

AMSOIL

▶ PREFERRED CUSTOMER EDITION

MAGAZINE

JANUARY 2012

AMSOIL Steps Up Internet Advertising Campaign

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CALIFORNIA TAKES ON THE 3,000-MILE OIL CHANGE MYTH, AGAIN

In 2008 the state of California launched a multi-channel campaign to debunk the 3,000-mile oil change myth. The state created a website, banner ads and a concentrated PR campaign in an effort to inform motorists that unnecessary oil changes are bad for the environment.

This past month the *L.A. Times* printed a story noting that California is not giving up the fight.

In December 2006 *Consumer Reports* spoke out against unnecessary oil changes. National Public Radio's Car Talk notables stood by it. Auto manufacturers and others affirmed.

The 3,000-mile oil change interval is obsolete as a standard.

From its inception in 1972, AMSOIL has been the leader in performance and convenience with its 25,000-mile/one-year oil change interval guarantee, an earth-friendly alternative that you can rely on.

The First in Synthetics®

Online Store: www.amsoil.com

Telephone: [1-800-777-7094](tel:1-800-777-7094)



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Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17PC and specify the month and year.

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Printed by Service Printers
Duluth, MN USA.

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THE COVER

AMSOIL internet advertising is increasing brand awareness by appearing across a range of high-traffic websites.

From the President's Desk

It is hard to believe it has been nearly 40 years since we sent our original 10W-40 Motor Oil off to Southwest Research Institute in San Antonio, Texas to be tested against American Petroleum Institute (API) service requirements. It was July 1972 and they tested our oil in 1970 and 1971 Oldsmobile engines. The confirmation letter we received from Southwest indicated that our "test results numerically met or exceeded API Service Classification SE engine test targets." My research on synthetic oil had begun much earlier, but that testing we did in 1972 established us firmly as "The First in Synthetics."

Southwest Research is one of the largest and most advanced testing facilities in the world. With more than 3,000 employees, it sits on a 1,200-acre site and boasts more than two million square feet of office and laboratory space. Their research extends across a full range of disciplines, including, among many, chemical engineering, marine technology, geochemistry, bioengineering, fire technology, engineering mechanics and, of course, fuels and lubricants. We use Southwest on a regular basis to generate test results for us.

Selling synthetic motor oil was much more difficult in 1972 than it is today. AMSOIL was alone in the effort. Then, with the introduction of Mobil 1 in 1974, the job became slightly easier. Mobil invested millions in advertising, and the motoring public became exposed to an expanded base of education.

Today, the variables driving the demand for synthetics have never been greater. Advances in engine and component technology, along with the push for improved fuel efficiency, are leading that drive. Each year, automakers are requiring synthetic lubes in more of the vehicles that are rolling off their assembly lines.

We faced another obstacle in 1972. Our original 10W-40 Motor Oil was so good it carried a 25,000-mile extended

oil drain interval recommendation. It was revolutionary and flew in the face of the hard-line 3,000-mile oil change standard. But this too is changing. Automakers, lubricant manufacturers and environmental groups are all calling for longer drain intervals. It is most apparent in California, where an aggressive campaign is imploring motorists to resist unnecessary 3,000-mile oil changes. With data indicating that nearly half of California drivers are still changing their oil at 3,000 miles, California is desperate to dispel the myth. According to the numbers, changing motor oil at the auto manufacturers' current recommendations would reduce motor oil consumption in California by 10 million gallons a year. The only barrier to total acceptance of longer drain intervals comes from the installer market. And they are fighting a losing battle.

Through it all, AMSOIL has held true to its values and has remained the leader in synthetic lubrication and extended drain technology. Our reputation is established and our commitment to quality has never been compromised.

Which brings me to a final point. The recognition AMSOIL products have received has been earned through their performance. Our recent partnership with the racing division of Briggs & Stratton serves as an example. Briggs & Stratton, for those who don't know, is the world's largest manufacturer of small engines. Their partnership with Valvoline ended and AMSOIL was asked to develop technology to satisfy the extreme demands of their kart racing engines. They needed high-viscosity wear protection, along with low-viscosity power and efficiency. We delivered.

The partnership with Briggs & Stratton is 100 percent positive in all respects. Our connection to this world-leading engine builder further expands the awareness of our brand. It locks in our quality message and opens new doors for AMSOIL Dealers in the extremely diverse small-engine market. This partnership sets us apart even further from other synthetic oils, which is especially critical as the competition among synthetics increases.

We can ask ourselves, would we rather see a different logo on the Briggs & Stratton/AMSOIL 4T Synthetic Racing Oil label? How about Lucas? Maybe Mobil, Red Line or Pennzoil?

