



► PREFERRED CUSTOMER EDITION

MAGAZINE

APRIL 2013



A GROWING FAMILY

**AMSOIL Expands Signature Series Family
to Include Automatic Transmission Fluid**

PAGE 6

**AMSOIL Now the Exclusive Distributor of Briggs
& Stratton® Synthetic 4T Racing Oil | PAGE 10**



Treated Fuel Delivers **Maximum** Performance

AMSOIL P.i.® ranks among the most potent gasoline additives available today.

As a concentrated detergent, it is outstanding in cleaning combustion chamber deposits, intake valve deposits and fuel injector deposits. AMSOIL P.i. helps maintain peak engine efficiency, fuel economy, power and drivability in newer low-mileage engines. In engines with accumulated deposits, testing shows AMSOIL P.i. provides the following clean-up benefits after only one tank of gasoline:

- Improved fuel mileage an average of 2.3% and up to 5.7%
- Reduced noise from carbon rap and pre-ignition
- Reduced emissions
 - hydrocarbons (HC) up to 15%
 - carbon monoxide (CO) up to 26%
 - nitrous oxides (NOx) up to 17%
- Restored GDI injector flow to 99.1%
- Restored power and performance
- Reduced need for costly higher octane fuel
- Better drivability
- Smoother operation

Six ounces for each 10 gallons of gasoline dissolves injector and valve deposits within a few hundred miles. Place your order today.

**IDEAL FOR
USE PRIOR TO
EMISSIONS
INSPECTIONS!**



The First in Synthetics®

Online Store: www.amsoil.com

Telephone: **1-800-777-7094**



AMSOIL Expands Signature Series Family to Include Automatic Transmission Fluid | PAGE 6

FEATURES

- 6** AMSOIL Expands Signature Series Family to Include Automatic Transmission Fluid
- 8** AMSOIL Synthetic Lubricants Proven in Las Vegas Taxi Fleet Field Trial
- 10** AMSOIL Now the Exclusive Distributor of Briggs & Stratton® Synthetic 4T Racing Oil

DEPARTMENTS

- 4** From the President's Desk
- 9** Tech Talk
- 12** Racing & Promotional News
- 14** Centerlines and Updates

ADVERTISEMENTS

- 2** Treated Fuel Delivers Maximum Performance
- 5** It's a Hot Product that Keeps it Cool
- 11** Built For Speed
- 16** A Smart Way To Spend Your Tax Refund

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

Dan Peterson

Editorial Contribution

Mark Nyholm

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. Amatzio

Executive Vice President and COO

Alan Amatzio

Executive Vice President and CFO

Dean Alexander

© 2013, AMSOIL INC.

All rights reserved.

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 Signature Series Synthetic Automatic Transmission Fluid delivers AMSOIL-level protection for twice the OEM severe-service recommendation.

From the President's Desk

Director of Dealer Sales Rob Stenberg recently coordinated a sales training seminar for roughly 25 AMSOIL employees who are in one way or another involved in sales and marketing. He brought in a nationally renowned sales training professional who focuses on storytelling as a critical component of the sales process. I am not going to go into details on this, other than to say that the AMSOIL story is tailor-made for this approach. You will be hearing more about this.



In preparation for the seminar, Rob had all attendees watch a short video featuring Simon Sinek. Sinek comes from an advertising background and wrote a book titled *Start with Why*. The video is an overview of his book.

Sinek contends that all great leaders and inspirational companies in the world think, act and communicate in the exact same way. It is the complete opposite to most companies. In his words, it is probably the world's simplest idea. It is based on **why**, **how** and **what**.

According to Sinek, every company is 100 percent sure of **what** they do. They make a product or provide a service. Companies also know **how** they do it. But very few companies know **why** they do what they do. Making a profit, he explains, is the "result" of making a product, not the **why**. By **why**, he means, what is the company's purpose, the cause, the belief? Why

does the company exist and why should anyone care? Companies that include the **why** in their marketing messages are the companies people most strongly identify with.

A car company, for example, typically starts with **what**: "Here's our fantastic new car." They then move on to **how**, explaining how it is fantastic: "It gets great gas mileage, there is plenty of leg room and it has leather seats. Want to buy one?" Again, like most companies, they start with **what** and move on to **how**. They are missing the **why**.

But in reality, says Sinek, the most inspirational companies start with **why**. Sinek uses Apple as an example. Apple starts with **why**: "In everything we do, we believe in challenging the status quo. We believe in thinking differently." Apple moves on to **how**: "We challenge the status quo by designing cutting-edge computers that are easy to use." Apple finishes with **what**: "We make great computers. Want to buy one?"

Sinek could have used AMSOIL as the example. The AMSOIL message includes the **why**. It has from the beginning. We challenged the status quo with our first synthetic motor oil. Other oil manufacturers wanted nothing to do with synthetic oil. In their eyes, AMSOIL didn't exist. We challenge it with our extended drain intervals. Other oil companies dragged their feet for close to 40 years before doing the right thing and introducing extended-drain oils. We challenge it with our distribution system. The AMSOIL Dealer network brought synthetic motor oil to market, and no one has more experience selling synthetic oil than our Dealers. We challenge it by developing products that go

beyond the minimum specifications. We lead; we don't follow. You get the point.

