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MAGAZINE

JULY 2012

Racing is Research[™] | PAGE 6



AMSOIL Generates Significant Presence at Laconia Motorcycle Week | PAGE 8

AMSOIL Drivetrain Fluids Provide Maximum Protection in Extreme Operating Conditions | PAGE 10

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2011 AMSOIL Cup Champion

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Racing is Research™ | PAGE 6

FEATURES

- 6 Racing is Research™
- 8 AMSOIL Generates Significant Presence at Laconia Motorcycle Week
- 10 AMSOIL Drivetrain Fluids Provide Maximum Protection in Extreme Operating Conditions
- 11 AMSOIL ATF Saves Cost of New Tranny

DEPARTMENTS

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

ADVERTISEMENTS

- 2 Look For Us in the Winner's Circle
- 5 Specially Engineered for Flat-Tappet Cams
- 15 Tested and Proven
- 16 Got a Problem with Ethanol-Blended Fuels? Deal with it.

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THE COVER

Racing provides a valuable venue for AMSOIL to test and validate lubricant performance.

From the President's Desk

One year from now, this month, we will be celebrating our fortieth anniversary. To be clear, that's forty years from the adoption of our multi-level-marketing program in 1973. It was a year earlier, in 1972, that our original 10W-40 passed American Petroleum Institute testing at Southwest Research in San Antonio, Texas and gave us claim to "The First in Synthetics."

For those who don't know, when I first brought my synthetic motor oil to market I attempted to sell it by traditional methods. But my success was limited. Synthetic motor oil was unlike anything motorists had seen before. Although it was superior to conventional petroleum motor oil by all measures, it cost considerably more to formulate and, therefore, was considerably more expensive as it sat on the store shelves. Consumers would see the price compared to the inexpensive conventional oils and, not understanding the benefits, would not purchase my oil. It was frustrating. If only, I thought, I could have ten minutes of a consumer's time I could convey the many benefits and undoubtedly secure a sale.

This led me to the concept of direct sales. A sales force of distributors would bring the product to the people. Face to face, they could explain the value the oil provided. I then took it a step further and, with the help of Direct Jobber Shirley Green and others, developed the multi-level-marketing sales plan we employ today. This form of direct sales provided AMSOIL Dealers the opportunity to register other Dealers, and all could then build their businesses as aggressively as their determination allowed. It is this milestone that we celebrate in July 2013.

We have come a long way. The industry itself has changed dramatically. Lubricants are now much more sophisticated than they were forty years ago. While our original

10W-40 was ahead of its time in 1972, it does not compare to the oils we formulate today. Increasingly advancing engine and component designs are demanding much more from lubrication. Higher temperatures, tighter tolerances, increased horsepower, and emissions and fuel economy requirements present a much greater challenge today for lubricant formulators. And many of the industry-imposed obstacles we battled in the beginning are rapidly disappearing as the push for synthetic oil and extended drain intervals continues to gain momentum.

The look of the company, of course, has changed too. Where once a single viscosity of motor oil was manufactured in one tiny brick building, we now see hundreds of viscosities of virtually every type of lubricant manufactured in one of the most advanced blending facilities in the world. We have continued to reinvest in the expansion of the company as our sales have grown though the years, and we now occupy a staggering 400,000 square feet of research, production and warehouse space.

We have seen changes in our markets also. In 1973 AMSOIL synthetic motor oil was purchased primarily by savvy auto owners who appreciated the superior protection the oil provided or those who valued the convenience and cost savings of extended oil drain intervals. While those types of customers remain at the core of our sales, our appeal has broadened significantly. The extensive AMSOIL product line now reaches all markets. We offer lubricants for virtually every

conceivable application. That, coupled with our continuously increasing advertising effort and the massive impact our Dealers have had in the field, has penetrated customer groups that were left untapped forty years ago.

Despite the considerable changes, however, much remains the same. The AMSOIL Dealer business opportunity remains more viable than ever. I can only imagine the extraordinary success that lays waiting for our Dealers. And, to be sure, AMSOIL will continue its unwavering drive to deliver the absolute best lubricants in the world.



