



► PREFERRED CUSTOMER EDITION

MAGAZINE

MAY 2011

Robert Langford®



New Signature Series Synthetic Motor Oil Defines Top Tier

PAGE 6

New AMSOIL
Z-ROD™ Synthetic
Motor Oil | PAGE 9



AMSOIL Spray Protectants Excel
in Different Applications | PAGE 11

BUILT FOR SPEED



GEOFF MAY
AMSOIL/EBR
Superbike



AMSOIL®

The First in Synthetics®

*There's a reason
we chose AMSOIL
as our factory fill.*

- ERIK BUELL





New Signature Series Synthetic Motor Oil Defines Top Tier | PAGE 6



FEATURES

- 6** AMSOIL Expands Signature Series Line
- 8** State of the Company Update
- 9** New AMSOIL Z-ROD™ Synthetic Motor Oil
- 11** AMSOIL Spray Protectants Excel in Different Applications

DEPARTMENTS

- 4** From the President's Desk
- 10** Tech Talk
- 12** Racing & Promotional News
- 14** Centerlines and Updates

ADVERTISEMENTS

- 2** Built for Speed
- 5** We Put the "Z" in Zoom
- 15** Take Care of Your Diesel with AMSOIL
- 16** Improved Fuel Economy... Guaranteed

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THE COVER

The new Signature Series line represents the best motor oils AMSOIL has to offer.

FROM THE PRESIDENT'S DESK

Change in our lives is not always pleasant. Confronted with change at the professional level, we have to reassess our methods of operation and adapt to unfamiliar conditions. This often requires considerable time and effort, and it can be intimidating. Change, however, cannot be avoided. It is how we deal with it that determines our success or failure.

Change in the business of lubrication has never occurred more rapidly than it has in recent years. Vehicles and equipment of all types have become much more sophisticated and require the employment of more sophisticated lubrication. Smaller oil sump sizes, higher operating temperatures, fuel quality, advancements in emission systems and other variables present much greater demands on lubricant formulators. More stress than ever is now placed on lubricants, and at no time have lubricants, and motor oil in particular, been required to do more.

Greater demands for fuel efficiency and the ever-increasing complications imposed by the growing list of industry and automaker specifications add additional complications to lubricant formulation. A near constant state of change is required to remain at the forefront of lubrication technology.

We are seeing change in the market, as well. As the demands placed on lubricants become more severe, we see increased demand for synthetics. It's just a matter of time before virtually every vehicle leaving the factory will be filled with synthetic oil. And the push for extended drain intervals, in both engine and drivetrain applications, has gained irreversible momentum. Ford's recent call for 10,000-mile drain intervals in its 2011 models is yet one more nail in the 3,000-mile oil drain coffin. Clearly, there will come a time when only synthetic lubricants will meet the demands of the market.

An equally significant market change is the migration to do-it-for-me service. Fewer people are changing their own oil, and by 2018, the estimates say, 80 percent of all drivers will choose to pay

for an oil change, rather than doing it themselves.

The AMSOIL business opportunity has also changed. Because of the increasing technicalities in engine design, complexities in lubricant formulation and diversity of applications, Dealers must maintain a broader base of knowledge than ever before. It used to be that just a handful of products could meet the demands of virtually every application. Not anymore. Today, AMSOIL Dealers serve as a source of information, guiding customers and providing value beyond the performance of the products.

The Internet has changed the landscape too. Dealers are expanding their reach from coast-to-coast, and their businesses are growing like never before.

But in one respect, the AMSOIL business opportunity will never change. I'll let a recent letter illustrate my point. It was written by Dealer Robert Schultz and sent to Direct Jobber George Douglas. With Robert's permission, George shared it with me.

Hi George,

As you know, I have been in the hospital for just over three weeks now. I did not know I was diabetic, which is what caused the complications and rampant spread of infection.

What I really want to tell you is thanks to my AMSOIL business I still have an income. Thanks to a laptop, which anyone in this business should have, and a cell phone I was not only able to keep in touch with people but actually still work the business and grow it right from my hospital room. Is it easy? Not like being at home, but it is not really that difficult either. With Wi-Fi available here, my cell phone and order pad, I have been able

to take care of business.

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.

I thank Robert for his kind words and take immense satisfaction knowing that because of his AMSOIL business he made it through such a difficult time. This is not the first story I have heard from Dealers whose businesses have carried them through tragedy. There is no retirement plan or insurance policy that produces the income and security that an AMSOIL business can provide.

That will never change.



A.J. "Al" Amatuzio

President and CEO, AMSOIL INC.

Dean Alexander
Executive V.P. /
Chief Financial Officer

Alan Amatuzio
Executive V.P. /
Chief Operating Officer

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



WE PUT THE “Z” IN ZOOM



HIGH
ZINC
FORMULA



The First in Synthetics®

What “Z” means is better performance on the street and better protection for flat tappet cams.

