

AMSOIL

ACTION NEWS

© AMSOIL INC 2008

The First in Synthetics

OCTOBER 2008

Diesel Concentrate Plus Cold Flow:

Two additives in one bottle provides convenient, year-round performance improvement



- Improved Fuel Efficiency
- Superior Cold-Filter Plugging Point
- Maximum Diesel Performance
- Convenient

Inside:
New G100
Retail Catalog



From the President's Desk...



I received a call recently from an old friend of mine — a guy with long ties to AMSOIL. Bobby Unser was on his way to Brainerd International Raceway in Brainerd, Minn. to help them celebrate their 40th anniversary. Bobby was to serve as the keynote speaker at their Honors Banquet. It was an excellent choice by Brainerd Raceway officials, considering Bobby's 13 Pikes Peak Hillclimb championships, three Indy 500 championships and hundreds of wins in virtually all forms of auto racing. In fact, when you consider Bobby's accomplishments, along with those of his brother Al and nephew Al Jr., there is no family who has dominated the racing world as completely as the Unser family did.

For those who don't know, I first met Bobby in the 1960s. He was at the height of his Pikes Peak domination, but his equipment was giving him trouble. His open-wheel race car would only make it through one or two runs up the mountain before the rear end would break. This was a huge problem at the time because the only gear box that would work right in his car was the vintage 1940s model he was using, and parts were not available. Bobby's crew was continuously forced to re-machine the gears. Needless to say, frustration set in. You don't win races when parts keep breaking.

In desperation, Bobby began calling lubricant manufacturers in search of an oil that would protect his gears. He found one that helped a little, but the parts kept breaking. Finally, he heard about a start-up company in the upper Midwest that was developing some

new type of technology. Bobby had never heard of synthetic lubrication, but he gave me a call. To make a long story short, he explained his problem and I sent him some oil that I was convinced would work. That oil had more film strength than any other oil on the market at the time. Well, it did work. Bobby went from repairing his gears after virtually every run to absolutely no maintenance at all. He now made it through all his practice runs, qualifying runs and race day with the same set of gears. Plus, that same rear end made it through the entire next year. Bobby Unser had become a true believer in AMSOIL, and, I might add, somewhat of a lubrication expert himself. He had seen firsthand how a lubricant could, in fact, make a difference in winning or losing.

Those who have had the pleasure of meeting Bobby Unser at one of our AMSOIL functions will attest to his commitment to our products. He uses only AMSOIL lubes in his cars, trucks and motor home, and he has a 40-year-old tractor that has had only one oil change many years ago. I keep telling him to change the oil in that thing, but he tells me not to worry. "Al," he says, "I change the filters regularly, so why throw away good oil? That stuff you make lasts forever."

With dedication like Bobby's, it's no wonder we chose him to be our spokesman for the commercials we filmed for our Championship Off Road Racing (CORR) sponsorship. If you have seen the commercials on NBC or Speed you have seen the sincerity he brings. There is nothing phony when Bobby Unser says AMSOIL lubricants are the best.

Speaking of CORR, it appears our investment was money well spent. The ratings are up and millions of people are seeing our commercials, as well as our track-side exposure. The company stepped up to the plate on this one, and I hope AMSOIL Dealers will work hard to cash in on this national exposure we're generating. It's up to our Dealers, as the saying goes, to "seal the deal" with consumers.

The same holds true for the many other sponsorship investments we have made. In this issue of your *Action News* you will see a recap of our Sturgis Motorcycle Rally sponsorship. As the Official Oil of the Sturgis Rally, we are building tremendously on the considerable momentum we have already gained in motorcycle oil sales. We follow that with our Official Oil sponsorship of Daytona Bike Week, and we're in position to dominate that market.

Whether it's through the Championship Off Road Racing Series, Sturgis Motorcycle Rally, Daytona Bike Week, one of the many other associations that have adopted our logo or even the testimony of racing legend Bobby Unser, we are in position to capture more sales. I say "we" because we are all in this together. The company does its part, the Dealers do their part and together we impact an industry.

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

DEALERS IN ACTION!

Ambulance Service Saves Money, Reduces Maintenance With AMSOIL

When the alarm sounds at Mercy Regional Ambulance Service in Benton, Ill., 22 ambulances and six cars need to be ready to roll.

Before Mercy Regional switched over to AMSOIL products in the Ford-powered 7.3 and 6.0 liter diesel ambulances, it took chief mechanic Dustin Larkin a lot of time each month just to keep them running.

"These engines, especially the 6.0 liter, are prone to injector problems along with EGR valve problems," Larkin said.

Almost a year ago AMSOIL Direct Dealer Brad Stacey approached Mercy Regional about switching its service vehicles to AMSOIL products.

"I am thrilled with the way the AMSOIL products are performing. My expenses on parts are down 70 percent from 2007 and overall downtime is down 80 percent."

– Chief Mechanic Dustin Larkin

The ambulance service decided to give AMSOIL Synthetic 15W-40 Heavy Duty Diesel and Marine Motor Oil (AME), Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil (HDD) and Synthetic Automatic Transmission Fluid (ATF) a try to "see how well they would work and if they could live up to their reputation," Larkin said.

During 2007 Larkin changed a total of 85 injectors on the ambulances. He changed at least four injectors per month per unit, he said. He was running conventional 15W-40 Rotella motor oil at 5,000 to 8,000 mile oil drains.

The ambulances average 100,000 to 115,000 miles a year, Larkin said. Two 2006 models have more than 250,000 miles on them.



AMSOIL PERFORMANCE – AMSOIL Direct Dealer Brad Stacey, left, and Dustin Larkin, chief mechanic at Mercy Regional Ambulance Service in Benton, Ill. Larkin said the company is saving money on replacement parts and maintenance.

"Sometimes ambulances run for three or four days without shutoff in real hot or cold weather," Larkin said. "That's hard on any equipment."

"I am thrilled with the way the AMSOIL products are performing," Larkin said. "My expenses on parts are down 70 percent from 2007 and overall downtime is down 80 percent."

The company now changes the oil in the vehicles at 20,000 miles. The EGR valves have not had to be changed and only two injectors required changing in the past 10 months.

"I do not miss sleeping on the couch in the garage from changing injectors," Larkin said.



FLEET RUNS WITH AMSOIL – About a year ago, Mercy Regional Ambulance Service in Benton, Ill. installed AMSOIL motor oils and transmission fluid, and has realized lower costs in maintenance and equipment repairs.

MONTHLY LE



Dave M. Mann

Michigan

★★★★★Regency
Platinum Direct Jobber

FIRST—Total
Organization

FIRST—Personal
Group Sales

FIRST—New Qualified
Dealers and Accounts



Leonard Pearson

Washington

★★★★★Regency Platinum
Direct Jobbers

Second—Total
Organization

Third—Personal Group
Sales



Mark and Sherree Schell

Idaho

★★★★★Regency Platinum
Direct Jobbers

Third—Total Organization

Third—Personal Group
Sales



David and Carol Bell

Texas

★★★★★Regency Platinum
Direct Jobbers

Fourth—Total
Organization

Seventh—Personal Group
Sales

FIRST—Commercial
and Retail Marketing

Tenth—New Qualified
Dealers and Accounts



Ray and Kathy Yaeger

Wisconsin

★★★★★Regency Platinum
Direct Jobbers

Fifth—Total Organization

Second—Personal Group
Sales

Fourth—Commercial and
Retail Marketing



Michael H. Ellis

Michigan

★Regency Platinum Direct
Jobber

Ninth—Total Organization

Tenth—Personal Group
Sales

Eighth—Commercial and
Retail Marketing



Gerry and Patricia Reid

Virginia

★Regency Platinum
Direct Jobbers

Tenth—Total
Organization



Ches and Natasha Cain

South Dakota

★Regency Platinum Direct
Jobbers

Fifth—Personal Group
Sales

Seventh—New Qualified
Dealers and Accounts



Cindy M. Huh

California

Executive Direct Jobber

Sixth—Personal Group
Sales



Daniel and Judy Watson

Florida

★★Regency Platinum
Direct Jobbers

Ninth—Personal Group
Sales



Luis and Sharon Pena

Ohio

Executive Direct Jobbers

Sixth—Commercial and
Retail Marketing



Herschel L. Gates

Florida

Executive Direct Jobber

Seventh—Commercial and
Retail Marketing



James J. Allen

Ohio

Regency Silver Direct
Jobber

Tenth—Commercial and
Retail Marketing



Shannon Dicus

California

Premiere Direct Jobber

Second—New Qualified
Dealers and Accounts



Gene and Danae Fine

Oregon

Regency Platinum Direct
Jobbers

Third—New Qualified
Dealers and Accounts

ADERS

July 2008

HALL OF FAME

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



George and Shirley Douglas
Florida
★★Regency Platinum Direct Jobbers
Sixth—Total Organization



