

# AMSOIL

# ACTION NEWS

© AMSOIL INC 2003

*The First in Synthetics*

SEPTEMBER 2003

## NEW

### Maximum Performance in All Recreational Motor Sports Applications



**Clothing and Promotional  
Items Catalog Included  
in This Issue**

## From the President's Desk...



This company has a long history of being first with new ideas and products, beginning with the first qualified synthetic motor oil on the market. That one product eventually became a line of products that changed the world of lubrication forever. Over the years we introduced many synthetic lubricants that were the first of their kind, from 100 to 1 2-Cycle Oil to gear lubes, greases, transmission fluids, racing oils, filters, the list is much too long to list here. We were the first in North or South America with a NOACK Volatility Tester now used by every oil company

We also introduced the concept of extended drain intervals and backed up the concept with products that actually accomplished extended service life in all kinds of engines and equipment. Today, most of our products and concepts are being "discovered" and re-introduced by the major oil companies. There was a magazine ad we developed a few years ago that stated, "Imitation is the sincerest form of flattery ... and we appreciate it!" We have been flattered a lot in recent years!

Yes, we are a company of firsts. I believe it's important to maintain that momentum. We must never rest on our laurels or be satisfied with today's accomplishments. We will continue to test new ideas and concepts to create new and better products. Doing so demonstrates our leadership and our commitment to bringing new markets and new opportunities to our Dealers.

You will notice the cover and lead story in this *Action News* features a new two-cycle oil called "INTERCEPTOR." This new product (and many more coming in future months) is the work of my son, Alan. He is now involved in new product development and is doing an excellent job. This is a task I used to accomplish virtually alone during these past thirty-plus years, and I am pleased to see Alan taking such a strong interest in it and being so capable at it.

Even though Alan is assuming more responsibilities in new product development, he stays in constant commu-

nication with me on the concepts, testing and packaging of any new product he's working on. I still run this company, so I remain involved in everything that goes on here at AMSOIL. But it is a pleasure to see both AMSOIL Vice Presidents, my son Alan and son-in-law Dean Alexander, so capably assuming more responsibilities for this company as time goes on.

This new two-cycle oil is the first in what will be a family of specially formulated two-cycle oils, each designed for specific applications. It is a niche-market approach that allows us to engineer two-cycle oils that deliver top performance in the most diverse and demanding applications, from racing to weed whacking to jet boating to snowmobiling to boating, to you name it, we will have a two-cycle oil specifically formulated for every two-cycle engine.

INTERCEPTOR Synthetic 2-Cycle Oil has been thoroughly tested in the Rocky Mountains in the most severe conditions where high RPM powder riding, hill climbing, and constant speed trail riding are the norm. We tested for over 400,000 miles in snowmobiles and this new oil performed flawlessly. The oil showed perfect results, with no engine or exhaust valve deposits, minimal smoke/odor, and no ring sticking. INTERCEPTOR is the ultimate recreational two-cycle oil!

Those of you who attended our convention were introduced to another major improvement to an existing product line, our new two-stage FLOWZAIR Filters. These air filters were a huge hit with Dealers at our convention and were featured in the August *Action News*. Not only have they been completely re-engineered to deliver superior performance, they are really very attractive, high quality units. The performance and looks have been improved, but our price to Dealers has not been increased, making them a super value and very profitable add-on item to every new oil change you sell.

Also introduced at the convention were three marvelous new supplements, A. J.'s Roborant Energy, an herbal supplement formulated to restore vigor, strength and endurance, Longevity Enzymes, designed to help fight our body's natural aging process, and Nutritional Oils, our all-in-one essential oils formula providing Omega 3's, EPA, DHA, and GLA. All three of these products were extremely well received at the convention. In fact, we nearly sold our entire initial stock and had to re-order immediately. All three products were featured in the August *Altrum News*. Take a close look at these and the many fine vitamin and nutritional supplements in the *Altrum* line. They are of the highest quality. I use them every day and swear by them!

So you can see that we have not been resting on our laurels. Our success has been the result of constant improvement to our products, our production methods, our sales programs, and our administration. This approach keeps us on the leading edge of our industry, and has served us well over the years. We thrive on turning new ideas into products that outperform all others. You will see more of them in future months, all designed to increase your income opportunities. They truly are superior products that you can represent with confidence and pride.

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is fluid and cursive, written over a white background.

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

# DEALERS IN ACTION!

## **Lawn Care Business Converts to AMSOIL**

Gale Salyers doesn't know yet how much he'll save using AMSOIL lubricants in his lawn maintenance machinery, but one benefit was immediately apparent.

"I don't have to gag on smoke and exhaust when I'm using my gas-powered hedge trimmers," Salyers said. "With regular petroleum-based oil, I had smoke and fumes in my face and oil on my shirts all the time since the trimmer is held at chest level. Now I have no smoke or carbon buildup."

Salyers, who owns and operates Eden Lawn Care with his wife and son in Clermont, Fla., was introduced to AMSOIL 2-Cycle Oil by one of his customers, AMSOIL Dealer Paul Curtis.

"I had thought about switching to a synthetic oil," Salyers said, "but my attitude was, if it's not broke, don't fix it. Then Paul gave me a couple of packets of



**LAWN CARE SPECIALISTS** – (left to right) DeeDee Salyers, Tim Salyers and Gale Salyers display the tools they use in their Eden Lawn Care services business in Clermont, Fla. The family-run business recently converted to AMSOIL oils in all its two-stroke and four-stroke machinery.

the 100:1 2-Cycle Oil, and that sold me on it right away."

Eden Lawn Care services more than 100 customers each week in the Clermont area, one of the fastest growing areas in the United States. In business for 16 years, the Salyers have two trailer loads of machinery, including Dixie Choppers and John Deere walk-behinds. Salyers just switched to AMSOIL motor oil in his four-stroke engines and plans to perform scheduled maintenance

every six weeks instead of every two. He already has influenced a great many of the area lawn care companies to switch as well.

"I've been around this machinery a long time, and I've used just about every type of oil," Salyers said. "And this is by far the best I've used in 16 years. It is just a great product."

## **More on the Servicing Dealer . . .**

It's been said there are nearly as many ways to operate an independent AMSOIL Dealership as there are Dealers.

AMSOIL independent Dealer Paul Curtis is no exception. He first signed up as a Dealer in 1997, but became more active in his business during the past year and a half as he looks toward retiring from Dal-Don Produce, in Clermont, Fla.

"It's mainly a watermelon business," Curtis said. "We send out between 2,000 and 3,000 tractor trailers of watermelon during the season." The company also ships citrus.

That company runs most of its machinery with AMSOIL lubricants, including X-Treme Synthetic Food Grade Grease. "And most of the company cars run on

AMSOIL," Curtis said, which he sells to the company.

Curtis, Master Chief Petty Officer, USN (Ret), uses "networking" as the main way he grows his business.

He tried several approaches to marketing AMSOIL, he said, but joining the local South Lake County Chamber of Commerce in Clermont has proven especially productive for him. "Once I joined the chamber, there was just an incredible turnaround," Curtis said. "About half of them now use AMSOIL products."

He gives potential customers ATC-48 packets of Synthetic 100:1 Pre-Mix 2-Cycle, and about one in 10 brings him a new customer, he said.

Curtis has all types of accounts, including marine shops, repair facilities and commercial accounts.

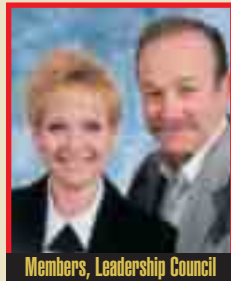
# MONTHLY LE



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



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



**Members, Leadership Council**  
**Mark & Sherree Schell**  
Idaho  
★★Regency Platinum Direct Jobbers  
Third—Total Organization  
**FIRST**—Personal Group Sales



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



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



**Members, Leadership Council**  
**William & Judith Shirk**  
Maine  
Regency Platinum Direct Jobbers  
Ninth—Total Organization  
Seventh—Personal Group Sales



**Thomas H. Kirby**  
Michigan  
Regency Silver Direct Jobber  
Tenth—Total Organization



**Members, Leadership Council**  
**Gerry & Patricia Reid**  
Virginia  
Regency Gold Direct Jobbers  
Fourth—Personal Group Sales  
Fifth—New Qualified Dealers and Accounts



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



**Daniel & Judy Watson**  
Florida  
Regency Gold Direct Jobbers  
Ninth—Personal Group Sales



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



**Members, Leadership Council**  
**Thomas & Sheila Shalin**  
Kansas  
Regency Gold Direct Jobbers  
Second—New Qualified Dealers and Accounts



