

# AMSOIL<sup>®</sup>

► PREFERRED CUSTOMER EDITION

## MAGAZINE

MARCH 2012



## New Motorcycle Octane Boost Maximizes Power and Performance | PAGE 6

Reformulated Greases Provide Improved Protection and Performance | PAGE 10





# IT MAKES A DIFFERENCE WHAT OIL YOU CHOOSE

**March kicks off the spring oil change season.** If you're using AMSOIL XL Synthetic Motor Oil, that means you won't have to change your oil again until fall. If you prefer manufacturers' recommended drain intervals, you get your best price with OE Synthetic Motor Oil. But for maximum convenience and performance, Signature Series shines. With premium Signature Series oil you won't have to think about another oil change until next year's spring oil change season.

## **AMSOIL SYNTHETIC MOTOR OILS ARE ENGINEERED FOR:**

- Superior wear protection
- Maximum fuel economy
- Improved cold-weather starts
- Cleaner, more efficient engine operation
- Emissions, sludge and varnish control
- And the convenience of fewer oil changes

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## THE COVER

New Motorcycle Octane Boost increases octane up to three numbers. It's sure to be a hit at this month's Daytona Bike Week, where AMSOIL is the official oil.



# From the President's Desk

One of our long-time account reps from a major additive supplier paid us a visit recently to announce that he had been promoted to a new position and would no longer be handling our account. He would remain involved at a distance, but the hands-on responsibilities would be left to his replacement. This replacement, our new rep, joined him on this visit. It was his first trip to AMSOIL.

It was apparent from the start that the new rep had been educated on AMSOIL. That is, he had been advised that, above all, AMSOIL was all about quality and any run-of-the-mill technology that may appeal to other companies would earn no interest from us. He knew coming in that "average" was not in our vocabulary. I suspect, also, that our long-time rep had shared a sentiment that he expressed to us years earlier. "Time spent at AMSOIL," he said, "is like spending time at an Airborne Ranger boot camp."

Don't get me wrong. We weren't all that rough on him. In fact, we had a fantastic relationship. He did a great job for us, we respected his effort and we developed a genuine friendship. He enjoyed his trips to AMSOIL. I think he embraced the challenge, and I suspect that he took considerable pride in the role he played in developing products that went beyond the boundaries of the products other companies developed. He respected the fact that AMSOIL is fully committed to investing all that's necessary to remain at the forefront of the lubricant industry.

Our commitment to invest heavily in our products is not new to us. It's been the foundation of our philosophy from the very beginning. I remember distinctly that when we were developing our first 2-Cycle Oil back in the early 1970s I wanted a product that outperformed all other products. It had to be the very best. At that time I was working with a highly specialized and competent

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

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

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

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

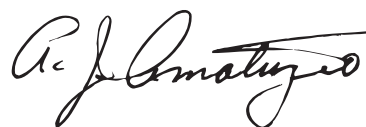
"Because I want to make a better oil," I said.

A week or so later the supplier got back to me with the maximum percentage that could be used. So that's where I took it. We had the oil tested at Southwest Research at a mix ratio of 300:1. Keep in mind that the best anyone else was doing was maybe 50:1. We were at 300:1 and passed with flying colors! We eventually introduced the oil at 100:1 because from a marketing perspective no one would have trusted a 300:1 mix ratio.

The investment in our products goes beyond the technology we use. Once products are developed we don't just sit idle and hope they sell. We are constantly investing in field studies and other forms of testing to validate product performance and uncover ways to make improvements. Take a look at page 13 in this issue. We invested five years of time, effort and research to further validate the performance of our SAE 50 Long-Life Synthetic Transmission Oil. As you will see, the oil held up

beautifully after over 500,000 miles of service in Eaton manual transmissions.

This study, on the heels of our Diesel Fleet Fuel Economy Study, serves as another example of the commitment we make to ensure that our products perform exactly as we claim they will. We make the investment, and we publish results. We don't speculate on product performance, and we don't hide behind unsubstantiated claims. We show our cards, and all AMSOIL customers can be assured that behind each and every AMSOIL product is documented proof and a rock-solid AMSOIL guarantee.



