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MAGAZINE

SEPTEMBER 2013

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WE KNOW WHAT IT TAKES TO CHANGE THE WORLD...

BECAUSE WE'VE DONE IT.

Before AMSOIL there was no company using the jet-age technology of synthetic lubrication in automotive applications. Lieutenant Colonel Al Amatuzio's 25 years as an award-winning jet fighter pilot gave him a solid appreciation for the extraordinary lubricants that protected the engines of the jets he flew and ignited in him a desire to bring this technology to the cars we drive.

The introduction of AMSOIL synthetic motor oil in 1972 set all-new standards for motor oil quality. Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and has followed the AMSOIL lead with introductions of synthetic motor oils of their own. But only one is truly The First In Synthetics®.



AMSOIL
The First in Synthetics®

FORMULATED, BLENDED AND PACKAGED IN THE USA



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THE COVER

The winner of the AMSOIL Toughest Tow Contest relied on Signature Series Synthetic ATF to protect his transmissions over a grueling multi-day boat haul.

From the President's Desk

In last month's issue of *AMSOIL Magazine* we mentioned that Derek and Erin Beahm were the lucky winners of the Ford Transit we gave away at our 40th Anniversary Convention. In this issue you will see a photo of the Beahms, along with their new vehicle and a little information about them. I want to share even more of their story. There are a couple of elements that really caught my attention.

The Beahms, from Regina, Saskatchewan, became familiar with AMSOIL products out of need. Derek was racking up roughly 28,000 miles a year traveling to and from work in his Volkswagen Jetta. He needed to maximize his fuel economy, and his online research on motor oil piqued his interest in AMSOIL. He ultimately saw an AMSOIL ad in a magazine and called the 800-number. That brought him to Direct Jobber Gerry Reid. The Beahms were impressed with Gerry's professionalism. He answered all their product questions and explained how the business opportunity worked. The Beahms became Dealers and shortly thereafter made a commitment to their business by working the largest farm show in Canada. Most impressive is the support they received from their sponsor. Gerry Reid offered to fly to Regina from North Carolina to help them in any way he could.

The Beahms offered this reaction: "We were both AMAZED that this man, who had never met us, would come all this way just to ensure that we would get our business started off well and to ensure our future success. We couldn't be happier to have Gerry and Pat Reid as our sponsors and AMSOIL mentors. After that first trade show we haven't looked back and have been growing our business ever since."

I found it interesting, but certainly not surprising, that Gerry Reid displayed the kind of commitment he did. It's that type of professionalism that shines brightly on the AMSOIL brand. It's easy to see why Gerry and Pat have earned their way into the AMSOIL Hall of Fame. I am proud to have them as Dealers.

The Beahms went on to explain that the success they have had with their AMSOIL business is built on a solid foundation of service. They pride themselves, as they say, in being "problem solvers." Building relationships and providing first-class service is critical for the Beahms. It should be critical, in fact, for all Dealers.

"No matter who the customer is," the Beahms said, "we always focus on what is best for them, and then how we can best serve them and their particular needs, also treating each prospect or customer, big or small, with the same respect and courtesy that we would want.

"Many of our accounts have come after multiple visits to their businesses and getting to know them on a personal level. Now we walk in and people are happy to see us and greet us by name. Having our accounts know us personally means they are more comfortable doing business with us. We become more than just the salesperson in many cases. We find that we are often able to make connections with people and then give and receive referrals. We love to be able to send new customers to one of our accounts and then hear later that they were able to do business together. We

find this helps to build trust and then everyone is successful."

There is no question in my mind that the Beahms are destined for even greater success. They, like their sponsors Gerry and Pat Reid, understand the value of professional service. They take their responsibilities as AMSOIL Dealers seriously, and that's a message that all successful Dealers do not take lightly.



A.J. "Al" Amatuzio
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Executive V.P. /
Chief Operating Officer

A.J. "Al" Amatuzio
President &
Chief Executive Officer



MODERN DIFFERENTIALS NEED HELP

Many modern vehicles, such as SUVs and turbo-diesel trucks, are equipped with higher-horsepower, higher-torque engines. Although this allows them to tow and haul heavier loads, differentials have changed very little, placing greater demands on gear oil.

