AMSOIL MAGAZINE

▸ PREFERRED CUSTOMER EDITION

APRIL 2014

GAINING MOMENTUM:

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American Ingenuity Meets European Engineering | PAGE 8

NEW VALUE KIT FROM OIL ANALYZERS IS HERE

Oil Analyzers INC.

AMSOIL now offers a new Oil Analyzers Value Kit (KIT14). The OAI Value Kit is offered as an affordable option when a full fluid analysis is not required. The Value Kit addresses the one question most vehicle owners want to know – Is my oil good for continued use?

The new kit costs less and is easy to use. It is designed only to reveal whether the oil is suitable for continued use and includes only the most important tests: oil thickness, corrosion potential, wear metals and beneficial oil additives.

It is not designed to provide full test results, which are necessary to establish ongoing drain intervals or determine troubleshooting information for vehicle performance investigations.

Oil Analyzers Value Kit
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AMSOIL MAGAZINE

PREFERRED CUSTOMER EDITION

APRIL 2014

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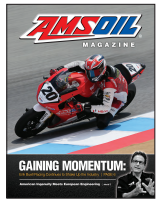

THE COVER

AMSOIL Magazine talks with Erik Buell about motorcycles, racing and AMSOIL synthetic lubricants.

From the President's Desk

There is nothing profound in saying that success in any profession comes most readily to those who work the hardest at building their knowledge base and strengthening their expertise. It applies to AMSOIL Dealers, and it applies more acutely today than it ever has.

The landscape in the industry is changing. Cars, trucks, powersports equipment and other types of lubricated applications are becoming much more sophisticated. Requirements for each are pushing the boundaries of lubricant performance, and each is demanding more specialized needs. Changes in diesel engine design, for example, driven in large part by environmental mandates, have forced motor oil manufacturers to develop products that address a whole new set of challenges. Dealers would be well-advised to understand these challenges and how, exactly, our products address the "hurt" that diesel owners feel. Dealers can bring value to the diesel market, not just with the products they offer, but with the education they provide.

The same applies to the European car market. Many installers, and certainly most retailers, have limited understanding of the reasons for differentiating motor oils in this market based on the varying levels of the sulfated ash, phosphorus and sulfur (SAPS) content in the oil. Opportunity exists for Dealers to help installers increase sales by educating them on the issue. Installers would gain additional trust among customers and sell a lot more oil if they knew to tell their customers that because the vehicle emissions systems and aftertreatment devices in their cars are sensitive to the SAPS content of oil, it is important to use an oil that meets the proper specification to ensure optimum engine protection and performance.

With the appropriate level of expertise, Dealers could make substantial inroads in other markets, as well. In fact, all customers, regardless of the vehicle, equipment or market, are more receptive to discuss AMSOIL products if the Dealer can establish trust through the expertise he or she provides.

With that said, I strongly encourage all Dealers who are seriously committed to growing their AMSOIL businesses to attend AMSOIL University. AMSOIL U, without question, is the most intense, relevant and comprehensive training AMSOIL has ever offered. It rivals the training that any company, large or small, offers, and it is structured for Dealers at all levels of experience. I have never spoken to an AMSOIL University graduate who was not totally satisfied by the depth of the course material and the overall University experience.

Here are some quotes from past AMSOIL Universities. First from Tom and Jennifer Worth:

AMSOIL University was absolutely incredible again this year. We are still sorting out all the information in our minds that we received and probably will be for quite some time. This is my fourth AMSOIL U and as usual I cannot believe all the new information.

Craig and Brenda Hamrick had this to say:

We would like to thank AMSOIL for pulling out all of the stops and putting on the best AMSOIL U that we have been to. Each and every one at AMSOIL corporate worked very hard to provide us with the best training that any Dealer could ever get.

Here's a quote from Scott Plummer:

No one will contest that the most knowledgeable and competent Dealers will do more business than those who invest nothing in their own education and in improving their skills in presenting the value of AMSOIL products.

AMSOIL University is by far the most important investment an AMSOIL Dealer can make in his or her own self-improvement program for building an AMSOIL business.

