

# AMSOIL®

▶ DEALER EDITION

MAGAZINE

APRIL 2026



# AMSOIL HITS THE ROAD IN 2026

| PAGE 8



# EXCITING NEW AMSOIL/ FLEECE PARTNERSHIP OPENS DOORS

The majority of current Fleece Performance Engineering customers own or operate a small commercial business.

Our new high-profile partnership with Fleece Performance Engineering increases AMSOIL brand awareness with Fleece customers, opening doors for AMSOIL Dealers to register new commercial accounts and increase sales across the entire AMSOIL product line.



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**THE COVER**

AMSOIL will be at the center of the action this summer at high-profile races, rallies and car shows.





# From the Chairman

A friend of mine has a 2007 Ski-Doo\* snowmobile for his kids to ride. The rivets let go on the skid plate in late February, so he set about correcting that issue so the kids could continue enjoying the snowmobile before the snow disappeared for the season. He described a frustrating hunt for the rivets he needed that included stops at two hardware stores, an automotive parts store and a repair shop. After striking out at all local sources, he resorted to an online seller that had what he needed to get the sled back in action, which meant delaying the repair until the rivets were delivered. My friend was frustrated and his kids were disappointed.

What he described is not uncommon and illustrates an important point: if you don't have what someone needs when they have a job to do, they will go somewhere else. Our customers come to us because they have a job to do, so it's crucial we have everything they need to complete the task at hand. We have excellent people and tools in place to help ensure we have products in stock for the customers we serve. Sounds simple, but effective inventory management requires in-depth examination of sales trends, consideration of marketing and advertising activities that may

alter future demand, management of production schedules and more. And some aspects of managing supply are outside of our control – we don't manufacture our own bottles, labels and boxes, for example; we have reliable partners that ensure we have the necessary components they supply to support our manufacturing operation. What happens if something unforeseen occurs and one of those necessary components is unavailable? Just like our customers, we have to act swiftly to obtain what we need so we can complete the job at hand.

That's exactly what happened in February when one of our filtration manufacturing partners abruptly stopped making filters. Heading into peak maintenance season, we had no ability to manufacture most AMSOIL Oil Filters, which meant we would be missing a key item people would be looking for to complete the jobs they had to do, which means they would go somewhere else. Plus, this filtration manufacturer served a large percentage of the filter market, meaning several of our competitors were in the same boat as us and would be scrambling for solutions. We acted swiftly and decisively. Thanks to the team's innovative approach, we secured an

ample supply of high-quality WIX Oil Filters to ensure our customers would have what they need to complete their maintenance jobs this spring. I wonder if all our competitors will have sufficient filter supply this spring?

This situation is similar to the supply-chain issues we faced during the COVID pandemic. While some of our competitors ran out of oil to sell, AMSOIL maintained a steady supply. It was not easy. It required tremendous team effort and a lot of creativity. People come to us because they are trying to complete a job, and filters are a required part of the job for most customers. We work hard to provide convenient, complete solutions for them – quick recommendations with our mobile app, stored information and fast reorders in MyGarage, gloves and reminder decals in oil-change kits and fast shipping.

You have a job to do, too (sell AMSOIL products), and you can count on us to have what you need to get the job done.

**Alan Amatuzio**  
Chairman & CEO



# PRODUCT SPOTLIGHT:

## AMSOIL 100% Synthetic Shock Therapy® Suspension Fluid

### WHAT IS IT?

AMSOIL Shock Therapy Suspension Fluid is a high-performance lubricant engineered with premium synthetic base oils that maintain viscosity across extreme temperature ranges. It is formulated to resist viscosity loss, aeration and foam. It delivers consistent and predictable suspension performance by enabling fade-free damping and smooth rebounds under hard use. Its friction modifiers reduce energy loss caused by internal shock friction, while anti-wear chemistry protects shocks and forks from premature wear. It also conditions seals to help minimize leaks and extend component life. In short, it helps suspension systems run cooler, respond more consistently and last longer.

### WHAT DOES IT DO?

- Race-grade for smooth and consistent damping and rebound.
- High viscosity index helps prevent fade and bottoming out.
- Inhibits aeration and foam to deliver predictable response.
- Protects components against wear for long suspension life.
- Reduces friction for cooler operation and maximum efficiency.
- Conditions seals for extended service life.

### WHO IS IT FOR?

AMSOIL Shock Therapy Suspension Fluid is specifically engineered to provide stable damping, smooth rebound action and protection against wear for riders and drivers who demand dependable suspension performance under heavy loads, aggressive use and in harsh environments. It is ideal for powersports enthusiasts, competitive racers and anyone pushing their suspension components to the limit on- or off-road.



# LETTERS TO THE EDITOR

## CUSTOMER ATTRIBUTION

I have now lost my second longtime customer to AMSOIL.com this year. AMSOIL needs to make it easier for customers to select the existing Dealer they have been working with when placing their first order. Instead of having an optional box for a referral number, customers could select their existing Dealer from a pull-down menu before being given the option to select "I have never purchased AMSOIL products from a Dealer."

The resolution process also needs to be improved. As soon as I was aware my customer had made an online purchase, I contacted Customer Service. I was informed my customer must request the sponsor change within 30 days of placing the order and that had been exceeded. Why is the Dealer being penalized for the customer not entering their information when ordering? This is extremely frustrating as I have supported these customers for years, stock products in my inventory for them and have given them countless free samples of new products over the years. Now some other randomly selected Dealer, that isn't in the area, is receiving my hard-earned commissions.

When I signed up to become a Dealer, my sponsor emphasized to me that I should never pursue another Dealer's customers. When I begin working with a customer, I always ask if they have previously purchased from a different Dealer and have declined selling to those that have. It sure would be nice if AMSOIL.com showed that same respect. It feels like AMSOIL.com has turned its back on the Dealers that built its brand.

