

# AMSOIL

# ACTION NEWS

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*The First in Synthetics*

OCTOBER 2003



## Terry Rinker

Captures Champ Boat Series Championship

**NEW!**

AMSOIL  
Torque-Drive  
Synthetic ATF



**NEW!**

Retail Catalog  
Included  
in This Issue

## From the President's Desk...



This is a great time to be an AMSOIL Dealer! Despite the fact that the general economy is flat and many businesses are struggling, AMSOIL Dealers are experiencing unprecedented growth. Here at the corporate level, business has never been so good. Each month sets a new sales record and there are no signs it will slow down anytime soon.

There are many reasons why our business is so good today. The AMSOIL name is recognized by more and more consumers and is synonymous with top quality. We have earned an excellent reputation, so when you offer AMSOIL products or the business opportunity today, you are most often well received by your prospect, and very likely to make a sale or sponsor a new Dealer or Preferred Customer.

I am convinced that this is just the beginning of a tremendous period of prosperity for this company and every Dealer who makes an effort to build his or her business. Once again, an AMSOIL business proves to be virtually unaffected by troubled economic times. As a matter of fact, we typically grow during these periods. When money is tight, consumers want to receive full value from what they purchase, and AMSOIL products deliver not only superior value and performance, they save users money!

As I said, this is the right time to both sell and use AMSOIL products. Fuel costs have been on the rise, especially in certain parts of this country. Getting the most fuel mileage from a vehicle has once again become a major consideration for many motorists. Using AMSOIL products has always been an easy way to maximize fuel economy. That's one of the benefits we built our reputation on.

And consumers today are looking for every way they can to care for and protect their very expensive investments. Whether it be their automobile, truck, ATV, boat, or any one of many, many other vehicles or machines people use today, consumers are looking for ways to help them last as

long as possible. Most motorists will buy products that help keep vehicles out of the shop and on the road. As an AMSOIL Dealer, you help them do that with the products you sell every day.

All of these factors not only help you sell AMSOIL products, they make sponsoring new Dealers much easier. Whether it be sponsoring a new Dealer interested in pursuing the business opportunity, a preferred customer looking to save money, a retail account wanting to put AMSOIL products on the shelf, or a commercial account looking for improved performance and reducing costs, today is the perfect time to build your organization. When your products are in demand like they are today, it's up to you to take advantage of it. Work your business today and your business will grow. It's as simple as that!

Here at corporate headquarters, we are doing our part to insure your growth potential continues. We are adding to our staff to better serve you and meet the increasing demand for our products. We continue to develop and introduce new products, modernize and streamline our production capabilities, upgrade our computer systems including hardware and software, remodel and upgrade our warehouses, produce new sales literature and sales aids, and upgrade our product packaging.

In short, we are doing whatever it takes to meet our Dealers' and their customers' growing demands. We are confident the increase in business we are experiencing today will continue far into the future, and I guarantee we will be ready for it.

The question is, will you?

If your business has not grown significantly in the past twelve months, you are either not working it or you're doing something wrong. For example, if you have not used the G-100 product catalog, now is an excellent time to start. A new catalog is included in this issue of ACTION NEWS and can be ordered in bulk from AMSOIL INC. Buy some catalogs and a rubber stamp with your name, address, and ZO number and stamp the back of your catalogs. Then pass them out to anyone who shows an interest in AMSOIL products. Let these catalogs do some of your work for you. You will be credited for every sale they generate. I know they are very effective sales tools because we track our catalog sales, and they grow larger every month. People are buying AMSOIL products from them in ever-increasing numbers and they are generating profits for many Dealers.

But here's the best part. If your customer buys from a catalog you provided, when new catalogs are printed, we automatically send them a new, updated catalog at no cost to you or to them. Every sale generated from this new catalog will also be credited to your account automatically. This will continue for as long as your customer keeps buying, so every time a new catalog is printed, buy more and give them to different people. Eventually you will have a large number of catalog customers with a minimum investment in catalogs. Many of these catalog customers eventually upgrade to Preferred Customers and Dealers. Try it! It's an easy way to increase your sales and build your organization.

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

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

# DEALERS IN ACTION!

## AMSOIL Direct Jobber Earns Leadership Award

Running an AMSOIL business offers challenges that translate into rewards. That's why it's called the AMSOIL "opportunity." Along with the independence of owning your own business comes the freedom to build it the way that best suits you.

One AMSOIL Direct Jobber has earned recognition for the way she grows her business.

Shirley Alquist, Tampa, Fla., received the 2003 Pioneer Leadership Award from the Tampa Bay Chapter of the National Association of Women Business Owners (NAWBO). Alquist is a member of the Tampa Bay Chapter and sits on its membership committee.

The national organization has 8,000 members in the United States in 80 local chapters.

The Pioneer Award is given to women business owners who enter uncharted waters, have a pioneering spirit, are innovative, creative and inspiring.

"It's kind of exciting to get the award," Alquist said. "Some days I feel like a pioneer – a woman in a man's world of lubrication."

Her ancestors were among the first settlers in western Pennsylvania. She believes their hardy determination to face hardships and keep their eyes on a goal also are a part of her nature. "I'm proud of that heritage," she said. "For me to get an award with this title . . . it brings tears to my eyes."

She first became affiliated with AMSOIL in 1976 with her late husband Leland Sundstrom. In those years, she was a full-time teacher with a lot of papers to grade in the evening. Her husband also worked a full-time job and took care of the AMSOIL books and business in the evenings. It was a happy and comfortable fit for the two of them, Alquist said.

As Leland got close to retirement, he began to really build their AMSOIL business. The Sundstroms became Executive Direct Jobbers in October of 2000. Leland died in January of the next year, leaving Shirley with the remnants of their dream and little understanding of running the AMSOIL business.

She talked of harried days spent teaching and trying to sell AMSOIL at the same time. She constantly delivered product to customers in between classes and during lunch hours. Nights were spent pouring over AMSOIL manuals



**PIONEER AWARD WINNER** – Shirley Alquist, right, receives the 2003 Pioneer Leadership Award certificate from Amy Burcaw, owner of Burcaw Properties and president of the Tampa Bay Chapter of NAWBO, at the group's August meeting.

trying to understand the products and how to market them.

The workload was overwhelming and before long she made a decision. "I just decided that building our AMSOIL business was our dream and I was going to grab the bull by the horns and run with it," she said.

She started researching on the Internet, looking for tips to further her newly-inherited business. She found John Alquist, whose biography said he built websites that would help individuals sell their products. He is an ex-corporate marketing specialist and teaches public speaking and marketing skills. It wasn't long before Shirley and John got to know one another, married and began working their businesses together. They can

be found at [www.tell-it-well.com](http://www.tell-it-well.com) or [www.train-them-well.com](http://www.train-them-well.com) on the Internet. The train-them-well site, although still under construction, trains AMSOIL Dealers marketing and business skills. "We have three Dealers from it and it's not even finished yet," Shirley Alquist said.

"After being with AMSOIL for 27 years, I see that the Internet changed the company and the way it does business. We're no longer in the milkman business. We don't deliver. We teach our customers to order online," she said. That includes retail accounts and Preferred Customers – everyone is referred to the AMSOIL website.

"The site is informational and well done," Alquist said. "We're just real pleased to be connected with AMSOIL."

Talking with Alquist, one has the sense of a woman who cares deeply about what she does. She's exuberant, excited about the AMSOIL business and the opportunities it presents to Dealers.

She expressed concern for some of the Dealers who have slowed down in the downline group built before Leland died. "I not only have a passion for AMSOIL, I just feel a real passion to help these people succeed. They need this business. I just want to resuscitate, reignite them to the opportunity they have to make the money they need."

Alquist is a member of four women's networking groups and together she and John are members of four chambers of commerce.

"They call me the 'oil lady,'" she said, a role in which she's more than comfortable.