Of course not.



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

Dean Alexander
Executive V.P. /
Chief Financial Officer

Alan Amatuzio
Executive V.P. /
Chief Operating Officer

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



DO YOU KNOW THE IMPORTANCE OF GEAR OIL?



Today's differentials are subject to severe operating conditions, encountering more stress and heat than ever before. Most pickup trucks, SUVs and vans operate in severe service conditions including towing, hauling, steep-hill driving and frequent stop-and-go driving environments. Gear oils are challenged to provide adequate wear protection, while maximizing fuel efficiency.

Approximately 22 components make up the average differential. In order to operate efficiently they require high-quality, clean gear oil, yet differential maintenance often gets overlooked by motorists. While the first gear oil change should be performed after the first few-thousand-mile break-in, most do not think to change the gear oil until failure occurs.

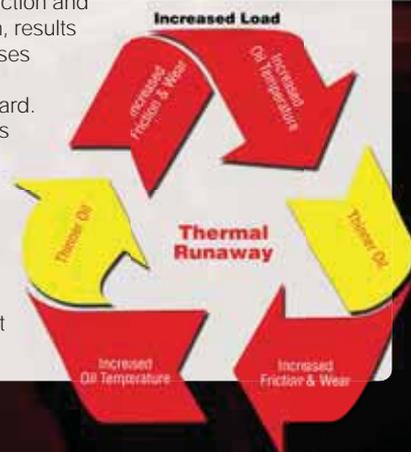
AMSOIL gear lubes are multi-functional and formulated for the applications customers use every day.

Follow the vehicle owner's manual recommendations for initial (break-in) gear oil change. Thereafter, consult the AMSOIL Product Recommendation and Drain Interval Chart (G1490) for AMSOIL synthetic gear lube service life in differentials.

THE DANGERS OF THERMAL RUNAWAY

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.



AMSOIL

The First in Synthetics®

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

AMSOIL STEPS UP INTERNET ADVERTISING CAMPAIGN

With the continued growth of the Internet, online advertising has become increasingly important. Companies are more determined than ever to drive traffic to their online content and e-commerce sites. In fact, according to the November issue of *Internet Retailer* magazine, online sales in the automobile aftermarket increased over 40 percent in 2011.

Over the course of its 15 years online, AMSOIL has been laying foundations for capturing an increased amount of this online retail consumption. The four primary steps have included the following:

- **Offering a functional website with meaningful content**
- **Opening an easy-to-navigate online store**
- **Optimizing the website for search engines**
- **Ongoing promotion**

Among the many benefits of digital marketing is that everything can be measured, including ad impressions, click-through rates (CTR), interaction rates and daily sales. While AMSOIL has experimented in the past with online banner advertising in order to gauge its value and prepare for a more sustained online marketing thrust, the company has stepped up its banner advertising over the past year with a pair of campaigns designed to increase AMSOIL brand recognition and leverage the strength of the AMSOIL product line.

Early in 2010, AMSOIL started its first efforts with a Google banner advertising campaign, targeting its branded messages into tightly defined niche markets. This rifle-shot approach sought to not only reach enthusiasts, but also avoid interference with Dealer activities in these various sectors. Careful steps were taken to assist Dealers, rather than compete with them.

The current banner advertising campaign extends beyond the borders of specialized niches into categories with more mass-market reach, while remaining targeted toward do-it-yourselfers. The ads have been appearing on websites not affordable for Dealers due to their high advertising costs. The campaign's goals include increasing awareness of AMSOIL synthetic motor oils, educating audiences on the value of AMSOIL synthetic motor oils, generating leads for Dealers and increasing motor oil sales.

THE BANNERS

It is estimated AMSOIL will serve up 122 million impressions from its banner ads. Most of the ads are animated with images and messages designed to engage the viewer.



This attention-grabbing ad is derived from the well-known race-opening declaration.

According to the November issue of *Internet Retailer* magazine, online sales in the automobile aftermarket increased over 40 percent in 2011.



Another banner catches attention by asking viewers how often they change their oil. The options are aligned with the three tiers of AMSOIL synthetic motor oils: OE, XL and Signature Series. The spot is interactive, indicating how many people have clicked each of the three drain intervals. The concluding message is, "Protection for any interval you choose. Guaranteed."



Another series of ads encourages powersports enthusiasts to use AMSOIL synthetic motor oil in their tow vehicles.

THE FUTURE

Not long ago, upon seeing the AMSOIL logo on the winning race vehicle, race fans had to wait until they got home to their computers to learn more about the company. Today, marketing takes place in real time. With the advent of smart phones and tablets, fans not only look up company information while watching the race, they "like" their favorite racers on Facebook, send photos of the race to their friends and determine which oil to buy for their next oil change.



