



► DEALER EDITION

MAGAZINE

AUGUST 2025

MORE POWER TO DRIVE SALES

| PAGE 8



Superior Oil Filtration | PAGE 10

COMMERCIAL OIL ANALYSIS KITS DESIGNED TO IMPROVE PROFITABILITY

Oil Analyzers Inc. (OAI) offers three kits geared specifically to help commercial accounts get started with oil analysis. Each kit serves a specific function and is designed to help your accounts address problems and increase profitability.



Failure Analysis Program Kit (KIT15 U.S./KIT415 Can.)

Helps find the root cause of equipment failures through used-oil analysis and Oil Analyzers Inc. technical expertise. Once the root cause of equipment failure has been identified, an Oil Analyzers technical expert can help identify changes to routine maintenance to address the situation.

- Instruction Guide
- 3 Sample Bottles
- 3 Test Forms
- 3 Shipping Return Mailers
- 1 Vacuum Pump
- 25' Sample Tubing

Maintenance Improvement Program Kit (KIT16 U.S./KIT416 Can.)

Helps set businesses on a path toward improved maintenance practices, helping keep critical equipment operating efficiently for longer periods of time and helping find, diagnose and correct major issues before they result in critical failures and unplanned downtime.

- Instruction Guide
- 4 Sample Bottles
- 4 Test Forms
- 4 Shipping Return Mailers
- 1 Vacuum Pump
- 25' Sample Tubing

Drain Interval Improvement Program Kit (KIT17 U.S./KIT417 Can.)

Can help businesses extend their current lubricant drain intervals based on the condition of used-oil samples. Also provides information on key physical properties (viscosity, total base number, oxidation) that indicate whether the oil is suitable for continued service.

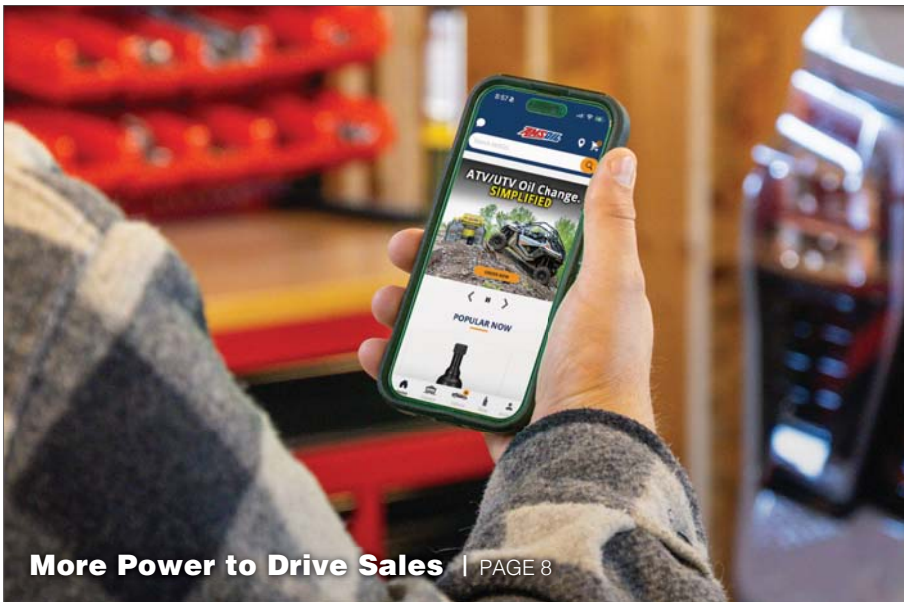
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**THE COVER**

Launching this fall, the new AMSOIL mobile app is designed to put the full AMSOIL experience in the hands of your customers.



From the Chairman

"Value" seems like a relatively simple concept, but when you look up the term in the dictionary, there are eight slightly varied definitions. "The monetary worth of something." "A fair return or equivalent in goods, services or money for something exchanged." "A numerical quantity that is assigned or is determined by calculation or measurement." "A relative duration of a musical note." You get the idea. When I talk about value in terms of what AMSOIL provides customers, I'm talking about customers' perceived return for their money, or the "relative worth, utility or importance" of the products and services we provide.

Value is subjective. One person might really value a great cup of coffee and spend time and money to procure top-quality coffee at home or from a local coffee shop, while another person might believe coffee is coffee and just buy whichever coffee is cheapest and brew at home. Even money is valued differently by different people. Some people will do anything to save a

bucket, while others are more willing to spend their hard-earned funds.

I want to ensure that AMSOIL provides products and services that customers value more than their competing choices. While value is subjective, and we can't be everything to everyone, we can do many things to increase our value for our target customers. We provide a wide range of specialized products designed to help equipment last longer and save customers' time. We make it easy to access information about our products and get product recommendations. We conduct extensive testing and publish detailed technical information. We include little extras in our oil-change kits and offer promotions to sweeten the deal. We deliver products fast and free on qualifying orders. We provide direct access to Customer Service and Technical Services personnel by phone or email. You can call and talk to a real person! All of these things add value for customers.

As a Dealer, you add value for your customers and accounts in multiple ways. Being responsive and reliable, anticipating needs, sharing your knowledge, acting as a trusted resource, helping accounts achieve their goals, answering your phone day or night and visiting your customers add value.

The products and programs we provide are designed to add value for the people we serve. When we work together to add value for others, your Dealership will grow, AMSOIL INC. will grow and everyone, including the customer, wins.

Alan Amatzio
Chairman & CEO

Build High-Volume Account Sales

AMSOIL offers industry-leading equipment with the AMSOIL Bulk Dispensing Co-op Program to help you grow sales with retail installers and large-volume commercial accounts.

HOW IT WORKS

- You purchase bulk dispensing equipment and supply it to your account in exchange for the account agreeing to a two-year minimum purchase commitment.
- AMSOIL subsidizes the equipment cost and automatically deducts the remaining balance from your commissions over a two-year period.

BENEFITS

- Help gain and retain accounts that prefer buying in bulk or are looking for better pricing.
- Overall, accounts' average monthly purchase totals have doubled after enrolling in the program.



ALEMITE OIL TROLLEY PACKAGE MODEL 343509:

- Oil package includes 3:1 RAM pump for 55-gallon drums (9918-A).
- HD reel with 30' hose - 1/2" inlet/outlet (7335-B).
- Electronic meter with flexible extension (3671).
- Air control with filter/regulator/gauge (7936).



