AMSOIL MAGAZINE

▸ PREFERRED CUSTOMER EDITION

SEPTEMBER 2012

AMSOIL Adds a 10W-30 to the OE Diesel Family | PAGE 6

Refocused Marketing Strategy Increases Appeal of AMSOIL Synthetic 2-Stroke Oils | PAGE 10

Quality Synthetic Oil FOR LESS

AMSOIL OE Synthetic Motor Oil is designed for the drain intervals recommended by original equipment manufacturers today. Specially engineered for today's hot-running engines, its advanced synthetic technology helps resist the high-temperature degradation that leads to performance-robbing sludge, deposit build-up and viscosity breakdown.

AMSOIL®

The First in Synthetics®

Online Store: **www.amsoil.com**
Telephone: **1-800-777-7094**

AMSOIL MAGAZINE

PREFERRED CUSTOMER EDITION

SEPTEMBER 2012

FEATURES

DEPARTMENTS

ADVERTISEMENTS

STAFF

Editor
Kevin McBride
Vice President, Marketing & Communications

Associate Editor
Joel Youngman

Publication Manager
Terry Johnsen

Staff Writers
Kathy Anderson
John Baker
Terry Johnsen
Joel Youngman

Graphic Design Manager
Jeff Spry

Senior Graphic Designer
Luke Boynton

Content Contribution
Len Groom
Jeremy Meyer
Mark Nyholm

Editorial Contribution
Mike Caruso

Advertising
Ed Newman

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

On the Web
www.amsoil.com

President and CEO
A.J. Amatuzio

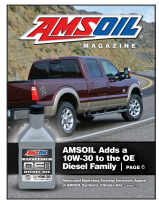
Executive Vice President and COO
Alan Amatuzio

Executive Vice President and CFO
Dean Alexander

Printed by Service Printers
Duluth, MN USA.

Testimonials
AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880

testimonials@amsoil.com



THE COVER

New OE 10W-30 Synthetic Diesel Oil provides outstanding protection, performance and fuel economy benefits for OEM-recommended drain intervals.

From the President's Desk

Owning a business can be easy. Making it profitable never is. We face barriers every day, and it's how we confront those barriers that determines our success. We can't run and hide when frustration sets in. We have to dig in and work our way through.

We didn't run when vehicle manufacturers refused to recognize the value of our synthetic oil. We pushed forward, we persevered and little by little we gained market share. Today, of course, vehicles come off the assembly line equipped with synthetic oil.

We didn't run when virtually everyone scoffed at extended oil drain intervals. We stuck to it, we led the way and now the 3,000-mile oil drain interval is a thing of the past. Other motor oil companies are now introducing extended-drain oils and acting like they invented new technology.

We face some different barriers today, and we're still not running. It is well-documented that many vehicle and powersports equipment dealerships regularly advise their customers that their warranties can be denied if the manufacturer's brand of motor oil is not used. They use warranty denial as leverage to exclude the sale of competitors' oils. This, of course, is against the law, and we have to address it head-on.

WARRANTY SECURE™

Our new Warranty Secure message does just that. It clearly advises consumers that they are not obligated to use an original equipment manufacturer's oil. All AMSOIL motor oils can be used without the fear of sacrificing warranties. Warranty Secure makes this clear, as defined by the Federal Trade Commission:

The Magnuson-Moss Warranty Act makes it illegal for companies to void your warranty or deny coverage under the warranty simply because you used an aftermarket or recycled part. … The FTC says the manufacturer or dealer must show that the aftermarket or recycled part caused the need for repairs before denying warranty coverage.

I totally expect we will break down this barrier too. It's the nature of AMSOIL, and it goes with the territory. You can't be a leader and expect clear sailing. There are always going to be detractors throwing obstacles in your way.

The theme for our 40th Anniversary Convention captures our leadership tradition. For forty years we have taken the industry "Beyond Conventional."

Our products are beyond conventional. We challenged the stranglehold conventional oil had on the market with our very first 10W-40, and we still push the limits with products that set the standards for performance and customer value.

Our extended oil drain intervals are beyond conventional. While other companies are just now entering the extended-drain market, we forged the path and no other oil is built strong enough to do what our oils do.

Our commitment to quality is beyond conventional. I can think of no other company that is willing to invest the effort or resources to produce the types of products we produce.

Our customers are beyond conventional. People who buy AMSOIL products truly care about their vehicles and equipment and are willing to invest in products that bring greater performance, convenience and value.

Our corporate staff is beyond conventional. I am convinced that no staff is more dedicated or more focused on satisfying its customers than the AMSOIL corporate staff, whether it's through product development or customer service.

And finally, our Dealer network is beyond conventional. No company brings their products to market with more passion, knowledge or determination than our AMSOIL Dealers do.

So bring on the barriers. That's what brings out the best in AMSOIL.

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

Rock Solid.

Change is constant. This is especially true in the auto industry as vehicle manufacturers strive to satisfy increasingly stringent government regulations and evaluate new technologies. Customer demand is also a component of change as motorists express their desire for improved fuel economy, safety and performance.

