



ACTION NEWS

© AMSOIL INC 2004

The First in Synthetics

OCTOBER 2004

AHEAD OF THE CURVE

**New Line of AMSOIL
Synthetic Gear Lubes
Hits the Road**



**The New Marine Dual
Remote Filtration System**



**Torque-Drive™ V. TranSynd™
A Head-to-Head Comparison**

Q-100 RETAIL CATALOG

INCLUDED IN THIS ISSUE

From the President's Desk...



I just read about another oil company that has recently jumped on the synthetic bandwagon. ConocoPhillips has introduced a new family of "synthetic blend" motor oils. I understand these new oils are priced lower than most competitive synthetics.

It's pretty obvious that the way to significantly lower the price of any oil is to put lesser quality ingredients into it. Because there is no true official standard for what can be termed a "synthetic" oil, it is possible to make a synthetic blend with very little actual synthetic content and call it "synthetic" motor oil. And with no performance tests or track record, who's to know how an oil with less synthetic content compares with oils of proven quality like AMSOIL Synthetic Lubricants? Only time (and the comparison tests AMSOIL publishes) will tell!

Needless to say, any oil that contains only a minimum of synthetic will and should have a lower price tag than oils with a significant synthetic content. Price is usually a good indication of what is and is not in a synthetic blend. I have no information about the new ConocoPhillips synthetic blend motor oils, except that they needed to reformulate to meet the latest ILSAC GF-4 specs and adding some synthetic content helped them do that.

AMSOIL has been manufacturing synthetic motor oils for over thirty years. From the first oil we made right up to our present oils, our focus has always been on quality and performance. We are known in the industry as a company that always wants the

very best performing additives and base stocks. We are not interested in cutting corners at the expense of performance. Our customers expect our products to be the very best, and we make sure they are.

One thing I have always been proud of is the fact that over the years our oils have always been good enough to pass new specification requirements without the need to reformulate. We stay ahead of the curve, constantly improving our products to deliver superior performance before the industry requires it. We actually place greater demands on our products than the marketplace or equipment manufacturers require, so when a new performance spec is introduced our oils are ready to meet and exceed it.

With all the years of experience we have at formulating synthetic lubricants, we guard our formulas religiously. No other company has the know-how or expertise to make synthetic oils as well as we can. The fact is, we really don't concern ourselves with how much or little synthetic is in our competition's products. They have to live with their product's mediocre performance when tested against AMSOIL.

That's why we take every opportunity to show our superiority in industry-accepted performance tests published on our containers and in our sales literature. If you wonder how it is we always show better results in these tests, it's because of exactly what I have been talking about here. What our oils are made of is better. You need to know that when selling AMSOIL products. Better performance doesn't just happen. It is engineered into every oil we make.

I have always said that once in a while a person has got to toot his or her own horn. I guess I've been tooting my horn pretty good in this message, but these are things I feel you need to know when you're up against the competition. The fact is, when comparing apples and apples, AMSOIL really has no competition. While the other oil companies have been formulating their oils down to a price, we have been formulating ours up to the highest performance standards.

When you think about it, how many other oil companies even make a 100% synthetic motor oil? Or how many actually have enough confidence in their product to make drain recommendations? There are many ways to make a "synthetic" motor oil, but only AMSOIL uses the absolute best base stocks, additives, and expertise to make oils that not only perform, but outperform!

Along those lines, this *Action News* introduces a new line of AMSOIL Synthetic Gear Lubes that are also top performers. Each is formulated to meet the specific demands of modern vehicles and equipment. Read about them and introduce your customers to them. AMSOIL is once again ahead of the curve when it comes to synthetic lubrication!

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

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

DEALERS IN ACTION!

'96 Tacoma Passes 196,000 Miles – Still Going Strong

Tommy Hamilton of Hamilton Classic Cars, Chester, Va. began using AMSOIL motor oil in 1986. He also sells AMSOIL products to customers at his used car lot.

In 1996 Hamilton bought a 1996 Toyota Tacoma 4X4 with a 2.7L four cylinder engine, five speed manual transmission. The engine and drive train were changed to AMSOIL lubes at 6,000 miles. He put AMSOIL Series 2000 0W-30 Synthetic Motor Oil in the engine and AMSOIL 75W-90 Gear Lube in the drive train. He also put 196,000 miles on the engine in that time.

This truck is used in extremely heavy service. In the used car business he's always pulling a car carrier, transporting vehicles to and from the car lot. He frequently tows a 14-foot enclosed trailer taking go carts and equipment to races.

For recreation, Hamilton has a 19-foot ski boat he also tows frequently. All of this towing, with this 2.7L four cylinder engine. He said he can maintain more than 70 miles per hour when towing with no problem. The engine runs as strong as it was when it was new, and has had no mechanical problems or maintenance except for the four oil changes since changing to AMSOIL Series 2000 0W-30. The only part that has been replaced is the starter.



CLASSIC MILEAGE – Tommy Hamilton, Chester, Va., shown at his home with his 1996 Toyota Tacoma 4 x 4 with more than 196,000 miles on the engine. The truck, reports Hamilton, still runs like new.

Hamilton has passed the truck on to his son, Jeff, who plans to run it at least another 196,000 miles.

AMSOIL Keeps Compressor Engine Clean

Air compressors do heavy duty, often running many hours a day, every day.

Jerome Clampitt II buys all of his AMSOIL products from his father, Jerome Clampitt, in Jacksonville, Fla.

The elder Clampitt owns On Site Truck Service, a mobile truck repair business. He's also an AMSOIL Dealer.

"I run AMSOIL motor oils and lubricants in everything I have," the elder Clampitt said. "So does my son."

Almost two years ago, the younger Clampitt, who is a subcontractor, bought a new air compressor with a 5.5 horsepower Honda engine. "This compressor



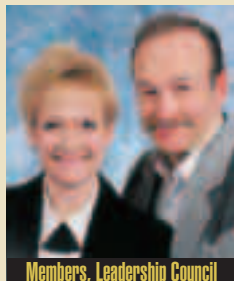
runs four to five days a week, all day long," said the elder Clampitt. His son installed AMSOIL 10W-30 Synthetic Motor Oil and AMSOIL Synthetic Compressor Oil in his compressor when he bought it, Clampitt said.

"Recently, it lost compression," said Clampitt, who serviced the compressor. "Upon removing the head I found the problem to be weak valve springs. The inside was beautiful. It still has the hatch marks in the cylinder wall. Two springs, grind the valves, a few gaskets later and he's going again. Thanks AMSOIL."

MONTHLY LE



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



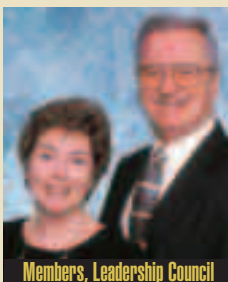
Mark and Sherree Schell
 Idaho
 ★★Regency Platinum Direct
 Jobbers
 Second—Total Organization
 Third—Personal Group Sales



Leonard and Eunice Pearson
 Washington
 ★★Regency Platinum Direct
 Jobbers
 Third—Total Organization



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



Gerry and Patricia Reid
 Virginia
 Regency Platinum Direct
 Jobbers
 Eighth—Total Organization
 Fifth—Personal Group Sales
 Fifth—New Qualified Dealers
 and Accounts



Larry and Kathryn Chambless
 Georgia
 Regency Gold Direct
 Jobbers
 Ninth—Total Organization
 Fourth—New Qualified
 Dealers and Accounts



William and Judith Shirk
 Maine
 Regency Platinum Direct
 Jobbers
 Tenth—Total Organization
 Ninth—Personal Group
 Sales



Thomas and Sheila Shalin
 Kansas
 Regency Platinum Direct
 Jobbers
 Eighth—Personal Group
 Sales
 Third—New Qualified
 Dealers and Accounts



Herschel L. Gates
 Florida
 Premiere Direct Jobber
 Fourth—Commercial and
 Retail Marketing



Edwin L. Greenwood
 Oregon
 Master Direct Jobber
 Fifth—Commercial and
 Retail Marketing



David G. Douglas
 Michigan
 Account Direct
 Sixth—New Qualified Dealers
 and Accounts



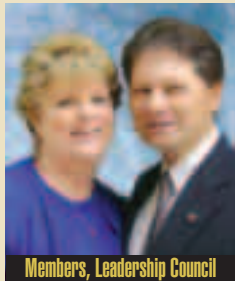
Donald and Joyce Nichols
 Virginia
 Regency Platinum Direct
 Jobbers
 Seventh—New Qualified Dealers
 and Accounts

