

# **AMSOIL**

# **ACTION NEWS**

© AMSOIL INC 2002 *The First in Synthetics* SEPTEMBER 2002

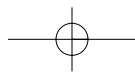
**Don't Miss the Excitement**

## **The AMSOIL 30<sup>th</sup> Anniversary International Convention**

**July 17-19, 2003**

**Registration information included in this *Action News***

Photo Courtesy of Duluth Convention and Visitors Bureau Seaquest Photography



## From the President's Desk...



As you can see by the front cover of this Action News, we are making preparations to celebrate our 30th Anniversary International Convention next July. Now it may seem premature to ask you to start planning for this event almost a year early, but I assure you it is not.

The Duluth/Superior area has grown to be a major tourist attraction and it is essential to plan well in advance to secure lodging during the summer months. Now is the perfect time to plan your vacation here in the twin ports and take in our International Convention. For those who have visited here before, you know how beautiful the Lake Superior region is. For those who have never experienced it, you're in for a real treat.

This event is personally very near and dear to me. After all, thirty years in business is a long time. Especially when the odds were so stacked against my success to begin with. Remember, I had to go head-to-head against some of the largest corporations in the world at the time, disrupting the status quo and marketing a product nobody, and I mean nobody, had ever heard of.

My long-time friends still recall what a challenge I had to make this company successful. If you were to ask some of them what they thought of my idea of making and marketing synthetic motor oil, they would have accused me of flying at altitude too long without oxygen. I know that's what they would have said because it is what they were telling me at the time.

But they were wrong. I had a better mouse trap and I knew it. Synthetic Motor Oil was the oil of the future. The trick was to get enough people to try it and spread the word. Multi-Level Marketing was the answer, and soon after we went MLM, we couldn't manufacture enough motor oil to meet the demand. Not a bad problem for a fledgling young company to have, but it required diligence and foresight to manage our phe-

nomenal growth. We were not equipped to mass-produce, and we didn't have the facility we needed to do it.

We immediately began expanding our plant and investing in equipment. Our motor oil was becoming accepted in the marketplace, but I wanted our Dealers to have a full line of synthetic lubricants to sell. I decided early-on that we needed to expand our in-house lab for quality control and new product development. We built a lab that eventually became a state-of-the-art facility and it remains so today.

We are a company of many "firsts." We were the first with synthetic motor oil, then one by one, we began adding more original products to our line. Synthetic diesel oil, two-cycle oil, gear lubes, racing oil, greases, hydraulic fluids, the list has continued to grow through the years. Today, we manufacture a complete line of synthetic lubricants. We are also capable of developing and manufacturing other high-performance lubricants to meet the most demanding applications.

Yes, we were "The First in Synthetics" and I'm proud of that. All other synthetic motor oils were Johnny-come-latelies. That's a fact. Most are manufactured by the same giant oil companies who used to be quoted in magazine articles and news stories saying the benefits of synthetic lubricants were being overstated by that little company in Superior, Wisconsin. Then, amazingly, they started making synthetic oils claiming the same overstated benefits. It's funny how that works.

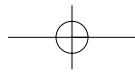
What is not so funny is when I hear or read the ad slogans saying their products are the best. They are not. Mobil 1 has run the tag line for their advertising stating "nothing outperforms Mobil 1." I know a company that makes oils that do. And you know which company that is. Mobil makes very good oil, but I'm here to tell you that it does not outperform AMSOIL Synthetic Motor Oils. They can come out with the advertising buzz words to market their oils, but in the final analysis, buzz words don't add one thing to their product's performance. The only reason we have continued to grow and prosper competing with large corporations like Mobil is that our products have consistently performed better.

Superior performance does not just happen. We have incorporated many, many improvements to all of our lubricants over the years and we continue to do so today. My son, Alan, is now involved in product formulations, and like me, he is dedicated to maintaining the quality and performance of our products. Even so, all product formulation changes continue to require my approval. We have a good team, with my experience, Alan's quest for refining and improving our products, and Dean Alexander as my General Manager. The result is a company with products that continue to lead the industry in every way!

So I hope you make plans to visit us next summer. It's been five years since we've held a large international convention here. Much has changed at our plant. You will be amazed at how streamlined our production has become. I'm personally anxious to greet every one of you and I guarantee you will enjoy your visit!

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

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



# DEALERS IN ACTION!

## AMSOIL Performance Convinces New Dealer

Trying out AMSOIL synthetics recently brought another Dealer to the growing network of AMSOIL businesses in the country.

Last September, Perry Gerstein, Kenosha, Wis., bought a new 2002 Jeep Liberty with a 3.7 litre V6 engine. He's a truck driver who was a mechanic in the past. His wife, Nancy, uses the Jeep for her daily newspaper route delivery.

"After a few months and about 9,000 miles the SUV got such bad gas mileage the engine seemed as if it would never break in, and it had so little throttle power my wife and I decided to try synthetics," he said. "I've always lived by the 3,000-mile oil change and nothing was working for us with this SUV."

Gerstein put AMSOIL Series 2000 0W-30 in the vehicle. "After three days, my wife said it was like driving a whole different car. It was running smoother and the mileage went up from 11.5 mpg to about 13.8, and was better on the highways," Gerstein said.

He also uses AMSOIL ATF and SDF oil filters. He plans to install a bypass filter or dual remote when he has the time.

He became a Dealer about six months ago.

"I love the AMSOIL synthetics so much I decided to become a Dealer. Now I tell everyone I know about AMSOIL," Gerstein said. "AMSOIL isn't a gimmick product. It's a superior lubricant and I use the product in all my cars and in my 2001 Sea Ray boat. Just try the product, and it will convince you too."



*Perry and Nancy Gerstein stand outside their home in Kenosha, Wis. with their Jeep Liberty.*

## AMSOIL Passes Challenge in Permafrost Territory

Extreme conditions put AMSOIL lubes to the test regularly for AMSOIL Dealer Gary Peltier, Woodlands, Manitoba, Canada.

Peltier is the owner/operator of South Knife Lake Lodge, a remote wilderness hunting and fishing lodge 90 miles inland from Churchill, Manitoba, Canada – off Hudson Bay. The lodge is exactly 1,000 miles north of AMSOIL headquarters in Superior, Wis. Guests there find trophy lake trout, northern pike, grayling and brook trout. The lodge also offers moose and caribou hunting.

The terrain is rough, and the temperatures are extreme. Ice left the lake this year on June 22. On July

1, the temperature hovered around the freezing point. This land of permafrost lies barely within the northern tree line.

Peltier uses the AMSOIL 100:1 2-Cycle Oil for the outboard engines. "The performance is exceptional," he said.

He also uses AMSOIL 15W-40 Heavy Duty Diesel and Marine Motor Oil in the diesel generator. Needless to say, he can't afford failures.

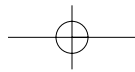
His boats travel more than 10 miles from the lodge on their expeditions; the lake can get rough; the temperatures frigid. He must keep the electricity on at the lodge. And he has limited ability to do repairs. "In every respect, the lubricants are being counted on for exceptional performance," Peltier said.

Since his introduction to AMSOIL lubricants, Peltier says he'll never use any other.

**MANITOBA, CANADA** – Dealer Gary Peltier trusts AMSOIL in the most extreme conditions.

**SOUTH KNIFE LAKE LODGE** – Dealer Gary Peltier at his lodge in Manitoba, Canada.





# MONTHLY LE



**LaDonna Harrison & LaVel Rude**  
*Minnesota*  
★★★Regency Platinum Direct Jobbers  
**FIRST** in Total Organization  
Ninth in Personal Group Sales



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



**Ray & Arlene Schmit**  
*Minnesota*  
★★Regency Platinum Direct Jobbers  
Third in Total Organization  
Second in Personal Group Sales  
Tenth in New Qualified Dealers & Accounts



**Leonard & Eunice Pearson**  
*Washington*  
★Regency Platinum Direct Jobbers  
Fourth in Total Organization  
Eighth in Personal Group Sales



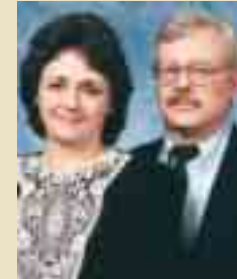
**Michael H. Ellis**  
*Michigan*  
Regency Gold Direct Jobber  
Eighth in Total Organization  
Third in Personal Group Sales  
**FIRST** in Commercial & Retail Marketing



**Gerry & Patricia Reid**  
*Virginia*  
Regency Gold Direct Jobbers  
Ninth in Total Organization  
Sixth in Personal Group Sales



**David & Carol Bell**  
*Texas*  
Regency Platinum Direct Jobbers  
Tenth in Total Organization  
Second in Commercial & Retail Marketing  
Ninth in New Qualified Dealers & Accounts



**Daniel & Judy Watson**  
*Florida*  
Regency Silver Direct Jobbers  
Fifth in Personal Group Sales



**James J. Allen**  
*Ohio*  
Master Direct Jobber  
Fifth in Commercial & Retail Marketing



**Dave M. Mann**  
*Michigan*  
Master Direct Jobber  
**FIRST** in New Qualified Dealers & Accounts



**Greg Landuyt**  
*Indiana*  
Executive Direct Jobber  
Second in New Qualified Dealers & Accounts

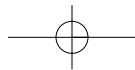


**Edward Smith & Linda Sullivan**  
*Texas*  
Direct Jobbers  
Third in New Qualified Dealers & Accounts



**Michael J. Mathe**  
*Michigan*  
Direct Dealer  
Fourth in New Qualified Dealers & Accounts





# LEADERS June 2002



**Ora Mae Boardman**  
*Virginia*  
Regency Platinum Direct Jobber  
*Fifth in Total Organization*



**William & Judy Shirk**  
*Maine*  
Regency Platinum Direct Jobbers  
*Sixth in Total Organization*  
*Fourth in Personal Group Sales*



**Patrick & Donna Grady**  
*Oklahoma*  
Regency Gold Direct Jobbers  
*Seventh in Total Organization*  
*Seventh in Personal Group Sales*



