AMSOIL MAGAZINE

PREFERRED CUSTOMER EDITION

OCTOBER 2011

The Next Generation of Ea® Oil Filters

Increased Capacity and Fluted Cans Highlight New Design

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Maximum Diesel Fuel System Performance | PAGE 11

AMSOIL customers are for life.

Some just get on board sooner than others.

You know something important happened the first time you used AMSOIL motor oil. You knew fairly quickly this was no ordinary motor oil. Even if you didn't notice all the benefits at once, you soon began to understand.

No wonder AMSOIL customers become Dealers. You're already telling your friends and family about it. Pretty soon you want to tell the world. And what a nice bonus that sharing something so good can also put a few dollars in your pocket.

There's really nothing quite like the AMSOIL opportunity. Contact your sponsoring Dealer for more information, or order a Change of Status Form (G18US in the U.S., G18UC in Canada).

AMSOIL

The First in Synthetics®

[redacted]

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Redesigned Ea® Oil Filters Offer Increased Capacity for Superior Protection
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THE COVER

AMSOIL boosts the performance of its Ea Oil Filter line.

From the President's Desk

No one can escape change. It's a fact of life. Sometimes it is forced on us and other times it's a conscious decision we make to improve ourselves. Each of us can look back and identify those many times when change altered our lives, sometimes quite significantly.

That includes me. I loved flying. Strapping myself in the cockpit of a jet fighter was the most exhilarating experience I have ever had. I couldn't wait to push that throttle forward and feel that tremendous power. Nothing satisfied me more. I found it hard to believe I was getting paid to have so much fun. I would have done it for nothing. But after 25 years it was time for a change. I hadn't lost my desire or skill, but it was time to move on. When I tendered my resignation they asked me why in the world would I leave? "When it's time to go," I said, "it's time to go."

To succeed in business we have to change. If something isn't working, change it. One of the earliest and most basic changes this company made centered on marketing. I was working my tail off getting our original 10W-40 motor oil on the shelves in traditional retail settings, but it wasn't selling well. People didn't understand the benefits, and at a higher price they couldn't justify the purchase. I had to find a way to educate consumers. I had to change. And that drove me to multi-level-marketing. Face to face, Dealers could explain the advantages of our superior product. Soon, sales took off, and we haven't looked back. If it were not for that critical change very early on in the history of AMSOIL, there may have been no history at all.

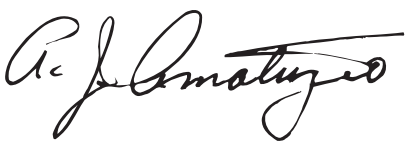
The landscape of our business is always changing. At one time, of course, AMSOIL was the only synthetic motor oil on the market. Our competition was limited to conventional oil, and all marketing of synthetic oil was left to AMSOIL and its Dealers. Eventually, as other synthetics began to appear and consumers became more aware, the demand became more aggressive. Dealers could now focus on selling the quality of AMSOIL products, rather than educating people on synthetic lubrication.

We see the same thing happening with extended drain intervals. The landscape has changed. As automakers push for longer drain intervals and consumers abandon the 3,000-mile oil change habit, our extended drain oils gain broader appeal. Rather than the lone renegade with its crazy 25,000-mile oil drain recommendation, AMSOIL is now the acknowledged leader among other extended drain oils.

Equipment design and government regulations are also forcing change. Smaller components in tighter configurations are generating more power and heat, placing greater demands on lubrication. And with fuel economy and emissions mandates becoming more extreme, lubricant manufacturers are challenged to keep pace. Formulations must change at a faster rate than ever before.

The operation of an AMSOIL business has seen change too. In many respects, industry trends are assisting Dealer growth. The increased demand for synthetic oil and the growing acceptance of extended drain intervals are eroding barriers that Dealers have traditionally had to overcome. Our increased brand awareness and expansive line of product offerings are also having a major impact on increased market penetration and the success of AMSOIL Dealerships. The most dramatic change, however, may be the impact of the Internet. Dealers are building their businesses at greatly accelerated rates through the power of the world-wide web.

As dramatically as things may change, however, the two primary essentials remain the same. First, Dealers and Preferred Customers can be assured that AMSOIL products will always be produced to the absolute highest quality standards. And second, the AMSOIL business opportunity, through hard work and determination, will always deliver the freedom to change your life forever.



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

The Importance of Shear Stability

How Does AMSOIL Compare to Other Brands?