One result of all this change is the need for lubricants that meet these new requirements. Few oil companies have a long history of producing motor oils ahead of their time, and only one has been doing it for 40 years, offering a premium synthetic motor oil with a 25,000-mile/one-year drain interval.

You can't always be sure what some oil companies have in their bottles, but you can be sure that when the AMSOIL name is on the label the product inside exceeds the performance demands for which it has been formulated.

AMSOIL is a brand you can trust … The First in Synthetics®.

AMSOIL ADDS A 10W-30 TO THE OE DIESEL FAMILY

New AMSOIL OE 10W-30 Synthetic Diesel Oil (OEC) provides outstanding fuel economy benefits for applications requiring an SAE 30 or 10W-30 diesel oil. Like OE 15W-40 Synthetic Diesel Oil, it offers high-quality protection and performance for original equipment manufacturer (OEM)-recommended drain intervals at an initial price comparable with other standard-drain synthetic diesel oils.

OE 10W-30 Synthetic Diesel Oil is API CJ-4 licensed and suitable for modern and older, on- and off-road diesel applications. It is an excellent entry-level product for customers who want to move up to synthetic quality, but won't pay a significantly higher price than they would for a conventional oil or aren't initially interested in extending their drain intervals.

Meets Emissions System Requirements

AMSOIL OE 10W-30 Synthetic Diesel Oil is a low-sulfated-ash formulation that meets emissions system requirements and protects under the most severe conditions found in diesel engines. It is compatible with all exhaust treatment devices, including diesel particulate filters (DPF).

Extreme-Temperature Performance

OE 10W-30 Synthetic Diesel Oil is formulated to deliver improved heat and oxidation resistance compared to conventional petroleum oil. It provides clean engine operation and helps maintain power and fuel efficiency for superior engine performance. OE Diesel Oil also flows dependably in cold temperatures for easier startup and improved engine protection.

Resists Oil Consumption and Emissions

Due to its low rate of volatility, AMSOIL OE 10W-30 Synthetic Diesel Oil is able to reduce oil consumption and emissions. It maintains its excellent film strength even during high-temperature operating conditions to ensure dependable protection, performance and fuel efficiency.

Controls Soot-Thickening and Wear

AMSOIL OE 10W-30 Synthetic Diesel Oil is formulated with premium synthetic base stocks and robust detergent/dispersant additives that keep soot particles from agglomerating and forming larger wear-causing particles. Its synthetic formulation delivers optimal protection, maintaining performance by staying in its viscosity grade.

APPLICATIONS

AMSOIL OE 10W-30 Synthetic Diesel Oil is recommended for diesel engines and, where appropriate, gasoline engines requiring any of the following specifications:

- API licensed CJ-4/SN
- ACEA E9
- Cummins CES 20081
- MB 228.31
- CAT ECF-3, ECF-2, ECF-1-a
- Mack EO-O
- Volvo VDS-4, VDS-3
- MAN 3575
- Renault RLD-3
- MTU Type 2.1

OE 10W-30 Synthetic Diesel Oil

Stock #	Units	Pkg./Size	Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
OECQT	EA	(1) Quart	2.1	5.15	6.75	5.60	7.25
OECQT	CA	(12) Quarts	25.2	58.80	79.40	63.60	85.80
OEC1G	EA	(1) Gallon	8.0	20.20	26.35	21.75	28.30
OEC1G	CA	(4) Gallons	32.0	76.80	103.70	82.80	111.60
OECTP	EA	(1) 2.5 Gallon	19.5	49.35	63.55	53.15	68.30
OECTP	CA	(2) 2.5 Gallons	39.0	94.00	125.05	101.20	134.60
OEC30	EA	30-gal. Drum	242.0	549.00	686.25	592.00	740.00
OEC55	EA	55-gal. Drum	434.0	957.00	1,177.15	1,031.00	1,269.00

Steps for Effective Equipment Storage

Preparing motorcycles, snowmobiles, lawn mowers and other equipment for storage is important even where seasonal changes aren't pronounced. Gasoline can break down in as little as 60 days, causing performance issues, while rust and corrosion can form on internal engine parts. Proper storage procedures should be followed any time equipment sits for extended periods. Many of the storage procedures listed below are common from one application to the next; however, check the owner's manual for specific instructions.

