

AMSOIL[®]

▶ PREFERRED CUSTOMER EDITION

MAGAZINE

SEPTEMBER 2015



STEPS FOR EFFECTIVE EQUIPMENT STORAGE

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Preferred Customer Keeps
TrailBlazer on the Road with
AMSOIL Products | PAGE 8

Get the Most Out of Your
Manual Transmission | PAGE 10

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THE COVER

Now is the time to begin thinking about off-season equipment storage.



Alan Amatuzio
Co-President & COO

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From the Presidents

When we talk about being industry leaders, it's not just lip service. We couldn't feel more strongly about offering advanced, premium products. We use the best base oils, we only want the best additives and our suppliers know it – they don't even bother offering "average" chemicals.

In order to keep pushing technology forward we must have the people in place to lead the charge. We've hired experts who are passionate about their fields, and we continue to invest in their training to ensure they are well-equipped to maintain the company's position as an industry leader. Recently, Vice President, Technical Development Dan Peterson and Technical Product Manager - Drivetrain Mike Caruso achieved the status of Certified Lubrication Specialist (CLS) from the Society of Tribologists and Lubrication Engineers (STLE). CLS

status is highly regarded within the industry. In fact, there are only 1,300 people worldwide who have earned the title. Four of them work at AMSOIL.

Others in the company hold a variety of certificates, awards and achievements from industry organizations and universities as well. We have assembled a team of experts in every aspect of our business, from oil analysis to search-engine optimization. The key to finding these people is their passion. People who are passionate about their field are driven, demand quality and pursue people and organizations that hold similar values.

Our independent Dealers are undoubtedly our most passionate group – they love our products and genuinely enjoy working their businesses – but our Preferred Customers are a close second. We

hear many stories from Preferred Customers who have solved a problem, extended the life of their vehicles or found a unique use for one of our products. We enjoy hearing the good news, and the genuine excitement some customers display when relaying one of these stories is incredible. Thank you for your passion.

Dean Alexander
Co-President & CFO

Alan Amatuzio
Co-President & COO

When Performance Matters Most

AMSOIL Signature Series Synthetic Automatic Transmission Fluid



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



The First in Synthetics®

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Steps for Effective Equipment Storage

Preparing motorcycles, snowmobiles, lawn mowers and other equipment for storage is important even where seasonal changes aren't pronounced. Gasoline can break down in as little as 60 days, causing performance issues, while rust and corrosion can form on internal engine parts. Proper storage procedures should be followed any time equipment sits for extended periods. Many of the storage procedures listed below are common from one application to the next; however, check the owner's manual for specific instructions.

MOTORCYCLES

- **Wash and dry.** Contaminants can corrode exterior surfaces, particularly chrome.
- **Change the oil and filter.** AMSOIL Synthetic Motorcycle Oil is formulated with rust inhibitors for maximum protection during storage.
- **Stabilize the fuel.** AMSOIL Gasoline Stabilizer (AST) reduces the oxidation that occurs when fuel is stored for extended periods, improving performance, extending equipment life and decreasing maintenance expenses. If storing longer than three-four months, add Gasoline Stabilizer prior to the final outing of the season to ensure complete distribution throughout the fuel system. AMSOIL Quickshot® (AQS) also stabilizes fuel during short-term storage under four months. For maximum effectiveness, use Quickshot year-round.
- **Connect a float charger or remove the battery.** Doing so maintains the battery's charge. Store the battery off the ground.
- **Raise and cover the bike.**



OUTBOARDS

- **Stabilize the fuel** prior to the final outing of the season; use Quickshot if storing less than four months.
- **Change the lower-unit gear lube.** Water left in the lower unit can cause rust and corrosion on bearings, in addition to degrading seals. It's important to replace old fluid with fresh gear lube prior to storage. AMSOIL Synthetic Marine Gear Lube (AGM) provides excellent protection in lower units.
- **Fog the engine** (if applicable). AMSOIL Engine Fogging Oil (FOG) provides superior film retention for long-term protection against corrosion and dry starts, helping extend engine life. Its all-position spray nozzle allows contents to be dis-

pensed when the can is oriented at any angle, including upside down.



