

AMSOIL[®]

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MAGAZINE

JANUARY 2015



Premium Protection for High-Horsepower Ford Mustangs | PAGE 8

New AMSOIL Synthetic Dirt Bike
Oil Maximizes Performance | PAGE 6





TEST-PROVEN IN EXTREME CONDITIONS

50-Hour Severe-Duty Dyno Session



The piston rings earned perfect 10 merit ratings, demonstrating no ring sticking and excellent performance.

The piston skirts exhibited 0.00% scuffing, proving INTERCEPTOR's outstanding friction-reduction capabilities.

PISTON PROTECTION

Snowmobile engines are more advanced than ever. They deliver more power than their predecessors while producing fewer emissions and, in the case of two-strokes, using less oil. To guard against piston scuffing and wear, today's powerful sleds require robust oils capable of withstanding increased heat and friction. AMSOIL synthetic snowmobile oils feature naturally tough film strength for outstanding piston protection.

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THE COVER

New AMSOIL Signature Series 5W-50 Synthetic Motor Oil provides premium protection for a premier American automobile.

From the President's Desk

This business we are in is much more complicated than it used to be. AMSOIL began with a single product, and with that product alone our Dealers stormed the market. One product established the AMSOIL brand and launched hundreds of successful AMSOIL Dealerships. There was no application confusion, and the segmentation of products was limited. Virtually every four-stroke engine had an appetite for our original 10W-40.

Our next product, AMSOIL 2-Cycle Oil, satisfied the demands of all two-stroke motors. Again, straightforward and uncomplicated. One oil, all applications. The creation of that product, by the way, is symbolic of the AMSOIL philosophy. Many of you may recall the story:

I was working with a highly specialized and competent additive supplier, and I knew very well that the additive used would be critical to wear protection. I would start with a pure synthetic base oil, but it would be the additive that would carry the load.

As we began formulating, the supplier recommended the additive percentage that should be used. I knew, at that percentage, it would be a good oil, but I wanted to push the limits.

"How much higher can I go?" I asked.

I could tell it was the first time he had ever been asked that question. "Higher?" he said. "Why would you want to do that? It's very expensive."

"Because I want to make a better oil," I said.

A week or two later the supplier got back to me with the maximum percentage that could be used. So that's where I took it. We had the oil tested at Southwest Research at a mix ratio of 300:1. The best anyone else was doing at that time was maybe 50:1. At 300:1 we passed with flying colors. We introduced the product at 100:1 because consumers would not have believed in a 300:1 mix ratio.

So, with just two products, our 10W-40 Motor Oil and 100:1 2-Cycle Oil, we had the gasoline-powered applications

covered, and our Dealers continued their march.

We then addressed additional applications with the introduction of gear lube, diesel oil, hydraulic oil and transmission fluid. The objective, of course, was to provide opportunity for our Dealers to penetrate those primary markets where there was money to be made. The products were essentially universal and the approach to market was basic, or at the very least, uncomplicated.

It's different today. Vehicles, components and all types of motorized equipment are much more diversified. In terms of lubrication, one size doesn't necessarily fit all. Many vehicle and equipment manufacturers are calling for specialized oils, and AMSOIL is responding with precise formulations that meet the ever-increasing specifications and market demands. Consumers expect the exact products their manuals are calling for, and our Dealers are positioned to give them what they want.

Our European Car Formula oils, for example, were designed to meet the demands specific to the allowable sulfated ash, phosphorus and sulfur content across the full range of European vehicles. Transmission applications have also become segmented, and we have formulated products specific to those. The same goes for the diesel and passenger car markets: precise formulations uniquely specific to the expanding viscosity and specification requirements.

You will see in this issue of your *Magazine* some new products that are dialed in to specific markets, and each is positioned to open doors for Dealers. The addition of a 5W-50 to our Signature Series line gives access to the Ford Mustang market where 5W-50 oils

are called for under the Ford WSS-M2C931-C performance specification. Mustang owners are passionate about performance, and Dealers are advised to connect with them through car clubs, car shows and Internet sites. Independent oil-change facilities, repair shops and car dealerships that service Mustangs are also potential targets for this outstanding new oil.

The addition of our new dirt bike family of oils creates even more opportunity. You can read for yourself how our technicians developed a unique test procedure that allowed us to zero in on a feature that's critical to dirt bike riders and overlooked by other oil manufacturers. This feature alone should grab the attention of riders, dealerships and powersports stores.

