



Team AMSOIL Rider Takes The AMSOIL Eagle River World Championship | PAGE 12

THE ONE TRUE MEASURE

It's amazing how many measures there are. There are measures of time, such as **weeks**, **hours**, **minutes** and **years**. There are measures of mass, such as **grams**, **pounds** and **tons**. There are measures of sound volume, energy, radioactivity, pressure, land mass and speed.

When it comes to lubricant performance, there's also a measure: **AMSOIL**.

AMSOIL synthetic motor oil set the bar in 1972, and continues to be the standard by which other motor oils are measured.



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Telephone: 1-800-777-7094





MyAMSOILGarage™ Offers Free, Easy-to-Use Maintenance Tracking
PAGE 8



MyAMSOIL Gara

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STAFF

Editor

Kevin McBride

Vice President, Marketing & Communications

Associate Editor

Joel Youngman

Publication Manager

Terry Johnsen

Staff Writers

Kathy Anderson

John Baker

Terry Johnsen

Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Dewey Asbach

Jeremy Meyer

Editorial Contribution

Dan Peterson

Advertising

Ed Newman

Back Issues

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On the Web

www.amsoil.com

President and CEO

A.J. Amatuzio

Executive Vice President and COO

Alan Amatuzio

Executive Vice President and CFO

Dean Alexander

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Testimonials

AMSOIL INC.

Communications Department

The AMSOIL Building

925 Tower Ave.

Superior, WI 54880

testimonials@amsoil.com



THE COVER

MyAMSOILGarage™ allows users to track any maintenance service for an unlimited number of vehicles.

From the President's Desk

All successful business owners should constantly be thinking of ways to make their businesses more profitable. It's an obvious statement, but success can often breed complacency, and that can destroy a business as surely as anything. We can't sit still and assume that profits will continue to take care of themselves.

Not a day goes by that I'm not working on ideas to make this company stronger. Whether it's an idea for a new product, a new marketing strategy or a process to improve our efficiency, my mind is always working. Not all of these ideas get implemented, of course, but many do. The point is, there are always ways to improve.

And while we explore any number of strategies to increase our market share, we never stray from our basic core values. This company was built on the quality of our products and that will never change. Our identity has been established through product quality, and consumers rely on us for that. They trust us. They have come to know that AMSOIL products will perform like the company states they will.

We have also established ourselves as a company of integrity. Just as consumers trust us to deliver high-quality products, our Dealers trust us to deliver a profitable business opportunity. And we do. Again, it is basic to AMSOIL. Dealers can rest assured that the company will support you every step of the way. We have proven for close to forty years our steadfast commitment to the AMSOIL Dealer network.

I encourage all Preferred Customers to seriously consider our business opportunity. Many Dealers begin their businesses by simply using the products, just like you. Once they

actually experienced the benefits the products provided, they pursued the business opportunity. Then, with guidance from their sponsors, support from AMSOIL corporate and some hard work and determination their new business began to grow.

Most new Dealers typically sell product initially to friends, acquaintances and co-workers. As they gain experience, they have options to match their skills and interests. Many have created wonderful websites or use a website option provided by the company to build their businesses online. Others gain income from distributing the AMSOIL Retail Catalog. In both cases, customers purchase their products directly from AMSOIL, and the Dealer earns the profit.

Armed with even more experience, many Dealers begin to focus on a more traditional business model. Using the Retail-on-the-Shelf Program, Dealers register stores as retail accounts that then feature AMSOIL products on their shelves. The accounts can order directly from AMSOIL and, again, the Dealer earns the profit.

Other Dealers have gained great success with our Commercial Program. They sell AMSOIL products to truck fleets, construction companies and all other types of businesses that install the products in their vehicles and equipment. Once again, the accounts can order directly from AMSOIL, and the Dealer receives the profit.

Although the AMSOIL business opportunity is extremely diverse and has different appeal for many, the most successful AMSOIL Dealers are those who sponsor and train. They share the opportunity with others, and by providing education, encouragement and support, they build large, solid AMSOIL organizations. They create financial freedom and security for themselves, their families and their generations to come. Nothing would please me more than seeing all Preferred Customers who have an interest enjoy that same success.



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

Dean Alexander
Executive V.P. /
Chief Financial Officer

Alan Amatzuzio
Executive V.P. /
Chief Operating Officer

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





WHY ARE DIESELS SO POPULAR?

