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MAGAZINE

OCTOBER 2012



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AMSOIL Technical Services Provides a Wealth of Information for Dealers & Customers | PAGE 8

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TOTAL DOMINATION[®]

Brad Lovell



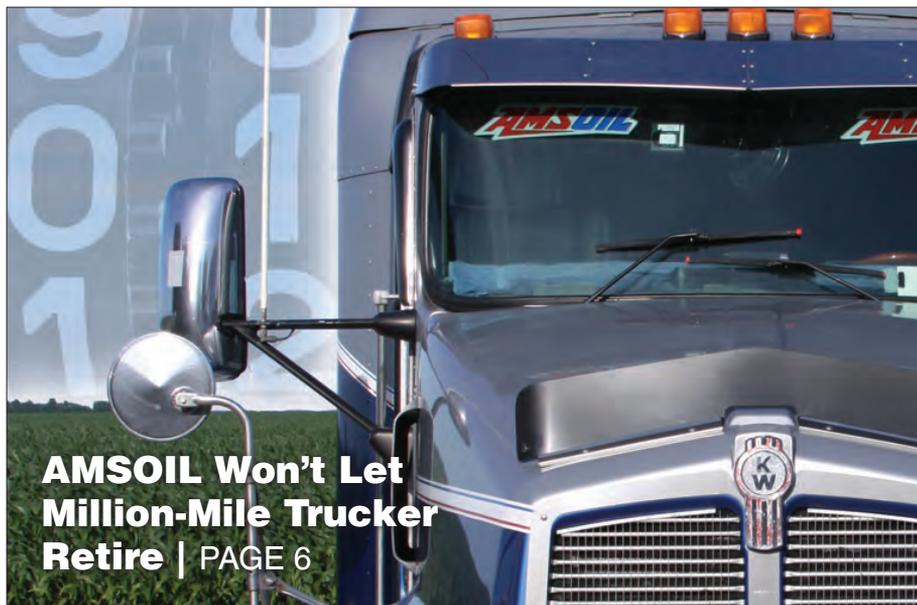
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THE COVER

Using AMSOIL products, Jerry Pruett has accumulated more than 1.6 million miles on the drivetrain and over 1.1 million miles on the factory-rebuilt engine of his 1999 Kenworth over-the-road truck.

From the President's Desk

With our 40th anniversary approaching we can look back and identify the many ways in which building an AMSOIL Dealership has changed. The Internet, for example, has expanded a Dealer's reach and provides an immediate and virtually unlimited tool for communication, training and sales. And while many things have changed, some things never will. In a recent email message to Direct Jobbers, Regional Sales Manager Tim Golden zeroed in on one aspect of the business opportunity that will never change. Tim ended his message with this:

So you see, sponsoring new Dealers is truly the key to building a successful, long-term AMSOIL business. It allows you to build a business that gives you the freedom to make more sales calls, but also the freedom to go on vacation, take a week or two getting your child settled in college, care for an elderly parent, weather a time of hardship in your own life and still receive a solid, reliable commission check. Sponsoring new Dealers is truly the differentiator of the AMSOIL business and the critical ingredient in the recipe for long-term financial and personal success. Every Dealer, no matter their achievement level or "time under the hood," should be regularly sponsoring new Dealers to ensure they maximize their financial reward.

Tim hit the nail on the head, and those who have known me for any length of time know how passionate I am when I encourage Dealers to increase their sponsoring efforts. For forty years I have seen the security an AMSOIL business provides beyond the immediate freedom and income potential. There is no retirement plan or insurance policy that matches the earnings paid out by a large, well-managed AMSOIL Dealership.

Direct Jobber George Douglas agreed with Tim's message. George's AMSOIL income allowed him to retire early from his job as an aircraft maintenance foreman with Delta Airlines. George sent this message to his group:

Not sure if you all receive this monthly message from our regional sales managers or not, but this latest one written by Tim Golden could not be more timely and right on track to building a successful Dealership. He points out what a successful Dealership needs to do to allow one not only to build some monthly income, but also some lifestyle enhancements. For those of you who know Shirley (Douglas) and I you fully understand what I am talking about with lifestyle, as we are living our dream.