Take advantage.



A.J. "AJ" Amatuzio
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Chief Operating Officer

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President &
Chief Executive Officer



Cold-Temperature Performance is not Just Reserved for Sub-Zero Conditions

Startup lubrication is directly affected by a lubricant's cold-flow ability, and the impact is felt at higher temperatures than most consumers realize. An oil's cold-temperature performance refers to its ability to flow when the engine is cold, or below typical operating temperature (212°F), and not simply to what feels cold to humans – even some summer days can be cold to an engine.

Pour point has been defined as the lowest temperature at which a motor oil will continue to flow under prescribed conditions. ASTM D97 spells out the standardized procedure for determining an oil's pour point. After heating it to 45°C (113°F) the sample is slowly cooled and tilted sideways every time the temperature drops 3°C (5°F). When the oil stops flowing it has reached the pour point.

AMSOIL synthetic motor oils have lower pour points and better cold-cranking capabilities than petroleum-based products. Long after petroleum oils have solidified, AMSOIL synthetic motor oils continue to flow.

The problems with cold weather go beyond this, however. Motor oils really need to be heated well above the pour point to achieve the desired pumping viscosity. Even at just below freezing (32°F), motor oil can become difficult to pump into the engine. It sits in the pan while the friction from moving parts heats the engine and conducts this heat down into the pan. As you can imagine, this lack of oil in an engine with fast moving parts has consequences. Cold-weather start-ups are a leading cause of engine wear.



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NEW AMSOIL SYNTHETIC DIRT BIKE OIL MAXIMIZES PERFORMANCE

New AMSOIL 10W-40 (DB40), 10W-50 (DB50) and 10W-60 (DB60) Synthetic Dirt Bike Oil delivers consistent clutch feel and outstanding gear protection in four-stroke dirt bikes, helping riders maximize their performance on the trail and at the track.



Consistent Clutch Feel

Clutch slippage or inconsistent clutch feel can prevent dirt bike riders from riding as fast or effectively as they like. To keep the engine within the power band, riders often modulate the clutch, increasing the opportunity for clutch slippage if low-quality lubricants are used.

AMSOIL Synthetic Dirt Bike Oil's superior friction-durability properties help minimize clutch slippage, fade

and chatter, giving riders consistent clutch feel during takeoffs or when maneuvering around obstacles on the trail. In an extreme simulated-start test, AMSOIL Synthetic Dirt Bike Oil continued to deliver consistent clutch feel following 32 simulated race starts, while a leading original equipment manufacturer (OEM)-branded oil demonstrated inconsistent clutch-

lever action and poor clutch feel after 16 starts. The clutch plates lubricated with AMSOIL Synthetic Dirt Bike Oil remained clean and in good overall condition, while the plates using the OEM oil revealed discoloration and wear. AMSOIL Synthetic Dirt Bike Oil's superior performance helps instill in riders the confidence that their bikes will perform consistently in all types of riding conditions.

Racing is Research®

AMSOIL corporately sponsored supercross and motocross racers identified consistent clutch feel as a key performance attribute. At the time, there was no dirt-bike-specific oil on the market that provided the level of clutch consistency professional and amateur riders demand. Consistent clutch feel is critical to motocross riders during starts to keep the bike from lurching forward prior to the gate dropping. Trail riders, meanwhile, need consistent clutch feel to confidently navigate obstacles without having to shift gears and lose momentum.

10W-40 Synthetic Dirt Bike Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
DB40QT	EA	1 Quart	2.0	8.90	12.40	10.85	15.00
DB40QT	CA	12 Quarts	24.0	101.70	147.50	123.60	178.80

10W-50 Synthetic Dirt Bike Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
DB50QT	EA	1 Quart	2.0	9.25	12.85	11.20	15.50
DB50QT	CA	12 Quarts	24.0	105.15	152.50	127.80	184.80

10W-60 Synthetic Dirt Bike Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
DB60QT	EA	1 Quart	2.0	9.50	13.20	11.50	15.95
DB60QT	CA	12 Quarts	24.0	108.15	156.85	131.40	190.20



In-Depth Product Development

The process to develop Synthetic Dirt Bike Oil relied on a combination of lab and track testing. Clutch feel is inherently subjective, which creates challenges in designing a lubricant that delivers consistent clutch feel. To overcome that challenge, AMSOIL designed The Extreme Simulated-Start Test on Dirt Bikes. The test allows AMSOIL engineers to apply accelerated stress to a dirt bike's clutch in order to monitor clutch feel produced by a candidate lubricant.

