

# AMSOIL®

► PREFERRED CUSTOMER EDITION

MAGAZINE

NOVEMBER 2012

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## KEEP ON TRUCKIN' WITH AMSOIL.

Diesel fuel quality varies. Bad fuel fouls injectors, accelerates injector pump wear, makes for rough running, impedes starting and causes cold-temperature stalling. You can't be certain of the quality you're getting at the pump. With AMSOIL diesel fuel additives, however, you can be certain that the fuel in your tank is the best it can be.

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## THE COVER

European Car Formula Low-, Mid- and Full-SAPS formulations provide complete market coverage.

# From the President's Desk

Prior to the development of our XL line of motor oils in 1997 there was considerable in-house discussion and debate. Introducing a family of motor oils with a 7,500-mile oil drain recommendation deviated significantly from our long-standing 25,000-mile oil drain position. Our primary concern centered on the perception among our Dealers. Would this move be viewed as a downgrade in quality and would it signify an entirely new approach by AMSOIL in formulating motor oils? The answer, of course, was no. Although our XL oils were not formulated with the same uncompromised extended-drain capabilities of our 25,000-mile oils, they were still formidable oils and offered performance well beyond the performance offered by conventional oils.

As it turned out, our Dealers embraced our XL oils. They recognized them for what they were. That is, an opportunity to increase sales. The XL oils penetrated markets that our 25,000-mile oils could not penetrate. They opened doors in the installer market, and they appealed to people who were not yet ready to invest in our top-tier oils.

The introduction of our OE oils followed that same philosophy. Give consumers what they want, and give our Dealers more sales opportunities. Enable AMSOIL Dealers to make more money. That's what it's all about. Both our XL and OE lines help fight the battles that our Dealers have fought for years. With these oils there is no more push-back on API certification, extended drain intervals or upfront cost. Consumers gain satisfaction from using the AMSOIL brand, and Dealers gain satisfaction from larger commission checks.

The European Car Formula oils featured in this issue extend the sales opportunities even further. These oils address the complicated requirements established by the

European Automobile Manufacturers' Association. The demands of virtually every European application are satisfied. These products are ideal for the installer market. They are clearly labeled with the appropriate specifications and remove all guesswork in the recommendation process. Installers can be confident they are providing their customers with the correct products.

And while the goal is to create as many opportunities for sales as possible, don't be mistaken. Our sights are always fixed firmly on quality. AMSOIL has established itself as the leader in synthetic lubrication, and that will always set us apart. Those closest to the industry can attest to that. Every supplier that works with AMSOIL knows firsthand that AMSOIL will never compromise on performance. We don't settle for the run-of-the-mill chemistries that fill the marketplace. AMSOIL means quality.

Opportunity doesn't stop with products. As you will read in this issue, we back up our products with technical support. We make every attempt to arm our Dealers with tools that validate our product performance. The extensive testing we conducted on AMSOIL INTERCEPTOR® 2-Stroke Oil is documented in our technical paper, *A Study of INTERCEPTOR Synthetic 2-Stroke Oil for Ski-Doo® Rotax® E-TEC® Engines*. This piece is the most comprehensive study I have seen on two-stroke oil. I can't envision the snowmobile owner who won't consider using AMSOIL INTERCEPTOR after reading this detailed document.

Extensive testing was also documented in the diesel market, where fuel economy is critical. On the heels of a study

released recently which demonstrated that AMSOIL lubes provided a 6.54 percent increase in fuel economy in on-highway service (*Diesel Fleet Fuel Economy Study*), we have now released a study revealing that our products provided a 3.15 percent fuel economy increase in stop-and-go city driving. That represents significant savings. You can see the details on page 10 of this issue.

These studies, along with all of the others we have done, deliver conclusive proof that AMSOIL lubricants provide real, meaningful value to consumers. At AMSOIL, we don't just talk the talk. We remain committed to arming Dealers with both outstanding products and concrete proof of performance. No company does it better.



