

AMSOIL®

► PREFERRED CUSTOMER EDITION

MAGAZINE

JULY 2015



ANOTHER PREMIUM AMSOIL OPTION FOR EUROPEAN VEHICLES

| PAGE 6

How Extreme Heat Affects
Your Engine | PAGE 8



AMSOIL SYNTHETIC V-TWIN MOTORCYCLE OIL

- Resists extreme heat
- Retains viscosity
- Guards against wear

AMSOIL SYNTHETIC DIRT BIKE OIL

- Delivers confidence in clutch feel
- Superior protection against gear, bearing & piston wear
- Maximizes horsepower
- Helps extend clutch life

AMSOIL SYNTHETIC METRIC MOTORCYCLE OIL

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- Smooth, confident shifts
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THE COVER

New European Car Formula 0W-40 Full-SAPS Synthetic Motor Oil provides European vehicle owners with a lower viscosity option.



Alan Amatzio
Co-President & COO

Dean Alexander
Co-President & CFO

From the Presidents

Dear Dealers & Preferred Customers,

As a follow-up to Al Amatzio's personal message in last month's issue announcing his decision to step down as AMSOIL president, we felt it important to add a personal note of our own.

Dealers should not expect a dramatic transition with this change in leadership. Seamless describes it best. We have worked closely with Al for a combined 60-plus years and share his values, perspectives and goals. Above all, we share Al's unrelenting determination to maintain this company's growth. Our course is set.

We will be aggressive in innovation. Our work in this area will never be done. Innovation defines AMSOIL. It sets us apart, and every effort will be made to develop technology that drives

the industry and provides a competitive advantage for our Dealers.

We will be dedicated in our efforts to grow the AMSOIL brand. We are dialing in our marketing messages and are laser-focused on reaching those consumers who identify with our progressive, independent, work-ethic values. There will be no rest until AMSOIL is top-of-mind among automotive and powersports enthusiasts.

We will be firm in our resolve to help our Dealers succeed. New training is in development, and aggressive plans are in place to increase our engagement with Dealers in the field. As markets evolve, we will arm Dealers with products, knowledge and support specific to the changing needs of consumers.

We thank you for your loyalty to AMSOIL. Our foundation is strong, and we can say with confidence that the best is yet to come.

Sincerely,

Dean Alexander
Co-President & CFO

Alan Amatzio
Co-President & COO

Premium Protection For Modern Transmissions

Modern automatic transmissions contain up to 10 gears, which improves fuel economy and reduces emissions by keeping the engine closer to its most efficient rpm range. Towing and hauling capacities, meanwhile, continue to increase despite transmissions often using less fluid than their predecessors.

Maximizing transmission performance and life requires the use of premium synthetic fluids.

"The fluid doesn't just lubricate, it acts as a hydraulic fluid to enable shifting," said Matt Erickson, AMSOIL Product Manager, Passenger Car. "Fluids that oxidize can result in damaging sludge that clogs fluid passages and results in poor performance. Transmission fluid is also exposed to high levels of shearing as it is forced between gear teeth. This can quickly break down an inferior fluid, causing viscosity loss and reduced wear protection."

AMSOIL formulates a complete line of synthetic automatic transmission fluids that suits the needs of any customer. ■

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



AMSOIL Signature Series Synthetic Automatic Transmission Fluid

KEY BENEFITS

- Reserve protection against heat
- Reduced maintenance
- Peace of mind



AMSOIL OE Synthetic Automatic Transmission Fluid

KEY BENEFITS

- Excellent wear protection
- Competitive pricing



AMSOIL Synthetic CVT Fluid

KEY BENEFITS

- Excellent wear protection
- Helps prevent belt and chain slipping

ANOTHER PREMIUM AMSOIL OPTION FOR EUROPEAN VEHICLES

Additional full-SAPS option fills niche demand for 0W-40 in European applications.