AMSOIL EXPANDS SIGNATURE SERIES LINE



AMSOIL 0W-20 (ASM), 5W-30 (ASL) and 10W-30 (ATM) Synthetic Motor Oils join AMSOIL Signature Series 0W-30 to round out the new Signature Series line. Signature Series 0W-30 is now identified by product code AZO. Product code SSO is discontinued.

In addition to being reformulated to meet the latest API SN Resource Conserving and ILSAC GF-5 industry specifications, the new Signature Series line features all-new packaging and represents the very best motor oils AMSOIL has to offer, allowing motorists to take advantage of maximum extended drain intervals. In the interest of consistency and clarity within the Signature Series line, all four motor oils are recommended for drain intervals of up to 25,000 miles/one year, whichever

comes first (15,000 miles/one year in severe service conditions).

With the recent introduction of OE Synthetic Motor Oil and reformulation of XL Synthetic Motor Oil, Signature Series Synthetic Motor Oil provides customers a choice between three distinct lines of high-quality synthetic motor oil. OE is an outstanding choice for installers and as an entry-level product for customers who want the benefits of a synthetic, but won't pay a significantly higher price or aren't yet ready to extend their drain intervals; XL is ideal for installers and customers interested in extra engine protection and the convenience of 10,000-mile/six-month drain intervals and Signature Series is targeted toward customers

who want the absolute best protection, performance, cost effectiveness and convenience while taking advantage of 25,000-mile/one-year drain intervals. ■

Signature Series Synthetic Motor Oil Data Bulletin

The AMSOIL Signature Series Synthetic Motor Oil data bulletin (G2880) covers the features, benefits and technical properties of Signature Series Synthetic Motor Oil.



Stock #	Qty.	U.S.	Can.
G2880	25	3.10	3.75

Signature Series 0W-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-6395N

Stock #	Unit of Measure	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ASMQT	EA	(1) Quart	5.13	7.85	10.15	8.40	10.90
ASMQT	CA	(12) Quarts	61.58	89.25	120.50	96.00	129.60
ASM1G	EA	(1) Gallon	20.25	30.85	40.05	33.10	42.90
ASM1G	CA	(4) Gallons	81.01	117.40	158.50	126.00	170.00

Signature Series 0W-30 Synthetic Motor Oil

API SN (Resource Conserving), SM... • ILSAC GF-5, GF-4... • ACEA A5/B5, A1/B1 • Ford WSS-M2C946-A, WSS-M2C929-A • Chrysler MS-6395N • Suitable as a replacement for GM dexos1™ (supersedes LL-A-025, 6094M and 4718M)

Stock #	Unit of Measure	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AZOQT	EA	(1) Quart	5.13	7.85	10.15	8.40	10.90
AZOQT	CA	(12) Quarts	61.58	89.25	120.50	96.00	129.60
AZO1G	EA	(1) Gallon	20.25	30.85	40.05	33.10	42.90
AZO1G	CA	(4) Gallons	81.01	117.40	158.50	126.00	170.00

Signature Series 5W-30 Synthetic Motor Oil

API SN (Resource Conserving), SM... • ILSAC GF-5, GF-4... • ACEA A5/B5, A1/B1 • Ford WSS-M2C946-A, WSS-M2C929-A • Chrysler MS-6395N • GM dexos1™ (supersedes LL-A-025, 6094M and 4718M) Fortified with detergents that exceed dexos1™ sulfated ash specifications.

Stock #	Unit of Measure	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ASLQT	EA	(1) Quart	4.92	7.50	9.75	8.10	10.45
ASLQT	CA	(12) Quarts	59.10	85.65	115.65	92.40	124.20
ASL1G	EA	(1) Gallon	19.42	29.60	38.45	31.75	41.20
ASL1G	CA	(4) Gallons	77.69	112.60	152.05	120.80	163.20

Signature Series 10W-30 Synthetic Motor Oil

API SN (Resource Conserving), SM... • ILSAC GF-5, GF-4... • ACEA A5/B5, A1/B1 • GM LL-A-025, 6094M, 4718M • Ford WSS-M2C205-A • Chrysler MS-6395N

Stock #	Unit of Measure	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ATMQT	EA	(1) Quart	4.92	7.50	9.75	8.10	10.45
ATMQT	CA	(12) Quarts	59.10	85.65	115.65	92.40	124.20
ATM1G	EA	(1) Gallon	19.42	29.60	38.45	31.75	41.20
ATM1G	CA	(4) Gallons	77.69	112.60	152.05	120.80	163.20

Three Tiers of AMSOIL Performance

AMSOIL offers a high-quality synthetic motor oil for **every** customer.