The test uses a 2014 Honda CRF450R attached to a dyno. While in second gear, the test administrator holds the clutch at the point just prior to engagement, similar to the way a rider would hold the bike in the gates during a race start. The clutch is then released and the bike is run to fourth gear, simulating the time from the drop of the gate to the first corner in a race. The rear wheel is not allowed to slip during the test, placing additional stress on the clutch. Test administrators look for consistent lever action and feel as they wait to let out the clutch and as they shift the bike through the gears.

Synthetic Dirt Bike Oil was also subjected to extensive on-track testing in the bikes of GEICO/AMSOIL/Honda Factory Connection and other professional riders. A combination of rider feedback and lab testing resulted in the final formulation of Synthetic Dirt Bike Oil. Its performance in lab and track testing dispels the myth that synthetics are "too slippery" and make clutches slip. Results also demonstrate that AMSOIL Synthetic Dirt Bike Oil delivers consistent clutch performance while helping extend clutch life.

CLUTCH PLATES



Premium Protection for High-Horsepower Ford Mustangs

AMSOIL ADDS 5W-50 VISCOSITY TO ITS SIGNATURE SERIES LINE.

Combining sports styling and muscle with options that appeal to the mass market, the Ford Mustang is widely considered an American classic. Introduced at the New York World's Fair on April 17, 1964 and buoyed by network advertising and appearances as the 1964 Indianapolis 500 pace car and in the 1964 James Bond film, "Goldfinger," the high-performance car quickly grabbed the attention of motorists everywhere and shattered sales records. The Mustang celebrated its 50th anniversary in 2014, and it continues to maintain its popularity and appeal.

Much like the iconic Ford Mustang, AMSOIL is an American original and performance leader. AMSOIL set all-new standards for motor oil quality and performance when it introduced the world's first synthetic motor oil to meet American Petroleum Institute (API) service requirements in 1972, and it continues to produce the top-performing lubricants available on the market.

New Signature Series 5W-50

AMSOIL has expanded the Signature Series line to include a robust 5W-50 synthetic motor oil formulated specifically

for high-horsepower Ford Mustang engines. Signature Series 5W-50 Synthetic Motor Oil (AMR) provides top-of-the-mark protection and performance that customers expect from Signature Series, and it is excellent for all Mustang engines calling for a 5W-50 viscosity.

- Withstands the stress of high horsepower and heat to provide outstanding wear protection
- Resists viscosity loss due to mechanical shear
- Resists thermal breakdown
- Helps prevent sludge deposits and keeps engines clean
- Reduces oil consumption and emissions
- Maximizes fuel economy

Applications

AMSOIL Signature Series 5W-50 Synthetic Motor Oil is recommended for Ford Mustang applications calling for 5W-50 motor oil and requiring the Ford WSS-M2C931-C or API SN, SM... performance specifications. ■



Signature Series 5W-50 Synthetic Motor Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AMRQT	EA	1 Quart	2.1	8.15	10.55	9.90	12.80
AMRQT	CA	12 Quarts	25.2	92.85	125.35	112.80	152.40



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

When I ask people where they would most like to spend an afternoon during a fall day in Wisconsin, the most common answer is “watching a Packers game at Lambeau Field!” I wonder why they seem to come back so quickly with their answer. The Packers must be doing something right to bring out that type of response. Is it the high expectations? Innovative game plans? Wanting to be part of a winning tradition? I have been to several games at the old Lambeau Field and a few after the renovation, and although I have enjoyed seeing games in this storied home of the Green Bay Packers, I would rather spend a fall afternoon experiencing high expectations, innovative game plans and being part of a winning tradition in the AMSOIL mechanical lab!

OK, Packers games are fun and I know I just opened myself up to multiple letters from skeptical Packers fans, but I am going to make my case anyway. All kidding aside, I really do have a lot of fun seeing how the formulation work we do impacts engine performance, wear protection and durability. The mechanical lab allows us to develop new formulations and immediately see how they impact wear protection and cleanliness in all types of engine platforms.

The investment in the AMSOIL mechanical laboratory was made for one reason: to make AMSOIL synthetic lubricants better. And then make them better again. And again. And repeat. This continuous improvement process requires innovation and perseverance. Sometimes progress is made in small steps, like a short run for a first down.

