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MAGAZINE

OCTOBER 2013



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THE COVER

New AMSOIL Synthetic 2-Stroke Injector Oil offers quality and convenience at an attractive price.

From the President's Desk

For the benefit of our newer Dealers and Preferred Customers I would like to share a little information that provides some insight into what this company is all about. Many Dealers may have heard much of this from me before, but it is justified in repeating.

When AMSOIL INC. was first created our goals were simple and straightforward. Foremost among them was providing the absolute best products we could possibly provide. I began by gaining as much knowledge as I could on synthetic lubrication. This required countless hours of research. I devoured every book and scientific paper available on the subject, then ultimately hired the most accomplished chemists in the field. Together, we laid the foundation of what would become a complete line of the finest lubricants in the industry. On a personal level, my financial goals were modest. I wanted simply to earn enough money to support my family and myself comfortably. Money alone was not what was driving me.

Beyond that, we as a company were determined from the start that AMSOIL INC. would take every measure to do the right thing at all levels in the operation of our business and in the corporate relationships we developed. That, of course, included the business opportunity we provided. We have insisted from the start that the AMSOIL business opportunity remains viable, affordable and profitable for all Dealers who are serious enough, professional enough and willing enough to invest the time and effort. In that regard, we have employed a philosophy I learned very early in life; that is, a half a loaf of bread is better than none. We have always maintained extremely low profit margins in comparison to other oil companies, all to ensure the most competitive pricing possible. Good oil is expensive to make.

Along similar lines, we have always taken great effort to provide the absolute best training possible for our Dealers. Once again, it is the right thing to do. AMSOIL University, for example, is specifically geared to arm Dealers with the expertise they can use to excel in all areas of this business. It is well-documented that those Dealers who take advantage of the training we provide, especially AMSOIL U, attain higher levels of success at faster rates than those Dealers who do not.

We do right by our vendors, too. Although we will certainly never allow ourselves to be taken advantage of, we make no unreasonable demands. All we demand is a fair deal, and our vendors respect us for that. They appreciate our technical expertise and our relentless commitment to high quality. In fact, most of our vendors sincerely enjoy their visits to AMSOIL. They share in our challenge to develop great products, and they value the friendships we establish.

There is no denying that this company also does right by consumers. Our products provide real and cost-saving benefits that simply can't be found with other products. Longer-lasting equipment, reduced maintenance, reduced fuel costs and fewer oil changes all contribute to customer satisfaction. And when you top that off with the environmental benefits, it is overwhelmingly obvious that we deliver value that consumers just won't find elsewhere in the industry.

And today, of course, consumer awareness has never been greater. According to some sources, the demand for synthetic motor oil will continue

to grow at a rate of 7.3 percent per year. Some project even higher rates. Growth is expected to continue in the light vehicle market, with a strong push in the medium and heavy-duty truck markets. Transmission fluids and hydraulic oils are also expected to increase in demand. There are other trends working in our favor. Drivers are keeping their vehicles longer. They are putting tens of thousands of more miles on their current vehicles than they put on their previous vehicles. That means thousands of more dollars spent on maintenance and a concerted effort to reduce those costs. As this trend continues, we'll see demand for our products increase and opportunities for our Dealers expand.



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



BETTER FUEL ECONOMY IS A CHOICE

Truckers of all stripes continue seeking ways to reduce costs, but keeping a truck on the road is never cheap.

While passenger cars have seen improvements in fuel economy through better aerodynamics and the use of lighter materials, logging trucks and other transporters rely on the loads they haul. Lighter loads don't add up to savings.

That's why local fleets and owner/operators need to know the fuel economy benefits that AMSOIL synthetic motor oils and drivetrain fluids provide. Whether within city limits or riding the highway, truckers can experience significant savings, and we have the studies to prove it.

Diesel Fleet Fuel Economy Study (G2904)

Testing completed in compliance with the industry-standard SAE J1321 In-Service Fuel Consumption Test Procedure demonstrates use of AMSOIL synthetic lubricants can increase fuel economy in short- to medium-haul diesel applications and, in this case, did by 6.54 percent.

Diesel Fleet Fuel Economy Study in Stop-and-Go City Driving Conditions (G3086)

The industry-standard SAE J1376 Fuel Economy Measurement Test (Engineering Type) for Buses and Trucks reveals AMSOIL synthetic lubricants can increase fuel economy in class 8 diesel trucks used in stop-and-go city driving conditions and, in this case, did by 3.15 percent.