This didn't happen overnight, but this home-based AMSOIL business has allowed us total freedom to make our decisions on what we want to do that really only comes with a certain amount of financial resources and a business model that allows the flexibility we have experienced. The timely part came as I was just discussing what it takes to build a business through sponsoring with some new Dealers and also one that was asking how to get his business growing again after what he felt was a year that didn't meet his expectations. Keep in mind that the sponsoring business model is not the only way to get what you want out of this business, but if your people skills are decent and you are always looking out for what is best for your prospect and not necessarily you, you will attract good

people who want the business as bad as you do. It's all about team building and relationships and leading by example.

Make no mistake about it; George and Shirley worked hard for their success, just like thousands of other AMSOIL Dealers who have sponsored good people, provided leadership and built large, productive AMSOIL Dealerships. The flexibility, freedom and financial security that George describes are there for the taking by anyone willing to put in the effort. George and Shirley are "living their dream." That's something I never get tired of hearing.



A.J. "AJ" Amatuzio
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In reality, synthetic oils are the right choice for any vehicle with a mechanically sound engine. But now is an especially good time to take advantage of the benefits offered by synthetic motor oils and drivetrain lubes because of the fuel savings they can offer.

It's not magic, it's science.



AMSOIL WON'T LET MILLION-MILE TRUCKER RETIRE

After 1.6 million miles on the original drivetrain and 1.1 million on the factory-rebuilt engine, Jerry Pruett and his AMSOIL-lubed Kenworth show no signs of retiring.

When AMSOIL Dealer Jerry Pruett of Woodhull, Ill. purchased his new 1999 Kenworth over-the-road truck in December 1998, he thought it might run forever if he installed AMSOIL synthetic lubricants. Now with more than 1.6 million miles on the drivetrain and over 1.1 million on the factory-rebuilt engine, "forever" still remains in sight.

The mileage is even more impressive considering how little work the truck has required. The Detroit Diesel Reliablite® engine still has virtually all of its original components, including the turbo and fuel injectors. The truck accumulates 2,300-3,000 miles a week hauling loads averaging 27,000-35,000 pounds, with some up to 80,000.

The reliability of the drivetrain is also notable. Though the clutch has been replaced a couple times, the transmission hasn't been touched. "I've done nothing to the transmission. All the gears in it are at 1.6 million miles," said Pruett. The differential gears are also original to the truck.

Pruett runs SAE 60 Super Heavy Weight Synthetic Racing Oil (AHR) in the transmission. He uses Severe Gear® SAE 190 Synthetic Gear Lube (SRN) in the differentials, although AMSOIL primarily recommends 75W-90 Long Life Synthetic Gear Lube (FGR) in over-the-road applications. "A little bit thicker oil couldn't hurt with the high miles," said Pruett.

AMSOIL Helps Increase Life of Defective Engine

The truck was originally equipped with a Detroit Diesel engine that, unknown to Pruett, contained a manufacturing defect known to cause catastrophic failure early in the engine's service life. Pruett initially installed Shell Rotella during the break-in period. "I wanted the rings to seat prior to switching to AMSOIL," he said. At about 140,000 miles, he installed Series 3000 Synthetic Heavy Duty Diesel Oil (HDD).

With 506,000 miles on the engine, the number three piston failed. "In talking with the mechanics, I found out there was a defect on these engines, and some blew around 300,000 to 375,000 miles," said Pruett. "In one instance, a rod came through the engine and punctured the computer. I felt my engine lasted as long as it did because of AMSOIL." When the mechanics removed the cylinder heads, the original hone marks were still visible on the cylinder walls. "The mechanic said the engine was not wearing out; the oil was doing a great job. Had it not been for the piston failure, it could have run forever."

Detroit Diesel Reliablite Engine

Despite the engine warranty having expired 6,000 miles earlier, Pruett presented his case to Detroit Diesel. "I felt Detroit Diesel was taking advantage of me. Other guys using any old oil were receiving warranty coverage because their engines failed sooner. I told them I was using the best oil in the world and, because of that, the engine lasted longer," said Pruett. "To have that engine last past the warranty was a surprise to them, I think." Detroit Diesel agreed to provide Pruett a factory-overhauled engine at cost, in addition to \$4,500 for installation.

