



► DEALER EDITION

MAGAZINE

JULY 2019

SIX WAYS TO BUILD SALES WITH THE NEW AMSOIL EASY-PACK | PAGE 8



RIDE HARD. RUN COOL.®



- Retains viscosity for excellent wear protection
- Resists extreme heat
- Promotes smooth, confident shifts

Regardless of which brand of bike your customers own, they want to protect their investment. AMSOIL Synthetic V-Twin Motorcycle Oil is designed specifically for the unique demands of V-twin engines, including resistance to extreme heat and excellent wear protection. It helps your customers ride with confidence in the most extreme conditions.

For more information and market details that help boost your effectiveness selling V-twin products, check out the Synthetic V-Twin Lubricants Dealer Sales Brief in the Dealer Zone (Learning Center>Dealer Sales Briefs).

OFFICIAL OIL



AMSOIL
The First in Synthetics®



Six Ways to Build Sales with the New AMSOIL Easy-Pack | PAGE 8



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Back Issues

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

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THE COVER

Nine products are now available in the convenient easy-pack, presenting a great opportunity to reach new and existing customers.





From the President

I officially started working for AMSOIL in 1988. That's when our records show I started receiving a paycheck, but I remember being dropped off before I could drive, which was earlier than '85. I worked in the maintenance shop first, then I moved into Production. Things were very different then. Our facilities were smaller, more Dealers maintained home warehouses and the Internet didn't exist as we know it. Today it's one of the most dominant aspects of our daily lives. It has changed just about everything – how we shop, navigate, conduct research, listen to music – the list goes on. Its impact is so great that younger people won't be able to imagine life without it. It will be one of those markers in time we can brag about when we get older – *I was around before the Internet existed.*

The Internet's importance to people's daily lives makes it important to businesses around the world. If you're going to remain relevant and capture online sales, you have to stay on top of online trends and they change quickly. We are continuing to increase our investment in digital marketing to accelerate business growth online. It's becoming more competitive and sophisticated every year. We are in the final stages of a long, intense project that will boost our

online marketing capabilities by a great deal. We're going to have more data and increased ability to target people who interact with us. With this increased ability we'll also increase our presence online. In the years ahead, we're going to attract and convert more people into buying customers than ever before.

So what should you do? We're going to be doing a majority of the work online, but you still need an online presence. Maintaining a website, actively posting on social media and participating in online groups are effective ways you can market your business and capture new customers. Next, you need to become Customer Certified promptly if you aren't already. Every time someone who isn't connected to an AMSOIL Dealer makes a purchase at amsoil.com, we assign that new customer to an existing Dealer and pay that Dealer commissions based on the new customer's purchase. That's free money, and only Customer-Certified Dealers are eligible to be assigned buying customers.

It gets better. Do you know about the Assigned-Customer Multiplier? We've advertised it frequently in this magazine the past several months. Basically, becoming Customer Certified puts

your name into the pool of Dealers eligible to receive assigned customers once. Through the Assigned-Customer Multiplier, every eight additional qualified customers you bring in gives you another entry into the pool. The more customers you bring in, the more you are assigned.

We assigned more than 20,000 customers to Customer-Certified Dealers in the past 12 months. As we continue to improve our digital strategy and capture more traffic, that number will increase. If you want to take part in that opportunity, get Customer Certified. Then, increase your odds by bringing more qualified new customers to AMSOIL every year. Don't ignore business online, but don't overlook your local opportunities. Car shows, events and clubs are all opportunities to bring in more customers. Those compound into exponentially more customers for you through the Assigned-Customer Multiplier, which means more money in your pocket.

Alan Amatuzio
President & CEO



AMSOIL OIL FILTERS UPDATED

To reduce customer confusion, we are eliminating the “Ea®” name from our oil filter lines:

AMSOIL Ea Oil Filters → AMSOIL Oil Filters

AMSOIL Ea Heavy-Duty Extended-Life Oil Filters → AMSOIL Heavy-Duty Extended-Life Oil Filters

AMSOIL Ea Bypass Oil Filters → AMSOIL Bypass Oil Filters

AMSOIL Ea Motorcycle Oil Filters → AMSOIL Motorcycle Oil Filters

UPDATED LABELS AND PACKAGING

Beginning with AMSOIL Oil Filters (EAO, EA15K), updated bilingual labels and packaging will begin appearing in distribution centers in the fall.

99 PERCENT EFFICIENCY

Because testing reveals AMSOIL Oil Filters are 99 percent efficient and higher at 20 microns, we updated our 98.7 percent efficiency claim to 99 percent. Some of our competitors also claim 99 percent efficiency, but measured at larger 30- and 40-micron sizes.

EASY-GRIP COATING

We added easy-grip coating to our spin-on Oil Filters (EAO, EA15K), easing the job of tightening and loosening filters.

New product codes? No, “EA” will not be removed from the product codes.

Media change? No

Pricing change? No

Air filter change? No, Ea Universal Air Induction Filters (EAAU), Ea Racing Air Filters (EAAR) and Ea Pre-Filters (EAPF) will maintain the “Ea” name for the immediate future.



New Filter Label



New Filter Box

LETTERS TO THE EDITOR

DODGE* CHALLENGER*

I have a few customers with 2015 and up Dodge Challengers (a Hellcat* and two Scat Packs*). I have been checking the AMSOIL online application guides for a few years now, as well as emailing the tech line, but there is no AMSOIL-recommended product. These customers have been on various internet forums where other owners report using Redline* and Royal Purple* 75W-90 gear lubes.

Is there any reason why SEVERE GEAR® 75W-90 would not be used in these applications? There is a pretty large market for these RWD Dodge vehicles that AMSOIL Dealers are losing out on.

