

AMSOIL[®]

► PREFERRED CUSTOMER EDITION

MAGAZINE

MAY 2013



**AMSOIL Introduces Synthetic
Fifth-Wheel Grease and
DOMINATOR[®] Synthetic
Racing Grease | PAGE 6**



Spray-On Versatility | PAGE 7

**AMSOIL Signature Series
Synthetic Motor Oil Outperforms
Competition in New Study | PAGE 10**



TRAIL



READY

For wherever your trail takes you.

AMSOIL

The First in Synthetics

Online Store: www.amsoil.com

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



AMSOIL Introduces Synthetic Fifth-Wheel Grease and DOMINATOR® Synthetic Racing Grease | PAGE 6

FEATURES

- 6** AMSOIL Introduces Synthetic Fifth-Wheel Grease and DOMINATOR® Synthetic Racing Grease
- 7** Spray-On Versatility
- 8** HP Marine™: High Performance, Low Aquatic Toxicity
- 10** AMSOIL Signature Series Synthetic Motor Oil Outperforms Competition in New Study

DEPARTMENTS

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

ADVERTISEMENTS

- 2** Trail Ready
- 5** How Hot is Hot?
- 15** When Performance Matters Most
- 16** Spring Forward Into Summer Boating Season With AMSOIL

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

Jeremy Meyer

Mark Nyholm

Dan Peterson

Editorial Contribution

Matt Erickson

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

AMSOIL Racing Grease joins the DOMINATOR® family of premium racing products, and AMSOIL introduces new Synthetic Fifth-Wheel Grease.

From the President's Desk

Although it may be logical to assume that all successful AMSOIL Dealers entered the business with technical backgrounds or advanced training, they, in fact, come from all walks of life. Our Hall of Fame AMSOIL Dealers, for example, came into the business with a diversity of backgrounds and skills. These are the people who helped lay the foundation for the AMSOIL business opportunity. They are the pioneers, and every Dealer and prospective Dealer can gain inspiration from them.

Success as an AMSOIL Dealer is not reserved for automotive mechanics or chemical engineers. Harold and Marcile Hartman, for example, had no such training. They were farming in Nebraska when they lost their crops to a hail storm. Harold then studied electronics and went to work for Boeing Aircraft at a salary of \$77.50 per week. In 1973 they became AMSOIL Dealers and within just a few months were making more money with their part-time AMSOIL business than Harold was making with his full-time job. Harold soon left Boeing, and he and Marcile went all in on building their AMSOIL business. Ultimately, their income was substantial enough to send their children and grandchildren to private schools, spend yearly three-month vacations in Florida and achieve even greater success by investing a portion of their AMSOIL income in real estate.

Bill and Donna Durand had no experience in the automotive world and certainly none in lubrication. Bill was an officer in the Air Force, and Donna's experience was in advertising. But that didn't stop them. They recognized the potential in AMSOIL and, through hard work and determination, built a tremendously successful AMSOIL business.

Dave Lingwall had absolutely no experience in lubrication. He was raised in farming, but his restless entrepreneurial drive led him down many roads. After his discharge from the Navy he started a sawmill, built a landscape business and even raised chinchillas. Eventually, he landed on AMSOIL and never looked back. The business he built provided more security than he ever dreamed possible.

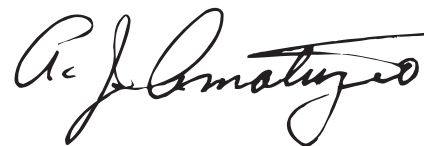
Ray Schmit was a tool and die maker with no experience in lubrication, and he and his wife Arlene were incredibly successful. Lee Hansen was a surveyor for the Air Force Academy, and wife Dorothy was a beautician. Lee retired at 51, and he and Dorothy devoted all their energy to their AMSOIL business. Again, incredibly successful. Shirley Green had no experience, but paved the way for all female Dealers in an industry dominated by males. No one could tell Shirley it couldn't be done. And she did it.

Times have not changed. Dealers continue to prove that the AMSOIL business opportunity has no limitations. Regardless of experience a Dealer can succeed. Anyone, in fact, armed with determination can literally create the kind of freedom and financial security that very few careers provide.

And AMSOIL Dealers are assured that this company will stand behind them every step of the way. Beyond our never-ending mission to provide the absolute best products in the world, AMSOIL will continue to support our Dealers

in every way possible. We made a commitment to our Dealers in 1973, and we have never, and will never, waver from that commitment. This company was built on a Dealer foundation, and it's on that foundation we will continue to grow.

I hope all Preferred Customers who have given thought to beginning AMSOIL businesses of their own gain confidence in knowing that their success is not limited by background or experience.