Thanks,

**Jon Oehmcke**

***AMSOIL:** Thank you for sharing this with us, Jon, and thank you for the good customer service you provide. We understand your frustration. Our policies only protect Preferred Customers, retail and commercial accounts and Dealers. They don't protect online/catalog customers or unregistered customers who buy*

*directly from Dealers' home inventory or retail stores. If you choose to sell at full price out of your inventory, you risk customers becoming P.C.s through another Dealer.*

*Selling at retail is transactional compared to the wholesale buying programs we offer that provide greater customer benefits and increased engagement, so it is important to present those options to reduce the risk of customers learning about them elsewhere. In addition, when selling out of your home inventory, if you don't have proper inventory to satisfy all needs, you increase the risk of customers going elsewhere. This underscores the importance of clearly communicating customers' buying options and protecting them by enrolling them in the appropriate program. That secures your customers under your Dealership and provides them with a whole line of benefits – win-win.*

*In order to protect Dealers, 100% of new customers who buy directly from AMSOIL, by phone or online, are asked if someone referred them. You can help ensure customers are assigned to you by providing them with business cards featuring QR codes with your Dealer number attached, or by sharing Dealer-number transferring links. This helps them find the appropriate information faster and automatically populates your referral information to ensure you receive credit for new customers and sales. Check the Dealer Zone for more ideas and resources on these topics.*

## CREATORS

I am an Independent AMSOIL Dealer. I have been for just a few months now and I am enjoying the opportunity. I am reading your year in review edition and enjoying it very much. As someone who has watched and enjoyed watching creators on YouTube\* for a long time, I loved seeing the article on JH Diesel. I am a subscriber to his channel and like their content. A year ago to this day I started my own YouTube channel doing off-road content primarily with

side by sides or UTVs. Obviously we run all AMSOIL products in our machines and they run amazingly. I thought that it might be interesting as an article to see the perspective from a small channel like mine. I've sold a few orders to my friends and family and bought a bunch for myself.

I found the JH article very interesting as a fan of his, but I thought it might be a good idea to interview and do an article on someone smaller too who many people may be able to connect with directly.

I thought I could be a great source for an article. It could bring views to my channel where I promote and use AMSOIL products. As it sits I am right about 300 subscribers on YouTube and growing. If you are interested in discussing this further, I'd be happy to talk. I appreciate your time.

**Erik Simmons**

***AMSOIL:** That's great to hear, Erik. It sounds like you're doing some good things to build an audience and attract business for your Dealership. We occasionally feature Dealers in AMSOIL Magazine who have found success with YouTube or other outlets so they can share insights with other Dealers on how to build an audience. We don't feature individual Dealer channels in customer-facing publications, however, because we couldn't possibly feature them all and it would be unfair to promote some Dealers to the public and not others.*

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



**Erik Johnson** | PRODUCT DEVELOPMENT ENGINEER

## GPF and Low-Ash Challenges in Motor-Oil Formulation

Gasoline particulate filters have reshaped the way lubricants are formulated.

The adoption of gasoline direct-injection (GDI) engines has brought substantial improvements in fuel economy and performance, but these gains come with a trade-off: higher particulate emissions. As emissions regulations tightened, automakers turned to gasoline particulate filters (GPFs) to control particle number (PN) and particulate mass (PM). While GPFs have proven highly effective in reducing tailpipe particulates, they also introduce new constraints on oil chemistry and long-term system durability.

### Rise of Low-SAPS Lubricants

As exhaust gas passes through a GPF, the ceramic substrate captures both soot and inorganic particulate matter. Soot is combustible and can be burned off during regeneration events; inorganic ash, however, is permanent. Most of this ash originates from engine-oil additives, particularly metallic detergents and anti-wear components.

Higher-ash engine oils directly lead to increased ash accumulation in GPFs, robbing engine performance. Soot and particulate accumulation raise exhaust backpressure, reducing fuel economy and engine power and adding strain on the engine and exhaust system. Using lower-ash oils mitigates this backpressure increase across a vehicle's lifetime.

As a result, GPF-equipped vehicles require low-SAPS (sulfated ash, phosphorus, sulfur) lubricants. These formulations reduce metal-containing detergents and modify anti-wear additives such as ZDDP. Detergent composition, such as the ratio of calcium to magnesium, significantly alters ash concentration and characteristics.

### Additive Chemistry

Engine oils contain a complex blend of detergents, dispersants, antioxidants, friction modifiers and anti-wear agents. The addition of GPFs requires the additive package be reformulated. Variations in sulfated-ash levels, ZDDP concentrations and detergent type can influence particulate concentration that can affect the behavior of the GPF. These variables impact GPF backpressure, filtration efficiency and overall engine performance.

Inorganic ash also interacts with the filter's pore structure. As ash accumulates, available flow paths for exhaust gases are reduced. The implications are clear: lubricant formulations must minimize ash production while maintaining engine protection and performance.

### Hidden Contributors to Ash Load

Not all ash comes from additives; oil volatility and consumption also play key roles. During combustion, small amounts of oil bypass the piston rings and enter the chamber. When burned, oil can produce particulate matter that eventually deposits inside the GPF. The process reinforces that engine-oil quality is crucial to GPF health, as lower-ash and lower-volatility oils reduce the rate at which oil-derived particulate matter reaches the filter.

With the introduction of modern specifications such as ILSAC GF-7, the industry has begun emphasizing even lower sulfated-ash limits to protect aftertreatment systems. These evolving standards are designed to maintain GPF efficiency over the entire service life of the vehicle.

### Oil-Change Intervals

While GPFs significantly influence oil formulation, they do not inherently shorten oil-change intervals. Instead, it is the quality of the oil, not the frequency of oil changes, that matters most.

Soot accumulation correlates with total oil consumption over the vehicle's life, not the length of each oil-change interval. High-ash oils can accelerate GPF ash loading, indirectly leading to increased backpressure and long-term performance concerns. However, using the correct low-SAPS lubricant ensures the GPF remains functional without altering drain intervals.