Diesel trucks and passenger cars are popular for a variety of reasons, but primarily for the way the engine delivers power. Gasoline engines deliver power at higher rpm; anyone who ever burned rubber in a muscle car knows that you rev it up before you pop the clutch. Diesel engines, on the other hand, deliver their power almost at idle. As a result, diesels operate at lower engine rpm and higher torque. Higher gear ratios can be used, thereby improving power, efficiency and fuel economy. Because diesels generate peak power at lower rpm (2000-2100 for diesel vs. 4000 rpm for gas engines), they have a much longer service life.

The benefits of diesel engines have made them the most common "workhorse" in trucking, shipping, construction, farming and industry. Their adaptability to automobiles and small trucks has proven

successful, and an increasing number of light-duty vehicles are equipped with diesel engines.

Diesel cars and trucks often require fuel additives for improving operation. AMSOIL offers high-quality diesel fuel additives that clean the fuel system, improve combustion, reduce emissions and black smoke, reduce gelling and help keep fuel stable in storage.

Synthetic oils offer another way to improve diesel performance. Because of their higher film strength synthetic lubes are better at handling higher temperatures and loads. And in cold climates AMSOIL synthetic diesel oil is a must. In frigid northern climates, conventional lubes cause engine drag that almost cripples the starting capabilities of a diesel. No one appreciates the low pour points of AMSOIL lubricants more than diesel owners.



The First in Synthetics®

*Information is power.
Get informed, stay informed.*



MyAMSOILGarage™ Offers Free, Easy-to-Use Maintenance Tracking

MyAMSOILGarage™
currently has
106,820 total
vehicle/equipment
records and counting

Anyone can establish a free MyAMSOIL-Garage account by clicking the link on the www.amsoil.com homepage or by visiting www.amsoil.com/whymygarage.aspx. Simply enter a valid email address and password, and click "create" to establish the account.

Users can track maintenance for an unlimited number of vehicles and other equipment, including motorcycles, ATVs, heavy-duty vehicles and more. The system is versatile enough to track any

maintenance service imaginable, even services for which users are not currently using AMSOIL products. Users can also establish email service reminders.

One of the most convenient and valuable functions of MyAMSOILGarage is to store customers' vehicle information for simple and quick product recommendations and ordering. It eliminates the need to remember vehicle make, model and engine size, and then manually navigate the Auto/Light-Truck Online Lookup.



JUST STARTING TO GROW
TOTAL VEHICLE/EQUIPMENT
RECORDS
106,820

TOTAL ACTIVE ACCOUNTS
36,807

ALL NON-AUTOMOTIVE
RECORDS
14,627

MOTORCYCLE RECORDS
5,788

MOST POPULAR VEHICLE
2006 Dodge Ram 2500 HD

MyAMSOILGarage Overview

1. The navigation tree provides maximum versatility, neatly organizing a few vehicles or a few hundred.
2. Information for the selected vehicle is categorized under separate tabs. View AMSOIL product recommendations, manage email maintenance service reminders or add a new maintenance service.
3. The Service History menu lists all maintenance services performed by date and mileage. The "Add to Cart" icon allows for easy online ordering of the
4. AMSOIL products used for that service.
5. Maintenance records can be exported into an Excel spreadsheet for use when selling the vehicle.
6. Users can upload a picture of the vehicle.





FOR ALL DIESEL ENGINES

OE 15W-40 Synthetic Diesel Oil (OED)

Provides excellent protection and performance in both on- and off-road diesel engines for the original equipment manufacturer's recommended drain interval. Suitable for both modern and older diesel applications requiring API CJ-4 specifications. Exceeds the higher performance demands of modern engines and withstands the stress of heat, soot and acids to help prevent deposits, wear and corrosion.

Premium 5W-40 and 15W-40 API CJ-4 Synthetic Diesel Oil (DEO, DME)

The premium choice for model-year 2007 and newer diesel engines requiring API CJ-4 emissions quality oil standards. Also recommended for pre-2007 diesel engines. Incredibly shear-stable to withstand the stress of heat, soot and acids and help prevent deposits, corrosion and wear. Effectively resists oil consumption and emissions, while improving fuel efficiency. Compatible with all exhaust treatment devices, including diesel particulate filters (DPFs). Recommended for three times the OEM drain interval recommendation in diesel applications, not to exceed 50,000 miles/600 hours or one year, whichever comes first.

SUPERIOR DIESEL PROTECTION AND PERFORMANCE

AMSOIL offers premium synthetic diesel oils for older and newer, on- and off-road diesel equipment.

Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil (HDD)

Engineered for on- and off-road diesel engines not equipped with diesel particulate filters (DPFs). Delivers extraordinary lubrication for extended drain intervals and withstands the stress of higher heat, higher acid levels and excessive soot-loading found in EGR-equipped engines. Consistently outperforms conventional diesel oils for long-lasting performance and protection.

10W-30/SAE 30 Synthetic Heavy Duty Diesel Oil (ACD)

Engineered for on- and off-road diesel engines not equipped with diesel particulate filters (DPFs). Exceeds both 10W-30 multi-grade and SAE 30 straight-grade viscosity requirements. Designed to stop viscosity loss and associated bearing and cylinder bore wear over extended drain intervals, while high 12 TBN neutralizes acids from blow-by, exhaust gas recirculation (EGR) and high-sulfur diesel fuels.

15W-40 Synthetic Heavy Duty Diesel & Marine Motor Oil (AME)

Engineered for on- and off-road diesel engines not equipped with diesel particulate filters (DPFs). High 12 TBN chemistry neutralizes acids and controls soot thickening from EGR and blow-by to protect against corrosion, cylinder bore polishing (wear) and varnish/sludge deposits. Resists heat and breakdown for long-lasting extended drain performance and protection.



FOR DIESEL ENGINES NOT
EQUIPPED WITH EMISSIONS
CONTROL DEVICES

AMSOIL AUTOMATIC TRANSMISSION FLUID EARN'S PRAISE

Dealer Greg Norman of Cheyenne, Wyo. has used and sold AMSOIL products for 34 years. He knows their quality, and he likes to spread the word.

He owns a 1994 Ford Taurus that he loves to brag about. The car has about 185,000 miles on the original transmission.

"In December, I changed the transmission fluid in the car," Norman said. "The inside of the transmission was very clean, with no signs of any deposits or discoloration. There was just a bit of metal 'dust' on the magnet attached to the transmission pan. The transmission shifts well with no sign of any problems."

He bought the car in 1995 when it had about 19,000 miles, and did not start using AMSOIL Automatic Transmission Fluid until the car had about 60,000 miles on the engine. "I do not drain the entire transmission and torque converter," Norman said. "I just drop the transmission pan, which allows me to drain about half of the ATF, and replace the filter. This is the fourth time I have repeated this procedure with this particular car."

"I drive the car every day and depend on AMSOIL products to keep it running with no major repair costs for the engine and transmission."

The older Taurus models were "infamous for their poor transmissions, which almost always failed before the cars had 100,000 miles," Norman said. "Our local Midas Dealer, Nick Dodgson, has a radio show every week discussing automotive issues. I

called in to his show to brag about my Taurus, which had not experienced any transmission problems, and attributed this to the use of AMSOIL ATF."

Dodgson was amazed. He likes to tell his listeners the Ford Taurus helped him get established in the automobile repair business early in his career.

"He says it wasn't a question of what make of car was being towed into his shop for transmission repair, just what color Taurus was being dropped off," Norman said.

Norman relies on other AMSOIL products to keep his Taurus reliable. "I have used 0W-30 Signature Series since it was introduced," he said. "I drive the car every day and depend on AMSOIL products to keep it running with no major repair costs for the engine and transmission."

'Rabbit' Issue, Not a Transmission Problem

About five years ago Norman got in the car to go to work and it wouldn't shift out of low gear. "The car had about 150,000 miles at the time, so I thought perhaps the transmission had finally given up on me," he said. If that had been the case, Norman said, he still felt he had received excellent service from the car with the use of AMSOIL ATF.

"I took the car to a local repair shop to get an expert opinion," he said. "It turned out not to be a transmission issue, but a rabbit issue. I live out in the country and in the winter the wild rabbits like to nestle in the engine compartment for warmth. It turns out one rabbit also decided to help himself to a little snack by chewing on a sensor wire leading to the transmission. My mechanic repaired the wire and the car shifted just fine."



NO WEAR APPARENT – Part of the transmission pan in Dealer Greg Norman's 1994 Ford Taurus with 185,000 miles on the original transmission.



CLEAN TRANSMISSION – The transmission in Dealer Greg Norman's 1994 Ford Taurus keeps running smoothly with AMSOIL Automatic Transmission Fluid.



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

There are four basic types of wear.

Fortunately, all four can be controlled with quality lubrication.