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



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



**Michael J. Mathe**  
Virginia  
Premiere Direct Jobber  
Sixth—New Qualified Dealers and Accounts



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

# ADERS

June  
2003

# HALL OF FAME



Member, Leadership Council

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



**Dave M. Mann**  
*Michigan*  
Regency Platinum Direct  
Jobber  
Seventh—Total Organization  
**FIRST**—New Qualified  
Dealers and Accounts



**George & Shirley Douglas**  
*Florida*  
Regency Platinum Direct Jobbers  
Eighth—Total Organization  
Fifth—Personal Group Sales



**Raymond D. Yaeger**  
*Wisconsin*  
Master Direct Jobber  
Tenth—Personal Group Sales  
**FIRST**—Commercial and  
Retail Marketing



**Michael H. Ellis**  
*Michigan*  
Regency Gold Direct Jobber  
Second—Commercial and  
Retail Marketing



**Danny & Joan Potter**  
*North Carolina*  
Direct Jobbers  
Third—Commercial and Retail  
Marketing



**Ron E. Toomes**  
*Montana*  
Direct Jobber  
Eighth—New Qualified  
Dealers and Accounts



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



**Mark & Jean Pusen**  
*Georgia*  
Premiere Direct Jobbers  
Tenth—New Qualified Dealers  
and Accounts

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



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



**Shirley Green,**  
Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



**Harold and Marcile  
Hartman,**  
Regency Platinum

# HIGHER LEVELS OF

The 5-star level is a newly created recognition level signifying 2,500,000 points for three consecutive months

## ★★★★★REGENCY PLATINUM DIRECT JOBBERS



Bill & Donna Durand  
Wisconsin

## ★★REGENCY PLATINUM DIRECT JOBBERS



David & Carol Bell  
Texas

## REGENCY PLATINUM DIRECT JOBBERS



George & Shirley Douglas  
Florida

## REGENCY SILVER DIRECT JOBBERS



Earl & Lou Holdridge  
Minnesota



Thomas H. Kirby  
Michigan

## EXECUTIVE DIRECT JOBBERS



Marshall & Alana Mapes  
Oregon

## PREMIERE DIRECT JOBBERS



James W. Day  
Louisiana



Henry & Darlene Peszko  
North Carolina

**First Time 2500 Level Honor Achievers** 2500 monthly commission credits 25 Dealers sponsored

**Brett G. Jetton, Texas** Sponsors: George and Elizabeth Jetton

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

**Curley and Nancy O'Dell, Virginia** Sponsors: Gerry and Patricia Reid

**Delmar and Jane Weaver, Oregon** Sponsors: Richard and Jan Bruce

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

**Tom and Ingrid Bennett, Washington** Sponsors: Bill and Bev Cressey

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

**Paul and Lois Diller, Illinois** Sponsor: Edie Villers

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

**Buzz Buzek, Arizona** Sponsors: Earl and Lou Holdridge

**Ben G. Clover, California** Sponsors: Bill and Beverly Lund

**Robert L. Faris, Michigan** Sponsors: Marion and Thomas Minto

**James Sr. and Doris Grube, Pennsylvania** Sponsors: Raymond and Joyce Stoltzfus

## NEW DIRECT JOBBERS

**Craig & Stephanie Heisey**  
*Georgia*  
Sponsor: Scott E. Parsons  
Direct Jobbers:  
Larry & Kathryn Chambless



**William & Wanda Jewell**  
*West Virginia*  
Sponsor: Robert W. Benson  
Direct Jobbers:  
Donald & Joyce Nichols



## NEW DIRECT DEALERS



**Curtis K. Brilz**  
*California*  
Sponsors: Charles & Linda Evans  
Direct Jobbers:  
Charles & Linda Evans



**James & Kimi Johnson**  
*Maryland*  
Sponsors: Albert & Margo Smith  
Direct Jobbers:  
Albert & Margo Smith



**Bernard & Jean Miller**  
*Texas*  
Sponsors: Paul & Dorraine Yokubaitis  
Direct Jobbers: AR & Betty Novotny



**Harry & Reah Ripley**  
*California*  
Sponsors: Adrian & Maria Brandon  
Direct Jobber: Marcus Hinman



**James Leach, Georgia**  
Sponsors:  
Larry & Kathryn Chambless  
Direct Jobbers:  
Larry & Kathryn Chambless

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

**Justin Johnson, Idaho** Sponsors: Mark and Sherree Schell

**James K. Johnstone, California** Sponsors: Thomas and Sheila Shalin

**M. Lee Phillips, Georgia** Sponsor: Craig S. Heisey

**Robert and Sandra Schudlich, Michigan** Sponsor: Richard L. Dell

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

**Andrew Atanasoff, Oregon** Sponsors: Dennis and Allie Wood

**Patrick A. Bayne, Washington** Sponsors: Marvin and Charlotte Stougaard

**Kevin P. Braud, Louisiana** Sponsors: Fred and Tiffany Wolf

**James E. Chapman, New York** Sponsor: A. Gerard O'Brien

**Abraham W. Davis, Minnesota** Sponsor: Gary A. Rakow Jr.

**Kenneth A. Deemer, Oklahoma** Sponsor: Dave M. Mann

**James and Brenda Lane, Vermont** Sponsors: Sjabbo and Joann Verburg

**Michael M. Miracle, Michigan** Sponsors: Willis and Rolene Gingerich

**Roger and Jean Olney, California** Sponsor: Mark A. Wendtland

**Christopher R. Quick, Michigan** Sponsor: David C. Austin

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

**Kenneth and Shirley Shover, Iowa** Sponsor: John L. Lane

**Thomas and Kathryn Steele, Georgia** Sponsors: Maurice and Barbara Wright

**Tony A. Wolters, Minnesota** Sponsors: Bud and Lorna Bourquin

# AMSOIL Introduces NEW **INTERCEPTOR** Synthetic 2-Cycle Oil

New AMSOIL Interceptor Synthetic 2-Cycle Oil is formulated to provide unsurpassed protection, performance and clean engine operation in recreational two-cycle equipment operating in both hot and cold temperature extremes, including carbureted, electronic fuel injected (EFI) and direct fuel injected (DFI) snowmobiles, personal watercraft, motorcycles, ATV's and jet boats. It is recommended wherever API TC and JASO FC two-cycle oils are specified and replaces TC-W3 oils in the above applications.

AMSOIL Interceptor addresses the exhaust power valve sticking problems experienced with certain snowmobile models. Formulated with wax-free premium quality synthetic esters and

"Double Treat" additive package, Interceptor provides the ultimate in clean engine operation. Extensive field testing reveals that Interceptor virtually eliminates deposits that cause ring sticking and exhaust valve sticking. In fact, two separate field trials conducted with over 100 snowmobiles produced no stuck exhaust valves after thousands of accumulated miles during an entire season of riding.

AMSOIL Interceptor effectively prevents plug fouling and dramatically reduces wear on cylinders, pistons and bearings, while also reducing the smoke and odor associated with two-cycle engines. Friction and operating temperatures are kept to a minimum, and with a -51°F pour point, Interceptor provides exceptional cold temperature performance.





AMSOIL INC. worked closely with West Yellowstone Arctic Yamaha owner and operator Bill Howell during the development of AMSOIL Interceptor Synthetic 2-Cycle Oil. Operating a fleet of over 100 Arctic Cat 600 snowmobiles equipped with exhaust power valves in Yellowstone National Park, Howell had previously been frustrated with valve sticking in his sleds. He has seen valves stick after less than 500 miles of operation. In over 400,000 accumulated miles of testing with AMSOIL Interceptor, Howell experienced no valve sticking or problems of any kind in any of his over 100 snowmobiles. In addition, smoke and odor were dramatically reduced.

Brian Holt, owner and operator of Good Times Adventure Tours in Breckenridge, Colo., also agreed to test new AMSOIL Interceptor 2-Cycle Oil in his snowmobile fleet. Operating a fleet of Ski-Doo 500 Grand Touring snowmobiles equipped with exhaust power

valves, Holt had been experiencing similar exhaust valve sticking problems.

Testing AMSOIL Interceptor over the 2002-2003 season, Holt was greatly impressed. "While pulling groomers, my snowmobiles get really hot and are worked harder than any sled I know of," says Holt. "AMSOIL Interceptor performed exceptionally well in these units with no valve sticking and no motor failures during the 2002-2003 season."

### Rocky Mountains Field Testing

Subjected to adverse field testing conditions in the Rocky Mountains, including long trail rides, high RPM powder riding and steep hill climbs, AMSOIL Interceptor demonstrated superior lubrication properties and outstanding deposit control.



Arctic Cat 600

Cylinder head is clean with no deposits, preventing pre-ignition problems.



Arctic Cat 600

Pistons show no scoring, little to no wear and no heavy deposits, and the wrist pins show no discoloration from heat. In fact, the original machine markings on the pistons are still visible. There was no ring sticking and no heavy deposits were found in the ring grooves.