Future marketing trends include capturing the attention of customers through their iPads, assessing and implementing strategies for taking advantage of the social media explosion and discerning ways to reach the growing multitude of mobile smart-phone users. Change is constant in business, and although the challenges are many, AMSOIL is committed to doing everything possible to help Dealers increase sales and build their businesses.

Neglected Equipment: Hydraulic Systems



Certain hydraulic systems, including those installed in log splitters, skid steers and small tractors, are often operated seasonally or intermittently, then stored for extended periods. Although checking and changing hydraulic oil is sometimes an afterthought, fluid maintenance is important to ensure optimum protection and performance and maximum equipment life.

AMSOIL synthetic hydraulic oils can provide significant benefits and cost savings over conventional hydraulic oils.

Reduced Heat

The synthetic construction of AMSOIL synthetic hydraulic oils can reduce heat in hydraulic systems, leading to better viscosity retention; less varnish build-up, oxidation and component wear (including hoses); longer seal life; and better overall system performance.

Cold-Weather Performance

Mobile hydraulic equipment often sits in the elements while on a job site, causing many conventional hydraulic oils to thicken in the cold and lead to equipment damage such as excessive pump wear due to cavitation, blown hoses, broken shafts and extended warm-up times that waste fuel. AMSOIL synthetic hydraulic oils are formulated for better cold-temperature characteristics than petroleum oils, helping reduce or eliminate many of these issues.

All-Season Functionality

To eliminate some of the problems associated with temperature changes, many mobile hydraulic equipment owners switch oil viscosities with the seasons. AMSOIL synthetic hydraulic oils are high-viscosity-index formulations that can eliminate the need for seasonal changes. It's very possible to run an ISO 32 or ISO 46 oil successfully year-round in all but the most extreme cold conditions.

Hose Life Preservation

Cold and heat wreak havoc on hydraulic system hoses and seals. Cold, thick fluid can cause pressure spikes and extremely hot fluid breaks down hoses and seals over time, leading to leaks and wasted hydraulic fluid. The superior cooling and flow properties of AMSOIL synthetic hydraulic oils help preserve hose integrity.

AMSOIL Synthetic Anti-Wear Hydraulic Oils

AMSOIL Synthetic Anti-Wear Hydraulic Oils effectively inhibit oxidation to help prevent acid formation and viscosity increase, resist carbon and varnish deposits and inhibit rust and foam (providing smooth hydraulic operation). They contain an effective zinc-based anti-wear/antioxidant additive that controls wear in high-speed, high-pressure vane and gear pumps while meeting the lubrication requirements of axial piston pumps with bronze-on-steel metallurgy.

AMSOIL Biodegradable Hydraulic Oil

AMSOIL Biodegradable Hydraulic Oil (BHO) is a premium-performance hydraulic oil that exhibits high biodegradability and low aquatic toxicity, along with superior oxidative stability, excellent low-temperature performance and outstanding results in laboratory and extended-duration pump testing. It contains antioxidants that prolong oil life and foam inhibitors that help promote problem-free operation. ■



BENEFITS

- Excellent cold-temperature properties
- Anti-wear protection
- Recommended for gear, vane and piston pumps
- Contain rust, oxidation and foam inhibitors
- Designed for a wide temperature range
- Hydrolytically stable and readily separate from water



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Winter fuel problems can leave you stranded.

Fortunately, prevention is generally simple and cost-effective.

Some of my favorite memories from my childhood surround our old Herter's Husky snowmobile. Dad used to tie a sled to the rear bumper and drag us all over the yard. Once I was old enough, he let me take the sled out on my own. It was pretty cold-blooded and could be tough to start, but once I got it going I never wanted to climb off. Of course, before I could take the Husky out on my own I had to prove that I was responsible enough to handle it, and part of that included some of the basic maintenance necessary to keep the sled running right. Dad taught me to put a bottle of "Heet" (isopropyl alcohol) in the gas tank when it got really cold. Like any good father, he did not want me to get into trouble out on my own; like any good son, I did what he said so I could take the sled when I wanted it. We didn't talk much about why; it was just what you did. When my interests moved from the old Husky to chemical engineering, I started asking "why."

What is it about the cold that causes our toys and vehicles that run fine the rest of the year to break down? The problem is usually related to an old battery, a failed starter, bad spark plugs, dirty injectors or, yes, fuel. So dad was onto something when he told me to treat the Husky's fuel. The cold clearly negatively affects fuel in winter, and gasoline and diesel have different reactions to the cold.