HALL OF FAME

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



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



Members, Leadership Council
George and Shirley Douglas
Florida
Regency Platinum Direct Jobbers
Sixth—Total Organization
Seventh—Personal Group Sales
Second—New Qualified Dealers and Accounts



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



Bud & Lorna Bourquin
Minnesota
Regency Silver Direct Jobbers
Tenth—Personal Group Sales



Michael H. Ellis
Michigan
Regency Gold Direct Jobbers
FIRST—Commercial and Retail Marketing



Victor Usas
Ontario
Direct Dealer
Second—Commercial and Retail Marketing



Ches H. Cain
Texas
Master Direct Jobber
Eighth—New Qualified Dealers and Accounts



Patrick and Donna Grady
Oklahoma
Regency Gold Direct Jobbers
Ninth—New Qualified Dealers and Accounts



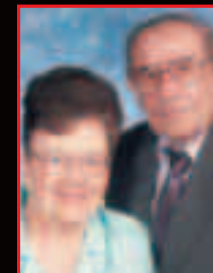
Michael and Eileen Kaufman
Michigan
Regency Direct Jobbers
Tenth—New Qualified Dealers and Accounts



Shirley Green,
Regency Platinum



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



Harold and Marcile Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
Regency Platinum



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

HIGHER LEVELS OF

REGENCY DIRECT JOBBER



James and Juli Graydon
Florida

MASTER DIRECT JOBBER



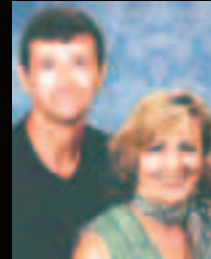
Ches H. Cain
Texas

EXECUTIVE DIRECT JOBBER



Larry Gray
California

PREMIERE DIRECT JOBBER

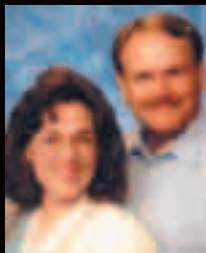


David and Brenda
Pasterniak
Arizona



Raymond and Patricia
Prukop
Washington

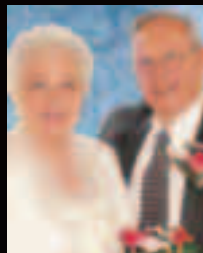
NEW DIRECT JOBBER



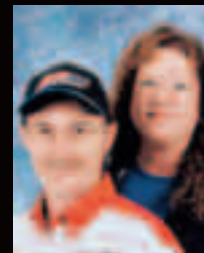
Jerry and Mary
Criswell
Texas
Sponsors:
Jimmie and Helen Blanton
Direct: Jimmie and Helen Blanton



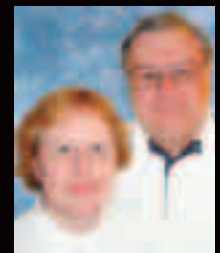
Anthony Gregor, Jr.
Indiana
Sponsors:
Ronald and Barbara Gambill
Direct Jobbers:
Ronald and Barbara Gambill



Merlyn and Mary Lou
Johnson, Iowa
Sponsors:
Charles and Margaret Johnson
Direct Jobbers:
LaDonna Harrison & LaVel Rude



Kent and Chriseen Peay
Tennessee
Sponsors:
Norman and Barbara Ayres
Direct Jobbers:
Norman and Barbara Ayres



Shirley and Marianne
Tuck
Virginia
Sponsors: Paul and Patricia Davis
Direct Jobbers:
Gerry and Patricia Reid

First Time 1500 Level Honor Achievers 1500 monthly commission credits 20 Dealers sponsored

Roy R. Hans, Indiana Sponsors: M. James and Nancy McEvoy

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

Matt Collins, Tennessee Sponsors: Daniel and Judy Watson

Kevin Korzan, New Mexico Sponsors: J.W. and Jessie Palmer

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

Wayne Becker, Minnesota Sponsor: Dave K. Niles

Richard Bezotte, Minnesota Sponsors: Chester and Penny Gustafson

Everett H. Dexter, South Carolina Sponsors: Loel and Karen Handley

Lawrence E. Hill, Ohio Sponsor: Thomas E. Patterson

Derek M. Kolb, Kentucky Sponsors: Larry and Kathryn Chambless

Steve and Mary Martindale, Oregon Sponsors: Marshall and Alana Mapes

Scott and Stephenie Vallie, Texas Sponsors: Scott and Anita Plummer

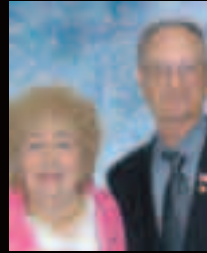
RECOGNITION

July 2004

NEW DIRECT DEALERS



John Fisher, Jr.
Pennsylvania
Sponsor: Marilyn Steinleitner
Direct Jobber: Marilyn Steinleitner



Robert and Clara Teague
Missouri
Sponsors:
Robert and Audrey Barhorst
Direct Jobbers:
Robert and Nancy Zukas

NEW ACCOUNT DIRECTS



Kyle and Diann Preston
Texas
Sponsor: Emery Crane, Jr.
Direct Jobbers:
David and Carol Bell



David G. Douglas
Michigan
Sponsors:
Gordon and Lorrie Douglas
Direct Jobbers:
George and Shirley Douglas

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

- James M. Baskins**, *South Carolina* Sponsor: David T. Larson
- Roger V. Boardman**, *Texas* Sponsors: David and Carol Bell
- Michael Colvin**, *Minnesota* Sponsors: Karl and Gladyce Pelovsky
- Brent R. Dieker**, *Illinois* Sponsor: Connie Luczak
- Edward K. Endee**, *Connecticut* Sponsor: Wallace G. Savage
- William Feddema**, *Minnesota* Sponsor: George D. Will
- Ronald V. Fite**, *Oregon* Sponsor: Edwin L. Greenwood
- Scott Hawkes**, *Michigan* Sponsors: David and Eline Haunschild
- Ken Hulbert**, *British Columbia* Sponsor: Richard Lamonde
- Robert and Keyna Kirschner**, *Oklahoma* Sponsors: Kenneth and Karen Deemer
- Ian S. Lacasse**, *Vermont* Sponsor: Joseph E. Kelly
- Steven and Linda Link**, *Wisconsin* Sponsor: William P. McCarthy
- Daneil Miller**, *California* Sponsors: Larry and Kathleen Gray
- James J. Morin**, *Illinois* Sponsors: Paul and Lois Diller
- Trevor Murray**, *Prince Edward Island* Sponsor: Trevor Macdonald
- Douglas A. Norris**, *Indiana* Sponsor: Anthony Gregor Jr.
- Wayne and Marlene Peter**, *North Dakota* Sponsors: Thomas and Doreen Schmit
- John D. Rush**, *Illinois* Sponsor: Michael H. Ellis
- Greg E. Spreen**, *Texas* Sponsors: Michael and Pamela Westwood
- John B. Somers**, *New York* Sponsors: Richard Jr. and Holly Guilz
- Gregory and Marcy Thurman**, *Florida* Sponsor: Dave Mann

AHEAD OF THE CURVE

AMSOIL Introduces Its New Line of Synthetic Gear Lubes

The automotive industry is not static. With technology constantly improving, vehicle and engine designs change. Today's vehicle line-up is vastly different than it was 10 years ago, with SUVs and trucks representing the fastest growing segment of the U.S. automotive market. In addition, the industry is moving away from front wheel drive vehicles, and rear wheel drive vehicles are making a strong comeback. The rapidly changing and diversifying vehicle market requires new and improved gear lubricants.

What has changed?

Modern vehicles are designed with more horsepower and torque than in years past, allowing them to haul and tow heavier and heavier loads. This results in higher gear loading and hotter running differentials. In addition, factors such as increased interior space and lower floor boards push axles higher into the vehicle's body, reducing air flow and increasing heat. The closer proximity of the axles to the exhaust system also effectively raises heat, while more aerodynamic body styles and air dams result in restricted airflow to the differentials.

A number of factors cause SUV, pickup truck and van gears to operate under more severe conditions than over-the-road trucks, contributing to increased temperatures, higher gear loading and shorter drain intervals. First, these vehicles have smaller gears that must

handle higher loads per square inch of surface area. Second, their smaller sump sizes (and lower volume of gear lube) cannot dissipate heat as well as larger sump sizes. Third, air flow is significantly reduced compared to over-the-road trucks. Fourth, these vehicles are subject to more frequent stop and go driving conditions and are more susceptible to moisture from condensation due to varying temperature fluctuations.

