

AMSOIL

ACTION NEWS

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The First in Synthetics

SEPTEMBER 2004

NEW AMSOIL Hand Pump

Designed for AMSOIL quarts,
gallons and twin packs



**New AMSOIL
Foam Filter
Oil Spray**

Plus

Look for the 2005 AMSOIL
Personalized Calendar Offer Inside
See Page 18 for details

From the President's Desk...



These are exciting times here at AMSOIL. Every month our sales increase over previous months and the number of new Dealerships keeps growing. Dealers today are enjoying excellent success and making more money than at any time in this company's history. And as more and more people hear about our products and learn about the AMSOIL opportunity, there's no reason to believe this record growth won't continue.

But with rapid growth also comes growing pains, and we are experiencing many of the problems that most fast-growing companies have. Finding qualified people always tops the list of challenges. Ours is a very special company and we won't just hire anybody. We set our standards high because we want the best talent available. And slowly but surely, we are adding staff that meet our criteria. Many of them you have already met. More are on the way.

Another concern has been our need for space to grow. Our production facilities are now automated and streamlined. We have expanded our tank farm and enlarged our lab. We have ample space and production capacity to accommodate existing sales, but looking into the future, we can see our requirements growing along with our increasing sales volume. This is especially true when it comes to the warehousing and distribution of our finished products.

Some would say that in these (or any) economic times, ours are really good problems to have, and in truth, they are. But like all problems, they still must

be addressed and dealt with. I never ignore a problem. I always tackle it head on. That's what this message is about. I want to tell you what we have done recently to address at least some of our growing pains.

We have recently taken a giant step in securing all the space necessary to accommodate our future growth and ability to serve our Dealers for many, many years to come. We have finalized negotiations on the purchase of a very large, very modern facility that is only about two minutes from our existing plant. To put it in simple terms, it is not only suitable for our continued growth and expansion, it is logistically perfect.

This facility was built to house a very large grocery distributing company and is situated on over 55 acres of property. It includes a 371,363 square foot building with 6,244 square feet of office space, 10,141 square feet designed for truck maintenance, and 109,200 square feet of refrigeration and freezer space. It features thirty-eight loading docks and four drive-through bays. With thirty-foot ceilings, this enormous facility will be ideal for our requirements well into the future.

And the fact that it is in such close proximity to our existing plant and has rail service is also ideal.

This acquisition represents a major financial commitment for this company. But we see it as a commitment to our future and yours. While this facility is larger than we need right now, it gives us the room we need to grow, and I guarantee we are going to continue growing!

Occasionally in past years there have been rumors circulating in the field about me selling this business and leaving our Dealers high and dry. I hope this acquisition and the commitment we have made to the future of AMSOIL will dispel those rumors once and for all. As always, my allegiance is to our Dealers.

So we are addressing our growing pains by adding qualified staff and increasing our available space. Beyond that, we continue to add new and better products so that you will continue to have opportunities to grow and prosper in this business. That is, after all, the only way we as a company will achieve our goals. When we both do our parts, we both enjoy success in this business. We're counting on you to keep growing with us.

There are many new and exciting products in various stages of development even as I write this, but I promised not to let the cat out of the bag yet. Just be assured the AMSOIL opportunity will continue to be here for you now, and in the years to come. We are making certain of that by making commitments today to insure our future success and yours.

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is fluid and cursive, with a long horizontal line extending from the end.

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

DEALERS IN ACTION!

Harley Becomes Smooth Ride With AMSOIL

Terry Campbell of Lincoln, Calif. works in the industrial laundry business. He spends his free time riding his motorcycle in the Sierra Mountains.

Campbell, who has been a Honda rider since he was about 15, bought a 2003 Harley-Davidson Dyna Superglide in the past year. "The biggest thing I noticed was the big twin engines run hot," Campbell said.

He initially ran Harley SynTec 3 in his crankcase, Redline Heavy Shock in his transmission and Redline 75W-140 in his primary chain. "Well, the Redline didn't work any better than the Syn3," Campbell said. "In fact, my transmission shifted worse. The Harley Syntec ran too hot, and the Redline was sticky."



He remembered that years ago he used AMSOIL synthetic motor oils, so he connected with Indiana Direct Jobber Grey Landuyt. He now runs AMSOIL 20W-50 Synthetic Motorcycle Engine Oil in the crankcase, AMSOIL Series 2000

Synthetic 75W-90 Gear Lube in the transmission and AMSOIL 10W-40 in the primary chain, and has installed an AMSOIL SDF Motorcycle Oil Filter.

"So, I've been running AMSOIL in all three cavities," Campbell said. "It has made quite a difference. My engine is running at least 30 degrees cooler, my transmission shifts much smoother and my primary chain is quieter."

He said his engine had been running between 280 and 300 degrees Fahrenheit.



RUNNING COOLER – Terry Campbell and his grand daughter, MaKenna Cotten at his home in Lincoln, Calif. AMSOIL motorcycle oil, gear lube and SDF filters have given Campbell a smoother, cooler ride on his Harley Dyna Superglide.

And when the engine was cold, the transmission would grind when he shifted from neutral to first gear.

"Not anymore," Campbell said. "Not bad improvements from just changing oils. I first used AMSOIL in the late '70s. I should have never stopped."

He's getting increased horsepower out of the performance cams, he said. "This is really smooth. I've been a believer in synthetics since the '70s. I've seen the proof. I'm happy with the AMSOIL. The products seem like real quality products and if they'll keep my motor in my Harley running longer, I'll keep using them."

Campbell also installed AMSOIL Synthetic 5W-30 in his new Dodge pickup truck with a Hemi engine.

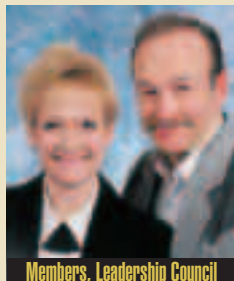
According to Campbell "You can't go wrong with AMSOIL."



MONTHLY LE



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



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



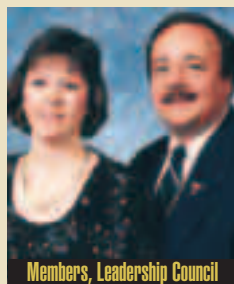
Dave M. Mann
 Michigan
 ★★★★★Regency Platinum
 Direct Jobber
 Third—Total Organization
FIRST—Personal Group
 Sales
FIRST—New Qualified
 Dealers and Accounts



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



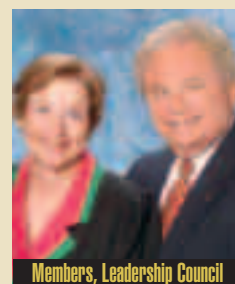
Daniel and Judy Watson
 Florida
 Regency Platinum Direct
 Jobbers
 Eighth—Total Organization
 Fifth—Personal Group Sales



Members, Leadership Council
**Carl and Kimberlee
 McNamee**
 Ontario
 Regency Gold Direct
 Jobbers
 Ninth—Total Organization



Members, Leadership Council
William and Judith Shirk
 Maine
 Regency Platinum Direct
 Jobbers
 Tenth—Total Organization
 Tenth—Personal Group
 Sales