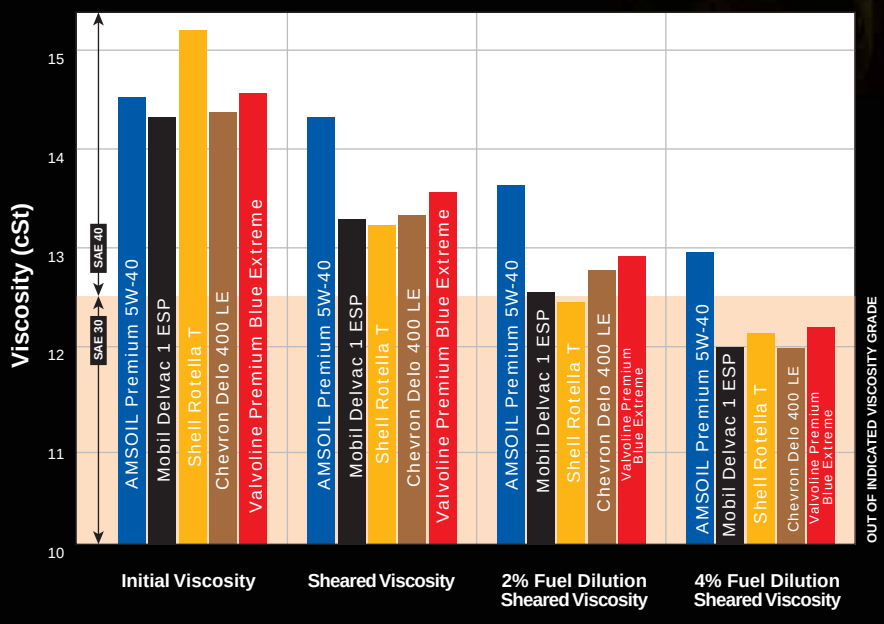
The severe environments found inside diesel engines can tear apart, or shear, the molecular structure of oil, leading to viscosity loss. Making matters worse, moderate levels of fuel dilution common in some applications contribute to further viscosity loss. Four percent fuel dilution is often enough to reduce an oil's viscosity to less than its specified viscosity grade, resulting in metal-to-metal contact and accelerated equipment wear.

The Kurt Orbahn Shear Stability Test (ASTM D-6278) is the standard scientific test for measuring a lubricant's ability to resist shear. Instead of testing our oils against the competition in a 90-cycle demonstration, we doubled that length to 180 cycles to see what would happen. Samples were then contaminated with 2 and 4 percent ultra-low-sulfur diesel fuel (ULSD). Even at 4 percent fuel dilution, AMSOIL Premium API CJ-4 Synthetic Diesel Oil stayed in grade to maintain engine protection while the other oils failed.

Issues like fuel dilution are typical in the real world of today's high-powered diesels. AMSOIL effectively resists the effects of fuel dilution and other problems truckers encounter on a routine basis.

Kurt Orbahn Shear Stability Test 180 Cycles

As tested in an independent lab November 2009. All oils 5W-40.



AMSOIL

The First in Synthetics®

Next-Generation Ea® Oil Filters Offer Increased Capacity for Superior Protection

The entire line of Ea Oil Filters (EAO, EA15K) has been redesigned to provide up to two times greater capacity than before, making an already superior filter even better. Each filter provides a filtering efficiency of 98.7 percent at 20 microns, ranking them among the most efficient oil filters available (see graph). Ea Oil Filters now feature a fluted can for improved grip. Four new AMSOIL-branded cartridge-style filters (EA15K01, EA15K02, EA15K03, EA15K04) featuring full-synthetic media have been added to the line, as well as three additional 25,000-mile filters (EaO17, EaO18 and EaO98). Redesigned Ea Oil Filters will become available as inventories of the old filters are depleted. Product codes and pricing remain unchanged.

Advanced Media Technology

Redesigned Ea Oil Filters are engineered using full-synthetic media that features smaller fibers compared to the cellulose and blended media found in other filters. The smaller fibers have a controlled size and shape, providing greater efficiency, capacity and durability. The re-engineered media in Ea Oil Filters provides up to two times greater capacity. Capacity refers to the amount of contaminants a filter can hold while still remaining effective.

To understand the significance of improved capacity, it's helpful to know the basics of oil filtration. Clean oil is vital to keeping engines running properly. The oil filter must remove contaminants introduced into the oil and prevent them from reaching sensitive engine parts without restricting normal oil flow. Internal sources of contamination include wear products from the rubbing surfaces of the engine, and degradation of the oil itself. To provide top-notch performance, a filter must be constructed with the optimum balance of capacity, efficiency, flow and durability.

Contaminants Increasing

Filter capacity has become increasingly more important. To increase fuel economy in response to government mandates, automakers continue employing turbochargers, direct fuel injection and other performance-improving technologies that introduce more contaminants into oil. In addition, ethanol found in gasoline has been shown to further degrade oil, placing extra strain on oil filters.

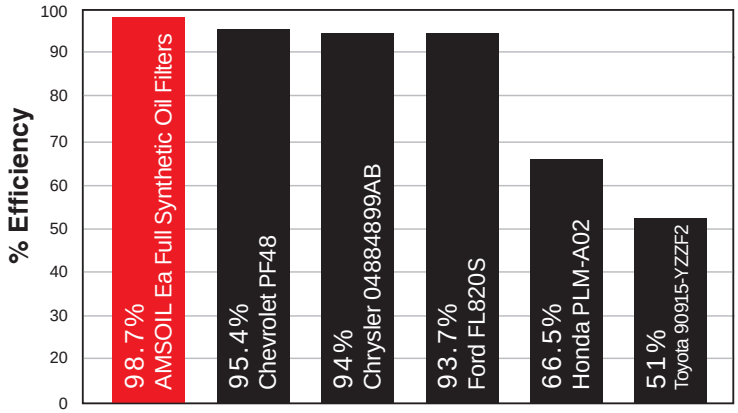
In short, today's engines introduce more contaminants into the oil than did their predecessors and oil sumps are shrinking, leaving fewer detergents and dispersants to help fight the by-products of modern internal combustion. Oil filter capacity must be improved in order to contend with the additional contaminants.