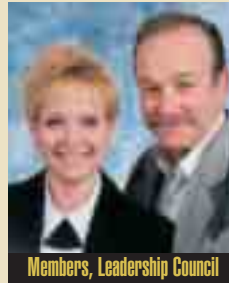
# MONTHLY LE



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



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



Members, Leadership Council

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



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



**Dave M. Mann**  
Michigan  
Regency Platinum Direct  
Jobber  
Eighth—Total Organization  
Third—Personal Group Sales  
**FIRST**—New Qualified  
Dealers & Accounts



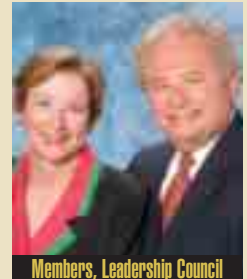
Members, Leadership Council

**Gerry & Patricia Reid**  
Virginia  
Regency Gold Direct Jobbers  
Ninth—Total Organization  
Fifth—Personal Group Sales  
Sixth—New Qualified Dealers  
& Accounts



Members, Leadership Council

**William & Judith Shirk**  
Maine  
Regency Platinum Direct  
Jobbers  
Tenth—Total Organization  
Sixth—Personal Group Sales



Members, Leadership Council

**Thomas & Sheila Shalin**  
Kansas  
Regency Gold Direct  
Jobbers  
Seventh—Personal Group  
Sales  
Second—New Qualified  
Dealers & Accounts



**James J. Allen**  
Ohio  
Master Direct Jobber  
Fourth—Commercial &  
Retail Marketing



**Michael & Eileen  
Kaufman**  
Michigan  
Master Direct Jobbers  
Third—New Qualified  
Dealers & Accounts



**Michael J. Mathe**  
Virginia  
Premiere Direct Jobber  
Fourth—New Qualified  
Dealers & Accounts



**Charles Jr. & Judith  
Burnell**  
North Carolina  
Premiere Direct Jobbers  
Fifth—New Qualified  
Dealers & Accounts

# ADERS

July 2003

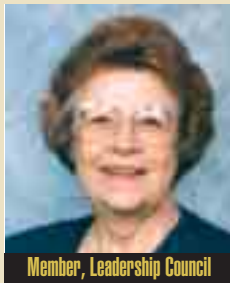
# HALL OF FAME



**Daniel & Judy Watson**  
*Florida*  
Regency Gold Direct Jobbers  
*Fifth—Total Organization*  
*Fourth—Personal Group Sales*  
*Fifth—Commercial & Retail Marketing*



**David & Carol Bell**  
*Texas*  
★★Regency Platinum Direct Jobbers  
*Sixth—Total Organization*  
*Tenth—Personal Group Sales*  
*Second—Commercial & Retail Marketing*  
*Seventh—New Qualified Dealers & Accounts*



**Member, Leadership Council**

**Ora Mae Boardman**  
*Virginia*  
Regency Platinum Direct Jobber  
*Seventh—Total Organization*



**George & Shirley Douglas**  
*Florida*  
Regency Platinum Direct Jobbers  
*Ninth—Personal Group Sales*



**Michael H. Ellis**  
*Michigan*  
Regency Gold Direct Jobber  
**FIRST**—*Commercial & Retail Marketing*



**Herschel L. Gates**  
*Florida*  
Premiere Direct Jobber  
*Third—Commercial & Retail Marketing*



**Larry & Kathryn Chambless**  
*Georgia*  
Regency Gold Direct Jobbers  
*Ninth—New Qualified Dealers & Accounts*



**Donald & Joyce Nichols**  
*Virginia*  
Regency Platinum Direct Jobbers  
*Tenth—New Qualified Dealers & Accounts*

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



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



**Shirley Green,**  
Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



**Harold and Marcile Hartman,**  
Regency Platinum

# HIGHER LEVELS OF

## MASTER DIRECT JOBBERS



Neil & Maria Christensen  
*Utah*

## EXECUTIVE DIRECT JOBBERS



Marvin & Marie Layne  
*Virginia*

## PREMIERE DIRECT JOBBERS



Willis & Rolene Gingerich  
*Indiana*



Ron E. Toomes  
*Montana*

## NEW DIRECT JOBBERS



Chester Jr. & Penny  
Gustafson  
*Minnesota*

Sponsors: James & Donna Bergquist  
Direct Jobbers: James & Donna Bergquist



James Leach  
*Georgia*

Sponsors: Larry & Kathryn Chambless  
Direct Jobbers:  
Larry & Kathryn Chambless



Walt Patterson  
*Michigan*

Sponsors: James & Karen Kranda  
Direct Jobbers:  
James & Karen Kranda

### First Time 2000 Level Honor Achievers 2000 monthly commission credits 20 Dealers sponsored

**Gary and Pamela Bridges**, *Colorado* Sponsor: Arlen Ingalls

**Eugene and Lucille Haskell**, *California* Sponsors: Gene and Lillian Orcutt

**Merlin and Joan Schmautz**, *Washington* Sponsors: William and Sandra Schmautz

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

**William and Kathleen Bernethy**, *Michigan* Sponsors: Jack and Donna Nyquist

**Michael J. Richartz**, *Florida* Sponsors: Daniel and Judy Watson

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

**William A. Behrens Jr.**, *Maryland* Sponsors: William and Susan Behrens

**Paul and Mary Buck**, *Georgia* Sponsors: William and Mattie Miller

**Graham and Jane Heron**, *Nova Scotia* Sponsors: William and Jean Kent

**Frank Ritchie**, *Ohio* Sponsors: Richard and Betsy Johnson

**Scott and Linda Rogus**, *Michigan* Sponsor: Dave Mann

**James K. Johnstone**, *Michigan* Sponsor: Dave M. Mann

**David and Dawn Spaay**, *Illinois* Sponsor: Dave M. Mann

# RECOGNITION

July 2003

## NEW DIRECT DEALERS



**Harry & Marie Keen**  
*Louisiana*  
Sponsor: James W. Day  
Direct Jobber: James W. Day



**Terry L. Maley**  
*Montana*  
Sponsors: Doyle & Diana Vaughan  
Direct Jobbers:  
Doyle & Diana Vaughan



**Roger Moses**  
*Ohio*  
Sponsor: William S. Andes  
Direct Jobber: Mark Holdridge



**Lars & Kathy Painter**  
*Oregon*  
Sponsor: Edwin L. Greenwood  
Direct Jobber:  
Edwin L. Greenwood



**Thomas & Doreen Schmit**  
*Minnesota*  
Sponsors: Ray & Arlene Schmit  
Direct Jobbers:  
Ray & Arlene Schmit

## NEW DIRECT JOBBERS



**Darren & Vanella Kohls**  
*Alberta*  
Sponsors: Andy R. Hrupchuk  
Direct Jobber: Ruth Rugulies

## NEW ACCOUNT DIRECTS



**Kent & Chriseen Peay**  
*Tennessee*  
Sponsor: Norman E. Ayres  
Direct Jobber: Norman E. Ayres

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

**Jim W. Standifer**, *Colorado* Sponsor: Glenn Sterkel

**Daniel J. Zimmerman**, *Washington* Sponsors: Wayne and Lynette Fletcher

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

**Raymond and Cheryl Ayer**, *Pennsylvania* Sponsor: Arnold Howe

**Dave Bennion**, *Idaho* Sponsors: Keith and Mary Wilson

**Kevin P. Carey**, *Wisconsin* Sponsor: Jack Haltmeyer

**Matt Collins**, *Tennessee* Sponsors: Daniel and Judy Watson

**Derrick Daniels**, *Texas* Sponsors: David and Linda Trekell

**Robert and Claire Flint**, *Maine* Sponsor: Elodia R. Young

**Robert A. Gerek**, *Wisconsin* Sponsors: Marion and Christa Much

**David L. Hayden**, *Montana* Sponsors: Marshall and Alana Mapes

**Thomas Nelson**, *Minnesota* Sponsors: Skip and Anna Evanson

**Rock Ormiston**, *Kansas* Sponsors: Francis and Mildred Ormiston

**Walter and Karen Reich**, *Colorado* Sponsor: Lynda J. Thompson

**Randolph N. Rosser**, *Virginia* Sponsors: Vincent E. McCandless

**Ralph and Lauri Sites**, *Virginia* Sponsor: Henry and Darlene Peszko

**Garold K. Webster**, *Alabama* Sponsor: Gerard J. Gotvald

**Adam and Kristie Woodhams**, *Michigan* Sponsors: Christopher and Lorraine Weber

# AMSOIL G-100 Retail Catalog Helps Dealerships Grow

The AMSOIL Retail Catalog Program is an effective way to increase sales and build a strong Dealership and customer base. The full-color G-100 Retail Catalog features the full line of AMSOIL products and information about becoming an AMSOIL Dealer or Preferred Customer. Dealers who distribute these catalogs earn retail profits and commissions based on the sales they generate.



## How Does the Retail Catalog Work for You?

1. Attach your ZO number in the tracking number space provided on the catalog's back cover.
2. Distribute the catalogs to potential customers, down-line Dealers and Preferred Customers.
3. If possible, follow-up with a personal visit or phone call and offer to answer questions or help with orders. Compare catalog prices with Dealer prices to show potential Dealers and Preferred Customers the money they can save by registering.

## Where Should You Distribute Retail Catalogs?

- Trade Shows
- Fair Booths
- Motorsport Events
- Conferences
- Conventions
- Potential Retail/Commercial Accounts
- Direct mail to potential customers

## Keep in Contact With Your Prospects

Direct contact with potential customers, Dealers and Preferred Customers increases your chances of making sales. The more qualified your lead, the better chance you have of making a sale or registering a new Dealer or Preferred Customer. Explaining the benefits of

AMSOIL products and programs can generate even more interest in your potential customers. These customers are more likely to buy or sign on as a Dealer or Preferred Customer than someone with whom you've had no direct contact.