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

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Chief Financial Officer

**Alan Amatuzio**  
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# NEW MOTORCYCLE OCTANE BOOST MAXIMIZES POWER & PERFORMANCE

**NEW!**



AMSOIL Motorcycle Octane Boost (MOB) increases octane up to three numbers for maximum power and efficiency. It is designed to improve startup performance and eliminate engine ping or knock for increased power at low-rpm operation. It contains detergents that help maintain cleanliness of combustion chambers and fuel delivery systems for optimum performance. At the recommended treat rate, it does not harm catalytic converters or oxygen sensors and is compatible with other AMSOIL fuel additives. Motorcycle Octane Boost is available in the U.S. only at this time.

## Maximizes Power & Performance

When treated at 1.3 oz. per gallon of fuel, Motorcycle Octane Boost increases gasoline octane up to three numbers. Increased octane improves power and can eliminate performance-robbing and potentially damaging engine knock or ping.

## What is engine knock and why does it matter?

"Engine knock" is a reference to the sound made from an uncontrolled and early ignition of fuel in the combustion chamber. It causes a knocking or pinging sound, robs the engine of power and, left unchecked, can cause engine damage. The tendency of a hydrocarbon fuel, such as gasoline, to knock is measured by its octane number. Lower numbers denote a greater knock tendency; higher numbers denote greater knock control. Knock may be eliminated by increasing the fuel's octane number.

## Improves Low-rpm Performance

Engine knock is especially noticeable in some motorcycles during idle or low-rpm operation. Most modern bikes are equipped with sophisticated knock-detection systems that can alter spark timing and the air-to-fuel mixture until knock ceases. Although these systems protect the engine from damage, they can also cause reduced horsepower and poor low-rpm operability. Motorcycle Octane Boost helps reduce the need for knock-detection systems, ensuring maximum low-rpm power and performance in modern bikes.

## Cleans Harmful Deposits

Because Motorcycle Octane Boost contains active detergents, it can help maintain the cleanliness of combustion chambers and fuel delivery systems for improved efficiency. For clean-up, however, AMSOIL recommends treating gasoline with AMSOIL Quickshot®, which contains a greater concentration of cleaning agents.

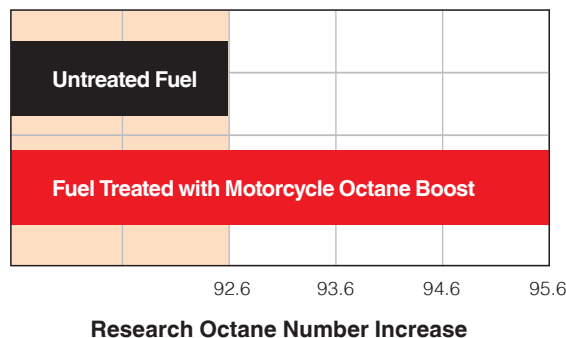
## What is Research Octane Number?

Research Octane Number (RON), Motor Octane Number (MON) and Anti-Knock Index (AKI) are the three most common octane ratings. AKI, the rating with which most North American motorists

are familiar, is typically displayed on gas pumps as the average of the fuel's RON and MON  $[(R+M)/2]$ . RON, however, is the most common industry rating. Therefore, AMSOIL uses the RON rating when conducting performance tests and product validation. Gasoline's RON generally is a few numbers higher than the AKI posted on the gas pump (e.g. 87 octane fuel, or regular pump gas, has a RON of about 91-92).

When marketing their products, some additive manufacturers have adopted a points system where 10 points equals one octane number. A claim that an additive increases octane 30 points translates into an increase of three octane numbers. This approach is often used only to artificially strengthen marketing claims and is not endorsed by AMSOIL.

## AMSOIL Motorcycle Octane Boost Increases Research Octane up to 3 Numbers



## Treat Rate

One 4-oz. bottle of Motorcycle Octane Boost treats four to six gallons of gasoline. Slight overtreatment causes no issues, but significant overtreatment is not recommended.