Pushing the boundaries of lubrication science means breaking a few parts.

There are an awful lot of broken parts in the AMSOIL mechanical lab.

Other times, progress comes via a long completion downfield. And there are also times when we fumble the ball in the form of experiments that go backward instead of forward. We often learn more from failed experiments than we do from successes. And the more we push the boundaries of what is possible, the more comfortable we will have to be with temporarily losing yardage prior to putting together a touchdown run.



The pistons above were used in a proprietary AMSOIL severe-service four-stroke small-engine test in December 2014. The test, which runs 125 hours at 260°F, put AMSOIL Formula 4-Stroke Small Engine Oil up against a specialized competitive oil designed for commercial applications.

The AMSOIL mechanical laboratory was designed to be very flexible. Many third-party industry laboratories are designed to develop and run standardized tests used to differentiate between lubricants and fuel additives that fail and those that pass the minimum requirements of the test. Much work is spent on design of the test and then on repeatability and reproducibility. We use some pieces of industry-standard tests in the AMSOIL mechanical lab, but for the most part, we are interested in how AMSOIL products perform in more challenging environments. This allows us to pinpoint the soft spot in our offensive line and find ways to close the gap in performance. Pushing the limits exposes weaknesses, and you can't improve unless you identify what is failing under extreme conditions.

Lastly, we are striving to walk the same path of excellence and tradition set by all the AMSOIL personnel who worked hard on innovative lubricant development through the years. Engine validation that used to take a long time to complete with outside entities can now be turned in as little as a week in the mechanical lab. Our chemists are moving forward with concepts that were almost impossible to validate two short years ago. Now, these concepts are quickly becoming new and upgraded AMSOIL products. Not exactly an Aaron Rodgers fourth-quarter comeback, but it is based on the same attributes: high expectations, innovation and a tradition of excellence. ■



LUBRICATION 101: A LOOK AT BASIC LUBRICATION CONCEPTS

Lubrication can be a daunting subject for someone unfamiliar with its basic concepts. Even someone with experience in the field can be confused by the multitude of lubricants available on the market today. Reviewing a few basic lubrication principles can make it easier to understand why proper lubrication is necessary in every application.

FRICITION

Webster defines friction as the “rubbing of one body against another,” and as “resistance to relative motion between two bodies in contact.” Friction can be beneficial. It generates heat that can be used to start a fire, and it is the principle behind a vehicle’s braking system.

Friction can also be detrimental. The heat generated as the result of friction can cause damage to an engine. Because contact is required to generate friction, wear can take place in these areas of contact, leading to material failures, overheating and the formation of deposits. Although there are many ways to reduce friction, the most common way is through the use of a fluid or semi-fluid lubricant. The key characteristic of lubricants is that they are not readily compressible, minimizing component contact or eliminating contact altogether.

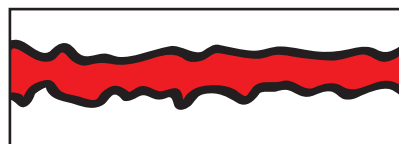
TYPES OF LUBRICATION

There are three types of lubrication conditions that can exist between two surfaces:

Hydrodynamic or Full-Film Lubrication is the condition in which

surfaces are completely separated by a continuous film of lubricating fluid. The non-compressible nature of this film separates the surfaces and prevents metal-to-metal contact. The lubricant’s viscosity assumes responsibility for the majority of wear protection; additives play a limited role. Although full-film lubrication does not generally allow metal-to-metal contact, abrasive wear or scratching can still occur if dirt particles penetrate the lubricating film.

HYDRODYNAMIC LUBRICATION SURFACES SEPARATED BY BULK LUBRICANT FILM



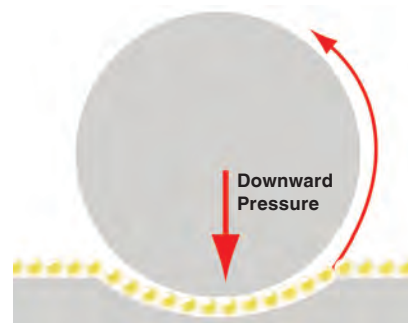
■ Boundary Film ■ Bulk Lubricant

Engine components operating under a full-film lubrication regime include the crankshaft, camshaft and connecting rod bearings, and piston pin bushings.

