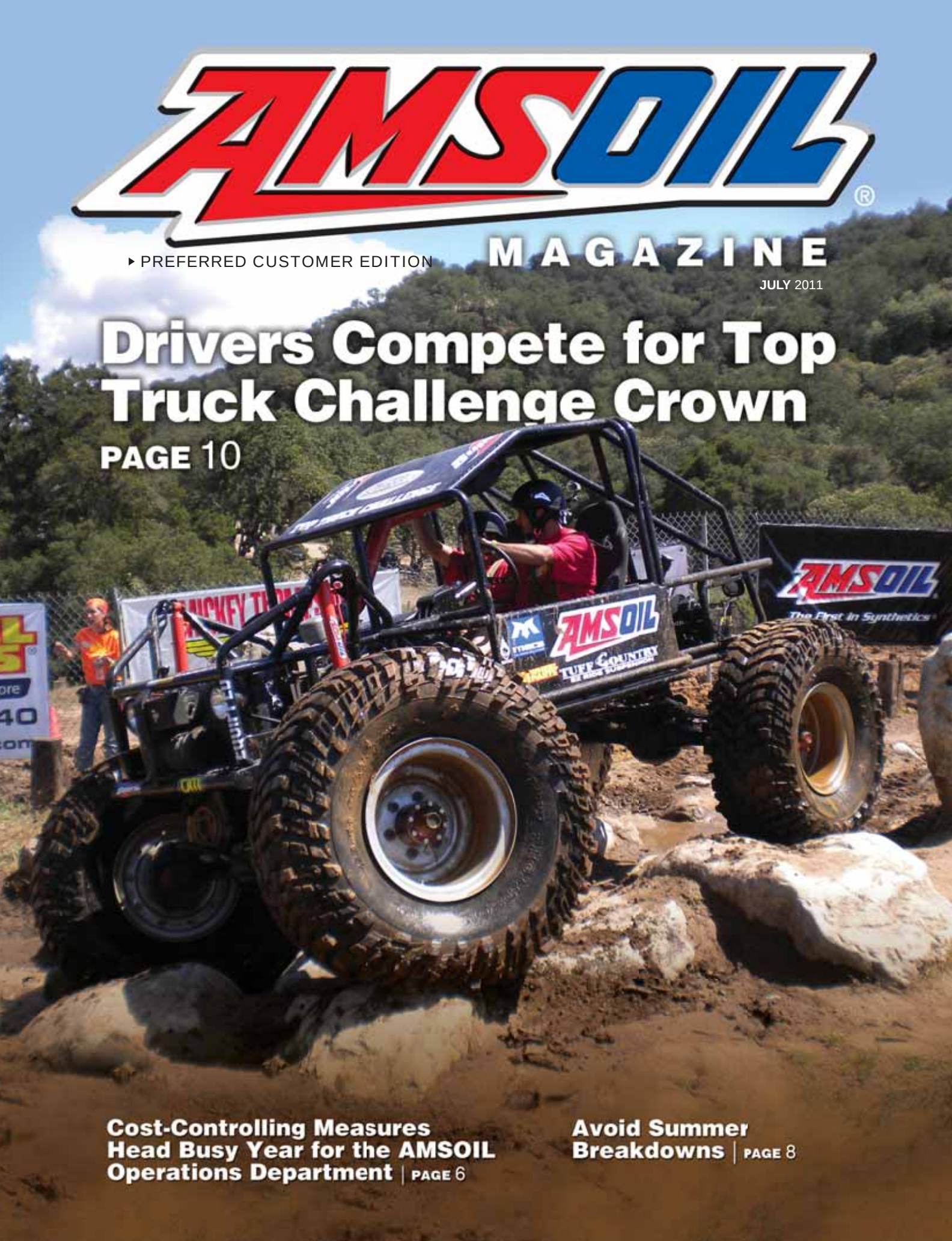
AMSOIL MAGAZINE

PREFERRED CUSTOMER EDITION

JULY 2011

Drivers Compete for Top Truck Challenge Crown

PAGE 10



Cost-Controlling Measures Head Busy Year for the AMSOIL Operations Department | PAGE 6