## Applications

Motorcycle Octane Boost is primarily recommended for use in any four-stroke air- or liquid-cooled motorcycle, including those manufactured by Harley-Davidson®, Yamaha®, Honda®, Ducati®, BMW® and Triumph®. Motorcycle Octane Boost is registered with the Environmental Protection Agency and legal for street use. It may be used in off-road applications, including ATVs, UTVs and snowmobiles, as an alternative to AMSOIL DOMINATOR® Octane Boost.





### Data Bulletin

The AMSOIL Motorcycle Octane Boost data bulletin covers the features, benefits and technical properties of Motorcycle Octane Boost.

Stock #	Qty	U.S.	Can.
G2954	25	4.10	4.40



### Motorcycle Octane Boost

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Whlsl	U.S. Sugg. Retail
MOBCN	EA	(1) 4-oz. Bottle	2.56	3.70	4.85
MOBCN	CA	(12) 4-oz. Bottles	30.66	42.00	56.70

## FOR MAXIMUM MOTORCYCLE PERFORMANCE

### 20W-50 Synthetic Motorcycle Oil

Recommended for Harley-Davidson, Buell, KTM, Ducati, Aprilia, BMW, Triumph and other motorcycle engines requiring a 20W-50 viscosity oil. Superior synthetic formulation provides long service life and maximum protection against engine wear. Superior shear stability provides excellent protection for high-performance engines, transmissions and primary chaincases. No friction modifiers. Wet-clutch compatible.



### 10W-40 Synthetic Motorcycle Oil

Recommended for Honda, Yamaha, Kawasaki, Victory, BMW and other motorcycle engines requiring a 10W-40 viscosity oil. Superior synthetic formulation provides long service life and maximum protection against engine wear. Superior shear stability provides excellent protection for high-performance engines and transmissions. No friction modifiers. Wet-clutch compatible.



### 10W-30 Synthetic Motorcycle Oil

Recommended for Honda, Yamaha, Suzuki and Kawasaki motorcycles and scooters and other motorcycle and scooter engines requiring a 10W-30 viscosity oil, as well as Arctic Cat, Can-Am, Honda, Kawasaki and Suzuki ATVs and UTVs. Superior synthetic formulation provides long service life and maximum protection against engine wear. Superior shear stability delivers excellent protection for high-performance engines and transmissions. No friction modifiers. Wet-clutch compatible.



### SAE 60 Synthetic Motorcycle Oil

Recommended for Harley-Davidson and big-bore motorcycles that require a 60-weight oil. Superior synthetic formulation provides long service life and maximum protection against engine wear. Superior shear stability provides excellent protection for high-performance engines and transmissions. No friction modifiers. Wet-clutch compatible.



### Ea® Motorcycle Oil Filters

Designed for motorcycles, ATVs and four-stroke personal watercraft, snowmobiles and outboard motors, stopping smaller dirt particles, offering less restriction, extending equipment and filter life and improving performance. Fluted for easy removal. Available in black or chrome.



### Quickshot®

Formulated to thoroughly clean varnish, gums and insoluble debris in two- and four-stroke gasoline-powered small engines and power-sports equipment fuel systems, restoring peak performance. Effectively addresses performance issues related to ethanol, water and dirty pump gas. Stabilizes fuel between uses and during short-term storage periods. ■



# NEW EA® HEAVY-DUTY OIL FILTERS

New AMSOIL Ea Heavy-Duty Extended-Life Oil Filters (EaHD) provide excellent filtering efficiency and high contaminant capacity for heavy-duty on- and off-road gasoline and diesel applications. They provide extended service intervals that coincide with the maximum drain intervals of AMSOIL synthetic motor oils.

## High-Quality Filtration at Lower Prices

Ea Heavy-Duty Oil Filters offer AMSOIL quality at lower prices than competing extended-service filters, while offering the extended service intervals and high filtering efficiency and capacity maintenance managers are looking for.

**The addition of six Ea Heavy-Duty Oil Filters dramatically increases the number of markets and applications for which AMSOIL manufactures an extended-service filter:**

- over-the-road trucks
- dump trucks
- refuse haulers
- school buses
- farm tractors
- mining, construction and industrial equipment
- and more

Popular manufacturers include Caterpillar, Peterbilt, Mack, Kenworth, John Deere, Ford and several others. Donaldson Endurance and P-Series Filters remain available for applications not covered by an Ea Heavy-Duty Filter.