In addition, many vehicles have either been lowered or use air dams to achieve better fuel economy, decreasing airflow over the differential.

Differentials in today's vehicles are subject to higher loads and higher heat, and differential fluids must perform under more severe conditions.

Differential fluids must do a better job of resisting oxidation, controlling deposits, protecting the gears and delivering maximum efficiency. Synthetic gear oils are better-suited to address these factors. AMSOIL Severe Gear® handles temperature extremes and delivers greater efficiency. Gear sets operate cleaner and are better-protected under extreme pressure. AMSOIL Severe Gear is formulated in a full range of viscosities for the full spectrum of customer needs.



Epic Boat-Hauling Story Clinches AMSOIL Toughest Tow Contest



Daisy Lee prepares to provide navigation assistance for the long boat-hauling trip.

The AMSOIL Toughest Tow Contest solicited extreme towing stories about how AMSOIL Signature Series Synthetic Automatic Transmission Fluid's reserve protection against heat and wear ensured top transmission performance. AMSOIL received many impressive stories over the course of the contest, but AMSOIL Dealer and hauler Robert Ransom Williams IV of Mexico Beach, Fla. earned the top prize of \$1,000.

When the owner of the largest yacht dealership in Houston, Texas called Williams in Norfolk, Va. on a Wednesday afternoon, he was up against a wall. Five 32' Scarab center-console boats with twin 250 engines had to be in Houston by Monday afternoon, but three were at dealerships in New Jersey, while the others were on the east coast of Florida.

After a quick call to fellow hauler Donald "Chigger" Andrews for assistance with the New Jersey boats, and consulting with his trusted navigator, basset hound Daisy Lee, Williams accepted the challenge.

"We had two empty triple-axle trailers ready to roll, so within the hour we had both the big Cummins fired up and were headed north toward the Jersey Shore," said Williams. "My partner, Cindy 'Big Guns' Kimmons, had some towing experience, but this was to be her first trans-continental multi-day trip. She was at the helm of my Dodge Ram 2500, while I was

in the lead in the Ram 3500 Dually. Both trucks sported legendary Cummins 5.9 turbo-diesel engines and were lubricated with AMSOIL products from stem to stern."

Reaching Cape May, N.J. by Wednesday night, Williams and Kimmons were making good time, and they spent Thursday driving up the Jersey Shore, loading the boats and going through countless toll booths.

"Friday dawned as we crested the Blue Ridge Mountains," said Williams. "Both trucks were pulling like angry mules and the boats were riding easy on the big triple trailers. This is when the confidence of knowing you are running AMSOIL ATF really pays off. Yanking 15,000 lbs. over the mountains at 70 mph is a stern test for any automatic transmission, and this tough tow was no exception. 'Chigger' was about a half-day behind us, and I seriously wanted to beat him to Houston. Our friendly rivalry pitted my Dodge Rams against his heavy Chevy with a new Allison transmission. He was using AMSOIL ATF in the one-ton dually tow rig, but swore by Rotella to lube the Duramax engine. We would just have to see."

Williams and Kimmons reached Houston by noon Saturday to unload the first two boats. "We waved to 'Chigger' about half an hour west of Beaumont on I-10," said Williams. "He was making good time, but

I could not resist giving him a rev as we were back light-loaded and flying toward the Sunshine State."

The trucks ran perfectly over the long drive to Daytona, and they were loaded and on their way back to Houston on Sunday. "I was thankful that the weigh stations were closed as the brand-new Scarab beauties we were towing were nearly 10' wide. Florida, Alabama, Mississippi, Louisiana – the states were clicking by, our transmissions were running cool and when the sun came up Monday morning, we could see the Houston skyscrapers on the horizon. We were going to make it, and AMSOIL products were a big reason why. Hauls like this one are made possible because of the extended change intervals offered by AMSOIL synthetic lubricants. AMSOIL synthetic gear lube, motor oil and ATF all provide the ability to get the most out of your towing equipment, and we certainly did.