AMSOIL has expanded its European Car Formula line to include a full-SAPS 0W-40 viscosity. Featuring the same premium synthetic formulation and recommended for the same specifications as European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil (EFM), new European Car Formula 0W-40 Full-SAPS Synthetic Motor Oil (EFO) provides European vehicle customers with a different viscosity option.

European vehicle owner's manuals typically require the motor oil meets a certain specification, but many list several viscosity options. Some manufacturers include temperature graphs to help customers choose a viscosity based on climate, but many customers prefer using lower viscosity oils in all environments. New AMSOIL European Car Formula 0W-40 Synthetic Motor Oil provides customers that lower viscosity option, and it is ideal for customers looking for a premium AMSOIL alternative to competing 0W-40 motor oils that carry European specifications.

- Delivers long-term protection and performance for the extended drain intervals recommended by European vehicle manufacturers.
- Provides the additional cold-weather advantages of a 0W synthetic motor oil.
- Helps keep engines clean and operating at top performance.
- Engineered for maximum fuel economy.

Applications

AMSOIL European Car Formula 0W-40 Full-SAPS Synthetic Motor Oil (EFO) is recommended for use in European gasoline or diesel vehicles requiring any of the following performance specifications*:

- ACEA A3/B3, A3/B4
- API SN/SM...
- BMW LL-01
- Mercedes-Benz 229.1/229.3/229.5
- Porsche A40
- Renault 0710, 0700
- VW 502.00, 505.00

SAPS Levels

SAPS stands for sulfated ash, phosphorus and sulfur, which comprise a significant part of a motor oil's additive content. Because the vehicle emissions system and aftertreatment devices of some European vehicles are sensitive to the SAPS content of oil, it is important to use an oil that meets the proper specification to ensure optimum engine protection and performance.

The vast majority of European vehicles in North America call for a full-SAPS European oil. AMSOIL now offers premium European Car Formula Full-SAPS Synthetic Motor Oil in two viscosity options, as well as premium European Car Formula 5W-30 Low-SAPS and 5W-40 Mid-SAPS Oils.



AMSOIL European Car Formula 0W-40 Full-SAPS Synthetic Motor Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
EFOQT	EA	1 Quart	2.1	7.25	9.40	9.70	12.50
EFOQT	CA	12 Quarts	25.2	82.50	111.40	110.40	148.80





AMSOIL MOTORCYCLE OCTANE BOOST SOLVES PROBLEMS CAUSED BY LOW-QUALITY GAS

Though many motorcycle owners don't realize it, their bikes may be equipped with electronics that detect engine knock. When the computer adjusts ignition timing to eliminate knock, performance suffers. AMSOIL Motorcycle Octane Boost (MOB) offers an economical solution.

What is Engine Knock?

Understanding engine knock, also known as detonation or pre-ignition, requires an understanding of octane. Octane is a standard measure of gasoline performance.

The three most common octane ratings include the following:

- **Anti-Knock Index (AKI)**
- **Research Octane Number (RON)**
- **Motor Octane Number (MON)**

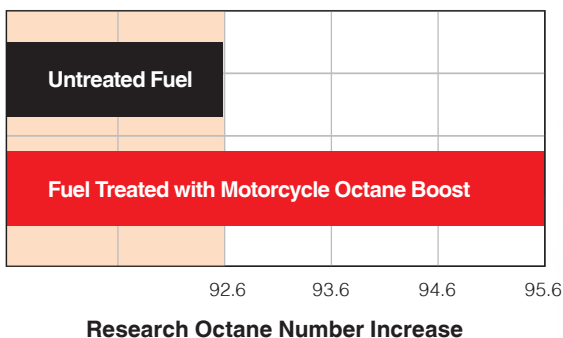
AKI is the rating most motorists are familiar with. It's typically displayed on gas pumps as the average of the fuel's RON and MON. RON, however, is the most common industry rating. AMSOIL, therefore, uses RON when conducting performance tests and product validation. Gasoline's RON generally is a few numbers higher than the AKI posted on the gas pump (e.g. 87 octane fuel, or regular pump gas, has a RON of about 91-92).

