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M A G A Z I N E

AUGUST 2012

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New Warranty Secure™
Icon Reinforces
the Truth | PAGE 8

AMSOIL Provides
Excellent Performance
and Protection for Cars
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ATV MX
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OFFICIAL OIL

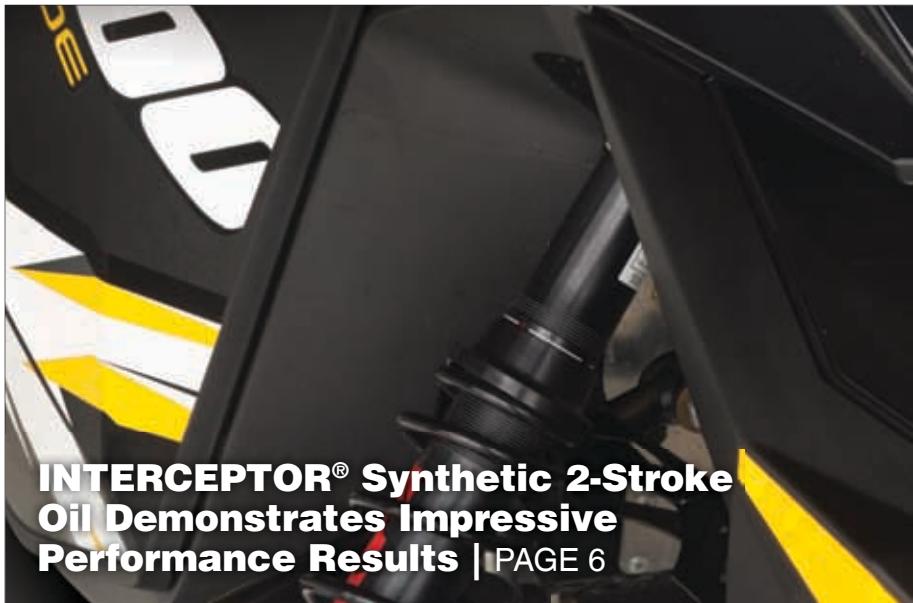
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AMSOIL
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Many of the world's top ATV racers depend on AMSOIL products to protect their ATVs – the same products you can use to protect yours.

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THE COVER

Two new AMSOIL studies prove INTERCEPTOR prevents ring sticking and piston scuffing.

From the President's Desk

Because AMSOIL INC. is a privately held company we do not make public our financial records, but I can report openly that the company is strong and all signs point to continued growth. The stability we now enjoy did not just happen naturally. To a large degree, our sound financial health is a result of our conservative approach. We never, ever get greedy and take foolish risks, and the profits AMSOIL generates are reinvested in capital improvements and other areas of the company to secure a healthy and profitable future.

We also invest heavily in areas that more directly affect our Dealers. From a marketing perspective, our increased advertising efforts, ongoing commitment to racing and heavy involvement in title sponsorships for several niche market events have all effectively served to broaden our brand appeal. In most cases now, our Dealers are not obligated to explain *what* AMSOIL motor oil is, but rather, *how good* AMSOIL motor oil is. Our investment in Dealer training, of course, continues to increase, as well. Regional meetings, AMSOIL University and all of the printed and online materials we provide help lay the foundation on which successful Dealerships are built.

As you will read in this issue, AMSOIL has committed to yet another investment that will help our Dealers succeed. The company is kicking in up to \$1,000 toward the purchase of our new vehicle graphics package. Dealers can now advertise their AMSOIL businesses in the most visual way possible at a fraction of the cost of a typical graphics package. You can read the details for yourself. This new Vehicle Graphics Program will add a much-needed continuity to the image we project and have tremendous impact on expanding AMSOIL brand awareness. Dealers will be recognized instantly as the source for high-quality AMSOIL lubricants.

