

AMSOIL[®]

► PREFERRED CUSTOMER EDITION

MAGAZINE

NOVEMBER 2011

If you could drive an entire year
without changing your oil,
why wouldn't you?



SINCE 1972



A standard 3,000-mile oil change gets you coast to coast.

The AMSOIL 25,000-mile oil change
takes you **around the world**.

When AMSOIL applied jet age
lubricant technology to automobile
engines in 1972 the rules changed.

AMSOIL synthetic motor oil was in a different
class. It expanded the boundaries of lubricant
performance and delivered value that
motorists had never realized before. To this
day, only AMSOIL premium synthetic motor
oils come with a 25,000-mile/one-year*
oil change interval guarantee. Accept no
substitutes. AMSOIL is the first
in extended drain motor oil.



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AMSOIL Signature Series Showcased in Leading Magazines

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**AMSOIL Provides Total
Vehicle Cold-Weather
Performance** | PAGE 11

**Stored Equipment
Needs Protection**
PAGE 5

Gelled Diesel Fuel Giving You the Wintertime Blues?

Gelled #2 diesel fuel has always been a problem in many parts of North America. The problem has become even worse with the advent of biodiesel, which gels at an even higher temp than regular diesel.

That is why diesel owners need Diesel Concentrate plus Cold Flow Improver (DFC). Diesel Concentrate plus Cold Flow Improver is a premium, year-round fuel additive that provides improved efficiency, maximum cold-weather performance and peace of mind for truckers hauling across northern climates in the winter months.



Just to be safe, every diesel owner should keep a bottle of AMSOIL Diesel Recovery (DRC) on hand for emergency situations when temps drop steeply and the truck's fuel has not been treated with Diesel Concentrate plus Cold Flow Improver. Diesel Recovery quickly and effectively dissolves crystals that form when diesel fuel surpasses its cloud point.





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THE COVER

AMSOIL has mapped out a major advertising campaign with two leading men's magazines: Car and Driver and Popular Mechanics.

From the President's Desk

Every company, regardless of the product it sells, must answer the same questions when it comes time to advertise. That is, what sets us apart from the competition? What makes our product special? Invariably, the answer comes down to quality and the benefits the product delivers. Each company then spins its quality message and hopes consumers will buy into that spin. In many cases the quality is real and the advertising message is genuine. In other cases it's just smoke and mirrors.

There are two ways to deliver the quality message. First, you can prove it. You provide test results, comparisons, demonstration results, parts analysis and other visual and scientific means of proof. It is the most effective method of conveying quality. The content is derived objectively and, assuming the information is valid, is irrefutable.

AMSOIL has a long history of providing solid, concrete proof of performance. I have never been shy about publishing comparisons to other products. My feeling has always been that facts are facts, and if another company doesn't like us displaying its inferior test results, it should improve its product. In some cases, companies have. I have heard other companies grumble that this is a shoddy way to advertise. I say just the opposite. We aren't hiding anything. Not providing test results seems like the shoddy way to me. What don't they want consumers to see?

Proof is also gained through testing in the field. Fleet studies and other types of demonstrations yield valuable results. Our technical department is constantly conducting testing in a variety of applications and environments, all aimed at generating material that leverages our strength in marketing.

Race sponsorships are also used as a method of proving quality. The point, of course, is that if the products are good enough for the vigorous demands of racing, they are certainly good enough

for normal off-track applications. The assumption by consumers is that the products used by racers are the same products they can purchase, which is normally not the case. In fact, AMSOIL is the only manufacturer I know of that offers the exact same products for purchase that the sponsored racers use.

Beyond proving it, companies can deliver their quality message by simply stating it. It is less effective than offering proof, but effective nonetheless. The majority of advertising is done this way, and we do it ourselves with success. The problem, of course, is that words are words and are often loosely defined. One motor oil, for example, can deliver excellent wear protection, another delivers extraordinary wear protection and still another delivers outstanding wear protection. Who does the consumer trust? The value is in providing products that actually do what you claim they do. Our products provide value.

There is more than quality that sets AMSOIL apart. No other company is the "First in Synthetics." Used in advertising, it gives us substantial credibility. Inherent in being first is the notion that we have more experience and expertise than other synthetic lubricant manufacturers have, which is absolutely true. Our consumers feel trust and confidence knowing that the AMSOIL product they purchased came from the experts in the field.

Lastly, we separate ourselves from the competition with our 25,000-mile extended drain interval. No one can touch us there. We coined the phrase "extended drain interval" and while others are now introducing extended-drain oils, not one invests in the technology necessary to deliver what we deliver.

On pages eight and nine of this issue you will see an ad we placed in Popular Mechanics magazine. It is the first in a series of ads that will be featured in that publication. These same ads will appear in Car and Driver magazine. They zero in squarely on our 25,000-mile oils and will be seen by readerships in the millions. That's millions who will soon be educated.

Coincidentally, Mobil placed an ad in the same issue of Popular Mechanics. They, too, featured their extended-drain oil. So, it appears the readers will have a choice – AMSOIL Signature Series, with its 25,000-mile drain or Mobil 1, with its 15,000-mile drain. Seems like an easy choice to me.