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



How Hot Is Hot?

The combustion chamber is an extremely hot space, with combustion temps in some engines exceeding 5,000°F during each stroke. Dealing with this heat is a major factor in engine design.

For the past 100 years, oil in the form of fuel has proven itself capable of moving vehicles at greater speeds and for longer distances than any other form of energy. But there have been issues to deal with regarding the byproducts of combustion. Emissions systems deal with some of it, but burning gas under pressure can leave deposits inside the cylinder. Furthermore, blow-by can allow motor oil into the combustion chamber, which bakes and leaves varnish and carbon deposits. Fuel injectors can collect deposits that build up and cause difficult starts, hesitation, rough idle and stalling.

The best solution for cleaning the internal parts of an engine is to keep them clean in the first place with a regular dose of AMSOIL P.i.® gasoline additive. P.i. helps remove injector deposits, cleans internal components, reduces emissions by helping injectors

perform more efficiently and helps improve fuel economy.

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. It helps maintain peak engine efficiency, fuel economy, power and drivability in newer low-mileage engines. In engines with accumulated deposits, testing shows P.i. provides clean-up benefits after only one tank of gasoline.



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



AMSOIL INTRODUCES SYNTHETIC FIFTH-WHEEL GREASE AND DOMINATOR® SYNTHETIC RACING GREASE

AMSOIL Racing Grease Joins DOMINATOR® Family

AMSOIL Series 2000 Synthetic Racing Grease has been moved to the DOMINATOR® family of premium racing products and boasts fresh new packaging; its formulation and pricing remain unchanged.

DOMINATOR Synthetic Racing Grease (GRG) offers superior wear protection for high-speed, high-temperature, extreme-pressure applications, effectively protecting wheel bearings and chassis components in racing vehicles operated on snow, dirt, water or pavement.



- Delivers outstanding wear protection and friction reduction
- Maximizes power, bearing efficiency and fuel efficiency
- Combines the load-bearing capacity of a heavy-duty grease with the high-temperature protection of a multi-purpose grease
- Provides outstanding protection in both hot and cold temperatures
- Resists grease breakdown and water washout
- Protects against rust and corrosion



Well-greased fifth-wheel hitches allow trailers to properly pivot behind their pull vehicles, and the benefits include decreased tire wear, decreased steering-component wear, less tendency toward jackknifing, improved fuel economy and decreased wear to the hitch plates. However, fifth-wheel hitches are often neglected, and in many cases, owners are unaware that a special grease is required for optimum performance.

New AMSOIL Synthetic Fifth-Wheel Grease (FWG) is a heavy-duty lubricant engineered to provide outstanding protection and performance in the heavily loaded, harsh operating environments specific to fifth-wheel hitches used in trucking and trailer applications.



- Delivers outstanding protection against wear and corrosion
- Provides long service life
- Stays in place and resists water washout
- Withstands high loads and pressures
- Offers convenient, "no-mess" squeeze tube with a reusable cap
- Provides outstanding all-weather protection and performance

Synthetic Fifth-Wheel Grease

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
FWGTB	EA	(1) 10-oz. Tube	0.7	6.04	8.04	6.45	8.60
FWGTB	CA	(12) 10-oz. Tubes	8.4	69.00	95.25	73.80	102.00

DOMINATOR Synthetic Racing Grease

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
GRGCR	EA	(1) 14-oz. Cartridge	1.0	9.14	12.75	9.80	13.65
GRGCR	CA	(10) 14-oz. Cartridges	10.0	88.81	122.60	95.00	131.00
GRGCR	PK	(40) 14-oz. Cartridges	40.0	346.50	467.80	372.00	500.00

DOMINATOR Synthetic Racing Grease (GRG) pricing remains unchanged from Series 2000 Synthetic Racing Grease pricing; 35-lb. lugs (GRG35) and 120-lb. kegs (GRG99) are discontinued.

Spray-On Versatility

AMSOIL Metal Protector boasts fresh new look, offers same great protection and performance.

AMSOIL Metal Protector (AMP) is a high-performance, easy-to-use spray-on product that effectively lubricates, displaces moisture, protects against corrosion and penetrates to free corroded parts. With countless applications in the home, garage and business, it is one of the most versatile products in the AMSOIL line.

