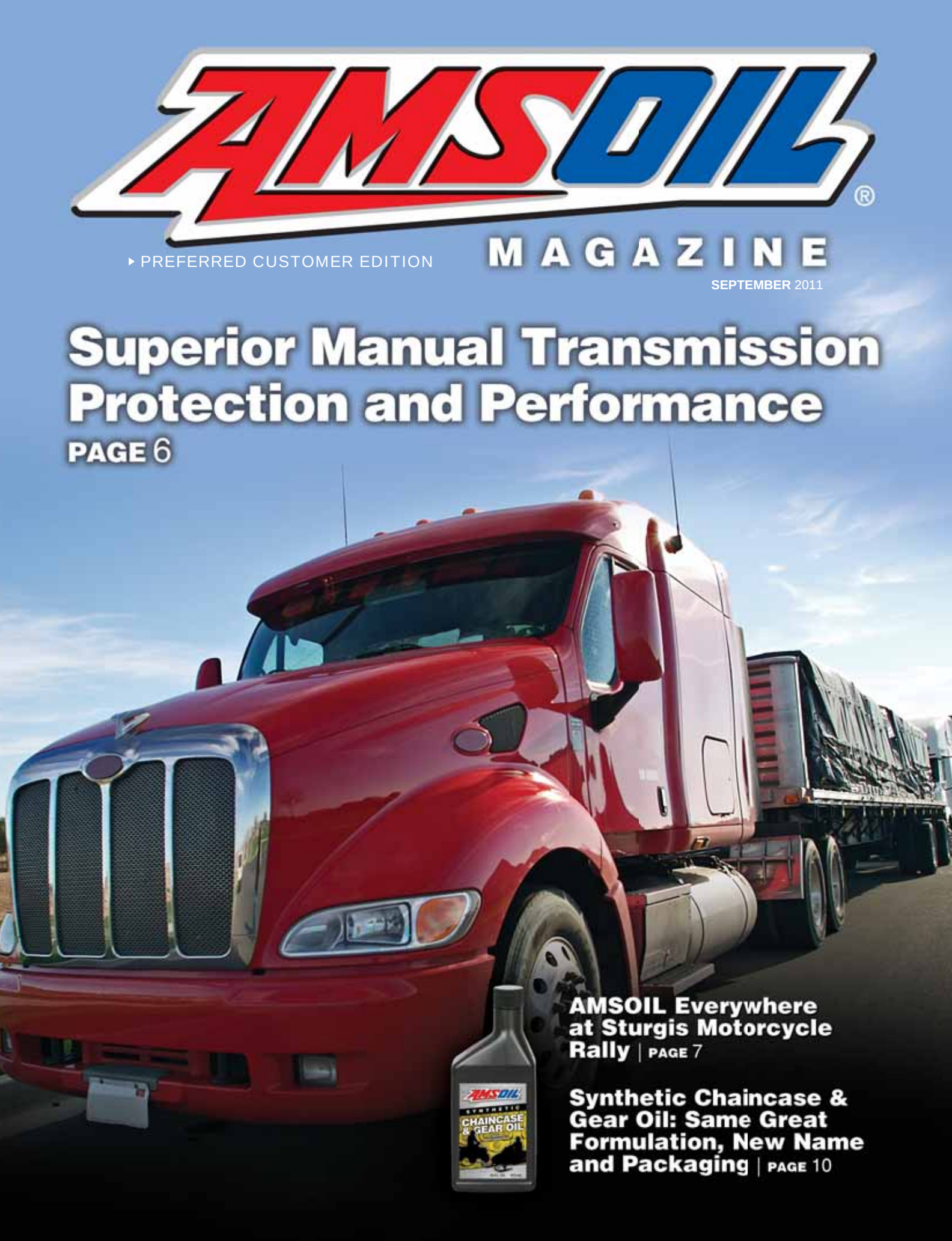
AMSOIL MAGAZINE

PREFERRED CUSTOMER EDITION

SEPTEMBER 2011

Superior Manual Transmission Protection and Performance

PAGE 6



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Funny how time flies when you're number one.

UP TO 25,000 MILES GUARANTEED OR ONE YEAR

SINCE 1972

It's hard to believe we've travelled this road for nearly 40 years already. The introduction of AMSOIL synthetic motor oil set all new standards in motor oil quality.

