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MAGAZINE

JULY 2013

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THE BEST ANGLERS ON THE PLANET USE **AMSOIL** PRODUCTS

When *Outdoor Life* named its "20 Best Anglers on the Planet," two AMSOIL-sponsored anglers from "The Next Bite," Pete Maina and Gary Parsons, were among those honored. Both men rely on AMSOIL products for their lubrication needs, both on and off the water, and appreciate the benefits they provide for their equipment.

Whatever your outboard, from Evinrude/Johnson or Mercury to Yamaha, Honda or Suzuki, AMSOIL HP Marine Synthetic 2-Stroke Oil is designed to control performance-robbing friction, heat and wear, while minimizing smoke.

AMSOIL Formula 4-Stroke® Marine Synthetic Motor Oil is designed for exceptional performance and certified by the National Marine Manufacturers Association (NMMA) for use in inboard and outboard four-stroke engines.

Champion Fisherman
Gary Parsons



Online Store: www.amsoil.com
Telephone: 1-800-777-7094



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THE COVER

The AMSOIL diesel fuel additive line boasts increased performance and fresh new packaging.

From the President's Desk

Prior to our 35th Anniversary Convention five years ago, I used this column to reflect on the journey this company has taken. In doing so, I was hopeful that those just beginning their AMSOIL businesses and those not yet convinced they can succeed in theirs would gain additional appreciation for the opportunity they have through AMSOIL and begin journeys of their own toward the freedom and financial security the opportunity can provide. Today, with 40 years now behind us, that message is still relevant.

What many people don't realize is that my research on synthetic oil began much sooner than the 1972 introduction of the world's first API-rated synthetic motor oil. It was in the early 1960s when it struck me that if synthetic oil was the only type of oil able to withstand the tremendous demands of the engines in the jets I was flying, why not bring that same technology to the automotive industry? It would, I reasoned, extend the lives of automobile engines and, quite possibly, earn me a buck or two.

I submerged myself in the study of lubrication and began formulating and marketing synthetic oils of my own. After several years, thousands of hours of intense research and a variety of oils under a variety of names, we ultimately created the formulation that became the original AMSOIL 10W-40 Synthetic Motor Oil. That, in hindsight, may have been the easy part.

For those too young to remember, the price of motor oil in the early 1970s was, in most cases, well under a dollar per quart. Our oil, on the other hand, was considerably more robust, and consequently, more expensive. It wasn't an easy sell. Consumers saw it on the shelves, but had no understanding of the benefits it provided. Then, in 1973, we began multi-level marketing. Dealers could now meet face-to-face with consumers and convey the product benefits. Sales took off.

AMSOIL continued to break new ground. Our second product was our 100:1 Synthetic 2-Cycle Oil, which shattered the parameters in two-cycle oil performance. We followed that with synthetic gear lube, diesel oil and hydraulic oil. The list of AMSOIL firsts was growing.

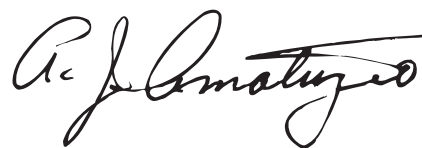
Nothing good in life, however, comes easy. The major oil companies and car manufacturers refused to recognize the superiority of our products. In fact, they failed to acknowledge synthetic lubricants at all and fought us every step of the way. It was only when consumers by the thousands began embracing AMSOIL products that major companies followed our lead. Car manufacturers not only began recommending synthetics lubricants, they began requiring them in many models. And all the oil companies began introducing synthetics of their own. As an old AMSOIL ad used to say, "Imitation is the sincerest form of flattery, and we appreciate it."

We also fought battles on other fronts. Pennzoil sued us for the Z in our name, claiming we stole it from them, when in actuality it came from the Z in Amatzio. A multi-level-marketing company also came at us over our name. In that case, I battled in court for a full seven and a half years before ultimately winning the judgment.

Today, the challenges remain. We are in constant battle to keep our raw material costs down to ensure our products remain competitively priced. We are continually researching new technologies to keep our products ahead of the competition. We are confronted on an ongoing basis with government regulations that affect

our formulation strategies. And all the while, we must manage our growth and expansion through intelligent and financially responsible spending.

