AMSOIL MAGAZINE

▸ PREFERRED CUSTOMER EDITION

JUNE 2012

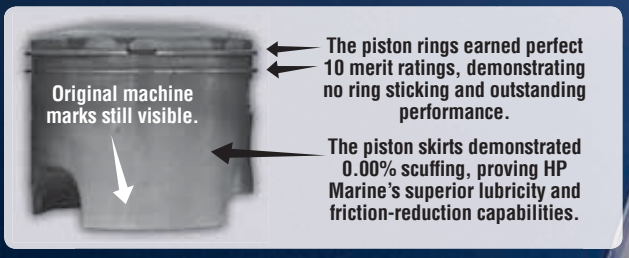
New AMSOIL Hydraulic Oil Offers Proven Performance at an Attractive Price | PAGE 6

Ford F-250 Emerges Victorious in 2012 Diesel Power Challenge | PAGE 10

HP = High Performance

As demonstrated in real-world, severe-service testing, AMSOIL HP Marine Synthetic 2-Stroke Oil meets the stringent performance needs of Evinrude E-TEC marine engines programmed for reduced oil consumption.

Not only did HP Marine demonstrate strong performance, it excelled in critical-component lubrication. Cylinder bores demonstrated **0.00 percent scuffing**. Main bearings demonstrated only trace to light wear. The piston rings remained 100 percent free, earning perfect “10” merit ratings.



HP Marine effectively limited deposits throughout the engine and met the increased performance demands required by the lean-mix setting. Results proved the effectiveness of AMSOIL HP Marine Synthetic 2-Stroke Oil in Evinrude E-TEC applications operating under conditions far more severe than those faced by the typical fisherman or recreational boater.

Marine E-TEC™ Field Study (G2968) Complete Results www.amsoil.com/proof

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THE COVER

New Synthetic Multi-Viscosity Hydraulic Oil is a high-quality, lower-cost oil for many different applications requiring a high-VI all-season hydraulic oil.

From the President's Desk

With AMSOIL University 2012 now behind us, it's time for those Dealers who attended to take what they learned straight to the field to help even more consumers realize benefits they have never experienced with other brands of lubricants. But before we leave this fantastic event completely behind, I want to share a few final thoughts.

First, I want to thank all those who did attend. It was wonderful to see you. I mean that sincerely. I can assure you that the knowledge you gained and the commitment you demonstrated will pay dividends far into the future. Even greater success is yours for the taking. I hope all Dealers will take advantage of the opportunity and make plans to join us one day at this tremendous event. I would also like to extend an open invitation to our loyal Preferred Customers. An AMSOIL Dealership is waiting for you, and I welcome you with open arms to a future AMSOIL U.

The most striking aspect of the entire event was the infectious enthusiasm throughout. You could feel the energy. Our Dealers know that with the growing demand for synthetic lubricants and the inexorable push for extended drain intervals no company is better positioned to capture the expanding market than AMSOIL. Dealers are viewing the future with dollar signs in their eyes.

Along with that enthusiasm comes a very real sense of loyalty. It's been a long road since the introduction of our first synthetic motor oil in 1972, and the struggles we faced as the industry's only synthetic oil are behind us. We face new challenges today, but we do so from a position of leadership. We are clearly recognized for our innovation, and the quality of the products carrying the AMSOIL name is absolutely undisputable. We have established brand loyalty, and that has never been more obvious than it was at AMSOIL University.

But loyalty to the AMSOIL brand extends well beyond our Dealers. It didn't happen by accident. AMSOIL meets the criteria established by brand loyalty experts, and we have given consumers every reason to attach their loyalty to us.

1. **Something better:** AMSOIL products are formulated to the absolute highest standards. We invest in technology that other companies simply will not invest in. AMSOIL does not compromise on quality. We do not sacrifice performance for the sake of profit margins. AMSOIL products bring value that is not achieved with other products.
2. **Sense of belonging:** Consumers identify with AMSOIL. We are an unconventional company with unconventional products. AMSOIL consumers belong to an exclusive club. They share a desire for performance that is lost on other consumers. They know something other consumers do not know.
3. **Credibility:** It extends beyond our products doing what we claim our products will do. Credibility is achieved through the image we project. It is gained through the professionalism displayed in our sales brochures, data bulletins and technical studies. Our label designs and product packaging are as good as it gets. Our website is a true source of legitimate information, and the training we provide cannot be found in other companies.
4. **Accessibility:** We don't hide from our consumers. Our staff remains available at all times. We field technical questions at all levels, don't run from complaints and apply consideration to all worthwhile suggestions. Consumers want to know they have access to real people, and AMSOIL takes that responsibility seriously.
5. **Sustainability:** We remain ahead of the curve. We deliver products people want. The AMSOIL brand has endured because we keep our product line fresh, but we don't make changes just for the sake of change. The goal has always been to ensure that every person who becomes an AMSOIL customer will remain an AMSOIL customer for life.