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



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RACING IS

For AMSOIL, a day at the track isn't just entertainment. Research through racing provides the opportunity to develop and validate AMSOIL lubricants in some of the toughest applications around. The effect doesn't apply only to products for racing applications; it resonates throughout the entire AMSOIL product line. It's an underlying philosophy captured in the phrase "Racing is Research," and it has helped guide product development since the company's early days.

Seeking ways to validate his revolutionary synthetic lubricants in the early 1970s, AMSOIL President and CEO Al Amatuzio instinctively knew America's race tracks and courses held an answer. For many, nothing proves a lubricant's effectiveness like its performance in high-powered racing applications, which require a level of performance beyond the average car or truck.

Such was the case with legendary racer Bobby Unser. He needed a gear lube capable of withstanding the punishment doled out by Colorado's famous Pike's Peak Hill Climb, an event Unser won a record 13 times. His rear differential was failing prior to reaching the summit. Amatuzio supplied Unser's team with AMSOIL Synthetic Gear Lube, and the differential performed flawlessly throughout several practice sessions, qualifying and race day. The partnership was a win-win, providing AMSOIL valuable data and a convincing demonstration of the lubricant's performance. It also placed Unser in the best position for victory. The deep-seated connection between AMSOIL and racing was born.

Seeking Out the Most Extreme Situations

The cumulative information AMSOIL has gathered through racing has been instrumental in the development and validation of numerous products, including Severe Gear® Synthetic Gear Lube. A rapid increase in engine power and towing capacities offered by modern SUVs and trucks highlighted the need for a gear lube that raised the bar for performance. AMSOIL responded with Severe Gear, a product that has been extensively validated in the severe conditions of off-road racing. Its excellent performance in the 900-hp trucks driven by Scott Douglas and his AMSOIL Super Team counterparts in the Traxxas TORC Series presented by AMSOIL

offer convincing proof that the lubricant meets the most demanding conditions encountered by owners of SUVs and trucks.

"Racing allows us to identify the most extreme operating conditions and develop lubricants that meet or exceed those standards," said Len Groom, Technical Product Manager, Powersports. "The information we gather has direct bearing on the passenger car/light truck market as well, with vehicles becoming more sophisticated and generating increased power and heat."

Prior to Severe Gear, off-road racers, rockcrawling competitors and others were using a popular gear lube with less-than-ideal performance. The predominant product was capable of clinging to gears despite intense centrifugal forces, shock-loading conditions and the steep angles from driving over massive boulders and obstacles; however, its ability to stay in place came at a price. "The gear lube was the consistency of molasses," said AMSOIL Race Program Manager Jeremy Meyer. "Extensive manipulation was required to increase its temperature into an operable range. Before a race, some teams actually raised their vehicles and ran them in place to warm the gear lube."

The synthetic chemistry of Severe Gear eliminates the need for pre-race warm-up by providing excellent fluidity. SAE 250 and SAE 190 Severe Gear, used in rockcrawlers like the AMSOIL-sponsored machine driven by Brad Lovell, incorporate a unique tackifier that clings tenaciously to gears and bearings in severe-service vehicles. "Competitors are always amazed how even the heavy viscosities of Severe Gear provide excellent protection while remaining fluid," said Meyer. The other viscosities also provide ex-



RESEARCH™

ceptional protection, but are optimized for fuel efficiency. “Unless you’re taking corners at 100 mph or landing massive jumps, you don’t need the high viscosity or tackifier,” said Meyer.

Every Racer has a Need

The extreme shearing forces inside Bob Teague’s Mercury® 525 EFI V-8 racing engines helped provide the demanding conditions required to develop Dominator® Synthetic Racing Oil. “Bob Teague’s marine engines operate at one speed: wide-open throttle,” said Meyer. “If an oil maintains its viscosity in that environment, we know it will perform equally as well in other applications.”



The severe shearing forces inside Bob Teague’s racing engines provide the perfect proving grounds for Dominator Synthetic Racing Oil. An entire teardown revealed virtually no bluing on the wrist pins and no piston skirt scuffing.

The previous oil used by Teague was shearing out of its viscosity range after only one race, compromising wear protection. AMSOIL redeveloped its 20W-50 racing oil into Dominator 15W-50 Synthetic Racing Oil (RD50). Dominator 10W-30 (RD30) and 5W-20 (RD20) Synthetic Racing Oils were also added. Dominator incorporates durable, shear-stable base oils that maintain viscosity despite rigorous mechanical action. The oil has allowed Teague to extend oil-change intervals to every three races while providing excellent protection. “The engines are sent to Mercury following each season to be refreshed, and the Mercury technicians couldn’t believe how good they looked inside,” said Groom. “There was virtually no wear to speak of.”