With over 40 years behind us, we have established ourselves as the leader in this industry. The AMSOIL track record speaks for itself. We have set the standard for lubrication performance and will continue to push those boundaries. As we look ahead to the next 40 years, you can be assured that this company's commitment will remain as strong as it has ever been.



A.J. "Al" Amatzio
President and CEO, AMSOIL INC.

Dean Alexander
Executive V.P. /
Chief Financial Officer

Alan Amatzio
Executive V.P. /
Chief Operating Officer

A.J. "Al" Amatzio
President &
Chief Executive Officer





DIESEL POWER

AMSOIL OE 10W-30 SYNTHETIC DIESEL OIL

Protection and Performance for OEM-Recommended Drain Intervals

AMSOIL OE 10W-30 Synthetic Diesel Oil provides outstanding protection and performance for manufacturer-recommended drain intervals at a very attractive price point.

OE 10W-30 Synthetic Diesel Oil is API CJ-4 licensed and suitable for modern and older, on- and off-road diesel applications. It is an excellent entry-level product for customers who want to move up to synthetic quality, but won't pay a significantly higher price than a conventional oil or aren't initially interested in extending their drain intervals.

- Meets emissions system requirements
- Extreme-temperature performance
- Resists oil consumption and emissions
- Controls soot-thickening and wear

APPLICATIONS

AMSOIL OE 10W-30 Synthetic Diesel Oil is recommended for diesel engines and, where appropriate, gasoline engines requiring any of the following specifications:

- API licensed CJ-4/SN • ACEA E9 • Cummins CES 20081 • MB 228.31 • CAT ECF-3, ECF-2, ECF-1-a • Mack EO-O • Volvo VDS-4, VDS-3 • MAN 3575 • Renault RLD-3 • MTU Type 2.1



AMSOIL Updates Diesel Fuel Additives with Latest Technology, New Packaging

The AMSOIL diesel fuel additive line boasts several improvements, with AMSOIL Diesel Injector Clean (ADF) and AMSOIL Diesel Injector Clean + Cold Flow (DFC) featuring new formulations designed to clean both the tough-to-remove deposits surfacing in modern high-pressure common-rail (HPCR) diesel engines and traditional injector deposits. The formulations of AMSOIL Diesel Cetane Boost (ACB) and AMSOIL Diesel Cold Flow (ACF) remain unchanged. All four products feature bold new packaging.

Targeted Performance Delivers Maximum Results

Unlike all-in-one diesel fuel additives that may sacrifice performance in specific areas in the name of convenience, AMSOIL diesel fuel additives make no sacrifices; as performance concentrates, they deliver maximum results in specific areas, representing an alternative to less effective all-in-one additives. AMSOIL diesel fuel additives are recommended for all types of on- and off-road, light- and heavy-duty and marine diesel engines. New packaging and product names better align each additive to its intended purpose.



High-Pressure Common-Rail (HPCR) Fuel Injector Pintal



Traditional Fuel Injector Pintal

Fuel injectors in high-pressure common-rail diesel engines use smaller, highly engineered components to produce the higher fuel pressures needed for improved combustion. The tighter clearances invite internal diesel injector deposits that interfere with injector-needle actuation, reducing performance. External deposits can also form on the injector nozzle (the typical trouble spot for traditional injectors). While other fuel additives have yet to catch up to the internal diesel injector deposit problem, AMSOIL Diesel Injector Clean and Diesel Injector Clean + Cold Flow target deposits wherever they form, maximizing power, fuel economy and performance in high-pressure common-rail and traditional diesel engines.

Advanced New Formulation

A new type of injector deposit is surfacing in modern diesel engines that some additives aren't formulated to address. To supply fuel to today's more powerful diesels while meeting tightening emissions standards, some manufacturers are using high-pressure common-rail (HPCR) engine designs. Injection pressures near 30,000 psi atomize the fuel into a fine mist for more efficient combustion, yielding increased power and fuel economy while reducing emissions. To maintain these high pressures, injector assemblies are highly engineered, with clearances as tight as 1-3 microns (a human hair is typically 70-100 microns thick). With clearances so tight, deposits are forming inside HPCR injectors, and even minimal deposits can cause poor injector-needle actuation. In extreme cases, deposits can lead to complete sticking or seizing of the injector needles, particularly after the vehicle has been shut down and the engine allowed to cool. Traditional additive chemistry is not designed to address these tough-to-remove deposits.

