AMSOIL®

MAGAZINE

▸ DEALER EDITION

NOVEMBER 2026

# PROVEN POWERSPORTS PERFORMANCE

| PAGE 8

AMSOIL Dealer Journey – From Loyal Customer to Direct Jobber | PAGE 10

# IRONCLAD PROTECTION

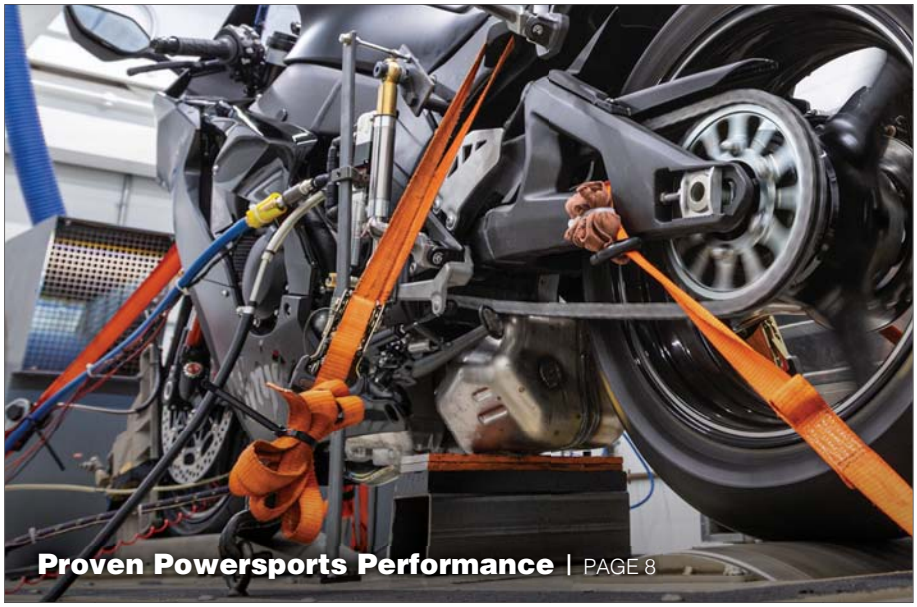
AMSOIL SEVERE GEAR® Synthetic Gear Lube is engineered for maximum performance in severe-duty applications, such as towing, off-roading and high ambient temperatures. Proprietary additives form an iron-sulfide barrier on gear surfaces for the ultimate line of defense.

- **Advanced** protection against wear in differentials, manual transmissions and other gear applications.
- **Controls** thermal runaway.
- **Protects** against rust and corrosion.
- **Long oil**, seal and equipment life.

AMSOIL MAGAZINE

**DEALER EDITION**

**NOVEMBER** 2026



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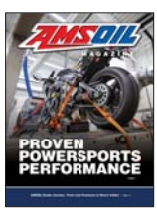


## THE COVER

From turbocharged UTVs to racing snowmobiles and high-horsepower motorcycles, AMSOIL products are continually subjected to demanding real-world testing and laboratory validation.

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# From the Chairman

When AMSOIL was founded, the executive leadership team consisted of one person: company founder and my father, Al Amatuzio. Eventually, he brought then-General Manager and current Advisory Board member Dean Alexander and I into the fold and we helped him run the company. When Al retired, Dean and I ran the company together as Co-Presidents. When Dean retired, I was all that remained of the original executive leadership team. But I am not alone. Corporate strength and continuity were among my biggest priorities when I assumed ownership of AMSOIL. We went to work establishing an organizational structure that enables seamless operation of the company in my absence, ensures adherence to my vision for AMSOIL and promotes continued strong growth. With that in mind, I appointed then-Chief Financial Officer Bhadresh Sutaria as AMSOIL President in 2022. At the end of this year, Bhadresh is retiring as AMSOIL President. He will remain as Vice Chairman of the AMSOIL Advisory Board.

Bhadresh has been instrumental in helping AMSOIL advance as an organization. He helped us strengthen our strategic planning efforts, establish effective budgeting and reporting tools throughout the organization, hire strong talent, establish a leadership pipeline and oversaw the acquisition of two companies. In short, Bhadresh has played a key role in helping AMSOIL develop as an organization and continue our growth trajectory. The result is a stronger organization that makes better decisions, develops leaders from within and is well-positioned to capture future growth opportunities. I am grateful for his leadership and dedication.

Thanks to our planful approach and establishment of a strong executive leadership team, I am excited to announce that the next AMSOIL President is a familiar face for many of you. Effective January 1, AMSOIL Chief Revenue Officer Rob Shama will take over as President. Rob joined the AMSOIL team as Chief Marketing Officer & Sr. VP, Strategic Marketing in 2023, but he has a long history with AMSOIL. In fact, our relationship dates back to 2009 when Rob worked for Afton Chemical, a well-known additive company that serves the oil industry. Around that time, we were working on the formulation for what became the Signature Series family of motor oil. Rob understood my vision and what we were trying to accomplish then, and even more so now.

Rob has more than 40 years' experience in the chemical industry, including 30 years with Afton, where he retired as President. He has an engineering background and significant experience with Finance and Marketing. The insights he brings to the table are invaluable, and his leadership style promotes positivity and accountability. I am excited to see what the team can do together under Rob's leadership.

Rob's appointment is not a change in direction. It is the next step in a long-term plan to ensure AMSOIL remains independent, innovative and positioned for continued growth. It is evidence of the effectiveness of that plan, and it is fulfillment of one of my responsibilities as Chairman and CEO – ensuring AMSOIL remains strong for the generations of customers, Dealers and employees who depend on it.

**Alan Amatuzio**
Chairman & CEO

# LAB TESTED, FIELD PROVEN

We have punished Arctic Cat,* Polaris,* Ski-Doo* and Yamaha* sleds in the lab, on the trail and in the mountains to ensure AMSOIL products deliver the protection you demand and performance you deserve.

SEE THE PROOF
**AMSOIL.com**

# LETTERS TO THE EDITOR

## SIGNATURE SERIES

I have noticed the TBN on the Signature Series line dropped from 12.5 to 10.4. In the next issue of *AMSOIL Magazine*, could you address this and what it means for AMSOIL customers?