Formulated for Original Equipment Manufacturer (OEM)-recommended drain intervals

Excellent for installers and as an entry-level product for customers who want the benefits of a synthetic, but won't pay a significantly higher price or aren't yet ready to extend their drain intervals

AMSOIL OE Synthetic Motor Oil provides better wear control, improved high- and low-temperature protection and increased fuel economy compared to conventional oils. The oil drain recommendations for many of today's vehicles extend well beyond the traditional 3,000-mile interval. AMSOIL OE Oil provides excellent protection and performance for the entire length of the original equipment manufacturer's recommended drain interval.



Formulated for up to 10,000-mile/six-month drain intervals, or longer when recommended in owners' manuals or indicated by oil monitoring systems.

Excellent for installers and customers interested in extra engine protection and the convenience of twice-per-year oil changes

AMSOIL XL Synthetic Motor Oil provides better wear control, improved high- and low-temperature protection and increased fuel economy compared to conventional oils. Formulated with extended-drain boost technology, AMSOIL XL Synthetic Motor Oil provides superior performance for up to 10,000 miles/six months, or longer when recommended in owners' manuals or indicated by electronic oil life monitoring systems.

SIGNATURE SERIES

Formulated for up to 25,000-mile/one-year drain intervals

Excellent for customers who want the absolute best protection and performance, along with the convenience and cost savings associated with maximum extended drain intervals

AMSOIL Signature Series Synthetic Motor Oil delivers extraordinary lubrication in all types of automotive gasoline engines. Combining industry-premier synthetic technology with AMSOIL premium additives, AMSOIL Signature Series Synthetic Motor Oil exceeds the higher performance demands of modern engines, withstanding the stress of higher horsepower, higher heat and complicated emissions control systems. Signature Series Synthetic Motor Oil is engineered to outperform competitive conventional and synthetic motor oils and delivers long-lasting performance and protection for up to 25,000-mile/one-year drain intervals. ■

STATE OF THE COMPANY UPDATE

AMSOIL Magazine spoke with Executive Vice Presidents Alan Amatuzio and Dean Alexander about the new Signature Series Synthetic Motor Oil, surging prices in the industry and more.

AMSOIL Magazine: Why was Signature Series Synthetic Motor Oil expanded into an entire line?

Dean Alexander: When our research led us to launch OE, it also made it obvious that we needed to clearly define our motor oil products for consumers. With the API SN and ILSAC GF-5 specifications introduced last fall and the OE and reformulated XL lines now established, it made sense to clearly define our top-tier performance products simultaneously with their reformulation to meet the latest industry specifications.

The AMSOIL Signature Series brand was already established as the best of the best, so expanding the brand to include four viscosities was the logical choice. Signature Series gives us three distinct families of high-quality synthetic oils, each appealing to a different set of customers.

AMSOIL Magazine: The old formulation of Signature Series 0W-30 was recommended for 35,000 miles, but the new formulation is recommended for 25,000 miles. Why the change?

Alexander: From a marketing standpoint, product drain interval consistency is key. It would have created confusion and the possibility of misapplication if we had one viscosity of Signature Series Motor Oil carry a different drain interval recommendation than the other three viscosities.

Additionally, some Dealers will tell you the 35,000-mile drain interval was intimidating to many motorists. We heard stories regularly about prospects who refused to believe a motor oil could provide exceptional protection for 35,000 miles, despite the oil analysis results that showed otherwise. Plus, the majority of loyal users of the old Signature Series 0W-30 formulation never approached 35,000 miles per year. And many of those who did also pushed the AMSOIL Ea Oil Filter to 35,000 miles, which is not recommended. In addition to establishing consistency within the Signature Series line, the uniform 25,000-mile/one-year drain interval is also consistent with our recommended 25,000-mile/one-year Ea Oil Filter change interval, ensuring the filter is changed at the same time as the oil and avoiding any issues associated with

running the filter past its recommended change interval.

AMSOIL Magazine: So the change in drain interval was solely a marketing decision?

Alan Amatuzio: No, a number of variables influenced the change. First, government mandates placed on original equipment manufacturers (OEMs) to improve fuel economy have resulted in more aerodynamic vehicles with tighter engine compartments. As a result, oil sumps and filters have been steadily shrinking. Adding to the challenge, OEMs continue using turbos and sophisticated fuel injection technologies, including direct injection, to produce the greatest amount of power and efficiency from the smallest possible engines.

These technologies introduce more contaminants into the oil and increase operating temperatures, particularly in turbocharged models. As a result, a smaller quantity of oil is responsible for neutralizing a greater level of contaminants despite a smaller filter and increased operating temperatures.

AMSOIL Magazine: Does the reduction in drain interval correlate to a reduction in performance and protection?