## Absolute Efficiency

Efficiency refers to a filter's ability to trap wear-causing contaminants and prevent them from circulating throughout the engine. Ea Heavy-Duty Extended-Life Oil Filters are engineered using full-synthetic media that provides an average filtering efficiency of 98.7 percent at 20 microns in accordance with industry standard ISO 4548-12, ranking them among the most efficient filters available for heavy-duty applications. Increased efficiency helps reduce wear for long engine life.

## Less Restriction

Ea Heavy-Duty Oil Filters have lower restriction than conventional cellulose media filters. Their small synthetic fibers trap smaller particles and hold more

contaminants, resulting in lower restriction. During cold-temperature warm-up periods, an Ea Heavy-Duty Oil Filter allows the oil to flow through the filter more easily than a typical cellulose filter. Lower restriction helps decrease engine wear.

## Contaminant Retention

A filter's capacity refers to the amount of contaminants it can hold while still remaining operational. AMSOIL Ea Heavy-Duty Oil Filters have increased capacity for small, wear-causing contaminants compared to conventional filters, allowing for extended service intervals.

## Superior Construction

Ea Heavy-Duty Oil Filters are constructed of premium-grade full-synthetic media that allows them to deliver higher capacity and efficiency along with better durability. A wire screen backing provides superior strength, while their HNBR gaskets are fully tested over extreme durations in numerous severe environments. Ea Heavy-Duty Oil Filters feature fully tucked seams, a molded element seal, roll-formed threads and a long-lasting, premium-grade silicone anti-drain valve.

## Extended Service Life

AMSOIL Ea Heavy-Duty Extended-Life Oil Filters should be changed at time of oil change, not to exceed one year.



## Data Bulletin

The Ea Heavy-Duty Extended-Life Oil Filters data bulletin (G2970) covers the features, benefits and technical properties of Ea Heavy-Duty Extended-Life Oil Filters.



Stock #	Qty.	U.S.	Can.
G2970	25	4.10	4.40



Scan the QR code or visit [http://www.amsoil.com/filtration/EAHD\\_Applications.pdf](http://www.amsoil.com/filtration/EAHD_Applications.pdf) to view some popular applications. For specific product recommendations, consult the Heavy-Duty Filter Lookup.

## Ea® Heavy-Duty Oil Filters

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
EAHD4005	EA	(1) Filter	20.00	31.75	42.00	34.00	44.95
EAHD3000	EA	(1) Filter	25.86	41.05	54.30	43.90	58.05
EAHD9000	EA	(1) Filter	31.97	50.75	67.10	54.20	71.65
EAHD2160	EA	(1) Filter	15.40	24.45	32.35	26.20	34.65
EAHD3191	EA	(1) Filter	14.05	22.30	29.50	23.85	31.55
EAHD9025	EA	(1) Filter	32.57	51.70	68.30	55.25	73.00

Cases also available.





**Dan Peterson** | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Driving habits and the work demanded from vehicles vary greatly. During the week, my old Suburban gets me to work and back over my 24-mile commute; on the weekend, when I'm lucky, I drive 180 miles over to Eagle River, Wis. to enjoy some fishing. Occasionally I drive down to Madison, Wis. to visit my daughter at college, which puts me on the road for a minimum of 10 hours in two days. So how severe are my driving conditions? A daily commute, some light towing and some highway driving seem harmless to me. When I actually break down the miles or hours I put on the Suburban, 80 percent of the miles I log are from workweek commuting; I don't get out fishing more than five or six times a year. With drain interval recommendations dependent on classification of "normal" or "severe" service, determining when to change oil can be more difficult than it seems.

Normal service is defined by AMSOIL INC. in the Product Recommendation and Drain Interval Guide (G1490) as, "Personal vehicles frequently traveling greater than 10 miles at a time and not operating under severe service." AMSOIL INC. defines severe service in gasoline applications as, "Turbo/supercharged engines, commercial or fleet vehicles, excessive engine idling, use of AMSOIL engine oil in vehicles with more than 100,000 miles without prior regular use of AMSOIL engine oil, daily short-trip driving less than 10 miles (16km), frequent towing, plowing, hauling or dusty-condition driving."