Thomas H. Kirby
Michigan
★Regency Platinum Direct Jobber
Seventh—Total Organization



Thomas and Sheila Shalin
Kansas
★★★★Regency Platinum Direct Jobbers
Eighth—Total Organization
Fourth—Personal Group Sales
Fourth—New Qualified Dealers and Accounts



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



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



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



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



Kent and Trudy Whiteman
Utah
Regency Gold Direct Jobbers
Eighth—New Qualified Dealers and Accounts



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



Shirley Green,
★Regency Platinum



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



Dorothy Hansen,
Regency Platinum



Harold Hartman,
★★Regency Platinum



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



Ora Mae Boardman,
★Regency Platinum



Ray and Arlene Schmit
★★★★★Regency Platinum

HIGHER LEVELS OF

EXECUTIVE DIRECT JOBBERS



Guy & Venus Baldwin
Pennsylvania

NEW DIRECT JOBBERS



Andrew J. Hogue Jr.
South Carolina
Sponsors:
George & Barbara Kerr
Direct Jobbers:
George & Barbara Kerr



Thomas E. Kostreba
Wyoming
Sponsors:
Doyle & Diana Vaughan
Direct Jobbers:
Doyle & Diana Vaughan



Carlton & Barbara Lueg
Texas
Sponsor:
James W. Northum II
Direct Jobber:
James W. Northum II



Roland & Bobbie Mares
California
Sponsor: Andy Kaytes
Direct Jobber: Andy Kaytes



Victor Usas
Ontario
Sponsor: Peter F. Boken
Direct Jobber: Peter F. Boken

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

James & Faye Shoemake, *Tennessee* Sponsors: Joy & David Peck

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

Harold & Carole Booth, *Virginia*
Sponsors: Wallace & Katherine Hillman

Bill & Susan Parruggia, *West Virginia* Sponsor: Stephen Beckett

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

Dennis & Shirley Crowe, *Alabama* Sponsors: Paul & Loretta Eisenhauer

Marlin & Katherine Houck, *Pennsylvania*
Sponsors: Bill & Donna Durand

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

William L. Byrne, *California* Sponsors: George & Karen Mertz
Donnie & Beverly Cooper, *Missouri* Sponsors: Ryan & Melisa Porter
Ron & Angela Cooper, *Oregon* Sponsor: Ronald V. Fite
Gregory & Tracey Dillard, *Kentucky* Sponsors: Jeffrey & Sandra Simmons

Robert & Carolyn Geyer, *California* Sponsor: Ron Dinsmore
Thomas Hazlett, *Pennsylvania* Sponsors: Larry & Pauline McIntyre
Harold & Joanne McCullough, *North Carolina* Sponsors: Stephen & Lyla Smith
Kelly L. Soule, *Alberta* Sponsor: John W. Moldowan
Shane & Jennifer West, *South Carolina* Sponsors: Kent & Trudy Whiteman

NEW DIRECT DEALERS



Joseph Accardo
California
Sponsor: Robert A. Hartman
Direct Jobber: David Schwind



Jody A. Alloway
Kansas
Sponsor: Robert T. Phillips
Direct Jobber: Robert T. Phillips



Alfred M. Blankenship
Florida
Sponsors:
Daniel & Judy Watson
Direct Jobbers:
Daniel & Judy Watson



Allen & Vickie Bonebrake
Utah
Sponsors:
Marshall & Alana Mapes
Direct Jobbers:
Marshall & Alana Mapes



Dale R. Bunker
Utah
Sponsors:
Neil & Maria Christensen
Direct Jobbers: Neil & Maria
Christensen



Tom Cleveland
Wisconsin
Sponsors: Bill & Donna Durand
Direct Jobbers: Bill & Donna Durand



Bill & Vicki Crow
Missouri
Sponsor: Alfred C. Lagerstrom
Direct Jobbers: George & Shirley Douglas



Jerry & Karey Gardner
Arkansas
Sponsor: Rodney L. Hostetler
Direct Jobbers: Bill & Donna Durand



Craig & Brenda Hamrick
Illinois
Sponsor: Glenn M. Arnold
Direct Jobbers: David & Carol Bell



Dan Mercier
Tennessee
Sponsors: Gregory A. Evans
Direct Jobber: Gregory A. Evans



Al Pierce
North Carolina
Sponsor: Roger T. Hatchel
Direct Jobbers: Harold and Cynthia Rabb



Jason H. Risseuw
New York
Sponsors: Steven & Judy Lubach
Direct Jobbers: Kenneth & Arlene Robson



Robert and Patricia Tayloe
North Carolina
Sponsors: Henry and Nancy Wilson
Direct Jobbers: Gerry and Patricia Reid

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

Curtis Bird, Michigan Sponsors: Michael & Eileen Kaufman
Mike Bohannon, Oregon Sponsors: Marshall & Alana Mapes
Ruth & David Brotzler, Wisconsin Sponsors: Lynn & Beth Pabst
Jean & Roger Clap, Illinois Sponsors: Timothy & Marie Crumpler
Holly Collins, Arizona Sponsors: Eugene & Frances Sellars
Matthew Ebbighausen, Minnesota Sponsors: Ray & Kathy Yaeger
Marvin & Kathy Edney, North Carolina
Sponsors: Wayne & Mary Sloop
Ken & Sue Folkerts, Illinois Sponsors: David & Carol Bell
Philip Johnson, Texas Sponsors: Joseph & Lucie Kreiner
James Troy Lankton, Kansas Sponsors: Douglas & Kimberly Crawford

Richard & Carol Perry, Arizona Sponsor: Bob L. Carlisle Jr.
Charles L. Peters, Indiana Sponsors: Thomas & Sheila Shalin
Steve & Vicki Setterl, West Virginia Sponsor: Carla J. Lake
Leonard & Carrie Steffen, Washington
Sponsors: Philip & Carol Burgess
Hugh & Jeannette Suffern, Alberta Sponsor: Ruth Rugulies
David Waldrop, Kansas Sponsors: Fred & Georgia Mays
Dewell & Brenda White, West Virginia Sponsors: Marvin & Marie Layne
William P. York IV, Virginia Sponsors: Raymond & Karen Peszko

STURGIS 2008

A Roaring Success

No one entered this year's Sturgis Motorcycle Rally without knowing that AMSOIL was the Official Oil. It was impossible to go anywhere in Sturgis without seeing the AMSOIL logo, and the enthusiasm for AMSOIL products was through the roof.

"The 2008 Sturgis Motorcycle Rally was a huge success," said Regional Sales Manager Rob Stenberg. "AMSOIL Dealers across the country will benefit from our Official Oil status at the 2008 Sturgis Motorcycle Rally."

The History of Sturgis

In 1936 J. Clarence "Pappy" Hoel, considered the founder of the Sturgis Motorcycle Rally, bought part of the Indian Motorcycle Company. Also in 1936, a local motorcycle club called the Jackpine Gypsies was formed. The first rally, known as the Black Hills Motor Classic, took place in 1938 with only nine racers, all members of the Jackpine Gypsies, and a small group of spectators from biker clubs around the area. Most visitors camped in Pappy's backyard and at Sturgis City Park.

Each year the event attracted more and more spectators, riders and vendors, and in 1963 it turned into a multi-day event. Around this time the Jackpine Gypsies also started events like the hill climb and motorcross. In 1965 the rally became a five-day event, and in 1975 it became seven days long. Main Street in Sturgis started being roped off so that bikers had a place to park their bikes without having to worry about traffic.

In 2003 the Black Hills Motor Classic officially became the Sturgis Motorcycle Rally, and 2005 marked the 65th anniversary of this famous bike week.

AMSOIL at Sturgis

AMSOIL has had a corporate presence at Sturgis since 2006. This year, as the rally's Official Oil, AMSOIL was prominently displayed. "Being the 'Official Oil of the Sturgis Motorcycle Rally' really helped with the visibility this year," said Stenberg. "People were excited about the participation of AMSOIL."

Each day, AMSOIL gave away a free case of oil and filter for the winner's bike, encouraging rally attendees to stop by the AMSOIL booth and sign up for a chance to



Mad Dog's Oil Change Facility at Sturgis 2008.

win. This generated a great deal of interest and a reason for people to stop at the booth. The booth also featured a HDT Diesel motorcycle, drag bike and hill climb bike, providing another reason for people to visit the AMSOIL booth. Once they were in the booth, three different groups of AMSOIL Dealers and AMSOIL corporate staff were on hand to talk to them about the benefits of AMSOIL. "We spoke with thousands of people about the benefits of using AMSOIL in not only their motorcycles, but their personal vehicles and equipment as well," said Stenberg.