Even Minimal Deposits Reduce Performance

As these internal deposits build up, they can cause the same symptoms as traditional external carbonaceous deposits, including lost power and reduced fuel economy. These new deposits are called internal diesel injector deposits; they do not form on the external tips of the injectors, but on the internal parts, such as the injector needles and pilot valves. Even a small deposit layer can cause major sticking in advanced injector systems with greatly reduced mass and inertia of moving injector parts. Also, unlike in older engines, modern injectors are expected to accomplish as many as six pulses within a single injection cycle; disruptions due to injector sticking can have serious consequences, including lost power and fuel economy.

AMSOIL diesel fuel additives are performance concentrates, delivering maximum results in targeted areas of performance that all-in-one additives can't match.

AMSOIL Diesel Injector Clean and Diesel Injector Clean + Cold Flow offer advanced chemistry that guards against internal diesel injector deposits. Along with AMSOIL Diesel Cetane Boost and AMSOIL Diesel Cold Flow, they set the standard for diesel fuel additive performance, delivering concentrated performance all-in-one additives can't match. ■



AMSOIL Diesel Injector Clean (ADF)

(Formerly Diesel Concentrate)

Formulation Change? Yes

Pricing Change? Yes

- Formulated for all diesel fuel systems, including high-pressure common-rail (HPCR) designs
- Cleans dirty injectors
- Adds lubricity to reduce fuel-pump and injector wear
- Improves fuel economy up to 4.5%
- Improves power and torque
- Reduces smoke and emissions
- Improves startability
- Combats fuel system corrosion
- Reduces downtime and maintenance costs
- Alcohol-free



AMSOIL Diesel Injector Clean + Cold Flow (DFC)

(Formerly Diesel Concentrate Plus Cold Flow Improver)

Formulation Change? Yes

Pricing Change? Yes

- Combines the benefits of AMSOIL Diesel Injector Clean and Diesel Cold Flow in one convenient package



AMSOIL Diesel Cold Flow (ACF)

(Formerly Cold Flow Improver)

Formulation Change? No

Pricing Change? No

- Improves diesel cold-flow ability by up to 20°F (15°C)
- Enhances engine reliability in cold temperatures
- Improves startability
- Designed for all diesel fuel systems
- Reduces downtime and maintenance costs
- Alcohol-free

Not available in Canada; order Diesel Injector Clean + Cold Flow.



AMSOIL Diesel Cetane Boost (ACB)

(Formerly Cetane Boost Additive)

Formulation Change? No

Pricing Change? No

- Raises cetane of diesel fuel up to seven points
- Delivers maximum horsepower
- Increases fuel economy
- Improves startability
- Smooths idle
- Reduces smoke and emissions
- Designed for all diesel fuel systems
- Alcohol-free

Diesel Injector Clean

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can Wholesale	Can Sugg. Wholesale
ADFCN	-EA	(1) 16-oz. Bottle	1.2	5.90	7.90	6.40	8.45
ADFCN	-CA	(12) 16-oz. Bottles	14.4	67.43	93.05	72.60	100.20
ADFHG	-EA	(1) 64-oz. Bottle	4.2	19.35	24.95	-.-	-.-
ADFHG	-CA	(6) 64-oz. Bottles	25.2	110.40	149.05	-.-	-.-

Diesel Injector Clean + Cold Flow

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can Wholesale	Can Sugg. Wholesale
DFCCN	-EA	(1) 16-oz. Bottle	1.2	7.25	9.65	7.80	10.30
DFCCN	-CA	(12) 16-oz. Bottles	14.4	82.65	114.10	88.80	122.40

Slight price adjustments for Diesel Injector Clean and Diesel Injector Clean + Cold Flow were necessary to offset the costs of the improved formulations.

Diesel Cold Flow

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can Wholesale	Can Sugg. Wholesale
ACFCN	-EA	(1) 16-oz. Bottle	1.2	5.50	7.30	-.-	-.-
ACFCN	-CA	(12) 16-oz. Bottles	14.4	62.55	86.35	-.-	-.-

Diesel Cetane Boost

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can Wholesale	Can Sugg. Wholesale
ACBCN	-EA	(1) 16-oz. Bottle	1.3	6.45	8.55	6.90	9.15
ACBCN	-CA	(12) 16-oz. Bottles	15.6	73.20	101.05	78.60	108.60

Larger sizes available. Visit www.amsoil.com for pricing.