AMSOIL Signature Series oils are the ideal recommendation for those seeking the ultimate in performance or the value of extended drain intervals. Engineered with the world's finest base oils and high-performance additives, these oils dramatically outperform conventional motor oils.

AMSOIL

The First in Synthetics ®

AMSOIL MAGAZINE

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THE COVER

AMSOIL SAE 50 Long-Life Synthetic Transmission Oil meets the demanding requirements of commercial manual transmissions

From the President's Desk

The lubricant market has seen considerable pricing volatility in the past several months, and like all other manufacturers, AMSOIL has been affected. Rising costs on base oils and additives have forced all companies to raise prices on finished lubricants. And while I had not intended on spending a lot of time discussing this, we have heard some mild grumbling from the field recently and I want to address the issue directly.

The very last thing AMSOIL INC. wants to do is raise prices. We consistently hold off doing so for as long as we possibly can. Those who follow the market closely can tell you that virtually all other lubricant manufacturers have raised their prices three to four times since early February and are now set to do it again. Valvoline, for example, has announced a six percent increase to its distributors, effective September 19. Shell will boost its prices another five percent, also effective September 19. Chevron, ExxonMobil, ConocoPhillips, Citgo and BP Castrol will impose similar increases in September.

Meanwhile, AMSOIL is doing its best to hold the line. We have limited our increases to just three times during this period and each percentage increase has been held to approximately one-half of what consumers are seeing from the others. And while I cannot predict the future, I can tell you emphatically that we have no plans for additional increases now.

That's not to say it wouldn't be justified. We are seeing the same cost increases in raw materials that other companies are seeing. But we approach things differently. Rather than bumping up our prices we are working diligently to offset our increasing costs by finding ways to control our administrative and operational costs. We are looking at all areas of the company and taking every measure we possibly can to limit our expenditures and improve our efficiencies at all levels. Keep in mind also that the base oils and additives we use to build our products are top of the line. It costs us more to formulate our lubricants than other companies are willing to spend. Yet, while others may find ways to cut costs through formulation downgrades, we do not. It is just the opposite. We continue researching new technologies to make our products even better.

It is important for our Dealers and Preferred Customers to understand that while all companies must make a profit, AMSOIL has never, and will never, let profit become our main driver. My philosophy has always been, *a half a loaf of bread is better than none*. We manage this company properly and do not overprice our products.

In fact, an AMSOIL Dealer makes more money on the sale of a quart of motor oil than the company makes. And that's the way I want it. Our goal has always been to help our Dealers become as competitive in the marketplace as they can possibly be. By holding our costs down now while others are raising theirs, we will find ourselves in an even better competitive position. Once the price increases imposed by other companies work their way down through their distributors and out to their customers, our pricing will be more competitive than ever.

And beyond price, of course, is value. Our extended drain lubricants, particularly our Signature Series line, provide value that other lubricants simply cannot match. You can assure your customers that the company you represent is taking every possible measure, in the face of rising costs, to do what is right for them.

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

INFORMATION YOU CAN USE

KEEP IT CLEAN WITH AMSOIL

Variable valve timing is a critical component in the operation of an engine. Few motorists are aware that residue and sludge have become the main causes of malfunction in these intricate valve timing systems. In other words, the engine cleanliness AMSOIL provides is absolutely essential.

Cleanliness is important for other areas of your engine as well. By resisting oxidation and breakdown AMSOIL synthetic motor oils reduce varnish, sludge, ring sticking and emissions. Customers will notice the difference and appreciate the AMSOIL synthetic solution.

AMSOIL

The First in Synthetics®

New Manual Transmission Oil Provides Superior Performance in Commercial Applications

New AMSOIL SAE 50 Long-Life Synthetic Transmission Oil (FTF) is specially formulated to meet the demanding requirements of manual transmissions found in high-torque, heavy-duty line-haul trucks and other commercial applications. Its synthetic base stock and premium additives help reduce gear and bearing wear, improve shifting and extend transmission life throughout drain intervals of up to 500,000 miles/five years.

Proven in Real-World Service

To prove its effectiveness, AMSOIL installed SAE 50 Long-Life Synthetic Transmission Oil in line-haul trucks in real-world service. After 500,000 miles, a transmission was disassembled and inspected by a certified ASTM rater. All the parts examined; including the main shaft overdrive gear, input shaft main drive gear and output shaft bearing pictured to the right; earned high merit scores of 8 out of a possible 10 for wear. Furthermore, all components exhibited no scoring, spalling or corrosion, earning perfect 10s in all three areas. Results reveal Long-Life Synthetic Transmission Oil provides outstanding wear protection in all critical heavy-duty manual transmission components. In fact, the ASTM rater deemed every component examined suitable for continued use.

