AMSOIL® MAGAZINE

▸ PREFERRED CUSTOMER EDITION

AUGUST 2011

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PREMIUM PROTECTION FOR ALL METRIC MOTORCYCLES

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AMSOIL MAGAZINE

PREFERRED CUSTOMER EDITION

AUGUST 2011

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STAFF

Editor
Kevin McBride
Vice President, Marketing & Communications

Associate Editor
Joel Youngman

Publication Manager
Terry Johnsen

Staff Writers
Kathy Anderson
John Baker
Terry Johnsen
Joel Youngman

Graphic Design Manager
Jeff Spry

Senior Graphic Designer
Luke Boynton

Content Contribution
Mike Caruso
Len Groom
Jeremy Meyer
Matt Morgan
Patricia Stoll

Editorial Contribution
Dan Peterson

Advertising
Ed Newman

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On the Web
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President and CEO
A.J. Amatuzio

Executive Vice President and COO
Alan Amatuzio

Executive Vice President and CFO
Dean Alexander

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Duluth, MN USA.

Testimonials
AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
testimonials@amsoil.com

THE COVER

AMSOIL now offers 0W-20 and 5W-20 oils in each of the main motor oil lines.

From the President's Desk

Although the AMSOIL business opportunity has been the subject of this column many times, I am going to address it once again for the benefit of our Preferred Customers. I realize, of course, that not all Preferred Customers may be interested in owning an AMSOIL Dealership at this time, and that's just fine. Believe me, I appreciate your business, and you can read this simply as food for thought. For those who have entertained the idea of becoming an AMSOIL Dealer, consider the many benefits the opportunity offers.

As the owner of an AMSOIL business you have freedom. You have no quotas, inventory requirements or set hours. You have no one telling you when to work, where to work or how hard to work. The only obligations you have are those you impose on yourself. Many Dealers work their businesses strictly part-time. Others work part-time for several years before becoming full-time Dealers. Still others, like Preferred Customers, are drawn to AMSOIL simply to use the products, and once they experience the quality, they commit to their AMSOIL businesses. The point is, you are your own boss. You call the shots.

An AMSOIL Dealership also offers diversity. We provide products for virtually every lubricant market, and you select those that most interest you. Most Dealers gain expertise in a variety of markets, while others find success with a more narrow focus. Dealers with a passion for motorcycles, for example, are naturally drawn to that market. They talk the talk, and armed with an understanding of the quality of our products, are totally comfortable working that environment. The same applies to the marine market, trucking market, construction market and all the other markets our Dealers bring value to.

And then there is income. I was approached recently by an elderly woman who apparently knew me as the president of AMSOIL INC. She told me she grew up in the house I currently live in. I knew she was mistaken. When she described the house and gave me the location I realized the cause of her confusion. It's a very large, stately house located not far from our corporate headquarters. It belongs to Direct Jobbers Bill and Donna Durand. I explained that to her.

"Oh," she said, "I thought for sure it belonged to you."

"No," I said, "I can't afford a house like that."

You get the point. The Durands receive a hefty AMSOIL commission check each month, and they enjoy those things their AMSOIL business has allowed them to afford. And why not? They have earned it. They've worked hard for many years, just like countless other AMSOIL Dealers who earn large monthly checks. With an AMSOIL business, like all legitimate businesses, you cannot get rich quick. But with enough determination, you can get rich.

Perhaps most importantly, an AMSOIL business provides security. You may recall a letter we published in the May issue of this column from Dealer Robert Schultz. Robert's story mirrors the many stories I've heard from Dealers throughout the years. Robert wrote, in part: *As you know, I have been in the hospital for just over three weeks now… What I really want to tell you is thanks to my AMSOIL business I still have an income… I wish I could personally thank Al for creating a company that not only changed the face of lubrication forever, but gives everyone the opportunity to make a great living selling great products from a great company. If not for AMSOIL I'd be dead in the water right now with no income.*

When issues arise that threaten life's stability and, more specifically, financial security, a strong AMSOIL business can keep things right. There is no better insurance policy or retirement plan than an AMSOIL business. With an AMSOIL business, you make no insurance payments. Just the opposite. You earn money each month while the value of your business grows. An AMSOIL business can also be sold or passed on to loved ones when that time comes.

And one final thought. For all those who commit to building an AMSOIL Dealership I can guarantee that this company will be here for you. We are strong, we are growing and our future could not be brighter.

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

LOOKING FOR PERFECTION?