- **Change the oil and filter** (if applicable). The oil accumulates acidic by-products throughout the season, which can harm seals and other engine components during storage unless drained. AMSOIL Formula 4-Stroke® Marine Synthetic Motor Oil (WCT, WCF) offers excellent wear protection and viscosity stability, low volatility and excellent low-temperature fluidity. It is certified to meet NMMA FC-W performance specifications and is recommended for virtually all makes of outboards.

PERSONAL WATERCRAFT (PWC)

- **Stabilize the fuel** prior to the final outing of the season; use Quickshot if storing less than four months.
- **Wash and dry**, especially if used in salt water.
- **Flush the engine.** Most PWCs use the water in which they operate as the source of cooling water for the engine. In cold climates, flush the water and replace with antifreeze. Use straight water to flush PWCs operated in salt water. Water allowed to freeze can cause expensive damage, including cracked cylinder heads or engine blocks. Consult the owner's manual for flushing instructions.
- **Remove the battery and store off the ground.**
- **Fog the engine** (if applicable).



LAWN & GARDEN EQUIPMENT

- **Stabilize the fuel** prior to the final outing of the season; use Quickshot if storing less than four months.
- **Fog the engine** (if applicable).
- **Change the oil and filter.** AMSOIL Formula 4-Stroke Synthetic Small Engine Oil (ASE) provides superior protection in the hot-temperature, severe-service operating conditions of both gasoline- and diesel-fueled small engines.
- **Remove grass, mud and debris.** Thoroughly clean surfaces and apply AMSOIL Metal Protector (AMP) to exposed blades and other metal surfaces to inhibit rust and corrosion.



SNOWMOBILES

- **Stabilize the fuel** prior to the final outing of the season; use Quickshot if storing less than four months.
- **Grease the suspension points.** Greasing prior to storage removes water and debris from critical suspension points, protecting against rust and corrosion. AMSOIL Synthetic Water Resistant Grease (GWR) and DOMINATOR® Synthetic Racing Grease (GRG) offer excellent friction-reduction capabilities and corrosion protection. Synthetic Water Resistant Grease resists water washout, making it excellent for snowmobiles frequently exposed to water, snow and ice.
- **Fog the engine** (if applicable).
- **Apply AMSOIL Metal Protector** to exposed metal if stored outdoors.
- **Change the oil and filter.** AMSOIL Formula 4-Stroke Power Sports Synthetic Motor Oil's (AFF) broad 0W-40 viscosity rating provides superior protection in both hot and cold temperature extremes.
- **Remove or disconnect the battery and store off the ground.** ■



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. Thirty 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, 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 founder 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%



PREFERRED CUSTOMER KEEPS TRAILBLAZER ON THE ROAD WITH AMSOIL PRODUCTS

“The old girl made it to 200,000 miles.”



STILL RUNNING — This Chevy TrailBlazer is still dependable for the Carlile family with more than 200,000 miles on the engine.

Preferred Customer Brett Carlile of Moreno Valley, Calif. said his 2002 Chevy* TrailBlazer* has been dependable as the family’s “truckster” since he purchased it slightly used in 2003.

Shortly after he purchased the TrailBlazer, he started experiencing overheating issues. “I realized I needed the best motor oil available to protect the engine from the damage of ‘excessive heat,’” Carlile said.

He researched online and read about AMSOIL synthetic motor oils. “The testimonials and test comparisons to other brands were especially helpful,” he said.

Carlile ordered AMSOIL Signature Series 10W-30 Synthetic Motor Oil (ATM) for the Chevy. “Immediately after receiving my first order I changed the oil and realized a 2 mpg increase in fuel economy,” Carlile said. He became a Preferred Customer when he placed his second order.

He eventually learned the overheating problem was with the variable speed viscous fan clutch. “Two years into ownership I received a letter from Chevrolet extending the engine block warranty,” Carlile said. “This engine has an aluminum block with sleeved cylinders, and the cylinder sleeves were cracking.”

“Here we are many years later and the old girl is running like a top.”

Brett Carlile
Moreno Valley, California

Carlile said he didn’t worry about the engine because he was confidently using AMSOIL synthetic motor oil. “I am a firm believer in the AMSOIL product line and install it in all of my vehicles and small equipment,” Carlile said.

Through the years, the family has made countless trips to Arizona and one trip to Canada. In fact, the old truck is still used regularly as a daily commuter. “Here we are many years later and the old girl is running like a top,” Carlile said. “Annual oil analysis reports she is doing fine.”