The factory-rebuilt engine has since powered the truck for 1.1 million miles, requiring virtually no repairs. "I haven't even pulled the cylinder head off this thing," Pruett said. "I didn't replace the water pump until accumulating over



900,000 miles. Usually a water pump lasts 350,000 miles on a good day." As with the previous engine, Pruett installed Shell Rotella during the break-in period prior to switching to Series 3000 Synthetic Heavy Duty Diesel Oil.

The lone repair required was replacement of the camshaft at about 100,000 miles, barely out of the break-in period when still using Shell Rotella. Pruett believes the camshaft was original to the engine and not replaced when the engine was factory re-built by Detroit Diesel.

"The truck really kind of scares me; it runs so good."

- Jerry Pruett

With close to 800,000 miles on the engine, Pruett switched from Series 3000 Synthetic Heavy Duty Diesel Oil to higher-viscosity 15W-40 Synthetic Heavy Duty Diesel and Marine Oil (AME) to guard against excess oil consumption common as engines age.

During a routine 31-point inspection completed when Pruett had a faulty sensor replaced, the mechanic remarked how nice the turbo looked. "They thought it had only been in for a couple months," said Pruett. "It was 12 years old." Pruett credits the Donaldson Endurance™ Heavy-Duty Air Filter for the turbo's longevity. "I was sold on the air filter from day one," he said. "Throttle response was quicker, it boosted the horsepower a little bit and turbo noise decreased."

100,000-mile Oil Changes

Pruett also uses the AMSOIL DUAL-GARD® By-Pass Oil Filtration System fitted with two EaBP110 By-Pass Oil Filters. Regular oil analysis continually indicated the oil was suitable for continued use, allowing Pruett to establish

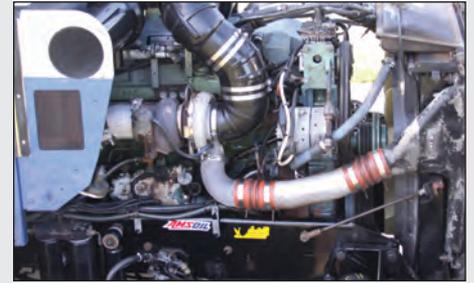
an oil change interval of once per year, or about every 100,000 miles, based on historical data. The EaBP110 By-Pass Oil Filters are changed twice a year, or about every 50,000 miles. Practicing extended drain intervals saves a considerable amount of money each year compared to using conventional oil and standard drain intervals. "Some guys are spending up to \$1,200 a year on oil changes when they could be spending half that with AMSOIL," said Pruett. "They're throwing their money away."

Excellent Fuel Economy

Additional savings are realized each time Pruett fills his diesel tanks. "The truck really kind of scares me; it runs so good. I'm still getting about 7 mpg," said Pruett. During a run from Indianapolis, Ind. to St. Louis, Mo., the truck achieved 9.7 mpg. "The truck is capable of that mileage if I can just keep my foot out of it," said Pruett. He has used AMSOIL Diesel Concentrate (ADF) since day one, which not only helps fuel economy but, according to Pruett, has contributed to the fuel injectors lasting as long as they have. He also keeps AMSOIL Cold Flow Improver (ACF) on hand and uses it when conditions dictate.

No End in Sight

Pruett's truck serves as a rolling billboard for AMSOIL; it displays AMSOIL decals, along with the contact information for Pruett's AMSOIL Dealership. He shares his AMSOIL story with truckers at every opportunity. Pruett turns 62 in January and has thought about retiring, but, unfortunately for him, his truck has not. "I really want to see how far this truck can go, so I keep on trucking away." ■



The Detroit Diesel Reliabilt engine is still running strong after more than 1.1 million miles. The AMSOIL DUAL-GARD Oil Filtration System (lower left) allows for 100,000-mile oil change intervals.

