

AMSOIL[®]

▶ DEALER EDITION

MAGAZINE

APRIL 2018

DOMINATOR[®]

COMPETITION

DIESEL OIL

| PAGE 5



No, the Age of Automotive Electrification Won't End Your Dealership. Here's Why. | PAGE 8

GAIN CERTIFICATION. GAIN CUSTOMERS.

BECOME A CERTIFIED DEALER

EACH LEVEL UNLOCKS A NEW SET OF BENEFITS.

CUSTOMER CERTIFIED

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ELIGIBLE FOR CO-OP ASSISTANCE

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LOCATOR CERTIFIED

CUSTOMER CERTIFIED

CUSTOMER CERTIFIED

New Dealers (<1 year)

- 2 or more new qualified* customers

Existing Dealers (>1 year)

- 4 or more new qualified* customers in the last 12 months

Or

- 24 active customers** who buy \$5 or more from AMSOIL INC. + 2 new qualified* customers in the last 12 months

Or

- \$10,000 personal purchases + 5 active customers** who buy \$5 or more from AMSOIL INC. + 2 or more new qualified* customers in the past 12 months

LOCATOR CERTIFIED

- Be Co-op Certified
- Have Internet access and an active email account
- Log into the Dealer Zone at least once weekly
- Earn a minimum of \$10 in commissions and at least 1 new customer in the last 6 months

CO-OP CERTIFIED

- Complete necessary coursework and pass the exam in AU Online

*Excluding assigned customers **Includes Dealers, P.C.s and accounts



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THE COVER

New AMSOIL DOMINATOR® Competition Diesel Oil is engineered for highly modified, competition diesel engines, many of which produce in excess of 1,500 hp, providing enthusiasts with the confidence to compete and the protection to win.



Alan Amatuzio
Co-President & COO

Dean Alexander
Co-President

From the Presidents

You've probably read a lot recently about claims of "fake news." Whether you buy into that or not, a thoughtful look at our society reveals why many people are distrustful of the information they read, including information reported by reputable news sources. It seems that everything is overhyped or spun to lead the reader or viewer to a specific conclusion. Rather than getting the straight facts, we're given the facts with opinions. News organizations have changed dramatically in the last 20 years.

But news organizations are not the sole provider of information. While they are guilty of spin, they still typically report facts. The Internet has changed everything and given a voice to anyone who wants one. As fantastic as the benefits of this revolution are, there is a downside. People don't know who to trust. You can find arguments and supporting "facts" for and against just about anything under the sun. Expert advice comes from amateur videos, blogs, websites and forum posts. Those who are convincing enough garner a following and are viewed as experts.

Soon after, opposing opinions are put forth. Those who lack expertise on a given topic are then left to sort fact from fiction. Trouble is, oftentimes both opposing arguments make sense to the uninitiated, so it's hard to identify the right path. This is usually true in situations where people are trying to predict the future. "The stock market is going to crash." "The housing market will never recover." "Beta-max is the future." The truth is, most of the time people don't know. It's unpredictable. There are too many factors affecting large-market topics.

Electric cars are a great example. They've generated a lot of hype in the last year, and predictions of their dominance in the years ahead are running wild. Conversely, others predict further adoption of electric cars, but to a much lower degree than most popular reports. So what does the future hold? What do electric cars mean for your Dealership? We're not going to pretend to know exactly how everything will unfold, but we will give you all the information we have on the topic. We've consulted nearly 40 sources from a variety of organizations

within and outside the automotive field and presented our conclusion in this issue of *AMSOIL Magazine*.

The bottom line is this: As long as you're willing to go after it, there will be boundless opportunity for you for the foreseeable future. It's up to you though. You have to go get it. And that's no different than it is today. An unbelievably large amount of the market is unfamiliar with AMSOIL right now, and they just need to hear from Dealers like you. Don't hesitate. Take action today and chart your own future. If you set your goals and put in the work, we predict success.


Alan Amatuzio
Co-President & COO


Dean Alexander
Co-President

New DOMINATOR® Competition Diesel Oil

The newest addition to the DOMINATOR racing line is specially formulated for performance-modified diesel engines.

New AMSOIL DOMINATOR® 20W-50 Competition Diesel Oil (DCO) is engineered for modified, competition diesel engines and the high horsepower demands of sled pulling, dyno runs and drag racing. Fortified with 50 percent better resistance to oil breakdown* to withstand high cylinder pressures, and jacked with extra zinc and phosphorus for bulletproof wear protection, DOMINATOR Competition Diesel Oil provides professionals and enthusiasts with the power, protection and confidence needed to win.

- **Competition-grade** technology formulated specifically to deliver maximum power and protection in performance-modified diesel engines
- **Extra** zinc and phosphorus for bulletproof wear protection
- **Fights** oil breakdown under the extreme temperatures and pressures of competition, extending the lives of cylinders, rings, cranks, rods, turbochargers and bearings
- **High-viscosity** formulation provides an extra level of protection, while offsetting the negative effects of fuel dilution
- **Delivers** superior shear stability to withstand the intense stress and compression common to high-horsepower diesel trucks
- **May be used in any diesel engine** calling for an API CK-4, CJ-4, CI-4+ or CH-4 diesel oil

Which oil is right for me?

Stock or modified engine (less than 1,000 hp)

Signature Series 15W-40 Max-Duty Synthetic Diesel Oil (DME) is designed for on-road daily-driving diesels and modified diesel trucks.

Modified engine (up to 2,000 hp)

DOMINATOR 20W-50 Competition Diesel Oil (DCO) is designed for high-performance, competition diesel trucks. It is also well-suited for diesel engines operating on the road.

Modified engine (more than 2,000 hp)

DOMINATOR 15W-50 Synthetic Racing Oil (RD50) is our best all-around racing oil designed for high-performance and high-horsepower engines that burn gasoline, alcohol, diesel and methanol. It is not designed to be used for on-road daily driving.

*Compared to the 3.5cP HTHS limit for SAE 15W-40



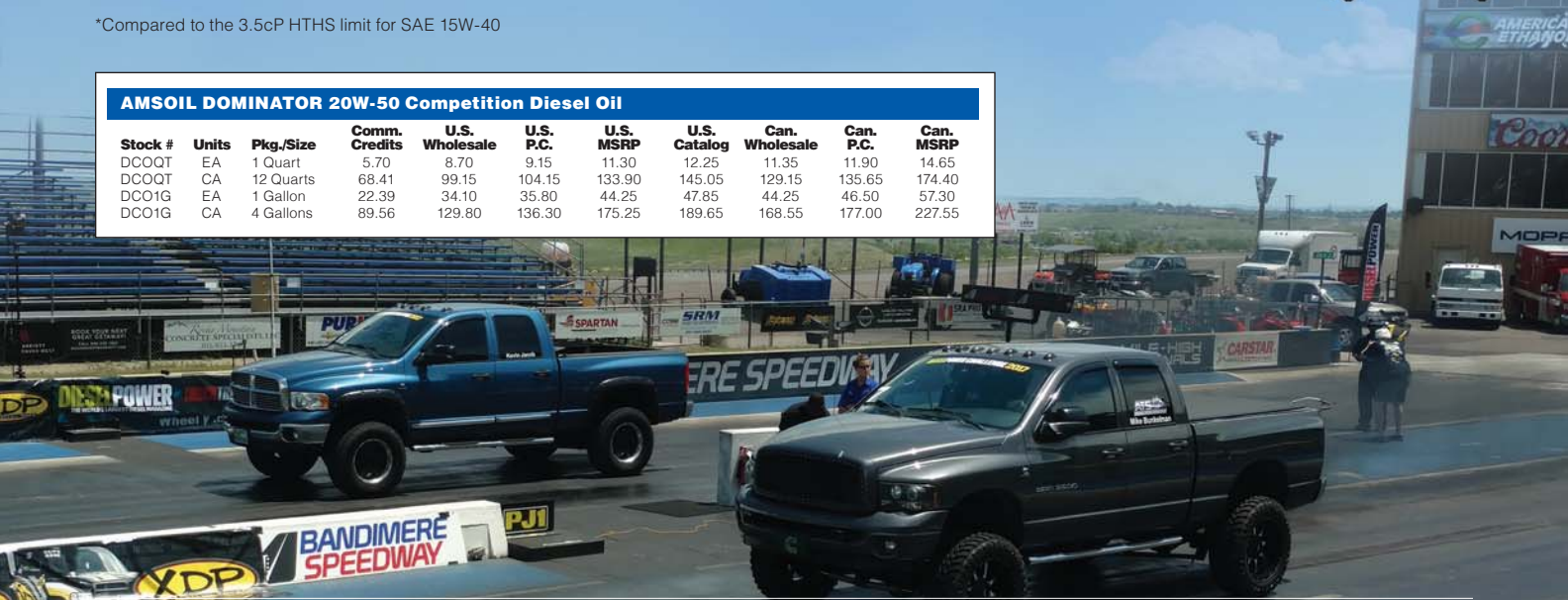
DOMINATOR Competition Diesel Oil Data Bulletin