For the second year, AMSOIL sponsored the "Rumble in the Hills" hill climb event. Hundreds of spectators watched as riders powered straight up the hill. In addi-



The AMSOIL logo flew high at numerous sites around Sturgis, including this sign welcoming attendees as they came into town.



The thousands of bikes at Sturgis represented the number of potential AMSOIL customers at the event.

tion to the event sponsorship, AMSOIL provided a \$500 purse and a case of oil to the winner of the AMSOIL “King of the Hill” shootout. This shootout involved the top five riders from the two-day event. Each rider raced the hill an additional two times to be crowned the AMSOIL “King of the Hill.” MTV and the Discovery Channel were there to tape the races, meaning that the AMSOIL logo will be seen by thousands of viewers as AMSOIL banners were prominently displayed on the course.

“The AMSOIL name was impossible to miss at the 2008 Sturgis Motorcycle Rally,” said Stenberg. “The AMSOIL banner across Junction Avenue, one of two main arteries leading into downtown Sturgis, was as high profile as it could get, and the other entrance to town was dominated by the Dealer-operated oil change center.”

The AMSOIL-sponsored hill climb took the event back to its racing roots, and thrilled the audience.



Needless to say, the 2008 Sturgis Motorcycle Rally was a huge success for AMSOIL. Thousands of bikers, bike builders and vendors from around the globe took notice of the AMSOIL logos and products, providing invaluable advertising and sales opportunities for Dealers. AMSOIL is already preparing for the 2009 Sturgis Motorcycle Rally and the promotional opportunities it will bring. Next, it is on to Daytona as the “Official Oil of Daytona Bike Week.” Daytona Bike Week will take place February 27 through March 8, 2009 in Daytona Beach, Fla. Stay tuned to www.amsoil.com for all of the exciting details.



The AMSOIL logo was everywhere at Sturgis.



The AMSOIL booth at the event attracted thousands of motorcycle enthusiasts.

Updated G100 Retail Catalogs Now Available

This issue of the *Action News* includes the newly updated AMSOIL Retail Catalog (G100). The AMSOIL Retail Catalog offers an excellent opportunity for Dealers to exhibit the entire line of AMSOIL products, including the new Dominator® Synthetic Racing Oils and 10W-30 Synthetic Motorcycle Oil. It also contains information on becoming an AMSOIL Dealer or Preferred Customer.

How It Works

Attach your Dealer ZO number in the area marked “referral number” on the back cover of the catalog. Distribute the catalog to potential customers, Dealers and Preferred Customers.

Where to Distribute

- Trade Shows • Fair Booths • Race Events
- Conventions • Conferences
- Direct Mail to Potential Customers

Maintain Contact With Prospects

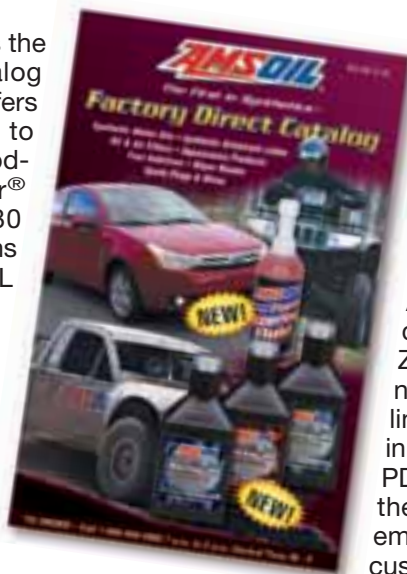
Direct contact with potential customers is the best way to earn a sale or gain a new Dealer or Preferred Customer. The more they hear about AMSOIL products and programs, the more likely they are to take advantage of the benefits. Direct mailings to potential customers can give Dealers a foot in the door, but don't stop there. Follow-up with potential customers to answer questions, provide clarity and give them one-on-one service.

How Customers Place Orders

Customers who wish to place orders from your Retail Catalogs can simply call the AMSOIL toll-free ordering line and place their orders specifying the referral number (your ZO number) printed on the catalog. This ensures that you receive the retail profits and commission credits. Ordering customers are automatically sent updated Retail Catalogs periodically 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.

Reaching New Prospects

The AMSOIL Retail Catalog is a great opportunity to reach potential customers who you wouldn't ordinarily have contact with. A direct mailing to a specific neighborhood could reach numerous cus-



tomers who do not attend race events or trade shows, but still want the best protection for their vehicles. Also, people at shows or events who are initially only somewhat interested or don't have time to talk can take a Retail Catalog home to review at their leisure.

Downloadable G100 PDF Catalog

AMSOIL Dealers can also download G100 catalogs in PDF format from the Dealer Zone that contain “Buy It Now” buttons next to the products. The buttons are live links that lead directly to the product page in the AMSOIL Online Storefront. When the PDF version of the catalog is downloaded, the Dealer's ZO number is automatically embedded in the catalog so each time a customer clicks a “Buy It Now” button, they arrive at the online store as if they had come

through a Dealer website.

Once downloaded, the functions of the Retail Catalog PDF can be used in several ways:

- It can be embedded on a Dealer's website and function as an online store that links directly to www.amsoil.com for purchasing.
- It can be embedded on a Dealer's website for customer download so that purchases can be made at a later time.
- It can be saved and sent out to a customer who views the Dealer's website and requests a free e-catalog.
- It can be saved and burned to a CD to be passed out at trade shows, race events, etc.

Ordering Catalogs

AMSOIL G100 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 Time. When ordering catalogs in quantities of 2500 or more, labels with your ZO number and other relevant business information are provided at no additional charge.

AMSOIL Retail Catalog Ordering Information

New G100 and G300 catalogs are available in the following quantities:

Stock#	Quantity	Wt. lbs	U.S.	Canada	
G100A	G300A in Canada	10 Catalogs	2.0	5.00	5.65
G100B	G300B in Canada	50 Catalogs	8.0	23.50	26.40
G100C	G300C in Canada	100 Catalogs	14.0	43.00	48.30
G100D	G300D in Canada	500 Catalogs	70.0	195.00	219.60
G100E	G300E in Canada	2500 Catalogs (with labels)	350.0	975.00	1098.00
G100F	G300F in Canada	5000 Catalogs (with labels)	700.0	1850.00	2085.00

AMSOIL Diesel Concentrate Plus Cold Flow Improver

Two fuel additives in one bottle adds convenience for diesel owners

AMSOIL now offers a premium, year-round diesel fuel additive that provides improved efficiency and maximum cold-weather performance. AMSOIL Diesel Concentrate Plus Cold Flow Improver (DFC) combines the superior detergency of AMSOIL Diesel Concentrate (ADF) and the excellent anti-gelling properties of AMSOIL Cold Flow Improver (ACF) in one convenient package without sacrificing performance.

Improved Efficiency

AMSOIL Diesel Concentrate Plus Cold Flow Improver is formulated with excellent detergency properties to help keep injectors, rings, piston crowns and the fuel pump lubricated. By improving injector performance, combustion becomes more efficient and less soot is generated. Diesel Concentrate Plus Cold Flow Improver cleans dirty injectors, improving fuel economy by up to five percent and restoring horsepower to like new. Acceleration is improved and with regular use, Diesel Concentrate Plus Cold Flow Improver continues to enhance performance by keeping injectors clean. The net savings on fuel expense can result in no additional cost to vehicle operation.

Superior Cold-Weather Performance

As the temperature drops, the wax naturally found in diesel fuel begins to form crystals. The point at which wax crystals form is known as the cloud point. These wax crystals eventually clog the fuel filter and starve the engine of fuel, preventing it from starting. While low-quality fuels may form wax crystals in temperatures as warm as 40°F (4°C), most fuels have a cloud point near 32°F (0°C). The point at which the wax crystals clog the fuel filter is known as the cold filter-plugging point (CFPP). AMSOIL Diesel Concentrate Plus Cold Flow Improver lowers the CFPP by as much as 34°F (19°C) in ultra-low-sulfur diesel fuel (ULSD).

It also reduces the pour-point temperature of treated diesel fuel, providing better fuel delivery to the injectors during cold weather. It is formulated with a jet-fuel-type deicer that controls ice formation in all sections of the fuel system. Diesel Concentrate Plus Cold Flow Improver minimizes the need for the use of #1 diesel fuel, enabling better fuel economy, performance and lubricity. Product performance may vary depending on diesel grade and quality.