Thanks and regards,

Tony Lanzillotti

AMSOIL: Thank you, Tony, for your letter and for assisting us with the field trial that helped us expand our recommendation of SEVERE GEAR 75W-90 to these high-performance Dodge vehicles. We initially didn't have enough information to make this recommendation, so we asked Tony if he was willing to help us conduct a field trial. It concluded with a successful demonstration of performance and protection, and our product guide has since been updated to reflect our recommendation of SEVERE GEAR 75W-90 in these vehicles.

CORRECTIONS

I've been an AMSOIL Dealer since 1984, and shortly thereafter became a Lifetime Dealer. There's an error in your president's letter on page 4 of the February 2019 AMSOIL Magazine. You stated: "Business is far different from what it was 45 years ago when AMSOIL began." AMSOIL began in 1972, which would make it 47 years in continuous business in February of 2019.

Mark Nyholm stated on page 7 of the same magazine issue: "The good news is, our line of Ea Oil Filters covers 92.5 percent of North American passenger cars and light trucks on the road today." Then twice again in the same article, Mark Nyholm states: "the remaining 6.5 percent" and mentions "WIX and MANN to cover the 6.5 percent of the North American vehicle market for which we don't offer an Ea Oil Filter." Those two percentage figures add up to 99

percent. What's up with the remaining one percent?

Cleveland Norton Jr.

AMSOIL: Thank you for your letter, Cleveland. We apologize for the error in the Tech Talk column; it should have said "the remaining 7.5 percent." Alan Amatuzio was speaking in generalities when he stated "45 years" in the President's Message. It's a nice round number. You are correct that our history extends back further. We commonly measure our origins back to two breakthrough moments: becoming the first synthetic motor oil in the world to meet American Petroleum Institute service requirements in 1972, and the founding of the Dealer network in 1973. However, our history can be traced back even further. Our founder, Al Amatuzio, was selling AMSOIL synthetic motor oil as far back as 1968, and the business became incorporated in 1969.

ZERO-TURN HYDROSTATIC TRANSMISSIONS

After reading a letter to the editor about zero-turn hydrostatic transmissions (September 2018 AMSOIL Magazine), I have a question. What changed from this letter to now? In your answer you felt that the 20W-50 Zero-Turn Synthetic Hydrostatic Transmission Fluid (AHF) would be an upgrade to the Kubota* UDT* or Super UDT* that comes in most Kubota zero-turns.

After comparing some of the technical properties of the Kubota Super UDT and AMSOIL transmission products, I was still not convinced that Zero-Turn Synthetic Hydrostatic Transmission Fluid was comparable with the Super UDT.

I called Technical Services and was told that AMSOIL has no product recommended for replacing the Kubota UDT product. Looks to me like AMSOIL ISO 46 Synthetic Anti-Wear Hydraulic Oil (AWI) compares most favorably to the Super UDT.

Seems like a large market that is growing all the time. Can you give me some insight on this issue?

Thanks,

Paul Jones

AMSOIL: Thank you for your question, Paul. The previous letter on this topic

asked which AMSOIL product to use in an application specifying Kubota HST; our Zero-Turn Synthetic Hydrostatic Transmission Fluid is the best choice in these applications. Kubota UDT and Super UDT are different, however. Our Synthetic Tractor/Hydraulic Transmission Oil (ATH) is an excellent choice in applications specifying Kubota UDT, but we do not currently have a product that crosses directly to Kubota Super UDT or Super UDT2.

VISION AND INTEGRITY

I have been a Dealer for over 10 years. I have never seen another company with the vision and integrity that AMSOIL has. It is a true honor to be able to be a part of it.

Thank you to Alan for continuing the legacy.

Andy Jones

AMSOIL: Thank you for your kind words and loyalty to AMSOIL, Andy. We intend to maintain this track for decades to come.

SIX-GALLON BOXES

One of my quick lubes uses large six-gallon boxes that pour into containers below. They would love it if AMSOIL would use them. Do you know if anyone has looked at this?

Thanks,

Dave Green

AMSOIL: Thanks for your suggestion, Dave. We have investigated these container systems and have surveyed some retail accounts. Based on our findings, we decided not to pursue these options. If these systems become more popular, it might be something we reconsider.

Email letters to:
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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.



Mark Nyholm | TECHNICAL MANAGER, HEAVY DUTY AND MECHANICAL R&D

It feels like forever ago, but it's only been 13 years since the U.S. Environmental Protection Agency (EPA) mandated reduced sulfur content in diesel fuel, in 2006. Boy, were people angry. They knew sulfur helped protect their fuel pump and injectors from failure. Change is scary, and the thought of replacing expensive components even more so.

Fast-forward to 2019, and I rarely hear anyone talking about this. But the problem is even more prevalent now than it was then. Modern diesels demand even more from the fuel pump and injectors than before, increasing the potential for failure. So, why aren't people still up in arms? My hunch is they have accepted the new reality. Or, they just don't know what they don't know when they buy a new truck today.

Today's ultra-low-sulfur diesel fuel (ULSD) provides significantly reduced lubricity – a critical property in controlling fuel-pump and injector wear. While diesel fuel has traditionally had high lubrication properties, the desulfurization process used to strip the diesel fuel of the sulfur content to meet ULSD requirements also strips the fuel of some of its organic compounds responsible for lubrication. The ASTM D975 diesel-fuel standard mandates a minimum lubricity level. However, the Engine Manufacturers Association (EMA) wants the standard to provide for increased lubricity, but lost out on the control of the specification. While the EMA claims there's a problem, it doesn't carry enough clout to change the specification.