"The Houston dealer was both thrilled and impressed when we pulled into his shop with three hours to spare on Monday. He stroked me a fat check with a big smile on his face and told me that all five boats were being fitted on cradles and were to be loaded on an airplane that afternoon. Destination? Sierra Leone, Africa. Thanks to AMSOIL for making this tough tow possible, uneventful and highly profitable." ■



Silicone Spray Joins Revamped Aerosol Product Lineup

Offering the same great protection and performance, AMSOIL Silicone Spray is the latest product to sport a fresh new look.

AMSOIL Silicone Spray (ALS) effectively lubricates and protects nonmetal surfaces with a dry lubricating film. It is ideal for applications that may be damaged by conventional lubricants such as grease or oil, helps prevent the cracking and drying of rubber, locks out moisture and will not attract dust or dirt, keeping applications contaminant-free.

Silicone Spray's special nonstaining formula is also excellent for waterproofing and protecting leather boots, shoes, jackets, suede and more. For leather and sensitive surfaces, initially apply to a small area. Silicone Spray may slightly alter the color or hue of the leather.

APPLICATIONS

Silicone Spray provides outstanding protection for rubber, nylon, plastics, upholstery, vinyl, wood, cardboard, fiberglass and other nonmetal surfaces.

- Formulated for use on nonmetal surfaces (and metal surfaces that come in contact with nonmetal surfaces)
- Leaves a clear, odorless, nonstaining film
- Helps prevent rubber cracking and drying
- Locks out water
- All-position spray valve allows can to spray at any angle – even upside-down



Silicone Spray

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail
ALSSP	EA	(1) 10-oz. Spray Can	0.9	5.80	7.55
ALSSP	CA	(12) 10-oz. Spray Cans	10.8	66.00	89.10

Silicone Spray is not available in Canada.

Internal Diesel Injector Deposits: A New Twist on an Old Problem

Advancements in diesel fuel delivery systems have resulted in more power, improved fuel economy and fewer emissions. But one challenge remains: performance-robbing deposits. In part two of this diesel-fuel series, *AMSOIL Magazine* takes a closer look at injector technologies, deposit types and how AMSOIL diesel fuel additives address the problem.

The HEUI System

In the early 1990s, diesel engine manufacturers began seeking ways to increase fuel efficiency and reduce emissions without sacrificing power or torque. One answer was to redesign the fuel-delivery system. In 1993, Caterpillar introduced hydraulically actuated electronic unit injection (HEUI), which uses high-pressure oil to mechanically pressurize fuel inside the injector prior to it being injected into the combustion chamber. The resulting fuel injection pressures of up to 21,000-25,000 psi improved fuel economy and reduced emissions without affecting performance compared to mechanical injectors of the time.

The HPCR System

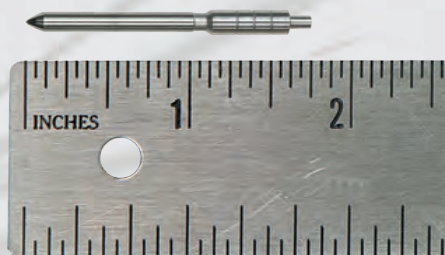
High-pressure common-rail (HPCR) direct-fuel injection is the latest design development. Over the past 10 years, HPCR systems have slowly eroded use of HEUI systems, and now most major manufacturers use HPCR systems. The name "common rail" indicates all the injectors receive fuel from the same fuel rail, as opposed to individual lines for each injector. HPCR systems generate fuel pressures of 30,000 psi and above, atomizing the fuel into a fine mist prior to combustion. They allow manufacturers to build more powerful diesel engines while still satisfying tightening emissions regulations. A recent common-rail engine features piezoelectric injectors for multiple injections per cycle. This all means higher performance potential, increased low-end performance, improved fuel economy, reduced engine noise and significantly lower emissions.

Direct-Injection Drawbacks

In direct-injection diesel engines, the fuel and air are mixed in the combustion chamber and ignited using high-temperature compressed air. This arrangement improves combustion efficiency, but also increases the possibility of deposits forming on the injectors since they are exposed to the intense heat found in the combustion chamber. Deposits inherently form in the presence of increased temperatures and can negatively affect horsepower and fuel economy.