He also uses AMSOIL Signature Series 10W-30 in his lawn mower and edger every year. “My lawn mower and edger are now 27 years old and have been on AMSOIL most of that time and are still going strong,” he said.

In addition to AMSOIL Signature Series 10W-30, Carlile also uses AMSOIL Signature Series Fuel-Efficient Synthetic Automatic Transmission Fluid (ATL) in his 2003 Silverado* and AMSOIL Synthetic Manual Transmission and Transaxle Gear Lube (MTG), 75W-90 Long Life Synthetic Gear Lube (FGR) and Slip Lock® Differential Additive (ADA) in his 2005 Mazda* RX8*. ■



Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Most people aren't drawn to chemistry, and the majority of people would rather do many other things before sitting down to have a really engaging discussion around polymer science. My wife is a perfect example. Sometimes, when I get home from work, I share a little bit of my day and talk about an exciting new technology with her. She listens pretty well, but the last time I talked with her about some intriguing dispersant research, she said that she would rather be at the dentist's office. Honestly, I never would have guessed that a dentist would know more about lubrication science than a lubrication guy!

While I find chemistry fascinating, I admit I'm in the minority. That's why many oil companies coin catchy terminology to describe the chemistry of their motor oils. You've no doubt seen the ads on TV or encountered labels at the auto parts store that tout "Liquid Titanium*" protection or "Titanium Fluid Strength Technology.*" One oil company informs consumers its motor oil contains "Synerlec*," which is its proprietary additive technology. Then there's "Magnatec*" and its "intelligent molecules." We could go on.

To some, this terminology evokes technological advancement and exclusivity. It attempts to strike an emotional chord and helps convince motorists they're providing their vehicles a special level of protection unavailable elsewhere.

What excites us at AMSOIL is designing, formulating and testing unique chemistries that provide the best engine protection and performance possible in motor oil. We don't use catchy slogans to identify

Built-in additives improve motor oil performance.

The superior quality of AMSOIL synthetic lubricants doesn't require catchy marketing terms to grab your attention.

the design, additives, formulations or testing behind our products. We instead build on the AMSOIL brand and try to earn our stripes every day through hard work, smart decisions and an unwavering commitment to quality. No bells, no whistles – just outstanding performance that helps motorists get the most out of their vehicles and equipment.

At the risk of sending some of you to the dentist's office, I'd like to explain how specific motor oil properties affect your vehicles and equipment.

Motor oils are comprised of many different components, but in two fundamental categories: base oils and additives. Using synthetic base oils is a good start, but without the right additives in the correct combinations, synthetic base oils alone cannot fulfill the requirements of an engine.

Additives generally enhance the base oil's beneficial properties by, for example, resisting oxidation, corrosion or foam. They impart new properties by providing benefits like extreme-pressure wear protection and added detergency for improved cleanliness. And they reduce the base oil's negative properties by, for example, lowering the pour point or increasing the viscosity index.

Viscosity index improvers (VII) are a good example. They paved the way for the multigrade oils common today, allowing, for example, a 5W-30 oil to deliver the fluidity of an SAE 5W oil when cold and the stability of an SAE 30 oil when at operating temperature, providing the best of both worlds.

Other common additives include the following:

Oxidation inhibitors – improve oil service life, reduce viscosity increase and formation of deposits and sludge

Detergents – minimize deposit formation in high-temperature areas of an engine

Dispersants – help suspend solid contaminants within the lubricant to prevent sludge, varnish and other deposits

Corrosion inhibitors – form a protective film on metal surfaces, protecting them against chemical attack

Anti-wear – provide a sacrificial wear surface to prevent metal-to-metal contact

Friction modifiers – improve lubricity and maximize fuel economy

Anti-foaming agents – reduce surface tension of air bubbles, resulting in more rapid breakdown of bubbles

Today, additives make up as much as 30 percent of a motor oil's formulation. Modern additive systems can be sensitive to specific materials and negatively affected by the addition of other chemicals. Therefore, AMSOIL doesn't recommend mixing lubricants. You should also avoid using aftermarket additives that promise improved wear protection, fuel economy or other benefits. They're unnecessary in AMSOIL synthetic motor oils and can disrupt their precisely balanced formulations.