Under normal loads, transmission and rear-axle bearings also operate under a full-film regime.

Elasto-Hydrodynamic Lubrication exists when a sudden reduction of the oil film causes a temporary increase in viscosity. When viscosity increases, the film can become rigid, creating a

ELASTO-HYDRODYNAMIC LUBRICATION BULK LUBRICANT AND BOUNDARY FILM PLAY A ROLE

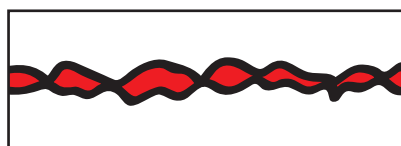


The shear strength of the fluid increases due to an increase in load or pressure of a surface and behaves as though it were stronger than the metal surface it acts against, thus causing the surface to deform.

temporary elastic deformation of the surfaces. The lubricant's viscosity and additives work together to protect surfaces in an elasto-hydrodynamic regime.

Anti-wear additives are often relied upon to protect engine bearings in high-load conditions, while both anti-wear and extreme-pressure additives work to protect gears in high-load conditions.

BOUNDARY LUBRICATION
PERFORMANCE ESSENTIALLY
DEPENDENT ON BOUNDARY FILM



Boundary Lubrication is a condition in which the lubricant film becomes too thin to provide total surface separation. This may be due to excessive loading, low speeds or a change in the fluid's characteristics. In such cases, occasional metal-to-metal contact takes place between surfaces, and the surfaces are almost entirely dependent on the lubricant's additives to provide protection.

Anti-wear additives protect the cam lobes, cylinder walls and piston rings in engine high-load conditions, while anti-wear and extreme-pressure additives protect ring and pinion gears in rear axles.

OTHER LUBRICANT FUNCTIONS

Though minimizing friction and wear is the primary function of a lubricant, it is also required to perform the following tasks:

Clean - A lubricant must maintain internal cleanliness by suspending contaminants or keeping contaminants from adhering to components.

Cool Moving Elements - Reducing friction minimizes the amount of heat generated and lowers the operating temperature of the components. A lubricant must also absorb heat from the components and transport it to a location where it can be safely dissipated.

Prevent Contamination - The lubricant must act as a dynamic seal in locations such as the piston, piston

ring and cylinder contact areas. This minimizes contamination by combustion byproducts, for example, in the lubricating system. Lubricants are also relied upon to support mechanical seals found elsewhere and to minimize external contamination and fluid loss.

Dampen Shock - The lubricant may be required to cushion the blows of mechanical shock. A lubricant film can absorb and disperse these energy spikes over a broader contact area.

Transfer Energy - A lubricant may be required to act as an energy transfer medium as in the case of hydraulic equipment or lifters in an automotive engine.

Prevent Corrosion - A lubricant must have the ability to prevent or minimize internal component corrosion. This can be accomplished either by chemically neutralizing the corrosive products or by setting up a barrier between the components and the corrosive material.

COMPONENTS OF A LUBRICANT

Lubricants are generally composed of two groups of materials. **Base oils** comprise 75 to 95 percent of the finished product. The most commonly used base oils are derived from petroleum crude oil. **Additives** are usually added to the base oils to enhance or impart new properties. The use of such special chemical compounds is another way to minimize friction and wear, and they can offer protection when the lubricating fluid cannot maintain component separation.

INCREASED DEMAND ON LUBRICANTS

As time goes on, the lubrication needs of equipment continue to change. As equipment becomes more advanced and sophisticated, the demands placed upon the required lubricants become more severe. What may have been a preferred lubricant in the past is likely to be totally unacceptable today.

The automotive industry is an excellent example of how demands on equipment have changed. The engines used in today's vehicles require significantly more from a motor oil than they did in the past.

Modern vehicles are requiring lighter viscosity oils for improved fuel economy, but feature engines that output more power per cubic inch of displacement than ever before. To achieve this power level, vehicle manufacturers are adding

turbochargers that expose motor oils to higher temperatures and greater stress. Meanwhile, requirements for cleaner exhaust emissions have contributed to higher levels of contaminants in the oil and increased the oil's operating temperature. By reducing aerodynamic drag, manufacturers have also minimized the amount of air that flows over engines and drivetrains, causing operating temperatures to trend further upward. Even with all these changes, manufacturers are requiring lubricants to last longer than they ever did before.

HOW ARE SYNTHETIC OILS DIFFERENT?