The AMSOIL Solution

In order to optimize its gear lubes for modern applications, AMSOIL has updated its gear lube formulations.

SEVERE GEAR™ Synthetic Extreme Pressure Gear Lubes (75W-90 & 75W-140)

Specially formulated for severe duty applications, AMSOIL SEVERE GEAR™ Synthetic Extreme Pressure Gear Lubes are excellent for vehicles that experience towing, hauling, steep hill driving, commercial use, racing, off-road use, rapid acceleration, stop and go driving and high ambient temperatures. AMSOIL SEVERE GEAR™ Gear Lubes are formulated with increased levels of premium quality additives, allowing improved limited-slip and locking differential performance.

And with high viscosity indices, SEVERE GEAR™ Gear Lubes provide an extra level of protection at high temperatures. Extra additives provide additional insurance against wear in case of a lubricant film breach. These additives provide an iron sulfide barrier



coating that effectively prevents micro-welding that leads to heat and friction. This allows AMSOIL SEVERE GEAR™ Gear Lubes to prevent thermal runaway, a phenomenon caused by a lubricant's inability to control friction and increased heat under high-stress conditions. By preventing thermal runaway, AMSOIL SEVERE GEAR™ Gear Lubes inhibit component damage and rapid lubricant degradation.

SEVERE GEAR™ Synthetic 75W-90 Gear Lube (SVG) replaces Series 2000 Synthetic 75W-90 Gear Lube (TGR).

SEVERE GEAR™ Synthetic 75W-140 Gear Lube (SVO) replaces Series 2000 Synthetic 75W-140 Gear Lube (TGO).

Long Life Synthetic Gear Lubes (75W-90 & 80W-140)



AMSOIL Long Life Synthetic Gear Lubes are formulated with new and enhanced additives designed specifically for extended drain intervals of up to 500,000 miles in over-the-road trucks.

Long Life Synthetic Gear Lubes are engineered to protect gears better than conventional gear oils, resisting acid, carbon and varnish formation and oxidative breakdown. Their superior shear stability allow them to maintain their viscosity during extended service.

The enhanced 80W-140 formulation replaces the former 85W-140 formulation, allowing a greater operating range and improved cold temperature performance.

AMSOIL Long Life Synthetic Gear Lubes are available in five gallon buckets, excellent for use with lube dispensing pumps.

Long Life Synthetic 75W-90 Gear Lube (FGR) replaces Synthetic 75W-90 Gear Lube (AGR).

Long Life Synthetic 80W-140 Gear Lube (FGO) replaces Synthetic 85W-140 Gear Lube (AGO).

80W-90 Synthetic Gear Lube

The 80W-90 gear lube market is mineral oil based. New reformulated AMSOIL 80W-90 Synthetic Gear Lube is designed as a high quality synthetic replacement for mineral gear oils. It is a multifunctional product designed to surpass the requirements of equipment and automotive applications calling for an SAE 80W-90 viscosity grade. Its naturally high viscosity index and shear stable construction provide improved cold temperature performance, while extreme pressure additives provide excellent protection for gears and bearings. AMSOIL 80W-90 Synthetic Gear Lube is competitively priced, making it an excellent choice for cost conscious customers.



Existing Synthetic Gear Lube and Series 2000 Synthetic Gear Lube formulations will remain available while supplies last.



G-2039 AMSOIL Hand Pump 9.95 U.S. 15.95 Can.

AMSOIL Synthetic Gear Oil Recommendations

Application / Recommendation	Over-The-Road Truck Differentials	Heavy Equipment Differentials	Medium Duty Truck, Bus, Delivery/Utility Vehicle Differentials	Light-Duty Truck, SUV, Turbo Diesel Differentials	Personal Passenger Car Differentials	Special Use, Racing, 4x4 Offroad Differentials
FIRST	FGR, FGO	SVG, SVO	SVG, SVO	SVG, SVO	SVG	SVG, SVO
SECOND	SVG, SVO	FGR, FGO	FGR, FGO	FGR, FGO	FGR	FGR, FGO
THIRD (SAE 80W-90)	AGL	AGL	AGL	AGL	AGL	AGL

AMSOIL has optimized gear lube performance for specific operating conditions. However, AMSOIL gear lubes are multi-functional and may be used in many different applications. This chart conveys the best AMSOIL recommendation based on product design and operating environment.

First row product recommendations offer superior performance in the respective applications. Second row product recommendations offer excellent performance in the respective applications. The third row is exclusive to SAE 80W-90 viscosity.

AMSOIL Severe Gear™ 75W-90 (SVG) and 75W-140 (SVO) synthetic gear lubes have a performance emphasis on the extreme pressure and high heat of today's vehicle differentials.

AMSOIL Long Life 75W-90 (FGR) and 80W-140 (FGO) synthetic gear lubes have a performance emphasis on 500,000 mile extended drain intervals associated with larger sumps and lower operating temperatures of over-the-road truck differentials.

AMSOIL 75W-90 synthetic gear lubes will outperform conventional 80W-90 gear oils in all applications and may be used as a replacement. AMSOIL offers 80W-90 (AGL) synthetic gear lube for those customers requiring this specific viscosity grade.

AMSOIL ATF Maximizes Automatic Transmission Efficiency and Life



Over 40 percent of total energy loss in an automatic transmission can be attributed to the act of pumping automatic transmission fluid to the transmission's working components during transfer of power. The mechanical efficiency of an automatic transmission is directly affected by the viscosity of the transmission fluid. When temperatures drop and cause ATF to thicken, transmission efficiency and power decline. Industry tests on torque loss demonstrate that a temperature increase of 150 degrees F increases transmission efficiency by up to 37.5 percent. In other words, as viscosity decreases,

transmission efficiency increases.

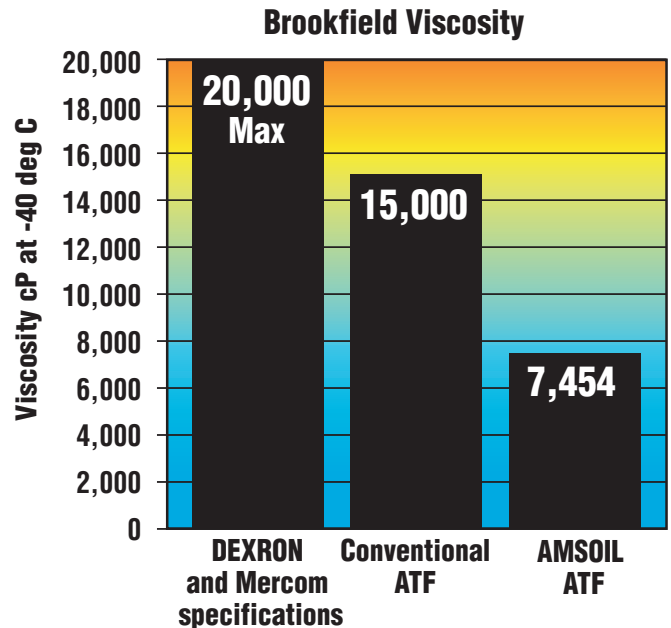
Higher quality automatic transmission fluids can have a profound impact on transmission efficiency. Automatic transmission fluids with lower cold temperature pumpability properties effectively keep transmissions running efficiently during cold weather, maximizing both transmission power and fuel economy.

The Brookfield Viscosity Test gauges a transmission fluid's viscosity in cold temperature conditions. Current industry specifications dictate that Brookfield Viscosity not exceed 20,000 cP. While the average conventional transmission fluid has a Brookfield Viscosity of 15,000 cP, AMSOIL Synthetic Automatic Transmission Fluid far exceeds the minimum standard with a Brookfield Viscosity of 7,454 cP, ensuring maximum transmission efficiency and power even in the coldest winter temperatures.

AMSOIL Synthetic Automatic Transmission Fluid exhibits outstanding oxidation stability, preventing viscosity increase that leads to reduced transmission efficiency and cold temperature performance.

While the use of AMSOIL ATF ensures maximum transmission efficiency, its shear stability and premium anti-wear additives also

ensure superior wear protection, exceeding industry standards in the Four-Ball Wear Test, FZG Test, Vickers Wear Test and Falex Extreme Pressure Test (see test results below).