Jerry Pruett's Truck at a Glance

- Detroit Diesel Reliabilt Engine
- 1,151,904 Miles on Engine
- 1,657,904 Miles on Drivetrain
- AMSOIL 15W-40 Synthetic Heavy Duty Diesel and Marine Oil (AME)
- AMSOIL By-Pass Filtration System w/ EaBP110 By-Pass Filter
- Once-per-year (approx. every 100k) oil change interval
- Aside from camshaft, all components original to engine, including turbo and fuel injectors
- Original transmission and differential gears



AMSOIL Technical Services Provides a Wealth of Information for Dealers & Customers

Every week, AMSOIL Technical Services fields phone calls and emails from Dealers, Preferred Customers, accounts and those simply interested in motor oil. The department's goal is not only to provide quick and accurate answers, but to be the industry standard-bearer for accessibility and customer service. Technical Services Manager Don Zupec spoke with *AMSOIL Magazine* about Tech Services' primary role, how customers and Dealers can best use Tech Services and more.

AMSOIL Magazine: Describe the Tech Services Department and the training its members receive.

Zupec: We have a well-rounded team that includes former mechanics, service writers and customer service personnel. When hired, each member embarks on a six-week training program that provides a solid foundation of AMSOIL business and product knowledge. Obtaining this foundational knowledge is critical. That is why reps don't pick-up a phone or answer an email until they successfully complete the training program. In addition to initial training, ongoing training is always occurring, which is necessary to keep up with changes in the industry and to maintain sharp customer service skills.

AMSOIL Magazine: What common questions does Tech receive?

Zupec: We receive a full range of questions; for example, many people inquire if it's safe to use AMSOIL synthetic motor oil in new engines or engines with higher miles. The answer to both is yes. In fact, AMSOIL synthetic motor oil can help clean up and improve the overall performance of higher mileage engines. Before switching, it's a good idea to ensure the engine is mechanically sound, doesn't leak oil or demonstrate other mechanical deficiencies.

AMSOIL motor oil is also perfectly safe in new engines as well. In fact, many vehicles now come factory-filled with synthetic oil.

AMSOIL Magazine: Can you provide any other examples?

Zupec: Questions about compatibility offer another example. Customers often ask if AMSOIL synthetic lubricants are compatible with conventional lubricants, or if AMSOIL fuel additives may be mixed. Again, the answer to both is yes. AMSOIL synthetic lubricants may be mixed with conventional lubricants; however, doing so could reduce performance and shorten the lubricant's service life. AMSOIL doesn't support extended-drain intervals where lubricants have been mixed.

Fuel additives may also be mixed. Be sure to use them in accordance with their instructions and treat rates. It's also a good idea to mix them in the gas tank or gas can, as opposed to mixing prior to adding to the gasoline.

AMSOIL Magazine: What are some tips that can improve the resolution time for customer inquiries?

Zupec: Dealers and customers who just need basic product recommendation information are encouraged to contact their sponsoring Dealers or the online product lookup guides first. In addition, when customers call Tech Services to learn what products are best-suited for their applications, being able to communicate the year/make/model/engine size of the application is very important to a speedy resolution.

AMSOIL Magazine: How has Tech Services evolved over the years?

Zupec: In the early years, Technical Services' primary responsibility was to provide technical assistance to AMSOIL Direct Jobbers. Although still important, Tech Services now provides that same high level of access to all Dealers, accounts and customers. Also, the number of inquiries we handle on a daily basis has increased as the company has grown.

With more and more AMSOIL Dealers and customers, the demand for technical support increases as well. We are busy from the time the doors open to the time we turn off the lights each night.

AMSOIL Magazine: What types of calls and emails do you receive from customers?

Zupec: Just the other day I spoke with someone who had switched to AMSOIL Signature Series Synthetic Motor Oil 18 months ago. The customer was ecstatic about the money he saved by only having to change his oil one time over the past year, and he also saw an uptick in fuel mileage. In his words, he's now a customer for life. Due to the quality of AMSOIL products, calls like these are common.

AMSOIL Magazine: Are you aware of another oil manufacturer with technical personnel as accessible as AMSOIL personnel?

Zupec: There are others that provide technical support, but not all provide the accessibility we do. For instance, some only provide email access for technical inquiries. The ability to talk to a person and build relationships is important to our customers and Dealers. We pride ourselves on providing that accessibility, and in many cases we have built strong relationships with many of our customers and Dealers. ■



Mark Nyholm | TECHNICAL PRODUCT MANAGER - HEAVY DUTY

Diesel fuel quality can vary greatly from one location to the next.

With fewer details posted on the pump, diesel drivers have little indication of the fuel's quality or performance.