New Technology, New Deposits

Deposits on the injector tips, known as nozzle coking, have been an issue for years. These "conventional" deposits form in and around nozzle holes through which the fuel passes, disrupting the spray pattern and reducing efficiency. In recent years, a new type of deposit has surfaced in HPCR fuel injectors. Known as internal diesel injector deposits, they do not form on the external tips of the injectors, but on the internal parts. HPCR injectors feature highly engineered components with tolerances as low as 1-3 microns (a human hair is 70-100 microns thick). Given the microscopic clearances, even minimal deposits can cause sticking in HPCR injectors, leading to poor engine performance, high maintenance costs and vehicle downtime.



OEMs Recognize Problem

Almost all U.S. original equipment manufacturers (OEMs) have encountered internal diesel injector deposits in testing or field trials. These results point to what the future holds for the diesel market and are a growing concern with many OEMs. Some OEMs are beginning to supply their own bottled fuel additives. Engine and injector manufacturers indicate injectors may be even more sensitive to internal diesel injector deposits in the future. One of the main problems for diesel owners is that many of the "all-in-one" additives available today aren't formulated to address internal diesel injector deposits, which have proved more resilient than traditional coking deposits and require advanced, potent technology for adequate removal.

AMSOIL Diesel Injector Clean (ADF) and Diesel Injector Clean + Cold Flow (DFC) offer advanced chemistry that guards against internal diesel injector deposits. As performance concentrates, they deliver performance all-in-one additives can't match.

Next month, part three of this series looks at seasonality issues and cost of ownership for diesel owners. ■

Fuel injectors in high-pressure common-rail diesel engines use smaller, highly engineered components to produce the higher fuel pressures needed for improved combustion. The tighter clearances invite internal diesel injector deposits that interfere with injector needle actuation, reducing performance.



Mark Nyholm | TECHNICAL PRODUCT MANAGER - HEAVY DUTY

Quality filtration is equally as important as quality lubrication.

Filters are often overlooked, but they are integral to keeping oil clean and performing at its best.

It's often said that motor oil is the lifeblood of the engine. We depend on it to prevent wear, maintain cleanliness, minimize operating temperature and act as a seal. Should the oil become contaminated, its ability to perform these tasks can be greatly impaired. Dirty oil can cause piston ring wear, leading to increased oil consumption, and it can also accelerate wear in bearings and cylinders. Engine contaminants cannot be eliminated, but they can be controlled with proper filtration. Proper filtration helps keep oil clean and flowing freely, ensuring the lubricant will be able to perform its necessary tasks continuously.

At a basic level, all filters are designed to separate solid particles from air or fluid and keep them from entering into places where they are not wanted. Think about your morning coffee and what would happen if the coffee filter failed to keep the coffee grounds out of the brewed beverage. You would have very thick and sludgy coffee, not unlike the sludge that can build up in engines with severely contaminated motor oil. In the same way as coffee filters keep grounds out of your java, oil filters capture contaminant particles within the oil to prevent them from causing engine wear. This is important because contaminated oil can reduce engine life from 60 to 80 percent. You probably can see how a poorly designed filter could lead to an engine filled with gunk.

When discussing filters and filter performance at your next barbeque, make sure you talk about the four main criteria: flow, efficiency, capacity and particle size. Proper flow is important so oil can get to critical parts of

the engine. If the filter creates an abnormal restriction of oil flow, it can lead to oil starvation and catastrophic engine damage. Efficiency is a measure of a filter's ability to adequately remove contaminants of a particular size that may critically harm the application. The greater the efficiency, the better that filter is at removing contaminant particles. Capacity describes the amount of contaminants a filter can hold and still flow oil properly. Capacity is described as the service interval or useful life of the filter.

Most of these particles are smaller than what is visible with the human eye. Particles of greatest concern for most applications are 5-25 microns, which is smaller than the diameter of a human hair. Generally, if a filter has large openings, like a window screen, it will have poor efficiency but will flow very well. As screen holes get smaller, more small particles will get caught in the screen. The trade-off is that flow will be restricted. Balancing these two design features is an essential part of filter design.