Don't expect AMSOIL to market *Amalec*, *Synerzoil* or *Tungsten-Enfused Oil* anytime soon. Do expect to see more proof of superior performance and value in AMSOIL synthetic motor oils. ■

GET THE MOST OUT OF YOUR MANUAL TRANSMISSION

Few things connect driver and vehicle like a smooth-shifting manual transmission. Though not as prevalent in the U.S. as they once were, manual transmissions still dominate classic car circles and often represent the first choice of enthusiasts.

Due to their relative simplicity compared to automatics, motorists may erroneously think manual transmission lubrication needs are simple, too. That's not the case. Manuals require fluids that...

- Enable smooth shifts
- Help control gear wear
- Reduce heat for improved gear efficiency
- Inhibit corrosion to gear surfaces

How They Work

In addition, most modern transmissions are equipped with synchronizers to enable smooth shifts. As the name suggests, the synchromesh unit – often referred to as the synchro, synchronizer or synchromesh gear – equalizes its speed with that of the gear being engaged, allowing a smooth shift. Without it, the gears spinning at different speeds would clash as they try to mate.

The synchronizer unit is comprised of two main components: the sleeve and the blocker or synchronizer ring. When the driver selects, for example, first gear, the sleeve moves to the first gear and locks onto the gear engagement teeth, also known as dogs. Engaging the clutch and selecting second gear results in the sleeve moving the other way and selecting second gear in the same fashion.

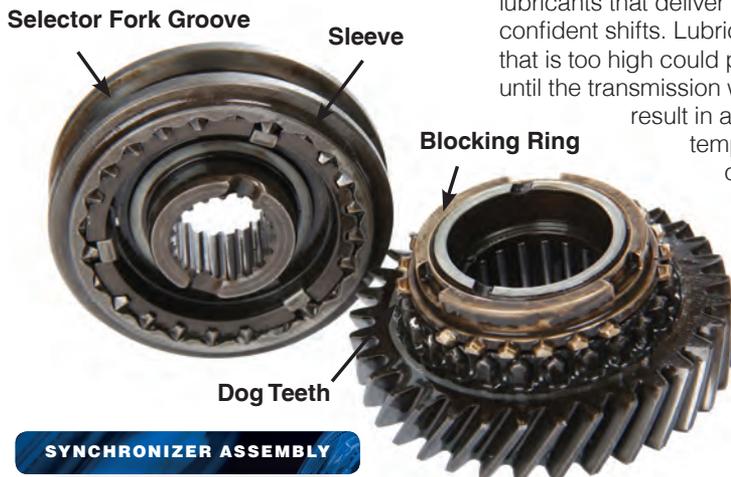
Before the sleeve can lock onto the gear, the rotational speed of each must first be synchronized. The friction between the blocker ring and a cone on the face of the gear equalizes their speed, allowing gears to mate without clashing. The entire process happens quickly and goes unnoticed in correctly operating transmissions.

Lubricant Requirements

Most drivers desire transmission lubricants that deliver smooth, confident shifts. Lubricant viscosity that is too high could prevent shifting until the transmission warms up or result in abnormally high temperatures during operation. Viscosity that is too low could cause the synchronizer and dog gear to engage too quickly, resulting in grinding or hard shifts and abnormal

transmission wear. The wrong frictional properties result in poor shift quality and, possibly, accelerated synchronizer wear.

Some drivers also assume they must use a fluid labeled for synchromesh transmissions, such as AMSOIL Manual Synchromesh Transmission Fluid (MTF), if their transmission is equipped with synchros. However, AMSOIL Manual Transmission & Transaxle Gear Lube (MTG) or even an AMSOIL synthetic automatic transmission fluid may be the primary recommendation, depending on the viscosity and/or frictional requirements of their transmission. Consult the AMSOIL Product Guide on www.amsoil.com for specific recommendations.



DID YOU KNOW?

Manual transmissions may call for an automatic transmission fluid, a 75W-90 gear lube, a fluid formulated for synchromesh units – even a motor oil in some older units. Maximizing transmission performance and life requires using the correct fluid. Consult the AMSOIL Product Guide on www.amsoil.com for specific recommendations.

