

AMSOIL®

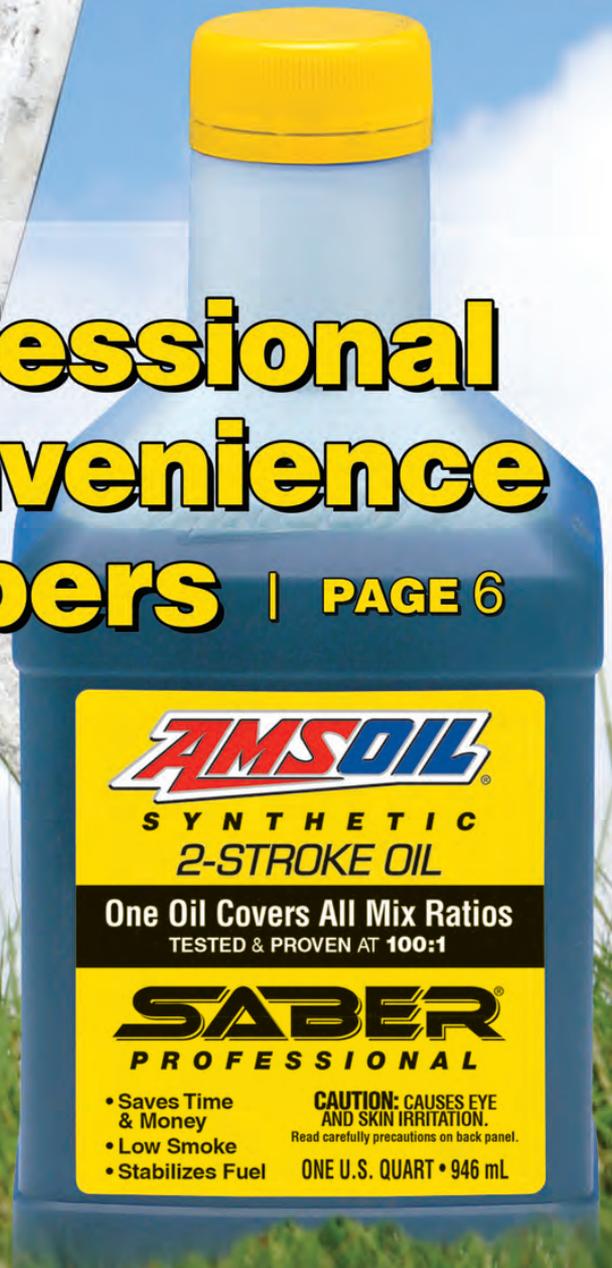
► PREFERRED CUSTOMER EDITION **MAGAZINE**

FEBRUARY 2014

SABER® Professional Delivers Convenience for Landscapers | PAGE 6

**Top AMSOIL Products
for Landscapers | PAGE 7**

**Low-Volatility Motor
Oil Helps Unlock Vehicle
Performance | PAGE 8**



AMSOIL®

**SYNTHETIC
2-STROKE OIL**

**One Oil Covers All Mix Ratios
TESTED & PROVEN AT 100:1**

**SABER®
PROFESSIONAL**

- Saves Time & Money
- Low Smoke
- Stabilizes Fuel

**CAUTION: CAUSES EYE
AND SKIN IRRITATION.**
Read carefully precautions on back panel.

ONE U.S. QUART • 946 mL

Precision Design. Precise Performance.

The transmission is one of the most complicated systems on an automobile. Through a series of gear sets, it transmits power from the engine to the wheels, and it is very expensive to repair when not functioning properly. Lubricant film strength is essential to keep it protected for the long haul.

Effective lubrication is important, especially in today's transmissions.

AMSOIL[®]
The First in Synthetics[®]

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





STAFF

Editor

Kevin McBride
Vice President, Marketing & Communications

Associate Editor

Joel Youngman

Publication Manager

Terry Johnsen

Staff Writers

Kathy Anderson
John Baker
Terry Johnsen
Melissa Sander
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Len Groom
Jeremy Meyer

Editorial Contribution

Dan Peterson

Advertising

Ed Newman

Back Issues

Back issues of *AMSOIL Magazine* are available for \$1 each. Order G17PC and specify the month and year.

On the Web

www.amsoil.com

President and CEO

A.J. Amatuzio

Executive Vice President and COO

Alan Amatuzio

Executive Vice President and CFO

Dean Alexander

© 2014, AMSOIL INC.

All rights reserved.

Printed by Service Printers

Duluth, MN USA.

Testimonials

AMSOIL INC.

Communications Department

The AMSOIL Building

925 Tower Ave.

Superior, WI 54880

testimonials@amsoil.com

FEATURES

- 6 AMSOIL SABER® Professional Provides Clear Value for Landscapers
- 7 Top AMSOIL Products for Landscapers
- 8 Low-Volatility Motor Oil Helps Unlock Vehicle Performance
- 10 Harmful Motor Oils Prompt Investigations and Consumer Warnings

DEPARTMENTS

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

ADVERTISEMENTS

- 2 Precision Design. Precise Performance.
- 5 Change Your Oil Once a Year
- 11 AMSOIL Aerosols Offer Premium Protection and Performance
- 16 Maximum Cold-Weather Protection



THE COVER

SABER Professional's unique mix of versatility, convenience and performance make it ideal for landscaping professionals.