### Power and Performance for Life

GPFs demand low-ash, low-volatility oils to minimize ash accumulation and maintain optimal exhaust flow and engine performance. Additive chemistry directly affects GPF performance, emission behavior and long-term pressure characteristics, underscoring the importance of using the correct high-quality, low-SAPS oil to ensure that both the engine and the exhaust aftertreatment system remain protected throughout the vehicle's service life.

# AMSOIL Hits the Road in 2026

Summer racing is proving grounds for machines and the lubricants trusted to protect them. These vehicles are pushed to the edge, yet reliability is critical — you can't win if your equipment fails. Whether you're chasing podiums, carving miles or admiring finely tuned machines, you'll find AMSOIL at the center of the action. From legendary racetracks and off-road battlegrounds to motorcycle rallies and classic-car showcases, the AMSOIL summer calendar spans the full spectrum of performance.



## AMSOIL Championship Off-Road

Few series test equipment like short-course off-road racing, and AMSOIL Championship Off-Road continues to showcase why durability matters. The 2026 season brings packed grandstands and high-impact racing to iconic venues across the Midwest. Tight corners, massive jumps and wheel-to-wheel competition demand peak power and protection under punishment. As the series' title sponsor, AMSOIL remains deeply connected to racers and fans who understand that finishing strong starts with choosing the best fluids.



## AMSOIL Sprint Car National Championship

Sprint-car racing is raw, loud and unapologetically intense. The AMSOIL Sprint Car National Championship, sanctioned by USAC, delivers a demanding summer stretch highlighted by the iconic Indiana Sprint Week. These events bring fans face to face with some of the most aggressive racing in motorsports, where engines operate at the ragged edge. It's a fitting environment to prove the performance of AMSOIL racing products under the harshest conditions.



## AMSOIL Ultimate Callout Challenge

With a legacy that keeps growing, the AMSOIL Ultimate Callout Challenge has been the proving ground for diesel performance excellence for the last decade. This invitation-only competition is a battlefield of elite builders showcasing the relentless evolution of horsepower and torque in an extreme three-day test of power, endurance and engineering mastery. AMSOIL products help them win. See the article on page 13.



### Laconia Motorcycle Week – Presented by AMSOIL

Few events carry the history and cultural weight of Laconia Motorcycle Week. “The World’s Oldest Motorcycle Rally” is held each June in New Hampshire, drawing riders from across the country for a week of scenic rides, racing heritage and lakeside camaraderie. As the Presenting Sponsor of Laconia Motorcycle Week, AMSOIL supports enthusiasts with convenient oil changes during the rally, providing confidence to hit the open road and travel farther.



### AMA Amateur National Motocross Championship — Presented by AMSOIL

This annual event at Loretta Lynn’s Ranch in Tennessee is a stepping stone for each new generation of professional motocross racers. Past winners include household names like Jeremy McGrath, Travis Pastrana, Kevin Windham, Ricky Carmichael, James Stewart, Mike Alessi, Ryan Villopoto and Ryan Dungey.



### Goodguys National Car Shows

Car culture thrives in summer and AMSOIL continues its role as the Official Oil sponsor for Goodguys National Car Shows. These gatherings celebrate craftsmanship across generations, including classic lines, modern drivetrains and attention to detail that mirrors the AMSOIL engineering philosophy. Whether it’s a meticulously restored pickup or a pro touring build, these vehicles are meant to be driven.



### Hot August Nights

Hot August Nights is one of the largest classic-car events in the world, with 6,000 officially registered vehicles rolling into the Reno-Tahoe region. For 10 straight days, the streets rumble with horsepower, music fills the air and the nostalgia of the ‘50s, ‘60s and ‘70s takes center stage. As the Official Oil of Hot August Nights, AMSOIL supports the performance-driven classic-car community and culture that make this legendary event a must-visit for automotive enthusiasts.



### Grand National Cross Country Series

GNCC motocross racing remains one of the purest tests of rider skill and mechanical resilience. Long motos, deep ruts and punishing track conditions make reliability non-negotiable, reinforcing why AMSOIL products are trusted among dirt-bike riders who push the limits.



### Off-Road Adventure Beyond the Track

Our summer presence extends well beyond race weekends. Off-road enthusiasts will find AMSOIL at multiple Jeep Jamboree events nationwide, while UTV fans can catch rock-crawling action at National Rock Racing Association and Mountain Mafia events. Also look for AMSOIL booths at the Carlisle Nationals and Bantam Jeep Festival in Pennsylvania. These events highlight real-world use, including long trail days, technical obstacles and sustained loads where fluid performance directly impacts reliability.



### Built for Summer, Proven Everywhere

AMSOIL is committed to delivering the ultimate protection and performance on the track, trail and open road. Whether you’re attending an event, competing or simply inspired by the machines that define summer, AMSOIL will be there supporting enthusiasts who refuse to compromise.

### Dealer Booth Opportunities

Apply for vending space at AMSOIL-sponsored series and events in the Dealer Zone (Business Tools>Dealer Business Tools>Sponsored Events).



# Oil Analysis: A Valuable Tool for Winning Commercial Business

Vehicles and equipment are essential for commercial-business operation, and their reliability is directly tied to the business's success and profitability.

As an AMSOIL Dealer, you not only offer high-quality lubricants to protect vehicles and equipment, but oil-analysis services through Oil Analyzers Inc. (OAI) that allow businesses to get a detailed look into the health of their vehicles, equipment and lubricants. This insight provides valuable opportunities to take preventive action to resolve issues before they become big problems, reducing downtime, saving money on parts and labor and preserving the business's ability to complete jobs on time without significant delays.

## Create Touchpoints

Offering oil-analysis service to a potential commercial account builds multiple, low-pressure touchpoints. OAI Commercial Oil Analysis Kits include three - four tests to monitor and confirm trends. This testing process creates opportunities for regular communication, allowing you to build rapport, gain an understanding of the prospect's needs and position yourself as a trusted partner, rather than just another salesperson.

## Proof of Product Performance

Rather than simply telling potential commercial accounts about the benefits of AMSOIL products, oil analysis allows you to show them, creating compelling reasons to use AMSOIL products in their fleet.