Absolute Efficiency

Efficiency describes the filter's ability to capture contaminants. The more efficient a filter, the more contaminants it removes from the oil. Manufacturers typically report their filters' efficiencies as the percentage of contaminants 20 microns and larger removed from oil. Filters using traditional media are often only 40 to 80 percent efficient at 20 microns.

In extensive testing, the full line of AMSOIL Ea Oil Filters achieves a near-perfect absolute efficiency rating of 98.7 percent at 20 microns, making each filter among the most efficient available for autos/light trucks.

Average Filter Efficiency @ 20 microns (ISO 4548-12)
February 2011 Test Results



Ea Oil Filters now feature up to two times greater capacity and fluted cans for improved grip.

Improved Flow

Flow is restricted as the spacing in the filter media is made smaller to provide greater efficiency. The unique design and full-synthetic media in AMSOIL Ea Oil Filters allow decreased space between fibers without restricting flow. This provides exceptional cold-start performance and ensures proper levels of lubrication throughout the engine.

Durable Construction

Over the service life of a cellulose filter, hot oil degrades the resins that bind the media. Ea Oil Filters' full-synthetic media is backed with a wire screen that is pleated with the media for superior strength. Ea Oil Filters are constructed with HNBR nitrile gaskets that are fully tested to extreme distances in numerous severe environments. The filters also feature fully tucked seams, a molded element seal, roll-formed threads and a long-lasting premium-grade silicone anti-drain valve.

Extended Service Intervals

When used in conjunction with AMSOIL synthetic motor oil, Ea Oil Filters are guaranteed for extended service life:

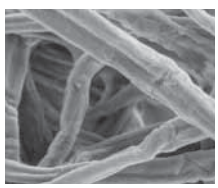
- Ea Filters designated with product code Ea15K are recommended for 15,000 miles/one year, whichever comes first, in normal or severe service.
- Ea Filters designated with product code EaO are recommended for 25,000 miles/one year, whichever comes first, in normal service or 15,000 miles/one year, whichever comes first, in severe service.

AMSOIL Ea Oil Filters

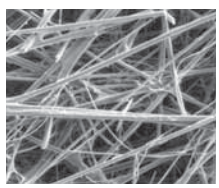
Stock #	Units	Package Size	CCs.	U.S. Dealer	U.S. Sugg. Retail	Can. Dealer	Can. Sugg. Retail
EA15K01	EA	1 Filter	10.40	16.00	21.15	17.10	22.60
EA15K01	CA	12 Filters	124.63	178.56	234.75	190.50	250.40
EA15K02	EA	1 Filter	7.31	11.25	14.85	12.05	15.85
EA15K02	CA	12 Filters	87.63	125.55	165.05	134.00	176.15
EA15K03	EA	1 Filter	4.16	6.40	8.45	6.85	9.05
EA15K03	CA	12 Filters	49.85	71.42	93.90	76.25	100.20
EA15K04	EA	1 Filter	7.80	12.00	15.85	12.85	16.95
EA15K04	CA	12 Filters	93.47	133.92	176.05	142.85	187.80
EAO17	EA	1 Filter	6.83	10.50	13.90	11.25	14.85
EAO17	CA	12 Filters	81.79	117.18	154.05	125.20	164.55
EAO18	EA	1 Filter	6.83	10.50	13.90	11.25	14.85
EAO18	CA	12 Filters	81.79	117.18	154.05	125.20	164.55
EAO98	EA	1 Filter	10.92	16.80	22.20	17.95	23.70
EAO98	CA	12 Filters	130.86	187.49	246.50	199.95	262.90

New Filters

The redesigned line of Ea Oil Filters includes three new EaO Filters, as well as four cartridge-style filters recommended predominantly for some newer Toyota, Lexus, Saturn and other applications. For specific product recommendations, consult the auto/light-truck product application guide or MyAMSOILGarage™ at www.amsoil.com.



Cellulose fibers are inconsistent in size and shape, allowing more contaminants to pass through. Restriction is higher and capacity lower.



Small, consistent synthetic fibers trap smaller and hold more contaminants. Restriction is lower and flow improved.

AMSOIL Provides Maximum Value

*AMSOIL has implemented **fewer** price increases than competing manufacturers over the past year, while also limiting the percentage of increase to approximately **half** of the percentage of increase implemented by competing manufacturers.*

In the 40 years since AMSOIL pioneered the synthetic motor oil industry, countless motorists have recognized the superior performance benefits synthetics provide over conventional oils, motivating many to make the leap from conventional to synthetic in their vehicles. In fact, synthetics currently comprise 7-9 percent of the lubricant market, a sharp increase from the 5 percent share held in 2005. However, many customers are also motivated by price – especially in today's economy. They won't pay a significantly higher price than a conventional oil and they seek the best deal they can find for their synthetic motor oil.