Arctic Cat 600

No carbon deposits are detectable in the functioning region of the exhaust power valves, resulting in "no stick" performance, continuous valve operation and reduced maintenance.

#### Interceptor Data Bulletins

Stock #	Qty.	U.S.	Can.
G-1955	25	2.80	4.65

#### Interceptor Pricing

Stock #	Pkg/Size	Wt.	Comm. Credits	U.S. Dealer/ P.C. Cost	U.S. Sugg. Ret.	Can. Dealer/ P.C. Cost	Can. Sugg. Ret.
AIT-QT	(1) quart	2.1	3.65	5.10	7.05	8.25	11.30
AIT-01	(12) quarts	25.5	43.80	58.20	83.40	94.20	134.40
AIT-1G	(1) gallon	8.2	14.20	19.85	27.40	32.10	44.05
AIT-04	(4) gallons	33.0	56.80	75.60	108.00	122.20	174.60
AIT-16	16-gal. keg	136.0	181.00	278.00	370.00	450.00	598.00
AIT-30	30-gal. drum	251.0	295.00	492.00	654.00	797.00	1060.00
AIT-55	55-gal. drum	451.0	473.00	861.00	1145.00	1395.00	1855.00
AIT-27	275-gal. tote	2176.0	2365.00	4255.00	5725.00	6925.00	9275.00

# Genuine Synthetic PAO Formulated Technology Makes AMSOIL the Best in the Business

Impressed with the benefits afforded by synthetic-based jet engine lubricants, lieutenant colonel and jet fighter squadron commander Al Amatuzio envisioned a synthetic motor oil that offered similar benefits in internal combustion engines. In 1972, after several years of intense research and development, Amatuzio introduced AMSOIL 10W-40 Synthetic Motor Oil, the first 100 percent synthetic-based motor oil to pass American Petroleum Institute (API) service requirements for internal combustion engines. With clear benefits in the areas of extreme temperature performance, wear protection, friction reduction, fuel efficiency and extended drain intervals, the future of automotive lubricants was born.

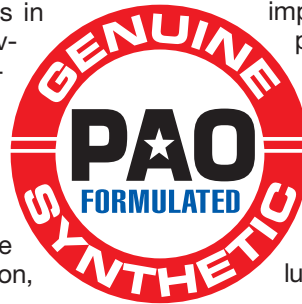
As AMSOIL grew and branched out into the synthetic diesel oil, two-cycle oil and transmission fluid markets, competing oil companies took notice and began producing their own synthetic variations to complement their product lines. Although these synthetic products easily outperformed most conventional oils, the lower priced synthetic base stocks and additive packages could not match the performance of AMSOIL synthetic motor oils.

The majority of AMSOIL synthetic lubricants are formulated with polyalphaolefin (PAO) synthetic base stocks. PAO base stocks offer unsurpassed protection and performance and are widely recognized as the industry's

premier base stock technology. Unlike conventional base stocks, PAO base stocks contain fully saturated, hydrogenated molecules that are free of wax and impurities, allowing superior performance in temperature extremes, oxidation and acid resistance and clean operation. Synthetic oils formulated with less expensive synthetic base stocks also offer performance benefits over conventional oils, but they cannot match the performance of PAOs or the high standards required for AMSOIL synthetic motor oils.

AMSOIL specializes exclusively in synthetic lubricant technology, optimizing the most advanced chemistries available to formulate the best lubricants on the market. Top-of-the-line PAO base stocks, along with select esters, combined with premium additive packages, allow AMSOIL motor oils to deliver superior protection and performance in temperature extremes, resist oxidation and acid formation and provide unsurpassed wear protection for extended drain intervals.

AMSOIL Synthetic 10W-30 and 5W-30 Motor Oils now have new and exciting carton designs, featuring bold colors, exciting graphics and the words "Breakthrough Technology." The new "Genuine Synthetic PAO Formulated" badge is prominently displayed, boldly informing customers that AMSOIL motor oils are blended with the industry's most advanced technology.



*The new "Genuine Synthetic PAO Formulated" badge displayed on AMSOIL 10W-30 and 5W-30 cartons indicates they are formulated using the industry's premier base stock technology.*



AMSOIL 10W-30 and 5W-30 cartons incorporate a bold, exciting new design.

# Oil Analysis Is the Key to Safely Extending Drain Intervals and Equipment Life

Because they recognize that as many as 80 percent of machine failures are due to insufficient or excess lubrication, or even the wrong type of lubricant altogether, plant managers and maintenance specialists frequently turn to oil analysis programs. These programs allow for an early diagnosis of potential problems which in turn can prevent equipment failure and save time and money.

Lubricant analysis can also be used to increase the performance and service life of vehicles. Commercial and construction fleet vehicles can use lubricant analysis procedures to maximize their uptime and improve cost effectiveness. Even the standard passenger vehicle can safely extend oil drain intervals and obtain a wealth of information which can be used to extend vehicle life through oil analysis.

## Oil Analyzers INC.

### What is oil analysis?

Oil analysis is an evaluation of a used fluid from a chemical and physical properties standpoint. As in the analyzing of human blood, oil analysis provides insight as to the internal condition of equipment, and of the oil itself.

### What are the benefits of oil analysis?

#### Oil analysis enables you to:

- Obtain optimum equipment life by preventing premature failure
- Reduce maintenance costs by eliminating unscheduled downtime
- Identify pending problems before they become catastrophic
- Schedule preventative maintenance **when it is convenient for you**
- Calculate optimum drain intervals to reduce lubricant and disposal costs
- Enable better assessment of equipment and lubricant performance

## How the Oil Analysis Program (OAP) Works

OAP is a four-step process:

1. **Registration**
2. **Sampling**
3. **Analysis**
4. **Diagnostic Reporting**

### Step 1 - Registration

1. Begin the OAP process by purchasing a sampling kit. Simply call 1-800-777-7094 for pricing information or to order kits (and a sample pump if desired). You may order single kits or in quantities of 50 or 100, with lower per-kit prices for larger orders.
2. Upon receipt of your order, AMSOIL will immediately send out your sample kit, which includes sample bottle, sample information form and mailer.

### Step 2 - Sampling

1. Read the Oil Sampling Procedures on the back of the sample information form.

2. Fill out the Sample Information Form completely.
3. Take a sample (minimum: 2 to 3 oz).
4. Close and seal sample container tightly.
5. Send the filled sample container and the Sample Information Form to OAI in the supplied mailer.

### Step 3 - Analysis

Upon receipt of your sample at the laboratory, all requisite testing will be performed. All analyses include determination of viscosity, fuel dilution (if applicable), water, dirt content, fuel soot contamination (if applicable), plus spectrochemical analysis for 20 elements to determine component wear, airborne dirt, antifreeze contamination (if applicable), and oil additive concentrations.

The analyses also includes a neutralization value determination - Total Base Number, TBN (primarily for gasoline and diesel motor oils) or Total Acid Number, TAN (non-crankcase lubricants). Oxidation values and nitration value (if applicable) are also determined.

### Step 4 - Reporting

1. OAI will mail your analysis report to you the day your sample is analyzed. For even faster results, request that your results be faxed to you, or go online and register to get your results online.
2. If your analysis uncovers a critical problem, such as pending equipment failure, a technician will telephone you directly to advise you of the situation and recommend a course of corrective action.

### Oil Sampling Tips

- For best results, oil samples should be taken immediately after equipment shutdown, while the equipment is still at operating temperature. Never sample a cold engine, and always make sure the oil has been well circulated before taking a sample. Dirt, water and other debris tend to settle to the bottom of the reservoir while light fuels tend to float. This separation will compromise your analysis.
- Good locations for sampling include an oil gallery, the engine crankcase, the drain plug or dipstick tube and the equipment reservoir or sump.
- When taking oil from industrial machinery through a bottom drain, be careful to draw oil until your sample has a uniform, representative appearance.
- Use samples from the drain pan or oil filter only as a last resort. For a failed engine that has had the oil drained, a drain pan or oil filter sample may help detect the cause of the failure.
- Avoid prolonged skin contact with used oil. Wash exposed skin with soap and water after exposure.

### CAUTION

Engine crankcase oil temperatures can exceed 200°F. To avoid personal injury, use protective equipment such as gloves, safety glasses and protective clothing.

# AMSOIL 30th Anniversary Convention Brought Fun, Inspiration, Fellowship

A year of planning, meetings, discussions and more planning paid off big when the long-awaited AMSOIL 30th Anniversary Convention hit the Duluth Entertainment Convention Center and the cities of Duluth and Superior. A tidal wave of AMSOIL Direct Jobbers and Dealers flooded the Twin Ports ready to celebrate the company's rich history and commitment to growing into the future.