Year-Round Performance

Long-Life Synthetic Transmission Oil's high viscosity index translates into better high- and low-temperature performance compared to conventional fluids. In cold weather, it provides easier shifts and reduced fluid drag for increased fuel economy. Its exceptional thermal stability inhibits chemical breakdown and sludge formation at high operating temperatures to help transmissions run cleaner.

Resists Wear

AMSOIL Long-Life Synthetic Transmission Oil's synthetic base oils withstand the pressures of high-load, high-torque applications. As a result, it resists viscosity loss due to mechanical shear to provide a durable lubricating fluid film for increased wear resistance and longer transmission life.

Inhibits Foam

Churning gears introduce air into the fluid, causing foam. When bubbles between gear surfaces collapse, metal-to-metal contact and increased wear result. Long-Life Synthetic Transmission Oil contains foam inhibitors to ensure a strong lubricating film and excellent wear protection.

Seal Friendly

Long-Life Synthetic Transmission Oil is compatible with seals to help prevent leaks and extend seal life.

Increased Convenience for Maintenance Managers

Transmission and differential oil drain intervals of 500,000 miles are common in the trucking industry. AMSOIL currently offers 75W-90 and 80W-140 Long-Life Synthetic Gear Lubes, which carry 500,000-mile recommended drain intervals in line-haul applications. The addition of SAE 50 Long-Life Synthetic Transmission Oil provides owners and operators a complete line of premium long-drain driveline lubricants, allowing them to reduce time spent performing routine maintenance by consolidating fluid changes into a single service. Compared to conventional fluids, both lubricants can provide increased fuel efficiency while reducing time and money spent on repairs.

New Specifications

The addition of SAE 50 Long-Life Synthetic Transmission Oil increases the number of applications for which AMSOIL recommends an SAE 50 transmission oil. SAE 50 Long-Life Synthetic Transmission Oil is recommended for a broad range of applications; including semis, dump trucks and delivery trucks; requiring any of the following specifications:

- Eaton PS-164 Rev. 7
- API GL-1 and MT-1
- Navistar/International TMS 6816
- Mack TO-A Plus
- Volvo I-Shift
- ZF Freedomline
- Meritor 0-81

Field Study Results

Manual transmission components subject to heavy loads can fail due to scoring, corrosion and spalling (the spontaneous chipping of metal fragments from the gear or bearing surface). The gears and bearings shown here displayed high merit scores for wear and no signs of scoring, corrosion or spalling despite accumulating 500,000 real-world miles in a heavy-duty line-haul truck. Because AMSOIL SAE 50 Long-Life Synthetic Transmission Oil provided superior protection, the certified ASTM rater who examined the parts deemed all components suitable for continued use.

Transmission input shaft main drive gear.

Output shaft bearing.

Close-up of the main shaft overdrive gear.

SAE 50 Long-Life Synthetic Transmission Oil

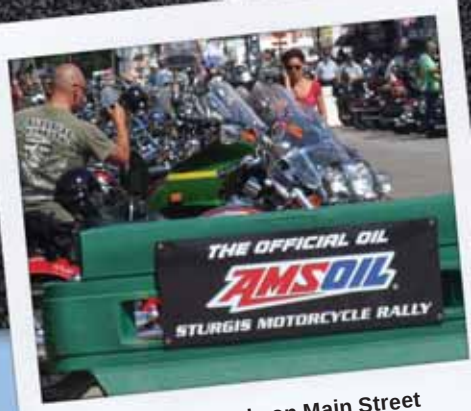
Stock #	Unit of Measure	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
FTF05	EA	5-gal. Pail	123.11	183.75	244.40	196.80	261.80
FTF16	EA	16-gal. Keg	361.58	583.20	746.50	625.00	800.00
FTF55	EA	55-gal. Drum	1,065.90	1,870.00	2,300.10	2,005.00	2,466.00
FTF27	EA	275-gal. Tote	5,127.38	9,322.50	11,466.70	9,992.00	12,290.00

AMSOIL EVERYWHERE AT 2011 STURGIS MOTORCYCLE RALLY

The 71st Annual Sturgis Motorcycle Rally provided outstanding promotion for AMSOIL and AMSOIL Dealers. With outstanding weather for the duration of the rally, thousands of current and prospective customers stopped by the AMSOIL booth to learn more about saving time and money and gaining the best possible protection for their investments, including bikes, cars and trucks.