Diesel Fleet Fuel Economy Handout (G2907)

Highlights the test results detailed in the Diesel Fleet Fuel Economy Study (G2904) and Diesel Fleet Fuel Economy Study in Stop-and-Go City Driving Conditions (G3086).

The AMSOIL fuel economy studies are available in print or digitally from www.amsoil.com.

G2904

G3086

G2907

Diesel Fleet Fuel Economy Study

AMSOIL synthetic drivetrain lubricants increased fuel economy in short- to medium-haul trucking applications by 6.54 percent.

Diesel Fleet Fuel Economy in Stop-and-Go City Driving Conditions

In two scenarios, AMSOIL synthetic lubricants increased fuel economy compared to conventional lubricants.

Scenario	Conventional Lubricants	AMSOIL Synthetic Lubricants
Engine oil alone	2.38%	3.15%
Engine oil, transmission oil and differential lube	2.38%	3.15%

HIGHWAY OR IN THE CITY,
SYNTHETIC LUBRICANTS
INCREASE FUEL ECONOMY IN DIESEL
TRUCK APPLICATIONS

SAVINGS PER TRUCK

Driving*	Highway Driving*
\$321	\$4,737
\$210	\$47,370
\$1,050	\$236,850



2.38%
Increase in Fuel Economy



NEW SYNTHETIC 2-STROKE INJECTOR OIL

Strenuous conditions define the normal operating environments of snowmobiles and boats. Without the right lubrication, two-stroke snowmobile engines and outboard motors run hotter, accumulate deposits and suffer a reduction in performance. New AMSOIL Synthetic 2-Stroke Injector Oil (AIO) is an excellent entry-level product for cost-conscious enthusiasts who want the quality and benefits of an AMSOIL synthetic two-stroke oil and the convenience of one oil for all seasons.

WHO IT'S FOR

Because AMSOIL Synthetic 2-Stroke Injector Oil is marketed for use in summer and winter two-stroke recreational equipment, it offers convenience to consumers who prefer to carry over their snowmobile oil inventory for use as marine oil in the summer months. It is also an excellent product for snowmobilers and boaters who own older equipment or

aren't necessarily looking for the enhanced protection of AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil or HP Marine Synthetic 2-Stroke Oil.

WEAR PROTECTION

AMSOIL Synthetic 2-Stroke Injector Oil reduces wear and maximizes engine life. Its high lubricity and reliable film strength help protect against piston scuffing and bearing wear.

Synthetic 2-Stroke Injector Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AIOQT	-EA	(1) Quart	2.1	5.80	7.75	6.65	8.80
AIOQT	-CA	(12) Quarts	25.2	66.15	91.50	75.60	104.40
AIO1G	-EA	(1) Gallon	8.0	22.75	30.35	25.85	34.40
AIO1G	-CA	(4) Gallons	32.0	86.60	119.80	98.40	136.00
AIO16	-EA	(1) 16-Gallon Keg	133.0	338.40	439.95	385.00	500.00
AIO30	-EA	(1) 30-Gallon Drum	245.0	622.50	790.60	708.00	898.00
AIO55	-EA	(1) 55-Gallon Drum	439.0	1,091.75	1,364.70	1,241.00	1,551.00
AIO27	-EA	(1) 275-Gallon Tote	2,119.0	5,431.25	6,789.10	6,169.00	7,711.00

ENGINE CLEANLINESS

AMSOIL Injector Oil is clean burning. It is fortified with high-temperature detergent and dispersant additives and naturally resists harmful deposits that cause ring-sticking, ring-jacking and exhaust power valve sticking. AMSOIL Injector Oil is ideal for direct-injection outboard motors, snowmobiles and personal watercraft (PWC).

COLD-TEMPERATURE PERFORMANCE

AMSOIL Injector Oil provides cold-temperature fluidity with a pour point lower than -60°F. Rapid oil flow on cold starts ensures oil reaches vital components quickly and helps prevent damaging, dry starts.

APPLICATIONS

AMSOIL Synthetic 2-Stroke Injector Oil is recommended for use in all two-stroke outboard motors and snowmobiles and where API TC and NMMA TC-W3 oils are specified.

