

AMSOIL

SEPTEMBER 2005

ACTION NEWS

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The First in Synthetics

Top Four-Stroke ATV and Snowmobile Performance



is Coming

From the President's Desk...



As I mentioned in my June message, there will be occasions where this page will be used for not only my message to our Dealers, but for messages from Executive Vice President and COO, Alan Amatuzio and Executive Vice President and GM, Dean Alexander. This month, Dean asked to use this page to tell you about something of interest to us all... the need for AMSOIL to increase prices. Considering how I dislike making such announcements, I happily agreed to Dean's request.

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

From Executive Vice President, Dean Alexander's Desk...

As business people, I'm sure you all realize the importance of not only selling products at a competitive price, but selling them at a price that will keep you in business in the future.

That's the dilemma AMSOIL is faced with now. Our costs have been increasing to the point where we must react by increasing our prices. We realize this increase comes on the heels of an adjustment made earlier this year, but we have no choice. We cannot let our prices fall behind our costs. That would not be in our (or your) best interests.

What's driving the increase in production costs? The increase in oil prices contributes to our higher costs more than any other factor. Not only are the

costs of raw materials increasing, but our packaging costs are at an all-time high. Let's face it, our bottles are made of plastic and plastic is made from petroleum. It's only natural that the price of our containers would follow oil prices. Additive prices are also increasing, some as much as 26%.

With the high cost of fuel today, we and our suppliers are faced with higher transportation costs, which go straight to our bottom line. They increase the cost of raw materials and getting our goods to market. Today, our costs are increasing above and beyond anything we have experienced in recent years. That's why we must increase prices now.

This *Action News* contains a new G-26 MLM Price List (G-8126 in Canada). While the prices for our products are slightly higher, they were only increased an absolute minimum and no more. When you look at the prices of other synthetic lubricants on the market today, I'm sure you will agree we are still very, very competitive. That's especially true when you consider that most of the other synthetic motor oils continue to stick with the 3,000-mile drain recommendations. Even if our products were priced higher, the shorter drains make their oils considerably more expensive than AMSOIL in the long run.

We are not alone in our need to increase prices now. Increased costs are being experienced by everyone in the oil business today. One of our major competitors has increased the price of its synthetic oil to their marketers by thirty cents a quart since May of this year. We're all in the same boat and there's no getting around it. Higher manufacturing costs mean higher prices to consumers.

You have all heard the analogy that increased prices are good news/bad news for our Dealers. On the bad news side, none of us enjoy having to explain price increases to our customers, but on the good news side, increased prices mean increased income for your Dealership. Higher prices generate increased commissions, meaning you get a raise.

But more important than that is the fact that our lubricants still represent a tremendous value to your customers, even considering the slightly higher prices they'll be paying for them after October 1st. Not only do AMSOIL Synthetic Lubricants protect your customers' investment by reducing wear, they also save them money by reducing the need for frequent oil changes.

But it doesn't end there. Fuel prices are going through the roof, and AMSOIL lubricants are a proven way to improve fuel economy. The higher fuel prices go, the more money AMSOIL will save your customers. During the '70s when shortages of fuel drove increases in fuel costs to new highs, AMSOIL grew at an unprecedented rate. Like today, motorists were looking for any way they could find to increase fuel economy and save money. We had the right products for our times then, and the right products for our time today.

Dean Alexander,
Executive Vice President and General Manager, AMSOIL INC.

DEALERS IN ACTION!

Young Dealer Earns College Degree and AMSOIL Direct Jobbership



Direct Jobber Matt Collins on graduation day.

In high school, Direct Jobber Matt Collins of Orlando, Fla. participated in his school's Navy Junior ROTC program. Collins worked on the computers in the NJROTC office and it wasn't long until his ROTC instructor, Direct Jobber Dan Watson of Oviedo, Fla., hired Collins to build him a website. Collins still refers to Watson as "Commander."

"Commander Watson referred me to Direct Jobber George Douglas," said Collins. "Then I did Direct Jobber Bob Riley's website and a few other Dealers' in the area."

Watson befriended Collins and his parents, and Collins became a Dealer.

"Our families became good friends and Dan Watson spoke at my Eagle Scout Court of Honor," said Collins.

Collins didn't work his AMSOIL Dealership very hard the first couple of years as he was enrolled in college. When Dan Watson, George Douglas and a few other Dealers began a large scale internet advertising campaign, Collins exchanged consultation and design work for

advice and leads for his AMSOIL business. It was also about this time that Collins's parents became Dealers in his downline and worked the motorcycle market in Florida, while the younger Collins worked his internet leads from college in Tennessee.

"When I was too busy, I would refer my business to my parents and have them handle it," said Collins.

In May 2005, Collins graduated from college and moved back to Orlando. He also became a Direct Jobber.

"My major in college was audio engineering with a minor in marketing," said Collins. "My plan was to run sound at concerts, but my AMSOIL business had grown so much that I became a full-time Dealer."

Collins credits his AMSOIL business with helping him through college by generating income without taking up a lot of his time.

"I could not have earned the title of Direct Jobber without the opportunities given to me by George Douglas and Dan Watson, or without the encouragement and hard work of my parents," said Collins.

The 23-year-old is proud of graduating from college and becoming a Direct Jobber in the same month.

"I'm not sure which accomplishment is the biggest," said Collins.

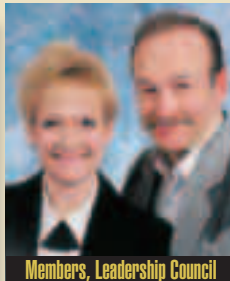
MONTHLY LE



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



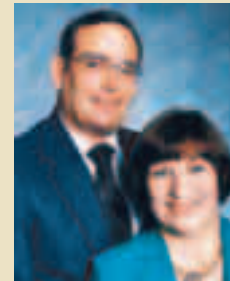
Dave M. Mann
Michigan
★★★★Regency Platinum
Direct Jobber
Second—Total Organization
FIRST—Personal Group
Sales
FIRST—New Qualified
Dealers and Accounts



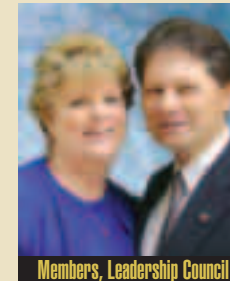
**Mark and Sherree
Schell**
Idaho
★★Regency Platinum
Direct Jobbers
Third—Total
Organization
Third—Personal Group
Sales



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



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



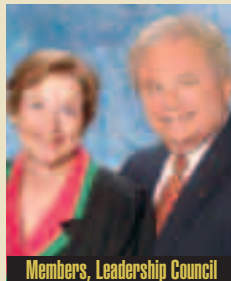
**George and Shirley
Douglas**
Florida
★Regency Platinum
Direct Jobbers
Sixth—Total
Organization
Seventh—Personal Group
Sales
Fifth—New Qualified
Dealers and Accounts



**Larry and Kathryn
Chambless**
Georgia
Regency Gold Direct
Jobbers
Tenth—Total Organization



Michael H. Ellis
Michigan
Regency Platinum Direct
Jobber
Sixth—Personal Group
Sales
FIRST—Commercial
and Retail Marketing



**Thomas and Sheila
Shalin**
Kansas
★Regency Platinum
Direct Jobbers
Ninth—Personal Group
Sales
Second—New Qualified
Dealers and Accounts



Ray and Kathy Yaeger
Wisconsin
Regency Silver Direct
Jobbers
Third—Commercial and
Retail Marketing



**Douglas and Eileen
Bottamiller**
Maryland
Premiere Direct Jobbers
Fourth—Commercial and
Retail Marketing



Steven A. Bendror
Pennsylvania
Direct Dealer
Eighth—Commercial and
Retail Marketing



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



Daniel Mueller
Wisconsin
Premiere Direct Jobber
Third—New Qualified
Dealers and Accounts



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



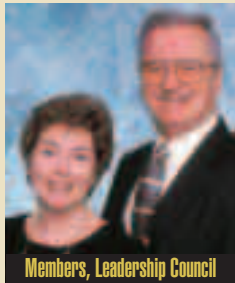
Michael J. Mathe
Tennessee
Master Direct Jobber
Sixth—New Qualified
Dealers and Accounts

HALL OF FAME

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



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



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



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



Shirley Green,
Regency Platinum



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



James J. Allen
Ohio
Master Direct Jobber
Fifth—Commercial and Retail Marketing



Thomas R. Weiss
North Dakota
Direct Jobber
Sixth—Commercial and Retail Marketing



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



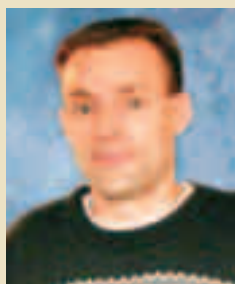
Harold and Marcile Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Todd and Diana Hill
Wisconsin
Direct Dealers
Seventh—New Qualified Dealers and Accounts



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



Michael Barber
Michigan
Master Direct Jobbers
Ninth—New Qualified Dealers and Account



