



DEALER EDITION

MAGAZINE

APRIL 2022



195-HP

TURBOCHARGED UTV

NO MATCH

FOR AMSOIL PRODUCTS

| PAGE 8



GET A HEAD START ON SPRING OIL CHANGE SEASON

Warmer weather is often the cue to perform vehicle maintenance – oil changes in particular. It's a great time of year to reach out to existing customers and make new relationships with potential customers.

CONTACT EXISTING CUSTOMERS

Touch base with your catalog customers, P.C.s, commercial accounts and retail accounts to share the latest news and remind them of the many benefits AMSOIL provides.

INTRODUCE YOURSELF TO PROSPECTS

Now is a great time to walk into a shop, introduce yourself and start building a relationship with potential new accounts.

REACH OUT TO INSTALLERS

Spring is typically a busy time for installers. Show your support for these accounts by calling to check in or stopping by their shops to see if you can assist in their efforts to keep the spring oil changes flowing.



STAFF

Editor

Terry Johnsen

Associate Editor

Joel Youngman

Staff Writers

John Baker
Brad Nelson
Jamie Trembath
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Mike Nelson

Editorial Contribution

Matt Erickson
Dan Peterson

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On the Web

AMSOIL.com
AMSOIL.ca

President & CEO

Alan Amatzio

Board Chair

Dean Alexander

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Letters to the Editor

AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
letters@AMSOIL.com

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THE COVER

We put this 2021 Can-Am* Maverick* X3 DS Turbo RR through severe dyno testing to test the performance of AMSOIL Formula 4-Stroke® Powersports Synthetic Oil (AFF).





From the President

AMSOIL is a strategic, goal-driven company. We spend a fair amount of time examining all relevant factors to set realistic, but aggressive, goals; then we design strategies and tactics to help us achieve those goals. We have shared our growth goal with Dealers the past couple of years, and set it at 8% year-over-year growth again this year. We base our targets on a fiscal year that runs from July 1 to June 30, and this fiscal year has delivered more than its share of unique challenges.

Raw-materials shortages and pricing volatility have dominated our activities. The AMSOIL team has successfully delivered creative solutions to limit the effects of these issues for you and our customers. We have navigated the most volatile period on record with minimal tangible issues – so far. Market turmoil is expected to continue for many more months, and we will continue grappling with these issues to minimize their impact on you and our customers.

I am happy to report that AMSOIL is strong and growing despite these unprecedented problems. We are entering the final quarter of the fiscal

year in position to achieve our 8% goal, but we are riding the edge. I am sure we will hit our target. Are you achieving the same level of growth for your Dealership? I sincerely hope so. Brand recognition is growing, sales are increasing and AMSOIL is growing stronger. You can take advantage of this growth to grow your own Dealership. Leverage our growing brand strength by wearing AMSOIL clothing and advertising your status as an AMSOIL Dealer. Get out and spread the word locally. Join your local commercial club or chamber of commerce.

The best thing you can do is become Customer Certified. Thanks to our growing brand, thousands of people visit AMSOIL.com/ca every day, and many of them have never worked with an AMSOIL Dealer. Those who make a purchase are assigned a servicing Dealer, and that Dealer earns commissions on every purchase those customers make. Last year, Dealers with just one entry in the customer-assignment pool received an average of 15-18 assigned customers from AMSOIL. What would you do to get 15-18 new customers and all the

commissions they generate? Getting Certified is the simplest action you can take to jumpstart your Dealership and take advantage of the momentum we are building.

So many things affect success. Skill, hard work, market forces – the list is long. People who succeed in any business have one thing in common: commitment. They stick with it. They are not deterred by setbacks, challenges or temporary failure, and their tenacity is rewarded. We are in an enviable position compared to many of our competitors. We are still growing despite massive market challenges. Those issues are not letting up, but neither are we. We will continue to fight and grow. What will you do? Start by getting Customer Certified, and then don't let up.

Alan Amatuzio
President & CEO

THE NEXT50TM
Commitment • Collaboration • Success

THE IMPORTANCE OF DEALER CERTIFICATION UNDER ***THE NEXT 50*** COMPENSATION PLAN

Dealer Certification is crucial for building your Dealership and maximizing earnings in *The Next 50* compensation plan.

Customer Certification

By getting Customer Certified, you're eligible to be assigned buying P.C.s and online/catalog customers. This helps you grow your customer base, increase personal sales and reach higher profit tiers. If you want to reach Profit Tier 4, you'll need to be Customer Certified.

Retail and Commercial Certification

Under *The Next 50* compensation plan, you make the same profit value on a product regardless of the customer type who purchased it. Each product has a defined profit value you earn on the sale depending on your position on the Profit Tier Schedule.

By adding Retail Certification and Commercial Certification under your belt, you'll become eligible to be assigned those types of accounts. Those accounts' purchases can boost your monthly sales, help you reach higher profit tiers and earn more on every product you sell.

Sponsor Certification

By getting Sponsor Certified, you're eligible to be assigned new Dealers. Each month, sales made by the Dealers on your team are added to your sales, boosting your position on the Profit Tier Schedule.

Getting Certified Helps You...

- Develop your customer base
- Build your team
- Reach higher product profit values

How To Get Certified

Customer Certified

- Complete Customer Basic Training
- Register four new buying customers OR
- Register two or more new qualified customers and meet one of the following alternative qualifications:
 - Have been a Dealer for less than 1 year
 - Have 24 or more active buying customers
 - Have more than \$10,000 in personal purchases plus 5 or more active buying customers

Sponsor Certified

- Complete Sponsor Basic Training
- Be Customer Certified
- Sponsor one Dealer

Retail Certified

- Complete Retail Basic Training
- Be Customer Certified
- Register one retail account

Commercial Certified

- Complete Commercial Basic Training
- Be Customer Certified
- Register one commercial account

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales*
Tier 1	\$500
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

- Minimum \$500 personal sales required to receive a commission.
- Minimum personal sales volume requirement is waived for first 24 months as a Dealer.
- Must be Customer Certified to earn Tier 4 profits.

*U.S. dollars



LETTERS TO THE EDITOR

OIL CATCH CAN

Add it to your engine for longevity?

Carleton Akana

AMSOIL: Thank you for asking, Carleton. There are several manufacturers and designs of catch cans, so results may vary, but our experience shows they can remove contaminants (primarily water, oil and fuel) from air circulating throughout the PCV system and prevent them from returning to the intake. However, our evaluation did not determine the long-term effects on engine longevity.

EAO42 OIL FILTER

Probably the second most popular oil filter ever made and it's unavailable? Now I'll have to waste several quarts of AMSOIL [motor oil] during the 25,000-mile oil change because I will have to change the filter every 5,000 miles.

When will this come available?

Thanks

Marvin Kelch

AMSOIL: We understand your frustration, Marvin, and we are frustrated too. The EAO42 Oil Filter was out of stock for a few weeks, but is available once again. If you're currently using a WIX oil filter with AMSOIL Signature Series Synthetic Motor Oil, we recommend changing the filter at 12,000 miles. Supply-chain issues are creating significant challenges for the entire industry. All manufacturing components are in short supply. As a result, you may see some AMSOIL products temporarily placed on backorder. In these cases, we encourage you to continue checking AMSOIL.com (AMSOIL.ca in Canada) for availability. We are doing all we can to ensure all products are available as soon as possible. The majority of AMSOIL products are available as normal and we expect that to continue; despite our best efforts, however, supplies of raw materials for grease, aerosols and filters continue to pose challenges and likely will for a few more months. Thank you for understanding; we apologize for the inconvenience.