**George & Shirley Douglas**  
*Florida*  
Regency Gold Direct Jobbers  
*Tenth in Personal Group Sales*



**David B. Richardson**  
*Ohio*  
Direct Jobber  
*Third in Commercial & Retail Marketing*



**Richard & Betsy Johnson**  
*Virginia*  
Regency Direct Jobbers  
*Fourth in Commercial & Retail Marketing*



**David & Rebecca Reid**  
*Virginia*  
Premiere Direct Jobbers  
*Sixth in New Qualified Dealers & Accounts*



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



**Robert & Lisa Riley**  
*Florida*  
Executive Direct Jobber  
*Eighth in New Qualified Dealers & Accounts*

# HALL OF FAME

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



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



**Shirley Green,**  
Regency Platinum

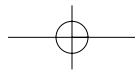


**Dorothy Hansen,**  
Regency Platinum



**Harold and Marcile Hartman,**  
Regency Platinum





# HIGHER LEVELS OF

## REGENCY GOLD DIRECT JOBBERS

Daniel & Judy  
Watson  
Florida



Michael Ellis  
Michigan



## MASTER DIRECT JOBBERS

Michael & Carolyn  
Barber  
Michigan



## EXECUTIVE DIRECT JOBBERS



John E. Doyle  
Maryland



Bob Kaytes  
Nevada



Don & Carol Stefanik  
Ontario

## PREMIERE DIRECT JOBBERS



Charles & Judith Burnell  
North Carolina

**2500 Level Honors** 2500 monthly commission credits 25 Dealers sponsored

**Ron E. Toomes**, Montana Sponsor: Vincent Lentz

**2000 Level Honors** 2000 monthly commission credits 20 Dealers sponsored

**Harry and Merlene Rakfeldt**, Oregon Sponsors: Francis and Marilyn Lane

**1500 Level Honors** 1500 monthly commission credits 15 Dealers sponsored

**Thomas E. Van Every**, Washington Sponsors: Marvin and Charlotte Stougard

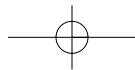
**1000 Level Honors** 1000 monthly commission credits 10 Dealers sponsored

**Alvie and Phyllis Marcellus**, Washington Sponsor: Donald F. Allen  
**Adam and Diane Mosher**, South Carolina Sponsors: Garrett and Robyn Galloway

**500 Level Honors** 500 monthly commission credits 5 Dealers sponsored

**Roger E. Burton**, Kentucky Sponsor: Ted T. Powers  
**Gerald Cessac**, New Mexico Sponsors: Paul and Nancy Greenberg  
**James P. Curtis**, Georgia Sponsor: Craig S. Heisey  
**Danny and Kelley Doktor**, Michigan Sponsor: James D. Weeks  
**Norman and Margaret Gillen**, Utah Sponsors: Mark and Sherree Schell  
**Sam and Linda Goldfarb**, Texas Sponsors: Ervin and Susan JuVette  
**Richard and Lillian Graves**, Florida Sponsors: R.J. and Judy Harris





# RECOGNITION

June 2002

## NEW DIRECT JOBBERS



**Michael & Lori Gorecki**  
*Minnesota*  
Sponsors: Bud & Lorna Bourquin  
Direct Jobbers:  
Bud & Lorna Bourquin



**Scott M. Jensen**  
*Washington*  
Sponsors: Leonard & Eunice Pearson  
Direct Jobbers:  
Leonard & Eunice Pearson



**Richard Lamonde**  
*Florida*  
Sponsors: Larry & Kathleen Gray  
Direct Jobbers:  
Larry & Kathleen Gray



**Eric Moreton**  
*Michigan*  
Sponsor: Michael Ellis  
Direct Jobber: Michael Ellis



**Joel & Susan Watkins**  
*Florida*  
Sponsors: Edward & Lisa Watkins  
Direct Jobbers: Edward & Lisa Watkins

## NEW DIRECT DEALERS



**Don Frame & Janet Faunce**  
*Washington*  
Sponsors: Thomas & Shirley Walsh  
Direct Jobbers: Thomas & Shirley Walsh



**Craig S. Heisey**  
*Georgia*  
Sponsor: Scott E. Parsons  
Direct Jobbers: Larry & Kathryn Chambliss



**Frank & Norma Hinckley**  
*Idaho*  
Sponsors: Robert & Linda Korenke  
Direct Jobbers: Mark & Sherree Schell



**Allan & Sharon Schulz**  
*Minnesota*  
Sponsors: Bud & Lorna Bourquin  
Direct Jobbers: Bud & Lorna Bourquin

### 500 Level Honors 500 monthly commission credits 5 Dealers sponsored

- Marvin Klann, Texas** Sponsors: David and Carol Bell
- Bruce Merrill, Indiana** Sponsors: Willis and Rolene Gingerich
- Adam W. Mitchell, Virginia** Sponsors: Donald and Lina Nichols
- Michael and Elizabeth Sabin, Alabama** Sponsor: Renate M. Goehring

### 300 Level Honors 300 monthly commission credits 3 Dealers sponsored

- George H. Boswell, Maryland** Sponsors: Jerry and Judy Goss
- Michael W. Boyd Sr., Oregon** Sponsors: Marvin and Donna Beck
- John and Eldbjorg Ekholm, Washington** Sponsors: Marvin and Charlotte Stougaard
- Frank Galante, California** Sponsors: Mike and Betty Yellich
- Richard Jr. and Holly Guilz, New York** Sponsor: Edwin J. Bradt
- David K. Higgins, California** Sponsors: Chris and Margaret Thyrring
- Mandi H. McDonald, Colorado** Sponsor: Richard L. Hitchcock
- Brent McKenney, Idaho** Sponsors: Charles and Connie McGuffey
- Raymond and Jo Miller, Kansas** Sponsors: Wilbur and Mildred Miller
- Steve R. Nilsson, Arkansas** Sponsors: Patrick and Donna Grady
- David Noel, Ohio** Sponsor: Steven R. Debarr
- D.S. Roeder, Minnesota** Sponsors: Bud and Lorna Bourquin
- Ronald and Donna Ruward, Texas** Sponsors: Richard and Lillian Dixon
- Robert and Sandra Schudlich, Michigan** Sponsor: Richard L. Dell
- Cathy Silveira, New Hampshire** Sponsors: Edward and Cynthia Sanders
- William H. Starr, Washington** Sponsors: Raymond and Patricia Prukop
- Johnny and Hazel Williams, Alaska** Sponsors: Richard and Melda Staten



# Racing into the Future

## The AMSOIL 30th Anniversary International Convention

### July 17-19, 2003

- Meet AMSOIL Founder and President A.J. Amatuzio.
- Join Team AMSOIL racers at the Duluth Entertainment Convention Center.
- Attend Corporate Presentations.
- See old friends.
- Meet new Dealers.
- View the beautiful sights of Duluth on the shores of majestic Lake Superior, the world's largest freshwater lake.
- Plus drawings, discounts, specials and much, much more.

**Register now and SAVE \$30**

From now until Dec. 31, 2002:

**\$95**

Jan. 1, 2003 through March 31, 2003:

**\$110**

April 1, 2003 until the convention:

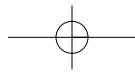
**\$125**

Register online at the AMSOIL Corporate Website at [www.amsoil.com](http://www.amsoil.com) or by telephone at

**1-800-777-7094**







During the past 30 years, AMSOIL Founder and CEO A.J. Amatuzio has been making his dream come true.

He built a solid, thriving synthetic lubrication business that sets the standard by which all other companies measure.

Amatuzio's multi-level marketing approach has brought thousands of Dealers successful businesses, and the company continues to grow at record pace.

The AMSOIL 30th Anniversary International Convention is a chance for all of those business people to celebrate their thriving businesses and get to know each other and the AMSOIL staff.

"Coming to Duluth is great, especially when you come from Virginia and get the relief from the heat," said Regency Gold Direct Jobber Gerry Reid. "It's a fun place to visit, the waterfront, the great restaurants in the area, learning about the historical significance of the port, and of course a visit to the casino."

Reid and his wife, Patricia, first attended a regional convention in 1978 in Springfield, Mass. He's attended almost every convention and has next year's 30th anniversary convention marked on his calendar. "We certainly won't miss it," he said.

The conventions are a great place to improve and share business knowledge with other Dealers, Reid said. "I would encourage all Dealers to attend the 30th convention. You get a much better understanding of what AMSOIL is and the potential business opportunity you have in your grip."

## Paul Harvey Praises Duluth

I first wrote something called "Undiscovered America" 22 years ago. I was focusing then on Arkansas as a state yet to be discovered. Since that essay, Sam Walton and Bill Clinton took care of that.

But there is yet more America to be discovered. Lake Superior is superior. It's the largest, coldest, clearest, deepest body of water in the United States. And on its western shore sits a superior city named Duluth.

Duluth is sea gulls and sailboats, thousand-foot ships homing in on a majestic lighthouse. Its sand beaches parallel a mile-long boardwalk. Duluth is parks and playgrounds, two 27-hole public golf courses, two 18-hole private courses, numerous community recreation centers, hiking and biking, and walleye fishing right downtown.