Pour Point Vs. CFPP

It is important to distinguish between CFPP and pour point. Many competitors make great claims regarding pour point, leading consumers to believe their products are superior when they actually have an inferior CFPP. Once fuel surpasses its cloud point, the wax crystals begin to clog the fuel filter. The CFPP temperature is a



more important characteristic than pour point because the engine will not run if fuel cannot pass through the fuel filter.

Ultra-Low-Sulfur Diesel Fuel Challenges

The reduced sulfur levels in modern ULSD result in reduced lubricity, the property that controls wear in the fuel injectors and fuel pump. Improving lubricity in ULSD is difficult because it must be done without adding sulfur back into the fuel. Additionally, ULSD is subjected to extensive refining, making it even more difficult to treat. AMSOIL Diesel Concentrate Plus Cold Flow Improver is formulated specifically for modern ULSD fuel. It improves lubricity, helps maintain engine oil TBN and prevents soot loading.

Recommendations

One 16-oz. bottle of AMSOIL Diesel Concentrate Plus Cold Flow Improver treats 40 gallons of fuel. Diesel Concentrate Plus Cold Flow Improver will show no signs of solidifying in its concentrated state in the bottle until the

temperature reaches -22°F (-30°C). It will only freeze in its concentrated state, and AMSOIL recommends storing it at temperatures above 0°F (-18°C). If Diesel Concentrate Plus Cold Flow Improver is allowed to freeze in the bottle it can be thawed and used. When mixed with diesel fuel, Diesel Concentrate Plus Cold Flow Improver effectively improves diesel fuel cold-temperature properties. It is recommended, however, that fuel be treated at temperatures above 32°F (0°C). Diesel Concentrate Plus Cold Flow Improver will not dissolve wax crystals which have already formed in the fuel.

AMSOIL Diesel Concentrate Plus Cold Flow Improver meets federal regulations for ULSD fuel. It complies with federal low-sulfur content requirements for use in diesel motor vehicles and non-road engines. While Diesel Concentrate Plus Cold Flow Improver is formulated specifically for ULSD fuel, it is also effective in non-ULSD fuels, including biodiesel.

AMSOIL Diesel Concentrate Plus Cold Flow Improver is specifically formulated to improve the lubrication of fuel system components, improve fuel flow, help maintain fuel integrity and prevent the fuel filter and injectors from clogging. Diesel Concentrate Plus Cold Flow Improver is recommended for diesel-powered vehicles, home heating oil and kerosene heating systems.

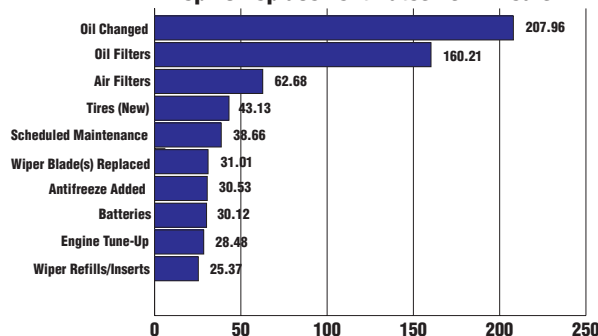
Stock#	Unit of Meas.	Wt. Lbs.	Comm. Credits	U.S. Dealer	U.S. Sug. Retail	Can. Dealer	Can. Sug. Retail
DFCCN	EA	1.2	4.55	6.75	9.05	7.80	10.40
DFCCN	CA	17.3	54.60	76.80	107.40	88.80	123.60
DFC05	EA	40.0	139.75	196.75	255.75	226.25	294.25
DFC55	EA	445.0	1139.00	1997.00	2400.00	2298.00	2762.00

AAIA Study Reveals Typical Customer Replacement Rates, Growing Aftermarket

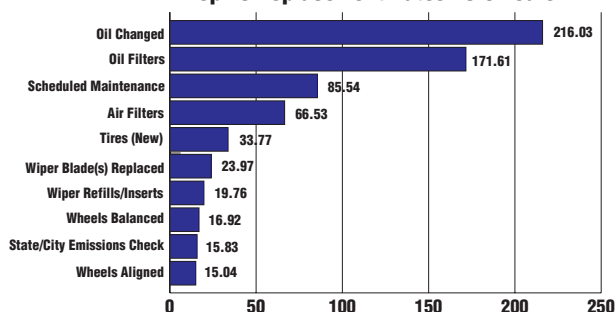
The 2009 Automotive Aftermarket Industry Association (AAIA) Factbook & Lang Directory reveals how often vehicle owners typically change lubricants, filters and aftermarket products such as spark plugs and wiper blades. The numbers generally show owners begin changing fluids and parts at a greater frequency when their vehicles reach four years of age and older. Once the vehicles reach 12 years and over, however, owners often extend motor oil and transmission fluid drain intervals and air filter and wiper blade replacement rates, while products including antifreeze, fuel filters, spark plugs and spark plug wires are replaced more frequently.

The graphs show the top automotive products changed or replaced according to vehicle age, while the table shows replacement rates for many other products.

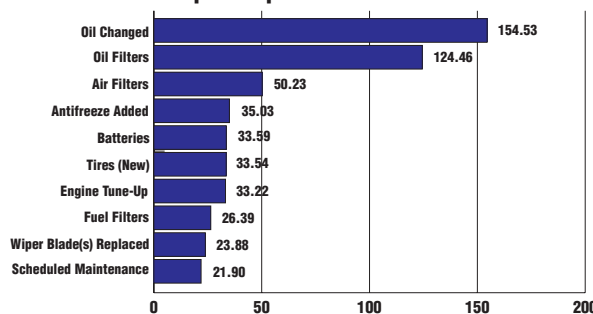
Top 10 Replacement Rates: 8-11 Years



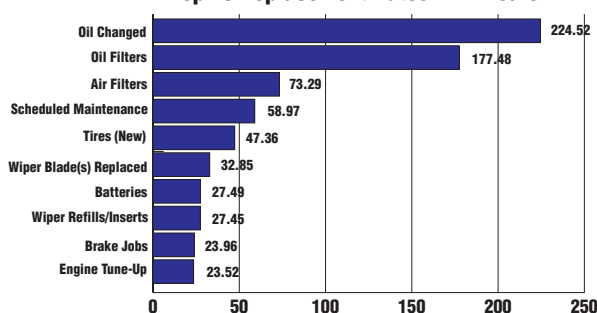
Top 10 Replacement Rates: 0-3 Years



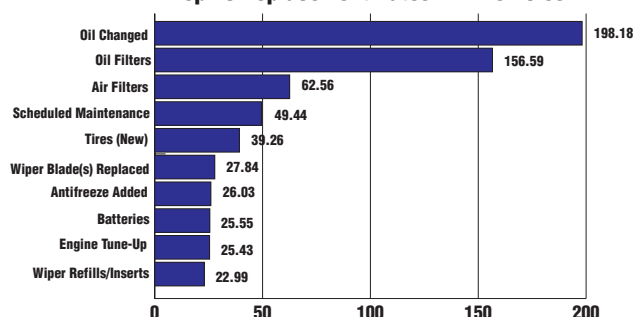
Top 10 Replacement Rates: 12+ Years



Top 10 Replacement Rates: 4-7 Years



Top 10 Replacement Rates: All Vehicles



Replacement Rates by Vehicle Age, 2007

Component/Type of Job	0-3 Years	4-7 Years	8-11 Years	12+ Years	All Vehicles
Air Filters	66.53	73.29	62.68	50.23	62.56
Antifreeze Added	13.73	22.62	30.53	35.03	26.03
Brake Fluid	2.17	4.92	5.17	5.67	4.58
Cabin Air Filters	0.90	0.73	0.30	0.10	0.49
Fuel Filters	13.56	21.34	23.55	26.39	21.60
Fuel System Cleaning	2.14	4.18	4.03	4.03	3.65
Oil Changed	216.03	224.52	207.96	154.53	198.18
Oil Filters	171.61	177.48	160.21	124.46	156.59
Power Steering Fluid	0.62	1.24	1.46	1.45	1.21
Radiator/Cooling System Flush	1.75	5.64	6.67	7.17	5.46
Spark Plug Wires	1.99	5.32	9.53	12.13	7.49
Spark Plugs	5.20	12.25	17.12	21.39	14.41
Trans Fluid Changed	8.86	18.42	16.21	14.68	14.74
Transmission Filters	5.30	11.58	9.92	11.66	9.84
Wiper Blade(s) Replaced	23.97	32.85	31.01	23.88	27.84

The AAIA study shows continued growth of lubricant, antifreeze and fuel additive sales over the years, and growth is evident in both the professional service and do-it-yourself markets.