GREASE

I would like to reach out to the team that coordinates packaging products at AMSOIL. The easy-pack is a wonderful invention that helps set AMSOIL gear lube apart from the competition. There is also a grease cartridge on the market now that I know personally is a game changer because I own and have used this new style cartridge for a couple years now. A German company has reinvented the cartridge with a more user-friendly, less-waste, "no-leak" design. I heard about the unfortunate incident on losing a partner that packages grease for AMSOIL due to a fire. This would be a great time for a new partner and to boost grease sales with this new cartridge. Most of Europe has already adopted this cartridge. In fact, John Deere* grease is now available in the cartridge overseas. This cartridge requires a special gun. This new gun could also be a part of the AMSOIL product line. After all, AMSOIL partners with and offers products made by other companies already. I hope AMSOIL will consider this opportunity. I know in the farm and ranch community, lube-shuttle guns and grease are the rage these days.

Tyler Rhoton

AMSOIL: Thank you for your positive feedback on our easy-pack design and for sharing this grease-cartridge information, Tyler. The disaster with one of our grease partners this last summer was a tragedy. Since then, we've worked hard to find new partners and continue providing our customers with high-performance AMSOIL synthetic grease. Upon examining this lube-shuttle design, we have concerns about the cartridge not being universal. Many customers already have grease guns, and many only use them intermittently. Asking them to buy another grease gun would be an uphill battle. We will, however, further evaluate this design to fully understand the advantages and disadvantages, how it could work with our manufacturing capabilities and how it could benefit Dealers and customers.

UPS DELIVERY

It is apparent that UPS has little to no regard for your packages. They left my package in the snowbank below my mailbox, which is 1/4 mile from my house and is not visible from my house. You will also note that it was delivered at 4:43 p.m., which is well beyond the normal USPS mail delivery and after dark. If I wouldn't have checked the tracking on this package it would have been in the snowbank overnight and been in danger of the snowplow this morning.

This lack of regard for AMSOIL packages seems to be the normal practice for UPS in recent years. I have filed formal complaints to UPS multiple times over the previous three years, and I have sent emails to AMSOIL to make sure you are aware of this issue. I am at a loss about what else I should/can do. It seems that after the first snowflake they will not venture off the blacktop road. I live on a gravel, well-maintained, township (public) road, so I expect delivery to my home, not 1/4 mile away in a snowbank. Is that asking too much?

Again, I don't know what you can do about this issue. However, I wanted to make sure you are aware of what is happening once UPS takes your packages for delivery. I suspect that you are expecting better care of your packages than what UPS is now doing.

Wayne A. Edgerton

AMSOIL: Thank you for bringing this to our attention, Wayne. We spoke with our UPS contact, and this was the result of a UPS driver not following proper delivery procedures. Your local UPS center manager has been notified and the expectation is that future deliveries are to be brought to your residence.

Email letters to:
letters@amsoil.com

Or, mail them to:
AMSOIL INC.

Communications Department
Attn: Letters
925 Tower Avenue
Superior, WI 54880

Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



Matt Erickson | VP, PRODUCT DEVELOPMENT

AMSOIL synthetic motor oil helps you breathe easier

Oxygen is great in your lungs, but it's not so great in your motor oil.

Oxygen comprises about 20% of our atmosphere. It's the third most common element in the universe. Without it we'd all be doomed. Yet, oxygen can cause problems inside your engine.

A lubricant's ability to fight oxidation is vital to engine and equipment protection and performance, so let's take a closer look at the oxidation process.

What is oil oxidation?

Oxidation occurs when the addition of oxygen changes a chemical substance. Take an apple, for example, which quickly turns brown when cut due to oxygen.

Metal also succumbs to oxidation, sometimes in just a matter of hours. Have you ever noticed your brakes grinding after letting your car sit for the day in wet weather? That sound is your brake pads scouring rust from the rotors.

Motor oil oxidation

Motor oil isn't immune to oxidation. In fact, oxidation is the most common chemical reaction a lubricant in service will undergo. As oil reacts with oxygen, a permanent chemical change to the oil molecules occurs. This can result in several problems, including the following:

- Formation of sludge and deposits that reduce engine efficiency and increase the risk of engine failure
- Increased oil viscosity, which reduces fuel efficiency
- Reduced resistance to foam, corrosion and rust formation, inviting wear
- Reduced oil life, causing you to change oil more often

Heat accelerates oil oxidation

A number of factors accelerate oxidation, particularly heat. Every 18°F (10°C) increase in temperature doubles the rate of oxidation. That doesn't bode well for motorists driving modern turbocharged vehicles that create increased heat compared to older vehicles.

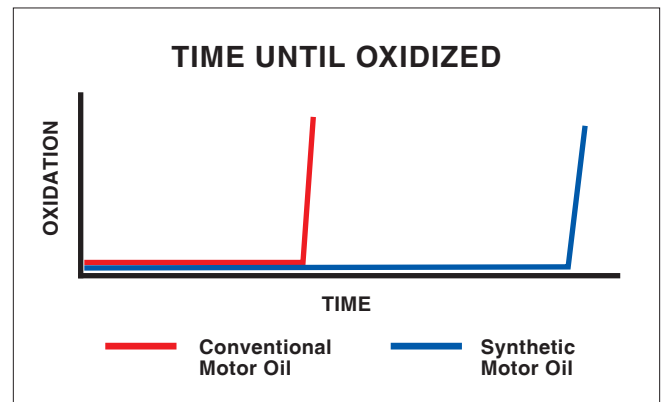
Heat isn't the only oxidation accelerant – certain metals, acids and water can also hasten oxidation. So can large volumes of entrained air, known as foaming.

Can we prevent motor oil oxidation?

Unfortunately, no. Nature is relentless, and all motor oil will eventually oxidize. But we can dramatically slow oxidation through use of synthetic base oils and antioxidant additives.

AMSOIL synthetic lubricants are formulated using synthetic base oils with a saturated molecular structure, meaning oxygen has limited locations to attach and cause issues. This provides inherent heat and oxidation stability compared to unsaturated conventional oils that have a high number of locations where oxygen can easily attach.

AMSOIL synthetic lubricants also contain high-performance antioxidants. These additives are sacrificial in nature, meaning they deplete over time, effectively "taking one for the team"



and protecting the overall formulation from oxidation.

In the graph, you can see the difference this makes. The graph shows results of a bench test that measures the time it takes an oil sample to oxidize. Starting with good synthetic base oils with inherently better oxidation resistance, then protecting them with high-performing antioxidants, results in significantly longer-lasting oil performance.

The performance improvement also shows up in engine tests. Signature Series 5W-30 Synthetic Motor Oil's (ASL) performance in the Sequence IIH Test provides a dramatic example. The test exposes the oil to intense heat, which speeds the oxidation process and can lead to deposits and sludge. Even after doubling the length of the test, Signature Series provided 40% cleaner pistons than required by the standard.¹

While oxygen lets you breathe, AMSOIL synthetic motor oil lets you breathe easy since your engine is protected against oxidation.

¹Based on independent testing of AMSOIL Signature Series 5W-30 in the Sequence IIH Engine Test (ASTM D8111), required by the ILSAC GF-6 and API SP specifications.

The Can-Am* Maverick* X3 DS Turbo RR **rips** to 60 mph in just 4.3 seconds and **tops out** at nearly 100 mph thanks to the turbo's 18 pounds of boost.



195-HP TURBOCHARGED UTV NO MATCH FOR AMSOIL PRODUCTS

A silver lining to the pandemic lockdowns a couple years ago has been the remarkable growth of the powersports market. People in search of entertainment options descended upon powersports dealerships and bought motorcycles, dirt bikes, ATVs and other machines at a frantic pace.

In 2020, sales of UTVs alone increased 30%. UTVs, also known as side-by-sides, have become increasingly popular over the past several years, and the pandemic only accelerated sales in an already robust market category. In fact, sales of AMSOIL ATV/UTV products jumped 45% from 2019-2020 and another 25% from 2020-2021, led by our popular ATV/UTV oil-change kits for Polaris* and Can-Am* machines.