Since 2006, ULSD has accounted for nearly all diesel available in North America because the EPA mandated reduced sulfur to curb harmful emissions. ULSD now contains a

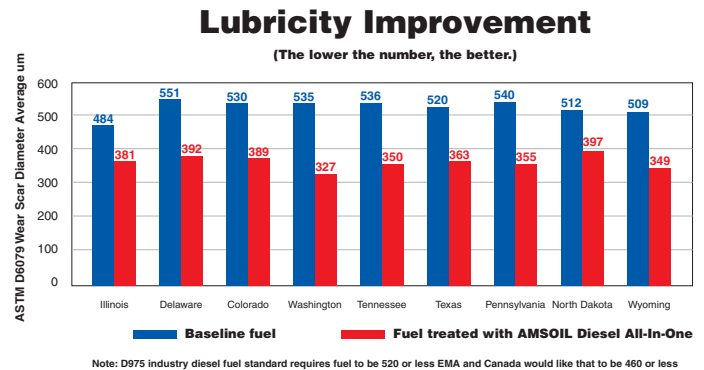
maximum of just 15 ppm sulfur, compared to fuel that had up to 5,000 ppm sulfur prior to EPA regulations.

Waxes in diesel fuel lubricate the fuel pump and injectors, helping fight wear. Without them, the highly engineered components in modern diesels, particularly high-pressure common-rail (HPCR) engines, can wear out and cost thousands in repairs. They can also develop deposits that interfere with an optimum spray pattern, reducing power and fuel economy. The editors of *Diesel Power Magazine* covered the problem of ULSD in the April and May 2019 issues. As reported, the Bosch* CP4.2 fuel pump that comes stock on 2011-2016 Duramax* engines has led to thousands of catastrophic failures. It's culminated in class-action lawsuits in Texas and California against Bosch, GM*, Ford* and other vehicle manufacturers on behalf of individual diesel owners whose vehicles use that pump. When the CP4.2 fuel pump fails, it instantly contaminates the entire fuel system with metal particulates, costing \$8,000 to \$12,000 in repairs. The magazine reiterates what AMSOIL has been saying for years: "The way to be proactive in protecting a CP4.2 equipped diesel from an early demise is being diligent about using fuel additives that add lubricity with every fill-up."

The CP4.2 pump is said to fail because of two reasons: 1) It's designed with about 20 percent reduced flow volume

Ultra-low-sulfur diesel doesn't provide sufficient lubricity

Fortunately, we have a simple solution.



than the previous generation pump, requiring it to work even harder. 2) ULSD isn't providing enough lubricity.

Our testing of base fuels across the U.S. confirms the second point. ASTM D975 requires diesel fuel to limit the wear scar in lubricity testing to 520 microns. The EMA, meanwhile, sets its own, stricter requirement of 460 microns. As the chart shows, many of the fuels (blue bars) failed to limit wear to 520 microns. And none of them met the EMA's 460-micron limit.

Fuel treated with AMSOIL Diesel All-In-One (ADB) performed far better (red bars). It not only met the ASTM D975 standard, it also met the stricter EMA lubricity requirement. You can find the same technology in Diesel Injector Clean (ADF) and Diesel Injector Clean + Cetane Boost (ADS). Our diesel additives deliver a healthy boost in lubricity to help lubricate diesel fuel pumps and injectors. The extra lubrication helps prevent wear in fuel pumps and injectors. I strongly recommend that all diesel owners use AMSOIL diesel fuel additives with every tank of fuel.

SIX WAYS TO BUILD SALES WITH THE NEW AMSOIL EASY-PACK

01

The AMSOIL easy-pack is a great ice breaker with the potential to pique the interest of prospective and existing customers. Here are a few ways the latest AMSOIL innovation can make getting your foot in the door a little easier.

02

TOUCHY-FEELY

Seeing (and feeling) is believing. It can be intimidating to approach a prospective customer, or someone who has declined your help in the past. The easy-pack is a tangible way to show AMSOIL innovation. Our experience and Dealers' reports from the field show that people react much more strongly when they are able to touch an easy-pack. Get this durable, easy-to-use packaging in your customers' hands and see where the conversation goes.

03

SOLVE THEIR PROBLEM

The AMSOIL easy-pack is unique – and that's not just marketing hype. Flexible packaging options for gear lube and transmission fluid don't currently exist outside our product line. Prospective customers that employ field technicians could benefit from using the easy-pack. Its efficient, use-anywhere quality makes the easy-pack a great choice for these types of accounts.

04

THE PERFECT ANSWER

It's a common situation – you enter a customer's busy shop to touch base. He looks up from his pile of work and asks, "What's new?" Sometimes a compelling answer is difficult to find. The easy-pack, with its multitude of new applications, is a great piece of AMSOIL news to share.

05

LEAVE IT BEHIND

When calling on a potential customer, the boss may be unavailable. The easy-pack is a wonderful "leave behind" item. Simply getting a sample of this innovative new packaging in someone's hands can be half the battle.

06

MAKE A LIST

Take a look at existing customers who have bought gear lube in the past and consider contacting them with news of the new packaging. Use the Enhanced Reports function in the Dealer Zone for a full readout of customers' past purchases.

RE-ENGAGE WITH YOUR CUSTOMERS

This is the perfect opportunity to re-engage with an existing account. Break the ice by tossing your customer a sample of SEVERE GEAR® Gear Lube or Signature Series Automatic Transmission Fluid. Use the convenient new packaging as a jumping-off point and continue to build your relationship.

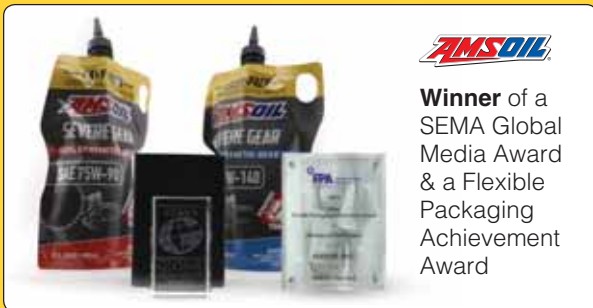




Cleaner. Faster. Easier.

The new easy-pack helps you access tough-to-reach fill holes. The flexible packaging makes changing fluid cleaner and faster, and eliminates the need for a pump.

Stay ahead of the curve with this revolutionary solution to challenging installations. Take advantage of the moment and introduce your customers to the unique AMSOIL easy-pack before the competition introduces their own versions.





