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M A G A Z I N E

APRIL 2011

A Closer Look at the Powersports Market

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TEAM AMSOIL
RIDER ELI TOMAC



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Coolant Boost Outperforms
Red Line Water Wetter® | PAGE 5

AMSOIL Unveils New Racing Website | PAGE 11



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Powersports 2011: Issues to Understand Heading into the Summer Riding Season

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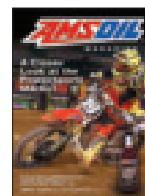
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THE COVER

The current powersports market provides a number of challenges.

FROM THE PRESIDENT'S DESK

As a company, we have been extremely successful in selecting promotional venues and associations that have advanced AMSOIL brand recognition and delivered high levels of return-on-investment. Our approach has always been conservative. We don't throw money at opportunities simply because they are glamorous or trendy. We analyze the opportunities carefully and select only those options we believe our Dealers can best capitalize on.

The motorcycle market is a perfect example. Beginning with our long-time sponsorship of the Geico/AMSOIL/Honda Supercross Team, we have strategically expanded our promotional effort in this market to include extensive motorcycle magazine advertising and a broad range of series and event sponsorships. Most recently, we elevated our involvement with Daytona Bike Week from "official oil" to "presenting sponsor." This ties in with our official oil partnerships with the Sturgis Motorcycle Rally, Laco- nia Bike Week and the Monster Energy AMA Supercross Series.

Another of our recent partnerships in the motorcycle market has generated more immediate response than any we have ever done. Beginning with 2011 models, AMSOIL motorcycle oil will be the factory fill for all EBR motorcycles. AMSOIL will also sponsor EBR's racing efforts in the AMA Superbike Series. EBR, for those who don't know, is short for Erik Buell Racing. Erik Buell is a legendary motorcycle designer who has built some of the most innovative road bikes in the world. His long-time association with Harley- Davidson put him at the forefront of the motorcycle world and gained him legions of loyal followers. AMSOIL was literally inundated with responses to our new as- sociation with him. Here are a few:

Just wanted to let you know that I am an owner of two Buells, am crazy about Erik Buell Racing, and will be switching from Redline synthetics to AMSOIL. Thanks!

Sincerely,

Jody Leavell

Just a note to let you guys know I will be buying and using AMSOIL in the future for my Buell motorcycle. The reason is directly related to AMSOIL's decision to sponsor

Erik Buell Racing. If your oil meets Buell's approval, it gets mine ... and you guys get my money.

Thanks for the support...and thanks in ad- vance for providing a high quality product.

Harry Loveless

As a long time Dealer and Buell owner I just wanted to thank you and AMSOIL for sponsoring EBR. I know you will not be disappointed in their results and determi- nation to win.

The results EBR was able to accomplish last year on a shoestring budget were amazing. I can only imagine what they will be able to accomplish with AMSOIL's support.

I will redouble my efforts to get all the Buell owners I know to use AMSOIL products in all of their vehicles.

Sincerely,

Paul Ellis

I just wanted to say thank you for support- ing EBR! I'm a loyal Buell rider as well as a fan of the new race team and company. Just wanted to let you know I will be switching from another brand to AMSOIL at the next oil change.

Thanks again,

Thomas Sartwell

I am a long time fan of Buell motorcycles and I have owned three of them, two of which I have used your products in. I, as well as many others, was deeply sad- dened by the Buell shut down in Oct. 2009. However, as you guys know, Erik Buell has worked his way back into the motorcycle business and released the new 1190RS. I just wanted to thank you guys for backing him and becoming the sponsor of his race team, as well as lubricating his new bike. Doing this motivated me to become a Dealer for you guys. In fact, I just submitted my applica- tion yesterday and I am very excited to be able to see that #99 EBR/ AMSOIL bike racing this coming season.

Very respectfully,

Donald J. Wyman

I just wanted to say thanks for support- ing Erik Buell Racing. I've got a Buell and have used AMSOIL since I've owned it. I'm glad that Erik is getting back on his feet and I wish you the best for the upcoming race seasons!

Sincerely,

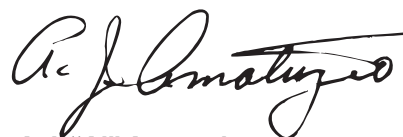
Thomas Smith

I wanted to write to express my apprecia- tion for your 3-year sponsorship of the Erik Buell Racing Superbike Team. I, like many other Buell riders and supporters, will be switching to AMSOIL at my next oil change.

Thanks!

Hugh Odom

Although EBR is just gearing up, projec- tions are to produce thousands of bikes in 2012. As the factory fill oil, that's thou- sands of more users our brand will reach directly and thousands of more supporters spreading the word about AMSOIL. It is all about gaining more market for our Deal- ers, and piece by piece we are claiming our share.



A.J. "Al" Amatuzio

President and CEO, AMSOIL INC.

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

TESTING SHOWS AMSOIL DOMINATOR® COOLANT BOOST OUTPERFORMS RED LINE WATER WETTER®

Competitive testing comparing AMSOIL Dominator® Coolant Boost and Red Line Water Wetter® was conducted in an independent laboratory. The ASTM corrosion tests featured in this study are designed to simulate the most grueling conditions cooling systems face, and are the actual test standards the automotive industry relies upon for the approval of engine coolant products. Test results show Dominator Coolant Boost provides enhanced temperature reduction and corrosion protection properties compared to Red Line Water Wetter.