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





Stored Equipment Needs Protection

As fall turns to winter, customers in many parts of the country begin placing summer work and recreational equipment; including motorcycles, boats, lawnmowers, construction and farm equipment; into winter storage. Ensure stored equipment is protected throughout the winter season and in top condition when it is put back into service in the spring.

AMSOIL Engine Fogging Oil

Fluctuations in ambient temperatures can cause water vapor to form condensate within stored engines. When this condensate comes into direct contact with steel and iron components, it forms surface corrosion on cylinder liners, piston rings, anti-friction bearings and steel/iron contact surfaces on rotational seals. Long periods of storage can also dry out cylinders, often resulting in permanent damage when the equipment is taken out of storage and dry-started.

Most two- and four-stroke motor oils are formulated to have an affinity to engine component surfaces, acting as a barrier that keeps condensate from contacting engine components and forming corrosion. However, the effectiveness of motor oil in this area diminishes with time.

AMSOIL Engine Fogging Oil (FOG) offers superior film retention, providing long-term protection against corrosion and dry starts, extending engine life and reducing operating expenses. Its aerosol spray formulation offers easy and clean application, while reaching more components and offering complete distribution of the oil, something

especially beneficial in applications with horizontal cylinder orientation, such as out-board motors. Consult equipment owner's manual for application directions.

AMSOIL Gasoline Stabilizer

Gasoline is not formulated for long-term storage and can start to degrade in as little as 60 days, leading to varnish and sludge deposits that clog injectors, fuel lines and carburetors; stick floats; and cause poor engine performance, starting problems, increased maintenance expenses and decreased equipment life.

It is difficult to drain all of the fuel from equipment before storage, and doing so would expose the system

to other problems, including the formation of rust and corrosion on the bare metal in the tank and fuel system and the drying and cracking of gaskets and seals. Some fuels are pre-treated with oxidation inhibitors that allow them to be stored for short periods without forming excessive deposits, while other fuels have no inhibitors at all.

AMSOIL Gasoline Stabilizer (AST) reduces the oxidation that occurs when fuel is stored for extended periods, improving performance, extending equipment life and decreasing maintenance expenses. ■



AMSOIL Signature Series Showcased in Leading Magazines

As the leader in synthetic lubricant technology, AMSOIL has established a following of loyal enthusiasts who appreciate AMSOIL products' consistent delivery of high-quality performance as advertised. While brand recognition has increased substantially in recent years, there are still many motorists who are unaware of AMSOIL and the benefits AMSOIL products provide. The company's extensive marketing and advertising efforts work to increase AMSOIL brand awareness.

Niche Markets

AMSOIL has achieved a great deal of success through the years by focusing its advertising efforts on niche markets, reaching an estimated 20 million magazine readers over the past year through a wide variety of publications, including Street Rodder, Diesel Power, American Iron, Land Line and many others. Through the combined efforts of advertising and racing sponsorships, AMSOIL has achieved increased popularity and sales in many of these niche markets.

Surveys conducted by top motocross magazines, including Transworld Motocross and Motocross Action, reveal steadily increasing popularity of AMSOIL products among its readers. For example, while the 2002 Motocross Action Reader Profile revealed AMSOIL two- and four-stroke oils were the oils of choice for 4.7 percent and 2.2 percent of readers respectively, the magazine's 2010 Reader Profile revealed AMSOIL two- and four-stroke oil popularity had grown by 77 percent (8.3 percent of readers) and 250 percent (7.7 percent of readers) respectively.

The company's increased involvement in the motorcycle market over the past five years, which has included signing on as the Official Oil of the three largest motorcycle rallies in the country (Sturgis Motorcycle Rally, Daytona Bike Week and Laconia Motorcycle Week) and an aggressive advertising campaign in motorcycle publications, has translated into a 77.9 percent growth in motorcycle oil sales.

Expanding Advertising Reach

Having achieved significant success and increased sales in niche markets, the next step for the company is expanding its reach. AMSOIL has recently mapped out a one-year, bimonthly advertising plan with two leading men's magazines: Car and Driver and Popular Mechanics. Car and Driver is the second-most popular men's magazine in the country, while Popular Mechanics is the fourth-most popular.

The first of six Popular Mechanics advertisements appeared in the October 2011 issue, while the first of six Car and Driver advertisements appeared in the November 2011 issue.

According to current circulation data, Car and Driver has 1.2 million subscribers and Popular Mechanics has 1.22 million subscribers. Even more impressive is the "pass-along" readership of both publications, which refers to the total number of readers. Both magazines are often passed along to friends and relatives, are carried by most libraries and are popular choices for various waiting rooms (doctor, dentist, mechanic, etc.). Car and Driver has a pass-along readership of 9-11 million, and Popular Mechanics has a pass-along readership of 7.7 million.

"The time was right for us to concentrate effort beyond our niche market campaign into the major mainstream magazines," said AMSOIL Vice President, Marketing & Communications Kevin McBride. "As the company was mapping out its marketing push into these two well-known magazines, we knew it was important to emphasize what sets AMSOIL apart from other motor oil companies. The 25,000-mile/one-year drain interval offered through the Signature Series line is not matched by any other company. Popular Mechanics and Car and Driver reach a large percentage of do-it-yourselfers, and emphasizing Signature Series and its extended-drain benefits will help create countless impressions." ■

If you could drive
without changing oil
why would you?

