



► DEALER EDITION

MAGAZINE

DECEMBER 2025

2025 YEAR IN REVIEW

A hand is shown holding a magnifying glass over the number "2025". The magnifying glass is positioned over the "0", making it appear larger and more prominent. The hand is holding the handle of the magnifying glass, which has a wooden grip and a metal frame.

| PAGE 8

MERRY CHRISTMAS AND THANK YOU, DEALERS

Thank you for all your efforts in 2025.
Your hard work and dedication in the field haven't gone unnoticed.
We appreciate you.





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Back Issues

Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17D and specify the month and year.

On the Web

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THE COVER

It was an exciting and busy year. We take a look back at the important news, events and product introductions of 2025.



From the Chairman

One of our team members was performing some seasonal maintenance with the assistance of his teenage son. His son noticed the bold claim on our Signature Series front label, “protection up to 25,000 miles or one year.” He exclaimed, “25,000 miles! You know, grandpa doesn’t believe that.” Our employee explained that he knew it to be true from personal experience and from seeing test results firsthand at AMSOIL, and that the young man didn’t need to change his oil again until the same time next year.

The interesting thing about that story is that the grandpa in question has used AMSOIL products for decades. He uses them in his personal vehicles, in his motorcycles and ATVs and, when he still drove, in his semi-truck because “they’re the best.” He continues buying AMSOIL products from a local retailer and changing his oil every 5,000 miles. Extended drain intervals, Preferred Customer membership and online ordering do not appeal to him, despite the savings and convenience they provide. The teenager, however, found the new AMSOIL mobile app “very cool.” He asked how to know which filter he needs. A quick demonstration of using the app to scan the vehicle’s license plate brought fast approval and even a little marvel. He was also impressed with the ability to store vehicles in MyGarage and give them unique names.

That scenario helps illustrate the importance of investing in multiple areas. The grandpa in our story likes to shop at the parts store, while the teenager is enamored with the app. Grandpa changes oil every 5,000 miles, while the teenager changes oil once per year. Each has his own preferences, but they both agree that AMSOIL products are the best. If we did not develop the Retail Program, grandpa would not be a customer. If we did not have the AMSOIL app, we would not have made such an impression on the teenager.

No single thing is the secret to our success; it is many small things working together that help us grow. We continue investing in new promotions, new products, program updates and partnerships to broaden our appeal and make it as easy as possible to do business with AMSOIL for different customer types. I am not suggesting we attempt to be everything to everyone – that’s a recipe for disaster – but a strategic mix of the right products, programs, tools and partnerships helps ensure we provide an excellent experience for a variety of people who want “the best.”

This issue of *AMSOIL Magazine* provides a recap of the investments we made in Dealer business in 2025. In it, you’ll see an impressive list of activity designed to help you connect with more people and increase sales. A new tagline, a new mobile app, an

outstanding Direct Jobber Convention, grease products manufactured by Aerospace Lubricants and much more. The year in review consumes three full pages and it is not exhaustive. Many more projects were completed in 2025 that aren’t listed here, including the establishment of a second production shift, the addition of a robotic palletizer and easy-pack filling equipment, a new quart line depalletizer – all major activities designed to improve our customers’ experience. It has been a fantastic year! We have deployed a diversified set of tactics and they are helping AMSOIL grow.

It’s important to diversify your own activities to build your Dealership. Avoid the temptation to rely on one good customer or one customer type, and make sure you’re pushing yourself in new directions to discover overlooked opportunities. To be successful, you have to think about it and form a strategy, then act. Be intentional. You might fail, and that’s OK. Fail fast and move on. Adopting this approach may be just what you need to make 2026 a record year.

Merry Christmas and Happy New Year to you and yours this season.


Alan Amatuzio
Chairman & CEO

TOOLS TO PRESENT SOLUTIONS

AMSOIL provides the tools you need to show commercial businesses how AMSOIL products can help them reduce costs, prevent downtime and stay on schedule. Use the EZ Quote tool and Cost Calculator when you're **developing the plan**, and bring the outputs from those tools with you when you **present your solutions** to prospective commercial accounts.

AMSOIL

Secure Checkout

- 1 **CREATE & MANAGE QUOTES**
- 2 **SELECT A CUSTOMER**

For a prospective customer:

Name:

Description:

Type:

CREATE QUOTE

EZ QUOTE

Easily generates and stores quotes for prospective accounts. Features side-by-side pricing comparisons that show wholesale pricing vs. volume discounts.

Commercial Cost Calculator			
	Mobil 1 5W-30	AMSOIL XLE	
Number of Oil Changes	100		
Oil Cost per Quart	\$5.00		
Quarts per Change	5		
	\$5.00	\$10.00	
	1	1	
			Total Sales
Oil Cost per Year	\$2,500.00	\$2,250.00	
Filter Cost per Year	\$500.00	\$800.00	
Man Hours per Change	2		
Cost per Man Hour	\$30.00	\$30.00	
Total Man Hour Cost per Change	\$60.00	\$60.00	

COST CALCULATOR

Breaks down pricing into simple terms, such as cost per quart, illustrates potential savings that could result from switching to AMSOIL products and highlights areas AMSOIL can help the account improve.

Find these resources in the **Business Tools Menu** of the Dealer Zone under Commercial Business Tools.

LETTERS TO THE EDITOR

MOTORCYCLE OIL FILTERS

Somewhere around a year ago, it was difficult to get Motorcycle Oil Filter EAOM103. I believe you were improving the filtering part. However, you also retooled the outer shell of the filter, making it slightly larger in circumference than the previous filter. Because of that, my filter wrench no longer fits the filter. I have to use a set of channel lock pliers to get the filter off my motorcycle when I change the oil. Was that change an oversight or intentional? Please research that and let me know.

Eldon Ogorzolka

AMSOIL: This was an intentional change, Eldon. The EAOM103 filter went from 65 mm to 67 mm, and we currently recommend using the GA255 filter wrench to remove it.