AMSOIL CONTINUES EXPANSION OF AEROSOL PRODUCT LINE

Heavy-Duty Degreaser joins the lineup, while Power Foam® receives a fresh new look.

POWER FOAM

AMSOIL Power Foam® (APF) is formulated with powerful foaming agents that effectively remove stubborn carbon deposits, varnish and gum in combustion intake systems. Especially effective in powersports, small-engine and carbureted-vehicle applications, it helps restore startability and engine smoothness, while maximizing fuel economy and horsepower for improved overall engine performance.

- Cleans deposits caused by ethanol and degraded fuel
- Removes gum and varnish
- Restores startability
- Maximizes horsepower
- Helps improve fuel economy
- Reduces pollution

Because Power Foam is too aggressive for degreasing certain surfaces, new AMSOIL Heavy-Duty Degreaser (ADG) is recommended for degreasing.

APPLICATIONS

• UTVs/ATVs • Boats • Motorcycles • Lawn Equipment • Tractors • Automobiles

Power Foam's formulation and pricing remain unchanged.

HEAVY-DUTY DEGREASER

New AMSOIL Heavy-Duty Degreaser (ADG) is formulated with powerful and fast-acting solvents, attacking petroleum-based grime on a molecular level to loosen its hold on metal, concrete, engines and other surfaces. Its active d'limonene (citrus) formula makes cleaning easy and leaves a clean scent.

- Dissolves oil, tar and grime
- Removes sticky residue
- Works fast
- Low-VOC formula
- Non-foaming

APPLICATIONS

- Metal Surfaces • Oil-Stained Concrete
- Automotive and Truck Engines
- Adhesive-Coated Surfaces
- Heavy-Duty Equipment • Gears and Chains
- Powersports Equipment
- Farm Equipment and More

Power Foam

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail
APFSC	EA	(1) 18-oz. Spray Can	1.5	6.15	8.00
APFSC	CA	(12) 18-oz. Spray Cans	18.0	70.20	94.80

Power Foam is not available in Canada.

Heavy-Duty Degreaser

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail
ADGSC	EA	(1) 18-oz. Spray Can	1.5	11.85	15.30
ADGSC	CA	(12) 18-oz. Spray Cans	18.0	135.00	182.25

Heavy-Duty Degreaser is not available in Canada.

Uses/Features

Power Foam (APF)

Heavy-Duty Degreaser (ADG)

Degreases		X
Cleans carburetors and induction systems	X	
Compliant in all 50 states	Not for sale in California	X
Improves engine performance	X	
Active citrus formula		X
Safe for use on all surfaces	Avoid contact with hoses and exterior plastic components	X
Improves startability	X	





Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Corrosion attacks vehicles inside and out.

A lubricant's ability to combat corrosion is critical for maximum component life.

Losses and replacement costs due to corrosion were an estimated \$510 billion in the United States in 2010. We all worry about corrosion to some extent, but when it happens slowly, we tend to forget about its devastating effects. Visitors of Duluth and Superior can see one of the great mysteries of freshwater corrosion: the Duluth harbor, whose pylons are corroding at an incredible rate. Some have theorized that the fall of the Roman empire can also be attributed to corrosion of lead-lined vessels used to store wine. The Romans drank this wine, which resulted in insanity caused by lead poisoning.

Corrosion affects the chassis and body panels of equipment and vehicles, engines, radiators, bearing surfaces, tools, grills, mowers, door hinges, trailer hitches and so on. The type of corrosion most people are familiar with is iron corrosion, referred to as rust. For our purposes, we'll define corrosion as a chemical or electrochemical reaction between a material – iron, in this case – and its environment that causes deterioration of the iron and its properties. What causes iron to rust? Can we prevent it or slow it down, or do we just need to live with the effects of rust?