Diesel fuel is mostly derived from crude oil which, as all good AMSOIL Dealers know, contains many different materials, including wax. During warm periods, diesel fuel remains homogenous and the wax is relatively evenly dispersed throughout the fuel. When temperatures drop toward the fuel's cloud point, the wax begins to crystallize, agglomerate and drop to the bottom of the tank where it collects in fuel filters and fuel injectors.

This causes significant and recognizable issues. Blocked fuel filters and injectors will not deliver fuel at the rate required to either start or operate the vehicle. Many diesel vehicles coming up from the South end up stalled on the side of the road if the fuel is not treated prior to hitting cold temperatures. This is the most common issue related to diesel fuel.

Gasoline is very different from diesel fuel; it is much lighter and more volatile. Most gas in the U.S. is now mixed with up to 10 percent ethyl alcohol (ethanol). Forecasts predict government legislation/special-interest groups will continue pushing for increases in ethanol content in commercially available gasoline over the next decade. Gasoline with under 10 percent ethanol content does not create major issues in vehicles as long as they are designed to sense and adjust for lower-Btu fuel (ethanol); however, ethanol, and especially water, can pose problems for vehicles in winter.

The problems with pump gas start when the fuel comes in contact with water. When temperatures drop, condensate forms from the warm air in the fuel tank, which holds more moisture. As the air space in the fuel tank cools, the water vapor condenses on the walls and ends up in the fuel. This happens continually and is much more prevalent in winter. The larger the air space in the tank, the more tendency to build up water quickly.

Ethanol is much lighter than petroleum gas and will separate readily if its weak bond to gas is broken. Ethanol also mixes readily with water, so whenever water enters the system, ethanol molecules will drop their bonds to gasoline molecules and grab onto the water molecules. This mixture of ethanol and water is much heavier than gasoline and falls to the bottom of the tank. It only takes a small

amount of water in your fuel tank from condensation to cause gasoline and ethanol to separate, and it will separate immediately when a critical level of water is reached. The fuel at the bottom of the tank is mostly ethanol, which is less efficient, and the remaining gasoline at the top of the tank is very low octane, which hurts engine performance.

This is particularly troublesome in two-stroke powersports equipment that already runs hot and is more susceptible to deposit formation. When the ethanol and water mixture is ingested into the engine, it creates a lean burn situation that increases combustion chamber temperatures even more. Old-fashioned remedies to these issues, like isopropyl alcohol, worked OK, but are not ideal. Isopropyl alcohol mixes with the water at the bottom of the tank and keeps things from freezing up, but it doesn't prevent ethanol and gasoline from separating. Quickshot® works so well in powersports equipment because it is not an emulsifier; it keeps ethanol from separating from gasoline in the first place and helps prevent water from accumulating in the bottom of the fuel tank. This keeps water from condensation continually moving out of the fuel tank as a normal part of operation.

Now I understand what dad was trying to protect me from back in the 70s, and now I am a father of two beautiful daughters and one overly confident son, and I worry about the same things that my dad worried about when I was a kid. While snowmobile and powersports technology has evolved dramatically since then, many of the same fuel issues persist. Thankfully, the tools to treat those issues have evolved as well, and I can be confident that Quickshot will eliminate those mechanical issues when I send my kids out on the trails. ■

AMSOIL WORKS TO IMPROVE OPERATIONS AND CONTROL TRANSPORTATION COSTS

AMSOIL Magazine caught up with AMSOIL Director of Distribution & Logistics Dave Meyer to learn more about the ever-changing logistics world and what AMSOIL is doing to mitigate rising transportation costs and improve operations in the distribution centers.



Dave Meyer

AMSOIL Magazine:

What changes have been made to the distribution centers over the past year?

Dave Meyer:

We have made a number of changes to improve the processing of orders to ensure products get

out the door in a safe, accurate and efficient manner. The first order of business was enlarging a number of the facilities to eliminate congestion and provide space for continued growth. Increased sales and new products have necessitated additional space to stock inventory.

The Richmond, Dallas and Toronto distribution centers were expanded into adjacent space over the second half of 2011. The space required for the Chicago and Edmonton distribution center expansions, however, required moving to new locations that more adequately fit our needs both immediately and into the future. With these expansions, AMSOIL is well-positioned for current and future growth.

AMSOIL Magazine: What benefits does the additional space provide? Is the company considering establishing any additional distribution centers?

Meyer: With the previous space limitations, products were frequently left in aisles as they were delivered to the facilities in full truckload quantities each week. As the inventory was depleted during the course of the week, we would then gain the space needed to put the products away in an organized fashion. This caused a lot of extra, inefficient handling and an unsafe work environment. The additional space allows the distribution centers to effectively receive the products and put them in their proper place the day the truck arrives.