FEATURES AND BENEFITS

- Lubricates — silences squeaks, doesn't gum up mechanisms
- Penetrates — frees corroded parts
- Displaces moisture — helps prevent corrosion
- Cleans
- Sprays into hard-to-reach places
- Compatible with metal, plastic and painted surfaces

USES

- Lubricate and protect guns; it helps eliminate jamming, particularly in cold weather
- Dry and protect electrical systems from corrosion (both salt- and fresh-water corrosion)
- Silence squeaking doors
- Loosen bolts and mechanical parts frozen by rust and corrosion
- Keep snow from sticking to shovels
- Lubricate rollers of chairs to help them move quieter and smoother
- Lubricate adjustable camera tripods so they'll move smoothly and precisely
- Prevent locks from freezing and de-ice frozen locks
- Dry wet distributors in stalled cars
- Prevent lug nuts from rusting and seizing
- Keep lockout hubs on four-wheel-drive vehicles free to rotate
- Lubricate office equipment
- Keep grass from sticking to the underside of lawnmowers
- Protect cables exposed to the weather
- Remove glue or stickers from windows or bumpers
- Protect marine engine components during off-season storage

Metal Protector pricing remains unchanged.



The new Metal Protector label includes a QR code, directing users to a webpage that details the many uses of MP.

"I use it on window rollers, door lock cylinders, guns, fine mechanisms: anything that turns, slides, rusts, threads or squeaks."

Chad B.

"It solved my problem with seized locks on my truck topper."

Daniel B.

"Best gun protectant you can buy. Works for anything that is outside in the elements. I use it on all yard locks, doors and gates in my substations. I also use it on my locks, handles, slides and latches of my work/utility truck. WD-40 works nice initially, but will attract dirt/dust and won't last long. All my co-workers have noticed how 'free' everything operates on all my equipment. There is nothing better."

Brian O.

"I gave a can to our local locksmith, and he loves it."

Michael H.

"I've been using MP since it came out several decades ago. From electronics, weapons up-keep, cars, boats — No matter what, it'll do the job for you."

Dennis G.

"It also works good for cleaning rubber on race cars."

Gene T.

"I use MP to spray my boat motor to prevent rust during winter storage. Great results. The boat has been used in salt water for six years and the motor still looks new."

John M.

HP Marine™: High Performance, Low Aquatic Toxicity

With summer approaching, it's the perfect time to see how HP Marine Synthetic 2-Stroke Oil (HPM) can help you get hours of trouble-free enjoyment out of your two-stroke outboard and personal watercraft this season.

Maintaining today's two-stroke marine motors can intimidate even experienced enthusiasts. Like passenger cars/light trucks, many two-stroke outboard motors come equipped with computerized controls and sophisticated fuel-injection systems designed to deliver the extra power enthusiasts want while providing the reduced exhaust emissions the government mandates. The leaner gas-to-oil ratios these engines use mean less oil is available to lubricate and protect a hotter, more powerful engine, inviting deposits and wear that threaten engine performance and life. Using HP Marine Synthetic 2-Stroke Oil is one of the easiest steps anglers, boaters and personal watercraft owners can take to ensure their equipment provides hours of trouble-free enjoyment. As an injection oil or 50:1 pre-mix, HP Marine is specifically formulated to control harmful deposits and wear in today's advanced two-stroke marine applications and is recommended for all two-stroke outboards.

Prevents Ring Sticking & Piston Scuffing

To prove it, AMSOIL put HP Marine to the test in one of the most demanding two-stroke marine engines on the market – the 250-hp Evinrude® E-TEC®. The E-TEC is unique in that it offers a lean-mix setting that allows the engine to use less oil. Over 500 hours of real-

world operation powering a marine rescue vessel, almost all at the engine's lean-mix setting,

HP Marine completely prevented piston ring sticking and piston scuffing. The lubricant also limited deposits throughout the engine and provided excellent wear protection for the cylinders and bearings. HP Marine is as advanced as the engines it protects, helping enthusiasts get the most out of their equipment. Complete test results are available in the Marine E-TEC® Field Study (G2968). The field study is available for free viewing at www.amsoil.com/proof.

HP Marine also boasts proven low aquatic toxicity. AMSOIL set the standard as the first lubricant manufacturer to incorporate testing developed by the Organisation for Economic Cooperation and Development (OECD); it 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. HP Marine is the perfect lubricant for marinas and those who value performance and environmental sustainability.

**WARRANTY
SECURE™**





Matt Erickson | TECHNICAL PRODUCT MANAGER – PASSENGER CAR

Variable valve timing presents yet another complexity for motor oils to overcome.

Now more than ever, quality motor oil is key to engine longevity.

Driven by higher fuel-economy requirements and increasingly stringent emissions limits, vehicle manufacturers are adding new technology to engines and making advancements to existing systems. The system used to vary the timing of intake and exhaust valves opening and closing is one area receiving lots of attention.

