

AMSOIL®

► PREFERRED CUSTOMER EDITION

MAGAZINE

APRIL 2015



THE LATEST UPGRADES FOR ATVs/UTVs | PAGE 6

**Premium AMSOIL Synthetic Lubricants
Keep Boaters on the Water | PAGE 10**

PERFORMANCE FOR SERIOUS ADVENTURE

Tracker Marine/Bass Pro Shops Photography



All day, every day, AMSOIL HP Marine™ keeps serious fishermen in the game. Rapid starts, low smoke and maximum wear protection. Fish on!

AMSOIL
The First in Synthetics®

**WARRANTY
SECURE**™

www.amsoil.com/warrantysecure

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



The Latest Upgrades for ATVs/UTVs | PAGE 6

FEATURES

- 6** The Latest Upgrades for ATVs/UTVs
- 10** Premium AMSOIL Synthetic Lubricants Keep Boaters on the Water

DEPARTMENTS

- 4** From the President's Desk
- 9** Tech Talk
- 12** Racing & Promotional News
- 14** Centerlines and Updates

ADVERTISEMENTS

- 2** Performance for Serious Adventure
- 5** New 8-oz. Diesel Injector Clean Ideal for Smaller Fuel Tanks
- 8** Legendary Performance
- 16** A Story Worth Telling

STAFF

Editor

Kevin McBride
Vice President, Marketing & Communications

Associate Editor

Joel Youngman

Publication Manager

Terry Johnsen

Staff Writers

Kathy Anderson
John Baker
Terry Johnsen
Melissa Sander
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Andy Arendt
Len Groom
Jeremy Meyer

Editorial Contribution

Rob Stenberg

Advertising

Ed Newman

Back Issues

Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17PC and specify the month and year.

On the Web

www.amsoil.com

President and CEO

A.J. Amatzio

Executive Vice President and COO

Alan Amatzio

Executive Vice President and CFO

Dean Alexander

© 2015, AMSOIL INC.

All rights reserved.

Printed by Service Printers

Duluth, MN USA.

Testimonials

AMSOIL INC.

Communications Department

The AMSOIL Building

925 Tower Ave.

Superior, WI 54880

testimonials@amsoil.com



THE COVER

New AMSOIL ATV/UTV products provide outstanding protection and performance.

From the President's Desk

Many Dealers can remember the time when the business of selling AMSOIL motor oil involved much more than just selling oil. Hurdles had to be cleared, and mindsets had to be altered. Synthetic oil was still new on the scene, and consumers required education. "What makes the oil so special," they asked, "and why should I pay more for it?"

Despite the obstacles, our Dealers made tremendous inroads. The savvy segment of the motor market recognized the benefits of our oil. Then, as other synthetic oils began to appear, the demand for our products continued to climb. Others now shared in the education process and added support to the movement we started.

That movement gained even more momentum in 1992 when General Motors broke ground by requiring that every Corvette rolling off its assembly lines be factory-filled with synthetic oil.

Today, of course, the range of vehicles requiring synthetics is too extensive to list here. Vehicle manufacturers are pulling out all stops in effort to maximize fuel efficiency. Today's vehicles are equipped with highly efficient fuel injection technologies and turbochargers, and the excessive power and heat they generate puts greater stress on motor oil. That, along with smaller, more powerful engine designs, calls out the need for synthetic oil.

The push for longer drain intervals is also driving demand for synthetics. High-end vehicles, including Mercedes-Benz, BMW and Porsche, recommend drain intervals as high as 20,000 miles, but it takes synthetic oil to get there. And it's not just high-end, import vehicles. Oil life monitoring systems are now common on our domestic brands, and we're seeing drain intervals climbing well over 10,000 miles in some cases. Again, manufacturers are designating synthetic oil as factory-fills.

More stringent industry specifications are also pushing the need for synthetics. Largely in response to new engine

technologies, the trade associations and organizations responsible for finalizing engine oil specifications continue requiring motor oils to demonstrate increased performance. Gains in wear protection, deposit control and fuel efficiency are best achieved with synthetic oil.

So, where does that leave us? On the one hand, more vehicles on the road running synthetic oil means more opportunities for AMSOIL Dealers. On the other hand, it means more competition. Consumers are faced with more synthetic oil options than ever. The shelves of big-box and franchise auto parts stores are stacked with synthetic oil.