I can't tell you how many times I have stood at the #2 ultra-low-sulfur diesel (ULSD) pump and wondered just what I am getting out of that green-handled spout. This concern is heightened during seasonal changes from warm to cold when all diesel drivers begin worrying about fuel gelling. The regulations controlling what is posted at the pump are very different for gasoline and diesel fuel. When you pull up to a gasoline pump you at least know what octane fuel you are buying. Diesel fuel is different, but rest a little easier knowing there are federal regulations controlling certain performance properties of the fuel – they just don't have to post most of them at the pump.

Diesel fuel is a refined product of crude oil. If you performed a diesel fuel study and compared fuels across the country, you would find substantial differences in performance; however, you would also find that all fuel refineries meet a federally regulated standard for a few key fuel properties. The first is sulfur content. The maximum limit on sulfur content in on-road diesel fuel was reduced in 2007 from 500 ppm to 15 ppm, in accordance with the Environmental Protection Agency's Clean Air Highway Diesel rule mandating a 97 percent reduction in the sulfur content of highway diesel fuel. The new ultra-low-sulfur diesel allowed engines to be fitted with exhaust systems that emit less particulate matter and nitrogen oxide. Unfortunately, reduced sulfur in fuel results in increased wear in fuel systems and injectors. Sulfur in fuel acts as a natural anti-wear agent that protects fuel pumps and injectors from premature failure, so the reduced sulfur content left a hole that needed to be filled by lubricity additives.

Another regulation requires diesel fuel to have a certain level of lubricity out of the pump as measured by the high-frequency reciprocating rig (HFRR), a widely used friction and wear-scar testing system. For the HFRR test, the lower the number recorded (in microns), the more protection provided by the fuel. The maximum wear scar permitted in the U.S. is 520 microns. With sulfur all but gone from today's diesel fuel, refineries have started adding lubricity additives to ULSD to make up for lost wear protection.

The second key property is cetane index. This is a measurement of diesel fuel's combustion efficiency during ignition. The higher the number, the more easily and completely the fuel combusts. In the United States the minimum cetane value is 40. Fuel with a cetane number greater than 52 rarely delivers a substantial performance benefit in engines designed in the U.S. Because cetane values vary from region to region and cetane numbers aren't posted at the pumps, diesel operators have no indication which stations offer higher cetane diesel. If you get your hands on test data, optimum engine performance is found with cetane values between 46 and 50.

Depending on your winter driving conditions, the most important diesel fuel property may be its cold flow or its resistance to gelling in cold temperatures. The cold filter plugging point (CFPP) is used to determine the lowest temperature at which fuel will flow without plugging the fuel filter. Refineries accommodate seasonal changes by making a winter blend in which they mix the normal #2 ULSD with a percentage of #1 diesel (kerosene) and some cold-flow

additives. Refineries increase the percentage of #1 diesel and cold-flow additives depending on region and temperature throughout the winter months to combat potential fuel-related cold-weather driving problems. There are no federally mandated minimum CFPP values that refineries must target for cold temperatures; and, unfortunately, fuel stations again do not have to post the cold-weather performance of the fuel at the pump.

AMSOIL has long recognized this variation in diesel fuel properties and offers several products that provide additional performance and security for diesel engines. AMSOIL Diesel Concentrate (ADF) provides both detergency to clean fuel injectors and the combustion chamber, and a lubricity additive to help lubricate the fuel pump and injectors to compensate for the lack of lubricity in ULSD. AMSOIL Cetane Boost (ACB) increases the cetane index for improved ignition performance and power. AMSOIL Cold Flow Improver (ACF) helps reduce the cold filter plugging point and protects engines from fuel starvation in cold winter conditions. In times of extreme cold, or when the fuel you purchased won't flow in cold conditions, AMSOIL Diesel Recovery Emergency Fuel Treatment (DRC) quickly dissolves gelled fuel and thaws frozen fuel lines and filters.

You can't guarantee high-quality fuel at the pump, but you can guarantee AMSOIL diesel fuel additives will make that fuel the best it can be to keep your diesel-powered application running at peak performance throughout the year. ■



Ken Clacher of Penn Valley, Calif. at home with his 300,000-mile Ford F-150 that still runs smoothly with AMSOIL synthetic motor oil.