The higher the octane, the more compression the fuel can withstand before igniting. Low-octane gas is susceptible to uncontrolled and early ignition in the combustion chamber. It causes a knocking or pinging sound, robs the engine of power and, left unchecked, can cause catastrophic piston damage.

Engine Detuning Offers Opportunity

Some modern bikes are equipped with a knock sensor that adjusts timing to compensate for low-octane gasoline and eliminate engine knock. Unfortunately, when timing is adjusted a decrease in performance results. Rough idling and lack of throttle response are the most common side-effects of the engine saving itself

AMSOIL Motorcycle Octane Boost Increases Research Octane up to 3 Numbers



from low-octane gasoline. Many people don't even know this is occurring. Engine knock may be eliminated by raising the fuel's octane number.

By increasing octane up to three numbers, which eliminates knock or ping and maximizes power and efficiency, AMSOIL Motorcycle Octane Boost offers a low-cost solution to engine detuning and helps maximize bike power and performance.

Controls Harmful Deposits

In addition to increasing octane number, Motorcycle Octane Boost maintains engine and fuel-system cleanliness. Its active detergents help prevent deposits for improved efficiency. For initial clean-up, AMSOIL recommends AMSOIL Quickshot® (AQS), which contains a greater concentration of cleaning agents.



- **Maximizes power and efficiency**
- **Improves startup performance**
- **Eliminates engine ping or knock**

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HOW EXTREME HEAT AFFECTS YOUR ENGINE

As operating temperatures increase, so does your vehicle's need for high-quality synthetic motor oil.

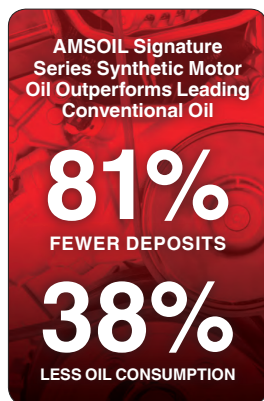
The average operating temperature of a passenger car/light truck engine has increased to 235°F, and higher under heavy loads.

Turbochargers and direct fuel injection are some of the technologies responsible for this increased heat. Automakers are designing engines using these performance-enhancing technologies to keep pace with increasingly strict fuel economy and emissions standards. Extreme heat, however, can lead to a host of problems, all of which reduce engine performance and life.

Deposits & Sludge

Heat can quickly break down motor oil, creating deposits on the intake valves, which impede airflow into the engine and contribute to poor sealing of the combustion chamber. This can lead to rough idle, misfire and reduced power and fuel economy.

Extreme heat depletes an oil's additives sooner, altering its chemistry and preventing it from lubricating, cooling and protecting as designed. Sludge can form, which clogs narrow oil passages and prevents oil from reaching vital components, causing wear. Preventing sludge is particularly important in engines that use variable valve timing (VVT). Intricate parts sensitive to sludge can fail to operate properly, resulting in reduced performance.



As tested by independent, third-party lab. Based on TEOST Test (ASTM D6335) and NOACK Volatility Test (ASTM D5800).

Testing done by an independent, third-party lab demonstrates AMSOIL Signature Series 5W-30 Synthetic Motor Oil's (ASL) superior extreme-heat resistance compared to a leading conventional oil. Signature Series' superior heat resistance resulted in 81 percent fewer deposits (5 times cleaner) than the conventional oil.

Oil Consumption

When oil volatilizes, the lighter molecules evaporate, leaving behind the heavier components. This leads to viscosity increase, which makes the oil more difficult to circulate and reduces fuel efficiency. You may have experienced this when your car "uses" oil and requires frequent top-offs. Volatilization also creates emissions that contribute to air pollution.

If enough motor oil is consumed, eventually there may not be enough to reach all the complex parts of the engine, which can potentially cause damage.

