

AMSOIL SAVE¹⁰

NEWS AND IDEAS FROM AMSOIL

AMSOIL INC. • 925 TOWER AVE. • SUPERIOR, WISCONSIN 54880 • 715-392-7101 • FAX 715-392-5225

No Matter the Sled, AMSOIL Has It Covered

Most people have probably heard different companies reference their "proving grounds" when selling a product. Some automotive manufacturers are known for demonstrating their vehicles' performance and durability through a series of tortuous towing or extreme-temperature tests undertaken at their proving grounds. The entire process makes for great advertising, too.

In a way, spectators at the 49th running of the AMSOIL World Championship Snowmobile Derby in Eagle River, Wis. this month will be standing on the AMSOIL proving grounds. When P.J. Wanderscheid attempts to win his record fifth AMSOIL World Championship at the event, he will do so with AMSOIL DOMINATOR® Synthetic 2-Cycle Racing Oil in his sled. And it won't be an exclusive formulation made just for professional racers; it will be the same product readily available to all snowmobilers.

AMSOIL strongly believes that Racing is Research™. DOMINATOR and INTERCEPTOR® Synthetic 2-Cycle Oil, both excellent for snowmobiles, are the result of meticulous research and testing, much of it at race tracks and snocross courses around North America. AMSOIL-sponsored racers provide real-world opportunities to test and re-test AMSOIL products, and the information gathered allows AMSOIL synthetic lubricants to excel in all makes and models of sleds, whether used for hard-charging racing applications or all-day trail riding.

This is no easy task. Most riders are aware of the basics of two-cycle engine operation, but not necessarily the challenging conditions



"Ice oval racing is the most extreme test for a snowmobile engine, and DOMINATOR meets the challenge every time." - P.J. Wanderscheid

INSIDE: AMSOIL Provides Complete Vehicle Cold-Weather Performance.

Continued on page 3

Growing Synthetic Motor Oil Market Bodes Well for AMSOIL Business Opportunity

According to Erika Vela, crankcase technologist with Infineum USA, North America's premium synthetic motor oil market is growing 8 percent annually despite a flat-to-declining overall engine oil market. The eroding value of synthetic-blend motor oils is one contributing factor, she said. "The value of synthetic blend claims has deteriorated over time and is now on par with conventional claims," said Vela. While synthetic blend oils are failing to resonate with motorists, the opposite is true of premium synthetic oils, increasing sales opportunities for AMSOIL Dealers. An increasing number of consumers favor

premium synthetics due to extended drain intervals, increased fuel efficiency and better wear protection. "Premium performance has value for the consumer," Vela said.

AMSOIL extended-drain synthetic motor oils continue to provide motorists the best overall value, ensuring the rock-solid AMSOIL business opportunity continues allowing Dealers of all levels to achieve their goals. Dealerships can be renewed anytime by visiting www.amsoil.com and adding "Renewal" to your cart in the Online Store, by calling (800) 777-7094 or by mailing the form on the back to AMSOIL INC.

SAVE¹⁰

In appreciation of your previous patronage and membership, AMSOIL is offering 10 percent off all future orders. As long as you place an order within 15 months of your membership's expiration date, and at least once every 15 months thereafter, you will continue to qualify for this discount. That is, of course, unless you decide to take advantage of AMSOIL wholesale pricing once again by renewing your Dealership or Preferred Customer membership (see back cover for details).

This is just a small way for AMSOIL to say "Thank You" to its loyal customers.

U.S. & CANADA TOLL-FREE ORDERING: 1-800-777-7094

Hours: 7 a.m. to 5 p.m., Central Time, Monday through Friday.

AMSOIL Provides Complete Vehicle Cold-Weather Performance

Extreme cold can cause conventional motor oil, transmission fluid and gear lube to thicken, starving vital moving parts of necessary lubrication. In many cases, thick motor oil prevents vehicles from starting. Cold, thick transmission fluid results in delayed or sluggish shifts and inadequate protection for bearings, valves and other critical parts. Thick gear lube, meanwhile, requires more energy to turn the gears, reducing fuel efficiency. Because gears and bearings in the axle housing are splash-lubricated, conventional gear lubes that are too thick at cold temperatures can starve internal components of lubrication, which can cause excessive wear and premature failure.