Temperature Reduction Dynamometer Test

To test temperature reduction capabilities, controlled engine dynamometer (dyno) tests were performed on a 350 cubic inch Chevy engine with an aluminum block and cylinder heads. In each phase of testing, the engine was operated at 4,500 rpm until coolant temperature stabilized. As benchmarks for the test, straight water coolant stabilized at 220°F and a 50/50 antifreeze/water mixture stabilized at 228°F.

TEMPERATURE REDUCTION

	Dominator Coolant Boost	Red Line Water Wetter
Mixed with 50/50 Antifreeze/Water	6°F reduction	3°F reduction
Mixed with Straight Water	19°F reduction	12°F reduction

Cast Aluminum Alloys Corrosion Test

The Cast Aluminum Alloys Corrosion Test (ASTM D-4340) measures corrosion protection properties in modern automobile and high-performance race engines with aluminum cylinder heads. A cast aluminum puck was heated to 275°F at 28 PSI and exposed to the test coolant mixture for one week. Weight loss of less than 1.0 mg is required to pass the test.

WEIGHT LOSS

Allowable	Dominator Coolant Boost *	Red Line Water Wetter*	Water Only
< 1.0 mg	0.14 mg	0.21 mg	3.97 mg

Corrosion Test in Glassware

In the Corrosion Test in Glassware (ASTM D-1384), six metal coupons constructed of the most common metals in automotive cooling systems were totally immersed in aerated coolant mixtures for 336 hours at 190°F. Each test was performed three times to determine the average weight change for each metal. The ASTM sets the "allowable" weight loss maximums for each metal.

	Allowable	Dominator Coolant Boost*	Red Line Water Wetter*	Water Only
Copper weight loss	10 mg max	1 mg	1 mg	25 mg
Solder weight loss	30 mg max	1 mg	6 mg	62 mg
Brass weight loss	10 mg max	0 mg	2 mg	23 mg
Steel weight loss	10 mg max	1 mg	1 mg	18 mg
Cast Iron weight loss	10 mg max	0 mg	0 mg	29 mg
Cast Aluminum weight loss	30 mg max	0 mg	16 mg	91 mg

Simulated Service Corrosion Test

In the Simulated Service Corrosion Test (ASTM D-2570), six metal coupons constructed of the most common metals in automotive cooling systems were exposed to ASTM corrosive water designed to simulate hard and corrosive water in degraded coolant for 1,064 hours at 190°F. Coolant was maintained at a temperature and flow rate equivalent to the operating conditions seen in most passenger vehicles. Corrosive weight loss suffered during the test determines the additive's corrosion protection properties. The ASTM sets the "allowable" weight loss maximums for each metal.

	Allowable	Dominator Coolant Boost*	Red Line Water Wetter*	Water Only
Copper weight loss	20 mg max	7 mg	6 mg	66 mg
Solder weight loss	60 mg max	0 mg	25 mg	120 mg
Brass weight loss	20 mg max	3 mg	5 mg	59 mg
Steel weight loss	20 mg max	0 mg	4 mg	54 mg
Cast Iron weight loss	20 mg max	0 mg	2 mg	117 mg
Cast Aluminum weight loss	60 mg max	0 mg	34 mg	89 mg

* mixed with straight water

RIDE HARD RUN COOL





Len Groom

AMSOIL INC. continually monitors trends in the powersports market to maintain its position as the industry leader. AMSOIL synthetic two- and four-cycle motor oils, filtration and performance products for powersports applications are the result of years of research. *AMSOIL Magazine* spoke with AMSOIL Technical Powersports Product Manager Len Groom to identify trends in the industry and explain how AMSOIL products provide distinct advantages.

AMSOIL Magazine: Daytona Bike Week Presented by AMSOIL marked the unofficial start to the spring motorcycle season. As bikers take to the streets this summer, what trends figure to surface?

Len Groom: Fuel maintenance is already a big issue and will only become more prevalent. Currently, most gasoline sold in the U.S. contains up to 10 percent ethanol (E10), and government agencies and lawmakers have been debating increasing ethanol levels to 15 percent (E15). As such, riders need to be aware of their environments. Because ethanol is very susceptible to water intrusion, bikes should not be stored in damp or wet environments. When water is allowed to collect in the gas tank, the bond between ethanol and gasoline can break, causing a phenomenon known as phase separation. The ethanol bonds with the water and sinks to the bottom of the fuel tank, which can create a whole host of problems, including the formation of gums, varnish and other insoluble debris that can plug fuel flow passages and negatively affect engine performance. When this ethanol/water mixture is pulled into the engine, it creates a lean-burn situation that increases combustion chamber temperatures and can lead to engine damage. Once this happens there is no easy or inexpensive fix. To avoid these problems, contaminated fuel tanks should be emptied and refilled with fresh fuel.

AMSOIL Magazine: What can riders do to protect their bikes against phase separation?