Product	Lubricant, Antifreeze and Additive Sales							
	Dollar Volume			% Change		Average Price Per Unit		
	2005	2006	2007	2005-2006	2006-2007	2005	2006	2007
Antifreeze	\$258,442,700	\$266,090,200	\$301,282,200	3.0%	13.2%	\$7.97	\$8.38	\$9.05
Trans. Fluid	\$110,653,500	\$122,659,900	\$132,431,400	10.9%	8.0%	\$2.23	\$2.67	\$3.16
Greases/Lubes	\$73,682,340	\$85,766,170	\$91,875,360	16.4%	7.1%	\$5.37	\$6.35	\$6.86
Pwr. Steering Fluid	\$34,329,560	\$37,697,520	\$40,726,160	9.8%	8.0%	\$2.82	\$3.13	\$3.31
Brake Fluid	\$34,893,550	\$39,048,080	\$40,106,370	11.9%	2.7%	\$2.69	\$3.07	\$3.10
Fuel Additives	\$114,439,200	\$119,926,000	\$128,418,500	4.8%	7.1%	\$3.89	\$4.24	\$4.36
Diesel Additives	\$2,630,759	\$3,287,959	\$4,750,681	25.0%	44.5%	\$5.37	\$6.02	\$6.56

Size of the Automotive Aftermarket (Values in Millions of Consumer Dollars)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008*
Professional Service	\$99,238	\$101,218	\$106,275	\$112,651	\$119,736	\$125,341	\$130,820	\$134,669	\$139,858	\$143,163	\$149,445	\$151,392
Do-It-Yourself	\$26,124	\$26,805	\$27,699	\$29,023	\$30,720	\$32,067	\$33,269	\$34,563	\$36,487	\$37,629	\$39,010	\$39,960

*Forecast

By offering a broad line of superior quality products, AMSOIL Dealers are well-poised to capture increased sales in the growing automotive aftermarket, to owners of both old and new vehicles and to both professional service businesses and do-it-yourself customers.



Synthetic Motor Oils

Effectively reduce friction, heat and wear for maximum power, performance and fuel efficiency over extended drain intervals and in temperature extremes.

Ea Oil Filters

Full synthetic nanofiber technology provides greater efficiency, capacity and durability than cellulose filters, extending engine and filter life and reducing engine wear.



Ea Air Filters

Advanced nanofiber technology offers greater efficiency and capacity than cellulose and wet gauze filters, effectively extending engine and filter life and reducing engine wear.

Synthetic Automatic Transmission Fluid

Offers smooth shifting, extended transmission life, excellent lubricating protection and better performance over a wider temperature range and over extended drain intervals.



Antifreeze and Engine Coolant

Combines the benefits of biodegradability, low toxicity and all-climate protection, offering excellent protection for extended intervals.

High Performance Brake Fluids

Maintain stable viscosities over a wide temperature range. Water is kept in suspension. High boiling temperatures ensure maximum life and reliable braking power in extreme conditions.



P.i. Performance Improver

Unsurpassed in cleaning combustion chamber deposits, intake valve deposits and port fuel injector deposits, providing maximum engine efficiency, fuel economy, power, performance and drivability.

Synthetic Universal Power Steering Fluid

Effectively reduces friction and delivers excellent wear protection and lubricity, resulting in cooler operating temperatures, longer component life and quieter operation.



WIX Cabin Air Filters

Effectively trap and eliminate harmful microbes in the filter medium, providing clean air for vehicle occupants.

WIX Transmission Filters

Protect automatic transmissions against contaminants in the transmission fluid system, extending transmission life.



WIX Fuel Filters



Provide unmatched fuel cleansing performance, preventing pump wear, injector clogging and premature engine wear while boosting fuel efficiency.

NGK Spark Plugs and Spark Plug Wire Sets

AMSOIL offers top-of-the-line NGK Iridium IX, V-Power, Standard and Commercial Spark Plugs and Spark Plug Wire Sets.



TRICO Wiper Blades

AMSOIL offers top-of-the-line TRICO Exact Fit, NeoForm, Oktane, Winter, Classic and Heavy-Duty Wiper Blades.

Smith "Masters" Winner's Circle

Late model driver tallies four more wins



Brady Smith celebrates his World of Outlaws win in Grand Forks, N.D.

series' largest margin of victory (5.792 seconds) at the Energy City 50 in Estevan, Saskatchewan.

"To win two World of Outlaws features is an accomplishment," said Smith. "But winning two in a row is just awesome. Doing this against the competition on this series, I couldn't be more proud for our AMSOIL team."

Smith traveled closer to home for his next win. The 31-year-old driver started from the pole position in the 50-lap "Masters" at Cedar Lake Speedway in New Richmond, Wis. on August 1 and withstood several challenges from the strong field for the win.

Before the summer came to an unofficial end, Smith wrapped up his fifth win of the year and fourth in a seven-week span after he won his heat race and the "dash" for pole position at the World Dirt Racing League-sanctioned event in Spring Valley, Minn. He would swap the lead several times during the 40-lap feature, but in the end it was the AMSOIL car speeding past the checkered flag for the win.

"It's been a great two months for the AMSOIL team," said Smith. "We've worked very hard to run up front and we now have the confidence to win every night we roll onto the track."



Smith avoids contact as he motors on to one of his four wins this summer.



Products the Pros Use

In addition to new AMSOIL Dominator[®] Synthetic 15W-50 Racing Oil, Brady Smith relies on AMSOIL Severe Gear[®] Synthetic 75W-90 Gear Lube for that extra edge against North America's top late model drivers. "Along with increasing my horsepower, AMSOIL Severe Gear reduces the temp in my gears and allows for quick changes that can be done without waiting for the gears to cool down."

Brady Smith, AMSOIL late model driver.



Hord Gets Back on Winning Track



Chad Hord launches off a jump on his way to a fourth World Championship ring in Crandon.

Although Chad Hord won the opening round of the CORR series this season, the 2006 champion was experiencing more bad luck than good until the series shifted back to Pomona, Calif. in August.

The Pro Lite driver dusted off his podium speech on Saturday after taking home a dominating win in his Boss Plow/AMSOIL Mazda, while a fifth place finish on Sunday moved the Felch, Mich. driver into fifth place and just 75 points away from the top spot.

Hord continued his attack on the winner's circle in Crandon, Wis. on Labor Day weekend. After finishing a close second to Jeff Kincaid in the "Decision at Sundown," Hord took home his fourth World Championship ring on Saturday. Despite starting ninth on Sunday, Hord plucked off the competitors and again found himself on the podium with another second place finish.

"Getting the win in Pomona really boosted our confidence," said Hord. "We've had a lot of bad luck with flat tires or getting banged around by other trucks, but now we're back on track and we'll be tough to beat the rest of the year."

Scott Douglas Shines on Sundays

Douglas wins two more Sunday showdowns

For most people, Sundays are meant for rest: getting a break from the hectic schedule and recharging for the start of the work week. For AMSOIL Pro 4 driver Scott Douglas, Sundays mean business as usual for the Championship Off Road Racing superstar.

After winning his first race of the year in Chula Vista, Calif. on Sunday, July 27, Douglas proclaimed to the NBC audience that the wins were going “to start coming in bunches.” So he prepped the AMSOIL/Kumho Tires Ford and headed to Pomona, Calif. for rounds nine and 10 on August 16-17 looking for more wins and a shot at the points lead.

While Douglas was tabbed with a black flag on Saturday, he picked up enough points from his seventh place finish to tie for the overall lead. On Sunday, he left no doubt about who was leaving the L.A. area with the most points as he took advantage of overaggressive driving by his competitors and brought home his second win of the season and a nine point lead in the championship chase.

“It was a dogfight out there this weekend,” said Douglas following his win. “We didn’t have a call go our way on Saturday, and we knew the officials were looking for a reason to throw the black flag on Sunday. We kept our nose clean and took advantage of paint swapping that was going on in front of us. Now we have another win and the points lead, so it was a good day for the AMSOIL team.”

With a month break before the CORR schedule resumed in Chula Vista, Douglas decided to head to the WSORR-sanctioned BorgWarner Shootout at the famed Crandon International

Raceway in Crandon, Wis., where the El Cajon, Calif. native was looking to become the first three-time winner of the high-profile race. While luck wasn’t on his side in the Cup race, getting caught up in a crash directly in front of him on the opening laps, Douglas was able to capture the Pro 4x4 win on Sunday, his third straight class win on a Sunday.

“We came into Crandon looking for the win,” said Douglas. “We learned a lot more about this new AMSOIL/Kumho Ford F-150 and are poised to extend our lead in the Pro 4 class in CORR.”