A side-by-side product comparison using oil analysis can be a powerful sales tool. Provide a prospect with an oil-analysis kit and recommended AMSOIL product, then run the AMSOIL product in one piece of equipment and the prospect's current lubricant in another. The oil-

analysis reports will clearly illustrate the performance differences in anti-wear protection, viscosity stability and ability to extend oil drain intervals.

## Decreased Cost of Ownership

Many purchasing decisions are driven by the price per quart or gallon. Oil analysis helps you reframe the conversation around the total cost of ownership. For example, if AMSOIL synthetic motor oil can safely double their drain intervals compared to their current product, the business can effectively cut the volume of motor oil they purchase in half.

The savings extend beyond the motor oil itself. Longer drain intervals also provide the following savings and benefits:

- **Reduced** labor costs for oil changes.
- **Decreased** oil-disposal fees.
- **Increased** equipment uptime and productivity.

Oil analysis can also uncover existing issues before they become catastrophic failures. Elevated levels of wear metals, coolant or fuel in the oil can indicate problems like bearing wear, a leaking head gasket or faulty fuel injectors.

Identifying these issues early can save a

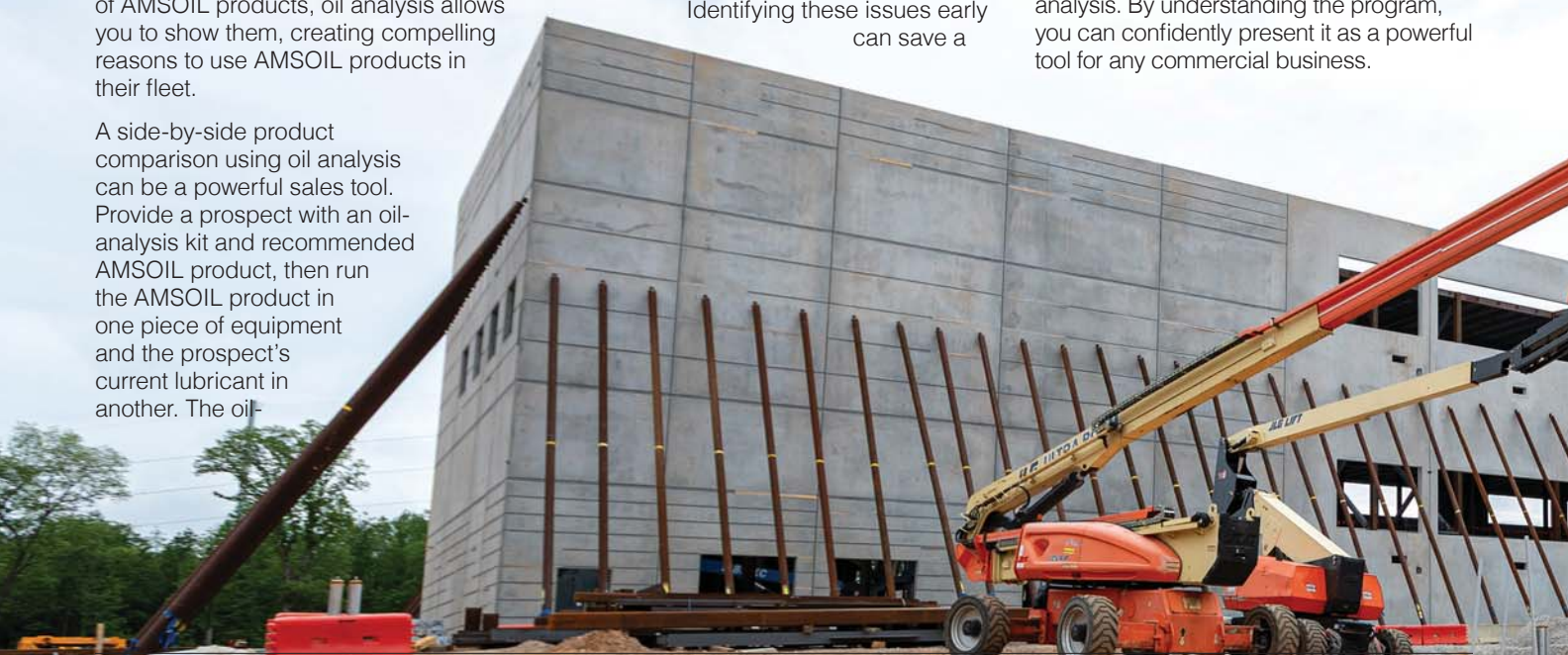
commercial business tens of thousands of dollars in repairs and lost revenue.

## Valuable Ongoing Service

Once you have registered a prospect as an AMSOIL commercial account, oil analysis can become an ongoing service that reinforces your value. By regularly reviewing oil-analysis reports with the account, you can actively help them monitor equipment health. You effectively become an extension of their maintenance team, providing valuable expertise that helps them make informed decisions. This proactive approach catches potential disasters before they occur, reinforcing the customer's decision to work with you.

## Familiarize Yourself with the Program

Familiarize yourself with the different OAI Commercial Kits and the information provided in the reports. While the data can seem complex, OAI has a team of experts ready to assist you and your customers in reading and interpreting the results and translating them into recommendations. See the Oil Analysis Fundamentals Home Study Guide in the Dealer Zone (Digital Library>Literature>Dealer Literature>Home Study Guides) for more information on oil analysis. By understanding the program, you can confidently present it as a powerful tool for any commercial business.



## OAI Commercial Kits

Whether your commercial prospect wants to prevent catastrophic equipment failure, improve maintenance practices or extend drain intervals, OAI Commercial Kits are geared to provide the information needed to address these issues and increase profitability.

OAI Commercial Kits include everything needed to accomplish a specific goal, including detailed instructions, rationale for oil analysis and sampling equipment. A custom report from an Oil Analyzers Inc. technical expert is provided by email for every sample submitted, and further information and report interpretation is available through phone or email.