All the success this company has achieved, of course, must be shared with our AMSOIL Dealers. Together we have built a brand that will remain an industry leader for generations to come. And while we still have work to do, you can be assured that your independent AMSOIL business can grow as large as your commitment will take it.

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

Motorcycle vs. Automotive Oils

WHAT'S THE DIFFERENCE BETWEEN MOTORCYCLE AND AUTOMOTIVE MOTOR OILS?

Every once in a while someone wants to know why regular motor oil can't be used in motorcycles. The short answer is that oils are formulated for specific applications. Motorcycle engines and automotive engines function differently, and the lubricants that service them have different requirements.

SIX PRIMARY DIFFERENCES BETWEEN MOTORCYCLE AND AUTOMOTIVE ENGINE APPLICATIONS:

1) Motorcycles operate at **significantly higher operational speeds** than automobiles, placing additional stress on engine components and increasing wear protection requirements.

2) Motorcycles operate with **higher engine compression ratios** than automobiles, placing additional stress on engine components and increasing operating temperatures.

3) Motorcycle engines produce nearly **twice the horsepower per cubic inch** of displacement as automobile engines.

4) Many motorcycles are **air-cooled or use a combination air/oil design.** Though effective, they result in greater operating temperature fluctuations, particularly in stop-and-go traffic.

5) Because the engine and transmission share a common sump, many motorcycles **need a multi-functional fluid.** Many motorcycles also incorporate a frictional clutch within the transmission that uses the same oil.

6) Motorcycles are typically **used less frequently** than automobiles. These extended periods of inactivity place additional stress on motorcycle oils. Rust and acid corrosion protection are critical.

AMSOIL®

The First in Synthetics®

New AMSOIL Hydraulic Oil Offers **Proven Performance** at an **Attractive Price**

AMSOIL has expanded its line of synthetic hydraulic oils to include a lower-cost oil that offers advanced varnish-control technology and anti-wear protection.

New AMSOIL Synthetic Multi-Viscosity Hydraulic Oil is a high-quality, lower-cost oil for many different applications requiring a high-VI all-season hydraulic oil. It is priced competitively with other synthetic brands, and offers proven varnish control and wear resistance (see next page), which are extremely important to maximizing system performance and life. It is an excellent choice for mobile and stationary equipment in a variety of industries [road construction, street and highway maintenance, agricultural, logging, manufacturing and refuse hauling].

Synthetic Multi-Viscosity Hydraulic Oil's advanced synthetic formulation provides all-season protection and reliable operation. It is additionally tailored to promote energy efficiency, while foam inhibitors provide effective foam suppression.

All-Season Performance

Designed for all-season use, Multi-Viscosity Hydraulic Oil is available in four viscosities [ISO 22 (HVG), ISO 32 (HVH), ISO 46 (HVI) and ISO 68 (HVJ)]. Each covers a broad operating temperature range, helping eliminate seasonal oil changes. Its low pour point ensures the oil flows more readily in cold temperatures than petroleum oils. Bearings and other components receive almost immediate lubrication at startup, reducing long-term wear and instances of pressure spikes and erratic operation as a result of poor fluidity. At high operating temperatures, Multi-Viscosity Hydraulic Oil resists thermal breakdown and maintains its protective viscosity, allowing formation of a strong lubricating film.

Varnish-Control Technology

Increased heat can cause varnish to form on metal surfaces, including valves, pumps and bearings. Its soft, sticky composition ultimately hardens into a harmful veneer that can reduce fluid flow, plug filters, stick valves and increase friction. Synthetic Multi-Viscosity Hydraulic Oil is fortified with anti-varnish additives that chemically react with the building blocks of varnish, inhibiting its formation and helping hydraulic systems remain clean and long-lasting.