**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

# YOUR ANSWER TO MISLEADING OEM PRACTICES

Original equipment manufacturers (OEMs) often suggest in owner's manuals, advertisements or through dealership personnel that motorists and enthusiasts must use the OEM-branded oil to comply with the new vehicle or equipment warranty. Some OEMs include warnings of catastrophic engine failure should a non-OEM oil be used. These tactics are especially pervasive in the powersports market and are calculated to create uncertainty and fear in the consuming public to the point that many consumers feel they are at risk when using anything but OEM-branded lubricants. Generally, the public is unaware that it is illegal for a vehicle manufacturer to tie the warranty of its product to the use of the manufacturer's own lubricant.

Federal law seeks to ensure competition within the marketplace, and that specifically includes guaranteeing continuing warranty coverage outside the use of OEM-branded lubricants. In short, you have the right to use the oil of your choice.

**If the lubricant did not cause the problem, the OEM warranty cannot be voided, period.**

The Warranty Secure symbol is designed to reassure consumers that simply using AMSOIL synthetic lubricants in place of OEM-branded lubricants, or practicing extended drain intervals when using AMSOIL

**WARRANTY  
SECURE**™

lubricants, does not void new vehicle or equipment manufacturer warranties.

For the straight story on AMSOIL warranties, contact AMSOIL Technical Services or visit [www.amsoil.com/warranty](http://www.amsoil.com/warranty).



**AMSOIL**®

*The First in Synthetics*®

# NEW 5W-40 FULL-SAPS SYNTHETIC MOTOR OIL COMPLETES EUROPEAN CAR FORMULA LINEUP

## AMSOIL Now Offers Low-, Mid- and Full-SAPS European Motor Oils

### SAPS Content

Sulfated ash, phosphorus and sulfur (SAPS) comprise a significant portion of a motor oil's additive content. Sulfated ash works to improve antioxidancy, anti-wear properties, total base number (TBN), corrosion resistance, engine cleanliness and soot-handling ability; phosphorus provides further antioxidancy and sulfur contributes antioxidancy, anti-wear properties and engine cleanliness.

Prior to 2010, there were no lower limits on an oil's SAPS content. A low-SAPS oil could be used in a mid-SAPS application, while a mid-SAPS oil could claim full-SAPS specs (but not the other way around). However, because the vehicle emissions systems and exhaust treatment devices of some European vehicles are sensitive to the SAPS content of oil, the European Automobile Manufacturers' Association (ACEA) and original equipment manufacturers (OEMs) have realized the importance of using motor oil formulated with a precise SAPS level, and lower limits were established in 2010. In addition to the specifications established by the ACEA, most European OEMs have also developed their own specifications. To ensure proper engine protection and optimal emissions system performance and life, it is important to use an oil that meets the recommended specification listed in the vehicle's owner's manual.

### AMSOIL European Car Formula Lineup

With AMSOIL European Car Formula 5W-40 Synthetic Motor Oil (AFL) meeting mid-SAPS requirements and European Car Formula 5W-30 Synthetic Motor Oil (AEL) meeting low-SAPS requirements, new European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil (EFM) completes the European Car Formula lineup (5W-40 continues to be the most commonly recommended viscosity for European vehicles). Its robust full-SAPS formulation provides excellent protection and performance in a wide range of vehicles.

All three European Car Formula bottles now feature an updated and consistent look, with the SAPS level clearly shown on the labels to help customers select the proper oil for their vehicles. Pricing for European Car Formula 5W-30 Low-SAPS and 5W-40 Mid-SAPS Synthetic Motor Oil remains unchanged. Because European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil costs less to formulate, its price is lower.

AMSOIL European Car Formula Synthetic Motor Oil is specially formulated to provide outstanding protection and performance for European gasoline and diesel cars and light trucks. Blended with advanced AMSOIL synthetic base stocks, premium additives and broad viscosity ratings, European Car Formula allows motorists to take advantage of the maximum extended drain intervals recommended by European automakers.