Ora Mae Boardman,
Regency Platinum



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

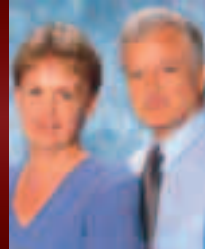
HIGHER LEVELS OF

★REGENCY PLATINUM DIRECT JOBBERS



George & Shirley Douglas
Florida

REGENCY SILVER DIRECT JOBBERS



Ray & Kathy Yaeger
Wisconsin

MASTER DIRECT JOBBERS

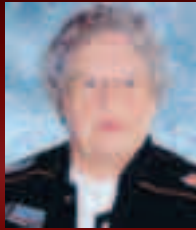


William & Kathleen Bernethy
Michigan

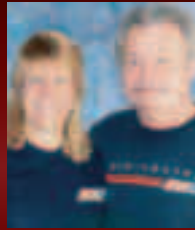
NEW DIRECT JOBBERS



Charles Almond
Texas
Sponsors: Shirley & John Alquist
Direct Jobbers: Shirley & John Alquist



Patsy M. Barber
Washington
Sponsors: Cliff & Lorna Gasper
Direct Jobbers: Cliff & Lorna Gasper



Ernest & Gail Joyal
Rhode Island
Sponsor: Ruben R. Seda-Morales
Direct Jobber: Ruben R. Seda-Morales



Bill McCool
California
Sponsors: Wilbur & Lola Ford
Direct Jobbers: Wilbur & Lola Ford



Willard A. Olson
Michigan
Sponsors: Brian & Lori Rippey
Direct Jobbers: Bill & Donna Durand



Brian A. Wise
Florida
Sponsor: Dave M. Mann
Direct Jobber: Dave M. Mann

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

Peter Muzio, *North Carolina* Sponsors: Michael & Eileen Kaufman

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

Al & Antoinette Bianco, *California* Sponsors: George & Shirley Douglas

Paul Boeshart, *Ohio* Sponsors: Steve & Nancy Tarini

Michael & Patricia Caruso, *Florida* Sponsor: Guy W. Bogisich

Douglas J. Mertz, *Ohio* Sponsors: Ray & Kathy Yaeger

Thomas & Sheila Sparling, *New York* Sponsor: Gordon A. Hakes

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

Harry D. Behrens, *New Jersey* Sponsor: Ruben R. Seda-Morales

Richard & Georgia Heard, *California* Sponsors: Mark & Sherree Schell

Steven & Linda Link, *Wisconsin* Sponsor: William P. McCarthy

Clifford Newman, *California* Sponsors: Gary & Diane Thieschafer

Stephen J. Patterson, *New Brunswick* Sponsor: Dave M. Mann

Reid & Terrill Stewart, *Idaho* Sponsor: George Cook

Tony Jr. & Doris Sullivan, *West Virginia* Sponsors: Herbert & Barbara McCrobie

Josh E. Wilson, *Indiana* Sponsors: David & Eline Haunschild

Kenneth & Carol Wolfe, *Michigan* Sponsor: Bob Kaytes

EXECUTIVE DIRECT JOBBERS



Charles & Linda Evans
California



Luis & Sharon Pena
Ohio

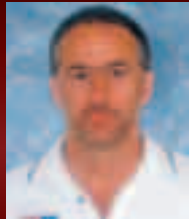


John & Ann Petree
North Carolina



Harold & Cynthia Rabb
North Carolina

NEW ACCOUNT DIRECTS



Joseph G. Breton
Texas

Sponsors: Michael & Pamela Westwood
Direct Jobbers: Michael & Pamela Westwood



Wayne Webb
Texas

Sponsor: Kenneth R. Morehead
Direct Jobber: Kenneth R. Morehead

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

- Bud & Michelle Amsden**, *Connecticut* Sponsor: Dave M. Mann
Al & Jan Bell, *New Mexico* Sponsors: David & Carol Bell
Gary A. Benny, *Virginia* Sponsors: Raymond & Karen Peszko
Caroline Burnell, *Illinois* Sponsors: Jerome & Marilyn Pinkston
James & Shannon Clifford, *Arizona* Sponsors: Larry & Sally Harms
Martin C. Dowdy, *South Carolina* Sponsor: Charlie M. Anderson
Mark Dragan, *Ontario* Sponsor: Dave M. Mann
Robert E. Eldridge, *Nevada* Sponsors: Norman & Barbara Ayres
Terry W. Hegwood, *Virginia* Sponsor: Francis H. Hope Jr.
Daniel & Terri Hogan, *California* Sponsors: Mark & Sherree Schell
Alan & Lisa Johnson, *Pennsylvania* Sponsor: Robin Johnson
Allen & Tina Keiter, *Pennsylvania* Sponsors: Robert & Darlene Witmer
Gerald G. McCracken, *Oklahoma* Sponsors: Eric & Forshia Ross
Jay Medin, *Illinois* Sponsor: Donald T. Duke
Billy & Pat Moore, *Virginia* Sponsor: Gary J. Cobb
Ryan J. Peterson, *South Dakota* Sponsors: Ray & Arlene Schmit
Gary A. Rakow Jr., *Minnesota* Sponsors: Mylo & Patty Twingstrom
Bruce A. Samaritan, *New York* Sponsors: John & Billie Sanders
Dennis R. Savage, *Connecticut* Sponsor: Ernest H. Emory
Ritch & Kimberly Shafer, *Washington* Sponsor: Frank H. Green
Marlin Twingstrom, *Minnesota* Sponsors: Mylo & Patty Twingstrom
Donald J. Weiss, *Texas* Sponsors: Cliff & Arvidson Stanley
Arthur & Sandra Wilber, *South Dakota* Sponsors: David & Marcene Lenander

Ultimate Protection for Four-Stroke ATVs and Snowmobiles



The recreational vehicle market has shown tremendous growth over the past two decades. ATV sales are expected to increase six percent overall in 2005, while sales have increased a whopping 472 percent since 1990. Snowmobile sales have also been on an upswing, with Arctic Cat reporting a three percent growth in the first quarter of this year.

With the recent introduction of AMSOIL Formula 4-Stroke® Marine Synthetic Motor Oils (WCT & WCF), engineered specifically for four-stroke marine engines, AMSOIL Formula 4-Stroke® Synthetic Motor Oil (AFF) is now targeted specifically for four-stroke ATV and snowmobile applications. To ensure protection during both hot and cold temperature extremes, Polaris recommends a 0W-40 viscosity oil in its equipment. Renamed Formula 4-Stroke® Power Sports Synthetic Motor Oil, AFF features a broad 0W-40 viscosity range for outstanding protection in temperature extremes. AMSOIL AFF 0W-40 replaces all viscosity grades in between, including 0W-30, 5W-30, 10W-30 and 10W-40.

As an SAE 40 weight motor oil, Formula 4-Stroke® Power Sports Synthetic Motor Oil provides outstanding



protection for hot operating engines, while its 0W rating and -60°F pour point ensure easy cranking, excellent cold weather starting and quick post-startup protection. Formula 4-Stroke® Power Sports is an extreme temperature lubricant that provides outstanding performance in high performance sport, recreational and work/utility engines.

Resists Heat and Thermal Breakdown

Formula 4-Stroke® Power Sports Synthetic Motor Oil is engineered to withstand the high temperatures associated with recreational engines. It effectively resists oxidation and oil vaporization to prevent carbon/varnish formation, control oil consumption and minimize exhaust emissions. Formula 4-Stroke® Power Sports effectively controls oil thickening for good fuel economy, and it keeps engines clean for peak operating efficiency.

Excellent For Transmissions

Formula 4-Stroke® Power Sports Synthetic Motor Oil is wet clutch compatible and contains no friction modifiers, making it ideal for both two- and four-stroke ATV transmissions. The friction modifier free formulation is designed to prevent clutch slippage, delivering maximum torque and power to the wheels – a critical feature for towing or high-horsepower engines.

Superior Wear Protection

Formula 4-Stroke® Power Sports Synthetic Motor Oil is formulated with high levels of anti-wear additives that provide excellent protection for pistons, bearings and gears in transmission containing units, while its shear stable, SAE 40 viscosity delivers a thick lubricating film for an extra margin of protection in hard working engines.

Anti-Foam

Churning in high RPM engines can cause oil to foam, depleting its lubricating abilities and increasing heat and wear. Formula 4-Stroke® Power Sports Synthetic Motor Oil effectively controls foam, promoting cooler engine operation and reduced wear.



Special Additives

Formula 4-Stroke® Power Sports Synthetic Motor Oil contains robust dispersant/detergent additives that effectively neutralize the high levels of acids and combustion by-products prone to small engines. And it is anti-rust fortified for superior rust prevention, which is especially important in seasonally or infrequently used power sports equipment.