In 2011, the average cost of a new vehicle increased to almost \$30,000, and the average cost of gasoline rose to \$3.52 per gallon, up from \$2.78 per gallon in 2010 and \$2.35 per gallon in 2009. Considering the sharp increase in the cost of ownership, it's no wonder people are hanging onto their vehicles longer than they have in the past. According to *Consumer Reports*, the average vehicle age in 2008 was five years; today, the average age of vehicles on the road is nine years. As more people look to keep their vehicles longer, more of them learn that, without proper maintenance, vehicles might not last as long as they'd like. It is up to drivers to protect their investments.

There is little more detrimental to your vehicle's engine than wear, and lubricating oils are your first line of defense. Numerous factors contribute to engine wear, but all can be categorized as one of the following four basic wear mechanisms: abrasive, corrosive, adhesive and fatigue.

Abrasive wear is caused by foreign particles entering the engine, most commonly soot and dirt. Once inside the engine these particles become trapped between moving parts – the piston and cylinder, for example – and grind against their metal surfaces. Wear particles act as sandpaper, continuously rubbing and wearing away metal surfaces by rupturing the oil film separating moving engine parts, resulting in particle-to-metal contact. This contact creates friction and reduces energy efficiency.

Abrasive wear commonly occurs when dirt or other contaminants enter the engine through the air intake system. These contaminants cause excessive wear on rings, pistons and cylinders. Increased cylinder and ring wear can cause blow-by, which decreases compression and causes loss of power. An efficient filtration system can help prevent abrasive wear by blocking contaminants that would otherwise enter the oil sump and find their way into the system.

Corrosive wear is the result of rubbing action on a metal surface in conjunction with chemical attack. Combustion byproducts introduce acids into the oil sump. If unaddressed, these acids can build up in the system and oxidize or corrode the surface of sensitive areas, including lead- and copper-lined bearings and other soft yellow-metal surfaces. As the surfaces begin to corrode, pieces of oxidized metal break free and become wear particles in the system.

The most commonly recognized mechanism is adhesive wear, which occurs when metal surfaces come in contact under conditions of high load, speed or temperature. Surface irregularities, called asperities, touch and weld momentarily, then break off as the surfaces separate. The load applied to the two points of contact is so high that they bend and adhere to one another. Rough metal surfaces with larger microscopic hills and valleys are more susceptible to this type of wear. Adhesive wear can result in scuffing, scoring or seizure.

Fatigue wear originates from situations where the lubricating film is in place, but recurring stress like vibration or shock-loading causes cracks or pits over time. This is a common type of wear found in equipment that frequently starts and stops or changes speeds. Fatigue wear can develop in rolling element bearings as they pass over a stressed area repeatedly and, ultimately, develop cracks that release small bits of metal over time, leaving holes or pits in the surface. These holes or pits grow and connect, resulting in large losses of surface metal and catastrophic damage.

Regardless of equipment type, bearings, gears and cylinders are susceptible to wear, and thus require high-quality lubricant protection. Choosing the proper viscosity for your oil will aid in wear protection by reducing the likelihood of metal-to-metal contact. A full-synthetic base oil provides a naturally higher viscosity index for improved shear stability, again helping to reduce wear by maintaining proper viscosity. Oil film strength is also a key wear-protection property. Adequate film strength provides a lubricant barrier between moving parts, ensuring friction is greatly reduced.

AMSOIL Dealers' ability to identify the symptoms of each mechanism is important in order to diagnose both mechanical and lubrication issues. AMSOIL synthetic lubricants offer outstanding wear prevention to help vehicles last longer, which is something an increasing number of consumers are interested in. ■

ACCORDING TO OWNER'S MANUAL

For those who want excellent engine protection and performance for vehicle manufacturer-recommended oil change intervals.



TWICE PER YEAR

For those who want extra engine protection and performance and the convenience of twice-per-year oil changes.



OIL DRAIN INTERVALS

While AMSOIL pioneered the concept of extended drain intervals in 1972, the automotive industry and competing motor oil companies have only recently climbed on-board. There's no denying the once-standard 3,000-mile oil change is steadily fading away. Vehicle manufacturers have been gradually increasing their recommended drain intervals, and increasing use of oil life monitors has also pushed intervals well beyond 3,000 miles.

Customers have taken advantage; data shows they are driving longer between oil changes. According to the NPD Group's Aftermarket Outlook Survey, the percentage of vehicle owners who believe oil should be changed every 3,000 miles is 51 percent, down from 59 percent in 2007. The *National Oil & Lube News (NOLN)* Fast Lube Operators Survey confirms customers are steadily increasing their drain intervals, indicating a 7 percent increase in average oil change interval over the past six years.