Stock #	Qty.	U.S.	Can.
G3557	25	4.10	5.60



AMSOIL DOMINATOR 20W-50 Competition Diesel Oil

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. P.C.	U.S. MSRP	U.S. Catalog	Can. Wholesale	Can. P.C.	Can. MSRP
DCOQT	EA	1 Quart	5.70	8.70	9.15	11.30	12.25	11.35	11.90	14.65
DCOQT	CA	12 Quarts	68.41	99.15	104.15	133.90	145.05	129.15	135.65	174.40
DCO1G	EA	1 Gallon	22.39	34.10	35.80	44.25	47.85	44.25	46.50	57.30
DCO1G	CA	4 Gallons	89.56	129.80	136.30	175.25	189.65	168.55	177.00	227.55



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LETTERS TO THE EDITOR

MYAMSOILGARAGE™

The MyAMSOILGarage is a great tool, but could be improved quite a bit with an app that people can use on their phone. Notifications based on dates are nice, but notifications to change your oil, air filter, transmission fluid, etc. based on mileage would be better. If you build in a fuel mileage tracking component and the ability to record maintenance, you'll have all the data you need in order to remind people to change their oil and perform other maintenance activities. You could even build in trending on the back end of the application so if people miss entering fuel-ups, you can use historical data to estimate their current mileage and still provide alerts.

Jeff Gebhart

AMSOIL: Thank you for your suggestion, Jeff. We are currently working through a redesign initiative to make the MyAMSOILGarage software easier to use on a wide variety of devices and browsers. We have also been evaluating the possibility that the service can be ported over to a standalone app. Although we feel that the service is a great fit for an app, our first priority is to get the full web-based redesign work completed so current users can benefit from the best experience. Look for announcements about the availability of the new version of MyAMSOILGarage later in 2018, and further announcements about new features and functionality throughout the year.

VISA DEBIT CARD

I recently received a credit card in the mail from U.S. Bank Focus. It is a Visa debit card. The unusual thing I noticed is that the AMSOIL logo appears on the face of this card. And my name as registered on my AMSOIL Dealer account was also on the card. I was wondering if AMSOIL has partnered with this bank to share information. If not, has this bank obtained permission from AMSOIL regarding the use of the AMSOIL logo? I recently renewed my Dealership and thought I might have obtained this credit card offer as a result of that renewal. I haven't authorized the card yet, and I am available to provide images of what I received should AMSOIL corporate

require them. I hope this is legit and that maybe I was remiss in reading about this, but I have my doubts.

Thank you. Please let me know.

Mervat Kiessieh

AMSOIL: It's your reloadable Visa debit card, Mervat. The option to have your commissions paid through a Visa debit card was added with the launch of the Dealership upgrades last summer. You selected this option when you renewed your Dealership. Check out the August 2017 AMSOIL Magazine for details.

DEALER ZONE

I think it would be very helpful if we could remove the mystery around monthly commissions. Unless I am doing something wrong, commission time for me each month is more of a guessing game than a definite known. Most of my commission-generating orders in a month are Internet-based, and it's usually split pretty evenly between regular catalog customers and protected P.C.s and Dealers. With the 35-day return period for CR customers, it makes it tricky to figure out commissions. I don't know when the cut-off date is and, as stated earlier, it's kind of like a guessing game.

What would be amazing is if there were an "estimated commissions" in the Dealer Zone. Make it prominent and there to see all the time. Let's face it, while we all love oil, we are doing this for money, so why not put the reward right in front of our faces every time we log in? Every time a CR order clears and would be added to next month's commission check, it gets added to the total, in addition to it obviously keeping track of the proper monetary amount earned through commission credits.

Now, you could put the normal disclaimers, etc. to let us know it's not a final or definite number, but it would be nice to see that amount grow through the month and remove any questions like, "I wonder if that order cleared and it put me over 2,000 commission credits." Let's take away the mystery. Real-time commission display tied in with the actual programmatic accounting process that tallies the commissions anyways.

Thanks,

Chris Cass

I read with great interest the new Dealer Certification levels in the January *AMSOIL Magazine*. It seems way too complicated to me. I know you are working on revamping the Dealer Zone soon also, and I hope that you add a detailed breakdown on how Dealers stand in the various qualifications, perhaps as a report. Currently, all the Dealer Zone reflects is a yes or no for Certified and Leads/Locator. With the complex structure now, it will be important to have a detailed break-out so Dealers can see what area(s) they need to focus on to become or remain qualified for leads from corporate AMSOIL, as well as the locator and co-op tiers.

Rick and Evelyn Gutknecht

AMSOIL: Thank you for your suggestions. To accommodate the 35-day return period for CR customers, Dealers are credited for catalog orders in the business month following the order. We started rolling out the newly remodeled Dealer Zone last month, and you'll be happy to know that the requests you've made have been fulfilled. Dealer Certification status, with details, and new reports that provide estimated commissions, catalog sales profits, retail cash commissions and commercial cash commissions are included among the many features and upgrades we've made to the Dealer Zone to help you run your business.

Email letters to:
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Or, mail them to:
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Letters are subject to editing for length and clarity; please include your name, address and phone number.



Michael Meuli | VICE PRESIDENT, TECHNICAL DEVELOPMENT

In my October 2017 Tech Talk column, I emphasized selling solutions rather than products. That's because people want products that help them avoid wasting time and money – total solutions that solve problems.

In our industry, one way to offer customers the promise of saving time and aggravation is to back your products with a splashy engine guarantee. Most of them are intended to grab your attention with an eye-popping number of guaranteed miles or years. For example, the Valvoline* engine guarantee offers up to 300,000 miles (482,803 km) of engine coverage. Castrol* goes even further, guaranteeing your engine “forever.” Many oil filter warranties are just as enticing on the surface. Mobil* warrants its Extended Performance Oil Filters for up to 20,000 miles (32,187 km), depending on the filter.

These guarantees and warranties make for great theater, but do they hold up once you read the fine print?

Say you want to take advantage of Valvoline's 300,000 miles (482,803 km) of guaranteed engine protection. Your vehicle cannot have more than 125,000 miles (210,168 km) on it (131,001 miles [210,826 km]) on the date of its first qualifying oil change, which must have taken place on or after April 1, 2010. You must change oil before every 4,000 miles (6,437 km) “continuously and exclusively” using one of Valvoline's full-synthetic oils, regardless what your owner's manual says. Valvoline does give you three exceptions if you go beyond 4,000 miles (6,437 km). Just don't ever exceed 6,000 miles (9,656 km), or you lose coverage.

Can you keep track of all that?

Solutions come in many forms

For some, a leading warranty is as important as leading products.

The Castrol plan looks better. Who doesn't want engine protection guaranteed “forever?”

Again, though, read the fine print. You have to use Castrol Edge Professional motor oil exclusively and the service must be performed by an “automotive service center, commercial fast oil change facility or auto dealer.” Castrol also wants you to change oil every 5,000 miles (8,047 km)/six months, although you can extend that interval if your vehicle owner's manual allows it. Coverage excludes vehicles with more than 100,000 miles (160,934 km). If your vehicle has more than 75,000 miles (120,701 km) on it when you register for coverage, Castrol only pays 50 percent per claim, with a maximum of \$2,500. That's not much of a reimbursement when you consider the cost of an engine.