From the President's Desk

Frequently I take the time to walk through different areas of the company to meet with our employees. My mission is not to ensure that all noses are planted firmly to the grindstone; it is simply to say hello and make sure employees are content and their jobs are going well. Without fail, I meet with smiling faces, and judging from all of the uplifting attitudes it is clear that our people enjoy working at AMSOIL. They take pride in what they do.

I'm not surprised. They have plenty of reason to be proud. It starts, of course, with our products. AMSOIL products perform as advertised. We don't have to hide behind dubious claims or side-step those issues that concern customers. We want AMSOIL consumers to remain loyal to the brand, and that only happens when performance aligns with expectations. Our employees, and our Dealers, never have to mislead and never have to apologize for product quality.

AMSOIL employees are proud of the corporate environment. Dealers who have attended AMSOIL University or one of our conventions and have seen first-hand our corporate office building and manufacturing plant understand what I mean. A person would be hard-pressed to find a cleaner, more efficient operation. Our impressive scope, acute attention to detail and corporate culture are not lost on visitors to AMSOIL. Len Albrecht, project manager for Lakehead Constructors, a company that we frequently employ, sums it up pretty well in a recent article in a local publication called *Positively Superior*. "AMSOIL is an extremely clean environment, and I know they take a lot of pride in that. Beyond that, it's the people that really stand out. Everybody you walk by says hello. It makes a positive impact when that is the culture of the entire company."

In that same article other individuals point to another source of pride shared by our employees, and that is our commitment to the local community.

Whenever possible we employ local vendors. Two trucking companies, Halvor Lines Trucking and Jeff Foster Trucking, have been hauling for us for nearly 40 years. Halvor Lines president Jon Vinje had this to say about his relationship with AMSOIL. "It's been a long relationship that was started by my father and Al Amatuzio. My dad always taught me the importance of business partnerships. A true partnership needs to be good for both parties, and I truly believe Halvor Lines and AMSOIL have one of these special partnerships." Vinje added this about our products. "We are extremely pleased with the reduced maintenance costs and increased fuel economy, and it also increases our ability in the cold winter climate. AMSOIL makes a premier product that accomplishes all of the needs for our fleet."

Our commitment to the local community extends beyond our vendors. Although we make a pointed effort to keep the great majority of the donations we provide well beneath the radar, those causes we support that reach the public eye are yet another source of employee pride. Most recently we established an organization called the AMSOIL Northland Law Enforcement K-9 Foundation. Through this, we lead the effort to ensure that our regional law enforcement agencies are adequately funded for the purchase, training and care of the incredible dogs that aid in crime prevention and help protect our police officers in the field.

Along similar lines, I felt a personal commitment to lend the AMSOIL name to the recently constructed arena in Duluth, Minnesota. This facility is extremely important to the regional economy, and as a long-time resident of Duluth and a former member of the

University of Minnesota-Duluth hockey team, which calls this arena home, I felt obliged to provide support. You will see on page 21 of this issue that AMSOIL Arena received this year's top honors in *Stadium Journey Magazine's* search for the best stadium experience in North America. As the top 10 list indicates, we are in some pretty lofty company, and you can be sure we all felt a certain sense of pride in that.

I hope our Dealers feel a similar sense of pride in their AMSOIL Dealerships. This company has worked extremely hard at establishing our brand and gaining respect throughout the industry for integrity and innovation. That's the foundation on which your Dealership was built. Take pride in what you do and success will follow.



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





The First in Synthetics®

DATE CHANGED

2/13/2014

NEXT SERVICE DUE

2/13/2015



CHANGE YOUR OIL ONCE A YEAR.

You have a busy life. People to see, places to go. You may not be interested in what our oil can do, you just need to know that it works.

See you next year.



The First in Synthetics®

Online Store: www.amsoil.com

Telephone: 1-800-777-7094

AMSOIL SABER® PROFESSIONAL PROVIDES CLEAR VALUE FOR LANDSCAPERS

The professional's choice for two-stroke oil now comes in gallons and makes it clear users can choose the mix ratios they're comfortable with. Fuel stabilizer has also been added, further increasing its value.

AMSOIL SABER® Professional Synthetic 2-Stroke Oil users can start with the conventional mix ratios (32:1, 40:1, 50:1) they're comfortable with, and transition to the SABER Ratio™ (80:1, 100:1), which offers an uncompromising combination of convenience, savings and protection.

The Professional's Choice

Landscaping professionals identify increasing productivity, reducing costs and extending equipment life as high priorities. SABER Professional helps landscapers, loggers, contractors and other customers who use handheld power equipment meet these challenges. SABER effectively addresses other common challenges in these markets, including excessive exhaust smoke, mix-ratio confusion and premature wear and engine failure. SABER Professional and the SABER Ratio save time and money and increase convenience.