Meets the requirements for warranty protection by BRP®/Evinrude®/Johnson®/Ski-Doo® • Polaris® • Mercury® • Arctic Cat® • Yamaha® • Suzuki® • Kawasaki® • Mariner® • Force®

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

For Evinrude factory-lean setting, use AMSOIL HP Marine Synthetic 2-Stroke Oil.

WARRANTY

AMSOIL Synthetic 2-Stroke Injector Oil is Warranty Secure™, keeping your factory warranty intact. AMSOIL Injector Oil is a high-performance replacement for original equipment manufacturer (OEM)-branded oil, and it is priced substantially below OEM-branded products.

HOW IT'S DIFFERENT

INTERCEPTOR Synthetic 2-Stroke Oil (AIT) provides specialized protection for today's specialized engines. It's the primary recommendation for snowmobilers and enthusiasts who want the ultimate protection for their machines. HP Marine Synthetic 2-Stroke Oil delivers advanced performance and low aquatic toxicity in marine two-stroke engines. It is recommended for Evinrude® E-TEC® engines programmed to the lean-mix setting. Synthetic 2-Stroke Injector Oil is a high-quality oil for those who don't necessarily need the advanced protection of INTERCEPTOR or HP Marine.

**WARRANTY
SECURE™**

NEW!



Reduce Costs and Maximize Cold-Weather Reliability with AMSOIL Diesel Fuel Additives

Motorists favor diesels for their towing capacity, fuel efficiency and excellent durability. But cost of ownership and cold weather can pose challenges. In the final part of a three-part series, *AMSOIL Magazine* explains how AMSOIL diesel fuel additives help reduce overall costs and combat the negative effects of cold temperatures.

Cost of Ownership

Whether gasoline or diesel, vehicles can be expensive to own. One costly problem associated with diesels that has become more prevalent recently is diesel injector deposits, particularly in newer high-pressure common-rail (HPCR) engines (see the September issue of *AMSOIL Magazine* for details). Deposits reduce engine power and efficiency and, if left untreated, can require injector replacements that can range from \$5,000 to \$10,000, depending on the vehicle and the number of injectors involved. Some diesel owners erroneously believe injector replacements are simply a necessary cost of ownership. But accepting injector replacement as necessary maintenance comes with a host of unknowns, such as when the injector will fail, loss of power and fuel economy, tow-truck bills, additional engine damage due to a failing injector and more. A second, less-expensive option is protecting injectors through continuous use of AMSOIL Diesel Injector Clean (ADF) or Diesel Injector Clean + Cold Flow (DFC), which helps eliminate expensive repairs at a much more reasonable cost.

A comparison illustrates the savings available. The cost to replace the injectors in a Chevrolet 6.6L Duramax can add up to approximately \$7,000, not to mention the other risks of injector failures, like being stranded on the side of the road and paying for a tow truck.

Using AMSOIL Diesel Injector Clean or Diesel Injector Clean + Cold Flow and following the maintenance dosage instructions is far less costly. Both products clean dirty injectors and add lubricity to help reduce fuel-pump and injector wear, helping injectors maintain efficiency and last longer. If the average person keeps his or her diesel vehicle for 140,000 miles, using Diesel Injector Clean would cost approximately \$768 over the life of the pickup. The savings speak for themselves. The peace-of-mind of being protected against being stranded on the side of the road and having to pay an expensive tow bill only adds to the value of routinely using AMSOIL Diesel Injector Clean or Diesel Injector Clean + Cold Flow.

Seasonality

Diesel fuel suffers from the effects of cold weather. Diesel naturally contains wax. Many states have adopted regulations to require biodiesel, which contains even higher wax content. In cold ambient temperatures, wax can crystallize and turn into gel, which can plug fuel lines, fuel filters, fuel pumps and injectors, shutting down an engine or preventing it from starting altogether.

For much of the year, refineries produce what's known as #2 diesel fuel, which flows readily at temperatures above 40°F. For use in cold weather, refineries produce a winter-grade diesel fuel known as #1 diesel. It provides increased cold-flow properties, but is more costly to manufacture and has reduced energy density compared

to #2 diesel. As a result, diesel owners end up paying more through higher fuel costs and reduced fuel economy. Many refineries have changed fuel manufacturing strategies and now blend together #1 and #2 diesel, depending on the temperature. They normally call this their "winter blend" or a "polar diesel." If the refinery blends and distributes a large batch of fuel with specific cold-weather properties, however, a sudden drop in temperature can reduce the fuel's effectiveness in cold weather, increasing the risk of gelling. Diesel owners must add additional fuel additives or risk their equipment not starting or stranding them on the side of the road.