### AMSOIL European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
EFMQT	EA	1 Quart	2.1	5.70	7.40	6.15	7.95
EFMQT	CA	12 Quarts	25.2	64.80	87.50	70.20	94.20
EFM5L	EA	(1) 5 Liter	11.1	30.00	38.80	32.25	41.75
EFM5L	CA	(2) 5 Liters	22.2	57.05	77.05	61.40	82.90

- Outstanding All-Season Performance
- Engineered for Maximum Fuel Economy
  - Enhanced Turbocharger Protection
- Low-, Mid- and Full-SAPS Formulations

#### LOW-SAPS

**AMSOIL European Car Formula 5W-30 Low-SAPS Synthetic Motor Oil (AEL)** is recommended for European gasoline or diesel vehicles requiring any of the following performance specifications:

- BMW LL-04 • Mercedes-Benz 229.51
- Porsche C30 • VW 504.00/507.00

#### MID-SAPS

**AMSOIL European Car Formula 5W-40 Mid-SAPS Synthetic Motor Oil (AFL)** is recommended for European gasoline or diesel vehicles requiring any of the following performance specifications:

- ACEA C3 • API SN/SM... • BMW LL-04
- GM dexos2™ • Mercedes-Benz 229.51/229.31
- Porsche A40 • VW 502.00/505.01

#### FULL-SAPS

**AMSOIL European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil (EFM)** is recommended for European gasoline or diesel vehicles requiring any of the following performance specifications:

- ACEA A3/B3, A3/B4 • API SN/SM...
- BMW LL-01 • Mercedes-Benz 229.3/229.5
- Porsche A40 • Renault 0710/0700
- VW 502.00/505.00



# AMSOIL ADDS AN SAE 60 TO THE DOMINATOR® SYNTHETIC RACING OIL FAMILY

AMSOIL DOMINATOR SAE 60 Synthetic Racing Oil (RD60) is engineered with advanced synthetic technology to better withstand the elevated rpm, high temperatures and shock-loading common to racing and high-performance applications. Its robust formulation is designed to provide maximum horsepower without sacrificing engine protection. With this addition to the DOMINATOR line, SAE 60 Super Heavy Weight Synthetic Racing Oil (AHR) is discontinued and available while supplies last.

## Anti-Wear Formulation

Racing and high-performance engines are typically modified to deliver maximum horsepower and speed. Their powerful designs create shearing forces that can cause lesser oils to lose viscosity, leaving bearings, pistons and other components vulnerable to wear and failure. DOMINATOR SAE 60 Synthetic Racing Oil's durable formulation resists viscosity loss due to mechanical shear to maintain a strong protective oil film. It is heavily fortified with zinc and phosphorus anti-wear additives to provide additional protection against scuffing and wear in severe racing conditions.

## Maximum Horsepower

The excessive friction and heat of racing robs engines of power and longevity. DOMINATOR is formulated with a proprietary friction modifier for maximum horsepower and cooler engine temperatures, promoting improved lap times and longer-lasting components.

## Protection from Startup to the Checkered Flag

DOMINATOR provides maximum protection in temperature extremes. Its low pour point offers excellent cold-start protection and provides less drag when the oil has not reached stable operating temperatures. At elevated operating temperatures, it maintains superior film strength. DOMINATOR Racing

Oil's thermally stable synthetic chemistry resists the effects of intense heat common to racing engines to provide reliable protection for the duration of the race.

## Commercially Available

Many oil companies produce specialty racing oils for elite groups and do not offer them to the general public. Several popular oil manufacturers, for example, produce racing oils offered only to NASCAR racers. All AMSOIL synthetic motor oils are already formulated to a higher level of performance than competitors' oils, and AMSOIL DOMINATOR Synthetic Racing Oil is no exception. It provides maximum performance and superior protection to all racers, regardless of their level of competition. The same AMSOIL DOMINATOR Synthetic Racing Oil that is used in the engines of AMSOIL corporately sponsored racers, including Scott Douglas, Bob Teague and Erik Buell Racing, are available to everyone.

## Applications

DOMINATOR Synthetic Racing Oil is excellent for use in racing and high-performance engines. Check the owner's manual or engine builder's recommendations for the correct viscosity.