Severe service for diesel engine applications is defined as "extensive engine idling, daily short-trip driving less than 10 miles (16km) or frequent dusty-condition driving." The list of driving habits denoting severe service in diesel

applications is shorter because diesel engines are built for working conditions and diesel combustion by-products have less of an effect on oil than gasoline combustion by-products.

Stop-and-go driving and excessive idling are especially hazardous to engine operation, so it is vital for vehicles like taxi cabs to pay attention to engine hours in addition to miles on engine oil. As indicated by the data displayed in the table above, an engine with low miles but high hours may still be operating under severe conditions.

The table shows that a vehicle traveling primarily on-highway accumulates 15,000 miles in only 313 hours. A taxi traveling the same distance accumulates over 1,000 hours on the oil. Because a taxi drives at very low speeds and idles excessively, the hours on the engine oil can be five times greater than that of a vehicle moving at high speeds for extended periods of time. A vehicle in stop-and-go traffic takes over 700 hours to accumulate 15,000 miles. Engine hours are an important factor to consider when discussing the severity of service.

During short trips (less than 10 miles), a vehicle's engine oil spends a relatively small amount of time at actual operating temperature; this is especially true in colder climates. Frequent starts and excessive idling cause fuel to build up in the oil sump. Fuel dilution causes a decrease in motor oil viscosity, which can create abnormal wear by reducing the protective barrier of oil. Water also accumulates in engines that don't spend enough time at operating temperature. Water can initiate breakdown of the oil

Taxi Cab 14 mph		City 21 mph		Highway 48 mph	
Miles	Hours	Miles	Hours	Miles	Hours
5,000	357	5,000	238	5,000	104
10,000	714	10,000	476	10,000	208
15,000	1,071	15,000	714	15,000	313
20,000	1,429	20,000	952	20,000	417
25,000	1,786	25,000	1,190	25,000	521

and result in a sludgy mess if sufficient quantities are present long enough.

Frequent towing puts a different strain on engine oil. When an engine is operating under heavy load, oil temperatures can increase significantly, which promotes oxidation. As temperatures increase, engine oil reacts with air, and oxygen molecules attach to the base oil chain making it heavier and thicker. This reaction causes decreased oil pumpability. Excessive oxidation causes sludge and other deposits accumulating in the engine. This is one of the primary reasons for reduced drain intervals under this severe-service condition in gasoline applications.

AMSOIL synthetic motor oils – Signature Series in particular – are designed for extended drain intervals beyond OEM recommendations. The example based on my own driving habits confirms that my once-per-year oil change with Signature Series 5W-30 Synthetic Motor Oil is perfectly acceptable. I commute 24 miles a day, haul the boat five or six times a year and make a couple of long trips to see my daughter; I am not over-stressing my engine. It's important to examine your driving habits and conditions to ensure your vehicle is receiving the best protection possible. ■

# Reformulated Greases Provide Improved Protection and Performance

AMSOIL Synthetic Multi-Purpose Grease and Synthetic Water-Resistant Grease have been reformulated with calcium sulfonate complex thickeners to provide even better protection and performance. The new thickener allows Synthetic Multi-Purpose Grease and Synthetic Water-Resistant Grease to provide improved extreme-pressure properties, corrosion resistance, oxidation resistance, high-temperature stability and water resistance at the same price as the previous formulations.



## AMSOIL Synthetic Multi-Purpose Grease – NLGI #2, GC-LB

AMSOIL Synthetic Multi-Purpose Grease (GLC) provides exceptional film strength, shear resistance, adhesion properties and mechanical stability. It excels in temperature extremes by providing excellent oxidation stability, high-temperature dropping point and low-temperature torque value and pumping capability. Synthetic Multi-Purpose Grease is formulated with oil soluble extreme-pressure additives for heavy loads, as well as high-quality oxidation and corrosion inhibitors.