- Replaces 0W-30, 0W-40, 5W-30, 10W-30 and 10W-40 viscosity grades
- Broad 0W-40 viscosity provides superior protection in hot and cold temperature extremes
- Outstanding anti-wear performance extends equipment life
- Resists oxidation to prevent deposits, oil consumption and emissions
- Friction modifier free formulation ensures wet clutch performance and maximum torque to the wheels
- Minimizes fuel dilution common to snowmobiles

Formula 4-Stroke® Power Sports Synthetic Motor Oil Data Bulletin

Covers the performance benefits, technical properties and applications of Formula 4-Stroke® Power Sports Synthetic Motor Oil.



Stock #	Qty.	U.S.	Can.
G-1713	25	2.80	4.65

Formula 4-Stroke® Power Sports Synthetic Motor Oil (AFF)

API SL/CF, SJ, SH, SG • JASO MA

Stock #	Pkg./Size	Wt. Lbs.	Comm. Credits	U.S. Dir./P.C.	Can. Dir./P.C.
AFF-QT	(1) quart bottle	2	3.90	5.45	7.85
AFF-01	(12) quart bottles	24.4	46.80	62.40	89.40
AFF-30	30-gallon drum	242	334.00	556.00	798.00
AFF-55	55-gallon drum	434	528.00	965.00	1385.00

Coolant Filters Prevent Problems

Engines produce a lot of heat. Of the heat produced by burning fuel and air, less than 40 percent is used to overcome friction and push the vehicle. About 30 percent of the heat goes out through the exhaust system, leaving more than 30 percent that must be handled by some kind of cooling system.

Liquid-cooled engines have water jackets or passages inside the engine block to permit coolant to pass over hot combustion chamber surfaces in order to absorb excess heat. This coolant, circulated by a water pump, acts as a liquid conveyor to carry the excess heat to the radiator. This heat is removed by the cooler outside air flowing through the radiator. An engine thermostat controls the amount of

coolant entering the radiator. While the engine is still cold, the coolant circulates only within the engine, by-passing the thermostat and radiator. This by-pass circulation prevents excess heat from building up in local areas of the engine.

When the coolant temperature reaches the temperature rating of the thermostat, the thermostat opens and allows the coolant to flow through the radiator. The hotter the coolant gets, the more the thermostat will open, allowing more coolant to flow through the radiator.

Once coolant has passed through the radiator and has been cooled, or given up its excess heat, it re-enters the water pump. The water pump pushes it up and through the water jackets and passages surrounding the combustion chamber to pick up the excess heat and start the cycle once again.

Engine Coolants

Engine coolant is a liquid that removes excess heat from the engine and carries it to the radiator. Water is the best coolant of all. Water flows freely, absorbs heat readily and releases heat just as easily. Water costs almost nothing and is available just about everywhere. While water is an ideal coolant, it also has some major disadvantages. Water evaporates, creates rust and corrosion in the engine, leaves mineral deposits in the radiator, boils too soon and freezes too easily.

To expand the operating limits of water, antifreeze was introduced.



Antifreeze is a glycol chemical which is available either in an ethylene or propylene formulation. Mixing antifreeze with water can drop the freezing point of the mixture to as low as -92° F. It can also raise the boiling point of the mixture to as high as 330° F.

Purpose of the Coolant Filter

Rust from oxidation, scale from minerals, cavitation, foaming and excess acidity are all common cooling system problems. Chemical protection of additives alone cannot fully protect the cooling system. Abrasive contaminants are ever present in the cooling system and must be removed by a filter.

Coolant Filters

Donaldson coolant filters are designed to maintain the proper chemical balance and reduce contaminants in the engine cooling system. AMSOIL offers a complete line of Donaldson filters with supplemental coolant additive (SCA) technology for the majority of heavy-duty diesel engines service requirements. SCA's are chemicals in the filter that are released into the coolant as it passes through. SCA's help resist corrosion and cavitation in the engine (Note: Although there is no need for SCA's when using AMSOIL Antifreeze & Coolant, the use of Donaldson Heavy Duty Filters along with AMSOIL Antifreeze & Coolant will not affect performance.). The heavy-duty construction works in a wide variety of operating environments. Donaldson filters feature heavy-duty thread plates, seals designed for extreme cold and heat, durable filter media and a unique center tube that increases flow and adds structural strength.

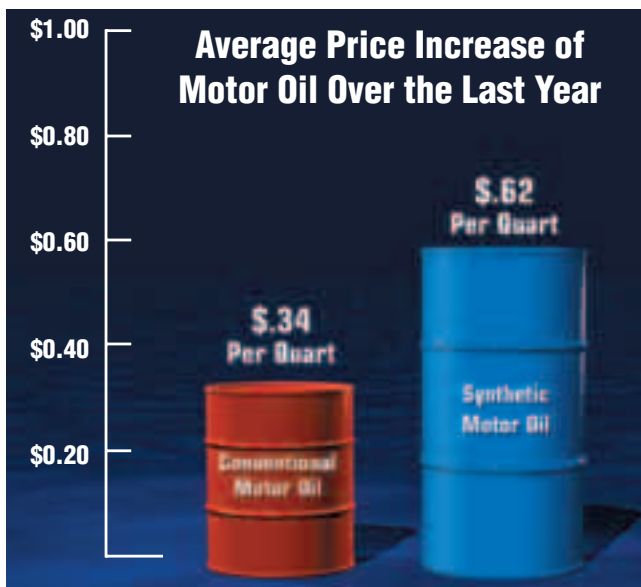


Rising Price of Oil Taking Its Toll

Businesses of all types are feeling the effects of high oil prices, and because petroleum is so critical to the production and transport of such a wide spectrum of products, no one business is left untouched by the volatile crude oil market. Americans are feeling the pinch most noticeably at the gas pumps, but goods and services are costing more every day.

Prices Rise Across the Board

Oil affects all aspects of the economy. Transportation and shipping are obvious examples, but political decisions and the stock market are greatly affected as well. With crude oil at well over \$60 a barrel, reaching all-time highs, gas prices have soared to a national average of \$2.55 a gallon and continue to rise, while diesel fuel is up 32 percent over last year. Though less prevalent on the minds of the public, the price of oil by the quart has risen dramatically as well. According to *Lube Report*, the price on finished goods has risen five times in the past 16 months.

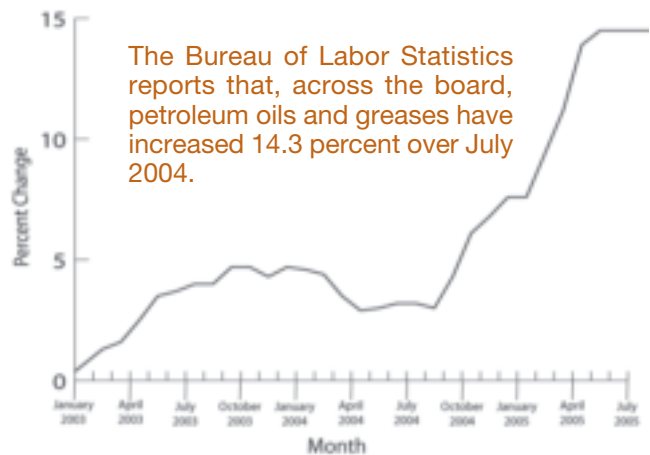


A major oil company has raised the price of its synthetic lubricants to their marketers by \$1.22 per gallon since May 16, 2005. That's over \$.30 per quart in three months. On average the price of synthetic motor oils in auto parts stores rose 62 cents a quart in the last year.

The average price for conventional personal car motor oil at auto parts stores was \$1.61 a quart in April. By June it had climbed to \$1.85 per quart. Mid-tier engine oil was up to \$2.66 a quart in June, from \$2.52 a quart in April. Currently, the price of conventional personal car motor oil at auto parts stores is 34 cents a quart higher than one year ago.

AMSOIL Forced to Adjust Prices

AMSOIL has also felt the squeeze from the rising price of oil, and as a result, effective October 1, AMSOIL is



forced to adjust prices. This includes the MLM, Retail on the Shelf and Commercial programs in the United States, Canada and Puerto Rico.

According to AMSOIL Executive Vice President and General Manager Dean Alexander, AMSOIL is being squeezed on all sides.

"We've always done everything possible to keep our prices down," said Alexander, "but for the past year and a half our costs have risen substantially. We've seen regular increases in raw materials, packaging costs and shipping. We either have to adjust our prices or reformulate our products with less effective chemistries. Reformulating with less effective chemistries is not something AMSOIL is going to do."

Raw Materials Have Major Impact

Boxes, bottles, raw materials and the shipment of oil are all based on petroleum or petroleum products. Higher quality products are made from higher quality materials, thus they cost more money.

Raw material costs in particular have had an effect on prices. According to AMSOIL Purchasing Manager Doug Sturm, AMSOIL has seen more increases in the past several months than at any time. Sturm said packaging costs have also increased.

"Bottles have increased over 13 percent in the last year," said Sturm. "The largest hits we've seen, however, are in raw materials. Our base oil increases have ranged from 13 percent to 33 percent in the past 12 months. Those are by far the largest increases we've ever seen in so short of time. On top of that, we've been hit with as much as 26 percent increases in additives during that same period of time."