Let's review a little high school chemistry to better understand corrosion. There are four basic requirements to create a corrosion cell:

1. A surface that wants rust by giving up electrons: an anode (trailer hitch)
2. A way to transfer electrons (water, with some salt to speed it up)

3. A surface that wants to accept electrons: a cathode (a piece of the trailer hitch or vehicle)

4. A current path (trailer hitch and vehicle) to transfer electrical current back to the anode (the rusting part of the trailer hitch)

AMSOIL Dealers and customers who are lucky enough to live on or near the ocean know best what happens to unprotected iron surfaces exposed to this salty environment. Rust forms quickly and the metal surfaces soon become compromised and unsafe. Those who live in the desert (away from salt flats) experience the effects of iron corrosion much less, while others who live in the Midwest see the effects of salt that is spread on roads in the winter.

In those three examples, the common environmental factors that have the most effect on rust formation are excess water and salt. Salt (sodium chloride) accelerates corrosion by increasing conductivity. Water is important because it is the medium for transfer of electrons and dissolving salt, and it has corrosive properties also.

So how do you prevent rust or slow down the process? We could use another metal that does not react under the conditions, such as gold, but it is not economically feasible. So we are stuck with steel for building trailer hitches, and we protect the surface by creating a barrier to rust with paint, zinc coatings and by using chemicals to deactivate the surface.

AMSOIL Metal Protector creates a film on metal surfaces to protect against corrosion. Without this protection,

exposed metal surfaces will corrode, pit and fail much more quickly than they would if left unprotected. But corrosion doesn't just happen at the surface of your trailer hitch; it is also going on right now inside your car engine, radiator and power-steering pump. All these components are manufactured with various metals which are susceptible to corrosion under the right conditions. What would happen if your motor oil failed to protect the inside of your engine from corrosive acids produced by burning gasoline? And look at what happens if you run straight water in your cooling system without any coolant-system protection. Corrosion starts at the surface and spreads quickly.

Many times, the effects of corrosion are confused with the effects of wear in mechanical parts, like with surface pitting. You can't do anything about the metal used in these systems, but you can do something about how well the critical surfaces are protected. We all need to be concerned about the effects of normal wear, but we also need to prevent or reduce the effects of corrosion and corrosive wear. Since both corrosion and wear are surface-oriented processes, the chemistry requires a careful balance of wear protection and corrosion protection. This is admittedly a difficult task.

AMSOIL includes complex chemistry in motor oils, antifreeze and even power-steering fluid that works at the surface in these systems to significantly reduce the rate of corrosion and keep vehicles operating for as long as possible. When it comes to balancing corrosion and wear protection, don't try this at home; trust the experts. ■

AMSOIL SYNTHETIC MOTORCYCLE OIL DELIVERS WHAT BIKERS WANT

According to an industry survey, U.S. bikers value engine protection and quality above all else.

Over 80 percent of survey respondents rate engine protection and quality as important or very important when selecting motorcycle oil. Viscosity grade and motorcycle-specific formulations are also important or very important to a majority of respondents. Interestingly, price was the sixth most important factor, indicating most bikers are willing to pay a premium for motorcycle oils that help them get the best performance and most years from their engines. Results indicate what motorcyclists want in a motor oil is exactly what AMSOIL Synthetic Motorcycle Oil delivers.

Keeping Bikes Longer

The demographics of the U.S. motorcycle fleet may have played a large role in how bikers responded to the survey. Sales of new bikes, as reported by the Motorcycle Industry Council, reached 452,400 in 2012. However, over half of the 10 million bikes in the U.S. fleet are more than seven years old, while almost 25 percent predate 1995. Bikers are keeping their motorcycles longer and selecting lubricants that help them do so by maximizing engine protection and longevity.

Motorcycle-Specific Formulations

Bikers also value motor oils formulated specifically for motorcycles, demonstrating that many understand the unique challenges motorcycles present to lubricants and the need to use lubricants formulated to meet those challenges. Motorcycles run hotter and at higher rpm than passenger cars/light trucks – conditions that require robust oils formulated to resist viscosity loss due to extreme heat and mechanical shear. In many bikes, the oil must lubricate the engine, transmission and primary chaincase simultaneously. Effectively protecting against engine and gear wear while delivering superior clutch performance requires a balanced oil tailored to protect all critical areas. Passenger-car/light-truck motor oils simply aren't designed to meet the needs of motorcycles. However, 59 percent of respondents indicated an API-certified oil was very important or important, indicating there is still limited knowledge of lubricant specifications and their applicability.