The company is always looking at its existing network and evaluating what is necessary to support further growth. While there are no plans for new distribution centers in the near future, we will review our distribution network again in 2012.

AMSOIL Magazine: What else is going on with the distribution centers?

Meyer: Early in 2011 AMSOIL brought all of its distribution center managers to Superior for additional training, and it provided a lot of value for them and the management group in Superior. The distribution center managers provided great feedback for improvements that we continue to work on to this day. Their input is quite valuable because of their interaction with Dealers and customers. The managers and their supporting crew overcome obstacles daily, and do a great job providing the service Dealers and customers have come to expect. It is one thing to deal with an issue on the phone, and quite another to deal with it in person. They have all done excellent jobs managing the facilities, correcting problems as they arise, improving processes and improving the overall experience of Dealers and customers along the way.

Because distribution center staff move a lot of material on a daily basis, safety is a top priority. We have made a number of changes, including more frequent training on proper lifting and the addition of drum handlers and conveyors to help handle and process orders effectively. The drum handlers allow an employee to lift a 55-gallon drum to varying heights with the flip of a switch. In the past, drums were often manually shifted from a pallet to a customer's trailer or from one pallet to another for storage purposes. The drum handlers eliminate that manual step and help prevent injuries. The conveyors were implemented to improve ergonomics and reduce the number of times employees bend over during the packing process,

helping prevent injuries and increasing efficiency.

AMSOIL Magazine: You have mentioned efficiency a number of times when talking about the distribution centers.

Meyer: Absolutely, efficiency is very important. A string of changes has been implemented to achieve our desired results. Early in 2011, we set some goals to consistently move products out the door in a very short window. The addition of some new analytic tools improved consistency in processing orders dramatically. Aligning labor with the use of this data leveled out the peaks and valleys and provided the results we needed to achieve our goals. We also worked closely with our carrier partners to nail down a consistent schedule for replenishing products to each distribution center. This allows us to plan better on both ends and manage labor to not only move products between facilities, but get them out the door to Dealers and customers. In 2012 we will further fine-tune areas with the goal of getting products to Dealers and customers as quickly and cost-effectively as possible.

AMSOIL Magazine: With transportation costs on the rise, what is AMSOIL doing to ensure it has the best rates and service possible?



Meyer: AMSOIL has worked diligently in this area, touching every link in the supply chain to ensure products are moving cost-effectively, while continuing to provide the service our Dealers and customers expect. To affect this area, it is important to first understand what the company's transportation partners are dealing with that is causing rates to increase.

Most people believe fuel is the lone driver behind rising freight rates, and if fuel costs go down so will the overall freight costs. However, from a carrier standpoint, although fuel cost has a large impact, it is only one of many factors. Our transportation partners are dealing with a declining driver pool driven by an aging work force and increasingly restrictive hiring practices due to new government regulations. In addition, current drivers are under strict regulations that limit the amount of time they can be on the road. In fact, there is a push to limit this time even further, which will drive operating costs even higher. Top this off with rising equipment costs and insurance premiums, and it leaves our transportation partners no choice but to pass those costs on to customers.

AMSOIL Magazine: What has AMSOIL done to mitigate the passing of these costs on to Dealers and customers?

Meyer: We started with replenishment shipments to the distribution centers and really examined alternative modes of transportation and what could be done with our existing partners. We worked with our carriers to increase the payload they hauled to each distribution center, and this has been a huge success. By selecting specific tractors and lightweight equipment, we were able to increase our payload by 10 percent on most over-the-



road shipments to the distribution centers. Next, we examined where we could effectively make use of intermodal transportation. With intermodal transportation, the shipment is picked up by what looks like a normal truck and trailer, but is then moved to a rail yard where the container is disconnected from the trailer chassis and loaded onto a train flat car. Once it reaches its destination, it is loaded back onto a trailer chassis for final delivery to the distribution center. Although intermodal transportation has been around for a long time, its use has increased dramatically over the past five years as service has improved and shippers like AMSOIL seek more cost-effective transportation. In general, it only adds 1-2 days of transit, lowers carbon emissions by 50 percent and costs less overall. AMSOIL is currently moving products to its Orlando, Portland and Columbus distribution centers using intermodal transportation, helping off-set cost increases in other areas.

The next step was negotiating new contracts with the small parcel companies in the U.S. and Canada to mitigate increases that would negatively affect the existing freight matrix. After some intense negotiations with multiple suppliers, AMSOIL successfully kept its costs in check, allowing the company to keep its U.S. freight rates unchanged for the fourth consecutive year.