Additional investment has been made from a technical perspective, which you can read about as well in this issue. As many Dealers and Preferred Customers are aware, Bombardier Recreational Products, the manufacturer of Ski-Doo snowmobiles, ran advertising last fall that implied its XPS-2 Synthetic 2-Cycle Oil was the only oil suitable for use in its Rotax E-TEC engine. According to BRP, the company did dynamometer testing that only XPS-2 Oil passed, while all other oils, including AMSOIL INTERCEPTOR, failed.

The results BRP published were totally inconsistent with the testing we have done and the performance we have seen in field trials and other real-world applications. We requested BRP make available its oil specifications against which to qualify INTERCEPTOR for recommended use in Rotax E-TEC engines, but the company refused. Instead, they provided only a summary of their test. It appears they modified the test snowmobile's electronic control module and ran a 25-hour test, claiming it simulated 300 hours of normal service. That didn't fly with us. Essentially, BRP created force-failure conditions through engine modifications that do not reflect real-world operation.

To set the record straight, we did some testing of our own on a Rotax E-TEC engine. Unlike BRP's testing, however, we made no engine modifications, and conditions were designed to replicate the operating conditions snowmobilers actually encounter in the real world. Documentation of our test procedures and the detailed results are now available as an AMSOIL Technical Study titled *A Study*

of Interceptor Synthetic 2-Stroke Oil for Ski-Doo Rotax E-TEC Engines, With ASTM Lubricity and Detergency Testing. The test results speak for themselves.

Dealers would be wise to share this new study with any snowmobile owner who fell prey to BRP's misleading advertising. Dealers would be wise also to strongly consider our new vehicle graphics package. Each of these investments made by the company was done solely to increase the effectiveness of our Dealer network and expand our market share. Two outstanding new tools to help you grow. Take advantage.



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

Dean Alexander
Executive V.P./
Chief Financial Officer



Alan Amatuzio
Executive V.P./
Chief Operating Officer

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

Reformulated.

Reformulated AMSOIL Synthetic Power Steering Fluid (PSF) Boasts Improved Wear Protection & Cold-Temp Performance

Power steering fluid is often neglected until a problem arises. It must combat contaminants and temperature extremes while simultaneously fulfilling its role as a hydraulic fluid. Like any other lubricant, power steering fluid accumulates wear material and other debris over time, and therefore should be changed periodically.

Reformulated AMSOIL Multi-Vehicle Synthetic Power Steering Fluid's durable synthetic formulation is designed to provide long, trouble-free service in most domestic and foreign passenger cars and light trucks. It will become available as existing inventory is depleted. Prices remain unchanged.

- Reduces friction
- Resists heat for long fluid life
- Strong anti-wear protection
- Excellent high-temperature protection and low-temperature performance
- Helps seals remain soft to prevent leaks

Recommended for more applications:

- American Motor Corporation C 4124 • BMW 82 11 0 148 132; 83 29 0 429 576; 81 22 1 468 879 & 82 11 1 468 041 • Chrysler MS-1872; MS-5931 & MS-9602 • Ford M2C138-CJ; ESW-M2C128-C&D; M2C195-A; M2C204-A & M2C33-F • GM/Saginaw PSF 9985010; 9985835 & 89021184
- Hyundai/Kia PSF-3; PSF-4 & PSF 00232-19017
- Mercedes Benz 236.3; 345.0; 001 989 24 03 10; 001 989 24 03 12 & Q 1 32 0001 • Mitsubishi Diamond SP III & PS Fluid • Navistar TMS 6810
- Nissan PSF-II • Porsche 000 043 206 56
- Saab 93160548; (45) 30 09 800 & 30 32 380
- Subaru K0209A0080 • Toyota PSF Type EH; P/N 008886-01 • Volvo 1161529 & 30741424
- VW/Audi TL-52146; G002000; G 004 000 M2; G 004 000 M7 & G 004 000 M8



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





AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil Demonstrates **Impressive** Performance Results

AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil (AIT) now features a redesigned label with a three-panel fold-out on the back that demonstrates the product's high level of performance through real-world test results. The formulation and pricing remain unchanged. Packages with redesigned labels will replace existing supplies as current inventory is depleted.