The deluge started as a trickle on Monday, July 14, with a few Dealers and Direct Jobbers arriving at AMSOIL headquarters to tour the facilities and order products.

By Wednesday afternoon, the wave was in full crescendo as independent AMSOIL businessmen and women registered, renewed acquaintances with old friends, made new ones and attended a Direct Jobber recognition dinner hosted by AMSOIL President and CEO A.J. "Al" Amatuzio.

Thursday brought a day full of informational sessions as well as the introduction of new products. The first of five skits called "The Journey to Success" entertained conventioners, and set the stage for the rest of the "journey." The skits were created and acted by leadership council members and Dealers.

Director of Sales Peter Haines introduced the new AMSOIL Flowzair filters.

The introduction of Team AMSOIL racers brought the audience to its feet as the racers rose to the stage from the orchestra pit in a swirl of smoke and lights. Indy car racing legend Bobby Unser was a smash hit as he greeted the crowd. He said he has used AMSOIL motor oils in all of his vehicles for many years. In fact, he said all of today's high level racers use synthetic motor oils because the engines simply demand the higher quality of synthetics.



Friday morning brought the AMSOIL Racing Expo, where convention attendees met Team AMSOIL racers in person, many garnering autographs from their favorite racers, be it Mike LaRocco and Travis Preston, who race supercross and motocross circuits, to Justin Tate and D.J. Eckstrom, who race WSA snocross. Powerboat racer Terry Rinker was on hand to sign autographs and talk with convention attendees, as well.

Several local racers also were there, displaying their AMSOIL cars and motorcycles.

The Rig Round Up competition netted \$500 first place cash prizes in each of four categories: Pat and Donna Grady, Graphics/Appearance; James and Carol Fleschner, Unique By-Pass Filter Installation; Ralph Sites, Best of Show; and George and Shirley Douglas, RV/Heavy Duty Truck or Off Road vehicle.

In afternoon sessions, Paul Converso of Battenfield, Al Laning of Lubrizol and Mike Hayes from Ethyl discussed current industry specifications and future trends.

All three vendors know AMSOIL well. The three speakers indicated that AMSOIL only buys the best. No one makes better products than AMSOIL.

Friday night, Superior Speedway was jammed to the walls with AMSOIL conventioners. Bobby Unser was a gracious spokesman who again reflected on his long association with AMSOIL and A.J. Amatuzio. He spent time signing autographs and talking with race fans.

Throughout the day on Saturday, entertainment was interspersed among serious topics. Convention-goers saw the last three skits along the road to success, where finally "Angel" Gerry Reid whisked "New Dealer" Les Martin and "Lazy" Dealer Carl McNamee onto the train bound for success, with "Conductor" Ray Peszko. Technical Director Dave Anderson introduced the new Dealer Training Course available for use at home. Many Direct Jobbers were recognized for attaining higher





levels, with Bill and Donna Durand, Superior, Wis., being recognized as the first and only Five Star Regency Platinum Direct Jobbers in the company.

One of the day's highlights was the "Wheel and Deal" game. Ten contestants lined up behind boxes with hidden dollar amounts under them.

Contestants could keep their box or "deal" with Al Amatuzio, as he offered them an increasing amount of money to give up the box. Tensions were high as each tried to decide which was the better deal. Cash amounts ranged from \$2,000 to \$75. Some went away significantly better off for taking the money that was offered, others made out better keeping their box award. Amatuzio handed out thousands of dollars on stage and finding himself with money still in his hand at the end, names of Dealers in the crowd were drawn passing the cash even further. The game was a hit and every contestant walked away with a cash prize of some amount.

Later, Executive Vice President and General Manager Dean Alexander rose to the stage from the orchestra pit wearing a helmet and "driving" a "hot rod" to the sounds of "Born to Be Wild." After the fanfare of his entrance, Alexander gave a powerful speech about the direction of the company and its ever-increasing popularity. AMSOIL is firmly planted in the industry, ready for the growing popularity of synthetics and able to sustain its unprecedented growth in this new era.

Keynote speaker Jim Cathcart delivered a motivational speech focused on "Being The Best You Can Be."

Saturday night brought the president's award dinner with diamond rings and watches given to many Direct Jobbers who reached higher levels in recent months.

After the dinner, everyone danced to the sounds of The Uncolras, bringing the 30th Anniversary AMSOIL Convention to its official end.

Everyone had fun, learned some new things, met new people and came away ready to further their independent AMSOIL businesses. Some were heard to say they are already looking forward to the next AMSOIL convention.



# Wandahsega Wonderful With Double Dip Delight

## AMSOIL-Sponsored Bark River Driver Shows He Has Bite

Ben Wandahsega has been saying for some time that he is as competitive as the rest of the trucks in the Sportsman-2 class, but needed the right combination of set-up and some luck to pull into victory lane.

The Bark River, Mich. resident made the hometown folk proud pulling off double wins in sweeping rounds seven and eight of the Championship Off-Road Series. Wandahsega is sponsored by AMSOIL Dealer Ron Wright of Santa Rosa, Calif.

Wandahsega has three CORR wins to his credit and all have come at Bark River. It must be the home cooking. The pair of victories leap-frogged Wandahsega from sixth overall to tied for third in the overall

points chase right behind AMSOIL-sponsored Mike Oberg. Oberg, a former class champion, finished second and third for the two rounds. He's within striking distance of the title with a strong end of season push.

Ken Hallgren, who is also sponsored by Wright, was solid with eighth and fifth place finishes. He's moved up in the standings. Mark Kleiman pulled off a stunning second place in round seven and a huge win in round eight to move within a whisker of the lead in the CORR Stock class. Kleiman has two wins and three second places in seven rounds of racing. Kleiman is sponsored by AMSOIL Dealer Walt Patterson of Gladstone, Mich.

Back in Sportsman-2, Oberg may be looking ahead for a championship, but he better check his rearview mirror for a hard-charging Wandahsega.



Ben Wandahsega makes his move on the inside enroute to a win.



Wandahsega gets the double victories, but his daughter steals the show.

## Rinker Beats Rough Water for Tough Victory

It didn't come easy for Terry Rinker at Bay City, Mich. He not only battled tough competition, but a rough Saginaw River too. The Rinker/AMSOIL/ Blackhawk Racing team left the water victorious. Rinker averaged 115.572 mph over the 50 laps on the mile-plus track.

Rinker's second win at Bay City boosts him to first place overall for the Formula One Champ Boat series. Rinker's back on the water for two more races before the season finale later in September.



Rinker takes another checkered flag. This win at Saskatoon is relived in Bay City.

## Vanden Heuval Rolls Out of Contention

Dan Vanden Heuval was hopeful to rebound in the Pro-2 class at Bark River, Mich. Fires and foul-ups have cost the popular CORR driver valuable points. How was he to know the worst lay ahead?

In round eight, into the tight hairpin of the first corner, "The Flying Dutchman" got a little sideways. Contact was made from behind, sending his AMSOIL/Kumho Tire/Chevy truck into a succession of barrel rolls, finally landing over the track wall on the passenger side. He extricated himself and collapsed on the ground.

At a nearby hospital, doctors discovered a compressed vertebra in his neck, broken ribs, a bruised chest and lungs, and a concussion. AMSOIL wishes Dan a quick recovery and return to racing.

## Super Stock Racer Pudwill Is True Believer

"I'm a true believer," says Shawn Pudwill about AMSOIL lubricants. The Super Stock driver from Sturgis, S.D. hadn't used synthetics until he met his local AMSOIL Dealer Kip Matkins. Pudwill says, "This is the first time I have run synthetic products, and they have worked out great."

Although he has a track championship to his credit, he won his first feature on July 4. "I feel running AMSOIL is partially responsible for the win. My engine has been running cooler and faster since I switched to the synthetic oil." The switch also pleased Pudwill's engine builder. "Sturdy Racing Engines was very supportive when I told them I was going to run AMSOIL," according to Pudwill. It looks like another true believer.



Pudwill wins first feature race and gives AMSOIL synthetic lubricants credit for the victory.

# AMSOIL Race Teams Make Pit Stop at 30th Anniversary Convention

## From Motorcycles to Snowmobiles, Trucks to Boats Convention-goers Get Up Close and Personal With AMSOIL Sponsored Teams



Off-Road racer Mike Oberg signs autographs.

"Is it over already?" was a commonly heard phrase by AMSOIL Dealers attending the 30th Anniversary Convention on July 17-19. If you weren't at the shindig thrown by Al Amatuzio, you missed something. The Twin Ports of Duluth, Minn. and Superior, Wis. offered sun-drenched skies and pleasant temperatures. Still, most convention-goers opted to be indoors for the festivities such as race team introductions and the Motorsports EXPO.