Let's look at filters. Mobil guarantees certain Extended Performance Oil Filters for 20,000 miles (32,187 km). We know from experience how impressive that is since our Ea® Oil Filters designated with product code EaO provide up to 25,000 miles (40,234 km)/one year of service. But Mobil recommends that you follow the service guidelines in your owner's manual when changing your filter despite the 20,000-mile (32,187-km) interval printed on some of its Extended Life Oil Filters. So, if your owner's manual calls for 5,000-mile (8,047-km) oil and filter changes, your 20,000-mile (32,187-km) Extended Performance Oil Filter essentially becomes a 5,000-mile (8,047-km) filter.

Alternatively, let's look at the AMSOIL Limited Warranty. We pride ourselves on building extra protection into our products. In the same way, we build extra protection into our warranty.

- **We don't limit total vehicle mileage.**

We stand behind our products no matter what the mileage on a properly maintained vehicle, whether it's 300,000 miles (482,803 km), a million miles (1,609,344 km) or forever.

- **We don't impose inconvenient service intervals.** I know for some it's a joy, but for others, having to change oil every few thousand miles is a hassle. We guarantee our products for their full recommended service intervals, regardless of what it says in your owner's manual. For example, if you use Signature Series Synthetic Motor Oil and your driving conditions fall under our “severe” designation, that means we'll back our product for 15,000 miles (24,140 km)/one year/700 hours no matter what it says in your owner's manual.

- **We don't force exclusive and continuous use of the same oil.** We (and your engine) would love it if you used Signature Series Synthetic Motor Oil from your car's first mile to its last. But we understand how life can disrupt our best laid plans. Maybe you want to switch to OE Synthetic Motor Oil. Maybe in a moment of weakness you use a different brand of oil that your brother-in-law had lying around his garage. As long as you follow the guidelines given in your owner's manual while using a different brand of oil, we'll continue to cover you once you resume use of AMSOIL synthetic motor oil.

The AMSOIL Limited Warranty offers peace of mind, reserve protection (in case you exceed the service intervals given in your owner's manual) and flexibility to use whatever AMSOIL synthetic motor oil fits your maintenance schedule. Like our products, it's ahead of the game.

NO THE AGE OF AUTOMOTIVE ELECTRIFICATION WON'T END YOUR DEALERSHIP. HERE'S WHY.

Every day, it seems, another headline heralds the demise of the internal-combustion engine. The current narrative has scores of automakers and motorists abandoning their traditional vehicles – and the lubricants they use – in favor of electric vehicles, a scenario that understandably unnerves many AMSOIL Dealers.

We dug past the headlines and consulted nearly 40 studies, reports and articles to gain insight into how electric vehicles may reshape the automotive landscape. Reality, it turns out, is far different than the picture painted in the media. Here, we present six key points that clarify the confusion surrounding the electric vehicle market.

The bottom line? Although the technology that powers our vehicles will change, an estimated **92 percent of vehicles on the road worldwide in 2030 will still use an internal combustion engine (ICE)** in some capacity, providing your Dealership opportunities to grow well into the future.

1. Headlines are Misleading

Headlines are crafted to grab your attention and elicit clicks. Unfortunately, most people glance at a headline in their news feed, react to it and move to the next one without reading the story. To get to the truth about the future of electrification, it's critical that you read each story carefully and understand the motivation of its source. Otherwise, it's easy to fall prey to alarmist views about the demise of the internal combustion engine and lose hope for your Dealership.

In the table below, we show just three headlines that turned heads recently. Adjacent to each is what the automaker in question really said.

“Volvo Will Go All Electric by 2019, Drop Traditional Engines”¹

REALITY

“Volvo will introduce electrified cars across its model range, embracing fully electric cars, plug in hybrid cars, and mild hybrid cars.”

“GM Is Going All Electric, Will Ditch Gas- and Diesel-Powered Cars”²

REALITY

“GM believes in an all-electric future. Given customers' various needs, a zero emissions future will require more than just battery electric technology.”

“Ford Could Go “all-in” on All-Electric Vehicles Under New Leadership”³

REALITY

“ICE engines will continue to be improved upon for the foreseeable future along with electrification on 50% of badges by 2025.”

2. “Electric” and “Electrified” are Vastly Different

That brings us to point #2. You'll notice that Volvo* said it plans to introduce “electrified” cars by 2019. Likewise, GM* said it believes in an “all-electric” future, while Ford* has thrown its support behind “electrification.” The difference between the terms can't be overstated.

An **electric** vehicle can plug into a charging station to recharge batteries that run electric motors used to propel the vehicle. They include battery electric vehicles (BEVs), like the Nissan* Leaf* and Tesla* 3, as well as hybrid vehicles like the Chevy* Volt*. Note that some “electric” vehicles still use an ICE, hence require motor oil.

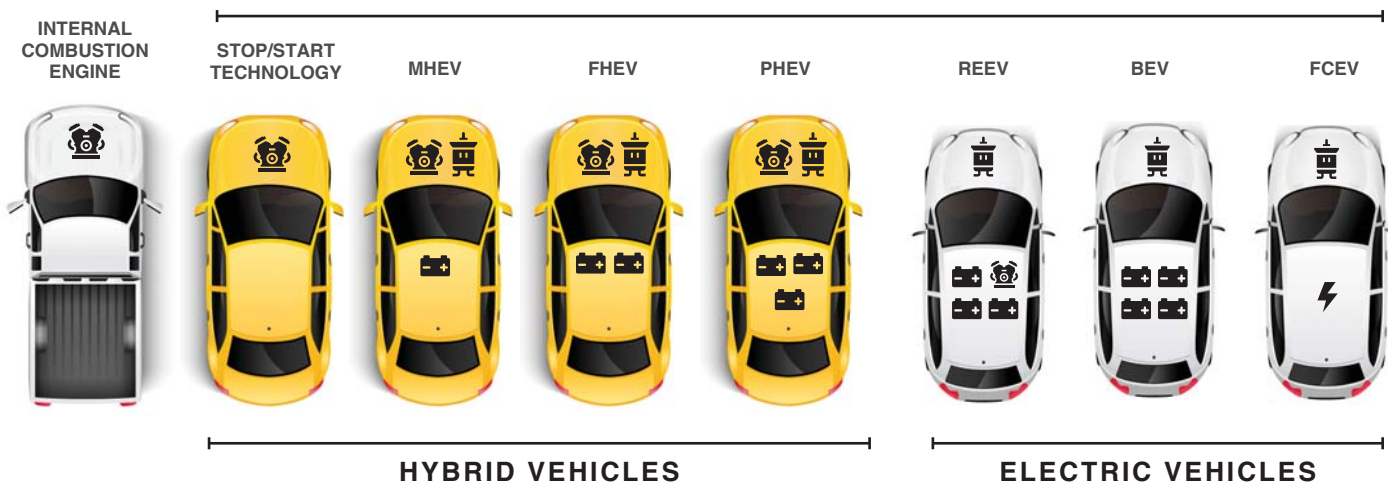
Electrified vehicles, on the other hand, include a much larger swath of the overall vehicle market. They include the “electric” vehicles mentioned above, as well as vehicles that have an electric motor somewhere in the drivetrain. This includes conventional hybrids that

don't have plugs and are capable of running on all-electric power for only a few miles, like the Toyota* Prius*. The category also includes “micro hybrids,” which can include vehicles with stop-start technology. By this definition, a full-size pickup truck with stop-start technology is considered an “electrified” vehicle and, if the media outlet reporting the story doesn't understand the difference, they sometimes call it an “electric” vehicle. So, if an automaker announces a move toward “electrification” in the future, the media outlet may confuse the terms and assume the automaker is abandoning internal-combustion engines. This is completely false. Likewise, an “all-electric” future includes electrified vehicles that still use an ICE.



Just as important, an automaker's move to electrification for future models doesn't necessarily mean it'll quit manufacturing its current lineup of traditional vehicles. Volvo, for example, will continue making its current gas and diesel vehicles for the foreseeable future.