Signature Series Synthetic Motor Oil demonstrated 38 percent less consumption than the conventional oil, reducing frequent top-offs.

The Double-Length Sequence IIIG Engine Test Study (G3320) offers additional proof of performance. After 200 hours, Signature Series scored 86 percent better for piston deposits compared to industry standards for 100 hours, easily passing the test (see www.amsoil.com/performance-tests.aspx for complete results).

Signature Series' high-performance additives and quality base oils offer improved resistance to heat, maximizing the performance and life of your engine and keeping it clean.



Signature Series
After 200 Hours (Pass)



Competitor's Oil
After 100 Hours (Fail)



Mike Caruso | TECHNICAL PRODUCT MANAGER - DRIVETRAIN

In the April 2015 issue of *AMSOIL Magazine* I touched on the oil requirements and basic operation of reciprocating compressors. In this month's issue I'd like to cover another very important type of compressor: the oil-injected rotary screw.

Rotary screws have been around since the early 1960s and are currently the dominant compressor in industrial facilities. Outside of the factory, rotary screws have gained in popularity with many commercial operations, such as auto maintenance and body shops. They are commonly seen at construction sites mounted on trailers and it wouldn't be unusual to find an affordable 3 horsepower unit in a well-equipped home shop.

To compress air, an oil-injected rotary screw compressor relies on two intermeshed screws mounted in a heavy steel case. This assembly is called an air end. An electric motor turns one of the screws, which in turn spins the other. When compressed air is required, an intake valve above the screws opens, allowing them to grab air and squeeze it as it moves down their length. At this point, the compressor is producing compressed air. When air isn't required, the compressor goes into an unloaded state by closing the intake, allowing the screws to keep spinning without compressing air.

The electronics and sensors governing this process may be relatively complex, but the parts that we're concerned about from a lubrication standpoint are very simple. To lubricate the compressor, oil moves from the reservoir through a filter to

the bearings and onto the screws to reduce friction between them and create an airtight seal. Since the compressed air is in direct contact with the oil, it travels through an air/oil separator filter to recover the oil so it doesn't leave the compressor with the air. Last but not least, the oil acts as a coolant, carrying the heat generated by compressing air to an oil cooler, which is much like a car's radiator. This is the reason you may hear some refer to rotary screw compressor oil as coolant.

Rotary screws have a gauge that displays the temperature of the compressed air as it leaves the air end. This is referred to as the discharge temperature, and the lifespan of any rotary-screw compressor oil is heavily influenced by it. There is no "normal" discharge temperature, but 180°F-195°F is common. Being substantially below this range can result in high amounts of water remaining in the machine, causing sludge and plugged filters. Substantially higher temperatures can shorten oil life, and poor-quality oil in those high temperatures can produce varnish to the point the machine won't run. As a safety precaution, many machines will automatically shut off at approximately 230°F to avoid damage and prevent fires.

Drain intervals for screw-compressor oils vary widely. Mineral oils may last from 2,000 to 4,000 hours, and some very expensive synthetics are rated for 12,000 hours under ideal conditions. The most widely accepted expectation for oil life is 8,000 hours. A vast majority of screw compressors use ISO 46 non-detergent oil, such as

The rotary-screw compressor market can be confusing.

Know the basics and rely on AMSOIL Technical Services for success in the field.

AMSOIL PC Series ISO 46 Synthetic Compressor Oil (PCI), to replace hydrocarbon-based oils, or AMSOIL SIROCCO™ ISO 32/46 to replace PAG (Polyalkylene Glycol)-based oil.

Polyalkylene Glycol is used by several compressor manufacturers. There is nothing mysterious about PAG; it is simply just another type of oil. The important thing to remember is PAG oils aren't compatible with any hydrocarbon-based conventional or synthetic oil, including our PC Series ISO 46 product. Mixing them in a compressor will at the very least require a thorough flushing with several filter changes. Lastly, understand that there may be a requirement for a higher or lower viscosity on occasion.