The race team introductions capped a big Thursday of insightful presentations and discussion. Dealers were eager for something lively and they got it. AMSOIL Racing Manager John Schuldt broke into a brief history of AMSOIL racing which included archival

photos of such notable racers as stock car legend Dave Watson, funny car veteran Tom Hoover and future Indianapolis 500 winner Al Unser, Jr. The auditorium erupted in applause with the announcement of AMSOIL joining the AMA/Chevy Trucks U.S. Motocross Championships as a national sponsor. This sponsorship

marks another big commitment of AMSOIL into racing.

"Let's get ready to rumble!"

The loudest roar came with the introduction of racers. The lights went down. Smoke bellowed. The stage rose and from below the floor came the future of AMSOIL racing. Each person was introduced to the crowd –

LaRocco, Zielfelder, Eckstrom, Scheuring, Tate, Rinker, Vanden Heuval, Oberg and Gelhausen. It was a real treat when AMSOIL President and founder Al Amatuzio was introduced and joined on stage by three-time Indianapolis 500 champion and friend Bobby Unser. The pair welcomed even more AMSOIL teams to the stage. Unser was gracious enough to stay on stage for some impromptu Q & A with the audience.

Friday's Motorsports EXPO brought a plethora of rollicking racing fun. There were hot-rods and Harleys to snowmobiles and motorcycles to unique and antique cars. "This is really fun," said Scott Judnick, owner of the Judnick Motorsports snocross team. Many people took home autographs and photographs of their favorite racers.



AMSOIL Dealers were treated to free roam of team transporters like that of the AMSOIL/Scheuring snocross team.



Steve Hearley takes his Godzilla truck for a spin on the Superior Speedway track.

The racing portion of the convention climaxed with Dealer Appreciation Night at nearby Superior Speedway. Amatuzio was again joined by Unser for the dedication of the AMSOIL Winner's Circle at the track. The crowd rose to their feet in appreciation of the new addition and to welcome the pair of legends in their fields. Steve Hearley wowed the crowd with a few high-rev passes of the grandstand in the "Godzilla" monster truck. And the evening was capped off with the winning of the Late Model and Modified features by local favorite and AMSOIL-sponsored driver Darrell Nelson.

It was 30 years in the making, but the 2003 edition of the great AMSOIL get-together was spectacular and surprising. The other frequently heard comment by Dealers after the convention, "How are you going to top this?"



The Formula One boat of Terry Rinker was a huge hit especially with those who sat in it.



Dealer Tom Kostreba's ATV was on display.



AMSOIL driver Darrell Nelson with a pair of legends – Al Amatuzio and Bobby Unser.

# AMSOIL ACTION BOARD

...of coming events

## T-1 CERTIFICATION MEETINGS

### OHIO

September 23 - Tuesday  
October 28 - Tuesday  
Meeting - 7 p.m.  
DENATO'S PIZZA ON BROADWAY  
Grove City, OH 43123  
Hosted by Premier Direct Jobber Brad White 800-871-5921  
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 18 - Thursday  
October 16 - Thursday  
Meeting - 7 p.m.  
STANLEO'S SUB VILLA  
Governor's Drive  
Huntsville, AL  
Hosted by Direct Jobbers Cliff Goehring & Gerry Gotvald (256) 337-0376

September 18 - Thursday  
October 16 - Thursday  
Meeting - 7 p.m.  
BOWMAN RESIDENCE  
1330 Frank Marshall Rd.  
Ozark, AL 36360  
Hosted by Direct Jobbers E. E. "Al" & Mildred Bowman (334) 774-3344

### ALASKA

September 18 - Thursday  
October 16 - 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 2, 16 - Tuesday  
October 7, 21 - Tuesday  
Meeting - 7 p.m.  
STATEN RESIDENCE  
2949 Sunflower Street  
Anchorage, AK 99508  
Hosted by Premier Direct Jobber Richard Staten (907) 333-0124 Call for reservations

### ARIZONA

September 16 - Tuesday  
October 21 - Tuesday  
Optional no-host dinner - 5:30 p.m.  
Meeting - 6:30 p.m.  
FIREHOUSE RESTAURANT  
1639 E. Apache Blvd.  
Tempe, AZ 85281  
Hosted by Executive Direct Jobber Dick Nudo and Dealer Jim Brewer RSVP (602) 996-7181 Dick (480) 968-4922 Jim

### ARKANSAS

September 11 - Thursday  
October 9 - Thursday  
Meeting - 6:30 p.m.  
GARDNER RESIDENCE  
280 York Chapel Rd.  
Nashville, AR 71852  
Hosted by Dealer Jerry Gardner (870) 451-9152  
jgard24@iocc.com

September 10 - Wednesday  
October 8 - Wednesday  
Meeting - 7 p.m.

PASTERNAK RESIDENCE  
217 CR 472  
Jonesboro, AR 72404  
Hosted by Direct Jobbers David and Brenda Pasterniak (870) 933-8376

### CALIFORNIA

September - Every Thursday  
October - Every Thursday  
Meeting - 6:30 p.m.  
STRAWBERRY VILLAGE SHOPPING CENTER  
Mill Valley, CA  
Hosted by Dealer Doug Storms 800-793-3301

September 4, 18 - Thursday  
October 2, 16 - Thursday  
Meeting - 7:30 p.m.  
CHRISTENSEN RESIDENCE  
4141 Palm Ave, Apt 574  
Sacramento, CA 95610  
Hosted by Premier Direct Jobber Jay Christensen (916) 339-1152

September 3 - Wednesday  
October 1 - Wednesday  
Meeting - 7 p.m.  
McCOOL RESIDENCE  
2210 Coddling Dr.  
Modesto, CA 95350  
Hosted by Dealer Bill McCool (209) 577-0174

September 23 - Tuesday  
October 28 - Tuesday  
Meeting - 7 p.m.  
EVANS RESIDENCE  
40728 Sundale Dr.  
Fremont, CA 94538  
Hosted by Direct Jobbers Chuck and Linda Evans (510) 659-4078

September 9 - Tuesday  
October 14 - Tuesday  
Meeting - 6:30 p.m.  
DENNY'S RESTAURANT  
740 W. 2nd St.  
San Bernardino, CA 94401  
Hosted by Dealers Richard and Delores Nichol (909) 862-1252

September 1, 22 - Monday  
October 6, 27 - Monday  
Meeting - 7 p.m.  
INTERNATIONAL HOUSE OF PANCAKES/VINTAGE OAKS SHOPPING CENTER  
Novato, CA 94945  
Hosted by Dealer Richard Eplert (800) 280-9905

September 2 - Tuesday  
October 7 - Tuesday  
Meeting - 7 p.m.  
CARROW'S RESTAURANT  
19011 Bloomfield Ave.  
Cerritos, CA  
Dealer Dave Gumpertz (562) 212-3709 Dave@Lubes4U.com

September 16 - Tuesday  
October 21 - 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 18 - Thursday  
October 16 - Thursday  
Meeting - 7:30 p.m.  
AMSOIL HOUSE  
4316 Ridgcrest Drive  
Colorado Springs, CO 80918  
Hosted by Executive Direct Jobber Ida Gray (719) 598-5115

### CONNECTICUT

None Scheduled

### DELAWARE

September 13 - Saturday  
October 11 - Saturday  
Meetings at Noon  
Call for reservations

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

## DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

September 2 - Tuesday  
October 7 - 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 18 - Thursday  
October 16 - Thursday  
Meeting - 7 p.m.  
AMSOIL DISTRIBUTION CENTER  
3724 Silver Star Road  
Orlando, FL 32808  
Hosted by Regency Gold Direct Jobbers Dan and Judy Watson (407) 657-5969

September 2 - Tuesday  
October 7 - Tuesday  
Dinner/Social - 6 p.m.  
Meeting - 7 p.m.  
SAFFRON'S RESTAURANT  
1700 Park Street North  
St. Petersburg, FL, 33710  
Hosted by Executive Direct Jobbers John and Shirley Alquist (727) 545-8547  
alquistproducts@hotmail.com  
www.tell-it-well.com  
All are welcome. Call to confirm space available appreciated but not mandatory

### GEORGIA

September 6 - Saturday  
October 4 - Saturday  
Meeting - 9 - 11 a.m.  
CHAMBLESS RESIDENCE  
4803 Chamblee-Dunwoody Road  
Atlanta, GA 30338  
Hosted by Regency Gold Direct Jobbers Larry and Kathryn Chambliss (770) 393-9916

September 4 - Thursday  
October 2 - 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 6 - Saturday  
October 4 - Saturday  
Meeting - 12 - 3 p.m.  
SCHELL RESIDENCE  
2000 W. Broadway  
Idaho Falls, ID  
Hosted by \*\*\*Regency Platinum Direct Jobbers Mark & Sherree Schell  
Reservations: (208) 524-0322 RSVP