According to NOLN research, manufacturer-recommended drain intervals have changed dramatically over the past six years, with many recommending longer intervals.

FORD

Six years ago, most vehicles had 3,000-mile recommended drain intervals for "special operating conditions" and 5,000-mile recommended intervals for "normal" driving. Some early hybrids had 10,000-mile "normal" intervals. Today, most vehicles are equipped with oil life monitors, with maximum intervals of 10,000 miles/one year.

GENERAL MOTORS

Recommended drain intervals are largely unchanged. Most vehicles are equipped with oil life monitors, which are programmed on a model-specific basis, with maximum intervals ranging up to 12,000 miles. Regardless of remaining oil life, GM recommends oil be changed at least annually.

CHRYSLER

Six years ago, vehicles had 3,000-mile severe-service (Schedule B) and 6,000-mile normal-service (Schedule A) recommended drain intervals. Today, most vehicles are equipped with oil life monitors, with maximum intervals of 8,000 miles/six months.

TOYOTA

Six years ago, vehicles had 5,000-mile recommended drain intervals. Today, most vehicles have 10,000-mile/one-year recommended intervals. The 4Runner model with the four-cylinder engine still carries a 5,000-mile drain recommendation.

HONDA

Six years ago, vehicles had 3,750-mile severe-service and 7,500-mile normal-service recommended drain intervals. Today, most vehicles are equipped with oil life monitors. Vehicles without oil life monitors have 5,000-mile severe-service and 10,000-mile normal-service recommended intervals.

NISSAN/INFINITI

Recommended drain intervals are largely unchanged. Schedule 1 calls for 3,750-mile intervals for "typical" drivers, Schedule 2 calls for 7,500-mile intervals for steady-state highway driving and the Premium Maintenance schedule calls for 3,750-mile intervals with additional service recommendations not included with the other schedules. Most vehicles allow drivers to adjust the reminder system.

ACURA

Six years ago, vehicles without oil life monitors had either 3,750-mile severe-service and 7,500-mile normal-service recommended drain intervals, or 5,000-mile severe-service and 10,000-mile normal-service recommended intervals. Today, vehicles without oil life monitors have 5,000-mile severe-service and 10,000-mile normal-service recommended intervals.



ONCE PER YEAR
For those who want the absolute best engine protection, performance and maximum value through extended drain intervals

Re. J. Amato
SIGNATURE SERIES



4K • 15K • 16K • 17K • 18K • 19K • 20K • 21K • 22K • 23K • 24K • 25K • 23K • 24K • 25K • 0K • 1K • 2K • 3K • 4K • 5K • 6K • 7K • 8K • 9K • 10K • 23K • 24K • 25K • 0K • 1K • 2K • 3K • 4K • 5K • 6K • 7K • 8K • 9K • 10K

STEADILY INCREASING

HYUNDAI

Recommended drain intervals are largely unchanged. Vehicles have 3,750-mile severe-service and 7,500-mile normal-service recommended intervals.

MAZDA

Vehicles have 5,000-mile/four-month recommended drain intervals for "special operating conditions" (Schedule 2) and 7,500-mile/six-month recommended intervals for "typical/suburban driving" (Schedule 1).

SUBURU

Recommended drain intervals are largely unchanged. An initial oil change is recommended at 3,000 miles/three months and subsequent oil changes are recommended at 7,500 miles/7.5 months.

SUZUKI

Recommended drain intervals are largely unchanged. Vehicles have 7,500-mile recommended intervals.

MITSUBISHI

Recommended drain intervals are largely unchanged. Non-turbocharged vehicles have 3,750-mile/three-month severe-service and 7,500-mile/six-month normal-service recommended intervals. Turbocharged vehicles have 3,000-mile/three-month severe-service and 5,000-mile/five-month normal-service recommended intervals.

KIA

Six years ago, vehicles had 3,000-mile severe-service and 7,500-mile normal-service recommended drain intervals. Today, most vehicles have 3,750-mile severe-service and 7,500-mile normal-service recommended intervals. Some vehicles have 5,000-mile/four-month severe-service and 6,500-mile/six-month normal-service recommended intervals.

SCION

Recommended drain intervals are largely unchanged. Vehicles have 5,000-mile/six-month recommended intervals.