At AMSOIL, we think differently than other companies, and that explains the tremendous brand loyalty we have developed. People identify with AMSOIL. People who do business with AMSOIL believe what we believe. They understand that the value AMSOIL brings consumers is not sacrificed for profit.

There is another way of saying all this. While Simon Sinek identifies the world's most inspirational companies as those that challenge the status quo, we could just as easily define it as those that strive to be "Beyond Conventional."

A handwritten signature in black ink, reading 'A.J. Amatuzio'.

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





RDCB

Place your order today.
www.amsoil.com
1-800-777-7094

IT'S A **HOT** PRODUCT THAT KEEPS IT **COOL**

Excessive engine heat robs your vehicle of efficiency and power, placing added stress on components and requiring the cooling system to work even harder. A corroded and inefficient cooling system, meanwhile, worsens the problem and may cause overheating and failure.

AMSOIL Dominator® Coolant Boost is formulated with proprietary tiered-surfactant technology to increase the coolant's heat-transferring abilities throughout a full temperature range. Many competitors' products only function within a single temperature tier. Dominator Coolant Boost decreases engine temperatures up to 19°F while reducing engine warm-up times up to 45 percent. Its corrosion inhibitors also severely reduce or eliminate corrosive weight loss.

Give your vehicle the boost it needs to achieve maximum cooling system protection and performance: AMSOIL Dominator Coolant Boost.



The First in Synthetics®

AMSOIL Expands Signature Series Family to Include Automatic Transmission Fluid

AMSOIL Multi-Vehicle Synthetic Automatic Transmission Fluid and Fuel-Efficient Synthetic Automatic Transmission Fluid have been elevated to the Signature Series family, now known as Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF) and Signature Series Fuel-Efficient Synthetic Automatic Transmission Fluid (ATL). While formulations and pricing remain unchanged, the robust nature of these products was further proven in intense field testing, allowing AMSOIL to introduce new application and service life recommendations. New packaging will replace existing inventory as it is depleted.

As indicated by the icon on their labels, Signature Series Multi-Vehicle Synthetic ATF and Fuel-Efficient Synthetic ATF offer the most benefits in applications where heavy towing, elevated temperatures and challenging terrain are common.

Appeals to Under-Served Market

Fleet vehicles, heavy-duty pickups, contractors' work vehicles and other commercial applications experience severe-service operation daily, making them susceptible to the effects of heat, particularly sludge formation. Less-robust fluids quickly break down in these harsh environments, causing thousands of dollars in repairs. The problem is worse in modern transmissions with more components and reduced fluid capacities. Signature Series Synthetic ATF's thermal stability and resistance to sludge formation impart reserve protection ability, making it perfect for applications that operate in severe service.

Severe-Service Field Trial

To demonstrate its effectiveness in severe service, AMSOIL sought a test fleet subjected to the toughest real-world conditions. The perfect partner was found in a Las Vegas taxi fleet. The constant idling, stop-and-go driving loaded with passengers and cargo and searing desert heat invite thermal breakdown and sludge formation. Inferior transmission fluids simply don't last in these conditions.

After approximately 18 months and 100,000 miles in service, a transmission from one of the taxi fleet's Dodge Chargers was selected for analysis. AMSOIL extended the drain interval of Signature Series Multi-Vehicle Synthetic ATF in the Charger to 100,000 miles to increase severity. Internal components

(pictured) earned high ratings for sludge prevention and demonstrated minimal wear. In addition, the industry-standard Aluminum Beaker Oxidation Test demonstrated Signature Series Multi-Vehicle Synthetic ATF – after 100,000 miles of severe service – still provided almost twice the heat resistance required of new fluid to meet the Chrysler ATF+4 specification (see graph). Results confirm the lubricant's high level of reserve protection for severe-service applications.

Used fluid analysis also revealed Signature Series Multi-Vehicle Synthetic ATF contained 41 percent of its original oxidation inhibitors following the field study. For more results of this field study, see page 8.

Outstanding Wear Protection

Varying speeds and loads cause torque multiplication and extreme stress on gears and bearings. AMSOIL formulated Signature Series Synthetic ATF with high film strength and premium anti-wear/extreme-pressure additives to help prevent wear during severe-duty service. In the industry-standard FZG Gear Wear Test (ASTM D 5182), Signature Series Multi-Vehicle Synthetic ATF that had been used for 100,000 severe-service miles achieved a "Pass" at stage 12 – the highest stage. The results exceed the Ford MERCON V and Chrysler ATF+4 specifications for new fluid, demonstrating the lubricant's long-lasting wear protection.

Cold-Temperature Fluidity

Signature Series Synthetic ATF is wax-free and delivers extraordinary cold-flow properties (< -60°F pour point). It improves shift response, energy efficiency and warm-up times.