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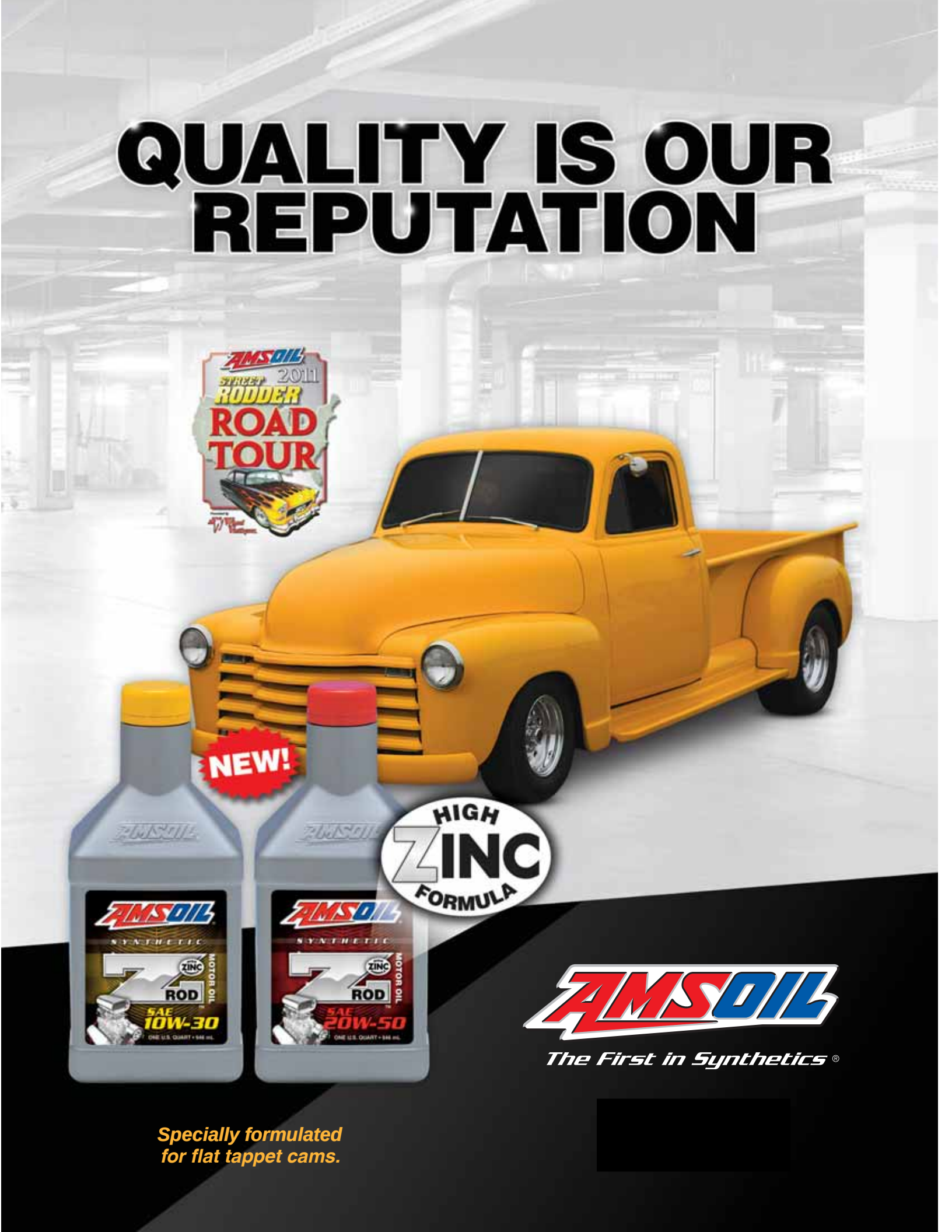
QUALITY IS OUR REPUTATION



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THE COVER

Ten teams battled it out for truck supremacy in the AMSOIL-sponsored Top Truck Challenge.

FROM THE PRESIDENT'S DESK

I received a phone call recently from a local man who has a few ties to AMSOIL. His name is Dave Esse. Dave is a high school hockey coach from a small community in the region and has had tremendous influence on many young men throughout the years. As a coach he is quite successful. Several of his players have gone on to have productive careers in the National Hockey League. Dave is also a local stock car driver. His success in that arena is not quite as noteworthy, but even with the small budget he has to work with he does manage to find the winner's circle from time to time.

Dave's mission was to meet me and express his appreciation for the support the company provides locally in a couple of areas. That local support is minimal compared to our large investment in national advertising, but it is significant nonetheless. When we met for lunch, Dave thanked me for securing the naming rights to the new AMSOIL Arena in Duluth, Minnesota and AMSOIL Speedway in Superior, Wisconsin. Both venues have considerable impact on the region's social and economic well-being, and as a hockey coach and stock car driver Dave made it clear how important he thought our involvement was.