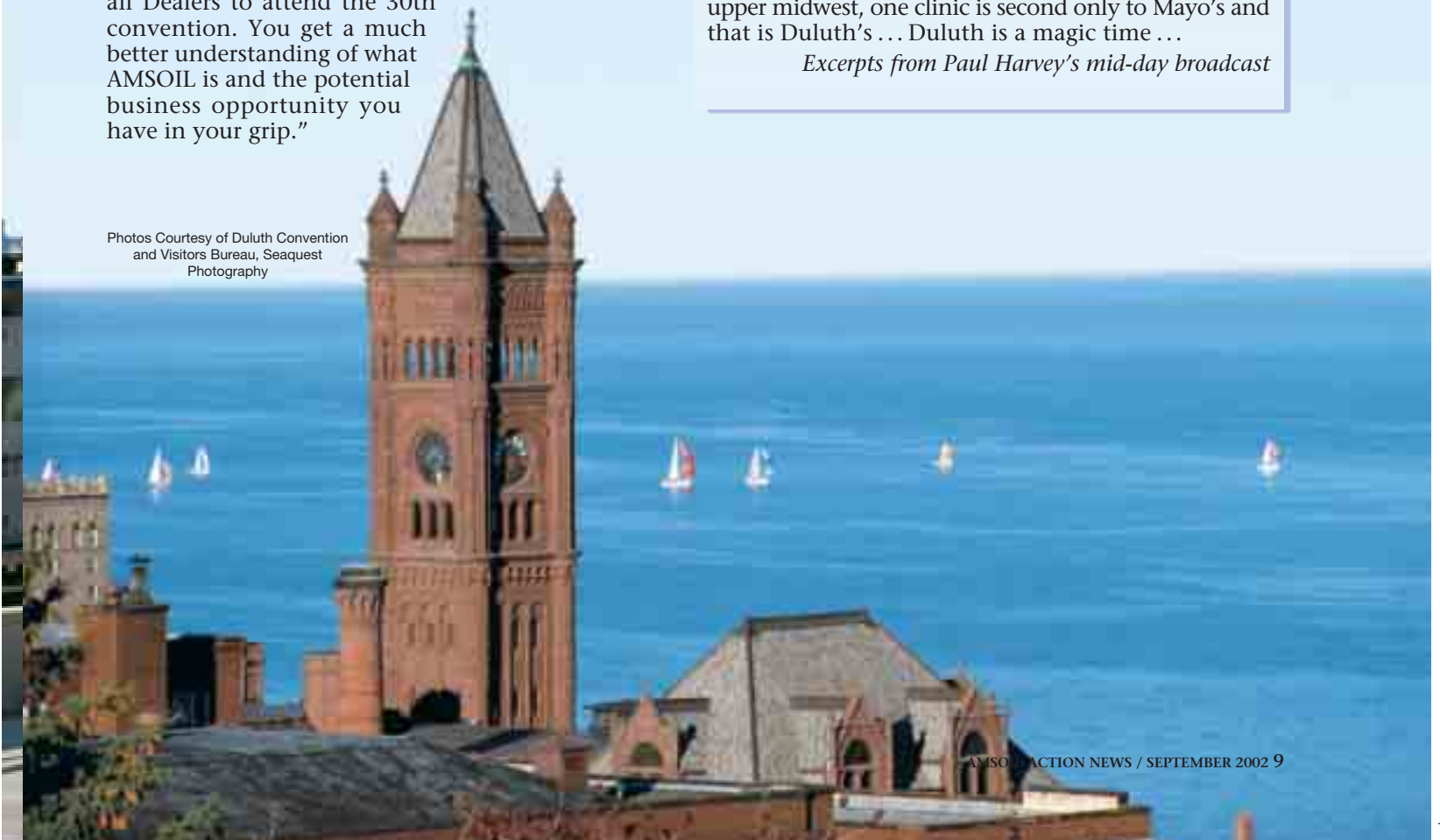
From many of the northern west-hills overlooking the city of Duluth you have an ocean view. Duluth is... Duluth is San Francisco with growing room. Look northeast to the state park named for its Gooseberry Falls, look east from up the north shore and the horizon is dominated by handsome Split Rock Lighthouse. A hundred-year-old classic depot houses three museums.

Institutions of higher learning, within the city limits, I count six. And yet if most American cities are wall-to-wall people and cars, Duluth's 27-miles long city is utterly underpopulated... In all of the American upper midwest, one clinic is second only to Mayo's and that is Duluth's... Duluth is a magic time...

*Excerpts from Paul Harvey's mid-day broadcast*



Photos Courtesy of Duluth Convention and Visitors Bureau, Seaquest Photography



# Diesel Oil Specifications Become More Stringent

New Environmental Protection Agency (EPA) pollution regulations, which require a 50 percent reduction in diesel emissions, are set to go into effect in October. Engine manufacturers have answered this mandate with exhaust gas recirculation (EGR) units, which recirculate a portion of the exhaust to the engine's combustion chamber to incinerate pollutants. These EGR units have a significant impact on the engine oil, prompting the American Petroleum Institute to release its API CI-4 performance specification upgrade.

The main drawback associated with EGR-equipped engines is the high level of soot introduced in the engine oil. These high soot levels can lead to higher soot-related wear, as well as increases in oil viscosity. EGR is also expected to negatively affect engine operating temperatures, oil oxidation and cold-start pumpability.

API CI-4 diesel oils are designed to provide optimum protection for EGR engines, as well as be "backward compatible" for existing engines. Areas directly addressed in CI-4 include "corrosive and soot-related wear tendencies, piston deposits, degradation of low- and high-temperature viscometric properties due to soot accumulation, oxidative thickening, loss of oil consumption control, foaming, degradation of seal materials and viscosity loss due to shear."

AMSOIL 15W-40 Synthetic Blend Diesel Oil (PCO), 15W-40 Synthetic Heavy-Duty Diesel and Marine Motor Oil (AME) and Series 3000 Synthetic 5W-30 Heavy Duty Diesel Oil (HDD) are recommended for and provide superior lubricating protection in both EGR-equipped and non-EGR-equipped diesel engines for extended drain intervals.

In order to assure top performance in EGR-equipped engines, some equipment manufacturers have released their own tough engine oil performance specifications. Currently, the Mack EO-N Premium Plus High Performance Diesel Engine Oil Specification is the most stringent in the industry. According to Mack's service bulletin, "EO-N Premium Plus oil provides a higher oil film thickness, better wear performance, and improved oxidation control at higher oil temperatures. These

oils will also hold a greater amount of combustion soot in suspension."

Effective resistance to soot and oxidation were high priorities in setting the Mack E-ON Premium Plus specification. The Mack T-10 Test measures oxidation resistance of the oil at higher temperatures and its ability to control abrasive wear, as well as cylinder wear and bearing corrosion protection. It is the most severe test of this type in the industry. The Mack T-8E is a severe 300-hour test that measures an oil's ability to resist soot-related thickening.

AMSOIL 15W-40 Synthetic Blend Diesel Oil will be CI-4 licensed upon implementation and is on the Mack EO-N Premium Plus approved oils list. Both AMSOIL 15W-40 Synthetic Blend Diesel Oil and AMSOIL 15W-40 Synthetic Heavy-Duty Diesel and Marine Motor Oil are superior quality oils recommended in applications specifying Mack EO-N Premium Plus lubricants.

While conventional diesel oils are often unable to effectively disperse soot and maintain their viscosity, the superior synthetic base stocks and advanced additive packages of AMSOIL Synthetic Diesel Oils effectively control the increased soot and acid levels associated with EGR units, maintaining viscosity and providing unsurpassed wear protection.

AMSOIL Synthetic Diesel Oils provide superior protection in temperature extremes. They resist oxidation and thermal breakdown, while remaining shear stable at high temperatures, avoiding the damaging sludge and deposit buildup that contribute to decreased fuel efficiency, corrosion and accelerated engine wear. Engines run cooler with less wear.

In cold temperatures, AMSOIL Diesel Oils stay fluid, providing essential lubrication to prevent engine wear and allowing quick and easy starting.

AMSOIL Synthetic Diesel Oils effectively reduce both lubrication expenses and pollution by extending drain intervals, reducing downtime and keeping emissions to a minimum. The low volatility characteristics of AMSOIL Diesel Oils means less oil vapor passes into the combustion chamber, reducing oil consumption and emissions and keeping the oil serviceable for extended drain intervals.



# BriteSide™

The new BriteSide product line carries cleaning and appearance products carefully selected to be of the highest quality and value.

## BriteSide Heavy Duty Scrub Hand Cleaner



- Formulated for the toughest cleaning jobs
- Chemically engineered to cut through grease, oil and dirt without the use of harsh pumice
- Waterless formula eliminates the need for rinsing
- Available in one-gallon bottles, 16-ounce bottles and single-use packets
- Ideal for commercial, industrial and home applications



U.S. Pricing						CAN Pricing					
Stock No.	Pkg/Size	Wt. Lbs. ea	Comm Credits	Dealer Cost	Min. Sugg. Retail	Stock No.	Pkg/Size	Wt. Lbs. ea	Comm Credits	Dealer Cost	Min. Sugg. Retail
BSH-BF	(1) 16-oz. bottle	1	3.85	5.80	7.55	BSH-BF	(1) 16-oz. bottle	1	3.85	9.30	11.85
BSH-16	(6) 16-oz. bottles	6	23.10	33.00	44.70	BSH-16	(6) 16-oz. bottles	6	23.10	53.10	70.50
BSH-1G	(1) gallon bottle	9	13.95	20.95	27.35	BSH-1G	(1) gallon bottle	9	13.95	33.90	43.15
BSH-04	(4) 1 gallon bottles	36	55.80	79.80	107.80	BSH-04	(4) 1 gallon bottles	36	55.80	129.20	171.00
G-1788	(25) 10 ml sample packets	--	--	11.25	--	G-1788	(25) 10 ml sample packets	--	--	18.75	--
G-1806	(1) gallon bottle pump	--	--	1.75	--	G-1806	(1) gallon bottle pump	--	--	2.80	--
G-1818	(1) wall mount bracket	--	--	9.95	--	G-1818	(1) wall mount bracket	--	--	15.95	--

## BriteSide Miracle Wash Aerosol Spray

- Convenient aerosol spray
- Leaves a brilliant, protective shine
- Eliminates car wash mess
- Convenient anywhere, any time
- No need to refill bottles
- Repels light dust and dirt
- Shields against ultraviolet rays

U.S. Pricing					
Stock No.	Pkg/Size	Wt. Lbs. ea	Comm Credits	Dealer Cost	Min. Sugg. Retail
AMW-SC	(1) 13-oz. spray can	1.0	5.95	6.25	8.35
AMW-06	(6) 13-oz. spray cans	6.0	35.70	35.70	49.50

CAN Pricing					
Stock No.	Pkg/Size	Wt. Lbs. ea	Comm Credits	Dealer Cost	Min. Sugg. Retail
AMW-SC	(1) 13-oz. spray can	1.0	5.95	10.05	12.75
AMW-06	(6) 13-oz. spray cans	6.0	35.70	57.30	75.90



## Briteside T6 Cleaning Concentrate



- Revolutionary new super-concentrated formula
- Can be diluted to perform hundreds of household and commercial tasks
- Spray bottles and dilution syringe also available.

U.S. Pricing					
Stock No.	Pkg/Size	Wt. Lbs. ea	Comm Credits	Dealer Cost	Min. Sugg. Retail
BT6-HG	(1) 64-oz. bottle	4.7	18.50	19.45	32.10
BT6-06	(6) 64-oz. bottles	29.7	111.00	111.00	192.00
G-1782	(1) 24-oz. spray bottles	--	--	1.50	--
G-1787	(6) 24-oz. spray bottles	--	--	9.00	--
G-1783	(1) 2-oz. transfer syringe	--	--	.75	--

CAN Pricing					
Stock No.	Pkg/Size	Wt. Lbs. ea	Comm Credits	Dealer Cost	Min. Sugg. Retail
BT6-HG	(1) 64-oz. bottle	4.7	18.50	31.20	39.40
BT6-06	(6) 64-oz. bottles	29.7	111.00	178.20	235.80
G-1782	(1) 24-oz. spray bottles	--	--	2.40	--
G-1787	(6) 24-oz. spray bottles	--	--	14.40	--
G-1783	(1) 2-oz. transfer syringe	--	--	.95	--

Call 1-800-777-7094 to order

# NEW Grease Is

## Introducing New AMSOIL SPY GREASE

### Synthetic Lithium Complex 00 EP Grease

New AMSOIL SPY GREASE is a versatile, long-life, problem-solving lithium complex NLGI 00 grease designed to provide an unparalleled protection system that reduces wear and prevents damage.