But what seems to be an apparent obstacle actually works in our favor. We are not like everybody else, and if I were an AMSOIL Dealer I'd use that to my advantage. I would target the smaller, independent shops and retail stores and provide them with the opportunity to carry exclusive products that can't be found just anywhere. What we offer is special, in terms of both product and service.

I would start with independent shops that provide oil change services. These are the guys who survive on repeat customer business, and offering premium lubricants that aren't found everywhere can work to their advantage. Consumers are drawn to "not for everyone" products. And I would build on that by explaining that all my do-it-for-me customers would be sent their way for their oil changes. Everyone wins.

Small fleets, landscapers and all other self-employed contractors would also be in my line of sight. These people work hard and can relate to AMSOIL Dealers as independent business owners. They are concerned with making their equipment last longer, and the relationship you build with them,

through product quality and customer service, can secure long-lasting and profitable business.

And, of course, I would also continually work on sharing the business opportunity with potential AMSOIL Dealers. This is the foundation of a strong and prosperous AMSOIL Dealership -- loyal, long-term customers and knowledgeable, dedicated Dealers.

Although the landscape has changed now with more synthetic oils on the market and the shift from do-it-yourself to do-it-for-me customers, the opportunity for us has never been greater. As AMSOIL Dealers you have something to offer that others simply do not have. Take advantage of the products, your expertise and the relationships you can build.



A.J. "AI" Amatuzio
President and CEO, AMSOIL INC.

Dean Alexander
Executive V.P. /
Chief Financial Officer

Alan Amatuzio
Executive V.P. /
Chief Operating Officer

A.J. "AI" Amatuzio
President &
Chief Executive Officer

NEW 8-OZ. DIESEL INJECTOR CLEAN IDEAL FOR SMALLER FUEL TANKS

Clean fuel injectors are essential for diesel vehicles to operate as designed; however, performance-robbing deposits form on diesel injectors in a relatively short amount of time, reducing horsepower and fuel economy and increasing emissions. Removing these deposits is crucial to ensure diesel engines perform their best.

AMSOIL Diesel Injector Clean (ADF) is the best tool for the job, and it is now available in a convenient 8-oz. bottle. The chemistry is the same, but the mix ratio has been adjusted to allow the entire bottle to be added to the average passenger car/light truck fuel tank.

This new package size is ideal for diesel cars, SUVs and trucks with fuel tanks less than 40 gallons. Turbodiesel cars have smaller tanks, which average about 15 gallons. The new 8-oz. bottle treats up to 20 gallons, and it can also be used for other small diesel applications requiring 15-20 gallons of fuel.

For first-time use, the AMSOIL-recommended clean-up dose is two bottles. A periodic

AMSOIL Diesel Injector Clean

Use this treat rate chart for the 16-oz., 64-oz. and larger package sizes of AMSOIL Diesel Injector Clean.

CLEAN-UP	MAINTENANCE	FUEL VOLUME
2 oz.	1 oz.	5 Gal.
4 oz.	2 oz.	10 Gal.
12 oz.	6 oz.	30 Gal.
32 oz.	16 oz.	80 Gal.

Use this treat rate chart for the 8-oz. size of AMSOIL Diesel Injector Clean.

CLEAN-UP	MAINTENANCE	FUEL VOLUME
2 Bottles	1 Bottle	Up to 20 Gal.

maintenance dosage of one bottle should then be followed for all subsequent use.

AMSOIL Diesel Injector Clean is formulated for all types of diesel engines, including high-pressure common-rail designs. Unlike all-in-one fuel additives that may sacrifice performance in specific areas in the name of convenience, Diesel Injector Clean makes no sacrifices; it is purpose-built for diesel vehicle owners who demand maximum results.



AMSOIL Diesel Injector Clean

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ADFPCN	EA	(1) 8-oz. Bottle	0.6	3.15	4.25	3.90	5.20
ADFPCN	CA	(6) 8-oz. Bottles	3.6	17.94	24.80	22.20	30.60



Photos: ATV Illustrated

THE LATEST UPGRADES FOR ATVS/UTVS



New AMSOIL synthetic ATV/UTV lubricants provide hard-working and performance ATVs and UTVs upgraded performance and protection compared to original equipment manufacturer (OEM)-branded oils.