## DOMINATOR SAE 60 Synthetic Racing Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
RD60QT	EA	(1) Quart	2.1	9.95	12.90	10.70	13.80
RD60QT	CA	(12) Quarts	25.2	113.40	153.10	121.80	164.40



**Matt Erickson** | TECHNICAL PRODUCT MANAGER – PASSENGER CAR

## SAPS levels are an important differentiator in European specifications.

AMSOIL makes it easy by clearly defining SAPS levels in its European Car Formula line.

The March 2011 Tech Talk column described how automotive industry trends and governmental regulations to reduce exhaust emissions are forcing sulfated ash, phosphorus and sulfur (SAPS) levels in engine oil downward. SAPS are common oil additives that provide desirable performance properties, including detergency and protection against wear and oxidation. But they can also reduce the performance or longevity of exhaust treatment devices such as diesel particulate filters (DPFs) and the three-way catalysts used in the catalytic converters of newer gasoline-powered vehicles. High levels of sulfated ash can clog DPFs and reduce fuel economy and engine performance, while phosphorus and sulfur can deactivate catalyst sites, decreasing the effectiveness of catalytic converters and allowing unwanted emissions into the atmosphere.

Reducing emissions in today's smaller, high-horsepower gasoline- and diesel-powered engines, while still protecting their vital operating components, is a continuing challenge for OEMs and lubricant manufacturers. This is particularly true because there is no one-size-fits-all motor oil when it comes to SAPS levels. The European Automobile Manufacturers' Association (ACEA) establishes lubricant standards for Europe, similar to the American Petroleum Institute (API) here in the States. Previously it was possible for the same motor oils to be used in applications calling for different

SAPS levels because there was no lower limit. Until recently, a low-SAPS oil could be used in a mid-SAPS application, and a mid-SAPS oil could be used in a full-SAPS application. Current ACEA specifications create three clearly defined categories for SAPS levels and eliminate backward compatibility. This required a third AMSOIL European motor oil formulation to cover all three SAPS levels outlined by ACEA and vehicle manufacturers.

The best SAPS level for a vehicle depends on several factors. Gasoline and diesel engines with emissions systems that are sensitive to the SAPS content of oil require lower SAPS formulations to properly function for a long period of time. These oils are engineered to the exacting engine oil specifications of ACEA and European OEMs to ensure they are compatible with current emissions systems while still providing engine protection. This is very difficult to accomplish because although lower SAPS levels provide the best emissions systems protection, it costs much more to achieve equal engine protection with low SAPS content. Lower SAPS oils rely on different properties to provide proper engine protection, while still promoting long emissions system life. As a result, as SAPS levels go down, finished-product pricing goes up.

Not all engines are best served by low- or mid-SAPS oils. Older vehicle designs rely on oils with full SAPS content to protect components properly and usually do not have

advanced emissions systems that are sensitive to the extra additives. Additionally, fuel quality has a major influence on the recommended SAPS level. Fuel quality varies regionally and is often related to the ethanol or sulfur content in gasoline or diesel. Many new vehicles also require full-SAPS engine oils because they are better suited to address those issues.

Because of these changes in specifications, AMSOIL revamped its European Car Formula lineup. The two existing products, European Car Formula 5W-30 Low-SAPS Synthetic Motor Oil (AEL) and European Car Formula 5W-40 Mid-SAPS Synthetic Motor Oil (AFL), now have updated labels with clearly defined SAPS levels and some specification realignment per the new European specs; however, the formulations remain unchanged. The new European Car Formula 5W-40 Full-SAPS Synthetic Motor Oil (EFM) is also a 5W-40 because that viscosity category continues to be the most recommended by European OEMs.

SAPS levels are not an indicator of quality. All three European Car Formula Synthetic Motor Oil formulations are premium and deliver premium-grade performance in their respective applications. So, how do you know which one to use? As always, select the oil that lists the specification recommended by the vehicle manufacturer and be confident that the vehicle's engine and emissions system are protected. ■

# ON THE HIGHWAY OR IN THE CITY, AMSOIL SYNTHETIC LUBRICANTS INCREASE FUEL ECONOMY IN DIESEL TRUCKING APPLICATIONS

Last December, AMSOIL published the Diesel Fleet Fuel Economy Study (G2904), which demonstrated that AMSOIL synthetic drivetrain lubricants increase on-highway fuel economy in short- and medium-haul diesel trucking applications 6.54 percent compared to conventional lubricants. The study attracted a great deal of attention and provided Dealers a persuasive sales tool for fleets accumulating predominantly highway miles.