Our knowledgeable Technical Services staff helps our customers with compressor oil recommendations every day. If you're ever in doubt on which oil to choose for a rotary-screw compressor, just give us a call at (715) 399-TECH. ■

MAGNUSON-MOSS WARRANTY ACT PROTECTS CUSTOMERS' RIGHT TO CHOOSE

The U.S. Federal Trade Commission has clarified its guidelines on deceptive "implied tying" warranty language, while clamping down on manufacturers who violate the Magnuson-Moss Act.

As most AMSOIL customers know, using AMSOIL synthetic lubricants or practicing extended drain intervals does not void new vehicle or equipment warranties. In recent years, however, some original equipment manufacturers (OEMs) have attempted to revive old fears about warranty coverage in an effort to increase sales of their own, typically more expensive, OEM-branded oils.

Misleading OEM Practices

OEMs have suggested in owner's manuals, advertisements or through dealership personnel that consumers must use the OEM-branded oil or another specific brand of oil to comply with the new vehicle or equipment warranty. Some OEMs include warnings of catastrophic engine failure that could occur if another oil is used. These tactics are especially pervasive in the powersports market and create uncertainty and fear in the consuming public to the point that many consumers feel they are at risk when using anything but the oil brand specified by the OEM. Generally, the public is unaware that it is illegal for a vehicle manufacturer to tie the warranty of its product to the use of a specific lubricant brand. Federal law seeks to ensure competition within the marketplace, and that specifically includes guaranteeing continuing OEM warranty coverage outside the use of specific lubricant brands (as long as the lubricant meets the appropriate service classification and viscosity). In short, you have the right to use the oil of your choice.

Warranty Secure®

It is against Federal law for an OEM to deny warranty coverage based solely on the brand of lubricant used, unless the specified lubricant is provided free-of-charge. The Warranty Secure symbol informs consumers of this fact. Using AMSOIL synthetic lubricants or practicing extended drain intervals when using AMSOIL lubricants does not void new vehicle or equipment manufacturer warranties.



Magnuson-Moss Warranty Act

According to the Federal Trade Commission:

The Magnuson-Moss Warranty Act makes it illegal for companies to void your warranty or deny coverage under the warranty simply because you used an aftermarket or recycled part... **The manufacturer or dealer must show that the aftermarket or recycled part caused the need for repairs before denying warranty coverage.** (<http://www.ftc.gov/bcp/edu/pubs/consumer/alerts/alt192.shtm>) (emphasis added)

FTC Cracks Down on Deceptive Language

In recent years, some OEMs have attempted to sidestep the Magnuson-Moss Act by using deceptive language that implies, without explicitly stating, that warranty coverage is conditioned on the use of certain products or services. In response to this growing practice, the U.S. Federal Trade Commission (FTC) has strengthened its guidelines to clarify that

"implied tying" is deceptive under the Magnuson-Moss Act.

The FTC will update the Warranty Act in the Federal Register to state the following: "Warranty language that implies to a consumer acting reasonably in the circumstances that warranty coverage requires the consumer's purchase of an article or service identified by brand, trade or corporate name is similarly deceptive."

"This represents a significant departure from prior interpretation that essentially recognized nothing short of a manufacturer prefacing tie-in sales requirements with 'this warranty is void if you don't use your branded products and/or services' – a phrase savvy automakers found many ways to dance around," stated the Automotive Oil Change Association in a news release.

This clarified stance by the FTC is a major victory for AMSOIL and its Dealers, ensuring customers they do not have to worry about their warranty coverage when choosing to use premium AMSOIL products in their vehicles and equipment. AMSOIL stands behind its products and the people who use them. If an OEM claims use of AMSOIL products violates the warranty, contact AMSOIL Technical Services (715-399-TECH or tech@amsoil.com). For complete information on AMSOIL warranties, contact AMSOIL Technical Services or visit www.amsoil.com/ warranty.