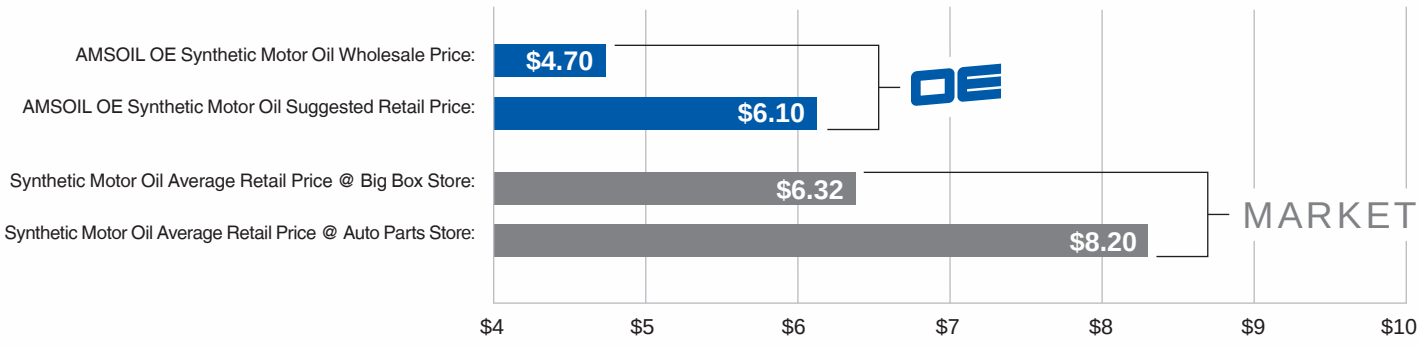
The industry has seen the costs of base stocks, additives and other raw materials continue to rise over the course of the year, forcing lubricant manufacturers to implement multiple price adjustments to their products to compensate. According to *JobbersWorld*, the average July price for a quart of conventional motor oil was $3.75 at a leading big-box retailer and $4.56 at a leading auto parts retailer, while the average July price for a quart of synthetic motor oil was $6.32 at the big-box store and $8.20 at the auto parts store.

AMSOIL has implemented fewer price increases than competing manufacturers over the past year, while also limiting the percentage of increase to approximately half of the percentage of increase implemented by competing manufacturers, setting AMSOIL up to provide even greater value for customers.

As seen in the graph below, the suggested retail price of AMSOIL OE Synthetic Motor Oil is less than the average price of synthetic motor oil at both big-box and auto parts stores. Dealers and Preferred Customers save even more.

Price-savvy customers who enjoy the benefits of OE are prime candidates for moving up to AMSOIL Signature Series Synthetic Motor Oil, which allows them to save even more by taking advantage of maximum extended drain intervals of 25,000 miles or one year, whichever comes first. ■

SYNTHETIC MOTOR OIL PRICES



Your oil-life monitoring system is not an on-board chemist.

Oil-life monitoring systems do not actually measure the properties of motor oil.

Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Oil-life monitoring systems (OLMS) have become more common in the last decade. The goal of an OLMS is to increase engine oil drain intervals without risk to the key components the oil is lubricating, which is similar to one of the main goals of used-oil analysis. But that's where the similarities end – with the objective. Since most new cars come equipped with some type of OLMS that can directly contradict AMSOIL-warranted extended drain interval recommendations, I want to go over how the systems are designed, how they function and what you need to know when it comes to extending oil drain intervals.

Actually, oil-life monitor is a poor description for these systems. A better name would be oil life *estimator*. These systems do not monitor any direct physical or chemical property of used oil; they only accumulate operational data from the car's computer and attempt to predict how your driving habits have impacted the motor oil's viscosity, total base number (a measure of remaining detergency) and oxidation level. Since these key properties are not actually measured by an OLMS, how can it know when there's only 10 percent life left on an oil? It can't. An OLMS provides a gross estimate of oil life based on a mathematical model developed using a specific type of oil.

An OLMS takes no direct measurement of oil viscosity, which is critical in estimating oil life, nor does it measure TBN to gauge how much detergent is left to fight acidic combustion byproducts. There also is no on-board $50,000 gauge to measure the oxidation level of the oil. If your OLMS actually monitored the properties of your oil, you would not be able to simply press a couple buttons and reset your OLMS to 100 percent oil life. If you are from Missouri and need to test this fact, try it before your next oil change.

So is your OLMS useless? Not exactly. These systems are getting better and do a decent job of convincing drivers to extend oil drain intervals, helping to break the outdated and wasteful practice of changing oil every 3,000 miles. But an OLMS cannot tell the difference between a high-quality synthetic oil and a run-of-the-mill conventional oil.

The first oil monitors were mileage based and provided outdated mileage options such as 3,000 or 5,000 miles. Some cars are still equipped with these mileage-based indicators.

Algorithm-based monitoring systems are engineered with an understanding of how temperature and load affect oil integrity; extreme temperatures and engine load are known to shorten oil life. For example, the GM OLMS penalizes estimated oil life when the engine is driven in very cold conditions or when the engine is extremely hot.

GM claims most drivers will be able to achieve between 7,500- and 8,500-mile intervals; however, some drivers could see longer intervals if their driving conditions permit. GM says the GM OLMS automatically adjusts the interval based on engine characteristics, driving habits and climate. GM also claims the use of synthetic oil does not extend drain intervals, but does acknowledge using synthetic motor oil may provide some benefits.