As AMSOIL entered its fourth year as the Official Oil of the rally, the AMSOIL logo could not be missed. The famous Sturgis Main Street was blocked off with barricades for five blocks, allowing only two-wheel traffic, and each barricade featured an AMSOIL sign. AMSOIL visibility on Main Street included a 30-foot AMSOIL trailer and the new EBR 1190 RS motorcycle from Erik Buell Racing.

"The Sturgis Motorcycle Rally is known as the granddaddy of all motorcycle rallies, and the people who attend are serious riders," said Director of Dealer Sales Rob Stenberg. "This year was no exception. More and more people are becoming increasingly familiar with AMSOIL and the superior performance of AMSOIL products. It is great to hear the positive comments we get at this rally from so many AMSOIL users." ■



Each barricade on Main Street boasted the AMSOIL logo.

The AMSOIL booth was a hot-bed of activity throughout the entire rally.

The new EBR 1190 RS motorcycle attracted plenty of attention to the AMSOIL booth.

Hundreds of thousands of bikers converged upon Sturgis, S.D. August 8-14 for the 71st Annual Sturgis Motorcycle Rally.

NEW CUSTOMER 'DELIGHTED' WITH AMSOIL MOTORCYCLE OIL

Kevin Harrington of Stratham, N.H. began using AMSOIL Synthetic Motorcycle Oil this year and was eager to tell others of his experience.

"I am a new customer to AMSOIL," Harrington said. "After several years of riding motorcycles, this season I decided to try AMSOIL."

Harrington purchased AMSOIL 10W-40 Synthetic Motorcycle Oil for his 2002 Honda CBR954RR. "I have used Honda-branded GN4 and HP4 non-synthetic and synthetic oils for the history of owning this motorcycle from new," he said. "The routine change intervals have been every 2,000 miles."

After he installed AMSOIL motorcycle oil, Harrington was surprised at the differences he experienced in his bike. "I have noticed three key improvements with the use of AMSOIL Synthetic Motorcycle Oil," he said. "The CBR954RR has always had some noticeable valve clatter at idle. Using AMSOIL motorcycle oil, the valve clatter at idle has disappeared. There is no more clatter at idle."

A technician told Harrington when he bought the bike nearly 10 years ago that shifting would be "clunky as a normal condition."

According to Harrington, the wet-clutch lubricity has improved shifting smoothness significantly.

"AMSOIL Synthetic Motorcycle Oil for wet-clutch applications has eliminated the shifting clunkiness and the accompanying noise when shifting," Harrington said.

The motorcycle also ran cooler.

"The motorcycle cooling system temperature ran consistently at 187 to 194 degrees when cruising at 65 MPH for extended periods during 75-degree weather while running GN4 or HP4 oils," Harrington said. "I have noticed a repeatable temperature reading of six to nine degrees lower under the same degree [temperature] day and speed conditions. It now runs at about 183 to 189 degrees consistently."

AMSOIL Synthetic Motorcycle Oil has made noticeable improvements in the Honda's operation.

"I am convinced that AMSOIL motorcycle oil is clearly the renewal required for my high-performance motorcycle and superior to other commercially available products," Harrington said. "No other oil will be used in my CBR954RR unless AMSOIL introduces an even better product that exceeds the practical application and test results of the AMSOIL 10W-40 Synthetic Motorcycle Oil.

"I'm delighted." ■

- Advanced multi-functional formula for domestic and foreign motorcycles.
- For high-performance liquid or air-cooled four-stroke engines and transmissions and four- and two-stroke motorcycles.
- Wet-clutch compatible.

Not recommended where an API GL-4 or GL-5 gear oil is required.

Kevin Harrington of Stratham, N.H. is a satisfied new user of AMSOIL 10W-40 Synthetic Motorcycle Oil.

Engine assembly and break-in require specialty lubricants.

Engine builders seldom stray from proven brands in the engine building process.