FTC Enforces Magnuson-Moss Act Against BMW

The FTC has recently been clamping down on manufacturers who violate the Magnuson-Moss Act. In March, the FTC charged BMW with violating the "tie-in provision" of the Magnuson-Moss Act by stating within Mini owner's manuals that "only Mini dealers are to perform oil changes" as a condition of the four-year, 50,000-mile limited warranty. BMW has agreed to a pending settlement and will discontinue the illegal practice. Read the details in the following article from *Lube Report*:

BMW Settling Oil Change Suit

BY JOE BEETON

BMW has attempted to settle a Federal Trade Commission charge that it illegally made warranties conditional on consumers having all oil changes performed at authorized service centers. BMW agreed to a pending settlement, saying it will discontinue the practice.

On March 19, the FTC issued an administrative complaint against BMW of North America LLC. The FTC alleged that BMW's Mini Division violated the "tie-in provision" of the Magnus-Moss Warranty Act of 1975 by stating in Mini vehicles' owner manuals, beginning with 2012 models, that "only Mini dealers are to perform oil changes," lest the four-year, 50,000-mile limited warranty be rejected.

"It's against the law for a dealer to refuse to honor a warranty just because someone else did maintenance or repairs on the car," said Jessica Rich, director of the commission's Bureau of Consumer Protection. "As a result of this order, BMW will change its practices and give Mini owners information about their rights [to use third-party services]."

BMW has agreed to the order, but the FTC is fielding public comments until April 21. After that the commission will decide to accept the settlement without mention of penalties or to prescribe fines of up to \$16,000 per incident for future violations.

The Automotive Oil Change Association, which has advocated for the order, encouraged anyone with evidence against BMW to participate in the public comment and urged all its members to respond to an industry field data survey on the matter. "AOCA applauds FTC's action thus far, but it's not a done deal," the association said in a press release last week.

The association said tie-in violations of the federal warranty law are an epidemic for consumer rights. It has filed official complaints against Volkswagen-Audi, DaimlerChrysler, GM, Honda, Nissan, Mazda, Kia Motors and BMW. "For years it seemed nothing would move FTC – or anyone in the federal government – into action against the politically giant automakers, but the

BMW complaint may have finally pushed them over the edge," AOCA said. "Overall, we're hopeful that FTC's action against BMW will motivate other manufacturers to comply with MMWA."

There are also other ways that automakers violate the tie-in provision. "An automaker doesn't have to use the phrase 'your warranty is void unless you use our products and services' in order to achieve a tied product/service result," AOCA's policy advisor, Joanna Johnson, told Lube Report. "Since 2003, we've seen every trick in the book."

According to the FTC's website, anyone from an independent mechanic to a retail chain shop to a do-it-yourselfer can do routine maintenance and repairs on a vehicle under warranty. However, if an engine is damaged from the maintenance, the OEM can deny coverage if it can prove that the maintenance or product used during the repair caused the damage.

"Any tying of products and/or services is a problem for consumers, aftermarket service professionals and aftermarket manufacturers," Johnson said. "The most common approach seems to be tying of products."

Johnson pointed to an alleged violation by Kia Motors in 2012, in which the automaker claimed that its warranties would be voided if a non-Kia oil filter was used in oil changes. "The manufacturer's burden of proof is not that it need merely show an aftermarket part 'relates' to damage, but that it 'caused' any alleged damage," Johnson said. "Does FTC know how many engine problems arguably 'relate' to oil filter function but aren't necessarily caused by any problem with the oil filter part itself? So long as they don't have to prove causation, Kia has a veritable smorgasbord of engine problems available to wrongfully blame on the use of aftermarket oil filters, and the average layperson consumer will never know the difference."

Johnson said AOCA is hopeful that FTC will address the Kia complaint next.

LR



Long Road to the Winner's Circle

Success comes in bunches for Black Diamond Motorsports.