One Oil Covers All Mix Ratios

Each pre-mix two-stroke application carries its own mix-ratio specification. With other two-stroke oils, contractors using multiple types of handheld power equipment must maintain separate cans of gas mixed at different ratios for each application. Managing gas cans mixed at different ratios can result in confusion,

misapplication, damaged equipment and increased costs. SABER Professional eliminates this issue. It can be mixed at any ratio up to 100:1 and used in any pre-mix two-stroke application, regardless of the ratio specified for the equipment. Users simply choose their preferred mix ratio and fuel all of their equipment from a single gas can. Professionals seeking the ultimate in convenience, savings and protection use the SABER Ratio.

For use in any pre-mix application at conventional mix ratios or the SABER® Ratio,™ regardless of the mix ratio specified for the equipment. For maximum benefit, use the SABER Ratio.			
MIX	RATIO	OIL	FUEL
Conventional	32:1	4.0 oz.	1 US GAL
Conventional	40:1	3.2 oz.	1 US GAL
Conventional	50:1	2.6 oz.	1 US GAL
SABER® Ratio™	80:1	1.6 oz.	1 US GAL
SABER® Ratio™	100:1	1.3 oz.	1 US GAL

Engine Protection

SABER Professional has been tested and proven to provide premium protection and performance at 100:1 mix ratios. It is recommended for any mix ratio up to 100:1. When tested at half the treat rate for conventional oils (100:1 vs. 50:1), SABER Professional easily passed the industry-standard lubricity test. SABER Professional is designed for hot-operating

two-stroke engines, effectively fighting carbon/deposit formation and preventing ring sticking.

Smokeless Operation

SABER Professional's synthetic formulation burns clean, passing the industry-standard smoke test at the standard rich mix ratio. When mixed at the SABER Ratio, smoke is virtually undetectable. Equipment operators subjected to smoke and fumes benefit from these low-emission properties.

Fuel Stabilization

SABER Professional provides the additional benefit of fuel stabilization to help prevent fuel from deteriorating during storage and causing poor engine performance. There is no need to add an additional fuel stabilizer when putting equipment into seasonal storage.

Although not all package sizes yet feature the updated label, they all currently contain the fuel stabilizer enhancement (batch codes of 61636 and newer provide fuel stabilization benefits).



SABER Professional

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ATP1G	EA	(1) Gallon	8.0	33.55	43.55	38.00	49.25
ATP1G	CA	(4) Gallons	32.0	127.80	172.55	144.60	195.40

SABER Professional is now available in gallons. Pricing for other container sizes remains unchanged.



TOP AMSOIL PRODUCTS FOR LANDSCAPERS

Spring is around the corner, and it'll soon be time to prepare landscaping equipment for the summer season.

Formula 4-Stroke® Synthetic Small Engine Oil

AMSOIL Formula 4-Stroke® Synthetic Small Engine Oil (ASE) is a robust formulation designed for hot-temperature, severe-service operation of small engines where routine maintenance is often difficult or infrequent. Formulated with premium synthetic base oils that exceed both 10W-30 multi-grade and SAE 30 straight-grade viscosity requirements, it provides outstanding protection in temperature extremes, while helping improve productivity and reduce maintenance costs.



SABER® Professional Synthetic 2-Stroke Oil

Specially formulated for pre-mix, air-cooled applications, AMSOIL SABER® Professional Synthetic 2-Stroke Oil (ATP) withstands high heat and stress to protect engines against wear and harmful deposits. It can be mixed at conventional mix ratios (32:1, 40:1, 50:1) or the SABER Ratio™ (80:1, 100:1), which offers an uncompromising combination of convenience, savings and protection. SABER eliminates the need for mixing different ratios for different equipment. When used at the SABER Ratio, smoke is virtually undetectable.



Premium Synthetic Diesel Oil

AMSOIL Premium Synthetic Diesel Oil (DEO, DME) is the premium choice for diesel- and gasoline-powered transport vehicles. Formulated with the latest additive and synthetic base oil technology, it exceeds the higher performance demands of modern engines, withstanding the stress of heat, soot and acids to help prevent deposits, wear and corrosion over extended drain intervals.