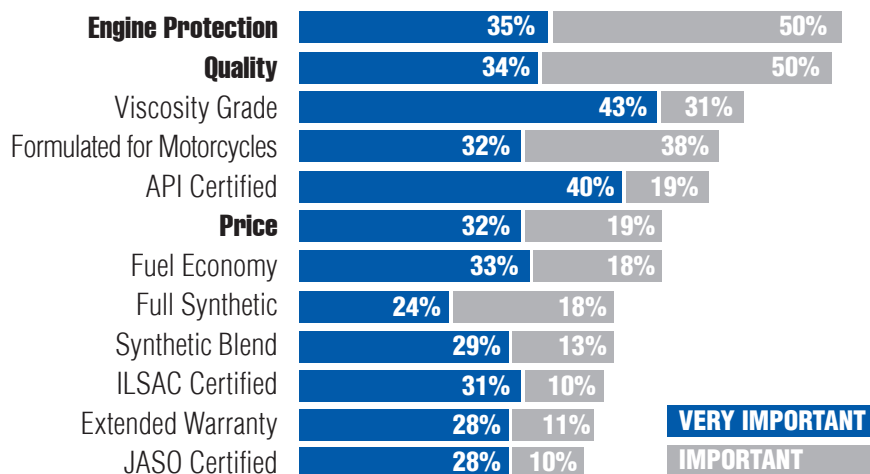


Synthetics on the Rise

Full-synthetic oils rate as important or very important to 42 percent of respondents. Where bikers once had to be convinced of synthetics' superiority, many now understand synthetics are better-suited to protect their engines in the toughest riding conditions. The survey also found that the strength of brand reputation and explicit product quality claims are two key differentiators in the market. The AMSOIL brand signifies industry-leading quality due to the company's presence at the largest and most influential motorcycle rallies in North America – including Sturgis, Daytona Bike Week and Laconia Motorcycle Week – and its sponsorships in the motorcycle racing markets – including AMSOIL Arenacross, Erik Buell Racing, Monster Energy Supercross and Loretta Lynn's AMA Amateur National Motocross Championships.

More importantly, AMSOIL Synthetic Motorcycle Oil lives up to its performance claims, delivering real-world benefits experienced by countless bikers. Formulated specifically to meet the demands of motorcycles, its exceptional high-temperature film strength provides maximum wear protection. AMSOIL Synthetic Motorcycle Oil promotes superior engine cleanliness, wet-clutch performance and transmission protection. Its performance has earned AMSOIL Synthetic Motorcycle Oil a strong reputation for quality, delivering the performance bikers want. ■

ENGINE OIL SELECTION CRITERIA FOR U.S. MOTORCYCLE OWNERS



Solving the Challenges of Flat-Tappet Cams in Classic Car Engines

Summer belongs to classic cars and hot rods. It's the season when thousands visit car shows across North America and loyalists of every make and model cruise the streets to show off their rides. One of the big concerns among classic car owners in recent years, however, has been the abundance of flat-tappet camshaft failures that many attribute to the reduction of zinc and phosphorus in today's oil formulations.

Zinc dialkyldithiophosphate (ZDDP) is the most common zinc-based additive, and is used primarily as an anti-wear agent to prevent premature engine wear. It also provides corrosion and oxidation protection. However, because the zinc and phosphorus found in ZDDP can negatively affect catalytic converters, it has been phased out of motor oil formulations in recent years.

Reducing ZDDP content has drawbacks, as classic car owners have found. Older vehicles with flat-tappet camshafts and, in particular, engines that include high-tension valve springs or other modifications that create high contact pressures can suffer premature wear due to reduced ZDDP levels.

Flat-Tappet vs. Roller Cams

The design of flat-tappet cams makes them especially vulnerable to wear. As the name indicates, the tappet – or lifter – is flat. During operation, the surface of the cam lobe slides rapidly over the surface of the tappet, producing high friction and temperatures. A thin oil film is the only barrier that prevents the lifter and cam lobe from welding together. If the oil film fails or provides insufficient wear protection, the two components can eventually wear the flat-tappet cam and affect valve operation. Engine power and efficiency can decline if the flat-tappet cam cannot lift the valves enough to adequately charge the chamber for ignition or release exhaust fumes. Because most V-8 engines of the muscle-car era came standard with flat-tappet cams, the problem is especially prevalent to classic-car and hot-rod owners.