Conventional petroleum lubricants thicken because they often contain paraffins (wax). While modern refining techniques remove most of the wax from petroleum oil, some wax-like molecules remain.

These wax-like molecules are soluble at ambient temperatures above freezing, but crystallize into a honeycomb-like structure at lower temperatures and cause circulation problems. At startup, this can leave working parts unprotected while the lubricant warms to a temperature that allows it to flow.

AMSOIL synthetic lubricants do not contain paraffins. They provide outstanding low-temperature fluidity for fast, dependable winter starts; quick, responsive shifts and immediate startup protection.

Superior Fuel & Coolant Additives

Diesel applications can be especially sensitive to cold-weather. As the temperature drops, the wax naturally found in diesel fuel begins to form crystals. The point at which wax crystals form is known as the cloud point. These wax crystals eventually clog the fuel filter and starve the engine

of fuel, preventing it from starting. While low-quality fuels may form wax crystals in temperatures as warm as 40°F, most fuels have a cloud point near 32°F. The point at which the wax crystals clog the fuel filter is known as the cold filter-plugging point (CFPP). AMSOIL Cold Flow Improver reduces the CFPP of ultra-low-sulfur diesel fuel by as much as 20°F for increased protection.

In frigid conditions, motorists often idle vehicles for extended periods to warm the interiors and defrost the windows. Not only can the practice be inconvenient, it wastes fuel as well. AMSOIL Dominator® Coolant Boost uses proprietary tiered-surfactant technology to provide quick and effective heat transfer inside radiator and cylinder heads, resulting in faster engine warm-up times. As a result, vehicle interiors warm more quickly and the defroster becomes effective sooner.



- 1) TRANSMISSION & TRANSFER CASE
Synthetic Automatic Transmission Fluid (ATF, ATL) flows readily in cold temperatures for fast circulation and protection, inhibiting wear and promoting responsive shifts.
- 2) GASOLINE ENGINE / DIESEL ENGINE
Signature Series Synthetic Motor Oil (ASM, ALM, AZO, ASL, ATM) and **Premium API CJ-4 Synthetic Diesel Oil (DEO, DME)** feature ultra-low pour points to ensure vehicles start immediately, even when the mercury plummets far below zero.
- 3) COOLING SYSTEM
Dominator® Coolant Boost (RDCB) inhibits harmful coolant system corrosion and reduces engine warm-up times up to 30 percent.
- 4) DIFFERENTIALS
Severe Gear® Synthetic Gear Lube (SVG, SVT, SVO) remains fluid in sub-zero temperatures to provide immediate lubrication and help extend equipment life.
- 5) DIESEL FUEL SYSTEM
Cold Flow Improver (ACF) helps prevent icing or gelling in diesel fuel, while **Diesel Concentrate plus Cold Flow Improver (DFC)** provides the added benefit of increased fuel economy. **Diesel Recovery (DRC)** quickly liquefies gelled diesel fuel, thaws frozen fuel filters and reduces the need for a new filter in untreated fuel that has gelled.



To find the right products for your vehicle, consult the Online Product Application Guide at www.amsoil.com.

No Matter the Sled, AMSOIL Has It Covered Continued from page 1

these engines face. Because combustion occurs on every revolution of the crankshaft, compared to every other revolution in a four-stroke engine, two-cycle engines generate more heat, placing increased demands on the oil. In addition, the oil burned in the two-stroke combustion process can leave deposits on the piston crown, skirts and ring grooves. The oil must be formulated to burn as cleanly as possible and control deposit formation; excessive deposits can result in engine failure. The high heat and tendency for deposit formation in two-stroke engines necessitate an oil with excellent lubricity, detergency and ability to prevent pre-ignition. In engines equipped with exhaust power valves, excess deposits can cause the valves to stick, causing erratic performance.