AMSOIL Director of Operations Scott Davis agrees. "Costs have increased in every area. Just as AMSOIL is impacted by rising raw material costs, our suppliers of packaging and general manufacturing supplies have experienced the same upward trends," said Davis. "We continue to work hard to control these increases, but we cannot avoid them all together."

Direct Jobber Recognizes a

The distribution of goods is characterized by a chain of brokers and distributors, the middlemen. This style of operation dominates many of the world's great economies. Products must pass through this chain before reaching consumers. Since each of these middlemen makes a profit from passing goods along, prices are driven up and profit from their sale is divided among many.

Multilevel Marketing

Multilevel marketing (MLM) is an alternative style of operation that streamlines the distribution chain, enabling the market to function more efficiently. MLM moves the product from manufacturer to seller to customer directly, eliminating the middlemen who divide profit and raise prices. AMSOIL motor oil, for example, is made in Superior, Wis. and distributed by the company to Dealers, who sell the product to customers. This reduces the customer's end cost and increases the profit of the seller. In addition, the AMSOIL commercial and retail on the shelf programs are factory direct programs, with commissions going to Dealers.

Another difference between conventional marketing and multilevel marketing is the relationship between buyer and seller. In conventional marketing, the relationship ends with a business transaction. MLM allows the relationship to be extended, since an opportunity as well as a product is offered. The word-of-mouth advertising that is mostly ignored by conventional businesses can be handsomely rewarded in MLM. Few grocery stores (conventional businesses) reward customers for telling friends about the great heads of lettuce they bought at the store, but AMSOIL customers can become Dealers and make money simply by sharing the products with friends.

History of MLM

MLM began in the 1940s with a vitamin company in California. Two distributors from this company took the ideas from this business and formed Amway, now a multi-billion dollar business.

Over the next few decades, the MLM industry progressed steadily until the great boom of the 1970s. Many new MLM businesses, including AMSOIL, were founded during this decade, and MLM saw unprecedented growth.

Unfortunately, the factors that made the climate favorable for legitimate MLM companies also encouraged the development of unethical companies that masqueraded as MLM. Their get-rich-quick marketing plans came to be known as pyramid schemes.

Pyramid schemes make money by charging large registration fees and inflated prices for products. Distributors are rewarded more for the act of sponsoring than for sales. The companies took some principles of MLM and twisted them so they could profit at the expense of innocent "distributors."

The existence of companies like these forced regulatory organizations like the Federal Trade Commission

to step in and clean up the industry. After a great deal of struggle, definitive laws were adopted and applied, but honest businesses continued to suffer from the industry's tarnished reputation.

During the '80s, the MLM industry reasserted itself and positioned itself for another boom in the 1990s and beyond. The strength of AMSOIL is demonstrated by the fact that it not only survived this trying period, but continued to grow.

Identifying Good and Bad MLM Companies

Although most pyramid schemes have been eliminated, AMSOIL Dealers occasionally find residual confusion and mistrust among potential customers and recruits. For this reason, it is important that AMSOIL Dealers understand the differences between MLM and pyramid schemes.

Pyramid schemes pay distributors for recruiting. This means that exorbitant registration fees or training fees are charged. Legitimate MLM companies pay distributors for their group sales. Registration and training fees cover only the cost of materials and processing, and since a new distributor's success has a direct impact on that of the sponsoring distributor, new distributors are usually trained eagerly.

Many pyramid schemes don't have a legitimate or marketable product or service to sell. They have inflated prices and reap profit by taking advantage of unsuspecting new recruits. Legitimate MLM companies sell some of the most innovative, effective products on the market.

Real Life Experience

Direct Jobber Curley O'Dell of Richmond, Va. has been involved in several MLM companies. His success in AMSOIL is a testament to the quality of AMSOIL products and the profitability of an AMSOIL business.

O'Dell made his first attempt at MLM success in 1974. A few weeks after O'Dell was released from active duty in the Army a friend presented him with a business opportunity: Amway. O'Dell listed several problems with the Amway opportunity, such as long thin legs of sponsorship and a great deal of pressure from sponsoring distributors.

"When the plan is shown to prospects they are told they can devote the amount of time to their business that they want to," said O'Dell. "But once in, they are pressured to attend meetings for upline, downline, training, seminars, conventions, product pick-up night and so on."

O'Dell said that the demands for their time, and pressure to buy training tapes and books caused his complete leg of distributors to drop out after two years.

In 1979 O'Dell and his wife were operating some laundry facilities. Some new friends invited them to join Amway again, and since Amway had good laundry

Good One When He Sees It

detergent, the O'Dells decided to try again.

"Most of the same old problems resurfaced," said O'Dell. "The entire local group was required to drive about 60 miles once a week just for product pick-up night."

O'Dell cites broken promises, pressure to buy and sell the books and tapes and other reasons for leaving Amway again after two years.

From 1983 to 1985 O'Dell and his wife, Nancy, were involved in a couple of different nutritional diet product companies, both of which had problems with either product quality or internal corruption. In 1985 O'Dell was involved in NSA, a water and air filtration product company. He still has a couple of cases of product in his garage.

In 1986 O'Dell and his wife joined Excel, a telephone long distance service. It was a competitive time in the long distance phone market, and other companies would solicit O'Dell's customers, getting them to switch and negating any long-term income.

"The percentages of the long distance bills were very low, so it took hundreds and hundreds of customers before you made any decent money," said O'Dell.

In 1987 O'Dell got involved in UNIMAX, a buyer's club that charged a monthly membership fee. UNIMAX was ruled to be an illegal pyramid and forced to shut down because commissions were paid from the monthly membership fees. After that, O'Dell joined Network 2000, the MLM arm of Sprint. After experiencing the same lack of income from that business, the O'Dells joined yet another long distance MLM company, ITT. By this time people were wary of long distance companies from past problems, and O'Dell dropped out of that program as well.

In 1994, a 21-year-old silver producer in Amway (equivalent to Direct Dealer) talked O'Dell into joining once again.

"We missed the Amway laundry detergent and liked the idea of being sponsored by someone with a large organization," said O'Dell.

Eventually Amway stopped packaging the detergent in 100-pound boxes, and the O'Dells learned that their sponsor's group actually wasn't very large.

"We learned that he only had one other leg of sponsorship and they dropped out," said O'Dell. "He qualified for silver producer with one industrial sale and never repeated that success."

Overlooked Opportunity

In 1998 the O'Dells got out of the laundry and dry cleaning business and started a small freight and courier business.

"We had three vehicles and I became quite tired of changing oil every 5,000 miles. Then I remembered AMSOIL products would provide extended oil drain intervals and make things last a lot longer," said O'Dell.

O'Dell had been using AMSOIL grease in his laundries with no bearing failures for about 15 years.

"The salesman often mused why I never needed any bearings," said O'Dell. "Now I know."

The O'Dells did a lot of freight work near the Richmond, Va. Distribution Center, so one day O'Dell decided to stop and talk to them about starting an AMSOIL business. That's where he met Direct Jobber Gerry Reid, who signed O'Dell as a Dealer. Ironically, O'Dell had been shown the AMSOIL business opportunity before.

"Around 1978 I was shown the AMSOIL opportunity," said O'Dell. "At the time we had three laundry and dry cleaning plants, four small children, didn't think much of synthetic products and had lingering memories of Amway problems, so I ignored the business."

Trial and Error

In the past 29 years the O'Dells have owned and operated three laundry and dry cleaning plants, a recreation center, a used car lot, a florist business and a freight company. They have been involved in Amway three different times and tried two different nutritional MLM companies. They sold water and air filtration products, were in a MLM buyer's club and tried three different MLM long distance phone service companies. O'Dell became an AMSOIL Dealer in 2001 and has been full-time since June 2005.

"AMSOIL is different than other MLM companies," said O'Dell. "AMSOIL is a rock-solid company that has stood the test of time; AMSOIL treats its Dealers with respect and appreciation; AMSOIL clearly has a product of superior quality that is not duplicated elsewhere in the business world."

Five Reasons AMSOIL Is Superior

The differences O'Dell cites are the keys to a good MLM company: quality products, company support, stability, legitimate claims and a dedicated Dealer force.

A company must have quality products. The product must perform as intended, and the better it is, the easier it is to sell.

Company support is a necessity. Good MLM companies put great effort into Dealer training. AMSOIL provides company periodicals, newsletters and home study courses to keep Dealers informed. AMSOIL also provides direct access for Dealers and yearly training at AMSOIL University.

Stability is common to all successful MLM companies. AMSOIL has worked hard to establish a solid reputation and looks to the future with a commitment to quality and long-term goals.

Good MLM companies make legitimate claims. AMSOIL doesn't rely on outrageous testimonials or false product claims to make sales. Dealers are not promised instant riches, only opportunity.

Finally, good MLM companies must have a dedicated distribution force. AMSOIL has an extremely loyal and dedicated team of Dealers.

