

AMSOIL[®]

► PREFERRED CUSTOMER EDITION

MAGAZINE

JANUARY 2011

Testing Demonstrates ATF Additive Deficiencies

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Reduces Engine Warm-Up
Times in Cold Weather** | PAGE 8

**AMSOIL Introduces
15,000-Mile Ea[®] Oil Filters** | PAGE 11



AMSOIL QUICKSHOT™ SE AWARDED BEST NEW POWERSPORTS PRODUCT OF 2011

BY THE SPECIALTY EQUIPMENT
MARKET ASSOCIATION

AMSOIL Quickshot SE is a premium fuel additive formulated to clean and restore optimal performance in small-engine and powersports equipment fuel systems. It acts as a fuel stabilizer between uses and during short-term storage and helps prevent damaging corrosion. Its revolutionary formulation focuses on three major fuel-related issues common in small engine equipment: ethanol, water and dirty gasoline.



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AMSOIL Quickshot SE is recommended for use in all two- and four-stroke gasoline-powered engines including motorcycles, snowmobiles, personal watercraft, boats, ATVs, edgers, tillers, mowers, snowblowers, chain-saws, generators and farm and construction equipment.



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THE COVER

Despite their deficiencies, ATF additives remain popular for their perceived convenience. In keeping with tradition, AMSOIL offers convenient, high-performance solutions.

FROM THE PRESIDENT'S DESK

We received a letter recently from the owner of the AMSOIL snocross team, Steve Scheuring, that I am going to share with you. Steve and Team AMSOIL racer Robbie Malinoski received it from a fan who attended the AMSOIL Championship Snocross Series race in Fargo, North Dakota. It illustrates the value the team brings to the table. It has nothing to do with winning or losing or performance on the track; it has everything to do with representing AMSOIL at the highest possible level. The letter:

My son and I were at the Fargo race today. It was very cold, and I thought it would help to warm up to walk the pits for a bit. It had been a few years since we had been at a race, and I had forgotten the thrills of the sights, sounds and smells of the speed and excitement. When I was young, my dad took us to an oval or cross-country race every weekend. I have tried to continue this with my son, but his basketball has hindered our travel.

Robbie Malinoski



During a stop by the staging area near the pit, we were standing near your trailer viewing the rush of sleds being made ready for the next race. We both must have looked frozen, and we were very surprised when Robbie Malinoski stopped by to ask if we would like to come into the trailer to warm up. You have no idea what this meant to a father and son. My son has not yet quit smiling. With this simple act of kindness you and your team changed his impression of racers, trailers and mechanics by showing a very caring human side to the young man. His phone battery ran dead as we left the track as he was texting and calling all of his buddies to let them know he was with you in your

race trailer. After arriving home, he ran into the house to let his mom know he had changed his mind on his future profession from a carpenter to a race mechanic.

Even though more races and travels may lead to a more costly winter for Dad's wallet, it is worth every penny. His 2003 REV will even have a number 4 (Malinoski's number) on it.

I know how busy your time is when at the track, but your kindness and caring today will never be forgotten. Thank you very much, and I wish the best of luck for you and the team for the rest of the year. After this year you may see a certain young man at the race track much more often with his dad.

What Robbie Malinoski and the AMSOIL crew did went unnoticed by the thousands of fans that day. It will not show up in the points standings and will do nothing to improve the team's performance. But it did mean a great deal to a father and son, and it did reflect positively on AMSOIL. It enhances the image and reputation that we have worked so hard to establish.

It is not uncommon for a race team we sponsor to go the extra mile for us. We approach our sponsorships differently than many other companies do. Our goal is to build relationships that last beyond the terms of typical contracts. While other sponsors may come and go, we do not jump from one sponsorship to another. We have been with Steve Scheuring, for example, for fourteen years. We have sponsored the same supercross/motocross team for thirteen years. Our power boat racers, Terry Rinker and Bob Teague, have been with us for eight and five years, respectively. And off-road racer Scott Douglas will begin his sixth year driving for AMSOIL next season. Our teams appreciate our loyalty and go over

and above what is necessary to return that loyalty to us. Even my good friend Bobby Unser, who we no longer sponsor, of course, continues to promote AMSOIL at every opportunity he gets. We built a relationship, established the loyalty and it is still paying dividends for us. To our racers, an AMSOIL sponsorship means much more than just the dollars it represents.

So I thank Steve Scheuring, his team and all of the other racers who proudly wear the AMSOIL colors. They represent us well.

A handwritten signature in black ink, reading "A.J. Amatuzio".

A.J. "Al" Amatuzio

President and CEO, AMSOIL INC.



The First in Synthetics®

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Executive V.P. /
Chief Financial Officer

Alan Amatuzio
Executive V.P. /
Chief Operating Officer

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



WINNING ISN'T EVERYTHING. BUT IT IS OUR THING.



Products the Pros Use

Synthetic 2-stroke and
4-stroke oils for people
who value performance.



AMSOIL is proud to be the
lubricant of choice for Kevin Windham
and Factory Connection Racing.

AMSOIL®

The First in Synthetics®

OFFICIAL OIL

ARENACROSS
Series



MONSTER
ENERGY
SUPERCROSS
FIM World Championship

BEWARE OF AUTOMATIC TRANSMISSION FLUID ADDITIVES

ATF additives can alter automatic transmission fluid properties, causing degraded low-temperature performance, premature wear, corrosion and shudder problems.