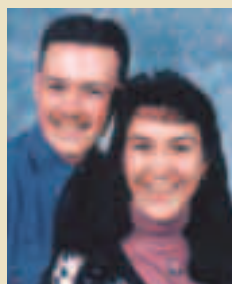
Members, Leadership Council
Thomas and Sheila Shalin
 Kansas
 Regency Platinum Direct
 Jobbers
 Sixth—Personal Group
 Sales
 Second—New Qualified
 Dealers and Accounts



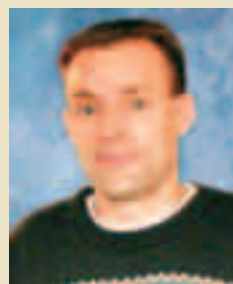
Herschel L. Gates
 Florida
 Premiere Direct Jobber
 Third—Commercial and
 Retail Marketing



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



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



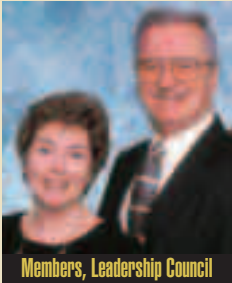
Ches H. Cain
 Texas
 Executive Direct Jobber
 Fifth—New Qualified
 Dealers and Accounts



David and Rebecca Reid
 Virginia
 Executive Direct Jobbers
 Sixth—New Qualified Dealers
 and Accounts

HALL OF FAME

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

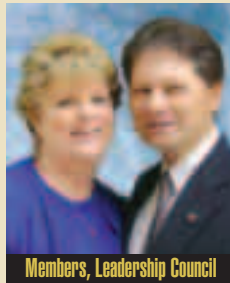


Members, Leadership Council

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



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



Members, Leadership Council

George and Shirley Douglas
Florida
Regency Platinum Direct Jobbers
Seventh—Total Organization
Seventh—Personal Group Sales
Fourth—New Qualified Dealers and Accounts



Donald and Joyce Nichols
Virginia
Regency Platinum Direct Jobbers
Eighth—Personal Group Sales



David and Tracey Cottrell
Ontario
Premiere Direct Jobbers
FIRST—Commercial and Retail Marketing



Jerry and Mary Criswell
Texas
Direct Dealers
Second—Commercial and Retail Marketing



Brandon A. Biscobing
Wisconsin
Dealer
Eighth—New Qualified Dealers and Accounts



Robert E. Riley
Florida
Direct Dealer
Ninth—New Qualified Dealers and Accounts



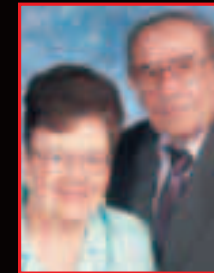
Larry and Kathryn Chambless
Georgia
Regency Gold Direct Jobbers
Tenth—New Qualified Dealers and Accounts



Shirley Green,
Regency Platinum



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



Harold and Marcile Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
Regency Platinum



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

HIGHER LEVELS OF

REGENCY DIRECT JOBBERS



Michael & Eileen Kaufman
Michigan



Sherry Dirksen
Georgia

MASTER DIRECT JOBBER



Marcus "Burke" Hinman
California

PREMIERE DIRECT JOBBERS



Kevin & Dianne Alexander
Oklahoma

NEW DIRECT JOBBERS



Alfred M. Dawes
North Carolina
Sponsor: Peter E. Gregory
Direct Jobbers: Henry & Darlene Peszko



Edward & Patricia Hordubay
Florida
Sponsors: Daniel & Judy Watson
Direct Jobbers: Daniel & Judy Watson



Ron K. Humphrey
New Mexico
Sponsor: Dave M. Mann
Direct Jobber: Dave M. Mann



Dannie & Karen Thumma
Washington
Sponsors: Nelson & Vicki Wagner
Direct Jobbers: Marshall & Alana Mapes



Mario C. Yano
Hawaii
Sponsor: William K. Ellwin
Direct Jobbers: Mark & Sherree Schell



Robert & Nancy Zukas
Missouri
Sponsors: Ronald & Joyce Hartoebben
Direct Jobbers: John & Connie Luczak



Brian Wilken
Florida
Sponsors: George & Shirley Douglas
Direct Jobbers: George & Shirley Douglas

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

Eugene Smith, Idaho Sponsors: William & Sandra Schmautz

Gary M. Vivian, Florida Sponsors: George & Shirley Douglas

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

Lyn Bean, California Sponsors: Daniel & Sandra Wilhelm

Bob L. (Robert) Enoch, Ohio Sponsor: Robert T. Riley

Donald J. Parker, New York Sponsor: William K. Shirk

Mike W. Troast, Colorado Sponsors: Craig & Rosemary Kelly

Brian A. Wise, Florida Sponsor: Dave M. Mann

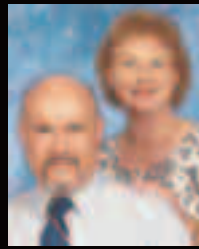
RECOGNITION

June 2004

NEW DIRECT DEALERS



Guy & Venus Baldwin
Pennsylvania
Sponsors:
Wesley & Marla Stauffer
Direct Jobbers:
Wesley & Marla Stauffer



Jerry & Peggy Holcomb
Georgia
Sponsors:
George & Shirley Douglas
Direct Jobbers:
George & Shirley Douglas



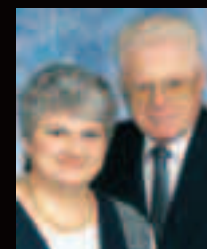
Kenneth T. Jamieson
California
Sponsor:
Victor C. Stedzinski
Direct Jobber:
Victor C. Stedzinski



Marvin Klann
Texas
Sponsors:
David & Carol Bell
Direct Jobbers:
David & Carol Bell



Robert E. Riley
Florida
Sponsor: Dave M. Mann
Direct Jobber: Dave M. Mann



John & Diane Schultz
Pennsylvania
Sponsors: Gerry & Patricia Reid
Direct Jobbers:
Gerry & Patricia Reid

NEW ACCOUNT DIRECTS



David D. Douglas
Michigan
Sponsors:
Gordon & Lorrie Douglas
Direct Jobbers:
George & Shirley Douglas

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

- Mark & Etta Haines**, *Michigan* Sponsors: Michael & Cynthia Dennis
- David L. Hayden**, *Montana* Sponsors: Marshall & Alana Mapes
- Jesse Hull**, *Kansas* Sponsors: Thomas & Sheila Shalin
- M. Kelley**, *North Carolina* Sponsors: James & Lisa Peszko

- David & Lucille Little**, *Maryland* Sponsor: Joseph M. Hallock
- Ed Long**, *Washington* Sponsors: Tom & Ingrid Bennett
- Daniel & Karen Trenski**, *California* Sponsor: Willis King