Len Groom: For best performance, fuel should be treated with AMSOIL Quickshot® as a preventative measure. Quickshot is designed to keep water dispersed throughout the fuel tank, mov-

ing it out as a normal part of operation and decreasing the chance of phase separation. Not only that, Quickshot helps clean deposits that have formed in fuel systems, injectors and carburetors, while also cleaning piston tops, spark plugs and combustion chambers. Unlike many competing fuel additives, Quickshot is extremely potent and not diluted. It provides some of the most effective cleaning action available today, making it an all-around great product for motorcycles and other powersports equipment.

AMSOIL Magazine: Many enthusiasts and Dealers question why AMSOIL does not manufacture a transmission-specific lube for bikes at present.

Groom: The motorcycle market is very diverse, and one transmission fluid cannot meet the needs of all the different bikes. Engine power, riding style, gear ratios and final drives all play a part in the selection of a transmission fluid. A heavy bike with a modified engine and an aggressive rider can place enormous amounts of stress on a transmission. In this case a heavier, more robust fluid is beneficial. On the other hand, a light bike with a stock engine and average rider could use a lighter fluid since the transmission does not suffer as much stress.

AMSOIL FACT:

QUICKSHOT ADDRESSES COMMON ETHANOL-RELATED PROBLEMS FOUND IN MOTORCYCLES AND POWERSPORTS EQUIPMENT.



The quality of our synthetic motorcycle oils allows us to effectively promote one fluid for a bike's engine, transmission and primary chaincase. They are incredibly shear-stable and demonstrate excellent results in the FZG Gear Test (ASTM D-5182). AMSOIL is aware that some riders prefer to use a traditional gear lube in their transmissions. For those riders, we recommend Severe Gear® Synthetic Gear Lube. It works well in heavily modified bikes and has also been very successful in quieting the "whine" from certain straight-cut gears. In the sport bike segment, however, gear lube is not used as much because it is friction-modified and many sport bikes share a common sump with a

Continued on next page

Continued from previous page

wet-clutch. Some applications, like the Honda CRF450R, combine the transmission and wet-clutch. In these cases, our synthetic motorcycle oils are the best choice due to their wet-clutch compatibility and excellent performance.

This approach, as opposed to manufacturing and recommending a single transmission-specific lube, allows AMSOIL and its Dealers the flexibility to be more application-specific and demonstrate to bikers how well we know the market.

AMSOIL Magazine: That being the case, how do riders determine which product to use and in which viscosity?

Groom: In most cases a product recommendation starts with the owner's manual. Warranty coverage must be considered when dealing with new bikes, while older bikes or modified engines can change recommendations. Sometimes a heavier gear lube is required to deal with added stress, or quiet a noise that can be common with a thinner fluid.

AMSOIL Magazine: Longtime riders may remember objections over synthetics being "too slippery" and leaking past seals. How has that myth also pervaded the dirt-bike market?

Groom: Clutch operation is critical with dirt bikes. Riders want a particular feel and they do not want any slippage. Some believe the myth that synthetic oil causes clutches to slip, but nothing could be further from the truth. A properly designed synthetic oil can actually provide better grip than a conventional product. As long as the product meets JASO specifications, there should be no problems. Using an automotive oil in a wet-clutch, however, can cause slipping because automotive oil contains friction modifiers to increase fuel efficiency. Although ideal in engine applications, friction modifiers can be very bad for a wet-clutch.

AMSOIL Magazine: As in the auto/light-truck market, manufacturers are building motorcycles that produce increased torque and horsepower compared to their predecessors. Plus, riders often modify their bikes for even more power. What challenges does this trend present to the fluids that protect them?

Groom: Increased power creates challenges, including additional stress on engine components and elevated operating temperatures. Inferior oils may not provide sufficient wear protection, high-temperature performance or shear stability. The added stress can rupture the fluid film, allowing metal-to-metal contact. Extra stress also degrades the oil more quickly due to increased oxidation and can shear the oil out of its intended viscosity grade, causing accelerated wear. Problems resulting from elevated operating temperatures are especially noticeable in air-cooled bikes, where oil temperatures can become so high in stop-and-go summer driving that riders are forced to pull over and shut down.

AMSOIL Magazine: Those sound like good reasons to use AMSOIL Synthetic Motorcycle Oils.

Groom: Absolutely. Because of those challenges, use of synthetic oils in general, and AMSOIL Synthetic Motorcycle Oils in particular, is becoming commonplace. The efforts of AMSOIL and its Dealers are paying off, and most bikers now understand firsthand that synthetics provide increased wear protection, better high-temperature performance and maximum shear stability in today's more powerful bikes. Enthusiasts have received the message about the benefits AMSOIL provides, and they are increasingly recognizing our status as the leader in synthetic lubrication technology. They know that AMSOIL uses the best technology available to satisfy the needs of modern powersports equipment; we examine each application and develop products based on needs and we invest in extensive testing to ensure each product performs to AMSOIL standards. With AMSOIL there are no compromises.

AMSOIL Magazine: What trends are surfacing on the water this summer?

Groom: Again, ethanol is huge. Outboard motors and fuel tanks are just as susceptible to its corrosive effects as motorcycles. Because boats obviously contact water constantly, the threat of phase separation only worsens. Like in other powersports applications, Quick-shot provides an effective solution.