CAR AND DRIVER



The introduction of AMSOIL synthetic motor oil standards in motor oil quality. Its 25,000-mile drain interval guarantee expanded the boundaries of performance and delivered value that motorists realized before. AMSOIL synthetic motor oil outperforms conventional petroleum oil on all counts.

Today, virtually every other motor oil manufacturer followed the AMSOIL lead with synthetic oils. Some are even formulated for extended drain intervals, one, however, can match AMSOIL experience. And not one provides the performance, convenience and savings that AMSOIL synthetic motor oil provides.

AMSOIL. Accept no substitutes.

Full-page AMSOIL advertisements will reach millions of Car and Driver and Popular Mechanics readers.



DIESEL POWER

STREET RODDER

LAND LINE

AMERICAN IRON

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ouldn't you?

POPULAR MECHANICS

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AMSOIL
The First In Synthetics

Get the full story at
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A standard 3,000-mile oil change gets you coast to coast.

The AMSOIL 25,000-mile oil change takes you **around the world**.

When AMSOIL applied jet age lubricant technology to automobile engines in 1972 the rules changed.

AMSOIL synthetic motor oil was in a different class. It expanded the boundaries of lubricant performance and delivered value that motorists had never realized before. To this day, only AMSOIL premium synthetic motor oils come with a 25,000-mile/one-year* oil change interval guarantee. Accept no substitutes. AMSOIL is the first in extended drain motor oil.

AMSOIL
The First In Synthetics®

www.amsoil.com/25000

1-800-777-8491



* Under normal service.



POWER AND PERFORMANCE ON DISPLAY AT AMSOIL ENGINE MASTERS CHALLENGE

In October the University of Northwestern Ohio (UNOH) once again played host to the AMSOIL Engine Masters Challenge, presented by Popular Hot Rodding. AMSOIL Director of Advertising Ed Newman and Technical Product Manager Len Groom were on hand as engine builders from across the country competed for the title of Engine Master.

For the first time in its 10-year history, the AMSOIL Engine Masters Challenge offered builders two categories in which to compete, the Street Division and Xtreme Street, with 20 teams and several alternates selected to compete in each.

Although engine power is a crucial element of the competition, building engines that produce power and torque with efficiency is what it takes to be named Engine Master. Former champion and top-notch engine builder Jon Kaase pro-

duced startling horsepower and torque numbers with his behemoth 609 CID Ford, but did not qualify as a finalist in the Xtreme division, placing fourth. He did, however, win a Torque Monster prize and the award for most horsepower.

Throughout the week the roster of front-runners changed as teams took turns hooking their engines up to the dynos for their three qualifying pulls. Those who turned out the highest torque and horsepower numbers after factoring engine size took their place at the top of the score chart, with Friday's competition finals determining the winner in each class.

Team School of Automotive Machinists soon found itself at the front of the pack in both divisions. Initially starting out as an alternate in the Street class, the team's second engine was drawn into the Xtreme Street class as a bona fide competitor.

After dominating both classes for part of the competition, the team ultimately took first place in the Street division with a final score of 2471.0 on the dyno, and second place in the Xtreme Street division. Returning 2010 Engine Masters Challenge winner BES Racing Engines held onto its first-place position in the Xtreme Street division, turning out a final score of 3124.5 on the final day of dyno testing.

"The Engine Masters Challenge is an outstanding event for AMSOIL because many top engine builders are in one location for a week, and AMSOIL has an opportunity to interface with all of them," said Groom. "This is invaluable in our efforts to 'influence the influencers.' Every year we make more progress with them. As our relationship grows stronger, they are more interested in our products and more open to discussions about our products and technology." ■



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Regular maintenance is still necessary when extending drain intervals.

Just because you're not changing oil every three months doesn't mean you can ignore your car.

The number of people taking advantage of the cost savings and convenience of AMSOIL extended-drain-interval products grows every year, but the 3,000-mile myth is still deeply ingrained in many drivers. The thought of running for 25,000 miles or a whole year without changing oil is scary for people who have not safely extended drain intervals before. To help get over this hurdle, vehicle owners need to understand their maintenance responsibilities and how and why oil drain intervals can be extended. Understanding your responsibilities as a vehicle owner and following through on them helps ensure the vehicle will continue to operate efficiently and last longer.

Performing preventative maintenance is important for any vehicle owner to catch mechanical problems that can negatively impact the engine oil and its ability to lubricate effectively. Whether extending drain intervals or not, it is important that your engine is mechanically sound and free of any significant mechanical defects.

Some of the more common mechanical issues that can affect oil life include excessive antifreeze leakage into the oil sump, chronic engine overheating, excessive fuel dilution in the oil sump and excessive oil consumption.

Antifreeze can leak into the oil sump due to gasket breakdown, water pump issues or from other sources. Large amounts of antifreeze can degrade the oil and reduce its ability to flow easily and protect engine components. The source of antifreeze leaking into the oil sump must be addressed regardless of the type of oil in use or length of drain interval practiced.