MOTORCYCLES

• **Wash and dry.** Contaminants can corrode exterior surfaces, particularly chrome.
• **Change the oil and filter.** AMSOIL Synthetic Motorcycle Oil is formulated with rust inhibitors for maximum protection during storage.
• **Stabilize the fuel.** AMSOIL Gasoline Stabilizer (AST) reduces the oxidation that occurs when fuel is stored for extended periods, improving performance, extending equipment life and decreasing maintenance expenses. If storing longer than three-four months, add Gasoline Stabilizer prior to the final outing of the season to ensure complete distribution throughout the fuel system. AMSOIL Quickshot® (AQS) also stabilizes fuel during short-term storage under four months. For maximum effectiveness, use Quickshot year-round.
• **Connect a float charger or remove the battery.** Doing so maintains the battery's charge. Store the battery off the ground.
• **Raise and cover the bike.**

OUTBOARDS

• **Stabilize the fuel** prior to the final outing of the season; use Quickshot if storing less than four months.
• **Change the lower-unit gear lube.** Water left in the lower unit can cause rust and corrosion on bearings, in addition to degrading seals. It's important to replace old fluid with fresh gear lube prior to storage. AMSOIL Synthetic Marine Gear Lube (AGM) provides excellent protection in lower units.
• **Fog the engine** (if applicable). AMSOIL Engine Fogging Oil (FOG) provides superior film retention for long-term protection against corrosion and dry starts, helping extend engine life. Its all-position spray nozzle allows contents to be dispensed when the can is oriented at any angle, including upside down.

• **Change the oil and filter** (if applicable). The oil accumulates acidic by-products throughout the season, which can harm seals and other engine components during storage unless drained. AMSOIL Formula 4-Stroke® Marine Synthetic Motor Oil (WCT, WCF) offers excellent wear protection and viscosity stability, low volatility and excellent low-temperature fluidity. It is certified to meet NMMA FC-W performance specifications and is recommended for virtually all makes of outboards.

PERSONAL WATERCRAFT (PWC)

• **Stabilize the fuel** prior to the final outing of the season; use Quickshot if storing less than four months.
• **Wash and dry,** especially if used in salt water.
• **Flush the engine.** Most PWCs use the water in which they operate as the source of cooling water for the engine. In cold climates, flush the water and replace with antifreeze. Use straight water to flush PWCs operated in salt water. Water allowed to freeze can cause expensive damage, including cracked cylinder heads or engine blocks. Consult the owner's manual for flushing instructions.
• **Remove the battery and store off the ground.**
• **Fog the engine** (if applicable).

LAWN & GARDEN EQUIPMENT

• **Stabilize the fuel** prior to the final outing of the season; use Quickshot if storing less than four months.
• **Fog the engine** (if applicable).
• **Change the oil and filter.** AMSOIL Formula 4-Stroke Synthetic Small Engine Oil (ASE) provides superior protection in the hot-temperature, severe-service operating conditions of both gasoline- and diesel-fueled small engines.
• **Remove grass, mud and debris.** Thoroughly clean surfaces and apply AMSOIL Metal Protector (AMP) to exposed blades and other metal surfaces to inhibit rust and corrosion.

SNOWMOBILES

• **Stabilize the fuel** prior to the final outing of the season; use Quickshot if storing less than four months.
• **Grease the suspension points.** Greasing prior to storage removes water and debris from critical suspension points, protecting against rust and corrosion. AMSOIL Synthetic Water Resistant Grease (GWR) and Series 2000 Synthetic Racing Grease (GRG) offer excellent friction-reduction capabilities and corrosion protection. Synthetic Water Resistant Grease resists water washout, making it excellent for snowmobiles frequently exposed to water, snow and ice.
• **Fog the engine** (if applicable).
• **Apply AMSOIL Metal Protector** to exposed metal if stored outdoors.
• **Change the oil and filter.** AMSOIL Formula 4-Stroke Power Sports Synthetic Motor Oil's (AFF) broad 0W-40 viscosity rating provides superior protection in both hot and cold temperature extremes.
• **Remove or disconnect the battery and store off the ground.** ■

AMSOIL PRESENTS THE MOPAR MUSCLE NUMBERS DON'T LIE DYNO SHOWDOWN

AMSOIL-Sponsored Dyno Showdown Creates Buzz at Mopar Nationals

The 32nd annual Mopar Nationals were held at National Trail Raceway in Hebron, Ohio August 10-12, drawing classic and contemporary Mopar enthusiasts from across the continent to the 2012 AMSOIL *Mopar Muscle* Numbers Don't Lie Dyno Showdown. Although the Nationals have traditionally drawn 1960s to early '70s Dodge, Chrysler and Plymouth muscle cars and nostalgic drag race cars, it now includes modern Mopar iron as well.

While previous *Mopar Muscle* Challenge events focused on engine builders, the new format for the competition reaches out to enthusiasts and end-users. The setting for the AMSOIL *Mopar Muscle* Dyno Showdown could not have been more suitable. At the intersection of the dragway and its staging area, *Mopar Muscle* magazine staff set up shop with a high-profile dyno, announcer's stand and AMSOIL banners.

After *Mopar Muscle* publisher Rob Fisher explained the rules (including the stipulation that all competing vehicles be street legal), the competition commenced Friday morning with 10 vehicles scheduled to compete in each of two classes, Normally Aspirated and Power Adder. Each of the 20 contestants was assigned a 30-minute window to make two dyno pulls. Unlike other dyno competitions where power is measured at the crankshaft, this event shows competitors what kind of real power they're getting where the rubber meets the road.

On Friday, Brian Miller of Florence, Ky. set the first benchmark with his gorgeous '66 Belvedere. Miller, whose 477 cubic inch engine cranked 415 hp at the wheels, indicated he had been using AMSOIL products for years. However, day two of the competition saw some hefty power knock Miller off the podium.