UTV and ATV Riders

ATV and UTV owners invest thousands of dollars in their machines and accessories to improve utility and performance.

Owners, particularly UTV owners, often purchase expensive upgrades, including roof panels, doors, winches, skid plates and snow plows.

In fact, UTV owners spend an average of \$1,620 just on accessories. The point of these upgrades is to improve UTV utility and safety and maximize ATV performance.

Most UTV owners use their machines evenly between enjoyment and general chores. They often engage in heavy hauling or towing while maintaining

their property. In fact, property maintenance is a huge part of the UTV lifestyle. Owners derive a sense of freedom and accomplishment from surveying and working their land.

Ninety percent of ATV owners use their machines for off-road recreation, with most riding trails through the woods. Experiencing the freedom of the trail and woods is their primary motivation when riding, they relish the power, risk and excitement of riding, and they often want to beat their buddies on the trail and become more accomplished riders.

Severe Service Challenges

Aggressive riding poses challenges. Elevated heat can break down oil, leading to harmful deposits and placing the engine at risk of extreme wear, while increasing the likelihood that heavily loaded, high-torque gears and bearings will fail. In addition, while accessories increase performance and versatility, the added weight and the propensity of these machines to be used for towing or hauling increase harmful heat and stress on gears

and bearings. Once enthusiasts understand the negative effects of severe-service riding, purchasing high-quality lubricants for increased protection becomes a priority.

What Riders Need

AMSOIL synthetic ATV/UTV lubricants provide **another performance upgrade** that helps owners safely and confidently push their machines to the limit. After spending thousands of dollars on a new UTV or ATV and equipping it with expensive upgrades, it makes sense to upgrade from "stock" OEM-branded lubricants to AMSOIL performance.

Warranty Secure™

Many ATV/UTV dealers use scare tactics to sell OEM-branded oil. Use of AMSOIL Synthetic ATV/UTV lubricants will not void factory warranties. AMSOIL Synthetic ATV/UTV lubricants are high-performance replacements for vehicle manufacturer-branded products and are also backed by the AMSOIL Limited Warranty (G1363). For details, visit www.amsoil.com/warrantysecure.

Applications

AMSOIL 10W-40 Synthetic ATV/UTV Motor Oil (AUV40): Recommended for use in ATVs and UTVs that require a 10W-40 motor oil, including those made by Kawasaki®, Suzuki®, Can-Am®, Honda®, Yamaha®, Kubota® and John Deere®.

AMSOIL 5W-50 Synthetic ATV/UTV Motor Oil (AUV50): Recommended for use in ATVs and UTVs that require a 5W-50 motor oil, including the Polaris® Ranger®, Polaris RZR® and Polaris Sportsman®. Use in place of Polaris PS-4 and PS-4 Extreme Duty.

AMSOIL Synthetic ATV/UTV Front Drive Fluid (AUFD): Recommended for use in Polaris Ranger®, RZR® and Sportsman® differentials and hubs calling for Demand Drive Fluid. Do not use in applications requiring an API GL-5 fluid.

AMSOIL Synthetic ATV/UTV Transmission and Differential Fluid (AUDT): Recommended for use in ATV and UTV transmissions and differentials, including those made by Polaris®, Honda®, Yamaha®, Kawasaki®, Can-Am® and Suzuki®.

AMSOIL Synthetic ATV/UTV lubricants will be available April 6.



AMSOIL 10W-40 Synthetic ATV/UTV Motor Oil

- Delivers reserve protection against heat
- Helps prevent varnish and sludge
- Delivers consistent clutch feel

AMSOIL 5W-50 Synthetic ATV/UTV Motor Oil

- Delivers reserve protection against heat
- Helps prevent varnish and sludge
- Delivers excellent all-weather performance

AMSOIL Synthetic ATV/UTV Transmission & Differential Fluid

- Delivers reserve protection against heat
- Helps prevent varnish and sludge
- Boasts outstanding shear stability and resists extreme pressures

AMSOIL Synthetic ATV/UTV Front Drive Fluid

- Delivers reserve protection against heat
- Helps prevent varnish and sludge
- Boasts outstanding shear stability and resists extreme pressures

AMSOIL 10W-40 Synthetic ATV/UTV Motor Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AUV40QT	-EA	1 Quart	2.0	8.50	11.80	10.30	14.30
AUV40QT	-CA	12 Quarts	24.0	96.75	140.30	117.60	170.40