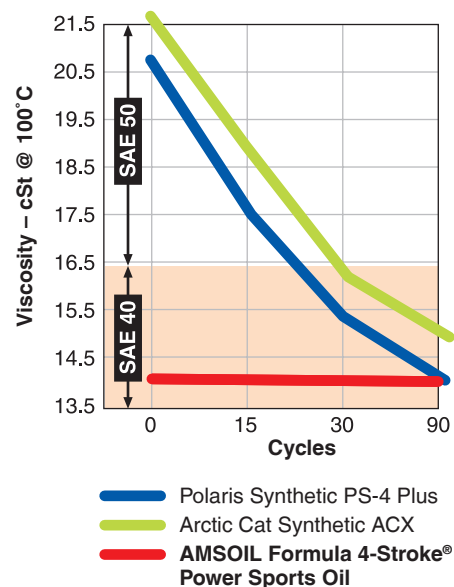
Another key development is the increasing use of sophisticated engine technologies on some modern outboards that place additional stress on the motor oil. As with other markets, synthetic oils are being relied on more and more in the boating industry, and AMSOIL synthetic two- and four-cycle oils provide exceptional protection in all types of inboard and outboard motors.

AMSOIL Magazine: Moving on to ATV applications, why does AMSOIL recommend Formula 4-Stroke® Power Sports Oil (0W-40) in applications that call for OEM-labeled 50-weight oils?

Groom: As the graph shows, while Polaris Synthetic PS-4 Plus and Arctic Cat Synthetic ACX motor oils fall within a 50-weight viscosity range directly from the bottle, both quickly shear down into the 40-weight range. AMSOIL subjected both oils along with Formula 4-Stroke Power Sports Oil to ASTM D-7109 shear stability testing, and after only 30 passes, both OEM-labeled oils sheared out of their starting viscosity grades. After 90 passes, the Polaris oil lost over 33 percent of its viscosity, while the Arctic Cat oil lost over 30 percent. The AMSOIL product, however, lost less than 5 percent. Its exceptional shear stability allows it to protect high-RPM ATV engines as well as or better than both 50-weight OEM oils. ■

Viscosity Shear Stability SAE 50 (ASTM D-7109)

March 2010 Test Results



2000 EXPLORER TOPS 570,000 MILES WITH AMSOIL PRODUCTS

Dealer Russell Sanderlin Sr. of Orlando, Fla. attributes the high mileage on his 2000 Ford Explorer to the performance qualities of AMSOIL products. In fact, the truck turned over to 570,000 miles in March 2011. He typically travels about 65,000 miles a year.

Sanderlin has had nothing but success with AMSOIL products. "I got my Explorer new and have used AMSOIL from day one," he said. In 2000, he started with AMSOIL Synthetic 10W-30 in the crankcase, then switched to Signature Series 0W-30 Synthetic Motor Oil (SSO).

A rear main seal went bad and leaks some oil. "So, I now use the AMSOIL SAE 60 Racing Oil (AHR) with the AMSOIL Absolute Efficiency Oil Filter (EAO15), and they work great," Sanderlin said. "I am still maintaining the same efficiency, exceeding the 21 MPG highway as

shown on the new sales sticker. I had the oil pan gasket replaced at 500,000 miles. My mechanic was amazed the engine was so clean and sludge-free. He says he has customers who use petroleum oil that they change every 3,000 miles that still show sludge deposits."

Sanderlin uses AMSOIL Automatic Transmission Fluid (ATF) in the transmission and power steering. "They both operate like new and are repair-free," he said.

In the differential, he uses AMSOIL Synthetic 75W-90 Long Life Gear Oil (FGR). "I just had the fluid replaced in the



GOING STRONG — Dealer Russell Sanderlin Sr. at home with his high-mileage 2000 Ford Explorer that uses AMSOIL products bumper-to-bumper.

differential after 500,000 miles, and my mechanic could not believe there was zero play, as if the differential had been assembled by the manufacturer the day before," Sanderlin said.

Sanderlin also uses AMSOIL Synthetic DOT-3 Brake Fluid. ■

MARIANNE'S JETTA: AMSOIL KEPT IT GOING

Dealer Geoffrey Aitchison of New Tecumseth, Ontario, Canada passed his 1985 Jetta Turbo Diesel to his daughter, Marianne, when she graduated from high school. Aitchison became a Dealer in 1982, so he installed AMSOIL products in the Jetta when he first bought it.

When Marianne took over the vehicle, it had 565,000 kilometers (more than 350,000 miles) on it. "She drove it to school, on trips and to her job," he said. She married, had four children and made several trips to Florida in the Jetta.

The odometer finally quit at 921,000 kilometers (about 572,000 miles). The car was driven for another two years, and Aitchison believes it surpassed 1,000,000 kilometers.

572000

In 2004, the car was sold for parts because the sunroof "had become a sieve and the electrical system went to shambles," Aitchison said. "However, the engine still started and ran perfectly."

Aitchison updated AMSOIL products in the vehicle as they became available. Initially, he installed AMSOIL 15W-40 Synthetic Diesel & Marine Oil (AME) in the engine and 75W-90 gear lube in the transmission. He changed to AMSOIL

75W-90 Long Life Synthetic Gear Lube (FGR) when it became available.