Thanks,

**AC James**

***AMSOIL:*** *Thank you for your question, AC. Total base number (TBN) is a measure of an oil's detergency properties and ability to neutralize acidic byproducts. Ash is a component of an oil's detergency package and is typically reported through TBN. With the industry mandating a reduction in ash (due to GPF compatibility as part of new engine-oil standards), TBN numbers are reduced. This, however, does NOT mean the new Signature Series line has less detergency. We replaced traditional ash chemistry with newer technology that is not reported in the traditional TBN test. The next-generation Signature Series continues to deliver the exceptional performance and protection AMSOIL customers trust. As modern formulations incorporate new deposit-control chemistries, detergency is best evaluated through a combination of TBN, engine-cleanliness testing and deposit-control performance rather than relying solely on TBN.*

## GEAR-OIL ARTICLE

I just finished reading the "Understanding Gear-Oil Grading Systems" article in the August *AMSOIL Magazine* and found it very interesting and informative. Thanks for clearing up a lot of misconceptions I had. The chart you provided on page 9 leaves me scratching my head about just what it is telling us. Did someone leave out a page that explains how to interpret this information?

**Dave McKenna**

***AMSOIL:*** *We're glad you found the article informative, Dave. The chart on page 9 displays different viscosity grading systems and how they relate. It helps illustrate one of the concepts described on page 8, and something that's broadly misunderstood, which is that each viscosity grading system describes fluid thickness differently. For example, reading from left to right, you can see that an ISO 150 fluid has equivalent kinematic viscosity values to an AGMA 4 industrial gear oil, an SAE 40 motor oil and an SAE 90 gear oil. They are all the same relative thickness. However, it's important to note that although the viscosities among these different lubricants are similar, the chart cannot be used as a substitution guide; the different lubricants aren't compatible for purposes other than their intended use. We'll provide more detail with that chart next time. That's a great callout.*

## DIESEL OIL

In the August issue of *AMSOIL Magazine*, Alex and Anne Farkas were looking for a comparison of Shell Rotella* to AMSOIL synthetic diesel oil, and I remember seeing an article about a company in Duluth that had done that with oil analysis on their trucks. I tried searching some on the website, but couldn't find it. No need to publish this letter; I just wanted you to know that, at one time, there was just the thing for which they are looking.

Thanks!

**Mark Wells**

***AMSOIL:*** *Great memory, Mark. You are correct; we conducted a field study with Nordic Waste of Duluth, Minn. in 2009. Because formulations have changed in the almost 20 years since the study, it can no longer function as a sales tool. We will consider performing new comparison tests as we build our future testing plans.*

## HYBRID MOTOR OIL

AMSOIL does not list the AMSOIL 100% Synthetic Hybrid Motor Oil formulas for my 2026 Ford* Maverick* hybrid when you do an online vehicle search.

This can be confusing to the customer as AMSOIL states it's a superior product and unique blend for hybrid-engine operating conditions. I think this is just a web IT mistake?

Regards,

**Hervey Forward**

***AMSOIL:*** *Thank you for identifying this gap in our Shop by Vehicle results, Hervey. AMSOIL 0W-20 100% Synthetic Hybrid Motor Oil (HE020) is recommended for your 2026 Ford Maverick hybrid. It is API licensed, meets the Ford WSS-M2C972-A1 specification and will provide outstanding protection and performance. The Shop by Vehicle tool will soon be updated. We apologize for any confusion.*

## PROMOTIONAL ITEMS

Just a quick note to express a few ideas I have for sales items. First, I'd like to see the return of the lightweight windbreaker, lined or unlined. It was a handy piece of clothing in mild weather. Mine is quite old and the zipper is defective. Second, the scratch pad in a 4x8 size (very handy giveaways). A baseball hat, old style/trucker, not the "slanted" front style. Lastly, some time ago, a sheet of AMSOIL mini decals was offered – very small, less than three inches down to perhaps 3/4 or smaller. Great for attaching to toys, RC models, etc.

Sincerely,

**John Wolf**

***AMSOIL:*** *Thank you for sharing these ideas, John. We are happy to hear that you have enjoyed AMSOIL apparel and promotional items over the years. We refresh our portfolio twice annually, so be sure to visit AMSOIL.com to view the latest additions. We currently offer a few items that are comparable to the items you requested, including the AMSOIL Voyager Rain Jacket (G3957) and AMSOIL Notepads (G3701). We refresh hat styles regularly and will take your suggestions under consideration. We also offer a range of decal sizes that fit most applications. Thanks again for your continued dedication to AMSOIL and for sharing your suggestions.*

Email letters to:
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Or, mail them to:
**AMSOIL INC.**
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**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.

# Three primary factors are normally responsible for oil failure.

Oil that becomes too thin, too thick or too acidic has exceeded its useful life.

**Alex Thompson** | DIRECTOR, PRODUCT MARKETING – AUTOMOTIVE & COMMERCIAL

Because they work to suspend contaminants and combustion byproducts, it is not uncommon for motor oils to become dark. It may be more noticeable in some applications. It does not mean the oil is failing or must be changed.

Fortunately, a number of different tools are available that measure motor oil's condition and ability to continuously protect and perform its other key functions.

When motor oil exceeds its useful life or is impacted by a mechanical defect, it most commonly becomes too thin to separate metal parts, too thick to pump or too acidic for continued use.

## Too Thin

When oil becomes too thin, it fails to provide the required oil-film thickness to separate metal surfaces. Different engine designs require different starting oil thickness or viscosity. Viscosity at 100°C (212°F) is one of the most highlighted oil properties and is a good indicator of adequate oil-film thickness in an engine at operating temperature.

A number of factors can cause engine oil to become too thin to protect engine parts. Excessive mechanical shear can thin oil to the point of causing issues with engine protection. As motor oil cycles through the engine, it is exposed to shear stress in the engine's upper end, piston walls and bearings that reduces its shear strength. Continuous exposure to these conditions causes oils built with inferior shear stability to thin excessively, leaving critical engine parts susceptible to metal-to-metal contact.

Fuel contamination of the oil sump is another major cause of excessively thin engine oil. Both gasoline and diesel fuel are thinner than engine oil and, when mixed, the oil's viscosity, film thickness and ability to separate parts are significantly reduced. While a small amount of fuel dilution is relatively common and does not have a material impact on oil life, excessive fuel dilution in mechanically compromised equipment is much more harmful.

## Too Thick

Although it may seem like "the thicker, the better," oil that is too thick is just as detrimental as oil that is too thin. Excessively thick oil is the most commonly discussed oil failure and the subject of many big oil company marketing campaigns.