AMSOIL 5W-50 Synthetic ATV/UTV Motor Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AUV50QT	-EA	1 Quart	2.0	8.95	12.45	10.90	15.10
AUV50QT	-CA	12 Quarts	24.0	102.15	148.15	124.20	180.00

AMSOIL Synthetic ATV/UTV Transmission and Differential Fluid

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AUDTQT	-EA	1 Quart	2.0	9.35	12.55	11.35	15.20
AUDTQT	-CA	12 Quarts	24.0	106.65	149.35	129.60	181.20

AMSOIL Synthetic ATV/UTV Front Drive Fluid

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AUFDQT	-EA	1 Quart	2.0	10.00	12.95	12.15	15.65
AUFDQT	-CA	12 Quarts	24.0	114.00	153.90	138.60	186.60

Legendary Performance.



Specially formulated to keep high-performance engines cool and clean.

Trust the name that has become a legend in synthetic motor oil technology. AMSOIL delivers the power and performance you demand.

AMSOIL
The First in Synthetics®

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



Mike Caruso | TECHNICAL PRODUCT MANAGER - DRIVETRAIN

Compressors are nearly everywhere.

AMSOIL synthetic compressor oils are designed to handle severe environments.

Like fuel, water and electricity, compressed air is a vital utility that we depend on to support our daily lives. We don't receive a monthly compressed air bill from a utility company, so it's easy to forget how necessary and prevalent it is. Virtually every manufactured item requires compressed air for the creation of its raw materials, or for its assembly, production, packaging or shipping. We use compressed air at home to fill tires, run air tools, spray paint and keep basketballs from going flat.

Reciprocating compressors are the type you are most likely to encounter in your day-to-day activities. They are commonly found in the corner of a typical garage or the back room of a tire shop, and many of them require oil.

Reciprocating compressors use a piston and cylinder to compress air. A motor turns the crankshaft, causing the piston to move downward, pulling air into the cylinder past a one-way intake valve. The piston then moves up, squeezing the air until enough pressure is created to push it through an exhaust valve into a tank. This type of compressor turns on and off as needed to cool between cycles. Running a standard reciprocator constantly without giving it time to cool will result in overheating, which is a major cause of premature compressor failure.

To avoid overheating, the compressor should be sized appropriately for the tools it's intended to run. If the compressor is capable of putting out 2 cubic feet of air per minute

(CFM), but the tool draws 4 CFM, the tool will only run well in spurts and the compressor will never shut off while you're using it. CFM is clearly identified in compressor and tool manuals or on the tools themselves, so there's no math to do. It's just as damaging when compressors sit idle for weeks, giving rust and corrosion an opportunity to start. Since compressors are about as exciting as vacuum cleaners to most people, undersized and underused units are very common. The real excitement comes when you have to write a \$500-\$800 check to replace a less than three-year-old compressor that should have lasted more than a decade. Good oil can go a long way toward keeping these neglected compressors running for years.

Besides providing basic lubrication, reciprocating compressor oils have to effectively deal with extreme heat and water — two potentially damaging byproducts of compressing air. Internal temperatures may range between 300°F and 400°F, accelerating oil deterioration and causing carbon to form on the valves and keep them from sealing. Most of the time this just gradually degrades compressor performance, but on rare occasions the carbon can become an ignition source for the oil air vapor in the cylinder, presenting an explosion hazard. It has happened. Water, on the other hand, will destroy the compressor as rust and corrosion attack the machine while it sits quietly in the garage.

Like our motor oils, AMSOIL compressor oils are designed to handle severe environments. The synthetic base oils provide greater oxidation resistance, lower carbon-forming tendencies and higher oil film strength than is possible with commonly used mineral oils. This extra protection will help protect the compressor when it's being pushed to its limit or if oil changes are neglected. Water is dealt with in two ways. First, it easily separates from the oil, allowing it to be drained from the sump. This is a benefit for larger compressors found in industrial facilities, but is not practical for machines that hold a quart of oil. For these machines, the best way to protect against water is to change the oil at the manufacturer's suggested drain interval and prevent rust and corrosion from starting regardless of the water situation. The high-quality anti-rust, anti-corrosion additives provided with AMSOIL compressor oils go a long way toward protecting the compressor through extended periods of idleness.