VOLKSWAGEN

Six years ago, vehicles had 5,000-mile recommended drain intervals. Today, recommendations are vehicle-specific, ranging from 6,000 miles/three months to 10,000 miles/one year.

VOLVO

Recommended drain intervals are largely unchanged. Vehicles have 7,500-mile recommended intervals.

LEXUS

Six years ago, vehicles had 5,000-mile/four-month drain intervals for "special operating conditions" and 7,500-mile/six-month intervals for "typical" driving. Today, vehicles have 5,000-mile/six-month recommended intervals. Some hybrid vehicles that use synthetic oil have 10,000-mile/one-year recommended intervals.

AUDI

Recommended drain intervals are largely unchanged. An initial oil change is recommended at 5,000 miles and subsequent oil changes are recommended every 10,000 miles.

BMW

Recommended drain intervals are largely unchanged. Intervals are determined by oil life monitors.

JAGUAR

Six years ago, vehicles had 10,000-mile recommended drain intervals. Today, vehicles have 15,000-mile/one-year recommended intervals.

LAND ROVER

Vehicles have 15,000-mile/one-year recommended drain intervals.

MERCEDES-BENZ

Six years ago, vehicles had 13,000-mile/one-year recommended drain intervals. Today, most vehicles have 10,000-mile/one-year recommended intervals.

PORSCHE

Six years ago, vehicles had 20,000-mile/two-year recommended drain intervals. Today, vehicles have 10,000-mile/one-year recommended intervals.

A Spectacular Finish in Eagle River

Team AMSOIL racer Nick Van Strydonk outmaneuvered a field full of champions at the AMSOIL World Championship Snowmobile Derby.



The 49th running of the AMSOIL World Championship Snowmobile Derby in Eagle River, Wis. might go down as one of the greatest races in the event's storied history. Entering Sunday's World Championship race, a minimum of seven of the 12 finalists were even-odds to win. Defending champion and Team AMSOIL driver P.J. Wanderscheid was looking for his fifth career championship, Gary Moyle wanted number three, Matt Schulz won two years ago and the Wahl team featured Brandon Johnson on the pole and Dustin Wahl with an undefeated day of qualifying on Saturday. Despite these riders' long list of accomplishments, it was a young gun who made this year's Derby one of the most memorable.

Nick Van Strydonk has been racing at the AMSOIL Derby Track for 17 of the 21 years he's been alive. As a racer who grew up in the shadows of the storied track in nearby Tomahawk, Wis., it has been his life-long quest to win the Derby. From the first practice on Thursday until the final lap on Sunday, Van Strydonk showed top speed on his AMSOIL-backed Polaris.

Speed and stamina are the two biggest keys in Eagle River as the 30-lap final is by far the longest race of the season for ice oval teams. Van Strydonk had both on Sunday. Although Schulz drew first blood by grabbing a lead he was unwilling to relinquish, Van Strydonk didn't allow the former champion to walk away during the first 10 laps, keeping Schulz honest until the mandatory pit stop.

After the teams made their necessary adjustments, the final 20 laps got underway, with Van Strydonk pushing Schulz once again. With more laps came more pressure, and Van Strydonk soon had Wanderscheid and Moyle nipping on his heels. Two red flags came out during the next 10 laps, and on the third and final restart, Wanderscheid jumped into second and Van Strydonk dropped back as far as sixth. But 10 laps is an eternity in ice oval racing. With four laps to go, at least six sleds raced within a fraction of a second, and Van Strydonk tucked low into the turns and pushed himself back into contention. With Schulz still running out front, the second through sixth positions swapped spots on every lap, and with two to go, Van Strydonk moved into second and proceeded to aggressively pursue Schulz.

With a great race already near completion, only one thing could make the race an all-time favorite: Van Strydonk needed to catch and pass Schulz on the last lap to win the Snow Goer Cup. The 21-year-old seized the moment, making an inside pass on the final turn and crossing the finish line ahead of Schulz by a margin of 0.025 seconds.

"We've worked so hard for so long to win a World Championship," said Van Strydonk. "To win it at the end, being up and down all race, is just unbelievable."



Wanderscheid, Moyle and Van Strydonk race neck-and-neck in the AMSOIL World Championship final.



AMSOIL Derby Track crowds were treated to one of the greatest races in Derby history.

With Schulz in second, Wahl finished third (0.612 seconds behind Schulz), Ryan Kniskern finished fourth and Wanderscheid crossed the checkers in fifth.