Friction Durability

Today's transmissions are smaller and must withstand higher horsepower and torque while delivering smoother shifts, all with longer fluid life recommendations. AMSOIL Signature Series Synthetic ATF is formulated with friction-modifier additives that deliver outstanding clutch-holding capacity (static friction), torque-transfer ability (dynamic friction) and anti-shudder properties (slipping torque converter clutches). Analysis reveals Signature Series Multi-Vehicle Synthetic ATF used for 100,000 miles provided nearly identical friction properties as new fluid for smooth, reliable shifts.



Service Life

Normal Service: Follow the vehicle manufacturer's normal-service drain interval.

Severe Service: Double the vehicle manufacturer's severe-service drain interval.

Applications

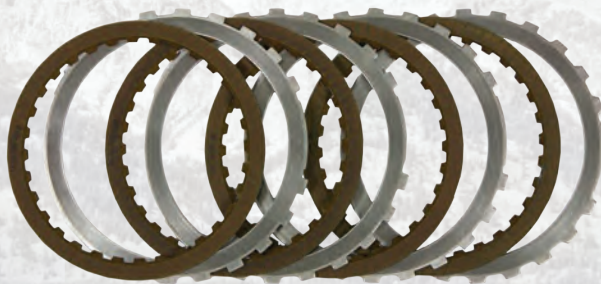
AMSOIL Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF) is recommended for automatic transmissions requiring: Ford MERCON®, MERCON® V, ESP-M2C166-H; GM DEXRON® III; Chrysler ATF+4®, MOPAR® AS68RC; Allison C-4, TES-389; Audi G 052 162, G 052 990, G 055 025; BMW 7045E, LA 2634, LT 71141; Honda ATF-Z1 (not CVT); Hyundai SP-II and SP-III; Idemitsu K17; JWS 3309, 3314, 3317; Kia SP-II and SP-III, ATF Red-1; MAN 339F, 339 V1, 339 V2, 339 Z1, Z2 & Z3; Mazda ATF-M III, ATF-MV; Mercedes Benz 236.1, 236.2, 236.3, 236.5, 236.6, 236.7, 236.9, 236.10, 236.11, 236.81; Mitsubishi SP-II and SP-III; Nissan Matic-D, Matic-J, Matic-K; Shell 3403, LA 2634; Subaru ATF, ATF-HP; Suzuki 3314 & 3317; Texaco ETL-7045E, ETL-8072B, N402; Toyota Type T-III and T-IV; Voith 55.6335.XX (G607), 55.6336.XX (G1363); Volvo 97340, 97341; Volkswagen G 052 162, G 052 990, G 055 025; ZF TE-ML 03D, 04D, 05L, 09, 11B, 14A, 14B, 14C, 16L, 17C.
Note: Not for use with CVT or Ford Type F applications.

AMSOIL Signature Series Fuel-Efficient Synthetic Automatic Transmission Fluid (ATL) is recommended for automatic transmissions requiring: Ford MERCON® LV, SP; GM DEXRON® VI; Audi G 055 005, G 055 162, G 060 162; BMW 83 22 0 142 516, 83 22 2 152 426; Honda DW-1®; Hyundai/Kia SP-IV; JWS 3324; Mitsubishi SP-IV, ATF J2; Nissan Matic-S; Saab 93 165 147; Shell M-1375.4, M-1375.5, M-1375.6, M-L 12108; Toyota WS; Volkswagen G 055 005, G 055 162, G 060 162. *Note: Not for use with CVT applications.*

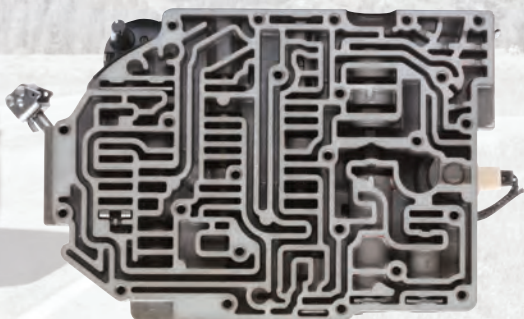


Proven in 100,000-Mile Severe-Service Taxi Fleet Field Trial

Clutch Plates



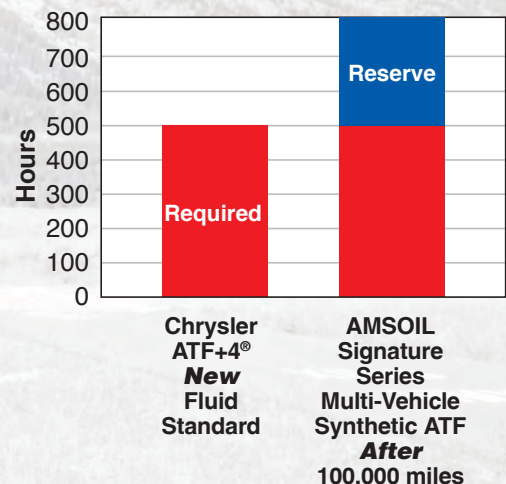
Valve Body



The clutch plates demonstrated no discoloration from heat, indicating the clutches did not slip. In the category of deterioration/wear, the clutch plates were found to be in "good" condition, the highest rating, by the independent calibrated rater. The valve body, a component especially susceptible to sludge formation, was clean and virtually sludge-free.

