AMSOIL MAGAZINE

▸ PREFERRED CUSTOMER EDITION

FEBRUARY 2013

Racing Roundtable

(pt. 2) | PAGE 6

THE FIRST IN SYNTHETICS®

AMSOIL developed the first synthetic motor oil for automobile engines. Others followed.
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AMSOIL developed synthetic oils for boats, motorcycles and diesel engines. Others followed.

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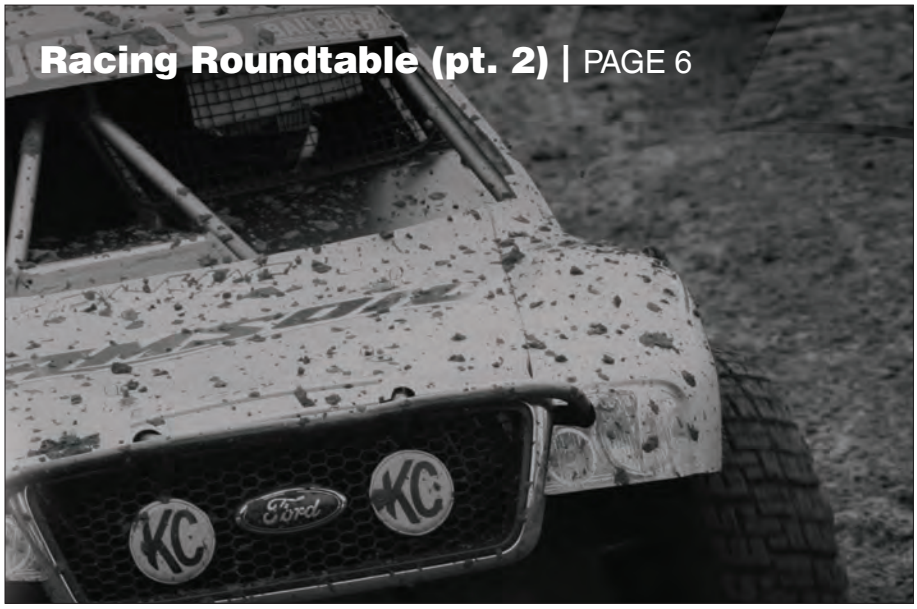

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THE COVER

Three industry innovators discuss their relationship with AMSOIL in the second of a two-part racing roundtable series.

From the President's Desk

A contingent of AMSOIL employees, including Race Program Manager Jeremy Meyer, returned recently from the AMSOIL World Championship Snowmobile Derby in Eagle River, Wisconsin. This is the largest and most prestigious snowmobile competition in the world. It is billed as the "Indianapolis 500 of Snowmobile Racing," which is fitting because my long-time friend and racing legend Bobby Unser attended. Bobby, for those who don't know, is a three-time winner at Indy. In fact, he is the only driver to win the event in three separate decades. He also dominated the Pikes Peak Hillclimb, with a record 13 wins. I spoke to Bobby prior to the Eagle River event and told him that Jeremy was looking forward to meeting with him.

I have told this story before, but it bears repeating. I first met Bobby in the 1960s. He was at the height of his domination of the Pikes Peak Hillclimb but was having trouble with his equipment. His open-wheel race car would only make it through one or two runs up the mountain before the rear end would break. This was a huge problem at the time because the only gear box that would work right in his car was the vintage 1940s model he was using, and parts were not available. Bobby's crew was continuously forced to re-machine the gears. Needless to say, frustration set in. You don't win races when parts keep breaking.

In desperation, Bobby began calling lubricant manufacturers in search of an oil that would protect his gears. He found one that helped a little, but the parts kept breaking. Finally, he heard about a start-up company in the upper Midwest that was developing some new type of technology. Bobby had never heard of synthetic lubrication, but he gave me a call. He explained his problem, and I sent him some oil that I was convinced would work. That oil had more film strength than any other oil on the market at the time.

Sure enough, it did work. Bobby went from repairing his gears after virtually every run to absolutely no maintenance at all. He now made it through all his practice runs, qualifying runs and race day with the same set of gears. Plus, that same rear end made it through the entire next year. Bobby had seen firsthand how a lubricant could make a difference between winning and losing.

The point is, Bobby became a true believer in AMSOIL products and never looked back. To this day, he wears AMSOIL gear, and whenever conversation turns to lubrication he speaks from experience. That early association with Bobby Unser established a loyalty that remains firm today. It also set a pattern that we maintain in all of our racing relationships. The sponsorships we provide are based on more than just handing over cash and hoping for the best. We become involved with our teams in all aspects and work hard to build relationships based on trust and loyalty.