## How Do Customers Place Orders?

Customers who wish to place orders with your Retail Catalogs can simply call the AMSOIL toll free ordering line and place their order specifying the tracking number (your ZO number) printed on the catalog. This insures that you will receive the retail profits and commission credits. Ordering customers are automatically sent updated Retail Catalogs for the next 18 months at no additional cost to you. In addition, any of your customers who call AMSOIL wishing to become Dealers or Preferred Customers will automatically become members of your downline.

## Ordering Your Catalogs

AMSOIL G-100 (and G-300) 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.

### AMSOIL Retail Catalog Ordering Information

*New G-100 and G-300 catalogs are available in the following quantities:*

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



# An overview of the latest news in the lubricants industry

### California Cracks Down on Obsolete Motor Oils

Long obsolete API category SA, SB and SC engine oils are appearing in discount, convenience and dollar stores across the nation, and according to the National Petrochemical & Refiners Association's Annual Report on U.S. Lubricating Oil Sales, 275 million gallons of obsolete motor oil were sold in 2001, up from 260 million gallons in 2000. Although use of obsolete oils can have devastating effects if used in modern automobiles, most do not display any kind of consumer warning.

The state of California is intensifying the enforcement of a law requiring obsolete motor oils to be clearly labeled as obsolete and potentially harmful to modern engines. Last spring, the state Department of Food and Agriculture's Division of Measurement Standards sent letters to motor oil marketers informing them of their plans to begin strictly enforcing the law, and they spent the summer quarantining obsolete motor oils found in retail stores without proper warning labels.

The California Business and Professions Code requires that obsolete motor oil containers of one gallon and smaller display warning labels based on SAE J183, the SAE standard for motor oil performance. The SAE J183 text for API SA oils warns that the oil lacks additives, is not suitable for gasoline engines built after 1930 and can cause unsatisfactory performance and equipment damage in modern engines. The text for API categories SB through SG is similar, but identifies different obsolete dates and does not mention lack of additives.

Amalie Oil Co. is among the oil manufacturers that had product quarantined in California. "We would rather not sell non-detergent oil," said Amalie Senior Vice President of Sales and Marketing Dennis J. Madden. "There's no question that it's not good for today's engines. I tell people, 'It's not going to give your car a heart attack. It's more like cancer.' But a lot of people are only concerned with price and they'll buy that stuff because it's 30 cents cheaper. And as long as people are going to buy non-detergent oils, and other companies are going to sell them, we feel like we have to compete."

### Auto Dealers Enter Quick Lube Market

An increasing number of automobile manufacturers have developed programs to help their dealers become quick lube operators, allowing them to com-

pete for their customers' oil change dollars and attract additional business. With Chrysler recently introducing a program to help its U.S. dealers develop oil change centers, each of the Big Three carmakers is now officially in the quick lube business.

Building a quick lube facility is a major expense for car dealers. According to Broegh Building Systems LLC, a Salisbury, N.C. company that builds quick lube centers, the cost of modular buildings, furniture, equipment, computer software, tools and training can cost somewhere between \$200,000 and \$400,000. Of course, those willing to make the investment foresee increased business in areas other than oil changes.

"For dealers, it's more than just oil changes," says Broegh Manager Jim Rydel. "They see the quick lube business as a way to draw customers and to generate traffic for the rest of their service business, as well as sales. The ones that have them are seeing increases in parts sales, their service business, even referrals for new car sales. That's what's driving the interest."

### Bright Future Predicted for Synthetics

According to the latest study from the Freedonia Group, demand for synthetic lubricants and functional fluids will rise 7.2 percent annually for the next four years. Demand for synthetic engine oils, hydraulic and transmission fluids, metalworking fluids and dielectric fluids grew from \$829 million to \$1.2 billion from 1996 to 2001. Freedonia expects the growth to continue, with the market reaching \$1.67 billion by 2006. The healthiest growth is expected for synthetic hydraulic fluids, transmission fluids and engine oils, with growing use of Group III and PAO base stocks.

Freedonia pinpoints specific supply and demand factors that will contribute to the growth. Increased performance standards for automotive and industrial lubricants, including the upcoming introduction of GF-4 motor oils, will spur demand for high performance lubricants. Ever-increasing environmental regulations are also expected to boost demand for synthetics.

Specifically, demand for synthetic hydraulic and transmission fluids will grow 9.3 percent annually through 2006, while demand for synthetic engine oils will increase 8.1 percent annually, with the strongest growth seen in the heavy-duty market. Synthetic metalworking fluids will see annual growth of 5 percent, while synthetic dielectric fluids will grow 5.7 percent.

# Sharing the Miles Together

## Haywood Gray and His AMSOIL Legacy

It is no coincidence that the name Haywood "Woody" Gray holds a special significance in AMSOIL circles. Gray's story has been featured in dozens of AMSOIL publications including the *ACTION NEWS*, *SERVICE LINE*, *DIRECT LINE*, a small library of brochures and pamphlets and even video tapes documenting his experiences with AMSOIL extended drain intervals. His experiences stand as an example of AMSOIL quality and cost savings for all to see.



### Way Back When the Old Stuff Was New

Haywood Gray began using AMSOIL Synthetic Heavy-Duty Diesel and Marine 15W-40 Motor Oil (AME) in the E9-400 V-8 engine of his first truck, a 1984 Mack®, after the engine accumulated 45,000 miles. For 280,000 miles, Gray changed his oil at 40,000- to 60,000-mile intervals even

though his oil analysis reports showed, without exception, that the oil was good for continued use. At 325,000 miles Gray increased his oil drain interval to 100,000 miles.

The engine was torn down at 600,000 miles when Gray decided to sell the truck. The cylinder liners, bearings, pistons, rings and oil pump, which were all treated to extended oil drain intervals with AMSOIL, were found to be in excellent condition.

Gray continued using AMSOIL AME in the engine of his new truck, a 1990 Mack® with an E7-400 engine. He also determined that the new truck would also be the start of a new oil draining program. He decided that instead of using his previous 100,000-mile oil change guidelines, he would base his oil drains on the findings of a used oil analysis program. He also installed an AMSOIL By-Pass Filtration system.

After 630,000 miles total and 409,000 miles without an oil change, the E7-400 engine was torn down by the local Mack® dealership in December 1996 and its parts were examined by an engine rater from a major oil additive manufacturer.

What the team found was surprising to everyone – except perhaps Haywood Gray.

The engine showed light to moderate wear throughout, just as an engine in similar service and lubricated with conventional oil changed at 15,000- to 20,000-mile intervals would show. In fact, according to the engine rater, the parts he examined – cylinder liners, pistons, rings, bearings, valve train components – could



have been put right back in the engine and would have continued to provide the good, dependable service they had provided all along. And all this after 409,000 miles without an oil change!

### What's Woody Doing Now?

Gray is now driving a 1999 Mack® with an ET 460 engine, an Eaton 13 speed transmission and 386 Eaton rears. Upon acquiring the truck, Gray had the drive train filled with AMSOIL 75W-90 Gear Lube and the engine changed over to his old favorite – AMSOIL Synthetic Heavy-Duty Diesel and Marine 15W-40 Motor Oil. He also had a BMK-12 By-Pass Filtration system installed.

As of July 2003, Gray has over 330,000 miles on the engine, and has racked up 290,000 miles without an oil change. He has decided to change filters and take oil samples at 40,000-mile intervals. So far, the samples have shown that the oil has not needed to be changed. Soot levels have also remained well within the recommended Mack® limits. The truck is greased with AMSOIL products every 40,000 miles when it is time for a filter change.

Gray likes to point out that his fuel mileage is a constant 7 mpg, while other truckers travelling under similar circumstances and with similar equipment average only 5.5 to 6 mpg. But he also knows that's just one of the many benefits AMSOIL has to offer. And if you have time, he might be able to tell you a thing or two about extended drain intervals.



# AMSOIL Adds to Management Team



Director of Sales  
Peter Haines

Along with the growth of AMSOIL sales and popularity across the nation comes growth at the company's headquarters in Superior, Wis.

Peter Haines, 41, has been promoted to the new position of director of sales. He began working at AMSOIL in September 2002 as director of filtration. He is a native Duluthian.

Before returning to the Duluth-Superior area last year, Haines was vice president of sales and marketing for an independent lubricant manufacturer in Texas, a company that manufactured and marketed a complete line of primarily industrial lubricants, along with automotive lubricants.

Haines has a bachelor of science degree in Chemical Engineering from the University of North Dakota. His wife, Sarah, hails from North Dakota. They have one son, 20-month-old Parker.

This area is their native territory, Haines said, and after 15 years they were ready to leave the heat and chaos of life in Texas.

His experience at AMSOIL has been all that he could have asked for and more, he said.

"I'm working with world class people in a vibrant work environment," Haines said. "AMSOIL has a lot of talent out in the field, as well as throughout corporate. It's intriguing, it's challenging, it's fun."

His duties as director of sales put him in a position to act as "point man," he said. "I will strive to tie everything together in a fashion that will enhance Dealer support and performance. It's all about performance in the final analysis."

He will address Dealer challenges, speak to sales opportunities and address issues with the sales programs, among other responsibilities.