### Synthetic Multi-Purpose Grease is engineered for multiple applications:

- personal and commercial vehicle chassis and wheel bearings
- driveline components
- ball joints
- tie-rod ends
- steering linkages
- electric motors
- winches
- plain, roller, thrust and journal bearings
- other greasable components

Grease components at OEM-recommended intervals or as required by the application.

AMSOIL Synthetic Multi-Purpose Grease is now available in a convenient 3-oz. cartridge size (GLC3P), designed for use with the new AMSOIL Grease Gun. The Grease Gun Kit (GLCKT) includes a 3,600 psi spring-loaded grease gun, flexible hose and 3-oz. cartridge of Multi-Purpose Grease. The 3-oz. cartridges are also available in packs of three.



Due to low demand, AMSOIL Synthetic Multi-Purpose NLGI #0 (GLA) and NLGI #1 (GLB) Greases are discontinued and available while supplies last. For applications requiring an NLGI #1 grease, review the product specifications of AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR1) and Synthetic Polymeric Off-Road Grease (GPOR1) to determine the correct replacement product. AMSOIL does not offer a replacement product for NLGI #0 applications.

Multi-Purpose Grease 8-oz. tubes (GLCTB) and Multi-Purpose Spray Grease (GLCSC) are discontinued and available while supplies last.

## AMSOIL Synthetic Water-Resistant Grease – NLGI #2, GC-LB

AMSOIL Synthetic Water-Resistant Grease (GWR) is an extreme-pressure, multi-purpose grease formulated specially for wet-duty performance. It provides exceptional film strength, shear resistance, adhesion properties and mechanical stability, and its water washout and sprayoff resistance are ideal for ATVs, UTVs, boat trailers and other applications frequently exposed to water, mud, snow or ice.

### Synthetic Water-Resistant Grease is designed for multiple applications subjected to water contamination and wet environments:

- vehicle and trailer wheel bearings (including buddy bearings)
- chassis
- drive shafts and splines
- u-joints
- ball joints
- tie-rod ends
- steering linkages
- other greasable components

Grease components at OEM-recommended intervals or as required by the application.

AMSOIL Synthetic Water-Resistant Grease is now available in a convenient 3-oz. cartridge size (GWR3P), designed for use with the AMSOIL Grease Gun.

### Compatibility

AMSOIL Synthetic Multi-Purpose Grease and Synthetic Water-Resistant Grease are compatible with most other greases on the market (see chart).

### Thickener Types

Calcium Sulfonate Complex	Borderline Compatible Aluminum Complex	Compatible Barium Complex	Borderline Compatible Calcium 12-Hydroxy	Not Compatible Calcium Complex	Compatible Calcium Stearate	Not Compatible Clay (Non-Soap)	Borderline Compatible Lithium 12-Hydroxy	Compatible Lithium Complex	Borderline Compatible Lithium Stearate	Not Compatible Polyurea [Conventional]	Compatible Polyurea [Shear Stable]
	Compatible	Compatible	Compatible	Not Compatible	Compatible	Not Compatible	Compatible	Compatible	Compatible	Not Compatible	Compatible





## Synthetic Multi-Purpose Grease

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
GLC3P	EA	(3) 3-oz. Cartridges	5.15	7.25	10.10	7.80	10.80
GLC3P	CA	(30) 3-oz. Cartridges	48.87	68.83	95.00	74.00	102.00
GLCKT	EA	(1) Grease Gun Kit	14.59	20.55	28.60	21.95	30.55
GLCKT	CA	(10) Grease Gun Kits	139.76	196.85	271.70	210.50	290.50
GLCCR	EA	(1) 14-oz. Cartridge	3.84	5.41	7.55	5.80	8.10
GLCCR	CA	(10) 14-oz. Cartridges	36.57	51.50	71.10	55.50	76.50
GLCCR	PK	(40) 14-oz. Cartridges	140.05	197.26	266.35	212.00	285.50

## Synthetic Water-Resistant Grease

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
GWR3P	EA	(3) 3-oz. Cartridges	5.61	7.90	11.00	8.45	11.80
GWR3P	CA	(30) 3-oz. Cartridges	53.32	75.09	103.65	80.50	111.00
GWRCR	EA	(1) 14-oz. Cartridge	4.13	5.82	8.10	6.25	8.70
GWRCR	CA	(10) 14-oz. Cartridges	39.45	55.56	76.70	59.50	82.50
GWRCR	PK	(40) 14-oz. Cartridges	151.59	213.50	288.25	230.00	309.00