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

- Theodore Beckwith**, *Indiana* Sponsor: Ches H. Cain
- Billy & Sandy Capps**, *Florida* Sponsor: Vincent J. Viellenave
- Chris & Traci Davis**, *Iowa* Sponsors: Thomas & Sheila Shalin
- Eric Harding**, *Michigan* Sponsor: Wesley R. McClain
- Andrew W. Hecker**, *Texas* Sponsors: James & Lana Thompson
- Andrew J. Hogue Jr.**, *South Carolina* Sponsor: George Kerr
- Michael G. Kuhn Sr.**, *Texas* Sponsors: Bruce & Jane Fowler
- Stephen J. Lee**, *Alaska* Sponsor: Robert T. Riley
- Jason Leung**, *British Columbia* Sponsor: Ken Hulbert
- Jimmie & Suzette Mason**, *Texas* Sponsor: Dave M. Mann
- John P. McCann**, *Pennsylvania* Sponsor: David R. Schrader

- James Roger Moon**, *South Carolina* Sponsor: Brian P. Mason
- B.D. "Bill" Osborn**, *Texas* Sponsor: Sheryl Riley
- Clint Potter**, *California* Sponsor: Jack C. Nylund
- Wayne Proctor**, *Massachusetts* Sponsor: Anthony J. Belcher
- Troy Ross**, *Virginia* Sponsor: Michael J. Mathe
- Gary Schuline**, *Colorado* Sponsor: Steven Keys
- Norman & Marcia Stanick**, *Michigan* Sponsors: William & Kathleen Bernethy
- Lewis & Maxine Steger**, *New York* Sponsor: David K. Hostetter
- George Taylor**, *Tennessee* Sponsors: Jimmie & Helen Blanton
- Titus J. Vaus**, *New York* Sponsors: Leslie & Jocelyn Carpenter

AMSOIL Earns Awards for Safety

"Nothing broken. No one injured."

That's the safety mantra at the AMSOIL production and filter plants in Superior, Wis. And it's paying off for the employees and the company.

The A.J. Amatuzio Filter Company received the Minnesota Safety Council Governor's Safety Award 2003 for excellence in workplace safety and health. (AMSOIL INC. is under the jurisdiction of the Minnesota Safety Council because of its proximity to Minnesota.)

This is the tenth consecutive year the AMSOIL filter plant has won the Meritorious Achievement Award, the top category, for better than average performance in incident rates, depending on type of industry. In fact, there have been no lost-time injuries in the filter plant since March 1992, which represents more than 201,000 man hours worked.

"It's been 12 years without a lost-time accident," said Filtration Plant Manager Mike Martin. "That means everybody's here every day. AMSOIL is committed to a safe working environment."

AMSOIL INC. also received the Meritorious Achievement Award. "This award is not taken lightly," said Scott Davis, Director of Operations. "Only a handful of companies within the state are qualified to receive this award."

Davis said the AMSOIL manufacturing plant has earned the award in six of the last 10 years.

At the production plant, there was one lost-time injury this year. "Historically, we log less than three accidents of any kind per year," Davis said. "Lost times are very rare."

Creating a safe working environment is especially challenging in manufacturing, where employees face the inherent dangers involved in operations such as heavy machinery in motion, repetitive motion injury, burns from high-temperature processes and a myriad of other hazards.

"In industry, there are a lot of hazards," Davis said. "Just being around moving equipment there are hazards."

In addition to creating a safe and healthy work environment, AMSOIL must meet standards set by such regulatory agencies as the federal Occupational

Safety and Health Administration (OSHA), the Department of Natural Resources (DNR) the Environmental Protection Agency (EPA), as well as state and local standards.

AMSOIL has instituted safety awareness programs that involve monthly employee training sessions throughout the year. "We have worked hard to develop a safety aware culture at AMSOIL," said Davis. "All of the employees have embraced the safety programs and take the award and safety seriously because we've developed that awareness through training."

AMSOIL INC. contracts with the United States Compliance Corporation (USCC) to make sure employees are trained properly.

"The USCC assists us in developing our environmental and safety programs for success in our business and compliance with all of the agencies," he said.

The company has an emergency response team that meets with representatives from the Superior, Wis. Fire Department to coordinate response should there be a hazardous spill, Davis said.

"It's my hope that every employee at AMSOIL has the opportunity to go home safe and healthy every day," Davis said. "Nothing

broken. No one injured."

Martin agrees with Davis that safety of the personnel is a top priority at AMSOIL. "Everything here is made by hand," Martin said. "There are lots of pinch points. Everything can hurt."

That's why he feels so proud of the employees in the filter plant and their achievement of no lost-time injuries in the past 12 years. "That's a lot of people doing the job right," Martin said. "It's the people learning the safety programs. They've created the record."

Martin said the company's commitment to worker health and safety is apparent in the first-class programs it has set up for employees.

"I'd like to thank the AMSOIL family for being committed to provide a safe work environment and for providing the tools and the training to allow us the success that we've had," Martin said.



SAFETY FIRST – Jennifer Anderson drives a fork lift in the AMSOIL distribution center at AMSOIL headquarters in Superior, Wis. Everyone in the warehouse undergoes regular safety training for operating equipment and for other procedures in the plant.

AMSOIL Home Study Series Is Paying Off BIG for Dealers

In August of 2003, AMSOIL launched its Dealer Home Study Series with its first installment, *Lubrication I*. Since then, Dealers have utilized this course, *Lubrication II* and, recently, *Oil Analysis* to enhance their Dealerships in a variety of ways.

The Home Study Series takes the best information from AMSOIL University and puts it into booklets. Each of these is accompanied by a CD-ROM containing this same information along with a Power Point presentation and graphics.

With the expansive AMSOIL product line, Dealers have the task of familiarizing themselves with a variety of areas of lubrication. The Home Study Series was designed to provide new Dealers with the knowledge they need to comfortably address the needs of customers and accounts who work in a variety of fields, from factories to motorcycle racing. This knowledge can easily translate to increased revenue by improving customer service. After all, knowing the lubrication and filtration challenges a customer faces involves knowing how to speak with them about it and knowing precisely how AMSOIL products can benefit them. This is what the Home Study Series prepares Dealers for.

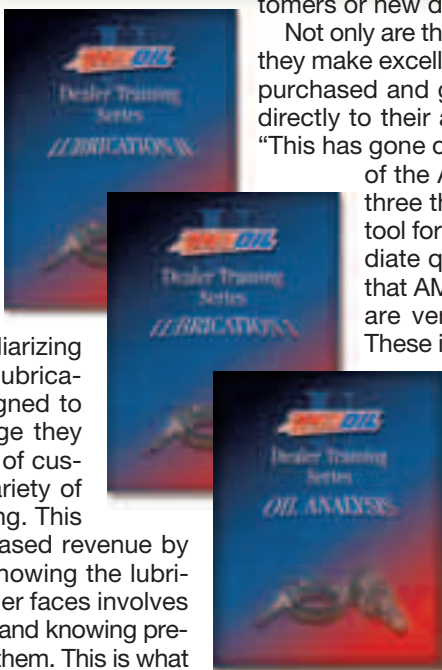
It is not only the new Dealer who benefits from these courses. Veteran AMSOIL Dealers have discovered that they can use the information in these courses to enhance their own knowledge, communicate with and educate their downlines, design presentations with ease and provide accounts with the information they need to be well-informed. Having this information in print and electronic form means being able to reference it easily to respond to customers' questions. A Dealer can also easily copy sec-

tions of the books and incorporate elements from the CD-ROM to create customized material for educating customers or new downline Dealers.