Roller cams, on the other hand, are differentiated by rolling contact rather than sliding contact. Although more costly, roller cams are common in most modern vehicles and can be retrofitted into classic-car and hot-rod engines.



Demand for High-Zinc Oils

The abundance of flat-tappet camshaft failures in classic-car and hot-rod circles has spurred the market for high-zinc motor oils formulated especially to protect flat-tappet cams. AMSOIL Z-ROD® Synthetic Motor Oil (ZRT, ZRF) is specially engineered for these classic and high-performance vehicles. It features a high-zinc formulation to help prevent wear on flat-tappet cams and other critical engine components. Because many of these vehicles sit idle much of the time, Z-ROD contains a proprietary blend of rust and corrosion inhibitors for added protection during long-term storage. Z-ROD Synthetic Motor Oil is designed to perform on the street and protect during storage.

Complete Vehicle Protection

Classic cars and hot rods need more than just premium engine protection. Many are modified to deliver increased power and torque, placing added stress on the transmission, differential and chassis. AMSOIL Synthetic Manual Transmission & Transaxle Gear Lube (MTG), Severe Gear® Synthetic Gear Lube (SVG, SVT, SVO) and DOMINATOR® Synthetic Racing Grease (GRG) offer advanced protection modified classic cars and hot rods need. ■





AMSOIL Racers Make a Difference Off the Track

AMSOIL racers routinely help test new products and provide feedback on functionality and performance. But when they aren't practicing, qualifying and winning, they often reach out to fans through meet-and-greets and autograph signings, inspire communities through student- and youth-focused programs and appear at local events to get back to their roots. The teams demonstrate what it takes to be part of a successful national race circuit, distribute scholarships and talk about the careers available in the racing industry. These events are gestures of goodwill and community service, and something AMSOIL is proud of. Following are just a few examples of the numerous events that happen every year alongside the responsibilities of racing.

"Keeping Kids on Track" is a priority.

On April 19, the AmPro Yamaha team of Randy Hawkins, Paul Whibley, Walker Fowler and Becca Sheets spent the day speaking to hundreds of fourth- and fifth-grade students in Union, N.C. during an assembly to entertain and educate youth by presenting positive role models with a passion for what they do.

The assembly is the AMSOIL GNCC's program called "Keeping Kids on Track." GNCC racers know first-hand the value of hard work, positive thinking/acting and goal-setting, and serve as positive role models while traveling throughout the country racing. The AmPro Yamaha racers shared their own experiences growing up and helped the students examine positive ways to express themselves. They also had some fun going over all the proper safety equipment needed to ride a motorcycle or ATV.



WITH JEREMY MEYER

The planning for the AMSOIL 40th Anniversary Convention has been at full-tilt for several months now. With so many top-of-the-line presentations, promotions and speakers lined up, it promises to be one of the grandest events AMSOIL has offered over the past 40 years.

As we are working on the final stages of convention planning, it doesn't take much to remember the race-centric show AMSOIL put on five years ago. To me, it was easily the most concentrated showing of Team AMSOIL racers and vehicles ever assembled, and the race teams in attendance still talk about that experience five years later.

AMSOIL has been extremely fortunate to have so many race partners who understand what our company stands for, and who believe in our products and the people behind the quality we demand. While some racers will be back for the 40th Anniversary Convention, every driver who attended the AMSOIL 35th Anniversary Convention wants to return, not just for the goodwill, but because the event solidified their belief in the company. Let's hope everyone we have in place for the 40th walks away with that same idea.

Making New Friends

The AMSOIL/Scheuring Speed Sports snocross team paid a visit to the Great Lakes Naval Academy in Chicago right before the final AMSOIL Championship Snocross event of the 2012-2013 season to sign autographs and give away team memorabilia and tickets for the final race.

Great Lakes Naval Academy houses 23,000 cadets, as well as members of other branches of the military. Scheuring had one of the AMSOIL/Ski-Doo race sleds on display inside the military base store while pro driver Robbie Malinoski signed autographs.

"It was amazing the number of recruits who knew about us and the sport of snocross racing," team owner Steve Scheuring said. "We did a two-hour autograph session with the reps from Rockstar and the whole event was well-received."

Teaching About Training and Nutrition

Racers and crew members from the AMSOIL-sponsored snocross teams of Scheuring Speed Sports, Judnick Motorsports and Leighton Motorsports paid a visit to Eagle River Elementary and High School students in Eagle River, Wis. on January 17.