Formulated with high viscosity ISO-460 synthetic base oils and a sophisticated additive package, AMSOIL SPY GREASE provides superior protection and performance in shock loading applications that rupture the oil film of conventional greases. AMSOIL SPY GREASE effectively resists

water and provides superior protection against corrosion and oxidation, even in high and low temperature extremes.

AMSOIL SPY GREASE has many applications, and it is an effective problem-solving lubricant ideal for leaky gearboxes in industrial, fleet and agricultural applications and for use in applications that are difficult to service.

AMSOIL SPY GREASE is recommended in the following agricultural applications: Rotary mower gear boxes, cotton picker spindles, cotton and corn picker heads, combine header gearboxes, steering gears and auger gear boxes.

AMSOIL SPY GREASE is recommended in the following commercial applications: Truck wheel hubs; truck trailer bearings; steering axles; centralized lubrication systems (particularly at low ambient temperatures); commercial lawn mower gear boxes; steering gears, track rollers, crushers and vibrating screens; enclosed gear boxes where oil leakage is a problem; clarifier gear drives; conveyor drive gear boxes; underground mine pressure gear systems; mixer and reactor gear drives; kiln car wheel bearings; pneumatic tools; mobile drilling equipment; paper folding machinery; escalator slide rails and industrial bottle washers

#### U.S. Pricing

		Comm.	DLR/ROS	Sugg. Ret.
GSF-35	35-lb. pail	187.00	220.00	282.00
GSF-99	120-lb. keg	621.00	675.00	844.00
GSF-40	400-lb. drum	2037.00	2100.00	2825.00
G-1809	(25) Spy Grease Data Bulletins	2.50 U.S.	4.00 Canada	

Call 1-800-777-7094 to order

AMSOIL Industrial Products Director Mike Dormady discusses the AMSOIL industrial products line and the introduction of AMSOIL SPY GREASE.

**Action News:** The latest addition to the AMSOIL products lineup is AMSOIL SPY GREASE. What exactly is SPY GREASE?

**Dormady:** AMSOIL SPY GREASE is an excellent new lithium complex semi-fluid grease that really fills out the AMSOIL product line. Because of its gel-like consistency, it works well as a problem solver. For example, it provides superior lubrication in leaky gearboxes without leaking out.

**Action News:** Why is the product named SPY GREASE?

**Dormady:** The NLGI consistency grade is "00", looking similar to the binoculars incorporated into the logo, and we wanted to give this product special recognition as a problem-solver. SPY GREASE is a short, catchy name that people will remember. In addition, this grease is recommended in the same applications as Mobil's SHC 007 grease product.

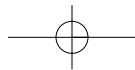
**Action News:** In what markets can AMSOIL Dealers expect to sell this new product?

**Dormady:** I'm especially excited about the introduction of AMSOIL SPY GREASE because of its incredible versatility. This opens it up to many varied markets. The great thing for Dealers is that just about every business is a potential customer: utility departments, service shops, manufacturing facilities, farms, trailer owners, sanitation districts, mine systems, rock crushers, the list goes on and on.

**Action News:** With what AMSOIL products have Dealers been particularly successful in the industrial market?

**Dormady:** We introduced AMSOIL SIROCCO™ Compressor Oil in November, and it has gone over wonderfully. Dealers in the industrial market not only have a superior-quality product to offer, but they also save their customers a lot of money. In fact, when compared with popular PAG compressor oils Ingersoll-Rand SSR Ultra-Coolant® and Sullair Sullube 32®, AMSOIL SIROCCO™ costs \$1000 less per drum. So, in essence, everyone wins. AMSOIL Dealers earn themselves a nice commission check, and cus-





# Problem Solver

tomers receive a world class compressor oil, while saving up to 50 percent in lubricant costs.

**Action News:** What advantages does AMSOIL SIROCCO™ hold over competing compressor oils?

**Dormady:** As previously mentioned, SIROCCO™ costs significantly less than PAG compressor oils. In addition, it is completely compatible with these fluids and recommended as a replacement for them. When comparing SIROCCO™ with conventional mineral-based compressor fluids, SIROCCO™ lasts several times longer and offers significantly greater protection and performance. Here, again, is a significant money saver for the customer. The extended drain intervals

keep lubricant costs down, while reducing maintenance and used product disposal expenses and reducing energy consumption.

**Action News:** What other industrial products have AMSOIL Dealers been successful with?

**Dormady:** Our Antiwear Hydraulic Oils have consistently been big sellers. These oils also offer significant problem-solving benefits. I've heard from many customers

who are thrilled with the results, particularly in instances where systems have been running hotter than they should be. The synthetic technology of AMSOIL Antiwear Hydraulic Oils really helps bring those operating temperatures down, and that's important when it comes to promoting longer equipment life. Not only that, AMSOIL AW Hydraulic Oils are highly resistant to thermal and oxidative breakdown, keeping systems clean and deposit-free so the equipment lasts longer and performs at peak efficiency. In addition, the additive system inhibits common problems such as oxidation, rust, acid, viscosity increases and foam.

**Action News:** How has feedback been on the X-Treme Food Grade Grease?

**Dormady:** The reaction has been excellent, above even our high expectations. Sales figures are well above what they were with the older formulation, which means

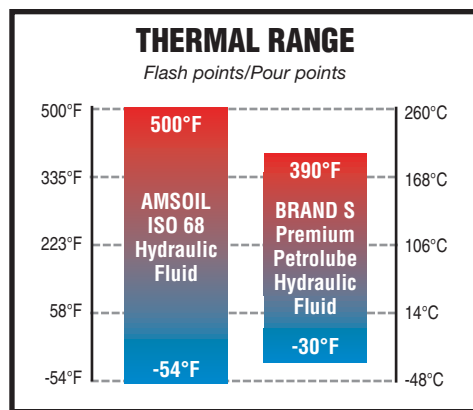


Dealers are selling, and customers are recognizing, the significant benefits of the X-Treme Grease. With an operating range from -35°F to 400°F, this grease can be used in virtually every food service and pharmaceutical equipment application, and its friction, heat and wear-reducing capabilities are second-to-none.

**Action News:** For the AMSOIL Dealer whose expertise is primarily in automotive lubricants, but who is interested in delving into the commercial and industrial markets, what advice can you offer?

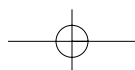
**Dormady:** Most importantly, an AMSOIL Dealer needs to be a resource for their potential customers. They need to be available to them to answer their questions and help them solve problems. When Dealers can't be available to customers during their business hours, it is difficult to succeed. Second, Dealers in the industrial market need to possess more than a basic knowledge of industrial lubricants. Make an investment in a training

program, whether it's an AMSOIL training program or another industry training program. Finally, be patient and realize that the commercial and industrial markets are difficult to break into. It's unlikely to close any sales with just one call; it typically takes at least five or six calls, and Dealers may find themselves selling to multiple different decision makers. The ultimate reward is that once an account is established, it is difficult to lose that business. AMSOIL Industrial Products are superior in quality and competitive in price, and customers stick with them.



For more information on AMSOIL Industrial Products:

- G-1809 SPY GREASE Data Bulletin
- G-1684 SIROCCO™ Compressor Oil Data Bulletin
- G-1264 PC Series Compressor Oils Data Bulletin
- G-1253 AW Series Antiwear Hydraulic Oils Data Bulletin
- G-1664 X-Treme Food Grade Grease Data Bulletin



## **Oh Boy Oberg** *Off-Road Team Wins With AMSOIL*

Running down the list of AMSOIL products that Mike Oberg Motorsports uses is like letting your fingers do the walking through the company retail catalog - Series 2000 20W-50 Racing Oil, Antifreeze, Series 2000 Racing Grease and Gear Lube, Supershift, Shock Therapy and more. The team even uses 5W-30 Heavy Duty Diesel Oil in the semi tractor.

Last season Oberg won the Sportsman 2 Class of Championship Off-Road Racing (CORR). He's in the running for a second consecutive title with just a few points standing between him and the crown.

The team switched to AMSOIL Series 2000 20W-50 in the mid-90's thanks in part to the insistence of AMSOIL Dealer Mark Niemuth.

"Since switching to the various AMSOIL products, we have experienced a considerable difference in operating temperatures and wear patterns. There has been at



*Mike Oberg Is One Of The High Fliers Of Off-Road Racing.*

least a 30 percent improvement in these areas," reports Team Manager Mark "Gilly" Gelhausen. Near mid-season the Oberg Team blew a transmission seal on their Dynamax/Kumho/AMSOIL Chevy truck. That sort of thing will happen when you beat a truck into the ground week in and week out through 14 rounds of competition. Apparently when the transmission builder got a look at the problem he asked if the tranny had even been run because there was "no wear at all." According to Gilly, "We've heard pretty much the same story from our engine builder. That's why we will always be loyal to AMSOIL. When something works you stay with it." AMSOIL also supports the CORR off-road race teams of Dan Vanden

Heuval and Ben Wandahsega. Vanden Heuval is battling for a Pro 2 title while Wandahsega competes in the same class as Oberg.



## **AMSOIL Propels Rinker to Win**

Terry Rinker has been Mr. Consistency on the Formula One PROP Tour in 2002. He has had the Blackhawk/Rinker/AMSOIL boat near the front all year. Rinker's steadiness finally paid off in Saskatoon, Saskatchewan, Canada.

The 2002 Great Northern River Roar had fans on the edge of their seats. Rinker was relentless in pursuit of the lead. The consistency paid off when, while in third place and looking for some clean water to run in, the lead boat flipped over with just a few laps of the 40-lap final left. It didn't take long for Rinker to have the canary-yellow Team AMSOIL boat back up to 120-plus mph for the last sprint. Suddenly the lead boat pulled off with a broken hull. It came down to a four-lap dash for cash. Rinker never looked back as he captured the win and the overall PROP points lead. A national title awaits Rinker at the season finale next month.