Reserve Protection Against Heat After 100,000 Miles

ABOT Test Performed by Independent Lab
Based on Total Acid Number (TAN)



AMSOIL Synthetic Lubricants Proven in Las Vegas Taxi Fleet Field Trial

With modern vehicles producing increased heat, the ability of lubricants to protect against sludge and deposit formation is becoming more important. Motor oils and transmission fluids must demonstrate increased thermal stability throughout longer drain intervals for components to last as designed.

AMSOIL synthetic lubricants are formulated with reserve protection to withstand heat and its negative effects. To demonstrate it, AMSOIL Signature Series Synthetic Motor Oil and Signature Series Synthetic Automatic Transmission Fluid were put to the test in taxi cabs operating in the searing desert heat of Las Vegas, Nev.

Taxi Fleet

Taxis are notoriously hard on lubricants due to excessive idling and constant stop-and-go driving loaded with passengers and cargo. Las Vegas summer temperatures added to the challenge, topping 100°F during this field study.

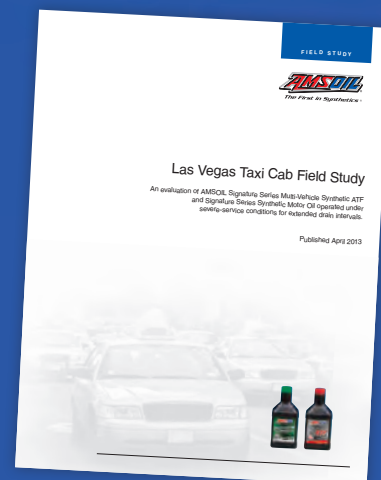
Six vehicles operated with AMSOIL synthetic lubricants for 18 months. The vehicle selected for further analysis – a 2010 Dodge Charger equipped with a 2.7L V6 engine and 4-speed automatic transmission – accumulated 7,033 hours (102,582 miles) prior to the engine and transmission disassembly. Given the unusually high amount of idle time, maintenance intervals were determined in hours rather than miles. Signature Series 0W-20 Synthetic Motor Oil (ASM), changed every 900 hours or approximately 15,000 miles, was used in the Charger's engine, while the transmission used Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF), which was not changed during the study.

The Charger operated throughout Las Vegas up to 24 consecutive hours each day, with the engine shut down only during refueling and personnel changes. Average speed was 14.6 mph, while the EPA indicates the average speed for city driving is 21.2 mph, illustrating the excessive amount of idle time and stop-and-go driving.

Results

Transmission components prone to the effects of lubricant failure, including the valve body and clutch plates, revealed virtually no sludge and little wear after operating 7,033 hours (102,582 miles) on a single fluid change. Although the Charger carried a recommended transmission fluid change interval of 60,000 miles in severe service, Signature Series Multi-Vehicle Synthetic ATF continued providing superior protection well beyond the severe-service recommendation, confirming its ability to provide reserve protection.

Engine components susceptible to the formation of harmful sludge, including the oil pan, oil pickup tube and cylinder heads, revealed virtually no sludge, earning high ratings from an independent calibrated rater. Results prove the ability of Signature Series Synthetic Motor Oil to safely extend drain intervals in severe service. Complete results are available in the Las Vegas Taxi Fleet Field Study (G3118).



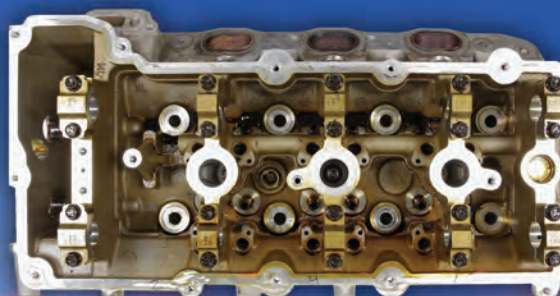
Las Vegas Taxi Fleet Field Study

Stock#	Qty.	U.S.	Can.
G3118	1	1.05	1.15

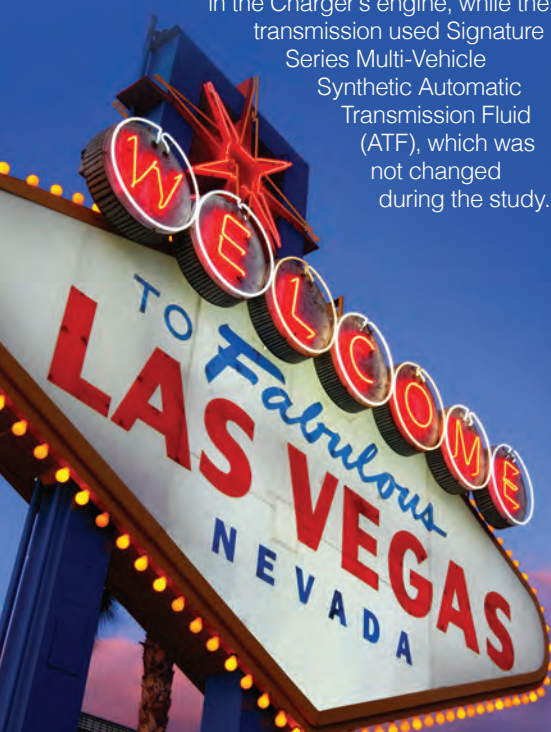
ONLINE: www.amsoil.com/performance-tests.aspx