DEALER LOCATOR

Life gets in the way sometimes for a variety of reasons. Personally, I've had health issues that have had me out of the game for several years. Now, I'm ready to get back into the game.

I'm good with the Dealership fee going to \$100 a year. Saying that, if we are paying \$100 a year, we should automatically be on the Dealer Locator or there needs to be a way for customers to query the website so they can have confidence that they are working with an actual AMSOIL Dealer.

Furthermore, P.C. count and sales volume shouldn't matter at all. If you paid the \$100, you should be on the Locator. What should matter is that you completed your training.

Now, leads I agree 100% should go out to Dealers that meet the P.C. count and/or sales numbers.

I appreciate your consideration.

Dan Derby

AMSOIL: We're sorry to hear you've had health issues, Dan, but we're very glad you're back in the game. While we understand your perspective, customer satisfaction is one of the main reasons there is an activity requirement for inclusion on the Dealer Locator. Many Dealers have taken the

training and, for one reason or another, stopped pursuing sales through their Dealership but kept their Dealership active for personal purchases only. Before we had an activity requirement, those Dealers would appear on the Locator. Unfortunately, customers who reached out to one of those Dealers for service were met with disappointment and oftentimes unable to make contact at all. That is not a good experience, so something had to change — we have to put the customer first. When we put the customer first, everyone wins — customers, all Dealers and AMSOIL INC.

AMSOIL FLAG

In the July AMSOIL Magazine, Dealer Marty Metcalf talked about AMSOIL flags, or lack thereof. In June of this year I had the opportunity to enjoy the Idaho sand dunes for the first time. I was truly amazed at all the different off-road sand machines there!

The rule for the sand dunes is buggy whips with a marking flag that must top out at 8 feet above the ground. I saw all types of flags flying from these buggy whips on ATVs, UTVs, dirt bikes, trikes and high-horsepower sand cars: from the generic small orange triangle flag to full-size flags displaying the Stars and Stripes and different manufacturers' logos, but not one AMSOIL flag!

With AMSOIL supporting the off-road world and as a Dealer, I wished for a small flag to fly on my machine displaying the AMSOIL logo, but not only for my UTV, but for the on-road cruiser motorcycles at Daytona, Sturgis or any other rallies alike.

Just wishing out loud!

Robert Sauer

AMSOIL: Your wish is granted, Robert. A new AMSOIL flag is in the works. Stay tuned.

TATTOOS

Please do not include images of people with tattoos anywhere in AMSOIL print.

Raymond Montanari

I just wanted to send a quick letter to say I appreciate the artwork on the arms of the gentleman handling the oil filter on September's AMSOIL Magazine cover.

Anthony Sevigny

AMSOIL: We appreciate your feedback, Raymond and Anthony. Opinions vary on tattoos. We serve a wide range of customers and respect both viewpoints. We are fortunate to have customers with and without tattoos, and we are thankful for them all.

AMSOIL RACING BANNER

I have been a longtime user of AMSOIL products before I became a Dealer in September 2008. Until just recently, the past 3-4 years I have been sponsoring local race teams and just the past six months I have been fortunate enough to get my foot into NASCAR ARCA.* I just recently noticed that our AMSOIL Racing Decal hasn't been available and I have been contacted by my local racers for a banner. I recently ordered three of our 2x4 AMSOIL Banners, but would really appreciate if AMSOIL offered an AMSOIL racing banner to possibly match our AMSOIL Racing Hat, not necessarily with the blue, but AMSOIL with the checkered swoosh or flag and add the statement, "Out to Dominate, Formulated to Win." I've seen that written somewhere.

Thanks,

Brian Beean

AMSOIL: Thank you for your suggestion, Brian. It has been forwarded to the appropriate personnel and will be considered for future introduction.

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.



Garret Gibeau | PRODUCT DEVELOPMENT ENGINEER II

The Cold War: Why Your Engine's Winter Oil Grade Matters More Than You Think

When winter hits, your engine feels it.

The oil you choose plays a big role in how well your vehicle handles those cold starts. The Society of Automotive Engineers (SAE) sets a defined temperature range in which an oil's cold-crinking viscosity (CCS) and low-temperature pumpability (MRV) are measured within specification limits. These limits are part of the J300 specification — an SAE standard that categorizes oil viscosity into two main grades: winter and non-winter.

Decoding the "W" and Final Viscosity Rating

To understand cold-weather performance, we must first look at a defined motor oil viscosity grade, like 10W-30, for its cold-crinking viscosity (CCS). Think of the "W" as standing for "winter." The W number indicates the oil's cold-temperature viscosity, or resistance to flow at low temperatures. Because each "W" designation is tied to a different test temperature, 10W oil, regardless of its ending viscosity, is tested at -13°F (-25°C), the lowest ambient temperature in which it will still meet cranking requirements in a cold environment. A 0W oil, on the other hand, has a cold-crinking testing temperature of -31°F (-35°C).

Upon engine startup, the oil pump quickly circulates oil from the sump to protect critical engine components, like crankshaft bearings, camshafts and turbochargers. If the oil is too thick, this process is delayed. It's in these first few seconds, before full oil pressure is achieved, that critical amounts of engine wear can occur as components grind against each other without adequate lubrication. A lower "W" grade indicates that the oil flows more readily in cold conditions or when the engine hasn't yet reached its optimal temperature, allowing it to reach key engine components quicker.

The second number indicates the oil's viscosity at the engine's normal operating temperature. This value is measured at 212°F (100°C). A lower number, such as 16 or 20, signifies thinner oil, while a higher number, like 40 or 50, represents

thicker oil. Each viscosity rating serves a specific purpose, as engine oils are not a one-size-fits-all solution.