A SIMPLE WAY TO DELIVER ADVANCED CUSTOMER SERVICE

There's a proven saying in business: "If you don't take care of your customers, someone else will." With retail outlets in every town and the ease of online ordering, your customers can easily find another brand of oil if your service leaves something to be desired.

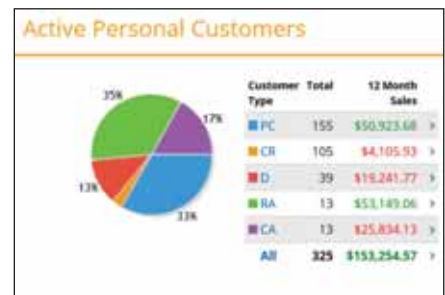
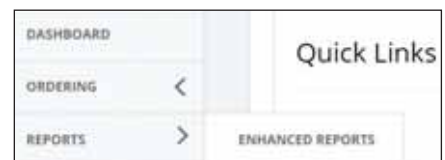
Fortunately, we provide a simple, free tool to help you improve your service. As Customer Service Manager Shannon Grayson explained in the May *AMSOIL Magazine* Insight on Sales column, your enhanced reports in the Dealer Zone provide a wealth of information that helps you reach out to customers with personalized messages. You can thank customers for a recent purchase, remind them to renew their account that's about to expire, encourage them to use their co-op credit, recommend they change their account status to save money and more. The possibilities are endless. Reaching out in this way shows people you value their business and have their best interests in mind. Here, we provide a handful of ways to use your enhanced reports in a variety of situations. Spend time mining the data in the Dealer Zone for even more ideas.

STEP ONE

Log in to the Dealer Zone and click Reports>Enhanced Reports in the left-hand navigation menu.

This opens a screen with several reports that provide customer data. Find your "Active Personal Customers" report. It shows 12-month sales by all account types. Mining your Preferred Customer (P.C.) data is a great place to start. Click "PC" to view your Preferred Customers.

Here, you can see all your active Preferred Customers, their individual 12-month sales, their registration type, the P.C. points they've accumulated and more. If you're unsure what something means, hovering over the field typically opens a pop-up with more information.



For this example, we'll focus on the P.C. points column. Your P.C.s earn points with each purchase. Every 50 points earned is redeemable for \$1 off a future order. Click the arrow next to the "P.C. Points" column header to sort from greatest to least. The first P.C. has earned 1,474 P.C. points worth \$29.48. It's a great idea to send customers a message reminding them to redeem their P.C. points. Click the customer's account number to view past orders to help tailor your message. In this example, let's say the customer frequently orders diesel oil.

Hi Rudolf,

I wanted to drop you a line to remind you that you've earned 1,474 P.C. points with AMSOIL, which is worth \$29.48 toward a future order. Make sure to redeem them next time you buy products or renew your P.C. membership. A great option is to pick-up a few bottles of AMSOIL Diesel All-in-One next time you need products for your diesel. Thanks.

Active Personal Customers: Preferred Customer

| Account # | Name | Qual Status | Qual Date | 12 Mo Sales* | Email | Reg Type | PC Points | Lead Type |
|-----------|-----------------|-------------|-----------|--------------|-------|----------|-----------|-----------|
| 123455 | Diesel, Rudolf | Ineligible | | <\$511.10 | Yes | 5 yr | 1474 | DIESEL |
| 123456 | Shelby, Carroll | Ineligible | | \$611.90 | Yes | 5 yr | 1439 | |
| 123457 | Brock, Pete | Ineligible | | \$501.80 | Yes | Auto! | 1436 | |
| 123458 | Mitchell, Bill | Ineligible | | >\$415.90 | No | 5 yr | 1398 | |
| 123459 | Shinoda, Larry | Qualified | 10/2016 | >\$0.00 | Yes | Auto | 1346 | |

Another great option is to fix problems with your customers' accounts. Notice the "Auto!" in the "Reg Type" column. This means the customer has elected to auto-renew his account, but certain information is missing to complete the action. Typically, the person's credit card has expired. Click "Auto!" to dig into the data. The ensuing information will identify the problem, allowing you to send a targeted message to ensure the customer doesn't run into delays with his next order or lose his P.C. points if his account expires.

Hi Pete,

You've elected to automatically renew your AMSOIL Preferred Customer membership, but your credit card has expired. Please contact AMSOIL Customer Service at 1-800-777-7094 to update your information. This will ensure you don't run into delays with your next order or forfeit your P.C. points. Thanks.

Next, we'll look at retail accounts. Return to the Active Personal Customers report and select your retail accounts.

For this example, we'll focus on the "Locator" column. Dealers frequently ask why their retail account doesn't appear on the AMSOIL Locator on amsoil.com. A "Yes" in this column indicates the account has made sufficient qualifying purchases to appear on the Locator. However, "Not Qualified" likely means the account hasn't purchased the minimum dollar amount of products to qualify. Find minimum purchase amounts for qualification in the Dealer Zone by navigating to Retail Business Tools>Retail Account Admin. As you can see in the screenshot, several accounts qualify for the Locator, but many require updates to their Locator profiles. Navigate to Retail Business Tools>Retail Account Admin to update the information. Click the yellow triangle by the account's name.