That is abundantly apparent with the racers featured in this issue. Each is a firm believer in AMSOIL products. They all have stories, like Bobby's, that convey ways in which the products performed for them in the most demanding, race-on-the-line conditions. But more than that, they have gained a respect beyond the products – respect that money just can't buy. Each speaks in glowing terms about the technical assistance our experts provide. Erik Buell, for example, had this to say: "As soon as I came (to AMSOIL) and visited and started talking with the research people, I realized I was in my territory. AMSOIL is interested in solutions; passionate about what they wanted to do and passionate about making the best lubricants. AMSOIL is open to learn, listen and think – no canned solutions. Everything is about 'what is going on? We want to understand it, we want to look at it, we want to see it, we want to think about it.' AMSOIL became completely engaged with us as a development partner."

It is the relationships that we have built with Erik Buell, Scott Douglas, Steve Scheuring and all the others that define what AMSOIL is. We support our racers through good times and bad, and they know that the concept of loyalty is not lost on us. That pays dividends for many, many years, and our friend Bobby Unser is proof of that.

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

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MB 229.51
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API SN/SM…
BMW LL-04
GM dexos2
MB 229.51/229.31
Porsche A40
VW 502.00/505.01

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ACEA A3/B3, A3/B4…
API SN/SM…
BMW LL-01
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AMSOIL European Car Formula is designed to provide excellent performance and viscosity retention for the long oil drain intervals recommended by European original equipment manufacturers (OEMs). Often, European OEM oil change intervals exceed 10,000 miles through the use of oil life monitoring systems and, in some cases, are extended as far as 20,000 miles.

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Racing Roundtab

Three Industry Innovators Discuss their Relationship with AMSOIL

The First in Synthetics®

The race-engineered vehicles of Scott Douglas, Erik Buell and Steve Scheuring help AMSOIL test and validate its synthetic lubricants – the same synthetic lubricants available to all motorists. The three recently visited AMSOIL corporate headquarters for a lengthy discussion on the many ways AMSOIL and its pioneering technology help provide dominance on the track. In the second of a two-part series, *AMSOIL Magazine* provides excerpts of the discussion. For part one, see the January edition of *AMSOIL Magazine*.

How AMSOIL synthetic lubricants helped save Scott Douglas' truck during one particularly challenging race weekend:

Douglas: One of the situations we had with AMSOIL quite a few years back had to do with one of the big Cup races. We had built a new chassis and tried to make it as light as we could. You're always fiddling with your cooling packages. The bottom line is we made some calculated mistakes on that. We got to the bigger track, Crandon [International Raceway], where we're running the thing, just twisting the motor at 8,000-8,400 [rpm] in between shifts. And those long pulls, those big, long straightaways, you get up to about 100 mph. And all of a sudden the gauges are just pegging from qualifying on. We're trying to duct air in and do everything we can. We finally realized we didn't have a choice and we were just going to have to run the race. We had the confidence in AMSOIL that it was going to pull through. That was the most successful weekend I've ever had in my racing career. We won every race that weekend – both Pro 4x4 races and the Cup race. All three runs, including qualifying, we were over 300°-320° on the oil temp. We took apart the motor afterwards figuring the whole thing was going to be pretty tore up, but we were really happy with the results.

How AMSOIL DOMINATOR® Synthetic 2-Cycle Oil (TDR) prevented Steve Scheuring's Ski-Doo® Rotax® engines from failure:

Scheuring: At the Winter X Games in Aspen, Colo., we raced at an elevation of about 9,000 feet. All the dynamics of the engine changed. You experience lack of oxygen and reduced horsepower, so you have to adjust for that. You have to increase compression; you have to increase timing. There were six factory-based Ski-Doos running in the Pro Open class. Out of those six, we had the only ones that didn't blow up. Our engines ran flawlessly all weekend. All our guys ended up in the finals, and Robbie [Malinoski] ended up on the podium, which represented the only Ski-Doo-based team in the top 10. AMSOIL helped us get through that edge where everyone else kind of fell off.

On competitors in the AMA Pro SuperBike series taking notice of the durability AMSOIL synthetic lubricants provide Erik Buell's racing bike:

Buell: Our engine is the talk of the pits. Two-cylinder engines pushed to that horsepower level are more fragile. We never touch our engines all race weekend. The other guys are swapping engines Saturday night for a new engine for the race on Sunday. We are just running the same stuff, and everybody is really impressed by it. They ask us about it and we say it's a good engine, but without a doubt some of the things AMSOIL has been able to give us have helped the engine. Maybe we would have redesigned it mechanically for a lesser-quality oil, but why do that?