### Failure Analysis Program Kit

The Oil Analyzers Failure Analysis Program Kit helps find the root cause of equipment failures through used-oil analysis and Oil Analyzers Inc. technical expertise. Once the root cause of equipment failure has been identified, an Oil Analyzers technical expert can help identify changes to routine maintenance to address the situation.

#### Failure Analysis Program Kit (KIT15 U.S./KIT415 Can.)

- Instruction Guide • 3 Sample Bottles • 3 Test Forms
- 3 Shipping Return Mailers • 1 Vacuum Pump
- 25' Sample Tubing

#### Included Tests

- 24 Metals by ICP • % Fuel Dilution
- % Soot (for diesel-oil samples) • % Water • Viscosity
- Total Base Number (TBN) for engines
- Total Acid Number (TAN) for non-engines
- Oxidation • Nitration



### Maintenance Improvement Program Kit

The Oil Analyzers Maintenance Improvement Program Kit helps set businesses on a path toward improved maintenance practices, helping keep critical equipment operating efficiently for longer periods of time and helping find, diagnose and correct major issues before they result in critical failures and unplanned downtime.

#### Maintenance Improvement Program Kit (KIT16 U.S./KIT416 Can.)

- Instruction Guide • 4 Sample Bottles • 4 Test Forms
- 4 Shipping Return Mailers • 1 Vacuum Pump
- 25' Sample Tubing

#### Included Tests

- 24 Metals by ICP • % Fuel Dilution • % Soot (for diesel-oil samples)
- % Water • Viscosity • Total Base Number (TBN) for engines
- Total Acid Number (TAN) for non-engines
- Oxidation • Nitration

### Drain Interval Improvement Program Kit

The Oil Analyzers Drain Interval Improvement Program Kit can help businesses extend their current lubricant drain intervals based on the condition of used-oil samples. It also provides information on key physical properties (viscosity, total base number, oxidation) that indicate whether the oil is suitable for continued service.

#### Drain Interval Improvement Program Kit (KIT17 U.S./KIT417 Can.)

- Instruction Guide • 4 Sample Bottles • 4 Test Forms
- 4 Shipping Return Mailers • 1 Vacuum Pump • 25' Sample Tubing

#### Included Tests

- 24 Metals by ICP • % Fuel Dilution • % Soot (for diesel-oil samples)
- % Water • Viscosity • Total Base Number (TBN) for engines
- Total Acid Number (TAN) for non-engines • Oxidation
- Nitration

### Individual OAI Kits

Individual OAI Kits are also available for ongoing testing needs.



# Small Engines Require Purpose-Built Oil

AMSOIL Synthetic Small-Engine Oil delivers commercial-grade protection.

Small engines work under operating conditions that are fundamentally different from automotive engines. They run hotter, operate at high rpm, face irregular maintenance schedules and often sit unused for long periods. These factors create an environment where automotive oil designed for liquid-cooled, computer-controlled engines cannot provide adequate protection. AMSOIL Synthetic Small-Engine Oil is specifically engineered to meet these demands, helping equipment run stronger for longer while reducing maintenance and downtime.

## Severe Operation

Unlike automotive engines that vary speed and load, small engines frequently operate at or near governed speed for extended periods. This constant load produces elevated temperatures while air-cooled designs compound the heat, causing oils to oxidize and break down faster. Intense heat also accelerates deposit formation, which reduces performance and engine life. AMSOIL Synthetic Small-Engine Oil is built to handle this abuse, helping preserve engine power, reduce oil consumption and minimize maintenance in equipment used in severe service.

## Automotive Oil Isn't Enough

Passenger-car motor oils (PCMO) are engineered around strict emission-system compatibility, fuel economy standards and manufacturer specifications. These formulations include friction modifiers, lighter viscosity grades and additives tuned for modern turbocharged engines and emissions-control systems. Small engines typically lack these advanced engine-management systems and instead require...

- Strong deposit control for high-temperature operation.
- Stable viscosity under continuous shearing forces at elevated rpm.
- Robust anti-wear chemistry that protects splash-lubricated systems.
- Resistance to oil consumption during extended operation.

## Reduced Maintenance and Operating Costs

Small engines often see irregular maintenance intervals because they're used in seasonal, rental, remote or heavy-duty commercial settings. As oil degrades over time, it leaves deposits that can reduce performance and equipment life, leading to increased downtime.

AMSOIL Synthetic Small-Engine Oil combats this challenge by resisting breakdown to minimize sludge and varnish formation, reduce wear and maintain smooth operation. In lab testing, it reduced oil consumption 61% compared to three leading competitor motor oils.<sup>1</sup> It also supports extended service intervals of up to 200 hours or one year (whichever comes first) for predictable oil and equipment service life. For commercial operations, that means fewer oil changes, more uptime and lower operating costs.

## Purpose-Built Protection

Small engines are workhorses that operate in dusty, dirty, hot environments



and are frequently exposed to extended storage between tasks. AMSOIL Synthetic Small-Engine Oil is specifically engineered to resist high-temperature oxidation, deposit formation and oil consumption to help maintain engine cleanliness and deliver reliable year-round operation and extended service life.

## Designed for Every Application

AMSOIL Synthetic Small-Engine Oil meets the varied demands of homeowners and professionals.

- **Landscape:** mowers, blowers, trimmers, tillers, aerators, dethatchers, pressure washers
- **Construction:** skid steers, compactors, compressors, mixers, welders
- **Emergency:** generators, pumps, vacuums
- **Winter:** snowblowers, ice augers
- **Recreational:** go-karts, minibikes, pit bikes

## Use AMSOIL Synthetic Small-Engine Oil in equipment requiring...

- API SL/SJ (gas)
- API CF/CD (diesel)
- JASO MA/MA2 (wet-clutch)



# AMSOIL Ultimate Callout Challenge

Celebrating its 10th anniversary June 5-7, 2026, the AMSOIL Ultimate Callout Challenge (UCC) is a cornerstone of the diesel-performance industry. From its inception, the UCC has been a proving ground for innovation, engineering and sheer determination, bringing together the best builders, drivers and enthusiasts to push the limits of diesel power.