To further strengthen its position in the diesel market and reach the thousands of businesses and municipalities with trucks used in stop-and-go city traffic, AMSOIL conducted additional fuel economy testing.

The Diesel Fleet Fuel Economy Study in Stop-and-Go City Driving Conditions (G3086) demonstrates that test vehicles using AMSOIL synthetic drivetrain lubricants in place of conventional lubricants increased fuel economy 3.15 percent in city driving conditions. The two studies form a convincing case for the all-around fuel economy benefits provided by AMSOIL synthetic lubricants. Virtually every diesel fleet in North America, whether accumulating predominantly highway miles, city miles or both, can realize significant cost savings by switching from conventional drivetrain lubricants to AMSOIL synthetic lubricants.

## Testing Conducted by Auburn University

In conducting the city driving study, personnel from Auburn University's Program for Advanced Vehicle Evaluation (PAVE) compared fuel consumption in two nearly identical Freightliner® Columbia diesel trucks in accordance with the SAE J1376 Fuel Economy Measurement Test (Engineering Type) for Buses and Trucks. Testing was designed to closely replicate real-world driving on city streets. The SAE J1376 test's primary goal is to eliminate all operating and environmental variables

that may influence fuel economy. One truck, designated the control vehicle, operated using Chevron® conventional lubricants throughout the procedure. The other truck, designated the test vehicle, was compared using AMSOIL synthetic lubricants.

The first test segment was conducted with AMSOIL Premium 5W-40 Synthetic Diesel Oil (DEO) in the test vehicle's engine, while the control vehicle used conventional oil in its engine. For the second test segment, the test vehicle also operated with AMSOIL Long-Life Synthetic Transmission Oil (FTF) and Long Life Synthetic Gear Lube (FGR) in the transmission and differentials, in addition to Premium 5W-40 Synthetic Diesel Oil in its engine.

## Designed to Replicate Real-World City Conditions

Testing was conducted on Auburn University's National Center for Asphalt Technology (NCAT) Pavement Test Track located in Opelika, Ala. It is a 1.7-mile closed-loop track used to simulate local driving cycles on city streets. Each individual run totaled three miles at a maximum speed of 35 mph with approximately two stops per mile, which closely replicates the conditions of delivery vehicles, road maintenance equipment and other vehicles commonly used for city driving.

The test and control vehicles each pulled identical 48-foot trailers loaded with concrete weights to produce a gross

combined weight of 76,000 pounds. The same batch of off-road ultra-low-sulfur #2 diesel fuel was used throughout, while fuel consumption was recorded to the nearest 0.1 gallon by removing and weighing each truck's 18-gallon portable fuel tank.

## Final Results

The final results reveal that switching from conventional engine oil to AMSOIL Premium 5W-40 Synthetic Diesel Oil resulted in a fuel economy improvement of 2.38 percent. In addition to the engine, switching the transmission and front and rear differentials to AMSOIL Long-Life Synthetic Transmission Oil and Long Life Synthetic Gear Lube provided an even greater fuel economy increase of 3.15 percent.

## Who Benefits?

The fuel economy benefits demonstrated in this study can provide significant cost savings for a variety of businesses and municipalities that use diesel applications in city driving conditions, including the following:

- Beverage distributors
- Utility companies
- Fuel oil & natural gas providers
- Road maintenance fleets
- Delivery services
- Refuse hauling companies



Stock #	Qty.	U.S.	Can.
G2904	1	1.05	1.15

Stock #	Qty.	U.S.	Can.
G3086	1	1.05	1.15



The Diesel Fleet Fuel Economy Handout (G2907) has been revised to cover the highlights of both studies.