On some of the benefits AMSOIL expertise provides race teams:

Douglas: Everyone was running 20W-50 [motor oil], but the engineers at AMSOIL said we should go to a 15W-50 to gain a little horsepower. I'm an old-school kind of guy, so I had to be sold on the idea. AMSOIL sold me and the testing we did was phenomenal. We tore down the motors and the bearings looked perfect. I was caught up in the mindset of everyone else that the viscosity is what makes the oil good. No, it's not; it's the quality of what you put in the oil, and AMSOIL puts in nothing but the best.

le

Part Two

The father of the American superbike, Erik Buell, founded Erik Buell Racing (EBR) on the principles of hard work and American innovation. The team captured four podium finishes in the ultra-competitive AMA Pro SuperBike series last season.

Legendary off-road racer Scott Douglas competes in the Pro 4x4 class in the Traxxas TORC Series presented by AMSOIL. The 11-time World Champion finished the 2012 season in second-place overall.

AMSOIL/Scheuring Speed Sports owner Steve Scheuring has been a driving force behind the meteoric rise of professional snocross since the 1990s. His stable of decorated riders is currently dominating the 2012-13 AMSOIL Championship Snocross season.

Buell: It's 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 the world of what AMSOIL gives to the everyday owner. Racing is not just about peak performance, it's about durability.

On Scott Douglas' 900-hp race truck providing critical data in the development of Severe Gear® Synthetic EP Gear Lube:

Douglas: The off-road community is so difficult on differential gears, whether it's short-course or desert racing. We're landing with all that power, and that little film of oil is all you have between that ring and pinion. If you think about that surface area, it's crazy to think you're putting 900 horsepower through.

It might be the best motor oil there is, but if AMSOIL finds out they can make it better, they make it better.

Scott Douglas

We used to run this stuff that was like molasses; it literally was like honey. We'd have to jack the truck up on stands – and this wasn't on cold days, this was on a day that might be 60° – and we'd have to warm it up for about 20 minutes and get all the oil moving. Hopefully it would get out the axle tubes and get to the bearings. This was the only stuff that would live in the off-road industry until I hooked up with AMSOIL and realized how well Severe Gear worked. We started running Severe Gear, and made some formula changes to make it even better. The rings and pinions were better than I've ever seen them. And I've got a lot of experience in this industry. We run a ring and pinion all year long on this truck.

On Steve Scheuring's involvement with AMSOIL product testing and validation:

Scheuring: We spent all last year working hand-in-hand up at our race shop dyno testing oil on Ski-Doo Rotax engines. We saw minimal wear and we saw everything exceed expectations and set the bar for what a lubricant should do. Today we're working on future oils and we're conducting testing with each of our drivers using a special blend of oil. As we accumulate 200 hours or 1,000 miles on a vehicle, we'll break that vehicle down. The AMSOIL technical staff will measure wear, scuffing and clearances to gather information showing which of the newer formulations will take the product even further.

On the high performance standards demanded of AMSOIL synthetic lubricants:

Douglas: The thing I love about AMSOIL is it doesn't take a failure to change the product; AMSOIL changes its lubricants just to make them better. It might be the best motor oil there is, but if AMSOIL finds out they can make it better, they make it better. It's like racing. You might be winning every weekend, but if you're not trying to better yourself all the time, you're going to fall right off the map. That's not what I do with my career and that's not what AMSOIL does with its products.

Scheuring: This year we're setting the bar on performance. We've really opened eyes to the whole synthetic market in our form of racing, two-stroke engines, and have shown that it is a superior product. People have really risen to that and realized this is the best product. There's no proof like racing. What we do in one weekend takes the consumer or a test team two years to do. We have such a condensed test period and the products work great.

Buell: As soon as I came and visited and started talking with the research people, I realized I was in my kind of territory. AMSOIL is interested in solutions; passionate about what they wanted to do and passionate about making the best lubricants. AMSOIL is open to learn, listen and think – no canned solutions. Everything is about 'what is going on? We want to understand it, we want to look at it, we want to see it, we want to think about it.' AMSOIL became completely engaged with us as a development partner.

There's another piece of this that's cool: My industry, the motorcycle sport racing industry, is mostly import. It's not only imported vehicles, but imported ideas. They now see an American-made motorcycle and American-made lubricants, and they know we're reliable. They know we're not tearing engines down. They're sitting there going, 'Whoa, this is really cool that American technology is absolutely at the top of the world.'