AMSOIL Synthetic Automatic Transmission Fluid maintains a low cold temperature viscosity, as demonstrated by its performance in the Brookfield Viscosity Test, and it is pumpable at much lower temperatures than conventional automatic transmission fluids.

ASTM Wear Tests	Performance Standards	AMSOIL Performance
Four-Ball Wear Test (ASTM D-4172B) 100°C and 150°C Average 600 RPM, 40 KG, 2 hr.	Mercon V: 0.61 max.	0.38
FZG ASTM Test	Mercon V: 11 min.	12
Vickers Wear Test (ASTM D-2882 Mod)	Mercon V: 10.0 max. DEXRON III: 10.0 max.	2.8 2.8
Falex Extreme Pressure Test (ASTM D-3233)	Mercon V: 750 lbs.	1500
ASTM Oxidation Tests		
Aluminum Beaker Oxidation TEST (ABOT) % viscosity increase 40°C 300 hrs.	Mercon V: 25.0 max.	0.03

AMSOIL Torque-Drive™

Goes Head-to-Head

With TranSynd™

When Castrol, in conjunction with Allison Transmissions, introduced TranSynd™ synthetic transmission fluid, together they had manufactured a mini-monopoly.

Allison established a fluid quality specification called Technical Engineering Specification-295 (TES-295). Operators using TES-295 oils can extend drain intervals according to Allison recommendations. Operators are also able to purchase the Extended Transmission Coverage (ETC) warranty, which is an additional warranty beyond the standard Allison warranty.

The catch is only one TES-295 formulation exists and all companies selling licensed TES-295 products are selling the same formulation. Competitive companies are effectively blocked from entering this market because

test stands to qualify the product are not in service and there is not a well-defined field test protocol established. With no competition, Allison and Castrol can charge exorbitant prices for TranSynd™, leaving the consumer no choice but to pay if they want extended drain intervals and transmission warranty coverage.



Enter AMSOIL to offer some healthy competition. With Torque-Drive™ Synthetic Heavy-Duty Transmission Fluid, AMSOIL successfully

“reverse engineered” TranSynd’s™ chemical composition so carefully that not even sophisticated laboratory analysis can accurately measure the difference between these two products. This is why AMSOIL can claim Torque-Drive™ to be a TES-295 quality oil. The only difference customers will notice between the competing oils is the price. Torque-Drive™ at commercial pricing is considerably less expensive than TranSynd™.

Torque-Drive™ was also developed with the same high-quality standards as all AMSOIL products, ensuring a number of benefits over conventional petroleum transmission fluids, including dramatically extended drain intervals, superior lubricity and transmission component protection.

In a head-to-head comparison with the Extended Transmission Coverage (ETC) combined with TranSynd™, Torque-Drive™ proves to be a much more cost-effective option. The reason is that even if your fleet had a 10% non-lubricant related transmission failure rate, it will cost less to use AMSOIL Torque-Drive™ than it does for ETC and TranSynd™ combined. And AMSOIL maintains a comprehensive warranty cover-

age program in the unlikely event of a lubricant-related transmission failure. This means you come ahead financially with the use of AMSOIL Torque-Drive™.

With AMSOIL Torque-Drive™, you can take advantage of the financial savings of extended drain intervals associated with TES-295 synthetic transmission fluids without having to pay the high price of TranSynd.

AMSOIL Torque-Drive™ v. TranSynd™

Cost Analysis of 100 Bus Fleet (Transit/Shuttle)

Transmission Model	B400/300hp	B500/420-500hp
Investment		
# of Transmissions	50	50
New Transmission Cost	\$13,463.00	\$14,960.00
Total Transmission Investment	\$673,150.00	\$748,000.00
	= \$1,421,150.00	
Failure Rates/Industry Averages		
Transit busses in major metropolitan areas see an average failure rate of 5-15%. For our purposes, we'll use the average of 10%		
Rebuild/Exchange Costs	\$5,006.00	\$8,385.00
Core Charge (if not returned)	\$6,800.00	\$7,300.00
Expected Cost for Failures		
Rebuilt/Exchange	\$5,006.00	\$8,385.00
	x5 (10% of 50)	x5 (10% of 50)
Total Rebuilt/Exchange Cost	\$25,030.00	\$41,925.00
	= \$66,955.00	
Allison Extended Warranty Cost		
Transmissions	50	50
Cost per transmission	\$2,000.00	\$2,600.00
Total ETC 3 year costs	\$100,000.00	\$130,000.00
	= \$230,000.00	
	Castrol TranSynd™	AMSOIL Torque-Drive™
Cost Per Gallon	\$28.00	\$19.50
Gallons per truck per year	6	6
Oil Cost per truck per year	\$168.00	\$117.00
Oil Cost per 100 trucks per year	\$16,800.00	\$11,700.00
Extended out 5 years	x 5	x 5
Oil Cost for 5 Years	\$84,000.00	\$58,500.00
ETC 3 Year coverage cost	\$230,000.00	_____
Industry 10% average fail rate	_____	\$66,955.00
Total Cost	\$314,000.00	\$125,455.00

Marine Dual Remote

Hard-working engines come in all shapes and sizes, from heavy-duty diesels to high performance racing engines. Though seldom recognized as part of this group, marine engines include some of the hardest working, hottest running engines out there.

Marine engines, from those found in recreational watercraft to larger commercial boats, often sit idle in storage for weeks or months and when put on the water are required to run at full throttle for extended periods of time. These torturous conditions place tremendous stress on engines and engine oils. Since clean engine oil is critical for ensuring proper operation and protection, AMSOIL recommends the use of the Marine Dual Remote Filtration System (BMK-18).

The AMSOIL Dual Remote and By-Pass filtration systems have been an integral part of the company's advanced engine protection product line.

Building on the customer-proven success of automotive dual remote and by-pass filtration technology, the Marine Dual Remote Filtration System was created to address the specific severe operating environment of marine engines in both salt and fresh water. For example, the hoses are U.S. Coast Guard approved, the fasteners and the mounting brackets on the BMK-18 are stainless steel and the hose connectors are aluminum plated, making them significantly more corrosion resistant. Specifically designed for recreational and light commercial marine applications that use inboard or inboard/outboard stern drive engines, the Marine Dual Remote Filtration system offers easily accessible remote mounting capability for a full flow spin-on oil filter and a spin-on style by-pass oil filter. This

unique combination of both full flow and by-pass filtration on a single mounting manifold is the only system of this kind designed specifically for marine applications.

The effects of marine engines running predominantly at or near full throttle after extended periods of non-activity include high operating temperatures and increased potential for wear on engine components. The AMSOIL Marine Dual Remote Filtration System offers a clear advantage by providing better oil filtration, increased oil capacity, longer oil and filter life, plus the ability to remove moisture and condensation from the lubrication system. Moisture typically condenses inside engines to combine with residual combustion gases. The resulting compounds strip beneficial additives from engine oil and act as corrosive substances that further degrade the engine oil and promote engine wear. Humid environments make marine engines especially prone

to these conditions. The BMK-18 greatly curbs the effects of moisture and condensation by safely retaining water within the filtration system.

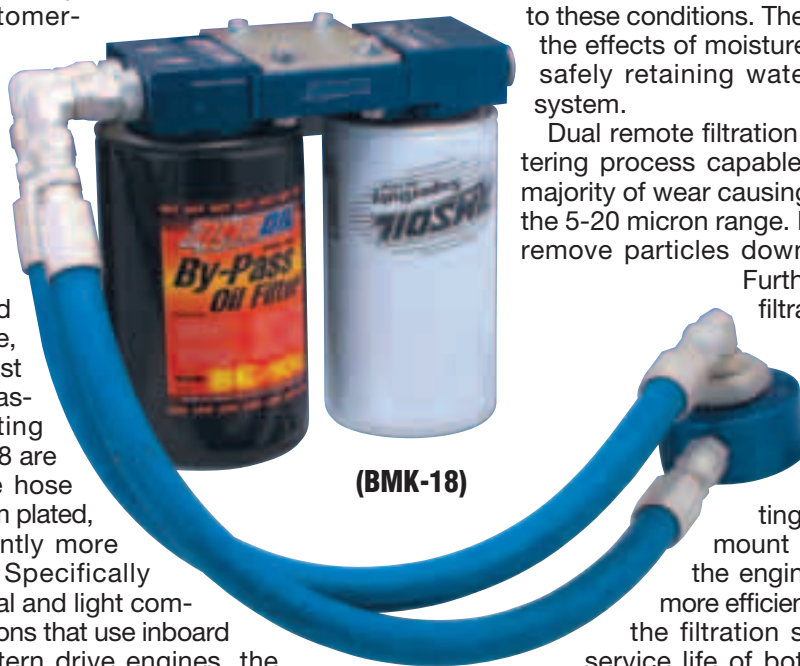
Dual remote filtration is a highly efficient filtering process capable of removing the vast majority of wear causing particles which are in the 5-20 micron range. It also has the ability to remove particles down to 1 micron in size.