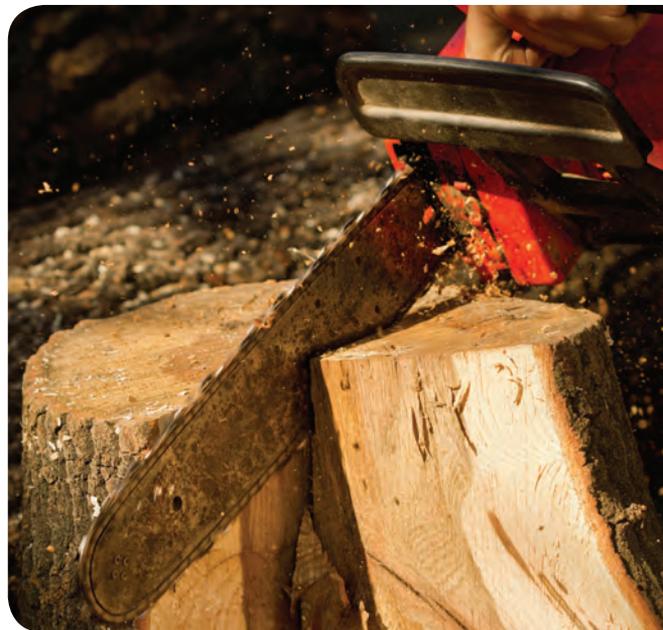
Quickshot®

AMSOIL Quickshot® (AQS) is a premium fuel additive formulated to thoroughly clean and restore peak performance in small-engine fuel systems. It also stabilizes fuel between uses and during short-term storage periods. Its revolutionary technology focuses on three major fuel-related issues plaguing small engines: ethanol, water and dirty pump gas.



Semi-Synthetic Bar and Chain Oil

Ideal for chainsaws, the tacky formula of AMSOIL Semi-Synthetic Bar and Chain Oil (ABC) clings to metal surfaces better than other oils. It delivers excellent lubrication and protection, while anti-wear additives extend the life of bar and chain applications ■



LOW-VOLATILITY MOTOR OIL HELPS UNLOCK VEHICLE PERFORMANCE

To meet today's strict motor oil specifications and adequately protect modern engines, motor oils must demonstrate increased resistance to volatility. Nearly 30 years ago AMSOIL became the first oil manufacturer in the United States to use the NOACK Volatility Test (ASTM D5800) as a measure of performance excellence. Today, it's an industry standard.

Why is Volatility Important?

Modern engines, particularly those equipped with performance-enhancing technologies like direct fuel injection and turbochargers, generate increased heat compared to their predecessors. At elevated temperatures, such as during severe service or when driving in hot summer weather, the oil's lighter-weight molecules can volatilize, or literally "boil off." The more volatile a lubricant is, the lower the temperature at which the lubricant will begin to evaporate. The more it evaporates, the less oil is left to protect equipment and the faster a user must replace the lost oil. You may have experienced this phenomenon by owning an automobile that "uses" motor oil in irregular intervals.

Volatility affects more than the rate of oil consumption. When light elements in oil evaporate from heat, the oil's viscosity increases. This thicker oil forces the engine to work harder, resulting in several problems, including the following:

- Reduced performance
- Reduced fuel economy
- Poor cold-temperature starting
- Increased engine deposits
- Out-of-balance oil formulation, potentially leading to a higher concentration of additives than designed

NOACK Volatility Test (ASTM D5800)

The most common method used in measuring oil volatility is the NOACK Volatility Test. But that hasn't always been the case. Originally developed and used in Europe, the NOACK test was not commonly used for lubricants until AMSOIL President and CEO Al Amatuzio pioneered its use for automotive motor oils in 1985. Previously, a lubricant's flash point was the primary way to approximate an oil's volatility.

In the NOACK test, an oil sample is weighed and heated to 250°C (482°F) for one hour. Dry air is passed over the sample, carrying the oil vapors that have boiled off and depositing them in a beaker. The original sample is removed and re-weighed. Any reduction in weight is reported as a percentage lost of the original weight.

Superiority of AMSOIL Synthetic Motor Oils

When AMSOIL began using the test, it was common for competitors' conventional oils to demonstrate a volatility loss in the 17-25 percent range. In contrast, the volatility loss of AMSOIL synthetic motor oil was often less than half that. The NOACK Volatility Test introduced a new measure of

performance to the industry, while allowing AMSOIL to distinguish the performance of its synthetic motor oils from competitors.

Currently, API SN and ILSAC GF-5 performance classifications require weight lost due to volatility to be no greater than 15 percent for all viscosity grades of motor oil. General Motors' proprietary dexos1™ motor oil specification is more stringent, requiring no greater than 12 percent weight lost.

AMSOIL synthetic motor oils are more stable and heat-resistant than conventional oils. They resist volatility to resist deposits and oil thickening, maximizing fuel economy and engine performance and life. ■

NOACK Volatility of AMSOIL Synthetic Motor Oils



Did You Know?

If a vehicle "uses" oil it may be due to the oil's volatility. The light-weight molecules in oil evaporate more readily when exposed to high temperatures, causing the oil level to drop. Switching to AMSOIL synthetic motor oils, which resist volatility better than conventional oils, can reduce oil consumption and maximize engine performance.

Performance Specification	API SN	ILSAC GF-5	GM dexos1™
NOACK Volatility Limit, % weight loss (g/100g) (ASTM D5800)	15%	15%	12%



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Reducing friction is an oil's primary function.

Synthetic lubricants have inherently superior lubricity for maximum friction reduction.

The friction created in equipment as a result of surfaces rubbing together robs us of huge amounts of energy each year. Just think if we could eliminate this energy-robbing phenomenon; there would be no energy shortages and we would all save money through lower energy consumption.