INTERCEPTOR Synthetic 2-Stroke Oil is specifically designed for reliability and longevity in hard-ridden snowmobiles, dirt bikes, ATVs and PWCs, helping enthusiasts spend more time riding and less performing maintenance. Its low-smoke, low-odor properties help ensure riders are not "smoked out." INTERCEPTOR is compatible with nearly all other two-stroke oils and is recommended for all makes and models of gasoline two-stroke powersports equipment, eliminating the need to purchase and store multiple types of oil. It's an oil engineered to be pushed as hard as the powersports equipment it protects.

Anti-Scuff/Anti-Wear

Two-stroke powersports engines have evolved to run on leaner gas-to-oil mixtures, increasing harmful friction and heat. INTERCEPTOR's synthetic formulation incorporates high-molecular-weight components with high flash points that resist burn-off. As a result, a greater amount of oil survives the combustion process to provide lubrication and protection. Its excellent lubricity and film strength inhibit metal-to-metal contact. In extreme dynamometer testing, INTERCEPTOR's anti-scuff/anti-wear formula completely prevented piston skirt scuffing.

Excellent Deposit Control

INTERCEPTOR naturally resists harmful deposits due to its thermally stable synthetic formulation. It is additionally fortified with high-temperature detergency and dispersancy additives that provide excellent engine cleanliness. In extreme dynamometer testing, INTERCEPTOR completely prevented piston ring and exhaust power valve sticking for maximum performance. It also severely limited piston, combustion chamber and spark plug deposits for reliable operation.

Applications

Use AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil in all two-stroke snowmobiles, motorcycles, ATVs, PWCs and where API TC oils are specified.

- Polaris® • BRP®/Ski-Doo® (Rotax® E-TEC® engines)
- Arctic Cat® • Honda® • Yamaha® • Kawasaki® • Suzuki® • Direct fuel injected (DFI), Electronic-Fuel-Injected (EFI) & Carbureted engines

Use as injection oil or 50:1 premix (2.6 oz. per U.S. gallon of gas). INTERCEPTOR is compatible with most conventional and synthetic two-cycle oils; however, for best performance, mixing oils should be minimized. Customers using HP Marine™ Synthetic 2-Stroke Oil (HPM) in their snowmobiles are encouraged to switch to INTERCEPTOR; it is specifically formulated for the unique demands of snowmobiles.

**WARRANTY
SECURE**™

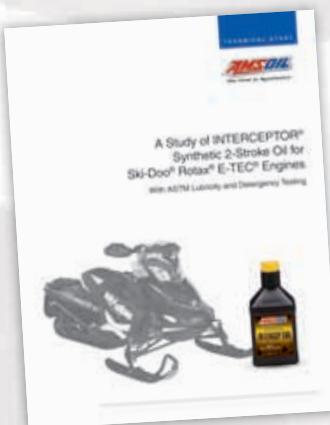
Warranty Secure™

INTERCEPTOR Synthetic 2-Stroke Oil is Warranty Secure, keeping your factory warranty intact. INTERCEPTOR is a high-performance replacement for vehicle manufacturer-branded products and is also backed by the AMSOIL Limited Warranty (G1363). For details, visit www.amsoil.com/warrantysecure. Quart and gallon bottles of INTERCEPTOR include a QR code directing users to this webpage, which explains the truth about misleading OEM warranty claims regarding aftermarket oils. For details, see page 8 of this issue of *AMSOIL Magazine*.

Back Label Features Test Results

Select results of the Extreme Dynamometer Test on Rotax E-TEC Engines are included on the back label with the invitation to visit www.amsoil.com/proof for complete results.

Two Studies Prove INTERCEPTOR Prevents Ring Sticking & Piston Scuffing



New Technical Study:

A Study of INTERCEPTOR® Synthetic 2-Stroke Oil for Ski-Doo® Rotax® E-TEC® Engines

This 20-page study includes details and results of the 50-hour dyno testing and additional ASTM testing used to demonstrate INTERCEPTOR's high level of performance.