For Work or Play

Enthusiasts value UTVs for their versatility, which is one reason sales keep increasing. You can divide the category into two subsets:

UTILITY/PLEASURE RIDERS

- 74% of the market
- Use their machines for general enjoyment, chores and property maintenance
- Typically ride on dirt roads, through wooded areas, pastures/fields and on their own land.
- The Polaris Ranger* is the prototypical utility machine and the most popular of its kind.

SPORT & TRAIL RIDERS

- 26% of the market and growing
- Typically ride for pleasure on trails, dirt roads and motocross tracks

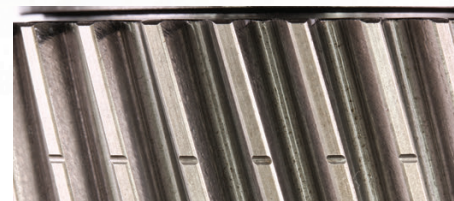
- Often ride with family and friends while camping, hunting or fishing
- The Can-Am Maverick* is a popular sport UTV

A few years ago, we conducted our UTV Extreme Dyno test in which we put a Polaris Ranger through the paces in our mechanical lab. Despite elevated engine-oil temperatures and increased stress, AMSOIL Synthetic ATV/UTV Motor Oil performed flawlessly and provided excellent protection. Check out the video by visiting youtube.com/AMSOILINC and entering "UTV Extreme Dyno" in the search field.

SALES SUPPORT FOR SPORT RIDERS

To provide additional sales support to help you reach owners of sport UTVs, we recently conducted another extreme dyno test, this time using a 2021 Can-Am Maverick X3 DS Turbo RR. Its turbocharged engine makes more power than some cars on the road today and propels it to nearly 100 mph (160 km/h).

- 1,500-lb. dry weight
- 195 hp
- 153 lb. ft. torque
- 0-60 mph (97 km/h) in 4.3 seconds
- 18 psi boost pressure



OUTSTANDING TRANSMISSION PROTECTION

The transmission was operated in high gear throughout the test, increasing severity. The gear teeth appear in excellent condition, demonstrating the oil's increased protection.



We turned it loose in the real world prior to lab testing to establish a baseline for engine temperature, oil temperature, rpm and other measurements. We used this information to design a test plan that pushed the machine beyond real-world conditions to determine if AMSOIL Formula 4-Stroke® Powersports Synthetic Oil (AFF) and SEVERE GEAR®

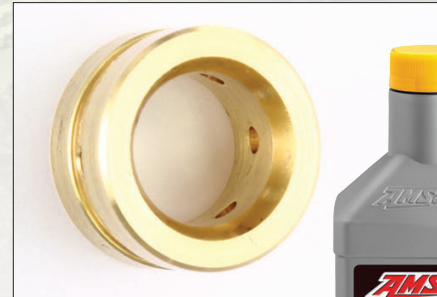
BULLETPROOF ENGINE & TURBO PROTECTION



The piston is free of heavy crown deposits with no stuck rings for maximum compression and power. The skirt contains no scuffing despite severe operation at high temperatures and boost pressure.



The piston undercrown is clean and free of deposits despite the extreme temperatures, demonstrating the oil's excellent detergency.



The turbocharger journal bearing is clean and appears in like-new condition despite extreme heat and boost pressure. The oil provided excellent turbo protection.



75W-140 Synthetic Gear Lube (SVO) are capable of delivering reserve protection no matter how hard enthusiasts push their UTVs.

Can-Am Maverick Extreme Dyno Test

- 100 hours (3,421 miles [5,028 km])
- Periods of wide-open throttle
- 244°F (118°C) max. oil temp.
- Max. 8,000 rpm
- 220°F (104°C) max. transaxle temp.

The test plan included periods of wide-open throttle to simulate climbing a hill or sand dune, for example, followed by periods of mid- and low-throttle to simulate slowing down for a corner or other obstacle. Hitting wide-open throttle and then throttling down creates severe heat cycles that invite deposits and varnish on the pistons, rings, turbo bearing and other components. Stuck rings reduce engine compression, which also reduces power. Excessive piston-crown deposits can lead to damaging pre-ignition, while deposits on the turbo bearing or shaft, called turbo coking, can reduce turbo performance and life. The maximum oil temperature we recorded during our pre-test shakedown was 212°F (100°C), while it maxed out at 244°F (118°C) during our lab test, illustrating the test's severity.

After testing, we disassembled the engine and transaxle and examined all critical parts for wear, deposits and other distress.

Test Results

As the images show, AMSOIL Formula 4-Stroke® Powersports Synthetic Oil delivered outstanding protection despite the strenuous operating conditions.

The piston skirt contains no deposits, scuffing or scoring. The piston crown demonstrates normal, light deposits given the extreme conditions. The piston rings remained free and did not stick for maximum engine compression and power.

The turbo bearing appears in like-new condition and contains no deposits or noticeable wear, which is impressive given the extreme heat of the test. The oil performed flawlessly despite the extreme conditions and proved its ability to protect today's powerful, turbocharged UTV engines for maximum service life and performance.

The transmission gear contains no scuffing, scoring or deposits; it appears in like-new condition. AMSOIL SEVERE GEAR® 75W-140 Synthetic Gear Lube (SVO) was used in the transaxle since the manufacturer requires an SAE 140 gear lube in this application.

Pique Prospects' Curiosity

Scan the QR code for a short video that shows these impressive test results; share it on social media, via text or on your website to start a conversation with prospects and pique

Why didn't you use AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid (AUDT) in this application?

Can-Am specifies use of an SAE 140 gear lube in the Maverick's transaxle, and AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid's viscosity is closer to SAE 90. As the results show, SEVERE GEAR 75W-140 is more than up to the challenge of this powerful, turbocharged UTV.

their curiosity about AMSOIL products.

Link to the AMSOIL online store with a Dealer-number transferring link so you get credit for any sales or customer registrations, as shown here. Substitute your Dealer number where shown.

- [AMSOIL.com/c/tvutv/107/?zo=1234567](https://www.amsoil.com/c/tvutv/107/?zo=1234567)

The UTV market is still hot, so take advantage by reaching out to prospects with our sales tools. Check out the Synthetic ATV/UTV Lubricants Dealer Sales Brief in the Digital Library of the Dealer Zone for more market insights.



NEW DZ HIGHLIGHTS: DISCUSSIONS

The newly overhauled Dealer Zone makes managing your independent AMSOIL Dealership easier. The Dealer Zone app allows you to work on your business anywhere, anytime. The new discussions feature allows Dealers to bounce questions and ideas off one another to boost everyone's success.

DISCUSSIONS

The discussions feature is designed to build community and allow Dealers to swap knowledge, tips and tricks with other Dealers. It replaces the Dealer Forum that was available in the old Dealer Zone.

Discussions allow you to ask questions or start conversations within a community on any related topic of your choice. For example, you might explore tactics for selling retailers on a specific product, seek tips for signing installer accounts or gather ideas to leverage the new Preferred Customer Program.

You might start a discussion with a question like this: "I have a quick lube that already carries OE and XL Motor Oil. Does anyone have any tips to convince them to also carry P.i.® and other fuel additives?"