Excessive fuel dilution is less common in gasoline-powered applications but can cause big issues if left uncorrected. Both gasoline and diesel fuel are much thinner than engine oil and dilute the oil to the point that the oil film is too thin to lubricate critical engine parts.

Heat is the enemy of any lubricant. In fact, performance in excessively hot environments has been the subject of many AMSOIL studies which have helped AMSOIL develop synthetic motor oils with great resistance to thermal breakdown. If a vehicle develops a significant mechanical issue that causes the engine to run much hotter than it was designed to, the problem must be fixed prior to extending oil drain intervals. Excessively hot environments, whether due to extreme ambient temperatures or a mechanical defect, have been proven to quickly degrade conventional lubricants, resulting in excessive sludge development within the OEM drain interval.

While oil consumption often worries drivers, almost all cars consume some oil, which is normal and does not cause any issues with extended drain intervals. Excessive oil consumption, however, is indicative of a mechanical condition that should be identified and corrected before extending oil drain intervals. The best way to determine normal oil consumption is to monitor oil levels before there's an issue or consult your owner's manual for information on normal oil consumption. This helps establish average oil use – a sudden increase in oil consumption indicates a problem that needs correcting.

Engines that have significant modifications also place added strain on engine oil. These modifications include performance computer chips, non-OEM exhaust, fuel or air induction systems and the use of fuels other than those recommended for normal operation by the manufacturer.

The drain interval recommendations for AMSOIL motor oils are determined according to the vehicle's typical operating conditions and the type of oil being used. For example, drain interval recommendations for AMSOIL Signature Series Synthetic Motor Oil differ depending on service type: The recommendation is 25,000 miles in normal service, 15,000 miles in severe service. Drivers need to keep an accurate count of miles or hours on the oil, depending on the type of oil used, and oils should never be used beyond one year of service unless recommended by a routine oil analysis program. Engines that are not mechanically sound or are heavily modified are not eligible to take advantage of AMSOIL extended drain interval recommendations. In fact, engines suffering from any of the issues listed in this column should be fixed as soon as possible regardless of drain interval length.

Finally, one of the most important preventative maintenance procedures is to simply check your oil level periodically between oil changes and top it off to maintain proper fluid levels whether using conventional oil or AMSOIL extended-drain lubricants. AMSOIL synthetic lubricants are designed to keep vehicles running for many years, but they can only do their job if you keep your oil sump full. ■

Fire Department Counts on AMSOIL

Direct Jobber Craig Hamrick of Macomb, Ill. has been a firefighter in charge of fleet maintenance for 23 years.

"My wife and I have been Dealers since 2006 and became Dealers after seeing the impressive results AMSOIL demonstrated in the fire department fleet," Hamrick said.

The fire department is a commercial account of Dealer Glenn Mike Arnold, Hamrick's sponsor. "We have used AMSOIL lubricants since 2003 in the fleet," Hamrick said.

The department has 11 vehicles and numerous small engines and generators, all running with AMSOIL products.

"Glenn's knowledge of AMSOIL products has helped us select the right products for our needs. Every vehicle in our fleet has AMSOIL installed from front to back."

AMSOIL Powers Generator

The Macomb Fire Department generator at the main station is an Onan 150KW unit that is powered by a Cummins QSB 6.7 liter diesel. The generator is equipped with an AMSOIL Dual Remote By-Pass System and Ea Full-Flow and By-Pass Filters. For ease of oil sam-

pling, there is a petcock on one of the ports on the filter housing.

The engine is filled with AMSOIL Premium API CJ-4 5W-40 Synthetic Diesel Oil (DEO). "The reason for choosing Premium 5W-40 over AMSOIL Premium 15W-40 Synthetic Diesel Oil (DME) is the slightly better flow characteristics of the 5W-40 for cold-weather startup," Hamrick said. "While this unit has a block heater to keep the coolant warm, the oil can still be fairly cold. This generator must go from stopped to running with full electrical load in less than one minute. The cold flow characteristics of AMSOIL diesel oil provide maximum protection and peace of mind for me and our department."

The fuel is also treated with AMSOIL Diesel Concentrate plus Cold Flow Improver at each fill-up.

"The savings are substantial," Hamrick said. "We only change oil based on oil analysis now, where before we changed every three months or 250 hours. Fleet uptime is one of the most important

benefits for us. Our equipment must respond and perform at maximum capability every time. The generator is just as important."



FLEET MAINTENANCE WITH AMSOIL
Direct Jobber Craig Hamrick maintains the fleet for the Macomb Fire Department in Macomb, Ill.

Oil Analysis Proves AMSOIL Benefits

Hamrick said he was a skeptic of extended drain intervals when he first was approached about AMSOIL synthetics. However, he soon learned the saving potential of AMSOIL synthetic lubricants. The department saves money through the reduction of waste oil generated, as well as fewer costs for equipment repairs and services, both in time and labor.

The department regularly sends oil samples to OIL ANALYZERS as part of its maintenance program.