From 10W to 0W: A Practical Breakdown

Let's consider three common multi-grade oils: 10W-30, 5W-30 and 0W-30. At operating temperature, all three are SAE 30 once the sump reaches 212°F (100°C). In terms of cold weather, there can be a range of temperatures, and it is quite ambiguous. Northern Wisconsinites rejoice when they can break out shorts and T-shirts in early May, when the weather is sunny and 55°F (13°C). But to some Floridians, 55°F requires pants and a winter coat. One can take this fantastic analogy and use it to describe engine-oil performance at colder temperatures, such as choosing between 10W, 5W and 0W.

While 10W-30 oil might be adequate for milder winters, as temperatures dip below -13°F (-25°C), it can become significantly thicker, making the engine harder to crank, putting extra strain on the battery and starter and reducing the rate of flow to engine components.

Switching to a 5W-30 oil significantly improves oil flow in cold conditions. A typical synthetic 5W-30 flows easier than its 10W-30 equivalent once temperatures reach deeper into the negatives. Both 5W and 10W oils can contain high VI characteristics, but the 10W-designated oil has a ~1.7 factored viscosity increase compared to the 5W oil over a -9°F (-5°C) temperature difference. This small difference yields substantial real-world advantages. For instance, in a turbocharged engine where turbo bearings can exceed 200,000 rpm, faster oil flow is vital. Those crucial seconds can prevent oil starvation and protect against premature component failure.

For the coldest climates in North America, like the Upper Midwest or Canadian prairies, where temperatures can plummet to -31°F (-35°C) or lower, a 0W-30 is the superior choice. At these extremes, a

5W-30 oil may approach its cold-crank limit at -22°F (-30°C) and below, risking cavitation where the oil pump sucks in air instead of fluid. A 0W-30, however, remains fluid enough to ensure reliable lubrication, providing an essential margin of safety.

Debunking Old Myths with Modern Synthetics

Switching from 10W-30 to 5W-30 — and further to 0W-30 — does not change the oil's ability to protect your engine at operating temperature, but it can improve cold-start performance, resulting in sufficient oil flow to protect critical engine components.

Vehicle owners traditionally switched to thicker, winter-rated motor oils during the cold months, but modern synthetic oils have advanced formulations that provide better engine protection at startup, even in cold weather. This reduces the concerns about engine wear.

Making the Right Choice

For drivers facing regular temperatures below 5°F (-15°C), a full-synthetic 5W-30 motor oil is an excellent year-round choice, particularly for modern turbocharged gasoline direct-injection (GDI) engines. This viscosity aligns with most manufacturer recommendations and effectively prevents cold-start difficulties. While a 10W-30 will work, given its -13°F (-25°C) cold-crinking test, the 5W-30 offers better performance in these conditions.

Should your region experience extreme cold, with temperatures plummeting below -22°F (-30°C), transitioning to a 0W-30 for the winter months ensures your engine remains safeguarded even in severe weather.

Consulting your vehicle's owner's manual is the first step. However, understanding the significance of these viscosity ratings allows you to make a more informed decision, often surpassing minimum requirements, for your engine's longevity and performance.

AMSOIL YEAR IN REVIEW

2025

Over the past year, we made significant investments to boost Dealer success and increase brand visibility. Here's a look back at some of 2025's important news, events and product introductions.

CORPORATE NEWS



PROTECTION | **PERFORMANCE**
you demand. | *you deserve.™*

Protection you demand. Performance you deserve.™

We introduced our new tagline: Protection you demand. Performance you deserve. It is derived from our mission and values, and it tells customers exactly what they can expect when they choose AMSOIL.

AMSOIL Partners with the Freedom Factory

We partnered with the Freedom Factory, a 3/8-mile asphalt oval racetrack in Bradenton, Fla. owned by multi-discipline motorsports enthusiast and YouTube sensation Cleetus McFarland. Freedom Factory events frequently feature influencers competing against professional racers, including a Freedom 500 win by racing legend Travis Pastrana in an AMSOIL-sponsored car.



2025 Direct Jobber Convention

The 2025 AMSOIL Direct Jobber Convention was held Oct. 9-11 at the Red Rock Casino Resort & Spa in beautiful Las Vegas. Direct Jobbers attended corporate presentations to learn where AMSOIL is headed and were recognized for reaching higher levels of achievement.



NEW AND UPGRADED TOOLS

EZ Quote Upgrade

The AMSOIL EZ Quote tool was updated to provide Dealers with a more user-friendly tool that easily generates and stores quotes for prospective and current customers.

Independent AMSOIL Dealer
Dealer Name: J.D. Doe, Inc.
Address: 1234 Main St., Anytown, USA 12345
Phone: (555) 123-4567
Email: info@jddoe.com

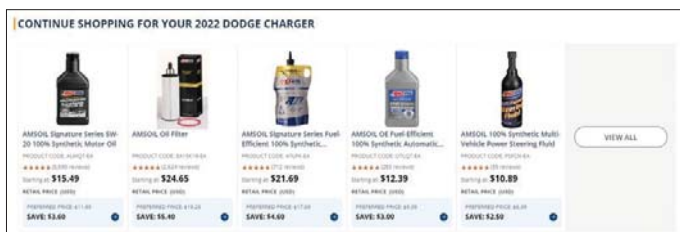
W9, Online/Printing Customer Pricing Quote | Quote: 1000 | Date: 11/20/2023

Job No: 1000 | Job Date: 11/20/2023

Customer: John Doe
Address: 1234 Main St., Anytown, USA 12345
Phone: (555) 123-4567
Email: info@jddoe.com