Amatuzio: Absolutely not. The new Signature Series family represents the industry benchmark in synthetic lubricant technology. We use only the finest base stocks and additives, and all four viscosities continue to provide top-of-the-line performance and protection.

AMSOIL Magazine: Everyone is again focused on the surging price of oil. How has AMSOIL been affected?

Amatuzio: The ingredients of AMSOIL synthetic lubricants, including base stocks and additives, derive from crude oil and natural gas in some form. As we've seen recently, global unrest and uncertainty have steadily pushed up the price of crude.

The effect has reverberated throughout all aspects of our lives, with increases in shipping costs, groceries, lubricants and, most notably, gasoline and diesel fuel.

As a result, we've seen dramatic price increases from our raw materials suppliers. Butane, ethylene, propylene, benzene and other chemicals used to manufacture base oils have risen steadily. Other oil-derived products, including plastics, have also skyrocketed. AMSOIL literally purchases tons of plastic in the form of quart bottles, gallon jugs, twin packs and bottle caps every year. In addition, the costs we incur to have those products shipped to the AMSOIL Center in Superior, Wis. have also risen, adding to the challenge.

AMSOIL Magazine: How does this affect the prices of AMSOIL products?

Amatuzio: While other lubricant makers have increased prices as much as 17 percent since winter, the AMSOIL price adjustment that took effect March 1 was on the lower end of the spectrum and left many fuel additives and some lubes unaffected. Unfortunately, the price volatility we're still seeing has resulted in another price adjustment which takes effect May 1. However, AMSOIL only raises prices when absolutely necessary and only enough to recoup cost increases.

Alexander: Even given the recent and impending price adjustments, AMSOIL synthetic lubricants remain the best and most cost-effective choice on the market. They save motorists money through extended-drain intervals, reduced wear and maintenance and increased fuel efficiency. Plus, it's important to remember that, while all companies are increasing prices, AMSOIL is still the only lubricant maker that guarantees extended drain intervals of up to 25,000 miles or one year, and potentially even longer with our diesel oils, which greatly mitigates any initial cost increase. As prices rise around the world, the extended-drain savings AMSOIL provides only become more apparent. ■

Alan Amatuzio
Executive V.P. /
Chief Operating Officer

Dean Alexander
Executive V.P. /
Chief Financial Officer

New AMSOIL Z-ROD™ Synthetic Motor Oil

MODERN TECHNOLOGY FOR CLASSIC CARS



AMSOIL now offers a synthetic motor oil engineered specifically for classic cars and performance vehicles. Available in 10W-30 and 20W-50 viscosities, AMSOIL Z-ROD Synthetic Motor Oil (ZRT, ZRF) features high-quality synthetic base stocks and a proprietary additive package tailored to perform on the street and protect during storage.

Vintage Vehicles Have Different Needs

As engine design has evolved over the past 50 years, oils have also evolved to meet these changing needs. Use of modern emissions regulation devices has resulted in the limitation of zinc dialkylthiophosphate (ZDDP) content in motor oil. High amounts of phosphorus in ZDDP additives can negatively affect a vehicle's catalytic converter and reduce its effectiveness. However, ZDDP additives are proven, effective anti-wear agents that are especially important in classic and performance vehicles that feature flat-tappet camshafts and custom lifters and rocker arms for increased performance; the limitation of these additives in modern oils reduces the oil's effectiveness in classic and performance applications.

Protecting Flat-Tappet Cams

Two main types of camshafts are used in automotive applications: flat-tappet and roller. The tappet, or lifter, on the flat-tappet camshaft is flat and requires an oil film to keep its surface separated from the cam lobe. Flat-tappet camshafts produce high friction (high heat) because the surfaces slide rapidly against each other. The oil film is the only barrier that prevents the lifter and cam lobe from welding together.

The friction between the two components can eventually wear down the flat-tappet cam and affect valve operation. Engine power and efficiency decline if the flat-tappet cams can't lift the valves enough to adequately charge the chamber for ignition or adequately release exhaust fumes. In addition, these areas are splash-lubricated rather than pressure-lubricated like other areas of the engine, putting extra strain on anti-wear additives.

Z-ROD is Packed with ZDDP

AMSOIL Z-ROD Synthetic Motor Oil is formulated with high levels of ZDDP to protect flat-tappet cams, lifters, rockers and other areas susceptible to wear. Its high-zinc, high-phosphorus formulation provides the extra wear protection these critical splash-lubricated components require.