We are often asked which oil should be used in reciprocating compressors. By far the most common oil listed in reciprocating compressor manuals is non-detergent ISO VG 100 or SAE 30/40 oil. When these are listed, AMSOIL ISO 100, SAE 30/40 Synthetic Compressor Oil (PCK) is the recommended product. We make it easy by listing all the viscosities on the quart label. ■



Tracker Marine/Bass Pro Shops Photography

PREMIUM AMSOIL SYNTHETIC LUBRICANTS KEEP BOATERS ON THE WATER

Boating and fishing are popular activities for people across the nation, with the 2013 *Special Report on Fishing and Boating* indicating that 47 million Americans went fishing in 2012, 46.8 million participated in a boating activity and 21.2 million owned a boat.

Boat Motor Options

Boat applications can be broken down into four methods of propulsion. Available in both two- and four-stroke designs, outboard motors are self-contained units (engine, gearbox and propeller/jet drive) that mount outside the hull of the boat; inboard motors are enclosed within the hull; sterndrive (inboard/outboard) designs situate the engine forward of the transom, with the drive unit outside the hull; and jet motors propel the boat by drawing water into a pump and ejecting it out the stern. According to the 2013 *Special Report on Fishing and Boating*, 53.1 percent of

boats are powered by outboard motors, while 16 percent feature inboard motors, 15 percent have sterndrive motors, 3.3 percent have jet motors and 12.7 percent are not motorized.

AMSOIL Products for Marine Applications

A successful day boating or fishing hinges on the reliability of marine engines. Deposits and wear from high-rpm operation and all-day trolling can limit performance and even shorten engine life, especially in newer engines that run hotter and produce more power.

AMSOIL products reduce time and money spent on maintenance and increase fuel economy. In fact, research reveals maintenance and fuel costs are foremost on the minds of boaters. The top three reasons ex-boaters cited for giving up their boats are cost of maintenance/storage (41.1%), cost of fuel (21.5%) and time constraints (20.6%).

AMSOIL Products for Tow Vehicles and Trailers

Don't forget about tow vehicles and trailers. AMSOIL offers not only premium synthetic marine oils for boat motors, but AMSOIL synthetic motor oils, diesel oils and drivetrain fluids for tow vehicles and Synthetic Water-Resistant Grease (GWR) for trailers. AMSOIL synthetic motor oils and diesel oils help reduce maintenance and downtime and extend drain intervals, allowing increased time on the water. ■

TOP AMSOIL PRODUCTS FOR MARINE APPLICATIONS



HP Marine™ Synthetic 2-Stroke Oil (HPM)

- Excellent for Evinrude® E-TEC™ factory-lean setting (replaces Evinrude XD100™ 2-Cycle Oil)
- Helps prevent deposits
- Superior protection against friction, heat and wear
- Low smoke
- Protects against corrosion
- Low aquatic toxicity

Synthetic 2-Stroke Injector Oil (AIO)

- Offers the convenience of one oil for all two-stroke recreational equipment
- Designed to appeal to cost-conscious customers
- Ideal for outboard motors and snowmobiles
- Reduces wear and maximizes engine life
- Controls deposits
- Protects against corrosion



Formula 4-Stroke® Marine Synthetic Motor Oil (WCT, WCF)

- Engineered for the harsh operating conditions of marine engines
- Excels in high-horsepower applications and all-day trolling conditions
- Certified to meet NMMA FC-W Catalyst Compatible performance specifications
- Superior protection against engine wear
- Outstanding viscosity protection
- Excellent anti-rust performance

Outboard 100:1 Pre-Mix Synthetic 2-Stroke Oil (ATO)

- Reduces varnish and carbon-deposit formation in water-cooled motors
- Ideal for trolling motors
- Designed for pre-mix ratios as lean as 100:1
- Improves throttle response
- Lowers or eliminates smoke
- Minimizes deposit formation



Universal Synthetic Marine Gear Lube (AGM)

- Superior protection from shock loading
- Excellent gear and bearing protection, even when contaminated with 10% water
- Reduces friction and wear
- Designed to prevent corrosion
- Promotes long seal life
- Resists foam and retains extreme-pressure qualities

DON'T FORGET THESE OUTSTANDING PRODUCTS



Ea® Oil Filters (EaO)

Synthetic Water-Resistant Grease (GWR)

Engine Fogging Oil (FOG)

Quickshot® (AQS)

Gasoline Stabilizer (AST)

Metal Protector (AMP)

Miracle Wash® Waterless Wash & Wax (AMW)



Racing Rules During Rally

Daytona Bike Week offers a full slate of AMSOIL-sponsored racing.