Stock #	Qty.	U.S.	Can.
G2907	25	4.10	4.40

### THE SWITCH TO SYNTHETIC

The greatest increase in city fuel economy occurs when changing a truck's engine, transmission and differentials to AMSOIL synthetic lubricants. But even just switching from conventional engine oil to AMSOIL 5W-40 Premium Synthetic Diesel Oil results in a **2.38% increase in fuel economy.**

**JUST OIL**  
**2.38%**  
 Increase in Fuel Economy



PHOTO  
TOM KINGSTON

## All-Around Champion

**Team AMSOIL off-road racer Brad Lovell wins first TORC title, Ultra 4 championship**

Twenty-five years ago, Brad Lovell was just a passenger, bouncing around in the back seat of his father's Ford Bronco as the family trekked across the backwoods of Colorado. Those family camping trips turned into a lifelong passion for Lovell, as he has spent more than a decade tackling the toughest off-road trails in the country.

These days, Lovell is no longer merely along for the ride. After winning six straight season championships in the world of rock crawling, he has become one of the most accomplished off-road racers in the world, winning in the desert, over rocks, up hillclimbs and, now, in short-course racing.

As September came to a close, so did the 2012 Traxxas TORC Series presented by AMSOIL season. It marked the third year that Lovell lined-up in the ultra-competitive Pro Light class. From a humble start in 2010, to what would be a career-defining weekend, Lovell culminated a season of consistency and spectacular driving to earn his first TORC championship over defending champion Andrew Caddell.

"We did an amazing thing," said Lovell, adding that a team with "a bunch of rock donkeys, a drag racer and a stock broker won it! In all honesty, the effort to pull this off is nearly unfathomable. My family, the team,

our sponsors, volunteers and everyone who helped us at the track - they are the ones who won this and should be proud. A big thanks goes out to AMSOIL, who took a huge gamble on us and we pulled it off."

The team's first TORC Pro Light championship culminated an outstanding year for Lovell, who headed to the TORC finale in California fresh off the heels of winning the Ultra 4 Pro Championship with his brother, Roger, only a week earlier in Salt Lake City. Extremely versatile, Lovell relied on his years of experience to handle the Utah course that provided a combination of rock racing and short course action, placing fourth in the main and locking up the title.

"A few years ago, we knew that Brad could drive the wheels off anything he was strapped into," said AMSOIL Race Program Manager Jeremy Meyer. "He has so much respect from the other teams in TORC, and he also has the drive to be the best driver on the track. His is the perfect tale of how hard work and dedication to one's craft can lead to great things."

The 2012 TORC Series airs its racing-reality show, The Off-Road Championship, on SPEED TV every Sunday afternoon. For a complete schedule, visit [www.amsoilracing.com](http://www.amsoilracing.com).

ON THE  
**BOX**



WITH JEREMY MEYER

The AMSOIL Racing Department unveiled some big news in October by announcing the title sponsorship of AMA Arenacross. What might go unnoticed in the announcement is that AMSOIL also receives naming rights to the Amateur National Arenacross Championship (ANAC).

Together, that's one amazing advertising package put together by our partners at Feld Motor Sports®. The great thing about title sponsoring both AMSOIL Arenacross and ANAC is that many great riders will go through the racing ranks under an AMSOIL banner.

Amateur racers will get their starts competing at both Loretta Lynn's and ANAC, move into the tight quarters of AMSOIL Arenacross and, with hard work and a fast bike, be featured players in Monster Energy Supercross, where AMSOIL is the Exclusive Official Oil.

The evolution of Supercross starts early, and AMSOIL will be there to support tomorrow's stars today. That should not go unnoticed.

## Snocross Gets New TV Home

New season begins with news of enhanced television deal

The 2012 AMSOIL Championship Snocross season is right around the corner as preparation for the AMSOIL Duluth National is in high gear. As the new season closes in, the sport's sanctioning body, The International Series of Champions (ISOC), announced that CBS Sports Network is the new broadcast partner for the 2012-2013 season.

The broadcasts will feature a behind-the-scenes look at the best snowmobile racers in the world, as well as bar-to-bar racing action from each of the 16 race weekends.

Team AMSOIL stars Robbie Malinoski, Ross Martin and Darrin Mees all finished last season in the top four. Malinoski

**CBS SPORTS**  
**NETWORK**

and Mees will have company in their Scheuring Speed Sports trailer this season as the top team in snocross added defending champion Tim Tremblay to the roster.