Not only are these courses superb training materials, but they make excellent sales tools as well. Dealers who have purchased and given sections of books or entire books directly to their accounts have found it works wonders. "This has gone over very, very big," says Dave Anderson of the AMSOIL Technical Department. "It does three things. One, it provides a great reference tool for the account. Two, it answers their immediate questions and three, it tells the customer that AMSOIL is a company of professionals that are very knowledgeable about the industry."

These impressions go a long way in retaining an account's business and encouraging positive word of mouth for both AMSOIL and the servicing Dealer.

Acquiring the tools that the Home Study Series offers is a way for the Dealer to differentiate himself or herself from the person who appears periodically and only to ask for another order. "What the account wants is a resource, not just someone to buy product from," says Anderson. With the Home Study Series, you can become that resource.



AMSOIL Home Study Series

Stock #	Title		U.S. Price	Canadian Price
G-1861	Lubrication I	Now Available	19.95	32.50
G-1862	Lubrication II	Now Available	19.95	32.50
G-1863	Oil Analysis	Now Available	19.95	32.50

Mobile Drive Train Fluids

Coming Soon

Dealers Respond:

"We have been AMSOIL Dealers since June of 1983 and a lot of folks would certainly think we should by now know all we need to know about the world of synthetics. However, after the completion of the first three courses, our knowledge on the subject has increased a great deal. The courses deal with complex material but they are presented in such a way that makes it fairly easy to comprehend ... The CD-ROM is a great tool to have included with the book course. Currently we are working on a Power Point presentation that we can show to others. Being able to reference some of the slides on the CD-ROM and direct information from the book is very handy ... It is very convenient to be able to train at home as it is not always possible to attend training sessions in other locations. Finally, sometimes I think that people don't think that a woman would or should know much about the world of lubricants. However, if a woman reads these courses, increases her own understanding about synthetics, she will increase her confidence and will be able to convince others that indeed she does know oil!"

- Jimmy and Janice Garrett, Inman, SC

"I use the information to hone my skills as my schedule permits, so I can guide my downline's professional growth [and] be a better asset for commercial and retail accounts."

- Paul E. Marrs, Birmingham, AL

Sales Tips for New AMSOIL Products



AMS-Oiler™

Customers interested in instant and superior protection for their expensive investments are ideal prospects for the *AMS-Oiler™*. The top markets to date include heavy-duty diesel pickup trucks, RV's and performance boats. Considering these customers have already invested between \$40,000 and \$250,000 in their equipment, investing in an *AMS-Oiler™* and AMSOIL synthetic motor oil is a smart decision. Customers who have purchased an AMSOIL By-Pass Filtration System are also likely to be interested in the superior benefits offered by the *AMS-Oiler™*.

The *AMS-Oiler™* outperforms gas and air pre-charger systems. The absence of a gas or air charge eliminates the possibility of contaminating the motor oil with dirty gas or air, keeping the oil clean and providing optimum protection and performance. Gas and air systems may also leak and require owners to recharge them, exposing the motor oil to contaminants, as often as every two weeks. The patented mechanically actuated design of the *AMS-Oiler™* eliminates the chance of dirty air contaminating the motor oil.



Power Sports Air Filters

The power sports market is constantly growing, with over two million new dirt bikes and ATV's sold annually. Premium AMSOIL synthetic 2-cycle and 4-cycle lubricants and the recent introduction of AMSOIL Power Sports Air Filters enable AMSOIL Dealers to capitalize on this large and ever growing market. Any power sports enthusiast interested in receiving top performance and maximum equipment life is an ideal candidate for a Power Sports Air Filter.



AMSOIL Power Sports Air Filters are constructed of cleanable and reusable 2-stage oil wetted foam media that effectively traps and holds contaminants while allowing an even and constant flow of clean air for the intake system. New and improved AMSOIL High Tack Foam Filter Oil (AFO) offers an increased level of efficiency and capacity and is now available in an aerosol spray, offering users outstanding convenience and quick and easy application.



Ford 6.0L Diesel PowerStroke™ Applications

With a full line of filtration products for the Ford 6.0L Diesel PowerStroke™ engine, Dealers can increase sales in this popular niche market. The SDF-88 Oil Filter, FFK-60 Fuel Filter and PCF-60 PowerCore® Air Filter offer superior filtration performance, are manufactured by the patent holder and are competitively priced in the marketplace.

The AMSOIL PCF-60 PowerCore® Air Filter features an innovatively designed housing with layered, fluted filter media that allows air to enter an open flute while transferring it out an adjacent flute, allowing only clean air to enter the engine. The AMSOIL PowerCore® Air Filter is 10 times more efficient and offers increased capacity and air flow over conventional air filters.

Hummer H2 Applications

The innovative PowerCore® filter design is also available for H2 Hummer vehicles with the 6.0L Vortec™ engine. The AMSOIL PCF-H2 PowerCore® Air Filter provides superior protection and performance.

Be sure to let owners of H2 Hummers know you sell premium quality AMSOIL synthetic lubricants. For example, the next time you see an H2 in a parking lot, leave a note, brochure or business card on the windshield that you have the premium quality synthetic oils, gear lubes, transmission fluids and filters to keep their vehicle running at peak performance.



PowerCore® is a registered trademark of Donaldson Company Inc. These filters are manufactured by Donaldson for AMSOIL.

The New AMSOIL Hand Pump



High quality and high efficiency make the new AMSOIL Hand Pump an ideal complement to the entire line of AMSOIL products.

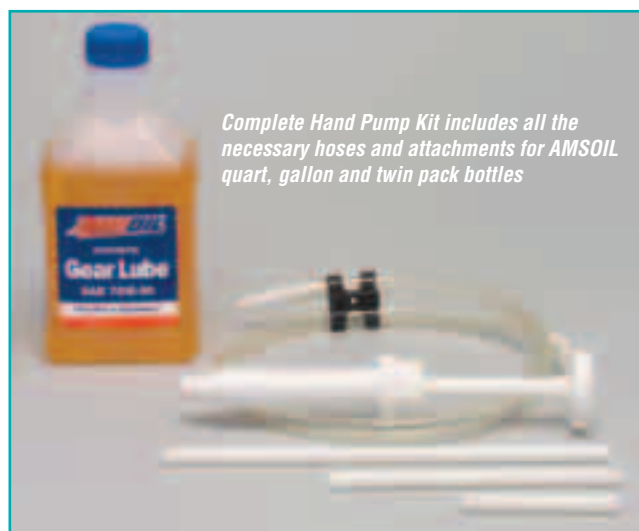
Specifically designed to fit AMSOIL quart, gallon and Twin Pack bottles, the AMSOIL Hand Pump guarantees efficient, quick dispensing of AMSOIL gear oils, transmission fluids and any oil that may need to be pumped. A larger pump and thicker hose make it possible for the AMSOIL Hand Pump to pump one ounce of fluid per stroke versus the 1/4 ounce per stroke of standard pumps. This four-fold improvement in pump efficiency saves you time and hassle.