September 9 - Tuesday  
October 14 - Tuesday  
Meeting - 7:30-9:30 p.m.  
MCGUFFEY RESIDENCE  
23446 Freezeout Road  
Caldwell, ID, 83605  
Hosted by Executive Direct Jobbers Charles and Connie McGuffey  
RSVP: (208) 455-2581

### ILLINOIS

September 9 - Tuesday  
October 14 - 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 20 - Saturday  
October 18 - Saturday  
Meeting - 10 a.m.  
LINDLAND SALES OFFICE  
1421 Winnemac Avenue  
Unit I  
Chicago, IL 60640  
Hosted by Direct Jobbers Riemer and Diana Lindland (773) 271-5678

### INDIANA

September 3, 17 - Wednesday  
October 1, 15 - Wednesday  
Meeting - 7:30 p.m.  
RENTOWN SHOP  
1533 Rentown Rd.  
Bremem, IN  
Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

### IOWA

None Scheduled

### KANSAS

September 4 - Thursday  
October 2 - Thursday  
Meeting - 6:30 - 8 p.m.  
WICHITA PRODUCT CENTER  
3800 West 29TH St. South,  
Ste. 5  
Wichita, KS 67217  
Hosted by Regency Gold Direct Jobbers Tom and Sheila Shalin (316)-733-0002

### KENTUCKY

September 4 - Thursday  
October 2 - Thursday  
Meeting - 7:30 p.m.  
Hosted by Premier Direct Jobbers Al and Ann Kelly (859) 879-0728 or e-mail: bestoil@alltel.net  
Call for location, directions and RSVP

### LOUISIANA

September 2 - Tuesday  
October 7 - 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 19 - Friday  
October 17 - 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 19 - Friday  
October 17 - Friday  
Meeting - 7 p.m.  
GRONER RESIDENCE  
9208 Todd Ave.  
Fort Howard, MD 21052  
Hosted by Account Direct Harvey Groner (410) 477-8255

September 4 - Thursday  
October 2 - 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 19 - Friday  
October 17 - Friday  
Meeting - 7:30 p.m.  
AL SMITH AUTOMOTIVE  
3228 E Joppa Road  
Baltimore, MD 21234  
Hosted by Premier Direct Jobber Al Smith (410) 882-9696 Al@SynLubes.com  
Reservations Required

### MASSACHUSETTS

None Scheduled

### MICHIGAN

September 15 - Monday  
October 20 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
KIRBY RESIDENCE  
644 Shady Maple Dr.  
Wixom, MI 48393  
Hosted by Regency Direct Jobber Tom Kirby (248) 669-9093  
Refreshments served, RSVP Required

September 1 - Monday  
October 6 - 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 1 - Monday  
October 6 - 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 18 - Thursday  
October 16 - 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 18 - Thursday  
October 16 - Thursday  
Meeting - 7 p.m.  
MEYER RESIDENCE  
800 2nd Street  
Cleveland, MN 56017  
Hosted by Executive Direct Jobbers Charles & Donna Meyer (507) 931-3875

September 11 - Thursday  
October 9 - Thursday  
Meeting - 7:30 p.m.

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

October 2 - Thursday  
Meeting - 11 a.m.

DINNER BELL RESTAURANT  
10122-C Central Ave.  
D'Bererville, MS 39532  
Hosted by Dealer Jim Day (228) 388-4325  
RSVP/Guests Welcome  
jwdandy2000@yahoo.com

### MISSISSIPPI

September - Every Wednesday  
October - Every Wednesday  
Meeting - 11 a.m.  
REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER  
711 East Miller Road  
Republic, MO  
Hosted by Dealer Jim Barnes  
Call for directions. (417) 732-2553

### MONTANA

None Scheduled

### NEVADA

September 11 - Thursday  
October 9 - Thursday  
Meeting - 6:30 - 8 p.m.  
AMSOIL PRODUCT CENTER  
4545 N. Lamb Blvd., Suite D  
Las Vegas, NV  
Hosted by Executive Direct Jobber Bob Kaytes and Regency Platinum Direct Jobber Shirley Green (702) 362-4492

### NEW HAMPSHIRE

None Scheduled

### NEW MEXICO

September 23 - Tuesday  
October 28 - 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) 253-2137 Fax (505) 232-8330  
NMOilman@aol.com

### NEW YORK

September 17 - Wednesday  
October 15 - 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 2 - Tuesday  
October 7 - Tuesday  
Meeting - 7 p.m.  
LOTTITO RESIDENCE  
89 Owl Creek Rd.  
Spencer, NY 14883  
Hosted by Master Direct Jobber Peter Lottito (607) 889-4148  
Call ahead to reserve space and confirm location or e-mail lubedcalerny@aol.com



• September 11 - Thursday  
• October 9 - Thursday  
Meeting - 7:30 p.m.  
**FRITTITTA RESIDENCE**  
16 LaForge Ave.  
Staten Island, NY 10302  
Hosted by Direct Jobbers  
Viny and Germaine Frittitta  
(718) 442-4774

• September 17 - Wednesday  
• October 15 - Wednesday  
Meeting - 7:30 p.m.  
**SYRACUSE AREA**  
Call ahead for specific location  
Hosted by Direct Jobber Peter Finnerty  
(315) 682-9791

• September 17 - Wednesday  
• October 15 - Wednesday  
Meeting - 7:30 p.m.  
**NEWARK, NY  
LOCATION**  
Call ahead for location  
Hosted by Dealer Brad Timerson  
(315) 331-7110

## NORTH CAROLINA

• September 11 - Thursday  
• October 9 - 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 11 - Thursday  
• October 9 - Thursday  
Meeting - 7:30 p.m.  
**MALLONEE RESIDENCE**  
3009 5th St. NW  
Hickory, NC 28601  
Hosted by Account Direct Larry Mallonee  
and Dealer Jack Hoskins  
(828) 327-3655 All Dealers welcome.

• September 11 - Thursday  
• October 9 - Thursday  
Meeting - 7 p.m.  
**BURNELL RESIDENCE**  
9424 Springdale Drive  
Raleigh, NC 27613  
Hosted by Premiere Direct Jobbers  
Chuck and Judi Burnell  
(919) 870-9633 Call first

• September 9 - Tuesday  
• October 14 - Tuesday  
Meeting - 7 p.m.  
**CLEVELAND RESIDENCE**  
224 Campbell Place  
Jacksonville, NC 28546  
Hosted by Dealers  
George & Nancy Cleveland  
(910) 346-3866  
Call first - All Dealers welcome

## NORTH DAKOTA

• September 2 - Tuesday  
• October 7 - Tuesday  
Meeting - 7:30 p.m.  
**EVANSON RESIDENCE**  
725 10th Ave. W.  
West Fargo, ND 58078  
Hosted by Direct Jobbers  
Skip and Anna Evanson  
(701) 281-1906  
skipsuperlube@msn.com

## OHIO

• September - Every Wednesday  
• October - Every Wednesday  
Meeting - 6 p.m. (training)  
Meeting - 8 p.m. (opportunity)  
**FABIJANIC RESIDENCE**  
561 Loomis Avenue  
Cuyahoga Falls, OH 44221  
Hosted by Dealers  
Paul & Coralie Fabijanic  
(216) 928-8863 or 800-874-4827 RSVP

• September 13 - Saturday  
• October 11 - Saturday  
Meeting - 1 - 4 p.m.  
**LACKORE RESIDENCE**  
1900 George Ave.  
Brunswick, OH 44212  
Hosted by Master Direct Jobber  
Calvin Lackore (800) 798-9777

• September 7 - Sunday  
• October 5 - 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 22 - Monday  
• October 27 - Monday  
Meeting - 11 a.m.  
**PENA RESIDENCE**  
2933 West U.S. 20  
Gibsonburg, OH 43431  
Hosted by Premiere Direct Jobbers  
Luis and Sharon Pena  
Please RSVP to: (419) 349-3451  
or (419) 297-3451

• September 9, 23 - Tuesday  
• October 14, 28 - Tuesday  
Meeting - 7 p.m.  
**DENATO'S PIZZA ON  
BROADWAY**  
Grove City, OH 43123  
Hosted by Premiere Direct Jobber  
Brad White (800) 871-5921

## OKLAHOMA

• September 6 - Saturday  
• October 4 - 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 11 - Thursday  
• October 9 - 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

• September 11 - Thursday  
• October 9 - Thursday  
Meeting - 7 - 8:30 p.m.  
**GOLDIE'S**  
2005 E. 21st St.  
Tulsa, OK 74114  
Hosted by Direct Jobber Kevin Alexander  
(918) 342-9537 Call first to confirm space  
for you and your guests

• September 11 - Thursday  
• October 9 - Thursday  
Meeting - 10 a.m.  
**GRADY RESIDENCE**  
2612 W. Galveston Rd.  
Broken Arrow, OK 74012  
Hosted by Regency Gold Direct Jobber  
Patrick Grady and  
Direct Jobber Kevin Alexander  
(918) 258-6979 RSVP  
kevina@nordam.com

## OREGON

• September - Tuesdays and Thursdays  
• October - Tuesdays and Thursdays  
Fast Start Seminars  
Meeting - 7 p.m.  
**CENTRAL OREGON  
COMMUNITY COLLEGE  
LIBRARY**  
(lower level conference room)  
2600 NW College Way  
Bend, OR, 97701  
Hosted by Account Direct Bruce Shilander  
(541) 385-5889 Call to confirm space for  
you and your guests.