## **LaRocco Puts AMSOIL on Podium After Podium**

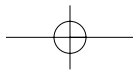
Fresh off his naming to the prestigious U.S. motocross team that will compete in the Motocross des Nations event this fall, Mike LaRocco showed why he and Team AMSOIL are the epitome of class and competitiveness.

Since his return to racing, LaRocco has reeled off a string of top moto finishes in route to podiums for overall excellence in two of his first five events. Remember, "Iron Mike"

missed the first three outdoor national races because of a severe wrist injury sustained last February.

Over the period of those five races, LaRocco went from obscurity to ovations. At the pace LaRocco has set, he'll have the AMSOIL/Dr. Martens/Journeys four-stroke Honda in at least the top five by seasons end. Instead of being called "The Rock," he'll be known as "The Comeback Kid."





## No Need to Fish Around for the Finest

Bruce and Denny Leeson are professional anglers and promoters of the sport. The duo has had numerous top 10 finishes over the past 20 years. They're dedicated to the education of sport fishermen. A couple of years ago the Leesons met AMSOIL Dealer Will Falkiner who educated them on the finest synthetic lubrication made. They've been hooked ever since.

The Leesons put AMSOIL Series 2000 2-Cycle Oil in their Mercury outboard. AMSOIL 2-Cycle Oil reduces plug fouling and deposits. It allows the pros to get to where they need to be quickly. "We are thankful for the opportunity to use AMSOIL products. They performed flawlessly and definitely gave us an advantage over the competition and above all, a level of peace of mind we never had before." Leeson also count on the performance of AMSOIL 15W-40 Heavy Duty Diesel and Marine Oil and gear lube for their fishing charters.



Pro Fishermen Dennis and Bruce Leeson depend on AMSOIL.

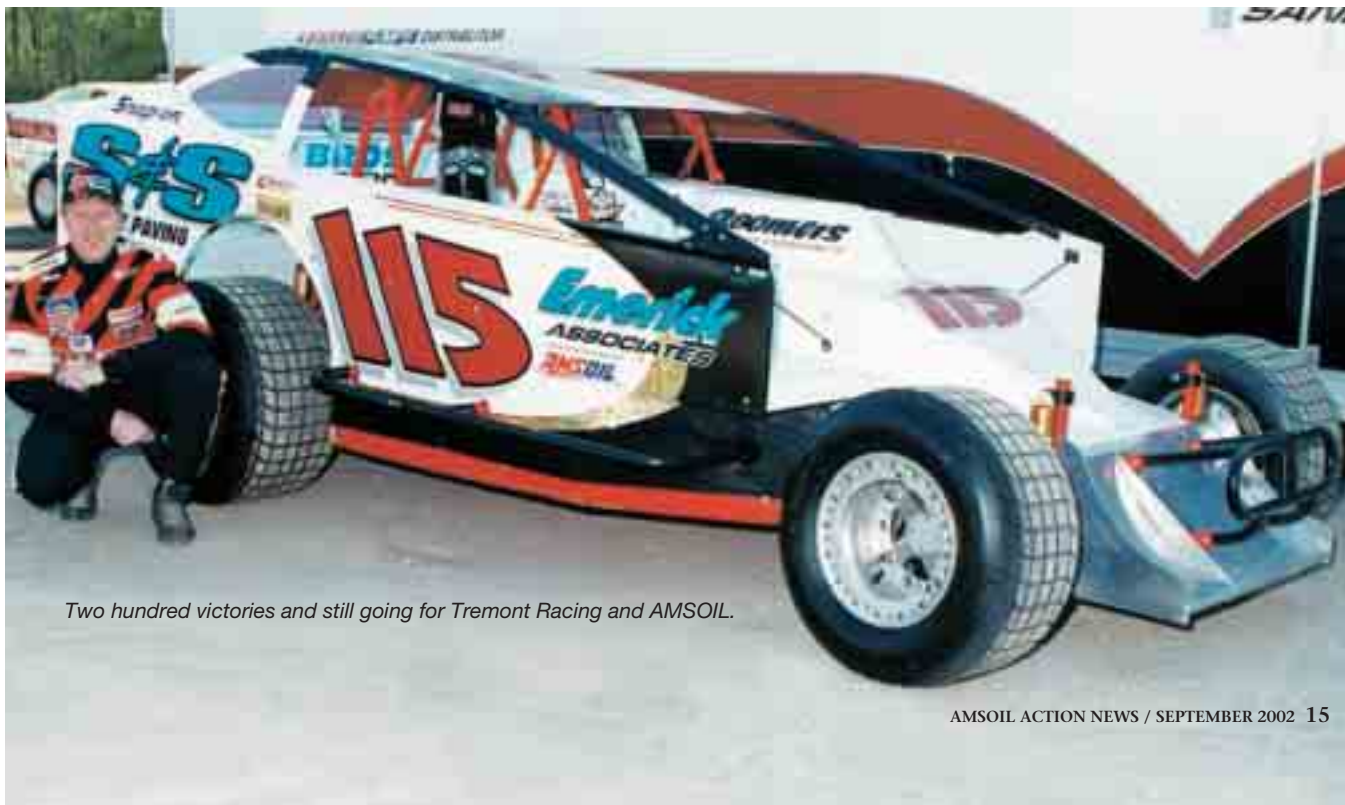
## AMSOIL Is Tremendous for Tremont Racing

Tremont Racing is led by Driver Kenny Tremont. The veteran driver from New York is an 11-time Lebanon Valley Track Champion and AMSOIL user.

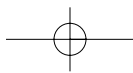
Tremont races a modified car on the Driver's Independent Race Track or D.I.R.T. series. AMSOIL Dealer Ed Bradt caught up with Tremont a couple of years ago. Bradt learned that the team had once used

AMSOIL and convinced the team to make the switch back to the *First in Synthetics*. They haven't been disappointed.

Tremont has since won his 200th career race. The milestone was also his 95th captured checkered flag on the Lebanon Valley Track. AMSOIL and Tremont are again a winning combination.



Two hundred victories and still going for Tremont Racing and AMSOIL.





**T-1 CERTIFICATION MEETINGS**

**OHIO**

• September 24 - Tuesday  
 • October 22 - Tuesday  
 Meeting - 7 p.m.  
**DENATO'S PIZZA ON BROADWAY**  
 Grove City, OH 43123  
 Hosted by Premiere Direct Jobber Brad White Cost is \$20

**UTAH**

• September - Every Friday  
 • October - 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**

• September 19 - Thursday  
 • October 17 - Thursday  
 Meeting - 7 p.m.  
**STANLEY'S SUB VILLA**  
 Governor's Drive  
 Huntsville, AL  
 Hosted by Direct Jobbers Cliff Goehring & Gerry Gotvald (256) 337-0376

• September 19 - Thursday  
 • October 17 - Thursday  
 Meeting - 7 p.m.  
**HOLIDAY INN - OZARK**  
 Hwy. 231  
 Ozark, AL 36360  
 Hosted by Direct Jobbers E. E. "Al" & Mildred Bowman (334) 774-3344

**ALASKA**

• September 19 - Thursday  
 • October 17 - Thursday  
 Meeting - 7 p.m.  
**PHILLIPS INTERNATIONAL INN**  
 5121 Arctic Blvd.  
 Anchorage, AK 99507  
 Hosted by Dealer Don Nusbaum (907) 563-2274 Call for reservations

• September 3, 17 - Tuesday  
 • October 1, 15 - Tuesday  
 Meeting - 7 p.m.  
**STATEN RESIDENCE**  
 2949 Sunflower Street  
 Anchorage, AK 99508  
 Hosted by Direct Jobber Richard Staten (907) 333-0124 Call for reservations

**ARIZONA**

• September 17 - Tuesday  
 • October 15 - Tuesday  
 Optional no-host dinner - 5:30 p.m.  
 Meeting - 6:30 p.m.  
**FIREHOUSE RESTAURANT**  
 1639 E. Apache Blvd.  
 Tempe, AZ 85281  
 Hosted by Executive Direct Jobber Dick Nudo and Dealer Jim Brewer R.S.V.P. (602) 996-7181 Dick (480) 968-4922 Jim

**ARKANSAS**

• September 12 - Thursday  
 • October 10 - Thursday  
 Meeting - 6:30 p.m.  
**GARDNER RESIDENCE**  
 280 York Chapel Rd.  
 Nashville, AR 71852  
 Hosted by Dealer Gerry Gardner (870) 451-9152 jgard24@iocc.com

• September 11 - Wednesday  
 • October 9 - Wednesday  
 Meeting - 7 p.m.  
**PASTERNAK RESIDENCE**  
 217 CR 472  
 Jonesboro, AR 72404  
 Hosted by Account Directs David and Brenda Pasterniak (870) 933-8376

**CALIFORNIA**

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

• September 5, 19 - Thursday  
 • October 3, 17 - Thursday  
 Meeting - 7:30 p.m.  
**CHRISTENSEN RESIDENCE**  
 4141 Palm Ave, Apt 574  
 Sacramento, CA 95610  
 Hosted by Premiere Direct Jobber Jay Christensen (916) 339-1152

• September 4 - Wednesday  
 Meeting - 7 p.m.  
**MCCOOL RESIDENCE**  
 2210 Coddling Dr.  
 Modesto, CA 95350  
 Hosted by Dealer Bill McCoool (209) 577-0174

• September 24 - Tuesday  
 • October 22 - Tuesday  
 Meeting - 7 p.m.  
**EVANS RESIDENCE**  
 40728 Sundale Dr.  
 Fremont, CA 94538  
 Hosted by Dealers Chuck and Linda Evans (510) 659-4078

• September 10 - Tuesday  
 • October 8 - Tuesday  
 Meeting - 6:30 p.m.  
**DENNY'S RESTAURANT**  
 740 W. 2nd St.  
 San Bernardino, CA 94401  
 Hosted by Dealers Richard and Dolores Nichol (909) 862-1252

• September 2, 23 - Monday  
 • October 7, 28 - Monday  
 Meeting - 7 p.m.  
**INTERNATIONAL HOUSE OF PANCAKES/VINTAGE OAKS SHOPPING CENTER**  
 Novato, CA 94945  
 Hosted by Dealer Richard Eplett (800) 280-9905

• September 3 - Tuesday  
 • October 1 - Tuesday  
 Meeting - 7 p.m.  
**CARROW'S RESTAURANT**  
 19011 Bloomfield Ave.  
 Cerritos, CA  
 Dealer Dave Gumpertz (562) 212-3709 Dave@Lubes4U.com