Although the engineering of synthetic base oils varies, synthetics are generally made through a reaction process that significantly improves the consistency of the base oil and its molecular uniformity. Conventional petroleum base oils, on the other hand, are obtained through a process of distillation.

Distillation slightly limits the molecular diversity that may exist within the base oil, but does not completely eliminate nonessential molecular structures. This is important because unnecessary molecular structures produce variations in the base oil's performance. The ideal lubricant's chemical composition is one in which the molecular construction is identical throughout, such as in a synthetic base oil. Because of the way synthetic base oils are produced, they are molecularly uniform and contain significantly less undesirable materials than a conventional base oil.

Molecular uniformity also affects the properties that each type of lubricant possesses. The properties of conventional oils tend to vary due to inconsistencies in the crude oil from which they are obtained. The properties and performance features of synthetics, on the other hand, are predictable due to their molecular uniformity.

AMSOIL synthetic lubricants are formulated to take advantage of the superior properties of premium synthetic base oils and top-of-the-line additives. They provide excellent lubrication and wear protection and have been designed to resist the chemical breakdown processes that limit the service life of conventional petroleum oils. ■



Championship Hopes on the Rise for Team AMSOIL

Monster Energy Supercross 450 title fight is wide open.

The 2015 Monster Energy Supercross season kicked off this month, and GEICO/AMSOIL/Honda rider Eli Tomac's hunt for his first 450 championship had already taken a turn for the better before he even hit the track at Angel Stadium in Anaheim, Calif.

With the recent announcement of five-time Supercross champion Ryan Villapoto leaving the U.S. circuit for the FIM Motocross World Championship in Europe, the crowning of a new Monster Energy Supercross 450 champion is inevitable.

"There is a spot open now to take the title," Tomac said. "Not saying that Villapoto would have gone on to win every single race and the championship this season, but this gives a lot of hope for the upcoming season to the other racers."

"This year I feel like I'm in a much better spot heading into the season. I feel like I have an even better shot of being in the title fight at the end of the year."

With speculation swirling about who will take over after Villapoto's incredible reign, Tomac's name is among a short list of riders being viewed as the biggest contenders for the 2015 title.

"It's cool to be seen as one of the riders to beat for the championship," Tomac said, "but it's also kind of expected in my mind. You put a lot of work in during the off-season to be able to be in the position of title contender. That's where I want to be – the rider on everyone's mind."

Wanting to ensure that his chase for the championship is a success, Tomac's time off has been spent preparing mentally and physically for anything he may endure, including stacking his talent against the world's best overseas.

"The off-season has been good so far," Tomac said. "Everything just seems to be going better than before, including the motorcycle and me physically."

"I had a couple off-season races in Italy and France, and I won both those events. Those extra races really help put into perspective where I'm at as a rider and what I need to work on more before the season kicks off. From what I've seen so far, I think we're in a good spot."

The 2015 Monster Energy Supercross season began January 3 in Anaheim, Calif. ■

ON THE
BOX
WITH JEREMY MEYER



With the departure of reigning champ Ryan Villapoto, the Monster Energy Supercross title is up for grabs. This will also hold true in AMSOIL Arenacross in the new year as defending champion Tyler Bowers left the powerful Babbitt's/AMSOIL/Kawasaki team for a Supercross ride.

The cupboard is certainly not bare for the premier team in AMSOIL Arenacross. Zach Ames returns in 2015, bringing the knowledge he accrued battling Bowers for Arenacross supremacy over the past few years. Joining him in the trailer will be veteran riders Chris Bloese and 2014 series runner-up Jacob Hayes. The final piece of the puzzle comes from north of the border as former Canadian motocross champion Matt Goerke has signed on with Team AMSOIL to compete in the 2015 AMSOIL Arenacross season.

With 15 weekends of racing, the battle for supremacy should be tight for the entire season. A new champion will emerge, and there are four guys on Team AMSOIL leading the charge.



TORC Series Presented by AMSOIL Releases 2015 Schedule

The exciting off-road race series will visit new venues and longtime favorites.

The 2015 TORC Series presented by AMSOIL schedule will showcase high-flying professional off-road truck racing at some of the premier motorsports venues in the U.S., half of which are located in the top 25 media markets in the country. The schedule includes new venues, while also returning to historic tracks like Crandon International Off-Road Raceway, home to the largest short-course off-road event in the country.