Furthermore, a dual remote filtration system requires a

1.5 to 2 quart oil volume increase, with the added oil offering increased cooling capabilities. The additional hoses, fittings, filters and aluminum

mount assemblies also allow the engine oil to dissipate heat more efficiently as it passes through the filtration system, extending the service life of both the engine and the engine oil.

A large number of marine diesel engines have by-pass oil filtration systems installed by the engine manufac-



Filtration System (BMK-18)



turer. Until now, however, this technology has not been available to smaller pleasure boats and light commercial marine applications.

Depending on the owner's frequency of use, the improved filtration of the Marine Dual Remote system, along with the use of AMSOIL synthetic lubricants, could completely eliminate oil and filter changes during a typical boating season.

With marine engines located in a relatively confined and remote space within the watercraft, ease of filter access and reduced oil spillage are significant benefits of the Marine Dual Remote System.

The remote mount of the BMK-18 is also compatible with the new *AMS-Oiler™* Oil Precharger (AMK-01) for added engine protection during the frequent dry starting that is typical of marine engines that sit idle for even short periods of time.

The BMK-18 is packaged in kit form, which includes the Dual Filter mount, mounting hardware, hoses, hose fittings, component parts and installation instructions. In addition, adapter kits of four different sizes enable the BMK-18 to be installed on a wide variety of recreational and light commercial marine engines.

The AMSOIL Marine Dual Remote Filtration System represents the cutting edge of filtration technology—another example of the company's commitment to providing quality innovations that can benefit consumers everywhere.

The BMK-18 Adapter Kit Reference Guide (G-2051) can be found inside this issue of the *Action News* and online at www.amsoil.com.



The Marine Oil Filtration System

Stock #	Pkg./Size	Wt. Lbs.	Comm Credits	U.S. Dir/P.C.	U.S. Sugg. Retail	CAN Dir/P.C.	CAN Sugg. Retail
BMK18	(1) Marine Oil Filtration Sys.	13.0	300.00	400.00	460.00	642.00	851.00
BMK195	3/4" x 16" Thread	—	—	39.50	49.40	64.00	84.50
BMK196	3/16" x 16" Thread	—	—	39.50	49.40	64.00	84.50
BMK197	18mm x 1.5" Thread	—	—	39.50	49.40	64.00	84.50
BMK198	20mm x 1.5" Thread	—	—	39.50	49.40	64.00	84.50

AMSOIL MotoCross Star Visits Headquarters

Team AMSOIL/Chaparral/Honda Supercross and Motocross rider Kevin Windham (K-dub) recently took time out of his busy winning season to visit AMSOIL company headquarters and to autograph posters for anyone who asked.

Born February 28, 1978 in Baton Rouge, LA, Windham lives in Centreville, Miss., with his wife, Dottie, and their daughter, Madelyn.

His number 14 on his Honda CRF450R is the talk of the racing circuit as he successfully beat Ricky Carmichael, ending Carmichael's 30-race winning streak. Windham has been making a comeback after not racing during the 2003 series because of a bad injury to his leg and the birth of his daughter. He's back and winning this year.

The 6'1," 185-pound racer spent time talking with company staff on his recent visit. He was very impressed with the operations and pleased with the reception he received. Windham, who also is a licensed pilot, found common ground for conversation with company CEO and President Al "A.J." Amatuzio.

"I was very impressed with the people and the facilities, and everything that goes into making the AMSOIL product line", said Windham. "I am looking forward to coming here again."

Windham stopped by the Superior Distribution center to sign autographs and a racing jersey for his fans and their children.



AMSOIL Sales Administration Manager Pat McAuliffe gets an AMSOIL Racing Shirt signed by Windham.



AMSOIL President Al Amatuzio is presented with a signed portrait of Windham at lunch.



Daniel Yu Joins AMSOIL Management Team

The newest member of the AMSOIL management team is a man who is no stranger to the lubricants market.

AMSOIL Technical Director Daniel Yu has spent more than 20 years in the business, working first for an additives company, then an engine manufacturer. He was working for the world's fourth largest oil company just before coming to AMSOIL.

Yu has a doctoral degree in Chemistry from Ohio State University and completed two years of post-doctoral research at the Massachusetts Institute of Technology. He also has a master's degree in Business Administration from the Virginia Commonwealth University.

Yu's wife, Lucy, and their two daughters, Jennifer, 18, and Ashley, 12, plan to join him in Duluth when he finds a new home for the family.

Although Yu is new to the position, his focus is clear as he describes where the Technical Services department is headed.

"We are customer driven and product driven," Yu said. "We will deliver world class customer service to our customers and we will develop the best products, outperforming all others on the market."

Customers will quickly see improved customer service, Yu said.

"Our first goal is that all telephone calls and e-mails will be answered the same day," he said. "We're trying very hard to achieve that."

That is no easy feat, considering Technical Services typically receives over one thousand phone calls and over eight hundred e-mail messages every week. Although some are simply requests for more information about AMSOIL products, most of the calls come from people seeking specific application information.

The company's Tracking System, which keeps a record of customer inquiries and the status of the



Daniel Yu

"AMSOIL is a growing company. Like the rising sun coming over the horizon, we are bright and shining."

***- Daniel Yu
AMSOIL Technical Director***

response, is the best help in achieving this goal. "It's fantastic," Yu said. "It's the best system I've ever worked with to document customer needs." The tracking system will be fully utilized to assure that world class customer service is provided to all AMSOIL customers. All phone conversations, messages and customer requests will be documented down to the smallest detail in this dynamic system.

The tracking system is designed to ensure that those seeking in-depth technical information regarding AMSOIL products will receive special attention from AMSOIL technical experts. Each customer request is given the same priority and answered as quickly as possible.

In order to streamline this process, technical services representatives will soon become specialists in one of four general areas, Yu said. When a customer calls with a filtration-related question, for example, that customer will be immediately directed to the filtration expert. This specialized technical services

staff is central to creating a more efficient system for meeting customer needs.

Yu also expressed his full confidence in the AMSOIL product line. He firmly believes that AMSOIL products will outperform all others on the market. "My job and my life would have always been much easier if I had been working with AMSOIL products," Yu said. "They are the best I have ever seen."

He said company spirit and dedication at AMSOIL is also quite impressive. "People here at AMSOIL are very warm, straightforward and honest," Yu said.

He is excited about working at AMSOIL because he sees it as a dynamic company. "AMSOIL is a growing company," Yu said. "Like the rising sun coming over the horizon, we are bright and shining."



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 21 - Thursday
- November 18 - Thursday
- Meeting - 7 p.m.

STANLEO'S SUB VILLA
Governor's Drive
Huntsville, AL
Hosted by Direct Jobbers Cliff Goehring & Gerry Gotwald
(256) 337-0376

- October 21 - Thursday
- November 18 - Thursday
- Meeting - 7 p.m.

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

- October 21 - Thursday
- November 18 - Thursday
- Meeting - 7 p.m.

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

- October 5, 19 - Tuesday
- November 2, 16 - 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 19 - Tuesday
- November 16 - Tuesday
- Optional no-host dinner - 5:30 p.m.
- Meeting - 6:30 p.m.

THEO'S SPARTAN GRILL
1825 East University Drive
Tempe, AZ 85281
Hosted by Master Direct Jobber Dick Nudo and Dealer Jim Brewer
RSVP (602) 996-7181 Dick
(480) 968-4922 Jim

ARKANSAS

- October 14 - Thursday
- November 11 - Thursday
- Meeting - 6:30 p.m.

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

- October 13 - Wednesday
- November 10 - 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 6 - Wednesday
- November 3 - Wednesday
- Meeting - 7 p.m.

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

- October 26 - Tuesday
- November 23 - Tuesday
- Meeting - 7 p.m.

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

- October 12 - Tuesday
- November 9 - Tuesday
- Meeting - 6:30 p.m.