ELECTRIFIED VEHICLES



Internal Combustion Engine (ICE)	Runs only on a gas or diesel engine.	Most vehicles today
Stop/Start Technology	Engine automatically shuts off in certain conditions, like when idling at a stop light, to save fuel. Note that many automakers define these as “micro hybrid” vehicles.	Ford F150, Chevy Malibu*
Mild Hybrid Electric Vehicle (MHEV)	Electric motor cannot propel vehicle alone. Mainly used for engine start, regenerative braking and acceleration assist.	Honda* Civic*
Full Hybrid Electric Vehicle (FHEV)	Electric motor alone can propel the vehicle.	Toyota Prius
Plug-in Hybrid Electric Vehicle (PHEV)	Full hybrid electric vehicle where the battery can be charged externally.	Ford C-MAX Energi
Range Extender Electric Vehicle (REEV)	A battery electric vehicle that includes an internal combustion engine-driven generator to charge the batteries.	Chevy Volt
Battery Electric Vehicle (BEV)	Propelled only by battery-powered electric motors.	Tesla 3
Fuel Cell Electric Vehicle (FCEV)	Uses an electric motor, but stores energy in a hydrogen tank instead of batteries.	Honda Clarity*

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3. Most Electrified Vehicles Still Use Lubricants

Now that we've clarified the terminology, we can gauge the percentage of vehicles that will require motor oil and other lubricants in the future. Our research, which is based on nearly 40 studies, reports and articles from a wide range of sources, reveals that an estimated **92 percent of vehicles on the road worldwide in 2030** will still use an internal combustion engine, whether to propel the vehicle solely or working in unison with batteries and electric motors to improve efficiency. That means the overwhelming majority of vehicles on the road more than 10 years from now will still use motor oil and other lubricants, offering you plenty of sales opportunities.



92% by 2030

4. Motorists Favor Traditional Vehicles by a Huge Margin

Admittedly, predictions can miss the mark. But current sales figures are clear: Despite government incentives that reward people for buying them, electric and hybrid vehicles represent less than 1 percent of market share in the U.S. and Canada. In 2017, pickup trucks accounted for the top three selling vehicles in the U.S. and the top two selling in Canada. In fact, for every BEV/PHEV sold in the U.S. in 2016, Ford* sold 6.3 F-series pickups. Motorists clearly aren't ready to trade in their traditional vehicles for the current crop of EVs.

Much electrified vehicle growth is a result of government incentives – not consumer interest – such as a \$7,500 tax credit for

U.S. buyers. If those incentives expire, the bottom could fall out of the market. U.S. government officials tried to eliminate the credit in the most recent tax bill, but it survived. That doesn't mean they won't try again. Take away the financial incentive to buy an electric or hybrid vehicle, and the rate of growth will likely slow.

Research done by the AAA determined that cost of ownership is a huge barrier to entry. Battery electric vehicles have the second-highest annual operating cost, largely due to rapid depreciation.

Range anxiety is another factor. Many motorists fear disruptions to their travel plans due to insufficient charging stations and infrastructure across the U.S. and Canada. Planning trips around charging-station availability leads to a negative experience. Until battery technology becomes less expensive and more advanced, electric vehicles will remain a tough sell to most motorists.



ANNUAL OPERATING COST

- Pickup truck = \$10,054
- BEV = \$8,439
- Hybrid = \$7,687
- SUV = \$7,606
- Sedan = \$6,354

Includes monthly payment, depreciation, maintenance, repair and 2017 fuel costs. Based on 15,000 annual miles.

5. The Internal Combustion Engine has Room to Grow

One reason ICEs will remain is the tremendous leaps in performance, efficiency and cleanliness they continue to make. A modern four-cylinder, turbocharged, gasoline direct-injected engine can make more power and torque than a six-cylinder engine of yesteryear while producing fewer emissions and using less fuel. Despite these advancements, there's still room for improvement. The new Infinity* variable-compression-ratio engine, which can adjust compression based on operating conditions, hit the market this spring. Infinity claims a 10-15 percent fuel economy improvement over its competitors. Likewise, Mazda* made

headlines when it announced its hope to achieve 56 percent thermal efficiency with its new homogenous charge compression ignition (HCCI) engine, which brings the efficiency advantages of diesel engines to the gasoline market. If true, it would represent the most efficient ICE for cars in history. There is also room for improvement in other drivetrain components, like automatic transmissions. These developments, along with the current cost advantages to manufacture a traditional vehicle compared to a battery-powered vehicle, will incentivize automakers to continue using internal combustion engines, either alone or alongside electric motors, for the foreseeable future.

6. We'll Continue to Lead

Once you get past the headlines, you can see that vehicles will continue to require motor oil and other lubricants for years to come, despite widespread use of electrification to boost efficiency. But we're not resting on our laurels. We have a three-pronged approach to ensuring growth opportunities for your Dealership:

- **Market primarily to enthusiasts, defined as people who care more about their vehicles and equipment than the average motorist.**

Traditional vehicles better align with enthusiasts' driving motivations than the current EV lineup. Enthusiasts are more passionate about driving and maintaining their vehicles than casual motorists, they demonstrate increased AMSOIL brand awareness and they're more likely to use synthetic motor oil and treat their vehicles to a premium product. Enthusiasts are ready-made AMSOIL customers today and will be for decades to come.

- **Diversify our product line.** In the past few years, we've added specialty products for certain performance cars, like the Dodge* Challenger* Hellcat* and Ford* Mustang*. We've expanded our transmission fluid line with products for continuously variable transmissions and dual-clutch transmissions. We've added products for firearms. That's on top of the large presence we maintain in the powersports and turbodiesel markets. Where other oil companies

see low sales potential, we see diesel loyalists, bikers, boaters and other enthusiasts with a passion for their hobbies and a desire to protect their equipment with the best synthetic lubricants possible. Our commitment to these people will continue to grow.

- **Introduce innovative products that solve the challenges facing the industry, whether posed by traditional engines, advanced batteries or some yet-to-be-introduced technology.** Just like our founder, Al Amatzio, embraced technological advancement in formulating the world's first synthetic oil for automotive use, we'll monitor the automotive market and be prepared to lead the charge toward innovation well into the future.

The opportunities in front of us present exciting opportunities for your Dealership. We're glad to have you along for the ride with us today, and well into the future.



For more information on electric cars and other trends in the automotive industry, don't miss President of Afton Chemical Rob Shama's presentation at the AMSOIL 45th Anniversary Convention.

POWER CREEP



1990 Ford F-150
(4.9L straight-six)



2018 Ford F-150
(2.7L EcoBoost V-6)

Despite tremendous performance gains, the internal combustion engine still has room to improve, ensuring its survival.

KEY TAKEAWAYS

- Hybrid vehicles are here to stay. Automakers will increase their use of electrification to improve efficiency.
- "Electrification" and "electric", are not the same. Most vehicles that rely on electrification still use internal combustion engines – and motor oil.
- Approximately 92% of vehicles on the road worldwide by 2030 will still use an internal combustion engine, whether alone or in tandem with electric motors, to improve efficiency.
- Read past the headlines. Whether intentionally or due to ignorance, many media outlets confuse "electrification" and "electric," leading to alarmist headlines.
- U.S. and Canadian motorists favor traditional vehicles by a huge margin, and many signs point to this trend continuing for years.
- Government incentives are bolstering the electric vehicle market. If the incentives evaporate, EV market growth will slow.
- We'll continue to target auto enthusiasts with our advertising, diversify our product lineup and develop products that solve the challenges of automobiles, no matter how they're powered, ensuring opportunities for you for decades to come.

REACH MORE INSTALLERS WITH THE UPDATED INSTALLER KIT

Approximately 75 percent of motorists visit an independent mechanic, quick lube or other installer for oil changes. That number is expected to increase as vehicles continue to become more difficult to maintain, which is why it's vital for every Dealer to have at least one installer account to which he or she can send customers who don't change their own oil.

To help you register installers as retail accounts, we created the Installer Kit (G250 [G8250 Canada]) several years ago. It provides everything needed to start a business conversation with five installer prospects and register two as accounts.