FLUIDALL GRAVITY FEED TOTE-A-LUBE SYSTEM, T120-70-70:

- Designed for oil storage.
- (1) 120-gallon tank.
- (2) 70-gallon tanks.
- 24" stand.
- Drip tray assembly & dispense kit.
- 36" W x 44" D x 105" H.
- Transfer pump required.

ALEMITE TOTE MOUNTING PACKAGE MODEL 1450-IBC:

- Designed for 275-gallon totes.
- Model 9968 RAM 5:1 pump.
- Mounting brackets for reel and pump to attach to steel frame of tote.
- Connector hoses.
- Filter regulator.
- LD oil hose reel (1/2" x 35').
- Sight gauge.



FLUIDALL GRAVITY FEED TOTE-A-LUBE SYSTEM, T70-3:

- Designed for oil storage.
- (3) 70-gallon tanks.
- 24" stand.
- Drip tray assembly & dispense kit.
- 36" W x 44" D x 87" H.
- Transfer pump required.



ALEMITE TELESCOPING BARREL PUMP MODEL 6796:

Alemite Manual Pumps are available at AMSOIL.com/AMSOIL.ca for purchase at a discounted rate. Regular shipping and tax charges apply. Available in United States and Canada.

- Fits all containers up to 55-gallon (208-liter) drums.
- Floating check valve allows liquids to drain back from pump when not in use

For more information on the AMSOIL Bulk Dispensing Program, see the AMSOIL Bulk Dispensing Co-op Program Guide in the Dealer Zone (Digital Library>Literature>Dealer Literature).

LETTERS TO THE EDITOR

ATV/UTV OIL-CHANGE KITS

I recently became an AMSOIL Dealer and own both a CFMoto® ZForce® side-by-side and a CFMoto CForce® ATV. While reviewing the available CFMoto oil-change kits on AMSOIL, I noticed that, unlike other brand kits, they do not include the drain plug washer or the oil filter cover O-ring.

I'm unsure of the reason for this, but if it's due to a perception that CFMoto is not yet a widely recognized brand, I want to highlight that CFMoto has gained significant popularity in both the USA and Canada. In fact, it is one of the leading brands in powersports sales today.

Would it be possible for AMSOIL to offer a more complete oil-change kit for CFMoto that includes these essential components? Providing a full kit would not only improve convenience for customers, but also likely increase the sales of these kits.

I appreciate your time and consideration and look forward to your response.

Best regards,

Roland Leveille

AMSOIL: Congratulations on recently becoming an AMSOIL Dealer, Roland. You are correct; CFMoto has been gaining ground in the ATV/UTV market, and we thank you for your suggestion. Suggestions like yours weigh heavily in our product-development decisions. Currently, the only AMSOIL ATV/UTV kits that include washers and O-rings are the specially packaged AMSOIL ATV/UTV Kits For Can-Am® Vehicles. We will look into including them with other ATV/UTV kits where necessary. Thank you for bringing this forward.

SATISFIED CUSTOMER

I have a long-time customer who owns a 1999 Ford® F-350 PowerStroke®. He absolutely loves this truck. Since buying it new, he has used it daily to pull a heavy two-axle cargo trailer filled with tools, as well as horse trailers and fifth-wheel campers on weekends. This truck definitely gets put to work.

Recently, the truck experienced a failed head gasket around one of the cylinders. With just under 400,000 miles on the odometer, he decided

to have his local diesel shop pull the engine, inspect it and refresh it with new bearings, gaskets and any other necessary components.

The shop later contacted him with surprising news — when they tore the engine down, they found virtually no carbon buildup or sludge, and every part they inspected was in excellent condition. Needless to say, the customer was ecstatic and called me right away. Thanks to this experience, he remains a loyal AMSOIL customer and plans to continue using AMSOIL oils and filters for many more years in all of his vehicles and equipment.

Thank you,

Jake Randall

AMSOIL: We love hearing stories like these, Jake. Thank you for sharing. It sounds like you have a customer for life, while the diesel shop could be an excellent lead as an AMSOIL installer account.

SMALL-ENGINE OIL

As a small-engine mechanic, I really enjoyed reading the article in the May 2025 edition about the small-engine oiling systems (May "Tech Talk"). You did a great job of explaining the difference. The article did a great job of explaining the benefits of running AMSOIL Synthetic Small-Engine Oil as well.

Before I started using AMSOIL, I would have to change the oil in my small engines every year as the oil would be black by the end of the season. I have a lawn tractor with a pressurized oiling system with a filter. I filled it with AMSOIL 10W-30 Synthetic Small-Engine Oil three seasons ago, and the oil is still clean.

I fill all my customers' equipment with AMSOIL Synthetic Small-Engine Oil. My customers bring me their equipment before the start of every season for maintenance and appreciate the fact that they don't need an oil change every season. It is an excellent product!

Keep up the great work!

Tom Farkas

AMSOIL: We're glad you enjoyed the article, and thank you for your positive feedback, Tom.

AEROSOL CANS

Why can't the nozzle on the P.i.® cans be made to lock into one position rather than spinning in a 360°? They are sloppy loose and fall off all the time and the new can shape is not very user-friendly to the straw-retention straps that worked well on the older can shape.

Thanks,

Al Rittenhouse

AMSOIL: We assume you're referring to one of our aerosol products rather than P.i., Al. While we're currently exploring new nozzle options, the shape of our aerosol cans was updated for manufacturing efficiencies. The new can shape is made from a two-part steel design with an interior coating that is more efficient and environmentally friendly than the old three-part tin can that used a welded seam. With the industry moving away from three-part cans, our new can shape provides more flexibility for filling options.

OIL CAPS

First of all, I would like to thank all of you for GREAT products! I would like to see a more aggressive grip on oil caps (specifically Bar & Chain Oil) as older hands, cold weather or gloves make it more difficult to use. Something similar to Castrol® quart caps (not that I would use) are easier to grip.

Thank you,

Paul Schnell

AMSOIL: Thank you, Paul. Packaging plays an important role in the overall user experience of our products. We continually evaluate new opportunities to improve our packaging and will take your suggestion under consideration.