COCO'S RESTAURANT
284 East Highland Avenue
San Bernardino, CA 92401
Hosted by Dealer Jim Johnstone
(909) 886-4842

- October 5 - Tuesday
- November 2 - Tuesday
- Meeting - 7 p.m.

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

- October 19 - Tuesday
- November 16 - Tuesday
- Meeting - 7 p.m.

Downline and Guests FREE,
Out of line - \$5
LUDWICK RESIDENCE
6015 Hughes Street
San Diego, CA 92115
Hosted by Direct Dealer Craig Ludwick
R.S.V.P. (619) 583-5218

COLORADO

- October 21 - Thursday
- November 18 - Thursday
- Meeting - 7:30 p.m.

AMSOIL HOUSE
4316 Ridgecrest Drive
Colorado Springs, CO 80918
Hosted by Executive Direct Jobber Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

- October 9 - Saturday
- November 13 - Saturday
- Meetings at Noon
- Call for reservations

BLUE DIAMOND PARK
765 Hamburg Road
New Castle, DE 19720
Hosted by Direct Jobber Greg King
(302) 345-4350 Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

- October 5 - Tuesday
- November 2 - Tuesday
- Meeting - 7 p.m.
- Call in advance

DOUGLAS RESIDENCE
3207 Margaret Oaks Lane
Orlando, FL 32806
Hosted by Regency Platinum Direct Jobbers George & Shirley Douglas
(407) 856-1564
Call ahead for details, directions and RSVP

- October 5 - Tuesday
- November 2 - 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. Emphasis on doing AMSOIL as a business.

GEORGIA

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

DIRKSEN RESIDENCE
1905 Queens Road
Albany, GA 31707
Hosted by Regency Direct Jobber Sherry Dirksen (229) 436-5532
Pluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

- October 2 - Saturday
- November 6 - Saturday
- Meeting - 12 - 3 p.m.

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

- October 13 - Wednesday
- November 10 - Wednesday
- Meeting - 7:30-9:30 p.m.

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

ILLINOIS

- October 12 - Tuesday
- November 9 - Tuesday
- Meeting - 7:30 p.m.

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

- October 16 - Saturday
- November 20 - Saturday
- Meeting - 10 a.m.

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

INDIANA

- October 20 - Wednesday
- November 3, 17 - Wednesday
- Meeting - 7:30 p.m.

RENTOWN SHOP
1533 Rentown Road
Bremen, IN
Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Premiere Direct Jobbers Willis and Rolene Gingerich
(219) 831-2839

IOWA

- October 5 - Tuesday
- November 2 - Tuesday
- Meeting - 7 p.m.

SORTER RESIDENCE
2629 340th Avenue
Terril, Iowa 51364
Hosted by Dealers David and Melissa Sorter
(712) 853-6293

KANSAS

- October 7 - Thursday
- November 4 - Thursday
- Meeting - 6:30 - 8 p.m.

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

- October 28 - Thursday
- Meeting - 6:30 - 8 p.m.

HULL RESIDENCE
3427 West 77th Terrace
Prairie Village, KS 66207
Hosted by Dealer Jesse Hull
Guest speaker
Regency Platinum Direct Jobber Thomas Shalin (913) 708-4082

KENTUCKY

- October 7 - Thursday
- November 4 - Thursday
- Meeting - 7:30 p.m.

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

LOUISIANA

- October 5 - Tuesday
- November 2 - Tuesday
- Meeting - 6 p.m.

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

MAINE

None Scheduled

MARYLAND

- October 27 - Wednesday
- November 24 - Wednesday
- Meeting - 7 p.m.

HYNES RESIDENCE
291 Chestnut Springs Road
Chesapeake City, MD 21915
Hosted by Dealer William Hynes
(302) 540-2525 or 877-885-3111

- October 15 - Friday
- November 19 - 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 15 - Friday
- November 19 - Friday
- Meeting - 7 p.m.

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

- October 7 - Thursday
- November 4 - 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 15 - Friday
- November 19 - 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
At@SynLubes.com
Reservations Required

MASSACHUSETTS

- October 14 - Thursday
- November 18 - Thursday
- Meeting - 7 p.m.

MEMORIAL HALL
Main Street
Dighton, MA 02726
Hosted by Dealer Roland Guillet
(888) 791-4442

MICHIGAN

- October 20 - Wednesday
- November 17 - Wednesday
- Meeting - 7 p.m. (Opportunity)
- Meeting - 7:30 p.m. (Dealer training)

MUGRIDGE RESIDENCE
6640 State Road
Lapeport, MI 48059
Hosted by Premiere Direct Jobbers Barry and Cathy Mugridge
(877) 446-2671
Call for information and scheduling or visit the web at www.pro-oil-1.com

- October 18 - Monday
- November 15 - Monday
- Meeting - 7 p.m. (info)
- Meeting - 8 p.m. (opportunity)

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

- October 4 - Monday
- November 1 - 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 4 - Monday
- November 1 - 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 21 - Thursday
- November 18 - 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 21 - Thursday
- November 18 - 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 14 - Thursday
- November 11 - Thursday
- Meeting - 7:30 p.m.

STAVE RESIDENCE
44 Crow River Drive
Elk River, MN 55330
Hosted by Dealer Ordell Stave
(612) 241-5267

- October 16 - Saturday
- November 20 - Saturday
- Meeting - 2 p.m.

SAWYER RESIDENCE
28108 - 133rd Street
Zimmerman, MN 55398
Hosted by Direct Jobbers Roger and Jennifer Sawyer
(763) 856-3567
sawyerjrmore@aol.com
www.prsacrings7.com

MISSISSIPPI

None Scheduled

MISSOURI

- October 27 - Wednesday
- November 24 - Wednesday
- Meeting - 7p.m.

HYNES RESIDENCE
291 Chestnut Springs Road
Chesapeake City, MO
Hosted by Dealer William Hynes
(877) 885-3111 toll free

- October 26 - Tuesday
- November 23 - 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

- October 19 - Tuesday
- Meeting - 7p.m.

LUCZAK RESIDENCE
4810 Mattis Street
St. Louis, MO 63128
Hosted by Executive Direct Jobbers Connie and John Luczak
(314) 892-6018 (417) 732-2553

- November 20 - Saturday
- Guest Speaker Meeting - 1-9 p.m.

STRATFORD INN
800 South Highway Drive
Fenton, MO 63026
Speakers: Regency Platinum Direct Jobber Mark Schell and Executive Direct Jobber Bill McCarthy (877) 892-6018
connielubes@earthlink.net

MONTANA

NEBRASKA

None Scheduled

NEVADA

- October 21 - Thursday
- November 11 - 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 Kayes and Regency Platinum Direct Jobber Shirley Green (702) 362-4492

NEW HAMPSHIRE

None Scheduled

NEW JERSEY

• October 12, 26 - Tuesday
• November 9, 23 - Tuesday
Meeting - 7 p.m.
SEDA-MORALES RESIDENCE
54 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 26 - Tuesday
• November 23 - Tuesday
Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
2415 Princeton Drive NE,
Suite M
Albuquerque, NM 87107
Hosted by *Regency Direct Jobbers Paul and Nancy Greenberg*
(505) 881-1693 warehouse;
(595) 255-2137, home
fax (505) 232-8330
NMOilman@aol.com

NEW YORK

• October 20 - Wednesday
• November 17 - 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 5 - Tuesday
• November 2 - Tuesday
Meeting - 7 p.m.
LOTTITO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
Hosted by *Regency Direct Jobber Peter Lottito* (607) 589-4148
Call ahead to reserve space and confirm location or e-mail lubedealery@aol.com

• October 14 - Thursday
• November 11 - 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 20 - Wednesday
• November 17 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific location
Hosted by *Direct Jobber Peter Finnerty* (315) 682-9791

• October 20 - Wednesday
• November 17 - Wednesday
Meeting - 7:30 p.m.
NEWARK, NY LOCATION
Call ahead for location
Hosted by *Dealer Brad Timerson*
(315) 331-7110

NORTH CAROLINA

• October 14 - Thursday
• November 11 - 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 14 - Thursday
• November 11 - 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 14 - Thursday
• November 11 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by *Executive Direct Jobbers Chuck and Judi Burnell*
(919) 870-9633 Call first

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

NORTH DAKOTA

• October 5 - Tuesday
• November 2 - Tuesday
Meeting - 7:30 p.m.
EVANSON RESIDENCE
725 10th Avenue West
West Fargo, ND 58078
Hosted by *Direct Jobbers Steve and Anne Evanson*
(701) 281-1906
skipsuperhub@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 3 - Sunday
• November 7 - 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 25 - Monday
• November 22 - 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: (419) 349-3451
or (419) 297-3451