Like people, engines must also “breathe.” To combust one gallon of gasoline, an average engine requires approximately 10,000 gallons of air. Getting the most from the fuel-air mixture is vital for top engine performance. This requires precise regulation of valvetrain components, including the camshaft and valves. Valves are opened and closed to control the delivery of fresh air and fuel to the cylinder and to evacuate exhaust gases from the cylinder after burning fuel. The action of the valves is controlled by the camshaft. Valves are pushed open by cams (lobes) and closed by springs. Valve timing is controlled by the shape of the cam lobe and position of the camshaft relative to the crankshaft. In traditional engine designs, the timing of each valve is locked and cannot be changed without physically changing the camshaft. As a result, some engines have camshaft designs that create great low-engine-rpm performance, or others, like old street rods or dragsters, that have very good high-rpm performance. The challenge is creating a system that performs efficiently at both low engine rpm and high engine rpm. Enter variable valve timing systems.

Variable valve timing (VVT) is a decades-old technology that was introduced to overcome the inherent limitations of fixed valvetrain systems.

Its use has steadily grown since the late-1990s, and VVT can now be found in nearly all 2011 and later vehicles. VVT permits the opening and closing action of the valves to occur sooner, or be delayed, relative to the position of the piston. This makes it possible to achieve optimal fuel economy and performance at low speeds and when passing someone on the highway. It also results in lower emissions.

There are several VVT systems used by OEMs, and there have been recent advancements in the control of these systems. Many systems use oil-pressure-operated mechanical devices to change valve timing (when the valve opens and closes), valve duration (how long the valve is open) and valve lift (how far the valve opens). For example, the Honda i-VTEC system uses oil pressure to lock the motion of intake valves together via pins and transfers their motion to a different cam profile to adjust for the boost in performance required above 4500 rpm. At low engine speeds, the intake valves are opened slightly to reduce fuel consumption while providing enough torque for acceleration; at high engine speeds the intake valves are opened wide for increased power.

Other systems, such as Toyota's VVT-i, vary the valve motion by adjusting the timing of the camshaft in relation to engine speed. Oil-pressure-actuated devices, commonly called cam phasers, are used to control that motion. Cam phasers allow the valves to open or close earlier or later in relation to the position of the piston. When the intake and exhaust valves are operated by separate camshafts, the timing of those valves can then be changed independently. This makes it

possible to increase the time that the intake and exhaust valves are open simultaneously – also known as valve overlap – which is used to help control emissions. Controlling valve overlap allows engines to implement internal exhaust gas recirculation (EGR), which has improved performance over the alternative external-valve EGR technology.

VVT systems are complex arrangements involving many intricate components, and they often involve oil-actuated hydraulic devices to control valve motion. They are generally non-serviceable, and many common problems associated with VVT systems are linked to poor oil or filter performance. Sludge or deposits can plug the solenoid screen or oil galleries and impact the operation of VVT mechanisms. This not only disrupts performance, it can be the first step toward a costly repair bill.

With vehicle manufacturers wringing every bit of efficiency out of systems to meet fuel-economy requirements, using high-quality motor oil of the proper viscosity is extremely important. The consistent flow of clean oil is vital for VVT systems' operation. This means motor oil must have excellent cold-temperature properties to move quickly through the small oil galleries upon startup. It must also have the proper balance of detergents and dispersants to prevent deposits, sludge and varnish that clog hydraulic pathways critical to proper engine operation. AMSOIL synthetic motor oils are engineered for the performance demands of VVT technology and promote component longevity to ensure that the systems function properly. ■

AMSOIL Signature Series Synthetic Motor Oil Outperforms Competition in New Study

Nine synthetic motor oils were compared to AMSOIL Signature Series 5W-30 Synthetic Motor Oil (ASL). When it was all said and done, Signature Series demonstrated the best overall performance and cost-effectiveness.

Since AMSOIL introduced the first synthetic motor oil to meet American Petroleum Institute (API) service requirements in 1972, many other synthetic motor oil brands have been introduced. Today, synthetics are widely viewed as superior to conventional motor oils, and demand continues growing, but how do other brands compare to AMSOIL?

A Study of SAE 5W-30 Synthetic Motor Oils

Signature Series 5W-30 Synthetic Motor Oil and nine other synthetic oils were subjected to five industry tests conducted according to American Society of Testing and Materials (ASTM) methodology. The overall annual cost of each oil was also compared. The study included

synthetic motor oils exclusively for a number of reasons. First, most motorists now understand that synthetics provide increased performance benefits compared to conventional oils, so convincing consumers of synthetics' superiority is less of an issue. Second, while conventional motor oil sales remain flat, demand for synthetics continues to increase. Third, testing only synthetics facilitates an apples-to-apples comparison.