When all was said and done, Darrin Tedder of Canton, Ga. won the Normally Aspirated class with his 1971 Plymouth Barracuda, pulling 926 hp with a 654 cubic inch Hemi. Rick Trunkett of Zainesville, Ohio won the Power Adder class with his 1972 Dodge Duster, pulling 781 hp with a 435 cubic inch small block equipped with an 88 mm turbo. ■

CVT technology and eCVT technology differ greatly.

The basic mechanisms of each are completely dissimilar.

Mike Caruso | TECHNICAL PRODUCT MANAGER - DRIVETRAIN

You may have noticed that AMSOIL Fuel Efficient Synthetic (ATL) and Multi-Vehicle Synthetic ATF (ATF) are now recommended for electronically controlled continuously variable transmissions (eCVTs) in certain vehicles. eCVTs, such as those found on the Toyota Prius, are significantly different from belt- and chain-driven continuously variable transmissions (CVTs). Several automakers use CVT technology, so it's important to understand the differences between belt-and chain-driven CVTs and eCVTs, which are closer to traditional step-type automatic transmissions in design.

The primary purpose of any transmission, regardless of type, is to transfer power from the engine through the drivetrain and, finally, to the wheels. To do so, it must work within a narrow engine rpm band to ensure it produces enough torque for the immediate needs of the vehicle and then transmit that torque to the driveline. Getting a heavy vehicle moving from a dead stop requires a lot of torque. Step-type automatic transmissions use a set of gears called planetary gears that work together in different combinations called gear ratios. These gear ratios make it possible to get a vehicle moving from a dead stop and continue a smooth pattern of acceleration all the way up to cruising speed. Each "step" is simply the transmission changing from one gear ratio – or one speed – to the next.

Traditional automatic transmissions select a low gear ratio to get the vehicle moving from a dead stop. As the vehicle builds momentum, less torque is required to keep it moving and the transmission shifts to higher gear ratios in sequence, slowing the engine at each step until the vehicle is at cruise.

Traditional automatic transmissions have been in use in the U.S. for over half a century. The efficiency of this technology has been enhanced over the years, but there is always room for improvement.

With ever-rising fuel economy standards, auto manufacturers spend a lot of time looking at ways to use the transmission to improve the engine's efficiency. Each engine design produces its most efficient power at a predetermined rpm – the "sweet spot." One key to better fuel efficiency is keeping the engine in its sweet spot for as long as possible.

When you drive a conventional step-type automatic transmission, you feel the rpm rise and drop each time the transmission shifts to the next gear ratio. Each one of these bumps is an inefficiency that consumes extra fuel because the engine is taken out of its sweet spot. The same is true when you're climbing a grade and the transmission drops into a lower gear, making the engine run faster and use more fuel. One way manufacturers address this issue is by adding more gear ratios. This has the benefit of shortening the duration of the bumps and gives the transmission more options to keep the engine at its optimum rpm. The inefficiencies can't be completely eliminated, however, because the transmission is physically limited by a finite number of gear ratios.

CVTs take a different approach to managing rpm. Instead of gears, the most common CVTs in the U.S. use a metal belt or chain running between two pulleys. These pulleys are designed to spread open or squeeze closed under hydraulic pressure, forcing the belt or chain to ride higher or lower in them. The advantage of this system is the vehicle's computer can quickly and continuously adjust the pulleys to whatever ratio is required for peak efficiency because it isn't physically limited by gears. When driving a CVT-equipped vehicle the driver pushes on the gas pedal and the CVT adjusts to keep the engine at its most efficient rpm through the entire acceleration process. There are no bumps or rpm increases felt by the driver. This is even true when climbing a grade. The engine stays at its most efficient rpm and the CVT adjusts to allow the car to get over the hill.

The eCVT found on the Toyota Prius and other hybrids differs from CVTs found in other vehicles, such as the 2013 Nissan Altima or 2012 Scion iQ, because it does not use a belt or chain connected to a pair of variable pulleys. Instead, an eCVT uses electric motor/generators to control the speeds of planetary gearset components. This allows the eCVT to continuously change the gear ratio, keeping the engine's rpm in the sweet spot. Just like when driving other CVT-equipped vehicles, drivers of vehicles with eCVTs don't feel the step change common to traditional automatic transmissions, yet the mechanisms (planetary gears) to achieve acceleration are largely the same.

Recent test data has shown we can confidently recommend AMSOIL Fuel Efficient Synthetic Automatic Transmission Fluid and AMSOIL Multi-Vehicle Synthetic Automatic Transmission Fluid for eCVTs, and they will deliver the same high performance in eCVTs as they do in traditional automatic transmissions. ■

Refocused Marketing Strategy Increases Appeal of AMSOIL Synthetic 2-Stroke Oils

In the past, AMSOIL published a 2-stroke oil recommendation chart with values (Excellent, Very Good, Good or Not Recommended) assigned to each of its synthetic 2-stroke oils indicating performance in different powersports and equipment applications.