That's our target, too.

Choose AMSOIL. Premium synthetic motor oils and products designed for performance-plus.

AMSOIL

The First in Synthetics ®

AMSOIL EXPANDS SIGNATURE SERIES, XL AND OE LINES

New Signature Series 5W-20, XL 0W-20 and OE 0W-20 Round Out Their Respective Lines

Many original equipment manufacturers (OEMs) have transitioned to lighter viscosity motor oils over the years to help meet corporate average fuel economy (CAFE) requirements. While SAE 30 oils (5W-30, 10W-30) once comprised the majority of passenger car motor oil sales, SAE 20 oils (0W-20, 5W-20) have gradually claimed an increasingly larger slice of the pie. Toyota, Honda, Acura and Lexus, for example, recommend 0W-20 oils in most new vehicles, while Ford and Dodge recommend 5W-20 oils in many new vehicles.

With the continuing trend toward lighter viscosity oils, AMSOIL has expanded the Signature Series, XL and OE lines. The Signature Series line now includes a 5W-20 oil (ALM), while the XL and OE lines now each include a 0W-20 oil (XLZ, OEZ). Like the other oils in their respective lines, each new oil is formulated to provide outstanding protection and performance and meet the latest API SN/ILSAC GF-5 specifications. XL and OE 0W-20 are API licensed.

Offering both a 0W-20 and a 5W-20 in each motor oil line provides customers the precise viscosity specified by their vehicle manufacturer, whether they want maximum 25,000-mile/one-year drain intervals with Signature Series, 10,000-mile/six-month drain intervals with XL or OEM-recommended drain intervals with OE.

To establish consistency and increase convenience, AMSOIL synthetic motor oil labels and caps in the three main lines are color-coded according to viscosity grade. The new OE and XL 0W-20 synthetic motor oils feature green labels and caps. To match, AMSOIL Signature Series 0W-20 (ASM) has also transitioned to a green label and cap. Likewise, all 5W-20 oils (ALM, XLM, OEM) feature silver labels and black caps, while 5W-30 oils (ASL, XLF, OEF) retain their red labels and caps; 10W-30 oils (ATM, XLT, OET) retain their blue labels and caps; Signature Series 0W-30 (AZO) retains its bronze label and cap and XL 10W-40 (XLO) retains its yellow label and cap.

AMSOIL offers three distinct tiers of high-quality synthetic motor oil. With each tier now featuring a complete selection of viscosity grades, AMSOIL provides the ideal product for every customer. ■

Signature Series 5W-20 Synthetic Motor Oil

API SN (Resource Conserving), SM... • ILSAC GF-5, GF-4... • ACEA A5/B5, A1/B1 • GM 6094M • Ford WSS-M2C945-A, WSS-M2C930-A • Chrysler MS-6395

Stock #	Unit of Measure	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ALMQT	EA	(1) Quart	5.13	7.85	10.15	8.40	10.90
ALMQT	CA	(12) Quarts	61.58	89.25	120.50	96.00	129.60
ALM1G	EA	(1) Gallon	20.11	30.65	39.80	32.90	42.65
ALM1G	CA	(4) Gallons	80.45	116.60	157.45	125.20	169.00

XL 0W-20 Synthetic Motor Oil

API SN (Resource Conserving), SM... • ILSAC GF-5, GF-4... • ACEA A1/B1 • GM 6094M • Chrysler MS-6395

Stock #	Unit of Measure	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
XLZQT	EA	(1) Quart	3.84	5.85	7.65	6.30	8.20
XLZQT	CA	(12) Quarts	46.06	66.75	90.15	72.00	97.20
XLZ1G	EA	(1) Gallon	14.94	22.75	29.65	24.50	31.85
XLZ1G	CA	(4) Gallons	59.75	86.60	116.95	93.20	125.80

OE 0W-20 Synthetic Motor Oil

API SN (Resource Conserving), SM... • ILSAC GF-5, GF-4... • GM 6094M • Chrysler MS-6395

Stock #	Unit of Measure	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
OEZQT	EA	(1) Quart	2.30	4.70	6.10	5.05	6.60
OEZQT	CA	(12) Quarts	27.57	53.28	71.95	57.60	78.00

AMSOIL-EQUIPPED MOTORCYCLES SHINE IN FUEL ECONOMY CHALLENGE

AMSOIL synthetic lubricants figured prominently in the Vetter Fuel Economy Challenge held May 13 in northern California, where a diesel-powered motorcycle using AMSOIL products won by achieving 128.24 mpg. Many of the other bikes also relied on AMSOIL products to help achieve results nearly as impressive.