Original equipment manufacturers (OEMs) perform extensive testing to determine the lubrication characteristics required for specific transmission designs and applications. OEM engineering specifications outline the physical properties and minimum performance levels of the required fluids, and only a well-formulated automatic transmission fluid that meets these OEM specifications ensures proper transmission function and maximum service life.

In the past, a few major OEM specifications covered the transmission fluid requirements for the entire industry. Today, numerous different specifications have led to confusion and inconvenience for consumers, especially for those who own vehicles from different manufacturers. Installers face similar issues; keeping an inventory of different fluids may be confusing and expensive. To

simplify matters and reduce costs, many transmission fluid installers rely on ATF additives to fortify used fluid, "update" less expensive outdated fluid or add an extra level of protection. In fact, a recent study revealed 53 percent of surveyed shops used additives to enhance "DEXRON®/MERCON®" ATFs.

Claims by ATF additive manufacturers lead consumers to believe the additives provide everything transmissions need to perform well and last longer. Despite such claims, however, most vehicle and transmission OEMs specifically warn against using them. Not only are the benefits usually short-lived, but the additives can actually degrade the performance of the automatic transmission fluid.

The following test data from industry studies demonstrates the shortfalls of a typical ATF additive in three critical performance areas. The data also identifies a situation where the ATF additives degraded the performance of the original fluid enough that it no longer met the requirements of the specification for which it was designed.

Frictional Performance

To function properly, the friction surfaces in an automatic transmission and locking torque-converter must slip enough to engage smoothly and then firmly lock to transmit power without slippage. Well-formulated automatic transmission fluids contain carefully designed friction modifier additives that effectively promote this process over the recommended fluid life. If the required frictional performance level is not met, the clutches and other friction surfaces slip and lock intermittently under load, causing shudder that contributes to inefficiency and potential transmission problems.

ATF additive manufacturers attempt to address shudder issues by formulating their products with highly friction-modified additives. As the modified SAE Severe Anti-Shudder Durability test (Chart 1) shows, ATF additives may initially boost anti-shudder performance, but the benefit is short-lived.

In less than an hour, the anti-shudder performance level of the base ATF treated with an ATF additive began to decline, and within 1.5 hours fell below the minimum performance reference line. In contrast, the ATF without an ATF additive maintained its ability to resist shudder for close to six hours.

Wear

The FZG Wear Test (ASTM D-5182) is used to gauge resistance to scuffing loads common in automatic transmissions. At each stage, a progressively heavier load is applied to a set of gears, and scuffing of the gears is evaluated. The lubricant protecting the gears will either pass or fail the load stage based on this evaluation.

The negative effect ATF additives can have on transmission fluid is clearly demonstrated by the test results (Chart 2). While the untreated DEXRON IIIH/MERCON transmission fluid produced an FZG pass rating of 10, the addition of an ATF additive interfered with the original fluid's designed protective properties and lowered the rating to 9. In contrast, AMSOIL Synthetic Multi-Vehicle Automatic Transmission Fluid produced an FZG pass rating of 12, surpassing virtually all OEM specification requirements.

Cold-Temperature Performance

Vehicle manufacturers specify maximum cold-temperature transmission fluid viscosity limits to ensure adequate lubrication at startup and proper shift performance in cold weather. The Brookfield Viscosity Test (ASTM D-2983) is used to measure fluid viscosity at low temperatures. A measurement at -40°C



Testing Demonstrates ATF Additive Deficiencies

(-40°F) is a common transmission fluid specification requirement, and the result of the test is expressed in centipoise (cP). The higher the cP, the more the fluid resists flow.

The maximum Brookfield Viscosity limits at -40°C for four OEM transmission fluid specifications are indicated in Chart 3. The untreated DEXRON IIIH/MERCON transmission fluid alone met the DEXRON/MERCON Brookfield Viscosity requirement. However, when an ATF additive was added, it failed to meet the requirement, demonstrating clear evidence of ATF additives negatively interfering with the properties of automatic transmission fluid. AMSOIL Synthetic Multi-Vehicle ATF meets the Brookfield Viscosity requirements of all the specifications displayed in the graph, demonstrating that a premium-quality, multi-vehicle transmission fluid is the optimal choice when a single product must satisfy the requirements of multiple specifications.

Recommendation

AMSOIL INC. recommends against the use of ATF additives as they may cause a reduction in performance, protection and longevity of equipment, and can ultimately cause permanent damage to a vehicle's transmission. The use of any aftermarket ATF additive will void the AMSOIL Limited Warranty.

AMSOIL Synthetic Multi-Vehicle Automatic Transmission Fluid (ATF) and Synthetic Fuel Efficient Automatic Transmission Fluid (ATL) are high-quality transmission fluids engineered to the highest performance requirements of multiple transmission fluid specifications. AMSOIL transmission fluids are multi-vehicle products that accomplish the objective of additives without degrading performance. They effectively reduce confusion, inventory requirements, misapplication and cost, while providing superior protection to help extend transmission life. AMSOIL ATFs are warranted by AMSOIL for use in a wide range of domestic and import vehicle transmissions. ■

CHART 1: SEVERE ANTI-SHUDDER DURABILITY

Modified SAE No. 2 Test (SAE 2007-01-1974)