## MORE PREMIUM AMSOIL SYNTHETIC GREASES

### Series 2000 Synthetic Racing Grease

Delivers ultimate protection for hard-driven, high-performance vehicles. Helps protect wheel bearings and chassis components from the dangerous, damaging effects of hot pavement, huge engines and the unceasing friction of intense speed. It is ideal for all high-temperature/high-speed applications.



### X-Treme Synthetic Food Grade Grease

Ultra-premium aluminum complex grease designed for high levels of protection in food service and pharmaceutical industry equipment. USDA H-1 rated for incidental contact with food.



### Synthetic Polymeric Truck, Chassis and Equipment Grease

Delivers excellent wear protection and performance in the severe-service, extreme-pressure environments faced in medium- and heavy-duty over-the-road trucks and equipment. Provides exceptional adhesion and cohesion properties, resists water washout and stays in place longer, providing outstanding lubrication over extended service intervals, reducing maintenance costs and extending equipment life.



### Synthetic Polymeric Off-Road Grease

Formulated to resist impact and provide outstanding protection and performance in the extreme environments faced in heavy-duty off-road equipment. Clings tenaciously to metal surfaces and delivers maximum impact resistance, staying in place to seal out water and contaminants and provide a protective barrier between metal components. Extended service life reduces the need for frequent re-application (or requires less grease at each servicing), reducing maintenance costs and increasing equipment life. ■





Photo: Speed Graphics

# Wanderscheid Wraps Up Series Championship

## Top ice oval racer wins TLR Cup title

Team AMSOIL ice oval racer P.J. Wanderscheid set a simple goal for the 2011-12 racing season: win his fifth AMSOIL World Championship in Eagle River. After the Sauk Centre, Minn. native finished fifth, a new goal was scribbled on top of the list: win the TLR Cup championship.

In mid-February, Wanderscheid accomplished his goal. It was a busy weekend of racing in Weyauwega, Wis., as race finals took place on Friday, Saturday and Sunday after two prior events had been cancelled. Following two days of testing, the AMSOIL/Arctic Cat team was ready to etch its name on the TLR Cup.

Wanderscheid started the weekend on the right note by winning Friday's final, passing for the lead with only one lap remaining to take the early TLR points lead.

On Saturday, the four-time World Champion put together another strong run, finishing second in the feature and extending his points lead to 22 with just one day of racing left.

Following two days of racing, three drivers remained in contention for the TLR Cup. Wanderscheid continued his strong racing on Sunday and qualified third for the final. To win the championship, Wanderscheid had to finish within two spots of Malcolm Chartier. Halfway through the final, Wanderscheid passed Chartier for fourth place and put the sled on cruise control to wrap up the TLR Cup championship.

"It was a truly great feeling to win the TLR Cup," said Wanderscheid. "So many factors play into winning a series like this. It does not rely on just having one good day, but rather a good year to win the TLR Cup. We finished consistently all year and got the job done this weekend to bring home the Cup."



As the 2012 Monster Energy Supercross circuit heads out on its East Coast swing, some history will be made by the GEICO/AMSOIL/Honda team.

Kevin Windham was set to make his 200th career Supercross start in Atlanta on February 25. K-Dub is easily the crowd favorite, and the soon-to-be 34-year-old continues to be one of the sport's top riders. He has earned several top-five finishes in 2012, and just missed a podium in Phoenix.

Reaching 200 Supercross starts is a testament to talent and longevity. Similar to collecting 3,000 hits in Major League Baseball, the athlete must excel for a long time. The kicker of the story, one that won't be widely reported, is that Windham's team manager, Mike LaRocco, was the last rider to cross the 200-start milestone.

Both riders hit the milestone as AMSOIL riders and spent almost their entire careers on AMSOIL-sponsored bikes. AMSOIL takes great pride in these accomplishments, and the company sends out a big congrats to K-Dub for this major achievement.