Winning driver Fred Hayes of Hayes Diversified Technologies (Hayes-DT) completed the challenge riding the company's MD670 F2 diesel-powered motorcycle (pictured above). Hayes bested the next closest competitor by over 18 mpg using biodiesel fuel, a lightweight motorcycle design (370 pounds dry) and AMSOIL synthetic lubricants throughout:

- Engine and Transmission - Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil
- Cooling System - Antifreeze and Engine Coolant; Dominator® Coolant Boost
- Chassis - Series 2000 Synthetic Racing Grease
- Chain - MP Heavy Duty Metal Protector
- Forks - Shock Therapy® Suspension Fluid #10 Medium
- Fuel - Diesel Concentrate

Competitors completed a 133.5-mile course designed to provide real-world, challenging conditions. The trip, beginning and ending in Carmel, Calif., included mountainous terrain cresting a 2,500-foot pass, while the return ride along the famous El Camino Real subjected riders to 30 mph headwinds that tested the limits of each motorcycle's fuel efficiency. Held at various places throughout the country, the Vetter Fuel Economy Challenge dates to 1980 and aims to encourage development of motorcycle technologies that improve fuel economy while remaining viable for everyday drivers.

The winner must consume the least amount of fuel measured in dollars and cents while meeting all prescribed conditions. Hayes used $4.53 in biodiesel, essentially one gallon, to travel the entire 133.5 miles in challenging conditions, highlighting the bike's impressive technology and the effectiveness of AMSOIL products. Hayes said his bike showed measurable improvements running Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil and Diesel Concentrate, including easier shifting from the transmission. Competitors had to remain ahead of a trailing official at all times to prevent them from padding fuel economy statistics by driving slowly. Two bikes were disqualified for doing so.

AMSOIL-sponsored Hayes-DT focuses on developing the world's most cutting-edge, heavy-fuel-powered, light tactical vehicles and small engines for military use. In fact, key Hayes-DT corporate personnel have served in modern military conflicts deployed on Hayes-DT military motorcycles. The bikes receive the most use from the Combat Military Police for route recognizance and convoy control.

The Hayes-DT Street Fighter bike achieved 90.82 mpg running biodiesel and AMSOIL lubricants throughout.

A second Hayes-DT bike, the Street Fighter, was disqualified after a battery problem caused it to miss the official start. Following repairs, driver Josh Chen rallied to complete the course anyway, achieving 90.82 mpg, which would have been good enough for third place. The Street Fighter used the same lineup of AMSOIL products as the MD670 F2. Although neither motorcycle is available to the general public yet, Hayes-DT is currently working on EPA and EU emissions certification. Until then, competitions like the Vetter Fuel Economy Challenge allow Hayes-DT to showcase the advanced technologies of their bikes and the performance benefits of AMSOIL synthetic lubricants and additives. ■

Premium Protection for New and Rebuilt Engines

New AMSOIL Engine Assembly Lube (EAL) is formulated to cling to engine parts and provide exceptional wear protection while inhibiting rust and corrosion in newly built or rebuilt four-stroke engines. It is designed to dissolve in oil, helping eliminate oil port clogging and deposit formation, and represents a premium option for performance enthusiasts, engine builders and race teams. It also presents a perfect complement to AMSOIL Break-In Oil, Dominator® Racing Oil and Z-ROD™ Motor Oil.

CLINGS TENACIOUSLY TO PARTS

Because building an engine can take from a few days to many months, using an assembly lube that clings well to parts for extended periods is critical. AMSOIL Engine Assembly Lube is formulated with a high-viscosity base oil and a unique tackifier for long-lasting, tenacious cling.

EXCEPTIONAL WEAR PROTECTION

During initial startup, engines operate momentarily with little-to-no oil pressure, placing camshaft lobes, lifters, rocker arms, bearings and other critical parts at high risk of wear and failure. In addition to inhibiting wear by clinging to parts, AMSOIL Engine Assembly Lube contains high levels of anti-wear additives for further protection.

INHIBITS RUST AND CORROSION

An engine can sit in a garage partially assembled for long periods, allowing moisture and oxygen to form rust on exposed metal surfaces. AMSOIL Assembly Lube contains rust and corrosion inhibitors that protect engine components during inactivity.