"It was a hard-fought battle for the lead for most of the race," said Wanderscheid. "We were close, but it wasn't in the cards. I guess we will have to go for our fifth World Championship at next year's 50th."

AMSOIL Extends Sponsorship of Douglas Motorsports

Top off-road racer receives five-year extension.

AMSOIL has signed a new multi-year contract with 11-time off-road racing champion Scott Douglas. The new deal extends the company's relationship with Douglas Motorsports through 2016, bringing a full decade to the partnership.

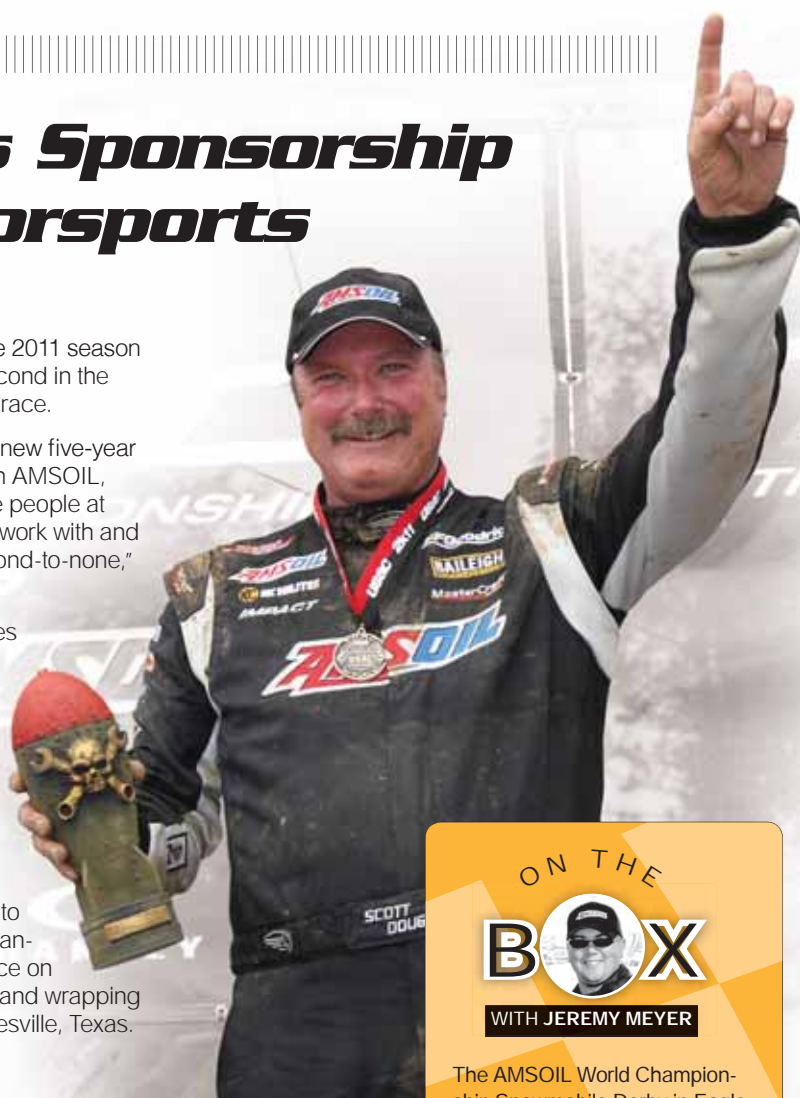
"Year after year, Scott has proven to be one of the best drivers in all of off-road racing," said AMSOIL Race Program Manager Jeremy Meyer. "On top of that, he has become a great ambassador of AMSOIL and AMSOIL products. We have a high threshold for quality at AMSOIL, and Scott helps us meet those thresholds both on and off the track."

The veteran off-road racer has collected 87 career victories and 11 season championships, including three Baja 100 wins. He currently races a Pro 4x4 in the Traxxas TORC Series presented by

AMSOIL, finishing the 2011 season third in points and second in the annual AMSOIL Cup race.

"I am thrilled with the new five-year sponsorship deal with AMSOIL, primarily because the people at AMSOIL are great to work with and the products are second-to-none," said Douglas.

The 2012 TORC Series kicks off April 20-21 at Charlotte Motor Speedway in Charlotte, N.C. From there, the series travels to Buchanan, Mich.; Crandon, Wis.; Chicago, Ill. and Bark River, Mich. before heading back to Crandon for the third annual AMSOIL Cup race on Labor Day Weekend and wrapping up the season in Floresville, Texas.