Follow Scott Douglas, Team AMSOIL/ Scheuring Speed Sports, Erik Buell Racing and other Team AMSOIL racers all year long on amsoilracing.com. ■

Each part manufactured by Rare Parts Inc. is sent out with an AMSOIL decal.

Manufacturer Installs Only AMSOIL Synthetic Grease in its 'Rare Parts'

A California manufacturer of steering and suspension parts installs AMSOIL synthetic greases exclusively in its Diamond Series specialty parts.

Rare Parts Inc. of Stockton, Calif. was the vision of Lyle Burgess, who began operating a wheel alignment service in 1957. He realized the steering and suspension parts he needed were hard to get and the industry lacked a steering and suspension part manufacturer that offered complete coverage. Parts were becoming obsolete. In 1981, Burgess founded Rare Parts.

Much like the story of AMSOIL INC., an ever-expanding company born from the vision of its founder A.J. Amatuzio, Rare Parts Inc. has flourished and grown over time. Today, Danny Burgess, a machinist who grew up in the business alongside his father, is president of the company.

Rare Parts is committed to providing American-made parts and designs and manufactures obsolete and current parts for virtually any application. The company offers complete coverage for any vehicle make, model or year.

"We offer products from the late 1920s to present, and if we do not have it we will build it," Danny Burgess said. "We build our own inventory and custom projects from the classic street rod enthusiast to custom fabricated agricultural harvester parts."

The Diamond Series line is manufactured to exceed original equipment manufacturer and other aftermarket product specifications. Examples are larger forgings for increased strength, improved internal designs, better wear characteristics, greaseable parts, tighter machining tolerances, proper heat treatment of ball studs and mating components and other changes in key areas, according to Burgess. Every Diamond Series part is designed, tested and inspected in the Rare Parts Inc. facility before it leaves the warehouse.

The parts are pre-greased with AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR).

"We only produce high-quality steering and suspension parts here in the USA and we wanted to pair them with a well-known high-quality grease that also is made in the USA," Burgess said. "Since being registered as a retail-on-the-shelf account by our servicing Dealer, we have been using AMSOIL grease exclusively for about six to eight months. We also run AMSOIL products in our manufacturing equipment.

"Our experience with AMSOIL grease is that it holds up very well at high temperatures and reduces friction (turning torque) in some of our ball joints and idler arms. Reduced turning torque reduces steering effort and increases the life of the parts." ■

Direct injection brings diesel technology to gasoline engines.

GDI technology offers improved power and efficiency, along with a new set of challenges for motor oil.

Matt Erickson | TECHNICAL PRODUCT MANAGER – PASSENGER CAR

Fuel economy and performance are probably the two most emphasized features of vehicles today. Even powerful pickup trucks are touting their respective MPGs alongside horsepower in an appeal to both the macho and penny-pinching sides of prospective truck buyers. Better fuel economy and better performance – is it possible to have both?

The answer is, "yes," with Corporate Average Fuel Economy (CAFE) standards driving the need, and gasoline direct injection (GDI) technology as a leading solution.

Automakers are being pressured by the federal government's CAFE mandates to produce vehicles that meet higher fuel economy standards and decrease emissions. In October 2012, the National Highway Traffic Safety Administration and Environmental Protection Agency released final standards regulating CAFE and greenhouse gas emissions for light-duty vehicles (passenger cars and trucks) manufactured in model years 2017 through 2025. This legislation projects average required fleet-wide fuel economy ranging from 40.3 to 41.0 mpg in model year 2021 and from 48.7 to 49.7 mpg in model year 2025. The 2025 "split" estimates the average required car mpg from 55.3 to 56.2 mpg and light trucks from 39.3 to 40.3 mpg.

One promising source for better fuel economy and performance is seen in the resurgence of GDI engines. The major difference between GDIs and conventional port-injected engines is how and where the gasoline is introduced prior to combustion. In conventional port-injected fuel systems, the fuel/air mixture occurs in the intake manifold; in GDI engines, gasoline is injected directly into the combustion chamber under very high pressures. Like similarly injected diesel engines, this results in greater power, torque and operating efficiency. Because of the specialized fuel delivery components required for gasoline direct injection, GDI engines remain more expensive to build than port-injected systems. Even so, most major car manufacturers are now, or soon will be, producing vehicles employing GDI technology. IHS Automotive, a global industry forecasting company, predicts North American GDI engine installation to rise from approximately 3 million units in 2012 to more than 8 million units by 2016. There are several reasons for the increasing production:

1. Today's injector systems are computer-controlled and capable of delivering extremely accurate and rapid distribution of atomized gasoline. The fuel can be sprayed directly at the hottest part of the combustion chamber, which is near the spark, improving efficiency. Standard gasoline engines end up with the fuel-air mixture widely dispersed in the chamber, resulting in less efficient operation.