And here's one from Kyle and Diann Preston:

Every year I think it can't get any better and every year it does. After spending 35 years in the oil and chemical industries, I can't imagine any other oil company spending the resources they do to help the Dealers be successful.

It is clear, to be sure, that attending AMSOIL University is the single most effective method to help grow an AMSOIL business. I hope to see you there.

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

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Diesel engines are packaged in all vehicle shapes and sizes, from pickups to semis and farm tractors to log splitters. Diesel equipment is designed to work hard, and hard-working diesels need special lubricants to protect them. AMSOIL synthetic diesel oils provide the best insurance for these valuable assets.

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GAINING MOMENTUM:

ERIK BUELL RACING CONTINUES TO SHAKE UP THE INDUSTRY

After 30 years, Erik Buell's drive to develop motorcycles on his own terms remains as strong as ever. That drive led him to found Erik Buell Racing (EBR) in 2009, a company devoted to building innovative superbikes that prove jaw-dropping performance is not exclusive to Japanese or Italian companies. Buell's pioneering attitude and commitment to American ingenuity mirror the values of AMSOIL INC. Fittingly, the two companies entered a partnership in 2011, making AMSOIL a sponsor of the EBR team's efforts in the AMA Pro SuperBike Series. This year the team will also compete in World Superbike, the first time an all-American brand will compete on this world-class level.

But the partnership goes further than sponsorships. AMSOIL personnel work hand-in-hand with EBR engineers to develop lubrication programs that maximize the tremendous potential of EBR motorcycles. Every bike that leaves EBR's East Troy, Wis. shop, including the new EBR 1190RX, contains AMSOIL synthetic lubricants as the factory-fill and the primary service-fill recommendation.

With peak motorcycle season starting soon and the racing season in swing, *AMSOIL Magazine* caught up with Buell.

AMSOIL Magazine: It's been five years since you founded EBR. What are you most proud of?

Buell: The people. We started as a tiny company, and it has been so inspiring to see how the young staff at EBR has stepped up to the task of building world-class motorcycles. And it's just as wonderful to have great suppliers and partners like AMSOIL who, without hesitation, put it all on the line to support EBR.

AMSOIL Magazine: What do you still want to accomplish?

Buell: Oh, there is so much more to do. We are busy with all sorts of new products, both for the EBR brand and also for customers of our engineering-consulting business. I just want more of the world to see and enjoy the many exciting two-wheeled products that can come from the minds at EBR.

AMSOIL Magazine: One of those exciting new products is the 1190RX, named by *Ultimate Motorcycling* as its most anticipated motorcycle of 2014. How does it continue your tradition of innovation?

Buell: There are a lot of unique technical innovations in the bike. Our biggest goals are always related not to any one invention or concept, but putting together a package of ideas where the sum is more than any one part. There are many chassis innovations, like the unique brake [the "inside out" system Buell pioneered that places the rotor outside the caliper for increased suspension effectiveness], magnesium subframe, split radiators, fuel in frame, etc., but the sum total is a lightweight, superb-handling motorcycle.

AMSOIL Magazine: How else does the bike break new ground?

Buell: In another area, since this has been our first time building our own engine, it was important to us to make a real statement of innovation. There is a package of technology in the powertrain aimed at making it a very "green" superbike. The results are a high-horsepower engine that also has a wide and flat powerband, with huge torque, yet is very smooth and easy to ride at part throttle, gets 51 mpg on the EPA drive cycle, emits only 25 percent of permitted HC+NOx exhaust emissions and, incredibly, only 6 percent of CO emissions. These are spectacular numbers.

"We are doing the very best for our customers when we ship with AMSOIL in the bikes and with a strong recommendation that they continue to use AMSOIL products."

Erik Buell

"Effortless grins inside your helmet. Plus lots of thumbs up from people who see it."

Erik Buell, describing what it's like to ride the new EBR 1190RX

AMSOIL Magazine: This bike delivers 185 hp and nearly 102 ft. lbs. of torque while weighing just 419 lbs. What do those numbers translate into on the road?