The AMSOIL Hand Pump's versatility also makes it well suited to many automotive and marine applications, including fluid fills in differentials, transmissions, transaxles, boat lower units and boat sterndrives.

The AMSOIL Hand Pump's easy and efficient pumping action makes dispensing AMSOIL products an effortless task for both automotive and marine applications.

With the AMSOIL Hand Pump you no longer need to transfer your fluid to another container in order to dispense it, saving time and eliminating the possibility of contaminating your fluid.

The AMSOIL Hand Pump kit comes complete with all the necessary hardware including the hose, hose clamps, a cone applicator for boat lower unit fills, three pick-up tubes (one for each AMSOIL bottle size) and a hose retainer clip to eliminate hose dangling and oil messes.



Complete Hand Pump Kit includes all the necessary hoses and attachments for AMSOIL quart, gallon and twin pack bottles

The AMSOIL HAND PUMP

Stock #	Pkg./Size	Wt. Lbs.	U.S. Dlr/P.C.	CAN Dlr/P.C.
G-2039	(1) Bottle Hand Pump	1.0	9.95	15.95

AMSOIL Improves Foam Filter Oil Formulation and Application



AMSOIL Foam Filter Oil has long provided users of AMSOIL air filters with a high level of air flow and superior particle removal. Now, extensive research, testing and development have yielded a new and improved Foam Filter Oil formulation. New AMSOIL High Tack Foam Filter Oil (AFO) is a special blend of synthetic polymers that allows maximum air flow and increased particle removing efficiency and capacity. High Tack Foam Filter Oil stays in place throughout service life, resists washout from carburetor fogging and will not plug foam filter cells, while its new red color helps ensure even oil coverage across the entire filter.

AMSOIL High Tack Foam Filter Oil was tested with AMSOIL 2-Stage Foam Filter media under the SAE J726 test methodology, yielding an efficiency rating of 99.5 percent. High particle removing efficiency is critical in preventing engine wear, keeping equipment running at peak efficiency and improving fuel efficiency.

AMSOIL High Tack Foam Filter Oil is available in its traditional form and in a new and convenient aerosol spray. Because it offers users quick and convenient application, the new spray formulation is a boon for power sports enthusiasts.

Applying High Tack Foam Filter Oil

For best performance, apply a generous amount of High Tack Foam Filter Oil to a clean filter and work it into the foam media. Squeeze out excess oil, leaving a uniformly oiled filter.

Stock #	Pkg/Size	Wt. Lbs.	Comm. Credits	U.S. Dealer	Can. Dealer
AFO-BC	(1) 8-oz. bottle	.6	1.55	2.80	4.50
AFO-08	(6) 8-oz. bottles	3.6	9.30	15.90	25.80
AFO-SC	(1) 11-oz. spray can	1.0	3.00	4.50	7.25
AFO-06	(6) 11-oz. spray cans	6.0	18.00	25.80	41.40

Use product code CFO in Canada. Canadian spray formulation available October 1.

A properly oiled filter will feel oily or tacky to the touch on both the outer and inner surfaces, but should not be dripping oil.

When reinstalling the air filter, apply a thin film of AMSOIL Multi-Purpose Grease on the foam base to insure a leak free seal between the filter and housing.

Power Sports Air Filters

AMSOIL Power Sports Air Filters offer second-to-none protection and performance in hard driven dirt bikes and ATVs, providing superior efficiency, capacity and air flow. Two layers of oil-wetted polyurethane foam provide a network of interlocking cells that effectively trap and hold wear-causing particles throughout the foam's thickness, while allowing a constant flow of clean intake air.

AMSOIL Power Sports Air Filters may be cleaned, re-oiled and reused for miles of trouble-free use. Frequent cleaning and oiling is necessary to achieve peak performance and maximum protection against engine wear.



- **Extended equipment life**
- **Superior contaminant-removing efficiency**
- **Greater contaminant holding capacity**
- **Maximum air flow**
- **Improved fuel efficiency**
- **Lower exhaust emissions**
- **Washable and reusable**

To find the correct filter for your application, consult the G-1768 Motorcycle & ATV Filter Application Guide or log on to the Dealers' Zone at www.amsoil.com.

Tank Farm Expansion Signals Company Growth

How does a business measure success? Is it name recognition? More sales? Bigger buildings?

At AMSOIL INC., one measure of success comes in 50,000-gallon tanks, which exponentially increase the company's ability to store and blend greater volumes of raw materials.

The expansion of the tank farm at corporate headquarters in Superior, Wis. signifies unprecedented growth in the company. It also reflects a strategic five-year plan to accommodate continued growth.

"It puts us on target to handle the storage capacity to more than double the size of the company," said Scott Davis, Director of Operations.

The outdoor tank farm had held 32 tanks for a total capacity of 700,000 gallons of storage of base stocks and additives.

Some of those tanks stored about 20,000 gallons. Many of those tanks have been replaced with 50,000-gallon capacity tanks and three have been added, for a total of 35 tanks, and an increased outdoor storage capacity to 1.2 million gallons. Two large capacity blenders also have been added to the tank farm.

"It gives us the room to expand our blending capacity," said Davis. "All of the oils are blended here."

The expanded capacity allows AMSOIL to receive more raw materials by rail cars rather than tank trucks. "AMSOIL is growing at a rate that makes it able to take advantage of the freight savings of rail car shipments and also to be able to keep up with the demands for product," Davis said.

Essentially, the tank farm expansion increases production efficiency, is cost effective and positions the company so that volume could increase according to the strategic plan devised by corporate executives, Davis explained.

"Here at AMSOIL we are committed to our Dealers, and we fully understand the need to position ourselves for continued growth," Davis said. "The tank farm

expansion project is one of the important pieces of our growth strategy."

Even during the recent recession, AMSOIL enjoyed continued growth. Now, as the economy strengthens, the company is seeing even greater growth. Davis attributes that growth to increased acceptance of synthetics throughout the industry, greater name recognition of AMSOIL and its world-class quality and to the hard work of the Dealer network.

Davis came on board at AMSOIL about a year ago.

"In my first year with AMSOIL I have learned that this is a very dynamic and exciting company to work for," he said. "The future looks great."



AMSOIL TANK FARM GROWS – Looking to the future, AMSOIL INC. has expanded its outdoor storage capacity to 1.2 million gallons of base stocks and additives and added two new large capacity blenders to the tank farm at company headquarters in Superior, Wis., where AMSOIL synthetic motor oils are produced.



Border to Border and Near the Stratosphere With Team AMSOIL

“Off we go into the wild, blue yonder, climbing high into the sun,” – USAF Song



The U.S. Air Force welcomed Team AMSOIL to Lackland A.F.B.

drivers began to show a little edginess during their ejection and parachute training. Safety first. Meanwhile Air Force brass looked on as they toured the AMSOIL transporter with Scheuring. Snowmobiles, especially the concept of snocross, were all a bit foreign for most visitors.

Once strapped in the cockpits, the AMSOIL duo roared off in a pair of T-38s.



Carl Schubitzke gives a thumbs up before take-off.

barbecue. Special Forces training was a highlight. While those troops could probably bench press one of the AMSOIL drivers, money was on the guys to outrace them on an 800cc AMSOIL sled. Another highlight was being the personal guests of the top brass for USAF cadet graduation. About 6000 people viewed



Being the best has its perks. One might say this is Beauty and the Beasts.