Legends Made at Loretta's



Tommy Hahn, a pro 125cc rider for Team AMSOIL/Chaparral/Honda, gives little brother Wil some starting line advice.

Since 1982, the Amateur Nationals have been held at country music legend Loretta Lynn's ranch, about an hour west of Nashville. Hundreds of thousands of America's top amateur riders have gone through the multi-leveled qualifiers for a chance to ride on a track that is only used once a year for competitive purposes. The event has grown to 33 classes ranging from 65cc "Supermini's" to 35-year-olds running the latest four-strokes. In 2004, AMSOIL became the "Official Oil" and presenting sponsor of the celebrated event, and each year more and more young riders switch to the AMSOIL line of products to help them grab gold and a shot at future stardom.



Wil Hahn won't be in his older brother's shadow for much longer after two top five finishes at Loretta's.

Hurricane Mills, Tenn. – Team AMSOIL/Chaparral/Honda superstar Kevin Windham was an eight-time champion at Loretta Lynn's Ranch. Teammate and legend Mike LaRocco grabbed a win at the prestigious event in 1987. AMSOIL riders Josh Grant, Tommy Hahn and Billy Laninovich have also grabbed gold since 2000. These guys are all at the top of the motocross world now, competing week in and week out in the AMA Outdoor Nationals. None of them would be where they are today without a trip to Hurricane Mills, Tenn., when they were merely amateurs.



Loretta Lynn and promoter Tim Cotter welcome the riders to "The Ranch" inside the AMSOIL Arena.



No matter how big the bike or the rider, big air was a norm in all 33 classes at Loretta's.

This year brought a well-known surname into Team AMSOIL and the competition. It was just one year ago that Tommy Hahn took home a win from the fabled twists and turns known as Loretta's. Hahn, who's found success riding in the 125cc class for the AMSOIL/Chaparral/Honda team, returned to "The Ranch" during the first week of August. He wasn't there to race or sign autographs or even hang out. He was on hand to help out little brother Wil Hahn. The 15-year-old from Decatur, Texas was looking a lot like big brother for the week. His Honda was emblazoned with the older sibling's #66, as well as the AMSOIL sticker kit across the shroud and fenders. Young Wil even looked the part on the track. Riding in two classes during the week, Hahn

Mayhem is the best description to the start of an amateur race as 43 bikes chase down the hole shot.





Only an hour from Nashville, even the King has to get his motocross fix.

grabbed a third in the 250 Open B Modified class and a fifth in the 125 B Modified Class.

"The track was good all week long," said Hahn. "If I could have gotten a better start during a couple of the motos, I would have had a real shot at taking the title."

His dad agrees, even going as far to say that Wil has a chance to be better than his big brother.

"I think, at this age, Wil is the faster of the two," said Carl Hahn. "I think next year we will be moving him up into the pro classes."

Wil Hahn wasn't the only Team AMSOIL rider turning laps at the Amateur Nationals in August. Several riders in the Dealer Co-op Program also competed. Brandee Payne out of Orange, Texas finished sixth overall in the girls 65cc-105cc (9-13) class. Rhett Urseth out of Casa Grande, Ariz. rode to a 17th place finish in the 125cc Modified (12-15) and 35th in the 125 B Modified class. Shane Bowlden, from Brooks, Ga., rode his Suzuki RM 85 to a 39th place finish in the 85cc Modified (14-15) class. And the father-son duo of Daniel and Dillon Huddleston had a strong showing in their motos. Dad Daniel finished seventh overall in the 250 Open C class, while son Dillon finished 32nd in the 85cc Modified (12-13) class.

No matter where Team AMSOIL finished, each rider has to be considered among the best in their respected classes this year. Out of tens of thousands of riders, only 1,300 riders qualified for Loretta's.

"This is the quintessential grass roots event," said Jeremy Meyer, AMSOIL Racing Coordinator. "Despite the temperatures hovering around 100 degrees, AMSOIL once again proved its commitment to grass roots racing. The product speaks for itself and runs whether the heat index is 110 or the wind chill is 30 below. The organizers of Loretta Lynn's Amateur Nationals presented by AMSOIL deserve a lot of credit for putting on a first class show. I see these two organizations being together for a long time."



Golf carts rule the road and the sides of the track for the week-long event.



"The Best Week Ever" lets amateurs show their high-wire act to potential sponsors.

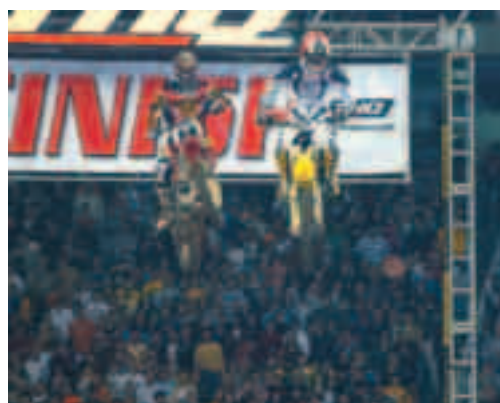
Viva la France!

Lakewood, Colo. – Kevin Windham has reinserted himself into the upper echelon of the motocross world. In July, Windham did the unthinkable by beating defending champion Ricky Carmichael. Not an easy task since RC has only lost twice on an outdoor track in the past four years. One of those losses just happened to come against Windham.

That win might have helped K-Dub in more ways than you might think. Prior to the AMA Outdoor National race at the Thunder Valley Race Track in Lakewood, Colo., Windham was picked to represent Team USA in the prestigious Motocross des Nations. K-Dub will join Carmichael and Mike Brown as the U.S. representatives at the September 24-25 event in Ernee, France.



Windham will feel the weight of the nation on his shoulders at the Motocross des Nations.



For one race this year Windham won't have to contend with Carmichael, as the two top riders in the AMA will become teammates in France.

There are only two weekends left in the AMA Outdoor Nationals. Windham is firmly entrenched in second place behind Carmichael. Labor Day Weekend brings Team AMSOIL to Steel City, Pa. The AMA will wrap up the season September 10 at Glen Helen in San Bernardino, Calif.



T-1 CERTIFICATION MEETINGS

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 15 - Thursday
 - October 20 - Thursday
 - Meeting - 7 p.m.
- STANLEO'S SUB VILLA**
605 Jordan Lane
Huntsville, AL
Hosted by Premiere Direct Jobber
Cliff Gochring & Premiere Direct
Jobber Gerry Gotvald (256) 337-0376
- September 15 - Thursday
 - October 20 - Thursday
 - Meeting - 7 p.m.
- BOWMAN RESIDENCE**
1330 Frank Marshall Road
Ozark, AL 36360
Hosted by Direct Jobbers E.E. "Al" &
Mildred Bowman (334) 774-3344

ALASKA

- September 15 - Thursday
 - October 18 - Thursday
 - Meeting - 7 p.m.
- PHILLIPS INTERNATIONAL INN**
5121 Arctic Boulevard
Anchorage, AK 99507
Hosted by Dealer Don Nusbaum
Call for reservations (907) 563-2274
- September 6, 20 - Tuesday
 - October 4, 18 - Tuesday
 - Meeting - 7 p.m.
- STATEN RESIDENCE**
2949 Sunflower Street
Anchorage, AK 99508
Hosted by Premiere Direct Jobber
Melda Staten
Call for reservations (907) 333-0124

ARIZONA

- September 20 - Tuesday
 - October 18 - Tuesday
 - Optional no-host dinner - 5:30 p.m.
 - Meeting - 6:30 p.m.
- THEO'S SPARTAN GRILL**
1825 East University Drive
Tempe, AZ 85281
Hosted by Master Direct Jobber
Dick Nudo and Dealer Jim Brewer
RSVP (602) 996-7181 Dick
(480) 968-4922 Jim

ARKANSAS

- September 8 - Thursday
 - October 13 - Thursday
 - Meeting - 6:30 p.m.
- GARDNER RESIDENCE**
280 York Chapel Road
Nashville, AR 71852
Hosted by Dealer Jerry Gardner
(870) 451-9152 jgard24@iocc.com
- September 14 - Wednesday
 - October 12 - Wednesday
 - Meeting - 7 p.m.
- PASTERNAK RESIDENCE**
217 CR 472
Jonesboro, AR 72404
Hosted by Premiere 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) 793-5301

- September 7 - Wednesday
 - October 5 - Wednesday
 - Meeting - 7 p.m.
- McCOOL RESIDENCE**
2210 Coddling Drive
Modesto, CA 95350
Hosted by Dealer Bill McCool
(909) 577-0174

- September 27 - Tuesday
 - October 25 - Tuesday
 - Meeting - 7 p.m.
- EVANS RESIDENCE**
40728 Sundale Drive
Fremont, CA 94538
Hosted by Executive Direct Jobbers
Chuck and Linda Evans
(510) 659-4078