"AMSOIL is growing," Haines said. "We've got a tiger by the tail. AMSOIL presents a unique opportunity. It also presents unique challenges and AMSOIL is staffing up to address issues and enhance Dealer and customer support."

He knows whereof he speaks. AMSOIL is growing at an unprecedented rate every month, and the company is making every effort to meet growing demands for product and customer service.

"Sales growth is a function of enhanced communication," Haines said. "I consider it an honor and a privilege to be a part of AMSOIL and to be afforded the opportunity to support the AMSOIL Dealer network."

He is looking forward to the company's establishing innovative solutions to today's and tomorrow's challenges. "I love challenges," he said. "They're nothing other than an opportunity to succeed."

The other new member of the management team is Scott Davis, 35, who took over the position of director of operations at AMSOIL in June of this year. He is a native of Algona, Iowa.

He has a bachelor of science degree in Wood Science from the Iowa State University and a master's in Business Administration from the University of Minnesota-Duluth.

His wife, Paula, also is from Iowa. They have two sons, Zachary, 6, and Tyler, 3.

Davis came to AMSOIL from Georgia-Pacific Corporation's hardboard facility in Duluth, where he worked for the past nine years as technical director. In that position, Davis wore many hats. His responsibilities through that time included everything from selection of raw materials and vendors through the entire processes of the plant to continuous improvement, quality control, research and development and market coordination.

He was attracted to AMSOIL because of the growth and commitment to that growth he sees in the company. "I saw a future-oriented company at AMSOIL, great opportunities and (a company) providing a basis to achieve them," Davis said. "I was hired to help the company grow and that's what I wanted to be part of."

His responsibilities include oversight of purchasing, production and distribution.

He also makes sure personnel get annual training in OSHA and Environmental Protection Agency standards.

"My goal is not to manage those departments," he said. He sees himself in the role of overseer, motivator and leader. Because the operations already are in good hands, Davis said he feels free to concentrate on growth.

The enormous growth in sales of existing products and the introduction of new products has created a need for expansions. "We need a new line," he said. A state-of-the-art fill line is among his goals in the next 18 months.

He expects the tank farm will be expanded to accommodate new products and the increased volume sold of the others. He envisions an expansion of the plant itself within three years.

One position already has been added in the oil production facility because the company is sending out more trucks every week and they need more help loading them.

"We're bursting at the seams," he said. "I'm loving it. AMSOIL is an exciting company and I couldn't be happier to be onboard."



Director of Operations Scott Davis

# AMSOIL a Part of Drag Racing History



*Clocks don't lie, a sub-8.00 ET for Gallina Racing.*

On May 20, 2003 at 9:10 am on the Mission Raceway Park track in Mission, British Columbia, Gallina Racing launched into drag racing history and rewrote the record books ... again.

John Gallina drove his 1987 Buick Grand National, with a Twin-Turbo 207 c.i. engine, to a spectacular 7.98 elapsed time. His speed, although it doesn't show it in the picture, was 171.31 m.p.h. This is the first time a Super Stock car has smashed the 8.00 second barrier. Of the record Gallina says, "The barrier has been broken, but it will be some time before the feat is equalled."

The 7.98 ET is the official class, SS/DX, record and has been recognized by the National Hot Rod Association. A recent issue

of *National Dragster* magazine chronicled the Gallina team and its remarkable achievements of the memorable day. "History has been made and we appreciate your (AMSOIL) contributions, ongoing help and support," adds Gallina.

John and wife, Marka, have been setting the drag racing world on its ear for a long time setting records with uncanny regularity. The team uses AMSOIL Series 2000 0W-30 Motor Oil in the engines and Series 2000 75W-90 Gear Lube in the rear ends of their cars. The Henderson, Nev. team was introduced to AMSOIL by Hall of Fame Dealer Shirley Green and records have been falling like dominos ever since.



*John Gallina is setting more records and taking AMSOIL along for the ride.*



*Marka Gallina is a skilled driver having set many marks, too.*

## Quad Racing Pushes AMSOIL Dealer Four-ward



*Zuech goes airborne on his AMSOIL/Honda 250R.*

"We have experienced a winning sponsorship here," says AMSOIL Direct Jobber Jeff Bottila of Roy, Utah of his hooking up with USRA quad racer Tyler Zuech.

Bottila says Tyler and his wife, Tammy, are constantly, and proudly, displaying their AMSOIL colors, providing many leads, and ultimately sales. "Tyler refers co-workers, co-racers and fans to me for their AMSOIL needs and questions," says Bottila.

It doesn't hurt that Zuech is a winning racer and when he recommends a product people listen. Last season Zuech finished first in nearly every race he entered. He's hoping to build on his 2002 USRA Junior Class championship.

How badly does this guy want to win and promote AMSOIL on the way? Only AMSOIL synthetic lubricants might be more durable. One weekend last year Tyler broke his ankle during his very first heat. Still, he managed to earn three first places and a second place.

Bottila knows winners and he plans to stick with both – Zuech and AMSOIL synthetics.



*Zuech proves what he, and AMSOIL, are made of.*

### How to Apply for Co-op Sponsorship

There is a program to get AMSOIL corporate support for those teams and racers you want to sponsor, but there are guidelines Dealers need to follow to apply and be considered for co-op sponsorship. A Dealer Co-op Form (G-1232) is available to facilitate the application process.

#### Co-op Sponsorship Checklist

- Must have T-1 certification
- Provide proposal about the team including:
  - *Schedule*
  - *Results*
  - *Potential Media Exposure*
  - *AMSOIL Logo Exposure*
  - *Dealer Opportunities*
- Detailed product list for season
- Method of payment
- Shipping information
- Allow a minimum of 30 days for review, approval and shipment of products.

# RINKER

## National Champion



Terry Rinker and the Rinker/AMSOIL/Blackhawk Racing Team finish the year Number One.

finish, including two victories, in six events. More importantly, the result emphatically sealed the deal and the 2003 Champ Boat national crown. "We couldn't have done it without the support of our sponsors like AMSOIL," Rinker told the crowd from the podium. His margin of victory was 197 points. One of the team's keys to victory was having a fast, competitive boat in every final. "We had no problems this season aside from some body work on the boat. We had no motor problems at all," said Rinker. The team depended on AMSOIL Series 2000 2-Cycle Oil, AMSOIL Gear Lube for the motor's lower unit and other AMSOIL performance products to keep up the appearance of the boat.



Terry Rinker won his first National Championship for the Rinker/AMSOIL/Blackhawk Racing team by a convincing margin. Rinker went into the San Diego "Thunderboat Regatta" September 20-21 with a dominant 192 point lead. Still, Rinker needed to qualify strong and make the final to capture the overall 2003 Champ Boat championship.

By finishing first in the second of two qualifying rounds, the title was all but locked up. Rinker needed only to leave the dock in the main event to win his first national Formula One tunnel boat title. "I'd have pushed his boat off the dock if I'd had to," said Crew Chief James Chambers.

In a 50-lap final on Mission Bay, which saw plenty of see-saw action, Rinker finished a very strong, but conservative, third place. "We played it safe in the final, but you still want to push it. We actually were more cautious in qualifying. It's dangerous out there and we didn't want to flip, which we've been known to do. We just wanted to get to the final in good shape," said Chambers. Team AMSOIL had its fifth podium



Rinker displays the winner's trophy, an eagle, after soaring to victory.

Rinker had come up just short in national competition before. He never liked finishing number two.

Most recently, he was leading last year's Formula One PROP Tour series until the season finale at Cypress Gardens, Fla. where he flipped his canary-yellow boat after hitting a dock. The execution this season was nearly flawless.

Rinker plans one more competition yet this year in Florida before returning to the shop to begin working on repeating next year. He expects the off-season be short, but he plans to savor the victory. According to Rinker, "We'll have a lot of work ahead of us, but it's better to go into the next season as number one instead of working from behind."



Whether for fun or racing, Team SCR wants AMSOIL products for their bikes.

### Team SCR Looks Good and Runs Strong With AMSOIL Support

Team SCR motosports made the switch to AMSOIL synthetic products this season. After filling the gate for the main event at their first race, AMSOIL Dealer Bret Boster of Puyallup, Wash. says, "The rest is history."

According to Boster, the five-rider team has never had better results. They love the versatility of the AMSOIL MP Metal Protector. The change to AMSOIL Series 2000 2-Cycle Racing Oil has given their bikes' engines better performance with no plug fouling and clutching is much better with the AMSOIL 10W-40 Motorcycle Oil.

"Sponsoring the team has been a great experience," says Boster. "They always have smiles on their faces and that makes us proud to be their sponsor."





## T-1 CERTIFICATION MEETINGS

### UTAH

- October - Every Friday
- November - 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

- October 16 - Thursday
- November 20 - 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 16 - Thursday
- November 20 - Thursday
- Meeting - 7 p.m.