Active Personal Customers

Active Personal Customers: Retail Account

| Account # | Name | Qual Status | Qual Date | 12 Mo Sales* | Email | Locator | Co-op | Co-op Utilization |
|-----------|----------------------------------|-------------|-----------|--------------|-------|----------------------|-------|-------------------|
| 123451 | Charlie Bucket Motorcycle Supply | Ineligible | | >\$1,317.75 | Yes | Yes (Update Profile) | 39.53 | 100% |
| 123452 | Augustus Gloop Garden & Home | Ineligible | | \$1,310.45 | Yes | Yes | 39.31 | 99% |
| 123453 | Violet Beauregarde Farm & Ranch | Qualified | 03/2019 | \$1,290.40 | Yes | Yes (Update Profile) | 37.51 | 100% |
| 123454 | Veruca Salt Sales & Service | Qualified | 04/2017 | \$1,216.65 | Yes | Not Qualified | 36.50 | 100% |

Account Expiration: Dealer (May (This Month))

| Account # | Name | Expiration | Sales* | Email | # Cust | Earnings* | Certification | # of QOs* | Reg Type |
|-----------|------------------|------------|------------|-------|--------|-----------|---------------|-----------|----------|
| 163456 | Griffen, Everson | 5/31/2019 | \$1,591.70 | Yes | 3 | +\$0.00 | 0 | 0 | Autof |
| 173456 | Joseph, Linval | 5/31/2019 | \$1,492.60 | Yes | 0 | \$0.00 | 0 | 0 | 5 yrl |
| 183456 | Bakhtiari, David | 5/31/2019 | \$630.40 | Yes | 0 | \$0.00 | 0 | 0 | Autof |
| 193456 | Tauscher, Mark | 5/31/2019 | \$616.40 | Yes | 0 | \$0.00 | 0 | 0 | Autof |

TAKE YOUR ENHANCED REPORTS TO THE NEXT LEVEL WITH SPREADSHEETS

While these ideas are a great start, exporting the data in your enhanced reports to a spreadsheet unlocks more potential. You need Microsoft Excel, or similar software, installed on your device. Just click the download icon on any of your reports (circled below). Then you can apply filters and sort data to uncover additional ways to reach customers. You can also perform an email merge, which allows you to send a single message to multiple recipients so the information (name, P.C. points, co-op credit, etc.) is customized to each person. For tips, Google "How to create an email merge in Excel" to find tutorials.

Finally, let's look at an example that involves your Dealers. Find your Account Expiration report in the Dashboard and click "Dealers."

The red value in the "Reg Type" column indicates these Dealers' accounts are set to expire at the end of the month. Reach out and encourage all of them to renew before the end of the month. It's a great idea to do this every month.

Hi Everson,

Don't forget to renew your AMSOIL Dealership before the end of the month. Remember – you'll lose all your customers and their potential earnings if you let your Dealership expire. Call me with any questions. Thanks.



Check your enhanced reports frequently to maximize their value. Here are a few guidelines.

DAILY:

Check your New Customer Report to ensure you receive credit for registered customers expected to make a purchase.

1ST OF MONTH:

Check your Account Expiration Report. Contact P.C.s and Dealers due to renew and encourage renewal before their account expires.

15TH OF MONTH:

Check your personal group Dealers' earnings and recognition. Congratulate those who achieve milestones.

END OF MONTH:

Look for catalog customers who've purchased more than \$150 and encourage them to upgrade to a P.C. membership to save.

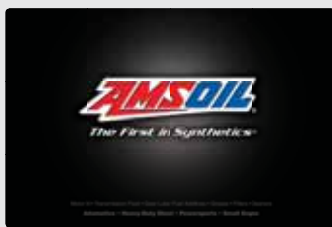




Retail Merchandising Kit
Shelf not included



Two-Sided 2' x 3' AMSOIL Aluminum Sign



Mouse Pad



3' x 8' AMSOIL Vinyl Banner

RETAIL PROGRAM CHANGES HELP YOU BETTER SERVE YOUR ACCOUNTS

Retail accounts play a vital role in AMSOIL businesses. We've made some changes to the AMSOIL Retail Program over the past year to increase business for you and your retail accounts, and we've got even more changes rolling out this month.

New Merchandising Kits

Starting in July, we're updating the merchandising kits with new items to get retail accounts started with selling AMSOIL products. In the new kits, they'll receive an introductory letter with a 9" x 12" window decal and AMSOIL mouse pad included. They'll then have the option to pick one of three free merchandising items: a two-sided 2' x 3' AMSOIL Aluminum Sign, an AMSOIL Retail Merchandising Kit or a 3' x 8' AMSOIL Vinyl Banner. We're allowing accounts to choose their own free merchandising item so they receive one that best suits their retail outlet. Promoting more AMSOIL branding in their retail shops will help them attract AMSOIL customers, and we want to help them with that as much as we can.

New Retail Co-op Program

With the new Retail Co-op Program, retail accounts will be awarded co-op credit based on the total amount of their purchases in the previous year. Instead of earning and losing credit every month, your accounts will have the full lump sum to use each year right off the bat, and they'll have the whole year

to decide how to spend it. This updated program is easier to explain and understand, and it gives your accounts more buying power with the co-op program.



Repair-Shop Website Program

We partnered with Repair Shop Websites, a business dedicated to creating professional, modern-designed websites specifically for automotive repair shops. With the new AMSOIL Repair-Shop Program, your repair shop accounts can get a professionally designed website personally tailored for their business at only a fraction of the cost. This new program is an excellent opportunity for Dealers to promote to retail accounts. By building their online web presence, you'll help drive customers through their doors and provide value other suppliers don't.

These changes to the AMSOIL Retail Program are all part of an investment we're making to help you sign and retain more accounts and help your accounts sell more AMSOIL products. The new features are easier to use and provide even greater value for both potential and existing accounts. By making these changes, we're making it easier for you to generate more customers and build loyalty among retail outlets everywhere.

UPGRADED AMSOIL POWERSPORTS PRODUCT GUIDES OFFER IMPROVED COVERAGE

The product guides at amsoil.com allow you to provide quick, accurate product recommendations for customers and prospects. To help ensure your customers have a great experience at amsoil.com, we recently made a large investment in expanding the powersports product guides to provide recommendations for more applications.

The AMSOIL powersports product guides make up one of just two such guides in the industry. Most lubricant and filter companies don't offer a powersports product guide due to the increased cost and sheer amount of work required.