DISSOLVES IN OIL

Grease-based assembly lubes can increase the risk of oil port clogging if the grease is not fully consumed at initial startup, potentially causing engine failure. AMSOIL Engine Assembly Lube is designed to dissolve in oil, helping oil ports remain clean, and helping to eliminate deposit formation under the valve covers and in the oil pan.

EASY AND PRECISE APPLICATION

AMSOIL Assembly Lube is packaged in convenient 4-oz. tubes, allowing cleaner, more precise application compared to other products.

APPLICATIONS

AMSOIL Engine Assembly Lube is recommended for any new or rebuilt four-stroke engine, including racing and performance engines, and should be applied to all areas of the engine susceptible to initial startup wear.

DATA BULLETIN

The AMSOIL Engine Assembly Lube data bulletin covers the features, benefits and technical properties of Engine Assembly Lube.

Stock #	Qty.	U.S.	Can.
G2898	25	3.10	3.50

- Provides Rust and Corrosion Protection
- Tenaciously Clings to Parts
- High in Anti-Wear Additives
- Dissolves in Oil

Engine Assembly Lube

Stock #	Unit of Measure	Pkg./Size	Comm. Credits.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
EALTB	EA	(1) 4-oz. Tube	4.62	6.10	8.10	6.55	8.65
EALTB	CA	(12) 4-oz. Tubes	55.49	69.36	95.75	74.40	102.60

Engine technologies present new **benefits and challenges.**

Many mechanical developments designed to reduce emissions and improve efficiency place added stress on lubricants and fuel systems.

Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

In recent years, mandated emissions reductions and new fuel economy standards have been the major drivers for new engine technologies. Application of improved engine technologies is accelerating to meet these mandates, challenging lubrication and fuel systems to operate accordingly. Two of the most common recently improved engine technologies include turbochargers and gasoline direct injection.

Turbochargers

Turbocharged engines have gained popularity with vehicle manufacturers for their ability to maintain or increase engine power while simultaneously increasing fuel economy. Turbochargers work by harnessing hot exhaust gases to drive a compressor, which in turn pressurizes air from the intake system to generate more engine power. Since turbochargers are continually exposed to hot exhaust gases, they stress lubricants far beyond other areas of the engine. High temperatures create the potential for localized sludge and deposit build-up in critical areas, which can lead to damage to the turbocharger and other parts of the engine if not lubricated and maintained correctly. Some engines equipped with turbochargers require warm-up and cool-down periods to avoid coking, which is when motor oil becomes baked onto the internal parts of the turbocharger.

According to BorgWarner Turbo and Emissions Systems, 90 percent of all turbocharger failures are due to one of the following causes:

1. Penetration of foreign bodies into the turbine or compressor
2. Dirt in the oil
3. Inadequate oil supply (oil pressure/filter system)
4. High exhaust gas temperatures.

These failures can generally be avoided with regular maintenance. Maintaining the air intake and filter, for example, helps keep the system running cooler and ensures that no random foreign material gets into the turbocharger.

Many new turbocharger-equipped engines are designed to be consumer friendly and require little, if any, special intervention. For example, the new Ford EcoBoost™ engine has two water-cooled turbochargers that continually circulate coolant after engine shutdown to ensure the turbo is sufficiently cooled to prevent coking. Although this addresses some of the immediate issues, oil debris and localized excessive oil temperatures can still cause long-term issues.

Gasoline Direct Injection Engines

Gasoline direct injection (GDI) engines are becoming more widely used by vehicle manufacturers because, like turbochargers, they can maintain engine power while also increasing fuel efficiency. In a GDI engine, fuel is injected directly into the combustion chamber rather than the intake side of the engine. GDI technologies from different manufacturers vary and component design is slightly different depending on the company. Some GDI engines have exhibited problems with carbon build-up on the intake side of valves. Oily residues build up over time and deposit on the back side of intake valves causing loss of engine horsepower, sluggish operation and poor fuel economy.

One of the larger concerns is the potential for clogging fuel injectors. GDI systems operate under very high pressures and temperatures. The fuel injector resides inside the combustion chamber, so it is exposed to continuous cycles of high heat and pressure followed by cold-soak periods. This is a much more severe operating environment and deposit issues are more common than in engines with injectors on the intake side. Since GDI systems depend on high pressures to atomize the fuel, any disruption of flow through the small injector openings creates noticeable issues. This problem is so prevalent that a GDI deposit test was designed specifically to predict deposit formation and impact on fuel flow.