## A Decade of Diesel Excellence

The UCC is an annual competition that tests diesel trucks across three grueling disciplines — dyno, drag racing and sled pulling. Over the last decade, it has grown into the premier event for diesel performance, attracting top-tier competitors and thousands of fans. The UCC has become synonymous with cutting-edge engine technology and jaw-dropping feats of engineering, making it the perfect place to promote AMSOIL.

Team AMSOIL racer and builder Ken Bruner is a well-known name in the UCC ranks. His 2024 victory, with a 5.29-second drag run and a 317.81-foot sled pull, is a highlight in the event's storied history. Exemplifying the innovative spirit of the competition, this year he built a 6.8L deck-plated Cummins\* engine in collaboration with Freedom Racing Engines and Fleece Performance. Bruner's meticulous approach showcases the level of engineering expertise that the UCC demands.

## Pushing the Limits

Team AMSOIL builder Greg Alberalla also embodies the passion and

dedication that fuel this industry. Alberalla's story of perseverance and innovation includes building a daily-driver Dodge\* Ram\* into a record-breaking 3,337-horsepower monster that stunned the diesel world.

Similarly, AMSOIL partners like Banks Power, Freedom Racing Engines, Fleece Performance and JH Diesel & 4x4 play pivotal roles in pushing the limits of turbodiesel engines. With a focus on custom builds and high-quality craftsmanship, these shops are core destinations for enthusiasts looking to take their trucks to the next level. It is a commitment to excellence that mirrors the ethos of AMSOIL and the UCC.

## The Impact on the Industry

Over the past decade, UCC has driven significant advancements in diesel technology, spurring innovation in engine design, fueling systems and drivetrain components. But it's also about community and collaboration, fostering camaraderie among competitors, who share knowledge and techniques that elevate the entire industry.



The UCC influence also extends beyond the track, inspiring a new generation of enthusiasts, drawn to the spectacle of extreme-horsepower trucks and the challenge of pushing mechanical limits. It is changing perceptions of diesel vehicles by showcasing their untapped potential. Unsurprisingly, setting new benchmarks for engine performance and reliability are also hallmarks of AMSOIL products, making it a perfect pairing.

As the AMSOIL Ultimate Callout Challenge enters its second decade, the event continues to attract top talent and cutting-edge technology, ensuring it remains at the top of the diesel-performance industry. It's a reminder of what can be achieved when passion and innovation push the limits to redefine performance.

# Dissecting the Transfer Case

Whether navigating snow-covered roads or tackling rugged trails, four-wheel-drive (4WD) and all-wheel-drive (AWD) vehicles rely on a critical component to deliver power where it's needed most. That mechanical hero is the transfer case, and protecting it is essential for your vehicle's long-term performance and longevity. We explore the fundamentals of the transfer case below, from its core function and different types to its operational modes and lubricant requirements.

## WHAT IS IT?

A vehicle's four-wheel or all-wheel-drive mode distributes engine power to all four wheels, roughly doubling traction for improved acceleration and maintaining movement through low-grip conditions like mud, snow or sand. The transfer case is used in both four-wheel and all-wheel-drive systems to divide the torque output from the transmission between the front and rear axles.

Transfer cases are typically attached directly to the rear of the transmission and use a system of gears or chains to power output shafts that connect the vehicle's front and rear drive axles. In 4WD vehicles, putting the vehicle into four-high or four-low typically sends

power to the front axle. AWD vehicles are commonly front-wheel drives, so the transfer case usually sends power to the rear wheels when engaged.

A transfer case can be gear-driven or chain-driven. Gear-driven designs are more durable and are usually used on large truck applications. Chain-driven transfer cases are lighter and operate more quietly; they are usually installed on compact and full-size trucks and SUVs.

## AUTOMATIC TRANSFER CASES

Transfer cases can be operated with a selector lever or electronically controlled with a push button or dial on the dashboard. Both styles allow the operator to choose between two-wheel and four-wheel-drive modes. Some transfer cases

also include high or low four-wheel-drive gear ratios (4WH or 4WL).

Full-time transfer-case units remain in four-wheel drive until the vehicle reaches a predetermined cruising speed, such as 30 mph (48 kph), at which point they change to two-wheel drive for safer handling.

Vehicles with a 2WD/4WD selector lever operate differently from those equipped with a full-time transfer-case unit. In two-wheel-high (2H) mode, only the rear axle is driven. During the four-wheel-high (4H) mode, the transfer case divides torque to both the front and rear drive axles and allows the axles to rotate at different speeds.



In the low-gear mode (2L/4L), the transfer case engages a second set of reduction gears that lock the axles together, forcing them to rotate at the same speed. This mode, while not ideal for driving on a dry road, is well-suited for off-road conditions with steep grades, uneven terrain and low traction conditions.

## MANUAL TRANSFER-CASE OPERATION

The ability to change drive mode, from 4H to 2H for example, varies depending on transfer-case design. The internal components of the transfer case responsible for changing the mode dictate most of the fluid-property requirements for the unit.

For a four-wheel-drive vehicle with a manual transfer case, engaging and disengaging the front axle requires the vehicle to decelerate. Many truck manufacturers advise shifting the transfer-case gears below speeds of 3 mph (5 kph).

Automatic transfer-case units are more common on newer vehicles and can be operated at faster speeds. They are electronically actuated and use clutches to transfer rotation to the drive shaft.

## PROTECTING YOUR TRANSFER CASE

Protecting the complex set of gears and chains inside your transfer case

is essential for the long-term reliability and performance of your 4WD or AWD system. The gears and chains in the transfer case endure substantial mechanical stress during extreme use like towing, hauling or tackling off-road terrain. Shift-on-the-fly automatic transfer-case units use a synchromesh unit that has specific additive requirements for friction and copper-corrosion protection.