Over the past couple years, we've invested hundreds of hours into studying the installer market. We surveyed, interviewed and met with hundreds of installers across the U.S. and Canada to identify their expectations from an oil supplier and how we can position the AMSOIL brand to maximize your success. Our research revealed three goals common to most installers that our brand is perfectly suited to help meet:

- 1) **Attract** more high-value customers
- 2) **Build** the installer's reputation for excellent service
- 3) **Meet the demands** of today's complex engines

Because installers are extremely busy, the contents of the Installer Kit have been revised to quickly show installers how AMSOIL helps meet these goals. For starters, we help them attract more high-value customers in the following ways:

AMSOIL Locator – Tens of thousands of people visit www.amsoil.com every day, many looking for retail businesses that sell AMSOIL products or install them as part of a service. Installers who place a \$350 qualifying order (\$450 in Canada) appear on the AMSOIL Locator at amsoil.com, helping drive customers through their doors.

Exclusivity – AMSOIL products aren't available everywhere and won't ever be sold in big-box retailers. Carrying AMSOIL products positions installers as the go-to place for AMSOIL products in their area, distinguishing them from other businesses.

Loyalty – AMSOIL customers tend to be enthusiasts, people who care more about protecting their vehicles than the average

motorist. They trust our products and seek them out. AMSOIL customers offer a great complement to an installer's current customer base and help boost sales.

Secondly, carrying AMSOIL helps build installers' reputation for excellent service in their area. Nearly 90 percent of installers' business comes through word-of-mouth referrals, meaning building trust with customers is vital to their profitability. Installers want to sell products that provide their customers with the best protection possible to ensure they leave the shop satisfied.



90% Word of Mouth

For that reason, the Installer Kit focuses on how we build more protection into OE Synthetic Motor Oil, our top recommendation for installers. OE Synthetic Motor Oil provides...

- **47 percent more wear protection¹** than required by the GM* dexos1[®] Gen 2 specification
- **100 percent protection against LSPI²** in the engine test required by the GM dexos1 Gen 2 specification
- **Maximum protection against damaging deposits and sludge**

Finally, AMSOIL relieves installers of the burden of keeping up with increasingly complex automotive and oil technology. Installers tell us they don't have time to follow industry developments. They simply want products that meet the latest specifications and protect the latest vehicles.

Again, OE Synthetic Motor Oil offers a solution. It's API SN certified to alleviate warranty concerns and it's recommended

for GM dexos1 Gen 2. We also offer transmission fluids, motor oil for European vehicles and diesel oils that meet the latest industry specifications, offering installers more quality products and additional high-value service opportunities.

Focused on OE Synthetic Motor Oil

We also simplified the Installer Kit to focus on OE exclusively. OE is designed specifically for installers and offers you the best opportunity to establish new accounts and maximize sales once they start placing orders. Installers tell us that oil changes offer little to no profit. Instead, they're used as a way to get customers in the door and earn their trust before uncovering opportunities for additional, more profitable services. For that reason, installers are understandably wary of selling extended-drain motor oils that limit opportunities for seeing their customers. OE Synthetic Motor Oil is recommended for the service interval given in the vehicle owner's manual, allowing installers to see their customers as often as possible.

Price is another factor. OE is priced competitively with other high-quality, full-synthetic motor oils, increasing the chances of the installer using OE as its "house" synthetic motor oil. Our research shows that an installer sells about 82 cases of its house synthetic oil per month, compared to just eight cases per month of its second- and third-option synthetics.

Synthetics continue to gain a greater share of the installer market. Don't let this opportunity to grow your business pass you by. Use the updated Installer Kit to help you sign up installers and earn your share of the growing oil-change market.

Updated Installer Kit

Stock #	Units	Pkg./Size	U.S. Dealer	Can. Dealer
G250 (G8250 Canada)	EA	1 Kit	\$8.00	\$10.50



(5) Installer Flyers (G3401).
Helps you quickly walk prospects through the ways AMSOIL helps meet their business goals.



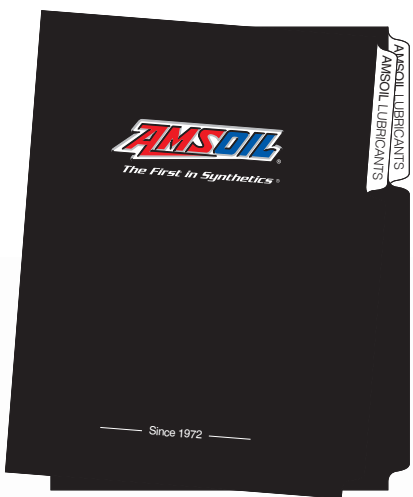
(1) The AMSOIL Installer Program - Dealers Only Brochure (G3413).
Provides information to help you understand the installer market.



(5) Installer Price Lists (G3402 [G8402 Canada]).
Provides wholesale pricing for OE Synthetic Motor Oil and additional products for installers.



(5) OE Synthetic Motor Oil Data Bulletins (G3404).



(2) Retail Account Kits (G1001 [G8001 Canada]).
Includes everything needed to register a retail account.



(5) OE Fair Handouts (G3407).

For more guidance on approaching installers, visit AMSOIL University Online in the Dealer Zone and take the Core Sales Concepts and Advanced Sales Concepts courses.



*All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use. All products advertised here are developed by AMSOIL for use in the applications shown.



DEALER TURNS HIS PASSION INTO SUCCESS

A little more than two years ago, Robert Palumbo of Oregon City, Ore. was looking for a business of his own. His requirements for the business were pretty straightforward: It needed to be a product in which he believed and in an industry for which he had a passion.

"I have a passion for all things gasoline- and diesel-power-related and the maintenance thereof," Palumbo said. "Automotive, marine, trucks, tractors, chainsaws, you name it. Anything with a gas engine that needs to be taken care of."

His motivation? "That's easy," Palumbo said. "To help people. To help people and organizations maintain their vehicles and equipment like no one else can."

Those requirements led him to AMSOIL products and his own Dealership.

Palumbo has been most successful with retail and commercial accounts. What's his secret?

"I consider myself fortunate to have been mentored by some amazing

people at the very beginning of my career and my formative years learning the value of building relationships and putting the other person first," Palumbo said. "I am thoroughly interested in people, their personal and professional endeavors, and how I may help them in a genuine way to be more effective. That approach seems to work well with retail and commercial accounts. It's still not easy. But I like it and it is what comes natural for me."

He approaches these accounts in a variety of ways. Using online resources, Palumbo checks out reviews of the company's services and its reputation.

"Then I get to know the account, what they do and who their customers are," he said. "From there, I like to find things I have in common with as many people at the organization as possible.

Before too long, I have the start of building a relationship not based on trying to sell something, but of caring, trying to solve problems or create opportunities, or just simply sharing experiences and being enthusiastic about what they do."

"(My goal is) to have my business generate what I consider full-time income within the next three years."

Account Direct Robert Palumbo

During this process of getting to know people, the actual decision-makers



emerge, Palumbo said. "Many times it is not the person you think it might be simply because they hold a certain title," he said. "Actually placing an order can be anywhere from one day to one year, from the very first visit to dozens of visits. The main thing is to take every opportunity to build a relationship by things you have in common along the way. The one thing I know for sure is that it never ceases to surprise me as to where my next sale will come from. Keep an open mind."

Palumbo thinks he could benefit from having a written business plan, but describes himself as mostly spontaneous. "The AMSOIL Game Plan [Available for free download in the Dealer Zone] is an excellent piece of work. I am a relationship guy and not a rules guy, so I am conflicted. Basically, I am a seat-of-the-pants, out-of-the-box, paint-outside-the-lines kind of guy. It drives my wife crazy. Admittedly, some discipline would be useful for better achievement."

That's not to say he has no system for servicing his accounts. "I am a strong believer in keeping and maintaining a current and consistent spot for

literature, pricing, merchandising, new products, etc. at the location," Palumbo said. "Keeping it current and clean is just a good reason for a visit.

"It builds confidence with the account as well. They know they can count on me helping their organization stay up-to-date.

"I am thoroughly interested in people, their personal and professional endeavors, and how I may help them in a genuine way to be more effective."