Len Groom | TECHNICAL PRODUCT MANAGER – POWERSPORTS

Engine building is a big subject in the performance industry. Hot rods, racecars, motorcycles and any other performance machine you can think of have engines that are designed and built for specific purposes. In fact, there are countless articles and even entire magazines devoted to aftermarket parts that make engines bigger, faster and stronger. What about the engines that start up every morning and bring us to work and never complain? How is the tireless D16 in my Honda Civic that struggles to get up a hill when the air conditioner is on any different than the 900-horsepower monster in Scott Douglas' race truck? As far as the basic building process is concerned, there is no difference. Whether made for a race-car or a passenger car, an engine needs to be assembled and broken-in before it can do its job. While your daily commuter comes broken-in, many racers and performance enthusiasts build and break-in their own engines on a regular basis. AMSOIL recently launched two new products designed for the assembly and break-in of new or rebuilt engines, giving customers the ability to build and run an engine using AMSOIL products exclusively.

Engine assembly is a meticulous process. Parts must be clean, and bolts must be torqued to specifications or catastrophic failure could result. Engine builders generally develop their own process for engine assembly with the details in mind and seldom deviate from it. The same goes for the lubricants they use. If an engine builder finds a product that works he becomes dedicated to that product. I know this because I built engines in a previous life.

The process starts with assembly lube. Assembly lube is applied to the main bearings before the crankshaft is laid in the block and torqued in place. This ensures the crankshaft is lubricated as it is moved during assembly and during the first few seconds when the engine is started. Piston installation is next. Assembly lube is applied to the rod bearings, the piston is slid into the cylinder and the rod is bolted in place on the crankshaft. Here again the assembly lube is critical to protect the rod bearings during assembly and initial startup. Camshaft installation usually follows. Many camshafts come with their own dedicated lube. If not, AMSOIL Assembly Lube can be used liberally on all areas of the cam before it is installed. This completes the rotating assembly, which will sit as the rest of the engine is assembled, so it is imperative the lube stays in place. AMSOIL Assembly Lube uses very high viscosity oil and a tackifier agent to ensure it clings to engine parts. The heads can be installed next and the valvetrain can be adjusted. Assembly lube is used on the lifters, rocker arms and push rods. At startup, oil reaches this area of the engine last, but pressures can be very high. Assembly lube must have strong anti-wear properties to keep the parts from wearing without much help from the engine oil for the first few seconds an engine is run.

Engine break-in is as delicate a process as it is a subject of conversation; ask 10 different engine builders about their break-in procedures and you will likely get 10 different answers. You will, however, find some basic similarities. Engine break-in can be defined as the seating of the piston rings to the cylinder walls. A honed cylinder and a new set of rings have microscopic peaks and valleys on their surfaces. The goal of the break-in process is to file the peaks and valleys down to allow the ring to seal to the cylinder wall. Without a good seal the fuel/air charge can slip past the rings during the compression and power strokes of the combustion cycle, leading to lost power and poor efficiency. In the racing and performance industry rings must seat quickly. AMSOIL Break-In Oil is designed to allow "controlled wear" in the cylinder to speed the seating process. This is accomplished through base oil technology.

Camshafts need to be broken-in as well. After the engine has run for 15 minutes the cam and lifters will be matched, similar to how the rings are matched to the cylinder walls. The cam will also be heat-cycled and hardened, and oil additives play a key role in this area. Break-in oil must contain high levels of zinc and phosphorus (ZDDP) in order to protect the delicate cam lobes and lifters during the 15-minute break-in process. Without ZDDP, metal-to-metal contact occurs and the cam lobes can be rubbed off. Roller cams are less sensitive but should still be monitored carefully during the first minutes after the engine comes to life.

Engine break-in can be monitored by measuring cylinder leakage, tracking horsepower numbers or watching the oil blow-by residue in the exhaust port shrink as the engine is run. This unique process requires unique oil, and AMSOIL Break-In Oil is right for the job. It contains very high amounts of ZDDP for cam and lifter protection, yet uses a conventional base stock to promote quick ring seal. With the engine built and broken-in all that is left is to select an AMSOIL product for use. For the track, we recommend Dominator® Synthetic Racing Oil; for the street, we recommend Z-ROD™ Synthetic Motor Oil. ■

SYNTHETIC CHAINCASE & GEAR OIL: SAME GREAT FORMULATION, NEW NAME AND PACKAGING

AMSOIL Synthetic Chaincase & Gear Oil (formerly AMSOIL Series 2000 Synthetic Chaincase Oil) has been renamed and repackaged in a larger 16-ounce bottle to provide enough oil in a single package for most ATV and snowmobile applications. With capacities increasing on many modern units, the larger size allows customers to purchase only one bottle for most applications. While the product code remains TCC, the new bottle is indicated with CN rather than BE. Use TCCCN to order AMSOIL Synthetic Chaincase & Gear Oil in its new packaging. Pricing has been adjusted to reflect the larger size. AMSOIL Series 2000 Synthetic Chaincase Oil is discontinued and available while supplies last.