The AMSOIL Super Team of Douglas, Mike Oberg and Chad Hord will race the remaining CORR schedule. Up next is the AMSOIL Dominator Desert Challenge in Primm, Nev. on October 25-26.



Scott Douglas celebrates his second CORR win at Pomona.



A wide-open throttle made Douglas the Sunday winner in Crandon.



Douglas avoided as much contact as he could during his Pomona win.

Dutchman Wins WSORR Championship



Dan Vanden Heuvel captured the 2008 WSORR Pro 2wd championship in Crandon.

Dan Vanden Heuvel has been racing off-road trucks for more than three decades. While the “Flying Dutchman” has won his fair share of races, the title of Pro 2wd champion has eluded the Appleton, Wis. driver. Vanden Heuvel headed into Crandon on Labor Day Weekend with a 32-point lead and had to finish in the top 10 both days to secure his first title. However, after placing fourth on Saturday, the Dutchman gained enough points to win the season-long championship.

“It has been a long time coming,” Vanden Heuvel said. “We’ve fought hard against all these guys for years, and we’ve always been the underdog. This year was no different and we put it to ’em. AMSOIL has been there for many years, and I wouldn’t have been able to get it done without them.”



...of coming events

AMSOIL DEALER MEETINGS

ALABAMA

• October 16 - Thursday
 • November 20 - Thursday
 Meeting - 7 p.m.
STANLEO'S SUB VILLA
 605 Jordan Lane
 Huntsville, AL
Hosted by Executive Direct Jobbers Cliff Goehring & Gerry Gotvald (256) 337-0376

• October 16 - Thursday
 • November 20 - Thursday
 Meeting - 7 p.m.
BOWMAN RESIDENCE
 1330 Frank Marshall Road
 Ozark, AL 36360
Hosted by Direct Jobber E.E. "Al" Bowman (334) 774-3344

• October 9 - Thursday
 • November 13 - Thursday
 Meeting - 7 p.m.
SUMMER RESIDENCE
 404 Arrowhead Drive
 Montgomery, AL
Hosted by Premiere Direct Jobbers Pete and Jean Summer (800) 867-8735 Please RSVP

ALASKA

• 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
 Call for reservations (907) 333-0124*

ARIZONA

• November 11 - Tuesday
 Meeting - 7 p.m.
PRUKOP RESIDENCE
 10225 South Spring Ave.
 Yuma, AZ
*Hosted by Premiere Direct Jobbers Raymond & Patsy Prukop (928) 305-0273 / (253) 279-3768 Cell
 Everyone welcome*

ARKANSAS

• October 9 - Thursday
 • November 13 - Thursday
 Meeting - 6:30 p.m.
 Call for meeting location.
Hosted by Direct Dealer Jerry Gardner (501) 350-4869 gardner2154@sbcglobal.net

CALIFORNIA

• October 21 - Tuesday
 • November 18 - Tuesday
 Meeting - 6 p.m.
OAK HOUSE RESTAURANT
 34373 Yucaipa Blvd.
 Yucaipa, CA 92399
Hosted by Dealers Kenneth & Joyce Hunt (909) 809-9932

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

SYNTHETICS FIRST
 3987 First St. Suite M
 Livermore, CA 94551
Hosted by Master Direct Jobber Tom Santell (510) 351-8500 & Direct Jobber Roland Chan (925) 200-5379

• October 1 - Wednesday
 • November 5 - Wednesday
 Meeting - 7 p.m.
MCCOOL RESIDENCE
 2210 Codding Drive
 Modesto, CA 95350
Hosted by Direct Jobber Bill McCool (209) 577-0174

• October 21 - Tuesday
 • November 18 - Tuesday
 Meeting - 7 p.m.
 Downline and Guests FREE,
 Out of line - \$5
LUDWICK RESIDENCE
 6015 Hughes Street
 San Diego, CA 92115
*Hosted by Dealer Craig Ludwick
 RSVP (619) 583-5218*

COLORADO CONNECTICUT
 None Scheduled

DELAWARE

• Every Tuesday
 Meeting - 7 p.m.
KING RESIDENCE
 19 Oklahoma State Dr.
 Newark, DE 19713
*Hosted by Direct Jobber Greg King (302) 345-4350 Call for reservations
 Guests welcome*

DISTRICT OF COLUMBIA
 None Scheduled

FLORIDA

• October 18 - Saturday
 • November 15 - Saturday
 Meeting - 6 p.m.
GUTKNECHT RESIDENCE
 1519 Pennsylvania Ave.
 Lynn Haven, FL 32444
Hosted by Dealers Richard & Evelyn Gutknecht (850) 271-9266 Registration fee \$5 for out of line/free for direct line

GEORGIA HAWAII
 None Scheduled

IDAHO

• October 4 - Saturday
 • November 1 - Saturday
 Meeting - 1 - 3 p.m.
SCHELL DISTRIBUTING INC.
 2000 W. Broadway
 Idaho Falls, ID
*Hosted by ***Regency Platinum Direct Jobbers Mark & Sherree Schell
 Reservations: (208) 524-0322; RSVP*

ILLINOIS

• October 4 - Saturday
 • November 1 - Saturday
 Meeting - 9 a.m. - NOON
BAUER RESIDENCE
 111 Woodland Trail
 Anna, IL 62906-3906
*Hosted by Direct Jobbers Norm and Barb Bauer (618) 833-3228
 amsoil@aj-internet.net*

INDIANA

• October 14 - Tuesday
 • November 11 - Tuesday
 Meeting - 7 p.m.
EVANS RESIDENCE
 1115 Morningside Court
 Greenfield, IN 46140
Hosted by Executive Direct Jobbers Chuck and Linda Evans (888) 765-2542 evansamsoildist@aol.com

IOWA KANSAS KENTUCKY
 None Scheduled

LOUISIANA

• October 2 - Thursday
 • November 6 - Thursday
 Meeting - 6:30 p.m.
AUTTONBERRY RESIDENCE
 2520 Swiss Street
 W. Monroe, LA 71291
Hosted by Direct Jobber Ellis Auttonberry (318) 396-4348

MAINE

• October 8 - Wednesday
 • November 12 - Wednesday
 Meeting - 7 p.m.
 RSVP for meeting location,
 directions, meeting focus and
 special requests.
Hosted by Executive Direct Jobbers Lee & Susan Mortenson (207) 761-8375

MARYLAND

• October 30 - Thursday
 • November 27 - Thursday
 Meeting - 7 p.m.
HYNES RESIDENCE
 291 Chestnut Springs Road
 Chesapeake City, MD 21915
Hosted by Dealer William Hynes (302) 540-2525 or (410) 885-3037

• 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

MASSACHUSETTS
 None Scheduled

MICHIGAN

• October 20 - Monday
 • November 17 - Monday
 Meeting - 7 p.m.
BRAUER RESIDENCE
 5709 Eggert Place
 Brighton, MI 48116
Hosted by Direct Jobbers Scott and Dolores Brauer RSVP (810) 923-3334

• October 20 - Monday
 • November 17 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
KIRBY / AMSOIL WEST AREA
 Call ahead for location
Hosted by ★Regency Platinum Direct Jobber Tom Kirby; RSVP to (248) 310-0604 or (248) 669-9093

• October 6 - Monday
 • November 3 - Monday
 Meeting - 7 p.m. (info)
 Meeting - 8 p.m. (opportunity)
ELLIS / AMSOIL EAST AREA
 Call ahead for location
Hosted by ★Regency Platinum Direct Jobber Mike Ellis; RSVP to (586) 781-5092 or (586) 918-1578

MINNESOTA

• October 16 - Thursday
 • November 20 - Thursday
 Meeting 7 p.m.
MEYER RESIDENCE
 512 Broadway Street
 Cleveland, MN 56017
Hosted by Executive Direct Jobbers Charles & Donna Meyer (507) 931-3875

• October 14 - Tuesday
 • November 11 - Tuesday
 Meeting - 6:30 - 8:30 p.m.
THE FORD RESIDENCE
 1830 175th LN NE
 Ham Lake, MN 55304
*Hosted by Executive Direct Jobbers Mike & Linda Ford (763) 434-1544 or (763) 257-3130
 mikeford@allserviceoil.com*

• October 9 - Thursday
 • November 6 - Tuesday
 Meeting - 6 p.m.
TWINGSTROM RESIDENCE
 29200 Goldenrod Drive NW
 Isanti, MN 55040
*Hosted by Regency Silver Direct Jobbers Mylo and Patsy Twingstrom
 RSVP (612) 819-8835*