• September 2 - Tuesday  
• October 7 - Tuesday  
Meeting - 7 p.m.  
**MAPES RESIDENCE**  
25500 NW Svea Drive  
Hillsboro, OR 97124  
Hosted by Executive Direct Jobber  
Marshall Mapes Please RSVP to:  
(503) 647-5486 or (800) 866-7570

• September 18 - Thursday  
• October 16 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 - 9 p.m.  
**SWEETBRIER INN**  
7125 SW Nyberg Road  
Tualatin, OR 97062  
Hosted by Master Direct Jobber  
Ed Greenwood (800) 722-1092  
Call first to confirm space for you and your  
guests

• September 4 - Thursday  
• October 2 - 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 22 - Monday  
• October 27 - 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

## PENNSYLVANIA

• September 15 - Monday  
• October 20 - Monday  
Meeting - 7 p.m.  
**HALLOCK ENTERPRISE  
STORE**  
5 Main Street  
Bradford, PA  
Hosted by Premiere Direct Jobber  
Joseph M. Hallock (814) 368-8625  
T-1 training also available.

• September 9, 23 - Tuesday  
• October 14, 28 - Tuesday  
Meeting - 7 p.m.  
**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.  
**DENNY'S RESTAURANT**  
2521 Wade Hampton Blvd.  
Greenville, SC 29615  
Hosted by Direct Jobber Loel D. Handley  
R.S.V.P. (864) 989-0753  
amsoiddealerloel@aol.com

## SOUTH DAKOTA

None Scheduled

## TENNESSEE

• September 16 - Tuesday  
• October 21 - 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 16 - Tuesday  
• October 21 - Tuesday  
Meeting - 7 p.m.  
**WARD RESIDENCE**  
310 S. Grove Road  
Richardson, TX 75081  
Hosted by Premiere Direct Jobbers  
Ronald & Sandra Ward  
(972) 231-0773  
e-mail: oilmandj@attbi.com

## UTAH

• September - Every Tuesday  
• October - Every Tuesday  
Meeting - 7:30 p.m.  
**CHRISTENSEN RESIDENCE**  
8516 Snowville Drive  
Sandy, UT 84070  
Hosted by Master Direct Jobber Neil  
Christensen, Direct Jobber Rodney Haskins  
and Dealer Doug Blackhurst  
(801) 942-3881/(801) 942-8641

• 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

• October 6 - Monday  
Dealer Meeting  
• October 7 - Tuesday  
Dealer Training  
• October 11 - Saturday  
Dealer Training  
Saturday meetings: 10 a.m. - noon;  
Monday meetings 7 - 9:15 p.m.;  
Tuesday meetings 7 - 9:15 p.m.  
**REID RESIDENCE**  
14600 Cornwall Ln.  
Chester, VA 23836

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

• September 8, 22 - Monday  
• October 13, 27 - 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 8 - Monday  
• October 13 - Monday  
Meeting - 7 p.m.  
**GRAVITTE RESIDENCE**  
1042 Merganser Circle  
Gloucester, VA  
Hosted by Premiere Direct Jobbers  
Cliff & Dee Gravitte (804) 694-0221

• September 2 - Tuesday  
• October 7 - Tuesday  
Meeting - 7:30 p.m.  
**PESZKO RESIDENCE**  
4503 Southampton Arch  
Portsmouth, VA 23703  
Hosted by Regency Silver Direct Jobbers  
Raymond & Karen Peszko  
(757) 484-9491

• September 9 - Tuesday - "How to Sell  
AMSOIL and Altrun Products"  
• October 7 - Tuesday - "How to  
Sponsor AMSOIL Dealers"  
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 15 - Monday  
• October 20 - 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 9 - Tuesday  
• October 14 - Tuesday  
Meeting - 7:30 p.m.  
**STOUGARD RESIDENCE**  
22907 Prairie Road  
Sedro Woolley, WA 98284  
Hosted by Premiere Direct Jobbers  
Marv & Charlotte Stougar  
(360) 856-1641 Guests Welcome

• September 11 - Thursday  
• October 9 - 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 9 - Tuesday  
• October 14 - 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 8, 22 - Monday  
• October 13, 27 - Monday  
Meeting - 7:30 p.m.  
**POODLE DOG RESTAURANT**  
1522 54th Avenue East  
Fife, WA 98424  
Hosted by \*Regency Platinum Direct  
Jobbers Leonard & Eunice Pearson  
(253) 939-8401 Guests Welcome!

• September 23 - Tuesday  
• October 28 - Tuesday  
Meeting - 7:30 p.m.  
**SAMUELSON RESIDENCE**  
610 E. 20th St.  
Vancouver, WA 98663  
Please RSVP  
Hosted by Direct Dealer  
Sammy Samuelson (360) 699-5257  
T-UPS-5W30-OIL (1-877-593-0645)  
Discussion on product application  
and oil analysis  
All are welcome!

## WEST VIRGINIA

None Scheduled

## WISCONSIN

• September 18 - Thursday  
• October 16 - 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 11 - Thursday  
• October 9 - 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 13, 27 - Saturday  
• October 11, 25 - 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 4 - Thursday  
• October 2 - Thursday  
Meeting - 7 p.m.  
**PABST RESIDENCE**  
650 Larcom St.  
Hammond, WI 54015  
Hosted by Regency Direct Jobber  
Lynn Pabst (715) 796-5441  
Guests Welcome

## WYOMING

None Scheduled

## INTERNATIONAL

### ALBERTA

None Scheduled

### BRITISH COLUMBIA

• September 19 - Friday  
• October 17 - 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 15 - Monday  
• October 20 - Monday  
Meeting - 7:30 p.m.  
**McLAUGHLIN RESIDENCE**  
9 Pinder Road  
Riverview, NB E1B 3Z2  
Hosted by Direct Jobber Wayne  
McLaughlin and Dealer Wendell Steeves  
(506) 386-2896/(506) 387-3197  
Everyone Welcome

### NEWFOUNDLAND

### NOVA SCOTIA

None Scheduled

### ONTARIO

• September 25 - Thursday  
• October 23 - 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

### NEW ZEALAND

None Scheduled



# CENTERLINES

...and updates

## HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 1 for Labor Day. Canadian distribution centers will be closed Monday, October 13 for Thanksgiving Day.

## SEPTEMBER CLOSE OUT

The last day to process September orders in the U.S. and Canada is the close of business on Tuesday, September 30.

The last day to process September orders in Alaska, New Zealand and Puerto Rico is the close of business on Thursday, September 25. Volume transfers for September business will be accepted until 3 p.m. CDT on Monday, October 6.

## AMSOIL RACING DECALS

AMSOIL Racing Decals leave a definite impression wherever you decide to display them. Now available in jumbo 48-inch size.



Stock #	Description	Qty.	U.S.	Can.
G-1789	AMSOIL Racing Decal (4")	10	3.95	6.35
G-1800	AMSOIL Racing Decal (7")	10	5.95	9.50
G-1790	AMSOIL Racing Decal (12")	5	4.50	7.20
G-1791	AMSOIL Racing Decal (20")	1	2.30	3.70
G-1792	AMSOIL Racing Decal (36")	1	3.90	6.25
G-1793	AMSOIL Racing Decal (48")	1	10.95	17.60

## AMSOIL FLOWZAIR AIR FILTERS

AMSOIL FLOWZAIR Air Filters are the most effective air filters on the market. Two layers of oil-wetted polyurethane foam offer significantly more capacity and filtering area than traditional air filters, while ensuring a constant flow of clean intake air. Panel-style FLOWZAIR Filters incorporate a highly advanced XLPE/EVA base material that effectively resists flex and vibration, maintains a positive seal and offers long service life, while heavy rigid 18-gauge metal support foundation provides exceptional rigidity, support and air flow.