• September 17 - Tuesday  
 • October 15 - Tuesday  
 Meeting - 7 p.m.  
 Downline and Guests FREE,  
 Out of line - \$5  
**LUDWICK RESIDENCE**  
 6015 Hughes St.  
 San Diego, CA 92115  
 Hosted by Direct Dealer Craig Ludwick R.S.V.P. (619) 583-5218

**COLORADO**

• September 19 - Thursday  
 • October 17 - Thursday  
 Meeting - 7:30 p.m.  
**AMSOIL HOUSE**  
 4316 Ridgcrest Drive  
 Colorado Springs, CO 80918  
 Hosted by Premiere Direct Jobbers Don & Ida Gray (719) 598-5115

**CONNECTICUT**  
 None Scheduled

**DELAWARE**  
 • September 14 - Saturday  
 • October 12 - Saturday  
 Meetings at Noon  
 Call for reservations  
**KING RESIDENCE**  
 2306 Taggart Court  
 Wilmington, DE 19810  
 Hosted by Direct Dealer Greg King (302) 475-9358 Guests Welcome

**DISTRICT OF COLUMBIA**  
 None Scheduled

**FLORIDA**  
 • September 3 - Tuesday  
 • October 1 - Tuesday  
 Meeting - 7 p.m.  
 Call in advance  
**TOM & MONY'S RESTAURANT**  
 4757 S. Orange Ave.  
 Orlando, FL 32806  
 Hosted by Regency Gold Direct Jobbers George & Shirley Douglas (407) 856-1564 Call ahead for details, directions and RSVP

• September 19 - Thursday  
 • October 17 - Thursday  
 Meeting - 7 p.m.  
**AMSOIL DISTRIBUTION CENTER**  
 3724 Silver Star Rd.  
 Orlando, FL 32808  
 Hosted by Regency Gold Direct Jobbers Dan and Judy Watson (407) 657-5969

**GEORGIA**

• September 7 - Saturday  
 • October 5 - Saturday  
 Meeting - 9 - 11 a.m.  
**CHAMBLESS RESIDENCE**  
 4803 Chamblee-Dunwoody Rd.  
 Atlanta, GA 30338  
 Hosted by Regency Silver Direct Jobbers Larry and Kathryn Chambliss (404) 373-9916

• September 5 - Thursday  
 • October 3 - Thursday  
 Meeting - 7 p.m.  
**DIRKSEN RESIDENCE**  
 1905 Queens Road  
 Albany, GA 31707  
 Hosted by Master Direct Jobber Sherry Dirksen (912) 436-5532  
 Potluck, everyone brings a dish

**HAWAII**  
 None Scheduled

**IDAHO**  
 • September 7 - Saturday  
 • October 5 - Saturday  
 Meeting - 12 - 3 p.m.  
**SHELL RESIDENCE**  
 2000 W. Broadway  
 Idaho Falls, ID  
 Hosted by Regency Platinum Direct Jobbers Mark & Sherree Schell  
 Reservations: (208) 524-0322 RSVP

**ILLINOIS**  
 • September 10 - Tuesday  
 • October 8 - Tuesday  
 Meeting - 7:30 p.m.  
**BAUER RESIDENCE**  
 111 Woodland Trail  
 Anna, IL 62906-3904  
 Hosted by Account Directs Norm and Barb Bauer (618) 833-3228

• September 21 - Saturday  
 • October 19 - Saturday  
 Meeting - 10 a.m.  
**LINDLAND SALES OFFICE**  
 1421 Winnemac Avenue  
 Unit I  
 Chicago, IL 60640  
 Hosted by Direct Jobbers Rienert and Diana Lindland (773) 271-5678

**INDIANA**

• September 4, 18 - Wednesday  
 • October 2, 16 - Wednesday  
 Meeting - 7:30 p.m.  
**RENTOWN SHOP**  
 1533 Rentown Rd.  
 Breemont, IN  
 Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

**IOWA**  
**KANSAS**  
 None Scheduled

**KENTUCKY**  
 • September 5 - Thursday  
 • October 3 - Thursday  
 Meeting - 7:30 p.m.  
 Hosted by Premier Direct Jobbers Al and Ann Kelly (859) 879-0728 or e-mail: best.loll@verizon.net  
 Call for location, directions and RSVP

**LOUISIANA**  
 • September 3 - Tuesday  
 • October 1 - Tuesday  
 Meeting - 7 p.m.  
**AUTTONBERRY RESIDENCE**  
 2520 Swiss Street  
 W. Monroe, LA 71291  
 Hosted by Dealer Ellis Auttonberry (318) 396-4348

**MAINE**  
 None Scheduled

**MARYLAND**  
 • September 27 - Friday  
 • October 25 - 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

• September 27 - Friday  
 • October 25 - Friday  
 Meeting - 7 p.m.  
**GRONER RESIDENCE**  
 9208 Todd Ave.  
 Fort Howard, MD 21052  
 Hosted by Account Direct Harvey Groner (410) 477-8255

• September 5 - Thursday  
 • October 3 - 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

• September 27 - Friday  
 • October 25 - Friday  
 Meeting - 7:30 p.m.  
**AL SMITH AUTOMOTIVE**  
 3228 E. Joppa Rd.  
 Baltimore, MD 21234  
 Hosted by Premiers Direct Jobber Al Smith (410) 882-9696  
 Al@SynLubes.com  
 Reservations Required

**MASSACHUSETTS**  
 None Scheduled

**MICHIGAN**  
 • September 16 - Monday  
 • October 21 - Monday  
 Meeting - 7 p.m. (info)  
 Meeting - 8 p.m. (opportunity)  
**KIRBY RESIDENCE**  
 644 Shady Maple Dr.  
 Wixom, MI 48393  
 Hosted by Master Direct Jobber Tom Kirby (248) 669-9093  
 Refreshments served, RSVP Required

• September 2 - Monday  
 • October 7 - Monday  
 Meeting - 7 p.m. (info)  
 Meeting - 8 p.m. (opportunity)  
**ELLIS RESIDENCE**  
 61653 Miriam Dr  
 Washington, MI 48094  
 Hosted by Regency Gold Direct Jobber Mike Ellis  
 RSVP at (810) 781-5092 or (810) 918-1578

• September 2 - Monday  
 • October 7 - 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**  
 • September 19 - Thursday  
 • October 17 - 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

• September 19 - Thursday  
 • October 17 - Thursday  
 Meeting - 7 p.m.  
**MEYER RESIDENCE**  
 800 2nd Street  
 Cleveland, MN 56017  
 Hosted by Premiere Direct Jobbers Charles & Donna Meyer (507) 931-3875

• September 12 - Thursday  
 • October 10 - Thursday  
 Meeting - 7:30 p.m.  
**STAVE RESIDENCE**  
 44 Crow River Dr.  
 Elk River, MN 55330  
 Hosted by Dealer Ordell Stave (612) 241-5267

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

**MISSOURI**  
**MONTANA**  
**NEBRASKA**  
 None Scheduled

**NEVADA**  
 • September 12 - Thursday  
 • October 10 - Thursday  
 Meeting - 6:30 - 8 p.m.  
**AMSOIL PRODUCT CENTER**  
 4545 N. Lamb Blvd., Suite. D  
 Las Vegas, NV  
 Hosted by Executive Direct Jobber Bob Kaytes and Regency Platinum Direct Jobber Shirley Green (702) 362-4492

**NEW HAMPSHIRE**  
**NEW JERSEY**  
 None Scheduled

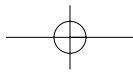
**NEW MEXICO**  
 • September 24 - Tuesday  
 • October 22 - Tuesday  
 Meeting - 7:30 p.m.  
**GREENBERG RESIDENCE**  
 1537 Bryn Mawr NE  
 Albuquerque, NM 87106  
 Hosted by Regency Direct Jobbers Paul and Nancy Greenberg (505) 255-2137  
 fax (505) 232-8330  
 NMOilman@aol.com

**NEW YORK**  
 • September 18 - Wednesday  
 • October 16 - 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

• September 18 - Wednesday  
 • October 16 - Wednesday  
 Meeting - 7:30 p.m.  
**SYRACUSE AREA**  
 Call ahead for specific location  
 Hosted by Direct Jobber Peter Finnerty (315) 682-9791

• September 18 - Wednesday  
 • October 16 - Wednesday  
 Meeting - 7:30 p.m.  
**NEWARK, NY LOCATION**  
 Call ahead for location  
 Hosted by Dealer Brad Timerson (315) 331-7110





**NORTH CAROLINA**

• September 12 - Thursday  
• October 10 - 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

• September 12 - Thursday  
• October 10 - Thursday  
Meeting - 7:30 p.m.

**FOREIGN PARTS CENTRE**  
2032 Spring Road  
Hickory, NC 28601

Hosted by Account Direct  
Larry Mallonee and Dealer Jack Hoskins  
(704) 327-7844 or (704) 322-9312  
All Dealers welcome;  
please call Larry first

• September 12 - Thursday  
• October 10 - Thursday  
Meeting - 7 p.m.

**BURNELL RESIDENCE**  
9424 Springdale Drive  
Raleigh, NC 27613

Hosted by Premier Direct Jobbers  
Chuck and Judi Burnell  
(919) 870-9633 Call first

• September 10 - Tuesday  
• October 8 - Tuesday  
Meeting - 7 p.m.

**CLEVELAND RESIDENCE**  
224 Campbell Place  
Jacksonville, NC 28546

Hosted by Dealers  
George & Nancy Cleveland  
(910) 346-3866  
Call first - All Dealers welcome

• October 8 - Tuesday  
• November 12 - Tuesday  
Meeting - 7 p.m.

**KELLEY RESIDENCE**  
5309 Lawrence Dr.  
Wilmington, NC 28405

Hosted by Dealer Mark Kelley  
(910) 798-4988  
Call first.

**NORTH DAKOTA**

None Scheduled

**OHIO**

• September - Every Wednesday  
• October - 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

• September 14 - Saturday  
• October 12 - Saturday  
Meeting - 1 - 4 p.m.

**LACKORE RESIDENCE**  
1900 George Ave.  
Brunswick, OH 44212

Hosted by Master Direct Jobber  
Calvin Lackore (800) 798-9777

• October 6 - Sunday  
• November 3 - Sunday  
Meeting - 1 p.m.

**MERRITT RESIDENCE**  
650 State Route 131  
Fayetteville, OH 45118

Hosted by Dealers  
Gordon and Sara Merritt  
(937) 288-2568

• September 23 - Monday  
• October 28 - Monday  
Meeting - 11 a.m.