TO START A DISCUSSION IN THE APP:

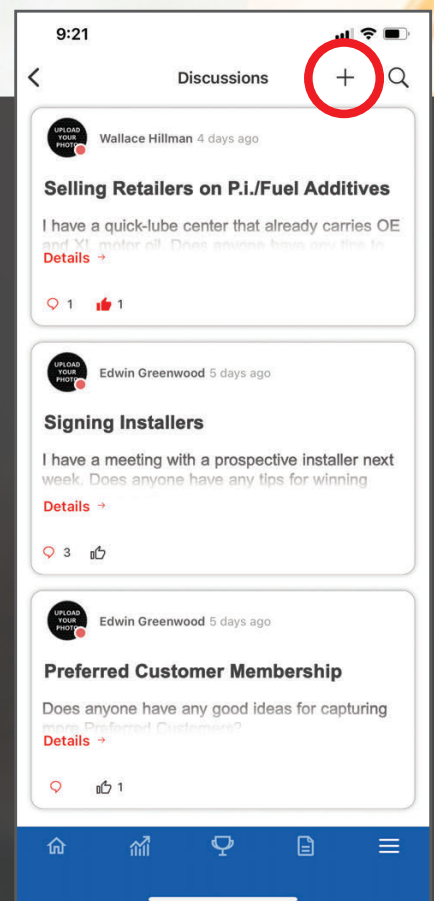
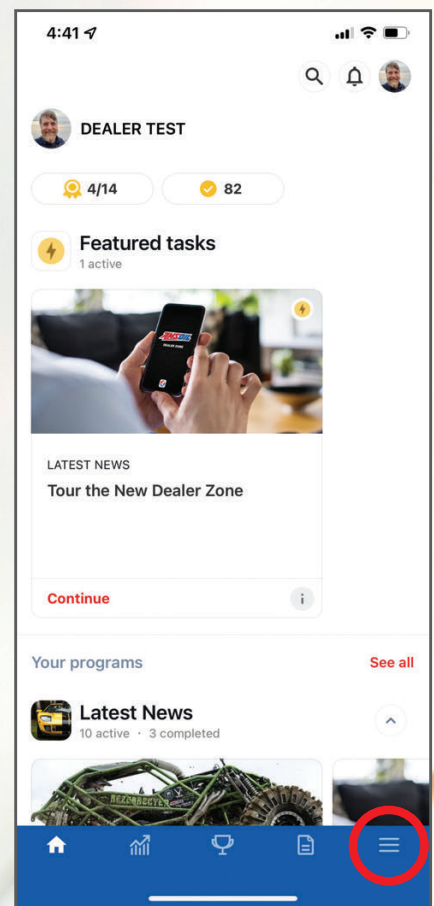
- Select the hamburger menu in the lower-right corner of the home screen.
- Select "discussions."
- Touch the "+" sign.
- Choose the appropriate community for the discussion and select "next."
- Tap the screen to enter a title and description of the discussion.
- When you're ready, tap "publish" to start the discussion.

TO START A DISCUSSION ON DESKTOP:

- Select "discussions" from the left-hand navigation menu.
- Click "start discussion."
- Use the web form to enter a discussion title and "say something."
- Choose the appropriate community for the discussion from the dropdown menu.
- Click "create" to get the discussion started.

Knowledge and experience are powerful allies. Discussions put the skills and experiences of all Dealers at your fingertips. Make more-informed business decisions and advance your growth strategies – get in on Dealer Zone discussions.

We're confident that using the tools in the new Dealer Zone will help accelerate the growth of your Dealership. We will continue to highlight these powerful business tools in future magazine articles.



AMSOIL Synthetic Dirt Bike Oil Tames 'Jumpy' Clutch

Joe Quackenbush of Manti, Utah began riding motorcycles years ago to escape stress in his life. “The motorcycle was my escape,” he said. “The feeling you get on a motorcycle – it’s just an awesome experience.” It’s so awesome that Quackenbush rides 12 months out of the year despite the occasional inclement weather in central Utah. “I followed a snowplow on my KLR* last year,” he said.

His love of riding and his job as a property appraiser puts thousands of miles on his trio of enduro bikes each year. Quackenbush owns a KTM* 1090, a KLR 650 and a new Yamaha* WR250F. “Today, I have to go out on the Wasatch Plateau, and I’ll be doing 150 miles of dirt roads,” he said.

Research led him to AMSOIL

Quackenbush, who has a background in teaching physics, recently discovered the excellent performance of AMSOIL Synthetic Dirt Bike Oil after trying it in his new Yamaha. “I was all dead set on using Yamalube* in this brand-new bike,” he said. But then he noticed AMSOIL Synthetic Dirt Bike Oil and decided to do some research. “I’ve always looked at everything scientifically,” he said. “The more research I did on it, the more I realized, ‘Wait a minute; they’re using better synthetics, they’re testing this stuff, people swear by it and maybe I should give it a try.’”

“It wasn’t like riding a bucking bronco anymore”

Switching from the factory-fill oil to AMSOIL provided immediate benefits, notably in clutch feel. “The clutch, for a new bike, was a little jumpy,” he said.

“[It] was like it was either engaged or not engaged; there was no in between.”

Draining the factory oil and installing AMSOIL 10W-40 Synthetic Dirt Bike Oil (DB40) solved the problem. “I couldn’t believe the feel of the clutch,” he said. “Much more of a transition. Much smoother. A better overall feel of the clutch. It wasn’t like riding a bucking bronco anymore.”

AMSOIL turns down the heat

Switching to AMSOIL products also reduced engine heat. “I also noticed that the bike ran a lot cooler,” said Quackenbush. Following a ride one day while still using the original factory-fill oil, Quackenbush noticed a strange smell. “I came back and smelled something burning. It was my pant leg on the exhaust,” he said, reasoning the engine had been running abnormally hot. Later, after changing to AMSOIL Synthetic Dirt Bike Oil, he placed his hand on the clutch cover following a ride and noticed it was warm to the touch; by comparison, it had felt hot when using the factory-fill oil.

Oil clings to engine parts

The Yamaha includes a sight glass in the oil sump, which provided more

confirmation of AMSOIL Synthetic Dirt Bike Oil’s increased performance – the oil appeared to cling to engine parts better after shutting off the engine.

“When you turn the engine off with the Yamalube, the sight window fills right up,” he said. “What that’s telling me is it’s not adhering inside the engine.” However, the window takes longer to fill using AMSOIL Dirt Bike Oil, suggesting it remains in the upper end of the engine longer due to improved viscosity retention during operation.

100,000 miles in sight

Quackenbush is so happy with AMSOIL Synthetic Dirt Bike Oil that he plans to use it in his KTM 1090 and KLR 650. The KTM has 41,000 miles (66,000 km) on it, while the KLR has 35,000 miles (56,300 km). “My goal for the 1090 is 100,000 miles (161,000 km) and I’m almost halfway there,” he said. AMSOIL products will go a long way toward helping him reach his goal.

“Believe the hype,” he said. “If you want to protect the engine and you want the engine to have longevity, then oil becomes critical.”



“I couldn’t believe the feel of the clutch... It wasn’t like riding a bucking bronco anymore.”

Joe Quackenbush was set to use the original equipment manufacturer oil in his new Yamaha WR250F – until he discovered AMSOIL Synthetic Dirt Bike Oil.

Testimonials are the subjective experiences of our customers and are not intended to be construed as a guarantee that your results will be the same; individual results may vary.

MORE EXAMPLES OF HOW *THE NEXT 50* COMPENSATION PLAN WORKS

We hope you're getting up to speed on *The Next 50* compensation plan, which will take effect later this year. We will provide ample advanced notice of the precise implementation date, but we're providing details now to help you prepare for this change and understand how the new compensation plan will work.

Following more than a year of research that has involved industry experts and hours of interviews with current and former Dealers, we developed *The Next 50* plan to meet the following goals:

- Simpler to understand and explain
- Pay new Dealers more
- Pay more closer to the sale

By introducing a simpler compensation plan that meets these goals, we hope that you'll register and retain more active, successful Dealers. That adds up to more Dealers selling more products, growing the pie for everyone over the long term.

If you're actively selling products and personally sponsoring other Dealers, it is highly likely you will make more money under *The Next 50* compensation plan.

As a reminder, when *The Next 50* plan takes effect, many Dealers will have some business under the legacy plan and some under *The Next 50* plan. You will still receive one commission payment each month.