Flying high is nothing new to the AMSOIL snocross team. The black sleds leap from jump to jump sometimes airborne for dozens of yards at a time. No 'chute necessary, but sometimes one wonders.

The team recently traveled down I-35 to San Antonio, Texas to be honored guests of the U.S. Air Force at the Lackland and Randolph bases. Scheuring and team mechanic Ricky Strobel arrived on base at 1630 (that's 4:30 pm for non-military types) after driving 1500 miles. Eckstrom and Schubitzke arrived about the same time after a casual two-hour flight. Soon they'd see what real flying was like.

After a crack-of-dawn breakfast with the top echelon of the U.S. Air Force in the mess hall it was off to some "Top Gun" preparation. Eckstrom and Schubitzke, call signs Dynamite and Showtime, were treated to ride rear in T-38 jets. The never-nervous AMSOIL



D.J. Eckstrom gets ready to take on some seriously "Big Air" in a T-38.

Racing around snow laden tracks and launching off jumps may be extreme, but barrel rolls and going vertical at 5 Gs is something else. Talk about "Big Air!"

Scheuring says much time was spent talking about the AMSOIL product line. AMSOIL Founder and President Al Amatuzio's distinguished record as a lieutenant colonel, squadron commander and fighter pilot, says Scheuring, equally impressed the generals. They found even more reason to like the USAF association with AMSOIL synthetic lubricants.

With their feet back on terra firma Eckstrom and Schubitzke joined Scheuring and Strobel in some M-16 weapons training, the recording of public service announcements, elite dog training and some good old-fashioned Texas



It's time to go "Top Gun."

barbecue. Special Forces training was a highlight. While those troops could probably bench press one of the AMSOIL drivers, money was on the guys to outrace them on an 800cc AMSOIL sled. Another highlight was being the personal guests of the top brass for USAF cadet graduation. About 6000 people viewed the AMSOIL transporter, front and center during the proceedings. Dressed in their AMSOIL uniforms, the team signed autographs for all comers. Scheuring says it was surprising how a place with no snow had so many people who followed the team by watching World Snowmobile Association snocross racing on television.

The whole week, 5000 miles in all, left Scheuring wanting to pass along a testimonial. "Our Kenworth runs AMSOIL Series 3000 5W-30 Diesel Oil in the engine. What impressed me was how cool the motor ran in the extreme temperatures in Texas. We put on a heck of a lot of miles that week and our truck never missed a beat. AMSOIL soars both on and off the track!"

Nothing'll stop the US Air Force! (. . . and AMSOIL.)

Never Enough for Neff



Not much defines high performance racing like Corvettes. Brad Neff knows that's why AMSOIL must be in his car's engine.

You bet Brad Neff of Bartlett, Tenn. wants the best for his Corvette. "I have been so impressed with AMSOIL and its products that I have become an AMSOIL Dealer myself," says Neff. That's a strong testimony to AMSOIL product performance and business potential.

AMSOIL Dealer Jerry Tubbs of Collierville, Tenn. introduced Neff and C66 Racing to the fine products of AMSOIL. Has it paid off? In 2003 Neff was the MidSouth SCCA Region Rookie of the Year. He raced in seven regionals with seven wins and six nationals with two wins. So far in 2004 C66 Racing has posted one national win in a record track time. "After losing a motor in 2003 due to bearing failure, I searched for a better oil and discovered AMSOIL, the recognized leader in synthetic engine oils, automatic transmission fluids and differential fluids for high performance applications," reports Neff.

It was at this time that Tubbs and Neff hooked up. "I now run AMSOIL products not only in my race car, but my tow vehicle and street cars as well." Neff is never satisfied, always striving to be the best. He uses AMSOIL for the performance he needs in his car to win, but like his license plate says, "Fun 1st."

No Mistake for Blake

Choosing another synthetic lubricant wouldn't be right for Blake Douglas of Humboldt, Neb. There was a point where he could have.

That's when AMSOIL Dealer Clarence Parde of Beatrice, Neb. stepped in. "Clarence has been a big help finding the right products I need for my race bikes," says Douglas. Whether he's on his Yamaha or Honda on the arenacross track or motocross course it's AMSOIL for Douglas.

He uses AMSOIL Dominator 2-Cycle Oil, the 80W-90 Gear Lube and the HDMP Heavy Duty Metal Protector for lubricating the chain. Using anything else would be a mistake for Blake.



Blake Douglas can't afford to make mistakes so he uses AMSOIL 2-Cycle Oil, Gear Lube and Heavy Duty Metal Protector in his bikes.

Canadian MX Champion Turns To AMSOIL



Marco Dubé may not be a household name in the U.S., but Canadian MX followers have watched him for 14 years. Dubé is a two-time Canadian champion, five-time Canadian Arenacross champion, 2002 U.S. Open 4-stroke champion and the winningest Canadian amateur rider. The Montreal motocrosser has represented his country internationally and showcased his talents in the AMA Chevrolet U.S.

Motocross Championships sponsored by AMSOIL. He's currently sixth overall and the third best Canadian rider, by a couple of points, in the CMRC Canadian Motocross Championships. His credentials are solid. So is his choice of lubricants.

Injury curtailed part of last season, so returning to winning form quickly was important. This season he's on a Honda CRF450R. As an admirer of the AMSOIL/ Chaparral/ Honda team, Dubé knew he wanted the same performance edge. With AMSOIL synthetics he's found it. AMSOIL 10W-40 Motorcycle Oil lubricates the engine and 75W-90 Gear Lube is in the transmission. He also counts on MP Metal Protector, Power Foam and Miracle Wash.

Dubé has a motocross season to finish and he's looking ahead to more racing in America. Later in the year you can expect to see him at various motorcycle and powersports events in Canada representing AMSOIL.

We are very happy with the performance of AMSOIL products. AMSOIL has been a great addition to the team.
- Marco Dubé
Canadian MX Champion



Photos Courtesy of Ride Elemental and MarcoDubéRacing.com

NEW MEXICO

• September 28 - Tuesday
• October 26 - Tuesday
Meeting - 7:30 p.m.
GREENBERG WAREHOUSE
2415 Princeton Drive NE,
Suite C
Albuquerque, NM 87107
Hosted by Regency Direct Jobbers
Paul and Nancy Greenberg
(505) 881-1693 warehouse;
(505) 255-2137, home
fax (505) 232-8330
NMOilman@aol.com

NEW YORK

• September 15 - Wednesday
• October 20 - 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 7 - Tuesday
• October 5 - Tuesday
Meeting - 7 p.m.
LOTTITO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
Hosted by Regency Direct Jobber
Peter Lottito (607) 589-4148
Call ahead to reserve space and
confirm location or e-mail
lubedealery@aol.com

• September 9 - Thursday
• October 14 - Thursday
Meeting - 7:30 p.m.
FRITTITTA RESIDENCE
16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers Vinny and
Germaine Frittitta
(718) 442-4774

• September 15 - Wednesday
• October 20 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific
location

Hosted by Direct Jobber
Peter Finnerty
(315) 682-9791

• September 15 - Wednesday
• October 20 - Wednesday
Meeting - 7:30 p.m.
**NEWARK, NY
LOCATION**
Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• September 9 - Thursday
• October 14 - 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 9 - Thursday
• October 14 - Thursday
Meeting - 7:30 p.m.
MALLONEE RESIDENCE
3009 5th Street NW
Hickory, NC 28601
Hosted by Account Direct Larry
Mallonee and Dealer Jack Hoskins
(828) 327-3655 All Dealers welcome.