Many 2011 Ford/Lincoln/Mercury vehicles use an algorithm-based system called the Intelligent Oil-Life Monitor™ (IOLM). Ford claims the IOLM can provide oil drain intervals of up to 10,000 miles, depending on driving conditions. The Ford IOLM monitors driving conditions such as engine speed and load, oil and coolant temperature, hours of operation, hours of idle time and the cleaning cycle for diesel particulate filters, if equipped. Ford engines are tested using Motorcraft® synthetic-blend oils. The IOLM algorithm is entirely software-based, meaning it does not monitor the oil's direct chemical or physical quality. Other Ford vehicles are equipped with a system that does not gather operating data to calculate oil life; it simply signals an oil change is necessary every 10,000 miles or one year.

Despite the technological advances and sophistication of the newer on-board oil-monitoring sytems, they are still a predictive model and cannot directly measure key used oil properties nor differentiate between a high-end synthetic motor oil and an entry-level conventional product. AMSOIL developed Signature Series Synthetic Motor Oil and confirmed its performance in field trials with used-oil analysis. We used vehicles from several different manufacturers and ran them in the harshest environments we could find; all so you can sleep well at night when your OLMS says you need an oil change and you don't plan on doing so until next spring.

P.S. See oil-life monitor re-set instructions in the AMSOIL Product Selection Guide (G50). ■

Neglected Equipment: Powersports

Powersports equipment, including motorcycles, ATVs, snowmobiles and scooters, often experience high-RPM driving, throttle bursts and other harsh conditions that challenge the lubricants used to cool and protect it. A large AMSOIL presence in the motorcycle and snowmobile markets established through sponsorships, advertising and the hard work of Dealers has encouraged tens of thousands of enthusiasts to use high-quality synthetic motor oil in their powersports investments. A number of important applications within the market, however, still tend to be neglected.

Chaincases & Gearcases

Chaincases and gearcases found in snowmobiles, ATVs and UTVs are among the most overlooked applications in the powersports market, typically because fill holes and drain plugs can be difficult to access. Using a high-quality, long-lasting synthetic lubricant becomes even more important where enthusiasts are likely to forget about checking or changing the fluid. In addition, the chains and gears responsible for converting engine power into motion encounter intense pressures and loads that can rupture the fluid film of inferior lubricants, causing wear and failure. Some enthusiasts use automatic transmission fluid or automotive gear lube to save money. Neither fluid, however, is specifically engineered for powersports chaincase and gearcase applications, and either could lead to premature wear and reduced energy efficiency.

AMSOIL Synthetic Chaincase & Gear Oil (TCC) is formulated with extreme-pressure additives to help extend chain and gear life through increased wear protection. It repels water while also inhibiting rust, oxidation and foam. Its low pour point delivers superior low-temperature performance, reducing drag to ensure maximum power reaches the ground. Each bottle comes with an extendable spout for easy, clean application.

Grease Fittings

As with chaincases and gearcases, greasable suspension, steering and other points on powersports equipment are often ignored. Although some newer models don't contain grease fittings, owners of older models often aren't aware their machines must be periodically greased. AMSOIL Series 2000 Synthetic Racing Grease (GRG), Synthetic Multi-Purpose Grease (GLC) and Synthetic Water Resistant Grease (GWR) all provide exceptional friction-reduction in powersports applications. They seal out contaminants and provide longer service life compared to conventional grease.

Engine Oil

The ATV and UTV segments of the market present a unique challenge; people use them year-round in a variety of demanding climates. Someone may use an ATV to plow snow in Wisconsin, while someone else uses a UTV for hauling freight in Texas. Although owners may be unaware, lubricants must be tough and versatile enough to tackle temperature extremes and high-RPM applications.

Scooters, meanwhile, also operate at very high RPM, placing a great deal of strain on their engines, particularly air-cooled models. In addition, ATVs, UTVs and scooters can sit idle for long periods, inviting rust and corrosion formation. Engine oil can accumulate even more contaminants when equipment is driven short distances. These conditions can quickly deteriorate conventional oils, leaving components susceptible to premature wear and failure.

AMSOIL Formula 4-Stroke® Power Sports Synthetic Motor Oil (AFF) is specially formulated for ATVs, UTVs, snowmobiles and other powersports applications. Its broad viscosity range and wax-free formulation make it excellent for use in both hot and cold temperature extremes. As an SAE 40-weight motor oil, it provides outstanding protection for hot-operating engines, while its 0W rating and -60°F pour point ensure easy cranking, excellent cold-weather starting and quick post-startup protection. It's also wet-clutch compatible and excellent for use in transmissions.

AMSOIL Formula 4-Stroke® 10W-40 Synthetic Scooter Oil (ASO) is formulated specifically to meet the special needs of today's high-tech air- and water-cooled four-stroke motorized scooters, offering excellent wear protection and friction reduction for longer equipment life and cooler operating temperatures. Its exceptional shear stability ensures consistent viscosity protection and provides additional protection for transmissions and gear boxes, while its friction-modifier-free formulation ensures wet-clutch compatibility and smooth clutch operation. A special anti-corrosion additive package provides long-term protection during periods of inactivity and storage. ■

Larger Diesel Concentrate Packaging Adds Convenience

AMSOIL Diesel Concentrate is now available in half-gallon (64-oz.) bottles.