Long-Term Protection from Rust & Corrosion

Rust and corrosion are the classic car owner's nemesis. Classic cars spend most of their existence in storage and only hit the road in the summer months. The rarity of these vehicles and their often treasured place in the hearts of their owners place extra importance on protection during extended periods of storage. AMSOIL Z-ROD Synthetic Motor Oil is formulated with a unique blend of rust and corrosion inhibitors to ensure maximum protection during long-term storage. To prove its effectiveness, AMSOIL submitted Z-ROD Synthetic Motor Oil to the Standard Test Method for Rust Protection in the Humidity Cabinet (ASTM D-1748). This test evaluates the rust-preventative properties of oil under high-humidity conditions, similar to those faced by a covered hot rod in a damp garage. After 192 hours, the metal coupon treated with AMSOIL Z-ROD Synthetic Motor Oil showed

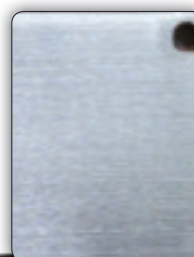
no signs of oxidation, while the coupon treated with a leading competitor's product failed the test.

Applications

AMSOIL Z-ROD Synthetic Motor Oil is recommended for older or modified engines requiring either 10W-30 or 20W-50 motor oil. Z-ROD Synthetic Motor Oil meets API SL and earlier specifications, allowing for the increased levels of anti-wear additives. ZDDP levels in Z-ROD Synthetic Motor Oil exceed the limits of API SM and newer specifications.

Service Life

Because engines in classic cars, hot rods and other performance vehicles are generally modified, a universal oil drain interval recommendation for these applications cannot be given. Responsibility for determining the drain interval duration rests with the owner. As a general service guideline, the maximum drain interval for Z-ROD Synthetic Motor Oil should not exceed 5,000 miles or one year, whichever comes first. In heavily modified engines (e.g. forced induction, nitrous) the maximum drain interval should not exceed 3,000 miles or one year, whichever comes first. ■



AMSOIL Z-ROD 10W-30 Synthetic Motor Oil shows no sign of oxidation after 192 hours in the humidity cabinet.



The leading competitive product failed the test after 192 hours in the humidity cabinet.



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Diesel oils must multitask.

Diesel oils are faced with challenges from exhaust aftertreatment devices in addition to the severe challenges inherent to protecting diesel engines.

Formulating motor oil for use in heavy-duty diesel applications has changed in recent years. The most recent diesel oil specification, API CJ-4, had a dramatic impact on the way diesel oils are designed, forcing them to address new emissions control devices while still keeping engines clean, protected and running efficiently.

Heavy-duty diesel oils must stand up to a number of severe conditions, including high levels of shear, aeration, soot contamination, varnish build-up and extreme temperatures. They are designed to provide resistance to these key areas and hold up for the duration of the advertised drain interval.

The API CJ-4 specification requirements include laboratory bench tests that focus on shear stability, corrosion protection, foaming, volatility, soot control, seal compatibility and emissions system protection. There are also a number of other engine tests used to qualify CJ-4 oils for use in specific applications, including the Mack T-11 and T-12, Cummins ISB, Caterpillar 1N, Caterpillar C13, engine oil aeration, roller follower wear and Sequence IIIF tests. These tests provide additional insight as to an oil's performance in areas from soot control and ring wear to hot stuck rings and roller follower pin wear.

One of the most drastic changes implemented with the API CJ-4 category was the strict EPA-mandated limits for on-highway diesel vehicle emissions. CJ-4 includes maximum limits for sulfated ash, phosphorus and sulfur (SAPS). These limitations were put in place to protect emissions aftertreatment systems on 2007 and newer engines. The maximum limits are 1.0 percent, 0.12

percent and 0.40 percent respectively for sulfated ash, phosphorus and sulfur.

In 2007, the first wave of emissions reductions focused on particulate matter and required the use of a diesel particulate filter (DPF) to capture what we all know as sooty black smoke by trapping it in a ceramic honeycomb filter. Because soot accumulates in the filter quickly, it needs to be cleaned on a periodic basis or it will plug and shut down the engine. The technique for cleaning DPFs is called regeneration and is categorized as either passive or active.

Active regeneration typically uses a charge of diesel fuel or some other type of heating source to light off or burn the accumulated soot in the filter, allowing the filter to continue to trap soot. The heating source ignites soot trapped in the DPF to make room for more. Active regeneration can be problematic to diesel oil if diesel fuel is delivered via the exhaust stroke through the pistons; the diesel fuel can make its way past the piston rings and dilute the oil, which can lead to a reduction in oil viscosity and increased oxidation. Class 8 trucks use a separate fuel injector positioned just ahead of the DPF to deliver diesel fuel to regenerate the DPF, which does not generally cause any oil-related issues. SAPS in diesel oils carries through the exhaust system, does not burn and accumulates in the diesel particulate filter. This is a slow process, but when ash levels become excessive, the DPF must be removed from the vehicle and cleaned. The API CJ-4 specification has a 1 percent maximum sulfated ash level to maximize time between cleanings.