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Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



Alex Thompson | DIRECTOR, PRODUCT MARKETING – AUTOMOTIVE & COMMERCIAL PRODUCTS

Synthetic Lubricants Resist Sludge Better than Conventional Oils

Sludge is the result of insoluble debris overloading the lubricant.

Anyone who has purchased a new vehicle knows its value depreciates the instant it's driven off the lot. In some ways, lubricants behave the same way. Once you install an oil or transmission fluid, it begins to age, especially conventional lubricants.

Oxygen reacts with the lubricant and results in a permanent chemical change where oil picks up oxygen and gets thicker. Just like oxygen attacks metal surfaces and causes corrosion, it negatively affects lubricants and reduces their ability to lubricate, cool and protect components. Excessive heat speeds the oxidation process. In fact, every 18°F (10°C) increase in temperature doubles the rate of oxidation.

Adding to the challenge, contaminants begin to form during normal operation. In engines, hot combustion gases can blow by the piston rings and contaminate engine oil. Glycol from engine coolant, water that forms with temperature fluctuations, soot (in diesels) and fuel are other common contaminants that affect lubricants. Left unchecked, contaminants accelerate chemical reactions, which overloads the lubricant and causes the formation of sludge – a gelatinous substance that wreaks havoc in engines.

Sludge can block the oil passages and oil-pump pick-up screen, resulting in oil starvation. You don't have to be an engineer to know what eventually happens to an engine that runs without oil. Often, the negative effects are cumulative rather than sudden. Many engines with variable valve timing (VVT) use oil-pressure-operated mechanical devices to change valve timing, duration and lift. Sludge can plug the solenoid screen or oil galleries and impact

Signature Series Cleans

AMSOIL Signature Series Synthetic Motor Oil has **50% more** detergents^D to help keep oil passages clean and promote oil circulation. It provides **90% better protection** against sludge.^{DD}

the operation of VVT mechanisms, eventually leading to a costly repair bill. Sludge reduces efficiency and increases time and money spent on maintenance.

Although we typically associate sludge with engines, it also affects transmissions, particularly those used in severe-service applications. Modern automatic transmissions feature a dizzying array of oil passages, gears, clutch packs and electronics. A steady supply of clean, high-quality transmission fluid is vital to getting the most out of your transmission. Sludge can clog the narrow oil passages and cause delayed or elongated shifts. Just as in engines, severe cases of sludge in transmissions can plug filters, leading to starvation and catastrophic failure.

Given the laws of chemistry, it seems nearly impossible to protect your vehicles against sludge, especially since modern engines and transmissions run hotter than their predecessors. But the good news is high-quality synthetic lubricants resist the tendency to form sludge while extending oil service.

As you may suspect, synthetic base oils do a better job resisting sludge than conventional base oils because they are naturally more resistant to oxidation. AMSOIL synthetic lubricants are formulated with base oils that resist reactions with free radicals that create

sludge, similar to how you need to keep up a strong immune system to resist chemical and genetic changes that can lead to cancer.

Detergent, dispersant and antioxidant additives also play a key role. They help maintain internal cleanliness by suspending contaminants, minimizing contaminant agglomeration and fighting free radicals to keep this cancer from forming in your engine.

Dirty components run poorly, pollute and don't last. They cause system failures in engines, compressors and gearbox systems that dramatically increase downtime, increase operating costs and reduce equipment life. Clean lubrication systems, on the other hand, require less maintenance, produce more energy, use fuel more efficiently, increase equipment service life and run cleaner.

AMSOIL synthetic lubricants not only resist oxidation and sludge formation, they can help clean existing deposits in neglected engines due to superior detergency. With modern engines and equipment demanding higher-quality lubricants, it's good to know AMSOIL synthetic lubricants are formulated to protect against sludge in the toughest operating conditions. Just like we all want to stay healthy so we can live long and purposeful lives, we want to keep sludge from forming in our engines so they can do the same!

MORE POWER TO DRIVE SALES

New AMSOIL App Coming Soon

We have stepped up our online ordering experience in recent years to help improve customer reach and loyalty. The “Your Ultimate Oil Change” campaign, for example, promotes AMSOIL oil-change kits and the Shop by Vehicle tool at [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.ca). These initiatives, along with others, are helping drive growth. Now we’re launching an app for Preferred Customers and online/catalog customers that promises to further accelerate online ordering with a new level of speed, ease and convenience.

Launching this fall, the new mobile app is designed to put the full AMSOIL experience in the hands of your customers. Packed with innovative features, the AMSOIL app will empower customers to shop smarter and faster, seamlessly manage vehicle maintenance and stay in the loop on the latest promotions and maintenance tips.

Faster, Smarter

The AMSOIL app delivers all the functionality of our website, but with additional personalization and ease-of-use features. The app will feature one-tap access and a user-friendly interface that streamlines the ordering experience.

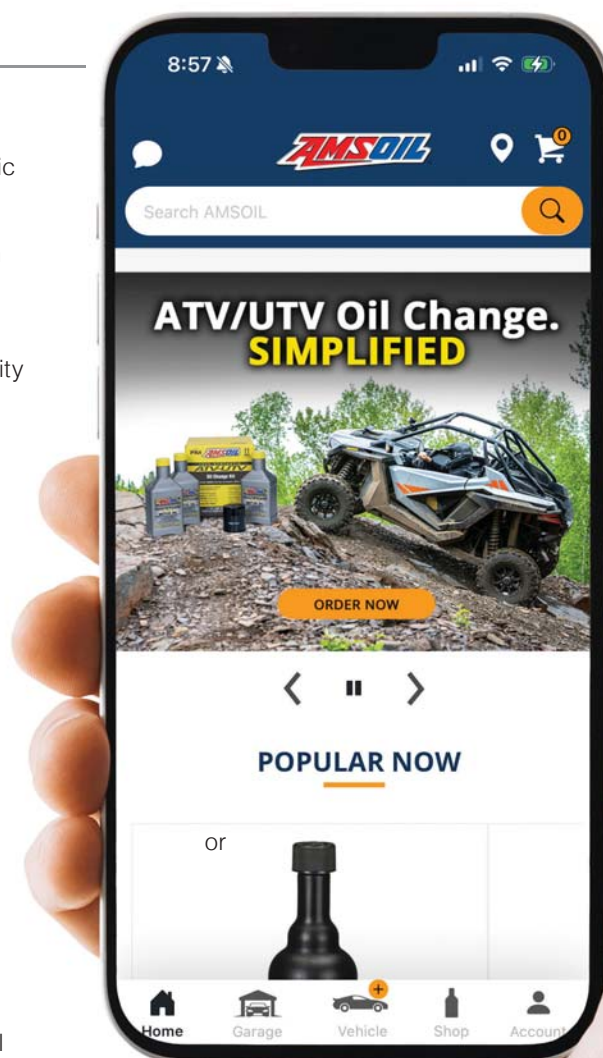
Whether searching for motor oil, tracking vehicle maintenance or staying updated with the latest promotions, the app puts everything in the customer’s hand, whether they are on the couch, in the garage or on the go. Its intuitive interface places critical tools where they can easily be found.