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ADFHG	EA	(1) 64-oz. bottle	12.57	18.85	24.35	20.30	26.10
ADFHG	CA	(6) 64-oz. bottles	75.39	107.70	145.40	115.80	156.00

AMSOIL Diesel Concentrate (ADF) is now available in half-gallon (64-oz.) bottles ideal for over-the-road trucks (Class 8 semis) and other large on- and off-road diesel applications. Diesel Concentrate provides maximum diesel operating efficiency and is excellent in ultra-low-sulfur (ULSD) and biodiesel applications.

New Bottle, New Opportunity

Until now, Diesel Concentrate was available only in 16-oz. bottles ideal for light-duty pickups and some agricultural and off-highway applications, but inconvenient for the typical OTR truck with twin 150-gallon fuel tanks; the treat rate of one oz. per five gallons of fuel requires almost four 16-oz. bottles per OTR truck. The new half-gallon bottle is perfect for OTR trucks.

Formulated for Modern Diesel Fuels

AMSOIL Diesel Concentrate was formulated with ULSD in mind. It is a total system cleaner and lubricity improver designed to keep diesels operating at peak efficiency despite the hurdles posed by ULSD. AMSOIL Diesel Concentrate compensates for the variances in quality of different fuels (including biodiesel) and the deficiencies of ULSD for better engine operation. New engine technologies, tighter tolerances and emissions regulations require high-quality diesel fuel for long-term engine operability – something foremost in the minds of OTR truck owners/operators. AMSOIL Diesel Concentrate meets the low-sulfur mandate and improves diesel fuel quality to exceed today's stringent performance requirements. Diesel Concentrate extends equipment life, reduces operating costs and improves diesel performance.

Improves Fuel Economy, Restores Horsepower

Diesel engines become less efficient over time. Fuel injector deposits interrupt spray patterns, causing poor fuel atomization, incomplete combustion, excessive emissions and smoke. Tests prove that AMSOIL Diesel Concentrate cleans dirty injectors, improving fuel economy by up to 5 percent and restoring horsepower to like-new condition. Acceleration is improved and with regular use, Diesel Concentrate continues to enhance performance by keeping injectors clean. The net savings on fuel expense can result in no additional cost to vehicle operation. For a company operating a fleet of OTR trucks, a 5 percent improvement in fuel economy can have a substantial financial impact.

Reduces Fuel Pump and Injector Wear

ULSD has significantly reduced lubricity – a critical property in controlling wear in fuel pumps and injectors. AMSOIL Diesel Concentrate adds back all the lubricity properties needed and more. Fuel pump and injector life is extended, saving OTR truckers time and money on maintenance costs.

Additional AMSOIL Diesel Fuel Additives

AMSOIL offers a full line of diesel fuel additives designed to improve both heavy- and light-duty diesel fuel system performance. AMSOIL diesel fuel additives help OTR truck fleets stay on the road and out of the shop by combating common fuel issues.

Diesel Cold Flow Improver

AMSOIL Diesel Cold Flow Improver (ACF) maintains fuel flow in low-temperature applications (below 40°F), effectively modifying wax crystal formation at low temperatures to depress diesel fuel pour point and improve cold-flow filtration properties. Cold Flow Improver lowers the cold filter plugging point by as much as 20°F and decreases the need for #1 diesel fuel diluted with kerosene, helping maintain fuel economy and keeping engines functioning normally.

Diesel Concentrate Plus Cold Flow Improver

AMSOIL Diesel Concentrate Plus Cold Flow Improver (DFC) is a premium, year-round diesel fuel additive that provides improved efficiency and maximum cold-weather performance by combining the superior detergency and lubricity of Diesel Concentrate with the excellent anti-gelling properties of Cold Flow Improver in one convenient package without sacrificing performance.

Cetane Boost

AMSOIL Cetane Boost (ACB) is an ashless, alcohol-free additive that improves cetane up to seven points for increased power and performance. It is excellent for use with ULSD and compatible with biodiesel and all types of exhaust emission systems, including DPFs.

Diesel Recovery

In applications that haven't been treated with Cold Flow Improver, AMSOIL Diesel Recovery (DRC) provides an emergency cold-weather treatment that quickly and effectively dissolves the wax crystals that form when diesel fuel surpasses its cloud point. Diesel Recovery effectively liquefies gelled diesel fuel, thaws frozen fuel filters and reduces the need for a new filter, saving money and minimizing downtime. Keep a bottle in the glove box for cheap insurance against being towed to a service station or becoming stranded in subzero temperatures. ■

CHAD HORD WINS AMSOIL CUP

Pro-2 driver engraves name with sport's best

Traditionally, there have been multiple big-name events to showcase the various forms of off-road racing, including the Baja 1,000, Pikes Peak Hillclimb, Dakar Rally and the cup race in Crandon, Wis. Dakar and Baja have been marked by tragedy over the past few years and in 2012, Pikes Peak will be an all-asphalt affair. That just leaves Crandon and the biggest event in off-road racing: the AMSOIL Cup. Established in 2010 after nearly two decades of being called the BorgWarner Trophy, the AMSOIL Cup picked up where history was supposed to end. AMSOIL Super Team driver Scott Douglas won the inaugural event last year in what many have called the greatest short-course race ever.