The type of filter media used in a filter has a big impact on performance. Four major types exist in today's marketplace, including open-celled foam, cellulose, cellulose/synthetic composite and full synthetic. Synthetic filter media has several advantages over the other filter media materials. Synthetic media has higher capacity and can be modified to a wide range of efficiencies. Synthetic media also removes smaller contaminant particle sizes, and is suitable for extended service intervals because of the increased capacity for contaminants. It is also typically more durable than

other filter media, like paper-based materials that use sticky resins to keep fibers from falling apart over time. Cellulose media used in lower-quality filters have larger fibers and bigger holes that let more contaminants pass through the filter. Synthetic filter media is chemically manufactured rather than derived from a tree, like paper, so the fibers are much smaller and specifically designed to capture smaller particles while still keeping good flow of oil through your engine. Ah, the magic of synthetic materials.

AMSOIL incorporates synthetic media into AMSOIL Ea® Filters, which rank among the highest-efficiency filters available. Better filtration equals reduced engine wear. In addition, the extra capacity to hold more contaminants means they keep filtering over extended intervals. When used in conjunction with AMSOIL synthetic motor oil, AMSOIL Ea Oil Filters designated with product code EaO are guaranteed for 25,000 miles/one year (15,000 miles/one year in severe service). Smaller Ea Oil Filters designated with product code Ea15K are guaranteed for 15,000 miles/one year in normal and severe service. Good oil and good filtration go hand in hand, and AMSOIL Dealers have the products to offer the best of both to their customers. ■

AWARENESS INCREASES, PRESENCE EXPANDS

August 5-11, 2013 marked the 73rd anniversary of the Sturgis Motorcycle Rally, one of the longest-running motorcycle rallies in the country. Held in Sturgis, S.D., the rally attracts hundreds of thousands of bikers every year for entertainment, scenic rides and all things motorcycle. This year was no exception, with higher attendance than expected. AMSOIL has been the Official Oil of Sturgis since 2008 and was pleased to continue the tradition in 2013.

Director of Dealer Sales Rob Stenberg said, "AMSOIL continues to partner with the Sturgis Motorcycle Rally because it is a great event and the visibility it offers benefits all Dealers." Ongoing Official Oil sponsorships of major motorcycle rallies, including Sturgis, Daytona Bike Week, Laconia Motorcycle Week and Biketoberfest, are important for brand recognition and reputation. "You can't walk through downtown Sturgis without seeing the AMSOIL logo," Stenberg added.

In addition to being the Official Oil of the Sturgis Motorcycle Rally, AMSOIL also sponsors the Nitro Nationals Hill Climb and the Western Motorcycle Drag Racing Association (WMDRA) AMSOIL National Sturgis Drag Race, and hosts WMDRA burnouts at the AMSOIL booth on Main Street.

As a result of constantly being in the public eye at Sturgis and similar events, an increasing number of riders stop by the AMSOIL booth every year looking for

information and recommendations. "We want all riders to depend on AMSOIL for the products they need to keep their bikes on the road," said Stenberg. Bikers stopped by the AMSOIL booth throughout the rally to learn about the benefits of using AMSOIL products to protect their motorcycles and other vehicles and equipment.

To accommodate the influx of people seeking out AMSOIL, the booth footprint was expanded this year. The top-selling AMSOIL product for Dealers was AMSOIL 20W-50 Synthetic Motorcycle Oil (MCV), followed by Motorcycle Octane Boost (MOB). Another oil change location was added to the usual two, and riders who stopped at any of the three AMSOIL oil change locations to have their bikes serviced enjoyed the benefits of using the highest quality products in their bikes.

Bikers enjoyed the atypically mild weather of Sturgis this year, but Stenberg warns that hot weather paired with severe riding conditions can put a lot of strain on motorcycle engines. "Heat is always an issue, especially in Sturgis," said Stenberg. "Nothing performs in the heat like AMSOIL motorcycle oil." ■



The Importance of Proper Lubrication to Automotive Seal Life

Although most motorists don't think about them unless they notice a fluid leak, vehicles contain several different seals responsible for retaining lubricants within the system and keeping contaminants out. Seals are also responsible for confining pressure and keeping lubricants separated. Familiar locations include the crankshaft, transmission output shaft and axles. Made primarily of elastomers (synthetic rubber), modern seal materials offer increased performance and life. But age, high mileage and storage can lead to drying and hardening, causing shrinking, cracking or tearing. In addition to fluid leaks, damaged seals can allow dirt and other contaminants to enter the system, negatively affecting performance.