Methodology

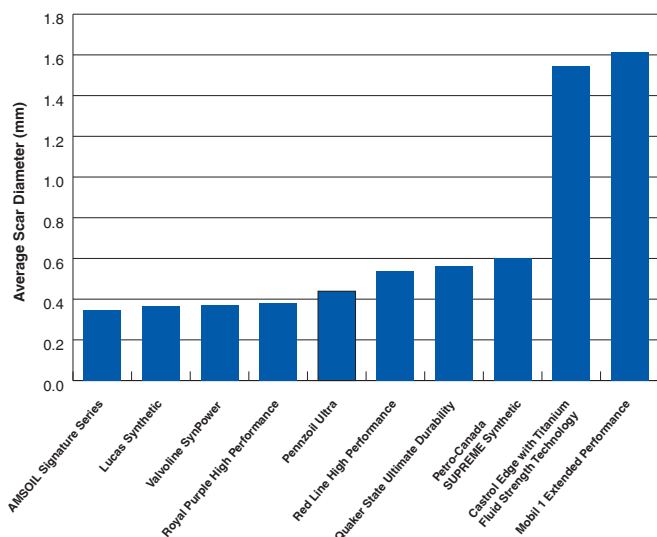
Testing examined several important areas of motor oil performance, including resistance to deposit formation, wear protection, high-temperature stability, resistance to acid formation and cold-temperature performance.



Four-Ball Wear Test (ASTM D 4172 Mod.)

1,800 rpm, 150°C, 40 kg. 1 hour

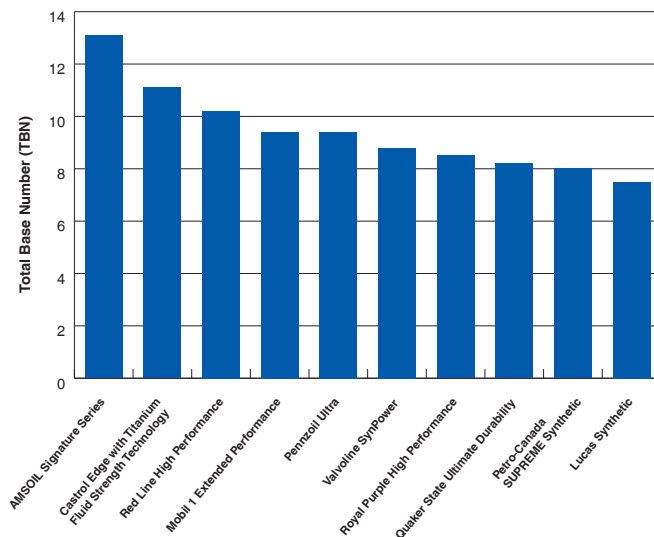
Performed by independent, third-party lab February 2013.
The smaller the wear scar, the better the performance in the test.



Four-Ball Wear Test results indicate significant differences in relative wear protection between oils. The top four performers limited wear scars to under 0.40 mm. AMSOIL Signature Series Synthetic Motor Oil demonstrated the best wear protection in the Four-Ball Wear Test.

Total Base Number (ASTM D 2896)

Performed by independent, third-party lab February 2013.
The higher the number, the better the performance in the test.



AMSOIL Signature Series Synthetic Motor Oil tested two numbers higher than the nearest competitor.

Each oil was subjected to the following ASTM test methodologies:

- Thermo-Oxidation Engine Oil Simulation Test (TEOST, ASTM D 6335)
- NOACK Volatility Test (ASTM D 5800)
- Four-Ball Wear Test (ASTM D 4172 Mod.)
- Total Base Number (ASTM D 2896)
- Cold Cranking Viscosity (ASTM D 5293)

Test results published in A Study of SAE 5W-30 Synthetic Motor Oils describe and represent properties of oils that were acquired from November 2012 to December 2012. Results do not apply to any subsequent reformulations of such oils or to new oils introduced after completion of testing. All oils were available to consumers at the time of purchase. An independent, third-party lab conducted all tests. Formulations were coded to reduce the potential for bias, and samples were tested in random order. An appropriate number of trials of each oil were run to produce results at the 95 percent

confidence level when compared to Signature Series Synthetic Motor Oil. The 95 percent confidence level only applies when comparing AMSOIL Signature Series Synthetic Motor Oil to the other 5W-30 oils. The 95 percent confidence level does not apply when comparing the other oils to one another.

