

Refocused Marketing Strategy Increases Appeal of AMSOIL Synthetic 2-Stroke Oils

In the past, AMSOIL published a 2-stroke oil recommendation chart with values (Excellent, Very Good, Good or Not Recommended) assigned to each of its synthetic 2-stroke oils indicating performance in different powersports and equipment applications.

Because the chart recommended multiple lubricants for the same equipment, some customers became confused. The chart also contained unconventional product recommendations, including DOMINATOR® Synthetic 2-Cycle Racing Oil (TDR) in handheld weed eaters and chainsaws. "DOMINATOR will work fine in those applications, but few homeowners are going to use a high-performance racing oil in a weed eater," said Alan Amatuzio, Executive Vice President and COO. "It became obvious that we needed to simplify the decision-making process for customers and eliminate excessive overlap between products." In addition, experience and research indicate customers prefer products that are clearly labeled for specific product applications.

AMSOIL began reintroducing its synthetic 2-stroke oils with HP Marine™ Synthetic 2-Stroke Oil (HPM) in May. While the formulation has not changed, marketing now targets marine applications exclusively. Last month, AMSOIL reintroduced INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) with a renewed emphasis on powersports applications.

Aimed at Increasing Market Appeal

In addition to helping customers, these changes increase the effectiveness of advertising by allowing AMSOIL to market to a more well-defined audience.

From a technical standpoint, increasingly complex engine designs and new technologies specific to individual segments of the market are making it difficult to formulate two-stroke oils that satisfy the demands of multiple pieces of equipment. Two-stroke oils are increasingly being asked to provide improved performance in specific areas.

Specialized Oil Properties Needed

The snowmobile market offers a prime example. Some new snowmobile engines deliver a controlled amount of oil at an exact time to specific locations within the engine. Oils with excellent pour points are best suited for this technology. INTERCEPTOR is formulated with an ultra-low pour point (< -60°F) for excellent performance in both older and modern snowmobile engines, including the Rotax® E-TEC® engine used in some Ski-Doo snowmobiles. It also provides excellent cleanliness properties to prevent ring sticking and exhaust-power-valve sticking, making it the premium product recommendation for high-performance powersports applications.

The marine market shares similar trends. Tightening environmental regulations and consumer demand are favoring marine lubricants that provide low aquatic toxicity. HP Marine offers a unique combination of high performance and low aquatic toxicity. Testing developed by the Organisation for Economic Cooperation and Development (OECD) reveals a 100 percent survival rate of *Daphnia Magna* neonates (water fleas) and fathead minnows exposed to increasing concentrations of HP Marine mixed in water. "We are aware of no other lubricant manufacturer that is actively developing and testing its two-stroke marine lubricants for low aquatic toxicity," said Amatuzio. "This strategy is exclusive to AMSOIL, and its benefits are fully realized by recommending HP Marine for marine applications exclusively."

AMSOIL developed a "Low Toxicity Tested" icon to highlight HP Marine's low aquatic toxicity, helping the product stand out in a crowded market.

Specialized Field Studies

Refining the scope of each two-stroke lubricant lends itself to more effectively designing and conducting performance tests and field studies. "If a two-stroke lu-

bricant is recommended for snowmobiles, outboards, dirt bikes and other applications, conducting a field study or set of performance tests to satisfy all potential users becomes difficult," said Amatuzio.

The Marine E-TEC Field Study (G2968), for example, applies predominantly to marine applications - it has less value to snowmobilers or dirt-bike enthusiasts. Conducting testing that is less applicable to large segments of a lubricant's potential customers is neither cost-effective nor persuasive.

Likewise, A Study of INTERCEPTOR Synthetic 2-Stroke Oil (G3039) and the 3,469-Mile Case Study (G3038) exert tremendous influence in the snowmobile market and with other high-performance powersports enthusiasts; however, the studies would have less effect in other markets.

New Labels

Select results of the new studies appear on labels of HP Marine and INTERCEPTOR, with an invitation to visit www.amsoil.com/proof to see complete results. "Publishing test results on the labels is an innovative way to demonstrate each lubricant's effectiveness to customers," said Amatuzio. It also clearly defines the applications for which each lubricant is recommended and helps each lubricant stand out from its competitors.

Additional Changes Coming

In the months ahead, AMSOIL will continue reintroducing synthetic 2-stroke oils with a refined marketing focus and clearer application recommendations. "Ultimately, our goal is a complete line of synthetic two-stroke oils that stands head and shoulders above the rest, both in performance and market appeal," said Amatuzio. "In this way, AMSOIL will further solidify its position as the leader in the synthetic two-stroke lubricants industry." ■





HP Marine™ Synthetic 2-Stroke Oil

Applications

Use HP Marine in all two-stroke outboard motors including, but not limited to:

- Johnson® and Evinrude® FICHT® & E-TEC® (including lean-mix setting)
- Mercury® EFI & Optimax®; Yamaha® HPDI • Nissan® and Tohatsu® TLDI®
- Suzuki® • Mariner® • Force® • Two-Stroke personal watercraft (PWC) • Jet boats

Use as injection oil or as 50:1 pre-mix (2.6 oz. per U.S. gallon of gas) where **NMMA TC-W3** or **API TC** oils are specified. HP Marine is compatible with mineral and synthetic TC-W3-type two-stroke oils; however, for best performance, mixing oils should be minimized.



INTERCEPTOR® Synthetic 2-Stroke Oil

Applications

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

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

Use as injection oil or 50:1 pre-mix (2.6 oz. per U.S. gallon of gas). INTERCEPTOR is compatible with most conventional and synthetic two-stroke oils; however, for best performance, mixing oils should be minimized.