The conversation eventually turned to AMSOIL products. Dave first became aware of them many years ago. His friend's father had been an extremely successful stock car driver and team owner in the Midwest, and Dave and his friend spent many hours at the track. They would wander the pits, observing the mechanics and picking up tips where they could. Dave recalled the issues all the teams had with gears running hot. The mechanics would have to wear gloves or use old towels or rags just to touch the overheated gearboxes. That was not the case in his friend's father's pit. There was no need for protection. The gearbox was not hot to the touch. AMSOIL gear lube was the difference, his friend's father explained, and Dave gained an education on synthetic oil.

Dave went on to describe a more recent experience. He attended a NASCAR race, and through his hockey connections was invited as a guest to the pit area. There, he had the opportunity to meet with the crew of a successful NASCAR team. Dave asked about the lubricants NASCAR teams used, and the crew admitted that "brown-bagging" tactics were not uncommon. Despite commitments to use particular products, teams would conceal their oils of choice in nondescript packaging and add the fluids to the race vehicles behind closed doors. Regardless of what it said *on* the container, the crew explained, it was not uncommon to find AMSOIL *in* the container.

Neither of these stories is new to me. Three-time Indy 500 winner and racing legend Bobby Unser had the exact same experiences over 35 years ago. Bobby first discovered AMSOIL products when he contacted me with a problem. The rear end in his Pike's Peak car was giving out after every run. It was an old unit and parts were impossible to find. Bobby's crew was forced to fabricate parts continuously. Ultimately, I sent him some AMSOIL gear lube, and the rear end quit breaking. He could now run the entire season with absolutely no need for repairs. From that point on Bobby always spoke about how his crew could touch a gearbox fresh off the track because the gears ran so much cooler with AMSOIL.

And Bobby, too, was guilty of brown-bagging. He tells the story of a race-day preparation when he was approached by a corporate big-shot. The guy was irate because he had seen Bobby's crew putting AMSOIL in the vehicle. Under contract, Bobby was committed to another product. When the big-shot was done blowing off steam, Bobby looked him straight in the eye. "Look," he said, "I get paid to win races, so stay out of my business. This is how I win races."

The central theme to all of this is product quality. From the start, those who know lubrication have turned to AMSOIL. We have earned our reputation through performance, not slick advertising or evasive marketing campaigns. AMSOIL lubricants truly can make a difference. Bobby Unser and countless others discovered that many years ago.

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

Improved Fuel Economy...

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COST-CONTROLLING MEASURES HEAD BUSY YEAR FOR THE AMSOIL OPERATIONS DEPARTMENT

Scott Davis | *Vice President, Operations*

Variables as diverse as raw materials procurement, product blending, packaging, distribution and more directly affect every AMSOIL product used by every Dealer and customer each day. Much of the responsibility for ensuring only competitively priced, premium products reach end-users falls under the banner of the AMSOIL Operations Department. Vice President of Operations Scott Davis spoke with *AMSOIL Magazine* about cost control, new projects and more.

AMSOIL Magazine: One of the primary tasks of the Operations Department is the procurement of raw materials. With the recent volatility in the oil market, how difficult has it been to maintain costs on raw materials?

Scott Davis: To say raw materials procurement is a challenge in this environment is an accurate statement. With the disruptions of raw material supplies in recent years, procurement has taken on a whole new level of importance in our business success. Because AMSOIL is an independent manufacturer, we can compare pricing from multiple suppliers and purchase from the supplier that delivers the quality we demand at the lowest price. So we shop around. Additionally, with our investment in the bulk storage facility at the AMSOIL Center, we are able to soften short-term raw material increases by managing inventory levels appropriately.

AMSOIL Magazine: What else does AMSOIL do to control costs?

Davis: AMSOIL has a great relationship with industry suppliers, and that more than anything has helped us weather the storms effectively. However, since AMSOIL is a blender and not a refiner of its own raw materials, our costs fluctuate with market conditions. AMSOIL makes every effort to ensure an uninterrupted supply of raw materials while controlling costs as much as possible. Although challenging, we do everything we can to keep AMSOIL products competitively priced.

AMSOIL Magazine: AMSOIL is involved in green initiatives that not only benefit the environment, but contribute to reduced prices on lubricants, literature items and more. Can you explain?

Davis: AMSOIL is a certified "Count Me Green" manufacturing company. This is the result of a third party evaluating our energy efficiency, recycling programs and employee awareness as it relates to sustainable manufacturing processes. We have a robust recycling program that results in only one dumpster of waste generated every six weeks for our entire 400,000-square-foot facility, and two semi loads per week of recyclables. AMSOIL recycling initiatives include everything from corrugated liner board to batteries, light bulbs and oil filters.

It results in positive revenue for waste disposal every year, which helps reduce operating costs.