**BOWMAN RESIDENCE**  
1330 Frank Marshall Rd.  
Ozark, AL 36360  
*Hosted by Direct Jobbers E. E. "Al" & Mildred Bowman (334) 774-3344*

### ALASKA

- October 16 - Thursday
- November 20 - Thursday
- Meeting - 7 p.m.

**PHILLIPS INTERNATIONAL INN**  
5121 Arctic Blvd.  
Anchorage, AK 99507  
*Hosted by Dealer Don Nusbaum (907) 563-2274 Call for reservations*

- October 7, 21 - Tuesday
- November 4, 18 - Tuesday
- Meeting - 7 p.m.

**STATEN RESIDENCE**  
2949 Sunflower Street  
Anchorage, AK 99508  
*Hosted by Premiere Direct Jobber Melda Staten (907) 333-0124 Call for reservations*

### ARIZONA

- October 21 - Tuesday
- November 18 - Tuesday
- Optional no-host dinner - 5:30 p.m.
- Meeting - 6:30 p.m.

**FIREHOUSE RESTAURANT**  
1639 E. Apache Blvd.  
Tempe, AZ 85281  
*Hosted by Executive Direct Jobber Dick Nudo and Dealer Jim Brewer RSVP (602) 996-7181 Dick (480) 968-4922 Jim*

### ARKANSAS

- October 9 - Thursday
- November 13 - Thursday
- Meeting - 6:30 p.m.

**GARDNER RESIDENCE**  
280 York Chapel Rd.  
Nashville, AR 71852  
*Hosted by Dealer Jerry Gardner (870) 451-9152 jgard24@occc.com*

- October 8 - Wednesday
- November 12 - Wednesday
- Meeting - 7 p.m.

**PASTERNAK RESIDENCE**  
217 CR 472  
Jonesboro, AR 72404  
*Hosted by Direct Jobbers 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 2, 16 - Thursday
- November 6, 20 - 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 1 - Wednesday
- November 5 - Wednesday
- Meeting - 7 p.m.

**MCCOOL RESIDENCE**  
2210 Coddling Dr.  
Modesto, CA 95350  
*Hosted by Dealer Bill McCool (209) 577-0174*

- October 28 - Tuesday
- November 25 - Tuesday
- Meeting - 7 p.m.

**EVANS RESIDENCE**  
40728 Sundale Dr.  
Fremont, CA 94538  
*Hosted by Direct Jobbers Chuck and Linda Evans (510) 659-4078*

- October 14 - Tuesday
- November 11 - 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 6, 27 - Monday
- November 3, 24 - 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 7 - Tuesday
- November 4 - Tuesday
- Meeting - 7 p.m.

**CARROW'S RESTAURANT**  
19011 Bloomfield Ave.  
Cerritos, CA  
*Dealer Dave Gumpertz (562) 212-3709 Dave@Lubes4U.com*

- October 21 - Tuesday
- November 18 - Tuesday
- Meeting - 7 p.m.
- Downline and Guests FREE, Out of line - \$5

**LUDWICK RESIDENCE**  
6015 Hughes St.  
San Diego, CA 92115  
*Hosted by Direct Dealer Craig Ludwick R.S.V.P. (619) 583-5218*

### COLORADO

- October 16 - Thursday
- November 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

None Scheduled

### DELAWARE

- October 11 - Saturday
- November 8 - Saturday
- Meetings at Noon
- Call for reservations

**KING RESIDENCE**  
2306 Taggart Court  
Wilmington, DE 19810  
*Hosted by Direct Dealer Greg King (302) 345-4350 Guests Welcome*

### DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

- October 7 - Tuesday
- November 4 - Tuesday
- Meeting - 7 p.m.
- Call in advance

**TOM & MONY'S RESTAURANT**  
4757 S. Orange Ave.  
Orlando, FL 32806  
*Hosted by Regency Platinum Direct Jobbers George & Shirley Douglas (407) 856-1564 Call ahead for details, directions and RSVP*

- October 16 - Thursday
- November 20 - Thursday
- Meeting - 7 p.m.

**AMSOIL DISTRIBUTION CENTER**  
3724 Silver Star Road  
Orlando, FL 32808  
*Hosted by Regency Gold Direct Jobbers Dan and Judy Watson (407) 657-5969*

- October 7 - Tuesday
- November 4 - Tuesday
- Dinner/Social - 6 p.m.
- Order from menu
- Meeting - 7 p.m.

**SAFFRON'S RESTAURANT**  
1700 Park Street North  
St. Petersburg, FL, 33710  
*Hosted by Executive Direct Jobbers John and Shirley Alquist (727) 545-8547 alquistproducts@hotmail.com www.tell-it-well.com*  
*All are welcome. Call to confirm space available appreciated but not mandatory*

### GEORGIA

- October 4 - Saturday
- November 1 - Saturday
- Meeting - 9-11 a.m.

**CHAMBLESS RESIDENCE**  
4803 Chamblee-Dunwoody Road  
Atlanta, GA 30338  
*Hosted by Regency Gold Direct Jobbers Larry and Kathryn Chambliss (770) 393-9916*

- October 2 - Thursday
- November 6 - Thursday
- Meeting - 7 p.m.

**DIRKSEN RESIDENCE**  
1905 Queens Road  
Albany, GA 31707  
*Hosted by Master Direct Jobber Sherry Dirksen (912) 436-5532*  
*Potluck, everyone brings a dish*

### HAWAII

None Scheduled

### IDAHO

- October 4 - Saturday
- November 1 - Saturday
- Meeting - 12 - 3 p.m.

**SHELL RESIDENCE**  
2000 W. Broadway  
Idaho Falls, ID  
*Hosted by Regency Platinum Direct Jobbers Mark & Sherree Schell*  
*Reservations: (208) 524-0322 RSVP*

- October 14 - Tuesday
- November 11 - Tuesday
- Meeting - 7:30-9:30 p.m.

**MCGUFFEY RESIDENCE**  
23446 Freezeout Road  
Caldwell, ID, 83605  
*Hosted by Executive Direct Jobbers Charles and Connie McGuffey*  
*RSVP: (208) 455-2581*

### ILLINOIS

- October 14 - Tuesday
- November 11 - Tuesday
- Meeting - 7:30 p.m.

**BAUER RESIDENCE**  
111 Woodland Trail  
Anna, IL 62906-3904  
*Hosted by Account Directs Norm and Barb Bauer (618) 833-3228*

- October 18 - Saturday
- November 15 - Saturday
- Meeting - 10 a.m.

**LINDLAND SALES OFFICE**  
1421 Winnemac Avenue  
Unit I  
Chicago, IL 60640  
*Hosted by Direct Jobbers Riebert and Diana Lindland (773) 271-5678*

### INDIANA

- October 1, 15 - Wednesday
- November 5, 19 - Wednesday
- Meeting - 7:30 p.m.

**RENTOWN SHOP**

1533 Rentown Rd.  
Bremeon, IN  
*Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839*

### IOWA

None Scheduled

**KANSAS**  
October 2 - Thursday  
November 6 - Thursday  
Meeting - 6:30 - 8 p.m.

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

### KENTUCKY

- October 2 - Thursday
- November 6 - Thursday
- Meeting - 7:30 p.m.

*Hosted by Premier Direct Jobbers Al and Ann Kelly (859) 879-0728 or e-mail: bestal@alltel.net*  
*Call for location, directions and RSVP*

### LOUISIANA

- October 7 - Tuesday
- November 4 - Tuesday
- Meeting - 7 p.m.

**AUTTONBERRY RESIDENCE**  
2520 Swiss Street  
W. Monroe, LA 71291  
*Hosted by Dealer Ellis Auttonberry (318) 396-4348*

### MAINE

None Scheduled

### MARYLAND

- October 17 - Friday
- November 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*

- October 17 - Friday
- November 21 - Friday
- Meeting - 7 p.m.

**GRONER RESIDENCE**  
9208 Todd Ave.  
Fort Howard, MD 21052  
*Hosted by Account Direct Harvey Groner (410) 477-8255*

- October 2 - Thursday
- November 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*

- October 17 - Friday
- November 21 - Friday
- Meeting - 7:30 p.m.

**AL SMITH AUTOMOTIVE**  
3228 E Joppa Road  
Baltimore, MD 21234  
*Hosted by Premiere Direct Jobber Al Smith (410) 882-9696 Al@SynLubes.com*  
*Reservations Required*

### MASSACHUSETTS

None Scheduled

### MICHIGAN

- October 15 - Wednesday
- November 19 - Wednesday
- Meeting - 7 p.m. (Opportunity)
- Meeting - 8 p.m. (opportunity)

**MUGRIDGE RESIDENCE**  
6640 State Road  
Lakeport, MI 48059  
*Hosted by Direct Jobbers Barry and Cathy Muiridge (877) 446-2671*  
*Call for information and scheduling or visit www.pro-oil-1.com*

- October 20 - Monday
- November 17 - Monday
- Meeting - 7 p.m. (info)
- Meeting - 8 p.m. (opportunity)

**KIRBY RESIDENCE**  
644 Shady Maple Drive  
Wixom, MI 48393  
*Hosted by Regency Silver Direct Jobber Tom Kirby (248) 669-9093*  
*Refreshments served, RSVP Required*

- October 6 - Monday
- November 3 - Monday
- Meeting - 7 p.m. (info)
- Meeting - 8 p.m. (opportunity)

**ELLIS RESIDENCE**

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

- October 6 - Monday
- November 3 - Monday
- Meeting - 7 p.m. (info)
- Meeting - 8 p.m. (opportunity)

**RABE RESIDENCE**  
9338 Rawsonville Road  
Belleville, MI 48111  
*Hosted by Dealer Dale Rabe*  
*RSVP at (734) 461-9577 or 355-9747*

### MINNESOTA

- October 16 - Thursday
- November 20 - 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 16 - Thursday
- November 20 - Thursday
- Meeting - 7 p.m.