Shipping Method: Standard Shipping

Product #	Qty	Description	Unit Price	Sub Total	Unit Cost	Total Cost
100001	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100002	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100003	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100004	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100005	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100006	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100007	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100008	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100009	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100010	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100011	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100012	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100013	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100014	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100015	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100016	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100017	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100018	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100019	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100020	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100021	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100022	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100023	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100024	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100025	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100026	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100027	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100028	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100029	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100030	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100031	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100032	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100033	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100034	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
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100036	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100037	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100038	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
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100046	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100047	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100048	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100049	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100050	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100051	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100052	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100053	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100054	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100055	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100056	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100057	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100058	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100059	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100060	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100061	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100062	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100063	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100064	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100065	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100066	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100067	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100068	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100069	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100070	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100071	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100072	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100073	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100074	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100075	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100076	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100077	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100078	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100079	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100080	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100081	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100082	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100083	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100084	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100085	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100086	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100087	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100088	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100089	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100090	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100091	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100092	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100093	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100094	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100095	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100096	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100097	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100098	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100099	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100100	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100101	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100102	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100103	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100104	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100105	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100106	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100107	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100108	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100109	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100110	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100111	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100112	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100113	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100114	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100115	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100116	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100117	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100118	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100119	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100120	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100121	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100122	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100123	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100124	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100125	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100126	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100127	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00
100128	1	AMSOIL 5W-20 Motor Oil	\$15.00	\$15.00	\$10.00	\$5.00



New Enhancements Add Value to the AMSOIL Digital Experience

AMSOIL.com and AMSOIL.ca received several upgrades to provide the best customer experience on our websites. Upgrades include a homepage redesign, personalization across the AMSOIL website, a refreshed AMSOIL Locator and new license-plate lookup, autocomplete lookup, third-party login with Google* and Apple,* multifactor authentication and estimated delivery date feature.

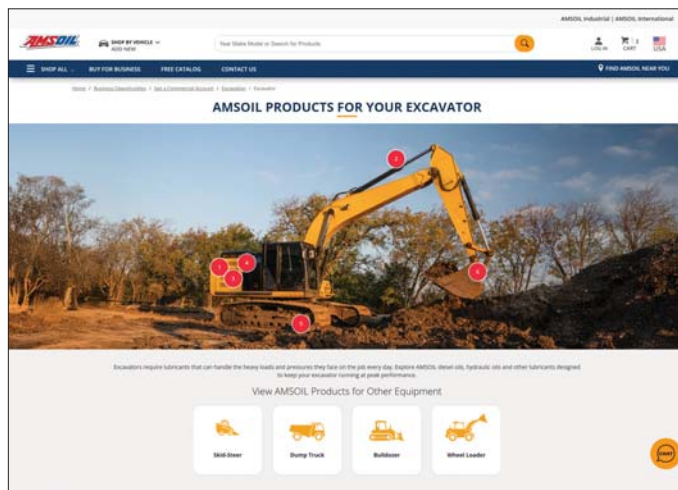
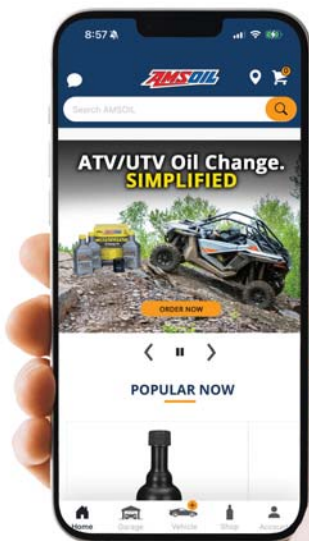
MyAMSOILGarage™ Gets New Name, Facelift

MyAMSOILGarage was updated with a new name, new features and a new look and feel. MyAMSOILGarage is now MyGarage and includes a new repeat-and-reorder function that adds items from previous orders to your cart with the click of a button. The platform provides recurring service reminders, options for custom vehicles, a convenient search function for those with many vehicles in their MyGarage account, the ability to restore deleted vehicles and place product reorders for specific vehicle components like transmissions and differentials. MyGarage is free to use.



More Power to Drive Sales: New AMSOIL App

The new AMSOIL mobile app is designed to put the full AMSOIL experience in the hands of your customers. Packed with innovative features, the AMSOIL app empowers customers to shop smarter and faster, seamlessly manage vehicle maintenance and stay in the loop on the latest promotions and maintenance tips. It even allows users to receive product recommendations by scanning their license plate or VIN with their phone camera.



New Interactive Commercial Equipment Pages

We developed several new interactive commercial equipment pages on the AMSOIL website (Buy for Business>For Your Commercial Equipment: Learn More>Is the AMSOIL Commercial Program Right for Your Business?) designed to show prospective and current commercial accounts the full breadth of AMSOIL products available for their vehicles and equipment. They can also help you familiarize yourself with the common vehicles and equipment found in commercial markets and the AMSOIL products available to protect them. These interactive, graphically driven pages cover each of the five commercial markets on which we focus: excavators/off-road contractors, trades/construction contractors, lawn & landscape contractors, regional fleets and agriculture.



Proven Powersports Performance

We tested AMSOIL Synthetic ATV/UTV Dual-Clutch Transmission Fluid (AUDCT) in a Can-Am* Maverick R* UTV and AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) in an Arctic Cat* ZR* 858 R-XC snowmobile. We subjected both vehicles to aggressive trail riding, then pushed them even harder on our dyno. Scan the QR codes to see the test results.



Arctic Cat ZR 858
R-XC Proof-of-
Performance Video



Can-Am Maverick
Proof-of-
Performance Video

NEW AND UPDATED PRODUCTS

New Synthetic ATV/UTV Dual-Clutch Transmission Fluid

New AMSOIL Synthetic ATV/UTV Dual-Clutch Transmission Fluid (AUDCT) is engineered to ensure stable synchronizer engagement that prevents shudder, producing consistently fast, smooth shifting and helping extend the life of dual-clutch transmissions. We tested and proved its superior anti-wear protection in the new Can-Am Maverick R dual-clutch transmission under heavily loaded, high-temperature operation, making it the first, best and only alternative to the manufacturer-branded DCT fluid.