Account Direct Robert Palumbo

"Also, I like to get creative with different in-house promos that are geared at leveraging something they are already doing. Flyers, giveaways, drawings and so forth. As far as frequency of

contacts is concerned, some accounts like frequent contact, some don't. If you try to guess who does and who doesn't, you will get it backwards every time. It just falls into place; however, it is something you need to be very acutely attuned to."

As with other AMSOIL Dealers, Palumbo's life is busy. In addition to his full-time day job and building an AMSOIL business, Palumbo enjoys working on remodeling projects at home, gardening, hiking, camping and spending time with his family. He also likes to help others with their projects, vehicle repairs and maintenance.

He advises other Dealers to focus and to trust the business-building process.

"Be patient, and don't get overwhelmed," Palumbo said. "Find an angle to focus on in the business that you enjoy and things most likely will fall in place."



MONTHLY LEADERS

The AMSOIL Dealer Hall of Fame, full AMSOIL business category descriptions and top 20 monthly leaders can be found in the Dealer Recognition area under the Services menu in the Dealer Zone.



Bill & Donna Durand
Wisconsin
7-STAR REGENCY PLATINUM DIRECT JOBBERS
FIRST
Total Organization
SECOND
Personal Group Sales



Dave M. Mann
Michigan
7-STAR REGENCY PLATINUM DIRECT JOBBER
SECOND
Total Organization
FIRST
Personal Group Sales
NINTH
Commercial Account Sales
FIRST
New Qualified Customers
SECOND
New Customer Sales



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBER
THIRD
Total Organization
SEVENTH
Personal Group Sales
SIXTH
Commercial Account Sales



Leonard & Marcie Pearson
Washington
5-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Total Organization



Ches & Natasha Cain
South Dakota
3-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
Total Organization
THIRD
Personal Group Sales
SEVENTH
New Qualified Customers
EIGHTH
New Customer Sales



Ray & Kathy Yaeger
Wisconsin
5-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
Total Organization
SIXTH
Personal Group Sales
FIRST
Retail Account Sales



David B. Richardson
Ohio
MASTER DIRECT JOBBER
SECOND
Commercial Account Sales



James J. Allen
Ohio
REGENCY GOLD DIRECT JOBBER
THIRD
Commercial Account Sales



Michael H. Ellis
Michigan
5-STAR REGENCY PLATINUM DIRECT JOBBER
FIFTH
Commercial Account Sales



Victor Usas
Ontario
PREMIER DIRECT JOBBER
THIRD
Retail Account Sales



Douglas Huculak
Saskatchewan
REGENCY GOLD DIRECT JOBBER
FOURTH
Retail Account Sales



Herschel L. Gates
Florida
EXECUTIVE DIRECT JOBBER
SIXTH
Retail Account Sales



Kent & Trudy Whiteman
Utah
7-STAR REGENCY PLATINUM DIRECT JOBBERS
SECOND
New Qualified Customers
FIFTH
New Customer Sales



Michael J. Mathe
Tennessee
REGENCY SILVER DIRECT JOBBER
THIRD
New Qualified Customers
THIRD
New Customer Sales



Will Mangan
Pennsylvania
PREMIER DIRECT JOBBER
FOURTH
New Qualified Customers
TENTH
New Customer Sales



Sherree E. Schell
Idaho
4-STAR REGENCY PLATINUM DIRECT JOBBERS
FOURTH
 Total Organization
FIFTH
 Personal Group Sales



Tom & Sheila Shalin
Georgia
4-STAR REGENCY PLATINUM DIRECT JOBBERS
FIFTH
 Total Organization
FOURTH
 Personal Group Sales
FIFTH
 New Qualified Customers
SIXTH
 New Customer Sales



George & Shirley Douglas
Tennessee
4-STAR REGENCY PLATINUM DIRECT JOBBERS
SIXTH
 Total Organization
TENTH
 Personal Group Sales



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
TENTH
 Total Organization
EIGHTH
 Personal Group Sales
NINTH
 Retail Account Sales



Vijay Parany
Ontario
1-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
 Personal Group Sales
SIXTH
 New Qualified Customers
FIRST
 New Customer Sales



Thomas R. Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBERS
FIRST
 Commercial Account Sales
FIFTH
 Retail Account Sales



Thomas & Cheryl Brown
Tennessee
DIRECT JOBBERS
SEVENTH
 Commercial Account Sales



James Brown Jr.
North Carolina
PREMIER DIRECT JOBBERS
TENTH
 Commercial Account Sales



John & Dianne Moldowan
Alberta
REGENCY GOLD DIRECT JOBBERS
SECOND
 Retail Account Sales



David G. Douglas
Michigan
EXECUTIVE DIRECT JOBBERS
SEVENTH
 Retail Account Sales



Debra McKenzie
Alberta
REGENCY GOLD DIRECT JOBBERS
EIGHTH
 Retail Account Sales



Kenneth & Lorna Kerkman
Wisconsin
REGENCY GOLD DIRECT JOBBERS
TENTH
 Retail Account Sales



Eric & Valerie Johnson
Virginia
DIRECT JOBBERS
EIGHTH
 New Qualified Customers



David & Robin Huff
North Carolina
REGENCY DIRECT JOBBERS
NINTH
 New Qualified Customers



Donald Speers
Alberta
DIRECT JOBBERS
FOURTH
 New Customer Sales



MONTHLY LEADERS

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Alan Cook
Wisconsin
DIRECT JOBBER
NINTH
New Customer Sales



HIGHER LEVELS OF RECOGNITION



Jean-Paul Lapointe
Quebec
PREMIER DIRECT JOBBER



Jim Cushman
Illinois
DIRECT DEALER
Sponsor:
Andrei D. Pop
Direct Jobber:
Andrei D. Pop



Emanuel & Janet King
Maine
DIRECT DEALERS
Sponsors:
Christian & Ruth Beiler Jr.
Direct Jobbers:
Christian & Ruth Beiler Jr.



David Untch
Ohio
DIRECT DEALER
Sponsors:
Jerry & Betty Wolford
Direct Jobbers:
Jerry & Betty Wolford

"I inform my leads that I have used all of the AMSOIL products needed in our own heavy equipment, trucks and cars. Then I provide them with all of the details of improvements in power and mileage, along with great enthusiasm about the entire line of AMSOIL products. It goes from just a sale, to an easy sale for many (AMSOIL) products."

David Untch - Direct Dealer



Phil & Mary Thomson
California
DIRECT DEALERS
Sponsors:
Sammy & Adrienne Samuelson
Direct Jobbers:
Sammy & Adrienne Samuelson



FORTY FIVE YEARS
— 2018 —
Go ahead...  



DREAM!

JULY 19 - 21, 2018

The AMSOIL 45th Anniversary Convention is on the horizon and now is the time to register for this exciting event. This year we're pleased to offer the AU Business Summit (July 18-19), an optional day-and-a-half of innovative sales and marketing training. Make your way to Duluth, Minn. this summer to learn from our corporate staff, network with other Dealers and celebrate 45 years of the AMSOIL Dealer Network.

Join other AMSOIL Dealers for a unique blend of training, fellowship and fun.

REGISTRATION

Convention: \$149

AU Business Summit: \$25

To register or review lodging information, go to the Dealer Zone homepage and click on the "Go Ahead... Dream!" banner at the center of the page or simply visit amsoil45.eventbrite.com. Space is limited for the AU Business Summit, so register early.

FEATURED SPEAKERS



Network Marketing Fundamentals with Todd Falcone
High-energy speaker, author and trainer Todd Falcone will share network marketing tips through his comedic, yet direct approach.



Industry Insights with Rob Shama
President of Afton Chemical Rob Shama will expand on the latest trends in the automotive industry, electric cars and the demand for high-performance lubricants.

SOMETHING REVOLUTIONARY IS COMING.
BE HERE WHEN WE UNVEIL THE LATEST AMSOIL INNOVATION!

April Close-Out

The last day to process April orders in the U.S. and Canada is the close of business on Monday, April 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for April business will be accepted until 3 p.m. Central Time on Friday, May 4. All transfers received after this time will be returned.

RENEW NOW FOR

U.S. Can.