Candidate Oils

The following nine oils were selected for the study:

- Castrol Edge® with Titanium Fluid Strength Technology®
- Lucas Synthetic
- Mobil 1™ Extended Performance
- Pennzoil Ultra™
- Petro-Canada SUPREME Synthetic™
- Quaker State Ultimate Durability™
- Red Line High Performance Motor Oil
- Royal Purple High Performance Motor Oil
- Valvoline SynPower® Full Synthetic Motor Oil

All oils are 5W-30 viscosity and recommended for applications requiring API SN/ILSAC GF-5 specifications.

Results

AMSOIL Signature Series Synthetic Motor Oil displayed the best results in the Four-Ball Wear, Total Base Number and Cold Crank Viscosity Tests. Results in the NOACK and TEOST Tests were also impressive, proving Signature Series Synthetic Motor Oil's excellent high-temperature performance. Other oils performed well in some tests, but not as well in others, illustrating the challenge inherent in formulating a high-quality motor oil that performs well in tests designed to assess optimum engine protection and life. In addition to delivering outstanding performance, Signature Series Synthetic Motor Oil provides maximum cost-effectiveness – even at retail pricing. Because they buy at wholesale, Dealers and Preferred Customers receive even more value. In the end, no other oil demonstrated itself capable of providing the overall performance in these tests and cost-effectiveness of Signature Series. ■



COMPLETE RESULTS

A STUDY OF SAE 5W-30 SYNTHETIC MOTOR OILS

Stock#	Qty.	U.S.	Can.
G3115	1	1.05	1.15

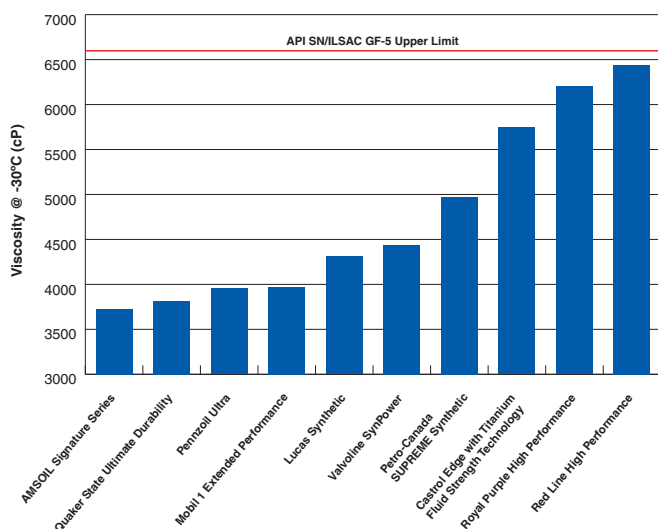


ONLINE: www.amsoil.com/performance-tests.aspx

Cold Crank Viscosity (ASTM D 5293)

cP @ -30°C

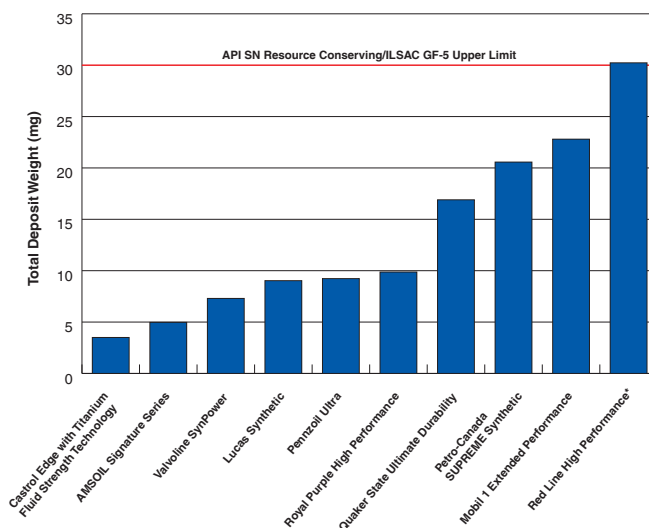
Performed by independent, third-party lab February 2013.
The lower the value, the better the performance in the test.



Although synthetic motor oils are known to provide increased low-temperature performance compared to conventional oils, results suggest performance differences between formulations. AMSOIL Signature Series Synthetic Motor Oil demonstrated the lowest cold-crank viscosity (3,727 cP).

TEOST Test (ASTM D 6335)

Performed by independent, third-party lab February 2013.
The lower the value, the better the performance in the test.



*Results for Red Line High Performance ranged from 29.1 mg to 31.4 mg. The average of the three tests run is shown in the graph.

Results demonstrate a range of performance differences. Only Castrol Edge with Titanium Fluid Strength Technology and AMSOIL Signature Series Synthetic Motor Oil limited total deposit weight to 5 mg or less.