Daytona Bike Week contends with the Sturgis Motorcycle Rally as the most popular motorcycle rally in the United States. Serving as the unofficial start to the riding season, approximately 350,000 motorcycle enthusiasts embarked on the Sunshine State in March to ride, relax and race during the 10-day event. AMSOIL, the rally's Official Oil since 2009, maintained a presence and served rally-goers from Beach Street to Destination Daytona.

Daytona International Speedway has earned its moniker as the "World Center of Racing" by boasting one of the most diverse racing schedules on earth, and the Speedway is at the epicenter of Daytona Bike Week.

Along with the rally sponsorship, AMSOIL keys off the growth of racing during Bike Week. The first two days of this year's rally marked the opening of the AMSOIL GNCC season. Held less than an hour from downtown Daytona, the Wild Boar GNCC featured some of the best cross-country ATV and dirt-bike riders in the world, including Team AMSOIL riders Chris Borich (ATV) and Thad Duvall (dirt bike). Racing continued at Daytona Speedway on Saturday, where the best supercross riders lined up just inside turn one of the famed tri-oval. Top AMSOIL riders Justin Bogle and Eli Tomac each found podium success at this year's event.

"Daytona is always a fun event to race in," Tomac said. "The track requires different preparation than the other courses we race during the season. But the place is so big, and there's a lot of history. It's a lot of fun."

Racing doesn't stop after the Daytona Supercross. The same track was used over the next four days for the 6th annual Ricky Carmichael Amateur Supercross and the Mtn. Dew ATV Motocross National Championship (ATVMX) season opener, both of which feature AMSOIL as the Exclusive Official Oil.

"The amateur event that MX Sports puts on with Ricky Carmichael is unique," said Jeremy Meyer, AMSOIL Race Program Manager. "With more than 1,000 riders registered, it's the largest two-day amateur supercross event on the planet."

ATVMX, like AMSOIL GNCC, started its season in Florida, and for the first time in its storied 29-year history, used the same course set-up as the supercross events.

"MX Sports really thought outside-the-box on this one," said Meyer. "To bring a one-day, supercross format to an ATV motocross series is a bold move, and to do it during the middle of Bike Week is a win-win for everyone involved."

AMSOIL wasn't without exposure at the Daytona 200, either. Although the race is limited to 600cc motorcycles, Erik Buell Racing (EBR) had its EBR/AMSOIL race hauler on display at the Speedway, as well as several EBR dealerships throughout Florida during Bike Week.

Outside the vast crowd of rally attendees, more than 100,000 fans attended an AMSOIL-backed event in Daytona during Bike Week. For more information on these events, visit www.amsoilracing.com. ■



Three years ago, Team AMSOIL ice-oval racer P.J. Wanderscheid broke his leg, but it didn't deter the four-time AMSOIL Eagle River World Champion from racing. He customized a set-up on his Arctic Cat, but missed a record fifth win in Eagle River.

This season, Wanderscheid once again found himself in the hay bales with broken bones. This time, however, continuing to race wasn't an option. Instead, the Sauk Centre, Minn. native turned to a long-time rival to finish out the season.

Wanderscheid asked Team AMSOIL and fellow Arctic Cat driver Gary Moyle to finish out the 2014-15 season in his place. Moyle, a two-time champion at Eagle River, accepted the challenge and headed to Beausejour, Manitoba for the Canadian Power Toboggan Championship. While Wanderscheid was merely looking for his sled to undergo more testing, Moyle knew he had a chance to defend his 2014 win at the event.

Moyle ended up third in Beausejour, but for Team AMSOIL, it was a great show of sportsmanship and cooperation, which always wins out in the end.

Making Moves in Off-Road

AMSOIL Super Team drivers will race in new classes this season.