2. Because fuel in GDI engines is injected directly into the cylinder instead of the intake port, as in traditional gasoline engines, it remains cooler and can be compressed more densely to produce greater power.

3. Since the fuel supply is more precisely controlled, combustion can occur at leaner air-to-fuel ratios. GDI engines use a mixture of 40 parts (or more) air to one part fuel during light loading, while traditional gasoline engines use a mixture of 14.7 parts air to one part fuel. The 40:1 ratio means less fuel is burned during combustion, resulting in better fuel economy.

4. When atomized fuel is injected into cylinders at high pressure, the combustion chamber temperature decreases. This temporary in-cylinder cooling increases the efficiency of the air-fuel mixture charge.

GDI engines also work well with turbochargers, and by combining the two technologies automakers can build smaller-displacement engines with performance specs comparable to – or better than – larger engines.

GDI engines are not faultless, however. Because fuel is injected directly into the combustion chamber, intake valves don't get "washed" with gasoline as they do in port-injected engines. This can result in carbon build-up. To fight these deposits, GDI engines rely primarily on injection timing calibration and exhaust gas recirculation (EGR), allowing combustion gases to "wash" the intake valves. These technologies have limitations though, and can come up short. Because they are located in the combustion chamber, the fuel injectors are also exposed to greater temperatures and pressures. This environment makes them more susceptible to deposits that impede the spray pattern, reducing engine efficiency.

In addition to using high-quality gas, regular use of robust fuel additives is a good practice for keeping fuel systems clean. AMSOIL P.i.® (API) contains powerful detergents that clean deposits that can form in combustion chambers and on fuel injectors. By doing so, P.i. improves fuel economy and reduces emissions. P.i. is the top choice to keep GDI and port-fuel-injected engines deposit-free and running at peak efficiency.

GDI technology is a major component of achieving both better fuel economy and increased performance. How far the technology goes is yet to be determined. Meanwhile, AMSOIL P.i. makes it easy to help keep engines clean and operating at peak performance. ■

AMSOIL **Recognized** for its Commitment to Environmental Stewardship

AMSOIL products were promoting environmental sustainability long before it became fashionable. Today, the company's environmental management system extends well beyond its products and has been registered to the ISO 14001:2004 standard.

Responsible Since the Beginning

In 1972, AMSOIL produced the first synthetic motor oil recommended for 25,000-mile/one-year drain intervals. It struck a blow against the wasteful practice of changing oil every 3,000 miles/three months. Today, many lubricant manufacturers have followed the AMSOIL lead and introduced extended-drain motor oils of their own, while original equipment manufacturers now recommend drain intervals of up to 15,000 miles, and longer if using electronic oil life monitoring systems. AMSOIL innovation has prevented millions of gallons of waste oil from entering the supply stream. In addition, AMSOIL synthetic lubricants reduce air pollution from exhaust emissions due to lower volatility, while industry testing confirms AMSOIL synthetic lubricants and fuel additives increase fuel economy.

Third-Party Confirmation

The AMSOIL environmental philosophy goes deeper than its products and includes its management process and facilities. AMSOIL is now registered to the environmental management standard known as ISO 14001:2004. A third-party registration body (NSF) has recognized AMSOIL for its commitment to sustainability throughout all aspects of its business.

Less than 10% of the waste AMSOIL generates ends up in a landfill.

In part, ISO 14001:2004 sets out the criteria a company or organization can follow for an effective environmental management system. Becoming registered to the ISO 14001:2004 standard provides assurance to AMSOIL Dealers, customers and accounts that AMSOIL takes environmental stewardship seriously and has implemented processes to ensure reduced environmental impact. The registration dovetails nicely with the proven track record of AMSOIL synthetic lubricants to reduce waste and help sustain a healthier environment. For more information, click the "ISO 14001:2004 Certified" link at the bottom of amsoil.com.

Sustainability a Company-Wide Philosophy

The 400,000 sq. ft. AMSOIL Center produces only **one dumpster load of waste every six weeks**.