In 2010, another wave of emissions limits were implemented targeting nitrogen oxides (NOx), which are also harmful to humans and animals. The two primary methods used to limit the amount of NOx emitted to the atmosphere are exhaust gas recirculation (EGR) and selective catalytic reduction (SCR). Each of these systems has positives and negatives affecting engine operation and maintenance. EGR reduces the amount of NOx generated during combustion by recirculating some of the engine's exhaust back into the intake area. This reduces diesel fuels' peak-flame temperature and reduces NOx production during combustion. High levels of exhaust gas recirculation can shorten diesel oil life through higher operating temperatures, higher levels of soot and potentially higher acid levels. Selective catalytic reduction is also used to reduce NOx levels but works by injecting urea, or diesel exhaust fluid (DEF), through a doser which reduces NOx gases to nitrogen gas and water. While selective catalytic reduction does not increase oil stress, it does complicate maintenance issues for diesel vehicle owners because it requires an additional fluid to maintain.

AMSOIL carefully designs and tests all CJ-4 heavy-duty diesel oils to meet or exceed all these requirements in addition to extending drain intervals. With the range of complicated, expensive equipment in the field that depends exclusively on a thin layer of oil for engine protection and prolonged engine life, proper formulation is an enormously important task. ■

AMSOIL SPRAY PROTECTANTS EXCEL IN DIFFERENT APPLICATIONS

Both AMSOIL Metal Protector (AMP) and Heavy Duty Metal Protector (AMH) protect metal surfaces, displace water and silence squeaky hinges and other metal contact points. Each dries to leave behind a protective film, while also resisting gum and sludge formation. Many users, however, are unaware of the different uses for each product.

Metal Protector

Metal Protector is primarily an all-around lubricant effective in applications as diverse as hardware, household appliances, sporting goods and electrical equipment. Its 8.75-oz. aerosol can makes it perfect around the house or shop. MP contains no silicone or harmful chemicals and performs particularly well on fine components and light-duty office and household applications.

- Works well to lubricate, protect and clean guns. Helps eliminate jamming, especially in cold weather.
- Displaces water from wet ignition and electrical components, helping dry them out.
- Effectively lubricates intricate fishing reel components and protects them from damaging corrosion. Compatible with fishing line.
- Lubricates camera tripods, allowing smooth and precise movement.
- Lubricates chair rollers and other office equipment to help them move more quietly and smoothly.
- Helps remove glue and sticker residue from windows, vehicle bumpers and other surfaces.
- Acts as a cleaning agent to remove grease from parts.
- Helps penetrate existing rust build-up to free frozen nuts and bolts.
- Lubricates door locks to help prevent winter freeze-up.



Heavy Duty Metal Protector

Heavy Duty Metal Protector is fortified with special rust and corrosion inhibitors and leaves behind a more robust waxy film than Metal Protector. It's ideal for heavy-duty industrial, agricultural, automotive and other applications and is packaged in a larger 16-oz. can for greater convenience.

- Works especially well as a vehicle undercoating on wheel-wells, frame members, steering components, metal brake and fuel lines and other areas exposed to the damaging effects of salt, moisture or chemical corrosion. Penetrates and adheres to metal surfaces, leaving a long-lasting protective coating.
- Ideal for motorcycle, ATV and bicycle chains. Does not sling off or attract dust.
- Excellent as a rust and corrosion inhibitor on a variety of lawn and garden tools, including shovels, rakes, garden hoes, pruners and more.
- Helps prevent rust from forming on the undersides of lawnmower decks, while also helping keep grass from sticking and solidifying.
- Lubricates wire ropes, hinges, nuts, bolts, springs and other heavy-use metal components.
- Protects vehicle battery terminals from corrosion build-up.
- Excellent lubricant for chains found on agricultural equipment routinely exposed to soil and moisture.



BARCIA ON TRACK FOR LITES EAST CHAMPIONSHIP

Team AMSOIL supercross rider Justin Barcia has put together an outstanding season in the Monster Energy Supercross Lites Eastern class, winning or finishing runner-up in each of the first eight rounds to take a secure hold of the overall points lead. Barcia widened his lead to 20 points by picking up his third win of the year in St. Louis. Grabbing the holeshot in the main event, he traded the lead with Ryan Sipes on laps 2 and 3 before making the final pass and riding 12 perfect laps for the victory.

"Tonight was crazy," said Barcia after his latest win. "I know that this championship is coming down to the wire, and I look forward to the final race in Las Vegas. It wasn't easy out there tonight. Sipes passed me out there, but I stayed focused and re-passed him."

With just one round remaining in the Lites Eastern Regional Supercross Championship, Barcia is in position to earn his first professional supercross championship. The final supercross race of the season will be held May 7 at Sam Boyd Stadium in Las Vegas.