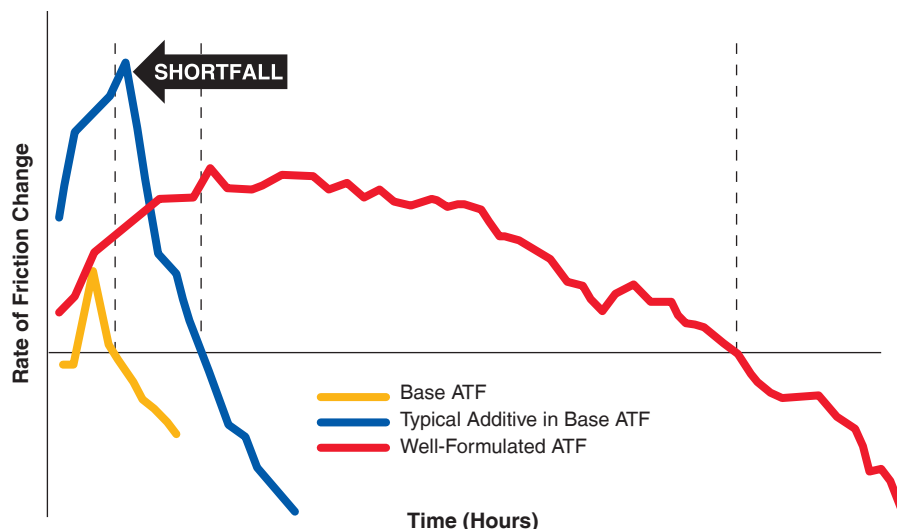


CHART 2: FZG WEAR TEST

(ASTM D-5182)

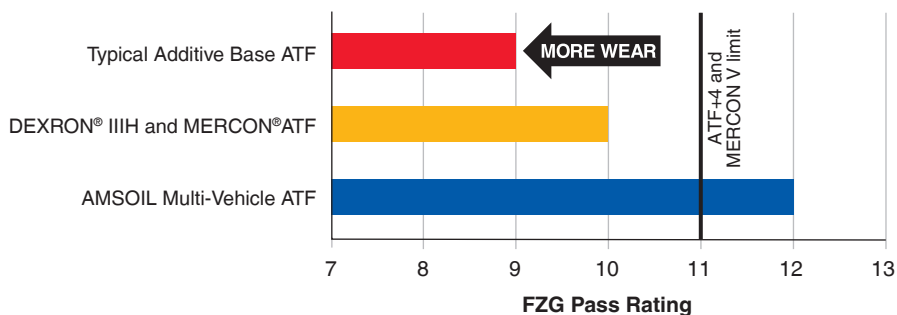
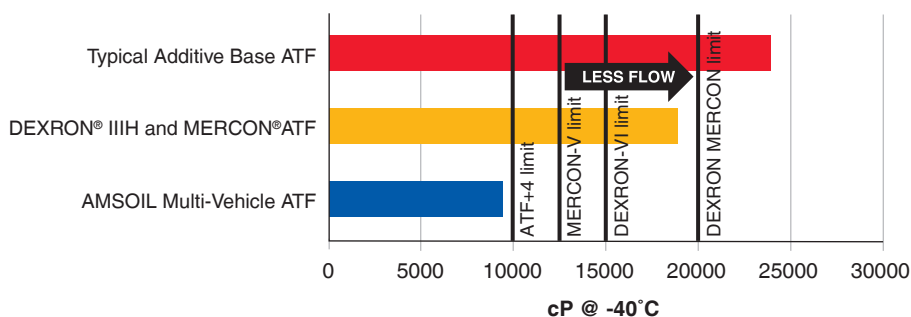


CHART 3: BROOKFIELD VISCOSITY

(ASTM D-2983)



DOMINATOR® COOLANT BOOST REDUCES ENGINE WARM-UP TIMES IN COLD WEATHER

AMSOIL Dominator® Coolant Boost is designed to reduce corrosion and significantly enhance heat transfer in cooling systems. One of the overlooked benefits of better heat transfer is much quicker engine warm-up in winter conditions, which is noticed when the vehicle's defroster works much sooner.

To understand how Dominator Coolant Boost reduces engine warm-up times in cold weather, it is imperative to understand the fundamentals of an engine's cooling system and how Coolant Boost's proprietary tiered-surfactant technology works. The same tiered-surfactant technology that aids in reducing engine operating temperatures also decreases engine warm-up times.

In a vehicle's cooling system, the ultimate goal is to quickly and effectively move heat away from engine components, permitting the engine to run at a safe, controlled temperature. An effective cooling system reduces stress on all aspects of the engine, including the lubricating oil. Alternatively, a corroded cooling system that transfers heat ineffectively will eventually lead to engine overheating, breakdown of engine oil and catastrophic failure.

Before studying tiered surfactants, it is important to understand what a surfactant does in a cooling system. A surfactant reduces the surface tension of water and antifreeze, allowing closer contact with metal parts. This closer contact increases the coolant's efficiency in transferring heat away from

hot engine parts and out through the radiator and fan.

Many leading coolant additives contain only one surfactant, limiting their temperature ranges and ultimate effectiveness. AMSOIL Dominator Coolant Boost uses three surfactants, each designed to operate in a different temperature range to increase liquid-to-metal contact from the time the vehicle starts to the time it reaches operating temperature.