AMSOIL Magazine: Turning to manufacturing, how do AMSOIL manufacturing processes compare to others in the industry?

Davis: I am convinced that AMSOIL manufacturing technology is well beyond the lubricants industry as a whole. This was an obvious step for the company, as we recognized that the best lubricants cannot remain the best with traditional blending technologies.

In 2007, AMSOIL invested heavily in a bulk blending and packaging upgrade that established a foundation of industry-leading technology for blending lubricants. This technology provides AMSOIL products a level of consistency recognized by our competition and valued by our customers. Our facilities not only ensure we meet growing product demand, but also provide the tools necessary to improve our already great synthetic lubricants.

AMSOIL Magazine: What is AMSOIL doing to maintain its status as the industry leader in manufacturing technology?

Davis: We continue to invest in process-control and process-monitoring technologies. Recent examples include the addition of in-line weigh scales on the quart packaging lines, providing increased accuracy and, ultimately, cost control. We also visually inspect for accurate cap colors and case quantities, improving efficiency. Updated lab equipment adds to the capability and effectiveness of the laboratory staff. Recent additions to the lab equipment ensure we remain the industry leader in product formulation and product offerings.

AMSOIL Magazine: AMSOIL Operation's stated mission is to provide customers "what you want, when you want it, with a service level that meets or exceeds your expectations the first time and every time." What does it take to accomplish this mission?

Davis: Obviously it starts with premium products that perform up to our customers' expectations. It continues with shipping orders in 24-48 hours, which happens 98 percent of the time when backorders do not interfere. It means we do our best to listen to customers and implement their feedback, which drives many of our investments in process controls and monitoring. For example, a single quality concern stood out recently during a comprehensive review of customer feedback. In this situation, AMSOIL had received a total of nine complaints over the course of a year for a packaging-related concern. Nine complaints out of millions of packages would not make most companies' lists of things that needed to be fixed. However, AMSOIL considers anything less than perfect not good enough. A process-monitoring technology was installed to ensure our customers could depend on our product leaving the AMSOIL Center undamaged 100 percent of the time because that is what we strive for in this company.

AMSOIL Magazine: Many customers are concerned about rising shipping costs. What is AMSOIL doing to control those prices?

Davis: Ninety-two percent of AMSOIL products are shipped at least one time, and 85 percent are shipped twice, making shipping costs an important factor for all Dealers and customers. Freight costs continue increasing in lock step with the price of oil, including base shipping costs, fuel surcharges and other accessory surcharges. In fact, since AMSOIL last implemented a shipping rate increase in 2008, our costs have increased 10.8 percent for parcel deliveries and 7-11 percent for base truckload deliveries. In addition, LTL rates have fluctuated.

To absorb those cost increases, we have negotiated new contracts with UPS and have increased use of USPS Priority Mail Packages. We also have taken advantage of what's called "spot quotes," programs some trucking companies offer that identify trucks in their fleets with available trailer space already heading in the direction AMSOIL wishes to ship an order. They receive added business to fill their truck while AMSOIL receives a reduced rate, benefiting everybody.

AMSOIL Magazine: What new improvements are planned for AMSOIL Distribution Centers?

Davis: AMSOIL is stronger than ever and continues to demonstrate vigorous growth. To meet current demands and prepare for future growth, major expansions are complete at our Columbus, Lancaster and Las Vegas Distribution Centers. All three DCs received more square footage and upgrades to their show rooms, including new floors, paint and displays. Additional distribution center growth is planned in 2011 for Edmonton, Toronto, Richmond, Dallas and Chicago.

AMSOIL Magazine: Are any projects underway at the AMSOIL Center?

Davis: Yes. Packaging operations are progressing through the addition of two packaging lines that will provide the ability to respond to changing market demands. This will allow AMSOIL to remain responsive to our customers' needs as our product line continues to expand and add package sizes.

Finally, in true AMSOIL fashion, projects related to our facility that will ensure a strong future and reduce our operating costs are also in progress. These projects include infrastructure repairs, including roof repairs, back-up power systems and utility upgrades. All of this work has considered the future of the company, with a focus on providing substantial energy savings and sustainability for years to come. The future looks amazing, so it is important to take care of things as we go. ■

AVOID SUMMER BREAKDOWNS

Another summer season is underway, and with summer comes a wide variety of recreational activities such as fishing, boating, camping, jet skiing and ATV and dirt bike riding. Many enthusiasts use trailers to tow their equipment, and in order to avoid any inconvenient and expensive breakdowns, it is crucial to ensure proper maintenance has been performed on the tow vehicle. It is especially important not to forget about the tow vehicle's drivetrain. Nothing will ruin a weekend quicker than becoming stranded on the side of the road.