Ford F-150 'Purrs' at 300,000 Miles

Ken Clacher of Penn Valley, Calif. has been an AMSOIL customer for nine years.

Clacher drives a 2001 Ford F-150 that he purchased new. It took convincing for him to try AMSOIL products.

"At first I was very skeptical about a company making a claim that you can drive 25,000 miles without changing the oil; that's crazy and not possible," Clacher said. "However, I started using it 280,000 miles ago, when the truck had 20,000 miles on it. I have never had any work done except brakes, tires and front suspension work, along with other maintenance."

Clacher uses AMSOIL Signature Series 10W-30 Synthetic Motor Oil and Ea Oil Filters.

"It is a work truck and I haul a lot of equipment, but before AMSOIL I got about 15.3 mpg; with AMSOIL I get about 15.8," Clacher said. He attributes that increase in gas mileage to using AMSOIL products.

Clacher likes AMSOIL products because they save him time and money and give him peace of mind.

"I'm busy," Clacher said. "One big advantage is not having to change oil every month. I am also impressed by the fact I don't have to use any other additives in the oil.

"I am a firm believer that AMSOIL has kept my truck alive. And to top it off, the truck uses very little oil between oil changes. Whenever I change the spark plugs they are clean. The engine purrs and has plenty of power. My goal now is to get 500,000 miles on the truck. I am sure by then everything else may fall apart, but the motor will probably still be alive."

Clacher's satisfaction with AMSOIL motor oil led him to start using AMSOIL products in all of his other motorized equipment and vehicles.

"I switched everything else I own to AMSOIL products — riding lawn mower, ATVs, my wife's vehicle (which just turned 100,000 miles)," he said. "It means fewer oil changes for me. I'm also hoping her vehicle will get to 300,000 miles so I don't have to worry about purchasing a new vehicle.

"Thanks for a great product." ■

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Use as injection oil or 50:1 pre-mix (2.6 oz. per U.S. gallon of gas).



Ricky Johnson Adds AMSOIL Cup to Mantel

TORC Series off-road racer Ricky Johnson (Red Bull/Ram/AMSOIL) earned a \$40,000 payday at Crandon International Raceway on Labor Day Weekend and added the prestigious AMSOIL Cup to his already impressive trophy case – one that includes not only motocross and Supercross championships, but also Traxxas TORC Series presented by AMSOIL Pro 2wd and Pro 4x4 championships.

Sunday's AMSOIL Cup race put a huge exclamation point on the weekend for Johnson, who earlier in the day won the Pro 4x4 main event prior to getting his truck back on the track for the 10-lap AMSOIL Cup race. The annual event pits the top Pro 2wd drivers in a 12.5-second handicap race against the top Pro 4x4 drivers in a winner-take-all showdown that includes the AMSOIL Cup trophy, a check for \$40,000 from AMSOIL and several thousand dollars in prizes.

"Walker Evans ... Jack Flannery ... Curt LeDuc - I've seen the pictures of all the greats that have worn this wreath at Crandon over the years and I've always, always wanted to wear it," said Johnson following his big win. "This one's for

Menzies Motorsports. You guys rock! You worked hard to get this truck ready and here we are with the win!"

"Congratulations to Red Bull, they've got to be happy, and also to Ricky for keeping it in the AMSOIL family," said AMSOIL Race Program Manager Jeremy Meyer. "Crandon on Labor Day Weekend is the absolute pinnacle of short-course racing in the U.S., and AMSOIL is proud to be a big part of the festivities with the AMSOIL Cup race."

TORC Series Pro 2wd racers Bryce Menzies (Red Bull/Ram/AMSOIL) and NASCAR's Robby Gordon helped put on an awesome show in the final Crandon TORC event of the season, finishing second and third respectively.

"All I heard from my spotter was 'Eight seconds ... Six seconds ... Two seconds,'" explained Gordon on how fast Johnson was catching up to him. "I looked at the lap card and there was three to go. I thought 'Uh-oh.' But congrats to Ricky. He did a great job and it was an awesome weekend for the Red Bull guys."