Transmission Case

Cylinder Head



Following over 100,000 miles of severe service, the transmission case and cylinder head contained virtually no sludge, confirming the superior heat resistance of Signature Series Synthetic Motor Oil and Signature Series Synthetic ATF.





Mark Nyholm | TECHNICAL PRODUCT MANAGER - HEAVY DUTY

Natural gas is an up-and-coming alternative to gasoline and diesel.

From stationary engines to heavy-duty equipment and even passenger cars, natural-gas engines are becoming more prominent.

Alternative fuels have been the talk of the town for over 10 years now, and the quest to reduce engine emissions, fuel costs and dependence on foreign oil often leads to fuels other than gasoline or diesel. Natural gas is one of these up-and-coming alternative fuels. For many of us, natural gas heats our homes and runs our stoves, water heaters and clothes dryers. This low-carbon fuel is making its way to powering a variety of natural gas engines for both stationary and vehicular applications. Compared to the relatively complex chemical structures of gasoline and diesel, natural gas has a relatively simple chemical makeup primarily composed of methane. When natural gas is burned, it produces fewer pollutant emissions than coal or petroleum products, which makes it a natural choice on the quest to reduce engine emissions.

Three varieties of natural gas are used: compressed natural gas (CNG), liquefied natural gas (LNG) and renewable natural gas (RNG) or biomethane. CNG is natural gas compressed into high-pressure containers for storage or transport. LNG is achieved by cooling natural gas to -260°F at atmospheric pressure. LNG is 1/600th the volume of natural gas at atmospheric temperature and pressure, making it ideal for applications that are weight or space limited. Biomethane, or biogas, is a naturally occurring, renewable energy source created by the breakdown of organic matter, such as farm and landfill waste. This low-carbon organic waste can be processed to high-quality natural gas suitable for use in pipeline or a variety of stationary and vehicular engines.

Vehicular natural gas engines are used in many mobile applications, including public transit buses, refuse haulers, delivery trucks, school buses and many

other medium-/heavy-duty trucks. Natural gas has even made its presence into a few small passenger vehicles such as the Honda Civic; and Ford, General Motors and Ram have natural-gas-powered light-duty pickup trucks. Because of the limitations in engine availability, the heavy-duty market is primarily where natural gas is being used today. The limited number of natural-gas filling stations has also put constraints on the expansion of applications outside of engines either directly connected to the natural-gas pipeline or to vehicles that return to base daily. So if you are looking for natural-gas-powered vehicles, think locally and look at medium- to heavy-duty applications performing duties similar to diesel-powered vehicles.

Nearly all the natural gas used in North America is produced domestically, allowing local control over the energy supply. The cost of natural gas is substantially less than diesel or gasoline, resulting in reduced fuel costs. Many cities and states are looking to natural gas for two main reasons: First, natural-gas engines are much quieter than their diesel counterparts. An idling diesel engine can be up to 10 times louder than a natural-gas engine. Because these engines often operate in the public sector, reducing engine noise creates more peaceful environments for operators, passengers and bystanders alike. Second, natural gas produces lower levels of nitrogen oxides and particulate matter emissions than diesel. Complying with the emissions regulations set forth by the Environmental Protection Agency (EPA) or the California Air Resources Board (CARB) has become essential to conducting business in North America.

Natural-gas engines have specific lubrication demands that differ from those

of diesel and gasoline engines. AMSOIL continues to be at the forefront of natural-gas engine lubrication and is involved in various natural-gas organizations. We have run multiple field trials proving our superior lubrication chemistry, and we continue to strive to improve lubrication for these engines through analytical and laboratory testing. AMSOIL Synthetic Vehicular Natural Gas Engine Oil (ANGV) and AMSOIL Synthetic Stationary Natural Gas Engine Oil (ANGS) both feature a low-ash formulation to minimize deposits that can lead to engine knocking and valve recession, while anti-wear additives provide excellent wear protection. Their thermal stability minimizes oxidation, and their low volatility reduces oil consumption. With oil analysis, both are proven for use in extended-drain-interval applications.