AMSOIL Diesel Injector Clean + Cold Flow and AMSOIL Diesel Cold Flow (ACF) combat cold-weather performance issues and variations in diesel fuel quality. They modify the cloud point – the point at which waxes form – to help prevent fuel from gelling. They also help control ice formation by dispersing water in the fuel, helping keep fuel flowing to the engine. AMSOIL Diesel Injector Clean + Cold Flow and AMSOIL Diesel Cold Flow help protect equipment by keeping it running through cold winter months. ■





Len Groom | TECHNICAL PRODUCT MANAGER – POWERSPORTS

Stored equipment requires preparation to ensure it's protected.

Rust, corrosion and degraded fuel can attack unprepared equipment in storage.

With winter approaching, many of you will be putting equipment such as motorcycles, lawnmowers and personal watercraft into storage. Though it can be tempting to park it out of sight after the final use and hope it starts again next season, such action (or inaction) can have serious consequences. Engines left unprepared for storage can suffer from fuel degradation, condensation and corrosion. The results can lead to poor performance, costly repairs or replacement, so it makes sense (and cents) to prepare equipment for the off-season so it's protected and ready for springtime use. Even if you live in a moderate winter climate, extended periods of non-use warrant following these winterizing strategies.

Motorcycles

1. Wash and dry – Road contaminants can permanently stain and corrode paint and chrome.
2. Change oil – Combustion and its by-products cause oxidation, which can be detrimental to internal engine components. Fresh oil protects engines against such unseen damage.
3. Stabilize fuel – Gasoline can begin to degrade in as little as 30 days, forming gums and deposits on engine components. Treating it with AMSOIL Gasoline Stabilizer can prevent degradation and carburetor and injector problems.
4. Remove battery – If storing for an extended period, remove the battery or connect a float charger to keep it at full capacity without risk of damage from overcharging.

5. Lift off ground – Use a stand or ramp to prevent flat spots.

6. Cover – Cover the motorcycle to protect it from light and dirt.

Outboard Engines (Two- and Four-Stroke)

1. Stabilize fuel with AMSOIL Gasoline Stabilizer after the final use if storing four months or longer. Quickshot® provides fuel stabilization for periods less than four months. No Gasoline Stabilizer is required if you've been using Quickshot and the engine will be stored fewer than four months.
2. Change lower unit oil – If any water has invaded the lower unit over the summer and it's left there during storage, rust can form on bearings and the lower unit gears can degrade.
3. Change oil and filter (in four-stroke engines) – Most four-stroke engines use a separate spin-on filter. Change the oil and filter for protection against oxidation, rust and corrosion acids from combustion.
4. Fog engine – AMSOIL Engine Fogging Oil gives engine components an extra protective barrier against condensation and dry starts.

Personal Watercraft (PWC)

1. Stabilize fuel during last use with AMSOIL Quickshot or Gasoline Stabilizer.
2. Wash and dry equipment.
3. Flush with storage antifreeze if the PWC is stored in subfreezing temperatures.

4. Flush with freshwater if the PWC is used in saltwater.

5. Fog engine with AMSOIL Engine Fogging Oil (if applicable).

6. Remove battery and store it off the ground in a warm, dry place.

7. Leave the seat open slightly, cover the PWC and store indoors (preferably).

8. If storing outside, cover the PWC but not so tightly that it restricts air flow.

Lawn, Garden and Handheld

1. Stabilize fuel with AMSOIL Gasoline Stabilizer or AMSOIL Quickshot.
2. Change oil and filter (on four-stroke engines) at least once a year.
3. Fog engine with AMSOIL Engine Fogging Oil (if applicable) – This is a good idea for four-stroke engines, too, but fogging is a must for two-stroke engines if they are being stored for 30 days or more.
4. Wash off grass, dirt, wood chips, etc.
5. Apply AMSOIL MP Metal Protector to exposed metal parts to prevent rust.
6. Equipment is best stored indoors. If left outside, protect it with a cover.