Because the chart recommended multiple lubricants for the same equipment, some customers became confused. The chart also contained unconventional product recommendations, including DOMINATOR® Synthetic 2-Cycle Racing Oil (TDR) in handheld weed eaters and chainsaws. "DOMINATOR will work fine in those applications, but few homeowners are going to use a high-performance racing oil in a weed eater," said Alan Amatuzio, Executive Vice President and COO. "It became obvious that we needed to simplify the decision-making process for customers and eliminate excessive overlap between products." In addition, experience and research indicate customers prefer products that are clearly labeled for specific product applications.

AMSOIL began reintroducing its synthetic 2-stroke oils with HP Marine™ Synthetic 2-Stroke Oil (HPM) in May. While the formulation has not changed, marketing now targets marine applications exclusively. Last month, AMSOIL reintroduced INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) with a renewed emphasis on powersports applications.

Aimed at Increasing Market Appeal

In addition to helping customers, these changes increase the effectiveness of advertising by allowing AMSOIL to market to a more well-defined audience. From a technical standpoint, increasingly complex engine designs and new technologies specific to individual segments of the market are making it difficult to formulate two-stroke oils that satisfy the demands of multiple pieces of equipment. Two-stroke oils are increasingly being asked to provide improved performance in specific areas.

Specialized Oil Properties Needed

The snowmobile market offers a prime example. Some new snowmobile engines deliver a controlled amount of oil at an exact time to specific locations within the engine. Oils with excellent pour points are best suited for this technology. INTERCEPTOR is formulated with an ultra-low pour point (< -60°F) for excellent performance in both older and modern snowmobile engines, including the Rotax® E-TEC® engine used in some Ski-Doo snowmobiles. It also provides excellent cleanliness properties to prevent ring sticking and exhaust-power-valve sticking, making it the premium product recommendation for high-performance powersports applications.

The marine market shares similar trends. Tightening environmental regulations and consumer demand are favoring marine lubricants that provide low aquatic toxicity. HP Marine offers a unique combination of high performance and low aquatic toxicity. Testing developed by the Organisation for Economic Cooperation and Development (OECD) reveals a 100 percent survival rate of *Daphnia Magna* neonates (water fleas) and fathead minnows exposed to increasing concentrations of HP Marine mixed in water. "We are aware of no other lubricant manufacturer that is actively developing and testing its two-stroke marine lubricants for low aquatic toxicity," said Amatuzio. "This strategy is exclusive to AMSOIL, and its benefits are fully realized by recommending HP Marine for marine applications exclusively."

AMSOIL developed a "Low Toxicity Tested" icon to highlight HP Marine's low aquatic toxicity, helping the product stand out in a crowded market.

Specialized Field Studies

Refining the scope of each two-stroke lubricant lends itself to more effectively designing and conducting performance tests and field studies. "If a two-stroke lubricant is recommended for snowmobiles, outboards, dirt bikes and other applications, conducting a field study or set of performance tests to satisfy all potential users becomes difficult," said Amatuzio.

The Marine E-TEC Field Study (G2968), for example, applies predominantly to marine applications - it has less value to snowmobilers or dirt-bike enthusiasts. Conducting testing that is less applicable to large segments of a lubricant's potential customers is neither cost-effective nor persuasive.

Likewise, A Study of INTERCEPTOR Synthetic 2-Stroke Oil (G3039) and the 3,469-Mile Case Study (G3038) exert tremendous influence in the snowmobile market and with other high-performance powersports enthusiasts; however, the studies would have less effect in other markets.

New Labels

Select results of the new studies appear on labels of HP Marine and INTERCEPTOR, with an invitation to visit www.amsoil.com/proof to see complete results. "Publishing test results on the labels is an innovative way to demonstrate each lubricant's effectiveness to customers," said Amatuzio. It also clearly defines the applications for which each lubricant is recommended and helps each lubricant stand out from its competitors.

Additional Changes Coming

In the months ahead, AMSOIL will continue reintroducing synthetic 2-stroke oils with a refined marketing focus and clearer application recommendations. "Ultimately, our goal is a complete line of synthetic two-stroke oils that stands head and shoulders above the rest, both in performance and market appeal," said Amatuzio. "In this way, AMSOIL will further solidify its position as the leader in the synthetic two-stroke lubricants industry." ■

HP Marine™
Synthetic 2-Stroke Oil

Applications

Use HP Marine in all two-stroke outboard motors including, but not limited to:

• Johnson® and Evinrude® FICHT® & E-TEC® (including lean-mix setting) • Mercury® EFI & Optimax®; Yamaha® HPDI • Nissan® and Tohatsu® TLDI® • Suzuki® • Mariner® • Force® • Two-Stroke personal watercraft (PWC) • Jet boats

Use as injection oil or as 50:1 pre-mix (2.6 oz. per U.S. gallon of gas) where **NMMA TC-W3** or **API TC** oils are specified. HP Marine is compatible with mineral and synthetic TC-W3-type two-stroke oils; however, for best performance, mixing oils should be minimized.