Graphic A illustrates how each surfactant in Coolant Boost's tiered-surfactant technology is designed to provide optimal performance over a wide temperature range, while competing products with only one surfactant

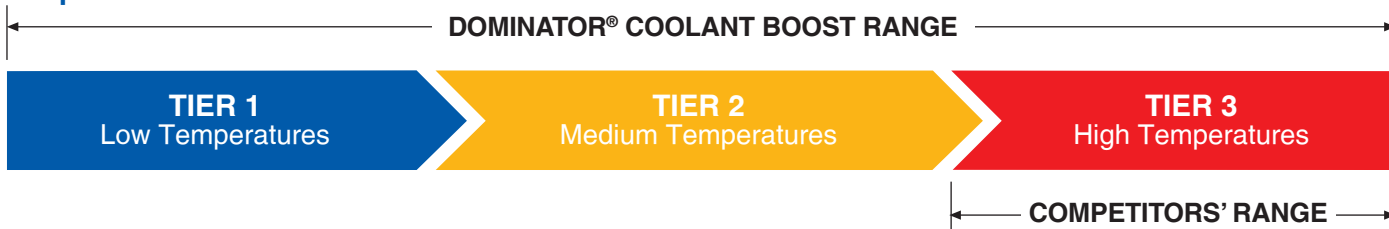
are limited to performance in a single temperature range.

Graphic B outlines controlled testing of AMSOIL Dominator Coolant Boost with a 50/50 antifreeze/water mix. When a cooling system reaches 120°F, the operator typically feels warm air coming out of the defroster. The time it takes to reach this temperature with Coolant Boost is reduced by 45 percent compared to the 50/50 antifreeze/water mix alone.

Through the use of tiered surfactants, AMSOIL Dominator Coolant Boost delivers quicker warm-up times in the winter and reduced engine temperatures in the summer, making it an excellent choice for year-round use. ■



Graphic A



Graphic B

	COOLANT ONLY	COOLANT W/ COOLANT BOOST	IMPROVEMENT
30° to 120°F	6 minutes, 30 seconds	3 minutes, 36 seconds	45% faster
30° to 180°F	10 minutes, 48 seconds	6 minutes, 54 seconds	35% faster

WHAT IS A SYNTHETIC MOTOR OIL?

The Differences Between AMSOIL Synthetic Oils and Conventional Oils

Engines, transmissions and other components contain hundreds of moving parts. Though the metal surfaces of these parts look very smooth, they are actually filled with microscopic peaks and valleys. When a peak on one surface touches its mating surface, it causes damage. The damage may be abrasive, like scratching, or adhesive, in which a portion of one surface sticks to its mating surface, leaving a pit in the original and a lump on the second. When the damage caused by contact is severe, it causes failure, which is usually a sudden event. When it is mild, it causes wear, a long-term event. Wear cannot be eliminated altogether, but it can be slowed through proper lubrication. Failure prevention and wear reduction are the primary functions of lubrication.

Wear Reduction

Lubricants inhibit friction and wear by providing a film that physically separates surfaces so that when they move, the mating surfaces don't touch. The lubricant's viscosity, technically its resistance to flow, and often thought of as its "thickness," provides the lubricant's ability to separate surfaces. Viscosity is the single most important characteristic of a lubricant.

Cooling

Most lubricants also cool the components they serve. For example, the crankshaft, main and connecting rod bearings, camshaft, camshaft bearings, timing gears, pistons and lower engine components depend on motor oil for cooling. Lubricants pick up heat from components and carry it to an area, such as the engine's crankcase, where the heat transfers to the surrounding air.

Other

Lubricants also seal, clean and perform other functions.

Conventional vs. AMSOIL Synthetic Lubricants

Conventional lubricants are refined from crude oil. Refining is a process of physically separating light from heavy oil fractions. Crude oil is a natural substance. It contains millions of different

kinds of molecules. Many are similar in weight but dissimilar in structure. Because refining separates products by weight, it groups molecules of similar weight and dissimilar structure, so refined lubricants contain a wide assortment of molecules.

However, not all of those molecules are beneficial to the lubrication process. Some of the molecules found in refined lubricants are detrimental to the lubricated system or to the lubricant itself. For example, paraffin, a common refined lubricant component, causes refined lubricants to thicken and flow poorly in cold temperatures. Some refined lubricant molecules also may contain sulfur, nitrogen and oxygen, which act as contaminants and invite the formation of sludge and other by-products of lubricant breakdown.

AMSOIL synthetic lubricants are chemically engineered to form pure lubricants. Synthetic lubricants contain no contaminants or molecules that "don't pull their own weight." Because synthetics contain only smooth lubricating molecules, they slip easily across one another. On the other hand, the potpourri of jagged, irregular and odd-shaped molecules of refined lubricants don't slip quite so easily. The ease with which lubricant molecules slip over one another affects the lube's ability to reduce friction, which in turn, affects wear

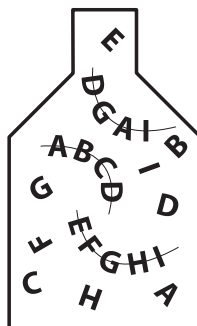
control, heat control and fuel efficiency. AMSOIL synthetics are superior.

Uniformity also helps synthetics resist thinning in heat and thickening in cold, which helps them protect better over a system's operating temperature range. Synthetic lubricants are designable; they may be made to fulfill virtually every lubricating need.

Does Conventional Oil Offer Any Advantage?