So, with more change comes more issues and opportunities. Increased use of turbochargers places more stress on lubricant and filter technology. Lubricants must hold up to excessive temperatures created by use of these systems, and they must be able to quickly pull heat away from lubricated areas. In addition, oil filtration is critical as these systems continuously operate under high load and rpm. A slug of dirt particles in engine oil can tear up key bearing components quickly. Seems like a problem specifically designed for AMSOIL motor oils and high-efficiency filters.

GDI technology has many benefits, but some significant issues. The pressure-cooker that is created by high temperatures, high fuel pressures and smaller fuel injector openings can certainly cause new issues for drivers. Varying fuel quality also creates another opportunity for AMSOIL fuel additives to help prevent or eliminate the issue. ■

Neglected Equipment: Air Compressors

Many people and businesses own small air compressors that are used for tasks such as inflating tires and balls, spraying paints and varnishes and running air tools like nailers, impact wrenches and air ratchets.

Oil-lubricated home compressors are typically powered by an electric motor that is connected to the pump unit either directly or by a belt. When the electric motor turns the pump unit a piston creates a vacuum as it travels down the cylinder and pulls air through the inlet port. As the inlet valve closes and the piston travels up the cylinder, air is compressed and pushed through the discharge port and into the tank.

The tank is filled with compressed air until it reaches a preset pressure, at which time the motor and pump shut off until the pressure in the tank drops to a predetermined point and needs to be filled again.

Although driven by an electric motor, oil-lubricated piston-type small air compressor pump units contain a crankshaft, valves, pistons, piston rings and bearings that require lubrication. Like the engines found on push mowers, compressors of this type often rely on a splash lubrication method to protect parts against wear.

Compressor maintenance is not a high priority for many people. Compressor units tend to be used only on an intermittent basis, and the oil is rarely, if ever, checked or changed. However, like any other engine, it is important to check the oil level occasionally and top it off if necessary to ensure optimum equipment protection and performance.

Compressor Oil Challenges

The challenges faced by compressor oils include the following:

- Reduce friction and dissipate heat. The more the pump unit runs, the hotter it becomes.
- Resist sludge and varnish to keep valves from sticking or leaking.
- Minimize foaming. Foam is a common byproduct of splash lubrication systems, leading to overheating and oxidation problems.
- Corrosion and rust control. Water is a natural byproduct of compressed air, often working its way into the compressor oil and leading to rust and corrosion problems in the pump.
- Good cold-temperature performance for units used in cold climates.

PC Series Synthetic Compressor Oil

Engineered to meet the tough demands of industrial compressor applications, AMSOIL PC Series Synthetic Compressor Oil provides outstanding protection and performance for small compressor applications. PC Series Compressor Oil incorporates the highest quality, thermally stable synthetic base stocks and premium non-detergent, ashless additives for maximum protection at high temperatures and pressures, lasting up to eight times longer than petroleum oils.

- Helps improve operating efficiency
- Resists viscosity increase from oxidation
- Contains anti-foam additives to resist foam and reduce heat, oxidation and wear
- Anti-rust fortified to help prevent rust and corrosion
- Resists varnish, carbon and acid formation ■

Lube Specialist Praises AMSOIL Motorcyle Oil

Hello,

You'll notice by my signature below that I am an employee of Chevron Global Lubricants. I am a training specialist and field engineer for our North American lubricants division. I originally worked for Amoco at the R&D facility before moving into marketing, and while in that role, Chevron bought our lubricants business right after I moved to Florida.

All in all, I have more than 34 years of experience in fuels and lubricants testing, development and tech service support.

I own three motorcycles that I either drive on the street or race. What I wanted to share with you today is my experience with my drag bike.

It is a Yamaha Roadstar Warrior. Originally built as a power cruiser, but now it is stretched, slammed and built to run on E-85 fuel and nitrous oxide. I have taken this bike from a fun street cruiser to a beast that wants to jump out from under me every time I snap the throttle.

The engine is putting out more than three times the horsepower it was originally built with, and with the highly oxygenated fuel, nitrous and severe use, I have been battling cylinder and piston ring distress for a couple of years. Essentially, whenever I did a teardown, there was evidence of streaking of the Nikasil-lined aluminum cylinder, essentially a scuffing situation that is aggravated by the high cylinder pressures and fuel dilution.