New Oil Analyzers All-In-One Kit

The new Oil Analyzers All-In-One Oil Analysis Kit (KIT18 U.S., KIT418 Can.) combines everything needed to pull used oil samples in a convenient all-in-one kit. Kit includes a vacuum sample pump, 25 feet of sample tubing, three sample bottles and three oil-analysis tests (same test package included with the OAI Full-Service Kits). This is a great option for first-time Oil Analyzers customers who are new to oil analysis, or existing customers who haven't purchased the vacuum pump or sample tubing. Three oil-analysis tests provide the option to test multiple components from the same vehicle (engine, differential, transmission) or test the same component three times for better trending of wear patterns. This kit can be used for all drivetrain fluids, but cannot be used for coolant. NOTE: The All-In-One Oil Analysis Kit is not part of the Commercial Oil Analysis Program.



AMSOIL Car Care: Seven New Products

The AMSOIL Car Care line expanded with seven new premium products and accessories: AMSOIL Quick Detailer (QDS), AMSOIL Wheel + Tire Cleaner (WTC), AMSOIL Tire + Trim Protectant (TTP), AMSOIL Foam Cannon (G3911), AMSOIL Microfiber Detailing Towel (G3912), AMSOIL Drying Towel (G3913) and AMSOIL Microfiber Wash Mitt (G3914).

New Name for AMSOIL Diesel All-In-One

AMSOIL Diesel All-In-One is now AMSOIL Diesel 4-IN-1 (ADB). AMSOIL Diesel 4-IN-1 better describes what customers receive when they use this product – four distinct benefits.



New AMSOIL 100% Synthetic ATV/UTV Continuously Variable Transmission Fluid

New AMSOIL 100% Synthetic ATV/UTV Continuously Variable Transmission Fluid (AUCVT) is engineered to ensure smooth, consistent driving, prevent shudder and help extend CVT life. We've tested and proven its superior anti-wear protection in the new Polaris* Ranger* XD 1500 under heavily loaded, high-temperature operation, making it the first, best and only alternative to the manufacturer-branded CVT fluid.



AMSOIL Synthetic Greases Produced by Aerospace Lubricants Enter the Market

Several AMSOIL grease products produced by Aerospace Lubricants in Columbus, Ohio have begun rolling out. The new formulations deliver enhanced protection and performance, providing equal or superior benefits compared to previous formulations – while maintaining full compatibility.



AMSOIL 100% Synthetic High-Viscosity Lithium Complex Grease (GVC)

AMSOIL X-Treme 100% Synthetic Food-Grade Grease (GXC)

AMSOIL NLGI #2 100% Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR2)

AMSOIL NLGI #2 100% Synthetic Polymeric Off-Road Grease (GPOR2)

AMSOIL 100% Synthetic Multi-Purpose Grease (GLC)

AMSOIL 100% Synthetic Water-Resistant Grease (GWR)

AMSOIL NLGI #1 100% Synthetic Polymeric Off-Road Grease (GPOR1)

AMSOIL NLGI #1 100% Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR1)

Account Volume Discount and Co-op Reminders

Now is a good time to remind your commercial, retail and installer accounts about the great perks they can receive based on purchases they make throughout the year.

December is also a great time to look at your reports in the Dealer Zone (Reports>Active Personal Customers). Do you have any accounts that are close to attaining a higher discount or co-op level? This provides an excellent reason to reach out and secure an order that puts that account over the threshold, saving them money in 2026.

INSTALLER VOLUME DISCOUNT PROGRAM

Installer volume discounts are based on the amount they purchase during the calendar year. Discounts are activated as soon as cumulative purchases reach the minimum threshold, and that discount is guaranteed for the full following year (January – December). Each installer's 2026 discount will be based on the amount the installer purchased in 2025.

U.S. Annual Purchases	Discount
\$10,000 - \$24,999.99	5%
\$25,000 - \$99,999.99	10%
\$100,000+	15%

Can. Annual Purchases	Discount
\$12,000 - \$29,999.99	5%
\$30,000 - \$109,999.99	10%
\$110,000+	15%

RETAIL CO-OP PROGRAM

Retail accounts earn co-op credit that can be applied to the costs of qualified advertising, literature, merchandising and promotional items. Co-op credit is earned with every product purchase throughout the year. All credit is awarded at the beginning of January the following year and expires on Dec. 31. The more an account buys in a year, the greater the co-op percentage earned. Co-op credit is earned according to the following scales:

Non-Installers

Total Annual Purchases	Percentage Earned in Co-op Credit
\$0 - \$7,499	3%
\$7,500 - \$24,999	4%
\$25,000 or more	5%

Installers

Total Annual Purchases	Percentage Earned in Co-op Credit
\$10,000+	2% (up to \$1,000)

COMMERCIAL VOLUME DISCOUNT PROGRAM

Commercial volume discounts are based on the amount they purchase during the calendar year. Discounts are activated as soon as cumulative purchases reach the minimum threshold, and that discount is guaranteed for the full following year (January - December). Each commercial account's 2026 discount will be based on the amount it purchased in 2025.

U.S. Annual Purchases	Discount
\$5,000 - \$9,999.99	5%
\$10,000+	10%

Can. Annual Purchases	Discount
\$6,000 - \$11,999.99	5%
\$12,000+	10%



AMSOIL Partners with JH Diesel and 4x4

AMSOIL has partnered with JH Diesel and 4x4, a popular diesel shop in Bradenton, Fla. with a solid reputation for building some of the most formidable off-road vehicles on the market, covering everything from custom diesel engines to heavy-duty suspension systems, exterior modifications and performance upgrades.

JH Diesel founder and owner Justin Hildebrand is not only a lifelong 4x4 enthusiast and off-road adventurer, he has also become a popular YouTube influencer. Started simply as a means to promote his business, JH Diesel's YouTube channel quickly evolved into a platform where enthusiasts can watch the team build engines, race and compete.

We asked Hildebrand about his business, YouTube channel and success as a diesel influencer.

AMSOIL Magazine: What are your objectives for the JH Diesel YouTube channel?

Hildebrand: Our objective for the YouTube channel has changed and evolved over the years. We originally started it to help with shop production, advertising and exposure for the shop. It has since evolved into a completely different business, somewhere to show off our skills on one-off builds and be able to share our racing and competition experiences.