***The Next 50* plan (coming in the second half of 2022)** When it takes effect, all **new** Dealers, customers and accounts you register will fall under *The Next 50* plan. We'll calculate and pay your commissions on new business based on the new plan.

As you register new Dealers, customers and accounts in the years ahead, we'll eventually gather all business under *The Next 50* plan and retire the legacy plan. We don't know when that will occur, but don't expect it to happen for several years. The graphic below helps explain how it will work.

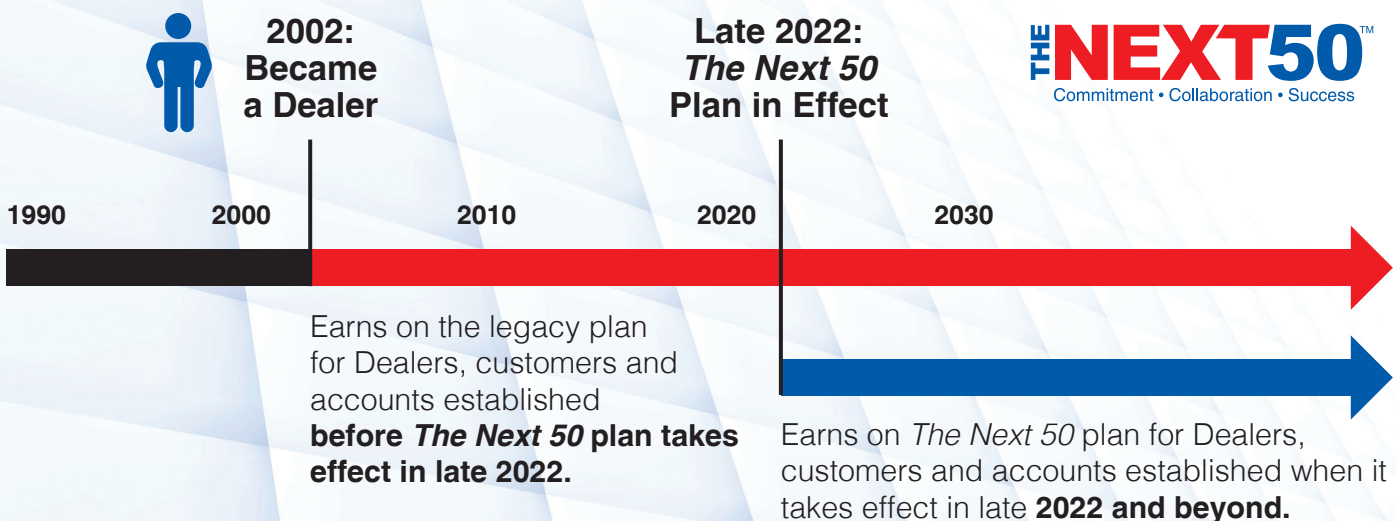
Make sure to look at the February and March editions of *AMSOIL Magazine* for more information on the plan, including several examples of how it works. You can find them in the Digital Library of the Dealer Zone. Here, we provide more examples to help you understand. If you

Legacy plan (current plan)

All your **existing** Dealers, customers and accounts registered prior to *The Next 50* plan's effective date will remain under the current plan. We'll calculate commissions on business with those existing Dealers, customers and accounts the same as we do now, and everything will function the same as it does today.

have questions about the plan, email thenext50@AMSOIL.com.

The examples* that follow are designed to demonstrate the simple nature of *The Next 50* compensation plan and the potential for greater earnings over time as you build your Dealership.**



*Prices and profit values subject to change.**Building a successful AMSOIL Dealership takes skill, hard work and time. The examples and financial information in this document should not be relied upon or construed by you as a representation by AMSOIL that you or any Dealer can expect to attain any specific level or range of sales, costs, income or profit. AMSOIL encourages you to perform your own analysis with your own advisors. There is no assurance or guarantee as to the profitability or success of Dealers and AMSOIL makes no representation of any kind in that regard. From January 2021 – January 2022, Dealers purchased and sold an average of \$440.54 per month. Average Dealer earnings per month during the same period were \$97.89.

EXAMPLE 1: EXPERIENCED DEALER'S MONTHLY SALES & EARNINGS

Building a successful Dealership takes skill, hard work and time. This is an example of a Dealer who has gained some experience and successfully completed Customer, Retail and Commercial Basic Training in the Dealer Zone. This Dealer registered an auto parts store, an independent repair shop, a local landscaper and two P.C.s in one month, plus purchased some products to take care of his/her motorcycle.

Auto Parts Store's Purchase

	STOCK #	U.S. WHLS PRICE	TIER 2 PROFIT
1 Case Signature Series 5W-30 Synthetic Motor Oil	ASLQT	\$121.24	\$14.59
1 Case XL 5W-30 Synthetic Motor Oil	XLFQT	\$96.40	\$11.47
1 Case OE 5W-30 Synthetic Motor Oil	OEFQT	\$72.24	\$6.52
1 Case P.i.®	APICN	\$126.77	\$15.47

Independent Repair Shop's Purchase

2 Cases Signature Series 5W-30 Synthetic Motor Oil	ASLQT	\$242.48	\$29.18
1 Case Signature Series 0W-20 Synthetic Motor Oil	ASMQT	\$121.24	\$14.59
1 Case Signature Series 5W-20 Synthetic Motor Oil	ALMQT	\$121.24	\$14.59
1 Case Signature Series 15W-40 Diesel Oil	DME1G	\$142.58	\$17.04

Landscaper's Purchase

1 Case SABER® Synthetic 2-Stroke Oil	ATP1G	\$168.61	\$20.29
1 Case Synthetic Hydrostatic Transmission Oil	AHFQT	\$115.92	\$13.95
1 Case 10W-40 Synthetic Small-Engine Oil	ASFQT	\$97.52	\$11.73
6 AMSOIL Oil Filters	EA15K09	\$98.10	\$11.10
1 Case Water-Resistant Grease	GWRCR	\$73.84	\$8.77

P.C. One's Purchase

2 Cases INTERCEPTOR® 2-Stroke Oil	AIT1G	\$316.24	\$37.12
1 Case Quickshot®	AQSCN	\$45.47	\$5.55

P.C. Two's Purchase

2 ATV/UTV Oil Change Kits	PK1	\$66.54	\$8.00
1 Case Quickshot®	AQSCN	\$45.47	\$5.55
4 Cans Mudslinger®	AMSSC	\$35.40	\$3.96

Personal Purchase

1 V-Twin Oil Change Kit	HDCK	\$57.87	\$6.96
1 Case Motorcycle Octane Boost	MOBCN	\$50.73	\$6.46
2 Cans Miracle Wash®	AMWSC	\$18.00	\$2.02

Total Sales **\$2,233.90** **\$264.91**

In this example, the Dealer sold \$2,233.90 in AMSOIL products in a month, qualifying him/her to earn at the Tier 2 profit level and earning **\$264.91**. Plus, this Dealer saved **\$50.53** off full price on the products purchased for personal use.

New-P.C. Bonus

You earn a \$10 bonus for every personally acquired new Preferred Customer you register who purchases \$100 or more (U.S. wholesale value) in AMSOIL products. That would put another \$20 in the Dealer's pocket in Example 1 because P.C. One and P.C. Two's purchases exceed the \$100 threshold for total earnings of **\$284.91**.

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	\$500
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000

- Minimum \$500 personal sales required to receive a commission.
- Minimum personal sales volume requirement is waived for first 24 months as a Dealer.
- Must be Customer Certified to earn Tier 4 profits.

EXAMPLE 2: GET CUSTOMER-CERTIFIED TO EARN TIER 4 PROFIT

We encourage all Dealers to become Customer Certified so they're armed with the basic training needed to more effectively sell AMSOIL products.