"The proof is in all of the oil analysis reports," he said. "We can see by the results." AMSOIL lubricants are especially well-suited to emergency service vehicles where every second counts. "You never know when you're going to get that call, and there isn't a lot of extra equipment available," Hamrick said. "We need our equipment to be ready and able to perform."

Even during the winter months, the generator has "instant oil pressure" when it's fired up, he said. "If you walk into our station all you will see in our maintenance room is AMSOIL products."

Growing His Own AMSOIL Business

Hamrick specializes in commercial accounts because his background is in heavy-duty diesel equipment.

Name recognition of AMSOIL has improved in the five years since he became a Dealer. "AMSOIL is easier to sell now than even when I started as a Dealer," Hamrick said. He credited AMSOIL INC. for its work building AMSOIL brand recognition in numerous markets.

His experience with the products also helps him with other fleet managers as he tells them his first-hand experience of AMSOIL cost savings, equipment performance and longevity.

"It's all about saving money and extending the life of the equipment," Hamrick said. ■

AMSOIL Provides Complete Vehicle Cold-Weather Performance

Extreme cold can cause conventional motor oil, transmission fluid and gear lube to thicken, starving vital moving parts of necessary lubrication. In many cases, thick motor oil will prevent vehicles from starting. Cold, thick transmission fluid results in delayed or sluggish shifts and inadequate protection for bearings, valves and other critical parts. Thick gear lube, meanwhile, requires more energy to turn the gears, reducing fuel efficiency. Because gears and bearings in the axle housing are splash-lubricated, conventional gear lubes that are too thick at cold temperatures can starve internal components of lubrication, which can cause excessive wear and premature failure.

Conventional petroleum lubricants thicken because they often contain paraffins (wax). While modern refining techniques remove most of the wax from petroleum oil, some wax-like molecules remain.

These wax-like molecules are soluble at ambient temperatures above freezing, but crystallize into a honeycomb-like structure at lower temperatures and cause circulation problems. At startup, this can leave working parts unprotected while the lubricant warms to a temperature that allows it to flow.

AMSOIL synthetic lubricants do not contain paraffins. They provide outstanding low-temperature fluidity for fast, dependable winter starts; quick, responsive shifts and immediate startup protection.

Superior Fuel & Coolant Additives

Diesel applications can be especially sensitive to cold-weather issues. As the temperature drops, the wax naturally found in diesel fuel begins to form crystals. The point at which wax crystals form is known as the cloud point. These wax crystals eventually clog the fuel filter

and starve the engine of fuel, preventing it from starting. While low-quality fuels may form wax crystals in temperatures as warm as 40°F, most fuels have a cloud point near 32°F. The point at which the wax crystals clog the fuel filter is known as the cold filter-plugging point (CFPP). AMSOIL Cold Flow Improver reduces the CFPP of ultra-low-sulfur diesel fuel by as much as 20°F for increased protection.

In frigid conditions, motorists often idle vehicles for extended periods to warm the interiors and defrost the windows. Not only can the practice be inconvenient, it wastes fuel as well. AMSOIL Dominator® Coolant Boost uses proprietary tiered-surfactant technology to provide quick and effective heat transfer inside radiator and cylinder heads, resulting in faster engine warm-up times. As a result, vehicle interiors warm more quickly and the defroster becomes effective sooner. ■



1) TRANSMISSION & TRANSFER CASE

Synthetic Automatic Transmission Fluid (ATF, ATL) flows readily in cold temperatures for almost instantaneous circulation and protection, inhibiting wear and promoting fast, responsive shifts.

2) GASOLINE ENGINE / DIESEL ENGINE

Signature Series Synthetic Motor Oil (ASM, ALM, AZO, ASL, ATM) and Premium API CJ-4 Synthetic Diesel Oil (DEO, DME) feature ultra-low pour points to ensure vehicles start immediately, even when the mercury plummets far below zero.

3) COOLING SYSTEM

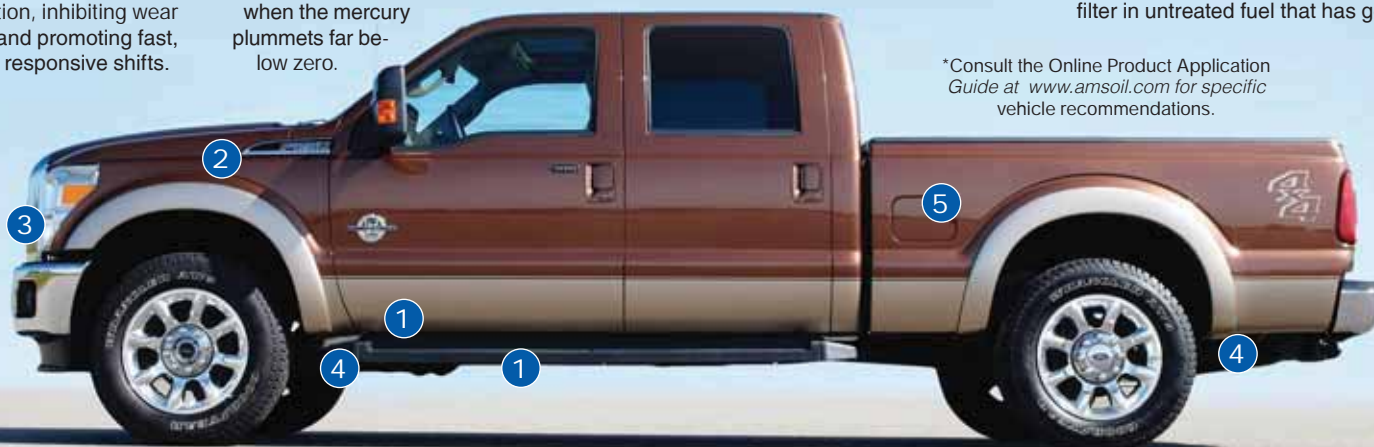
Dominator® Coolant Boost (RDCB) inhibits harmful coolant system corrosion and reduces engine warm-up times up to 30 percent.