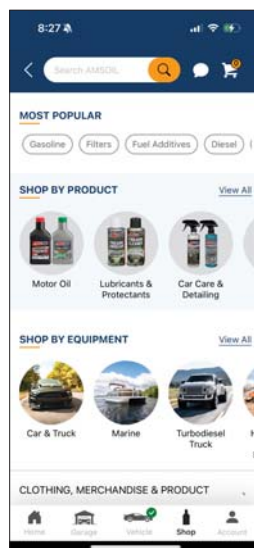
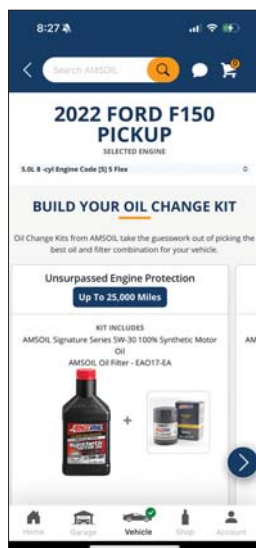
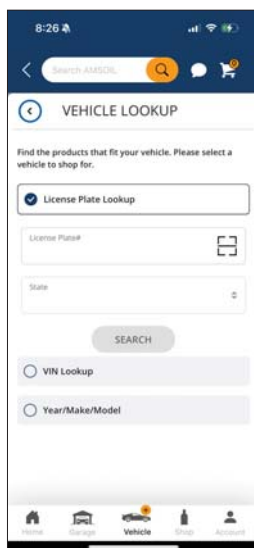
For fast access, the app supports biometric features like touch ID and face ID. This means customers can effortlessly log in with a single fingerprint or glance at their phone, enhancing both security and convenience.

A Powerful Tool

The AMSOIL app is more than a mobile storefront; it’s a comprehensive tool designed to simplify vehicle care.

The Shop by Vehicle tool at [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.ca) allows customers to enter their vehicle details license-plate number and state to see exactly what they need to order, including oil-change kits with the correct type and amount of oil and filter needed for a complete oil change, fuel filters, fuel additives, cleaners, protectants and other maintenance products. Now the AMSOIL app is taking things a step further.





ENHANCED SHOPPING

Shopping in the AMSOIL app makes product discovery and checkout more efficient than ever. The app organizes our extensive product lineup into easy-to-navigate carousels, letting you browse by product category, such as gasoline, diesel and powersports. Whether customers need products for their lawnmower, snowmobile or pickup truck, the app ensures they will find exactly what they need with minimal effort.

The app's shopping cart automatically adjusts to reflect previous purchases and preferences, ensuring a personalized experience. Its streamlined design includes intuitive navigation through its footer menu, with quick access to all necessary tools.

The footer menu dynamically changes based on the customer's selected vehicle, further enhancing personalization.

EXPANDED SEARCH

Unlike web-based searches, the AMSOIL app offers a native search experience with trending suggestions that help you find products faster. This level of refinement ensures time spent searching is kept to a minimum.

ULTIMATE COMPANION

The new AMSOIL app simplifies the customer experience by consolidating vital tools and resources into one convenient platform that fits in your hand, making it the ultimate AMSOIL companion, and a powerful driver of product sales and customer loyalty.

The app version of the Shop by Vehicle tool allows customers to use their phone to snap a photo of their license plate or VIN and instantly retrieve vehicle details. This feature will save time and improve confidence as users build their product orders.

MyGarage Access

The app fully syncs with MyGarage, a platform designed to track and manage vehicle-maintenance schedules.

The app allows customers to:

- Add vehicles by typing in the VIN or license-plate number and state, or simply taking a photo of the license plate.
- Set up push notifications for reminders about oil changes and other essential maintenance.
- Keep all vehicle-maintenance records in one place.

These features help ensure your customers will never miss a beat when it's time to perform maintenance or reorder products.

Push Notifications

The AMSOIL app helps keep customers in the loop on the latest from AMSOIL.

Your customers will be the first to hear about:

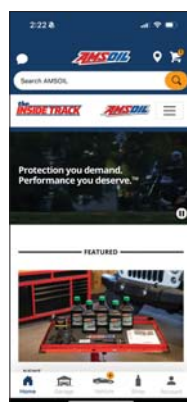
- New product launches.
- Special offers.
- Vehicle-maintenance alerts.

Push notifications help customers stay on top of maintenance and keep them in the AMSOIL sphere – boosting sales and customer loyalty.

The Inside Track

The Inside Track blog is fully integrated into the app, allowing customers to explore articles on vehicle and equipment maintenance, influencers, events and in-depth product insights, all while on the go.

A powerful search function ensures customers can quickly find the information they need.





Superior Oil Filtration

AMSOIL Oil Filters (EAO/EA15K) feature advanced, full-synthetic media that traps and holds a greater amount of small, wear-causing contaminants compared to conventional filters. They provide extended service intervals for increased convenience while helping reduce engine wear.

High Efficiency

Efficiency is a filter's ability to capture contaminants. The more efficient a filter is, the more contaminants it will remove from oil. AMSOIL Oil Filters provide a filtering efficiency in accordance with industry standard ISO 4548-12 of 99% at 20 microns – one of the best ratings on the market. Some competitors also claim 99% efficiency, but at larger particle sizes of 30 to 40 microns.

Less Restriction

Proper oil flow is essential to keep engine parts lubricated at all times. AMSOIL Oil Filters' synthetic fibers are smaller than the fibers used in traditional filters, allowing for lower restriction which decreases engine wear. Our filters allow oil to flow through more easily than a typical cellulose filter does during cold-temperature warm-ups.