Same Great Formulation

The formulation of AMSOIL Synthetic Chaincase & Gear Oil has not changed; it still provides superior protection and performance for enclosed chains and gears found in snowmobiles, ATVs and general equipment. AMSOIL Synthetic Chaincase & Gear Oil is formulated with a proprietary blend of extreme-pressure additives to help extend chain and gear life through increased wear protection. AMSOIL Synthetic Chaincase & Gear Oil repels water while also inhibiting rust, oxidation and foam for optimum equipment life. Its low pour point ensures superior low-temperature performance, reducing drag to deliver maximum power.

Designed Specifically for Chaincases and Gearcases

To reduce initial costs, some enthusiasts use automatic transmission fluid or gear lube in their snowmobile and ATV chaincases and gearcases. Neither fluid, however, is engineered for these applications. Automatic transmission fluid is a hydraulic fluid formulated without the extreme-pressure additives needed to provide enhanced wear protection, leaving gears and chains vulnerable to premature failure. Automotive gear lube is designed to lubricate hypoid gears and is too thick for proper chain and gear lubrication in powersports applications, impairing circulation and leading to wear and decreased energy efficiency.

AMSOIL Synthetic Chaincase & Gear Oil is specifically engineered to meet the demands of enclosed chaincases and gearcases, providing extreme-pressure protection and low-temperature fluidity for superior performance and protection.

Long-Lasting Protection

Enthusiasts place a premium on lubricants that deliver dependable protection throughout the entire service interval, reducing time spent performing difficult maintenance procedures. AMSOIL Synthetic Chaincase & Gear Oil is a 100 percent synthetic formulation that resists shear and chemical breakdown better than conventional fluids. Its superior base oils and additives provide long-lasting protection.

Extendable Spout for Easy Application

Chaincase and gearcase fill-holes can be difficult to access, especially on snowmobiles. Each bottle of AMSOIL Synthetic Chaincase & Gear Oil comes packaged with an extendable spout to provide easy, clean application. ■

AMSOIL Synthetic Chaincase & Gear Oil

Stock #	Unit of Measure	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
TCCCN	EA	(1) 16-ounce bottle	4.69	6.60	9.00	7.05	9.60
TCCCN	CA	(6) 16-ounce bottles	53.25	37.50	53.25	40.20	57.00
TCC05	EA	(1) 5-gallon pail	94.64	141.25	187.90	151.60	201.60

Neglected Equipment: Drivetrains

Most people are aware of the importance of changing their motor oil. Oil life monitors, oil change centers and television commercials all serve as constant reminders. However, many people overlook the importance of changing their automatic transmission fluid and gear lube.

Severe-duty activities such as towing heavy trailers, hauling heavy loads, snow plowing and off-roading place an increased level of stress on drivetrain components. Modern transmissions and differentials are subjected to more horsepower, higher towing limits and hotter temperature extremes than their predecessors, and wear protection and oxidation resistance are more important than ever.

Transmissions run hot, often leading to transmission fluid oxidation that causes clutch glazing and deterioration in shift quality. Clutch glazing can be felt as an elongated, slipping or sluggish shifting feel, and it's usually a precursor to transmission failure. AMSOIL Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF) and Fuel Efficient Synthetic Automatic Transmission Fluid (ATL) deliver outstanding performance in demanding operating conditions, resisting oxidation and providing increased lubricant film strength for maximum protection of transmission components.

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

AMSOIL Severe Gear® Synthetic Gear Lube demonstrates superior viscosity index (VI) and shear stability properties, and it is better-equipped to protect equipment against the devastating effects of thermal runaway. Severe Gear Synthetic Gear Lube is blended with superior high-viscosity-index, shear-stable synthetic base oils and an overtreatment of extreme-pressure additives that effectively protect high-stress applications against friction, heat and wear and keep equipment in top working order.