The oil filter

was an ASF-15, changed twice a year, along with an old-style canister by-pass system. An AMSOIL wet-type air filter was fitted. Diesel Modifier was used



AMSOIL-POWERED JETTA — Marianne Aitchison stands beside her 1985 Jetta that kept going for nearly 20 years on AMSOIL products.

continuously, along with Cetane Boost (ACB) when it became available. The old by-pass system was changed to a BF-90 when it became available. Throughout its lifetime, the car had approximately 20 oil changes.

"AMSOIL is incredible, and even after being a Dealer for almost 29 years, the products still amaze me," Aitchison said. ■



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Transmission fluids are complex lubricants responsible for a number of different functions, including dissipating heat, protecting against wear, protecting against corrosion and ensuring shift quality. In addition, automatic transmission fluids are not governed by a sanctioning body the way engine oils are governed by the American Petroleum Institute (API) or the International Lubricant Standardization and Approval Committee (ILSAC), so there is no universal specification that meets the needs of several applications. Instead, ATF specifications are set individually by each vehicle/transmission original equipment manufacturer (OEM), and each OEM specification has unique requirements. In some cases, a manufacturer may reference an existing ATF specification for use in its equipment. A few common examples of OEM specifications include General Motors DEXRON VI®, Ford MERCON V® and Chrysler ATF+4®. Each has evolved over time to accommodate new transmission and lubricant technology.

Manufacturers designate specific requirements for the fluid to ensure transmissions perform as advertised for the designated warranty period. Fluids designed to meet an OEM specification must first pass specific minimum criteria. Test parameters include seal performance, wear protection, cold-temperature performance, deposit resistance and longevity/clutch performance. Additionally, friction durability is extremely important for automatic transmission fluids; strong frictional properties ensure proper clutch operation.

In order to be used in an application, a transmission fluid must meet the minimum requirements outlined in the OEM's fluid specification. OEMs develop their specifications to ensure any transmission fluid used in their applications is designed to provide acceptable performance and

Engineering a transmission fluid for multiple applications is no easy task.

With no unifying specification system, ATF specs vary widely and have unique demands.

wear protection over the transmission/drivetrain warranty period.

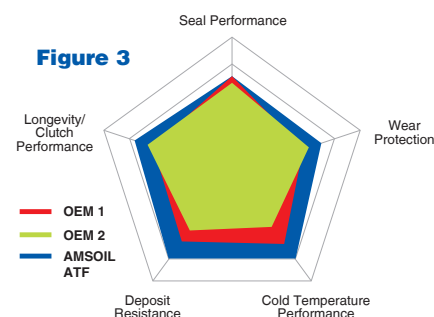
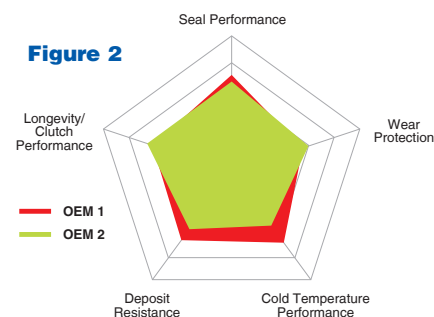
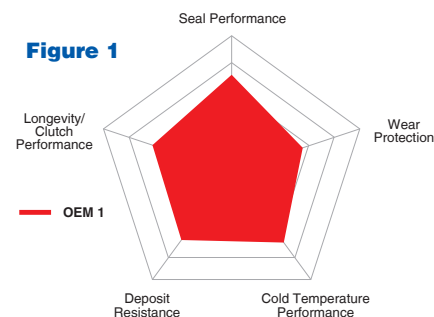
Alternatively, AMSOIL designed its automatic transmission fluids with customers and businesses in mind, using a multi-vehicle design to reduce the complexity and cost of managing multiple fluid inventories. AMSOIL builds its fluids with a more robust design platform compared to OEM fluids, providing improved wear protection, better cold-temperature performance, superior deposit protection and greater shift performance over time.