Although natural-gas vehicles currently represent a small percentage of the overall vehicle market, steady growth over the next decade is expected. A study from Pike Research (a research and consulting firm focusing on clean technology markets) forecasts worldwide sales of natural-gas trucks to grow at a compound annual growth rate (assuming a steady rate of growth much like the rate of return on an investment) of 14 percent between 2012 and 2019. The vehicular natural-gas market represents another arena of opportunity for AMSOIL Dealers, now and in the future. Remember, although these heavy-duty engines are similar to diesel engines, they do come with some very important differences that you should be aware of. Take a little time some evening and Google "natural-gas vehicles." Prepare to be astonished at the quantity of information about natural gas that has made its way into our lifestyles already. ■

AMSOIL NOW THE EXCLUSIVE DISTRIBUTOR OF BRIGGS & STRATTON® SYNTHETIC 4T RACING OIL

Introduced in March 2012, Briggs & Stratton Synthetic 4T Racing Oil (GBS2960), formulated by AMSOIL, is now available exclusively through AMSOIL and its Dealer network.

Briggs & Stratton is the world's largest small-engine manufacturer, and karting is the fastest-growing motorsport in the U.S. Tens of thousands of racers rely on Briggs & Stratton engines at the track every weekend. While using competing oils in the extreme operating conditions of its racing motors, Briggs & Stratton experienced myriad failures and issues, including accelerated wear, foul odor, oil vaporization and very short change intervals. Looking to resolve the problems, Briggs & Stratton chose AMSOIL to formulate Synthetic 4T Racing Oil. AMSOIL entered the partnership enthusiastically, formulating an oil that provides outstanding protection and performance in extreme operating conditions. Providing an oil exclusively for Briggs & Stratton's highest-performing racing engines strengthens the AMSOIL reputation for quality and increases brand recognition.

Premium Oil for Severe Racing Applications

Synthetic 4T Racing Oil is formulated specifically to handle the severity of Briggs & Stratton modified competition engines used in kart, junior drag, quarter midget and other racing applications and is recommended for any four-stroke air-cooled competition engine, whether single- or multi-cylinder, splash- or pressure-lubricated.

Combining the protection qualities of a heavy oil with the performance benefits of a light oil, Synthetic 4T Racing Oil helps racers elicit the most horsepower and longest life from their engines. It provides outstanding protection in both stock karts and limited-mod kart applications running over 10,000 rpm, with no sacrifice in horsepower. Racers

using competing oils need both a light and a medium oil to achieve a similar combination of protection and horsepower. Synthetic 4T Racing Oil was dyno-tested using the Briggs & Stratton Animal engine, and proven to provide outstanding performance in the most-extreme conditions possible. It effectively resists the elevated heat common to high-performance racing engines, and it protects against the formation of corrosion between races and during longer storage periods.

"We are really excited about this new relationship with AMSOIL," said Director of Briggs & Stratton Racing David Klaus. "After a year in development and our first race season under our belt, racers are seeing the benefits of an oil engineered specifically for the environment in which it operates."

Briggs & Stratton Synthetic 4T Racing Oil is not available in Canada at this time.



Briggs & Stratton Synthetic 4T Racing Oil

Stock #	Units	Package Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail
GBS2960	EA	1 Quart	2.1	10.42	14.59
GBS2960	CA	12 Quarts	25.2	125.04	175.06

BUILT FOR SPEED



GEOFF MAY
AMSOIL/EBR
Superbike



AMSOIL
The First in Synthetics®

AMSOIL is a whole level of technology I've never been exposed to before. It's not just about performance, it's about understanding the whole picture. And that's what AMSOIL gives to the everyday owner.

- ERIK BUELL

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





Lovell Named Dirt Sports Racer of the Year



WITH JEREMY MEYER

Missouri is the "Show Me State," and Missouri residents showed Feld Motorsports how much they love motocross.

On the first Saturday in March, a combined 70,851 fans showed up to watch Monster Energy Supercross (St. Louis) and AMSOIL Arenacross (Kansas City, Mo.).

It's a great testament to the race series' parent company, Feld, that despite the two races being held less than four hours apart, it was able to create enough buzz in dual markets to fill both venues.

As AMSOIL Arenacross wrapped up in Denver, and the Supercross season continues to steamroll toward the Las Vegas final in May, AMSOIL has already gained an immense amount of exposure in 2013. For one weekend, an entire industry was focused on successfully showing what they had to offer in America's heartland.

Team AMSOIL off-road racer Brad Lovell is accustomed to being at the top of his sport. Whether it's short-course racing, desert racing, rock racing or rock crawling, championships and race wins are the norm for the Colorado Springs, Colo.-based team. Now, being named the best driver in all of off-road racing can be added to Lovell's growing list of accomplishments.

Lovell was named Dirt Sports Racer of the Year at an awards presentation at the Oakley world headquarters in Foothill Ranch, Calif. in February, capping off a remarkably successful year of competition for one of the most versatile drivers in off-road racing.

The humbled Lovell is coming off the racing season of his life, winning the Traxxas TORC Series presented by AMSOIL Pro Light championship, the Ultra-4 Pro series championship and the Baja 1000, but considers the Dirt Sports award the pinnacle of his racing career.

"I really do feel it is the highest award that our team could get," said Lovell. "It's a benchmark in my career."

Lovell, who cut his teeth tackling the rocky off-road terrain of the Colorado high country, has raced and won everything from short-course tracks and desert races to rock crawling events and hill climbs. He attributes his record season and the Racer of the Year honors to "flat-out determination and teamwork."