Severe duty activities such as towing heavy trailers and campers, hauling heavy loads and off-roading place an increased level of stress on drivetrain components. Modern vehicles such as turbo diesel trucks and vehicles with V-10 engines boast more horsepower and torque than their predecessors, but differential designs have remained virtually unchanged through the years. Differentials today are subjected to severe duty service and encounter more stress and heat than was seen only a few years ago.

The extreme pressures and temperatures generated by modern vehicles increase stress on gear lubricants and can lead to a serious condition known as thermal runaway. As temperatures in the differential climb upward, gear lubricants lose viscosity and load carrying capacity. When extreme loads break the lubricant film, metal-to-metal contact occurs, increasing friction and heat. This increased friction and heat, in turn, results in further viscosity loss, which further increases friction and heat. As heat continues to spiral upward, viscosity continues to spiral downward. Thermal runaway is a vicious cycle that leads to irreparable equipment damage from extreme wear, and ultimately catastrophic gear and bearing failure.

Viscosity is the most important property of a lubricant in its defense against thermal runaway. Viscosity correlates to film thickness and film strength, which keep moving parts from contacting each other and creating increased friction, heat and wear. The higher the viscosity of a lubricant, the greater protection it provides. However, a lubricant which is too thick is detrimental because it consumes more energy and increases fuel consumption. The original equipment manufacturer (OEM) determines which viscosity grade is optimum for the specific application.

Many gear lubes are formulated with additives called viscosity index (VI) improvers. These additives broaden a lubricant's operating temperature range and are used to ensure multigrade viscosity performance for hot and cold temperatures. VI improvers keep lubricants from becoming too thick to flow in cold temperatures and too thin to protect in high temperatures. However, shearing forces within equipment can cause these additives to break down and lose viscosity, seriously compromising the lubricant's protection qualities.

AMSOIL Severe Gear® Synthetic Gear Lubes demonstrate superior viscosity index and shear stability properties, and they are better-equipped to protect equipment against the devastating effects of thermal runaway. Severe Gear Synthetic Gear Lubes are blended with superior high VI, shear stable synthetic base oils and an overtreatment of extreme pressure additives that effectively protect high-stress applications against friction, heat and wear; keep equipment in top working order and ensure summer trips aren't ruined by a broken-down vehicle. ■

Frictional losses account for big part of fuel energy inputs.

Minimizing friction in the engine and drivetrain can boost mpg.

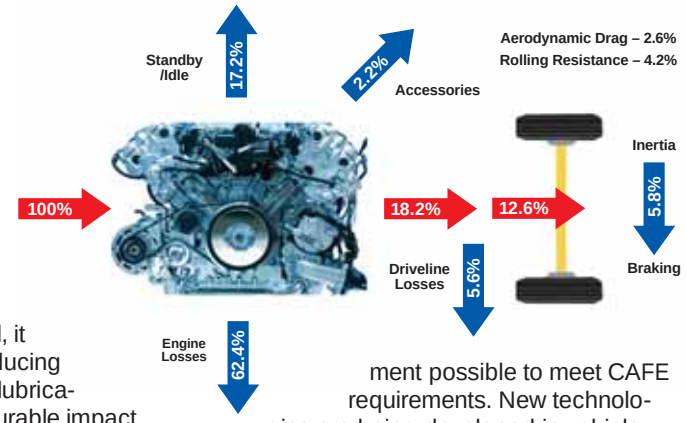
Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

With prices at the pump hovering around $4 a gallon and projected to hit $5 a gallon, drivers are looking for solutions to improve fuel economy through every available avenue. Concerned drivers can do a number of things to ensure optimum fuel economy, including keeping tires inflated to the correct pressure, removing excess weight from the vehicle and backing off on the accelerator. Regardless, internal combustion engines are inherently very poor for overall efficiency. With so many moving parts constantly in close contact, much of the energy input is lost in the engine and more is lost downstream in the drivetrain components.

In fact, very little energy from fuel ever reaches the wheels to propel the vehicle. According to the U.S. Department of Energy, 62.4 percent of the fuel energy from your tank ends up as engine losses. Additionally, of the 18.2 percent of the original fuel energy that makes it to the drivetrain, 5.6 percent more is lost before it ever reaches the tires, due mostly to frictional losses.