AMSOIL is the Exclusive Official Oil of Monster Energy Supercross.

Barcia's win in St. Louis cushioned his points lead to 20.

TORC SERIES KICKS OFF MEMORIAL DAY WEEKEND



The beginning of another season of high-flying racing action is just around the corner, with the opening race of the Traxxas TORC Series presented by AMSOIL set for May 28-29 at Red Bud MX in Buchanan, Mich. It's sure to be another intense and exciting season as AMSOIL Super Team driver Scott Douglas will pursue the Pro 4x4 crown, teammates Chad Hord and Mike Oberg will seek the championship in the Pro 2wd class and Brad Lovell will chase the Pro Light title.



After finishing a strong third in the Pro 4x4 class last season, Douglas has his sights set on taking the championship in 2011.

2011 TORC RACE SCHEDULE

May 28-29	Buchanan, MI	Red Bud
June 18-19	Crandon, WI	Crandon International Raceway
June 26	Colorado Springs, CO	Pike's Peak International*
July 22-23	Charlotte, NC	Charlotte Motor Speedway
August 13-14	Bark River, MI	Bark River Off-Road
September 3-4	Crandon, WI	Crandon International Raceway
September 15	Joliet, IL	Chicagoland Speedway
October 15-16	San Antonio, TX	Cycle Ranch

* exhibition only

ON THE



WITH JEREMY MEYER


A lot of people like AMSOIL and, as The First in Synthetics, we're used to being followed, but the ever-evolving world of social media is changing how we are "liked" and "followed."

AMSOIL unveiled its new website, www.amsoilracing.com, in March. The goal for the site is to keep everyone up-to-date on the success of AMSOIL race teams, series and events. One of the ways AMSOIL has successfully driven people to the new website is through the use of social media outlets like Facebook and Twitter (click on the Facebook and Twitter tabs at www.amsoil.com or www.amsoilracing.com.)

Whether you are interested in TORC, USAC, Bob Teague or any of our marketing partners, these avenues are great for getting company and racing information on a daily basis. Take a few minutes to check us out. Become a daily follower. "Like" us at the very least.



Find us on
Facebook



OFF-ROAD TRUCK TOUR LANDS TEAM AMSOIL IN MIDDLE EAST

The intensity of a Traxxas TORC Series race can make the inside of an off-road truck feel like a sandstorm. Teams are constantly inventing new ways to fend off dirt and debris in their search for a clear view to victory lane. For once in their storied careers, AMSOIL Super Team drivers Chad Hord and Scott Douglas didn't mind a little blowing dust as they took part in the Off-Road Truck Tour, a visit with U.S. Armed Forces serving in the Middle East this past April.

The tour left U.S. soil at the end of March for a two-week trip to destinations unknown, with Hord and Douglas joined by Traxxas Pro 4x4 driver Mike Jenkins and organizer Rob Powers, the founder of American300 Warrior Tours. The nonprofit organization, in conjunction with Armed Forces Entertainment, invited the TORC drivers for a 10-day "meet-and-greet" with U.S. troops serving overseas. At the center of the tour was the Traxxas Troops vs. Pros R/C Challenge presented by AMSOIL, a competition featuring Traxxas radio-controlled TORC trucks.

"Whenever we can add a fun 'downtime' activity to one of our tours, it leads to a more successful mission," said Powers. "And this tour was one of the most successful tours I have ever been involved with."

The group visited several undisclosed bases of operations throughout the region. Along with the daily R/C races, the group toured the facilities where the men and women of the Armed Forces go about their daily routines. More importantly, they were able to sit down one-on-one and talk about everything from racing off-road trucks to all of the family and friends left back home.

"This trip was a home run," said Hord. "I came home with a greater appreciation for what these men and women are doing on our

behalf. I hope we were able to give them a small distraction from their daily grind."

"These are great people doing great things," said Douglas. "The thousands of troops were just awesome. The R/C races were great, and it was so much fun to see all of the smiles and laughter at each stop."

The tour experience was heightened by several unique opportunities. Hord used his off-road racing experience to guide him behind the controls of a Mine Resistant Ambush Protected (MRAP) vehicle, and the guys also had the chance to fly in a Black Hawk and a C-130, take target practice with an M4 machine gun and tour several of Saddam Hussein's palaces.



"We saw some amazing things," said Douglas. "From Saddam's palace to the Baghdad Raceway [an R/C track built by troops stationed near Baghdad], it was a once-in-a-lifetime experience. It meant a lot to me and, hopefully, to everyone we met."