4) DIFFERENTIALS

Severe Gear® Synthetic Gear Lube (SVG, SVT, SVO) remains fluid in sub-zero temperatures to provide immediate lubrication and extend equipment life.

5) DIESEL FUEL SYSTEM

Cold Flow Improver (ACF) helps prevent icing or gelling in diesel fuel, while Diesel Concentrate plus Cold Flow Improver (DFC) provides the added benefit of increased fuel economy. Diesel Recovery (DRC) quickly liquefies gelled diesel fuel, thaws frozen fuel filters and reduces the need for a new filter in untreated fuel that has gelled.



*Consult the Online Product Application Guide at www.amsoil.com for specific vehicle recommendations.

Johnson and Greaves battled hard all season long for the Pro 4x4 championship.



Bryce and Steve Menzies celebrate the TORC Pro 2wd Championship in Texas.

A Winning Formula

TORC champions rely on AMSOIL for titles in 2011.

Years from now fans might look back on 2011 as the off-road racing season that put Bryce Menzies on the map. Entering the final weekend of the Traxxas TORC Series, Menzies held a commanding lead in the Pro 2wd class. In fact, he only needed to take a start on Saturday for the overall championship. However, instead of simply rolling off after the green flag dropped, Menzies pushed his Red Bull/AMSOIL truck to its accustomed spot in front of the talented TORC field. He battled in the red clay of South Texas and came away from the newly built Cycle Ranch track in San Antonio with a pair of wins and his first professional off-road championship.

"I can't thank everyone enough for this," said Menzies. "I was either going to wreck this truck or win, and I'm glad we picked up two more wins to close out a great season."

While Menzies was able to race without the pressure of a points battle on his mind, teammate Ricky Johnson was in for a dogfight in the final round of the Pro 4x4 class. Johnson entered the weekend just four points behind Johnny Greaves, with whom he had swapped fenders all season long. On Saturday, Johnson and Greaves continued to rub bumpers as Johnson took the win and tied Greaves atop the points standings.

With the championship up for grabs, Greaves

predicted Sunday's season finale would be a battle. "It will be two of the world's best off-roaders going at it," said Greaves. "There'll be no 'playing it safe.'" Greaves' prediction held true, as Sunday's Pro 4x4 contest brought tight racing between Johnson, Greaves and AMSOIL Super Team driver Scott Douglas. As the three top drivers battled three-wide into a tight right-handed turn, Greaves made his move for the lead. The aggressive move caused chaos as the front end of Greaves' Monster Energy/AMSOIL Toyota locked up and sent him off the track. From that point, Johnson and his Red Bull/AMSOIL Dodge seized the lead and took both the win and the Pro 4x4 championship just one year after he won the Pro 2wd title.

Douglas, meanwhile, finished the season third overall, including a win at the opener in Red Bud and five total podiums. The AMSOIL Super Team showed a strong presence across the board in 2011. Chad Hord won the AMSOIL Cup in September and finished third in the Pro 2wd class, while Mike Oberg finished sixth in Pro 2wd with three podiums. Brad Lovell had a break-out year in the Pro Light class, finishing fifth overall with five podiums.

The 2011 TORC Series airs on Discovery's Velocity network every Wednesday night and Sunday morning. Check cable or satellite listings for specific times. ■



WITH JEREMY MEYER

Over the past several years, AMSOIL has heavily invested its marketing dollars in the motorsports industry and has lent its name to dozens of high-profile series and events. At press time, the AMSOIL name was included in 10 title sponsorships, three presenting sponsorships, two engine-building competitions and three venues.

Naming rights are a tough commodity. Everybody wants them, and nobody wants to give them up. Not only that, but a company has to be well-respected before a series will even consider the arrangement. For almost 40 years, AMSOIL has worked hard to earn that respect.

The esteem AMSOIL has achieved is evident in the excitement people display when they learn about / work for AMSOIL. Much of that respect is undoubtedly due to the quality of our products, but also, in no small part, to the hard work of AMSOIL Dealers.

Team AMSOIL Takes Overall Title at AMSOIL OPA World Offshore Championships

Team AMSOIL earned two wins and the OPA World Championship in Orange Beach, Ala.