INTERCEPTOR®
Synthetic 2-Stroke Oil

Applications

Use AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil in all two-stroke snowmobiles, motorcycles, ATVs, PWCs and where API TC oils are specified.

• Polaris® • BRP®/Ski-Doo® (Rotax® E-TEC® engines) • Arctic Cat® • Honda® • Yamaha® • Kawasaki® • Suzuki® • Direct-fuel-injected (DFI), electronic-fuel-injected (EFI) & carbureted engines

Use as injection oil or 50:1 pre-mix (2.6 oz. per U.S. gallon of gas). INTERCEPTOR is compatible with most conventional and synthetic two-stroke oils; however, for best performance, mixing oils should be minimized.

BUILDING A DYNASTY

From a single rider to a stable of young stars, Factory Connection Racing has become one of the sport's top programs.

Heat rules the six days of racing at the Red Bull AMA Amateur Nationals presented by AMSOIL in Hurricane Mills, Tenn. Two of the hottest riders on the famed Loretta Lynn's track were brandishing the AMSOIL logo as part of the Factory Connection Racing program.

Zach Bell dominated the competitive 250 A class by winning all three motos. For his efforts, which included third overall in Open Pro Sport, Bell was named the AMA Racing Motocross Horizon Award winner as the most outstanding rider at this year's championship event.

Matt Bisceglia was also dominant at the top amateur motocross event in the world, winning five of his six motos and claiming two national titles in the 450 B Stock and 250 B Mod classes.

The success of Bell and Bisceglia continued a growing tradition for the Factory Connection program. Several years ago, team owner Rick Zielfelder ("Ziggy") began the process of building a strong feeder system that targeted top talent in the amateur ranks and groomed them for success in the professional circuits of Monster Energy Supercross and AMA Motocross.

"The Factory Connection program is still a privateer program," said AMSOIL Race Program Manager Jeremy Meyer. "The dream is to get a 'factory ride.' To be able to draw top talent year-in and year-out is extremely difficult. Ziggy and his group know that to keep top talent, it's easier to sign and develop them as amateurs. It's not a trade secret; they are just doing it really, really well."

Since implementing the strategy, the GEICO/AMSOIL/Honda team has brought some of the best young riders in the world to the 250-class who are ready to win, not just race. The names read like a "who's who" list of young motocross stars. Trey Canard was the first to sign an amateur-to-professional deal with Factory Connection, and turned it into a Supercross Lites title in 2008 and an outdoor championship in 2009. Eli Tomac and Justin Barcia both won big as part of the Team AMSOIL/Honda program as amateurs, and both men won a Supercross Lites title this past season and are in the chase for an outdoor title this season.

"Considering the names that have gone through the Factory Connection program over the past four or five seasons, it's tough to argue with the program's results," said Meyer.

In 1998, the program started with one star rider, Mike LaRocco, who now serves as team manager. Kevin Windham continues to be one of the sport's best as he enters his 18th season as a professional. While K-Dub has the team's 450 seat secured, the new wave of talent is ready to move up once his stellar career comes to a close. They also know that another batch of young talent is being groomed as future teammates. ■

ON THE BOX

WITH **JEREMY MEYER**

I received an e-mail the other day from USAC Racing's Jason Smith regarding a new relationship AMSOIL had formed with AMSOIL National Sprint Car driver Dave Darland.

The e-mail was simple: "Since using the product (AMSOIL) they have won five big races in the last five weeks."

A racer doesn't get the nickname "The People's Champ" by having a slow car and being an incompetent driver. According to Smith, Darland has been one of the best sprint car drivers in the country, and he's having arguably one of the best years of his career.

What sticks out about the deal isn't just the wins (which are nice), but the fact that people are noticing his recent success and what he has accomplished since switching over to AMSOIL products. Congratulations to Dave on his recent run. It's good to see another team put AMSOIL in the winner's circle.

Pro Profile: International Hot Rod Association (IHRA)

AMSOIL is the Exclusive Official Oil of the International Hot Rod Association (IHRA) and its main drag-racing series Nitro Jam and Thunder Jam, as well as the presenting sponsor of all IHRA Summit Racing Equipment sportsman programs. Over the past 10 years, the renowned drag racing entertainment company has grown from 65 to 100 sanctioned tracks, from 6,000 to 15,000 members and from 30 to nearly 90 annual events. *AMSOIL Magazine* spoke with IHRA President Aaron Polburn to gain a greater understanding of the IHRA and the sport of drag racing.

***AMSOIL Magazine*:** What is the average horsepower and top speed of an IHRA drag racing vehicle?

Polburn: They run the gamut because you may see hundreds of different cars at an event. On the high end, a Top Fuel car boasts about 9,500 horsepower and can run over 320 mph. An AMSOIL Prostalgia Nitro Funny Car can run a quarter-mile in less than 6 seconds at 250 mph. We also run a triple-motored jet semi truck with an unworldly 36,000 horsepower.