The lubricant you install must withstand extreme pressure and heat, guard against wear and maximize performance. It must provide adequate film strength to prevent metal-to-metal contact between gears and other critical components. Robust protection significantly reduces wear, extending the life of your transfer case.

AMSOIL products offer exceptional thermal stability, resisting breakdown and maintaining viscosity even under the most severe operating conditions. For example, AMSOIL Signature Series 100% Synthetic Automatic Transmission Fluid is engineered to withstand the rigors of heavy towing, elevated temperatures and challenging terrain with high film strength and premium anti-wear/extreme-pressure additives to help prevent wear. Signature Series remains fluid in sub-zero temperatures

and is heat resistant with high concentrations of antioxidants. To find the correct AMSOIL product for your vehicle, use the Shop by Vehicle tool at [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.ca).

## RELIABILITY FOR MILES

The transfer case is a fundamental component of any 4WD or AWD system, responsible for the critical task of distributing engine torque to the front and rear axles. Its complex system of gears, chains and clutches enables your vehicle to gain the traction needed to navigate everything from slick roads to steep climbs. Proper maintenance is essential for ensuring the long-term health and reliability of this vital drivetrain component. AMSOIL offers a complete line of products designed to help you keep your transfer case operating in peak form. They withstand extreme pressures, maintain viscosity in high heat and guard against wear to help extend the life of your transfer case. By installing a premium fluid designed for your specific application, you can be confident that your transfer case is equipped to deliver reliable performance for many miles and adventures to come.





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## TURN INSIGHTS INTO ACTION WITH DEALER ZONE REPORTS

Your reports in the Dealer Zone provide a wealth of information that can help you reach out to customers with personalized messages and ensure their needs are met.

- **Thank** customers for a recent purchase.
- **Remind** customers to renew their account that's about to expire.
- **Reach out** to accounts with invalid credit cards on file to get updated information.
- **Encourage** retail accounts to use their co-op credit.
- **Identify** purchasing trends to see if you should recommend a customer change their account status to save money.
- **And more.**

Log in to the Dealer Zone at [my.AMSOIL.com](http://my.AMSOIL.com) and click "Reports" on the left-hand side to start gaining insights into your valuable customer data.

**April Closeout**

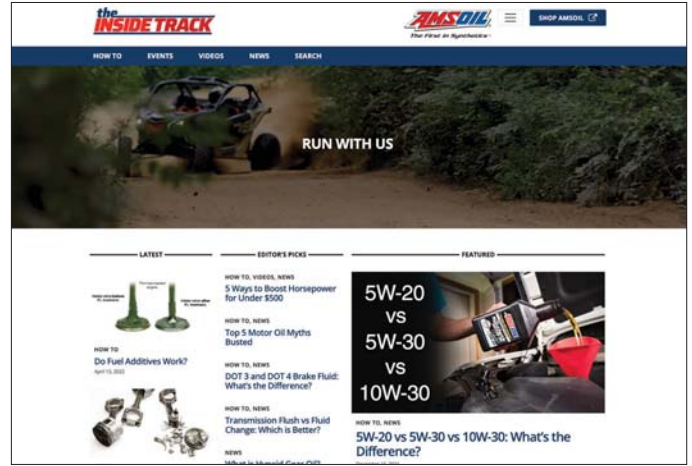
The last day to process April orders is Thursday, April 30. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for April business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Wednesday, May 6.

**Holiday Closings**

The Edmonton and Toronto distribution centers will be closed Friday, April 3 for Good Friday.

**Updated Synthetic Compressor Oil Labels**

AMSOIL ISO 46 (PCI) and ISO 100 (PCK) Synthetic Compressor Oil quart bottles are transitioning to bilingual English/French labels in the U.S. and Canada. Formulations and pricing remain unchanged. Expect to see the new labels in distribution centers as current stocks are depleted. The PCIQTC and PCKQTC product codes are discontinued. Canadian Dealers and customers should begin using product codes PCIQT and PCKQT.



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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.

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# What's the Right Motor Oil for You?

No matter what you drive or how you drive, we formulate industry-leading motor oil to protect your vehicle. Use the chart below to choose the right motor oil for your ride.

## Frequently Asked Questions

**Why do I need AMSOIL High-Mileage Motor Oil?** For engines exceeding 75,000 miles (120,000 km) with unknown maintenance history or known usage of lower-quality oil, AMSOIL High-Mileage Motor Oil provides an added boost of detergents to clean sludge and deposits. It also features a robust viscosity that provides additional wear protection, even after some wear has already occurred. Added seal conditioners extend the life of seals and help protect against drying, cracking and leaking.

**When should I use AMSOIL High-Mileage Motor Oil?** A good rule of thumb is to use AMSOIL High-Mileage Motor Oil at or around the time your vehicle has accumulated 75,000 miles (120,000 km). While 75,000 is not an extreme number of miles today, it is an ideal time to prepare your engine for the road ahead with an added boost of protection.

**Do I need to use AMSOIL High-Mileage Motor Oil if I've already been using AMSOIL motor oil?** No. If you've been consistently using AMSOIL motor oil, your engine is already operating at peak performance and has been protected against wear. However, if you've been

using AMSOIL OE and are looking for an upgrade in overall engine protection as it ages, AMSOIL High-Mileage Motor Oil is an excellent choice.

**Aren't AMSOIL motor oils recommended for vehicles regardless of mileage?** Correct, all AMSOIL motor oils offer outstanding performance and protection regardless of vehicle mileage. However, for those seeking targeted benefits at an affordable price, AMSOIL High-Mileage Motor Oil is the best choice for high-mileage applications. For those seeking the ultimate performance and protection regardless of miles, we still recommend Signature Series Motor Oil.

**Is AMSOIL High-Mileage Motor Oil the best AMSOIL product to use in high-mileage vehicles?** AMSOIL offers two excellent products that provide boosted benefits for high-mileage applications. AMSOIL High-Mileage Motor Oil focuses on the key challenges that high-mileage vehicles face at a lower price point. AMSOIL Signature Series Motor Oil does everything High-Mileage Motor Oil does, while providing industry-leading performance and protection across the board. Signature Series is the best choice regardless of vehicle mileage.