Anti-Wear Chemistry

Synthetic Multi-Viscosity Hydraulic Oil features a shear-stable formulation fortified with the latest zinc-type anti-wear additives. It meets the stringent viscosity retention requirements of Parker Hannifin (Denison) HF-0 and demonstrates excellent anti-wear performance and compatibility with yellow metals in standardized laboratory and pump manufacturer tests (see next page). Synthetic Multi-Viscosity Hydraulic Oil demonstrates excellent wear protection for pumps, motors, valves and other components.

Applications & Specifications

The correct viscosity grade of AMSOIL Synthetic Multi-Viscosity Hydraulic Oil is recommended for high- and low-pressure gear, vane and piston stationary and mobile hydraulic systems, including those with bronze metallurgy. Potential applications include the following:

backhoes, bulldozers, dump trucks, tractors, farm implements, garbage trucks, excavators, forklifts, front-end loaders, mobile shears, mobile well-drilling equipment, log skidders, piling rigs, street sweepers, tow trucks and scissor lifts.

AMSOIL Synthetic Multi-Viscosity Hydraulic Oil is recommended for applications requiring the following industry and equipment specifications:

Parker Hannifin (Denison) HF-0, HF-1, HF-2; Vickers I-286-S, M-2950-S; DIN 51524 Parts 2 & 3; Cincinnati Milacron P68, P69 and P70. ■

Synthetic Multi-Viscosity Hydraulic Oil

Stock #	Units	Package Size	Weight	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
HVG05	EA	5-Gallon Pail	39.0	97.75	130.05	105.20	140.00
HVG55	EA	55-Gallon Drum	426.0	924.00	1,136.55	996.00	1,225.00
HVG27	EA	275-Gallon Tote	2,053.0	4,592.50	5,648.80	4947.00	6,085.00
HVH05	EA	5-Gallon Pail	39.0	99.00	131.70	106.60	141.80
HVH55	EA	55-Gallon Drum	424.0	937.75	1,153.45	1011.00	1,243.00
HVH27	EA	275-Gallon Tote	2,043.0	4,661.25	5,733.35	5020.00	6,175.00
HVI05	EA	5-Gallon Pail	38.0	100.25	133.35	108.00	143.60
HVI55	EA	55-Gallon Drum	421.0	951.50	1,170.35	1025.00	1,261.00
HVI27	EA	275-Gallon Tote	2,028.0	4,730.00	5,817.90	5093.00	6,265.00
HVJ05	EA	5-Gallon Pail	39.0	107.75	143.35	116.00	154.20
HVJ55	EA	55-Gallon Drum	426.0	1,034.00	1,271.85	1113.00	1,369.00
HVJ27	EA	275-Gallon Tote	2,053.0	5,142.50	6,325.30	5534.00	6,807.00

Proven Wear Protection and Varnish Control

Tested August 2011

YELLOW METAL PISTON SHOES

VANE PUMP CAM RING

After 608 hours of strenuous pump testing in a Parker Hannifin (Denison) T6H20C Hybrid pump, the piston shoes demonstrated only moderate polishing and trace, random scratches, proving AMSOIL Synthetic Multi-Viscosity Hydraulic Oil excels at protecting yellow metals. The vane pump cam ring exhibited only light polishing and trace scratching, further confirming the excellent wear protection provided by the oil.

Aluminum Beaker Oxidation Test

Tested April 2012

LEADING CONVENTIONAL HYDRAULIC FLUID (ISO 46)

AMSOIL SYNTHETIC MULTI-VISCOSITY HYDRAULIC OIL (ISO 46)

Excessive oxidation results in harmful deposits and varnish that cause a host of problems, including stuck valves and decreased efficiency. In severe oxidation testing, AMSOIL Synthetic Multi-Viscosity Hydraulic Oil resisted elevated heat and oxidation more effectively than the conventional product, helping components remain clean.

UNDERSTANDING
Basic Lubrication Regimes

A lubricant's primary function is to provide a durable film that controls friction and wear between surfaces; however, the level of protection it provides is dictated by the condition or "regime" it works under. Lubricants operate under three common lubricating regimes:

1) Hydrodynamic (full-film)

2) Elasto-Hydrodynamic

3) Boundary

Hydrodynamic Lubrication

A hydrodynamic, or full-film, lubrication regime exists when two surfaces are completely separated by an unbroken lubricant film. The lubricant's viscosity assumes responsibility for the majority of wear protection; additives play a limited role. Although full-film lubrication does not generally allow metal-to-metal contact, abrasive wear or scratching can still occur if dirt particles penetrate the lubricating film.