As part of our commitment to Dealers, we made a significant investment in customized data and programming to maintain product guides that cover thousands of different makes and models of powersports applications.

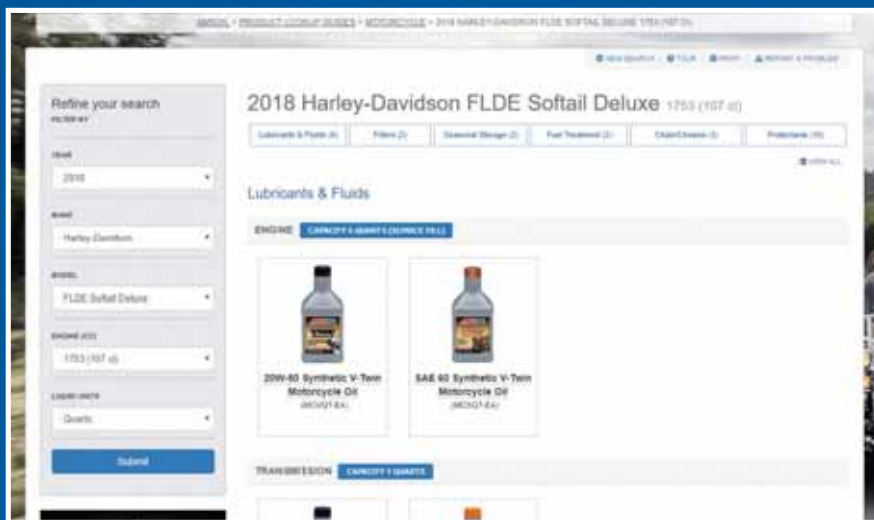
Our improved powersports product guides now provide recommendations for 225 different equipment brands and nearly 180,000 different components, including the following:

- Motorcycles
- ATVs
- UTVs
- Outboard motors
- Snowmobiles
- Personal watercraft

The powersports lookups deliver improved coverage for several makes of equipment. For example, we now offer recommendations for most Honda* motorcycles. While the expansive nature of the powersports industry makes it nearly impossible to cover every single make and model of equipment, these improvements enhance our coverage, and we'll continue to work on closing the few gaps that remain.

In addition to lubricant recommendations, the powersports product guides offer a more user-friendly interface than the only other guide in the industry. And ours are the only powersports lookups to integrate filters, reducing the amount of input required of the user, improving the user experience.

Visit amsoil.com and familiarize yourself with the AMSOIL powersports product guides. Notify your customers and prospects about the guides and encourage them to explore their contents.



ACCESS THE POWERSPORTS PRODUCT GUIDES AT AMSOIL.COM.

- **One** of just two powersports product guides in the entire industry
- Now provides recommendations for **225 brands** and nearly **180,000 components**
- **User-friendly** interface
- **Filter** recommendations
- Use it to uncover **additional sales opportunities**

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



MONTHLY LEADERS

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



Dave M. Mann
Michigan
7-STAR REGENCY PLATINUM DIRECT JOBBER
FIRST
Total Organization
FIRST
Personal Group Sales
FOURTH
New Qualified Customers
EIGHTH
New Customer Sales



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



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



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



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



Vijay Parany
Ontario
1-STAR REGENCY PLATINUM DIRECT JOBBER
NINTH
Total Organization
FIFTH
Personal Group Sales
SEVENTH
Commercial Account Sales
THIRD
New Qualified Customers
NINTH
New Customer Sales



Thomas Weiss
North Dakota
REGENCY PLATINUM DIRECT JOBBER
FIRST
Commercial Account Sales
TENTH
Retail Account Sales



Doyle & Diana Vaughan
Wyoming
REGENCY GOLD DIRECT JOBBERS
SECOND
Commercial Account Sales



David B. Richardson
Ohio
EXECUTIVE DIRECT JOBBER
THIRD
Commercial Account Sales



David & Linda Trezell
Texas
EXECUTIVE DIRECT JOBBERS
NINTH
Commercial Account Sales



John O. Brown
Arizona
DIRECT JOBBER
TENTH
Commercial Account Sales



David & Tracey Cottrell
Ontario
DIRECT DEALERS
SECOND
Retail Account Sales



Lisa Greenwood & John McIntosh
Oregon
PREMIER DIRECT JOBBERS
SEVENTH
Retail Account Sales



David G. Douglas
Michigan
EXECUTIVE DIRECT JOBBER
EIGHTH
Retail Account Sales



David & Robin Huff
North Carolina
REGENCY DIRECT JOBBERS
FIRST
New Qualified Customers
FIFTH
New Customer Sales



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



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



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



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



Daniel & Judy Watson
Florida
2-STAR REGENCY PLATINUM DIRECT JOBBERS
EIGHTH
 Personal Group Sales
FOURTH
 Retail Account Sales



Kent & Trudy Whiteman
Utah
7-STAR REGENCY PLATINUM DIRECT JOBBERS
NINTH
 Personal Group Sales
FIRST
 New Customer Sales



Merv Nolt
Ohio
DIRECT JOBBER
FOURTH
 Commercial Account Sales



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



Douglas Bottamiller
Maryland
EXECUTIVE DIRECT JOBBER
SIXTH
 Commercial Account Sales



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



Victor Usas
Ontario
DIRECT JOBBER
FIFTH
 Retail Account Sales



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



Justin Peszko
Virginia
PREMIER DIRECT JOBBER
SECOND
 New Qualified Customers
THIRD
 New Customer Sales



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



Will Mangan
Pennsylvania
MASTER DIRECT JOBBER
SEVENTH
 New Qualified Customers
SIXTH
 New Customer Sales



MONTHLY LEADERS

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



Joann & Robert Smythe
Texas
PREMIER DIRECT JOBBERS
EIGHTH
New Qualified Customers