• October 9 - Saturday
• November 13 - Saturday
Meeting - 1 - 4 p.m.
BREDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by *Dealer Dennis Breda*
(330) 239-3146

OKLAHOMA

• October 2 - Saturday
• November 6 - Saturday
Meeting - 9 - 11 a.m.
GOLDEN CORRAL
9711 East 71 Street
Tulsa, OK
Hosted by *Regency Gold Direct Jobber Patrick Grady*
(918) 258-6979 *Pat

• October 14 - Thursday
• November 11 - 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 12 - Tuesday
• November 9 - Tuesday
Meeting - 7 - 8:30 p.m.
ALEXANDER RESIDENCE
14355 East Timberidge Drive
Claremore, OK 74019
Hosted by *Direct Jobber Kevin Alexander* (877) 237-6281
Call first to confirm space for you and your guests

• October 14 - Thursday
• November 11 - 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
kevina@mordam.com

OREGON

• October 21 - Thursday
• November 18 - 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

PENNSYLVANIA

• October 18 - Monday
• November 15 - 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 *Premiere Direct Jobber Loel D. Handley*
R.S.V.P. (864) 989-0753
amsoiddealerloel@aol.com

SOUTH DAKOTA

None Scheduled

TENNESSEE

• October 19 - Tuesday
• November 16 - 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 19 - Tuesday
• November 16 - 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
oilmandj@comcast.net

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

• October - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
• November - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
Meeting 7 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23836

Hosted by *Regency Platinum Direct Jobbers Gerry & Patricia Reid and Executive Direct Jobbers David and Rebecca Reid*
Please call (804) 530-1400 to reserve space; (804) 530-0179 Fax
synthoils@comcast.net

• October 4 - Monday
• November 1 - Monday
Meeting - 7 p.m.
ISRA-UL TRAINING MEETINGS
P.O. Box 2734
Chesterfield, VA 23832
Hosted by *Dealers M. and S. Isra-UL*
Call in advance to RSVP, and get directions. Limited seating available.
(804) 640-3402

• October 11, 25 - Monday
• November 8, 22 - 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 11 - Monday
• November 8 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by *Premiere Direct Jobbers Cliff & Dee Gravitte* (804) 694-0221

• October 5 - Tuesday
• November 2 - 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 12 - Tuesday
• November 9 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5000 Williamsburg Road
Sandston, VA
Hosted by *Account Directs Roger Riggie and Mel Pigras*
(804) 737-4874 or (804) 737-9231

WASHINGTON

• October 18 - Monday
• November 15 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE CENTER & WAREHOUSE
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by *Master Direct Jobbers Cliff and Lorna Gasper*
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• October 12 - Tuesday
• November 9 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by *Executive Direct Jobbers Mary & Charlotte Stougaard*
(360) 856-1641 Guests Welcome

• October 14 - Thursday
• November 11 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by *Master Direct Jobbers Tom and Shirley Walsh*
(425) 483-2582
T-1 certification classes available
by appointment with pre-paid
registration.

• October 11, 25 - Monday
• November 8, 22 - Monday
Meeting - 7 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 12 - Tuesday
• November 9 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by *Premiere Direct Jobbers Raymond & Patsy Prukop*
(253) 845-9755 / 800-267-6450
Everyone Welcome!

• October 9 - Saturday
• November 13 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe
Avenue
Spokane, WA 99205
Hosted by *Premiere Direct Jobber Jack Whitehill and Training Dealer Tom Bennett* (509) 324-3588
Everyone Welcome. No charge

• October 26 - Tuesday
• November 23 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
610 E. 20th Street
Vancouver, WA 98663
Hosted by *Direct Jobber Sammy Samuelson*
(360) 699-5257
1-UPS-5W30-OIL
(1-877-593-0645)
Discussion on product application
and oil analysis
All are welcome! Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

• October 21 - Thursday
• November 18 - 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 14 - Thursday
• November 11 - 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 7 - Thursday
• November 4 - 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
BRITISH COLUMBIA
MANITOBA**
None Scheduled

NEW BRUNSWICK

• October 18 - Monday
• November 15 - Monday
Meeting - 7:30 p.m.
McLAUGHLIN RESIDENCE
913 Coverdale Road
Riverview, NB E1B 5E6
Hosted by *Premiere Direct Jobber Wayne McLaughlin and Dealer Wendell Steeves*
(506) 386-2896 Everyone Welcome

NEWFOUNDLAND

NOVA SCOTIA

None Scheduled

ONTARIO

• October 28 - Thursday
• November 25 - Thursday
Meeting - 6 - 8 p.m.
AMSOIL DISTRIBUTION CENTER
6625 Tomken Road
Units 12-14
Mississauga, ON L5T-2C2
Hosted by *Master Direct Jobber Don Stefanik and local Dealers*
(519) 786-4045

PRINCE EDWARD ISLAND

PUERTO RICO

QUEBEC

SASKATCHEWAN

NEW ZEALAND

None Scheduled

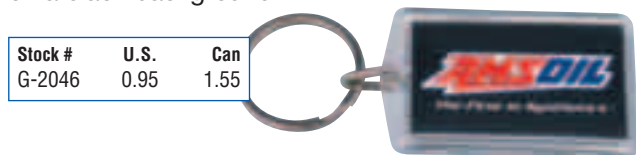


HOLIDAY CLOSINGS

The Edmonton and Toronto distribution centers will be closed Monday, October 11 for Thanksgiving Day.

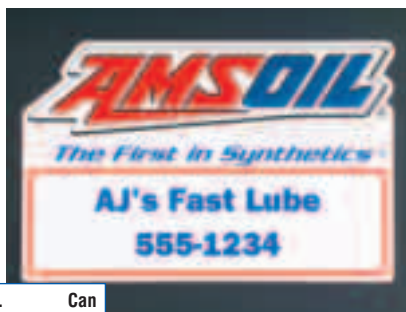
NEW AMSOIL LOGO KEY RING

Features AMSOIL logo and "The First in Synthetics" on a black background.



PERSONALIZED MAGNETIC CAR SIGN

Make your vehicle into a mobile advertisement for your business with the 11" x 17" personalized AMSOIL magnetic car door sign. Durable, removable and easy to use. Sign comes personalized with up to three lines of business information. Submit a G-2031 personalized AMSOIL magnetic sign order form with your order.



Stock #		U.S.	Can
G-2003	(1) sign	12.00	19.25

OCTOBER CLOSE OUT

The last day to process October orders in the U.S. and Canada is the close of business on Friday, October 29. The last day to process October orders in New Zealand, Alaska and Puerto Rico is the close of business on Monday, October 25. Volume transfers for October business will be accepted until 3 p.m. CST on Friday, November 5.

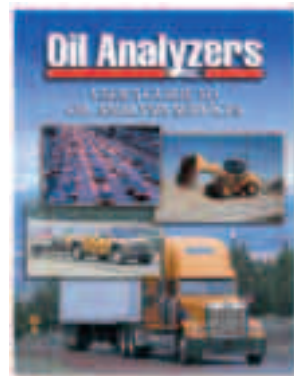
CUSTOMIZED 2005 AMSOIL APPOINTMENT CALENDARS

New exciting 2005 AMSOIL calendars customized with your Dealership information are available from Norwood Publishing. Calendar features full color photos of AMSOIL market applications including racing, farming, boating and more. Available in lots of 100, the price per calendar is \$1.00 each. An industry survey indicates that the average person uses a calendar five to 12 times a day, so these calendars are an excellent promotional giveaway for your business.

To order, fill out the calendar order form inserted in the September *Action News* or download the order form under What's New in the Dealers' Zone at www.amsoil.com.

NEW OIL ANALYSIS BROCHURE

Explains the benefits, procedures and instructions associated with the Oil Analyzers Inc. Oil Analysis Program. Full size/color, 16 pages.



Stock #	U.S.	Can
G-2047	1.00	1.60

NEW GEAR LUBE DATA BULLETINS

LONG LIFE SYNTHETIC GEAR LUBES DATA BULLETIN

Covers the performance benefits, technical properties and applications for AMSOIL Long Life Synthetic Gear Lubes



Stock #	Qty.	U.S.	Can
G-2042	25	2.80	4.65

SEVERE GEAR SYNTHETIC EP GEAR LUBES DATA BULLETIN

Covers the performance benefits, technical properties and applications for AMSOIL SEVERE GEAR Synthetic EP Gear Lubes.