COLORADO

- September 13 - Tuesday
 - October 11 - Tuesday
 - Meeting - 6:30 p.m.
- COCO'S RESTAURANT**
284 East Highland Avenue
San Bernardino, CA 92401
Hosted by Dealer Jim Johnstone
(909) 886-4842
- September 20 - Tuesday
 - October 18 - Tuesday
 - Meeting - 7 p.m.
- Downline and Guests FREE,
Out of line - \$5
- LUDWICK RESIDENCE**
6015 Hughes Street
San Diego, CA 92115
Hosted by Direct Dealer Craig
Ludwick R.S.V.P. (619) 583-5218

CONNECTICUT

- September 28 - Wednesday
 - October 26 - Wednesday
 - Meeting - 7:30 p.m.
- LANZOFANO RESIDENCE**
120 Gravel Street, Unit 11
Meriden, CT 06450
Hosted by Dealer
Salvatore Lanzofano (203) 559-8329
- September 15 - Thursday
 - October 20 - 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

DELAWARE

- September 10 - Saturday
 - October 8 - Saturday
 - Meeting - Noon
- BLUE DIAMOND PARK**
765 Hamburg Road
New Castle, DE 19720
Hosted by Direct Jobber Greg King
(302) 345-4350 Call ahead for
reservations Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

- September 22 - Thursday
 - October 27 - Thursday
 - Meeting - 7 p.m.
- DOUGLAS RESIDENCE**
3207 Margaret Oaks Lane
Orlando, FL 32806
Hosted by Regency Platinum Direct
Jobbers George & Shirley Douglas
(407) 856-1564
Call ahead for details,
directions and RSVP
- September 6 - Tuesday
 - October 4 - Tuesday
 - Dinner/Social - 6 p.m.
 - order from menu
 - Meeting - 7 p.m.
- SAFFRON'S RESTAURANT**
1700 Park Street North
St. Petersburg, FL, 33710
Hosted by Executive Direct Jobbers
John and Shirley Alquist (727) 545-
8547 alquistproducts@hotmail.com
www.tell-it-well.com
All are welcome. Emphasis:
AMSOIL as a business.

GEORGIA

- September 1 - Thursday
 - October 6 - Thursday
 - Meeting - 7 p.m.
- DIRKSEN RESIDENCE**
1905 Queens Road
Albany, GA 31707
Hosted by Regency Direct Jobber
Shirry Dirksen (229) 436-5532
Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

- September 21 - Wednesday
 - October 19 - Wednesday
 - Meeting - 7 p.m.
- ROUND TABLE PIZZA**
10412 Overland Road
Boise, ID, 83709
Hosted by Direct Dealer Steve Noffz
(208) 861-8935

- September 14 - Wednesday
 - October 12 - Wednesday
 - Meeting - 7:30-9:30 p.m.
- McGUFFEY RESIDENCE**
23446 Freezeout Road
Caldwell, ID, 83605
Hosted by Premiere Direct Jobbers
Charles and Connie McGuffey RSVP:
(208) 455-2581

- September 3 - Saturday
- October 1 - Saturday
- Meeting - 12 - 3 p.m.

- September 13 - Tuesday
 - October 12 - Tuesday
 - Meeting - 7:30 p.m.
- SCHELL RESIDENCE**
2000 W. Broadway
Idaho Falls, ID
Hosted by Regency Platinum
Direct Jobbers Mark & Sherree Schell
Reservations: (208) 524-0322; RSVP

ILLINOIS

- September 13 - Tuesday
 - October 12 - Tuesday
 - Meeting - 7:30 p.m.
- BAUER RESIDENCE**
111 Woodland Trail
Anna, IL 62906-3904
Hosted by Direct Dealers
Norm and Barb Bauer (618) 833-3228
- September 17 - Saturday
 - October 15 - Saturday
 - Meeting - 10 a.m.
- LINDLAND SALES OFFICE**
1421 Winnemac Avenue
Unit I
Chicago, IL 60640
Hosted by Premiere Direct Jobbers
Reint and Diana Lindland RSVP
(773) 271-5678

INDIANA

- September 7, 21 - Wednesday
 - October 5, 19 - Wednesday
 - Meeting - 7:30 p.m.
- RENTOWN SHOP**
1533 Rentown Road
Bremen, IN
Hosted by Direct Jobbers
LeRoy and Malinda Hochstetler and
Premiere Direct Jobbers Willis and
Rolene Gingerich (574) 831-2839

IOWA

- September 6 - Tuesday
 - October 4 - Tuesday
 - Meeting - 7 p.m.
- SORTER RESIDENCE**
2629 340th Avenue
Terril, Iowa 51364
Hosted by Dealers
David and Melissa Sorter
(712) 853-6293

KANSAS

None Scheduled

KENTUCKY

- September 1 - Thursday
 - October 6 - Thursday
 - Meeting - 7:30 p.m.
- Hosted by Executive Direct Jobbers
Al and Ann Kelly (859) 879-0728 or
e-mail: bestoil@alltel.net; Call for
location, directions and RSVP

LOUISIANA

- September 6 - Tuesday
 - October 4 - Tuesday
 - Meeting - 6 p.m.
- AUTTONBERRY RESIDENCE**
2520 Swiss Street
W. Monroe, LA 71291
Hosted by Dealer Ellis Auttonberry
(318) 396-4348

MAINE

None Scheduled

MARYLAND

- September 28 - Wednesday
 - October 26 - Wednesday
 - Meeting - 7 p.m.
- HYNES RESIDENCE**
291 Chestnut Springs Road
Chesapeake City, MD
21915
Hosted by Dealer William Hynes
(302) 540-2525 or 877-885-3111
- September 16 - Friday
 - October 21 - Friday
 - Meeting - 7:30 p.m.
- Downline and Guests FREE,
Out of line - \$5
- MARTIN RESIDENCE**
3994 Trace Hollow Run
Salisbury, MD 21801
Hosted by Master Direct Jobbers
Les & Linda Martin (410) 548-LUBE

- September 16 - Friday
 - October 21 - Friday
 - Meeting - 7 p.m.
- GRONER RESIDENCE**
9208 Todd Avenue
Fort Howard, MD 21052
Hosted by Account Direct Harvey
Groner (410) 477-8255

MISSISSIPPI

- September 1 - Thursday
 - October 6 - 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 16 - Friday
 - October 21 - Friday
 - Meeting - 7:30 p.m.
- AL SMITH AUTOMOTIVE**
3228 E Joppa Road
Baltimore, MD 21234
Hosted by Premiere Direct Jobber
Al Smith (410) 882-9696
Al@SynLubes.com; Reservations
Required

MASSACHUSETTS

None Scheduled

MICHIGAN

- September 21 - Wednesday
 - (Dealer training)
 - October 19 - Wednesday
 - (Opportunity)
 - Meeting - 7 p.m.
- MUGRIDGE RESIDENCE**
6640 State Road
Lakeport, MI 48059
Hosted by Premiere Direct Jobbers
Barry and Cathy Muirgride
(877) 446-2671
Call for information and scheduling
or visit the web at www.pro-oil-1.com
- September 19 - Monday
 - October 17 - Monday
 - Meeting - 7 p.m. (info)
 - Meeting - 8 p.m. (opportunity)
- KIRBY RESIDENCE**
644 Shady Maple Drive
Wixom, MI 48393
Hosted by Regency Platinum Direct
Jobber Tom Kirby (248) 669-9093
Refreshments served, RSVP Required

- September 5 - Monday
 - October 3 - Monday
 - Meeting - 7 p.m. (info)
 - Meeting - 8 p.m. (opportunity)
- ELLIS RESIDENCE**
61653 Miriam Drive
Washington, MI 48094
Hosted by Regency Platinum Direct
Jobber Mike Ellis; RSVP at
(586) 781-5092 or (586) 918-1578

MINNESOTA

- September 15 - Thursday
 - October 20 - 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 20 - Tuesday
 - October 20 - Thursday
 - Meeting - 6 p.m.
- TWINGSTROM Residence**
29200 Goldenrod Drive NW
Isanti, MN 55040
Hosted by Regency Direct Jobbers
Mylo and Patty Twingstrom
Please RSVP (612) 819-8835

- September 15 - Thursday
 - October 20 - Thursday
 - Meeting - 7 p.m.
- SCHMITT RESIDENCE**
932 38th Ave. No.
St. Cloud, MN 56301
Hosted by
***Regency Platinum Direct Jobbers
Ray & Arlene Schmitt
(320) 251-4861

- September 8 - Friday
 - October 15 - Thursday
 - Meeting - 7:30 p.m.
- STAVE RESIDENCE**
3040 Bridge Street NW
Apt. 211
St. Francis, MN 55070
Hosted by Dealer Ordell Stave
(612) 241-5267

- September 17 - Saturday
 - October 15 - Saturday
 - Meeting - 2 p.m.
- SAWYER WAREHOUSE**
28108 - 133rd Street
Zimmerman, MN 55398
Hosted by Direct Jobbers Roger and
Jennifer Sawyer Please RSVP
(763) 856-3567
rpsracing@aol.com www.rpsracing57.com