Lovell said there were many highlights to his season. He locked up the TORC Pro Light championship on pure racing skill after losing his rear brakes, and he remembers his body aching as he exited his rig upon winning the pounding Baja 1000 desert epic.

"It is not a hobby for us; it is a passion and a business," said Lovell. "You can't buy passion and you can't buy the relationship that family has and how they work together."

Lovell has raced with his older brother, Roger, for 10 years, and he credits that close family connection for much of Lovell Racing's success.

"Our leg up on the competition is the way we communicated and worked together," said Lovell.

After six rock crawling championships, Dirt Sports

Rock Racer of the Year honors in 2009, wins in some of the world's most-demanding off-road races, TORC and Ultra-4 Pro championships and a Baja 1000 win, Lovell has solidified his status as one of the most versatile and accomplished drivers in off-road racing. But as he was awarded an honor that recognized his individual talents as a driver, Lovell credited his team and sponsors for helping him reach the pinnacle of the sport he knew he would compete in ever since he saw the Baja 1000 on television as a kid.

"I want to thank the team and thank the people who helped me get here," said Lovell. "I remember sending out 50 proposals about 10 years ago and getting a call back from AMSOIL saying they were going to take a shot on me. I remember where I was when I got that call, and they have been a big part of our success."

Lovell will soon begin defending his TORC Pro Light championship; the 2013 Traxxas TORC Series presented by AMSOIL season begins April 12-13 in Dodge City, Kan.

Bowers Brings Home Third Straight Title

Team AMSOIL star overcomes injury, tight points battle to win AMSOIL Arenacross championship

Team AMSOIL rider Tyler Bowers entered the 2013 AMSOIL Arenacross season as the two-time defending champion, but to win his third straight title, he would have to overcome both a talented field of competitors and a near season-ending injury.

Heading into the final four rounds, dubbed the Race to the Championship, Bowers held a 67-point lead in the standings. However, a new rule implemented this year reset the standings at this point, pitting the top 10 riders against each other as they battled for the championship over the final four events.

In addition to the task of re-establishing his points lead, Bowers had to overcome

a serious injury. After winning the opening championship race in Little Rock, Bowers announced he had undergone surgery that week to repair a broken collarbone he suffered during training that same week. Although riding that soon after surgery might be considered questionable, it worked out in the end for Bowers. He picked up a win in Wichita and two more wins in Kansas City. As the final two rounds of racing commenced in the Denver Coliseum March 15-16, Bowers held a six-point lead over Jeff Gibson and a seven-point lead over AMSOIL teammate Zach Ames.

Bowers set the pace early in Denver. He won the first moto on Friday night, but a crash in the second moto put him third overall on the night and just five points up heading into Saturday's final. Bowers rode clean and steady on

Saturday, going 2-3 for second overall and winning the championship over Gibson by just three points.

"I'm lucky I have such a great support group behind me that makes it so hard to quit," said Bowers. "Everyone on this Babbitt's Monster Energy/AMSOIL Kawasaki team pushed me to the top this year, and I am so thankful for that."

For the season, Bowers earned a class-leading 10 overall wins, including 20 main-event victories. He became just the third rider in AMSOIL Arenacross history to claim three consecutive championships, joining Dennis Hawthorne and Buddy Antunez. Ames finished third overall and fellow Team AMSOIL rider Michael McDade finished fourth.



AMSOIL ARENACROSS

Photo: Josh Rud/Arenacross.com

AMSOIL

Changes in Midwest Distribution

Effective April 1, AMSOIL INC. is realigning the Midwest distribution network by shipping more orders directly from its primary distribution center in Superior, Wis. to customers in the states of Michigan, Wisconsin, Iowa and Nebraska.

Customers in the affected areas will begin receiving shipments from the Superior Distribution Center after April 1; however, they still have the option to pick up products in Chicago, Wichita or any other distribution center by simply specifying so at the time of ordering. The Distribution Center Locations Map (G92) is useful for determining your primary distribution center, and it has been revised to reflect these changes.

AMSOIL has made great strides in improving order-to-ship times over the past 12 months. Dealers and customers are told to expect delivery of their products four to eight business days after the orders are placed, and AMSOIL generally outperforms that promise. This change in the Midwest will reduce incidents of backorders, eliminate multiple shipments for Superior-only items, reduce damage and help mitigate rising freight costs.



DEALERSHIP OPPORTUNITIES AVAILABLE

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

Large Filter Wrench

Adjustable filter wrench has two clamping legs driven by a gear mechanism for maximum range and gripping ability. For auto/light-truck applications. Range: 3 1/8" to 3 7/8".

Stock #	Wt. Lbs.	U.S.	Can.
G2197	1.3	11.50	12.25



Small Filter Wrench

Adjustable filter wrench has two clamping legs driven by a gear mechanism for maximum range and gripping ability. For auto and motorcycle applications in hard-to-reach locations. Range: 2 1/2" to 3 1/8".