\$30*/\$45**
ONE YEAR

\$25*/\$37**
AUTO RENEW (PER YEAR)

\$120*/\$225**
FIVE YEARS

Limited-Time Offer

Renewal Promotion Ends July 31

Take advantage of a limited-time offer to renew your Dealership at the old rates one more time if you're enrolled in direct deposit or choose the prepaid Visa card option. Offer ends July 31, 2018. Regular U.S. prices: \$49.95 for one year, \$40 for auto renew (per year) and \$200 for five years. Regular Canadian prices: \$64.95 for one year, \$50 for auto renew (per year) and \$250 for five years. Offer good only for Dealers who registered prior to Aug. 1, 2017. Limit one per Dealer.

*With direct deposit or a reloadable Visa card.
**With direct deposit.



- **Optimum** health for Dealers, friends & family
- **Meet** monthly qualifications
- **Maximum** quality in each pill
- **Buy** from yourself
- **Overcome** the lack of nutrition in today's processed foods

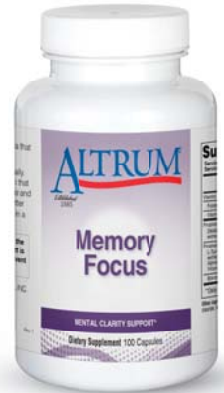
Nutritional Support for Mental Sharpness, Focus

Memory and mental clarity directly affect our quality of life.

We don't have to succumb to "senior moments" as we age. Lifestyle choices that include a diet rich in fruits and vegetables, oily fish and healthy fats, along with regular exercise, stress management and appropriate supplements, can greatly impact how well our brains age.

The American Heart Association recommends that everyone takes a multivitamin to provide nutritional insurance against potential nutrient deficits in our daily food intake.

ALTRUM Memory Focus provides additional nutrients that may support thinking power, sharp mental focus and memory.*



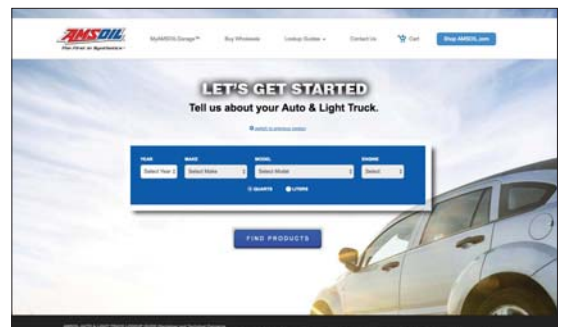
Memory Focus			
Stock #	Pkg./Size	Dealer Price	P.C. Price
DMF01 (single)	(1) 100-ct.	29.75	31.25
DMF06 (6-pack)	(6) 100-ct.	170.10	178.65

**These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent disease. Check with your physician when using prescription medications along with food supplements.*

Order: **1-800-777-7094** | www.altrumonline.com

Complete Oil Change Option Now Available for all Vehicles in Auto & Light Truck Product Guide

The Complete Oil Change option now covers all vehicles in the Auto & Light Truck Product Guide. Initially limited to just a few models, this convenient feature allows you to add all the products required for an oil change to your cart without leaving the guide. After selecting a motor oil, product details will appear along with a Complete Oil Change option below. The correct quantity of oil and the appropriate filter will automatically populate the page, allowing users to add all the products to the cart with one click. Check out the expanded guide by visiting the corporate website and clicking Look Up a Vehicle.



Updated Retail Catalog Now Available

This issue of *AMSOIL Magazine* includes the updated AMSOIL Retail Catalog (G100 U.S./G300 Canada). The AMSOIL Retail Catalog offers an excellent opportunity for Dealers to exhibit the entire line of AMSOIL products. It also contains information on becoming an AMSOIL Preferred Customer, and shows the lower price Preferred Customers pay for each product.

How It Works

Attach your Dealer number in the area marked "referral number" on the back cover of the catalog. Use a catalog label from the AMSOIL Print Center for a more professional impression. Distribute the catalog to potential customers and Preferred Customers.

Where to Distribute

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

Maintain Contact with Prospects

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

How Customers Place Orders

Customers who wish to place orders from your retail catalogs can simply call the AMSOIL toll-free ordering line and place their orders specifying the referral number (your Dealer number) printed on the catalog. This ensures that you

receive the retail profits and commission credits. Ordering customers are automatically sent updated retail catalogs every six months for the next 18 months at no additional cost to you. In addition, any of your customers who call AMSOIL wishing to become Preferred Customers will automatically become members of your personal group.

Free Shipping

Online/catalog customers in the contiguous U.S. receive free shipping on orders of \$100 or more. Customers who order less than \$100 will be charged a flat shipping fee of \$8.50.

Reaching New Prospects

The AMSOIL Retail Catalog is a great opportunity to reach potential customers with whom you wouldn't ordinarily have contact. A direct mailing to a specific neighborhood could reach numerous customers who do not attend race events or trade shows, but still want the best protection for their vehicles. Also, people at shows or events who are initially only somewhat interested or don't have time to talk can take a retail catalog home to review at their leisure.

Downloadable Retail Catalog PDF

You can also download the retail catalog PDF from the Dealer Zone. Your referral

number is automatically embedded in the catalog so when customers click a "Shop Online Now @ www.amsoil.com" link, they arrive at the online store as if they had come through your website, and you receive credit for all sales. Your referral number also automatically populates in the "referral number" area on the catalog's back page.

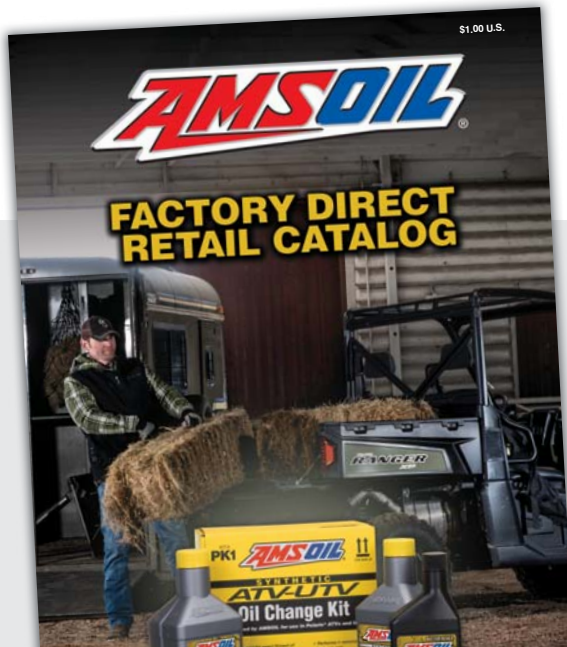
Once downloaded, the retail catalog PDF can be embedded on your website for customer download or emailed to customers who request a free e-catalog.

The PDF catalog is housed under the Business Tools category in the Dealer Zone (Business Tools>Literature>Customizable Literature>Retail Catalog).

Ordering Catalogs

AMSOIL Retail Catalogs are available individually and in packages of 100 and 300. Order 900 or more catalogs using product code G100-PK and receive a promotional code in your Message Center inbox redeemable for free catalog labels from the AMSOIL Print Center.

Catalogs with your information pre-printed on the back cover are available through the AMSOIL Print Center. Access the Print Center through the Dealer Zone.



Also Newly Updated and Available:

- Professionals Catalog (G3469 U.S., G3474 Can.)
- Powersports & Racing Catalog (G3511 U.S., G3512 Can.)
- Retail Program Catalog (G3520 U.S., G3521 Can.)
- Automotive Catalog (G3549 U.S., G3550 Can.)

AMSOIL Retail Catalog Ordering Information

Stock #	Units	Description	Wt. Lbs.	U.S. Price	Can. Price
G100	EA	1 U.S. Catalog	0.1	.50	.70
G100	CA	100 U.S. Catalogs	10.0	43.00	60.00
G100	PK*	300 U.S. Catalogs	30.0	120.00	165.00
G300	EA	1 Canada Catalog	0.1	.50	.70
G300	CA	100 Canada Catalogs	10.0	43.00	60.00
G300	PK*	300 Canada Catalogs	30.0	120.00	165.00

*Order three or more and receive free catalog labels from the Print Center.

Customizable catalogs are available through the AMSOIL Print Center.