Equally as impressive is the performance of Dominator on the track. The oil coolsers on the off-road trucks driven by Scott Douglas, Chad Hord and other TORC off-road racers quickly become caked with mud during a race. Oil temperatures often skyrocket to 300°F and beyond, which can reduce oil pressure and compromise wear protection. Dominator’s ability to resist thermal break-

down and continue providing maximum wear protection is proven during every TORC race.

Dispelling the Wet-Clutch Myth

AMSOIL Synthetic Motorcycle Oil is also thoroughly tested on the track, providing the opportunity to dispel the myth that synthetics are “too slippery” for use in wet clutches. “The AMSOIL/Factory Connection/Honda team approached us with a need: they wanted faster starts out of the gates,” said Meyer. One way to achieve that goal is through improved clutch performance. AMSOIL 10W-40 Synthetic Motorcycle Oil (MCF) has proven extremely effective in Factory Connection’s Honda CRF 250 and 450 dirt bikes; the team sees less clutch wear and enjoys more positive shift feel. The results have been nothing short of impressive. Justin Barcia won the Monster Energy Supercross East Coast Lites championship this year, while teammate Eli Tomac took the West Coast Lites title.

Other AMSOIL synthetic lubricants are also heavily researched and validated in professional racing applications. INTERCEPTOR® and DOMINATOR Synthetic 2-Stroke Oils, for example, lubricate and protect Arctic Cat®, Polaris® and Ski-Doo® snowmobiles driven by champion racers P.J. Wanderscheid, Ross Martin and Robbie Malinoski. Their flawless performance in the toughest engines, including Ski-Doo’s Rotax® engines, validates the performance claims AMSOIL makes about each oil.

The Same Lubricants Available to Everyone

Laboratory research, field validation and racing are the backbone of AMSOIL product development, and it’s been that way since day one. “‘Racing is Research’ isn’t just a slogan; it embodies the extensive research AMSOIL performs on race tracks throughout North America — research that directly benefits everyone. The exact same lubricants used in professional racing vehicles are the same lubricants available to all AMSOIL users,” said Meyer.

The results gathered from on-track research are not limited to racing products. The knowledge is applied to the entire AMSOIL product line to ensure AMSOIL products provide the best-possible protection and performance. ■

AMSOIL Generates Significant Presence at Laconia Motorcycle Week

Laconia Motorcycle Week celebrated its 89th anniversary June 9-17 in Laconia, N.H., providing an outstanding venue to promote AMSOIL products. With mostly excellent weather conditions throughout the week, bikers poured through the AMSOIL booth to learn more about the benefits of AMSOIL Synthetic Motorcycle Oil and the AMSOIL business opportunity, while also taking time to check out Hayes Diesel Technologies' AMSOIL-sponsored HDT USA diesel motorcycle. The AMSOIL oil change location, located at the Fun Spot, was also a hub of activity as bikers

had AMSOIL products installed in their motorcycles.

Now in its third year as the Official Oil of Laconia Motorcycle Week, AMSOIL boasted a significant presence at the event, including banners throughout town and at the popular hill climb event, a large Official Oil banner across Weirs Beach and new permanent metal street signs that provide valuable promotion year-round.

"As the oldest bike rally in the country, Laconia Motorcycle Week is extremely well-organized, treating its sponsors with



great care and providing an uber-scenic and versatile showcase for every style of bike from the old to the new," said AMSOIL Trade Show Manager Patricia Stoll. "The AMSOIL booth was located across from Rally Headquarters just above Weirs Beach and was completely full of motorcycles. AMSOIL banners and signs were everywhere; you would have a hard time not seeing the AMSOIL logo if you were in Laconia." ■



A large AMSOIL banner greets bikers across Weirs Beach.



Bikers gather outside the AMSOIL booth, located directly across from Rally Headquarters.



All styles of bikes from scooters to custom Harleys were on display in Laconia.



AMSOIL Trade Show Coordinator Jim Swanson shows off the HDT USA diesel motorcycle.