John DeFlorian, Jr. wasn't about to let his Black Diamond Motorsports teammate (and team owner) grab all the glory in 2015. DeFlorian lost to event winner Kevin Bealko in the semifinals of the Port Allen event in March, and he was looking for revenge as the IHRA Nitro Jam series headed to the Summer Nationals at Cordova (Ill.) International Raceway at the end of May.

DeFlorian and his AMSOIL-backed U.S. Bounty Hunters Pro Stock Camaro had been chasing gremlins all season, and the crew had even more obstacles to overcome once they arrived in Cordova. DeFlorian had failed to qualify after two qualifying rounds on Friday, but rain on Saturday gave the team time to adjust.

"When we got up on Sunday, we weren't even qualified in the show," said DeFlorian. "We had the rainout on Saturday, so we had some time to make adjustments. Thank God we did because we shot all the way up to the number-one spot."

The modifications to the 2015 Chevy Camaro kept DeFlorian out front the rest of the day, running times of 6.305 (223.73 mph) and 6.243 (225.15 mph) in the first

two rounds to advance to the finals against Cary Goforth. Despite Goforth cutting a .002 light, DeFlorian arrived at the finish line first with a run of 6.252 (224.92 mph).

"Winning was huge for us because it has been a long time since we have made it to the winner's circle," said DeFlorian. "We were struggling badly with some issues we had to work out."

For Black Diamond Motorsports, Cordova could prove a turning point in the 2015 Nitro Jam season. DeFlorian's win pushed him from sixth to third in the points standings and provided valuable momentum heading into the second half of the season.

"With how we did in Cordova, I feel really good about moving forward with this car," said DeFlorian. "Since it's the halfway point, this is the time to make the turnaround."

AMSOIL is the Official Oil of the IHRA, including the Nitro Jam series. Nitro Jam heads to Spokane County Raceway in Airway Heights, Wash. July 10-11 and Edmonton, Alberta July 17-19.

ON THE
BOX
WITH JEREMY MEYER

In 2012, Matt Gerald was chasing his off-road dream. After 12 years in the 1600 Light Buggy class, the 29-year-old jumped at the chance to race in the Pro Lite truck class.

Gerald's time in Pro Lite came to an abrupt end during the third round of racing at Red Bud MX when he overshot a large, uphill jump and nosed his truck into the ground. The Wisconsin native fractured his T-12 vertebra in the crash, and the swelling near his spinal cord caused temporary loss of movement in his legs.

At the time, Gerald said he would like to return to racing someday, but it wasn't his number-one focus anymore. He said he wanted to get "back to being 100 percent healthy and back to work and enjoying life."

Gerald stayed connected to the sport he loves, focusing his efforts on building Matt Gerald Racing and grassroots racing efforts in the Midwest.

The good news is that after extensive rehabilitation, Gerald returned to racing this summer, strapping himself back into a 1600 Light Buggy for a fourth-place finish at the sportsman's race in Crandon.

From all of us at AMSOIL, welcome back, Matt.

Top Truck Challenge: A Way of Life

Off-road event offers more than competition.

When *Four Wheeler* magazine held its first Top Truck Challenge (TTC) in 1993, the concept was simple: test the engineering capabilities of the 4x4 vehicles owned by its readers. Simply put: put up or shut up.

There haven't been many changes to TTC in the past 22 years. The challenges have included an obstacle course, a mini-rubicon trail and the famed Tank Trap.

"These courses are for real," said TTC competitor Mike Jaskoski. "They are not for the weak. I'm 6'7" and these things [obstacles] make me look small."

But those challenges are minor compared to those the competitors face just to get to the event. For them, the work starts in small garages and well-stocked workshops.

"The truck started out in a farmer's field, and Black Betty's been a five-year project that we've been building in the shop," said competitor Dan Osterhout. "This is actually the second race it's ever been in, and it will see more action coming in the future, I'm sure of it."