Our goals are to continue bringing good content to the people who are watching us. We wouldn't be able to afford it and do it without their support. It's also great knowing we are inspiring people to start projects of their own. Another goal is to continue growing. We only went full time with YouTube less than three years ago; we are still new at this and have a lot of room for expansion and new opportunities.

AM: To what do you attribute the channel's growth and success?

Hildebrand: Our growth can be attributed to a couple things. One is we are very consistent. We work hard to bring new and exciting content on a weekly basis. We are constantly coming up with new ideas to keep everything new and fresh.

One of the biggest things we have going for us is our team. There are only two of us working full time with the YouTube channel, but without Justin (Eason) putting in the work he does, we wouldn't be half the channel we are. The next person would have to be my wife, Danielle. She is super supportive of everything we do and is always by my side to help make things happen. Without these two people, we wouldn't be able to progress like we have.

AM: Your videos are both educational and entertaining. Is that what you're striving for?

Hildebrand: Yes, we always try to be entertaining no matter what kind of video it is. Whether we are at the racetrack, at an event or in the shop repairing something, entertainment is always one of the most important things.



We do like to be serious though. Some of our viewers are here to learn and love the shop content, so we try to leave key things in our shop videos so they can learn how to do something.

AM: Which videos are the most popular?

Hildebrand: Most of our audience engagement comes from our budget builds. Anytime we start a budget build, it seems to spark a lot of interest from our fanbase and also brings new fans. Being able to build something on a budget shows people that you don't have to have a \$100,000+ build to get out there and have fun. For instance, last year we built a mud truck for under \$10,000. That included purchasing the truck, testing it and doing upgrades. In our experience, that amount is feasible to the average person.

AM: How does it feel to be an influencer who is recognized throughout the diesel community?

Hildebrand: I still consider myself to be just a diesel mechanic. That's usually

what I tell people who refer to me as an “influencer.” But, yes, we have grown to be an influencer. To be honest, it means a lot to me. I am a pretty regular guy on most weekdays. I’m at the shop working the office, talking to customers and helping my techs with whatever they may need. But it’s a really great feeling to be out somewhere and somebody shouts your name or asks for a picture. It’s honestly almost unreal to me.

It’s a great feeling to know people are being inspired by us to create their own builds and to keep the automotive community alive. It’s very cool to have someone tell you how your video helped them get through something or helped them learn how to do something. One of the best feelings of being an influencer is seeing the kids get excited to see you or meet you. All of our content is family friendly and to see the younger generation looking up to us is huge to us.

AM: Why would you encourage AMSOIL Dealers and customers follow your channel?

Hildebrand: AMSOIL Dealers and customers should follow us if they like seeing vehicles running AMSOIL products put to the test. We test and abuse everything we own, and it’s a testament to what AMSOIL products are capable of.

We have seen several advantages with AMSOIL products. We used AMSOIL Diesel 4-IN-1 (ADB) in one of our projects and within the first tank of fuel, the injectors seemed to be quieter and the truck honestly ran a little smoother at idle. Also, after changing oil over in our 1,500-hp Cummins* square body, we noticed an 8-psi jump in oil pressure.

JH Diesel and 4x4 website:
jhdiesel4x4.com

JH Diesel and 4x4 YouTube channel:
youtube.com/@JHDieseland4X4



JH DIESEL AND 4X4 FAVORITE PRODUCTS:

- AMSOIL Signature Series Max-Duty 15W-40 Synthetic Diesel Oil (DME)
- AMSOIL DOMINATOR® 20W-50 Synthetic Competition Diesel Oil (DCO)
- AMSOIL Oil Filters (EAO80, EAO52, SDF88)
- AMSOIL SEVERE GEAR® 75W-90 Synthetic Gear Lube (SVG)
- AMSOIL SEVERE GEAR 75W-140 Synthetic Gear Lube (SVO)
- AMSOIL Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF)
- AMSOIL Diesel 4-IN-1 (ADB)
- AMSOIL DOMINATOR DOT 4 Synthetic Racing Brake Fluid (BFR)
- AMSOIL DOT 3 and DOT 4 Synthetic Brake Fluid (BFLV)



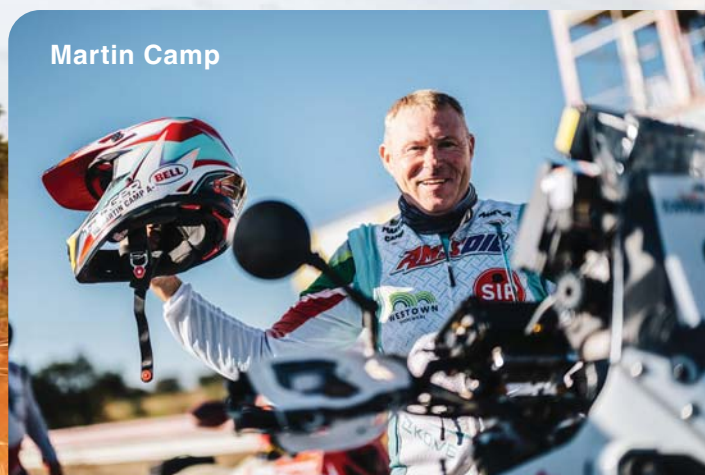
Martin Camp Joins #TeamAMSOIL for Dakar Rally

For Martin Camp, racing is life, and motorcycles are the gateway to freedom and adventure. His lifelong dream of competing in the Dakar Rally is drawing closer as he approaches his 60th birthday. After skipping the Dakar for decades to focus on family and career, Camp recently committed to racing the 2026 Dakar, requiring that he complete an intense training regimen and prepare his bike and team.

Camp was introduced to racing at a young age, competing with four brothers around South Africa's Valley of a Thousand Hills and supported by an adventurous father — a wildlife park ranger and car racer. He became a sponsored enduro racer at age 16 and consistently finished in the top five throughout his teens. As an adult, he has continued chasing podiums worldwide, taking him to 54 countries over more than four decades.

