



## *Product One Voice*

### *Q&A*

**Product: AMSOIL Injector Oil (AIO)**

**Product Area: Power Sports**

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**1. Question:**

What are some of the benefits of AMSOIL Injector Oil (AIO)?

**Answer:**

The synthetic design of AMSOIL Injector Oil provides a high level of lubricity which directly relates to wear protection of pistons and bearings. AMSOIL Injector Oil is excellent for outboard motors, snowmobiles and other applications requiring TC-W3 (water cooled engines) or API TC (air cooled engines). Other benefits include –

- Convenience – One oil for multiple applications
- Compatible with other oils allows oils to be mixed without concern, although it is always advisable to minimize mixing for best performance
- Injector oil or 50:1 premix
- Excellent cold flow properties
- Formulated for low deposits, low smoke and low odor

**2. Question:**

Is AMSOIL Injector Oil the same as HP Injector Oil (HPI)?

**Answer:**

No. HP Injector Oil, which was converted to HP Marine (HPM), was formulated to fulfill the requirements for the Evinrude E-TEC factory lean setting. AMSOIL Injector Oil was not formulated for that application, which allowed the new AMSOIL Injector Oil to perform better at cold temperatures, making it better suited for snowmobiles and as a multi-functional product. HP Marine is a more costly product, while the new AMSOIL Injector Oil is lower cost and set at a price point that allows it to compete favorably against other synthetic and non-synthetic two-cycle oils.

**3. Question:**

How should AMSOIL Dealers position these products in relation to the other AMSOIL 2-stroke products (Interceptor and HP Marine)?

**Answer:**

**Interceptor** is targeted at serious snowmobile riders who put on a lot of miles and want a product that is dedicated to snow. AMSOIL Interceptor supports their need for the ultimate in performance and protection for the most advanced two-stroke engines, including Ski-Doo E-Tec and Arctic Cat C-Tec. Its proven performance meets the specialized demands for valve cleanliness, piston wear and cold flow.

**Injector Oil** is targeted at customers who place a high value on convenience, with one product for marine and snowmobiles. It is ideal for owners of older outboard engines and snowmobiles who want the confidence and superior synthetic protection that comes from AMSOIL products.

**HP Marine** is targeted at marine enthusiasts who spend a lot of time on the water and want a product that provides the ultimate in protection and performance and which is purpose-built for outboards and is capable of meeting the most demanding EOM requirements, including the Evinrude factory-lean setting.

**4. Question:**

What is the recommended distribution channel?

**Answer:**

A combination marine and snow product has value to auto parts stores, convenience stores and smaller independent power sports dealers that want to offer an AMSOIL product but want to limit their inventory by carrying one product for both winter and summer applications. AMSOIL Injector Oil is priced to compete in these retail stores and deliver to retailers a good margin, with a 38.5% mark-up at suggested retail.

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