Racing only adds to these challenges, where high-rpm riding and frequent throttle bursts increase heat and the potential for oil-related failures. In addition to P.J. Wanderschied's Arctic Cat sled, AMSOIL researches the performance of its products in the Ski-Doo MXZ RS sleds equipped with Rotax® 600 engines used by Scheuring Speed Sports. The team's sleds encounter some of the toughest conditions imaginable

racing the snocross courses of the AMSOIL Championship Snocross Series. AMSOIL lubricants have been one of the keys to their success. In all the seasons they have used AMSOIL lubricants, Team Scheuring's sleds have never encountered an oil-related engine failure. Robbie Malinoski recently took the checkered flag in the series opener in November and followed that with a second-place finish at the next event. "There's only one oil I trust to protect my Rotax engines," team owner Steve Scheuring said. The Polaris sleds used by Judnick Motorsports, including three-time champion Ross Martin, also use AMSOIL 2-cycle oils.

Some original equipment manufacturers (OEMs) try to convince snowmobilers that only their OEM-branded oils, which often sell for exorbitantly high prices, provide the level of performance and protection required of their sophisticated machines. The research AMSOIL conducts extends beyond the lab and directly onto the race track, where professionals like Malinoski, Martin and Wanderscheid run their machines to the limit using AMSOIL synthetic motor oil. According to Wanderscheid, "Ice oval racing is the most extreme



"There's only one oil I trust to protect my Rotax® engines."

- Scheuring Speed Sports Owner
Steve Scheuring

test for a snowmobile engine, and DOMINATOR meets the challenge every time."

As AMSOIL says, Racing is Research, and the company's research definitively proves AMSOIL synthetic 2-cycle oils deliver maximum performance in all sleds, including those from Polaris, Arctic Cat and Ski-Doo.



DOMINATOR® Synthetic 2-Cycle Racing Oil API TC / JASO FC

Stock #	Units	Pkg./Size	U.S. Sugg. Retail	U.S. Save 10	U.S. Dealer/PC
TDRQT	EA	1 Quart	10.15	9.14	7.80
TDRQT	CA	12 Quarts	120.30	108.27	89.10

INTERCEPTOR® Synthetic 2-Cycle Oil API TC / JASO FC

Stock #	Units	Pkg./Size	U.S. Sugg. Retail	U.S. Save 10	U.S. Dealer/PC
AITQT	EA	1 Quart	10.15	9.14	7.80
AITQT	CA	12 Quarts	120.30	108.27	89.10



Gallons also available. Visit www.amsoil.com for pricing.

SAVE 10

NEWS AND IDEAS FROM AMSOIL

Renew Today!

Saving 10 percent off retail prices through Save 10 is great, but it doesn't match the value of wholesale pricing. Renew your Dealer/Preferred Customer membership today to get factory-direct pricing on premium AMSOIL products. You can renew anytime by visiting www.amsoil.com and adding "Renewal" to your cart in the Online Store, by calling (800) 777-7094 or by mailing the form below to:

AMSOIL INC., Attn.: Renewals, 925 Tower Ave., Superior, WI 54880

	U.S.		Canada	
	Dealer	Preferred Customer	Dealer	Preferred Customer
<input type="checkbox"/> 1-Year Renewal	\$30	\$20	\$45	\$30
<input type="checkbox"/> 5-Year Renewal	\$120	\$80	\$180	\$120
<input type="checkbox"/> 10-Year Renewal	\$225	\$150	\$340	\$225

Yes, please renew my AMSOIL Dealership. I agree to conduct my business in accordance with the provisions of the current AMSOIL Marketing Plan.

Yes, please renew my Preferred Customer membership.

To change status to an AMSOIL Dealership, call (800) 777-7094 or fax (715) 392-5225 and ask for a Change of Status Form (G18US, G18UC in Canada).

Name _____ Z.O. _____

Amount Enclosed _____ Check No. _____

Credit Card: MC VISA Discover Card No. _____ Exp. _____

Complete Name on Card _____

Credit Card Mailing Address _____

The AMSOIL Save 10 Newsletter sent courtesy of AMSOIL INC.

AMSOIL INC.
925 Tower Ave.
Superior, WI 54880
Fax: (715) 392-5225
Phone: (715) 392-7101