AMSOIL FLOWZAIR Air Filters may be cleaned, re-oiled and reused for miles of trouble-free driving. Under normal driving conditions, service AMSOIL FLOWZAIR Air Filters at 25,000-mile or one-year intervals (whichever comes first).

Stock #	Pkg.	U.S.	Can.
G-1954	25 brochures	3.00	4.95



## AMSOIL ADVERTISING

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

### September & October 2003

#### Display Advertisements

<i>NOLN</i>	Sept. '03	(805) 796-2577
<i>Coast to Coast</i>	Sept. '03	(805) 667-4100
<i>American Iron</i>	Sept. '03	(203) 425-8777
<i>Powerboat Magazine</i>	Sept. '03	(805) 639-2222
<i>Trailer Life</i>	Sept. '03	(805) 667-4100
<i>American Rider</i>	Sept./Oct. '03	(805) 667-4325
<i>NOLN</i>	Oct. '03	(805) 796-2577
<i>Powerboat Magazine</i>	Oct. '03	(805) 639-2222

#### Catalog Showcase Advertisements

<i>Kit Car</i>	Sept. '03	(323) 782-2000
<i>Street Chopper</i>	Sept. '03	(714) 939-2400
<i>Hot Bike</i>	Sept. '03	(714) 939-2400
<i>Hod Rod Bikes</i>	Sept. '03	(323) 782-2000
<i>4-Wheel &amp; Off-Road</i>	Oct. '03	(323) 782-2000
<i>Car Craft</i>	Oct. '03	(323) 782-2000
<i>Eurotuner</i>	Oct. '03	(323) 782-2000
<i>Mustang &amp; Fords</i>	Oct. '03	(323) 782-2000
<i>Mustang Monthly</i>	Oct. '03	(323) 782-2000
<i>Rod &amp; Custom</i>	Oct. '03	(323) 782-2000
<i>Super Street</i>	Oct. '03	(323) 782-2000
<i>Hot Bike</i>	Oct. '03	(714) 939-2400
<i>Hod Rod Bikes</i>	Oct. '03	(323) 782-2000
<i>Street Chopper</i>	Oct. '03	(714) 939-2400

## OIL ANALYSIS REPLACEMENT HOSE

Due to new volume buying, Oil Analysis Replacement Hose (G-1571) will decrease in price effective September 1.

Stock #	Description	U.S.	Can.
G-1571	Oil Analysis Replacement Hose (25 ft.)	7.95	12.75

## SUPER SHIFT RACING TRANSMISSION FLUID

Specially formulated for high horsepower and torque conditions. Provides quick, solid shifts. Automatic transmissions do not slip, helping racers improve on elapsed times. Delivers unmatched friction reduction and reduced wear so clutch plates and transmissions last longer. Provides maximum torque transfer and brake power while resisting oxidation and thermal breakdown.

### Super Shift Racing Transmission Fluid SAE 10W



Stock #	Pkg/Size	Comm. Credits	U.S. Dealer/ P.C. Cost	Can. Dealer/ P.C. Cost
ART-QT	(1) quart	4.20	5.65	8.85
ART-01	(12) quarts	50.40	64.80	101.40

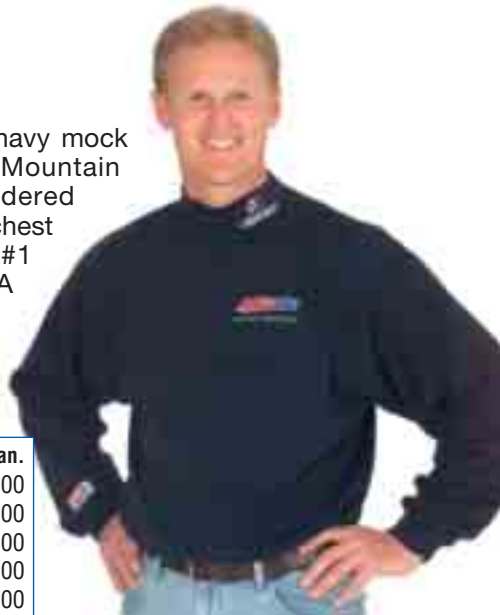
## NEW CLOTHING & PROMOTIONAL ITEMS CATALOG

The New G-1650 AMSOIL Clothing & Promotional Items Catalog, as inserted in this issue of the *Action News*, has been updated and is now available for purchase.

Stock #	U.S.	Can.
G-1650	0.80	1.30

## NEW MOCK TURTLENECK

This 100 percent cotton navy mock turtleneck from White Mountain Traders features embroidered AMSOIL logo on the left chest and embroidered "#1 Synthetics" on the neck. A great look by itself or beneath your favorite sweater. Sizes S-XXL.



Stock #	Qty	U.S.	Can.
G-1961	S	29.00	47.00
G-1962	M	29.00	47.00
G-1963	L	29.00	47.00
G-1964	XL	29.00	47.00
G-1965	XXL	29.00	47.00

## OHIO SALES TAX

Effective immediately, the Ohio sales tax will increase from 7.0 percent to 8.0 percent.

## AMSOIL 30TH ANNIVERSARY COLLECTABLES

The following AMSOIL 30th Anniversary Collectables are available while supplies last.

### Anniversary Plastic Bags

Stock #		U.S.	Can
G-1870	5 bags	2.00	3.25

### Anniversary Clock

Stock #		U.S.	Can
G-1888		20.00	32.50

### Anniversary Watches

Stock #		U.S.	Can
G-1886	Men's Watch	35.00	56.75
G-1887	Women's Watch	35.00	56.75

### Anniversary Storybook Crystal

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

### Anniversary Shirts

#### Men's Shirt

Stock #	Size	U.S.	Can
G-1875	S	44.95	72.50
G-1876	M	44.95	72.50
G-1877	L	44.95	72.50
G-1878	XL	44.95	72.50

#### Women's Shirt

Stock #	Size	U.S.	Can
G-1880	S	39.95	64.50
G-1881	M	39.95	64.50
G-1882	L	39.95	64.50
G-1883	XL	39.95	64.50
G-1884	XXL	41.95	67.75

### Anniversary Cap

Stock #		U.S.	Can
G-1889		12.00	19.25

### Anniversary Visor

Stock #		U.S.	Can
G-1898		12.00	19.25

# Take Your Dealership "Back to School" This Fall

AMSOIL is introducing the first Dealer training series specifically designed to be completed both at home and on the Internet. The AMSOIL Dealer Home Study Program has been designed to offer Dealers the chance to study the basics of lubrication and the AMSOIL product line from the comfort of their own homes.

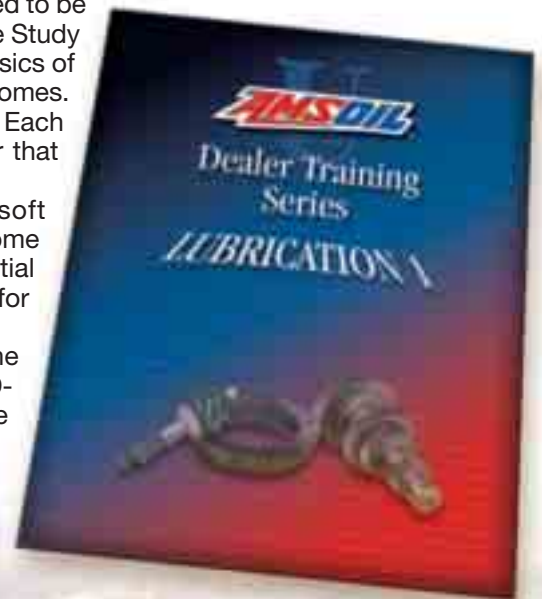
The Dealer Home Study Program is essentially a three-part system. Each course comes with a workbook, CD-ROM and an online test voucher that allows the Dealer access to an area on the AMSOIL website.

The CD-ROM bundled with each workbook includes a Microsoft Powerpoint™ reader that can be used to view a presentation on home computers with Microsoft Windows™. This presentation covers essential material for each course, and can be also used as a presentation tool for Dealer meetings and sales purposes.

The workbook is designed to be a comprehensive reference tool. The course material is presented in the same order as it appears on the CD-ROM, but terms are also defined and illustrated in further detail. The appendix section for some courses contains full-size charts and graphs for reproduction purposes and a glossary of useful terminology that can be quickly referenced.

Dealers can also log on to the AMSOIL Corporate Website and use a CD-ROM key that will allow them to complete a series of optional tests to demonstrate their progress.

The G-1861 LUBRICATION I course is currently available, and future course availability will be announced in the AMSOIL ACTION NEWS and DIRECT LINE publications.



G-Number	Title		U.S. Price	CAN Price
G-1861	Lubrication I	<b>NOW AVAILABLE</b>	19.95	32.50



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

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