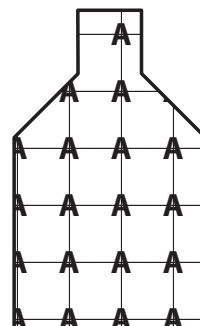
Petroleum oils have met our lubrication needs for more than 100 years. They provide adequate lubrication and protection in many applications and they usually cost less to purchase than synthetics. However, because synthetic lubricants may be used for longer drain intervals than conventional lubes, and components lubricated with synthetics tend to require fewer repairs than those lubricated with conventional lubes, people who use synthetics often end up spending less on lubrication and vehicle maintenance than those who use conventional lubricants. The savings to industrial and commercial users are well-documented by AMSOIL and others. AMSOIL synthetic motor oils are the finest lubricants available today. Because AMSOIL uses only the highest-quality base stocks and additive chemicals, AMSOIL synthetic motor oils provide maximum protection for virtually every application.

CONVENTIONAL PETROLEUM LUBRICANT



Molecular Inconsistency

SYNTHETIC ENGINEERED LUBRICANT



Molecular Uniformity



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

With the beginning of each new year, many people think about what they can do to improve some aspect of their lives. AMSOIL is no different, except that it's an ongoing process. We are *always* looking for ways to improve our products, and one of the ways we validate products is through field studies. The AMSOIL technical team recently completed a field validation study outlining the performance of AMSOIL hp Injector Synthetic 2-Cycle Oil (HPI) in Evinrude® E-TEC™ engines. These engines are unique in that they offer an alternative, lean-mix setting that allows the engine to use less oil. Whether programmed to run at the standard mix ratio or reprogrammed to the lean-mix setting, E-TEC engines use sophisticated electronic equipment to monitor conditions like RPM and throttle position to determine the gas-to-oil ratio injected into the engine – similar to how electronic oil life monitoring systems determine when a car's oil should be changed. In order to take advantage of the lean-mix setting, a customer must have his or her engine reprogrammed by an Evinrude dealer. The customer must also agree to use Evinrude Johnson XD100™ two-cycle oil exclusively. Of course, we know that hp Injector is up to the task, and to prove it, AMSOIL conducted a study at a SEA-TOW facility featuring twin Evinrude 250 hp E-TEC engines, one lubricated with hp Injector and the other with Evinrude Johnson XD100. SEA-TOW is a marine-rescue organization specializing in non-emergency calls for assistance, typically towing large vessels like sport cruisers and yachts. This is an ideal environment for testing hp Injector in reprogrammed E-TEC engines under heavily loaded conditions.

As part of the study, both engines were run for 28 hours on the standard oil injection setting and were then repro-

AMSOIL hp Injector® provides exceptional performance in Evinrude E-TEC engine lean-mix setting.

Only a limited number of oils are proven effective in these applications.

grammed by an Evinrude dealer to operate at the reduced oil consumption setting for the duration of the study. The starboard engine's oil reservoir was filled with AMSOIL hp Injector and the port side engine's oil reservoir was filled with XD100 two-cycle oil.

The validation period lasted a total of 534 hours; approximately 240 hours were spent under heavy-duty service conditions when the SEA-TOW boat towed marine vessels. The engines were closely monitored for the duration, and upon completion, both were disassembled and rated by a certified independent rater from Intertek. Intertek of San Antonio, Texas is an independent company specializing in product and performance testing, including qualification testing of lubricants. Intertek evaluated both Evinrude engines based on NMMA TC-W3 criteria for two-cycle marine engines, examining the condition of all engine parts and inspecting for wear and deposit formation.

Wear protection in critical areas, including the cylinder walls, was one of the main areas of interest. Although we expected hp Injector to perform well, the results exceeded our expectations.

As seen in the photo, the cylinders looked almost new and the cross-hatch pattern from machining is clearly evident. Blockage of the exhaust ports is rated on a 10-point merit scale; a rating of 10 indicates the port is 100 percent free of blockage. Scuffing of the cylinder walls is measured by percent, where 0 percent indicates no scuffing.

Both hp Injector and XD100 received high ratings. The exhaust ports of both the AMSOIL- and Evinrude-lubricated cylinders had few deposits. Both oils scored near a perfect 10. Neither set of cylinder liners showed scuffing of the



This photo shows one of the cylinders from the hp Injector-lubricated engine. Note that the original cross-hatch pattern is still visible. The scratch marks above the exhaust port are the result of a mechanical phenomenon; they appear in the exact same spot on the XD100-lubricated cylinders.

cylinder walls. Both engines received a 0 percent wear rating in the cylinder wall area, indicating the oils provided statistically equivalent overall wear protection.

AMSOIL hp Injector and XD100 earned near identical merit ratings for hard carbon deposits, scuffing and/or staining in all critical engine areas, including pistons, connecting rods, cylinder head, crankshaft and main bearings. The physical condition of these parts demonstrates that equipment integrity in both engines was maintained at near identical rates, despite the reduced oil rate and severe service conditions. The evidence clearly supports the use of AMSOIL hp Injector in E-TEC engines programmed for reduced oil consumption.

Based on these findings, AMSOIL hp Injector will provide excellent protection for Evinrude E-TEC engines programmed for reduced oil consumption, and AMSOIL fully supports the use of AMSOIL hp Injector in place of Evinrude XD100 in these applications. ■

AMSOIL INTRODUCES 15,000-MILE Ea[®] OIL FILTERS

Group includes reintroduction of Ea Oil Filters for several popular Toyota applications.