Unfortunately, there is no solution that completely eliminates this energy drain, so we have to live with these losses. We have not given up this quest though, and progress is made each year toward minimizing energy-robbing friction. On the other hand, we depend heavily on friction-producing events every day. We all want significant friction between the soles of our boots and ice when we walk on slippery sidewalks. We also appreciate the value of friction when we want our cars to stop quickly to avoid an accident.

Although lubricants are tasked with fulfilling many important functions, such as cooling and cleaning, reducing friction is their primary purpose. When placed between two components in contact, lubricants maintain a layer of separation. Though the separation may be only a few millionths of an inch, it is sufficient to minimize contact.

Lubricity is the measure of a lubricant's friction-reduction capabilities, and it varies from one fluid to another. Base-oil design and friction-reducing additives both impact a lubricant's friction-reduction capabilities. The use and balance of these materials impact the friction characteristics of the overall system.

A lubricant's response to temperature changes, ability to form a film under pressure and polarity affect its lubricity.

We all know that it is desirable for lubricant viscosity to change as little as possible with temperature fluctuations, and the measure for this property is viscosity index. When a lubricant becomes too thick in cold temperatures, it will not readily flow to the areas that need to be lubricated. If it becomes too thin at high temperatures, the thin film separating surfaces becomes disrupted, allowing metal-to-metal contact.

Lubricants with a higher viscosity index are better because their viscosity changes less with temperature swings.

Another important lubricant property is the ability to resist shearing or tearing under stress. The starting thickness of an oil is important, but the more critical property is the thickness of the oil after it has run in the equipment part way through the lubricant life. Oil formulations built with cheaper viscosity improvers tend to shear more, resulting in much lower lubricant thickness part way through the lubricant life. This results in reduced protection, which can be of particular concern if the equipment is highly dependent on a specific lubricant viscosity.

In lubrication, polarity is a measure of a material's affinity for like surfaces. Water and metal are two examples of polar surfaces. Highly refined petroleum oils by themselves are not highly polar and do not naturally migrate to metal surfaces. High-

quality synthetic lubricants, on the other hand, have the correct polarity, which allows them to provide effective boundary lubrication and separation of surfaces.

Whether it is a bearing, gear or cylinder, minimizing contact between components minimizes friction and wear. An oil's viscosity and inherent lubricity are the key characteristics in minimizing contact between components. When the viscosity is insufficient to totally separate the components, anti-wear or extreme-pressure additives provide separation by forming chemical barriers.

Synthetic technology is the primary weapon to fight the battle against friction. Synthetic lubricants are chemically engineered from the ground up to ensure molecular uniformity, purity and predictable chemical properties. For these reasons, synthetic lubricants can outperform conventional lubricants in the areas of quality, reliability and service life. AMSOIL synthetic lubricants also feature outstanding additive combinations to provide industry-leading protection against friction and ensure peak equipment operation and longevity. That means better mileage, less downtime, less maintenance and more savings for you. ■

HARMFUL MOTOR OILS PROMPT INVESTIGATIONS AND CONSUMER WARNINGS

A rash of obsolete and contaminated motor oils have recently been popping up for sale at gas stations and convenience stores around the country, prompting state regulators and the Petroleum Quality Institute of America (PQIA) to investigate, warn consumers and sometimes pull products from shelves. Due to stringent quality control measures, AMSOIL Dealers and customers enjoy the peace-of-mind of knowing they receive top-quality AMSOIL products with every purchase.

“Kane in Your Corner” Reveals Bad Motor Oils in New Jersey

News 12 in New Jersey recently broadcast a three-part “Kane in Your Corner” investigation that found obsolete and contaminated motor oils for sale at gas stations and convenience stores across the state. Because state authorities have not yet stepped in, the onus is on consumers to avoid these harmful products.

“The probability of getting some of this bad stuff is pretty high here in New Jersey,” says PQIA President Tom Glenn.

As part of the investigation, News 12 purchased four motor oil brands (MaxiGuard, Black Knight, U.S. Economy and US Spirit) readily available in New Jersey and had them tested at an independent lab. The results indicated that all four were unsuitable for use in modern vehicles.

MaxiGuard Super Premium

While the MaxiGuard label indicated it’s “a superior all weather motor oil,” it also indicated it’s an API SA motor oil, meaning it contains no additives and is unsuitable for vehicles manufactured after 1930. In addition to carrying a long-obsolete specification, lab tests indicated it did not meet the viscosity standards on the label and had significant levels of abrasive contaminants, including silicon levels more than 400 times higher than normal.

As part of the investigative piece, longtime New Jersey mechanic Kenny Wetzel noted that the MaxiGuard oil looked used right out of the bottle due to its black, cloudy appearance. “That looks like what we take out of a car when we change the oil,” he said.

Black Knight

Black Knight Motor Oil was labeled as an API SB motor oil, meaning it contains only a minimal level

of additives and is unsuitable for vehicles manufactured after 1951. Lab tests also indicated it was contaminated with significantly higher-than-normal levels of silicon. Its viscosity presented a mystery. Labeled “10-30,” its viscosity tested significantly lower than 10W-30.