When oil becomes too thick to flow to engine parts, these areas are starved of lubrication, resulting in metal-to-metal contact that can lead to catastrophic engine damage. The precursor to sludge is oil that has become much thicker than its original design. The cause is a complex chemical reaction involving heat, combustion byproducts and oxygen combining to create chemical attack on the oil molecules. The resulting chemical reaction creates a much thicker substance that does not flow or protect as well as the original oil. When the reaction continues, sludge begins to form in areas of higher localized temperature and low flow. While some varnish is normal, sludge is a sign of excessively degraded oil that needs to be replaced. In order to inhibit sludge and varnish, the oil must resist attack by oxidation forces. Synthetic base oils have a much higher level of saturated molecules that inherently resist this constant bombardment. Additionally, antioxidants are added to either reduce the formation of free-radical oxidation precursors or soak up these precursors once they form.

Another cause of oil thickening, primarily affecting diesel oils, is excessive soot-loading in mechanically unsound engines. Diesel oils are designed to handle some soot contamination, but when the soot overloads the available dispersants in the oil, the oil thickens. The agglomerated soot particles reach a critical size and cause excessive wear commonly seen in diesel liners.

## Too Acidic

Acids are a normal byproduct of burning fossil fuels. Different fuel types, engines and combustion conditions create varying levels of acid formation. These acids, transferred via blow-by gases, are carried away to the engine oil. Oils are designed with a detergent that neutralizes these acids before they accumulate and cause engine damage. The detergent level is measured with a test called Total Base Number (TBN). This measure of alkalinity drops over the life of the oil and reaches a critical level when the oil can no longer consume the acids created by combustion. When TBN reaches a critical level, acids build up quickly and attack the surfaces most susceptible, including yellow metals and lead-lined bearings. Without correction, this condition quickly worsens and results in excessive chemical wear. Although less common, this failure mode can cause significant damage if left uncorrected.

AMSOIL synthetic motor oils are formulated to provide a broad level of overall protection. Synthetic base oils help resist oxidative decomposition, and a properly balanced, high-quality additive package helps keep contaminants in check and engines running for a long time.

# PROVEN POWERSPORTS PERFORMANCE

Real-World Testing That Closes Sales

Customers trust AMSOIL because we prove our performance claims. From turbocharged UTVs to racing snowmobiles and high-horsepower motorcycles, AMSOIL products are continually subjected to demanding real-world testing and laboratory validation. Every AMSOIL proof-of-performance test procedure demonstrates how AMSOIL products protect equipment, maintain performance and withstand extreme operating conditions.

These videos and test reports are powerful selling tools that you can share with customers who want evidence before making purchase decisions. Simply scan the QR codes below to access each video.

## Snowmobile Proof of Performance

AMSOIL engineers evaluated four high-performance two-stroke snowmobiles and one turbocharged four-stroke snowmobile through aggressive trail riding and dynamometer testing. Engines were then disassembled and inspected to assess lubricant performance. https://blog.amsoil.com/proven-powersports-performance/

### INTERCEPTOR® SYNTHETIC 2-STROKE OIL

- Arctic Cat* ZR 858 R-XC — youtube.com/VNcBFuBEQ1U
- Polaris* Pro RMK 850 — youtu.be/7Qwk_LOdNJ0
- Polaris Switchback* Assault Boost Turbo — youtu.be/XILaqIMxvh0
- Ski-Doo* 850 E-TEC* Turbo R — youtu.be/bW7qVE-TLB0

**Results**

- Minimized carbon deposits in cylinders and exhaust power valves.
- Left no heat-related galling, sticking or discoloration in wrist pins and roller cages.
- Demonstrated clean-running performance following severe testing.

**AMSOIL Fights Wear**

AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil delivered **outstanding wear protection and cleanliness** in a rental sled throughout 1,617 miles (2,602 km) of abuse.[CC]

*[CC]Based upon use of a new 2019 Polaris* RMK* 850 as a rental sled at Grizzly Lodge December 2018 - February 2019. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.*

### DOMINATOR® SYNTHETIC 2-STROKE RACING OIL

**Results**

- Successfully completed aggressive riding and dyno testing.
- Delivered the protection required for high-performance racing applications.

### FORMULA 4-STROKE® 0W-40 SYNTHETIC MOTOR OIL

**Results**

- Protected a turbocharged four-stroke snowmobile engine during severe testing. https://blog.amsoil.com/proven-powersports-performance/
- Demonstrated durability in high-performance winter conditions.

## ATV & UTV Proof of Performance

### AMSOIL SYNTHETIC ATV/ UTV MOTOR OIL

**Results**

- Protected a high-performance turbocharged engine under severe operating conditions.
- Maintained reliable performance through extensive trail and dyno testing.
- Helped deliver smooth, consistent power during aggressive riding.

### AMSOIL SYNTHETIC ATV/ UTV DCT FLUID

**Results**

- Protected the transmission during demanding high-load operation.
- Delivered smooth, consistent power transfer throughout testing.
- Withstood severe trail and dyno conditions without performance concerns.

### AMSOIL SYNTHETIC ATV/ UTV CVT FLUID

**Results**

- Performed flawlessly through more than 2,000 miles (3,219 km) of combined trail and dyno testing.
- Maintained consistent power delivery under heavy workloads.
- Protected critical transmission components under aggressive use.

## Motorcycle Proof of Performance

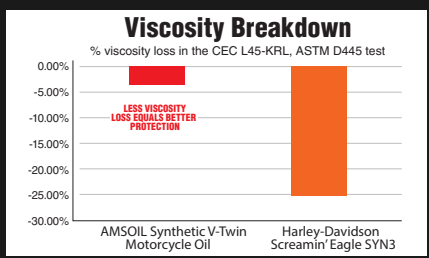
We're constantly testing AMSOIL motorcycle products in V-twin cruisers, street and adventure motorcycles and dirt bikes.

**Results**

- V-Twin – improved protection against compensator and transmission gear wear
- Dirt Bike – superior wear protection and kept clutch plates looking new.