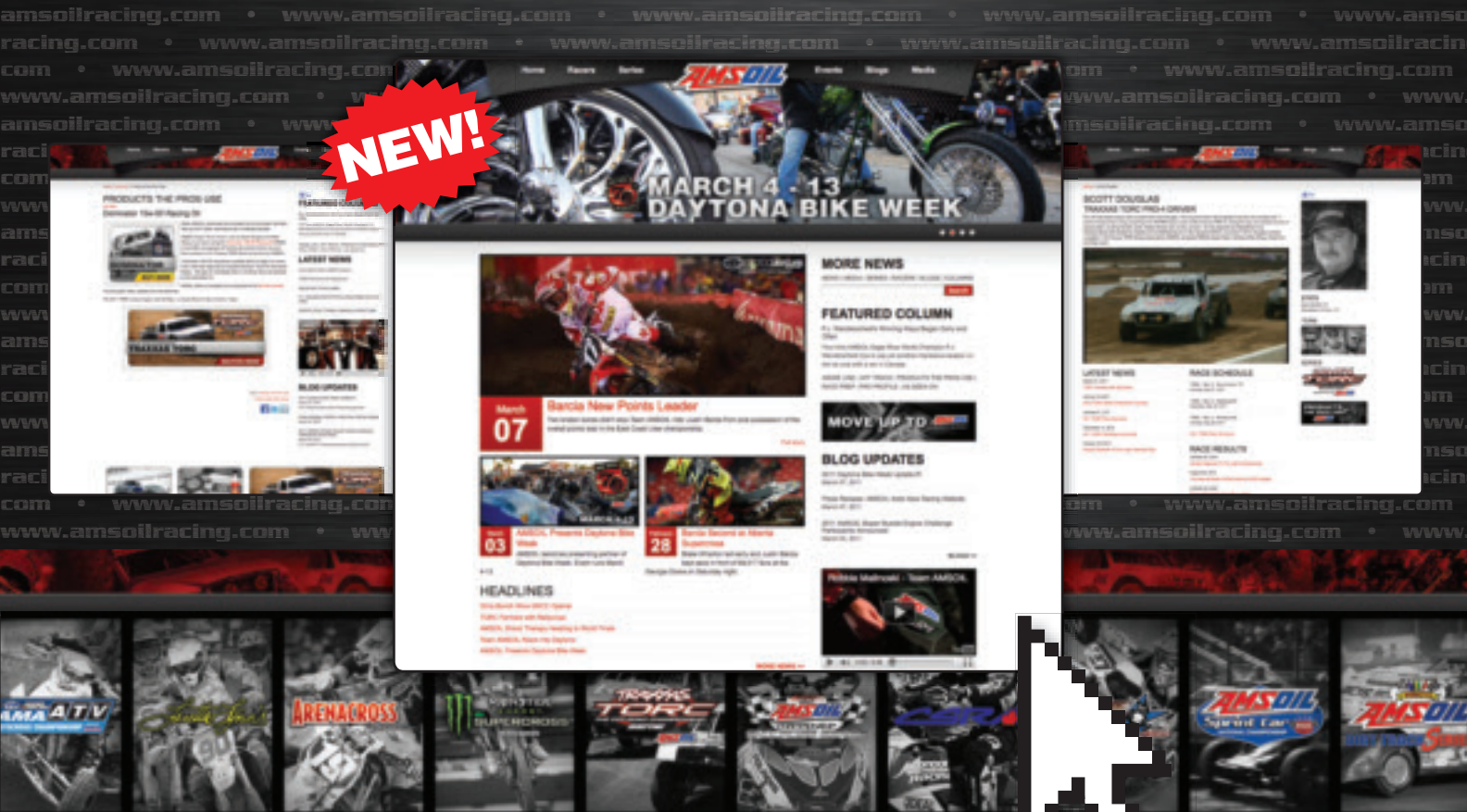
This multi-vehicle design platform requires detailed knowledge of OEM tests and specifications and a large commitment to expensive testing. Designing a fluid to meet multiple OEM transmission fluid specifications naturally results in a more robust ATF. For example, OEM fluid 1 must meet the minimum specifications outlined in Figure 1. OEM fluid 2 must meet a different level of performance for the main parameters outlined in Figure 2. When these are laid over the top of each other, it's clear that the two OEM fluids are designed to meet slightly different levels of performance.

AMSOIL ATFs must then meet the most stringent criteria of each specification to perform well in each application (Figure 3). Because AMSOIL ATFs must meet the most demanding levels of each OEM specification, they exceed the performance of OEM transmission fluids by design, resulting in noticeable performance and protection benefits for users.

On the surface, it seems difficult to understand how AMSOIL ATFs can meet the requirements of multiple vehicle/transmission fluid specifications. When you dig in and do your homework, it becomes clear how to attack this problem: by pushing the boundaries for each specific test to the point where the fluid meets and exceeds

multiple OEM specifications. Achieving this goal has been difficult, but worthwhile. It helps all of us save money, it reduces complexity for our valued customers and it keeps our cars running longer. ■





AMSOIL UNVEILS NEW RACING WEBSITE

AMSOIL Racing has a new home on the World Wide Web. Debuting in March, www.amsoilracing.com is a sleek website dedicated to everything related to AMSOIL racing and promotional events. The new website layout provides easy navigation and features up-to-the-minute racing news, while allowing the company to provide a vast selection of exciting videos.

Each corporately sponsored AMSOIL racer, including supercross/motocross, off-road, powerboat and snocross, is provided a place in the spotlight. Simply click the "Racers" link on the top of the page to reveal pictures and links for each AMSOIL racer. Select a link to see a bio and highlight video featuring the racer.

AMSOIL-sponsored series and events are categorized in a similar fashion. Click the "Series" link for access to pages dedicated to AMSOIL-

sponsored series such as the AMSOIL Championship Snocross Series, Traxxas Off-Road Championship presented by AMSOIL and Monster Energy Supercross. Click "Events" for access to AMSOIL-sponsored events such as the Sturgis Motorcycle Rally, AMSOIL Engine Masters Challenge and AMSOIL Great American Circle Track Tour.

The AMSOIL Racing and Events blogs have a new home at www.amsoilracing.com. Simply click the "Blogs" link on the top of the page to keep up with the latest AMSOIL racing news and promotional events. Click the "Media" link for access to a full library of exciting AMSOIL racing and promotional videos.

Located under the "More News" section, a new feature is the addition of six weekly columns. The "Inside Line" column provides an insider's view to

AMSOIL racing by digging beneath the surface to reveal storylines not covered in the main press releases; the "Off Track" column takes a look at AMSOIL racing activities away from the track; the "Products the Pros Use" column spotlights the premium AMSOIL products AMSOIL racers use for a winning edge; the "Race Prep" column highlights an upcoming AMSOIL event; the "Pro Profile" column takes a closer look at the lives and careers of AMSOIL racers and the "As Seen On" column discusses AMSOIL coverage in the media.