Engine components operating under a full-film lubrication regime include the crankshaft, camshaft and connecting rod bearings, and piston pin bushings. Under normal loads, transmission and rear-axle bearings also operate under a full-film regime.

Elasto-Hydrodynamic Lubrication

An elasto-hydrodynamic lubrication regime exists when a sudden reduction of the oil film causes a temporary increase in viscosity. When viscosity increases, the film can become rigid, creating a temporary elastic deformation of the surfaces. The lubricant's viscosity and additives work together to protect surfaces in an elasto-hydrodynamic regime.

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

Boundary Lubrication

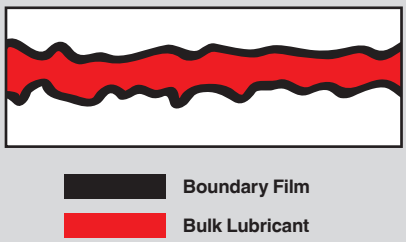
A boundary lubrication regime exists when occasional metal-to-metal contact takes place between surfaces, and the surfaces are almost entirely dependent on the lubricant's additives to provide protection.

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

AMSOIL synthetic lubricants are carefully formulated with the optimum blend of top-quality base stocks and additives, ensuring components receive outstanding protection.

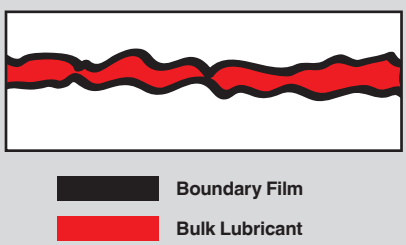
Hydrodynamic Lubrication

SURFACES SEPARATED BY BULK LUBRICANT FILM



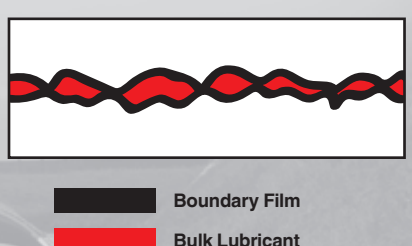
Elasto-Hydrodynamic Lubrication

BULK LUBRICANT AND BOUNDARY FILM PLAY A ROLE



Boundary Lubrication

PERFORMANCE ESSENTIALLY DEPENDENT ON BOUNDARY FILM



E15 fuel has been approved for sale.

Its impact will be felt differently by motorists and powersports enthusiasts.

Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

As I write this month's Tech Talk, the U.S. nationwide average price for a gallon of gasoline is $3.85. On May 8, the Energy Information Administration (EIA) released a revised forecast for gas prices during the summer driving season (April through September) that predicts the average price will drop to $3.79. That's good news for all of us, whether filling up for the daily commute or planning a longer road trip. Regardless of what vehicle you drive, it's likely that maximizing fuel economy and extending engine life are high priorities. In fact, a 2011 survey by the Consumer Reports National Research Center found the "age of the average car driven by respondents has increased to eight years," with 23 percent of motorists surveyed driving cars from the 1990s. And for those planning on purchasing a new or newer model, 62 percent expected their next vehicles to have better fuel economy than their previous models.

Motorists are demanding more from newer vehicles and also want their current vehicles to last longer, but new government mandates might make achieving higher efficiencies more difficult.

In April 2012, the Environmental Protection Agency (EPA) approved the sale of E15 (15 percent ethanol and 85 percent gasoline) for cars and trucks manufactured in 2001 or later. This extended by six years a 2010 waiver permitting the use of motor gasoline blends containing up to 15 percent ethanol in 2007 and newer vehicles. All other gas-powered engines, such as those on boats, snowmobiles, lawn mowers, motorcycles and off-road vehicles, are prohibited from using E15. This means that the current E10 (10 percent ethanol/90 percent gasoline) blended fuel, sold at more than 90 percent of service stations nationwide, remains the de facto choice for owners of model year 2000 and older vehicles and other gas-powered engines. The exception to this being flex-fuel vehicles compatible with E85 (85 percent ethanol/15 percent gasoline).

Automakers have resisted the new E15 ruling, arguing that their vehicles – new and old – aren't designed to accommodate gasoline containing 15 percent ethanol. Service station owners have concerns about potential liability issues arising from consumers using the wrong ethanol blend and are worried about the costs of retrofitting gas pumps or installing new ones to make E15 available.