New permanent metal signs showcase AMSOIL as the Official Oil of Laconia Motorcycle Week.



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Automotive oil and motorcycle oil are not the same.

Motorcycles have specific requirements that automotive oils may not address.

One of the sure signs of summer is the abundance of motorcycles operating on the roads across North America. And if it seems like there are more motorcycles than ever on the highways and byways, that's because there are. In 2012, nearly 9.5 million motorcycles were registered in the U.S. alone. That figure has grown by more than 47% since 2002, when the total was slightly more than 5 million. Motorcycle culture and the thrill of the open road bring thousands of new riders and enthusiasts into the hobby every year. Although many "gear heads" love working on their bikes, few want to be doing repairs or experiencing downtime from riding that could be prevented by basic maintenance. As with any vehicle powered by an internal combustion engine, proper lubrication is essential to ensure performance and longevity.

In the past, it was common for motorcycles to run on engine oils designed for four-stroke automobile engines. And if you spend any time on online motorcycle forums, you'll see plenty of folks still advocating the use of automotive oil for motorcycles. What is their rationale? They're looking to save a couple bucks on a quart of oil, as the majority of oils blended specifically for motorcycle applications are more expensive per quart than their automotive counterparts. But is using auto oil in your motorcycle a good practice?

There are several reasons why motorcycle oils are better for your bike than automotive oils.

Motorcycles have fundamentally different lubrication requirements than

automobiles. This is due primarily to differences in both engine design and vehicle applications. Motorcycles often operate under more severe conditions than passenger cars. They usually run faster, are air-cooled and share an oil sump between the engine, clutches and gears. The oil, therefore, must lubricate not only the engine, but the transmission and, in the case of wet-clutch motorcycles, the clutches, too. Many automotive oils, because of fuel economy requirements, are now formulated with friction modifiers. In a motorcycle with a wet clutch, these additives cause clutch slip and power loss.

Operating habits are different, too. While many of us rely on a car or truck for year-round day-to-day transportation and for longer road trips, motorcycles are often ridden seasonally, on weekends or on shorter trips. These trips often occur during warm summer weather, when the cooling system has to work even harder. Thus, a motorcycle lubricant must protect against high temperatures and high engine rpm while providing smooth wet-clutch operation and protecting gears and chains from operational pressure extremes. Because of these factors, many motorcycle oils are engineered with high viscosity to help prevent gear pitting, oil burn-off and oil consumption.

Retaining that viscosity is critical to ensure components remain protected. The high rpm and shared oil sumps common to motorcycles create an environment that promotes shearing. In fact, transmission gear

sets are the leading cause of shear-induced viscosity loss in motorcycle applications. The oil's shear-stability and viscosity retention are vital for protecting motorcycles.

Additionally, motorcycles are often stored for several months during winter – a time when condensation can cause rust, which accelerates wear and can damage engine components. Rust is also a problem inherent to the shorter drive times motorcycles often endure. If not combated, rust can cause bearing corrosion which results in vibration, noise, increased temperatures and catastrophic failure. Effective motorcycle oils must include rust inhibitors to keep engines and components free from corrosion.

Motorcycle oils must also prevent foam from forming, which happens when air enters the lubricating oil during normal engine and transmission operation. Foam bubbles entering a lubricated area take the place of the lubricant film and compress easily, leading to metal-to-metal contact. Foam also promotes increased oxidation because more of the oil's surface area is exposed to oxygen. An oil's tendency to foam should be considered when selecting an oil for your motorcycle.

For many riders, motorcycles represent significant investments of thousands of dollars. It only makes sense to protect those investments with products tailored to address their specific lubrication requirements. ■



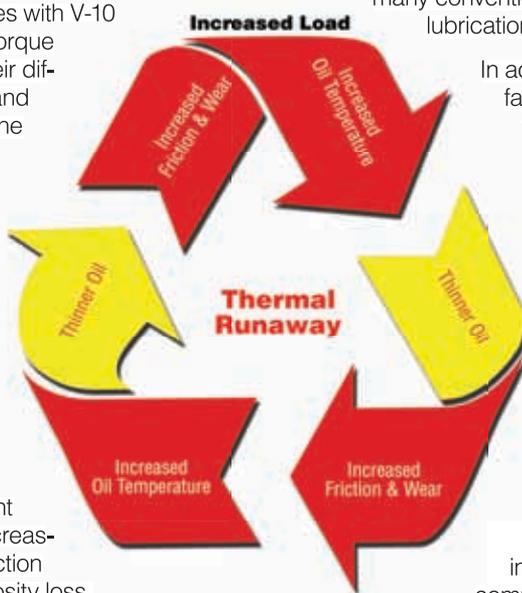
AMSOIL Drivetrain Fluids Provide Maximum Protection in Extreme Operating Conditions