Buell: For us, again, it is a whole package. So big power, big torque and light weight make for speed, but we wanted the 1190RX to also be very easy to ride every day. So we made sure it had a very predictable power delivery, excellent ergonomics, stable handling, great dashboard, powerful brakes and lightweight wheels for the smoothest ride on bumpy roads. It is so fun to ride, no matter where you are riding.

AMSOIL Magazine: Why did you choose AMSOIL synthetic lubricants as the factory-fill lubricant for your bikes, including the 1190RX?

Buell: We have had such good results with AMSOIL, both in the quality of the products and in technical expertise. Because of that, we feel most comfortable that we are doing the very best for our customers when we ship with AMSOIL in the bikes and with a strong recommendation that they continue to use AMSOIL products.

AMSOIL Magazine: On the track, Larry Pegram, formerly of Team AMSOIL, joins Geoff May, Aaron Yates and Cory West this season. What influenced your decision to expand the team?

Buell: The factory EBR Hero/AMSOIL-backed team was headed overseas to run the World Superbike (WSBK) Series, which left a gap in the AMA [SuperBike Series]. Larry had been talking with me for a couple years, and called to say he wanted to switch to our EBR 1190 for 2014. It was a perfect opportunity. Larry is a great rider, and quite a personality as well (an Ohio farm boy with a cool TV show on Velocity called Superbike Family), and he has a very professional crew. His lead sponsor, Foremost Insurance, fits well as another partner – a hardworking, all-American, Midwestern company out of Michigan. AMSOIL has worked with Larry before, and he was happy to be back working with their technical group.

AMSOIL Magazine: Why did you choose this year to broaden the scope of the team and compete overseas?

Buell: The team in WSBK runs an exhausting series, with races ranging from Australia to Europe to Russia to South Africa to Malaysia and even to the U.S. EBR and our sponsors, AMSOIL and Hero, are global companies, and since we finally had the 1190RX ready, with production sufficient for WSBK homologation, we decided it was time to move to that next level to maximize worldwide exposure. (Editor's note: AMA and WSBK homologation rules require a minimum quantity of produced units to guard against specialized bikes built only for racing.)

AMSOIL Magazine: What are your thoughts on EBR introducing the first all-American bike to WSBK?

Buell: We are really happy to have EBR competing in this premier international road-race series. There have been a number of American riders who have raced in World Superbike, but until now, never an American motorcycle. ■

LARRY PEGRAM

AMA PRO SUPERBIKE SERIES
Round Two
Subway SuperBike Doubleheader
Elkhart Lake, Wis.
May 30 - June 1

Who to Watch:
Larry Pegram
Cory West

AARON YATES

GEOFF MAY

WORLD SUPERBIKE
Round Two
MotorLand Aragón, Spain
April 13

Who to Watch:
Aaron Yates
Geoff May

Follow Team AMSOIL/Hero EBR all season on www.amsoilracing.com.

AMERICAN INGENUITY MEETS EUROPEAN ENGINEERING

AMSOIL European Car Formula 5W-40 Mid-SAPS Synthetic Motor Oil now carries key BMW, Mercedes-Benz and Porsche licenses.

AMSOIL European Car Formula 5W-40 Mid-SAPS Synthetic Motor Oil (AFL) is now licensed to the following original equipment manufacturer (OEM) specifications:

- **BMW Longlife-04**
- **MB-Approval 229.51**
- **Porsche A40**

The label has been updated to include these new licenses.

AMSOIL is currently pursuing additional OEM licenses for its European Car Formula line.

Due to different designs and operating conditions, European vehicles have different motor oil requirements than domestic vehicles.

European vehicles typically call for a specific level of sulfated ash, phosphorus and sulfur (SAPS) in the motor oil's additive content, and it is important to use an oil formulated with the correct SAPS level. Some emissions systems and aftertreatment devices, such as diesel particulate filters (DPFs) and catalysts, are sensitive to SAPS content and require lower-SAPS formulations to properly function for a long period of time.

AMSOIL offers a premium line of European synthetic motor oils for customers' specific European vehicle needs.

- Outstanding All-Season Performance
- Engineered for Maximum Fuel Economy
- Enhanced Turbocharger Protection
- Low-, Mid- and Full-SAPS Formulations

A new, low-cost oil analysis option offers great value.

Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

In order to provide a cost-effective option, Oil Analyzers Inc. (OAI) has launched a new Oil Analyzers Value Kit (KIT14) that focuses on the most critical used-oil analysis tests. It provides less information than traditional kits, but more focus on the areas of most importance to our customers, and it effectively reveals whether the oil is suitable for continued use.

The new used-oil analysis kit focuses on oil thickness, corrosive wear potential, wear metals and remaining oil additive components. These four indicators give outstanding insight into the health of the lubricating fluid and the potential for it to keep the equipment well-lubricated and running smoothly. These areas were chosen because they correlate with the reasons for almost all engine lubricant-related failures:

1. Lack of oil (not really the lubricant's fault, but it is a leading cause of failure)
2. Oil is too thin to effectively lubricate
3. Oil is too thick to effectively lubricate
4. Oil is overcome with acids and it leads to corrosive wear

Oil thickness (viscosity) at 100° F is a common design measure for lubricants. The most important property of lubricants is to provide separation of metal surfaces. If oil becomes excessively thin, it can't keep surfaces separated adequately, resulting in faster wear or catastrophic damage as metal surfaces weld together and tear apart. On the other hand, if oil becomes too thick, it can't be pumped to critical areas fast enough, resulting in failure due to lack of oil.

The most recognizable sign of lubricant breakdown is excessively thick oil, more commonly called sludge. Time, temperature and chemical contaminants all contribute to drive the reactions that thicken oil and lead to sludge development. When oil first starts to degrade, it shows up in the oil thickness (viscosity) test. As this reaction continues, oil becomes increasingly thicker, and finally ends up a sludgy mess. With oil analysis, it is easy to see when a lubricant nears the end of its useful life.

Acid development is the second area of focus in the new report. Just like when you go too heavy on the Italian sausage and need some antacid before bedtime, your engine is being fed a constant stream of acids from combustion gases and acids that are produced when materials in the oil break down. Antacid (detergent) is built into the engine oil to neutralize these acids, but there is only so much available. When it runs out, you get an accumulation of acids that attack metal surfaces, resulting in corroded surfaces that break up quickly when stressed. This is measured with a test called TBN and TAN. TBN is total base number and measures the acid-fighting capability left in the oil. The higher the number, the more you have left. TAN is total acid number. This test is used primarily with lubricants that contain little detergent. TAN is typically run on hydraulic or compressor fluids.

The last two areas are related because they are measured on the same machine, but they represent two different areas. Oil testing labs measure the types and amounts of different materials in oil. Some of these materials are beneficial components of the oil additive system, and others are wear metals from the engine or contaminants. The lab needs to know which oil you are testing to plug in the expected amounts of beneficial oil additives for comparison. These materials (e.g., calcium/zinc) need to stay in the oil so it continues to provide good protection. On the other hand, there is always some level of wear, so you always see some wear metals (e.g., iron, aluminum). It is important to watch the rate at which these build in the oil so that something causing the level to spike upward is detected and corrected.

With the new test, there are four key areas that can provide insight into the condition of the oil. Oil thickness, corrosion potential, wear metals and beneficial oil additives will be represented by viscosity, TBN/TAN and ICP analysis (wear and additive metal count) in your used-oil analysis report. ■

Why Motor Oil Deteriorates

It is common knowledge that, at some point, motor oil must be changed. It's something that is preached relentlessly to vehicle owners by vehicle manufacturers, quick lubes and oil companies. But consumers are widely unaware of what exactly makes oil changes necessary.

Many factors contribute to a motor oil's demise, but it is essentially the accumulation of contaminants and chemical changes in the motor oil that make it unfit for further service. With time, it is inevitable that the oil will be contaminated by dirt or sludge, or succumb to the extreme pressures or temperatures found inside an engine. AMSOIL synthetic motor oils are formulated with the industry's most advanced synthetic base stocks and additive packages to combat the forces that deteriorate conventional oils.