**MEYER RESIDENCE**  
800 2nd Street  
Cleveland, MN 56017  
*Hosted by Executive Direct Jobbers Charles & Donna Meyer (507) 931-3875*

- October 9 - Thursday
- November 13 - 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 - 7, 21 Tuesday
- November - 4, 18 Tuesday
- Meeting - 11 a.m.

**OLE BILOXI EATERY**  
240 Eisenhower Drive  
Biloxi, MS 39531  
*Hosted by Dealer Jim Day (228) 388-4325*  
*RSVP/Guests Welcome*  
*jwdandy@bellsouth.net*

### MISSOURI

- October 28 - Tuesday
- November 25 - Tuesday
- Meeting - 7p.m.

**REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER**  
711 East Miller Road  
Republic, MO  
*Hosted by Dealer Jim Barnes*  
*Call for directions. (417) 732-2553*

### MONTANA

None Scheduled

### NEBRASKA

None Scheduled

### NEVADA

- October 9 - Thursday
- November 13 - Thursday
- Meeting - 6:30 - 8 p.m.

**AMSOIL PRODUCT CENTER**  
4545 N. Lamb Blvd., Suite. D  
Las Vegas, NV  
*Hosted by Executive Direct Jobber Bob Kaytes and Regency Platinum Direct Jobber Shirley Green (702) 362-4492*

### NEW HAMPSHIRE

None Scheduled

### NEW JERSEY

- October 7, 21 - Tuesday
- November 11, 25 - Tuesday
- Meeting - 7 p.m.

**SEDA-MORALES RESIDENCE**  
154 Woodland Ave.  
Mullica Hill, New Jersey 08062  
*Hosted by Premiere Direct Jobber Ben Seda-Morales (856) 478-6732, cell: (856) 371-1880, home. Please RSVP*

### NEW MEXICO

- October 28 - Tuesday
- November 25 - 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

• October 15 - Wednesday  
 • November 19 - Wednesday  
 Meeting - 7 p.m.  
**O'BRIEN RESIDENCE**  
 436 Mosely Road  
 Fairport, NY 14450  
 Hosted by Dealer Gerry O'Brien  
 (716) 223-8016 Call ahead to reserve a seat

• October 7 - Tuesday  
 • November 4 - Tuesday  
 Meeting - 7 p.m.  
**LOTITO RESIDENCE**  
 89 Owl Creek Road  
 Spencer, NY 14883  
 Hosted by Master Direct Jobber Peter Lotito  
 (607) 589-4148  
 Call ahead to reserve space and confirm location or e-mail lubedalerly@aol.com

• October 9 - Thursday  
 • November 13 - Thursday  
 Meeting - 7:30 p.m.  
**FRITTITTA RESIDENCE**  
 16 LaForge Avenue  
 Staten Island, NY 10302  
 Hosted by Direct Jobbers Vinny and Germaine Frittitta (718) 442-4774

• October 15 - Wednesday  
 • November 19 - Wednesday  
 Meeting - 7:30 p.m.  
**Syracuse AREA**  
 Call ahead for specific location  
 Hosted by Direct Jobber Peter Finnerty  
 (315) 682-9791

• October 15 - Wednesday  
 • November 19 - Wednesday  
 Meeting - 7:30 p.m.  
**NEWARK, NY LOCATION**  
 Call ahead for location  
 Hosted by Dealer Brad Timerson  
 (315) 331-7110

## NORTH CAROLINA

• October 9 - Thursday  
 • November 13 - 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 9 - Thursday  
 • November 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.

• October 9 - Thursday  
 • November 13 - Thursday  
 Meeting - 7 p.m.  
**BURNELL RESIDENCE**  
 9424 Springdale Drive  
 Raleigh, NC 27613  
 Hosted by Premiere Direct Jobbers Chuck and Judi Burnell  
 (919) 870-9633 Call first

• October 14 - Tuesday  
 • November 11 - Tuesday  
 Meeting - 7 p.m.  
**CLEVELAND RESIDENCE**  
 224 Campbell Place  
 Jacksonville, NC 28546  
 Hosted by Dealers George & Nancy Cleveland  
 (910) 346-3866  
 Call first - All Dealers welcome

## NORTH DAKOTA

• October 7 - Tuesday  
 • November 4 - Tuesday  
 Meeting - 7:30 p.m.  
**EVANSON RESIDENCE**  
 725 10th Ave. W.  
 West Fargo, ND 58078  
 Hosted by Direct Jobbers Skip and Anna Evanson (701) 281-1906  
 skipsuperlub@msn.com

## 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 RSVP

• October 11 - Saturday  
 • November 8 - Saturday  
 Meeting - 1 - 4 p.m.  
**LACKORE RESIDENCE**  
 1900 George Avenue  
 Brunswick, OH 44212  
 Hosted by Master Direct Jobber Calvin Lackore (800) 798-9777

• October 5 - Sunday  
 • November 2 - Sunday  
 Meeting - 1 p.m.  
**MERRITT RESIDENCE**  
 650 State Route 131  
 Fayetteville, OH 45118  
 Hosted by Dealers Gordon and Sara Merritt (937) 288-2568

• October 27 - Monday  
 • November 24 - Monday  
 Meeting - 11 a.m.  
**PENA RESIDENCE**  
 2933 West U.S. 20  
 Gibsonburg, OH 43431  
 Hosted by Premiere Direct Jobbers Luis and Sharon Pena  
 Please RSVP to: (419) 349-3451  
 or (419) 297-3451

## OKLAHOMA

• October 4 - Saturday  
 • November 1 - Saturday  
 Meeting - 9 - 11 a.m.  
**GOLDEN CORRAL**  
 9711 E. 71 Street  
 Tulsa, OK  
 Hosted by Regency Gold Direct Jobber Patrick Grady (918) 258-6979 \*Pat

• October 9 - Thursday  
 • November 13 - Thursday  
 Meeting - 7 - 8:30 p.m.  
 Please call for location and reservations for you and your guests.  
 Hosted by Dealers Richard and Brenda Coats (918) 225-5722

• October 9 - Thursday  
 • November 13 - Thursday  
 Meeting - 7 - 8:30 p.m.  
**GOLDIE'S**  
 2005 E. 21st Street  
 Tulsa, OK 74114  
 Hosted by Direct Jobber Kevin Alexander  
 (918) 342-9537  
 Call first to confirm space for you and your guests

• October 9 - Thursday  
 • November 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 Direct Jobber Kevin Alexander (918) 258-6979 RSVP  
 kevin@nordam.com

## OREGON

• October 7 - Tuesday  
 • November 4 - Tuesday  
 Meeting - 7 p.m.  
**MAPES RESIDENCE**  
 25500 NW Svea Drive  
 Hillsboro, OR 97124  
 Hosted by Executive Direct Jobber Marshall Mapes Please RSVP to: (503) 647-5486 or (800) 866-7570

• October 16 - Thursday  
 • November 20 - Thursday  
 Optional Dinner - 6 p.m.  
 Meeting - 7 - 9 p.m.  
**SWEETBRIER INN**  
 7125 SW 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 2 - Thursday  
 • November 6 - Thursday  
 Meeting - 7 p.m.  
**HOFFMAN RESIDENCE**  
 7025 SE 22nd Avenue  
 Portland, OR 97202  
 Hosted by Dealer Dan Hoffman  
 (503) 236-2579 All are welcome

## PENNSYLVANIA

• October 20 - Monday  
 • November 17 - Monday  
 Meeting - 7 p.m.  
**HALLOCK ENTERPRISE STORE**  
 5 Main Street  
 Bradford, PA  
 Hosted by Premiere Direct Jobber Joseph M. Hallock (814) 368-8625  
 T-1 training also available.