Modern engine design trends have resulted in some vehicles that present multiple challenges to filtration engineers, especially those who are focused on delivering extended service life. In order to remain serviceable for an extended period, a filter must ensure adequate capacity while maintaining sufficient efficiency throughout the specified interval. This is often accomplished in part through the use of high-efficiency media and a slightly larger can to increase capacity.

Barriers to Extended Service

Vehicle manufacturers are under tremendous pressure to provide fuel-efficient vehicles that produce fewer emissions than their predecessors. In fact, government mandates require automakers to meet specific fuel efficiency and emissions benchmarks or face steep monetary penalties. Vehicle original equipment manufacturers (OEMs) employ a variety of techniques to improve efficiency and reduce emissions, and nearly all of them negatively impact motor oil and oil filtration.

Smaller Sumps, Smaller Filters, More Contaminants

To meet the demand for greater efficiency, OEMs are offering smaller, more aerodynamic cars. They have also introduced several new engine technologies designed to deliver greater power out of smaller, more fuel-efficient engines, which often rely on turbos or unique fuel injection systems that can increase the amount of

contaminants introduced into the oil. As these cars have become smaller, engine compartments have become too tight to use a filter of increased size. This, coupled with the trend toward smaller oil sumps in many of these applications, results in an extremely challenging task for oil filters.

Additional Contaminant Generation

To meet the demand for reduced emissions, OEMs are applying a number of methods, including exhaust gas recirculation (EGR). EGR works by recycling a small amount of spent exhaust gas back into the combustion chamber. Some of the side-effects of EGR include less-efficient combustion, increased temperatures and increased acids; all of which add to the oil filter's workload.

AMSOIL Overcomes Obstacles

For some of these applications extending the service life of the oil filter would seem impossible. Smaller sump sizes, engines prone to sludge and smaller filter sizes, combined with increased contaminants in the engine oil, present a serious challenge to filtration engineers. AMSOIL has overcome all those obstacles with its introduction of 15,000-mile Ea Oil Filters (EA15K). There are 11 15,000-mile Ea Filters in all, including some that were previously available as 25,000-mile filters. While AMSOIL has had no issues with these filters, the engine technologies used



in the vehicles to which they apply are simply too demanding on an oil filter to continue offering 25,000-mile intervals. Also included in the group of 15,000-mile Ea Oil Filters are a number of filters (EA15K09, EA15K10, EA15K13) that were either discontinued or available only at OEM-recommended intervals due to the engine design issues outlined in AMSOIL Technical Service Bulletins FL-2009-05-01 and FL-2010-04-01 (click the Tech Service Bulletins link on the right side of the AMSOIL homepage).

There has been a high demand for the reintroduction of these oil filters, and now annual oil and filter change intervals are once again possible for the corresponding applications.

15,000-Mile Ea Oil Filter Notes

Ea Oil Filters recommended for 15,000-mile service intervals are designated by the product code EA15K. These filters have been redesigned, but still feature the same premium nanofiber synthetic media as their 25,000-mile counterparts. In addition to some slight packaging modifications, AMSOIL has identified existing Ea Oil Filters moving from 25,000- to 15,000-mile intervals by placing stickers on the boxes. ■

AMSOIL EA OIL FILTERS RECOMMENDED FOR 15,000 MILES

Former Stock #	New Stock #	Unit of Meas.	Comm. Credits	U.S. Wholesale	U.S. SRP	Can. Wholesale	Can. SRP	Former Stock #	New Stock #	Unit of Meas.	Comm. Credits	U.S. Wholesale	U.S. SRP	Can. Wholesale	Can. SRP
EA009	EA15K09	EA	7.05	10.85	14.35	13.00	17.15	EA029	EA15K29	CA	95.10	136.02	178.70	162.40	213.35
EA009	EA15K09	CA	84.66	121.09	159.20	144.60	190.10	EA032	EA15K32	EA	6.77	10.40	13.70	12.45	16.35
EA010	EA15K10	EA	7.41	11.40	15.00	13.65	17.95	EA032	EA15K32	CA	81.31	116.46	153.20	139.00	182.85
EA010	EA15K10	CA	88.98	127.36	167.45	152.05	199.90	EA033	EA15K33	EA	7.81	11.95	15.75	14.30	18.85
EA012	EA15K12	EA	7.42	11.35	14.95	13.55	17.85	EA033	EA15K33	CA	93.77	133.96	176.40	159.95	210.60
EA012	EA15K12	CA	89.08	127.26	167.60	151.85	200.00	EA046	EA15K46	EA	9.05	13.90	18.30	16.60	21.85
EA013	EA15K13	EA	7.83	12.05	15.90	14.40	19.00	EA046	EA15K46	CA	108.60	155.40	204.60	185.55	244.30
EA013	EA15K13	CA	94.03	134.72	177.10	160.85	211.40	EA050	EA15K50	EA	8.45	12.95	17.05	15.50	20.35
EA020	EA15K20	EA	6.92	10.65	14.05	12.75	16.80	EA050	EA15K50	CA	101.39	144.84	190.55	172.85	227.40
EA020	EA15K20	CA	83.10	118.86	156.25	141.85	186.45	EA051	EA15K51	EA	7.38	11.35	14.95	13.55	17.85
EA029	EA15K29	EA	7.92	12.15	16.00	14.55	19.10	EA051	EA15K51	CA	88.56	126.67	166.50	151.20	198.75

MONSTER ENERGY SUPERCROSS PROVIDES NATIONAL TELEVISION COVERAGE



The 2011 Monster Energy AMA Supercross Tour kicks off in Anaheim, Calif. on January 8 and will be televised throughout the season on CBS and the Speed Channel. AMSOIL is the Exclusive Official Oil of Monster Energy Supercross and sponsors the AMSOIL/Factory Connection Racing squad that features star rider Kevin Windham and top Lites riders Justin Barcia, Blake Wharton, Eli Tomac and newcomer Wil Hahn.