The group has returned home, but the trip was well-documented. The Off Road Championship (the television show dedicated to the 2011 TORC Series) will air several segments this fall about the tour, and www.amsoilracing.com has daily updates from the trip, including photo galleries and videos. ■



◀ **Chad Hord takes target practice.**

▼ **Among the highlights of the Off-Road Truck Tour was the opportunity to tour several of Saddam Hussein's palaces.**



◀ **Mike Jenkins (left) and Scott Douglas (right) discuss who will handle driving responsibilities.**

CLOTHING & PROMOTIONAL ITEMS CLOSE-OUT SALE

Limited quantities of the following AMSOIL clothing and promotional items are available at close-out prices.

Players Jacket

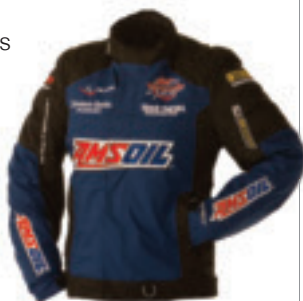
Versatile lightweight jacket is constructed of 85% polyester/15% nylon sanded microfiber with nylon lining. Adjustable snap cuffs, outside pockets and inside zip pocket. Great for casual or dress. Embroidered logo. Available in 2X and 3X.



Stock #	Size	U.S.	Can.
G2667	2X	54.50	61.00
G2668	3X	54.50	61.00

Winter Performance Jacket

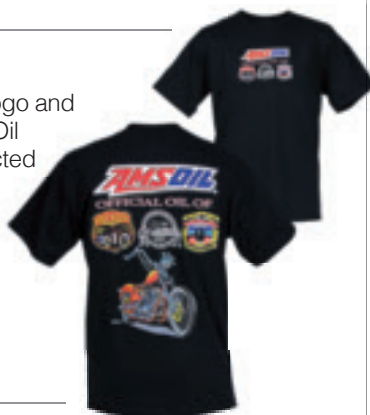
Limited edition, fully embroidered men's and women's jacket is styled after Team AMSOIL snocross jackets and constructed of water-resistant nylon cordura with 160 grams of warm insulation. Two outside zip pockets and one inside zip pocket. Velcro closure over front zipper for wind protection. Inside nylon cuffs with outside zippers at the wrist. Available in 3X.



Stock #	Size	U.S.	Can.
G2429	3X	175.00	197.00

2010 Bike Rally T-Shirt

Emblazoned with the AMSOIL logo and logos of the company's Official Oil bike rally partnerships. Constructed of 100 percent cotton. Available in S, M, 2X and 3X.



Stock #	Size	U.S.	Can.
G2770	S	13.00	14.75
G2771	M	13.00	14.75
G2774	2X	15.25	17.25
G2775	3X	15.25	17.25

Canada Cap

Embroidered logo and design. Spandex woven sweatband for the perfect fit. One size fits most.

Stock #	U.S.	Can.
G2370	9.00	10.25



Ea Nanofiber Decals

Stock #	Desc.	U.S.	Can.
G2525(5)	12" decals	3.75	4.50
G2526(5)	8.5" decals	3.50	4.20



Ladies' Sport Shirt

Jacquard sport shirt has perfect combination of good looks and "Dry Zone" performance. Lightweight and breathable, it expertly wicks moisture for cooling confidence. Embroidered logo. Available in 3X.



Stock #	Size	U.S.	Can.
G2614	3X	21.26	25.75

Ladies' Blue and White T-Shirt

Stretch t-shirt features shiny "nail-head" AMSOIL logo. Runs slightly small in size. Available in L.



Stock #	Size	U.S.	Can.
G2109	L	10.09	12.50

Ladies' Cabana Button-Down Shirt

Comfortable and breezy pink cabana shirt with subtle two-tone ladies' embroidered logo. 60% rayon, 40% polyester microfiber. Available in XL.



Stock #	Size	U.S.	Can.
G2344	XL	15.00	17.25

Ladies' Cap

Embroidered silver and blue ladies logo. Velcro closure.

Stock #	U.S.	Can.
G2371	6.72	8.25



Illuminated Sign

Made from high impact ABS plastic with an acrylic face panel. Features UV stabilized "neon" ink, bright fluorescent lighting and lightweight design. Includes hanging wall mount for easy mounting on a wall or in a window, but also has freestanding capability. (13" x 24" x 4")



Stock #	U.S.	Can.
G1841	85.00	95.15

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P.I.® MONEY-BACK GUARANTEE EXTENDED

With the summer driving season approaching and the price of gas continuing to rise, AMSOIL is extending the P.i. Money-Back Guarantee through August 31, 2011. P.i. Performance Improver is so effective, AMSOIL offers a money-back guarantee on the product's fuel economy benefits. First-time users who fail to see improvement in their vehicle's fuel economy receive a full refund of the purchase price. For complete qualifications or to order, visit the P.i. page in the Online Store at www.amsoil.com. The P.i. Money-Back Guarantee Handout (G2592) has been revised to reflect the extended promotion date.



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