Stock #	Qty.	U.S.	Can.
G3039	1	1.05	1.15



New Case Study:

3,469-Mile Case Study in Rotax® E-TEC® Engine

This four-page study details the excellent protection INTERCEPTOR provided a 2011 Ski-Doo TNT snowmobile used in real-world, aggressive riding conditions.

Stock #	Qty.	U.S.	Can.
G3038	1	1.05	1.15

Bombardier Recreational Products (BRP®), the manufacturer of Ski-Doo snowmobiles, published advertisements last fall claiming INTERCEPTOR and other oils other than its own, more-expensive, XPS-2 Synthetic 2-Cycle Oil will fail to adequately protect the Rotax E-TEC engines used in certain Ski-Doo snowmobiles. The ad showed a scuffed piston allegedly lubricated with INTERCEPTOR.

AMSOIL acquired a summary of the 25-hour engine dynamometer test BRP

performed. BRP reveals it modified the test snowmobile's electronic control module (ECM) on the assumption that an engine operating for 25 hours under modified conditions can simulate 300 hours of normal service, which according to BRP is the engine's life expectancy. In effect, BRP created forced-failure conditions through engine operation and ECM modifications that are not representative of real-world conditions of use or any industry-accepted standards. BRP's results should be viewed with skepticism.

The new AMSOIL technical study (G3039) provides complete details of the 50-hour severe dyno testing AMSOIL conducted to compare the performance of INTERCEPTOR and XPS-2 Synthetic 2-Cycle Oil in a Rotax E-TEC 800R engine. Merit ratings assigned to engine parts by an ASTM-calibrated rater for deposits, scuffing and other distress reveal INTERCEPTOR completely prevented piston scuffing and ring sticking (see below), meeting or exceeding the performance standard and disproving BRP's claims.

Extreme Dynamometer Test on Rotax® E-TEC® Engine

Complete results at amsoil.com/proof

PISTONS & RINGS



Exhaust Side

CYLINDERS



Cross-hatch pattern 99% intact.

The piston rings earned perfect 10 merit ratings, demonstrating no ring sticking and maximum performance. The piston skirts exhibited 0.00% scuffing, proving INTERCEPTOR's excellent lubricity and ability to reduce friction.

3,469-Mile Case Study on Rotax® E-TEC® Engine

PISTONS & RINGS



Exhaust Side

Contrary to BRP's allegations, the pistons demonstrated no scuffing following 3,469 miles of real-world, aggressive trail riding. The rings earned perfect merit ratings of 10 and exhibited no sticking.

The 3,469-Mile Case Study (G3038) provides additional confirmation. Despite

BRP's persuasion to use its XPS-2 oil, Jerry Springer, of Ft. Wayne, Ind., has used nothing but INTERCEPTOR in his 2011 Ski-Doo TNT snowmobile equipped with a Rotax E-TEC 800R. As the merit ratings show, the pistons exhibited 0.00% scuffing, directly contradicting BRP's false claims. INTERCEPTOR's high-performance powersports formulation provides excellent performance in all types of two-stroke powersports equipment. ■

WARRANTY SECURE

NEW WARRANTY SECURE™ ICON REINFORCES THE TRUTH ABOUT AMSOIL SYNTHETIC LUBRICANTS AND FACTORY WARRANTIES

For years, AMSOIL and its Dealers have actively addressed concerns over new vehicle and equipment warranties. As millions of satisfied AMSOIL customers know, using AMSOIL synthetic lubricants or practicing extended drain intervals do 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 attempt to increase sales of their own, typically more-expensive, OEM-branded oils.

Misleading OEM Practices

OEMs often suggest in owner's manuals, advertisements or through dealership personnel that motorists and enthusiasts must use the OEM-branded oil to comply with the new vehicle or equipment warranty. The tactic is especially pervasive in the powersports market. Some OEMs include warnings of catastrophic engine failure should a non-OEM oil be used.