The AMSOIL environmental management system extends to all aspects of the company's day-to-day operations. For example, AMSOIL obtains much of its packaging materials from responsible sources. Plastic containers are made of post-consumer resins, while cardboard boxes used for packing derive from companies operating under the Sustainable Forestry Initiative (SFI), whose practices benefit the environment and dramatically reduce waste (see chart).

AMSOIL partners with SmartWay® carriers to ship product as efficiently as possible. SmartWay is the Environmental Protection Agency's flagship program for improving fuel efficiency and reducing greenhouse gases and air pollution from the transportation industry. By shipping with SmartWay carriers, AMSOIL has produced emissions-reduction results equivalent to taking 166 cars off the roads annually. This is accomplished by shipping more weight on every truck and using rail in the form of intermodal freight for long-distance shipments. Not only does AMSOIL use SmartWay carriers, it is now officially recognized as a SmartWay shipper for its management of its corporate-wide logistics.

AMSOIL also boasts a rigorous recycling program throughout its corporate facilities, recycling the vast majority of materials, including the following:

- Corrugated liner board (cardboard)
- Used drums
- Pallets
- Clean plastic bottles
- Office & glossy paper
- Aluminum & glass
- Computer equipment
- Batteries, light bulbs, oil filters & more

AMSOIL PRODUCTS ARE PACKAGED IN RECYCLED CARDBOARD, WHICH PROVIDES SIGNIFICANT ENVIRONMENTAL SAVINGS:

1,340 tons of Wood not consumed
6,952 Trees preserved
3,677 BTUs of Energy not consumed
1,181,863 lbs. CO2 equiv. not emitted
4,602 lbs. of Air Pollutants not generated
4,995 lbs. of Water Pollutants not generated
3,707,523 gal. Wastewater not generated
2,862,426 gal. Water not consumed
532,406 lbs. Solid Waste not generated
1,349 cubic yards of Landfill Space saved

** Estimated annual environmental savings based on the average recycled content of corrugated containers supplied to AMSOIL.*

AMSOIL recycling efforts generate more income than waste disposal costs. In fact, the entire 400,000 square foot AMSOIL Center in Superior, Wis. produces only one dumpster load of waste every six weeks.

AMSOIL is one of a select few businesses in Superior and Douglas County to have met a set of environmental standards put forth by the Douglas County Recycling Office, earning designation as a Count Me Green company.

Other examples of stewardship come in the form of using residual production oil to heat the AMSOIL Center, reducing energy costs. The Center also features a high-efficiency roof and state-of-the-art heating and cooling systems that further reduce energy use. AMSOIL even converted a large section of asphalt parking lot at the AMSOIL Center to green space.

AMSOIL has always recognized that doing what's right for the environment not only makes ecological sense, it also improves business. It's one of the company's founding principles and will remain so well into the future. ■

Installing AMSOIL synthetic motor oil in every passenger car/light truck in America and practicing 25,000-mile/one-year drain intervals would eliminate up to **35.7 billion quarts of oil**.

Remember to recycle used oil and bottles.

NSF International Strategic Registrations
789 North Dixboro Road, Ann Arbor, Michigan 48105
(888) NSF-9000 | www.nsf-isr.org

Certificate of Registration

This certifies that the Environmental Management System of

AMSOIL INC.

925 Tower Ave
Superior, Wisconsin, 54880, United States

has been assessed by NSF-ISR and found to be in conformance to the following standard(s):

ISO 14001:2004

Scope of Registration:

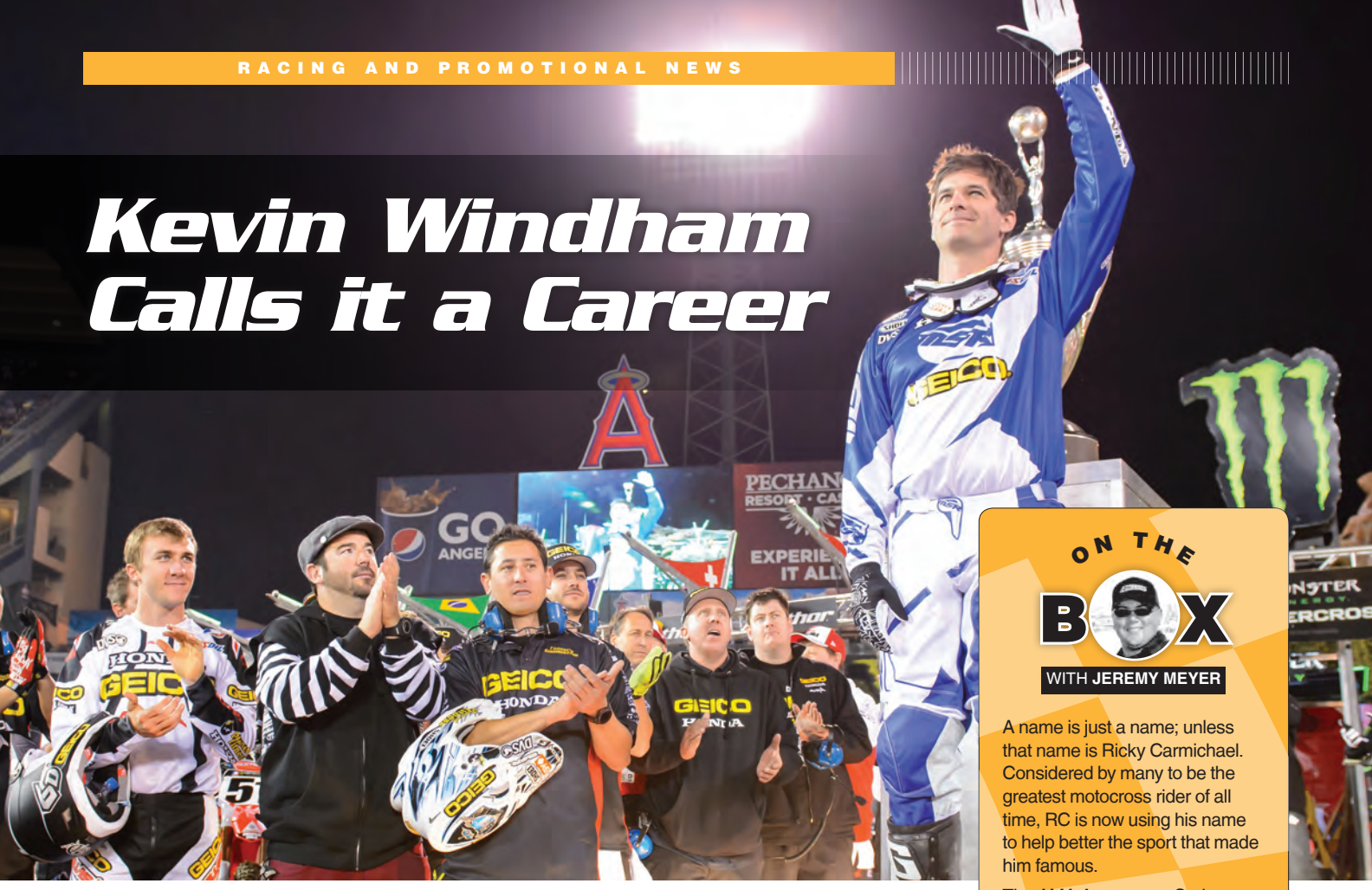
Engineering, blending, packaging and order fulfillment directly associated with the manufacture of synthetic lubricant products.

ANAB ACCREDITED IAF MEMBER OF MULTILATERAL RECOGNITION ARRANGEMENT

Certificate Number: 6P472-EMI
Certificate Issue Date: 26-DEC-2012
Registration Date: 20-DEC-2012
Expiration Date *: 19-DEC-2015

William Niedzwiecki,
President & General Manager,
NSF-ISR, Ltd.

Kevin Windham Calls it a Career



Supercross legend walks away from the sport after 19 years

For 31 years, Team AMSOIL Supercross/motocross rider Kevin Windham threw a leg over the seat of a dirt bike. Countless hours of practice, test sessions, photo shoots and races culminated in one of the most successful careers the sport has ever seen, and his storied career came to a close at the third round of Monster Energy Supercross in Anaheim, Calif. in January.

Windham, or "K-Dub" as his legions of fans call him, ended his 19-year pro career in Southern California. The Louisiana-born rider, who began riding for Team AMSOIL in 2004, will long be considered the purest, most technical rider ever to ride a motorcycle. Windham wrapped up his career with 19 wins, more than 200 Supercross starts (second only to former AMSOIL teammate and current GEICO/AMSOIL/Honda team manager Mike LaRocco), two Supercross Lites titles and three runner-up Supercross points finishes.

"I would love nothing more than to ride forever," Windham said. "To the fans of Supercross, this might seem to be a hasty decision, but I've been talking to a lot of people for a lot of months. I thought I would be able to come into the season and ride myself out of that funk and that mental hurdle I was having to overcome. With every passing lap - be it at the test track, my home track or the stadium - it became more and more difficult to ride with the clarity I needed to be safe, fast and successful."