Stock #	Wt. Lbs.	U.S.	Can.
G2198	0.8	9.95	10.60



Mechanic's Lube Kit

Contains the most critical tools for complete lube service on most makes and models. Includes tools for foreign and domestic servicing. Each kit contains the following: (13) cap-type wrenches, (2) hex-cap socket wrenches, (2) swivel-type filter wrenches, (1) strap wrench, (1) small spider wrench, (1) adjustable pliers-type wrench, (6) drain plug wrenches, (2) metric square plug wrenches, (3) metric hex drain plug wrenches, (1) 12-point x 16 mm drain plug wrench, (1) low-profile T45 Torx oil filter tool.

Stock #	Wt. Lbs.	U.S.	Can.
G2200	20.0	150.00	160.85



Strap Filter Wrench

Wide band tightens while you turn. Offers the widest range of any wrench. For all filters. Range: up to 6".

Stock #	Wt. Lbs.	U.S.	Can.
G2199	0.5	3.90	4.20



Filter Cap Wrench

Designed for Harley-Davidson and BMW motorcycle oil filter applications and can be used to install and remove the following AMSOIL Ea[®] Motorcycle Oil Filters: EaOM122/122C, EaOM132/132C, EaOM133/133C, EaOM134/134C, EaOM135/135C and EaOM136C.

Stock #	Wt. Lbs.	U.S.	Can.
G2309	0.5	1.90	2.05



Motorcycle Filter Wrench

Designed for 2000-2008 Harley-Davidson Twin Cam applications and can be used to install and remove AMSOIL Ea Motorcycle Oil Filters EAOM134/134C and EAOM 135/135C.

Stock #	Wt. Lbs.	U.S.	Can.
G2685	0.5	10.00	10.70



Motorcycle Filter Wrench

Can be used to install and remove AMSOIL Ea Motorcycle Oil Filters EAOM103/103C and EAOM 109/109C.

Stock #	Wt. Lbs.	U.S.	Can.
G2686	0.5	1.90	2.05



Crew Shirt

Highlights AMSOIL race series sponsorships and AMSOIL race products. Constructed of 100 percent polyester. Sizes S-3X.

Stock #	Size	U.S.	Can.
G2991	S	43.50	46.55
G2992	M	43.50	46.55
G2993	L	43.50	46.55
G2994	XL	43.50	46.55
G2995	2X	43.50	46.55
G2996	3X	43.50	46.55



Left Sleeve

Right Sleeve



Back

Front

OGIO Polo Shirt

High-performance, upscale OGIO polo shirt looks great with either jeans or dress slacks. Constructed of 100 percent moisture-wicking polyester. Embroidered logo. Sizes S-3X.



Red OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3020	S	39.95	42.75
G3021	M	39.95	42.75
G3022	L	39.95	42.75
G3023	XL	39.95	42.75
G3024	2X	41.95	44.85
G3025	3X	43.95	47.05

White OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3026	S	39.95	42.75
G3027	M	39.95	42.75
G3028	L	39.95	42.75
G3029	XL	39.95	42.75
G3030	2X	41.95	44.85
G3031	3X	43.95	47.05

Black OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3032	S	39.95	42.75
G3033	M	39.95	42.75
G3034	L	39.95	42.75
G3035	XL	39.95	42.75
G3036	2X	41.95	44.85
G3037	3X	43.95	47.05



CHANGE SERVICE REQUESTED
Published 12 times annually

PRSRT STD
US POSTAGE
PAID
AMSOIL

ISO 9001 CERTIFIED
ISO 14001 CERTIFIED

Donaldson
Filtration Solutions

MOTHERS
Polishes•Waxes•Cleaners



WE HONOR



(Discover in U.S. only)



Minimum 10%
Post-Consumer Fiber

AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in U.S.A.
© 2013, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

www.amsoil.com

April 2013



A Smart Way To Spend Your Tax Refund

CHANGE YOUR TRANSMISSION FLUID

We take care of our engines because they create the power that makes the vehicle go. But it's the transmission that distributes that power to the wheels, and it needs just as much care. The drivetrain is often neglected, and because a fluid change is inconvenient, you may have been putting it off. Use your tax refund to install AMSOIL Signature Series ATF.

CUSTOMER APPROVAL FORM

SM-PP

Date _____ Order No. _____

Description _____

Quantity _____

Paper _____

Ink Colors _____

Important. Please Read. Examine this proof and specifications carefully. Indicate clearly any necessary corrections or alterations on the proof (or attach instructions to the proof), check appropriate box, sign, date, and return to Service Printers. Even if you have seen previous proofs, do not assume everything is correct without checking it again. This form must be signed and returned. We cannot proceed without your signature.

Note that client revisions at this point in production will result in additional charges and may delay delivery.

	APPROVED TO RUN AS IS
--	----------------------------------

	APPROVED AS CORRECTED
--	----------------------------------

	NEW PROOF NEEDED
--	-------------------------

By _____ Date _____

Your signature of approval authorizes the printing and finishing of this job as per this proof, or as revised per your instructions marked on this proof.