He has successfully competed in many challenging races, including the British and World Motorbike Enduro series, Weston-super-Mare, UAE Desert Challenge, Roof of Africa and Baja 1000 in Mexico. Camp also races without a motor, including the grueling 600-km (373-mile) Cape Epic Mountain Bike Race featuring more than 16 km (9.9 miles) of climbing elevation, and as a three-time finisher of the 90-km (56-mile) Comrades Ultra Marathon.

For his 2026 Dakar bid, Camp chose the Kove* 450 Rally EX bike for its Dakar-specific design and overall affordability. He is currently cross-training for the event with cycling, mountain biking, enduro and motocross and recently raced unsupported for "Malle Moto" in the Rallye du Maroc in Morocco as a qualifying event for the Dakar. Due to the extreme difficulty, he will race Dakar with a support team to maximize his chance of finishing.



Desert racing is extremely hard on equipment, so Camp chooses the best products to get him to the finish line and only represents brands in which he believes. He recently partnered with AMSOIL and uses the full range of AMSOIL products in all his vehicles, including engine oils, brake fluids and hydraulic fluids. In addition to choosing the best equipment and lubrication, Camp emphasizes the need for physical endurance, mental strength and precise navigation skills for a successful Dakar run.

Racing is also hard on the body and Camp is no stranger to injury, but he never quits and always repurposes setbacks as motivational and learning opportunities. He continuously gives back to the sport through race and product promotion, routing and navigation training and

mentoring young riders toward successful careers in international racing. And following in his father's footsteps, he is also an avid wildlife supporter, helping build an environmental radio network focused on preventing poaching.

Camp views completing the Dakar Rally as a milestone in his racing journey and the fulfillment of a lifelong dream. He plans to continue adventuring, mentoring riders and promoting AMSOIL long after the sun sets on Dakar. We can't wait to follow his journey with #TeamAMSOIL.

Follow Martin Camp @
youtube.com/@dreamsanddust414
instagram.com/dreamsanddust_
facebook.com/people/Dreams-and-Dust/61574675746035

The Dakar Rally is an annual two-week, off-road endurance race across thousands of kilometers of challenging desert terrain that pushes both racers and machines to the breaking point. The race includes off-road cars, trucks, motorcycles and UTVs competing across multiple timed stages and navigating without GPS. Competitors require professional driving and precise navigation skills, physical endurance and mechanical aptitude, none of which provide assurance of completing the race. **Roughly 30% of entrants do not finish.**





AMSOIL

First & Last Name
INDEPENDENT DEALER

Company Name
Address
City, State, Zip
Phone
Email
Website



Customized Marketing Solutions to Power Your Dealership

AMSOIL offers customized marketing assets through the AMSOIL Print Center and Installer Print Center to help you grow sales.

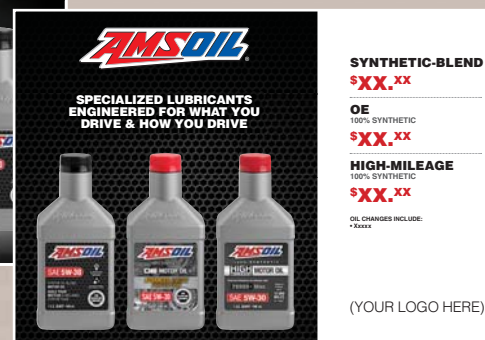
AMSOIL PRINT CENTER

The AMSOIL Print Center has items for your independent Dealership — business cards, catalogs, banners, advertisements, posters, vehicle magnets and more. Access the AMSOIL Print Center through the Dealer Zone (Business Tools>Marketing Your Dealership>AMSOIL Print Center).

AMSOIL INSTALLER PRINT CENTER

The new AMSOIL Installer Print Center features marketing assets for your installer accounts, including banners, flags, signage and more. Plus, menu boards and counter mats are **free** for installers.

You can access the Installer Print Center through the Dealer Zone (Business Tools>Additional Retail & Installer Sales Tools & Resources>Installer Print Center). Retail accounts can reach the Installer Print Center by logging in to their account at AMSOIL.com/AMSOIL.ca. It is also accessible at AMSOIL.com/installerprintcenter.



THE IMPORTANCE OF DEALER CERTIFICATION

Dealer Certification is crucial for building your Dealership and maximizing earnings.

Getting Certified Helps You...

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

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000
• Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits. • Must be Customer Certified to earn Tier 4 profits.	

	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	• Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator	• Eligible to be assigned new Dealers	• Eligible to be assigned retail accounts	• Eligible to be assigned commercial accounts
How to Get Certified	• Complete Customer Basic Training • Register 4 new qualified customers annually OR • Register 2 or more new qualified customers annually and meet one of the following alternative qualifications: • Have been a Dealer for less than 2 years • Have 24 or more active buying customers • Have more than \$10,000 in personal purchases plus 5 or more active buying customers	• Complete Sponsor Basic Training • Be Customer Certified • Sponsor 1 Dealer	• Complete Retail Basic Training • Be Customer Certified • Register 1 retail account	• Complete Commercial Basic Training • Be Customer Certified • Register 1 commercial account
How to Maintain Certification	• Have at least four new qualified customers registered within the past 12 months	• Have at least one new qualified Dealer registered within the past 12 months	• Have at least one new qualified retail account registered within the past 12 months	• Have at least one new qualified commercial account registered within the past 12 months

December Closeout

The last day to process December orders is Wednesday, Dec. 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for December business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Tuesday, Jan. 6.

Holiday Shipping

Keep in mind that shipping companies are extra busy during the holiday season, possibly resulting in shipping delays. Plan accordingly and place orders earlier than normal to ensure they arrive on time.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Dec. 24-25 for Christmas and Thursday, Jan. 1 for New Year's Day. The Toronto Distribution Center will be closed Friday, Dec. 26 for Boxing Day.