Since Chevron does not make motorcycle oils, I have had to try many of the "other" different motor oils, all synthetic. To make a long story short, I should have read your white paper on motorcycle oil testing. It would have saved me at least three premature teardowns. Bottom line – the AMSOIL 20W-50 Synthetic Motorcycle Oil has completely solved my problems. I have been running it for over a year now, and compression and leakdown have stayed at the exact level as when the engine was freshly rebuilt. This weekend, I tore down the top end to try a new piston ring combination, and the cylinders had absolutely NO sign of streaking or other wear-related distress.

Also, all other clearances, including valve lash and valve guide and bearing, have stayed the same. This is truly remarkable.

In my training endeavors, I run into a lot of end users who are high performance junkies just like me. I have no problem sharing my experience with the AMSOIL products. In fact, just last month, I gave some lubricant training to 187 instructors at the UTI technical school in Orlando. I made it very clear that I was a big fan of yours.

Thank you so much for the great product.

Best Regards,

Sam Vallas
STLE CLS
Training Specialist
Chevron Global Lubricants

Bottom line – the AMSOIL 20W-50 Synthetic Motorcycle Oil has completely solved my problems.

POWER UNDER PRESSURE – AMSOIL customer Sam Vallas trusts AMSOIL Synthetic Motorcycle Oil to deliver the power he needs.

Brad Lovell finished second at the Pikes Peak Hill Climb.

Roger Lovell competed at the Pikes Peak Hill **Climb for the first time in 2011.**

Lovell Finishes Second at Pikes Peak Hill Climb

Brad Lovell

In 2010, Team AMSOIL racer Brad Lovell decided he wanted to tame the mountain in his back yard. The Colorado Springs, Colo. native had always looked at the Pikes Peak Hill Climb as a challenge, and last year, he took hold of his dream and entered his AMSOIL-sponsored TORC Pro Light truck in the Pikes Peak Open class, finishing third with an overall time of 13 minutes and 17 seconds.

His adventure sparked the curiosity of his teammate and brother Roger Lovell, and the duo decided to enter a second truck in 2011. Brad, armed with his AMSOIL/Nissan Pro Light truck, and Roger, behind the wheel of his AMSOIL/Torchmate rock racer, competed in the 89th running of "The Race to the Clouds."

The race is set on a 12.42-mile course that features 156 turns and summits at 14,110 feet. The thin air robs engines of 30 percent of their power as they reach the top. Brad Lovell took advantage of the experience he gained last year to maneuver to the top in 12 minutes and 33 seconds, knocking 44 seconds off last year's time and finishing second behind Randy Schranz. See http://www.amsoilracing.com/media.aspx for video of Brad's race up the mountain.

"Randy was really fast on the mountain," said Brad. "He came in under 12 minutes, but we are really happy with our time and the improvement we saw in just our second year. This is a great event, with more than 35,000 people coming out to see us race, and we had lots of friends and family here cheering us on."

Roger's day was quite a bit shorter as the rock racer flipped upon catching a tire in the loose gravel on one of the hairpin turns. Check out video of the crash in the News section of amsoilracing.com.

ON THE BOX

WITH JEREMY MEYER

One of the main goals of amsoilracing.com is highlighting news from beyond the track. AMSOIL has accomplished this through a series of daily columns that includes different items of interest:

Inside Line provides race stories beyond the headlines. Off Track indicates what teams are doing away from race day, including trade shows and special events. Products the Pros Use incorporates the insight of the AMSOIL Technical Department on race-related products. Race Prep previews where racers or series will be that upcoming weekend. **Pro Profile** highlights a different sponsored racer or person each week. As Seen On keeps readers in touch with outside news articles, interviews and videos of Team AMSOIL drivers.

There's a lot going on at amsoilracing.com, and AMSOIL will continue to provide the latest news on what's happening with Team AMSOIL.

Teague Takes Opening AMSOIL OPA Series Win

The 2011 AMSOIL Offshore Powerboat Series kicked off in Sunny Isles, Fla., and leading the charge through an exciting weekend of racing was Team AMSOIL offshore racer Bob Teague.

Teague joined forces with his son, John, for Friday's Miami to Bimini race. Despite choppy waters, Team AMSOIL finished first with a roundtrip time of one hour and seven minutes.

"It was bumpier than we thought it was going to be, that's for sure," said Bob Teague. "We averaged about 95 mph but were able to run 105 mph when we weren't getting beaten up too badly. The water was actually worse closer to the mainland than it was in the open ocean and near Bimini. There were the usual holes and stuff outside, but when you got within 25 miles of the start, heading out and coming back, it got messy."