## 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 Avenue, Suite 107 N.  
 Charleston, SC 29406  
 Hosted by Dealer George Kerr  
 (843) 747-8200

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

• October - First Tuesday  
 • November - First Tuesday  
 Meeting - 7 p.m.  
**DENNY'S RESTAURANT**  
 2521 Wade Hampton Boulevard  
 Greenville, SC 29615  
 Hosted by Direct Jobber Loel D. Handley  
 R.S.V.P. (864) 989-0755  
 ansoiddealerloel@aol.com

## SOUTH DAKOTA

None Scheduled

## TENNESSEE

• October 21 - Tuesday  
 • November 18 - 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 7 - Tuesday  
 • November 4 - Tuesday  
 Meeting - 7 p.m.  
**MECHANICAL EXCELLENCE, INC.**  
 1223 Crestdell Drive  
 Duncanville, TX 75137  
 Hosted by Dealers Harold and Nancy Andresen  
 (972) 709-5391

• October 21 - Tuesday  
 • November 11 - Tuesday  
 Meeting - 7 p.m.  
**WARD RESIDENCE**  
 310 S. Grove Road  
 Richardson, TX 75081  
 Hosted by Premiere Direct Jobbers Ronald & Sandra Ward (972) 231-0773  
 e-mail: oilmandj@comcast.com

## UTAH

• October - Every Tuesday  
 • November - Every Tuesday  
 Meeting - 7:30 p.m.  
**CHRISTENSEN RESIDENCE**  
 8516 Snowville Drive  
 Sandy, UT 84070  
 Hosted by Master Direct Jobber Neil Christensen, Direct Jobber 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 Dealer Dorsey Greene  
 (801) 253-2701  
 T-1 Certification classes every Friday,  
 pre-paid registration required  
 Everyone welcome; RSVP

## VERMONT

None Scheduled

## VIRGINIA

• November 3 - Monday  
 Educational Seminar  
 • November 4 - Tuesday  
 Dealer Meeting  
 • November 8 - Saturday  
 Dealer Training  
 Saturday meetings: 10 a.m. - noon;  
 Monday meetings 7 - 9:15 p.m.;  
 Tuesday meetings 7 - 9:15 p.m.

**REID RESIDENCE**  
 14600 Cornwall Lane  
 Chester, VA 23836  
 Hosted by Regency Gold Direct Jobbers Gerry & Patricia Reid and Premiere Direct Jobbers David and Rebecca Reid  
 For all meetings, please call (804) 530-1400 to reserve space (804) 530-0179  
 Fax synthoils@comcast.net

• October 13, 27 -Monday  
 • November 10, 24 -Monday  
 Meeting - 7:30 p.m.  
**STANCIL RESIDENCE**  
 240 N. Oceana Boulevard  
 Virginia Beach, VA 23454  
 Hosted by Regency Direct Jobbers Bill & Barbara Stancil (804) 428-6049

• October 13 - Monday  
 • November 10 - Monday  
 Meeting - 7 p.m.  
**GRAVITTE RESIDENCE**  
 1042 Merganser Circle  
 Gloucester, VA  
 Hosted by Premiere Direct Jobbers Cliff & Dee Gravitt (804) 694-0221

• October 7 - Tuesday  
 • November 4 - Tuesday  
 Meeting - 7:30 p.m.  
**PESZKO RESIDENCE**  
 4503 Southampton Arch  
 Portsmouth, VA 23703  
 Hosted by Regency Silver Direct Jobbers Raymond & Karen Peszko (757) 484-9491

• October 7 - Tuesday - "How to Sponsor AMSOIL Dealers"  
 • November 11 - Tuesday - "How to Use the Commercial-Retail Program"  
 Optional dinner - 6 p.m.  
 Meeting - 7 p.m.  
**DAYS INN RESTAURANT**  
 5500 Williamsburg Road  
 Sandston, VA  
 Hosted by Account Directs Roger Riggie and Mel Piggras  
 (804) 737-4874 or (804) 737-9231

## WASHINGTON

• October 20 - Monday  
 • November 17 - Monday  
 Meeting - 6:30 p.m.  
**GASPER'S LUBE SERVICE CENTER & WAREHOUSE**  
 3325 Meridian Avenue East  
 Edgewood, WA 98371  
 Hosted by Executive Direct Jobbers Cliff and Lorna Gasper  
 (253) 864-7618, or (877) 633-7618  
 Everyone Welcome

• October 14 - Tuesday  
 • November 11 - Tuesday  
 Meeting - 7:30 p.m.  
**STOUGARD RESIDENCE**  
 22907 Prairie Road  
 Sedro Woolley, WA 98284  
 Hosted by Premiere Direct Jobbers Marvin & Charlotte Stougard  
 (360) 856-1641 Guests Welcome

• October 9 - Thursday  
 • November 13 - Thursday  
 Meeting - 7 p.m.  
**WALSH RESIDENCE**  
 2220 South Castle Way  
 Lynnwood, WA 98036  
 Hosted by Executive Direct Jobbers Tom & Shirley Walsh (425) 483-2582  
 T-1 certification classes available by appointment with pre-paid registration.  
 • October 14 - Tuesday  
 • November 11 - Tuesday  
 Meeting - 7 p.m.  
**PRUKOP RESIDENCE**  
 10306 86th Avenue East  
 Puyallup, WA 98373  
 Hosted by Direct Jobbers Raymond & Patsy Prukop  
 (253) 845-9755 / 800-267-6450  
 Everyone Welcome!

• October 13, 27 - Monday  
 • November 10, 24 - Monday  
 Meeting - 7:30 p.m.  
**POODLE DOG RESTAURANT**  
 1522 54th Avenue East  
 Fife, WA 98424  
 Hosted by \*Regency Platinum Direct Jobbers Leonard & Eunice Pearson  
 (253) 939-8401 Guests Welcome!

• October 28 - Tuesday  
 • November 25 - Tuesday  
 Meeting - 7:30 p.m.  
**SAMUELSON RESIDENCE**  
 610 E. 20th Street  
 Vancouver, WA 98663  
 Hosted by Direct Jobber Sammy Samuelson (360) 699-5257  
 T-UPS-SW30-OIL (1-877-593-0645)  
 Discussion on product application and oil analysis  
 All are welcome! Please RSVP

## WEST VIRGINIA

None Scheduled

## WISCONSIN

• October 16 - Thursday  
 • November 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

• October 9 - Thursday  
 • November 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

• October 11, 25 - Saturday  
 • November 8, 22 - Saturday  
 Meeting - 1 - 3 p.m.  
**VILLERS RESIDENCE**  
 2600 W. High Street  
 Racine, WI 53404  
 Hosted by Regency Direct Jobber Edie Villers (414) 637-2726 RSVP

• October 2 - Thursday  
 • November 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.

## WYOMING

None Scheduled

## INTERNATIONAL

### ALBERTA

None Scheduled

### BRITISH COLUMBIA

• October 17 - Friday  
 • November 21 - Friday  
 Meeting - 7 p.m.  
**CROSS ROADS RESTAURANT**  
 1821 Sumas Way  
 Abbotsford, B.C., Canada  
 Hosted by Direct Jobber Zain Krikau and Dealer George Epp  
 (604) 826-8966 All welcome.

### MANITOBA

None Scheduled

### NEW BRUNSWICK

• October 20 - Monday  
 • November 17 - Monday  
 Meeting - 7:30 p.m.  
**McLAUGHLIN RESIDENCE**  
 9 Pinder Road  
 Riverview, NB E1B 3Z2  
 Hosted by Direct Jobber Wayne McLaughlin and Dealer Wendell Steeves  
 (506) 386-2896/(506) 387-3197  
 Everyone Welcome

### NEWFOUNDLAND

### NOVA SCOTIA

None Scheduled

### ONTARIO

• October 23 - Thursday  
 • November 27 - Thursday  
 Meeting - 6 - 8 p.m.  
**AMSOIL DISTRIBUTION CENTER**  
 6625 Tomken Road  
 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

### NEW ZEALAND

None Scheduled



# CENTERLINES

...and updates

## HOLIDAY CLOSINGS

Canadian distribution centers will be closed Monday, October 13 for Thanksgiving Day. The Edmonton Distribution Center will be closed Tuesday, November 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Thursday, November 27 for Thanksgiving Day.

## OCTOBER CLOSE OUT

The last day to process October orders in the U.S. and Canada is the close of business on Friday, October 31. The last day to process October orders in New Zealand is the close of business on Friday, October 24. The last day to process October orders in Alaska and Puerto Rico is the close of business on Saturday, October 25. Volume transfers for October business will be accepted until 3 p.m. CDT on Thursday, November 6.

## NEW MOTORCYCLE FILTER

New AMSOIL Motorcycle Filter SMF-136 is now available for purchase. It fits 2003 Harley-Davidson V-Rod motorcycles and is included in motorcycle filter price group 5.



## NEW BEANIE CAP

New knit Team AMSOIL Racing Beanie showcases embroidered logo on the front cuff. Show your AMSOIL racing pride and keep your head warm while snowmobiling, watching snocross and participating in other favorite cold weather activities.

Stock #	U.S.	Can.
G-1849	12.00	19.25

## NEW INTERCEPTOR DATA BULLETINS

New AMSOIL INTERCEPTOR data bulletins, highlighting the features and benefits of new AMSOIL INTERCEPTOR Synthetic 2-Cycle Oil, are available for purchase.