Extreme Heat

Today's engines are running hotter than ever. More horsepower, turbochargers and aerodynamic styling have created extremely hot environments that receive less cooling from outside air. High heat leads to oil oxidation, deposits and thickening in conventional oils. Because they are made from impure, irregular molecules, conventional motor oils are more susceptible to the effects of heat. The small, light molecules in conventional oil tend to evaporate as the oil is heated, leaving large, heavy molecules behind and leading to oil consumption and an increase in the oil's viscosity. If those large, heavy molecules are chemically unstable, they may also break down and form deposits on component surfaces, further inhibiting the release of heat into the oil stream.

Even in relatively mild temperatures, oxygen works to break down some of the chemicals in conventional lubricants. The extreme heat in engines actually promotes oxidation. When conventional oil contaminants break down, they coat components with varnish, deposits and sludge and leave the lubricant thick, hard-to-pump and with very poor heat-transfer ability.

Extreme Cold

Cold temperatures cause oil to thicken. Conventional lubricants contain paraffins which cause them to thicken in cold temperatures as the paraffin gels. At startup, this can leave working parts unprotected for as long as five minutes while the oil warms to a temperature that allows it to flow.

Common Contaminants

Dust and dirt from the air enter the engine through faulty air cleaners, some oil-fill caps and crankcase ventilation systems. Normal engine wear produces small metal particles that are picked up and circulated by the oil. The abrasive particles of road dust and dirt increase the rate of wear and generate larger metal particles. Those particles are equally abrasive and the rate of wear accelerates with a snowball effect. While filtration removes most of these contaminants, some remain and are left to circulate with the oil.

Combustion By-Products

Combustion produces several by-products that also act as contaminants. Water and acids lead to sludge, rust and corrosion. Soot and carbon create sludge and varnish and can clog filters. Unburned fuel in liquid form is deposited on cylinder walls where it leaks past the rings into the crankcase. Sludge deposits collect on oil pump screens, limiting the flow of oil to vital engine parts and resulting in rapid and destructive wear. When oil becomes contaminated, its viscosity changes. With soot, dirt, oxidation or sludge, viscosity increases; with fuel dilution it decreases.

Internal Forces

Engines create a great deal of internal pressure. Extreme pressure can result in boundary lubrication which breaks the oil film between moving parts. Movement inside the engine agitates the fluid, trapping air and forming bubbles or foam. Because air is compressible, the ability of the fluid film to prevent contact is reduced. And because the mixed air contains oxygen, it promotes oil oxidation.

Additives

Careful research and experimentation led lubricant manufacturers to specific chemicals that combat various problems faced by motor oils. These chemical additives are added to base oils as a package. Typical additive packages can include rust and corrosion inhibitors, detergents, dispersants, antifoaming agents, oxidation inhibitors, extreme-pressure additives and viscosity index improvers. Each additive is designed to aid the base oil in the protection of components, but additives have their limitations.

While these additives are created to perform specific tasks, they are also subjected to the same extreme environment experienced by the base oil, and each additive is affected by different variables in different ways. For example, viscosity index improvers are used to reduce the thinning effects caused by operation at elevated temperatures. They are the key components that allow for the production of multigrade oils. However, the long molecules in viscosity index improvers are subject to shearing in service, which reduces their ability to minimize fluid viscosity loss. Permanent shearing of viscosity index improvers can result in piston ring sticking due to deposit formation, increased oil consumption and accelerated equipment wear.

High quality additives perform best and last longer when paired with high quality synthetic base oils.

It's All in the Molecules

Conventional lubricants are made from refined petroleum, a naturally occurring and impure substance. The varied and non-uniform size and shape of the molecules that make up conventional oils lend themselves to contamination. They cannot withstand extreme heat or cold, and they burn off and succumb to oxidation, leading to the development of deposits and component wear.

AMSOIL Synthetic Motor Oils are Superior

AMSOIL synthetic motor oils provide extended equipment life, reduced maintenance costs, better performance, improved fuel economy and extended drain intervals through the use of high-quality synthetic base stocks and superior additive packages.