These are nothing more than fear tactics meant to strong-arm motorists and enthusiasts into buying the OEM-branded lubricant. Many are unaware, however, that it is against the law for OEMs to tie use of a specific brand of oil to the warranty, as implicitly stated in the federal Magnuson-Moss Warranty Act, or to void the warranty simply because motorists practice extended drain intervals or use, for example, a non-API-certified oil.

AMSOIL Synthetic Lubricants are Warranty Secure

AMSOIL developed the Warranty Secure icon and associated statement as simple, yet effective, reinforcements of the truth about AMSOIL synthetic lubricants and warranties. The icon serves to quiet fears consumers may have as a result of misleading or false claims from an OEM, dealership or mechanic, while the statement uses clear, direct language to remind consumers that the law is on their side. Motorists and enthusiasts have the right to use whichever brand of oil they prefer and to practice extended drain intervals without voiding their factory warranties.

Because the issue is most prevalent in the powersports market, the icon will initially appear on powersports product labels, including INTERCEPTOR® Synthetic 2-Stroke Oil reintroduced on page 6 of this issue of *AMSOIL Magazine*. It will also begin to appear on product data bulletins and in other company literature and advertisements. An accompanying QR code or web address (www.amsoil.com/warrantysecure) directs consumers to the Warranty Secure statement (left). ■

By law, using AMSOIL synthetic lubricants in place of original equipment manufacturer (OEM)-branded lubricants or practicing extended drain intervals does not void new vehicle or equipment manufacturers' warranties.

Misinformation surrounds how lubricant selection and extended drain intervals affect OEM warranties. The truth simply comes down to cause and effect — if the lubricant did not cause the problem, the warranty cannot be voided, period. Lubricant brand, type or length in use have no bearing on the decision.

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 FTC says 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>)

If an OEM, dealership or mechanic says using AMSOIL synthetic lubricants in place of the OEM-branded lubricant or extending oil change intervals will void the vehicle or equipment warranty, obtain a written statement to that effect and send it to AMSOIL INC. (One AMSOIL Center, Superior, WI, 54880). AMSOIL will contact the entity directly to resolve the situation. For more information, contact AMSOIL Technical Services at tech@amsoil.com or (715) 399-TECH.



Emissions control systems place unique demands on diesel oils.

AMSOIL diesel oils have adapted to overcome new challenges.

Mark Nyholm | TECHNICAL PRODUCT MANAGER - HEAVY DUTY

I read an article on diesel engines and exhaust emissions in a recent issue of *Diesel Power* magazine that really hit home. Many diesel enthusiasts are on a quest for more horsepower and torque through a laundry list of modifications that takes the word "stock" and tosses it right out the window. These modifications involve removing many of the systems engine manufacturers have implemented to comply with Environmental Protection Agency (EPA) regulations governing exhaust emissions.

If you've ever read a diesel magazine or talked to anyone in the industry, 2007 was the year that light-duty turbo diesels took a turn for the worse in customers' eyes. It was the introduction of the diesel particulate filter (DPF), which is designed to manage the particulates and soot released by the vehicle's exhaust. David Kennedy from *Diesel Power* wrote in that article, "How many times have you gotten up in the morning, gone outside, taken a deep breath and said, 'you know, the air here is just too clean'?" Although you may believe this DPF thing is the worst invention ever, it's in your exhaust system for a reason. So instead of despising it and being confused about what it does and how it does it, let's discuss this device to improve your understanding.

The diesel combustion process is imperfect. For example, diesel fuel does not burn completely, leaving soot as a byproduct. The DPF is a honeycomb-like filter

positioned downstream from the exhaust manifold that catches soot. As soot accumulates over time through normal driving, the DPF begins to plug. A diesel engine requires huge amounts of air for combustion and needs to exhale that air through the exhaust very quickly. A DPF that can't pass enough air creates restriction, which leads to reduced power and fuel economy, and eventually could choke off the engine entirely. Original equipment manufacturers (OEMs) designed a process to clean the filter called regeneration. Your truck monitors DPF restriction and automatically begins a regeneration cycle when the pressure exceeds a specific limit. You'll notice when the system activates because a DPF regeneration light will illuminate on the instrument cluster.