Following these simple steps can keep your equipment in peak operating condition, even when it's not in use for several months. An hour or two of preventive maintenance now means next spring you'll be spending more time on the road, on the water or in the yard instead of in the shed tearing apart dirty carburetors. ■

AMSOIL Products Keep Karts Running Cool in Texas Heat

AMSOIL synthetic lubricants keep the go-karts running at Mountasia Family FunCenter in North Richland Hills, Texas, where Dealers Andy and Magdalena Gomez work with mechanic and shop foreman Stan Williams.

When Andy and Magdalena Gomez took their two small children to the fun center one day about five years ago, the idea of approaching management to become an AMSOIL commercial account was born.

The couple investigated the unique challenges of the operations, especially with the go-karts, and they provided solutions with AMSOIL products while registering a new commercial account.

The fun center has a miniature golf course, game room, batting cages and go-karts.

Because the go-kart engines are similar in size and power to the engine in a pressure washer, Williams uses AMSOIL Formula 4-Stroke® Synthetic Small Engine Oil (ASE) in them. (For racing go-kart applications, Briggs & Stratton® Synthetic 4T Racing Oil [GBS2960] is recommended for maximum protection and performance.) He previously used conventional oils and other synthetic brands.

The 31 go-karts take a beating in the Texas heat and often run for 12 hours a day.

"With the other oils, the transmissions ran very hot and the clutches burned-out frequently," Williams said. "Many didn't make it even to the OEM drain. Some oils were like a thick tar at the time of oil change."

Williams found that AMSOIL Formula 4-Stroke runs cooler, while holding up a lot better and longer in the long, hot days of summer.

"After installing Formula 4-Stroke there were no more burned-out clutches — not one," Williams said.

Williams also uses AMSOIL Quickshot® and Power Foam® to keep the carburetors and other engine components clean and trouble-free.



Andy Gomez (right) with Stan Williams, mechanic and shop foreman at Mountasia Family FunCenter.

He recently started using AMSOIL Signature Series Synthetic Automatic Transmission Fluid (ATF) in certain hydraulic applications such as the Frog Hopper kiddie ride.

With less downtime and maintenance requirements, Williams is better able to manage his time at a very busy family fun park. ■



MOUNTASIA Family FunCenter



CARS LIKE US



AMSOIL products help keep engines and transmissions running clean, protecting all their moving parts so they have a longer life and perform at peak efficiency.

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ON THE BOX

WITH JEREMY MEYER

It was cold in my office the day I wrote this message, which is a good indication that fall is in full swing and winter is just around the corner. So, I did what any person would do – I put on a stocking cap to warm my ears.

As the tight-fitting garment heated my noggin, I started thinking about the upcoming snowmobiling season. We like winter around here, even if our friends in warmer climates think we're crazy.

Besides finding our favorite trails, hills and ditches to ride, we have a lot to look forward to once the leaves drop. First, the AMSOIL Duluth National and third annual AMSOIL DOMINATOR® race will be held Thanksgiving weekend, all part of the season-long AMSOIL Championship Snocross (ACS) series. Add in the United States X-Country Snowmobile Racing (USXC) series, Canadian Snowcross Racing Association (CSRA) and East Coast Snocross (ECS), and we have a busy winter of sponsorships. Once the new year turns, we can add the AMSOIL Eagle River Snowmobile Derby to the mix, where AMSOIL ice oval racer PJ Wanderscheid will try for his fifth world championship.

Take it from someone who's ready for the elements: it's going to be a busy and fun winter.



AMSOIL Supports Annual Hay Days Event

The 47th annual Sno Barons Hay Days snowmobile event was held September 7-8 in North Branch, Minn. The always-popular event, which started as a weekend of snowmobile grass drags in 1967, has blossomed into one of the sport's biggest gatherings, and AMSOIL was on-board to support it.

AMSOIL held a prominent location atop the hill near the motorsports arena, and showcased its premium synthetic lubricants for not only snowmobiles, but just about everything with an engine. On-hand were several racers and teams from the AMSOIL Championship Snocross presented by Traxxas series, which kicks off its eight-event season November 29 - December 2 with the AMSOIL Duluth National at Spirit Mountain in Duluth, Minn.

