superior shear stability and resistance to vaporization so engine wear, oil consumption, friction, heat and emissions are kept to an absolute minimum.

Stock #	Pkg/Size	Comm. Credit	Dealer Cost (U.S.)	Dealer Cost (Can.)
AFF-QT	(1) quart	3.70	5.00	8.05
AFF-01	(12) quarts	44.40	57.00	91.80
AFF-30	30-gallon drum	324.00	548.00	884.00
AFF-55	55-gallon drum	536.00	976.00	1575.00



Stock #	Qty	U.S.	Can
G-1775	10 pens	7.50	12.50

AMSOIL PENS

A.J. Amatuzio signature pens now feature updated AMSOIL logo. Perfect for registering accounts, new Dealers and Preferred Customers.

AMSOIL SERIES 2000 OCTANE BOOST

AMSOIL Series 2000 Octane Boost improves the performance of all two-cycle and four-cycle gasoline-fueled engines, maximizing power, reducing engine knock and improving ignition and engine response. It helps fuel burn cleaner, removes carbon deposits and inhibits corrosion. One bottle treats 15 gallons. It is also an excellent lead substitute for those older engines requiring leaded gas.



Stock #	Pkg/Size	Comm. Credit	Dealer Cost (U.S.)	Dealer Cost (Can.)
AOB-BE	(1) 12-oz bottle	3.80	6.70	11.30
AOB-06	(6) 12-oz bottles	22.80	38.10	64.50

Use stock code "COB" in Canada.

AMSOIL SPONSORING CARDS

The AMSOIL Business and Preferred Customer Opportunity Card is an effective way to build your downline. Simply fill in your name, phone and ZO numbers and hand out to potential Dealers and Preferred Customers.

Stock #	Qty	U.S.	Can
G-1473	50 cards	2.25	3.70

For Immediate Assistance Call:

Name: _____

Phone: _____

E-Mail: _____

Established 1972

AMSOIL
"The First in Synthetics"®

Dealer Website: _____

OWN YOUR OWN BUSINESS

- The leader in Premium Quality Motor Oils, Lubricants and Filters
- No Capital Investment or Inventory Requirements

OR

BECOME A PREFERRED CUSTOMER

- None of the responsibility of owning a business
- Purchase products at Dealer cost
- No Social Security Number or signature needed

Call For Your Free "Business Preview Packet"
1-800-956-5695 Cust. Number _____

A Change for the Better

AMSOIL Synthetic Motor Oils dramatically outperform conventional oils, effectively reducing friction, wear and heat for drain intervals of up to 25,000 miles (or one year.)

AMSOIL Super Duty Oil Filters provide longer life, maximum efficiency and high capacity. Designed for intervals of 12,500 miles (or six months.)

AMSOIL Reusable Foam Air Filters trap more dirt and improve air flow. Wash, dry and reapply AMSOIL Foam Filter Oil every 25,000 miles (or one year) for years of trouble-free miles.

AMSOIL Engine Flush preps engines for installation of AMSOIL Synthetic Motor Oil, cleaning the crankcase, cylinder walls, pistons and rings for maximum efficiency, protection and performance.



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

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