Kevin Windham
Team AMSOIL



2011 MONSTER ENERGY SUPERCROSS T.V. SCHEDULE

All times Eastern. Schedule subject to change (see www.amsoil.com for the latest schedule).

Anaheim I (Live)	January 8	10 p.m.	Speed
Phoenix (Live)	January 15	9:30 p.m.	Speed
Los Angeles (SX)	January 23	12 p.m.	CBS
Los Angeles (Lites)	January 23	6 p.m.	Speed
Los Angeles (SX)	January 28	3 a.m.	Speed
Oakland (SX)	January 30	12 p.m.	CBS
Oakland (Lites)	January 30	6 p.m.	Speed
Oakland (SX)	February 4	3 a.m.	Speed
Anaheim II (Lites)	February 6	5 p.m.	Speed
Anaheim II (SX)	February 6	6 p.m.	Speed
Houston (SX)	February 13	12 p.m.	CBS
Houston (Lites)	February 13	4 p.m.	Speed
Houston (SX)	February 18	3 a.m.	Speed
San Diego (Live)	February 19	10:30 p.m.	Speed
Atlanta (Live)	February 26	7:30 p.m.	Speed
Legends	February 27	12 p.m.	CBS
Indianapolis (Live)	March 12	7:30 p.m.	Speed
Jacksonville (Lites)	March 20	5 p.m.	Speed
Jacksonville (SX)	March 20	6 p.m.	Speed
Toronto (SX)	March 27	5 p.m.	Speed
Toronto (Lites)	March 27	6 p.m.	Speed
Arlington (SX)	April 3	12 p.m.	CBS
Arlington (Lites)	April 3	6 p.m.	Speed
Arlington (SX)	April 8	3 a.m.	Speed
St. Louis (SX)	April 10	12 p.m.	CBS
St. Louis (Lites)	April 10	6 p.m.	Speed
St. Louis (SX)	April 15	3:30 a.m.	Speed
Seattle (Live)	April 16	10:30 p.m.	Speed
Salt Lake City (SX)	May 1	12 p.m.	CBS
Salt Lake City (Lites)	May 1	6 p.m.	Speed
Salt Lake City (SX)	May 6	3 a.m.	Speed
Las Vegas (Live)	May 7	10 p.m.	Speed
Wrap-Up	May 8	2 p.m.	CBS



One of the main points of emphasis that I hear from new and potential marketing partners is that they are "seeing AMSOIL everywhere."

While we might not be "everywhere," we sure are in a lot of places these days and it's rewarding to have people taking notice. The question is how are people taking notice?

In 2010, AMSOIL had exposure through motorsports sponsorships in more than 500 markets. From Southern California to Maine, AMSOIL was corporately tied to 1,290 race events and more than 5 million fans over the past 12 months.

On top of that, AMSOIL race teams, series and events garnered more than 400 hours of television on networks including CBS, NBC, SPEED and Versus.

With new series, events and teams being added for 2011, pretty soon "everywhere" will be a reality.

MARTIN, MEES AND BAUER COLLECT PODIUMS IN DULUTH AND FARGO

AMSOIL DULUTH NATIONAL

The 2010-2011 AMSOIL Championship Snocross Series kicked off with the AMSOIL Duluth National in Duluth, Minn. on Thanksgiving weekend, where Team AMSOIL/Judnick Motorsports



Martin started the 2010-2011 AMSOIL Championship Snocross Series with two second-place podiums.

racer Ross Martin picked up a pair of second-place podium finishes.

Battling with TJ Gulla for the first half of the Pro Super Stock final, Martin took over the lead at the race's mid-point, but then dealt with lapped traffic and a hard-charging Tucker Hibbert for the final five laps. Hibbert took the win, with Martin right behind for second.

In the AMSOIL Pro Open final, Martin took the lead and looked unstoppable, but once again lap-traffic and Hibbert were too much. Hibbert snagged the lead with less than two laps remaining, and Martin didn't have enough time to reel him back in, taking the second-place podium.

Team AMSOIL/Scheuring Speed Sports rider Darrin Mees took a pair of podiums, finishing second on Saturday and third on Sunday in the Semi-Pro Super Stock division, while Team AMSOIL/Judnick Motorsports racer Mike Bauer finished third on Saturday and fifth on Sunday.



FARGO NATIONAL

The second round of AMSOIL Championship Snocross Series racing action took place in Fargo, N.D. December 10-11. With temperatures dipping below zero and a heavy snow starting to fall, Team AMSOIL/Scheuring Speed Sports racer Robbie Malinoski took the number-one qualifying position in the AMSOIL Pro Open class. While Malinoski just missed taking the last podium spot in the final, finishing fourth, Martin led most of the race before Hibbert came from behind to take his third win of the year. Martin finished second and holds second in the overall points standings; Malinoski holds ninth.

In the Pro Super Stock class, Martin again jumped out to a solid lead, only to finish second to Hibbert in the end. Malinoski was in position to take third, but an aggressive move by Tim Trembley caused an accident that knocked Malinoski out of the race. Martin holds second in the overall points standings and Malinoski holds 10th.