Contaminant Retention

A filter's capacity refers to the amount of contaminants it can hold and still remain effective. AMSOIL Oil Filters have a greater capacity for small, wear-causing contaminants than competing filter lines. They last longer and ensure the oil is properly filtered.

Superior Construction

AMSOIL Oil Filters are made with premium-grade full-synthetic media. The strictly controlled processing of this media

ensures accurate filter construction and delivers higher capacity and efficiency along with better durability.

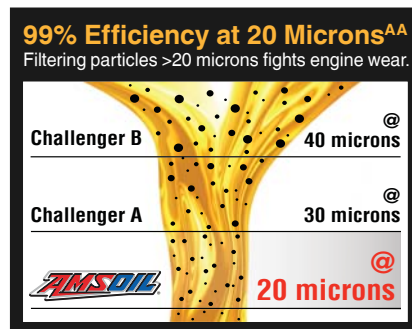
Our full-synthetic media technology is resin-free to resist degradation from hot oil. It features a rigid mesh material that is pleated with the media for superior strength.

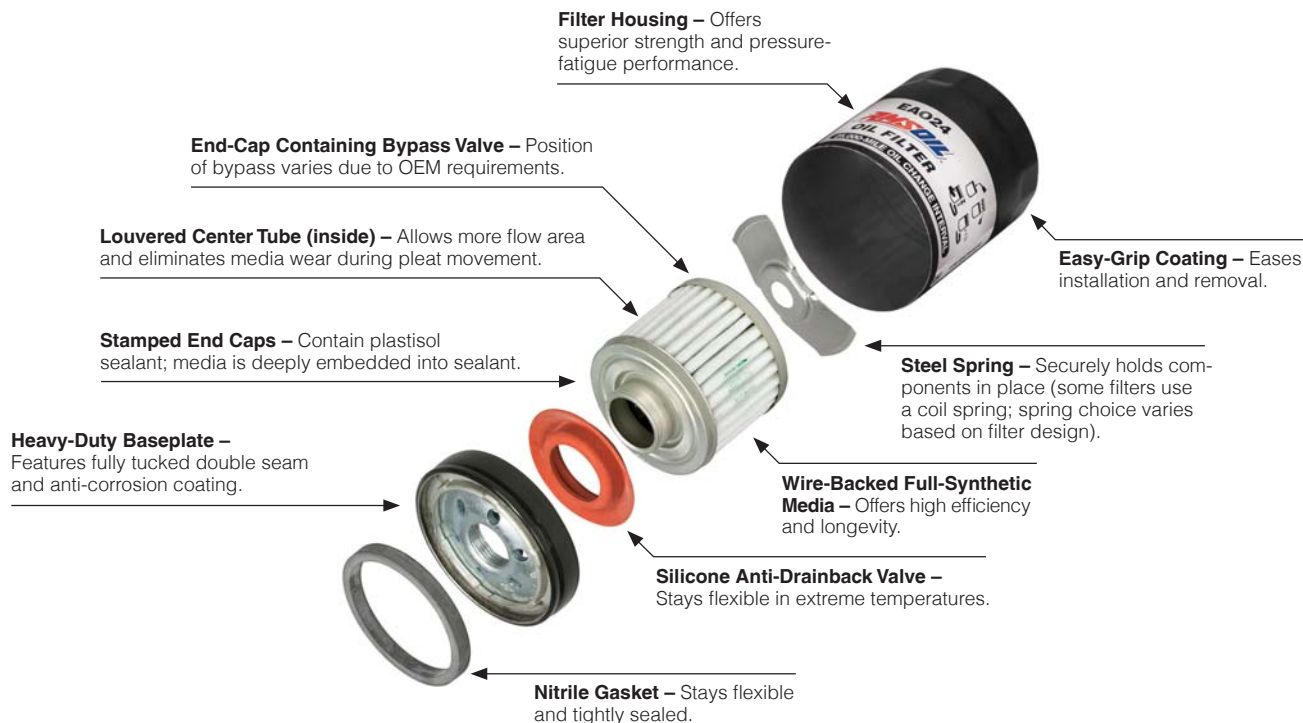
AMSOIL Oil Filters are constructed with nitrile gaskets that remain flexible and have been tested to extreme distances in severe environments. They feature fully tucked seams, a molded element seal, roll-formed threads and a long-lasting, premium-grade silicone anti-drainback valve.

Easy-Grip Coating

AMSOIL Oil Filters feature a textured coating to ease installation and removal.

^{AA}In accordance with industry-standard ISO SO 4548-12.





Service Life

When used in conjunction with AMSOIL synthetic motor oils, AMSOIL Oil Filters are guaranteed for extended service life:

- Filters designated with product code EA15K are recommended for 15,000 miles (24,000 km) or one year, whichever comes first, in normal or severe service.
- Filters designated with product code EAO are recommended for 25,000 miles (40,000 km) or one year, whichever comes first, in normal service or 15,000 miles (24,000 km) or one year, whichever comes first, in severe service.
- NOTE: Change oil filter at every oil change.

Consult the AMSOIL Product Guide, AMSOIL Online Filter Cross-Reference or MyGarage at AMSOIL.com/AMSOIL.ca to determine the appropriate filter for each application. When AMSOIL Oil Filters are used with a motor oil other than AMSOIL synthetic motor oil, the filter should be changed according to the vehicle manufacturer's recommendation.

Most AMSOIL Oil Filters feature a reference arrow to aid in proper installation. Once the filter is finger tight, it is easy to gauge the additional .75 to 1.25 turns required to ensure a good fit. Over-tightening can lead to leakage.

Note: The reference arrow is unavailable on a select few AMSOIL Oil Filters.



More Premium Filters

AMSOIL Heavy-Duty Extended-Life Oil Filters (EAHD)

Provide excellent 99% filtering efficiency at 20 microns and high contaminant capacity for heavy-duty on- and off-road diesel and gasoline applications. Provide extended service intervals that coincide with the maximum drain intervals of AMSOIL synthetic engine oils.

AMSOIL Bypass Oil Filters (BMK)

High-efficiency bypass filters effectively remove minute dirt particles and soot by working in conjunction with the engine's full-flow oil filter.

AMSOIL Motorcycle Oil Filters (EAOM)

High-efficiency filters available for the motorcycle and powersports market. Provide excellent 99% filtering efficiency at 20 microns. Available in black or chrome (as available).