While the future of E15 is uncertain, ethanol-blended fuels are here to stay. Ethanol has been used for decades as a gasoline additive because it burns cleaner than gasoline. The downside to ethanol is its fuel economy and performance. Ethanol produces less energy than gasoline. According to the EIA, "A gallon of ethanol has only two-thirds the energy of a gallon of conventional gasoline, and the number of miles traveled by a given vehicle per gallon of fuel is directly proportional to the energy contained in the fuel." In addition, studies have shown fuel systems containing plastic or rubber components can be damaged by ethanol exposure. There are also problems at the molecular level. Ethanol and gasoline do not form chemical bonds and ethanol is highly attracted to water. Even small amounts of water entering the fuel supply can break the weak ethanol-to-water bond and separate (phase separation). This suspension falls to the bottom of the fuel tank and can increase engine temperatures and cause engine damage. Less energy per gallon and phase separation are just two of the problems inherent with ethanol-blended gasoline. Smaller engines face additional maintenance and performance issues.

Because the widely available E10 can start degrading in just 30 days, the shorter shelf life of ethanol-blended gasoline vs. pure gasoline is another potential problem for small-engine operation. With equipment such as motorcycles, ATVs, boats and other less frequently used tools like chainsaws and leaf blowers, fuel may sit in the tank for a month or much longer between starts. During this time gasoline absorbs water, which leads to fuel breakdown. As gasoline degrades, gums and varnish can clog carburetors, fuel injectors and fuel filters. The result is decreased starting performance and drivability issues. Most drivers fuel their passenger vehicles more frequently than every 30 days, so gasoline breakdown issues are less common in autos and trucks. Additionally, many newer vehicles have computer sensors that make adjustments for high ethanol content, but the majority of small engines lack such technology. Fortunately for powersports enthusiasts, there are solutions to this long-term problem.

Quickshot® is designed to keep water dispersed and helps combat problems associated with ethanol-blended fuel. It also cleans deposit build-up in fuel systems and combustion chamber components. This means better performance and reduced impact from ethanol-blended fuels. We all value our free time; engines need to start on command when we get a sliver of time to get out and go. ■

The 30,000-pound dirt track sled pull presented the ultimate towing challenge.

OFFICIAL DIESEL POWER THE WORLD'S LARGEST DIESEL MAGAZINE Challenge 2012 SPONSOR

Ford F-250 Emerges Victorious in **2012 Diesel Power Challenge**

Trucks were hitched to a 10,000-pound trailer to test their towing ability.

Each day of the competition began with a drivers meeting.

Second-place finisher Jeremy Pierce

Third-place finisher Aaron Rudolph

Diesel Power Editor David Kennedy presents the first-place trophy to Erik Clausen.

Though diesel-powered vehicles have been around for more than a century, only in recent years have people begun to see the full extent of power they can produce, and there's nothing like a head-to-head competition to put today's machinery to the ultimate test. This is what the Diesel Power Challenge is all about: rival teams testing the limits of their equipment with sometimes jaw-dropping results.

The 2012 competition marked the seventh year the editors and publishers of *Diesel Power* magazine invited diesel truck owners from across the U.S. and Canada to meet for three days of grueling challenges testing both engine strength and driver agility. It was the sixth year AMSOIL served as a sponsor of the event, which produces a Diesel Power Challenge DVD and more than 100 pages of editorial copy in three issues of *Diesel Power* magazine.

The 2012 Diesel Power Challenge took place May 8-10 in Denver, Colo., but it got rolling long before this mile-high gathering. The magazine first invited candidates to submit photos and information about their rigs, and the submissions were carefully sifted through to identify suitable candidates for the reader vote that would set the field. Ultimately, 10 contestants and a handful of backups were chosen to compete.

Contestants participated in six events: the chassis dyno, the 1/4-mile drag, the 1/8-mile trailer pull, the trailer-maneuvering course, the 150-mile fuel efficiency test (which serves as a tiebreaker) and the dirt-track sled pull. The events saw fierce competition from each of the major truck brands, but for the second year in a row, a Ford proved to be the best.

The competition started Monday evening as drivers officially registered. Editor David Kennedy, who has been at the helm of *Diesel Power* magazine since its founding, addressed the contestants in a drivers' meeting and commenced the ritual of determining the order in which drivers and their trucks would take to the dyno. An iPad with a random number generator was used for this purpose, and John Kennedy of Loyal, Wis. and his 2002 Chevy Silverado were selected as the first to be strapped in the following morning.