• October 2 - Thursday
 • November 6 - Thursday
 Meeting - 7 p.m.
SCHMIT RESIDENCE
 932 38th Ave. No.
 St. Cloud, MN 56301
Hosted by ★★★★★Regency Platinum Direct Jobbers Ray & Arlene Schmit (320) 251-4861

MISSISSIPPI MISSOURI MONTANA NEBRASKA NEVADA NEW HAMPSHIRE NEW JERSEY
 None Scheduled

NEW MEXICO

• October 28 - Tuesday
 • November 25 - Tuesday
 Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
 2415 Princeton Drive NE,
 Suite M
 Albuquerque, NM 87107
*Hosted by Regency Gold Direct Jobbers Paul and Nancy Greenberg (505) 881-1693, warehouse; (505) 255-2137, home; fax (505) 881-4565.
 NMOilman@aol.com*

• October 6 - Monday
 • November 3 - Monday
 Meeting - 7 p.m.
KORZANOILS
 2215 North Solano Drive
 Las Cruces, NM 88001
*Hosted by Direct Jobber Kevin Korzan (505) 496-4242
 www.korzanoils.com*

NEW YORK

• October 1 - Wednesday
 • November 5 - Wednesday
 Meeting - 7:30 p.m.
WOLFE RESIDENCE
 34 Hillvale Road
 Albertson, NY 11507
*Hosted by Dealers Edward and Eileen Wolfe (516) 621-4565; edsoil34@aol.com;
 Please call ahead to reserve a seat.*

• October 9 - Thursday
 • November 13 - Thursday
 Meeting - 7 p.m.
LOTITO RESIDENCE
 89 Owl Creek Road
 Spencer, NY 14883
*Hosted by Regency Direct Jobber Peter Lotito (607) 589-4242
 Call ahead to reserve space and confirm location or e-mail
 lubedealer@hotmail.com
 www.lubedealer.com/new york*

• October 15 - Wednesday
 • November 19 - Wednesday
 Meeting - 7:30 p.m.
SYRACUSE AREA
 Call ahead for 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 25 - Saturday
• November 29 - Saturday
Meeting - 10 a.m. - Noon
REID RESIDENCE
1204 Narron Farm Rd
Zebulon, NC 27597
Hosted by ★Regency Platinum Direct
Jobbers Pat & Gerry Reid
(919) 269-3331 greid@synthoils.com
Please call and reserve a seat for all
meetings.

• October 6 - Monday
• November 3 - Monday
Meeting - 7 p.m.
ATLANTIC BUSINESS
CENTERS
4913 Chastain Ave. Unit 28
Charlotte, NC 28209
Hosted by Dealer Gregory Finnican
(704) 525-5565

NORTH DAKOTA OHIO

None Scheduled

OKLAHOMA

• October 15 - Wednesday
• November 13 - Thursday
Meeting - 7 - 9 p.m.
RESIDENCE INN by
MARRIOTT
Oklahoma City South
(Crossroads Mall)
1111 East Interstate Service Rd.
Oklahoma City, OK 73149
Hosted by Direct Jobber
Carol Eaton and Dealer Jack Greene
(405) 627-7292

• October 4 - Saturday
• November 1 - Saturday
Meeting - 9 - 11 a.m.
Golden Corral
9711 East 71st Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber Pat
Grady (918) 258-6979

OREGON

• October 16 - Thursday
• November 20 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
HAYDEN'S LAKEFRONT GRILL
8187 SW Tualatin-Sherwood
Road
Tualatin, OR 97062
Hosted by Regency Direct Jobber
Ed Greenwood (800) 722-1092
Call first to confirm space for you and
your guests.

PENNSYLVANIA RHODE ISLAND

None Scheduled

SOUTH CAROLINA

• Every Tuesday
Meeting - 7:30 p.m.
GEORGE KERR and
ASSOCIATES
Northgate Building 5861 Rivers
Avenue, Suite 107
N. Charleston, SC 29406
Hosted by Direct Jobber George Kerr
(843) 747-8200 amsoildealer@aol.com
www.lubedealer.com/kerr

• Variable Meetings
Call or e-mail for meeting time and date
SPRADLEY RESIDENCE
1060 Cedar Creek Rd.
Swansea, SC 29160
Hosted by Direct Dealers Jim & Vicki
Spradley (803) 429-2545
synlube@gmail.com

• October 7 - Tuesday
• November 4 - Tuesday
Meeting - 7:30 p.m.
DENNY'S RESTAURANT
2521 Wade Hampton Boulevard
Greenville, SC 29615
Hosted by Master Direct Jobber
Loel D. Handley (864) 350-2082
amsoildealer@charter.net

SOUTH DAKOTA

• October 9 - Thursday
• November 13 - Thursday
Meeting - 7 p.m.
WILBER RESIDENCE
1111 Ohio Drive
Brookings, SD 57006
Hosted by Dealer Art Wilber
(605) 690-5327 to RSVP

TENNESSEE

• October 9 - Thursday
• November 13 - Thursday
Meeting - 7 p.m.
BROWNDERS ACE HARDWARE.
1100 Ladd Landing Blvd.
Kingston, TN 37763
Hosted by Dealers Bradley & Teresa
Taylor
(865) 376-2345

• October 9 - Thursday
• November 13 - Thursday
Meeting - 6 p.m.
RV CHASSIS MASTER, INC.
2364 Hwy. 91
Elizabethton, TN 37643
Hosted by Dealer Peter Scalf -
Guests Welcome (423) 474-2068

TEXAS

• Daily Meetings
Meeting - 7 p.m.
Call for location.
Hosted by Account Direct Bruce
Shilander (512) 736-3028

• October 21 - Tuesday
• November 18 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Regency Direct Jobbers
Ronald & Sandra Ward (972) 231-0773
oilmandj@tx.rr.com

UTAH VERMONT

None Scheduled

VIRGINIA

• October 14 - Tuesday
• November 11 - Tuesday
Meeting - 7:30 p.m.
STANCIL RESIDENCE
1236 General Street
Virginia Beach, VA 23464
Hosted by Regency Silver Direct Jobbers
Bill & Barbara Stancil (757) 420-0673

• October 13 - Monday
• November 10 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
5337 Merganser Circle
Gloucester, VA 23061
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitte (804) 694-0221

• October 9 - Thursday
• November 13 - Thursday
Meeting - 7:30 p.m.
AUNT SARAH'S RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Dealer Roger Riggle
(804) 803-0028 and Direct Jobber
Curley O'dell (804) 837-0807

WASHINGTON

• October 14 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Ave. E.
Puyallup, WA
Hosted by Premiere Direct Jobbers
Raymond & Patsy Prukop (253) 845-9755
/ (253) 279-3768 Cell Everyone welcome

• October 20 - Monday
• November 17 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE
CENTER & WAREHOUSE
3327 Meridian Avenue East #B
Edgewood, WA 98371
Hosted by Regency Direct Jobbers
Cliff and Lorna Gasper (253) 864-7618
Everyone welcome.

• October 14 - Tuesday
• November 11 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Executive Direct Jobbers
Mary & Charlotte Stougaard
(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 Regency Direct Jobbers
Tom and 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.
AMSOIL PEARSON
702 37th Street NE #D
Auburn, WA 98002
Hosted by ★★☆☆Regency Platinum
Direct Jobber Leonard Pearson
(253) 939-8401 Guests Welcome

• October 11 - Saturday
• November 8 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe Avenue
Spokane, WA 99205
Hosted by Executive Direct Jobber Rich
Pleske Everyone welcome. No charge

• October 8 - Wednesday
• November 12 - Wednesday
Meeting - 7 p.m.
THE LUBE DOCTOR OFFICE
2912 Graf Road
Centralia, WA 98531
Hosted by Executive Direct Jobber Wayne
C. Fletcher (800) 899-4799

WEST VIRGINIA

None Scheduled

WISCONSIN

• October 2 - Thursday
• November 6 - Thursday
Meeting - 7 p.m.
LUBACH RESIDENCE
N8825 Cty Rd J
Elkhart Lake, WI 53020
Hosted by Dealers Steve Lubach and
Brian and Wayne Gaffney
(920) 526-3612 or (920) 876-2306
All Dealers and guests welcome

• 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 16 - Thursday
• November 13 - Thursday
Meeting - 7 p.m.
KERKMAN RESIDENCE
28238 Durand Ave
Burlington, WI 53105
Hosted by Master Direct Jobbers
Kenneth & Lorna Kerkman
(262) 534-2878

• 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 2 - Thursday
• November 6 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcom Street
Hammond, WI 54015
Hosted by Regency Gold Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