Menzies, who led the entire race until Johnson caught him with two laps to go,

was excited for his teammate, as well as for the battle Gordon gave him through much of the contest. "We got a great start, jumped out front, then Robby gave us the best battle I had this weekend," said Menzies, joking that he really wanted to "punt Ricky out of the way, but couldn't do it because I couldn't get close enough to him."

"I think this is one of the best races we've ever had here," said Crandon President Cliff Flannery. "Ricky, you're not new to the podium, but that's the first time I've seen you with that big boy (pointing to the impressive AMSOIL Cup). AMSOIL's generosity to the sport of short-course off-road racing is well-known throughout the industry and Crandon is pleased to have partnered with AMSOIL over the years. Thanks again to AMSOIL for sponsoring this incredible event in short-course off-road racing."

The entire weekend of TORC racing from Crandon will air December 30 on NBC. The 2012 TORC season will air as The Off Road Championship on SPEED starting October 7. See www.amsoilracing.com for a broadcast schedule. ■

AMSOIL Official Oil of Monster Energy Cup

AMSOIL has signed on as the official and exclusive oil of the 2012 Monster Energy Cup, which takes place Saturday, October 20 at Sam Boyd Stadium in Las Vegas, Nev. The 2012 motocross/Supercross event features an all-new track design inspired by five-time Supercross Class Champion Ricky Carmichael. It includes Supercross and motocross obstacles unlike any other racetrack design in the world. More than 200' of the track is built into the grandstands, and the riders exit the stadium, race through the Monster Energy Fan Zone outside the stadium and through the pit area before they catapult back into the stadium. The Monster Energy Cup posts a \$250,000 purse, with the winner walking away with \$100,000. A rider who wins all three main events takes home \$1 million.

"Partnering with the Monster Energy Cup is a great opportunity for AMSOIL," said AMSOIL Race Program Manager Jeremy Meyer. "It is a high-level production and perfect tie-in to our ongoing partnerships with Feld Motor Sports in both Supercross and Arenacross."

In addition to signing on as the official and exclusive oil of the Monster Energy Cup, AMSOIL is the title sponsor of the "AMSOIL Mechanic Area," a highly visible track feature that allows mechanics to communicate with riders during each lap.

During the pit party festivities, AMSOIL specialists will be on-hand showcasing



the company's industry-leading synthetic lubricants and interactive displays to the thousands of fans. The AMSOIL product line will also be featured during the live SPEED TV broadcast.

"We are excited to welcome AMSOIL as the official and exclusive oil partner of the Monster Energy Cup," said Todd Jendro, vice president of two-wheel operations, Feld Motor Sports. "Their emerging commitment to the world of motorcycle racing continues to evolve and we are honored to have them part of this prestigious event." ■



Television has been a mainstay in living rooms across the United States since the 1950s, and it has played an integral part in the popularity of motorsports. The 1979 CBS broadcast of the Daytona 500 paved the way for expanded motorsports programming and mainstream acceptance.

AMSOIL is associated with thousands of hours of television programming each year, and while race events airing on networks like NBC, CBS Sports and SPEED bring enormous exposure, many racing properties are also turning to online content. The Traxxas TORC Series presented by AMSOIL, AMSOIL Championship Snocross (ACS) and now the International Hot Rod Association (IHRA) are just three AMSOIL-sponsored properties that offer up the next wave of programming: live-stream racing.

Because television broadcasts operate under time constraints, race coverage is often reduced and packaged for the general audience. Live streaming allows both TORC and ACS to air entire weekends of racing online, featuring flag-to-flag action from every class.

An online presence helps heighten network coverage of a race or event by providing race fans more access to their favorite sport through quality broadcasts. New technology isn't always just under the hood.



TORC: The Off Road Championship - SPEED TV Schedule

Oct 7, 2012	1:00PM ET	TORC: The Off Road Championship	Pro 4
Oct 12, 2012	8:00PM ET	TORC: The Off Road Championship	Pro 4 (repeat)
Oct 14, 2012	12:00PM ET	TORC: The Off Road Championship	Pro 2
Oct 19, 2012	10:30PM ET	TORC: The Off Road Championship	Pro 2 (repeat)
Oct 21, 2012	2:00PM ET	TORC: The Off Road Championship	Pro Lights
Oct 28, 2012	1:00PM ET	TORC: The Off Road Championship	Episode 4

For more information: www.amsoilracing.com



Fuel will replay all the original SPEED broadcasts starting in October. Visit AMSOILracing.com for details.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, October 8 for Thanksgiving Day. The Edmonton Distribution Center will be closed Monday, November 12 for Remembrance Day.