In the 1930s, manufacturers pioneered the custom manufacturing of elastomers. Common seal materials today include nitrile (buna-N [NBR]), neoprene, silicone, ethylene acrylic, polyacrylate and fluoroelastomer. Each material offers different strengths and weaknesses throughout different temperature ranges.

Nitrile seals, better known as buna-N (NBR), are common in automotive applications due to their low cost and good resistance to oil, water, grease and

other substances. However, NBR offers poor resistance to ozone and weather aging. Ethylene acrylic and polyacrylate are often used in transmission and power-steering units.

Wherever seals are installed and whatever they are made of, proper lubrication is required to maximize life and performance. Seal compatibility is achieved by selecting the proper base oils and additives that cause seals to swell at a slow, controlled rate over their usable lives. This allows the seal material to take the place of worn material to prevent premature leakage. Seal conditioners help keep seal materials supple to prevent them from becoming brittle and causing leaks. For example, valve seals prevent oil from entering the cylinder during the intake stroke. A dry, brittle seal may allow oil to leak past the seal and burn during combustion, causing the engine to use oil.

Years ago, many erroneously believed synthetic oils were too

slippery and leaked past seals. However, field studies and real-world use by countless motorists prove otherwise. Put to the test in a Las Vegas taxi cab driven over 100,000 miles in severe service, AMSOIL Signature Series 0W-20 Synthetic Motor Oil (ASM) and AMSOIL Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid (ATF) delivered excellent protection for seals and offered reliable, no-leak protection. See the *Las Vegas Taxi Cab Field Study* (G3118) for details. AMSOIL synthetic lubricants are formulated and tested to be fully compatible with modern seal materials. They deliver excellent seal protection and compatibility, helping them function properly throughout their service lives. ■



COMMON AUTOMOTIVE SEAL MATERIALS

Material	Temperature Range	Advantages & Disadvantages
Nitrile, Buna-N (NBR)	-50°F ~ 250°F	• Low cost • Good resistance to petroleum oils, water, silicone oils, greases & glycol base fluids • Good abrasion resistance, cold flow & tear resistance • Poor resistance to ozone & weather aging
Neoprene	-40°F ~ 225°F	• Resistant to both petroleum lubricants & oxygen • Provides good resilience & flex resistance
Silicone	-80°F ~ 400°F	• Broad temperature range • Good ozone resistance • Resistant to compression set • Low resistance to hydrocarbon fluids like gasoline or paraffin fluids
Ethylene Acrylic	-40°F ~ 300°F	• Good resistance to lubricating oils, greases, transmission fluids, power steering fluids & diesel fuel • Higher temperature limit than NBR • High/consistent vibration dampening capability • Fair cold-temperature limit • Costs more than NBR
Polyacrylate	-20°F ~ 300°F	• Good resistance to mineral oils, hypoid gear oils, EP additives, greases, aging & flex cracking • Higher temperature limit than NBR • Fair cold-temperature limit • Lower mechanical strength • Costs slightly higher than NBR • Poor dry-running ability, water resistance
Fluoroelastomer	-30°F ~ 400°F	• Good high-temperature resistance • Compatible with wide range of fluids • Fair resistance to water & dry running • Fair low-temperature resistance • High cost



Bisceglia Takes Hardware at Loretta Lynn's

Team AMSOIL rider adds top honor to dual championships at Amateur Nationals

The AMSOIL/Factory Connection amateur motocross program can officially be dubbed the best amateur development program in the business.

The American Motorcyclist Association (AMA) and MX Sports recognized 36 new AMA national champions following a tremendous week of motocross racing at the Red Bull AMA Amateur National Motocross Championship presented by AMSOIL in Hurricane Mills, Tenn. July 28 - August 4.