Whether hauling heavy tools and equipment to a job site or towing a boat for a relaxing weekend on the lake, many vehicles are subjected to extreme operating conditions and hot temperatures in the summer months, placing an increased level of stress on drivetrain components.

Modern turbo-diesel trucks and vehicles with V-10 engines boast more horsepower and torque than their predecessors, subjecting their differentials to increased levels of stress and heat. Modern gear oils are faced with the challenge of providing adequate wear protection during these severe-service operating conditions, while also providing maximum fuel efficiency.

The extreme pressures and temperatures generated by modern vehicles increase stress on gear lubricants and can lead to a serious condition known as thermal runaway. As temperatures in the differential climb upward, gear lubricants lose viscosity and load-carrying capacity. When extreme loads break the lubricant film, metal-to-metal contact occurs, increasing friction and heat. This increased friction and heat, in turn, results in further viscosity loss, which further increases friction and heat. As heat continues to spiral upward, viscosity continues to spiral downward. Thermal runaway is a vicious cycle that leads to irreparable equipment damage from extreme wear, and ultimately catastrophic gear and bearing failure.



Many people overstress their vehicles in the summer, piling heavy equipment and luggage into trunks, back seats and roof racks. Some vehicles also pull trailers, campers or fifth-wheels with boats, sometimes exceeding their rated towing limits. As vehicle stress increases, transmission and differential temperatures rise and cause many conventional lubricants to thin, resulting in inadequate lubrication that can lead to component failure.

In addition, some vehicle manufacturers require the factory-fill differential gear lube to be changed within the first 3,000 miles, or the first 500 miles if towing. Because differentials go through a break-in period and are not equipped with filters like transmissions and engines, the gear lube must be changed in order to drain the break-in wear particles. These particles, if left in the differential, mesh between the gears and cause gear or bearing wear. Studies show most differential wear occurs in the first 5,000 miles.

The AMSOIL “Tow Package”

AMSOIL Severe Gear® Synthetic Gear Lube (SVG, SVT, SVO) and Synthetic Automatic Transmission Fluids (ATF, ATL) provide maximum protection in demanding environments such as towing, hauling and commercial use, providing increased lubricant film protection and reduced wear at elevated temperatures. They are formulated for extended drain intervals of up to 50,000 miles in severe service and 100,000 miles in normal service, or longer where specified by the vehicle manufacturer. ■



AMSOIL ATF SAVES COST OF NEW TRANNY

Preferred Customer Baxter (Dale) Rogers of Heyworth, Ill. saved himself the cost of a new transmission by using AMSOIL Automatic Transmission Fluid.

Rogers owns a 2004 Saturn Vue that sat idle for several months last year. When he began driving it again, he noticed a fluctuation in the rpm at lower speeds.

He took the vehicle to a Chevy dealership, where he was told he needed a new transmission. "The cost would have been around \$2,800," Rogers said. "I went for a second opinion at a transmission shop, and they told me the same thing except I also needed a torque converter, which would be an additional \$500 to \$800."

A third opinion, from a friend who does Rogers' automotive work, was that the fluid needed changing. The Vue has a Honda transmission. The mechanic checked with a Honda representative, who recommended Honda transmission fluid or AMSOIL Automatic Transmission Fluid, Rogers said.

"I told my friend I would get the fluid because I am an AMSOIL Preferred Customer. I bought the AMSOIL Multi-Vehicle Transmission Fluid and he installed it," Rogers said. "I have saved so much

money using AMSOIL products, I am overwhelmed."

Trouble-Free Performance

"The Vue now has more than 124,000 miles and is running fine," Rogers said. "AMSOIL ATF saved the day and saved me more than \$2,700. AMSOIL products are great. I'm a happy customer and enjoy reading the Magazine to keep up-to-date on AMSOIL products and the company."