So, what is the regeneration cycle? When the DPF is near capacity, soot trapped in the filter is burned, freeing the plugged media and enabling the filter to remain serviceable. Most emissions-compliant turbo-diesel pickups clear the DPF by spraying raw diesel fuel into the cylinder on the exhaust stroke after combustion occurs. Diesel fuel injected on the exhaust stroke does not combust; instead, it travels down the exhaust stream until it reaches the DPF, where it combines with soot and burns. This generates the high temperatures necessary to burn soot trapped in the DPF.

This process is designed to regenerate the DPF and works fairly well; however, since fuel injected

on the exhaust stroke does not combust, it tends to wash directly past the piston rings and into the crankcase, diluting the engine oil. That's a pretty big issue considering diesel fuel and engine oil readily mix, resulting in reduced oil viscosity. I've seen oil analyses from trucks with fuel dilution of up to 10 percent. That might seem relatively low, but 10 percent fuel dilution can cause your 15W-40 engine oil to thin to the equivalent of an SAE 20. That's a big reduction in engine protection for engines designed to operate with a 15W-40.

Because this issue reduces the lubricant's ability to protect the engine and extend drain intervals in turbo-diesel pickups, AMSOIL formulated OE 15W-40 Synthetic Diesel Oil (OED) as a cost-effective alternative to more expensive long-drain-interval products. We cannot control the thinning effects the DPF regeneration system has on the oil, so we formulated an oil to accommodate these effects. OE Diesel Oil is highly shear-stable to provide maximum protection against shear-induced viscosity loss, helping to minimize the loss associated with fuel dilution. It provides security in protecting the engine at the OEM drain interval, especially in applications where fuel dilution is an issue. ■

AMSOIL Provides Excellent Performance and Protection for Cars and Trucks, Too.

Many AMSOIL users are first introduced to the company because of its strong reputation in the powersports industry. Enthusiasts of all stripes recognize AMSOIL Synthetic Motorcycle Oil, Formula 4-Stroke® Synthetic Oil and synthetic two-stroke oils as the best options for providing maximum performance and protection for their equipment. Many of those same benefits are available for passenger cars and trucks as well. In fact, the auto/light truck market represents the foundation of AMSOIL innovation, with the company formulating the first synthetic motor oil to meet API service requirements, in 1972.



Engine Cleanliness

Like AMSOIL synthetic lubricants designed for motorcycles, snowmobiles and other high-performance powersports equipment, AMSOIL synthetic motor oils for passenger cars/light trucks provide excellent protection against the formation of harmful deposits. This is especially important in modern engines that undergo increased operating temperatures due to higher power densities and performance-enhancing technologies, such as direct fuel injection. Turbochargers also increase operating temperatures, placing extra strain on the oil.

Because they contain impurities that are inherently less resistant to high temperatures, most conventional oils are more susceptible to evaporating at high temperatures than AMSOIL synthetic motor oils. Conventional oils can promote harmful deposit build-up that reduces engine efficiency and contributes to overall poor performance. As the oil evaporates, the oil level must be periodically topped-off, increasing oil costs.

AMSOIL synthetic motor oils resist the effects of high-temperature operation better than conventional oils to help engines remain clean and long-lasting. Their thermally stable formulations resist the effects of today's sophisticated, hot-running engines.

Excellent Wear Protection

Though few cars or trucks operate at the elevated rpm levels common to powersports equipment, wear protection is still vital to maximizing engine life. AMSOIL synthetic motor oils are designed to produce a strong lubricating film, which helps reduce engine wear. Their uniform molecules help reduce friction between moving parts more effectively than conventional oils. As a result, pistons, cam lobes, bearings and other critical parts receive excellent protection against wear for long life.

Excellent Cold-Flow Properties

Conventional oils contain paraffin, or wax, which thickens at cold temperatures. In extreme cold, conventional oils can become too thick to allow the engine to

turn over, preventing starting. If the engine does start, the oil may be too thick to pass through the oil pump, leaving critical engine parts without lubrication at start-up.