Among the most decorated racers over the week of competition was AMSOIL/Factory Connection/Honda rider Matt Bisceglia from Weatherford, Texas. Bisceglia swept all three motos in the Open Pro Sport class and scored two firsts and a second in the 250 A class for two national titles. He also won the AMA Motocross Horizon Award, making him the third straight AMSOIL/Factory Connection rider to win it (Justin Bogle [2011], Zach Bell [2012]).

"The week was great," Bisceglia said. "I rode smart and put in six good motos. I

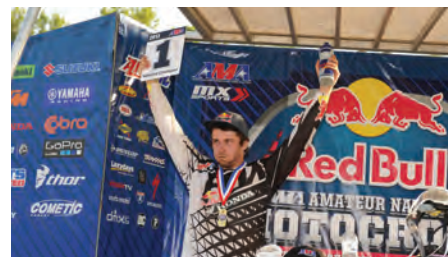
just got good starts and did what I had to do. I won the AMA Horizon Award, and I was real happy with that. It's an honor to win that award. It has been a dream of mine since I was nine years old and watched Ryan Villopoto win it my first year at the nationals."

Bisceglia, whose father Don raced at the pro level, started his pro career August 10 at the AMA Pro Motocross Championships in New Berlin, N.Y.

"I'm really excited for the pro nationals," he said. "It almost feels like it's not real. It's something I've been working on my whole life. It's always been in the back of my mind that it would go this far, but to see it becoming a reality is really exciting."

Bisceglia said the key to reaching the top of the amateur ranks is, not surprisingly, hard work and desire.

"Anybody can do it," Bisceglia said. "It's who wants it most. I got 16th my first year at the nationals. I didn't have a factory ride growing up on 60s and



85s. I had to work for everything I got. Nobody is going to just give you anything, but anyone can earn it. You just have to want it and work hard."

Bisceglia was joined in the championship chase at Loretta Lynn's by AMSOIL/Factory Connection teammate Jordon Smith, winning the 250B Limited class title.

The AMSOIL/Factory Connection/Honda team is the development program for GEICO/AMSOIL/Honda in Monster Energy Supercross and motocross. AMSOIL is the Official Oil of Monster Energy Supercross and the Monster Energy Cup.

Rinker Collects Formula One and Formula Two Championships

Rinker Takes First Formula Two/SST-200 World Championship

Team AMSOIL powerboat driver Terry Rinker has successfully won nearly every championship in tunnel-boat racing, but the one that had eluded his grasp was the Formula Two/SST-200 World Championship. However, that is no longer the case as Rinker took the 2013 World Championship race in dominating fashion. Consisting of a time-trial lap followed by four heats of 20 laps each, Rinker qualified third in the time-trial lap and wasted no time winning the race to the first turn and leading every lap for the first heat win.

Reverse-order-of-finish placed Rinker at the end of the start dock for the second heat. Once again, its quick 2.0-liter power enabled the Team AMSOIL boat to rocket to the front and lead every lap to win heat two. Heat three placed the boats with the most points at the rear of the start dock, again placing Rinker in the least-desirable position. With two wins already in hand, he skillfully maneuvered to the second-place position, giving him the pole for the fourth and final heat of competition.

From the pole position, Rinker left no doubt that he deserved the title, leading every lap to capture his first U.I.M. World Championship.

Rinker Wins Seventh U.S. Formula One Powerboat Series Championship

With two victories and two second-place podium finishes in the U.S. Formula One Powerboat Series' first four events, Rinker entered the final race of the season in Seattle in first place and in prime position to capture his seventh Formula One Series Championship.

The final race would not be easy for Team AMSOIL. With NGK-sponsored driver Tim Seebold holding second in the points standings, the team brought in veteran driver Greg Foster and fielded a third boat driven by Jose Medonna Jr. in an attempt to put competitors between Rinker and Seebold and whittle valuable points from the Team AMSOIL driver. Knowing this, Team AMSOIL unleashed Rob Rinker, the team's star Formula Two driver, with full Formula One ponies on the transom. Despite being forced to start last in the first and second heats of qualifying, Rob showcased his talents by finishing ahead of Seebold's teammates in virtually every heat, scoring a respectable fourth-place finish in the final heat and helping Terry finish second behind Seebold to take the championship.