“Bringing the excitement of TORC off-road racing to major markets like Dallas, Chicago, Charlotte and St. Louis is a win-win for sponsors, drivers and our amazing fans,” said TORC President BJ Birtwell.

“This schedule introduces TORC racing to brand-new fans, while also building on the success of existing events. There’s no other experience like attending a TORC event, where every ticket is also a pit pass. Fans can get up close and personal with these 900-horsepower purpose-built race trucks that fly more than 200 feet through the air side-by-side at speeds exceeding 100 mph. It’s an incredible sport, and now it’s reaching more people in these mega markets.”

The quest for a TORC championship kicks off April 24-25 under the lights at Texas Motor Speedway, followed by the series’ debut in St. Louis May 16-17 at Gateway Motorsports Park, within view of the world-famous Gateway Arch and just minutes from downtown.

2015 TORC Series Schedule

April 24-25	Dallas, Texas	Texas Motor Speedway
May 16-17	St. Louis, Mo.	Gateway Motorsports Park
June 18-19	Chicago, Ill.	Chicagoland Speedway
June 27-28	Crandon, Wis.	Crandon International Off-Road Raceway
July 10-11	Charlotte, N.C.	Charlotte Motor Speedway
August 4-5	Sturgis, S.D.	Buffalo Chip PowerSports Complex
August 15-16	Bark River, Mich.	Bark River International Raceway
September 5-6	Crandon, Wis.	Crandon International Off-Road Raceway.

TORC returns to Chicagoland Speedway June 18-19, where the nation’s top off-road racing series will join forces with NASCAR, providing a full weekend of intense racing action in the Chicago area. The series then visits the iconic Crandon International Off-Road Raceway in Crandon, Wis. June 27-28 for the first of two events.

Later in the summer, TORC travels east to The Dirt Track at Charlotte Motor Speedway July 10-11. Thousands of race fans came out in 2014 to see some of the best action of the year in the heart of NASCAR country, and this year’s action is sure to bring more tight, bang ‘em-up racing.

TORC enters August with a race at the 75th Annual Sturgis Motorcycle Rally, taking place at the Legendary Buffalo Chip PowerSports Complex August 4-5. The award-winning track, designed by TORC’s own Jeff Nordstrom, was a new

addition to the schedule in 2014 and became an instant classic with both drivers and rally attendees.

After racing at Bark River International Raceway in northern Michigan August 14-15, the 2015 TORC season wraps up at Crandon International Off-Road Raceway September 5-6 with the largest event in all of short-course off-road racing. Drivers will battle for Pro Light, Pro 2wd and Pro 4x4 titles, as well as compete in the famed AMSOIL Cup race, where Pro 2wd and Pro 4x4 drivers will compete head-to-head for the coveted AMSOIL Cup trophy. Crandon International Off-Road Raceway is the exclusive home to the TORC Series and regularly attracts more than 60,000 short-course fans.

Look for TORC racing action throughout the season on NBC Sports. ■



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The Orlando AMSOIL Distribution Center has moved to a new location. The new facility provides better efficiency and more room for growth.

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Filter Wrenches

The line of AMSOIL filter wrenches applies to nearly the entire line of Ea® Oil Filters (EaO/Ea15K) and Ea® Motorcycle Oil Filters (EaOM).

Filter Wrench (64 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 64 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EA15K09, EA15K10, EA15K12, EA15K13, EAO14, EAOM103, EAOM103C, EAOM109. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA265	2.65	3.00

Filter Wrench (74 mm)

Designed to install and remove AMSOIL Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 74 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAOM122C, EAOM132, EAOM132C, EAOM133, EAOM133C, EAOM137C. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA258	2.65	3.00

Filter Wrench (76 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 76 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO17, EAO18, EA15K20, EAO23, EA15K29, EA15K32, EAO34, EAO37, EAO38, EA15K50, EA15K51, EAO64, EAOM122, EAOM134, EAOM134C, EAOM135, EAOM135C, EAOM136C, EAOM138. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
GA251	2.65	3.00

Filter Wrench (93 mm)

Designed to install and remove AMSOIL Ea Oil Filters in hard-to-reach locations, this easy-to-use 93 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO11, EAO15, EAO21, EAO24, EAO26, EAO27, EAO31, EAO40, EAO42, EAO52, EAO59, EAO98. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.



Stock #	U.S.	Can.
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OE 0W-20 Synthetic Motor Oil

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January 2015



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