• September 9 - Thursday
• October 14 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Executive Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

• September 14 - Tuesday
• October 12 - Tuesday
Meeting - 7 p.m.
CLEVELAND RESIDENCE
224 Campbell Place
Jacksonville, NC 28546
Hosted by Dealers
George and Nancy Cleveland
(910) 346-3866
Call first - All Dealers welcome

NORTH DAKOTA

• September 7 - Tuesday
• October 5 - Tuesday
Meeting - 7:30 p.m.
EVANSON RESIDENCE
725 10th Avenue West
West Fargo, ND 58078
Hosted by Direct Jobbers
Sharon and Andrew Evanson
(701) 281-1906
skipsuperhube@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 Fall, OH 44221
Hosted by Direct Dealers
Paul & Coralie Fabijanic
(216) 928-8863 or 800-874-4827
RSVP

• September 5 - Sunday
• October 3 - Sunday
Meeting - 11 a.m.
MERRITT RESIDENCE
650 State Route 131
Fayetteville, OH 45118
Hosted by Dealers Gordon and Sara
Merritt
(937) 288-2568

• September 27 - Monday
• October 25 - 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 11 - Saturday
Meeting - 1 - 4 p.m.
BREDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda
(330) 239-3146

OKLAHOMA

• September 4 - Saturday
• October 2 - 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 9 - Thursday
• October 14 - 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 14 - Tuesday
• October 12 - Tuesday
Meeting - 7 - 8:30 p.m.
ALEXANDER RESIDENCE
14355 East Timberidge
Drive
Claremore, OK 74019
Hosted by Premiere Direct Jobber
Kevin Alexander
(877) 237-6281
Call first to confirm space for you
and your guests

• September 9 - Thursday
• October 14 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Road
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and Premiere Direct
Jobber Kevin Alexander
(918) 258-6979 RSVP
kevin@mordam.com

OREGON

• September 16 - Thursday
• October 21 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
SWEETBRIER INN
7125 SW Nyberg Road
Tualatin, OR 97062
Hosted by Master Direct Jobber
Ed Greenwood (800) 722-1092
Call first to confirm space for you
and your guests

PENNSYLVANIA

• September 20 - Monday
• October 18 - Monday
Meeting - 7 p.m.
**HALLOCK ENTERPRISE
STORE**
5 Main Street
Bradford, PA
Hosted by Premiere Direct Jobber
Joseph M. Hallock (814) 368-8625
T-1 training also available.

RHODE ISLAND

None Scheduled

SOUTH CAROLINA

• September - Every Tuesday
• October - Every Tuesday
Meeting - 7:30 p.m.
**GEORGE KERR and
ASSOCIATES**
Northgate Building
5861 Rivers Avenue,
Suite 107
N. Charleston, SC 29406
Hosted by Dealer George Kerr
(843) 747-8200

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

• September - First Tuesday
• October - First Tuesday
Meeting - 7 p.m.
DENNY'S RESTAURANT
2521 Wade Hampton
Boulevard
Greenville, SC 29615
Hosted by Premiere Direct Jobber
Loel D. Handley
R.S.V.P. (864) 989-0753
amsolddealerloel@aol.com

SOUTH DAKOTA

None Scheduled

TENNESSEE

• September 21 - Tuesday
• October 19 - 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 21 - Tuesday
• October 19 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Premiere Direct Jobbers
Ronald & Sandra Ward
(972) 231-0773
oilmandj@comcast.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 Blackhair
(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 - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
• October - First Tuesday
Introduction to AMSOIL, History,
Demonstrations, Products
Meeting 7 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23836
Hosted by Regency Platinum Direct
Jobbers Gerry & Patricia Reid and
Executive Direct Jobbers
David and Rebecca Reid
Please call (804) 530-1400
to reserve space; (804) 530-0179 Fax
synthoils@comcast.net

• September 6 - Monday
• October 4 - Monday
Meeting - 7 p.m.
**ISRA-UL TRAINING
MEETINGS**
P.O. Box 2734
Chesterfield, VA 23832
Hosted by Dealers M. and S. Isra-Ul
Call in advance to RSVP, and get
directions. Limited seating available.
(804) 640-3402

• September 13, 27 - Monday
• October 11, 25 - Monday
Meeting - 7:30 p.m.
STANCIL RESIDENCE
240 N. Oceana Boulevard
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stancil
(804) 428-6049

• September 13 - Monday
• October 11 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitt
(804) 694-0221

• September 7 - Tuesday
• October 5 - Tuesday
Meeting - 7:30 p.m.
PESZKO RESIDENCE
4503 Southhampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct
Jobbers Raymond & Karen Peszko
(757) 484-9491

• September 14 - Tuesday
• October 12 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5900 Williamsburg Road
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Pigras
(804) 737-4874 or (804) 737-9231

WASHINGTON

• September 20 - Monday
• October 18 - Monday
Meeting - 6:30 p.m.
**GASPER'S LUBE SERVICE
CENTER & WAREHOUSE**
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Master Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• September 14 - Tuesday
• October 12 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Master Direct Jobbers
Marv & Charlotte Stougard
(360) 856-1641 Guests Welcome

• September 9 - Thursday
• October 14 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Master Direct Jobbers
Tom and Shirley Walsh
(425) 483-2582
T-1 certification classes available
by appointment with pre-paid
registration.

• September 13, 27 - Monday
• October 11, 25 - Monday
Meeting - 7 p.m.
**POODLE DOG
RESTAURANT**
1522 54th Avenue East
Fife, WA 98424
Hosted by
★★Regency Platinum Direct Jobbers
Leonard & Eunice Pearson
(253) 939-8401 Guests Welcome!

• September 14 - Tuesday
• October 12 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Premiere Direct Jobbers
Raymond & Patsy Prukop
(253) 845-9755 / 800-267-6450
Everyone Welcome!