The AMSOIL Duluth National starts the Friday after Thanksgiving Day. Catch all the action at [www.amsoilracing.com](http://www.amsoilracing.com).

## AMSOIL Becomes Title Sponsor of Arenacross

AMSOIL has signed a three-year deal to become the name-in-title sponsor of the newly named AMSOIL Arenacross series. Arenacross is the world's premier form of enclosed off-road motorcycle racing, providing captivating competition on one-of-a-kind, man-made dirt layouts filled with jumps, turns and other challenging obstacles.

AMSOIL became the Official Oil of Arenacross prior to the 2011 season, receiving unprecedented exposure in a new demographic and further strengthening its strong ties to motorcycle racing. AMSOIL is also an official sponsor of Monster Energy AMA Supercross, the Monster Energy Cup and the GEICO/AMSOIL/Honda Supercross/motocross team that features star racers Kevin

Windham, Justin Barcia and Eli Tomac.

"Being part of Arenacross for the past couple of seasons has really opened our eyes to the excitement the sport has to offer," said AMSOIL Race Program Manager Jeremy Meyer. "From the time these kids begin their amateur careers until they move up to Arenacross and into Supercross, AMSOIL has a great opportunity to work with them every step of the way. We can't wait for the start of 2013 AMSOIL Arenacross in January."

The company's presence at the races will be stronger than ever, with increased track signage – highlighted by the new AMSOIL Arenacross logo – as well as full integration into the championship. The AMSOIL logo will be fully visible by both race attendees and viewers who tune in to the SPEED broadcasts.

AMSOIL will have strong representation at all rounds of the 2013 season, showcasing its premium products to both fans and racers.

"We are excited to have AMSOIL on-board as our name-in-title sponsor," said Feld Motor Sports® Vice President of Two Wheel Operations Todd Jendro. "Since AMSOIL became the Official Oil of Arenacross back in 2011, they have provided tremendous support for this captivating sport. With their commitment to sponsor the championship for the next three years and more than 40 years of heritage in motorsports, there is no doubt AMSOIL will help Arenacross continue to surge in prominence."

**AMSOIL**  
**ARENACROSS**

### 2013 ARENACROSS SCHEDULE

JANUARY 4-6 – DCU Center – Worcester, Mass.  
JANUARY 11-13 – First Mariner Arena – Baltimore, Md.  
JANUARY 18-20 – VanAndel Arena – Grand Rapids, Mich.  
JANUARY 26-27 – BOK Center – Tulsa, Okla.  
FEBRUARY 1-3 – Cedar Park Center – Cedar Park, Texas  
FEBRUARY 8-10 – Mohegan Sun Arena – Wilkes-Barre, Pa.  
FEBRUARY 16-17 – Verizon Arena – Little Rock, Ark.  
FEBRUARY 23-24 – INTRUST Bank Arena – Wichita, Kan.  
MARCH 2-3 – Sprint Center – Kansas City, Mo.  
MARCH 15-17 – Denver Coliseum – Denver, Colo.  
MAY 5 – Sam Boyd/South Point Arena – Las Vegas, Nev.

See [www.amsoilracing.com](http://www.amsoilracing.com) for a television schedule.



TYLER BOWERS  
2012 AX CHAMPION

**AMSOIL**  
MAGAZINE



## 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](http://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.

### Holiday Closings

The Edmonton Distribution Center will be closed Monday, November 12 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Thursday, November 22 for Thanksgiving Day.

### Preferred Customer Wholesale Purchasing

Retail locations carrying AMSOIL products cannot provide them at wholesale to AMSOIL Preferred Customers. Preferred Customers can purchase AMSOIL products at wholesale prices from either their servicing Dealers or directly from AMSOIL INC. To order, call 1-800-777-7094 or log in to the Account Zone at [www.amsoil.com](http://www.amsoil.com).

### Diesel Recovery Gallons Available at Reduced Pricing

Limited supplies of Diesel Recovery (DRC) one-gallon bottles are available at reduced pricing. AMSOIL will not accept returns on this sale-priced, discontinued package size. Diesel Recovery is still available in 30-ounce bottles.