So out of every one gallon of fuel you pump into your gas tank, 0.624 gallons disappear as heat and frictional losses, an additional 0.172 gallons is lost to idling and standby, and 0.022 gallons go to running car accessories like air conditioning. When it's all said and done, you're left with a mere 0.182 gallons to power the drivetrain. Of this very small amount of the starting gallon of fuel, an additional 0.056 gallons are lost to drivetrain friction, leaving only 12.6 percent of the starting gallon of fuel to turn the wheels. The remaining energy not consumed by aerodynamic drag on the vehicle body, rolling resistance of the tires, and brake losses goes to moving the vehicle.

As a manufacturer of synthetic lubricants, reducing friction is a core part of most everything we do at AMSOIL. Because the combined energy losses from the engine and drivetrain use up 68 percent of every gallon of fuel, it makes sense that reducing friction by improving lubrication will have a measurable impact on overall fuel economy. So how does reducing frictional losses relate to a fuel economy improvement using this documented Department of Energy data?



If you could cut overall engine losses in the original scenario by, for example, 0.50 percent (62.4 percent to 61.9 percent), 18.7 percent of the energy would reach the drivetrain vs. 18.2 percent. If you cut losses in the drivetrain by the same 0.50 percent (5.6 percent to 5.1 percent), a total of 13.6 percent of the total fuel energy would be available to move the vehicle, compared to 12.6 percent from the original example. This results in a total fuel economy improvement of 7.9 percent. So a 2010 Ford Fusion that gets 24 mpg consistently in the city would get 25.9 mpg in this scenario by reducing frictional losses in the engine and drivetrain.

Vehicle manufacturers are and will continue to be under significant pressure to improve baseline fuel economy. In addition to implementing technologies like variable valve timing and lift, turbocharging, direct fuel injection and cylinder deactivation, vehicle manufacturers are actively looking for engine lubrication improvements to squeak out any additional fuel economy improvement possible to meet CAFE requirements. New technologies are being developed in vehicle drivetrain systems as well, including continually variable transmissions (CVTs), automated manual transmissions (AMTs), dual-clutch transmissions (DCTs) and AT step improvements, all focused on reducing the losses outlined in the example.

The constant common enemy still faced in all these technologies is friction, and synthetic technology is the main weapon to fight this battle. Synthetic oil molecules are more uniform and predictable in terms of overall performance because they are engineered to produce specific results. Conventional oil molecules are much less predictable and contain many different fractions. They are not engineered, and as a result, they do not perform as well as their highly engineered synthetic cousins. Since friction is always the enemy at AMSOIL, we continually research, formulate and validate the most advanced friction-reducing ingredients we find worldwide to create products that give consumers not only outstanding engine protection, but fuel economy improvements that leave money in their pockets to have fun on the weekends. ■

LEFT: The Tank Trap was the most difficult and severe event of the Top Truck Challenge.

MIDDLE: Alex Sanders navigates his 2008 Chevrolet Buggy through the Frame Twister.

RIGHT: Drivers plowed through the Mud Pit on the opening day of the Top Truck Challenge.

TOP TRUCK CHALLENGE 2011

TOP TRUCK CHALLENGE PROVIDES VALUABLE AMSOIL BRAND EXPOSURE

Ten teams selected by readers of *Four Wheeler Magazine* converged in Hollister Hills, Calif. over the week of June 6 to battle it out in the 2011 AMSOIL-sponsored Top Truck Challenge. Seven brutal challenges awaited.

While most of the competitors emerged from the Tow Test unscathed, the Frame Twister presented a more serious challenge, requiring numerous extractions and preventing most of the competitors from even finishing. From there, competitors moved on to the Mud Pit, where Mike Keller and his 1976 Ford F-350 made it look easy by hitting the mud flying and skimming along the top.

Deep water and deeper holes greeted competitors on the second day of competition as they tried to navigate the Obstacle Course. The Hill Climb was next, challenging competitors to climb a 60° slope littered with holes and ditches. The Mini Rubicon was given an extra degree of difficulty this year. In addition to deep holes, competitors were forced to navigate through giant boulders.

Faced on the final day, the Tank Trap was the competition's most challenging event. Huge water-filled holes swallowed trucks and wiped out some of the competitors, causing some to flip on the steep incline and require an extraction.

Despite the serious difficulties, the 2011 Top Truck Challenge produced a pair of winners. Alex Sanders of Arkansas took the win in the Buggy class with his 2008 Chevrolet Buggy, and Steven Montpas of Oregon earned the title in the Truck class with his 1949 Willys pick-up. ■

TRAXXAS TORC THE OFF-ROAD CHAMPIONSHIP SERIE PRESENTED BY AMSOIL

Douglas Dominates TORC Series Opener

Top: Douglas plows through the mud en route to his opening-round Pro 4x4 class victory.
Top Right: Douglas (center) celebrates atop the podium with Ricky Johnson (left) and Mark Jenkins (right).
Bottom Right: Oberg opened the season with a third place podium in the Pro 2wd class.