**PENA RESIDENCE**  
2933 West U.S. 20  
Gibsonburg, OH 43431

Hosted by Direct Jobbers  
Luis and Sharon Pena  
Please RSVP to:  
(419) 349-3451 or (419) 297-3451

• September 10, 24 - Tuesday  
• October 8, 22 - Tuesday  
Meeting - 7 p.m.

**DenaTo's Pizza on  
Broadway**  
Grove City, OH 43123

Hosted by Premier Direct Jobber  
Brad White (800) 871-5921

**OKLAHOMA**

• September 7 - Saturday  
• October 5 - Saturday  
Meeting - 9 - 11 a.m.

**Golden Corral**  
9711 E. 71 Street  
Tulsa, OK

Hosted by Regency Gold Direct Jobber  
Patrick Grady (918) 258-6979 \*Pat

• September 12 - Thursday  
• October 10 - 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 Call first to confirm space for you and your guests

• September 12 - Thursday  
• October 10 - Thursday  
Meeting - 7 - 8:30 p.m.

**GOLDIE'S**  
2005 E. 21st St.  
Tulsa, OK 74114

Hosted by Account Direct  
Kevin Alexander (918) 342-9537  
Call first to confirm space for you and your guests

• September 12 - Thursday  
• October 10 - Thursday  
Meeting - 10 a.m.

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

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

• September 19 - Thursday  
• October 17 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 - 9 p.m.

**SWEETBRIER INN**  
7125 S.W. Nyberg Road  
Tualatin, OR 97062

Hosted by Master Direct Jobber  
Ed Greenwood (800) 722-1092  
Call first to confirm space for you and your guests

• September 5 - Thursday  
• October 3 - Thursday  
Meeting - 7 p.m.

**HOFFMAN RESIDENCE**  
7025 SE 22nd Ave.  
Portland, OR 97202

Hosted by Dealer Dan Hoffman  
(503) 236-2579 All are welcome

• September 23 - Monday  
• October 28 - Monday  
Meeting - 6 p.m.

**AUNE RESIDENCE**  
803 N. 2nd St.  
Silverton, OR 97381

Hosted by Direct Jobber Todd Aune  
(888) 283-3580  
All are welcome with RSVP

• September 16 - Monday  
• October 21 - Monday  
Meeting - 7 p.m.

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

Hosted by Premier Direct Jobber  
Joseph M. Hallock (814) 368-8625  
T-1 training also available.

• September - Every Monday  
• October - Every Monday  
Meeting - 7 p.m.

**AMSOIL RETAIL STORE**  
103 McCargo Street  
New Kensington, PA

Hosted by Dealer A. Ralph Snoznik  
(724) 335-8608  
All Dealers and guests are welcome

**RHODE ISLAND**  
None Scheduled

**SOUTH CAROLINA**

• September - Every Tuesday  
• October - Every Tuesday  
Meeting - 7:30 p.m.

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

Hosted by Dealer George Kerr  
(843) 747-8200

• September - variable meetings  
• October - 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

• September - First Tuesday  
• October - First Tuesday  
Meeting - 7 p.m.

**DENNEY'S RESTAURANT**  
2521 Wade Hampton Blvd.  
Greenville, SC 29615

Hosted by Dealer David Larson  
R.S.V.P. (864) 232 1846

**SOUTH DAKOTA**

None Scheduled

**TENNESSEE**

• September 17 - Tuesday  
• October 15 - Tuesday  
Meeting 7 p.m.(info)  
8 p.m. (opportunity)

**DW WILSON CENTER**  
Tullahoma, TN  
Hosted by Dealer Nelson Gill  
(931) 393-2601

**TEXAS**

• September 17 - Tuesday  
• October 15 - Tuesday  
Meeting - 7 p.m.

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

Hosted by Premier Direct Jobbers  
Ronald & Sandra Ward  
(972) 231-0773  
e-mail: oilmandj@attbi.com

• September 5 - Thursday  
• October 3 - Thursday  
Meeting - 7:30 - 9 p.m.

**SHALIN RESIDENCE**  
544 Clew Court  
Azle, TX 76020

Hosted by Regency Direct Jobbers  
Tom and Sheila Shalin (817) 444-9522

• September 19 - Thursday  
• October 17 - Thursday  
Meeting - 7:00 p.m.

**THE PURPLE COW DINER**  
2051 W. Airport Freeway  
Eulless, TX 76040

Hosted by Direct Jobbers  
Bob and Marcia Weil (817) 545-5257

**UTAH**

• September - Every Tuesday  
• October - Every Tuesday  
Meeting - 7:30 p.m.

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

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

• September - Every Friday  
• October - 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**

• September 23 - Monday  
Products Presentation and  
Opportunity Meeting

• October 28 - Monday  
"How to Promote Your AMSOIL  
Business"  
Saturday meetings: 10 a.m. - noon;  
Monday meetings 7 - 9 p.m.

**REID RESIDENCE**  
14600 Cornwall Ln.  
Chester, VA 23836

Hosted by Regency Gold Direct Jobbers  
Gerry & Patricia Reid and Premier Direct  
Jobbers David and Rebecca Reid  
For all meetings, please call (804) 530-  
1400 to reserve space; (804) 530-0179  
Fax synthoils@comcast.net

• September 9, 23 - Monday  
• October 14, 28 - Monday  
Meeting - 7:30 p.m.

**STANCIL RESIDENCE**  
240 N. Oceana Blvd.  
Virginia Beach, VA 23454

Hosted by Regency Direct Jobbers  
Bill & Barbara Stancil (804) 428-6049

• September 9 - Monday  
• October 14 - Monday  
Meeting - 7 p.m.

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

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

• September 3 - Tuesday  
• October 1 - Tuesday  
Meeting - 7:30 p.m.

**PESZKO RESIDENCE**  
4503 Southampton Arch  
Portsmouth, VA 23703

Hosted by Regency Silver Direct Jobbers  
Raymond & Karen Peszko  
(804) 484-9491

• September 10 - Tuesday - "How to  
Begin and Build Your Business"  
Optional dinner - 6 p.m.  
Meeting - 7 p.m.

**DAYS INN RESTAURANT**  
5500 Williamsburg Rd.  
Sandston, VA

Hosted by Account Directs Roger Riggie  
and Mel Pipgras  
(804) 737-4874 or (804) 737-9231

**WASHINGTON**

• September 16 - Monday  
• October 21 - Monday  
Meeting - 6:30 p.m.

**GASPER'S LUBE SERVICE  
CENTER & WAREHOUSE**  
3325 Meridian Ave. E.  
Edgewood, WA 98371

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

• September 10 - Tuesday  
• October 8 - Tuesday  
Meeting - 7:30 p.m.

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

Hosted by Premiere Direct Jobbers  
Mary & Charlotte Stougaard  
(360) 856-1641 Guests Welcome

• September 12 - Thursday  
• October 10 - Thursday  
Meeting - 7 p.m.

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

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

• September 10 - Tuesday  
• October 8 - Tuesday  
Meeting - 7 p.m.

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

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

• September 9, 23 - Monday  
• October 14, 28 - Monday  
Meeting - 7:30 p.m.

**POODLE DOG  
RESTAURANT**  
1522 54th Avenue East  
Fife, WA 98424

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

**WEST VIRGINIA**

None Scheduled

**WISCONSIN**

• September 19 - Thursday  
• October 17 - Thursday  
Meeting - 7:30 p.m.

**SEL-AMSOIL Academy**  
1201 Clough Ave.  
Superior, WI 54880

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

• September 12 - Thursday  
• October 10 - 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

• September 14, 28 - Saturday  
• October 12, 26 - Saturday  
Meeting - 1 - 3 p.m.

**VILLERS RESIDENCE**  
2600 W. High St.  
Racine, WI 53404

Hosted by Regency Direct Jobber  
Edie Villers (414) 637-2726 RSVP

• September 17 - Tuesday  
• October 15 - Tuesday  
Meeting - 7 p.m.

**PABST RESIDENCE**  
650 Larcom St.  
Hammond, WI 54015

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

**WYOMING**

None Scheduled

**INTERNATIONAL**

**ALBERTA**

None Scheduled

**BRITISH COLUMBIA**

• September 20 - Friday  
• October 18 - Friday  
Meeting - 7 p.m.

**CROSS ROADS  
RESTAURANT**  
1821 Sumas Way  
Abbotsford, B.C., Canada

Hosted by Direct Jobber Zain Krikau and  
Dealer George Epp  
(604) 826-8966 All welcome.

**MANITOBA**

None Scheduled

**NEW BRUNSWICK**

• September 16 - Monday  
• October 21 - Monday  
Meeting - 7:30 p.m.

**McLAUGHLIN RESIDENCE**  
9 Pinder Road  
Riverview, NB E1B 3Z2

Hosted by Account Direct  
Wayne McLaughlin and  
Dealer Wendell Steeves  
(506) 386-2896/(506) 387-3197  
Everyone Welcome

**NEWFOUNDLAND  
NOVA SCOTIA**

None Scheduled

**ONTARIO**

• September 26 Thursday  
• October 24 - Thursday  
Meeting - 6 - 8 p.m.

**AMSOIL DISTRIBUTION  
CENTER**  
6625 Tomken Rd.  
Units 12-14  
Mississauga, ON L5T-2C2

Hosted by Premiere Direct Jobber  
Rob Hilditch and local Dealers  
(905) 564-7770

**PRINCE EDWARD  
ISLAND  
PUERTO RICO  
QUEBEC  
SASKATCHEWAN**

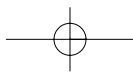
None Scheduled

**NEW ZEALAND**

• September 2 - Monday  
• October 7 - Monday  
Meeting - 6:30 - 9 p.m.

**AMSOIL DISTRIBUTION  
CENTER**  
3/1 Binsted Rd, New Lynn  
Auckland, NZ

Hosted by Premiere Direct Jobber  
John Gurney  
Phone (021) 936-091  
Fax (021) 636-094  
synoil@dangerousbrothers.com  
Fee: \$10





**HOLIDAY CLOSINGS**

The AMSOIL Corporate Headquarters, U.S. Distribution Centers and Canadian Distribution Centers will be closed Monday, Sept. 2 for Labor Day. Canadian Distribution Centers will be closed Monday, Oct. 14 for Thanksgiving Day.