• September 11 - Saturday
• October 9 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe Ave.
Spokane, WA 99205
Hosted by Premiere Direct Jobber
Jack Whitehill and
Training Dealer Tom Bennett
(509) 324-3588
Everyone Welcome. No charge

• September 28 - Tuesday
• October 26 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
610 E. 20th Street
Vancouver, WA 98663
Hosted by Direct Jobber
Sammy Samuelson
(360) 699-5257
1-UPS-5W30-OIL
(1-877-593-0645)
Discussion on product application
and oil analysis
All are welcome! Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

• September 16 - Thursday
• October 21 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL ACADEMY
1201 Clough Avenue
Superior, WI 54880
Hosted by ★★★★★Regency Platinum
Direct Jobbers Bill & Donna Durand
Refreshments Served
(715) 392-4006 Guests Welcome

• September 9 - Thursday
• October 14 - 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 2 - Thursday
• October 7 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcum Street
Hammond, WI 54015
Hosted by Regency Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING

None Scheduled

INTERNATIONAL

**ALBERTA
BRITISH COLUMBIA
MANITOBA**
None Scheduled

NEW BRUNSWICK

• September 20 - Monday
• October 18 - Monday
Meeting - 7:30 p.m.
McLAUGHLIN RESIDENCE
913 Coverdale Road
Riverview, NB E1B 5E6
Hosted by Premiere Direct Jobber
Wayne McLaughlin and Dealer
Wendell Steeves (506) 386-2896
Everyone Welcome

NEWFOUNDLAND

NOVA SCOTIA

None Scheduled

ONTARIO

• September 23 - Thursday
• October 28 - Thursday
Meeting - 6 - 8 p.m.
**AMSOIL DISTRIBUTION
CENTER**
6625 Tomken Road
Units 12-14
Mississauga, ON L5T-2C2
Hosted by Premiere Direct Jobber
Don Stefanik and local Dealers
(519) 786-4045

PRINCE EDWARD

ISLAND

PUERTO RICO

QUEBEC

SASKATCHEWAN

NEW ZEALAND

None Scheduled



SEPTEMBER CLOSE OUT

The last day to process September orders in the U.S. and Canada is the close of business on Thursday, September 30. The last day to process September orders in New Zealand is the close of business on Friday, September 24. The last day to process September orders in Alaska and Puerto Rico is the close of business on Saturday, September 25. Volume transfers for September business will be accepted until 3 p.m. CDT on Wednesday, October 6.

HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 6 for Labor Day.

RACING TESTIMONIALS BROCHURE

The G-2030 "More Racing Testimonials" brochure, featuring testimonials from a wide array of AMSOIL sponsored racers, is available for purchase.



Stock #	U.S.	Can
G-2030	0.80	1.30

PRICE ADJUSTMENT EFFECTIVE OCTOBER 1

Surging base stock, additive and manufacturing costs have had a profound impact on the lubricants industry, with many companies announcing price increases over the past few months. At AMSOIL, raw material prices have increased up to 11 percent in the past year, while empty 30 and 55 gallon drums have increased up to 27 percent. Because the Organization of Petroleum Exporting Countries (OPEC) is sticking with a pledge to keep oil output down, there is no certainty base stock or additive prices will drop in the near future. AMSOIL has absorbed these rapidly increasing costs over the past several months, but is now forced to announce a price adjustment in the United States and Puerto Rico. Look for a newly updated MLM pricelist in this edition of the *Action News*. All active accounts will receive price lists as well.

PROTECT YOUR BUSINESS INVESTMENT

Most home-based businesses are not covered by ordinary homeowner's or renter's insurance. Protect your investment through a company who understands your Dealership's special needs and has created a policy specifically tailored to meet those needs. Otis Magie

Insurance Agency of Duluth, Minn. makes insuring your AMSOIL Dealership simple.

Available for a special price of \$211 per year, the policy provides property coverage of \$5,000 on or off premises (can be increased as needed) with a \$100 deductible, Business Interruption Coverage and a \$1,000,000 limit for business liability on or off premises (including trade shows, exhibitions and fairs).

Contact James Swenson or Karen Hurtig at Otis-Magie Insurance Agency for more information.

Phone: 218-722-7753, 1-800-241-2425

Fax: 218-722-7756

To apply, fill out a G-1295 AMSOIL In-Home Business Policy Application, available for download in the Dealers Zone at www.amsoil.com and as a no-charge literature item.

REASONS FOR MOTOR OIL CONSUMPTION

The new "Reasons For Motor Oil Consumption" Technical Service Bulletin, explaining 40 reasons for excessive oil consumption, is available for purchase. Full size/black and white, 7 pages.



Stock #	U.S.	Can
G-2009	0.40	0.65

Special Offer!

Customized 2005 AMSOIL Appointment Calendars

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

To order, fill out the calendar order form inserted in this issue of the *Action News* or download the order form at www.amsoil.com.



Jacket Back



COLUMBUS DISTRIBUTION CENTER OPEN HOUSE

The new Columbus Distribution Center is hosting an open house on Saturday, September 18 from 10 a.m. to 4 p.m. Help celebrate the opening of the new Columbus Distribution Center and meet AMSOIL Distribution Manager Roger Linden and Regional Sales Manager Rob Stenberg. Tours will be offered, food and refreshments will be served and prizes will be awarded. A special 10 percent discount will be offered on products ordered during the open house.

Address:
707 Hadley Drive
Columbus, OH 43228
Telephone: 614-274-9851

NEW AMSOIL VARSITY JACKET

New reversible three season varsity jacket features two styles in one. One side boasts black wool body and blue leather sleeves with embroidered AMSOIL logos on the front and back. Other side features nylon body and sleeves with embroidered AMSOIL logo on the front. Two handy front pockets on both sides. Sizes S-XXXL.

Stock #	Size	U.S.	Can
G-2019	S	85.00	137.00
G-2020	M	85.00	137.00
G-2021	L	85.00	137.00
G-2022	XL	85.00	137.00
G-2023	XXL	85.00	137.00
G-2024	XXX	85.00	137.00

SABER OUTBOARD QUARTS

Saber Outboard Synthetic 100:1 Pre-Mix 2-Cycle Oil (ATO) is now available in quarts.

Designed for lean mix ratios, Saber Outboard is formulated with exclusive AMSOIL synthetic base oils and contains a heavy dose of lower temperature dispersant additives that excel at preventing varnish and deposits from forming in water-cooled motors. Saber Outboard effectively controls friction, prevents wear and keeps motors running at peak performance.

- **Low smoke, low odor product**
- **Produces lower emissions than oils mixed at 50:1**
- **One mix ratio eliminates confusion**
- **Versatile and very good for many applications**
- **Cost effective compared to oils mixed at 50:1 or richer**
- **Low aquatic toxicity**
- **Prevents plug fouling and exhaust port deposits**

Stock #	Pkg./Size	Comm. Credits	U.S. Dir./P.C.	U.S. Sugg. Retail	Can. Dir./P.C.	Can. Sugg. Retail
ATO-QT	(1) quart	4.45	6.20	7.95	9.95	12.70
ATO-01	(12) quarts	53.40	70.80	94.20	114.00	151.20



Ultimate Engine Protection With the **AMS-Oiler**[®]

**High Tech Oil Pre-charger
That Puts an End
to Potential
Dry Engine Starting**

**Two Models to Cover
all Applications**

**Designed to Withstand
Severe Service**

**No Maintenance
Required**



Stock #	Pkg./Size	Wt.Lbs.	Comm Credits	U.S. Dir/P.C.	U.S. Sugg. Retail	CAN Dir/P.C.	CAN Sugg. Retail
AMK-01	(1) AMSOiler (By-Pass Mounted)	13.0	221.00	294.00	338.00	472.00	625.00
AMK-02	(1) AMSOiler (Stand Alone)	13.0	261.00	348.00	400.00	559.00	740.00

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



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

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