In Semi-Pro action, Bauer finished third on Friday, while Mees took third on Saturday. Mees holds third in the overall points standings, while Bauer holds fifth.

The AMSOIL Championship Snocross Series heads to Sandy, Utah January 8 for the Western Nationals at Rio Tinto Stadium.



Team AMSOIL/Scheuring Speed Sports semi-pro rider Darrin Mees has collected three podiums in four races this season.

Catch all the action of the AMSOIL Championship Snocross Series on the Versus Network.



AMSOIL CHAMPIONSHIP SNOCCROSS SERIES TV SCHEDULE ON VERSUS

All times Eastern. Schedule subject to change (see www.amsoil.com for the latest schedule).

Western Nationals	Sandy, UT	January 23	3 p.m.
Eastern Nationals	Farmington, NY	March 6	3 p.m.
Michigan National	Pontiac, MI	March 13	3 p.m.
Hayward Nationals	Hayward, WI	March 20	3 p.m.
Air Force National	Elko, MN	April 3	3 p.m.
Nielsen Enterprises Grand Finale	Lake Geneva, WI	April 17	2 p.m.

New A.J. Amatuzio Signature Pen

Originally developed by NASA, this upscale Fisher Space Pen features a sealed pressurized ink cartridge. Writes from -30°F to 250°F, underwater, at any angle and upside down. Will not dry out in 100 years.

STOCK #	U.S.	CAN.
G2809	9.95	11.90



Executive Pen Available While Supplies Last

This upscale triangular Euro style pen features metallic barrel, large comfortable rubber grip and unique clip design.

STOCK #	U.S.	CAN.
G1837	3.50	4.20



THE NEXT BITE HOST IMPRESSED WITH IMPROVED FUEL ECONOMY

National Fresh Water Fishing Hall-of-Famer Gary Parsons, one of the hosts of the popular AMSOIL-sponsored fishing program *The Next Bite* on the Versus Network, could not hide his excitement about gaining improved fuel economy with AMSOIL products, writing the following:

I thought I'd drop you a note since I'm pretty excited. I switched all three of my trucks to AMSOIL products over the last few days: engine oil, transmission, front and rear differentials. The news is about my tournament truck. I have a 2011 Ford F250 with the new diesel engine. Before I made the lubricant switch, I filled the truck with diesel and headed to Duluth (Minn.) to get some work done. I was bucking a head wind and got 17.8 miles per gallon, which is pretty normal going against a 30 mph wind. I got the lubricants switched and some other work done on the truck, so it stayed overnight. The next day I came back with my wife's truck to get her lubricants switched. That day we drove both vehicles back home, and this is where it got interesting. The wind was dead calm and I wanted to see what happened to the gas mileage, so I drove the speed limit and used the speed control on the truck most of the way. I've made this trip

from Duluth to my house many times where I tried to get the best gas mileage, probably no less than six times when I was watching closely. The best mileage that I ever got on the stretch between Duluth and Ashland (Wis.) was 20.4 mpg, and since the stretch between Ashland and my house is really hilly, the mileage goes down and the best overall performance when I reach my house has been 19.4 mpg. Using the same diesel fill as when I took the truck to Duluth, I got 22.4 mpg from Duluth to Ashland and 21.3 when I got home! That's almost two miles per gallon better by just switching to the AMSOIL lubricants! I would have never believed that it would have made such a difference, especially since Ford uses synthetics in the new diesels already. All I can say is WOW!



The Next Bite host Gary Parsons experienced immediate fuel economy benefits after switching his Ford F250 to AMSOIL products.

Select Diesel Recovery Package Sizes Discontinued, Available at Reduced Pricing

Due to limited sales, Diesel Recovery (DRC) one-gallon bottles, five-gallon pails and 55-gallon drums are discontinued and available while supplies last. Diesel Recovery is still available in 30-ounce bottles. Discontinued package sizes are available at reduced prices. AMSOIL will not accept returns on these sale-priced, discontinued items.

Diesel Recovery quickly and effectively dissolves the wax crystals that form when diesel fuel surpasses its cloud point. It liquefies gelled diesel fuel, thaws frozen fuel filters and reduces the need for a new filter, saving money and allowing the operator to continue driving with minimal downtime. Diesel Recovery performs well in all diesel fuels, including ULSD, off-road and biodiesel and is alcohol-free and non-corrosive.

Stock Number	Unit of Measure	Pkg./Size	Reduced Price
DRC1G	EA	(1) gallon	25.90
DRC1G	CA	(4) gallons	98.60
DRC05	EA	5-gallon pail	119.70
DRC55	EA	55-gallon drum	1,098.50

OVER 25% OFF



HOT PRODUCTS FOR **COLD** TEMPERATURES



As a performance company AMSOIL offers more than just lubricants. Two of our best-selling fuel additives for diesels are Diesel Concentrate and Diesel Cold Flow Improver.

Diesel Concentrate (ADF) is a total system cleaner and lubricity improver that provides up to 5% better fuel economy for heavy- and light-duty diesel engines. Diesel Cold Flow Improver (ACF) effectively depresses diesel fuel's pour point to help prevent it from gelling and clogging the fuel filter. Diesel Concentrate plus Cold Flow Improver (DCF) combines the benefits of these two products into one.

And don't forget alcohol-free, non-corrosive Diesel Recovery (DRC), which effectively liquifies gelled diesel fuel in extreme temps.

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