Rogers installed AMSOIL lubricants in his other vehicles, as well.

"I've been a Preferred Customer for about two years now, and I have three of my vehicles using AMSOIL products," he said. "They run so much better and cooler than I could have believed."

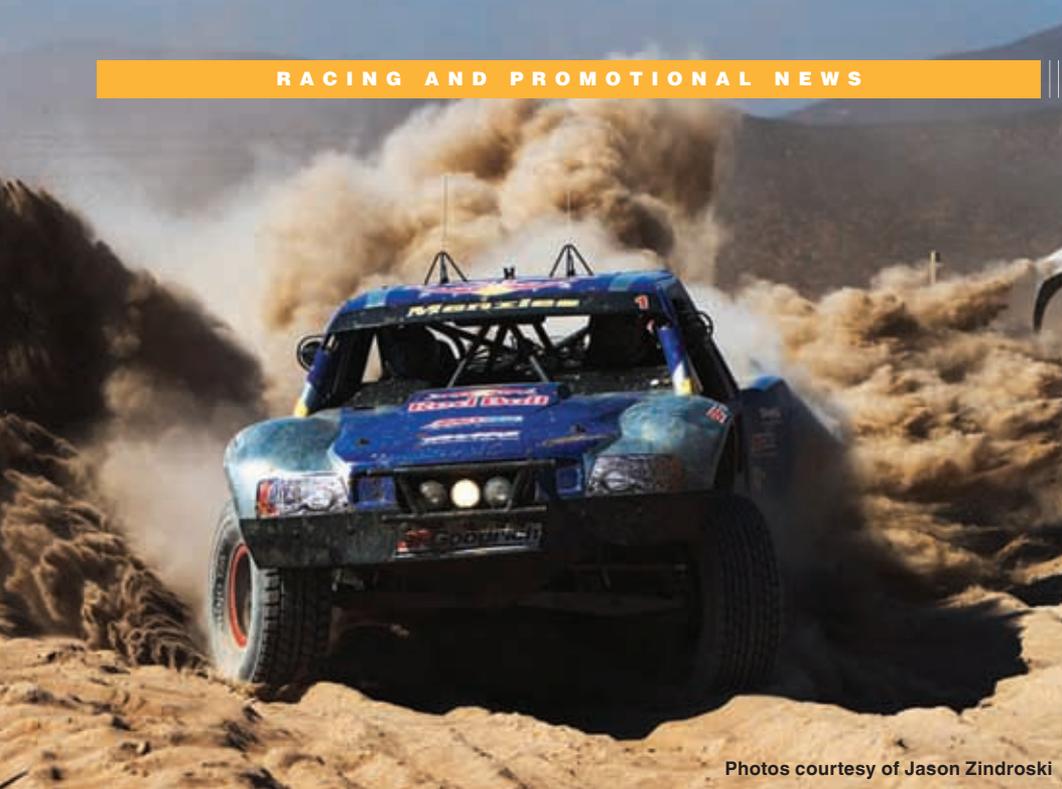
In addition to the Saturn Vue, Rogers owns a 2010 Dodge Caravan and a motorhome. He uses AMSOIL synthetic motor oil along with AMSOIL ATF in those vehicles.

"When I go to Texas for the winter in my motorhome, and flat tow my Vue, I have no worry about the proper lubrication of my engines." ■

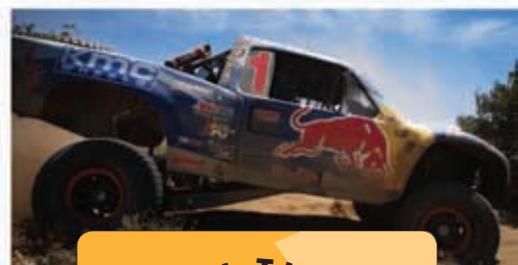


AMSOIL Synthetic Multi-Vehicle Automatic Transmission Fluid (ATF)

- **Outperforms** conventional automatic transmission fluids
- **Exceeds** performance requirements of most North American, European and Asian vehicles
- **Provides** outstanding wear protection in temperature extremes



Photos courtesy of Jason Zindroski



Back-to-Back in Baja

Bryce Menzies wins second straight Baja 500

AMSOIL-sponsored off-road truck racer Bryce Menzies completed a very successful season in 2011. Not only did he win the Traxxas TORC Series presented by AMSOIL Pro 2wd class championship, he also won the SCORE International Trophy Truck title, due in large part to his first win at the Baja 500. In June, the reigning Dirt Sports "Driver of the Year" turned in a repeat performance at the infamous race.