MISSISSIPPI

None Scheduled

MISSOURI

- September 27 - Tuesday
 - October 25 - Tuesday
 - Meeting - 7 p.m.
- REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER**
711 East Miller Road
Republic, MO
Hosted by Dealer Jim Barnes;
call for directions (417) 732-2553
- September 20 - Tuesday
 - October 18 - Tuesday
 - Meeting - 7 p.m.
- LUCZAK RESIDENCE**
4810 Mattis Street
St. Louis, MO 63128
Hosted by Master Direct Jobbers
Connie and John Luczak (314) 892-6018
(417) 732-2553
connieluczes@earthlink.net

MONTANA

NEBRASKA

None Scheduled

NEVADA

- September 8 - Thursday
 - October 13 - 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 JERSEY

- September 13, 27 - Tuesday
 - October 11, 25 - Tuesday
 - Meeting - 7 p.m.
- SEDA-MORALES RESIDENCE**
54 Woodland Avenue
Mullica Hill, NJ 08062
Hosted by Premiere Direct Jobber
Ben Seda-Morales (856) 478-6732, cell;
(856) 371-1880, home Please RSVP

NEW MEXICO

- September 27 - Tuesday
 - October 25 - Tuesday
 - Meeting - 7:30 p.m.
- GREENBERG WAREHOUSE**
2415 Princeton Drive NE,
Suite M
Albuquerque, NM 87107
Hosted by Silver Direct Jobbers
Paul and Nancy Greenberg (505) 881-
1693 warehouse; (595) 255-2137, home
fax (505) 881-4565 NMOilman@aol.com

NEW YORK

- September 28 - Wednesday
 - October 26 - Wednesday
 - Meeting - 7 p.m.
- ALBANY AREA**
GUILZ RESIDENCE
6 Daisy Lane
East Berne, NY 12059
Hosted by Premiere Direct Jobber
Richard Guilz (518) 423-1552
rich@empireynthetics.com call or
e-mail to reserve seat

• September 7 - Wednesday
• October 5 - Wednesday
Meeting - 7:30 p.m.
WOLFE RESIDENCE
34 Hillvale Road
Albertson, NY 11507
Hosted by Dealers Edward and Eileen Wolfe (516) 621-4565; Please RSVP

• September 21 - Wednesday
• October 19 - 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 6 - Tuesday
• October 4 - Tuesday
Meeting - 7 p.m.
LOTITO RESIDENCE
89 Owl Creek Road
Spencer, NY 14883
Hosted by Regency Direct Jobber Peter Lotito (607) 589-4148
Call ahead to reserve space and confirm location or e-mail lubedealerny@aol.com

• September 8 - Thursday
• October 13 - Thursday
Meeting - 7:30 p.m.
FRITITTA RESIDENCE
16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers Vinny and Germaine Frittitta (718) 442-4774

• September 21 - Wednesday
• October 19 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific location
Hosted by Direct Jobber Peter Finnerty (315) 682-9791

• September 21 - Wednesday
• October 19 - Wednesday
Meeting - 7:30 p.m.
NEWARK, NY LOCATION
Call ahead for location
Hosted by Dealer Brad Timerson (315) 331-7110

NORTH CAROLINA

• September 8 - Thursday
• October 13 - Thursday
Meeting - 7 p.m.
KAZAN RESIDENCE
4007 Sapphire Lane
Indian Trail NC 28079
Hosted by Account Direct Eric Kazan (704) 893-0828
crickazan@syntheticlubricantsinfo.com
; Guests welcome, non-downline \$2.00

• September 8 - Thursday
• October 13 - Thursday
Meeting - 7:30 p.m.
MALLONE 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 8 - Thursday
• October 13 - 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 13 - Tuesday
• October 11 - 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 6 - Tuesday
• October 4 - Tuesday
Meeting - 7:30 p.m.
EVANSON RESIDENCE
725 10th Avenue West
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)
FABJANIC RESIDENCE
561 Loomis Avenue
Cuyahoga Falls, OH 44221
Hosted by Direct Dealers Paul & Coralie Fabjanic (330) 928-8863 or 800-874-4827
RSVP

• September 4 - Sunday
• October 2 - 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 26 - Monday
• October 24 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Executive Direct Jobbers Luis and Sharon Pena; RSVP:(419) 349-3451 or (419) 297-3451

• September 10 - Saturday
• October 8 - Saturday
Meeting - 1 - 4 p.m.
BREDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda (330) 239-3146

OKLAHOMA

• September 3 - Saturday
• October 1 - Saturday
Meeting - 9 - 11 a.m.
GOLDEN CORRAL
9711 East 71 Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber Patrick Grady (918) 258-6979 *Pat

• September 8 - Thursday
• October 13 - Thursday
Meeting - 7 - 8:30 p.m.
Call for location and reservations.
Hosted by Dealers Richard and Brenda Coats (918) 225-5722

• September 11 - Tuesday
• October 11 - Tuesday
Meeting - 7 - 8:30 p.m.
ALEXANDER RESIDENCE
14355 East Timberidge Dr.
Claremore, OK 74019
Hosted by Premiere Direct Jobber Kevin Alexander (918) 636-1281
Call first to confirm space for you and your guests

• September 8 - Thursday
• October 13 - 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@nordam.com

OREGON

• September 15 - Thursday
• October 20 - Thursday
Optional Dinner - 6 p.m.
Meeting - 7 - 9 p.m.
SWEETBRIER INN
7125 SW Nyberg Road
Tualatin, OR 97062
Hosted by Regency Direct Jobber Ed Greenwood (800) 722-1092 Call first to confirm space for you and your guests.

PENNSYLVANIA

• September 19 - Monday
• October 17 - Monday
Meeting - 7 p.m.
HALLOCK ENTERPRISE STORE
5 Main Street
Bradford, PA 16701
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 6 - Tuesday
• October 4 - Tuesday
Meeting - 7 p.m.
DENNY'S RESTAURANT
2521 Wade Hampton
Boulevard
Greenville, SC 29615
Hosted by Executive Direct Jobber Loel D. Handley RSVP (864) 989-0753
amsoldealerloel@aol.com

SOUTH DAKOTA TENNESSEE

TEXAS

• September - Daily Meetings
• October - Daily Meetings
Meeting - 7 p.m.
SHILANDER RESIDENCE
1904 Anita Drive
Austin, TX 78704
Hosted by Account Direct Bruce Shlander (512) 736-3028

• September 8 - Thursday
• October 13 - Thursday
Meeting - 7 p.m.
SORLIE RESIDENCE
3228 Oleander Court
Bedford, TX 76021
Hosted by Direct Jobber Victor Sorlie (817) 283-9426 RSVP
honcho@synspeed.com

• September 20 - Tuesday
• October 18 - Tuesday
Meeting - 7 p.m.
WARD RESIDENCE
310 S. Grove Road
Richardson, TX 75081
Hosted by Executive Direct Jobbers Ronald & Sandra Ward (972) 231-0773
oilmandj@comcast.net

UTAH

• September - Every Tuesday
• October - Every Tuesday
Meeting - 6:30 p.m.
JB LUBE GARAGE
3177 West 4600 South
Roy, UT 84067
Hosted by Account Direct Jeff Bottila (801) 309-1635 jblube@yahoo.com

• 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 Dealer Rodney Haskins and Dealer Doug Blackhurst (801) 942-3881/(801) 942-8641

• September - Every Friday
• October - Every Friday
Meeting - After 4 p.m.
GREENE RESIDENCE
11653 S. Patchwork Circle
South Jordan, UT 84095
Hosted by Dealer Dorsey Greene (801) 253-2701; T-1 Certification classes every Friday, pre-paid registration required.
Everyone welcome; RSVP

VERMONT

None Scheduled

VIRGINIA

• September 24 - Saturday
Dealer Meeting followed by Introduction to AMSOIL: History, Product Review and Demonstrations
• October 22 - Saturday
Dealer Meeting followed by Introduction to AMSOIL: History, Product Review and Demonstrations
Meeting 10 a.m., 1:30 p.m.
REID RESIDENCE
14600 Cornwall Lane
Chester, VA 23836
Hosted by Regency Platinum Direct Jobbers Gerry & Patricia Reid and Master Direct Jobbers David and Rebecca Reid Please RSVP (804) 530-1400 to reserve space; (804) 530-0179 Fax
synthoils@comcast.net
T-1 Training available by appointment

• September 5 - Monday
• October 3 - Monday
Meeting - 7 p.m.
ISRA-UL TRAINING MEETINGS
P.O. Box 2734
Chesterfield, VA 23832
Hosted by Dealers M. and S. Isra-UI
Call in advance to RSVP, and get directions. Limited seating available.
(804) 640-3402

• September 30 - Friday
• October 28 - Friday
Meeting - 8-10 p.m.
SLEEP INN-TANGLEWOOD
4045 Electric Road/419
Roanoke, VA 24018
Hosted by Regency Silver Direct Jobber Wally Hillman and Direct Jobber Alan Hillman (540) 774-1896