The Hay Days grounds provided plenty of other things to do and see. First and foremost were the Sno Barons grass drags,

where the best grass racers from North America and Europe gathered to determine who is fastest on a record-setting course. Classes from Stock to Top Fuel/Outlaw competed throughout both days of the event for the largest payout in grass drag racing.



Hay Days attendees also enjoyed watching professional riders perform tricks and stunts, took advantage of free snowmobile and ATV test rides and shopped the enormous swap meet, featuring more than 30 acres of parts, pieces and powersports treasures available from thousands of sellers.

Father-Son Duo Go 1-2 in AMSOIL Cup Race

The fourth annual race at Crandon International Off-Road Raceway was a photo-finish thriller.

C.J. Greaves captured the fourth annual AMSOIL Cup and its \$40,000 prize by edging his father, Johnny, in a photo-finish thriller at Crandon International Off-Road Raceway on Labor Day Weekend.

Driving his Monster Energy/AMSOIL Pro-2WD Toyota, C.J. crossed the finish line just a fraction of a second ahead of Johnny's Monster Energy/AMSOIL Pro-4X4 Toyota in the unique race, which pits the top TORC Pro-2WD drivers against the top Pro-4X4 drivers. The start of the race is staggered to give the 2WD racers a head start.

"That was amazing," said C.J. after his win. "I didn't get the best of starts; I was third coming around the front there, but I was able to work my way up, and once I got the lead I just put my head down and kept chugging forward. With two laps to go someone started coming up on my inside on the turns, and they were telling me on the radio, 'That's your dad!'"

"We were just going at it and I was hoping for the best. At that point it really didn't matter to me who won or who was second. I knew we were going to be 1-2, so it was all good either way."

Johnny had to work his way through a dozen Pro-2WD trucks to track down his son. His toughest challenge came against AMSOIL Super Team driver Chad Hord, who finished third on the podium.

"That was a blast," said Johnny. "It took some work, but I managed to catch up to the Pro-2WD leaders towards the end. I kept it clean and safe, and once I got around Chad I started pushing (C.J.) a little, and we managed to pull away a bit. In the end, the little rascal beat me, so good for him. I couldn't be more proud of him. He turned out to be an amazing driver, and I sure don't know where he got it from."

"I'm not sure why, but I seem to shine in these Cup races. I get in a class race and sometimes I lose my mind, but in the Cup race us 4X4 guys feel like we're the fox hunting the rabbits, and you have to stay focused on moving forward. It was tough catching up, but a lot of fun

when I finally got there, especially racing my son at the end."

Hord, the 2011 AMSOIL Cup champion, was thrilled to finish in the top three.

"Taking third overall in the AMSOIL Cup is pretty awesome," said Hord. "I got the holeshot and was leading for a while, which was great. At one point I caught a pothole that put me up on two wheels and that allowed C.J. to get underneath me. We were fighting the whole way and it was a lot of fun. My congratulations to the Greaves family."



LeDuc, Taylor named Honorary AMSOIL Cup Champions

Prior to the AMSOIL Cup race, AMSOIL saluted the careers of retiring off-road racing legends Scott Taylor and Curt LeDuc by naming them honorary AMSOIL Cup champions. Taylor collected 18 championships in various off-road series over a career that began in 1974, while

LeDuc bagged 10 titles since starting his racing career in 1975.

"I'm certainly proud of what I've done in my career, and I know none of it would have been possible without so many great sponsors, like AMSOIL," said Taylor.

"Four decades is a long time to do anything, but I've had a lot of great times and met so many wonderful people, I wouldn't change a thing."

"I'm so appreciative of what AMSOIL has done for us," said LeDuc. "They are an American company, they sell to the American people and this is the American people's off-road race. To be a part of it for one last time is bittersweet, but still very, very special."