• October 1 - Wednesday
• November 5 - Wednesday
Meeting - 7 p.m.
SWENDSON RESIDENCE
1629 Square Circle
Waukesha, WI 53186
Hosted by Master Direct Jobber
Scott Swendson (262) 754-9751
Everyone welcome

WYOMING

None Scheduled

INTERNATIONAL

**ALBERTA
BRITISH COLUMBIA
MANITOBA**
None Scheduled

NEW BRUNSWICK

• October 20 - Monday
• November 17 - Monday
Meeting - 7:30 p.m.
McLAUGHLIN RESIDENCE
913 Coverdale Road
Riverview, NB E1B 5E6
Hosted by Executive Direct Jobber Wayne
McLaughlin and Dealer Wendell Steeves
(506) 386-2896 Everyone welcome

**NEWFOUNDLAND
NOVA SCOTIA**
None Scheduled

ONTARIO

• October 30 - Thursday
• November 27 - Thursday
Meeting - 6 p.m.
AMSOIL DISTRIBUTION
CENTER
6625 Tomken Road,
Units 12-14
Mississauga, ON L5M-5J3
Hosted by Master Direct Jobber
Walter Perera and local Dealers
(866) 326-7645 fax: (905) 814-1802
www.simwal.com

PRINCE EDWARD ISLAND

• October 6 - Monday
• November 3 - Monday
Meeting - 7 p.m.
CALL FOR LOCATION
Charlottetown
Hosted by Dealers Trevor MacDonald,
Trevor Murray and Merrill Cronin RSVP:
(902) 626-9006

PUERTO RICO

None Scheduled

QUEBEC

• October 2 - Thursday
• November 6 - Thursday
Meeting - 7:30 p.m.
ENTREPÔT AUTOLUBE AMS
ENVIRONNEMENT
1655 Rue Chicoine, Porte #1
Vaudreuil-Dorion, Quebec,
Canada J7V8P2
Hosted by Regency Silver Direct Jobber
Yvon Boucher (514) 990-1889

SASKATCHEWAN

None Scheduled

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

AMSOIL CENTERLINES ...and updates

OCTOBER CLOSE OUT

The last day to process October orders in the U.S., Canada and Puerto Rico is the close of business on Friday, October 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CDT on that day. The last day to process October orders in Alaska is the close of business on Saturday, October 25. All orders received after these times will be processed for the following month. Volume transfers for October business will be accepted until 3 p.m. CST on Thursday, November 6. All transfers received after this time will be returned.

HOLIDAY CLOSINGS

The Edmonton and Toronto distribution centers will be closed Monday, October 13 for Thanksgiving Day.



AMSOIL DIPSTICK TAGS

The G38 AMSOIL Dipstick Tags have been upgraded and are now constructed of a new and improved water-proof vinyl material.

Stock #	Qty.	U.S.	Can.
G38	25	1.20	1.40

NEW POWERSPORTS PRODUCTS FAIR HANDOUT

The new full color, eight-panel Powersports Products fair handout highlights the features and benefits of using AMSOIL products in powersports equipment.

Stock #	Qty.	U.S.	Can.
G2507	100	6.25	7.10



P.I. MONEY-BACK GUARANTEE BROCHURE

The new G2592 AMSOIL P.i. Money-Back Guarantee brochure explains the benefits of P.i., as well as the terms and conditions of the money-back guarantee program. Full color, 4 pages.

Stock #	Qty.	U.S.	Can.
G2592	10	2.10	2.40



AMSOIL ADVERTISING

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

October & November 2008

Display Advertisements

NOLN	Oct. '08	(800) 796-2577
High Performance Pontiac	Oct. '08	(212) 745-0100
Mopar Muscle	Oct. '08	(212) 745-0100
Cruisin Style	Oct. '08	(877) 776-9869
Diesel Builder	Oct. '08	(423) 664-5100
Diesel Power	Oct. '08	(212) 745-0100
Off Road	Oct. '08	(212) 745-0100
Racer X	Oct. '08	(661) 245-2422
Street Rodder	Oct. '08	(212) 745-0100
ASO	Oct. '08	(219) 763-3013
Wisconsin Snowmobile News	Oct. '08	(800) 380-3767
Michigan Snowmobile News	Oct. '08	(800) 380-3767
Dirt Sports	Oct. '08	(800) 854-3112
NOLN	Nov. '08	(800) 796-2577
Performance Business	Nov. '08	(303) 469-0424
Mopar Muscle	Nov. '08	(212) 745-0100
Cruisin Style	Nov. '08	(877) 776-9869
Off Road	Nov. '08	(212) 745-0100
Street Rodder	Nov. '08	(212) 745-0100
Wisconsin Snowmobile News	Nov. '08	(800) 380-3767
Michigan Snowmobile News	Nov. '08	(800) 380-3767

Catalog Showcase Advertisements

Rod & Custom	Oct. '08	(212) 745-0100
Diesel Power	Nov. '08	(212) 745-0100

NEW AMSOIL CENTER BROCHURE

The new G2593 AMSOIL Center brochure, as featured at the AMSOIL 35th Anniversary Convention, features photos and information on the AMSOIL Center. Full size/color, 8 pages.

Stock #	U.S.	Can.
G2593	.90	1.05



NEW 930,599-MILE VAN BROCHURE

Features independent analysis and internal engine photos from 930,599-mile 1999 Chevy G-3500 Express delivery van using AMSOIL products. Full size/color, 4 pages.

Stock #	U.S.	Can.
G2578	.90	1.05



AMSOIL Set to Dominate the Desert in Title CORR Race



The AMSOIL Dominator® Desert Challenge is set as the seventh stop on the 2008 Championship Off Road Racing (CORR) schedule on October 25-26 in Primm, Nev. The event will be broadcast live on both the SPEED network and NBC, making it a spectacular opportunity to increase AMSOIL visibility.

AMSOIL-The Exclusive Official Oil of CORR

AMSOIL is the Exclusive Official Oil of CORR. Through that agreement, AMSOIL will play host to the high-flying, top-speed action in Primm in October. Event attendees and viewers at home will see the AMSOIL logo everywhere they look – from the tickets, to signs on the jumbotron, to the truss over the entrance, to the programs.



In addition, spectators both live and at home will see the AMSOIL logo streaking by on the trucks of Scott Douglas, Mike Oberg, Chad Hord, Josh Baldwin, Steve Barlow, Ricky Johnson, Jeremy McGrath, Mike Jenkins and Mark Jenkins. Both on and off the track, the AMSOIL logo will be impossible to miss.

Exciting Exposure

The exposure this event is going to generate will provide exciting opportunities for Dealers. The event also provides Dealers a great chance to host a CORR party, as the races will be broadcast on both SPEED and

NBC. AMSOIL Dealers hosting a CORR Race Party will be eligible to win a free trip to the final CORR race of the year in Chula Vista, Calif. The winner of the drawing will be a special guest in the AMSOIL VIP suite and gain access to the pits and trailer staging areas. AMSOIL will provide the winning Dealer with two round trip air tickets and three nights of lodging.

The winning Dealer will attend the final race of the 2008 CORR season, scheduled December 6-7 in Chula Vista, Calif. AMSOIL Super Team members Scott Douglas and Mike Oberg will also be on hand to congratulate the winner. See the Dealer Zone at www.amsoil.com for complete information on this promotion. Entry submissions must be in by November 1, 2008 to be included in the drawing. The drawing will take place on November 4 and the winning Dealer will be contacted to begin making travel arrangements.

“The AMSOIL Dominator Desert Challenge is going to be a world-class event,” said AMSOIL Race Program Manager Jeremy Meyer. “This event is guaranteed to get people talking about AMSOIL, which will significantly benefit AMSOIL Dealers.”

Be sure to tune in to watch the AMSOIL-sponsored drivers supporting the products they rely on so heavily for success. Check out www.amsoil.com for schedules and driver information.

Performance That Lasts



PSF

Power steering fluid is one of the most neglected lubricants under the hood. An increasing number of vehicle manufacturers are recommending drain intervals for power steering fluid, most commonly around 60,000 miles.

AMSOIL Synthetic Universal Power Steering Fluid (PSF) provides excellent wear protection, better lubricity and reduced friction, resulting in cooler operating temperatures, longer component life and quieter operation, while its synthetic formulation provides superior performance that outlasts the competition.



Fluid Extraction Pump



Stock#	U.S.	Can.
G2576	15.00	17.00

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



ISO 9001:2000 CERTIFIED

AMSOIL INC.

SYNTHETIC LUBRICANTS

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



OCTOBER 2008
 PRINTED IN USA



**CHANGE SERVICE
 REQUESTED**

Published 12 times annually

PRSR STD
 US POSTAGE
 PAID
 AMSOIL



(Discover in U.S. only)