The new racing website provides easy access to the latest AMSOIL racing schedules. Check out the "Upcoming Events" section for the latest live racing and television schedules for AMSOIL-sponsored racers, series and events. ■

TRAXXAS AND HOT WHEELS® EXTEND AMSOIL MARKETING BEYOND THE TRADITIONAL RACE TRACK



AMSOIL R/C Off-Road Trucks

The successes of AMSOIL Super Team TORC Series drivers Scott Douglas and Mike Oberg provide invaluable exposure for AMSOIL on the track, but their popularity has also translated into valuable exposure off the traditional off-road track. Traxxas offers fans of all ages the chance to drive their own Scott Douglas/Mike Oberg Edition radio-controlled (R/C) off-road racing trucks. The trucks are available in five different models, all complete with officially licensed AMSOIL Scott Douglas and Mike Oberg bodywork: the 1:10 scale electronic-powered 2WD Slash, 2WD Slash VXL and 4x4 Slash VXL; the 1:16 scale electronic-powered 4x4 Slash VXL and the fuel-burning two-stroke Slayer Pro 4x4.

Outfitted with technology straight from the world of off-road competition, all five trucks provide authentic handling dynamics that allow them to behave just like their full-size counterparts. The Slash VXL models are powered by state-of-the-art Velineon brushless electric motors, while the Slayer Pro 4x4 model features the high-revving two-

stroke TRX 3.3 racing engine. Outfitted with 2.4 GHz radio systems, top speeds range from 30 to 50+ mph.

The trucks can be seen in R/C competitions throughout the TORC season as Traxxas provides a full R/C racing program at every stop of the TORC Series, complete with professional announcing, electronic lap counting and national-caliber racetracks.

AMSOIL Scott Douglas/Mike Oberg R/C trucks are available at hobby stores across the nation (a store locator is available at traxxas.com), or they may be purchased directly from Traxxas at buytraxxas.com. Traxxas customer support is available at 888-TRAXXAS.



AMSOIL Shock Therapy R/C and Hot Wheels® Monster Trucks

The AMSOIL Shock Therapy monster truck and driver Jon Zimmer provide valuable brand exposure at monster truck shows across the nation, and now fans

In addition to the valuable exposure provided by the successes of off-road drivers Scott Douglas and Mike Oberg and the AMSOIL Shock Therapy monster truck, AMSOIL receives additional exposure through state-of-the-art R/C trucks and mass-distributed Hot Wheels vehicles.

can pick up both R/C and Hot Wheels replicas of their favorite truck.

The 1:10 scale solid-axle Shock Therapy R/C monster truck was developed by Crawford Performance Engineering and is built to almost exactly replicate the actual Shock Therapy truck, featuring front and rear steering, four link bars and aluminum chassis and parts. Also available in a smaller Sumo version, AMSOIL Shock Therapy R/C monster trucks are available at RedCat Racing R/C dealers, redcatracing.com, suddenimpact.com and several other online stores. AMSOIL Shock Therapy R/C truck wraps are also available through Sudden Impact, allowing fans to convert any R/C vehicle into an AMSOIL Shock Therapy monster truck.

AMSOIL Shock Therapy Hot Wheels vehicles are currently available at many stores that carry Mattel Hot Wheels products, including Target, K-Mart and Wal-Mart. The trucks are available in the standard 1:64 scale and several other sizes.

AMSOIL PARTNERS WITH ERIK BUELL RACING

AMSOIL has reached an agreement with Erik Buell Racing LLC that includes development and supply of production lubricants for the new EBR motorcycles and a three-year sponsorship of the EBR race team in AMA Pro Superbike competition.

"AMSOIL is a great story of American engineering and entrepreneurship, and we are very proud that they recognize similar characteristics in our new motorcycle company and have chosen to work with us," said Erik Buell. "They were the first company to introduce synthetic oils to the consumer market, and have become recognized throughout the industry as a leader in lubrication technology."



"We are very impressed with the development process, level of integrity and technical expertise with which AMSOIL approaches their products,"

said John Fox, EBR engineering director. "They have a really strong internal technical team and also use independent third-party firms to check their products against the competition on a regular basis to make sure they know where they stand. Their commitment to continuous improvement is exemplary."

"AMSOIL is very happy to be involved with EBR with their new street motorcycles," said AMSOIL Race Program Manager Jeremy Meyer. "We saw a great match in the way they are using the extreme world of racing to push their new 1190 to the maximum so they can be sure it will be over-built for street use. That is what we have done for so many years at AMSOIL. Our company's founder came from the world of fighter aircraft, and has always driven us to push the extremes of performance."

The EBR/AMSOIL #99 AMA Superbike race team features rider Geoff May. The team raced last season's Buell 1125RR model at the AMA Pro Superbike opener in Daytona, and expects to debut the race-prepared version of the new EBR 1190RS at Infineon Raceway in Sonoma, Calif. May 13-15.