Having already secured the OPA National High Points Title and OPA Overall High Points Title, Team AMSOIL offshore racers Bob Teague and Paul Whittier traveled to Orange Beach, Ala. seeking the win and OPA World Championship title in the OPA Thunder on the Gulf World Championships. With the 2,200-horsepower Geico Caveman Skater Vee-bottom and 1,600-horsepower Lightning Jacks Skater catamaran also vying for the championship, Team AMSOIL would have to rely on experience and durability to beat the higher horsepower boats.

A prevailing easterly wind presented very challenging racing conditions on Friday,

and Team AMSOIL, Geico Caveman and Lightning Jacks immediately locked horns in a fierce battle. After a couple laps, Team AMSOIL and Geico Caveman pushed to the front and ran deck-to-deck before Teague and Whittier's rough-water experience allowed them to pull ahead for the victory. Ultimately, Lightning Jacks pulled into second place and finished about nine seconds behind Team AMSOIL, with Geico Caveman finishing 20 seconds back.

Facing weather conditions that were even worse on Saturday, the three top competitors for the title met for their rematch. Geico Caveman took the early lead,

but suffered a mechanical failure after launching off a big wave and landing hard on the roughest part of the back straight-away. As Team AMSOIL passed, the same set of extra large waves caused the AMSOIL Skater to land hard on its port side. Team AMSOIL recovered, continued racing and secured the victory and OPA World Championship title.

Coverage of the AMSOIL Offshore Powerboat Series will air on the Versus Network this November. ■

AMSOIL DOMINATOR® Invades Spirit Mountain



The 2011-2012 AMSOIL Championship Snocross Series will start with a new twist in Duluth, Minn. November 25-27. The AMSOIL DOMINATOR® race will offer up a winner-take-all \$10,000 prize and add a unique format to the Friday night show at the AMSOIL Duluth National.

Sixteen riders will compete head-to-head in a bracket-style elimination race, with the winner of each one-on-one race advancing to the next round. After four rounds of racing, one rider will stand alone at the top of Spirit Mountain as the newly crowned AMSOIL DOMINATOR.

"We wanted to do something new and exciting in Duluth," said ISOC Director of Operations Carl Schubitzke.

"The AMSOIL DOMINATOR will be a fast-paced, man-versus-man, brand-against-brand event that

will have race fans on the edge of their seats. This race will set the tone for an exciting year of racing on the ACSS."

Team AMSOIL will be up for the task in Duluth. The AMSOIL/Scheuring Speed Sports team will be led once again by Robbie Malinoski, who will be joined in the Ski-Doo-backed trailer by rookie Pro rider Darren Mees and Pro Lite rider Garrett Mees. The Judnick Motorsports/AMSOIL team will feature 2009-10 Pro Open champion Ross Martin and past semi-pro champion Mike Bauer, who will be moving up to the Pro class this season. AMSOIL will live stream all of the ACSS events at www.amsoilracing.com. ■



2011-2012 AMSOIL CHAMPIONSHIP SNOXCROSS SERIES SCHEDULE

AMSOIL Duluth National	Duluth, MN	Nov. 25-27, 2011
Blackjack National	Bessemer, MI	Dec. 9-11, 2011
Canterbury National	Shakopee, MN	Jan. 6-8, 2012
Vision Kia Eastern National	Farmington, NY	Feb. 3-4, 2012
Michigan National	Pontiac, MI	Feb. 11, 2012
Fargo National	Fargo, ND	March 2-4, 2012
ERX National	Elk River, MN	March 9-11, 2012
Nielsen Enterprises Grand Finale	Lake Geneva, WI	March 16-18, 2012

Holiday Closings

The Edmonton Distribution Center will be closed Friday, November 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Thursday, November 24 for Thanksgiving Day.

New 2012 Calendars Available Mid-November

The new 2012 AMSOIL calendar's theme is neglected equipment and the extra margin of protection AMSOIL products provide. The full-color calendar also includes information on AMSOIL INC. and the list of AMSOIL firsts.

2012 AMSOIL Calendar*

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	1.90
G1105-CA	10	15.00	16.05

*Calendars also subject to shipping charges. Watch the Preferred Customer Zone for an announcement of availability.

NEW!



Klim Winter Parka

Highly functional Klim winter riding jacket features high-profile AMSOIL logos; GORE-TEX® two-layer performance shell technology and 100 percent waterproof, windproof and highly breathable Thinsulate™ insulated system. Pit zip ventilation ports allow overheated air to escape, while 3M reflective trim provides maximum visibility. Ballistic nylon overlays in high abrasion areas, articulated sleeves and elbows, adjustable elasticized velcro cuffs, two exterior pockets, four internal pockets and internal MP3 headphone port. Matches the high quality of the 2010 AMSOIL Snocross Team jackets. Sizes S-2X.

Stock #	Size	U.S.	Can.
G2868	S	299.99	320.95
G2869	M	299.99	320.95
G2870	L	299.99	320.95
G2871	XL	299.99	320.95
G2872	2X	299.99	320.95



NEW!



NEW!

Klim Winter Gloves

A perfect complement to the Klim Winter Parka, these Klim Winter Gloves are guaranteed to keep you dry. Feature GORE-TEX® waterproof/breathable liner, max visibility 3M Scotchlite™ reflective piping, reinforced rubberized textured palm, adjustable wrist cinch and goggle squeegee. Sizes S-2X.