Because they are derived from pure chemicals, synthetic lubricants contain no unnecessary molecules. Their smooth lubricating molecules slip easily across one another, improving the lube's ability to reduce friction, which in turn improves wear control, heat control and fuel efficiency. In addition, uniformly sized synthetic lubricant molecules resist thinning in heat and thickening in cold, decreasing the need for viscosity index improvers and increasing the lube's ability to maintain its viscosity.

Because AMSOIL synthetic lubricants contain only strong, uniform molecules, they are much more resistant to thermal and oxidative breakdown. AMSOIL synthetics are virtually impervious to breakdown at normal operating temperatures and can be used in higher temperatures than conventional oils without breaking down. AMSOIL synthetic motor oils keep components free of varnish, deposits and sludge.

Extended Drain Intervals

Not only do AMSOIL synthetic motor oils provide protection that is superior to conventional oils, but they remain fit for service longer than conventional oils. Heat and oxidation are the main enemies of lubricant base stocks. The excellent resistance of synthetic lubricants to thermal and oxidative breakdown allows them to be safely used for longer drain intervals than conventional lubricants. Their uniform and smooth molecular structure allows AMSOIL synthetic motor oils to operate with less friction and better heat control than conventional lubricants.

AMSOIL Signature Series Synthetic Motor Oil is recommended for 25,000-mile/one-year drain intervals, XL Synthetic Motor Oil is recommended for 10,000-mile/six-month drain intervals and OE Synthetic Motor Oil is recommended for vehicle-manufacturer recommended drain intervals.

The Choice is Clear

When AMSOIL synthetic motor oil was introduced in 1972 it was ahead of its time. Today, engine designers have goals of increased fuel economy, reduced exhaust emissions, more performance out of smaller engines and greater durability, increasing the demands placed on motor oils and requiring continuous upgrades. AMSOIL remains at the forefront of the motor oil market by continuing to provide oils that are ahead of their time. No other motor oil is guaranteed for 25,000 miles or one year in normal service, and no other motor oil can match the performance and protection provided by AMSOIL synthetic motor oils. ■

One for the Record Books

Team AMSOIL rider Chris Borich ties victory record in AMSOIL GNCC Opener.

Despite a last-lap mishap, Team AMSOIL ATV racer Chris Borich continued his assault on the record books with an opening-round win in Florida.

Taking place less than 30 minutes away from the Daytona Bike Week festivities, the 2014 AMSOIL Grand National Cross Country (GNCC) Series presented by Maxxis kicked off its 13-round season with the inaugural running of the Moose Racing Mud Mucker GNCC in Bunnell, Fla. The event held true to its name as Saturday's ATV competition saw some of the wettest terrain of the entire circuit, but that didn't stop five-time GNCC National Champion Chris Borich from taking the first win of the season.

After grabbing the holeshot ahead of nearly 20 other XC1 Pro competitors, Borich took the early lead aboard his AMSOIL-backed machine. The defending champion battled Chris Bithell and Brian Wolf for the entire race, with Borich making his customary last-lap pass for his 68th career victory, putting himself in a tie with Barry Hawk on the all-time GNCC list.

"It's definitely pretty cool to tie Barry's record for all-time wins," Borich said. "The track was pretty brutal out there. It wasn't the sandy whoops like we're used to here in Florida; it was a lot of mud bogs everywhere, but I just tried to be smooth, patient and stay out of the roost as much as possible to make the bike last."

AMSOIL GNCC returns to action April 12-13 in Union, S.C. The series airs on NBC Sports Network and is aired live on www.racertv.com.

ON THE BOX

WITH **JEREMY MEYER**

For the first time in the sport's history, AMSOIL Championship Snocross (ACS) was featured on live television when CBS Sports Network aired a one-hour broadcast of the Nielsen Enterprises Grand Finale in Lake Geneva, Wis. on March 16.

The series has been airing its racing live for the past several years on the Internet, while also showcasing the sport with a half-hour CBS Sports program, so calling the move monumental might be overselling it a bit. But it is a great testament to the dedication behind the series, and a stepping-stone to future success.