### AMSOIL Resists Viscosity Breakdown

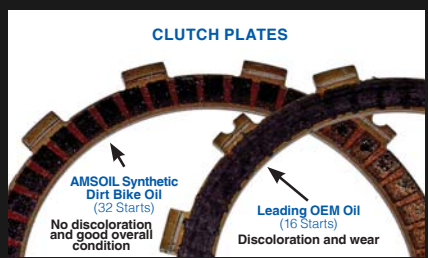
AMSOIL resists viscosity breakdown **6X better** than Harley-Davidson* SYN3* for **improved protection** against compensator and transmission gear wear.[BB]




*[BB]Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil and Harley-Davidson Screamin' Eagle SYN3 purchased on 1/26/24 in the CEC L45-KRL, ASTM D445 test. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.*

### AMSOIL delivers confident clutch feel.

AMSOIL provides excellent clutch protection.[T] How good is it? In extreme simulated-start testing, AMSOIL provided superior wear protection and kept clutch plates looking new.




*[T]Based on dyno testing of a Honda* CRF450 dirt bike using AMSOIL 10W-40 Synthetic Dirt Bike Oil and a leading original equipment manufacturer 10W-40 conventional dirt bike oil. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.*

## Using Performance Testing as a Sales Tool.

Every proof-of-performance test demonstrates how AMSOIL products deliver maximum protection and performance in the same machines customers own and operate. Use the videos to build confidence, overcome objections and support product recommendations. Share them on social media, in customer emails and at trade shows, races and other events so customers can see the results for themselves.

# AMSOIL Dealer Journey – From Loyal Customer to Direct Jobber

Most know the story – when AMSOIL formulated the world's first synthetic motor oil for use in automotive applications, it was Dealers who carried the message to the masses about the benefits of using synthetic lubrication. Back then the very idea seemed radical, and people were skeptical about extended drain intervals in their vehicles. AMSOIL Dealers were there to speak to the advantages customers would soon start seeing themselves. They succeeded, helping spread the word about AMSOIL in a big way.

We still have great Dealer talent doing the same work today. Many have built successful Dealerships over time, often after starting as AMSOIL customers and experiencing the product benefits. One such Dealer is Adam Roering from Minnesota. After seeing what AMSOIL products could do for his own vehicles, he decided to become a Dealer in 2021 in hopes of better pricing and making a few bucks. His decision to do so paid off. With ongoing support from his sponsoring Dealers Joe and Katie Reinhardt, Roering is now a Direct Jobber serving over 400 accounts. We checked in with him to learn more about how he came to this point and what his plans are next.

***AMSOIL Magazine:*** Take us back to when you first registered. What made you decide to become an AMSOIL Dealer?

**Roering:** Before becoming a Dealer, I was already an AMSOIL customer and using the products myself. I initially thought there might be an opportunity to get an even better price on products I was already buying while also sharing my experience with other people. At the time, my strongest product knowledge was in the two-stroke line. I had experience with products used in snowmobiles, dirt bikes, chainsaws and other equipment. I also grew up on a farm, so I was familiar with a wide variety of equipment and knew I could expand into other AMSOIL product lines as I learned more. When I first registered, though, I honestly didn't do much with it. It took some time before I really understood what was available to me and what I could build.

***AMSOIL Magazine:*** Most successful Dealers have a sponsoring Dealer to help coach and mentor them. How did your sponsor help?

**Roering:** My relationship with my sponsoring Dealer started with a random phone call. Joe called and explained that I had recently been assigned to him after someone else downgraded their membership. That conversation ended up changing the direction of my Dealership.

One of the first things he did was educate me on the importance of becoming Certified. Once I completed those certifications and understood how accounts worked, I really started to see the business differently. He has remained involved ever since. Even today, I probably receive a text from him at least once a week checking in, asking how things are going and whether I need anything. He has helped with joint calls and, just as importantly, helped me learn who within AMSOIL I should contact when I have a question or need assistance. Having someone available who has already been through the process has been extremely valuable.

***AMSOIL Magazine:*** In any new business opportunity, it's important to have tools at your disposal to help you succeed. What did AMSOIL provide that you took advantage of?

**Roering:** The certifications were probably the biggest turning point for me because they helped me understand the structure of the business. Another resource I use frequently are the AMSOIL Technical Services and Customer Service teams. There have been several occasions when a customer has asked me a question that I couldn't confidently answer. Rather than guessing, I have called AMSOIL with the customer on the line and had a conference call so we could get the answer directly from the people who know the product best. That has helped build credibility with my customers. I learned quickly that I don't need to personally know the answer to every technical question. I need to know how to get my customer the right answer. Knowing I have that support team behind me gives me a lot more confidence when approaching new customers and new industries.

***AMSOIL Magazine:*** What type of customer do you enjoy working with the most?

**Roering:** I enjoy working with customers where I can help find a solution, rather than simply make a sale. One of the biggest things I learned as my Dealership grew was the importance of understanding the different account types. Preferred Customer accounts are a great example because they can truly be a win-win. If someone is already buying and using AMSOIL products regularly, helping them understand whether a Preferred Customer account makes sense can save them money while also helping me grow my Dealership. I enjoy the retail and commercial side for a similar reason. You're learning about someone's business, what products they're using and what they're trying to accomplish and then determining where AMSOIL products might fit.

***AMSOIL Magazine:*** What are your most common approaches to making the first visit with a prospective account?

**Roering:** For me, it is mostly about starting a conversation and being persistent without being pushy. I don't expect every business owner to say "yes" the first time I talk to them. Sometimes it takes several conversations before they understand what AMSOIL products can offer them or before the timing is right. I've also learned that relationships matter. I want people to know that I'm interested in their business and not just in getting them to buy something from me. If I can support a local business and build that relationship naturally, I think that goes a long way when we eventually have a conversation about AMSOIL products.

***AMSOIL Magazine:*** What are your keys to retaining current customers?

**Roering:** I think one of the biggest keys is being available and continuing the relationship after the initial sale or account registration. If a customer has a question, I want to help them find the answer. If I don't know it, I'll use the resources AMSOIL provides and find someone who does. I also try to make sure customers understand the account they have and the benefits available to them. I don't want to simply register someone and disappear. I want them to get value from their account and continue using it.

***AMSOIL Magazine:*** How do you work with customers to find solutions and meet their goals?

**Roering:** A good example is Hilmerson Sports Center in Little Falls, Minn. I had approached them about becoming a retail account on more than one occasion, and initially they weren't interested. Instead of continuing to push the issue, I continued doing business with them. I would stop into their store, purchase products from them and support their business. Over time, I continued the conversation about AMSOIL products and explained that there really wasn't a lot of risk involved in becoming a retail account. Eventually, they decided to give it a try. Once we got the account established and the products on the shelf, the AMSOIL products really started to sell themselves. For me, that experience reinforced the importance of relationships and persistence. A "no" today doesn't necessarily mean "no" forever. Sometimes people just need more information, more trust or better timing.