Stock #	Size	U.S.	Can.
G2874	S	70.00	74.75
G2875	M	70.00	74.75
G2876	L	70.00	74.75
G2877	XL	70.00	74.75
G2878	2X	70.00	74.75

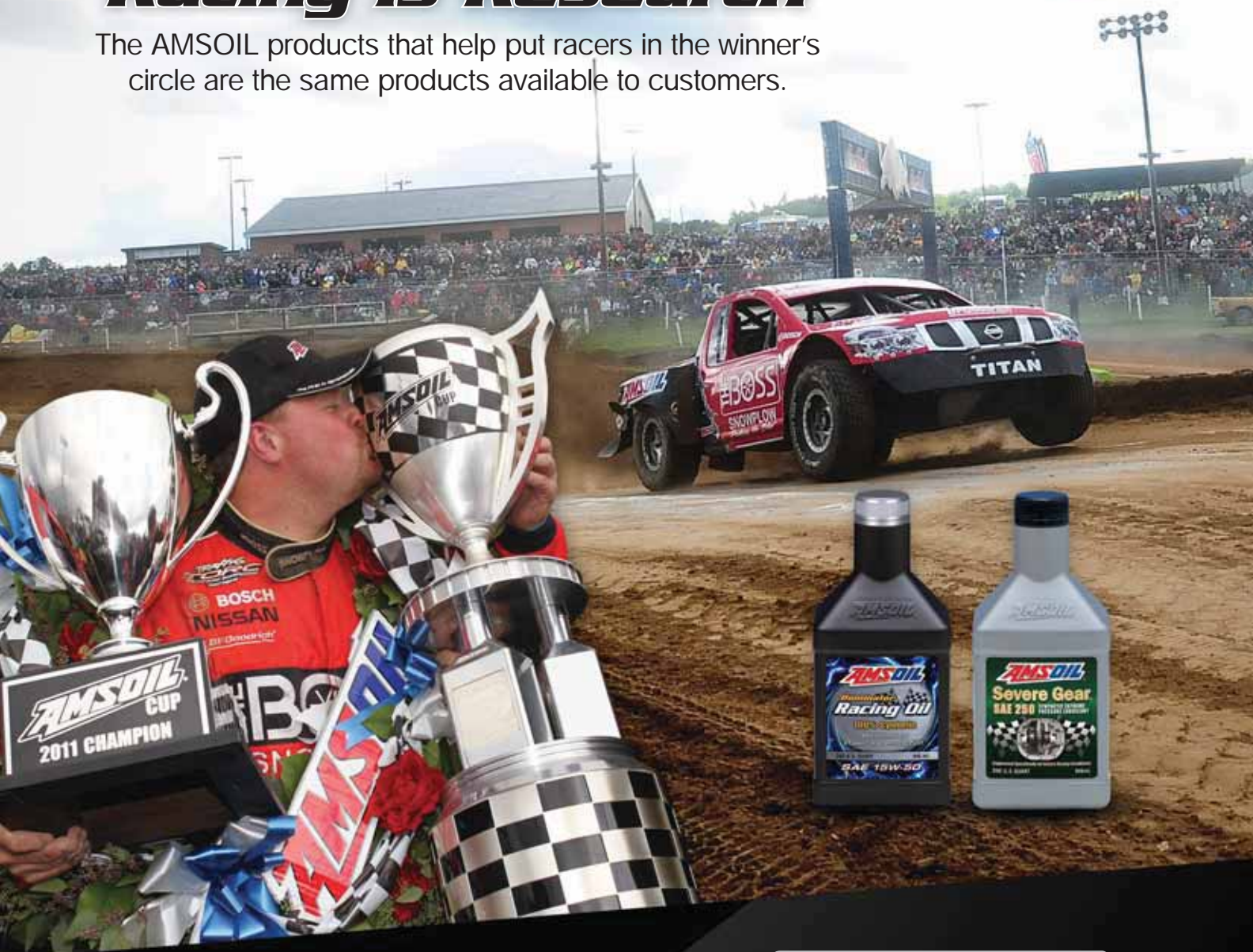
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Be your own boss. Full-time or part-time, an AMSOIL Dealership is the ideal business opportunity. No quotas to fill. No inventory requirements. Contact your sponsoring Dealer or see the Preferred Customer Zone for more information. To upgrade to Dealer, click the "Opportunities" link at the top of www.amsoil.com (while logged into the Preferred Customer Zone) or order or download a Change of Status Form (G18US in the U.S., G18UC in Canada) from the Preferred Customer Zone.



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Chad Hord
2011 AMSOIL Cup Champion

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November 2011



A slipping transmission, like slipping tires, can ruin your day.

Modern transmissions, like modern engines, have become riddled with high-tech electronics. Dirty transmission fluid often causes shift solenoids to stick, and a fluid breakdown can lead to a complete transmission overhaul. In the old days, transmissions would give advance notice. Today, the tolerance for dirty fluid has gone way down. Tranny maintenance has become a much higher priority than it ever was before.

For smoother shifting and longer transmission life, be sure to use AMSOIL ATF. It is formulated to withstand the harsh environments found in modern transmissions, longer.