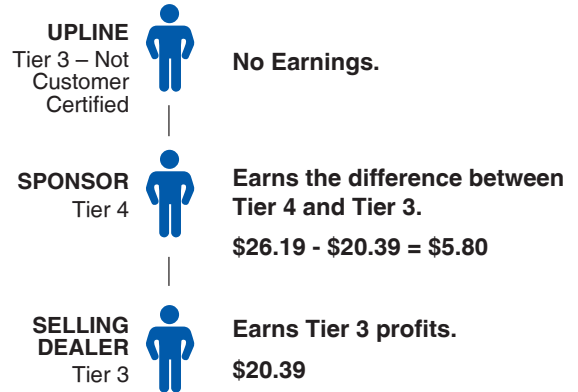
STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4	LEADERSHIP BONUS	LEADERSHIP BONUS 2
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19	\$5.53	\$0.48

Customer-Certified Dealers are eligible to be assigned buying customers from AMSOIL, helping you build your customer base. In fact, certified Dealers with just one entry in the pool received an average of 15-18 buying customers from us last year.



We believe so strongly in the program that Dealers must be Customer Certified to earn at the Tier 4 level. If a Dealer has the required \$5,000 minimum monthly total team sales, but has not completed the requirements for certification, he/she is forfeiting earnings, as this example using a case of Signature Series 5W-30 shows. The upline Dealer would earn the Leadership Bonus on this sale if he/she were Customer Certified.

If you haven't yet, go to the Dealer Zone (my.AMSOIL.com) and complete the training required for certification. Start with the "Getting Customer-Certified" program to learn more. That way you'll be set when *The Next 50* compensation plan takes effect later this year.



EXAMPLE 3: EARN THE SAME PRODUCT PROFIT REGARDLESS OF CUSTOMER TYPE

Eliminating commission credits, account commission credits, account cash commissions and retail profits makes calculating earnings easier.

STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4	LEADERSHIP BONUS	LEADERSHIP BONUS 2
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19	\$5.53	\$0.48



Earnings on 1 Case of Signature Series 5W-30.

PRODUCT SOLD	CUSTOMER TYPE	DEALER EARNINGS
ASLQT	CR	\$26.19
ASLQT	P.C.	\$26.19
ASLQT	RA	\$26.19
ASLQT	CA	\$26.19
ASLQT	DLR	\$26.19

Dealers have told us that calculating their earnings can be confusing, especially with multiple types of assigned values based on customer type. *The Next 50* plan makes calculating your earnings easier since you earn the same product profit value regardless of customer type. In this example, a Dealer earning Tier 4 profits makes \$26.19 on each case of Signature Series 5W-30 sold no matter which customer type buys it, including online/catalog (CR), Preferred Customer (P.C.), retail account (RA), commercial account (CA) or another personal purchase (DLR), reducing confusion and making it easier to determine earnings.

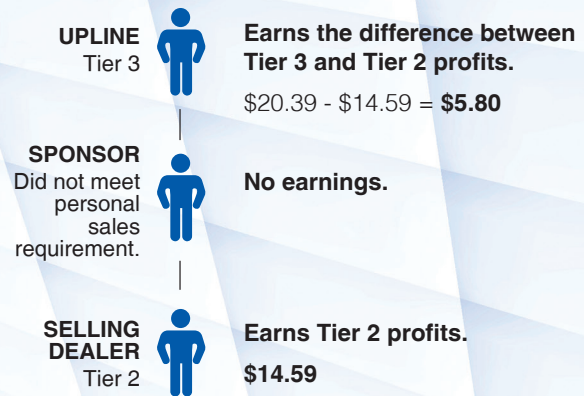
EXAMPLE 4: SPONSOR DID NOT MEET MINIMUM SALES REQUIREMENT

The Next 50 plan is designed to reward Dealers who are actively selling products and personally sponsoring Dealers.

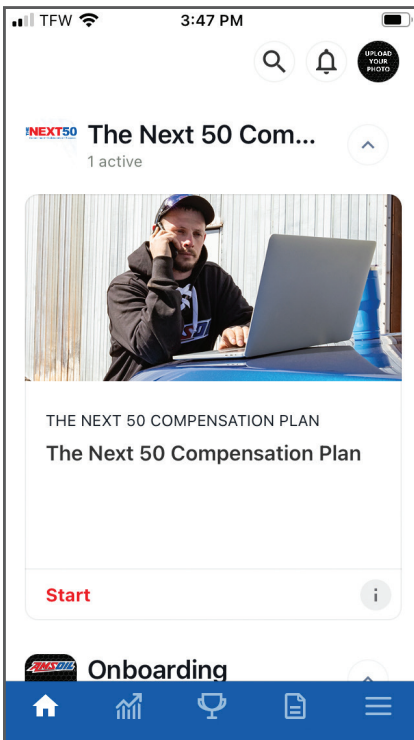
STOCK#	UNITS	U.S. WHLS PRICE	PROFIT TIER 1	PROFIT TIER 2	PROFIT TIER 3	PROFIT TIER 4	LEADERSHIP BONUS	LEADERSHIP BONUS 2
ASLQT	CA	\$121.24	\$8.78	\$14.59	\$20.39	\$26.19	\$5.53	\$0.48

Emphasizing sales is aligned with trends in the direct-selling industry and the expectations of people willing to consider an opportunity like ours. Dealers must accumulate a minimum of \$500 in personal sales each month to earn a commission. We waive this requirement for new Dealers in their first 24 months to provide them time to build a customer base.

So, what happens if a Dealer in the line of sponsorship doesn't meet the personal sales requirement? This example using a case of Signature Series 5W-30 shows each Dealer's earnings.



MORE INFO ABOUT THE NEXT 50 COMPENSATION PLAN



Check out *The Next 50* compensation plan program in the Dealer Zone (my.AMSOIL.com) for videos that help explain why we're making this change and how the plan will work.



Next month, we'll answer some frequently asked questions about *The Next 50* plan from Dealers. If you have questions, send us an email at thenext50@AMSOIL.com.

Get plan details and find more examples of how it will work in the February and March editions of *AMSOIL Magazine* in the Dealer Zone (Digital Library>Literature>Publications).

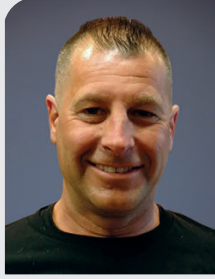


MONTHLY LEADERS

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



Jason & Julianne Wynne
Ohio
12-STAR REGENCY PLATINUM DIRECT JOBBERS
FIRST
Total Organization
THIRD
Personal Group Sales
FIFTH
New Qualified Customers



Dave M. Mann
Michigan
12-STAR REGENCY PLATINUM DIRECT JOBBER
SECOND
Total Organization
FIRST
Personal Group Sales
SEVENTH
Retail Account Sales
FOURTH
New Qualified Customers



Joseph & Curri Seifert
Ohio
9-STAR REGENCY PLATINUM DIRECT JOBBERS
THIRD
Total Organization
SECOND
Personal Group Sales
SIXTH
New Qualified Customers



Leonard & Marcie Pearson
Washington
5-STAR REGENCY PLATINUM DIRECT JOBBERS
SEVENTH
Total Organization
TENTH
Personal Group Sales



Ches & Natasha Cain
South Dakota
4-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
Total Organization
SEVENTH
Personal Group Sales



George & Shirley Douglas
Tennessee
4-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
Total Organization



Payton Zierolf
Wyoming
1-STAR REGENCY PLATINUM DIRECT JOBBER
FIRST
Commercial Account Sales



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



James Allen
Ohio
REGENCY GOLD DIRECT JOBBER
THIRD
Commercial Account Sales



Carol H. Bell
Texas
5-STAR REGENCY PLATINUM DIRECT JOBBER
EIGHTH
Commercial Account Sales