***AMSOIL Magazine:*** What do you like most about being an AMSOIL Dealer?

**Roering:** I enjoy the challenge of building something and watching the momentum grow. In the beginning, gaining customers seemed slow. When I had one customer, it felt like it took a long time to get the second. But then getting from two customers to four happened faster. Four to eight happened faster yet, and then eight became 16. I've started to see that ripple effect where the work I did earlier continues producing opportunities later. I also like that I'm not doing it completely on my own. Between my sponsoring Dealer, AMSOIL Technical Services, Customer Service and the other resources available, there is a support system behind the Dealership. I've been able to grow while continuing to learn.

***AMSOIL Magazine:*** What are your main Dealership goals?

**Roering:** Over the next six months, I want to keep doing what has been working and continue building on the momentum I have. Over the next year, I would like to double the size of my business. I know that's an aggressive goal, but based on the growth I've experienced and the compounding effect I'm beginning to see, I believe there is an opportunity to achieve it if I remain focused and continue putting in the effort. The biggest thing for me is not becoming comfortable because I've had some success. I want to continue prospecting, adding new accounts, supporting my existing customers and learning more about the products and the business.

Long term, I want to see how far I can take the Dealership. When I first signed up, I wasn't approaching it with a major long-term business plan. It started because I was already an AMSOIL customer and saw an opportunity. As I've learned the business and watched it grow, my expectations for what it could become have grown along with it. For now, my focus is on continuing to build a strong customer base, developing retail and commercial relationships and taking care of the customers I already have. If I continue doing those things consistently, I'm excited to see where the Dealership can go over the next several years.

# Protecting Against LSPI – Even During Extended Drain Intervals

Modern gasoline engines are smaller, more powerful and more efficient than ever. Turbocharging and gasoline direct injection (GDI) help automakers deliver impressive horsepower and fuel economy from compact engine packages. But those same technologies introduced a serious challenge: low-speed pre-ignition (LSPI).

LSPI can destroy an engine in a single event. That's why protecting against LSPI has become an important job for motor oil. AMSOIL Signature Series 100% Synthetic Motor Oil provides serious LSPI protection, even after the oil has aged through an extended service interval.

### What Is LSPI?

Low-speed pre-ignition is an abnormal combustion event that occurs primarily in turbocharged gasoline direct-injection engines. Unlike normal combustion, which begins when the spark plug fires, LSPI occurs when the air-fuel mixture ignites unexpectedly before spark timing. The resulting pressure spike creates an extremely violent combustion event, often referred to as "super knock."

LSPI typically occurs under low-rpm, high-load operating conditions, such as accelerating hard from a stoplight or climbing a grade in a high gear. Although LSPI events are relatively rare and unpredictable, their consequences can be severe. In some cases, a single event can crack pistons, damage connecting rods or destroy an engine entirely.

The problem became prevalent enough that the automotive industry added new tests to the latest oil specifications, including API SN PLUS and later API SP, specifically to ensure the latest oil formulations help prevent LSPI.

### Causes of LSPI

While researchers continue to study the phenomenon, evidence suggests LSPI occurs when fuel and oil droplets interact inside the combustion chamber under certain operating conditions. Fuel that contacts the cylinder wall can combine with oil, forming droplets that migrate into the combustion chamber and ignite prematurely.

Motor-oil formulation has a direct impact on LSPI risk. Studies cited by automakers and the Society of Automotive Engineers (SAE) have shown that detergent chemistry can influence an oil's ability to protect against LSPI. Oils engineered specifically for modern turbocharged GDI engines are formulated to reduce the likelihood of these damaging events.

### Evaluating Protection Against LSPI

The Sequence IX test was developed to evaluate an engine oil's ability to prevent LSPI in turbocharged GDI engines under boosted, low-speed, high-load conditions.

The Sequence IX test uses a Ford* 2.0-liter EcoBoost* engine and laboratory-aged oil. The oil is aged for 72 hours to simulate oil degradation over about 4,000 miles (6,437 km) of service. The engine is run at low speed and high load to simulate the environment where LSPI is most likely to occur. During testing, sophisticated in-cylinder pressure sensors continuously monitor combustion events. The system looks for abnormal pressure spikes and unusually early combustion signatures that indicate a pre-ignition event occurred.

Oil performance is then evaluated based on metrics such as the average number of pre-ignition events across the test and the maximum number of events observed during any single iteration. Oils that generate fewer events provide better LSPI protection.

### Signature Series Raises the Bar

AMSOIL modified the test to increase severity and try to challenge Signature Series. All standard test protocols were followed, except we aged the oil for 25,000 miles (40,234 km) in a Ford

Raptor* equipped with a high-output 3.5-liter EcoBoost engine instead of 4,000 miles in a 2.0L EcoBoost.

Even after 25,000 miles of use, Signature Series far exceeded the minimum requirements for protection against LSPI. The new formulation delivers four times more piston protection against LSPI than industry standards require, even after the oil completed a 25,000-mile service interval.[1]

### Protection for Modern Engines

LSPI remains a real concern for modern turbocharged GDI engines. While lubricant manufacturers have made significant progress, the challenge isn't simply protecting engines with fresh oil. It's maintaining that protection mile after mile. AMSOIL Signature Series 100% Synthetic Motor Oil was developed with that goal in mind. By delivering outstanding performance in a boosted aged-oil LSPI test, it provides drivers confidence that their oil is protecting critical engine components throughout the entire drain interval, not just at the beginning. For anyone who depends on their vehicle, that's protection that counts.

[1]Using AMSOIL Signature Series 5W-30 100% Synthetic Motor Oil following a 25,000-mile service interval in the Sequence IX aged-oil LSPI test.

# CORR PRESENTED BY AMSOIL
# EXPANDING SHORT-COURSE OFF-ROAD RACING IN THE SOUTHWEST

AMSOIL is expanding its support of grassroots racing through a presenting sponsorship of the Championship Off-Road Racing series (CORR) for the 2026-2027 season. CORR is a rapidly growing racing organization focused on accessibility, family participation and competitive short-course off-road racing in the American Southwest.