While the climax of the inaugural AMSOIL Cup race was high, the second version of the highly anticipated showdown was equally as thrilling. In the 20-year history of cup racing, only four men have won in a Pro 2wd truck, including AMSOIL Super Team driver Mike Oberg. Teammate Chad Hord added his name to that talented list with a nearly flawless run in 2011.

Hord and Oberg were the only two Pro 2wd racers to enter this year's event after heavy rains during Sunday's class race mudded-up and wrecked nearly the entire field. After a complete scrub-down, Hord and Oberg took off 15 seconds before the full field of Pro 4x4 trucks was unleashed, led by three-time cup winner Douglas.

Adrian Cenni pulled the holeshot and led the early chase of Hord and Oberg before Kyle Leduc took over, with Johnny Greaves and Douglas close behind. After Greaves and Douglas passed Leduc and later Oberg, they set their sights on Hord, who continued to pound out amazing lap times. Entering the final few laps, Hord ran mistake-free, and although Greaves and Douglas were able to gain a second on each lap, Hord expertly held them off and captured the AMSOIL Cup. Douglas finished second and Greaves third.

"We had a fast truck all weekend and raced four times, but after the last race we had about a thousand pounds of extra weight on our truck (mud) and it took a bunch of work from the team to clean 'er all up," said a beaming Hord from the podium. "I really have to thank my team for this one. Sure feels good." ■

ON THE BOX

WITH **JEREMY MEYER**

The first sponsorship deal that I worked on when I started at AMSOIL more than seven years ago was with a young ice oval racer named P.J. Wanderscheid. The Sauk Center, Minn. resident had already been successful racing his Champ 440 Arctic Cat, and we knew we had a shot at getting the best ice oval racer in the game.

The new three-year agreement AMSOIL has signed with the now four-time AMSOIL World Champion brings this outstanding partnership to at least a full decade.

Along with the wins, Wanderscheid has gone above and beyond to promote and protect the AMSOIL image. He is always willing to help AMSOIL at trade shows, corporate events and even other race events such as the AMSOIL Cup weekend in Crandon, Wis., where his record-setting sled was on display.

Wanderscheid is still young and has many years ahead of him as a championship-caliber racer. AMSOIL is proud of all its sponsorships and excited about what the next decade will bring both on and off the track for Wanderscheid Racing.

Rinker Wins Three Championships

Team AMSOIL powerboat racer Terry Rinker dominated the 26th annual OPC National Championships on the Kankakee River in Kankakee, Ill. over Labor Day Weekend. Competing in three classes of competition, Rinker stood on top of the box in all three, sweeping the weekend by winning the SST 120 title, Mod U National Championship and the F1 title. In addition, Terry's son, Robbie, was crowned the SST 60 National Champion.

Rinker, who has been racing the F2 class most of the year in the APR Super League, topped a field of 15 racers in the SST 120 class in treacherous conditions that ended the scheduled 30-lap final after just 11 laps.

Rinker faced less treacherous conditions en route to taking the F1 title, leading the nine-boat field from the start and earning the victory by 21 seconds over second-place contender Shaun Torrente.

Rinker and Torrente emerged as the top two racers again in the Mod U final, with Rinker taking the victory by seven seconds. ■

Terry's son, Robbie (right), joined his father as a powerboat champion by taking the SST 60 national championship.

Douglas Honors Troops

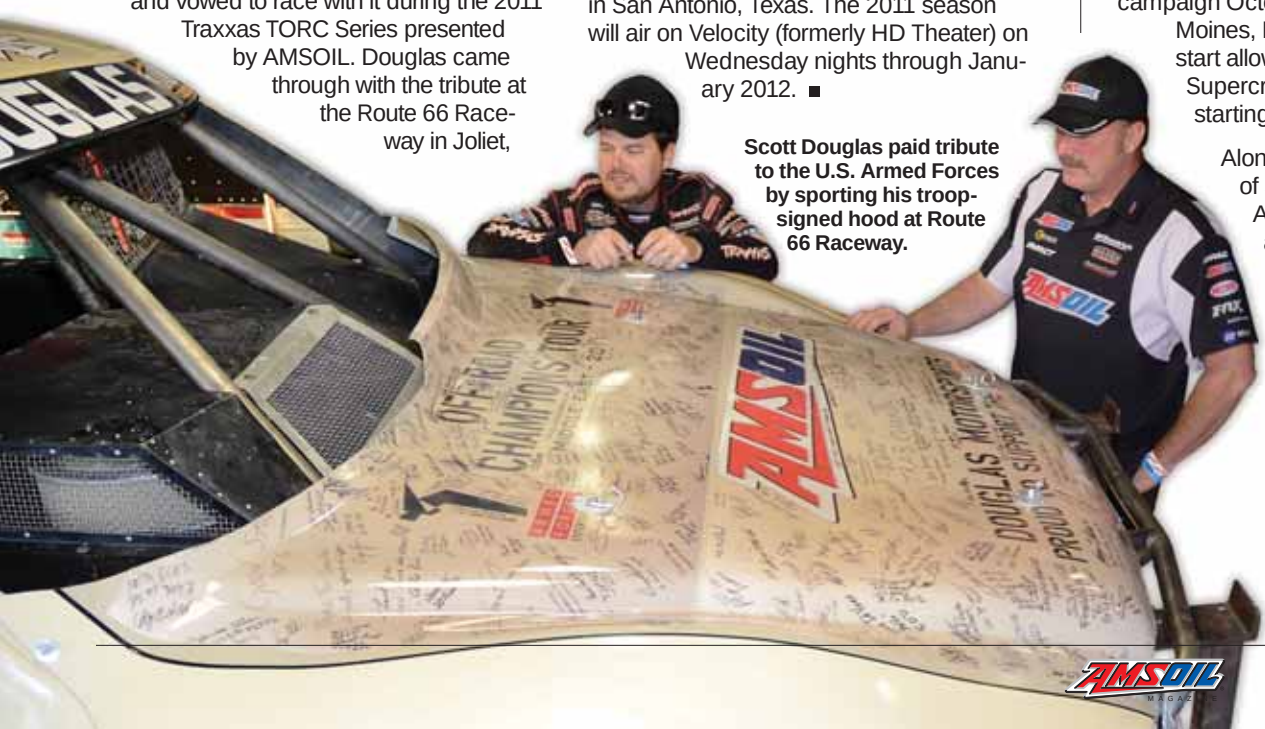
Last winter, AMSOIL off-road drivers Scott Douglas and Chad Hord joined forces with Traxxas owner Mike Jenkins and Armed Forces Entertainment for a 10-day trip to the Middle East to salute and thank the U.S. Armed Forces. The trip was a highlight for the three drivers as they engaged with service men and women at several stops, each of which included an interactive off-road challenge with Traxxas R/C trucks. The time spent in the Middle East resonated with all the drivers, and the memories came back to life at the mid-September TORC event in Chicago.