Valon Sapp
Texas
DIRECT JOBBER
TENTH
Commercial Account Sales



Larry L. Crider
Texas
REGENCY PLATINUM DIRECT JOBBER
FIRST
Retail Account Sales



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
SIXTH
Retail Account Sales



Peter & Diana Lotito
North Carolina
REGENCY GOLD DIRECT JOBBERS
EIGHTH
Retail Account Sales



Martin & Lori Gilmore
New York
MASTER DIRECT JOBBERS
NINTH
Retail Account Sales



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



Bob Wynne
Ohio
7-STAR REGENCY PLATINUM DIRECT JOBBER
FIFTH
 Total Organization
FOURTH
 Personal Group Sales



Tom & Sheila Shalin
Georgia
6-STAR REGENCY PLATINUM DIRECT JOBBERS
SIXTH
 Total Organization
SIXTH
 Personal Group Sales
TENTH
 New Qualified Customers



Sherree E. Schell
Idaho
4-STAR REGENCY PLATINUM DIRECT JOBBER
TENTH
 Total Organization



Ashley Carte
Ohio
1-STAR REGENCY PLATINUM DIRECT JOBBER
EIGHTH
 Personal Group Sales
FIRST
 New Qualified Customers



Justin Peszko
Virginia
1-STAR REGENCY PLATINUM DIRECT JOBBER
NINTH
 Personal Group Sales
THIRD
 New Qualified Customers



Merv Nolt
Ohio
DIRECT JOBBER
FOURTH
 Commercial Account Sales



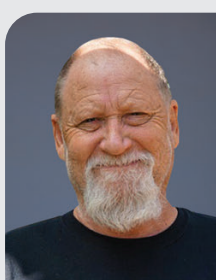
Thomas Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBER
FIFTH
 Commercial Account Sales
THIRD
 Retail Account Sales



Willis Gingerich
Indiana
MASTER DIRECT JOBBER
SEVENTH
 Commercial Account Sales



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



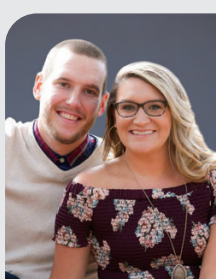
James E. Gates
Florida
EXECUTIVE DIRECT JOBBER
FOURTH
 Retail Account Sales



Douglas & Kimberly Crawford
Oklahoma
REGENCY SILVER DIRECT JOBBERS
FIFTH
 Retail Account Sales



Michael Scott
Minnesota
REGENCY DIRECT JOBBER
TENTH
 Retail Account Sales



Steffan & Allison Peszko
North Carolina
REGENCY GOLD DIRECT JOBBERS
SECOND
 New Qualified Customers



Joe & Katie Reinhardt
Minnesota
REGENCY SILVER DIRECT JOBBERS
SEVENTH
 New Qualified Customers



MONTHLY LEADERS

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Nathan Peszko & Lindsay Phelps
Virginia
REGENCY DIRECT JOBBERS
EIGHTH
New Qualified Customers



Eben Rockmaker
Nevada
REGENCY GOLD DIRECT JOBBER
NINTH
New Qualified Customers



HIGHER LEVELS OF RECOGNITION



Joe & Katie Reinhardt
Minnesota
REGENCY SILVER DIRECT JOBBERS



John Malek
Florida
REGENCY DIRECT JOBBER



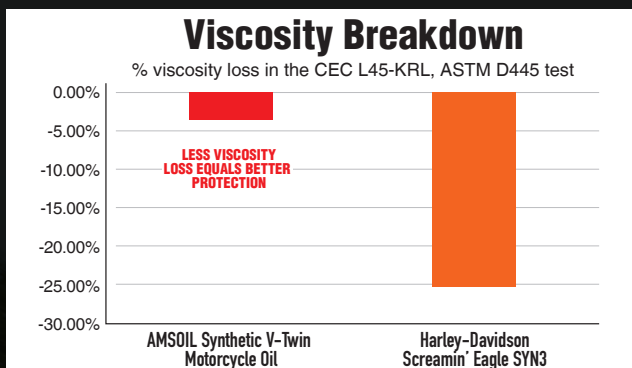
Kevin Whitaker
Illinois
PREMIER DIRECT JOBBER

EVERYTHING YOUR HARLEY NEEDS, INCLUDING BETTER PROTECTION

Four V-twin oil-change kits are available, including kits with an extra quart of oil for larger Milwaukee-Eight* engines or a black oil filter instead of chrome. And, as always, Synthetic V-Twin Motorcycle Oil delivers **excellent protection against extreme heat** so you have **peace of mind your bike is protected**.

AMSOIL Resists Viscosity Breakdown

AMSOIL resists viscosity breakdown **6X better** than Harley-Davidson* SYN3* for **improved protection** against compensator and transmission gear wear.^{BB}



^{BB}Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test.

AMSOIL V-Twin Oil Change Kits include...

- 4-5 quarts of 20W-50 Synthetic V-Twin Motorcycle Oil (MCV)
- 1 chrome or black AMSOIL Motorcycle Oil Filter (EAOM103/EAOM103C)
- 1 drain-plug O-ring



Check out the Motorcycle Product Guide at AMSOIL.com to find the right kit for your Harley-Davidson.



April Close-Out

The last day to process April orders in the U.S. and Canada is the close of business on Friday, April 29. 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 6. All transfers received after this time will be returned.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 15 for Good Friday.

Changes to the Preferred Customer Program in Canada

Beginning June 27, 2022, the following changes to the AMSOIL Preferred Customer Program will take effect in Canada:

Birthday Gift

Instead of a \$5 coupon, Canadian Preferred Customers will receive a coupon for 5% off their next order (up to a \$5 value).



Birthday Gift

Celebrate with 5% off your next order up to \$100 (up to \$5 value)

\$5 Coupon

Instead of receiving a \$5 coupon when they spend \$100, Canadian Preferred Customers will receive 5% off their next order when they spend \$100 (up to a \$5 value).



5% Back

Get 5% off your next order when you spend \$100 (up to \$5 value)

All the other benefits will remain the same.

Five-Year Preferred Customer Membership Renewal Option Discontinued

The 5-year P.C. renewal option is discontinued in the U.S. and Canada. Manual and autopay annual renewal options remain available.



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

ALTRUM Chocolate Whey Protein Powder (ALPR)

Your body relies on protein to perform essential functions, including muscle recovery after exercise and aiding the growth and maintenance of tissues, bones, muscles, skin and blood. The body does not store protein and needs daily intake to prevent deficiency that can lead to loss of muscle mass, fatigue, increased appetite and more.

ALTRUM Chocolate Whey Protein Powder is a blend of three high-quality whey protein concentrates and isolates to deliver maximum absorption and biological value (BV). Add a scoop to the beverage of your choice each day to supply your body with the protein it needs.*



Chocolate Whey Protein Powder

Stock #	Units	Pkg./Size	Comm. Credits	Dealer Price	P.C. Price
ALPR EA	(1)	2-lb. container	22.75	35.00	36.75
ALPR CA	(6)	2-lb. containers	136.50	210.00	220.80

**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.*

Source Info: <https://www.mayoclinic.org/drugs-supplements-whey-protein/art-20363344>

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

French-Canadian AMSOIL Website Launching Soon

Canadian Dealers and customers make up a substantial part of the AMSOIL business. That's why it's important that we have a website that fits their needs. Beginning in April, AMSOIL.ca will be available in both official languages of Canada: English and French.

What to Know

- AMSOIL.ca and AMSOIL.com visitors will have the option to select the French-Canadian site from the dropdown menu in the upper right of their screen on desktop or in the navigation menu on mobile.
- Dealer-number transfer links will continue to work for the French AMSOIL.ca just as they do for the English AMSOIL.ca and AMSOIL.com.
- Only public-facing pages on AMSOIL.ca will be available in French. The Dealer Zone, Retail Zone, Commercial Zone, International Zone and MyAMSOILGarage™ will not be translated at this time.