Along with co-driver Pete Mortensen, Menzies pushed his Red Bull/AMSOIL/KMC Wheels Trophy Truck through 450 miles of rough Baja desert. The defending champions started 18th overall, but made up just enough time to win by a mere 11 seconds. The win automatically places Menzies into the draw for the top 12 starting positions at the 2012 Baja 1000 on November 16.

Menzies also won three of the first four TORC races in 2012, and sat just one point behind AMSOIL Super Team driver Chad Hord heading into rounds five and six at Crandon International Raceway. For up-to-date results, visit www.amsoilracing.com.

Lovell Breaks Through

AMSOIL Pro Light driver records first career TORC win

Success has been a combination of hard work and dedication for AMSOIL Super Team driver Brad Lovell. The Colorado native is one of the most decorated off-road truck drivers in the sport's history, claiming championships in both rock crawling and rock racing. In short-course TORC Series racing, however, it took a few trips to the podium before he was able to call himself a winning driver.

After finishing fourth at Red Bud MX Park in Buchanan, Mich. on Saturday, Lovell used a second-row starting spot to his advantage on Sunday, pushing his AMSOIL Nissan to the front of the pack before grabbing a lead he wouldn't relinquish on his way to his first career win.

"The track had huge holes, deep sand and brutal whoops," said Lovell. "At the caution, I mentioned to my spotter that the transmission was acting up, but just as quickly I realized I didn't care. The guys at AMSOIL have said 300° is fine and I was prepared to win or go down in flames. I wasn't about to lift, and I had confidence that I could carry it to the finish."

Next Race: Chicagoland Speedway; Joliet, Ill.; July 19-20.

Watch live on the SPEED Channel Friday, July 20.



ON THE BOX

WITH JEREMY MEYER

Many of us celebrated Fathers Day last month. For AMSOIL Racing, the father-child relationship is a can't-miss proposition. From the dirt to the water, countless family connections are flying under the AMSOIL banner.

Gary Parsons and his son, Chase, are two of the top walleye anglers in the world, and both are accomplished hosts of "The Next Bite" TV show on NBC Sports. Terry Rinker was joined at powerboat races last summer by his son, Rob, who quickly became a championship driver in the Formula-3 class.

Bob Teague has piloted an off-shore boat with son, John. Johnny Greaves is the winningest driver in short-course off-road racing, while his son, CJ, is also finding podium success in the TORC Series, alongside the father-son duo of Ricky and Luke Johnson.

Plenty of racers got their starts by watching dad turn laps each weekend. It's good to see the success of Team AMSOIL doesn't fall far from the family tree.



Pro Profile: Erik Buell

Erik Buell, the father of the American superbike, isn't just building high-performance motorcycles in his East Troy, Wis. facility; he's building a dominant racing team. Last year at this time, the freshly minted AMSOIL/EBR team was thrown into the fire competing in the ultra-competitive AMA Pro SuperBike class. Admittedly, the team's inaugural season was devoted as much to fine-tuning its bikes, including the new EBR 1190RS unveiled later in the season, as it was to winning. The 1190RS represents Buell's entire engineering career: a blend of high-performance technology and stunning design. A bike as sophisticated as the 1190RS requires lubricants equally as advanced. That's why it arrives from the factory with AMSOIL synthetic lubricants installed and recommended as the service fill. Erik Buell recently talked with AMSOIL Racing about his team and company.

AMSOIL Racing: What did you learn last season that has led to the success you've had this year?

Erik Buell: We only ran the new EBR 1190RS for the last three races of the 2011 season, so we laid the foundation for this year by simply experimenting with settings to suit the rider at each event. We were unable to test outside of the actual race weekends. Over the winter, however, we ran several test sessions that helped us for this year.

AMSOIL Racing: New driver Danny Eslick has proven an excellent complement to Geoff May. Why did you decide to add another driver this year?