While many new racing series shoot for the moon and hope a live national television package will save them from the brink, the International Series of Champions (ISOC), which owns and sanctions ACS, concentrated on building its brand from a grassroots level. In its first season, ISOC aired ACS racing on its regional-based show, Sled Head 24/7. Next, it produced a half-hour program that aired on NBC Sports Network, while simultaneously implementing a high-quality online broadcast that is now considered the benchmark for live-stream racing coverage.

Success in all those mediums presented the opportunity for a successful live television broadcast, representing another significant stepping-stone for the fast-paced sport.

Learning the Ropes

GEICO/AMSOIL/Honda riders Justin Bogle and Wil Hahn are quickly adjusting to their new roles.

When GEICO/AMSOIL/Honda rider Justin Bogle broke his shoulder blade and suffered multiple compression fractures in his back during the off-season, he assumed his 2014 Monster Energy Supercross season was over before it started. But young bones heal fast, and the 20-year-old managed to not only return to action in time for the start of the 250SX East series, but perform at a top level.

Entering the Toronto round, Bogle held fourth in the championship standings, just 25 points out of the lead and only eight points behind second-place rider Martin Davalos. Bogle strung together an impressive run of five consecutive top-five finishes, including three podiums and a career-best runner-up effort in Detroit.

"If one or two little things go my way, I'll be in the middle of the podium [in first place]," said Bogle. "I'm making really good progress every weekend. I'm getting the starts I need to ride up front and be in the mix. That's really important. I'll keep working and try to get better.

"This whole season has just been a giant bonus. My trainer had me in the best shape of my life before I crashed, and I think that helped me recover quicker. It's incredible that I'm able to ride at this level so soon, so I'm going to just keep my head down and work even harder to stay here."

For the most part, 450 rider Wil Hahn's first season at the top level of supercross has been a success. He's solidly ranked as one of the top-10 professional riders in the world, and half his starts have resulted in top-10 finishes. He has also stayed relatively healthy, missing just one race with a hand injury.

However, the reigning 250SX East champion wants and expects more, and he feels perfectly positioned to make a charge down the stretch.

"It's a tremendous transition when you first race a 450," Hahn admitted. "You line up to race and there's a multi-time champ on one side of you and another one on the other side, and you realize you're about to bang bars with guys that have been your heroes.

"It definitely took me a few races to mentally realize I earned my spot here and that I belong at this level. Then you start to see your results and lap times, and it dawns on you that you can do it."

Once Hahn cleared that first mental barrier, he began steadily moving his way through the pack toward the front. He has progressed from thinking about his place in the sport to focusing on how he takes the next step toward his ultimate goals of winning races and contending for championships.

"I feel good. I know I've got the pace. It's just a matter of executing and limiting mistakes. I'd love to put it all together and find the podium; that's the plan."

Monster Energy Supercross continues through the final event in Las Vegas on May 3. All of the remaining races will air live on either Fox Sports 1 or Fox Sports 2. Special coverage of the 2014 season will air on CBS in April. Visit www.amsoilracing.com for more information.

Wil Hahn

Bogle earned his first pro victory March 22 in Toronto. For more information, visit www.amsoilracing.com.

Justin Bogle

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Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 18 for Good Friday.

Distressed Gray Cap

Gray cap with distressed look. Embroidered logo, soft mesh back and Velcro closure.

Stock #	U.S.	Can.
G3259	14.75	17.85

Stonewashed Navy Cap

Stonewashed navy cap with distressed look. Embroidered logos and Velcro closure.

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

Red OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3020	S	39.95	48.30
G3021	M	39.95	48.30
G3022	L	39.95	48.30
G3023	XL	39.95	48.30
G3024	2X	41.95	50.75
G3025	3X	43.95	53.20

White OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3026	S	39.95	48.30
G3027	M	39.95	48.30
G3028	L	39.95	48.30
G3029	XL	39.95	48.30
G3030	2X	41.95	50.75
G3031	3X	43.95	53.20

Black OGIO Polo Shirt

Stock #	Size	U.S.	Can.
G3032	S	39.95	48.30
G3033	M	39.95	48.30
G3034	L	39.95	48.30
G3035	XL	39.95	48.30
G3036	2X	41.95	50.75
G3037	3X	43.95	53.20

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