WITH JEREMY MEYER

There are a lot of companies that bombard us on a daily basis with the same commercials, the same messaging and the same programming. They buy their way in, and once the 30-second spot has run its course, their substance has vanished.

The approach at AMSOIL is to always make sure there is something behind the message. In racing, we focus on the long-term relationships that a sport brings, not just a series of surface-level sponsorships. We delve deep into the market, bringing solutions to race teams through products and influence. In return, we gain valuable knowledge and experience that translates to the end consumer.

Any company can put a sponsorship together, but take a look at the companies that are doing more than just slapping a logo on a couple of banners. Trust those companies that are committed to the product, both on and off the track. AMSOIL is a good place to start that search.



Diesel Injector Clean 64-oz. Bottles Available

AMSOIL has resolved the bottle cap issue with the 64-oz. bottles of Diesel Injector Clean (ADFHG); the product is once again available in 64-oz. bottles.

Miracle Wash Available

AMSOIL has resolved the quality issue with the recently relaunched Miracle Wash (AMW) aerosol product, and it is once again available for purchase. Customers can expect the same fantastic shine and super-tough protective finish they're used to receiving from this premium waterless wash and wax.



Minimal Canadian Price Adjustment Effective October 1

AMSOIL INC. makes every effort to maintain the lowest prices possible and has delayed raising prices in Canada since July 2011. Now, however, due to the substantial fluctuation in the exchange rate between the U.S. and Canadian dollars, and the rising cost of doing business in Canada, AMSOIL is forced to implement a minimal Canadian price adjustment effective October 1. Even with a minimal price adjustment, AMSOIL synthetic lubricants remain the best and most cost-effective choice on the market, saving customers money through extended drain intervals, reduced wear and maintenance and maximum fuel efficiency.

As soon as it's available, updated pricing information will be provided in an updated Canadian Wholesale Price List (G8500) in the Preferred Customer Zone at www.amsoil.com. Watch for an announcement in the Preferred Customer Zone.

Realtree Camouflage T-Shirt

Constructed of 100 percent cotton. Sizes S-2X.

Stock #	Size	U.S.	Can.
G3089	S	23.00	24.60
G3090	M	23.00	24.60
G3091	L	23.00	24.60
G3092	XL	23.00	24.60
G3093	2X	25.25	27.00

Three-Season Jacket

Constructed of windproof and water-resistant "Toughlan" nylon shell lined with anti-pilling Panda Fleece. Embroidered logo. Two front zippered pockets and one inside right chest zippered pocket. Stretch cuffs and waistband. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3097	S	54.00	57.75
G3098	M	54.00	57.75
G3099	L	54.00	57.75
G3100	XL	54.00	57.75
G3101	2X	57.50	61.50
G3102	3X	61.00	65.25

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.

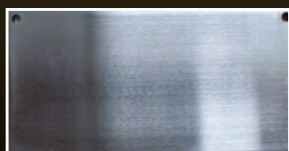




WHAT'S HAPPENING TO YOUR ENGINE DURING STORAGE?

AMSOIL Z-ROD® Synthetic Motor Oil is formulated with a unique blend of rust and corrosion inhibitors to ensure maximum protection during long-term storage. To prove its effectiveness, AMSOIL submitted Z-ROD Synthetic Motor Oil to the Standard Test Method for Rust Protection in the Humidity Cabinet (ASTM D1748). This test evaluates the rust-preventative properties of oil under high-humidity conditions, similar to those faced by a covered hot rod in a damp garage. The metal coupon treated with AMSOIL Z-ROD Synthetic Motor Oil showed no signs of oxidation after 192 hours, while the coupon treated with a leading competitor's product failed the test after 24 hours.

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



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



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



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OUTSTANDING DIESEL PROTECTION

AMSOIL OE Synthetic Diesel Oil exceeds the higher performance demands of modern engines and withstands the stress of heat, soot and acids to help prevent deposits, wear and corrosion. Ideal for price-sensitive customers, OE Synthetic Diesel Oil provides excellent protection and performance in on- and off-road diesel engines for the original equipment manufacturer's recommended drain interval.

- Meets Emissions System Requirements
- Extreme-Temperature Performance
- Resists Oil Consumption and Emissions
- Controls Soot-Thickening and Wear



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