CORR is a five-event, USAC-sanctioned championship series focused on Pro-Am UTV competition. The series attracts up to 120 racers per event and logged more than 1,200 total race entries during the previous season. Races are held at established venues across Arizona, California and Nevada, including facilities such as Firebird Motorsports Park, Glen Helen Raceway and Las Vegas Motor Speedway. The winter-focused schedule runs from October through April, with two points rounds contested each race weekend.

CORR is designed to welcome competitors at multiple levels, from youth and sportsman classes to experienced professional racers. It creates an environment where racers, families and fans can all participate in an affordable, spectator-friendly format that highlights the excitement of short-course off-road racing. That approach aligns closely with a long-standing AMSOIL commitment to supporting racers throughout their motorsports journey, whether they're competing locally or for championships.

Short-course desert racing occupies a unique place in motorsports. Unlike long-distance desert races that cover hundreds of miles, short-course competition delivers close-quarters racing with frequent lead changes and continuous action within full view of spectators. Fans can follow the entire race rather than watching competitors disappear into the distance. That type of accessibility makes CORR easier for newcomers to understand and enjoy while providing a welcoming environment for new racers looking to enter organized competition.

The 2026-2027 race schedule includes a March 27-28 date, which coincides with Easter weekend. Family activities will include an Easter egg hunt. The combination of racing, family activities and community participation reflects the series' focus on creating a **destination atmosphere** for competitors and fans alike.

CORR leadership is focused on building momentum by providing meaningful engagement opportunities for racers and industry partners. The series streams events through Racer Network and its owned media channels, giving competitors, sponsors and enthusiasts the ability to follow the action beyond the race venue itself. The partnership expands our motorsports community and introduces new opportunities for multi-generational racing families. CORR racers can also access the AMSOIL Preferred Racer Program and the larger Team AMSOIL community.

The CORR partnership demonstrates our continued commitment to off-road racing and support for developing future competitors and enthusiasts. CORR's focus on the Southwest and commitment to running a winter program provide an excellent complement to our partnership with the sport's premier series, AMSOIL Championship Off-Road, which primarily operates in the Midwest during the summer.

## How Dealers Can Benefit

The CORR presenting sponsorship creates opportunities for AMSOIL Dealers to engage directly with racers, enthusiasts and prospective customers in a highly targeted environment. Dealer vending opportunities will be posted through the Dealer Zone Corporate Sponsored Events program, allowing qualified Dealers to connect with participants, introduce AMSOIL products and build long-term relationships within the racing community. In addition, Dealers can leverage AMSOIL racing programs such as the Preferred Racer Program to engage competitors and turn motorsports enthusiasm into lasting customer relationships. By participating in CORR events, Dealers gain access to an audience already passionate about performance, reliability and racing success, making the series a valuable platform for growing local AMSOIL business and supporting the future of off-road racing.

CORR CHAMPIONSHIP OFF-ROAD RACING PRESENTED BY AMSOIL

**corracing.com**

# Evolution in Protection

## INSIDE THE NEW AMSOIL OIL FILTERS

When it comes to protecting engines, lubricants usually get the spotlight. But even the most advanced lubricants need adequate filtration to maintain performance over the entire drain interval. Oil filters serve a pivotal role in defending engines against contaminants. Throughout normal operation, engines generate and ingest wear particles, combustion byproducts and other debris that circulate through the engine. A properly designed oil filter removes these contaminants before they can make a significant impact on critical engine components, helping maintain oil cleanliness and promote long engine life. If it doesn't do its job, contaminants will remain in circulation, accelerating wear on bearings, piston rings, camshafts, timing chains and other precision components. Excessive contamination can also contribute to sludge formation, reduced efficiency and shortened engine life. In short, clean oil is essential, and the filter's mission is to keep it that way.

*Finished-filter testing of the new AMSOIL EA15K51 Oil Filter demonstrated a* **53% increase** *in contaminant-holding capacity compared to the previous design, while maintaining* **99% efficiency** *at 20 microns.*

### Filter Design

Oil-filter design is the result of carefully balancing competing performance requirements. As oil circulates through the engine, it carries contaminants generated from normal wear, the operating environment and the natural degradation of the oil itself. The filter's job is to trap these contaminants while still allowing adequate oil flow to critical engine components.

At the heart of every oil filter is the filter media. Oil enters the filter, passes through the media and exits cleaner than when it arrived. The media is surrounded by a support structure that helps maintain its shape and integrity under demanding operating conditions.

To understand filter performance, it helps to understand four key characteristics:

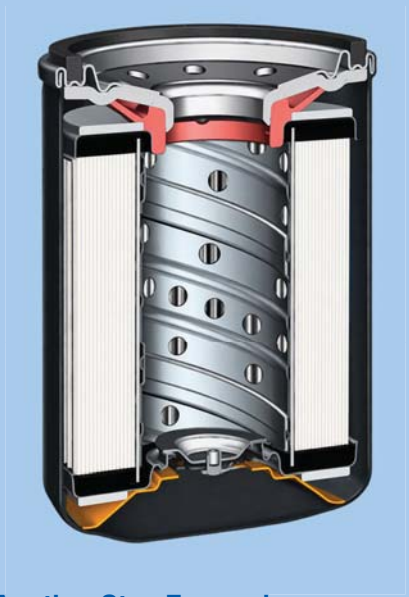
**Capacity** refers to the amount of contaminants a filter can hold while remaining effective.

**Efficiency** describes the filter's ability to capture contaminants. The more efficient a filter, the more contaminants it removes from the oil. Manufacturers typically report filter efficiency as the percentage of contaminants 20 microns and larger removed from oil. Filters using traditional media are often only 40% to 80% efficient at 20 microns.

**Flow** is how we measure the ability of the oil to reach critical components. To provide greater efficiency, the filtration media requires tighter spacing, which restricts flow.

**Durability** is the resistance to hot oil degrading the resins that bind the media over the service life of the filter.

The challenge for filter engineers is that improving one characteristic can negatively affect another. Increasing filtration efficiency often requires tighter media structures that can restrict flow. Increasing capacity can demand additional media volume and structural support. The best filters successfully balance efficiency, capacity, flow and durability without compromising any single area.