Curt LeDuc (left) and Scott Taylor (right)



Limited Products Undergo U.S. Price Adjustment October 1

A limited number of AMSOIL products will undergo a minimal price adjustment effective October 1. The company makes every effort to maintain the lowest prices possible; however, significantly increased raw-material costs have forced AMSOIL to adjust prices on the following products by 2-6 percent:

80W-140 Long Life Synthetic Gear Lube (FGO)
75W-90 Long Life Synthetic Gear Lube (FGR)
PC Series Synthetic Compressor Oil (PCH, PCI, PCJ, PCK)
SIROCCO® Synthetic Compressor Oil (SEI)
P.i.® Performance Improver (API)
Diesel Cetane Boost (ACB)
Saber® Outboard 100:1 Pre-Mix Synthetic 2-Cycle Oil (ATO)
Saber® Professional 100:1 Pre-Mix Synthetic 2-Cycle Oil (ATP)

Clean Sludge and Deposits with Engine and Transmission Flush

While vehicle manufacturer-recommended oil drain intervals have become increasingly longer over the years, and oil life monitors help motorists determine when to change their oil, many installers still see the occasional customer who stretches his or her oil change interval well beyond the oil's useful life. In these situations, an engine flush can help clean the damaging sludge and deposits left behind.

"There are some vehicles that end up going 12,000 or 13,000 miles between oil changes, and conventional oil just doesn't last that long," said Lonnie Hays, operator of Lojo Express Lube in Channelview, Texas. "We've had some newer cars come in with 12,000 miles since their last oil change but still have 20 percent oil life remaining on their oil monitors. Then, we pull the dipstick and there is no oil in it. There's nothing but sludge."

"I don't recommend [engine flushes] on an annual or mileage basis — just when the car has been abused or hasn't had regular oil changes."



That's usually when we see something like sludge. On a lot of vehicles, when you put the oil in you can see a black/brownish tint, and that's usually an indication that the car has set for a long time."

AMSOIL Engine and Transmission Flush (FLSH) provides a first step toward restoring neglected equipment to top performance. Its potent, detergent-based formula cleans sludge and deposit build-up, promoting lower operating temperatures and reduced oil consumption, while helping restore fuel economy, increase operating efficiency and reduce emissions in gasoline and diesel engines, and automatic transmissions. AMSOIL Engine and Transmission Flush is safe on parts and can be easily disposed of with waste oil.

After a thorough cleaning with Engine and Transmission Flush, AMSOIL synthetic motor oils are ideally suited for customers who do not regularly change their oil. OE Synthetic Motor Oil is recommended for today's longer vehicle manufacturer-recommended drain intervals, XL Synthetic Motor Oil is recommended for 10,000-mile/six-month drain intervals and Signature Series Synthetic Motor Oil is recommended for 25,000-mile/one-year drain intervals.

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, October 14 for Thanksgiving Day. The Edmonton Distribution Center will be closed Monday, November 11 for Remembrance Day.

Camouflage Cap

Camouflage cap with distressed visor and soft mesh back for breathability. Velcro closure.

Stock #	U.S.	Can.
G3081	14.75	16.65



Ladies' Cap

Military style ladies' cap with jewel decoration. Velcro closure.

Stock #	U.S.	Can.
G3194	14.75	16.70



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 "Buy Wholesale" link at the top of www.amsoil.com or order or download a Change of Status Form (G18US in the U.S., G18UC in Canada) from the Preferred Customer Zone.

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AMSOIL CLOTHING

Stay warm with these AMSOIL styles.

Hoody

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

Stock #	Size	U.S.	Can.
G2844	S	37.75	42.60
G2845	M	37.75	42.60
G2846	L	37.75	42.60
G2847	XL	37.75	42.60
G2848	2X	40.75	46.00
G2849	3X	43.75	49.40
G2850	4X	46.75	52.75



Ladies' 3/4-Sleeve Shirt

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

Stock #	Size	U.S.	Can.
G3008	S	36.00	40.70
G3009	M	36.00	40.70
G3010	L	36.00	40.70
G3011	XL	36.00	40.70
G3012	2X	39.00	44.05
G3013	3X	39.00	44.10



Black Softshell Jacket

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

Stock #	Size	U.S.	Can.
G2810	S	63.75	72.05
G2811	M	63.75	72.05
G2812	L	63.75	72.05
G2813	XL	63.75	72.05
G2814	2X	66.75	75.45
G2815	3X	69.50	78.55



Long Sleeve Pro Race T-Shirt

Long sleeve navy t-shirt is constructed of 50/50 cotton/polyester blend to reduce fading. Sizes S-3X.

Stock #	Size	U.S.	Can.
G2935	S	18.75	21.20
G2936	M	18.75	21.20
G2937	L	18.75	21.20
G2938	XL	18.75	21.20
G2939	2X	21.00	23.75
G2940	3X	21.00	23.75





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