Stock #	Qty.	U.S.	Can
G-2043	25	2.80	4.65

SYNTHETIC 80W-90 GEAR LUBE DATA BULLETIN

Covers the performance benefits, technical properties and applications for AMSOIL Synthetic 80W-90 Gear Lube.



Stock #	Qty.	U.S.	Can
G-2045	25	2.80	4.65

NEW AMSOIL WASTEBASKET

New 4.3 gallon tapered metal wastebasket features AMSOIL logo on a white background with "The First in Synthetics" on the top and bottom.



Stock #	U.S.	Can
G-2048	12.00	19.50

CORRECTIONS TO PRICELISTS

G-26 U.S. MLM Price List

AMO cases and four gallon pack pricing was incorrect. Pricing should be as follows:

Stock No.	Pkg/Size	Wt. Lbs. ea	Commission Credits	Dealer Cost, ea.	Min. Sugg. Retail, ea.
-----------	----------	-------------	--------------------	------------------	------------------------

SAE 10W-40 Synthetic High Performance Motor Oil

AMO-01	(12) quart bottles	8.1	40.20	53.40	70.20
AMO-04	(4) gallons	31.8	57.40	70.80	92.00

Quantity sizes for INTERCEPTOR should be as follows:

Stock No.	Pkg/Size
Synthetic Interceptor 2-Cycle Oil	
AIT-04	(4) gallons
AIT-16	16-gallon keg
AIT-30	30-gallon drum
AIT-55	55-gallon drum

G-1020 U.S. Retail-On-the-Shelf Price List

The Freight Schedule for Commercial Accounts has the following corrections:

60 to 99 lbs. - 27¢ per lb.

G-1023 U.S. Retail-On-the-Shelf Price List

The Freight Schedule for Retail Accounts has the following corrections:

60 to 99 lbs. - 27¢ per lb.

SIROCCO pricing was omitted. The correct pricing is as follows:

Stock No.	Pkg/Size	Wt. Lbs. ea	Acct Cost	Cost per unit	Sugg. Retail	Per Unit
SIROCCO™ Synthetic Compressor Oil						
SEI-05	(1) 5-gallon pail	38.8	147.75	--	192.00	--
SEI-55*	55 gallon drum	434.5	1473.00	--	1797.00	--

NEW QUANTITIES AVAILABLE

HP Injector Synthetic 2-Cycle Oil

AMSOIL HP Injector Synthetic 2-Cycle Oil is now available in 30 and 55 gallon drums:

Stock No.	Pkg/Size	Wt. Lbs. ea	Commission Credits	U.S. Dealer Cost, ea.	U.S. Sugg. Retail, ea.	CAN. Dealer Cost, ea.	CAN. Sugg. Retail, ea.
-----------	----------	-------------	--------------------	-----------------------	------------------------	-----------------------	------------------------

HP Injector Oil

TC-W3, API TC (Injection or 50:1 pre-mix)

HPI-30	30-gallon drum	241.1	249.00	416.00	537.00	656.00	872.00
HPI-55	55-gallon drum	432.3	388.00	707.00	911.00	1113.00	1481.00

Series 2000 Synthetic Chaincase Lubricant

AMSOIL Series 2000 Synthetic Chaincase Lubricant is now available in 5 gallon pails:

Stock No.	Pkg/Size	Wt. Lbs. ea	Commission Credits	U.S. Dealer Cost, ea.	U.S. Sugg. Retail, ea.	CAN. Dealer Cost, ea.	CAN. Sugg. Retail, ea.
-----------	----------	-------------	--------------------	-----------------------	------------------------	-----------------------	------------------------

Series 2000 Synthetic Chaincase Lubricant

TCC-05	(1) 5-gallon pail	32.40	69.75	99.75	128.00	160.75	206.00
--------	-------------------	-------	-------	-------	--------	--------	--------

OIL ANALYSIS SAMPLE KITS PRICING

U.S. pricing for Oil Analysis Sample Kits has been adjusted:

OAI Sample Kit with complete analysis (includes two-way postage)

Stock #	Pkg./Size	U.S. Dir./ P.C.	U.S. Sugg. Retail
G-1451	(1) Sample Kit	19.20	25.20
G-1454	(50) Sample Kits	932.50	1260.00
G-1455	(100) Sample Kits	1825.00	2520.00

OAI Sample Kit with complete analysis (not postage paid)

Stock #	Pkg./Size	U.S. Dir./ P.C.	U.S. Sugg. Retail
G-1318	(1) Sample Kit	15.20	20.20
G-1321	(50) Sample Kits	737.50	1010.00
G-1322	(100) Sample Kits	1445.00	2020.00

TECHNICAL SERVICE BULLETINS PACK

Complete packages of AMSOIL Technical Service Bulletins (TSB), as individually inserted in the Direct Line, are available for purchase. As they become available, new TSB's will be added to the package, and the package price will be adjusted accordingly.

The current package includes 11 Technical Service Bulletins:

- Differential Clutch Chatter (TSB: DT-2003-08-01)
- EGR Valves (TSB: MO-2003-08-02)
- Mass Airflow Sensors (TSB: FL-2003-09-01)
- Mounting Bracket Installation (TSB: FT-2003-09-06)
- SDF-20 Application Notice (TSB: FT-2004-03-01)
- Recommended Oils for Harley-Davidson (TSB: DT-2004-06-02)
- Breaking in New and Rebuilt Engines (TSB: OT-2004-07-01)
- Fuel Dilution Causes and Effects (TSB: MO-2004-07-02)
- Oil Filters on 2001-05 Daimler Chrysler (TSB: FL-2004-06-01)
- AGMA 9005-E02 Specification Update (TSB: ID-2004-07-01)
- 2002-04 GM Steerable Rear Axles (TSB: DT-2004-07-01)

Stock #	U.S.	Can
G-2041	1.50	2.50

RETAIL-ON-THE-SHELF FREIGHT DISCOUNT

The following changes have been applied to freight discounts for Retail-on-the-Shelf customers:

Your full freight bill will be paid by AMSOIL INC. if the gross amount of your order totals \$7,000.00 or more before any discounts are applied and the order is shipped to one destination.

One-half of your freight bill will be paid by AMSOIL INC. if the gross amount of your order totals \$3,500.00 to \$6,999.99 before any discounts are applied and the order is shipped to one destination.

Huge Opportunity Comes in a Small Package

The AMSOIL G-100 Catalog creates sales opportunities for Dealers

As successful Dealers know, the G-100 retail catalog is a great way to expand an AMSOIL business. Simply distribute the catalogs, sit back and let the catalogs work for you.

Here's how:

1. Add your ZO number, along with your contact information if you desire, to the referral number line on the back cover of the catalog.
2. Distribute the catalogs to potential customers.
3. Once customers are ready to order, they can simply call the AMSOIL telephone ordering line printed on the catalogs and provide the ordering personnel with your ZO number (referral number), or they can contact you directly.
4. By using this referral number, your customers insure that you will receive the retail profits and commission credits for the sales.

Customers who are interested in Dealer or Preferred Customer opportunities are automatically registered into your downline group by referencing your ZO number (referral number).

G-100 catalogs can also be excellent tools to use when signing up Dealers, Preferred Customers, Retail and Commercial Accounts.



Stock No.	Description	Pkg.	U.S. Price	Canada Price
G-100A	AMSOIL Retail Catalogs (G-300 in Canada)	10	5.00	7.70
G-100B	AMSOIL Retail Catalogs (G-300 in Canada)	50	23.50	36.20
G-100C	AMSOIL Retail Catalogs (G-300 in Canada)	100	43.00	66.40
G-100D	AMSOIL Retail Catalogs (G-300 in Canada)	500	195.00	301.35
G-100E	AMSOIL Retail Catalogs -Labels Provided- (G-300 in Canada)	2500	975.00	1506.75
G-100E	AMSOIL Retail Catalogs -Labels Provided- (G-300 in Canada)	5000	1850.00	2861.25

To order AMSOIL products call 1-800-777-7094



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

BOSCH



OCTOBER 2004
PRINTED IN USA



**CHANGE SERVICE
REQUESTED**
Published 12 times annually

PRSRT STD
U.S. POSTAGE
PAID
PERMIT NO.13
SUPERIOR, WI



(Discover in U.S. only)