No matter which fluid is recommended, AMSOIL formulates a lubricant optimized for superior manual transmission performance, helping drivers get the most out of their vehicles. ■

SAVE AT THE GAS PUMP



LESS FRICTION, MORE EFFICIENT ENGINE OPERATION

The benefits of AMSOIL synthetic lubricants are many. Superior wear protection, increased horsepower, cooler-running engines, reduced deposits, reduced oil consumption, resistance to oxidation and breakdown, easier winter starts – they all add up to a better-running, longer-lasting vehicle. But, for many motorists, improved fuel economy is an especially relevant benefit. Nearly everyone is interested in saving more at the pump.

It is well-documented that synthetic oils can help improve fuel economy by reducing friction, and now is a great time to take advantage of the fuel-economy benefits of AMSOIL synthetic lubricants.



AMSOIL Pi.® provides additional fuel-economy benefits, effectively improving fuel economy up to 5.7 percent, while reducing emissions and restoring power and performance.



Million Biker March

AMSOIL at forefront as Sturgis Motorcycle Rally sets record attendance.

Records are made to be broken, and the 15-year-old Sturgis Motorcycle Rally attendance mark was shattered during the 75th anniversary of the famed rally. City officials estimated more than one million visitors passed through the region for this year's rally, greatly surpassing the 633,000 visitors who attended the 60th anniversary rally in 2000.

As the Official Oil of both the rally and the legendary Buffalo Chip Campground, AMSOIL had a front row seat for all the madness, and business, available in the small South Dakota town.

"The lure of the 75th brought people out from every corner of the globe," said AMSOIL Trade Show Manager Patricia Stoll. "Traffic numbers showed about 90,000 vehicles coming into downtown every day of the rally, and with our presence on Main Street, I think we talked to just about all of them."

Stopping downtown is a must for rally goers every year, but the throng of motorcycle enthusiasts flooded the entire region, from Rapid City to Spearfish. The Buffalo Chip, which is long accustomed to large crowds due to its proximity to Sturgis and bevy of musical and motorsports entertainment, swelled beyond capacity at

this year's rally. Organizers said camping was up as much as 300 percent and record crowds flooded the amphitheater for nightly concerts that included Lynyrd Skynyrd and Def Leppard.

"It was an incredible year," said Sturgis Buffalo Chip President Rod Woodruff. "We hosted a record number of events, rides, bike shows and off-road truck races, and the concerts were just outstanding. The action was non-stop for 16 days."

Special events, including the TORC race at the Buffalo Chip, as well as several oil-change facilities and a large corporate presence throughout the region, ensured as many bikers as possible were exposed to AMSOIL and cemented the company's position in the motorcycle market.

"Traffic through our booth at the Chip, both in the Crossroads arena, as well as at the TORC race, easily tripled this year," said AMSOIL Race Program Manager Jeremy Meyer. "The whole vibe of Sturgis was amazing, and people really responded to all the events that AMSOIL was involved with during the 75th."

For a view of the 75th Sturgis Motorcycle Rally action, visit amsoilracing.com/events.



WITH JEREMY MEYER

Our heavy involvement in the Sturgis Motorcycle Rally got me thinking about how the region has become a motorsports hot spot for our company.

Racing in the Black Hills is alive and well, and we have positioned our brand to stick out at some of the region's largest events. Everything from off-road trucks to snowmobiles has found a successful home in the area. The TORC Series presented by AMSOIL formed a perfect partnership with the legendary Buffalo Chip Campground to race during the annual Sturgis Motorcycle Rally. The AMSOIL America Adventure five-day car rally will start at Mount Rushmore and drive across the western U.S. landscape to Las Vegas in October. To cap off our South Dakota presence, AMSOIL Championship Snocross will make its annual trek to Deadwood for two rounds of racing in January.

With all these exciting events, plus countless Dealer-led race programs from dirt tracks to drag racing, South Dakota is an important stop for Team AMSOIL several times each year.

South Dakota: a racing hot spot. Who would have guessed?

History Made at Indianapolis Motor Speedway

Midget drivers experience the thrill of a lifetime at 2015 Battle at the Brickyard.

The United States Auto Club (USAC) typically brings to mind the high-horsepowered sprint cars of a national series like the AMSOIL Sprint Car National Championship, but USAC is also the sanctioning body of a number of grassroots and youth programs, including the .25 Midget Series.