• September 12, 26 - Monday
• October 10, 24 - 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 12 - Monday
• October 10 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA 23072
Hosted by Premiere Direct Jobbers Cliff & Dee Gravitte (804) 694-0221

• September 13 - Tuesday
• October 11 - Tuesday
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Road
Sandston, VA
Hosted by Account Directs Roger Riggall and Mel Pipgras (804) 737-4874 or (804) 737-9231

WASHINGTON

• September 19 - Monday
• October 17 - 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 13 - Tuesday
• October 11 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Executive Direct Jobbers Marv & Charlotte Stougaard (360) 856-1641 Guests Welcome

• September 8 - Thursday
• October 13 - 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 8 - Thursday
• October 13 - Thursday
Meeting - 7 p.m.
AMSOIL PEARSON
702 37th Street NE #D
Auburn, WA 98002
Hosted by
★★Regency Platinum Direct Jobbers Leonard & Eunice Pearson (253) 939-8401 Guests Welcome

• September 13 - Tuesday
• October 11 - 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 10 - Saturday
• October 8 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe Ave.
Spokane, WA 99205
Hosted by Premiere Direct Jobber Jack Whitehill and Direct Dealer Tom Bennett (509) 324-3588
Everyone Welcome. No charge

• September 27 - Tuesday
• October 25 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
610 E. 20th Street
Vancouver, WA 98663
Hosted by Direct Jobber Sammy Samuelson (360) 699-5257 T-UPS-SW30-OIL

(1-877-593-0645) Discussion on product application and oil analysis
All are welcome. Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

• September 15 - Thursday
• October 20 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL ACADEMY
1201 Clough Avenue
Superior, WI 54880
Hosted by ★★☆☆Regency Platinum Direct Jobbers Bill & Donna Durand Refreshments Served (715) 392-4006
Guests Welcome

• September 8 - Thursday
• October 13 - Thursday
Meeting - 7 p.m.
MITMOEN SERVICE GARAGE
6017 65th Street
Kenosha, WI 53142
Hosted by Executive Direct Jobbers Victor and Lynn Mitmoen (262) 652-3399

• September 1 - Thursday
• October 6 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcom Street
Hammond, WI 54015
Hosted by Regency Direct Jobber Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING

None Scheduled

INTERNATIONAL

**ALBERTA
BRITISH COLUMBIA
MANITOBA**
None Scheduled

NEW BRUNSWICK

• September 19 - Monday
• October 17 - 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 22 - Thursday
• October 27 - Thursday
Meeting - 6 p.m.
AMSOIL DISTRIBUTION CENTER
6625 Tomken Road Units 12-14
Mississauga, ON L5T-2C2
Hosted by Master Direct Jobber Don Stefanik and local Dealers (519) 786-4045

PRINCE EDWARD ISLAND

• September 5 - Monday
• October 3 - Monday
Meeting - 7 p.m.
CALL FOR LOCATION
Charlottetown
Hosted by Dealers Trevor McDonald, Trevor Murray and Merrill Cronin
RSVP: (902) 626-9006

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 Friday, September 30. Internet orders will be accepted until 3 p.m. CDT on that day. The last day to process September orders in Alaska and Puerto Rico is the close of business on Saturday, September 24. All orders received after these times will be processed for the following month. Volume transfers for September business will be accepted until 3 p.m. CDT on Thursday, October 6. All transfers received after this time will be returned.

DONALDSON HEAVY DUTY FILTERS LITERATURE

The Donaldson Heavy Duty Filters brochure and cross reference/pricing guides have been updated with the expanded Donaldson product line.

Stock #	Description	U.S.	Can.
G-2111	Heavy Duty Filters brochure	0.80	1.30
G-2092	MLM Cross Reference/Pricing Guide	0.50	0.80
G-2093	Comm. Cross Reference/Pricing Guide	0.50	0.80
G-2094	ROTS Cross Reference/Pricing Guide	0.50	0.80
G-8092	Can. MLM Cross Reference/Pricing Guide	0.50	0.80
G-8093	Can. Comm. Cross Reference/Pricing Guide	0.50	0.80
G-8094	Can. ROTS Cross Reference/Pricing Guide	0.50	0.80

SYNTHETIC WATER RESISTANT GREASE DATA BULLETIN

Covers the performance benefits, technical properties and applications for Synthetic Water Resistant Grease.

Stock #	Qty.	U.S.	Can.
G-1281	25	2.80	4.65



HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 5 for Labor Day.

REGIONAL SALES MEETINGS

AMSOIL Regional Sales Managers and corporate staff will be traveling to distribution centers in the following cities this fall for regional sales meetings. Meetings will be held from 1 to 4 p.m., and distribution centers will be open before and after for product pick-up with special rebates available. The following is a tentative schedule. See the October *Action News* for more details.

October 22, 2005

Richmond, Va.
Dallas, Texas
Toronto, Ont., Canada
Portland, Ore.

October 29, 2005

Orlando, Fla.
Chicago, Ill.
Edmonton, Alta., Canada

November 19, 2005

Columbus, Ohio
Wichita, Kan.
Las Vegas, Nev.

To Be Announced

Lancaster, Pa.

RED FLAME CAP

Six-panel fitted red racing cap boasts embroidered AMSOIL logos on the front and back and exciting flame design across the visor. Features spandex woven sweatband for the perfect fit. One size fits most.



Stock #	U.S.	Can.
G-2002	12.00	19.25

CORRECTION NOTICE

The following corrections have been made to page 18 of the G-1378 AMSOIL Lubrication Cross Reference Guide. Note the changed items are marked in red.

Product Name	General Description	Viscosity	AMSOIL Product	Application Code
TRIBOL 800-150	EXTREME PRESSURE GEAR OIL, POLYOL GLYCOL	ISO 150	NO PRODUCT	E
TRIBOL 800-220	EXTREME PRESSURE GEAR OIL, POLYOL GLYCOL	ISO 220	NO PRODUCT	E
TRIBOL 800-320	EXTREME PRESSURE GEAR OIL, POLYOL GLYCOL	ISO 320	NO PRODUCT	E
TRIBOL 800-460	EXTREME PRESSURE GEAR OIL, POLYOL GLYCOL	ISO 460	NO PRODUCT	E
TRIBOL 890-HEAVY	COMPRESSOR OIL, DIESTER	ISO 100	DCK (No Change)	A
TRIBOL 890-LIGHT	COMPRESSOR OIL, DIESTER	ISO 32	SEI	A
TRIBOL 890-MEDIUM	COMPRESSOR OIL, DIESTER	ISO 68	DCK, SEI	C

RED FLAME JERSEY

Long sleeve jersey features distinct flame design with large AMOIL Racing logo on the front and AMOIL logos on the sleeves and collar. Constructed of a soft breathable polyester material. Coordinates with the AMOIL Red Flame Cap. Sizes S-XXL.

Stock #	Size	U.S.	Can.
G-2004	S	39.00	63.00
G-2005	M	39.00	63.00
G-2006	L	39.00	63.00
G-2007	XL	39.00	63.00
G-2008	XXL	39.00	63.00



Shirt Back



WIND SHIRT

This 100 percent nylon wind shirt with pockets showcases embroidered AMOIL logo on front and embroidered AMOIL World Class Performance design on back. Sizes S-XXL.

Stock #	Size	U.S.	Can.
G-2125	S	33.00	46.00
G-2126	M	33.00	46.00
G-2127	L	33.00	46.00
G-2128	XL	33.00	46.00
G-2129	XXL	35.00	49.00



NEW AMOIL "SUM OF ITS PARTS" CORPORATE VIDEO

The new AMOIL "Sum of its Parts" Corporate Video is available for purchase in both DVD and VHS formats. This high quality video features three segments, focusing on the products, the company and the business opportunity. The fast-paced 10.5 minute presentation is ideal for a wide range of customers, accounts and potential AMOIL Dealers.

The Products -

This segment focuses on the superiority of AMOIL lubricants. It explains the differences between petroleum and synthetic oils and summarizes the diverse applications for AMOIL lubricants.

The Company -

This segment showcases AMOIL as the first synthetic motor oil and explores the profound effect AMOIL has had on the lubricant industry.

The Opportunity -

This segment explains the secure, legitimate business opportunity available from AMOIL.

The DVD features a menu selection option to view either only the product and company segments or all three segments.



AMOIL "Sum of its Parts" Corporate Video

Stock #	Description	U.S.	Can.
G-2143	DVD	4.95	6.95
G-2142	VHS	5.95	8.25

A Formula for Success

$$E_a = \frac{\Delta m_A}{\Delta m_A + \Delta m_B} \times 100\%$$

Coming Soon!

A Formula For Success: It All Adds Up To Greater Sales

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



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

BOSCH



SEPTEMBER 2005
PRINTED IN USA



Minimum 10%
Post-Consumer Fiber

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REQUESTED**
Published 12 times annually

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(Discover in U.S. only)