As part of the trip, Douglas had more than 100 troops sign a large sheet of paper. He had a laminated print of that sheet reprinted onto the hood of his Pro 4x4 AMSOIL F-150 and vowed to race with it during the 2011 Traxxas TORC Series presented by AMSOIL. Douglas came through with the tribute at the Route 66 Raceway in Joliet, Ill. Sporting a new paint scheme and the autographed hood, Douglas roared to a third-place finish in front of a packed house and a nationwide SPEED Channel audience.

"The trip was an amazing experience," said Douglas. "I have a lot of respect for what these men and women go through on a daily basis. The hood is our way of saying thank you to them for allowing us the opportunity to visit them overseas."

"What Scott did with that hood is unbelievable," said Jenkins. "The experience overseas was a once-in-a-lifetime event, and seeing Scott's truck reminded me of that trip and the people we met. Hats go off to him for getting that done."

The TORC series wraps up October 15-16 in San Antonio, Texas. The 2011 season will air on Velocity (formerly HD Theater) on Wednesday nights through January 2012. ■



Scott Douglas paid tribute to the U.S. Armed Forces by sporting his troop-signed hood at Route 66 Raceway.

ARENACROSS Series

AMSOIL RETURNS TO ARENACROSS FOR SECOND SEASON

While the 2012 AMA Arenacross Series will continue to feature its trademarked, tight, high-flying action this year, what will be different about the indoor motorcycle racing series will be its earlier start and new venues.

The series, which normally starts competition at the same time as Monster Energy Supercross (January), will kick off its 2011-12 campaign October 29-30 in Des Moines, Iowa. The earlier start allows teams to race the Supercross East Coast series starting in late February.

Along with 26 hours of SPEED television, AMA Arenacross is adding three new stops, including Cedar Park, Texas; Syracuse, N.Y. and Minneapolis, Minn. AMSOIL is the Exclusive Official Oil of the AMA Arenacross Series. ■

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, October 10 for Thanksgiving Day. The Edmonton Distribution Center will be closed Friday, November 11 for Remembrance Day.

Hoody

Black 60/40 combed cotton/polyester sweatshirt features screenprinted front logo, embroidered back logo, rib knit cuffs and waistband, drawcord and front pouch pocket. Sizes S-4X.

Stock #	Size	U.S.	Can.
G2844	S	39.75	42.50
G2845	M	39.75	42.50
G2846	L	39.75	42.50
G2847	XL	39.75	42.50
G2848	2X	42.75	45.75
G2849	3X	45.75	49.00
G2850	4X	48.75	52.25

Laptop Bag

Contains front compartment with organization and file dividers, rear compartment with built-in laptop sleeve, front zippered pocket and quick-access corner pocket. Laptop section unfolds to lay flat on x-ray belt, increasing speed, convenience and security at airports. Holds most 15" laptops. Rear trolley handle; removable, adjustable shoulder strap and two carry handles.

Stock #	U.S.	Can.
G2835	33.00	35.35

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	320.00
G2869	M	299.99	320.00
G2870	L	299.99	320.00
G2871	XL	299.99	320.00
G2872	2X	299.99	320.00

Logo Rug

This indoor, high-traffic nylon carpet mat with stain stopper features permanently dyed AMSOIL logo. Heavy-duty slip-resistant rubber backing for safety. Machine washable. Available in 2' x 3' and 3' x 5' sizes.

Stock #	Description	Wt. Lbs.	U.S.	Can.
G2800	2' x 3' Logo Rug	5.0	60.75	72.75
G2801	3' x 5' Logo Rug	8.0	136.50	163.50

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