Day 1

CHASSIS DYNO

ATS Diesel again played host for the first day of competition. It was an ideal location with many amenities, including an enthusiastic staff whose skills helped efficiently move the trucks in and out of the dyno cell. By the end of the day, Jeremy Pierce of Idaho Falls, Idaho and his 2001 Chevy Silverado pulled some almost-unbelievable numbers: 1,635.4 horsepower with over 3,020 lb-ft of torque.

Last year's competition marked the first time a truck surpassed the 2,000 lb-ft barrier. This year half the field surpassed it, and Pierce raised the bar to over 3,000 lb-ft. These machines are truly breaking barriers, and they need AMSOIL synthetic diesel oil with its high film strength and exceptional performance characteristics to protect moving parts under pressure.

Day 2

1/4-MILE DRAG, 1/8-MILE TRAILER PULL, TRAILER-MANEUVERING COURSE

Referred to as Track Day, Day 2 began with competitors lined up at the historic Bandimere Speedway to see who was fastest. Following a 90-minute period during which drivers could make as many quarter-mile passes as they wished, each vehicle was hitched to a trailer to haul a 10,000-pound Bobcat for an eighth-mile stint. The trucks still standing continued to the trailer-maneuvering course, where drivers encountered a bevy of obstacles designed to keep them on their toes.

By the end of Day 2, Pierce increased his points lead by throwing down an 11.126-second quarter-mile run, achieving 127.81 mph. Aaron Rudolph of Durham, N.C. and his 2008 Ford F-250 yanked the heavy-laden trailer 1/8 mile in 10.460 seconds, one of the quickest times ever recorded in this challenge. Erik Clausen demonstrated his driving skills aboard his 2008 Ford F-250, winning the trailer-maneuvering event by finishing in one minute flat without a penalty.

Day 3

150-MILE FUEL EFFICIENCY TEST, DIRT TRACK SLED PULL

Day 3 began with the competitors taking a 150-mile tour of the Rockies in the fuel efficiency test. In the event of a points tie, the best score here would serve as a tiebreaker. The road trip led the competitors to the Adams County Fairgrounds for the sled pull competition, where each truck was hooked up to a 30,000-pound sled to see who could pull it the furthest. By the end of the competition, Clausen emerged as the victor.

Results

Once all the points were tallied, Clausen and his 2008 Ford F-250 earned the 2012 Diesel Power Challenge title. Serving as a replacement for another competitor who had to drop out of the competition, Clausen won both the sled pull and the trailer-maneuvering event, finished fourth on the dyno at 1,104 hp and 2,423 lb-ft torque, placed fifth on the drag strip at 11.80 seconds and 116 mph and locked down third-place on the trailer pull. In addition to earning bragging rights for next year, Clausen earned a $500 AMSOIL shopping spree.

"I never sled-pulled before," said Clausen following his victory. "I drag raced a couple times, but the biggest load I ever towed was about 6,000 pounds."

In addition to using AMSOIL synthetic lubricants in his truck, Clausen credits his crew with helping guide him to victory. "Just listen to the guys in your crew that know what they are talking about," he said. "That helped a lot."

Pierce and his 2001 Chevy Silverado finished second overall, with first-place finishes on the dyno and the drag strip and a fourth-place finish in the trailer pull. Rudolph and his 2008 Ford F-250 quietly secured third overall. ■

Tomac Takes West Coast Lites Championship

Team AMSOIL Earns Both West and East Coast Lites Supercross Titles

Team GEICO/AMSOIL/Honda already celebrated a title this season when Justin Barcia wrapped up his second straight Monster Energy Supercross East Coast Lites championship in New Orleans, but with Eli Tomac engaged in a close points battle with Dean Wilson for the West Coast championship, the team was hoping to celebrate another.

Earlier in the season, Tomac looked like a lock for the championship, holding a 22-point lead heading into San Diego in mid-February. However, a terrible crash erased the large cushion and put Tomac four points behind Wilson heading into Seattle. While a third-place podium gave the lead back to Tomac, it was difficult to imagine he could wrap up the title in Salt Lake City with one round in Las Vegas still on the docket.