Aftermarket Partners

AMSOIL also offers premium filtration products from its aftermarket partners, including Donaldson, WIX and MANN FILTER.

Donaldson
Filtration Solutions

WIX
FILTERS

MANN
FILTER



PROTECT AGAINST CYLINDER-LINER CAVITATION

Dry and wet cylinder liners

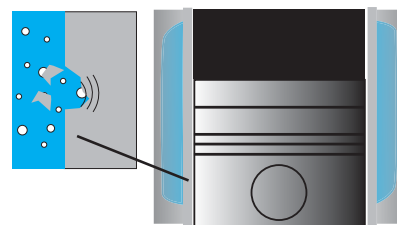
Dry cylinder liners are commonly used in smaller engines and passenger vehicles where cooling demands are lower. They do not come into direct contact with the engine's cooling system, but are pressed or fitted into the engine block, which is used for heat dissipation.

Wet cylinder liners are commonly used in heavy-duty engines where efficient cooling is critical. They are in direct contact with and surrounded by the engine's coolant, helping efficiently dissipate heat. While wet cylinder liners provide better cooling performance, they are more susceptible to corrosion if the cooling system is not properly checked and maintained.

How cylinder-liner cavitation occurs

When the engine is running, the pistons move vertically inside their liners several thousand times per minute. Meanwhile, the rotary motion of the crankshaft applies a thrust force through the connecting rods to the piston. These contradictory movements cause the pistons to hammer the liners, causing significant vibration, similar to the effect of ringing a bell. This vibration can cause air bubbles to form in the coolant surrounding the liner.

When the bubbles rupture, they direct a high-pressure stream of coolant at the liner. Like a rushing river carving away a canyon wall, the coolant can erode the liner until cavities form. Left unchecked, these cavities can keep



HOW CYLINDER LINER CAVITATION OCCURS

Imploding bubbles direct high-pressure coolant toward the cylinder liner, creating cavities through which the coolant can enter and mix with oil, damaging the engine.



AMSOIL Heavy-Duty Antifreeze & Coolant (ANTHD)

- **Excellent** protection against corrosion, cylinder-liner cavitation, freezing and boil-over.
- **Virtually** eliminates scaling problems.
- **Maximum** protection in extreme temperatures and operating conditions.
- **Long-lasting** protection for up to 1,000,000 miles (1,600,000 km), 20,000 hours or 8 years, whichever comes first, in heavy-duty applications.
- **Ethylene** glycol 50/50 pre-mix formulation.

AMSOIL Propylene Glycol Antifreeze & Coolant (ANT)

- **Excellent** protection against corrosion, cylinder-liner cavitation, freezing and boil-over.
- **Virtually** eliminates scaling problems.
- **Maximum** protection in extreme temperatures and operating conditions.
- **Long-lasting** protection for up to 1,000,000 miles (1,600,000 km), 20,000 hours or 8 years, whichever comes first, in heavy-duty applications.
- **Propylene** glycol concentrated formulation – requires mixing with distilled or high-quality water.

growing and eventually penetrate the liner, allowing oil and coolant to mix. Once that happens, it's only a matter of time before the engine fails.

Prevention is the best practice when it comes to cavitation. That task falls on the engine coolant, and there are two ways formulators typically design engine coolant to fight cavitation.

Metallic salts

For years, formulators have added metallic salts, like nitrites and molybdenates, to coolant that attach themselves to the liner and form a sacrificial layer. When the coolant bubbles implode, the metallic salts absorb the pressure and break off from the liner surface rather than the metal itself. Metallic salts naturally deplete over time, meaning motorists must replenish them periodically by adding a supplemental coolant additive (SCA) to the coolant reservoir, typically midway through the service interval. Unfortunately, this is often overlooked.

Organic acid technology

The trend in the coolant market – and the strategy we use at AMSOIL – is to eliminate adding an SCA by formulating coolant with organic acid technology

(OAT). The chemistry of OAT coolants passivates the liner surface, which coats it in a thin, inert layer that provides protection against cavitation and corrosion. Unlike metallic salts, the additives in OAT coolants last much longer, eliminating the need to replenish the system with an SCA. Modern OAT coolants also help fight problems associated with traditional “green” coolants, like scaling and additive drop-out (which lead to “slime” in the coolant system) due to incompatibility issues.

Aside from using an OAT coolant, it's good practice to check coolant levels periodically. Also, make sure to check the pH and glycol levels annually. Glycol is important to the level of freeze protection and the coolant's boiling point. Over time, the water can evaporate from the system and increase glycol concentration, throwing off the coolant's balance. Perform fluid analysis once a year for best performance. We offer that service through Oil Analyzers Inc. (www.oaitesting.com). We also offer antifreeze test strips (G1164).



In third-party, industry-standard testing, cylinder liners protected by AMSOIL show virtually no signs of cavitation.¹

¹Based on results of the ASTM D7583 cavitation test

AMSOIL coolants effectively protect cylinder liners against cavitation erosion/corrosion pitting, without the problems associated with nitrite technology. Nitrites can cause aluminum corrosion, and they are being banned from coolants used by a growing number of manufacturers in both the heavy-duty and automotive markets. AMSOIL coolants feature top-performing technology that performs extremely well in ASTM D7583 (John Deere Cavitation Test) testing.



MORE PERFORMANCE, LESS WEAR: WHY GEAR-OIL COMPATIBILITY MATTERS

Many people overstress their vehicles, especially in the summer, pulling trailers, campers or boats, sometimes exceeding their rated towing limits in sweltering heat. Commercial vehicles often spend their lives in severe service. Severe-service conditions place extreme pressure on transmissions and differentials, making the proper selection of gear oil essential for maintaining the performance, efficiency and longevity of vehicles.

GL-4 vs. GL-5

The American Petroleum Institute (API) classifies gears using GL ratings, ranging from GL-1 to GL-5. Higher GL rating numbers represent more severe applications. GL-1 is the least severe and can usually be satisfied with a motor oil, while GL-5 is the most robust for managing severe applications.

The main difference between GL-4 and GL-5 gear oils is the level of extreme-

pressure (EP) additives included in the formulation. EP additives protect gears by providing a sacrificial layer on gear surfaces. They are essential for protecting gears operating under heavy loads and extreme temperatures.