Stock #	U.S.	Can.
G-1955	2.80	4.65



## AMSOIL ADVERTISING

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

### October & November 2003

#### Display Advertisements

<i>American Rider</i>	Sept./Oct. '03	(805) 667-4325
<i>Coast to Coast</i>	Sept./Oct. '03	(805) 667-4100
<i>NOLN</i>	Oct. '03	(805) 796-2577
<i>Powerboat Magazine</i>	Oct. '03	(805) 639-2222
<i>Tracks</i>	Oct. '03	(315) 484-4414
<i>NOLN</i>	Nov. '03	(805) 796-2577
<i>Sno-X</i>	Nov. '03	(763) 595-0808
<i>Snow Goer</i>	Nov. '03	(805) 667-4325
<i>Tracks</i>	Nov. '03	(315) 484-4414

#### Catalog Showcase Advertisements

<i>4-Wheel &amp; Off-Road</i>	Oct. '03	(323) 782-2000
<i>Car Craft</i>	Oct. '03	(323) 782-2000
<i>Eurotuner</i>	Oct. '03	(323) 782-2000
<i>Mustang &amp; Fords</i>	Oct. '03	(323) 782-2000
<i>Mustang Monthly</i>	Oct. '03	(323) 782-2000
<i>Rod &amp; Custom</i>	Oct. '03	(323) 782-2000
<i>Super Street</i>	Oct. '03	(323) 782-2000
<i>Hot Bike</i>	Oct. '03	(714) 939-2400
<i>Hod Rod Bikes</i>	Oct. '03	(323) 782-2000
<i>Street Chopper</i>	Oct. '03	(714) 939-2400
<i>5.0 Mustang &amp; Super Fords</i>	Nov. '03	(323) 782-2000
<i>Chevy High Perf.</i>	Nov. '03	(323) 782-2000
<i>Circle Track</i>	Nov. '03	(323) 782-2000
<i>Stock Car Racing</i>	Nov. '03	(323) 782-2000

## NEVADA SALES TAX

Effective October 1, the Nevada sales tax will increase from 7.25 percent to 7.50 percent.

## AMSOIL SPECIAL FREIGHT REQUESTS AND SERVICES POLICY

### Lift Gate Service (LTL=Common Carriers)

Customers can request lift gate service at time of ordering if they do not have a method of unloading large orders, 30 and 55 gallon drums or totes. Not all carriers offer this service, so when requesting it, please allow additional time for delivery. If lift gate service is requested, the consignee pays all costs for the additional service and will be charged the actual cost. Because these costs can vary dependent upon the carrier used, it is recommended prior to placing the order to contact the distribution center from where the order is being shipped to obtain these costs. This is necessary because carriers are responsible for moving shipment to the back of the trailer to be unloaded, but not responsible for unloading shipment.

### Call Before Delivery Requests (LTL=Common Carriers)

At time of order, customers can request to be contacted prior to delivery. A daytime phone number must be pro-



vided, with instructions to call before delivery. The carrier will contact the customer prior to delivery to set up a delivery time. If this service is requested, the consignee pays all costs for the additional service and will be charged the actual cost. Because costs can vary dependent upon carrier used, it is recommended prior to placing the order to contact the distribution center from where the order is being shipped to obtain these costs.

Any other requests for special services will be charged to the consignee at actual costs.

### FREIGHT ADDED TO LITERATURE ITEMS

Effective November 1, 2003 freight will be added to the following items. See the freight rate table in the G-15 Literature and Sales Aids Price List for specific rates.

G-07PC	Preferred Customer Starter Kit	1.2 lbs.
G-07Y	Dealer Starter Kit	3.7 lbs.
G-1312	Literature Pack	5.8 lbs.
G-700	Dealer Business Manual	8.3 lbs.

### AMSOIL SHOCK THERAPY SUSPENSION FLUIDS

Formulated with shear stable synthetic basestocks with high viscosity indices, AMSOIL Shock Therapy Suspension Fluids effectively reduce friction, heat, wear, foaming and aeration, while seal conditioners keep seals soft and pliable. Available in light and medium formulations, AMSOIL Shock Therapy Suspension Fluids are recommended for front forks and shocks on motocross and cruiser motorcycles, ATVs, snowmobiles and other racing and recreational vehicles.

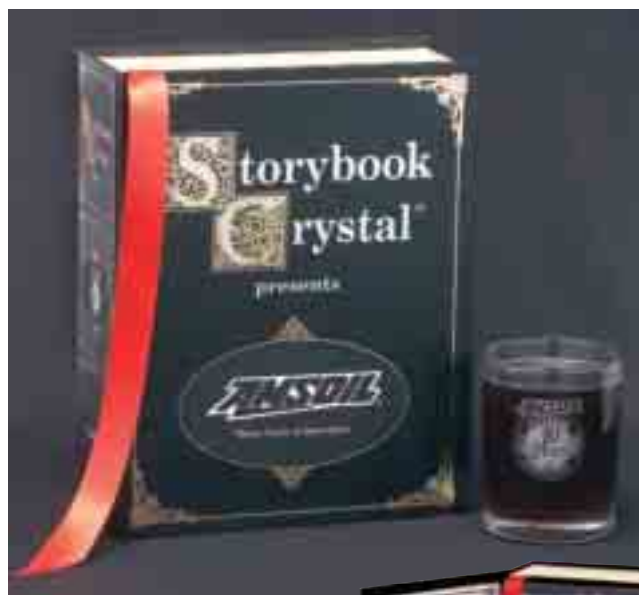


#### Shock Therapy Suspension Fluid (lightweight grade)

Stock #	Pkg/Size	Comm. Credits	Dealer/P.C. Cost
STL-QT	(1) quart	4.60	6.45
STL-01	(12) quarts	55.20	73.80
STL-05	(1) 5-gal. pail	80.00	114.75

#### Shock Therapy Suspension Fluid (medium grade)

Stock #	Pkg/Size	Comm. Credits	Dealer/P.C. Cost
STM-QT	(1) quart	4.35	6.10
STM-01	(12) quarts	52.20	69.60
STM-05	(1) 5-gal. pail	75.75	108.75



### 30TH ANNIVERSARY STORYBOOK CRYSTAL

Limited Edition AMSOIL 30th Anniversary Storybook Crystal Glasses powerfully, poignantly and permanently tell the AMSOIL story in a set of four beautifully etched crystal glasses. Glasses and corresponding story are incorporated into a hardbound storybook presentation box. Each 14 oz. glass features its own unique design with the AMSOIL 30th Anniversary logo etched on the back. Order while supplies last.

Stock #	U.S.	Can.
G-1850	69.00	112.50

### NEW FLOWZAIR AIR FILTERS

The new FLOWZAIR TS-111 and TS-191 Air Filters are now available for purchase. The TS-111 fits 1996-2002 Chevrolet and GMC light-duty truck applications and replaces the Hastings AF513, the GMC 15998574 and 25168081, the AC Delco A11300C and the Baldwin RS3707. It is included in FLOWZAIR price group 6.

The TS-191 fits 1995 and later Ford Mustang and Lincoln Continental applications, as well as 1997 and later Ford light-duty truck and van applications. It replaces the Hastings AF484, the Ford F50Y-9601-A, the Motorcraft FA1615 and the Baldwin PA4075 and is included in FLOWZAIR price group 5.

### HARLEY-DAVIDSON SHOVELHEAD OIL RECOMMENDATION

Produced from 1953 through 1984, Harley-Davidson Shovelhead engines are still prevalent on the roadways. A frequently raised question regards which AMSOIL Motor Oil to use in these engines. Unlike other Harley-Davidson engines in which AMSOIL 20W-50 Synthetic Motorcycle Oil (AMV) is the primary recommendation, the primary recommendation for Shovelhead engines is AMSOIL SAE 60 Synthetic Super Heavy Weight Racing Oil (AHR).

# Inject New Life Into Your Equipment with AMSOIL INTERCEPTOR 2-Cycle Oil



AMSOIL INTERCEPTOR Synthetic 2-Cycle Oil provides unsurpassed protection, performance and clean engine operation in recreational two-cycle equipment operating in both hot and cold temperature extremes. Specially formulated to eliminate power valve deposits, ring sticking and plug fouling. Dramatically reduces wear on cylinders, pistons and bearings. Reduces smoke and odor and effectively extends engine life. Recommended as an injector oil or at a 50:1 mix ratio in carbureted, electronic fuel injected

(EFI) and direct fuel injected (DFI) snowmobiles, personal watercraft, motorcycles, ATVs and jet boats.

## Synthetic INTERCEPTOR 2-Cycle Oil API TC/JASO FC

Stock #	Pkg./Size	Wt. Lbs.	U.S. Cost	CAN Cost
AIT-QT	(1) Quart	2.1	5.10	8.25
AIT-01	(12) Quarts	25.0	58.20	94.20
AIT-1G	(1) Gallon	8.0	19.58	32.10
AIT-04	(4) Gallons	33.0	75.60	122.20



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

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