### Another Step Forward

We set out to improve an already high-performing filter platform by increasing contaminant-holding capacity, maintaining industry-leading filtration efficiency and strengthening overall construction. The result is a new generation of AMSOIL Oil Filters engineered for even greater performance and reliability.

### Increased Capacity

One of the most significant advancements is increased contaminant-holding capacity. Finished-filter testing of the new AMSOIL EA15K51 Oil Filter demonstrated a 53% increase in contaminant-holding capacity compared to the previous design, while maintaining 99% efficiency at 20 microns.

"We moved away from a wire-backed media to allow for more synthetic media," said Director, Product Marketing Alex

Thompson. “On our previous filter, wire backing helped the filter maintain structure, but the thickness limited the amount of material we could fit inside the can. With the advancement of materials since our last refresh, we can move away from the wire-backed media, which improves the filter's capacity.”

The improvement is significant because capacity and efficiency typically work against each other. Increasing a filter’s ability to hold contaminants often comes with tradeoffs in filtration performance or flow characteristics. AMSOIL successfully enhanced capacity while maintaining exceptional filtration efficiency.

## Outstanding Efficiency

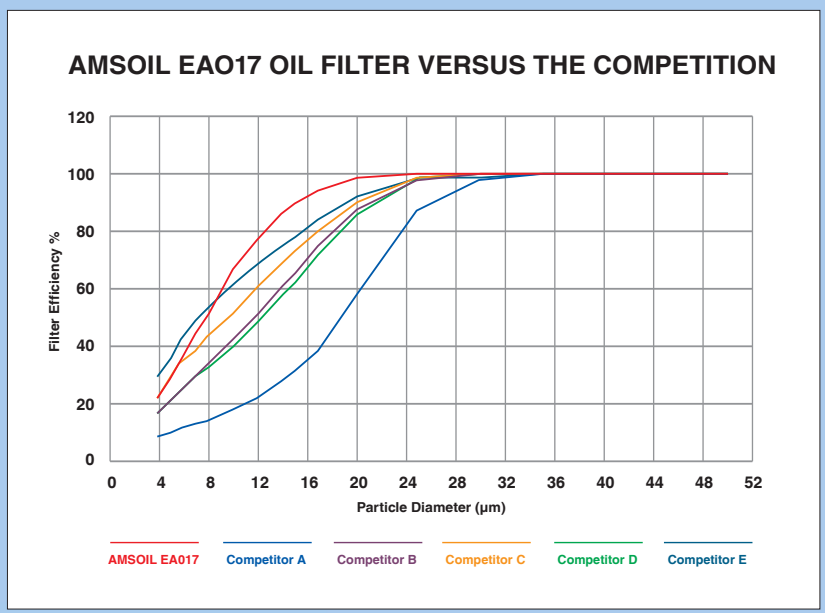
Our new filter designs incorporate upgraded construction while continuing to meet our demanding filtration-efficiency requirements. Finished-filter testing confirms excellent contaminant retention and high filtration efficiency. The result is a filter that continues to protect critical engine components from harmful wear-causing particles throughout the service interval.

## Stronger from the Inside Out

Beyond media performance, we focused on improving structural integrity and durability throughout the filter.

The new design features...

- **AEM gasket material** for outstanding durability and sealing performance.
- **Heavy-duty clinch-style baseplates** that contribute to greater burst-strength resistance.
- **Premium silicone anti-drainback valves** that help prevent dry starts after shutdown.
- **Synthetic, best-in-class media** designed for long service life, excellent contaminant-holding capacity and compatibility with any oil formulation and viscosity.
- **Heavy-duty canisters** that enhance overall durability and stability.
- **Bypass valves** engineered to ensure proper oil flow during cold-start conditions (only applies to certain filters).
- **Element guides** that help keep the filtering element properly positioned throughout service.




Together, these components create a filter that is built to withstand the demands of extended drain intervals and severe operating conditions.

## Improved Bypass Valve Design

The new filter design introduces an improved bypass-valve configuration. Unlike previous designs, the bypass valve is integrated directly into the filter cartridge. This design eliminates the possibility of continuous oil flow around the bypass valve, helping ensure oil is directed through the filtration media as intended during normal operation.

## Advanced Cartridge Design

New AMSOIL cartridge filters incorporate advanced glass-filled polymer technology that completely seals the filter media within the end caps. These high-tech materials provide the structural performance necessary for demanding applications while providing several advantages over traditional steel components, including improved sealing performance, enhanced corrosion resistance and better vibration damping characteristics. The result is a robust cartridge-filter design that delivers excellent durability and long-term reliability.

## Improving Confidence

Oil filtration has always been about balancing efficiency, capacity, flow and durability. The new generation of AMSOIL Oil Filters advances that balance further than ever before. With a 53% increase in contaminant-holding capacity,[1] 99% efficiency at 20 microns and upgraded structural components throughout the design, these filters represent a meaningful evolution in engine protection. From advanced synthetic media and heavy-duty construction to improved bypass-valve performance and innovative cartridge materials, every detail was engineered to help keep oil cleaner and engines protected longer. That means greater confidence that the filter protecting your engine is as advanced as the lubricant flowing through it.

[1]Based on holding capacity of AMSOIL EA15K51 Filter.

# 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 and click "Reports" on the left-hand side to start gaining insights into your valuable customer data.

## November Closeout

The last day to process November orders is Monday, Nov. 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 November business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Sunday, Dec. 6.

## Holiday Closings

The Edmonton Distribution Center will be closed Wednesday, Nov. 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Nov. 26-27 for Thanksgiving Day.

## 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.

## AMSOIL Dealer Work Shirt

Distinguish yourself as an Independent AMSOIL Dealer. Red Kap two-pocket work shirt with concealed-button front pocket to protect vehicle finishes. Features prominent AMSOIL logo across the upper back. Constructed of 65/35 polyester/cotton soil-release and moisture-management fabric.

| | | |
|---|---|---|
| **STOCK #** | **G3962** | **S-XXX** |
| U.S. Price: | $53.00 | |
| CAN. Price: | $71.00 | |

## AMSOIL Bypass Filtration Update

In an effort to modernize the AMSOIL Bypass Filtration product line, we performed a thorough evaluation of our existing offerings and are implementing some changes to align with the current turbodiesel pickup-truck market. Retired engine platforms and limited demand for universal kits have led us to consolidate the line while still supporting the most popular applications in the market. Along with this consolidation will come some exciting changes. The final details are still in development, but you can expect some big news coming later this fall. Until then, we are implementing the following updates to the current AMSOIL Bypass Filtration product line.