While some GL-5 oils claim backward compatibility with GL-4 applications, it's critical to follow manufacturer specifications to avoid excessive wear on sensitive components. For optimal

protection, consult your owner's manual or use the Shop by Vehicle tool at AMSOIL.com/AMSOIL.ca for the manufacturer's recommendation. These sources will provide the specified viscosity (75W-90, 75W-110, 80W-90, 75W-140, etc.) and specification (API GL-4, API GL-5, API MT-1, etc.) recommended for your application.



GL-4 Gear Oil

GL-4 oils are typically recommended for spur and helical gears found in manual transmissions and transaxles where moderate speeds and loads are expected. They contain a balanced amount of extreme-pressure (EP) additives for smooth gear operation without causing undue wear to softer, yellow-metal components like brass or bronze synchros. This makes GL-4 the go-to choice for specific gearboxes requiring compatibility with sensitive components.

GL-5 Gear Oil

GL-5 gear oils are typically recommended for hypoid gears in automotive axles and differentials where high-speed and high-load conditions are common. GL-5 oils have nearly twice the EP additives of GL-4 oils. These advanced additives form a sacrificial barrier, protecting against wear in high-load regions. This formulation makes GL-5 oils indispensable for vehicles subjected to towing, off-road use or other extreme conditions.

Thermal Runaway

The extreme pressures and temperatures generated by modern vehicles can lead to a serious condition known as “thermal runaway.” As differential temperatures increase, gear lubricants lose viscosity and load-carrying capacity. When extreme loads break the lubricant

film, metal-to-metal contact occurs, increasing friction and heat. This increased friction and heat, in turn, results in further viscosity loss, which further increases friction and heat. As heat spirals upward, viscosity spirals downward. Thermal runaway is a vicious cycle that leads to irreparable equipment damage and ultimately catastrophic gear and bearing failure.

Proven Protection

AMSOIL SEVERE GEAR® Synthetic Gear Lube is engineered to meet the demands of the most punishing applications and extreme environments. SEVERE GEAR is engineered with high film strength for high-load demands. It reduces friction and provides the ultimate protection against wear, excels in extreme temperatures, helps maintain efficiency and far outperforms conventional gear oils. SEVERE GEAR is excellent for all cars and trucks, but it's especially well-suited for towing, hauling, racing, commercial use and other severe duty.

SEVERE GEAR is formulated with proprietary additives that create an iron-sulfide barrier on gear surfaces, shielding them from wear, pitting and scoring. This unique technology helps ensure that components stay in peak condition, even under the heaviest loads.

How good is it? SEVERE GEAR uses technology that has been tested in one of the most challenging applications on earth – wind turbines. Prior to AMSOIL entering the sector, the wind industry struggled with high maintenance costs and component longevity. AMSOIL helped turn that around, and today we are a significant player in the industry. While our synthetic formulations for wind turbines differ from automotive applications, some of the same pioneering technology that protects turbine gearboxes is used in SEVERE GEAR formulations to protect vehicles.

Advanced Technology

Modern vehicles boast more horsepower and torque than ever before, subjecting their differentials to increased levels of stress and heat. Thermal runaway has become a true threat. Gear oils must provide adequate wear protection in extreme conditions, while also providing maximum fuel efficiency. To protect these vital components, it's essential to install the recommended gear lube for your vehicle. To maximize performance and protection, AMSOIL SEVERE GEAR provides technology that has been tested in the most extreme applications on the planet. For those who demand the best, AMSOIL SEVERE GEAR offers peace of mind backed by cutting-edge science and proven durability.



THE IMPORTANCE OF DEALER CERTIFICATION

Dealer Certification is crucial for building your Dealership and maximizing earnings.

Getting Certified Helps You...

- **Develop** your customer base
- **Build** your team
- **Reach** higher product profit values

PROFIT TIER SCHEDULE

Profit Tier	Min. Total Monthly Team Sales
Tier 1	–
Tier 2	\$1,500
Tier 3	\$3,000
Tier 4	\$5,000
• Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits. • Must be Customer Certified to earn Tier 4 profits.	

	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	• Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator	• Eligible to be assigned new Dealers	• Eligible to be assigned retail accounts	• Eligible to be assigned commercial accounts
How to Get Certified	• Complete Customer Basic Training • Register 4 new qualified customers annually OR • Register 2 or more new qualified customers annually and meet one of the following alternative qualifications: • Have been a Dealer for less than 2 years • Have 24 or more active buying customers • Have more than \$10,000 in personal purchases plus 5 or more active buying customers	• Complete Sponsor Basic Training • Be Customer Certified • Sponsor 1 Dealer	• Complete Retail Basic Training • Be Customer Certified • Register 1 retail account	• Complete Commercial Basic Training • Be Customer Certified • Register 1 commercial account
How to Maintain Certification	• Have at least four new qualified customers registered within the past 12 months	• Have at least one new qualified Dealer registered within the past 12 months	• Have at least one new qualified retail account registered within the past 12 months	• Have at least one new qualified commercial account registered within the past 12 months

August Closeout

The last day to process August telephone orders is Friday, Aug. 29. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central on Sunday, Aug. 31. All orders received after these times will be processed for the following month. Volume transfers for August business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Saturday, Sept. 6.

Holiday Closings

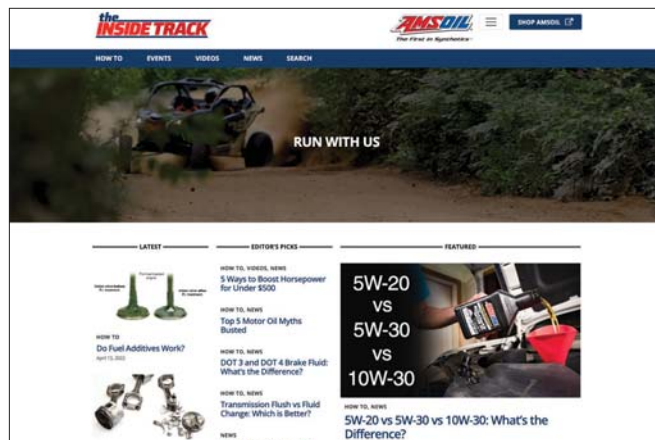
The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Sept. 1 for Labor Day.