Tomac entered the Salt Lake City race determined to pad his four-point lead. Although slowed by a seventh-place start, he quickly charged through the pack to challenge Wilson for second. After a few laps of dicing back and forth, he made a clean pass and quickly went to work tracking down the leader, Ryan Anderson. Anderson made a few mistakes that allowed Tomac and Wilson to catch him, but as Tomac made a quick pass for the lead, the title picture suddenly began to clear up. With just over two laps remaining, Wilson got crossed-up in the whoops section and crashed out of the race, immediately putting Tomac in position to win his first Monster Energy Supercross title. Tomac cruised to the win and, coupled with Wilson's 19th place finish, left Salt Lake City with the West Coast Lites championship.

"It was huge to close out the night with a race win and a championship," said Tomac. "That was some good racing out there. Off the gate I got bumped around and was able to slowly pick guys off and try to pace. I did my best not to do anything stupid. That was the best way to do it."

ON THE BOX

WITH **JEREMY MEYER**

When organizing something on a mid- to large scale, it's usually necessary to lean on other people to get everything accomplished. That was the case at the Monster Energy Supercross finals in Las Vegas.

Starting in March, AMSOIL held an online sweepstakes that awarded the grand prize winner an all-expenses-paid trip to the Supercross finale at Sam Boyd Stadium. Ronald Vines of St. Louis won the contest and took his son for a "once-in-a-lifetime" experience.

The experience Ron and his son, Ronnie, enjoyed in Vegas is really a testament to the quality of the partnerships AMSOIL has forged. Several people took time out of their busy schedules to help these AMSOIL fans enjoy their trip. From Justin Barcia and Eli Tomac signing autographs, to offshore racer Bob Teague and snocross team owner Scott Judnick making them feel welcome in the VIP suite, to Feld Motorsports taking them on a personal track walk, it was truly a team effort.

Everyone at AMSOIL is happy to hear that Ron and Ronnie enjoyed the trip of a lifetime. Thanks to all who helped show them a good time.

Team AMSOIL Continues Winning Ways in Vegas

With the East and West Coast Lites championships already under their belts, Barcia and Tomac finished the 2012 season in impressive fashion at the season finale at Sam Boyd Stadium in Las Vegas. Barcia dominated the Lites East race from start to finish, taking the holeshot and holding off his rivals for the win. Tomac was equally impressive in the Lites West race, taking the holeshot and completing a solid ride for the win. Teammate Wil Hahn finished third for the best finish of his injury-shortened season.

Closing out the weekend was the East/West Shootout, an all-star race featuring the 10 best riders from both the East and West classes. The race allowed champion teammates Barcia and Tomac to square off against one another for the first time this season. Barcia dominated the race en route to the win, with his most furious competition coming from Tomac, who took second.

"It was fun racing Eli in the Shootout," said Barcia. "Once we both got around (Martin Davalos) it was just a battle. At one point I cross-rutted and thought I was in trouble, but it turns out the same thing happened to him right behind me. He pushed me the whole way. We both wanted the win, but in the end making sure we were 1-2 was the best-case scenario."

"The Shootout was intense," added Tomac. "Being only 10 laps it was a sprint the whole way. I stayed on Justin's rear wheel the best I could. We were both going for it. That was fun. Hopefully we'll have some more races with each other when the outdoor season starts."

The AMA Outdoor Nationals season is currently underway. See www.amsoilracing.com for the schedule of races.

Team AMSOIL/EBR Earns Two Podiums in Sonoma

Team AMSOIL/EBR riders Danny Eslick and Geoff May put together a great weekend of racing in the third round of the AMA Pro Racing Superbike Series at Infineon Raceway in Sonoma, Calif., with each rider reaching the podium.

In Saturday's race, Eslick found himself in a tightly fought battle with Blake Young en route to earning the third-place podium, while May fought his way back from a bad start to finish fifth.

On Sunday, May battled with Roger Hayden on his way to landing on the podium in third, while Eslick recovered from a morning crash to finish sixth.

"The team did an amazing job this weekend," said team owner Erik Buell. "This is our first time to Infineon with the new EBR 1190RS, and the competition is fierce, but the riders and crew really got the bikes dialed in quickly. This track really rewards the handling and braking qualities of our bikes."