Along with grease-stained shirts and bloody knuckles, there is a deep sense of dedication required to build a custom, off-road vehicle that will endure three days of non-stop mayhem and destruction. For some, it's a tradition passed down, while others have found a valuable niche in their lives.

"We do a lot of wheeling," said Jason Gray, who was the spotter for his wife Kim at this year's event. "We go to the sand dunes. The [passenger] seat actually belongs to my daughter whenever the truck is out. No one else gets to ride in it. And we could actually be back to TTC soon. My son is 22 and he's like, 'I'll run it for you if you want.'"

Canadian Adam Furlong echoed those sentiments. "When it came to wheeling, once I started hunting and fishing, you had to get out to the zone and you pretty much had to wheel to get there," he said. "As you wanted to go farther, you had to build something better to get there."

As the Official Oil of Top Truck Challenge, AMSOIL stands side-by-side with the 10 competitors at each event. Along with the company providing technical and product support, AMSOIL Technical Product Manager Len Groom has attended the past six events and is always looking for ideas for his own off-road projects.

"These guys really raise the bar every year, and from an AMSOIL perspective, that helps us out tremendously with product development," said Groom. "But having also built my own off-road truck (1977 Ford F-150), I am always looking for a new idea to implement when I get home."

When all is said and done, a winner is eventually crowned at TTC. Osterhout pushed his 1970 GMC Jimmy to the edge, using a near perfect run through the Tank Trap to wrestle a two-tenths of a point win over Chris Bowman. For more coverage, including exclusive video and photos from the event, visit the Top Truck Challenge page at www.amsoilracing.com.



Holiday Closings

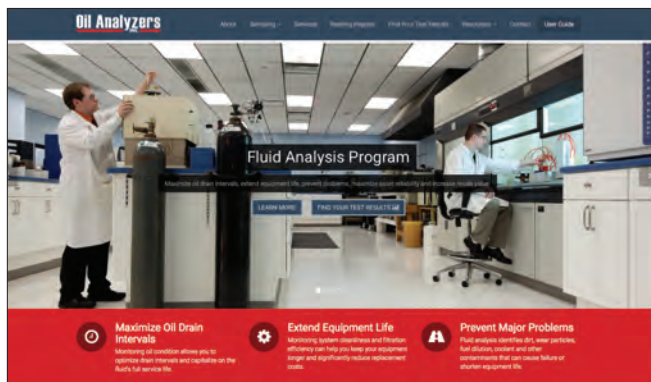
The Toronto Distribution Center will be closed Monday, August 3 for Simcoe Day. The Edmonton Distribution Center will be closed Monday, August 3 for Heritage Day.

Telephone Ordering Expanded Hours

The AMSOIL telephone ordering department is now available to take orders from 7 a.m. - 7 p.m. Central Time, Monday through Friday.

New OAI Website Now Live

The Oil Analyzers Inc. (OAI) website at www.oaitesting.com has been completely redesigned with updated graphics and easier navigation. It now provides more information about oil analysis and other fluid analysis services, while allowing more features to be added in the future. Look for more educational content about online sample submission, and additional updates and improvements as they develop.



2015 Motorcycle Rally T-Shirt

Highlights AMSOIL as the Official Oil of the Sturgis Motorcycle Rally, Daytona Bike Week, Laconia Motorcycle Week, Biketoberfest and the Lone Star Rally. Features "distressed" design. Comfortable 100 percent cotton.

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G3346S	S	14.95	19.85
G3346M	M	14.95	19.85
G3346L	L	14.95	19.85
G3346XL	XL	14.95	19.85
G3346XXL	2X	15.95	21.20
G3346XXX	3X	16.95	22.55



Red and Gray Cap

Red and gray cap with embroidered logo. Velcro closure.

Stock #	U.S.	Can.
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White Performance Mesh Cap

White performance mesh cap with puffed embroidery. Velcro closure.

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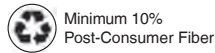


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