Tomac Wins Big in Los Angeles

AMSOIL rider is new points leader after three rounds of racing.

GEICO/AMSOIL/Honda supercross rider Eli Tomac rode to a convincing victory January 21 at venerable Dodger Stadium to surge into the Supercross Lites West points lead for the first time in his young career. Tomac took the holeshot and never looked back, quickly building a lead of several seconds that he held throughout the 15-lap main event. Combined with a third-place finish in Anaheim and a fourth in Phoenix, Tomac moved from fourth to first in the championship standings after three rounds, just one point ahead of Dean Wilson.

"It's always nice to be in the front, whether it's in a race or the points," Tomac said. "I'm comfortable in the lead. I've been riding well all year. I had fast laps at the first two main events, but my starts weren't there."

Monster Energy Supercross results and television schedule can be found at www.amsoilracing.com. ■

ON THE BOX WITH JEREMY MEYER

The AMSOIL World Championship Snowmobile Derby in Eagle River, Wis. has been in business for 49 years. The track has a rich history of racing, and ice oval racing has been at its core since the beginning.

But "The Derby" has morphed into more than just ice racing. Many of the top snocross teams have also traveled to Wisconsin's Northwoods, including Scheuring Speed Sports. Team AMSOIL rider Robbie Malinoski won the Pro Open race on Friday night in front of a sold-out crowd.

Since 1997, the Scheuring team has gone the extra mile for AMSOIL, both on and off the track. This winter, team owner Steve Scheuring took the time to discuss his relationship with AMSOIL, the sport of snowmobile racing and how AMSOIL products have influenced his program over the years.

Check out the entire Racing is Research video at www.amsoil-racing.com/racingisresearch.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, February 20 for Family Day.

OE Synthetic Diesel Oil Recommended in Place of Discontinued Synthetic Blend Gasoline & Diesel Oil

AMSOIL OE 15W-40 Synthetic Diesel Oil (OED) is recommended in place of the recently discontinued 15W-40 Synthetic Blend Gasoline & Diesel Oil (PCO). AMSOIL OE Synthetic Diesel Oil is a full-synthetic oil that offers additional benefits at a lower price compared to AMSOIL Synthetic Blend Diesel Oil. It is formulated to meet the most current API CJ-4 specification and is suitable for use in both modern and older diesel engines. Synthetic Blend Gasoline & Diesel Oil is available while supplies last.



Long Sleeve Pro Race T-Shirt

Long sleeve navy t-shirt is constructed of 50/50 cotton/polyester blend to reduce fading. Sizes S-3X.

Stock #	Size	U.S.	Can.
G2935	S	18.75	20.10
G2936	M	18.75	20.10
G2937	L	18.75	20.10
G2938	XL	18.75	20.10
G2939	2X	21.00	22.45
G2940	3X	21.00	22.45



Black Ribbed Beanie

Black knit ribbed beanie with embroidered AMSOIL logo.

Stock #	U.S.	Can.
G2908	13.50	14.45

Pocket T-Shirt

Convenient pocket on left chest. Constructed of 50/50 cotton/polyester blend to reduce fading. Four color options. Sizes S-3X.

White Pocket T-Shirt with Four-Color Logos

Stock #	Size	U.S.	Can.
G2911	S	14.00	15.00
G2912	M	14.00	15.00
G2913	L	14.00	15.00
G2914	XL	14.00	15.00
G2915	2X	17.00	18.20
G2916	3X	17.00	18.20

Red Pocket T-Shirt with Black Logos

Stock #	Size	U.S.	Can.
G2917	S	14.00	15.00
G2918	M	14.00	15.00
G2919	L	14.00	15.00
G2920	XL	14.00	15.00
G2921	2X	17.00	18.20
G2922	3X	17.00	18.20

Black Pocket T-Shirt with Gray Logos

Stock #	Size	U.S.	Can.
G2923	S	14.00	15.00
G2924	M	14.00	15.00
G2925	L	14.00	15.00
G2926	XL	14.00	15.00
G2927	2X	17.00	18.20
G2928	3X	17.00	18.20

Blue Pocket T-Shirt with White Logos

Stock #	Size	U.S.	Can.
G2929	S	14.00	15.00
G2930	M	14.00	15.00
G2931	L	14.00	15.00
G2932	XL	14.00	15.00
G2933	2X	17.00	18.20
G2934	3X	17.00	18.20





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Watch the Scheuring interview at
www.amsoilracing.com/racingresearch

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February 2012



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