Windham's last win came in Salt Lake City in 2010, the second of back-to-back victories that season.

Beyond the track, the veteran rider had become a universal fan favorite over the last few years, and Windham said that connection with the sport's loyal following will be what he misses the most about racing.

"The fans of Supercross have been amazing to me," Windham said. "Those trophies aren't made of anything, and they'll just sit there and collect dust. When you have people who come up and share their favorite moments that you gave them, it's a huge part of why I stuck around as long as I did. It means something to them, and in turn, those memories mean something to me."

ON THE BOX

WITH **JEREMY MEYER**

A name is just a name; unless that name is Ricky Carmichael. Considered by many to be the greatest motocross rider of all time, RC is now using his name to help better the sport that made him famous.

The AMA Arenacross Series received a seismic boost in name recognition when AMSOIL signed on as the title sponsor of the indoor series. AMSOIL Arenacross is quite the name in and of itself, but the series received an additional boost in name recognition through a unique partnership with Carmichael.

AMSOIL Arenacross, featuring Ricky Carmichael's Road to Supercross, made its debut at the opening round in January. Carmichael put his moniker on a program that makes AMSOIL Arenacross a major stepping stone for young riders to work their way into racing at the sport's top level, Monster Energy Supercross. Amateur riders will learn important skills in AMSOIL Arenacross that translate into Supercross, including riding on tighter tracks, fan interaction and media-related skills such as interviews on the series' live SPEED broadcasts.

Before young riders can make themselves household names, they'll have to go through two of the sport's biggest names first.

Tomac Opens Monster Energy Supercross Season on a Tear

Team AMSOIL rider perfect after three rounds

Eli Tomac is slotted to replace the legend that is Kevin Windham. The defending Monster Energy Supercross West Coast Lites champion will be moving to the 450 class this summer, and Tomac plans to leave the Lites class with little doubt he is ready for the bigger bikes.

To open the 2013 season, Tomac has dominated the field, winning the first three rounds by more than three and a half seconds.

"I'm slowly stretching out that points lead," Tomac said. "I'd like some more points right now, but you can't ask for anything more than getting three wins this early in the season."

Tomac will look to continue his winning ways with three races in February. The defending West Coast champion will also spend some time atop the GEICO/AMSOIL/Honda 450 during the East Coast portion of the season.

First-Time Winner at the 50th

Record crowds celebrate milestone at AMSOIL World Championship Snowmobile Derby

The test between man, machine and the elements was once again on full display at the 50th running of the AMSOIL World Championship Snowmobile Derby in Eagle River, Wis. January 17-20.

With a record-setting crowd lining the hillside and filling the heated VIP suites, former champions PJ Wanderscheid, Gary Moyle and Nick Van Strydonk lined up for a chance at the $65,000 payday. But in the end, it was 23-year-old Malcolm Chartier writing his name on the Snow Goer Cup.

Chartier won the pole by winning Friday night's Sweet 16 race, and the Michigan native built a quick lead during Sunday's final. Team AMSOIL drivers Wanderscheid, Moyle and Van Strydonk all gave early charges at Chartier, but it was 18-year-old Jordan Wahl who provided the biggest challenge. Wahl caught and passed Chartier with two laps remaining, but Chartier recaptured the lead one lap later and held off the younger Wahl by just 0.094 seconds.

As for Team AMSOIL, four-time winner Wanderscheid, who was racing with a broken foot, finished ninth. Defending champion Van Strydonk overcame a horrible restart and worked his way from dead last to eighth, and Moyle finished fifth.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, February 18 for Family Day.

Mothers® Price Adjustment

Mothers products are subject to a minimal price adjustment effective February 1.

Quickshot® Bottle

AMSOIL recently updated its Quickshot® bottle. Because the previous bottle was used for a variety of products and designed to hold more than eight ounces, it was filled with more than eight ounces of Quickshot to eliminate the perception that it was underfilled. The new bottle is specifically designed to hold eight ounces of product, allowing it to be accurately filled to the advertised amount.

AMSOIL Introduces Snowmobile Product Guide

AMSOIL has added another valuable resource to its collection of online product selection tools. The AMSOIL Snowmobile Product Guide features product information and equipment specifications for over 2,000 unique snowmobile applications covering all major manufacturers from 1990 to present. Users who have become familiar with the AMSOIL Motorcycle

Product Guide will recognize the easy-to-use equipment selection format and results layout. The Snowmobile Product Guide can be found by selecting it from the Select Vehicle Type dropdown menu on the AMSOIL homepage, or under the dropdown Product Guides menu.

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