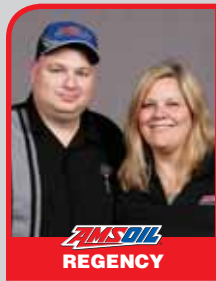
Joshua Childers
Ohio
MASTER DIRECT JOBBER
NINTH
New Qualified Customers



Eben Rockmaker
Nevada
DIRECT JOBBER
TENTH
New Qualified Customers



Don & Mary Smith
Iowa
MASTER DIRECT JOBBERS
TENTH
New Customer Sales



Jody & Jean Gordon
Illinois
REGENCY DIRECT JOBBERS



Joshua Childers
Ohio
MASTER DIRECT JOBBER



Don & Mary Smith
Iowa
MASTER DIRECT JOBBERS



Michael & Tammi Lick
Iowa
EXECUTIVE DIRECT JOBBERS



Alan Cook
Wisconsin
PREMIER DIRECT JOBBER



Rich Pelletier
Connecticut
PREMIER DIRECT JOBBER



Anibal & Wildalys Pagan
Florida
PREMIER DIRECT JOBBERS



Simon Mishkov
Pennsylvania
DIRECT JOBBER
Sponsors:
Kent & Trudy Whiteman
Direct Jobbers:
Kent & Trudy Whiteman



Scott Fjelstul
Iowa
DIRECT JOBBER
Sponsors:
Ryan & Katelyn Twingstrom
Direct Jobbers:
Ryan & Katelyn Twingstrom



Kim M. Fluegel
Illinois
DIRECT DEALER
Sponsor:
Robert E. Riley
Direct Jobber:
Robert E. Riley



Larry & Felicity Freese
New Hampshire
DIRECT DEALERS
Sponsor:
Lorine F. Spence-Forshee
Direct Jobber:
Lorine F. Spence-Forshee

HIGHER LEVELS OF RECOGNITION



Protect Your Time on the Water

If you're like most anglers, you never have enough time to fish. Don't waste a second on unnecessary maintenance or downtime – protect your motor from wear and performance-robbing deposits that try to sideline your boat at the marina.

AMSOIL marine products fight wear and deposits in the toughest operating conditions. They deliver the benefits you need, whether you own a four-stroke or two-stroke motor.

- **Superior** wear protection
- **Excellent** rust and corrosion resistance
- **Maximum** engine cleanliness
- **Reduced** smoke (two-stroke)

PRO TIP

AMSOIL HP Marine™ is excellent for use in Evinrude® E-TEC® engines at the factory-lean setting and is a fraction of the cost of Evinrude XD100® 2-Cycle Oil.



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July Close-Out

The last day to process July orders in the U.S. and Canada is the close of business on Wednesday, July 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. Central Time on that day. All orders received after these times will be processed for the following month. Volume transfers for July business will be accepted until 3 p.m. Central Time on Tuesday, Aug. 6. All transfers received after this time will be returned.

Holiday Closings

The Toronto Distribution Center will be closed Monday, Aug. 5 for Civic Day. The Edmonton Distribution Center will be closed Monday, Aug. 5 for Heritage Day.

Can Coolie

Collapsible coolie constructed of premium-quality, high-density scuba foam. Machine-washable. Fits standard 12-oz cans.

Made in the USA.

| Stock # | U.S. | Can. |
|---------|------|------|
| G3282 | 2.00 | 3.00 |

MADE IN THE USA



MADE IN THE USA



Bottle Coolie

Zippered bottle coolie provides a sleek fit for standard 12-oz bottles.

Made in the USA.

| Stock # | U.S. | Can. |
|---------|------|------|
| G3387 | 3.00 | 4.00 |

AMSOIL BYPASS SYSTEMS

- **Outstanding** sales opportunity – excellent pricing, limited competition
- **Get your foot in the door** with new customers and accounts
- **Earn sales** even if you can't get past objections to buying lubricants
- **Repeat** filter sales
- **Earn** great commissions

AMSOIL BYPASS FILTRATION BENEFITS

- **Significantly** extended engine life
- **Efficient** small-particle and soot removal
- **Reduced** maintenance costs
- **Improved** oil cooling
- **Extended** drain intervals



AMSOIL MARKET CATALOGS – TOOLS TO INCREASE YOUR SALES

Full-sized product brochures are expensive, and you need multiple versions to cover multiple product lines. That's why we replaced them with AMSOIL market catalogs. They **reduce your costs, allow you to show prospects and customers more products and include pricing**. Plus, they showcase the benefits of becoming a Preferred Customer or account – and P.C.s and accounts typically provide a bigger boost to your income over time. Get your market catalogs today.

Online Store: www.amsoil.com | Telephone: **1-800-777-7094** | EZ Online Order Form: my.amsoil.com

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Commercial Program Catalog (G3469 U.S., G3474 Can.)

WHO'S IT FOR?
Current and prospective commercial accounts.

- Contractors
- Fleets
- Over-the-road truckers
- Heavy-duty off-road equipment operators
- Farmers/ranchers
- Landscapers

WHAT PRICING DOES IT SHOW?
Wholesale cost



Retail Program Catalog (G3520 U.S., G3521 Can.)

WHO'S IT FOR?
Current and prospective retail accounts.

- Independent mechanics
- Quick lubes
- Transmission shops
- Tire shops
- Hardware stores
- Auto parts stores
- Powersports dealerships

WHAT PRICING DOES IT SHOW?
Wholesale cost and MSRP



Automotive Catalog (G3549 U.S. G3550 Can.)

WHO'S IT FOR?
Current and prospective P.C.s and online/catalog customers.

- Auto enthusiasts
- Turbodiesel enthusiasts
- DIYers
- Classic car lovers
- European car owners

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing



Powersports & Racing Catalog (G3511 U.S., G3512 Can.)

WHO'S IT FOR?
Current and prospective P.C.s and online/catalog customers.