**AMSOIL SPONSORING CARDS**

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

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

For Immediate Assistance Call:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Established 1972

**AMSOIL** Dealer Website: \_\_\_\_\_

"The First in Synthetics"®

**OWN YOUR OWN BUSINESS**

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

OR

**BECOME A PREFERRED CUSTOMER**

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

Call For Your Free "Business Preview Packet"  
1-800-956-5695

Cust. Number \_\_\_\_\_

**SALES TAX CHANGES**

Effective immediately, the Tennessee sales tax will increase from 8.75 percent to 9.75 percent. The Kansas sales tax will increase from 5.9 percent to 6.3 percent.

**BY-PASS DEMONSTRATOR OIL**

Replacement demonstration oil (BP-57) for the AMSOIL By-Pass Demonstrator (G-134) is discontinued. AMSOIL PCI Synthetic Compressor Oil should be used in its place.

**SEPTEMBER CLOSE OUT**

The last day to process September orders in the U.S. and Canada is the close of business on Monday, Sept. 30. The last day to process September orders in Alaska, Puerto Rico and New Zealand is the close of business

on Wednesday, Sept. 25. Volume transfers for September business will be accepted until 3 p.m. CDT on Sunday, Oct. 6.

**AMSOIL BUSINESS CARDS**

AMSOIL Dealer Business Cards printed with your business contact information are available from AMSOIL. Order a G-89 order form (no charge) .



Stock #	Qty.	U.S.	Can.
G-9A	200	8.00	13.70
G-9B	400	14.00	22.90
G-9C	1000	30.00	49.25

**AMSOIL ADVERTISING**

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

**September & October 2002**

**Display Advertisements**

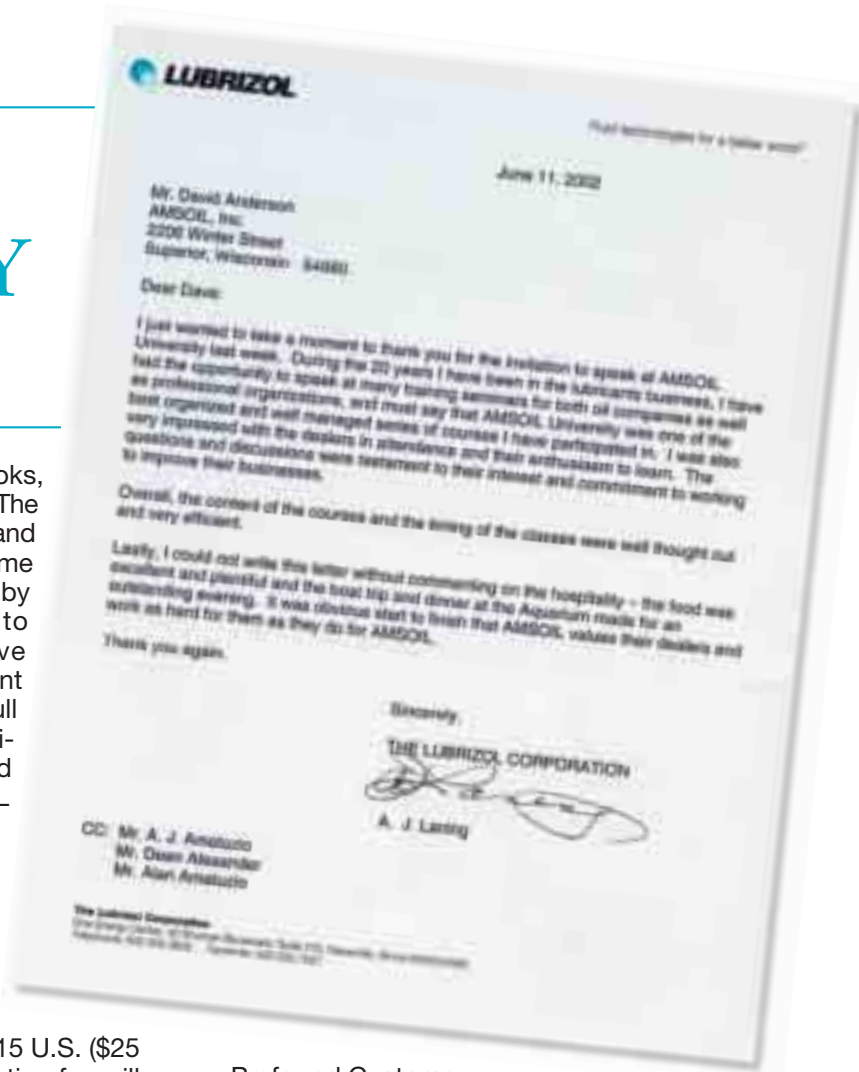
<i>Angler's Choice</i>	Aug/Sept '02	(800) 360-7112
<i>American Iron</i>	Sept. '02	(203) 425-8777
<i>American Rider</i>	Sept. '02	(805) 667-4325
<i>NOLN</i>	Sept. '02	(805) 796-2577
<i>Sno-X</i>	Sept. '02	(763) 595-0808
<i>American Rider</i>	Oct. '02	(805) 667-4325
<i>NOLN</i>	Oct. '02	(805) 796-2577

**Catalog Showcase Advertisements**

<i>Kit Car</i>	Sept. '02	(323) 782-2000
<i>Hot Bike</i>	Sept. '02	(714) 939-2400
<i>Hot Bike</i>	Oct. '02	(714) 939-2400
<i>4-Wheel Drive &amp; Off-Road</i>	Oct. '02	(323) 782-2000
<i>Car Craft</i>	Oct. '02	(323) 782-2000
<i>Custom Classic Trucks</i>	Oct. '02	(323) 782-2000
<i>Eurotuner</i>	Oct. '02	(323) 782-2000
<i>Mustang &amp; Fords</i>	Oct. '02	(323) 782-2000
<i>Mustang Monthly</i>	Oct. '02	(323) 782-2000
<i>Rod &amp; Custom</i>	Oct. '02	(323) 782-2000
<i>Super Street</i>	Oct. '02	(323) 782-2000

# AMSOIL UNIVERSITY 2002

With AMSOIL University 2002 in the books, the consensus is that it was a big success. The Dealers in attendance were eager to learn and improve their businesses, while a good time was had by all. The letter to the right sent by guest speaker Al Laning of Lubrizol to AMSOIL Technical Sales Director Dave Anderson is a testament to the commitment AMSOIL has to arming its Dealers with a full arsenal of knowledge and to the enthusiasm and commitment to success exhibited by the Dealers in attendance at AMSOIL University 2002:



## REGISTRATION FEES ADJUSTED

For the first time in over 15 years Dealer registration fees will be adjusted. Effective Oct. 1, 2002, the six-month Dealer registration fee will increase from \$10 U.S. to \$15 U.S. (\$25 Canada). The twelve-month Dealer registration fee will increase from \$20 U.S. to \$30 U.S. (\$50 Canada). The adjusted registration fees are necessary to offset the rising costs for *Action News* printing and postage, as well as the rising costs for Dealer services mailings. Annual Dealer renewal fees will be \$30 U.S. (\$50 Canada) for one year, \$120 U.S. (\$200 Canada) for five years and \$225 U.S. (\$375 Canada) for 10 years.

The G-7Y Dealer Starter Packet, included in the initial registration fee, will now include the G-194 *Oil and Air Filter Application Guide*. The G-700 Dealer Business Manual will now include the T-1 Certification Workbook and will remain \$30 U.S. The G-725 T-1 Certification Packet will remain available for a limited time.

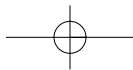
Preferred Customer registration fees will remain \$10 U.S. (\$18.80 Canada) for six months and \$20 U.S. (\$37 Canada) for one year. The annual Preferred Customer renewal fee remains \$20 U.S. (\$37 Canada). A new Preferred Customer Starter Packet, G-7PC, will now be used to register Preferred Customers. It will be included in the \$10 and \$20 registration fees and will not include a G-194 *Oil and Air Filter Application Guide* or additional Dealer specific items normally found in a G-7Y. The G-18C application form may still be used to register Dealers or Preferred Customers and the appropriate kit will be sent out. If you normally stock prepaid G-7Y kits, you will now want to also stock prepaid G-7PC kits.

### DEALER REGISTRATION OPTIONS

Term	Packet	Cost
Six months	G-7Y Starter Packet	\$15 U.S. (includes registration and packet)
Twelve months	G-7Y Starter Packet	\$30 U.S. (includes registration and packet)
Twelve months	G-700 Business Manual	\$60 U.S. (\$30 registration and \$30 Business Manual)

### PREFERRED CUSTOMER REGISTRATION OPTIONS

Term	Packet	Cost
Six months	G-7PC Starter Packet	\$10 U.S. (includes registration and packet)
Twelve months	G-7PC Starter Packet	\$20 U.S. (includes registration and packet)



# Bosch and Hastings

## Offer the Convenience of One-Stop Shopping



### BOSCH Platinum +4 Spark Plugs

*Bosch Platinum +4 Spark Plugs have four times the amount of pure platinum for optimal engine performance. Four ground electrodes provide optimal access to the air/fuel mixture for the most efficient combustion and longer performance life. The most powerful spark never requires gapping.*

### BOSCH Premium Wire Sets

*Precision engineered Opti-Layer Mag wires deliver maximum firing energy for a longer more powerful spark and optimum ignition performance. A 100% pure silicone jacket insures ultimate lifetime performance.*

### BOSCH Micro Edge Excel Wipers

*Bosch Micro Edge Excel Wiper Blades offer consistently superior wiping performance through miles and miles of inclement driving conditions. A halogen-hardened wiping surface and the aerodynamic low profile super-structure virtually eliminate haze and windshield streaks, while improved wear resistance insures a longer and more trouble-free performance life.*

### HASTINGS Premium Filters

*Hastings offers the widest range of filters in the industry, covering virtually every transportation and equipment application. Applications that are not covered by an AMSOIL filter are covered by a Hastings filter.*

*To find the right Bosch and Hastings product for your application check online in the Dealers Zone at [www.amsoil.com](http://www.amsoil.com) or consult the:*

BOSCH Spark Plugs & Wires Application Guide:	G-1767
BOSCH Wipers Application Guide:	G-1766
HASTINGS Heavy-Duty Filter Application Guide:	G-1555
HASTINGS Filter Application Guide:	G-194



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

**BOSCH**



**CHANGE SERVICE  
 REQUESTED**  
 Published 12 times annually

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

SEPTEMBER 2002  
 PRINTED IN USA