AMSOIL Super Team drivers Brad Lovell and Chad Hord are cut from the same cloth. The off-road truck drivers have always dreamed of bigger things in their racing careers. For Lovell, it was turning a rock-crawling passion into a diverse brand of off-road racing. For Hord, it started with his nose pressed against a fence in Bark River, Mich., wishing to someday race in the sport's premier class. Both racers will add new chapters in 2015.

Lovell grew up four-wheeling in Colorado's back country. In 2004, he turned his obsession into a profession and started rock crawling. He won six championships and has since taken on new challenges, including winning championships in Ultra 4, Baja and the TORC Series presented by AMSOIL Pro Light class. This season, Lovell continues his ascent up the off-road ranks by ditching his championship-winning Pro Light truck for a 900-horsepower Pro 2wd.

"We've built a whole career out of being the little guy challenging the big players," said Lovell. "Moving into Pro 2wd has been very invigorating. I feel like we're in that familiar position where we're a smaller team moving up, and we've got nothing to lose."

Hord knew he wanted to race a Pro 4x4 well before he sat behind the wheel of a Super Buggy during his rookie

season in 1995. The fan favorite won championships in both Super Buggy and Pro Light before moving into the Pro 2wd class full-time in 2010. He has been a front-runner in Pro 2wd the past four years, and won the AMSOIL Cup race in 2011. But his goal from the beginning has always been the premier class, and Hord is making that move into a Pro 4x4 this season, with veteran off-road racer Marty Hart taking over his Pro 2wd duties.

"I got a taste of driving a Pro 4x4 a few years back when Scott Douglas got hurt," said Hord. "I knew then that I wasn't sticking around in Pro 2wd very long. I don't know what it is, but I am just more comfortable in a Pro 4x4, and with sponsors like AMSOIL, Maxxis and Caterpillar helping out, it's going to be a great ride."

For both Lovell and Hord, failure isn't an option. Both drivers are realistic about their 2015 goals, but that doesn't mean they don't see themselves as championship contenders.

"I expect to have five podiums this year," said Lovell. "That's a lot to reach for, but I don't think it's out of sight to make a run for the championship."

"My guys have been working their butts off this winter to build me a new truck," said Hord. "I've raced against the guys in Pro 4x4 before,

and I know I can win. We'll get on the box, for sure, and be in the mix at the end of the season."

Pro 4x4 front-runner and AMSOIL Super Team driver Scott Douglas agrees both guys will find success early and often in their new classes.

"Chad and Brad are extremely talented and run first-class programs," said Douglas. "There's a lot to learn when you jump into new classes, but these guys will be well-prepared, and the guys already in those classes already know what to expect."

Douglas is considered one of the favorites to win the Pro 4x4 championship this season, and Hord knows the skilled veteran will make him earn his success in 2015.

"Scott has helped me on and off the track over the years," said Hord. "But I know if I want to be out front, I'm going to have to get by the number 7. He'll make me earn it, that's for sure."

The 2015 TORC Series presented by AMSOIL kicks off at Texas Motor Speedway April 24-25. The entire series will broadcast live at www.amsoilracing.com and on Fox Sports 2. See www.amsoilracing.com for a complete schedule. ■



AMSOIL DEALERSHIP OPPORTUNITIES AVAILABLE

Be your own boss. Full-time or part-time, an AMSOIL Dealership is the ideal business opportunity. No quotas to fill. No inventory requirements. Contact your sponsoring Dealer or see the Preferred Customer Zone for more information. To upgrade to Dealer, click the "Buy Wholesale" link at the top of www.amsoil.com or order or download a Change of Status Form (G18US in the U.S., G18UC in Canada) from the Preferred Customer Zone.

Magnetic LED Work Light

Bright work light with 36 LEDs includes a .5 watt flashlight on top with magnetic back, seven-position magnetic pivot stand, pivoting hook and non-slip grip. Excellent for use in the garage or vehicle and in emergency situations. Includes three AA batteries.



Stock #	U.S.	Can.
G3339	17.75	21.50

New Coolant Lineup Coming May 11

AMSOIL will introduce a new lineup of coolants May 11, including a new formulation for Propylene Glycol Antifreeze & Coolant (ANT) and two new ethylene glycol-based coolants: Passenger Car & Light Truck Antifreeze & Coolant (ANTPC) and Heavy-Duty Antifreeze & Coolant (ANTHD). The new products and the reformulated version of Propylene Glycol Antifreeze & Coolant allow for pricing and drain interval recommendations that are better aligned with the current market.