- Motorcycle owners
- ATV/UTV enthusiasts
- Anglers
- Snowmobilers
- Dirt bike riders
- Racers

WHAT PRICING DOES IT SHOW?
Online/catalog and P.C. pricing





Get to know your customers before the competition does

Ask questions to build trust and uncover new opportunities.

Eric Brandenburg | COMMERCIAL PROGRAM MANAGER

Have you ever pulled into a McDonald's drive-thru only to immediately hear, "Would you like to try the McRib?" If you're like me, it feels like an awkward way to greet someone. I can't remember ever taking the offer. That specific question asked at that point in the ordering process seems focused on helping McDonald's reach its goal to sell more McRib sandwiches and make more money. It does not consider my goal, which is to order a Big Mac. More effective and appropriate questions include...

- Can I please take your order?
- Do you have any questions about the menu?
- Are you interested in hearing about today's special deals?

When we don't take time to get to know our commercial and retail customers, we give the impression that we're focused on our goals instead of their best interests. If you don't know and understand their businesses, you may simply be the person with whom they place their orders rather than a valuable resource. This may work with some customers, but in general it decreases your value as their Dealer. When the competition swoops in with a lower-priced product, the customer is much more likely to leave AMSOIL. When you don't know your customers, it makes it difficult to help them reach their goals, solve problems and help them save money.

My colleagues and I have spent considerable time working in the field with Dealers to better know some of our largest commercial customers. We've found plenty of opportunities to

improve relationships and ultimately gain additional trust and business.

We often find that AMSOIL products account for just a small percentage of a customer's lubricant needs. We may provide motor oil, but we are missing out on transmission fluid, gear lube, coolant, filters, grease and other opportunities. The customer may operate additional machinery that requires other lubricants or fuel additives. However, we can't simply expect this business to fall into our laps – we need to earn it. But it's difficult to earn that business if we haven't invested time getting to know the customer.

Sometimes you may derive a feeling of comfort in not knowing your customer. You see the customer's name on your Dealer Zone reports. They call you periodically to place an order. Things must be going well. Why rock the boat?

If you have a good customer, but you're not taking time to understand his or her business, it's often a matter of time before your competition steps in to fill the void. Your customer may have concerns about pricing, require bulk dispensing equipment or need updated promotional items. Dealing with such questions or requests may be a challenge, but these issues don't go away on their own. And, if they do, it's probably because your competition did something about them. Knowing your customers' needs provides a chance to provide value, which in turn increases your chances of keeping your customers. Uncovering your customers' needs after they've stopped ordering is too late.

So, how do you get to know customers? It's simple: invest time with them to ask questions and have conversations.

Tell them you want to better understand their business and determine if there are ways you can help them solve problems or reach goals. Having this conversation in person is always best. That's easy if the business is local, but out-of-town accounts present more challenges. Email your contact and ask to set-up a phone conversation. Skype or Facetime are also great options. Again, just let them know that you'd like a few minutes of their time to better understand their business and help uncover ways you can help them save money. Conduct Internet research to learn about each customer. In some cases, you can use your research plus periodic phone calls to build a solid relationship. If the customer has been paying you hefty commissions for some time, however, consider investing in a yearly visit, even if they aren't local. Doing so can pay great dividends.

Getting to know your customers is an important part of developing a long-term relationship. Doing so makes it much easier for that customer to tell the competition, "No thanks." While any McDonald's will do when you're looking for a Big Mac, as a Dealer, you want to be like the restaurant people drive across town to visit due to great service – the place where the servers know your name and remember your order.

WHAT'S NEW IN THE AMSOIL PRINT CENTER?


FREE SHIPPING LOWER PRICES

That's right. We've negotiated lower pricing on Print Center items across the board. And orders now ship **FREE**.*

The AMSOIL Print Center is your source for customizable business cards, ads, vehicle decals, refrigerator magnets and other items. Get the word out about your Dealership with professionally designed items from the AMSOIL Print Center. They're now more affordable than ever.

Log in to the Dealer Zone (my.amsoil.com) and go to Marketing Your Business > AMSOIL Print Center.

* Excludes Alaska, Hawaii and Canada

| | |
|-----------------------|---|
| Name TITLE |  |
| Company Name | |
| Address 1 | |
| Address 2 • Address 3 | |
| City, State Zip | |
| Phone 1 • Phone 2 | |
| Phone 3 • Phone 4 | |
| Email | |
| Website | |

Business Cards

Ads

WHAT'S NEW?

Handouts

Your bearings should bear the burden whenever you tow, haul or stomp the gas. AMSOIL delivers powerful protection for bearings and other critical components so you can drive with confidence. To demonstrate, an independent lab put AMSOIL synthetic motor oil head-to-head



CHANGE SERVICE REQUESTED

Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

ISO 9001/ISO 14001 REGISTERED



WE HONOR



(Discover in U.S. only)



Minimum 10%
Post-Consumer Fiber

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www.amsoil.com

July 2019

THREE POWERFUL AEROSOLS

AMSOIL Mudslinger, Engine Degreaser and Glass Cleaner deliver performance you can see immediately.

MUDSLINGER (AMS)

- **Provides** a protective layer of armor against mud, dirt and snow
- **Eases** clean-up after riding
- **Restores**, cleans and shines plastic, fiberglass and painted surfaces
- **Provides** a protective layer to counteract the damaging effects of UV rays
- **Pleasant** cherry scent

ENGINE DEGREASER (AED)

- **Removes** the toughest grease, dirt and grime
- **Leaves** no residue
- **Easy** to use
- **Powerful** stream
- **Safe** on all engine components

GLASS CLEANER (AGC)

- **Quickly** cuts through grease and grime
- **Does not drip or run;** stays where you spray it
- **Leaves** no streaks or haze
- **Ammonia-free** and safe on all glass, including tinted windows
- **Works** great on countertops, glass, mirrors and appliances

Mudslinger, Engine Degreaser and Glass Cleaner are not available in Canada.

BEFORE ENGINE DEGREASER



AFTER ENGINE DEGREASER



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