In Canada, just as we did in the U.S., we looked at alternative suppliers and graded them on service and cost. It was very important to establish a new freight rate matrix that could be used to price product deliveries at any time. While this has been in place in the U.S. for some time, in Canada we only had an estimated freight matrix, manually adding freight at the time of shipment. This caused issues for Dealers as they simply could not provide an accurate delivery price for a potential customer. Although it took 13 variations and some very hard work by the AMSOIL IT Department to integrate it into the ordering system, AMSOIL now has

a clean and concise freight matrix for all the Canadian provinces (see Centerlines for more information). This change also helped eliminate a lot of manual entries at the Toronto and Edmonton distribution centers, further improving efficiencies and helping speed the ordering process.

The last step was requesting new pricing for Less Than Truckload (LTL) shipments or pallet-quantity orders in the U.S. and Canada. Although this represents a much smaller portion of shipments, it was just as important to negotiate this portion of the pricing matrix. We successfully leveraged our volumes across the U.S. and Canada, but it was more difficult to negotiate and keep costs in check. Many of these types of carriers have gone out of business, and we are now being charged additional fees that were often waived in the past. Although base costs have been held in check, additional fees such as lift gate and residential are being charged. AMSOIL is currently tracking the impact of this and what would have to change to minimize the impact. In the end, AMSOIL had to realign with a number of different LTL carriers delivering the higher-weight shipments to keep the base costs and service in line.

AMSOIL Magazine: You and your department have been very busy this past year. What do you have planned for 2012?

Meyer: We will continue to work on efficiencies and improving service to Dealers and customers. Through the use of some new analytic tools, we will be better-positioned to measure our performance. In addition, we hope to implement some new tools to improve tracking of products through the supply chain.

Last, but not least, our logistics team plans to educate Dealers and customers on a number of different subjects in the form of articles, recorded presentations and AMSOIL University presentations. ■

Ross Martin edged Robbie Malinoski in the AMSOIL DOMINATOR final.

AMSOIL DOMINATOR® Highlights Snocross Opener

Martin and Malinoski Battle in Final

Every Thanksgiving weekend, the snowmobiling world forgoes the smells of turkey dinners and pumpkin pies for an addictive breath of two-cycle oil burning with race fuel. For more than six months, snocross fans pine for that smell and, as the holiday season hits, the AMSOIL Championship Snocross Series (ACSS) gives them what they want.

The AMSOIL Duluth National in Duluth, Minn. brings more than 30,000 race fans to the region for the start of the new season. To make things even more interesting this year, AMSOIL and sanctioning body ISOC teamed up for the inaugural AMSOIL DOMINATOR® race on Friday night.

The AMSOIL DOMINATOR is a one-on-one, bracket-style event that pits the top 16 riders in the world against each other. Winner-take-all. Heavy favorites in the event included Team AMSOIL riders Ross Martin and Robbie Malinoski.

Martin, who was the second seed behind defending class champion Tucker Hibbert, earned his way to the final with three dominating wins. Malinoski was the fourth seed and advanced to the final after defeating Hibbert in the semi-final.

With \$10,000 on the line, the two AMSOIL-sponsored riders faced off for the final two-and-a-half laps of the night. Martin put the hammer down on the start, pulling the holeshot and leading a feverishly-charging

Malinoski through the tricky downhill rhythm section and into the second turn. Although Malinoski saw a chance to take the lead when Martin bobbed a bit down the ensuing straight, he crashed on the start line table-top jump, and Martin took the win.



"This is one of those races where anything could happen," said Martin. "I'm just glad I made it to the line first."

Following the excitement of the AMSOIL DOMINATOR race were two full days of Pro points racing (Pro riders will only run modified sleds this season. Last season's Semi-Pro field, now called Pro Lite, will run the stock class). Malinoski and Martin squared off for the second straight night, with Malinoski holding on tight to overpower the field for a flag-to-flag win. Martin was the only rider to challenge Malinoski during the 20-lap final, pushing the pace for both riders and earning a second-place finish.

"It's been a long time coming," said Malinoski. "But we came into Duluth prepared

to get the job done. We had no excuses and I'm so happy to get back on top of the box."

Martin continued his assault on the Pro field on Sunday, but Malinoski found bad luck waiting for him in his second heat.

After winning his first round race, he was wrapped up in a cluster of sleds in his second qualifier. After some bumping on the steep downhill, he was ejected from his ride. While scrambling to his feet, another sled landed on the back end of his unmanned Ski-Doo, knocking him out of the race.

Martin, meanwhile, jumped out front in the final and never looked back. The 2009-10 season champion grabbed the holeshot and went uncontested for his first Pro win of the season. ■



Malinoski and Martin finished first and second respectively at the opening round of the AMSOIL Championship Snocross Series.