The 2011 Traxxas TORC Series presented by AMSOIL season opened May 28-29 at rain-drenched Red Bud MX in Buchanan, Mich. After TORC officials plowed roughly 12 inches of mud off the top of the track, defending Pro 4x4 champion Johnny Greaves grabbed an early lead with Traxxas driver Mark Jenkins and AMSOIL Super Team driver Scott Douglas close behind. Greaves relinquished the lead as he hit the infamous LaRocco's Leap (redubbed L'il LaRocco for the TORC weekend) and beached his truck atop a berm of mud, allowing Jenkins and Douglas to take over the top spots. In a matter of moments, Douglas took control of the lead with Jenkins and Red Bull driver Ricky Johnson close behind.

A mud-caked Douglas led the field to the mandatory caution, and on the restart, Douglas and Johnson set the pace for the remainder of the race. While Douglas showcased his legendary speed, former motocross star Johnson used his track knowledge to make ease of the whoops section. Douglas, who won the Oakley Bomb award for setting the fastest lap time, pulled away on the final lap for the win. Johnson took second and Jenkins third.

The Pro 2wd class hit the track immediately following the Pro 4x4 podium celebration. Although the heavily rutted track took its toll on much of the field, Rob MacCachren took the lead while AMSOIL Super Team driver Mike Oberg found himself in a close battle for second with Scott Taylor. With just a few laps remaining, Taylor moved away from Oberg, but the AMSOIL driver kept pace to take the third-place podium.

In the Pro Light class, AMSOIL Super Team driver Brad Lovell started mid-pack and found enough lines on the tight, winding track to push into third. However, with just a few laps remaining, he had to pull off the track with a mechanical issue, likely due to the heavy contact with other racers. Rookie racer Sam Hubinette took the win, followed by CJ Greaves and Andrew Caddell in second and third respectively. ■

Exclusive Traxxas TORC Videos

ON THE BOX

WITH **JEREMY MEYER**

Patience is not a virtue often spoken of in racing circles. With the goal of getting to the finish line the fastest, patience is often pushed aside. Riding out front doesn't happen overnight. Many times, especially in grassroots racing, it takes time to find success.

In 2009, Brad Lovell, an accomplished rock racer/crawler, was looking to build a short-course truck to race in the TORC Series. AMSOIL, a long-time supporter of Lovell that has witnessed his 95% podium rate firsthand, backed his new challenge.

Lovell never reached the podium in the TORC Pro Light class during the 2010 season. Many sponsors might have turned their backs on the team, but we all knew Brad had the ability to succeed in short-course and, in 2011, patience proved its potential. Lovell led the first race of the year and finished second in Crandon in June.

the NEXTBITE

NAMED ‘BEST OVERALL OUTDOOR FISHING PROGRAM’

The professionals at the AMSOIL-sponsored *The Next Bite* (TNB) fishing program were awarded “Best Overall Outdoor Fishing Program” at the 2011 Outdoors 360 Programming Excellence Awards.

“We were up against some pretty stiff competition– names that I grew up with,” said Pete Maina. “This really means a lot to all of us at TNB. Lots of people deserve the credit for this: our team, our viewers, our sponsors– they’re all part of the TNB family. It’s funny, because when we first sat down eight years ago, we discussed what we thought it would take to make a successful fishing show– something that would be viewed as a trend-setter. We built the show around those ideas. Those elements are the same today as they were then– entertainment and education wrapped around a unique format. Sponsors who believe in us. Viewers who can relate to us. And fish. Lots of fish.”

“TNB is a unique show, and I’m lucky to be a part of it,” said Keith Kavajecz. “As our experience grows, so does our knowledge. We just want to share as much of that as we can. It’s pretty cool that we have that opportunity.”

“Fishing is the greatest sport in the world,” said Gary Parsons. “I’ve been blessed to be able to make a career out of my passion. Working with guys like Keith and Pete make it that much better. We have fun, we get to educate people so that their fishing experience is better and we make a living doing it. Tell me what could be better?”

AMSOIL Anglers Named ‘Best on the Planet’

Outdoor Life, a leading name in outdoor media, recently named its “20 Best Anglers on the Planet,” and *The Next Bite* was well-represented. Maina was included on the elite list for his years of dedication to the pursuit of muskies, along with his leadership in the catch and release of this trophy species. Parsons, the only person to win Angler of the Year awards in three different professional walleye circuits and a Legendary Angler inductee into the National Fresh Water Fishing Hall of Fame, was also included on the list.