U.S. Economy

U.S. Economy Motor Oil did not carry an API specification, but test results showed it had silicon levels 10 times higher than typically found in new motor oil. Like Black Knight, its label also indicated a viscosity grade without a “W.” Labeled “5-30,” the label explained it means the viscosity can be anywhere between 5 and 30.

US Spirit

Not only did test results indicate US Spirit is unsafe for modern vehicles, the small print on the back label indicated it is “not suitable for use in most gasoline-powered automotive engines built after 1930” and “use in modern engines may cause unsatisfactory engine performance or equipment harm.” Labeled as an API SA motor oil and indicating “it contains no additive,” lab tests revealed it is full of additives, but not the right kind for today’s vehicles.

North Carolina and Michigan Authorities Remove Harmful Oils from Store Shelves

State authorities in Michigan and North Carolina have taken action to remove harmful motor oils from store shelves.

The North Carolina Department of Agriculture and Consumer Services (NCDA&CS) has launched several investigations into harmful and obsolete motor oils, the latest coming against the Everclear brand. Everclear motor oils failed to meet viscosity claims and were not labeled in accordance with industry standards. The action extended to Everclear brand transmission fluids.

“The results for both the oil and

automatic transmission fluid showed that additives were either absent or not at the correct levels,” said NCDA&CS Standards Division Director Stephen Benjamin. “This issue, along with the presence of wear metals, indicates these products are likely recycled in origin. Any of these results would put the products out of specification and cause them to be pulled from shelves.”

Last fall, the Michigan Department of Agriculture and Rural Development removed a number of motor oils from store shelves, including City Star and Bullseye, due to their failures to meet the viscosity grades labeled on the packages.

API Reveals Nearly 20 Percent of Bulk Oils Fail Performance Standards

The problems aren’t just limited to smaller oil distributors. Bulk motor oil testing performed by the American Petroleum Institute (API) indicates many motorists may be receiving substandard motor oil when they drop their vehicles off for an oil change. According to the API, it purchased and tested more than 1,000 samples from bulk motor oil tanks throughout North America over the past five years, and nearly 20 percent failed API performance standards.

PQIA Issues Advisory for Valvoline NextGen 5W-20 Motor Oil

In January, PQIA issued an advisory for Valvoline NextGen 5W-20 Motor Oil. After twice testing a sample of the oil acquired at a retail store in New Jersey, PQIA determined it did not meet volatility requirements set by the API and the International Lubricants Standardization and Approval Committee (ILSAC). While the sample passed viscosity and elemental requirements for the API SN and ILSAC GF-5 specifications, its weight losses of 18.4 and 18.3 percent in the NOACK Volatility Test (ASTM D5800) are about 22 percent higher than the 15 percent maximum required for the specifications. ■



AMSOIL AEROSOLS OFFER PREMIUM PROTECTION AND PERFORMANCE

In the 1970s, the negative impact of fluorocarbons on the ozone layer led to the development of alternative propellants that were safe and environmentally friendly. Today, the aerosol method of dispensing products has widespread applications. AMSOIL offers a range of premium-quality aerosol cleaners, lubricants and protectants. And they have recently been attractively dressed in new packaging with a vibrant new look.



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



ON THE
BOX



WITH JEREMY MEYER

Last July, AMSOIL celebrated 40 years of its Dealer network at the AMSOIL 40th Anniversary Convention. AMSOIL race teams, series partners and fans offered up a smorgasbord of salutations on reaching this great milestone. It was a lot of fun for all of us at AMSOIL, as well as those Dealers in attendance.

AMSOIL now has the opportunity to congratulate a valued partner on its 40th anniversary. Monster Energy Supercross celebrates 40 years of success this year, and to mark the milestone, the series "went retro" at the Anaheim 2 race in mid-January. As the Exclusive Official Oil of Monster Energy Supercross, and a proud partner of Feld Motor Sports, we tip our hats to the sport that has experienced nearly as many changes as motor oil during the past four decades.

Congratulations on being a leader for 40 years, and thank you for allowing AMSOIL products and racers a grand stage on which to compete.

Trucks on a New Trek

Snow, not dirt, provides level playing field at Red Bull Frozen Rush.

"This event is one of the wildest, craziest things I've ever done," said AMSOIL Super Team driver Scott Douglas. "I loved every minute of it."

Off-road, short-course trucks are made for chaos. They are made to take on sweltering heat, go 100 mph around 90-degree turns and jump 200 feet through the air. They are made for historic places like Crandon International Raceway and bigger-than-life events like the AMSOIL Cup. Not many, however, thought they were made for snow.

"Who could have possibly thought up something as dumb as this?" continued Douglas.

Red Bull, that's who.

The popular energy-drink company has become synonymous with action sports and out-of-the-box thinking when it comes to its Red Bull Signature Series programming. Enter the Red Bull Frozen Rush, an off-road truck race that pitted eight of the world's best short-course drivers on a track laid out on the ski hills of Sunday River Resort in Newry, Maine.

Douglas was one of the drivers invited to take on the mother-of-all-off-road-inventions in January. The event was a head-to-head race that also included the likes of Johnny Greaves, Ricky Johnson and Bryce Menzies

racing around a figure-eight track that included an over-under jump and a slalom ski section complete with gates that, if ran over, doled out a five-second penalty to the culprit.