# AMSOIL Goes Drag Racing

## New three-year deal positions AMSOIL as the Exclusive Official Oil of the IHRA

For the first time in the company's rich history of racing, AMSOIL is diving head first into the world of drag racing. The company has signed a three-year agreement to be the Exclusive Official Oil of the International Hot Rod Association (IHRA), as well as sanctioning bodies Nitro Jam and Thunder Jam. AMSOIL will also be the presenting sponsor of all IHRA Summit Racing Equipment sportsman programs.

AMSOIL already exhibits a strong presence in the IHRA community, as AMSOIL products are used by some of the top racers in the sport, including defending IHRA Sportsman of the Year and former champion Myron Platek and two-time defending World Champion Chip Johnson. Partnering with the IHRA and all of its Summit Racing Equipment-backed programs; including the Pro-Am Tour, SuperSeries, Team Finals, Tournament of Champions, Sportsman Spectacular and Junior Dragster programs; provides AMSOIL an outstanding opportunity to showcase its industry-leading synthetic lubricants for the drag racing community.

"The International Hot Rod Association sponsorship helps give AMSOIL a strong presence in the drag racing and hot-rod community," said AMSOIL Race Program Manager Jeremy Meyer. "Sportsman racing is the backbone of the IHRA, and its racers and fans are some of the most loyal, hard-working people in motorsports. We

look forward to working with the IHRA and its extensive lineup of racing programs and providing the racers and fans high-quality products and great service that they won't find anywhere else in racing."

AMSOIL will have a strong presence at many of the top IHRA events throughout the year, including the revolutionary Sportsman Spectacular program, individual Team Finals and Pro-Am events and the year-end Summit Racing Equipment Tournament of Champions.

"The rich history of AMSOIL and the company's eagerness to be more involved in sportsman drag racing make it a perfect partner for some of the biggest and fastest growing sportsman programs in the sport today," said IHRA President Aaron Polburn. "AMSOIL has a top-notch track record as a partner in the world of motorsports, including partnerships with the leading off-road racing series and drivers. Now AMSOIL brings that expertise to the world of drag racing and we very much look forward to what this partnership brings to the table."



## The Numbers Don't Lie

### AMSOIL Mopar Muscle Engine Challenge adds new twist in 2012

The AMSOIL *Mopar Muscle* "Numbers Don't Lie" Dyno Showdown is an event unlike any other, bringing together some of America's finest engine-building talent. The 2012 challenge will bring a new twist to the competition.

In the past, participating engines were displayed at the Mopar Nationals before



being shipped to a dyno testing facility for the competition. This year, spectators will be able to watch the entire competition go down live. Competitors will hook their engines up to the dyno in front of a live audience, allowing them to watch the challenge unfold.

The unique concept will give spectators a glimpse into what it takes to perfect the art of engine building, and will keep competitors on their toes. One engine builder

from each category (Power Adder and Normally Aspirated) will walk away at the top of the ranks. Winners will be based solely on rear-wheel horsepower.

The AMSOIL *Mopar Muscle* "Numbers Don't Lie" Dyno Showdown will be held August 9-12.

## Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 6 for Good Friday.

## Oil Analysis Accessories Price Adjustment

The Oil Sampling Valve (G1570) and Sample Valve Kit (BK30) are subject to a price adjustment effective March 1.

Stock #	U.S.	Can.
G1570	22.35	23.85
BK30	33.35	35.70

## Slip Lock® Canadian Packaging

Slip Lock® Differential Additive is now available in Canadian packaging (ADATBC).



## Fender Cover

Expanded vinyl fender cover with sewn tool ridge and non-scratch underside.

Stock #	Wt. Lbs.	U.S.	Can.
G2803	2.0	19.00	20.35



## Thermal Shirt

Trendy thermal waffle-weave shirt is constructed of a pre-shrunk 60/40 cotton/polyester blend. Features "distressed" printing. Sizes S-2X.

Stock #	Size	U.S.	Can.
G2962	S	38.00	40.65
G2963	M	38.00	40.65
G2964	L	38.00	40.65
G2965	XL	38.00	40.65
G2966	2X	42.50	45.45

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March 2012

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