AMSOIL Super Team Updates Its Look

Douglas and Lovell trucks match style of the AMSOIL Dealer Vehicle Graphics

The Traxxas TORC Series presented by AMSOIL headed to new ground for its opening two rounds of racing in mid-April, kicking off the 2013 season in Dodge City, Kan. with a showdown that set the tone for the upcoming season.

AMSOIL Super Team racers Scott Douglas and Brad Lovell unveiled a new look in front of the live SPEED television audience, with both racers revealing their newly designed race trucks that mimic the style of the AMSOIL Dealer Vehicle Graphics introduced in 2012.

"The AMSOIL Dealer network has been vital to the company's success from day one," said AMSOIL Race Program Manager Jeremy Meyer. "From the moment the design team showed us the Dealer wrap design, we knew it would look great on a race truck."

Douglas, who spent the off-season building a new Pro 4x4 truck, and Lovell knew the design would be a great fit for their teams.

"We put the design on the truck for the first time last fall," said Douglas. "I was blown away by how clean it looked. It really caught my eye, and I loved it. We

have received so many compliments on the new truck, so I know we made a great choice."

"Coming off the championship in Pro Lite, we didn't want to make too many drastic changes," said *Dirt Sports* Driver of the Year Lovell. "But right away, you knew the truck would turn some heads on and off the track."

As long-time Team AMSOIL drivers, Douglas and Lovell are well-versed in the history of AMSOIL, and are well aware of the high expectations that come with representing the AMSOIL Dealer network.

"This company was built on the backs of AMSOIL Dealers," said Douglas. "We meet so many of them throughout the

year, and we are so thankful for their dedication to the company and support of our race team. To have the chance to showcase something that is so close to them means a lot to our team."

At the season opener, Douglas put his new-look AMSOIL Ford F-150 onto victory lane with a pair of second-place finishes, while Lovell led both of his races early before a blown tire and an untimely spin kept him off the podium.

The 2013 TORC season continues May 10-11 at the Eldora Speedway in Rossburg, Ohio. Live coverage of Saturday night's race will air on SPEED.

2013 TRAXXAS TORC SERIES PRESENTED BY AMSOIL LIVE TV SCHEDULE

May 11	8 PM	Live on SPEED	Eldora
June 15	8 PM	Live on SPEED	Bark River
June 29	9 PM	Live on SPEED	Crandon
July 20	9 PM	Live on SPEED	Chicago
August 10	8 PM	Live on SPEED	Red Bud
September 28	2 PM	Live on NBC	Antelope Valley

All times Eastern

RacerTV: An Industry Game-Changer

AMSOIL GNCC and ATV MX unveil new broadcast technology

A big change came to the AMSOIL Grand National Cross-Country Series (GNCC) in 2013 as AMSOIL signed a three-year deal to become the title sponsor. The changes continue for parent company MX Sports with a major shift in how the sports of ATV and motorcycle racing will be viewed by the masses.

Historically, race promoters have secured time with major networks or cable channels to air race programming. Over the past several years of producing content for cable channels such as NBC Sports Network, which still airs 15 weeks of AMSOIL GNCC and Mtn. Dew ATV Motocross National Championship (ATV MX) action, MX Sports kept an eye on the growth of online broadcasts, particularly on sites like ESPN and Netflix.

"From there, the idea morphed into building an online broadcast network that can serve as the go-to destination for all forms of televised off-road and motocross racing," said Carrie Russell, CFO of MX Sports. "We recently added a live streaming component, and we broadcast both Pro

ATV and Pro Bike races from each round of the AMSOIL GNCC series."

RacerTV.com will help lead racing's digital revolution with three main groups of content, including 13 half-hour GNCC broadcasts and 10 half-hour ATV MX broadcasts airing in the same style presented by NBC Sports Network; programming from other race series from around the country (which could include off-road truck and snowmobile racing, as well as other ATV and motocross series) and live streaming content from more than 26 days of racing, including AMSOIL GNCC. Using new technology, RacerTV.com is able to reach areas of the track that were historically hidden due to the race course's immense size.

"GNCC courses are huge," said AMSOIL Race Program Manager Jeremy Meyer. "The track is upwards of 12 miles in length, through woods, rivers and fields. To run a live camera crew in these remote spots is extremely difficult, but MX Sports has found a way to show more of the



action, which will help viewers understand the extreme vastness and challenges these riders have to face."

To view the entire 2013 AMSOIL GNCC and ATV MX race and broadcast schedules, visit www.amsoilracing.com. In May, AMSOIL GNCC will race in Mammoth, Ky. May 4-5 and in Springfield, Ind. May 18-19. The ATV MX series will race May 11 in Rossville, Ind. and May 25 in Walnut, Ill.