Longtime rivals Greaves and Douglas squared off in the first round, with Greaves winning by less than two seconds. From there, Greaves made it to the final, where he lost to Johnson after a five-second penalty for hitting a gate.

In typical Red Bull fashion, the event was a success, bringing new fans and media coverage to the growing sport of off-road racing.

"We wanted to win, no doubt about it," said Douglas. "But this event was first-class all the way. We treated it like a normal race weekend, trying different set-ups, but just having the opportunity to represent AMSOIL, and bring short-course racing to a new group of fans, was second-to-none."

The event was part of Red Bull's Signature Series, which airs on NBC and NBC Sports. The two-hour Red Bull Frozen Rush will air on NBC February 2, prior to the Super Bowl. Check local listings for details.

The 2014 TORC Series presented by AMSOIL begins in Primm, Nev. April 5-6.

The Legend of Nick Van Strydonk

Sometimes winning in Eagle River is only half the story.

Malcolm Chartier won the 2014 AMSOIL Eagle River World Championship Snowmobile Derby. From the first practice run on Thursday through the AMSOIL World Championship race on Sunday, there was no doubt he had the fastest sled in town, and he owned the track on his way to a second-straight world championship. Owing the fans, on the other hand, belonged to Team AMSOIL rider Nick Van Strydonk.

Growing up in the shadows of the Derby in Tomahawk, Wis., Van Strydonk had always pushed toward winning the most prestigious event in snowmobiling history. His hard work paid off in 2012 when he made a dramatic pass on 2010 winner Matt Schulz on the final turn, winning the race with a margin of just 0.025 second.

Now two years later, Van Strydonk has become a favorite to win the big race, and his speed was close to Chartier's all weekend long. After third- and fourth-place finishes during Friday night's Sweet Sixteen event, and a win in his semifinal qualifier, *Snow Goer Magazine* positioned him at 6-1 odds to win his second title.

"We were fast, but we have to find a way to get better starts," said Van Strydonk after Saturday's racing. "We have the speed to run out front; we just have to get there."

The AMSOIL World Championship race has evolved over the years from a 25-lap sprint to a 30-lap race that includes a mandatory pit stop after the first 10 circuits. As the field sprinted around the half-mile oval on the final lap before the pit stop, Van Strydonk's race almost came to an end. A blown belt pushed him up the track between turns three and four.

This is the point where the legend of Nick Van Strydonk grew. A majority of drivers would have waited for the track crew to push them back to the pits, assuming their day was done. Van Strydonk, however, waved off help and picked up the back of his sled, pushing it through turns three and four toward the finish line. After several stops, including twice in which he waved his arms in the air to feed off the growing support from the packed hillside, Van Strydonk collapsed across the finish line.

"You really can't train for something like that," said Van Strydonk. "But to win, you have to stay in the race, so I had no choice and no one was going to be able to help me get there."

From there, the crew jumped on the sled, cleaned up the broken belt and had the sled running in record time to get Van Strydonk back in the race. With 20 laps remaining, he pushed from 12th to eighth, but the tired driver couldn't get back into contention. Regardless, the effort and determination to keep himself in the race will be one of the greatest stories in the 51-year history of the event.

"We may not have won today, but we put on a show for the fans," said Van Strydonk. "Doing what we did today, and how the crew responded, means a lot and proves we have the right mix to win again."

For highlights from the AMSOIL World Championship Snowmobile Derby, visit the AMSOIL YouTube page. See the Derby page at www.amsoilracing.com for television coverage details. ■



Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, February 17 for Family Day.

AMSOIL Discontinues Donaldson TopSpin™ Filters

Due to low sales, AMSOIL no longer offers Donaldson TopSpin™ Filters.

Canadian Price Adjustment Effective March 1, 2014

Despite the company's best efforts to avoid adjusting pricing, continued substantial changes in the exchange rate between the U.S. and Canadian dollars has forced AMSOIL to implement a minimal Canadian price adjustment effective March 1. As a U.S. company that exports to Canada, AMSOIL is impacted greatly by fluctuations in the exchange rate. The Canadian dollar has decreased in value by more than 7 percent since the last Canadian price adjustment and it is forecasted to continue dropping in value. In order to offset the increased cost of doing business in Canada, AMSOIL must implement a price increase of 4-9 percent for all products. Prices will increase by an average of 7 percent.

AMSOIL will continue monitoring the exchange rate and, as the company has done in the past, adjust pricing up or down as conditions dictate.

Even with a price adjustment, AMSOIL synthetic lubricants remain the most cost-effective choice on the market, saving customers money through extended drain intervals, reduced wear and maintenance and maximum fuel efficiency.

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.



New Filter Wrenches

The new line of AMSOIL filter wrenches is designed to cover virtually the entire line of Ea® Oil Filters (EaO/Ea15K) and Ea® Motorcycle Oil Filters (EaOM). The following filter wrenches are now discontinued: Large Filter Wrench (G2197), Small Filter Wrench (G2198), Strap Filter Wrench (G2199), Filter Cap Wrench (G2309), Motorcycle Filter Wrench (G2685), Motorcycle Filter Wrench (G2686) and Mechanic's Lube Kit (G2200).