AMSOIL synthetic motor oils feature extremely low pour points, meaning they remain fluid even when the temperature plummets far below zero. They promote easier cold starts and almost immediate lubrication at start-up for optimum protection.

Maximum Fuel Economy

Because they feature maximum friction-reduction properties, AMSOIL synthetic motor oils are designed not only to enhance performance and protection, but to increase fuel economy as well. With less resistance to internal moving parts, engines are able to operate at peak performance and deliver maximum mpg.

With three premium synthetic motor oil lines available, everyone from casual motorists to hardcore performance enthusiasts can experience the many benefits of AMSOIL synthetics throughout the drain interval they prefer.



AMSOIL Signature Series Synthetic Motor Oil
is the industry benchmark in quality, providing maximum performance and protection throughout drain intervals up to 25,000 miles/one year. Available in five viscosities.



AMSOIL XL Synthetic Motor Oil uses extended-drain boost technology to deliver superior performance for up to 10,000 miles/six months, or longer when recommended in owner's manuals or indicated by electronic oil life monitoring systems. Available in five viscosities.



AMSOIL OE Synthetic Motor Oil is engineered to outperform conventional oils throughout original equipment manufacturer recommended drain intervals. Available in four viscosities.

**CHAD HORD**

2011 AMSOIL Cup Champion

SCOTT DOUGLAS

2010 AMSOIL Cup Champion

40 YEARS = \$40K

AMSOIL Ups the Ante for the AMSOIL Cup

The AMSOIL Cup represents one thing — excellence. "It signifies teamwork, commitment, perfection and knowing you're the best, period," said 2010 winner Scott Douglas. Defending 2011 AMSOIL Cup winner Chad Hord agrees. "It represents the top drivers in the sport coming together for a single race to determine who is the best that year."

The mix of Pro 2wds and Pro 4x4s makes for a show like few other. Over the years, legendary figures like Robby Gordon, Johnny Greaves and Douglas have traded paint through the hairpin turns and blazing straightaways of the most exciting 1.5-mile track in off-road racing for the right to ascend the podium as champion.

"AMSOIL has a proud racing pedigree, and the tradition of Cup racing in Crandon is something in which AMSOIL takes tremendous pride," said AMSOIL Race Program Manager Jeremy Meyer. In 2010, Douglas won what many consider one of the most exciting off-road races ever. Last year, Hord put on an impressive show in battling

through thick mud en route to victory.

This year, the stakes get higher. To honor the company's 40th anniversary, AMSOIL announced a \$40,000 purse for the 2012 AMSOIL Cup race. "The anticipation for this year's AMSOIL Cup is off the charts," said Meyer. "This is just the latest indication of the tremendous growth of short-course, off-road racing."

Racing begins Friday, August 31 and runs through Sunday, September 2, with rounds 11 and 12 of the Traxxas TORC Series presented by AMSOIL taking place prior to the AMSOIL Cup race.



WITH JEREMY MEYER

There can be little to no debate that it has been one hot summer. When it gets as hot as it has been, it's tough to think about anything other than trying to stay cool. One way to stay cool is to think about snow. That's right, I said "snow."

With the calendar turning to August, the first real snowmobile event of the year is now less than five weeks away. The entire snowmobile industry will turn out for the annual Hay Days Grass Drags in central Minnesota one week after the AMSOIL Cup.

Team AMSOIL will introduce its newest member, Tim Tremblay, the reigning pro champion. AMSOIL will also formally announce its continued support of the AMSOIL Championship Snocross Series and the recently formed cross-country racing series, USXC.

It's tough to think about winter in the middle of summer, but the winter racing season is just around the corner and everyone is getting ready. We'll just hold off on the parkas and long underwear for a few more months. Weather permitting, of course.