The school visits were part of the 50th running of the AMSOIL World Championship Snowmobile Derby.

Top snocross riders Tim Tremblay, Robbie Malinoski, Darrin Mees, Ross Martin, Mike Bauer, Trevor Leighton, Colby Crapo and Jennifer Pare talked to hundreds of students about training and nutrition.

"Our visit to the Eagle River schools was amazing," said Trace Leighton, owner of Leighton Motorsports. "The kids were all very well-behaved and excited. Our racers and team truly enjoyed interacting with the students, faculty and school board members. As a team, we know that the children are the future of not only our sport and fans, but also of this great country. We would love to do this again for AMSOIL."

Meeting and Greeting the Fans

Throughout the season, the GEICO/AMSOIL/Honda Supercross team takes the opportunity to meet with fans and sign autographs. Riders Kevin Windham, Eli Tomac and Zach Osborne are excited to meet their fans face-to-face.

"It's a great opportunity to talk to and sign autographs for the fans in a relaxed atmosphere," Windham said. "The fans and their support have kept me going. This type of event really means a lot to me."

Attending Local Events

Team AMSOIL off-road truck racer Brad Lovell, a Colorado Springs, Colo. native, recently took part in an annual tradition by attending the local 4-Wheel Parts annual mega-sale and displaying the popular AMSOIL Rock Racer.

"We get a lot of positive feedback and a lot of people recognized the truck from 'Top Gear,'" said Lovell. "It's a lot of fun to do this event, especially since it is so close to home. We were told it was their most successful event yet."

Along with the idle display of the truck, the store had a small climbing course of boulders and junk cars in the parking lot, giving the defending TORC Series Pro Light champion a chance to show off a little bit for the hometown crowd.

Read more Off Track stories at www.amsoilracing.com. ■



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Holiday Closings

The Toronto Distribution Center will be closed Monday, August 5 for Simcoe Day.

NGK Spark Plug Wire Sets Discontinued

Due to slow sales, NGK spark plug wire sets are discontinued and available while supplies last.

Chrysler Motor Oil Consumption Guidelines

Chrysler has adjusted its acceptable motor oil consumption guidelines for 2012-2013 Chrysler, Dodge and Jeep gasoline vehicles (Chrysler Bulletin #09-001-12 Engine Oil Consumption Guideline):

- **First 50,000 miles of engine life:** one quart per 2,000 miles
- **Engines with over 50,000 miles:** one quart per 750 miles
- **Aggressive driving conditions:** one quart per 500 miles

AMSOIL recommends all customers check their motor oil levels on a regular basis until an oil consumption pattern is discovered, and top-off as necessary.

Canadian Quick Lubes

According to the *National Oil & Lube News* (NOLN) 2013 Canadian Fast Lube Operators Survey, the average oil drain interval practiced by Canadian customers is over 7,000 kilometers (nearly 4,400 miles), while the average price for basic oil change is \$48.30, the average price for a premium, synthetic oil change \$86.16 and the average ticket total is \$89.77. About 63 percent of the quick lubes' gross annual sales consist solely of oil changes.

Mega Folding Chair

Canvas folding chair with carrying case includes arm rests and two cup holders. Constructed with 600 denier fabric and 19 mm powder-coated frame. Provides maximum 330-lb. capacity.

Stock #	Wt Lbs.	U.S.	Can.
G3046	8.0	29.00	31.20

DIY Auto Maintenance Remains Strong

A recent AutoMD online survey reveals that do-it-yourself (DIY) auto repair and maintenance, including oil changes, continues to be a popular option even as the economy begins to improve. In fact, 90 percent of self-proclaimed do-it-yourselfers, including the 37 percent who reported improved personal finances over the past few years, continue to perform their own routine maintenance rather than visit a commercial mechanic. Ninety percent of DIYers report they change their own oil, while 95 percent change their own batteries and 42 percent change their own mufflers.

"When we released our first auto repair DIY report in 2010, we found that the economy was driving more auto repair DIYing, with DIYers reporting considerable cost savings," said Brian Hafer, vice president of media and marketing at AutoMD.com. "In the ensuing years, we have seen this trend continue, bolstered by an increase in the accessibility of how-to info online."



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