Studies reveal most differential wear occurs in the first 5,000 miles of operation. Because differentials go through a break-in period and are not equipped with filters like transmissions and engines, the factory-fill differential gear lube must be changed rather quickly in order to drain the break-in wear particles. In fact, some original equipment manufacturers (OEMs) require the factory-fill differential gear lube be changed within the first 3,000 miles, or the first 500 miles if towing. Break-in wear particles allowed to remain in the differential mesh between the gears and cause gear or bearing wear or failure. Changing the factory-fill differential gear lube at the OEM recommendation, then switching to AMSOIL synthetic gear lube, ensures long, trouble-free differential life. ■

BOGLE WINS HARDWARE AT AMA AMATEUR NATIONAL MOTOCROSS CHAMPIONSHIPS

After taking two championships last year at the Red Bull AMA Amateur National Motocross Championships presented by AMSOIL at Loretta Lynn's Ranch, Team AMSOIL amateur motocross rider Justin Bogle entered this year's event looking to add to his collection.

And he did. Bogle dominated the 450 A class, sweeping all three motos for the championship.

With one title under his belt, Bogle set his sights on another in the 250 A class. After finishing second to Kyle Peters in the first moto, Bogle edged Peters in the second moto to set up the winner-take-all third moto. Peters took the early lead and led the entire race as Bogle concentrated on chasing him down. Entering the final laps, Bogle laid the pressure on Peters, who started getting caught in lapped traffic. Both riders were forced to make alternate line choices in the most crucial point of the race. Although Bogle closed in, he couldn't complete the pass in time and took second.

Bogle capped off his amateur career by earning some prestigious hardware at the AMA Amateur Nationals closing ceremonies. Following in the footsteps of former Team AMSOIL rider Trey Canard, Bogle was presented with the AMA Horizon Award, awarded annually to an amateur racer poised to succeed at the pro level. Bogle also earned the Vurb Cup, presented to the rider with the best average moto finish at Loretta Lynn's. Bogle finished first or second in all six of his motos; he joins new pro teammate Eli Tomac as a winner of the Vurb Cup.

Bogle made his professional motocross debut with Team Geico/AMSOIL/Honda at the Unadilla National in New Berlin, N.Y. on August 13. He'll compete in the final four events of the 2011 AMA Motocross season. ■

ON THE BOX

WITH **JEREMY MEYER**

Thousands of metrics can be called upon to see how valuable a sponsorship is to a company. I don't want to get into all of them here, but paying attention to how other companies advertise is one way to gauge how much exposure AMSOIL is receiving.

I was recently at the AMA Amateur Nationals presented by AMSOIL in Tennessee. It was easy to see how well the company's relationship with the Factory Connection team was paying off in the form of "piggyback" advertising.

Thor, a major sponsor of the event, used images of several AMSOIL riders, including top amateur Justin Bogle, in its on-site signage. *Moto Playground* is a leading amateur motocross magazine and brings thousands of August issues to Loretta's. Just inside the cover were not one, but two, full-page ads featuring AMSOIL pro riders Justin Barcia and Eli Tomac. Companies like Fox, Geico and Dunlop place ads year-round that feature highly visible AMSOIL logos.

The great thing about this advertising is that there is no direct cost to AMSOIL. It's simply an added bonus to sponsorships that already produce great results.

AMSOIL SUPER TEAM COLLECTS PODIUMS

Charlotte, N.C.

The 2011 Traxxas TORC Series presented by AMSOIL landed at Charlotte Motor Speedway for two rounds of hard-fought off-road racing action. Ricky Johnson set the tone early in the Pro 4x4 class as he dominated Friday's race for a comfortable win. Behind Johnson, AMSOIL Super Team driver Scott Douglas engaged in tough battles with Johnny Greaves and Mark Jenkins before cruising to the second-place podium. Jenkins took third. On Saturday, Greaves and Johnson squared off in what has been called the best Pro 4x4 finish in the history of the TORC Series. Johnson landed on Greaves' roof as he was trying to pass, but could not find his way around the defending champion and settled for second. Meanwhile, Douglas and Jenkins found themselves in a fender-to-fender rematch, with Douglas gaining the upper hand en route to the third-place podium.