AMSOIL CUP RACE

September 2, 2012

START
Landrush start
even the field

TURN ONE
The fastest turn in off-road
racing, with speeds above
105 mph

OAKLEY CARNAGE CORNER
Fast 180-degree turn
marks the best spot to pass

AMSOIL FINISH LINE
The sport's tightest finishes happen
under the AMSOIL Finish Line

TRAXXAS R/C LAUNCH ZONE
Big air - perfect setup
for the final turn

CALAMITY CORNER
Huge ruts, big rocks and
high speeds will play a
major role all weekend

CRANDON INTERNATIONAL OFF-ROAD RACEWAY

Location:
Crandon, Wis.

Year Opened:
1982 (Current Track)

Length:
1.5 Miles

Fastest Lap:
Johnny Greaves, 1:19.037 (2011)

Longest Jump:
Jed Flannery, 165.4 ft. (1996)

AMSOIL Cup Preview

"The Big House" hosts the biggest race of the season.

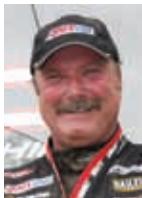
Mastering the Crandon International Off-Road Raceway's straightaways, tight corners and high-flying jumps is no easy feat; it requires a unique blend of speed, skill and luck. "As a driver, you must take the utmost calculated risks," said Douglas. "Too little risk, you lose; too much risk, you crash." Its sheer size and challenging layout make it the perfect venue to host the AMSOIL Cup race. More than 50,000 spectators are expected to witness the action, solidifying the track's position as the epicenter of short-course, off-road racing.

Where to Watch

Streamed live online @ www.amsoilracing.com the day of the race. Airs at 1:30 p.m. EST Saturday, December 29 on NBC.



\$40,000 FAVORITES



Scott Douglas | Pro 4x4
3x Cup winner. 2010 AMSOIL Cup champ wants name back on top.



Johnny Greaves | Pro 4x4
2x BorgWarner Cup winner.
Holds Pro 4x4 track record.



Chad Hord | Pro 2wd
Defending AMSOIL Cup champ has target on his back.



Rob MacCachren | Pro 2wd
Seven total Cup wins at Crandon,
including Chairman's Cup in June.



Adrian Cenni | Pro 4x4
Fan favorite boasts three
Crandon wins in 2011.

Also Watch

Ricky Johnson, Bryce Menzies, Scott Taylor,
Jeff Kincaid, Mark Jenkins & CJ Greaves.

Jiffy Lube's Oil Change Interval Recommendation Target of Lawsuit

Jiffy Lube International is the target of a \$5 million California class-action lawsuit for false and misleading advertising and unfair competitive practices related to its former 3,000-mile/three-month oil change interval recommendation. The lawsuit alleges Jiffy Lube misled consumers and received "unjust enrichment" by recommending shorter oil change intervals than those recommended by vehicle manufacturers. The lawsuit asks that Jiffy Lube be barred from engaging in unlawful practices, including the use of "deceptive" and "misleading" window stickers. Jiffy Lube discontinued its 3,000-mile/three-month oil change interval recommendation in June 2011, urging motorists to instead follow vehicle manufacturer recommendations.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 3 for Labor Day.

Ladies' Sports Shirt

Black ultra-dry lightweight polo is constructed of comfortable 100 percent polyester. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3058	S	32.00	34.25
G3059	M	32.00	34.25
G3060	L	32.00	34.25
G3061	XL	32.00	34.25
G3062	2X	34.00	36.40
G3063	3X	36.00	38.55

Erik Buell Racing T-Shirt

Highlights the AMSOIL partnership with Erik Buell Racing. Constructed of 50/50 cotton/polyester blend to reduce fading. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3040	S	16.95	18.10
G3041	M	16.95	18.10
G3042	L	16.95	18.10
G3043	XL	16.95	18.10
G3044	2X	19.95	21.30
G3045	3X	19.95	21.30



Mega Folding Chair

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

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



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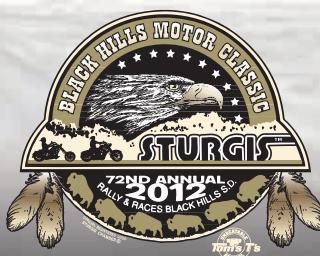
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