Supercross Season Begins in Anaheim

AMSOIL ENTERS SECOND YEAR AS OFFICIAL OIL OF MONSTER ENERGY SUPERCROSS CIRCUIT

With bar-to-bar racing and tight finishes at almost every event, the 2011 Monster Energy Supercross series was dubbed by many experts as the greatest season in the history of the sport.

AMSOIL was along for the ride as the series garnered its largest on-site attendance and television ratings in history. In 2012, AMSOIL continues its partnerships with both Monster Energy Supercross and AMA Arenacross as the circuits' Exclusive Official Oil. The company will continue its strong on-site display for the 300,000 fans that will attend the 15 pre-race pit parties, and AMSOIL will also have access to the 775,000 fans attending the races and the more than 10 million television viewers.

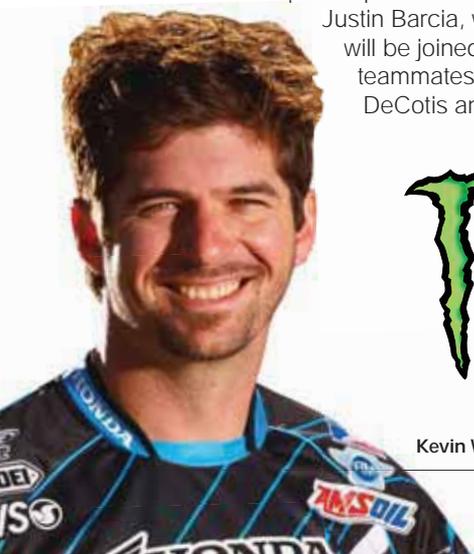
On the track, Team AMSOIL will be looking to add to its trophy cases. Returning to defend his 2011 East Coast Lites championship is 250cc rider

Justin Barcia, who will be joined by teammates Jimmy DeCotis and

rookie Justin Bogle at the East Coast events. In the West, Eli Tomac will look for redemption after finishing the 2011 season just six points shy of his first pro title. He will be joined by teammate Wil Hahn. Hahn, who was a preseason favorite heading into 2011, is returning to supercross action after a serious crash during the first practice session at Anaheim last year.

Also returning to the GEICO/AMSOIL/Honda team is the sport's biggest star, Kevin Windham. Windham, who won the 2011 Fan Favorite award, enters his 19th season as a professional motocross racer.

Windham will have the opportunity to race close to his hometown of Centerville, Miss. in 2012. The newest stop on the Monster Energy Supercross circuit is the Superdome in New Orleans April 14. The 2012 season starts January 7 in Anaheim, Calif. Catch all the action live on SPEED. ■



Kevin Windham



ON THE

BOX

WITH JEREMY MEYER

Everybody wants to know where AMSOIL is headed next in the world of sponsorships. It seems everyone would like to see the company get involved in one form of racing or another.

There's never a clear answer to what lies ahead. AMSOIL receives hundreds of sponsorship requests every month, so having options on finding the next big thing is not a problem.

In the past decade, AMSOIL has added numerous corporate-level sponsorships. In 2011, the company continued that pattern with the inclusion of Monster Energy Supercross, Erik Buell Racing, The Next Bite and the AMSOIL Offshore Powerboat Series.

Maybe what lies ahead for 2012 is a focus on what we are currently doing; maybe AMSOIL dedicates its efforts to building on the foundation that has been set over the past few years. Maybe, but we'll always continue to ask ourselves what's next.

AGGRAND, MANN-FILTER®, Donaldson® and Mothers® Price Adjustment Effective February 1

Due to fluctuations in raw material costs, AGGRAND products are subject to a price adjustment effective February 1. Cost increases from aftermarket partners MANN-FILTER®, Donaldson® and Mothers® are effective February 1.

New Chicago Distribution Center to Open January 23

The opening of the new Chicago Distribution Center at 485 Thomas Drive, Bensenville, IL 60106 has been moved to January 23. The current distribution center will close at 10 a.m. on Friday, January 20, and the new facility will open the morning of Monday, January 23. Stay tuned to the Preferred Customer Zone for any additional updates.



DOMINATOR® Octane Boost New Packaging

AMSOIL Octane Boost (AOB) has been added to the DOMINATOR® family, and now features updated packaging. The formulation, product code and pricing remain unchanged.

DOMINATOR Octane Boost improves the performance of all two- and four-cycle gasoline-fueled engines by maximizing power, reducing engine knock, improving ignition and engine response, helping fuel burn cleaner and removing carbon deposits. It is also excellent as a lead substitute in collector automobiles, older off-road equipment, 4x4 off-road vehicles and gasoline racing vehicles.