AMSOIL Magazine: What is the difference between Nitro Jam and Thunder Jam, and what can fans expect when attending a Nitro Jam or Thunder Jam event?

Polburn: Both shows are all about drag racing entertainment. The big difference is the size of the market and venue, which dictates the size and scope of the talent line-up. If it was baseball, Nitro Jam would be thought of as a Major League team, while Thunder Jam is Triple A.

Whether attending a Nitro Jam or Thunder Jam event, fans can expect to have all their senses overwhelmed. With massive amounts of power, incredible speeds and a sound that vibrates your body, we can pretty much guarantee a life-changing experience. We want the fans to leave with their adrenaline levels several notches higher than when they arrived.

AMSOIL Magazine: What are the IHRA Summit Racing Equipment sportsman programs?

Polburn: The other IHRA tours are created more for the sportsman drag racer. They include the Summit Pro Am Tour Presented by AMSOIL, the Summit Super Series Presented by AMSOIL, The Summit Team Finals Presented by AMSOIL and the Summit Tournament of Champions Presented by AMSOIL. In these four series, nearly 20,000 amateur sportsman drag racing teams from all over North America compete for local, regional and national championships.

AMSOIL Magazine: Who are the IHRA's biggest stars?

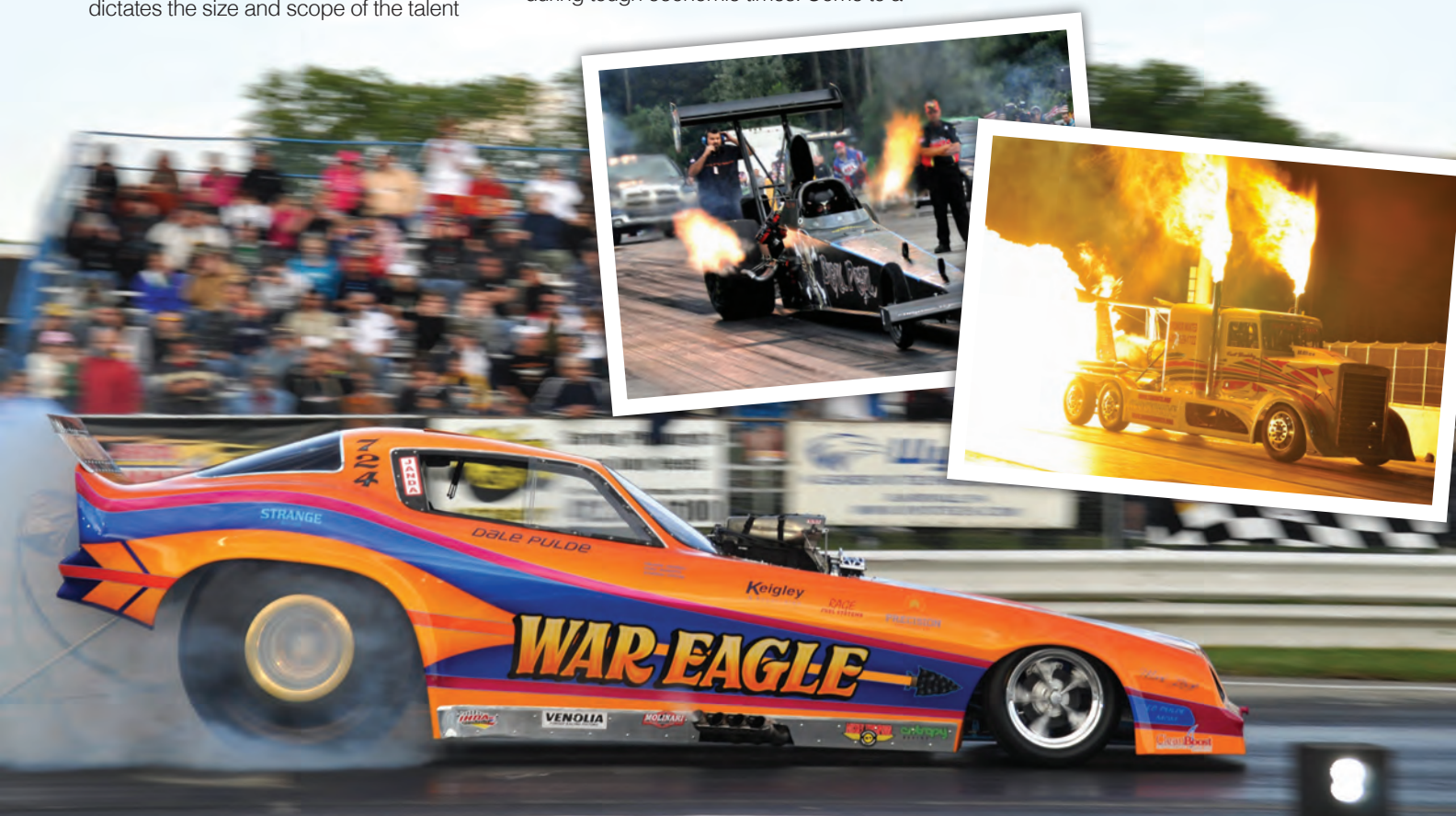
Polburn: Although we have many world-class drivers, the biggest stars are the cars and the show itself. That is probably why we have seen unprecedented growth during tough economic times. Come to a Nitro Jam and you will see the Grave Digger monster truck, a jet truck, 215-mph Harleys on nitro and some of the fastest and most unpredictable race cars on Earth, including Funny Cars, Pro Fuel Dragsters and Fuel Altereds. Without paying any extra, fans receive automatic access to the pits area and stand within a few feet of these awesome machines and drivers.