Teague teamed back up with his main driver, Paul Whittier, for the opening round of the AMSOIL Series. Following qualifying and testing on Saturday, the team was well-prepared for Sunday's Cat Lite race. Three exciting head-to-head matchups ensued, and a battle between Team AMSOIL and Phoenix Parts was the featured duel of the day. While Phoenix Parts took an early lead and controlled the inside lane, it didn't take long before Team AMSOIL found its groove and pushed into the lead, eventually winning by more than a minute.

The AMSOIL Offshore Powerboat Series will be televised on Versus starting in October. The one-hour shows will feature a true behind-the-scenes look at the top teams in offshore powerboat racing. See http://www.amsoilracing.com/Series/AMSOILOffshorePowerboatSeries.aspx for a preview.

Team AMSOIL powerboat racer Terry Rinker

Rinker Takes a Pair of Wins

Pittsburgh Regatta - Pittsburgh, Pa.

After opening the 2011 APR Superleague Formula 2 season with two runner-up finishes, Team AMSOIL powerboat racer Terry Rinker battled a talented field of competitors and some turbulent weather at the Pittsburgh Regatta for his first win of the season.

A strong storm forced a half-hour delay to the start of the race. Upon the start, Rinker relied on his experience to navigate the choppy waters of the Allegheny River and take a comfortable 30-second win over second-place finisher Rob DiNicolantonio.

"We had a pretty good set-up for the rough conditions," said Rinker. "It's been awhile since we won in Pittsburgh and it's great to get the AMSOIL boat back on top."

Rinker's son, Rob, also had a good weekend in Pittsburgh. Rob Rinker set the fastest qualifying time and started on the pole for Sunday's Formula 3 final, where he finished third.

Riverfront Roar - Marietta, Ohio

Rinker followed up his win in Pittsburgh with the victory and Vadakin Cup at the 11th Annual Riverfront Roar in Marietta, Ohio. After posting a blistering run in the time trials and finishing first in the combined overall qualifying heats, Rinker took off from the pole position and led all 30 laps in the final, easily winning over Mark Jakob and J. Michael Floyd. Rinker holds first place in the APR Superleague points standings with four rounds remaining.

"We really had a great set-up today," said Rinker. "We are getting into our groove and this was a good win. And what a crowd. The fans in Ohio were great all weekend long."

Rob Rinker finished fourth in the Formula 3 class and holds fourth in the F3 points standings.

Ea15K88 Oil Filter Now Available

The AMSOIL Ea15K88 Oil Filter is available for purchase. Designed for 2003-2010 Ford 6.0L and 6.4L Power Stroke™ diesel applications, the Ea15K88 is recommended for 15,000 miles or one year, whichever comes first, in normal or severe service.

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 5 for Labor Day.

Quart Six-Pack Carrier

Cardboard carrier conveniently holds six AMSOIL quart bottles.

Stock #	Qty.	U.S.	Can.
G2834	10	9.25	10.00

Black Mesh Back Cap

Black twill sandwich visor cap with side and back mesh panels. Embroidered logos and velcro closure.

Stock #	U.S.	Can.
G2738	13.25	15.80

Motorcycle Dip Dots

NEW!

Collectible self adhesive AMSOIL motorcycle dip dot oil cap covers are available in flat and domed styles.

Stock #	Description	U.S.	Can.
G2899	1 1/2" flat	2.30	2.50
G2900	1 1/2" domed	2.30	2.50
G2901	1 1/8" flat	2.10	2.25

Rally T-Shirt

Highlights AMSOIL as the Official Oil of the Sturgis Motorcycle Rally, Daytona Bike Week and Laconia 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