**The following AMSOIL Bypass Filtration Kits and Bypass Filters are discontinued and no longer available:**

- Single-Remote Bypass Kit (BMK21)
- DUAL-GARD Bypass Kit (BMK22)
- Universal Dual-Remote Bypass System (BMK23)
- Heavy-Duty Bypass Kit (BMK30)
- EABP100 (7.5" Filter). Replaced by the EABP90.
- EABP110 (10.5" Filter). Replaced by the EABP90.
- EABP120 (Heavy-Duty Filter for BMK30). Replaced by the Donaldson P570027.

**The following AMSOIL Bypass Filtration Kits are discontinued and available while supplies last:**

- Ford* 7.3L Dual-Remote Bypass System (BMK26)
- Ford 6.0/6.4L Single-Remote Bypass System (BMK31)

**The following AMSOIL Bypass Filtration Kits will undergo significant and exciting updates that will be announced later this year. Existing kits are available while supplies last:**

- 2001-2019 GM* 6.6L Dual-Remote Bypass System (BMK27)
- Ford 6.7L Dual-Remote Bypass System (BMK28)
- 2001-2016 GM 6.6L Single-Remote Bypass System (BMK32)
- Ford 6.7L Single-Remote Bypass System (BMK33)
- 2004-current Cummins* 5.0L/5.9L/6.7L Single-Remote Bypass System (BMK34)

**The EABP90 (6" Filter) is currently being retooled and is expected back in stock by the end of 2026. Until then, the WIX WL11042 is recommended as a suitable replacement. Once reintroduced, the EABP90 will be the only AMSOIL Bypass Filter in our lineup, and it will be recommended for service intervals of 60,000 miles (96,561 km), 600 hours or two years, whichever comes first.**

### Replacement Parts

Bypass-system replacement parts are available while supplies last. Recommendations for alternative sources will be announced.

### Warranty Coverage

The AMSOIL Bypass Filter Systems Warranty remains unchanged.

# 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 | ✓ ✓ ✓ ✓ ✓ | ✓ ✓ ✓ | ✓ ✓ | ✓ ✓ | ✓ ✓ |

# Match Package Sizes to Your Customers' Needs

AMSOIL offers a wide array of product-packaging options for all different types of buyers

**Tanner Sundland** | B2B SALES & ACCOUNT SPECIALIST

AMSOIL customers depend on quality lubricants to keep their equipment running. They also need the right products available when maintenance is required. Choosing the appropriate package size helps improve efficiency, simplify inventory management and ensure products are on hand when they matter most.

I personally own a gold 2006 Toyota* Corolla,* known around the AMSOIL corporate office as the "Golden Wonder." It requires 4.4 quarts of 5W-30 motor oil, and when it's time for an oil change, I typically purchase a gallon jug and a quart rather than five individual quart bottles. The savings are modest for a single oil change, but the principle remains the same. Matching package sizes to actual usage can help reduce costs and improve efficiency. While the impact may be small on a personal vehicle, those savings can become significant when applied across a commercial fleet, installer location or retail shelf options.

For AMSOIL Dealers, understanding how customers purchase, store and use lubricants creates opportunities to provide additional value. From quarts and gallons to drums and totes, AMSOIL offers package sizes designed to support a wide range of business-to-business (B2B) operations. A customer maintaining a few vehicles may benefit from products stocked on the shelf, while larger commercial operations and installers often prefer larger packaging to support higher lubricant consumption.

Combined with fast order fulfillment and free shipping on qualifying orders, AMSOIL makes it easy for customers to maintain the inventory they need to stay productive. These conversations with your different accounts can also help uncover new opportunities to grow your Dealership.

## Commercial Businesses

Every operation is different. Contractors, fleets and agricultural operations all have unique maintenance requirements, lubricant consumption and storage capabilities. Taking the time to understand their operation allows you to recommend package sizes that align with their equipment, usage and purchasing habits.

## Retail Stores

For retail customers, keeping AMSOIL products readily available on the shelf provides convenience and supports repeat purchases and overall sales for that business. Managing inventory helps ensure their customers have access to the products when they need them most.

## Installers

Quick lubes, auto-repair facilities, powersports repair and other installer locations often benefit from a mix of package sizes. Some rely on quarts and gallons for daily service work, while others use larger drums or totes to support higher-volume operations. Helping installers match inventory to demand can improve efficiency and reduce disruptions in the shop.

## Semi-Bulk-Dispensing Solutions

As lubricant usage increases, some customers may benefit from dedicated storage tanks and dispensing systems. To support Dealers in capturing these opportunities, AMSOIL partners with industry leaders Alemite and Fluidall to provide high-quality bulk-dispensing equipment through the AMSOIL Semi-Bulk-Dispensing Program. Tank systems can improve workflow, simplify lubricant management and help businesses maintain a consistent supply of products throughout their operation. Visit the Dealer Zone (Business Tools>Retail Business Tools>Co-op Business Tools>Retail Business Tools>Co-op) for more information about the Bulk-Dispensing Program.

## The Bottom Line

Customers need a partner who understands their operation and can recommend solutions that fit their business. Have conversations with your customers and keep track of your accounts' purchasing trends by regularly checking your reports in the Dealer Zone. By helping customers select the right package size and inventory strategy, Dealers reinforce their value as trusted lubrication experts while creating opportunities for growth.

# Your Retail and Installer Accounts Represent AMSOIL. Help Them Look the Part.

Stores sell more AMSOIL products when their space looks the part. Sharp, current displays attract customers and signal quality. Faded signs, worn floor mats and dingy window clings can send the wrong message. As an AMSOIL Dealer, you're in the best position to spot dated displays and start the conversation about replacing them.

AMSOIL offers a wide range of merchandising items to keep retail locations looking their best. A quick call or visit to your accounts could be all it takes to get fresh, professional AMSOIL displays in front of more customers.

### USE CO-OP CREDIT

Many retail and installer accounts have unused co-op credit available. Remind them that refreshing their AMSOIL signage, window clings, floor mats and point-of-sale displays doesn't have to come out of their pocket. Co-op credit is there for exactly this purpose.

Reach out to your accounts and encourage them to log in to AMSOIL.com/AMSOIL.ca, review their co-op credit and order new merchandising items.

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

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