The AMSOIL corporate headquarters and Superior Distribution Center will close at 12 p.m. Central Time on Friday, Dec. 12 for holiday activities. Limited Customer Service personnel will be available for orders, so please do not attempt to contact corporate staff via the toll-free ordering number during this time to avoid overloading the limited staff. In addition, placing Dealer orders in advance of this date would be appreciated to aid in keeping the lines clear for customers.

Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/ events information and more. Be sure to add The Inside Track

to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social-media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.



Donaldson Price Adjustment Effective Jan. 1

Donaldson has announced an average 2.5% price increase on its filters effective Jan. 1. Updated pricing will be available in the Pricing Lookup in the Dealer Zone.

SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU DRIVE AND HOW YOU DRIVE®

V-twins, hybrids, lawn mowers, race cars – whatever you drive, no two engines function exactly the same way. Getting the best performance and longest life out of your vehicles and equipment requires specialized lubricants.

AMSOIL products are engineered to deliver targeted, application-specific benefits so you can extract maximum performance and life from your equipment.



ORDER AT

AMSOIL.com/AMSOIL.ca

COMBAT FUEL ISSUES WITH AMSOIL DIESEL FUEL ADDITIVES

Poor diesel fuel quality can foul injectors, accelerate injector pump wear, lead to rough running, impede starting and cause cold-temperature stalling. AMSOIL diesel fuel additives effectively combat these issues and help improve diesel engine performance.

AMSOIL Diesel 4-IN-1 (ADB)

- Combines superior detergency, improved lubricity, excellent anti-gelling properties and increased power in one convenient package

AMSOIL Diesel Injector Clean (ADF)

- Effectively removes all types of fuel-system deposits and improves lubricity

AMSOIL Diesel Cold Flow (ADD)

- Depresses diesel-fuel pour point and improves cold-flow filtration properties

Not available in Canada

AMSOIL Diesel Cetane Boost (ACB)

- Improves combustion efficiency and power and increases cetane up to eight points

AMSOIL Diesel Injector Clean + Cetane Boost (ADS)

- Combines superior detergency, improved lubricity and increased power in one convenient package

AMSOIL Diesel Recovery (DRC)

- Quickly liquefies gelled diesel fuel and thaws frozen fuel filters





Recognizing AMSOIL Dealers

AMSOIL celebrates all achievements, big and small.

Brian Lammi | DEALER EXPERIENCE MANAGER

Recognizing your hard work has always been an important part of being an AMSOIL Dealer, and we're proud to celebrate the progress and milestones you achieve. At the 2025 Direct Jobber Convention, we were fortunate to spend time with many of our Direct Jobbers, honor their accomplishments, hear their stories and learn what helped them grow. During that period, we received a lot of questions asking what a Direct Jobber is and how a Dealer becomes one, so we want to clearly explain the pathways and the broader recognition programs that support Dealers at every stage.

There are two primary ways to become a Direct Jobber. Under the Legacy Compensation Plan, a Dealer must earn 3,000 commission credits for three consecutive months to qualify, with a few other important nuances. Under the TN50 Plan, which applies to all Dealers who registered Oct. 1, 2022 and later, Dealers reach Direct Jobber status once they achieve \$100,000 in annual sales. Both paths reflect sustained effort and consistent customer relationships, and both deserve acknowledgment.

Beyond Direct Jobber qualification, AMSOIL provides additional recognition that highlights sales growth and ongoing commitment. One of the most visible programs is the Sales Achievement Program, which includes a clear payout chart outlining levels and rewards. This program has been effective at recognizing Dealers earlier in their growth trajectory. Equally valuable, though less publicized, are the smaller recognition moments: certificates, milestone calls, regional shout-outs and targeted incentives that motivate Dealers to push toward their next goal. These acknowledgements might not be flashy, but they build momentum and create a culture of appreciation. For example, when a Dealer receives his or her first commission check or first becomes Customer Certified, we send a small AMSOIL promotional gift to show our appreciation.

Our goal is to spotlight both major achievements and the incremental victories that lead there. Whether you're aiming for Direct Jobber status, climbing the Sales Achievement tiers or celebrating personal milestones, the AMSOIL recognition system rewards dedication, encourages steady growth and fosters lasting success for every Dealer.

Annual Sales	Sales Achievement Category	Sales Achievement Level	Cash Reward*
\$1,000	Bronze Cup	1	\$40
\$2,500		2	\$50
\$5,000		3	\$100
\$10,000		4	\$175
\$20,000		5	\$350
\$35,000	Silver Cup	1	\$525
\$50,000		2	\$525
\$75,000		3	\$875
\$100,000		4	\$875
\$125,000		5	\$875
\$150,000	Gold Cup	1	\$875
\$175,000		2	\$875
\$200,000		3	\$875
\$250,000		4	\$1,750
\$300,000		5	\$1,750
\$350,000	Platinum Cup	1	\$1,750
\$400,000		2	\$1,750
\$500,000		3	\$3,500
\$600,000		4	\$3,500
\$700,000		5	\$3,500
\$800,000	Diamond Cup	1	\$3,500
\$900,000		2	\$3,500
\$1,000,000		3	\$3,500
\$1,250,000		4	\$8,750
\$1,500,000		5	\$8,750
\$2,000,000	Titanium Cup	1	\$10,000
\$3,000,000		2	\$20,000
\$4,000,000		3	\$20,000
\$5,000,000		4	\$20,000
\$6,000,000		5	\$20,000
\$8,000,000	Ambassador Cup	1	\$30,000
\$10,000,000		2	\$30,000
\$12,000,000		3	\$30,000
\$14,000,000		4	\$30,000
\$16,000,000		5	\$30,000

*Must be Customer Certified to receive cash reward.

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Have a Merry Christmas and Happy New Year. Thank you for making 2025 a great year. We look forward to an exciting and prosperous 2026.
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