EAO99 Oil Filter

The EAO99 Oil Filter has undergone a price adjustment and now comes in a case of six filters, rather than 12. Updated pricing is as follows:

Stock #	Units	Pkg./ Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
EAO99	EA	1 filter	15.90	24.45	32.15	26.15	34.40
EAO99	CA	6 filters	95.41	136.44	179.20	145.80	191.50

New Canadian Freight and Handling Rates Effective January 2, 2012 Increase Convenience

AMSOIL is implementing new Canadian freight and handling rates effective January 2, 2012. While rates have increased slightly for some provinces, they have decreased for others and, overall, enhance convenience for Dealers, Preferred Customers and accounts. The previous rates depict estimated freight and handling costs only, meaning the actual cost is unknown until orders are shipped. This prevents Dealers from giving accurate quotes and sometimes causes price discrepancies for accounts and customers. The new rates depict actual freight and handling costs, allowing Dealers and customers to know the exact freight and handling charge prior to placing the order. Shipments to a small minority of outlying areas remain subject to additional interline fees.

DEALERSHIP OPPORTUNITIES AVAILABLE

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

CANADIAN FREIGHT AND HANDLING RATES

Location	1-20 lbs.	21-40 lbs.	41-60 lbs.	61-80 lbs.	81-100 lbs.	101-249 lbs.	250-499 lbs.	500-999 lbs.	1000+ lbs.
Toronto*	\$6.65	\$8.08	\$9.50	\$10.45	\$12.35	\$0.12	\$0.16	\$0.12	\$0.05
ON (Non-Toronto)	\$11.40	\$15.20	\$18.05	\$21.85	\$25.65	\$0.26	\$0.16	\$0.12	\$0.05
QC	\$10.45	\$15.20	\$18.05	\$21.85	\$25.65	\$0.26	\$0.17	\$0.17	\$0.09
NB	\$10.45	\$15.20	\$18.05	\$21.85	\$25.65	\$0.26	\$0.22	\$0.15	\$0.11
PE	\$10.45	\$15.20	\$18.05	\$21.85	\$25.65	\$0.26	\$0.24	\$0.20	\$0.16
NF	\$10.45	\$15.20	\$18.05	\$21.85	\$25.65	\$0.26	\$0.24	\$0.20	\$0.14
AB	\$8.55	\$11.40	\$15.20	\$19.00	\$22.80	\$0.22	\$0.20	\$0.17	\$0.13
SK	\$9.50	\$14.25	\$19.95	\$24.70	\$31.35	\$0.29	\$0.20	\$0.15	\$0.11
MB	\$11.40	\$18.05	\$20.90	\$25.65	\$32.30	\$0.30	\$0.26	\$0.22	\$0.14
NS	\$11.40	\$15.20	\$18.05	\$20.90	\$23.75	\$0.24	\$0.19	\$0.17	\$0.14
BC	\$10.45	\$16.15	\$19.95	\$24.70	\$28.50	\$0.28	\$0.18	\$0.16	\$0.13
NT	\$17.10	\$19.95	\$21.85	\$24.70	\$27.55	\$0.28	\$0.26	\$0.22	\$0.14
YT	\$17.10	\$19.95	\$21.85	\$24.70	\$27.55	\$0.28	\$0.35	\$0.33	\$0.28
NU	\$17.10	\$19.95	\$21.85	\$24.70	\$27.55	\$0.28	CALL FOR QUOTE		

*Greater Toronto Area

HOW HIGH YOU FLY IS UP TO YOU.



Owning your own AMSOIL business offers a whole range of income opportunities. The path you take toward success is really up to you. We provide the foundation stones and you build from there.

- Retail Sales
- Catalog Sales
- Internet Sales
- Commercial Account Sales
- Retail-On-The-Shelf Sales
- Sponsoring New Dealers and Preferred Customers

It's a full spectrum of options allowing Dealers to craft a marketing plan most suited to their strengths and interests. Many Dealers focus on trade shows, others on powersports and racing events, and still others on market segments in which they have experience, from farming to marine to landscaping.

Whatever path you choose, AMSOIL strives to provide tools suitable to assist you in achieving your goals and dreams. Take a few minutes to review the Income Opportunities for AMSOIL Dealers (G85).



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www.amsoil.com | January 2012



Cabin Air Filters Need Changing, Too

Marketed on European vehicles since the mid-1980's, cabin air filters began to appear on stateside cars and trucks around 1995.

AMSOIL now carries high-efficiency cabin air filters from MANN-FILTER to supplement the WIX line of cabin air filters. Visit amsoil.com for part numbers and installation instructions for passenger cars, light trucks, heavy trucks, buses and off-highway vehicles.