Injen/AMSOIL Air Intake Systems Discontinued

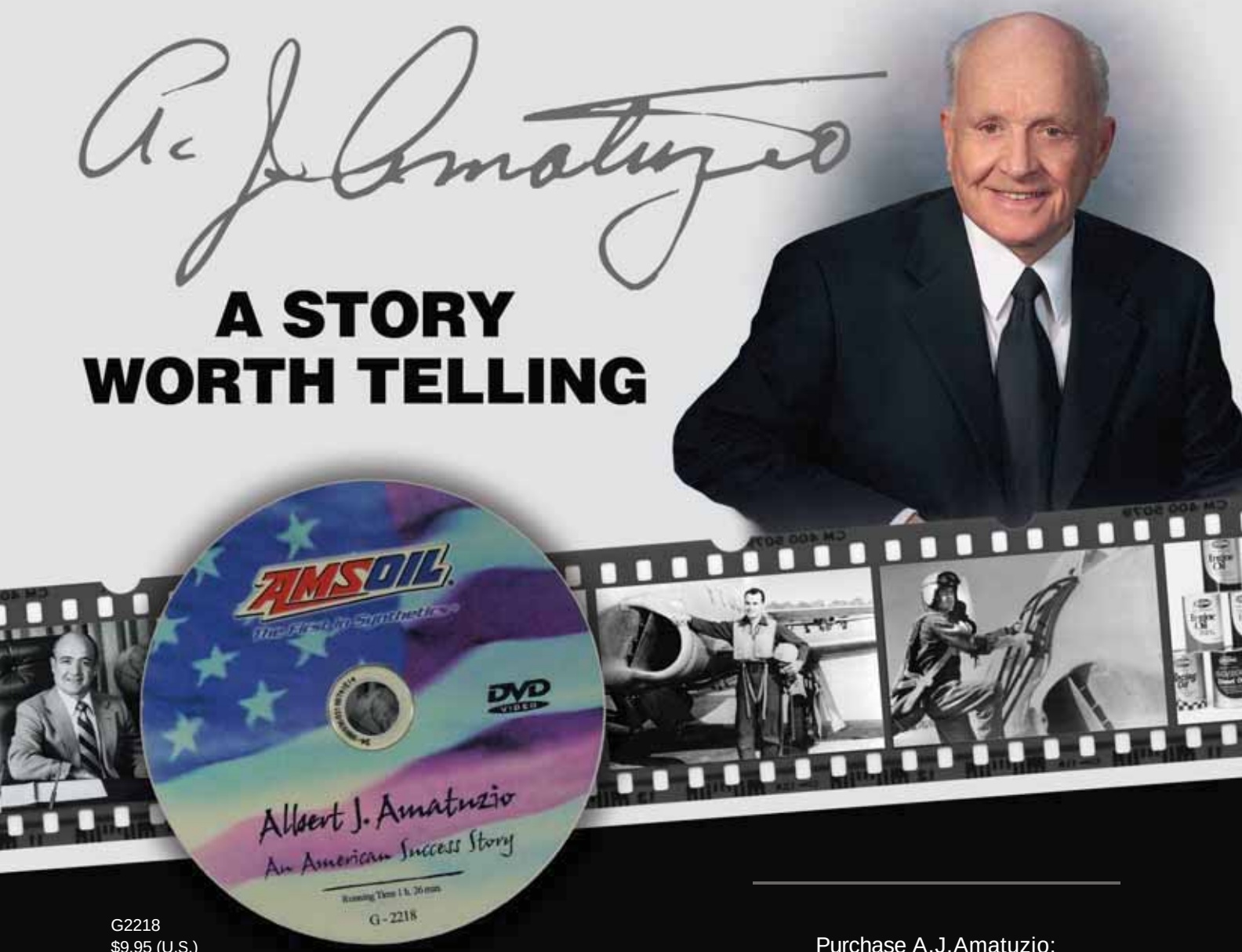
Injen/AMSOIL Diesel and Gasoline Air Intake Systems are discontinued and available while supplies last.

Biodegradable Hydraulic Oil Price Adjustment

Due to increased raw material costs, the price of Biodegradable Hydraulic Oil (BHO) has been adjusted effective August 1.

Stock #	Unit of Measure	Pkg./ Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
BHO05	EA	(1) 5-gal. Pail	138.52	206.75	275.00	221.40	294.60
BHO55	EA	55-gal. Drum	1210.11	2123.00	2611.30	2276.00	2799.00
BHO27	EA	275-gal. Tote	5823.13	10587.50	13022.65	11346.00	13955.00

A STORY WORTH TELLING



G2218
$9.95 (U.S.)
$12.00 (Can.)

As a jet fighter squadron commander *Lt. Col. A. .Amatuzio* witnessed first hand the performance qualities of synthetic lubricants. His commitment to bringing this space age technology to the automobile industry resulted in historically ground breaking achievements that led to his induction into the Lubricant's World Hall of Fame.

Amatuzio's story, from his blue collar roots in West Duluth to inspirational leader, has been captured on an 86-minute DVD detailing the life of the man whose focus and determination created the synthetic motor oil industry.

If you don't already own it, purchase the DVD and get inspired by the depth of Amatuzio's commitment to quality products and the benefits and science behind the technology of synthetic lubrication.

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