AMSOIL Magazine: How has the partnership with AMSOIL helped the IHRA?

Polburn: The biggest boost is in brand recognition and credibility. Anytime you can align yourself with a quality company that has a very recognizable brand in motorsports, you win. When you add AMSOIL to other major sponsors like Summit Racing, Mopar, Wolverine and Cricket it forms a powerhouse team.

AMSOIL Magazine: What AMSOIL products are drag racers running in their vehicles, and what feedback have you heard from drivers regarding these products?

Polburn: The big three would be Dominator® Synthetic Racing Oil, Severe Gear® Synthetic Gear Lube and Super Shift® Racing Transmission Fluid. The feedback from drivers has all been very positive. I can honestly say that I have never heard the kind of passion for a product that drivers articulate when talking about AMSOIL. They love it. ■



Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, October 8 for Thanksgiving Day.

NGK Price Adjustment

A minimal price adjustment on select NGK Spark Plugs is effective September 1.

Ladies' Fleece Hooded Zip-Up

This made-to-perform ladies' fleece zip-up allows maximum movement, while keeping moisture under control. Hood with drawcord offers year-round versatility. Thumbholes keep hands warm. Front pockets and left sleeve pocket. Constructed of 100% polyester. Embroidered logo. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3072	S	49.95	53.40
G3073	M	49.95	53.40
G3074	L	49.95	53.40
G3075	XL	49.95	53.40
G3076	2X	52.95	56.60
G3077	3X	55.95	59.80

Formula 4-Stroke® Marine Synthetic Motor Oil Bilingual Labeling

Due to low sales, Formula 4-Stroke® Marine Synthetic Motor Oil quarts are no longer available with bilingual labeling (WCTQTC, WCFQTC). Quarts are available with standard labeling (WCTQT, WCFQT) in both the U.S. and Canada.

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

Smart Spout

Reusable smart spout eases pouring from twin pack bottles.

Stock #	U.S.	Can.
G3071	3.20	3.45

WHAT'S HAPPENING TO YOUR ENGINE DURING STORAGE?

AMSOIL Z-ROD® Synthetic Motor Oil is formulated with a unique blend of corrosion inhibitors to ensure maximum protection during long-term storage. To prove its effectiveness, AMSOIL submitted Z-ROD Synthetic Motor Oil to the Standard Test Method for Rust Protection in the Humidity Cabinet (ASTM D 1748). This test evaluates the rust-preventative properties of oil under high-humidity conditions, similar to those faced by a covered hot rod in a damp garage. The metal coupon treated with AMSOIL Z-ROD Synthetic Motor Oil showed no signs of corrosion after 192 hours, while the coupon treated with a leading competitor's product failed the test after 24 hours.

Take care of your vintage vehicles with AMSOIL Z-ROD.

After 192 hours in a humidity cabinet, the metal coupon treated with Z-ROD Synthetic Motor Oil showed no signs of rust.

After 192 hours in a humidity cabinet, the metal coupon treated with a leading competitive product rusted severely.

AMSOIL®
The First in Synthetics®

Online Store: **www.amsoil.com**
Telephone: **1-800-777-7094**

AMSOIL
The First in Synthetics®

ISO 9001 CERTIFIED

Donaldson Filtration Solutions · MOTHERS Polishes•Waxes•Cleaners · TRICO · MANN FILTER · WIX FILTERS · NGK SPARK PLUGS

WE HONOR

MasterCard · VISA · DISCOVER

(Discover in U.S. only)

CHANGE SERVICE REQUESTED
Published 12 times annually

PRSRT STD
US POSTAGE
PAID
AMSOIL

Jeff Fisher
866-292-4700
www.SyntheticOils.us

PRINTED WITH SOY INK

Minimum 10% Post-Consumer Fiber

AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in U.S.A.

www.amsoil.com | September 2012

OE 5W-20 AND 5W-30 NOW AVAILABLE IN GALLONS

AMSOIL OE Synthetic Motor Oil is ideal for the installer market, commercial fleets, cost-conscious customers and customers hesitant about taking advantage of extended drain intervals. Now, OE 5W-20 and 5W-30 are available in gallon containers.

- **Provides excellent wear protection**
- **Delivers optimum fuel economy**
- **Maintains low emissions**
- **Protects in all temperatures**
- **Helps keep engines clean**

AMSOIL
The First in Synthetics®

Online Store: **www.amsoil.com** | Telephone: **1-800-777-7094**