“As the Official Oil of USAC, AMSOIL is proud to support the young racers of tomorrow,” said AMSOIL Race Program Manager Jeremy Meyer. “The recent USAC Honda .25 Midget ‘Battle at the Brickyard’ is a perfect example of reinforcing the thrill of racing with today’s youth.”

With 352 cars signed in, not only did the race feature the largest car count in the history of the USAC .25 Midget program, but the 178 cars on the grid represented the most cars to ever grace the 2.5-mile oval at Indianapolis Motor Speedway (IMS).

Twelve-year-old driver Ben Burchard of Indianapolis was on the pole and served as Grand Marshall of the event. “Just last year we were here racing with everyone,” said his mother, Tammy. “Now Ben is fighting Metastatic

OsteoSarcoma, a form of bone cancer. We are so thankful to USAC for giving Ben this opportunity. I hope they know how happy they have made my son.”

Haulers entered the hallowed grounds at Indy on Thursday, July 9 at noon. Practice began Friday morning, but the second round was cancelled due to rain. After the track was dry, heat races began. As the sun began to set, officials worked with the IMS crews to re-schedule the “one lap around the track” drive for the .25 drivers.

By Saturday morning, the heat races and 40 lower mains wrapped up before drivers began to grid. Spots were marked off and every driver had a number where they would be placed. Families pulled their cars to their assigned spots and lowered them from their pit carts. Parents all loaded on pit road as photos were taken. Finally, the IMS Chevrolet Safety Crew trucks started the pace-car-led quarter midget lap and the IU ambulances brought up the rear.

“We lost just a few of the cars around the track, but it really was very cool for our families,” said USAC Director Kyle McCain.

“I’ve been coming here since I was seven years old,” said Joe Axsom, father of young racer Emerson. “We live here in Indy and we are at the 500 every year. But absolutely nothing can top this. I’m a little jealous actually.”

“It was totally awesome!” said Tanner Reif, of Henderson, Nev., after he jumped out of his car.

“The response (from the racers) was overwhelming and extremely humbling,” said USAC CFO Chandi McIntosh. “We saw a 53 percent increase in car entries and 178 children drove their quarter midget cars around the oval track of Indianapolis Motor Speedway. It was breathtaking.

“Our goal at USAC is to promote the proper atmosphere for our youth racers within this series. Yes, it is a competition. Yes, we race to win – but there is far more to it. We are teaching respect, kindness, support, as well as providing opportunities that encourage personal growth for our young competitors. Our goal is to enrich their lives by the experiences that we are able to provide both on and off the track, and I feel that is exactly what we did.”

One of the best stories of the weekend was when one young driver just couldn’t get going as the large field passed by him. After most of the kids had returned and were out of their cars, they jumped over the wall and began pushing him so that he too could experience the Indianapolis Motor Speedway track. Quarter midget drivers are very competitive, but their camaraderie tends to build life-long friendships.

The 2015 Battle at the Brickyard included 35 races. All rookie drivers received participation medallions, and the top three drivers in each class received gold, silver and bronze USAC medallions and engraved special edition “Battle at the Brickyard” bricks.



Stainless Steel Mug

Fourteen-oz. mug is thermally insulated for hot or cold beverages. Features clear acrylic outer shell, stainless steel inner shell and spill-proof lid.



Stock #	U.S.	Can.
G3340	9.95	13.30

Camouflage Cap

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



Stock #	U.S.	Can.
G3193	14.75	19.60



Long-Sleeve Camo Shirt w/Pocket

Constructed of 100% cotton jersey, this comfortable long-sleeve shirt is great for layering or wearing alone. Left chest pocket with screenprinted AMSOIL logo.