Tim Tremblay Signs with Team AMSOIL

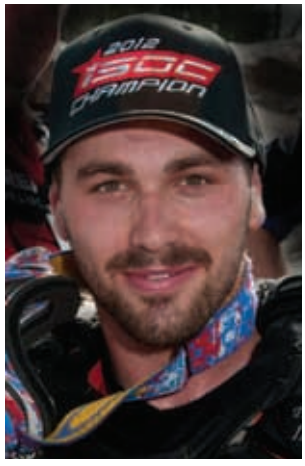
The AMSOIL/Scheuring Speed Sports snocross team has signed defending AMSOIL Championship Snocross Series Pro Open champion Tim Tremblay. The two-time pro champion will join the reigning Team of the Year for the 2012-13 season, racing out of the AMSOIL/Ski-Doo trailer alongside top pro riders Robbie Malinoski (third overall in points) and Pro Rookie of the Year Darrin Mees (fourth overall in points).

"With the addition of Tim to our race team, and with Robbie and Darrin already on board, we will be a force to be reckoned with this year," said team owner Steve Scheuring.

For Tremblay, the move is one he believes will bring continued success and stability as he enters the prime of his career.

"Steve Scheuring has a true professional race team and his team never stops working on being better, and that is the team I want to race for," said Tremblay. "The AMSOIL/U.S. Air Force/Rockstar/Ski-Doo sleds they put together came out of the holeshot strong at every race last year. I am excited to race for Scheuring Speed Sports and still stay with a great company like Ski-Doo."

The 2012-2013 season starts Thanksgiving weekend in Duluth, Minn. ■



Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Wednesday, July 4 for Independence Day. The Edmonton and Toronto distribution centers will be closed Monday, July 2 for Canada Day.

Power Foam® No Longer Available in California

AMSOIL Power Foam can no longer be sold in California due to the state's tightening environmental regulations.

Z.O. Cards No Longer Mailed to Renewing Dealers and Preferred Customers

AMSOIL mails Z.O. cards to Dealers and Preferred Customers as a way for them to identify themselves as such. In the past, identification was required in order to purchase AMSOIL products from an AMSOIL Distribution Center or pay wholesale prices when purchasing from another AMSOIL Dealer. Today Dealer and Preferred Customer information is stored electronically and identification cards are unnecessary. Effective mid-June, AMSOIL is no longer mailing Z.O. cards to renewing Dealers and Preferred Customers. AMSOIL has upgraded the quality of the cards and new Dealers and Preferred Customers will still receive Z.O. cards upon registration. AMSOIL will confirm renewals with a message to renewing Dealers' email addresses and message center inboxes.

Minimal Price Adjustment on Select Additives and Aerosols Effective July 1

Due to the increasing costs of raw materials, AMSOIL is implementing a minimal price adjustment on select additives and aerosols effective July 1. Affected products are Engine and Transmission Flush (FLSH), Quickshot® (AQS), Heavy Duty Metal Protector (AMH), Metal Protector (AMP), Power Foam (APF) and Engine Fogging Oil (FOG). Updated pricing information can be accessed in the Product Pricing Interface in the Dealer Zone. For pricing effective July 1, select Future Pricing. Pricing files are available in either EXCEL or PDF formats. Updated price lists (G3500 U.S., G8500 Can.) will be available in early June. Watch the Dealer Zone for an announcement of availability.

Ladies' Knit Shirt

Ladies' 3/4-sleeve soft touch split-neck shirt. Embroidered logo. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3008	S	36.00	38.55
G3009	M	36.00	38.55
G3010	L	36.00	38.55
G3011	XL	36.00	38.55
G3012	2X	39.00	41.75
G3013	3X	39.00	41.80

Ladies' Blue Woodland Camo T-Shirt

Sporty and comfortable 100% cotton t-shirt. Runs small. If in doubt, order a size larger. Sizes S-2X.

Stock #	Size	U.S.	Can.
G3014	S	18.75	20.10
G3015	M	18.75	20.10
G3016	L	18.75	20.10
G3017	XL	18.75	20.10
G3018	2X	21.00	22.50

TORC Series T-Shirt

Highlights AMSOIL as the presenting sponsor and official oil of the Traxxas TORC Series. Constructed of 50/50 cotton/polyester blend to reduce fading. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3002	S	16.95	18.10
G3003	M	16.95	18.10
G3004	L	16.95	18.10
G3005	XL	16.95	18.10
G3006	2X	19.95	21.30
G3007	3X	19.95	21.30

Kids' TORC Series T-Shirt

Highlights AMSOIL as the presenting sponsor and official oil of the Traxxas TORC Series. Constructed of 50/50 cotton/polyester blend to reduce fading. Sizes Youth S-L.

Stock #	Size	U.S.	Can.
G2997	YS	16.95	18.10
G2998	YM	16.95	18.10
G2999	YL	16.95	18.10

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