MARTIN COLLECTS AMSOIL PRO OPEN VICTORIES

After taking his first AMSOIL Pro Open class victory of the season at the Michigan National in Detroit, Team AMSOIL/Judnick Motorsports snocross rider Ross Martin had his sights set on another victory at the Hayward Nationals in Hayward, Wis. Entering the final as the top qualifier, Martin battled for the lead with Tim Tremblay for much of the race. When the two leaders bumped down the backstretch with two laps remaining, Martin took control of the lead and earned the win. Tremblay took second and Tucker Hibbert third.

Martin continued his podium streak at the Air Force National in Elko, Minn., taking second in the AMSOIL Pro Open class and third in the Pro Super Stock class. He closed out the season at the Nielsen Enterprises Grand Finale in Lake Geneva, Wis. with another Pro Open victory, and finished the season second in both pro classes.

AMSOIL is the title sponsor and Exclusive Official Oil of the AMSOIL Championship Snocross Series.

ON THE
BOX
WITH JEREMY MEYER

If getting paid for something was the only criteria for becoming a "pro," then anyone could line up and collect a check, right? Acting like a "pro" is just as important, especially in the eyes of a sponsor.

AMSOIL is fortunate to have partners that act professional, even in times of adversity. When the final round of the AMSOIL Championship Snocross Series was threatened to be canceled due to rain, and more importantly lightning, series officials worked in a professional manner to ensure the safety of fans and riders.

The ISOC officials saw a narrow window in the radar that allowed them to get in a full afternoon of racing without putting riders, fans and themselves in danger. What was most impressive was that they took the time to get it right, and all of the teams, along with the thousands of fans that stuck around to watch, rallied behind the decision.

The day could have been a disaster, but with proper leadership and knowing how true professionals (both the series and the teams) work through adversity, the day was a success.



AMSOIL Price Adjustment Effective May 1

The rapidly increasing cost of oil has been well-documented over the past few months, and rising costs of base oils and other raw materials have forced lubricant companies to impose multiple rounds of price increases. Most recently, Valvoline announced an additional 9 to 11 percent average increase, and Castrol is raising its prices again by up to 10 percent. Although AMSOIL implemented a price adjustment March 1, the company has also been hit with additional cost increases from its suppliers and is now forced to implement a May 1 price adjustment in the U.S. and Canada, although the adjustment may vary for each country. The adjustment only affects lubricants and fuel additives, and the increase has been held to an average of roughly 3 to 4 percent. Even with a minimal price adjustment, AMSOIL synthetic lubricants remain the best and most cost-effective choice on the market, saving customers money through extended drain intervals, reduced wear and maintenance and increased fuel efficiency.

AGGRAND Natural Kelp and Sulfate of Potash Now Available in Wisconsin



AGGRAND Natural Kelp and Sulfate of Potash (NKP) has been registered with the Wisconsin Department of Agriculture for distribution in Wisconsin. AGGRAND Natural Kelp and Sulfate of Potash, Natural Fertilizer and Natural Liquid Lime can now all be sold and distributed in Wisconsin. For questions, contact the AGGRAND Department at (715) 399-6567 or info@aggrand.com.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 22 for Good Friday.

Canadian Label Discontinued

AMSOIL 75W-110 Severe Gear® Synthetic Gear Lube is no longer available with a Canadian label (SVTQTC). The product may be ordered in both the U.S. and Canada using product code SVTQT.

Antifreeze Test Strips Price Adjustment

The price of the Antifreeze Test Strips (G1164) has been adjusted effective April 1.

Stock #	U.S.	Can.
G1164	11.50	12.90

Heavy Duty Metal Protector 5-Gallon Pails and 55-Gallon Drums Discontinued

Due to limited demand, AMSOIL Heavy Duty Metal Protector 5-gallon pails (AMH05) and 55-gallon drums (AMH55) are discontinued and remain available while supplies last.

Injen/AMSOIL Intake System Spring Inventory Reduction Special

Pricing has been temporarily reduced by more than 10 percent on all Injen/AMSOIL Air Intake Systems. The special applies to both wholesale and suggested retail pricing, and reduced pricing is already reflected online. The Spring Inventory Reduction Special runs through May 31.

New Windham Can/Pocket Coolie

Keeps beverages cold and refreshing. Constructed of high-quality neoprene. Folds flat to fit in a pocket.

Stock #	U.S.	Can.
G2859	2.50	2.80



New Cobra Racewear Button-Down Shirt

High-quality button-down shirt is constructed of a 60/40 cotton/polyester blend. Includes left chest pocket, back yoke and tone-on-tone logo. Sizes S-3X.

Stock #	Size	U.S.	Can.
G2862	S	52.75	59.00
G2863	M	52.75	59.00
G2864	L	52.75	59.00
G2865	XL	52.75	59.00
G2866	2X	56.00	62.50
G2867	3X	59.25	66.25

New Rally T-Shirt

Highlights AMSOIL as the Official Oil of the Sturgis Motorcycle Rally, Daytona Bike Week and Lacombe Motorcycle Week. Constructed of 100 percent cotton. Sizes M-3X.

Stock #	Size	U.S.	Can.
G2837	M	15.75	17.75
G2838	L	15.75	17.75
G2839	XL	15.75	17.75
G2840	2X	17.75	20.00
G2841	3X	17.75	20.00





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