Welcome Aboard, Mate

GNCC rider Josh Strang joins Team AMSOIL

Josh Strang knows how to win an AMSOIL GNCC title, and the 2010 XC1 bike champion will get a boost from AMSOIL as he tries to win the 2013 championship. The native Australian returns from a serious leg injury in 2012 as the newest member of Team AMSOIL, and the former champ is motivated by his comeback attempt.

"I really want to win some more GNCC titles and keep having fun," said Strang. "The leg injury really put a damper on things last year but that is in the past and this year with the help from AMSOIL, I'm back to having fun racing, which is important. When I have fun I tend to ride better, so I'm trying to keep it exciting."

Through the first three rounds of the 2013 AMSOIL GNCC season, Stang holds third overall.



The marketing machine at AMSOIL never comes to a full stop, and keeping the AMSOIL message fresh is a never-ending project. Last winter AMSOIL invited off-road truck racer Scott Douglas, snocross team owner Steve Scheuring and Erik Buell Racing founder Erik Buell to Superior, Wis. for three days of commercial and video shoots.

The trio discussed their respective forms of racing, AMSOIL products and the vital role the company has played in their individual programs. The stories and testimonials were second-to-none, and before summer a new set of commercials and a special roundtable discussion will be released to the public.

We are proud of all our partnerships, and I believe these three men will effectively showcase the excellence of our company and products.

Inspections Reveal 77 Percent of Vehicles Require Service

According to the Car Care Council, vehicle inspections held across the nation in April and October 2012 revealed 77 percent of vehicles need service or parts. Neglected areas included low or dirty motor oil (22 percent); low, leaky or dirty coolant (20 percent) and inadequate brake fluid levels (18 percent). Power steering and transmission fluids were also inspected, with failure rates of 14 percent and below.

The "check engine light" was illuminated in 8 percent of inspected vehicles, 19 percent required new air filters, 14 percent had at least one unsatisfactory belt, 10 percent needed at least one new hose, 10 percent had batteries improperly held down, 11 percent needed maintenance on battery cables, clamps and terminals, 14 percent had front windshield wiper failures, 1 percent needed service to rear wipers, 13 percent needed lights replaced, 9 percent had improperly inflated tires and 10 percent needed new tires.

"Neglected vehicle care almost always means much higher costs down the line in the form of more extensive repairs or lost resale value," said Car Care Council Executive Director Rich White.

Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Monday, May 27 for Memorial Day. The Edmonton and Toronto distribution centers will be closed Monday, May 20 for Victoria Day.



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.



Front



Back



Front



Back

Rally T-Shirts

Highlights AMSOIL as the Official Oil of the Sturgis Motorcycle Rally, Daytona Bike Week, Laconia Motorcycle Week, the Lone Star Rally and Biketoberfest. Constructed of 50/50 cotton/polyester blend. Available in black or white. Sizes S-3X.

Black Rally T-Shirt

Stock #	Size	U.S.	Can.
G3129	S	14.95	16.00
G3130	M	14.95	16.00
G3131	L	14.95	16.00
G3132	XL	14.95	16.00
G3133	2X	17.95	19.20
G3134	3X	20.95	22.45

White Rally T-Shirt

Stock #	Size	U.S.	Can.
G3149	S	14.95	16.00
G3150	M	14.95	16.00
G3151	L	14.95	16.00
G3152	XL	14.95	16.00
G3153	2X	17.95	19.20
G3154	3X	20.95	22.45

When Performance Matters Most

AMSOIL Signature Series Synthetic Automatic Transmission Fluid



You ask a lot of your truck, and you expect it to answer. When running hard, towing or climbing hills, the transmission generates extra heat. If the transmission fluid can't handle this heat, its ability to protect against wear is compromised. AMSOIL Signature Series Synthetic ATF is formulated with reserve protection to protect against the devastating effects of extreme heat. It's guaranteed for twice the manufacturer's recommendation for severe service so owners can tow, haul, plow or just plain drive hard for twice as long between fluid changes with complete confidence that their transmissions are protected.



The First in Synthetics®

Online Store: www.amsoil.com

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



CHANGE SERVICE REQUESTED
Published 12 times annually

PRSR STD
US POSTAGE
PAID
AMSOIL

ISO 9001 CERTIFIED
ISO 14001 CERTIFIED

Donaldson
Filtration Solutions

MOTHERS
Polishes•Waxes•Cleaners



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

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 | May 2013



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

SPRING FORWARD INTO SUMMER BOATING SEASON WITH AMSOIL

Premium AMSOIL synthetic marine oils, gear lubes, filters and performance products are designed to protect your marine equipment and give you the reliability you need when you're far from shore.