We recognize Canada as a unique market, and we've pledged to support Canadian Dealers and accounts. Having a French-Canadian AMSOIL website lets all our Canadian customers have an online experience tailored exactly for what they need.

Updated Catalogs Coming Soon

The AMSOIL Factory-Direct Catalog (G100 U.S./G300 Canada) and market catalogs offer an excellent opportunity for Dealers to exhibit AMSOIL products. They also contain information on becoming an AMSOIL account or Preferred Customer.

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.

Where to Distribute

- Trade Shows • Fair Booths • Race Events
- Conventions • Conferences • Direct Mail
- Anywhere you meet someone

Maintain Contact with Prospects

Direct contact with potential customers is the best way to earn a sale or gain a new account or 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 catalogs can simply go online or call the AMSOIL toll-free ordering line and place their orders specifying the referral number (your Dealer number) printed on the cata-

log. This ensures that you receive the retail profits and commission credits. Ordering customers are automatically sent updated factory-direct 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 and Preferred Customers in the contiguous U.S. and Canada receive free shipping on orders of \$100 U.S./\$130 Can. or more. Customers who order less than \$100 U.S./\$130 Can. will be charged a flat shipping fee of \$9.99 U.S./\$12.99 Can.

Reaching New Prospects

The AMSOIL Factory-Direct 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 factory-direct catalog home to review at their leisure.

Downloadable Factory-Direct Catalog PDF

You can also download the factory-direct catalog PDF from the Dealer Zone (Product and Program Lit>Customizable Literature). 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 factory-direct catalog PDF can be embedded on your website for customer download or emailed to customers who request a free e-catalog.

Ordering Catalogs

AMSOIL Factory-Direct 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:

- Commercial Program 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 Factory-Direct 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 Peterson | SENIOR VP, DEALER SALES AND MARKETING

The Next 50 compensation plan will help attract more Dealers

Improving recruitment is key to growing the pie for everyone.

There are few things I love more than heading to the lake on a warm summer day in search of muskie, walleye, trout and other fish. To catch a trophy, you need a healthy fishery. If the stream or river that feeds the lake dries up, it won't be long before you're looking for a new fishing spot.

We're facing a similar challenge with the Dealer network. Although the company is doing great and has been growing despite the challenges of the pandemic and global supply-chain issues, I can't say the same about the Dealer network. We're not recruiting enough active, successful Dealers to replace those who are slowing down at the end of their careers or retiring.

True, we have many successful Dealers, and we're grateful for your efforts. But many longtime Dealers aren't finding successors or selling their Dealerships. Instead, they simply let their Dealerships lapse, and many of their customers eventually find other lubricant suppliers. It's a trend we must reverse to preserve the vitality of the Dealer network.

The good news is, there are millions of people looking for extra income across the U.S. and Canada. In fact, 57.3 million people currently work in the "gig economy." They may drive for Uber,* deliver for DoorDash,* rent a space through AirBnB* or do a similar side gig to make a little extra money.

While not all of these people would make good Dealers, a small percentage would consider selling AMSOIL products. Imagine how quickly we could reverse the trend if just a small percentage of those 57.3 million people considered becoming

AMSOIL Dealers? Imagine the boost to your bottom line if you could register a handful of them yourself?

That's our goal – to attract more active, successful Dealers. However, as we've been saying the past couple months, our existing compensation plan makes it tough to recruit new people. It's complex and, despite our efforts to set realistic earnings goals, many new Dealers don't make as much as they'd like under the plan. People willing to consider a side gig like an AMSOIL Dealership want simplicity, low opportunity cost and the ability to make money quickly.

As current and former Dealers have told us directly and through surveys, we need to improve our compensation plan. Many new Dealers work hard to make a few sales only to receive a commission check for a few dollars – or no check at all.

We asked Dealers what they wanted from a new compensation plan in our 2021 Dealer survey, and here are the top three responses:

- Pay new Dealers more
- Make it easier to calculate
- Increase commissions to the Dealer who makes the sale

The Next 50 compensation plan is designed to meet these goals. It eliminates the confusing commission credits. Instead, you'll sell a product and earn a commission based on your monthly team sales. And there will be no more commission credits to confuse the matter, and no more variability in profit based on customer type. You'll earn the same amount regardless of customer type.

Secondly, it pays more to new Dealers so they can experience the rewards of their hard work sooner. This provides incentive to keep working hard, make more sales and earn more money.

Finally, the plan limits payments to three Dealers maximum – the selling Dealer, his/her sponsor and the upline. This lets us pay more money closer to the sale. It's also aligned with the way Dealers are building their Dealerships. In fact, our statistics show that the overwhelming majority of Dealers registered in the past 10 years have zero or just one personally sponsored Dealer on their team.

I really enjoy fishing, but I also have a passion for seeing independent Dealers succeed and make their lives better through running an AMSOIL Dealership. *The Next 50* compensation plan, scheduled to take effect in the second half of 2022, will help us attract more Dealers, promote their success and retain them for the long haul. This will help grow your Dealer team and, ultimately, your sales. That's what it's all about, and ensuring we always have new Dealers flowing into the organization is essential to reaching that goal.

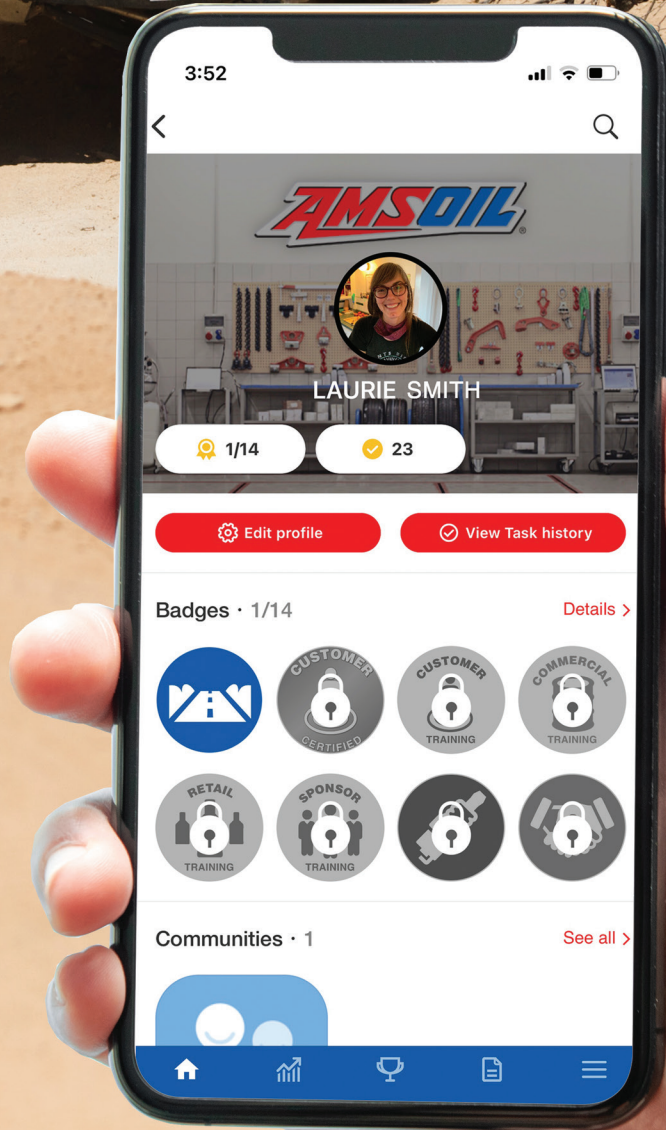
If you have questions about *The Next 50* plan, email thenext50@AMSOIL.com. Good luck on the water this summer.



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