## Why do I need Hybrid Motor Oil?

Hybrid engines operate under a different set of parameters and conditions that typically result in additional fuel and water contamination, leading to corrosion. AMSOIL Hybrid Motor Oil is uniquely formulated to address these specific challenges.

## When should I use Hybrid Motor Oil?

AMSOIL Hybrid Motor Oil is an excellent choice for any hybrid electric (HEV) or plug-in hybrid electric vehicle (PHEV), regardless of miles or age of the vehicle.

## What if I've been using another AMSOIL motor oil in my hybrid vehicle?

If you've already been using AMSOIL motor oil, your engine has received excellent protection. All AMSOIL motor oils of the appropriate viscosity are compatible with hybrid technologies, but AMSOIL Hybrid Motor Oil is specially tailored to focus on the unique challenges presented by hybrid vehicles at an affordable price. If you've been using AMSOIL OE and are looking for an upgrade in hybrid-engine protection, AMSOIL Hybrid Motor Oil is an excellent choice.



	SIGNATURE SERIES	EXTENDED-LIFE (XL)	HIGH-MILEAGE	HYBRID	OE
WEAR PROTECTION	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓
ENGINE CLEANLINESS	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓	✓ ✓
SERVICE INTERVAL	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓
EXTREME TEMP PERFORMANCE	✓ ✓ ✓ ✓ ✓	✓ ✓	✓ ✓	✓ ✓ ✓ ✓	✓ ✓
CORROSION PROTECTION	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓ ✓ ✓ ✓	✓ ✓
OIL-CONSUMPTION CONTROL	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓	✓ ✓
VISCOSITY CONTROL	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓ ✓ ✓ ✓	✓ ✓
LEAK PROTECTION	✓ ✓ ✓ ✓ ✓	✓ ✓	✓ ✓ ✓ ✓	✓ ✓	✓ ✓
SEVERE-SERVICE PROTECTION	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓ ✓	✓ ✓



**Dan Gorski** | DIRECTOR, CUSTOMER SERVICE

## One Size Fits All Isn't Ideal for Customer Service

Customizing your approach to fit your customers' individual needs will help you win.

One of my favorite AMSOIL advertising messages is "when it comes to protection, overkill is underrated." It's a clever phrase that tells customers what they can expect from AMSOIL products – protection that exceeds the standard – and it responds to those who believe our high-performing products are overbuilt. That philosophy recently got me thinking about another familiar concept: one size fits all.

With the exception of a few apparel items, "one size fits all" rarely works in the real world. It certainly doesn't work for the products, marketing programs or customer support AMSOIL offers. In fact, one of our greatest strengths – and one of the greatest opportunities for Dealers – is our commitment to specialized solutions designed for specific needs.

### Programs Should Fit the Customer, Not the Dealer

It's easy to gravitate toward the option we know best. Many Dealers believe the Preferred Customer Program is the best solution for everyone – and it is a fantastic option. The 25% savings, low threshold for free shipping, frequent promotions and rewards make it incredibly appealing. But not every customer fits that profile.

There are lawn and landscape, construction and other contractors in nearly every community who can benefit significantly from AMSOIL products, and even more from the AMSOIL Commercial Program. The Commercial Program is designed around their needs, usage patterns and purchasing behavior. For those customers, it's often the best path to long-term value.

Likewise, many good prospects are do-it-for-me users. They want the benefits

of AMSOIL products, but don't want to change their own oil. That's why having strong relationships with local quick lubes, powersports dealers and retailers is so important. The AMSOIL Retail and Installer programs offer tailored benefits that make sense for these businesses and their customers.

Successful Dealers set aside personal preferences and focus on matching customers with the programs that best fit their qualifications and expectations. That flexibility leads to more accounts, stronger relationships and sustainable growth.

### Support Isn't 'One Size Fits All,' Either

Customer support is another area where "one size fits all" simply doesn't work. Years ago, the telephone was the primary way customers placed orders and received support. One of the most common compliments we still receive is how much customers appreciate being able to call AMSOIL and speak with a live representative without complicated phone menus or long hold times. That's something we're proud of and committed to maintaining.

But that doesn't mean the phone is always the best option. Today, many customers prefer to order online because it's fast, convenient and available 24/7. Customers can place orders when it fits their schedule, review order history, track shipments and access invoices without waiting for assistance.

For other support needs, preferences vary. Some customers like email because it allows them to explain their request in detail and receive a written response they can reference later. Others

prefer live chat for quick questions. The majority of customers actually prefer self-service tools because they can get answers immediately. AMSOIL is investing in powerful AI tools that will help customers navigate AMSOIL sites and get the answers they need on their own. Each option has benefits, and offering choices improves the customer experience.

Dealers play a critical role in reinforcing this flexible approach. You can help by offering multiple ways for customers to contact you and by being comfortable using the tools available. For example:

- Use AMSOIL product guides to make accurate product recommendations.
- Access personally-sponsored customer order history to quickly find tracking information or invoices.
- Submit lower-priority requests by email, knowing you'll still receive a fast response – often within a few business hours – while helping keep phone lines available for urgent needs.

These practices not only improve efficiency, they demonstrate professionalism and respect for your customers' time.

### The Takeaway

Our strength lies in specialization: specialized products, specialized programs and flexible support options designed to meet customers where they are. Dealers who embrace that philosophy, set aside personal preferences and focus on discovering customer needs will be better positioned to grow their Dealerships and deliver exceptional value. When the fit is right, everyone wins.

# TOW WITH CONFIDENCE

AMSOIL SEVERE GEAR® Synthetic Gear Lube and Signature Series Synthetic Automatic Transmission Fluid provide maximum protection in demanding environments such as towing, hauling and commercial use, providing increased lubricant film protection and reduced wear at elevated temperatures.





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AMSOIL CAR CARE Premium car-care products to help vehicles shine brighter and last longer. Complete, expanded product line available for spring.