Visit www.amsoilracing.com/Media/TheNextBitetv.aspx to watch *The Next Bite* highlights. ■

AMSOIL Partners with Offshore Powerboat Association

AMSOIL has signed an agreement to be the title sponsor of the Offshore Powerboat Association (OPA), now known as the AMSOIL Offshore Powerboat Series sanctioned by OPA.

“We are thrilled to have AMSOIL come aboard as the title sponsor of the OPA,” said OPA President Ed Smith. “Their commitment to offshore racing through the sponsorships of several high-profile teams (Bob Teague) over the past few years has been exceptional. Their involvement will help the OPA expand its coverage and improve its race events starting in Sunny Isles, Fla.”

Along with the title sponsorship of the series, AMSOIL will work hand-in-hand with the promotion of offshore racing and help develop a new reality-based television production that will air on Versus in late 2011.

“The OPA is a great fit for AMSOIL and its strengths in the marine market,” said AMSOIL Race Program Manager Jeremy Meyer. “Along with exciting racing, the OPA offers up a colorful cast of racers who will be highlighted in the new Versus show, and both race fans and casual observers will be hooked on the high-end production.” See www.amsoilracing.com for the latest AMSOIL Offshore Powerboat Series schedule.

AMSOIL Re-Signs Bob Teague

AMSOIL and offshore racing star Bob Teague have reached an agreement on a one-year contract extension for the 2011 offshore powerboat season. Teague will compete in the AMSOIL Offshore Powerboat Series, as well as several other offshore racing series throughout the 2011 season. ■

Holiday Closings

The Toronto Distribution Center will be closed Monday, August 1 for Simcoe Day.

AGGRAND Natural Fertilizer Gains Certification into USDA BioPreferred Program

AGGRAND Natural Fertilizer (NOF) has gained certification into the USDA BioPreferred Program. Under the program, products are considered biobased if they are composed wholly or significantly of biological ingredients — renewable plant, animal, marine or forestry materials.

Products certified in the program carry an easily recognized label icon to help consumers make informed choices. Claims about the presence and amount of biobased ingredients are third-party certified and strictly monitored by the USDA.

The "USDA certified biobased product" icon will soon appear on AGGRAND Natural Fertilizer marketing material. AGGRAND Natural Fertilizer will also be listed among products that meet the USDA requirements on the agency's website at www.biopreferred.gov.

Signature Series 0W-20 Packaging Change

AMSOIL Signature Series 0W-20 Synthetic Motor Oil (ASM) is now packaged with green labels and caps. The new packaging will begin appearing in July as inventory of Signature Series 0W-20 packaged with silver labels and caps is depleted.

AGGRAND Natural Food Plot Formula Now Available in Wisconsin

AGGRAND Natural Food Plot Formula (NFP) has been registered with the Wisconsin Department of Agriculture for distribution in Wisconsin. AGGRAND Natural Food Plot Formula, Natural Fertilizer, Natural Kelp and Sulfate of Potash and Natural Liquid Lime can now all be sold and distributed in Wisconsin. For questions, contact the AGGRAND Department at (715) 399-6419 or info@aggrand.com.

Windbreaker

Features windproof/water-resistant polyurethane-coated 100% Taffeta nylon shell. Contrasting collar trim half-lined with mesh, elastic cuffs/waistband and Raglan sleeves. Back yoke opens for added ventilation. Hood is easily concealed in collar. Sizes S-4X.

Stock #	Size	U.S.	Can.
G2816	S	35.00	42.00
G2817	M	35.00	42.00
G2818	L	35.00	42.00
G2819	XL	35.00	42.00
G2820	2X	37.75	45.25
G2821	3X	40.75	48.75
G2822	4X	43.50	52.25

Douglas Off-Road T-Shirt

Bold t-shirt showcases exciting graphic of Scott Douglas' 4x4 racing truck. Constructed of 50/50 cotton/polyester blend to reduce fading. Sizes S-3X.

Stock #	Size	U.S.	Can.
G2732	S	15.25	18.25
G2733	M	15.25	18.25
G2734	L	15.25	18.25
G2735	XL	15.25	18.25
G2736	2X	18.25	22.00
G2737	3X	18.25	22.00

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July 2011

Been feeling out of the loop lately?

AMSOIL Magazine is mailed only once a month, but there are new developments at AMSOIL almost every day. Stay up-to-the-minute with what's happening at AMSOIL, and spread the word with your own friends, fans and followers.

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