Coloring Book

The new AMSOIL Coloring Book (G3084), featuring AMSOIL-sponsored racers, is now available for purchase. AMSOIL will distribute these at various race events throughout the next year and conduct a coloring contest for kids. Kids are encouraged to submit their favorite page from the book along with an entry form located in the back of the book. The form also contains an area for parents to request additional information from AMSOIL. Contest winners will be selected on the last business day of every month from October 2012 to September 2013. Winners will be announced on the AMSOIL Racing Facebook page. Each winner will receive an AMSOIL Youth T-Shirt, a Hot Wheels® AMSOIL Shock Therapy® Mini Monster Truck and AMSOIL Decals.

Stock #	U.S.	Can.
G3084	1.25	1.35

Mechanic Gloves

Fitted gloves offer great protection, shock resistance and dexterity. Constructed of four-way stretch knitted spandex with padded Clarino imitation leather palms and fingers, elastic neoprene cuffs and Velcro closures. Sizes S-3X.

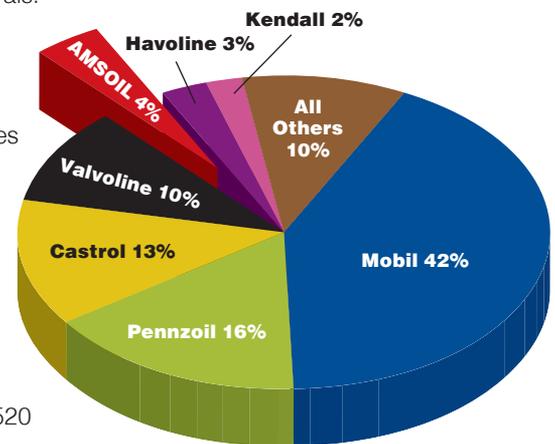
Stock #	Size	U.S.	Can.
G3065	S	24.50	26.25
G3066	M	24.50	26.25
G3067	L	24.50	26.25
G3068	XL	24.50	26.25
G3069	2X	26.50	28.40
G3070	3X	26.50	28.40



Fast Lube Operators Survey Shows Increased Popularity of Synthetics

The 2012 *National Oil & Lube News* Fast Lube Operators Survey indicates significant growth for synthetic motor oils and increasing oil change intervals.

While synthetics accounted for 11 percent of total motor oil sales at fast lubes in 2011, the percentage increased to 15 percent in 2012. The average customer oil change interval increased 6 percent from 4,520 to 4,777 miles.



Demonstrating the inroads AMSOIL Dealers have made in the fast-lube industry, AMSOIL placed fifth on the list of top-selling synthetic motor oils, with 4 percent of fast lubes listing it as their top-selling synthetic oil.

AMSOIL CLOTHING

Stay warm with these AMSOIL styles.

Hoody

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

Stock #	Size	U.S.	Can.
G2844	S	37.75	40.40
G2845	M	37.75	40.40
G2846	L	37.75	40.40
G2847	XL	37.75	40.40
G2848	2X	40.75	43.60
G2849	3X	43.75	46.80
G2850	4X	46.75	50.00



Back

Ladies' Knit Shirt

Ladies' 3/4-sleeve soft touch split-neck shirt. Embroidered logo. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3008	S	36.00	38.55
G3009	M	36.00	38.55
G3010	L	36.00	38.55
G3011	XL	36.00	38.55
G3012	2X	39.00	41.75
G3013	3X	39.00	41.80



Black Softshell Jacket

High quality wind and water resistant jacket is constructed of a 95% polyester/5% spandex shell for easy movement. Soft brushed polyester lining. Adjustable velcro cuffs, three zip outside pockets and two velcro inside pockets. Sizes S-3X.

Stock #	Size	U.S.	Can.
G2810	S	63.75	68.25
G2811	M	63.75	68.25
G2812	L	63.75	68.25
G2813	XL	63.75	68.25
G2814	2X	66.75	71.45
G2815	3X	69.50	74.45



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





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October 2012

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