Diesel Recovery quickly and effectively dissolves the wax crystals that form when diesel fuel surpasses its cloud point. It liquefies gelled diesel fuel, thaws frozen fuel filters and reduces the need for a new filter, saving money and allowing the operator to continue driving with minimal downtime. Diesel Recovery performs well in all diesel fuels, including ULSD, off-road and bio-diesel and is alcohol-free and non-corrosive.

#### Diesel Recovery

Stock #	Units	Pkg./Size	Wt. Lbs.	Comm. Credits	Reduced U.S. Wholesale	U.S. Sugg. Retail	Acct. Cash Comm.	Acct. Comm. Credits
DRC1G	EA	1 gallon	8.3	8.13	25.90	33.40	1.84	5.42
DRC1G	CA	4 gallons	33.2	32.54	98.60	133.15	7.34	21.69

### Cold-Temperature Storage Recommendations

Because cold-temperature storage can be detrimental to the performance of some AMSOIL products, AMSOIL offers the following storage recommendations:

**Lubricants:** Store at temperatures at least 10°F above the lubricant's pour point.

**Greases:** Store in a dry environment at temperatures at least 10°F above the grease's lowest operating temperature.

**Gasoline Additives, Engine and Transmission Flush:** No adverse issues with cold-temperature storage.

**Diesel Concentrate, Cetane Boost, Diesel Recovery:** No adverse issues with cold-temperature storage.

**Diesel Cold Flow Improver, Diesel Concentrate Plus Cold Flow Improver:** Store at temperatures above 0°F.

**Brake Fluids:** Do not store at temperatures below -40°F for longer than two weeks.

**Heavy Duty Metal Protector, Metal Protector, Power Foam, Fogging Oil, Silicone Spray:** No adverse issues with cold-temperature storage as long as products are allowed to warm to room temperature before use.

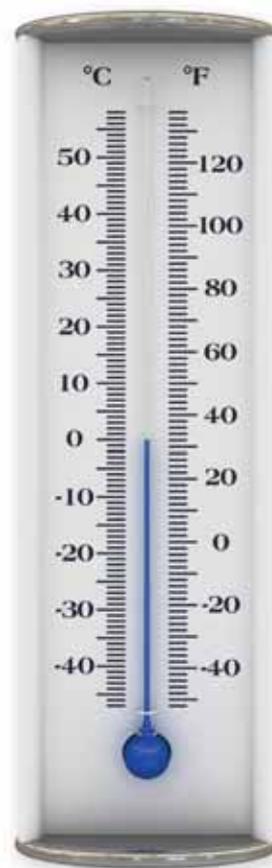
**Miracle Wash®:** Will freeze below 32°F. Can be thawed for use.

**Mothers® products:** Store at temperatures above freezing.

**Antifreeze and Engine Coolant:** Will not freeze. No adverse issues with cold-temperature storage.

**Coolant Boost:** Store above 32°F.

**Slip Lock®:** No adverse issues with cold-temperature storage. If product separates, heat to room temperature and shake well before use.



# Change is good.

Especially when it's only once a year.



S I N C E 1 9 7 2



The introduction of AMSOIL extended-drain synthetic motor oils set all-new standards for motor oil quality. AMSOIL synthetic motor oil outperformed conventional petroleum motor oils on all counts. It was clear from the start that this innovative product would play a major role in engine performance and engine life.

Today, virtually every other oil manufacturer has followed the AMSOIL lead with synthetic motor oils of their own. Not one, however, can match AMSOIL experience and innovation, nor provide the convenience and cost savings of AMSOIL 25,000-mile oil changes.

**Some lead. Others follow.**

The AMSOIL logo, featuring the word 'AMSOIL' in a stylized, italicized font with a red-to-blue gradient and a white outline.

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November 2012

# New 2013 Calendars Available Mid-November



The new 2013 AMSOIL calendar features AMSOIL products and their benefits. The full-color calendar also includes information on AMSOIL INC. and the list of AMSOIL firsts.

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

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