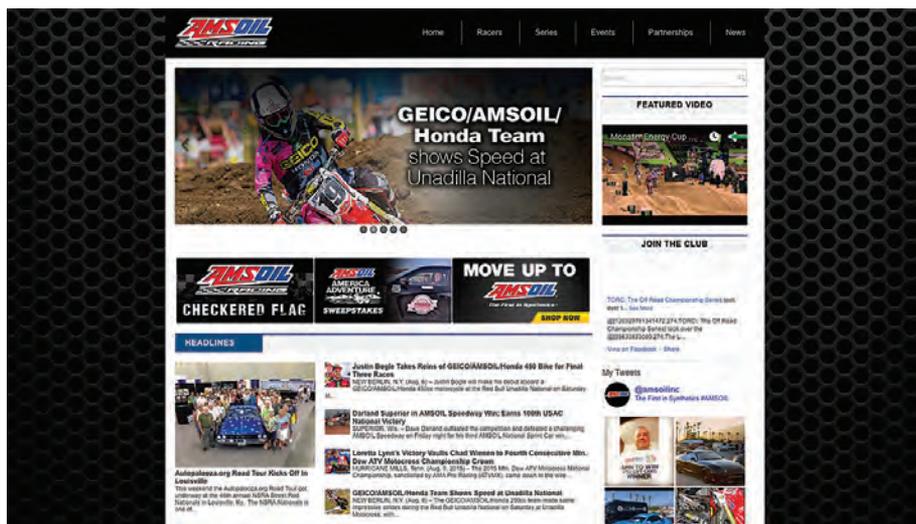
Stock #	Size	U.S.	Can.
G3241	S	26.75	35.55
G3242	M	26.75	35.55
G3243	L	26.75	35.55
G3244	XL	26.75	35.55
G3245	2X	29.75	39.55
G3246	3X	32.75	43.50

AMSOIL 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.

AMSOIL Racing Website Redesigned

The AMSOIL Racing website at www.amsoilracing.com now features a completely redesigned look. The new website offers easier navigation, additional features and a fresh, modern appearance. It is the definitive source for all the latest news about AMSOIL racing and promotional events. Be sure to visit the site daily for updates on AMSOIL corporately sponsored racers, schedules for upcoming events and exciting videos.





Full-Zip Hoody

Heather gray 80/20 cotton/polyester zippered sweatshirt features screenprinted AMSOIL logo across the chest. Split front pouch pocket. Rib knit cuffs and waistband.

Stock #	Size	U.S.	Can.
G3235	S	38.50	51.15
G3236	M	38.50	51.15
G3237	L	38.50	51.15
G3238	XL	38.50	51.15
G3239	2X	41.50	55.15
G3240	3X	44.50	59.10

Magnetic LED Work Light

Bright work light with 36 LEDs includes a .5 watt flashlight on top (with magnetic back), seven-position magnetic pivot stand, pivoting hook and non-slip grip. Excellent for use in the garage or vehicle and in emergency situations. Includes three AA batteries.

Stock #	U.S.	Can.
G3339	17.75	23.60



Hoody

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

Stock #	Size	U.S.	Can.
G2844	S	37.75	50.15
G2845	M	37.75	50.15
G2846	L	37.75	50.15
G2847	XL	37.75	50.15
G2848	2X	40.75	54.10
G2849	3X	43.75	58.10



Fender Cover

Expanded vinyl fender cover with sewn tool ridge and non-scratch underside.

Stock #	Wt. Lbs.	U.S.	Can.
G2803	2.0	19.00	25.30



'72 T-Shirt

Trendy short-sleeve shirt is constructed of comfortable 100 percent combed cotton. Features "distressed" design.

Stock #	Size	U.S.	Can.
G3276S	S	16.95	22.55
G3276M	M	16.95	22.55
G3276L	L	16.95	22.55
G3276XL	XL	16.95	22.55
G3276XXL	2X	18.50	24.60

AMSOIL/OGIO Duffle Bag

This 24" x 12" x 13" polyester/nylon duffle bag includes embroidered AMSOIL logo, front zippered pocket, ventilated shoe compartment with grab handle, custom-molded handle, side zippered accessory pocket, padded shoulder strap and all-metal hardware.

Stock #	Wt. Lbs.	U.S.	Can.
G3319	5.0	52.00	70.00





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The extreme loads, pressures and temperatures experienced by modern vehicles place increased stress on gear lubricants that can lead to a serious condition known as Thermal Runaway. As differential temperatures climb, gear lubes lose viscosity. When extreme loads and pressures break the lubricant film, metal-to-metal contact and heat occur.

This increased friction and heat, in turn, results in a further decrease in viscosity, which further

increases friction and heat. It is a vicious cycle that eventually leads to greatly increased wear and irreparable equipment damage.

This is why you need the premium protection offered by AMSOIL Severe Gear® Synthetic Gear Lube, especially if you tow. For superior protection against Thermal Runaway, choose AMSOIL Severe Gear and break the cycle.



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