Filter Wrench (64 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 64 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EA15K09, EA15K10, EA15K12, EA15K13, EAO14, EAOM103, EAOM103C, EAOM109. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.

Stock #	U.S.	Can.
GA265	2.65	3.00



Filter Wrench (74 mm)

Designed to install and remove AMSOIL Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 74 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAOM122C, EAOM132, EAOM132C, EAOM133, EAOM133C, EAOM137C. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.

Stock #	U.S.	Can.
GA258	2.65	3.00



Filter Wrench (76 mm)

Designed to install and remove AMSOIL Ea Oil Filters and Ea Motorcycle Oil Filters in hard-to-reach locations, this easy-to-use 76 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO17, EAO18, EA15K20, EAO23, EA15K29, EA15K32, EAO34, EAO37, EAO38, EA15K50, EA15K51, EAO64, EAOM122, EAOM134, EAOM134C, EAOM135, EAOM135C, EAOM136C, EAOM138. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.

Stock #	U.S.	Can.
GA251	2.65	3.00



Filter Wrench (93 mm)

Designed to install and remove AMSOIL Ea Oil Filters in hard-to-reach locations, this easy-to-use 93 mm filter wrench with 3/8" square drive is recommended for use with the following filters: EAO11, EAO15, EAO21, EAO24, EAO26, EAO27, EAO31, EAO40, EAO42, EAO52, EAO59, EAO98. Once filter is hand-tightened, only wrench-tighten 3/4 of a full turn.

Stock #	U.S.	Can.
GA252	2.65	3.00





AMSOIL Arena Named #1 Stadium Experience of 2013

Stadium Journey Magazine recently released its third-annual list of the top 100 stadium experiences in the United States and Canada, and AMSOIL Arena took the top honor. Ranking sports arena experiences based on atmosphere, fans, neighborhood, access, food/beverage, return-on-investment and extras, *Stadium Journey* writers have reviewed more than 1,700 venues throughout the world. The following is the top 10 of the publication's Top 100 Stadium Experiences of 2013 list:

1. AMSOIL Arena

Home of the University of Minnesota-Duluth Bulldogs
Duluth, Minn.

2. Daytona International Speedway

Home of the Daytona 500
Daytona Beach, Fla.

3. Compton Family Ice Arena

Home of the University of Notre Dame Fighting Irish
South Bend, Ind.

4. Lucas Oil Stadium

Home of the Indianapolis Colts
Indianapolis, Ind.

5. Fenway Park

Home of the Boston Red Sox
Boston, Mass.

6. Heinz Field

Home of the Pittsburgh Steelers
Pittsburgh, Pa.

7. Xcel Energy Center

Home of the Minnesota Wild
St. Paul, Minn.

8. Notre Dame Stadium

Home of the University of Notre Dame Fighting Irish
South Bend, Ind.

9. AT&T Center

Home of the San Antonio Spurs
San Antonio, Texas

10. Oriole Park at Camden Yards

Home of the Baltimore Orioles
Baltimore, Md.



Front

Back

TORC Series T-Shirt

Highlights AMSOIL as the presenting sponsor and official oil of the Traxxas TORC Series. Constructed of 50/50 cotton/polyester blend to reduce fading. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3002	S	16.95	19.10
G3003	M	16.95	19.10
G3004	L	16.95	19.10
G3005	XL	16.95	19.10
G3006	2X	19.95	22.50
G3007	3X	19.95	22.50



Front

Back

Erik Buell Racing T-Shirt

Highlights the AMSOIL partnership with Erik Buell Racing. Constructed of 50/50 cotton/polyester blend to reduce fading. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3040	S	16.95	19.10
G3041	M	16.95	19.10
G3042	L	16.95	19.10
G3043	XL	16.95	19.10
G3044	2X	19.95	22.50
G3045	3X	19.95	22.50



CHANGE SERVICE REQUESTED
Published 12 times annually

PRSRST STD
US POSTAGE
PAID
AMSOIL

ISO 9001 CERTIFIED
ISO 14001 CERTIFIED

Donaldson.
Filtration Solutions



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

WE HONOR



(Discover in U.S. only)



Minimum 10%
Post-Consumer Fiber

AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in U.S.A.
© 2014, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.

www.amsoil.com

February 2014

Maximum Cold-Weather Protection

Diesel owners have always known that arctic weather can bring big problems. Diesel fuel is susceptible to gelling in the fuel lines, and the problem can be especially serious for truckers out on the open road. **AMSOIL Diesel Cold Flow (ACF)** is a fuel additive formulated with an advanced deicer to enhance fuel flow and help prevent fuel filter plugging in cold temperatures. If it's already too late, and fuel lines and filters are plugged, make sure you have a bottle of **AMSOIL Diesel Recovery Emergency Fuel Treatment (DRC)** on board.