Buell: Danny is a great rider, and he's a perfect complement to Geoff. Geoff

wanted very much to have a second rider on the team, particularly one with a different riding style. Along with their crews, Danny and Geoff constantly compare notes and help each other. The support from AMSOIL and Hero MotoCorp gave us the ability to not only add Danny, but add Danny's crew and enhance Geoff's crew with some additional talent that our team manager wanted.

AMSOIL Racing: What does success on the track mean for the company overall?

Buell: EBR's goals are to build world-class premium sport motorcycles from America and provide engineering consulting services in the vehicle world. Success on the track proves our capabilities in these areas. Sportbike customers and companies looking for engineering help are knowledgeable about technology, and can't be convinced by advertising. They want to see factual proof, and racing success delivers that.

AMSOIL Racing: How does your experience running EBR rank among your career achievements?

Buell: EBR is by far the most difficult and most rewarding experience of my career. Incredibly intense. I call it a two-year qualifying lap – on the edge of our capabilities in every corner. We needed to build a world-class superbike in a very short period of time with a minimal budget. Not only did this require a crazy amount of deep and thorough engineering of every component, but it also required managing the business to an exacting edge of efficiency. Stacked on top of that has been searching for investors, partners and suppliers, as well as meet-

ing global government requirements and acres of legal documentation. When we won the "Superbike of the Year" award for the 1190RS last fall, I think it was the first moment that we actually looked at each other and said, "I think we're done with that bike." Of course, then we dug in and started on the next.

AMSOIL Racing: How has the partnership with AMSOIL helped EBR?

Buell: AMSOIL has been a fantastic partner, providing us with real technical expertise on our powertrain lubricants, cooling and brake fluids. Although the products AMSOIL makes are already world-leading, AMSOIL is also an organization that wants to improve its products constantly, and that works perfectly for us. American ingenuity and curiosity at its best.

AMSOIL Racing: What motivates you to continue building superbikes?

Buell: Well, of course I absolutely love sportbikes, so I am personally a customer. But essentially at EBR we want to push the envelope on what makes a great sportbike, and superbikes like the 1190RS are on the cutting edge of that search. I believe in the team at EBR and in the suppliers and partners we have. My job is to try to give them what they need so we can make sportbikes that simply delight their riders. There are a number of great motorcycle manufacturers out there, but I am absolutely convinced that the pioneering nature of America, that is so strong in EBR, can bring some unique thinking to the sport motorcycle world that will deliver wonderful motorcycles and also move the whole industry ahead. ■



Motorcycle Octane Boost Now Available in Canada

AMSOIL Motorcycle Octane Boost is now available in Canada. The Canadian product code is MOBCNC.

Holiday Closings

The Toronto Distribution Center will be closed Monday, August 6 for Simcoe Day.

AMSOIL Implements Call-Recording Software

In an effort to enhance customer service, AMSOIL has implemented call-recording software for the AMSOIL Telephone Ordering and Technical Services Departments. The new system went live the first week of July, and will allow AMSOIL to improve training for corporate personnel who interact with customers.



Back

Crew Shirt

Highlights AMSOIL race series sponsorships and AMSOIL race products. Constructed of 100 percent polyester. Sizes S-3X.

Stock #	Size	U.S.	Can.
G2991	S	43.50	46.55
G2992	M	43.50	46.55
G2993	L	43.50	46.55
G2994	XL	43.50	46.55
G2995	2X	43.50	46.55
G2996	3X	43.50	46.55



Left Sleeve



Right Sleeve



OGIO Polo Shirt

High-performance, upscale OGIO polo shirt looks great with either jeans or dress slacks. Constructed of 100 percent moisture-wicking polyester. Embroidered logo. Sizes S-3X.

Red OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3020	S	39.95	42.75
G3021	M	39.95	42.75
G3022	L	39.95	42.75
G3023	XL	39.95	42.75
G3024	2X	41.95	44.85
G3025	3X	43.95	47.05

White OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3026	S	39.95	42.75
G3027	M	39.95	42.75
G3028	L	39.95	42.75
G3029	XL	39.95	42.75
G3030	2X	41.95	44.85
G3031	3X	43.95	47.05

Black OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3032	S	39.95	42.75
G3033	M	39.95	42.75
G3034	L	39.95	42.75
G3035	XL	39.95	42.75
G3036	2X	41.95	44.85
G3037	3X	43.95	47.05



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