Dan Gorski | DIRECTOR, CUSTOMER SERVICE

The rules of the road

How we help ensure all Dealers have a chance to succeed.

An AMSOIL Dealership offers nearly unlimited freedom, flexibility and opportunity. As an AMSOIL Dealer, you can choose to work full or part time. You can choose to stock products and sell directly to customers. Or, you can register customers who buy directly from AMSOIL. You can choose to sell to individuals, businesses or both. You can focus on a specific type of customer, such as turbodiesel enthusiasts. Or you can leverage our full product line to focus on multiple markets, like motorcyclists, engine builders, auto parts stores and many others. You can also choose from working online, at events, cold calling on businesses and more.

In addition to opportunity, there's also higher demand for synthetics than ever before. Add to that free shipping on qualifying orders for most of our customers, and it's clear that it's a great time to be an AMSOIL Dealer. This applies to everyone, from brand-new Dealers to the biggest and most successful Dealers. It also applies to Dealers who've used AMSOIL products themselves for years, but for whatever reason, have never pursued selling AMSOIL products seriously. I'd like to share one example that I recently discovered involving Brian, who's been an active Dealer since August 2016.

Brian bought a few products here and there and may have even sold a little. But, through January 2018, he hadn't registered any buying customers or earned any commissions. In February, however, he ordered more products, registered 40 new buying customers and finished the month with more than 2,800 commission credits. What an awesome story. Good for you, Brian!

His story isn't unique. Many other Dealers over the past 45 years have experienced similar results. Stories like Brian's prove that anyone can succeed as a Dealer, even if you've been a Dealer for years, yet haven't sold a single product to anyone other than yourself. It's never too late to start. In fact, if you fall into this category, check out the Dealer Game Plan in the Dealer Zone at myaccount.amsoil.com. It provides advice on how to get your Dealership up and running, making money. It also provides concrete goals toward which you can strive as you start working your Dealership.

One way we help Dealers of all experience levels succeed is to maintain a few policies to ensure fairness and protect the opportunity for everyone. Here are a few highlights.

- **No posting AMSOIL product pricing online.** This includes, but is not limited to, eBay, Amazon, Craigslist, online stores and forums. This policy prevents other Dealers from undercutting your prices and starting a price war.
- **"AMSOIL" may not be used in your business name, website URL, Facebook profile, etc.** This reduces liability for Dealers and prevents potential customers from confusing you with AMSOIL INC.
- **Always identify yourself as an independent AMSOIL Dealer to avoid confusing your business with AMSOIL INC.**
- **Your Dealership provides the opportunity to build a business by selling AMSOIL products to new customers.** Respect the work of your

fellow Dealers by not interfering with their active customers or accounts.

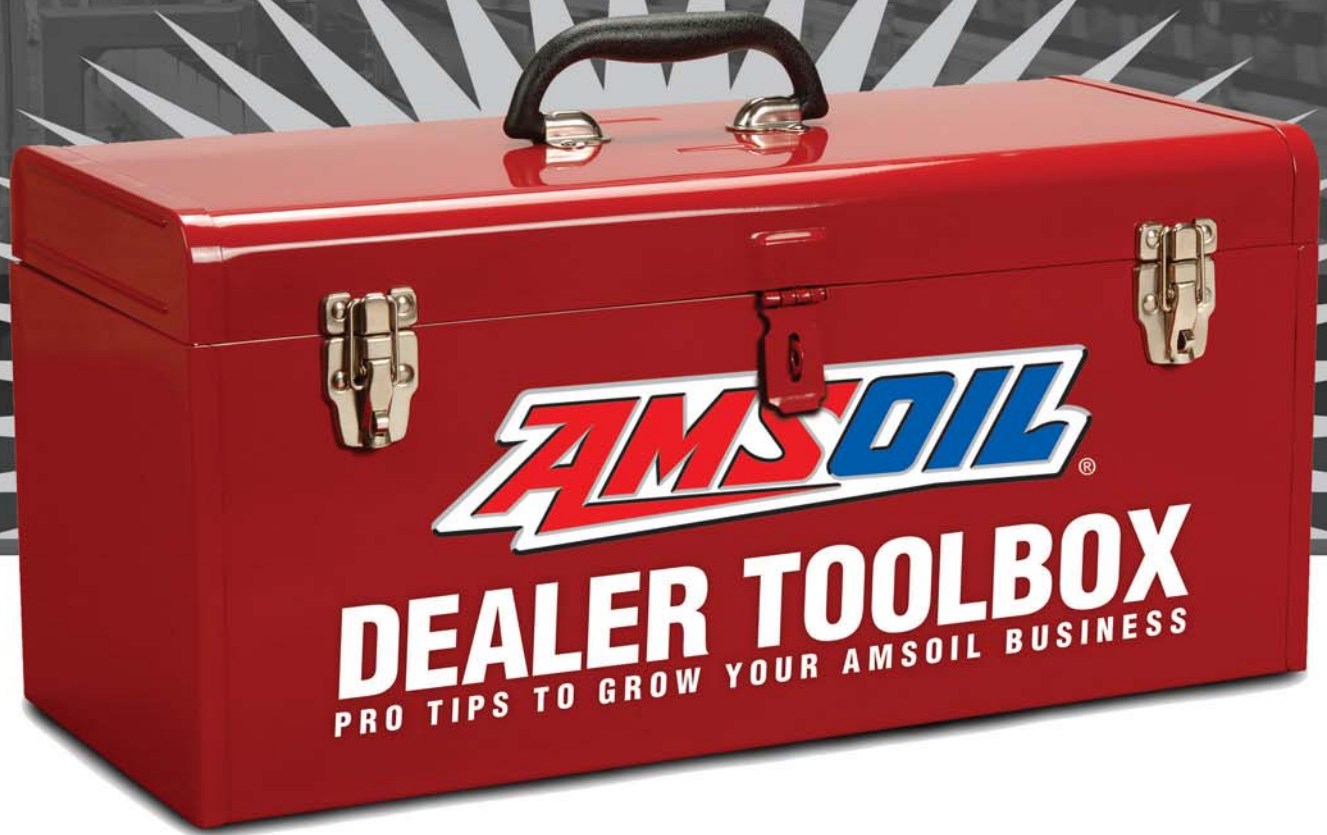
- **Ensure your Dealers, customers and accounts are properly informed and following AMSOIL policies and procedures.**

These few policies cover the majority of questions we receive and issues we have to resolve.

I realize freedom, flexibility and opportunity are more encouraging and interesting to read about than policies and rules. Unfortunately, situations sometimes arise that complicate business for Dealers and their customers largely because someone didn't know about an AMSOIL policy or flat-out violated a policy. Do yourself a favor and spend a little time reviewing our policies. If you haven't read them in a while, add it to your to-do list. Current policy documents can be found in the "Rules of the Road" section of the Dealer Quick-Start Guide located in the Dealer Zone.

Then, make sure your customers are aware, too. This helps protect your Dealership and your profitability in the long run.

I hope this inspires you to get out and start working your Dealership. As Brian taught us, any time is a good time to get to work and start making a little extra money.



?zo= A Powerful Addition to Your Dealer Toolbox

Reach out to prospective AMSOIL customers and Dealers with a personalized Dealer-number transferring link. It's the easiest and fastest way to follow up on potential orders, purchases and applications.

EXAMPLE MESSAGE:

Bob, it was good to meet you at the gun show. Use this link to get your AMSOIL P.C. account started.

www.amsoil.com/pc?zo=123456

Let me know if you have any questions. Thanks.

John Doe

Independent AMSOIL Dealer
999.888.7777
jdoe@test.com
jdoilsite.com

HOW TO USE YOUR DEALER-NUMBER TRANSFERRING LINKS:

1. Get the mobile phone number or email address of the prospective customer/Dealer to follow up with him or her.
2. Find and copy the URL of the AMSOIL.com webpage relevant to the prospect's particular interest.
3. At the end of the webpage URL, type ?zo= and your Dealer number.
4. Send this Dealer-number transferring link to your prospective customer/Dealer via text message or email.

WHY USE DEALER-NUMBER TRANSFERRING LINKS?

- Point potential customers and Dealers directly to relevant product info, program applications and more in one easy click.
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