The Propylene Glycol Antifreeze & Coolant product code will remain the same, and the current formulation is available while supplies last. Its new, reduced pricing is effective immediately. The new formulation will be available once the current formulation is sold out.

Check the May *AMSOIL Magazine* for full details.

AMSOIL Propylene Glycol Antifreeze & Coolant

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ANT1G	EA	1 Gallon	9.8	27.10	35.40	33.00	42.95
ANT1G	CA	4 Gallons	39.2	103.20	139.85	125.60	170.20
ANT55	EA	55-Gal. Drum	536.0	1339.25	1475.90	1629.00	1795.00

Available May 11:

AMSOIL Passenger Car & Light Truck Antifreeze & Coolant

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail
ANTPC1G	EA	1 Gallon	9.8	11.90	15.75
ANTPC1G	CA	4 Gallons	39.2	45.20	61.25
ANTPC55	EA	55-Gal. Drum	536.0	541.75	597.05

Available May 11:

AMSOIL Heavy-Duty Antifreeze & Coolant

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail
ANTHD1G	EA	1 Gallon	9.8	12.60	16.70
ANTHD1G	CA	4 Gallons	39.2	48.00	65.05
ANTHD55	EA	55-Gal. Drum	536.0	580.25	639.45



AMSOIL Propylene Glycol Antifreeze & Coolant

- Formulated for use in ALL domestic and import passenger cars and trucks, as well as heavy-duty applications.
- Protection up to 150,000 miles or 5 years, whichever comes first, in passenger cars and light trucks.
- Protection up to 600,000 miles, 12,000 hours of operation or 6 years, whichever comes first, in heavy-duty applications.
- 100 percent concentrate. Must be mixed with water.
- Available in both the U.S. and Canada.



AMSOIL Passenger Car & Light Truck Antifreeze & Coolant

- Formulated for use in ALL domestic and import passenger cars and trucks.
- Protection up to 150,000 miles or 5 years, whichever comes first.
- Pre-mixed 50/50 with high-purity water.
- Not available in Canada due to hazardous-material constraints.



AMSOIL Heavy-Duty Antifreeze & Coolant

- Formulated for use in heavy-duty applications.
- Protection up to 600,000 miles, 12,000 hours or 6 years, whichever comes first.
- Pre-mixed 50/50 with high-purity water.
- Not available in Canada due to hazardous-material constraints.

Leather Motorcycle Jacket

Leather motorcycle jacket features debossed logo and "Ride Hard. Run Cool.™" sleeve design. Zippered air vents with leather tabs on front and back, reflective piping on front and back, zippered wrist closures, two inside pockets (one zippered) and mesh inner lining. Fitted; order one size larger than you normally wear. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3171	S	275.00	333.00
G3172	M	275.00	333.00
G3173	L	275.00	333.00
G3174	XL	275.00	333.00
G3175	2X	300.00	363.00
G3176	3X	300.00	363.00



Front

Back



Front

Back

Ladies' Leather Motorcycle Jacket

Ladies' leather motorcycle jacket features debossed logo and "Ride Hard. Run Cool.™" sleeve design. Zippered air vents with leather tabs on front and back, reflective piping on front and back, zippered wrist closures, two inside pockets (one zippered) and mesh inner lining. Fitted; order one size larger than you normally wear. Sizes M-2X.

Stock #	Size	U.S.	Can.
G3182	M	275.00	333.00
G3183	L	275.00	333.00
G3184	XL	275.00	333.00
G3185	2X	300.00	363.00



CHANGE SERVICE REQUESTED
Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

ISO 9001 CERTIFIED
ISO 14001 CERTIFIED

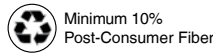


Jeff Fisher
866-292-4700
www.SyntheticOils.us

WE HONOR



(Discover in U.S. only)



AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA
© 2015, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

www.amsoil.com | April 2015

A STORY WORTH TELLING.

This 86-minute DVD documentary details the life of the man whose focus and determination created the synthetic motor oil industry, the depth of his commitment to quality and the benefits and science behind the technology of synthetic lubrication.



PURCHASE **A.J. AMATUZIO: AN AMERICAN SUCCESS STORY**

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

G2218
\$6.95 (U.S.)
\$8.40 (Can.)