In Friday's Pro 2wd final, Bryce Menzies grabbed the holeshot and the early lead ahead of Rob MacCachren and Scott Taylor. As the laps wound down, Menzies and MacCachren separated from the pack and found themselves in a serious battle for the win. MacCachren finally cruised to victory when Menzies' engine stalled, and with only four trucks remaining by the final lap, Taylor took second and Jeff Kincaid third. Back with a new motor, Menzies dominated Saturday's race, leading wire-to-wire for the win. MacCachren took second and AMSOIL Super Team driver Chad Hord finished third.

The Pro Light class saw defending champion Casey Currie hold off a hard-charging Samuel Hubinette to take his first win of the season; Andrew Caddell held off RJ Anderson to take the third and final podium position. Currie earned a second straight win on Saturday, while Caddell charged through the pack from last place to take an impressive second-place podium. AMSOIL Super Team driver Brad Lovell rounded out the podium in third.

Bark River, Mich.

The intensity from Charlotte carried into the next two rounds of TORC action at Bark River Raceway in Bark River, Mich., where Johnson and Greaves raced bumper-to-bumper before the two trucks touched in mid-air, knocking Johnson out. Douglas and Mike Jenkins, meanwhile, jostled for second, with Jenkins finishing on top after Douglas missed a shift. Douglas finished third. On Sunday, Douglas and Greaves quickly jumped out from the pack before contact led to a flat rear tire and broken front differential on Douglas' truck. Entering the hot pits during the mandatory caution put Douglas at the back of the field. Upon the restart, Greaves and Johnson found themselves in yet another close battle. Missing several chances to pass Greaves over the final three laps, Johnson made a final, aggressive charge on the second-to-last turn. The contact pushed Greaves to the wall just 100 yards from the finish line, and Johnson went on for the win. Mark Jenkins, Mike Jenkins and Douglas finished second, third and fourth respectively.

Menzies earned his second Pro 2wd victory in a row on Saturday. Kincaid finished second; Hord picked up the pace after a mediocre start to catch and pass Taylor and Marty Hart for the third-place podium. On Sunday, Hord jumped out front early before losing his steering and striking the backstretch wall. Hart and Menzies also wiped out, and after a red flag delay, Kincaid took the win, followed by Keith Steele and AMSOIL Super Team driver Mike Oberg.

Caddell pulled the holeshot and picked up the victory in the Pro Light class. Hubinette finished second, followed by Luke Johnson in third. Sunday's action saw Hubinette win a close bumper-to-bumper battle with Caddell, who finished second. CJ Greaves finished third. ■

September Close-Out

The last day to process September orders in the U.S. and Canada is the close of business on Friday, September 30. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CDT on that day. The last day to process September orders in Alaska is the close of business on Saturday, September 24. All orders received after these times will be processed for the following month. Volume transfers for September business will be accepted until 3 p.m. CDT on Thursday, October 6. All transfers received after this time will be returned.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, October 10 for Thanksgiving Day.

Three Season Jacket

Offers a 100% nylon taslan outer shell for water and wind resistance, with 100% polyester polar fleece lining. Two front welt pockets with zippers and blue pull tabs, black 1.25" taffeta band on top outer collar, inside right chest zippered pocket, storm flap and locker loop. Sizes S-3X.

Stock #	Size	U.S.	Can.
G2165	S	45.00	54.00
G2166	M	45.00	54.00
G2167	L	45.00	54.00
G2168	XL	45.00	54.00
G2169	2X	47.00	56.25
G2170	3X	49.00	58.75

Navy/Mesh Pro Cap

Embroidered logo and velcro closure. Sides constructed of a cool mesh material

Stock #	U.S.	Can.
G2694	13.25	15.80

Long Sleeve Racing T-Shirt

Constructed of 50 percent cotton and 50 percent polyester for longer wear and less fading. Sizes S-3X.

Stock #	Size	U.S.	Can.
G1736	S	16.95	20.25
G1737	M	16.95	20.25
G1738	L	16.95	20.25
G1739	XL	16.95	20.25
G1740	2X	17.95	21.50
G1741	3X	17.95	21.50

Synthetics Cap

Embroidered logo and flame design. Velcro closure.

Stock #	U.S.	Can.
G2831	14.50	17.30

Fender Cover

Expanded vinyl fender cover with sewn tool ridge and non-scratch underside.

Stock #	Wt. Lbs.	U.S.	Can.
G2803	2.0	30.00	35.75

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DRC1G	CA	(4) gallons	98.60	106.20
DRC55	EA	55-gallon drum	1,098.50	1,184.00

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