AMSOIL Richardson 112 Cap

New AMSOIL Richardson 112 cap has the fit and quality you expect from Richardson Caps. Six-panel, all-black hat with mesh back and adjustable plastic snap closure for a universal fit. Features the AMSOIL logo embroidered in white on the front.



STOCK #	U.S.	CAN.
G3866	\$30.00	\$39.00



Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.

CLEANER. FASTER. EASIER.

The AMSOIL easy-pack helps you access tough-to-reach fill holes. The flexible packaging makes changing fluid cleaner and faster, and eliminates the need for a pump.

Stay ahead of the curve with this revolutionary solution to challenging installations.





Customized Marketing Solutions to Power Your Dealership

AMSOIL offers customized marketing assets through the AMSOIL Print Center and Installer Print Center to help you grow sales.

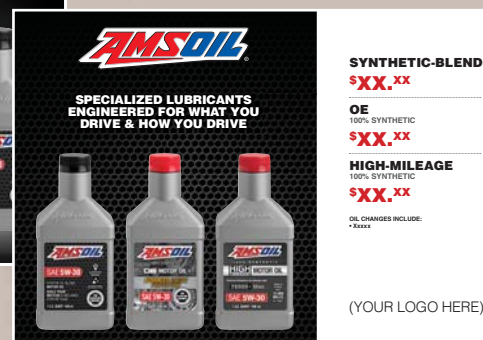
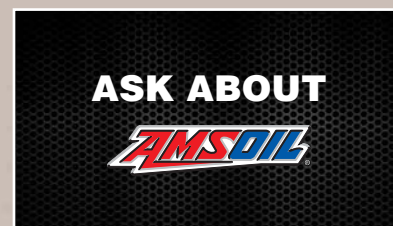
AMSOIL PRINT CENTER

The AMSOIL Print Center has items for your independent Dealership — business cards, catalogs, banners, advertisements, posters, vehicle magnets and more. Access the AMSOIL Print Center through the Dealer Zone (Business Tools>Marketing Your Dealership>AMSOIL Print Center).

AMSOIL INSTALLER PRINT CENTER

The new AMSOIL Installer Print Center features marketing assets for your installer accounts, including banners, flags, signage and more. Plus, menu boards and counter mats are **free** for installers.

You can access the Installer Print Center through the Dealer Zone (Business Tools>Additional Retail & Installer Sales Tools & Resources>Installer Print Center). Retail accounts can reach the Installer Print Center by logging in to their account at AMSOIL.com/AMSOIL.ca. It is also accessible at AMSOIL.com/installerprintcenter.



SYNTHETIC-BLEND

\$XX.XX

OE

100% SYNTHETIC

\$XX.XX

HIGH-MILEAGE

100% SYNTHETIC

\$XX.XX

OIL CHANGES INCLUDE:

4000

(YOUR LOGO HERE)



Volume discounts can help you secure the deal

The AMSOIL Commercial Program and Installer Program offer discounts to accounts based on purchases they make throughout the year.

Jamie Prochnow | RETAIL PROGRAM MANAGER

Talking to Dealers, it's clear more people know the AMSOIL brand now than ever before. A typical sales conversation used to start with people asking, "What is AMSOIL?" While that's still possible, brand recognition is changing our starting point when talking to potential accounts. What hasn't changed is the need to educate accounts on the whole AMSOIL product line and the full benefits of the Installer and Commercial Programs.

While AMSOIL products cannot be sold on price alone, the subject will eventually come up. It's important to understand the programs' discount structures to best serve your accounts. Both the Installer and Commercial Programs have competitive volume discount structures to help sell the full line of AMSOIL products. Make sure you understand the different levels and when the discounts start.

Installer Discount Program

U.S. ANNUAL PURCHASES	DISCOUNT
\$10,000 - \$24,999.99	5%
\$25,000 - \$99,999.99	10%
\$100,000+	15%

CANADA ANNUAL PURCHASES	DISCOUNT
\$12,000 - \$29,999.99	5%
\$30,000 - \$109,999.99	10%
\$110,000+	15%

Commercial Discount Program

U.S. ANNUAL PURCHASES	DISCOUNT
\$5,000 - \$9,999.99	5%
\$10,000+	10%

CANADA ANNUAL PURCHASES	DISCOUNT
\$6,000 - \$11,999.99	5%
\$12,000+	10%

Discounts are earned when an account hits the purchasing threshold, and they are locked in for the year they were earned and the full following year. During that time, a discount can increase, but cannot decrease. Discounts work on a calendar-year basis, and sales from Jan. 1 – Dec. 31 are used to determine an account's yearly discount. It's important to contact your accounts throughout the year to let them know if they are close to earning a higher discount or at risk of losing a discount. This is especially true for installers this year, as the lower threshold was raised from \$3,500 U.S./\$4,000 Canada to \$10,000 U.S./\$12,000 Canada. The earlier you reach out, the better.

We recognize there will be times when a deeper discount is needed to secure or maintain a large account. Extended discounts are possible with shared cost between AMSOIL and the Dealer. Dealers have access to a total 20% discount with 25% commission reduction or a total 30% discount with 50% commission reduction. This is on a case-by-case basis and a discussion will be needed to approve the extended discount for reasons like competition, share-of-wallet growth or significant revenue potential.

Extended discounts are a last resort when working with accounts. As stated above, AMSOIL will never be a leader in price. When discounts begin to be applied, it often triggers a race to the bottom, and we will never have the room our low-cost competitors do.

These discounts are not for chasing low-performing competition. We simply won't compete with low-quality products. Our customer base is one that seeks quality and sees the value our Dealers and programs deliver. However, in the right situations, additional discounts can be what's needed to lock down a long-term opportunity. If you feel an extended discount is needed, a good place to start is by filling out the Retail or Commercial Questionnaire. We can then work together to see if a deeper discount is the right next step.

AMSOIL developed the commercial and retail value propositions using extensive market research. These values are designed to help you put your best foot forward with relevant talking points important to your accounts. You can learn more about these programs by completing the Commercial and Retail Training Programs in the Dealer Zone. Additionally, the Sales-Process Training Program can help you learn how to approach prospective new accounts and keep the conversation from focusing too much on price. As always, happy selling.



TURN INSIGHTS INTO ACTION WITH DEALER ZONE REPORTS

Your reports in the Dealer Zone provide a wealth of information that can help you reach out to customers with personalized messages and ensure their needs are met.

- **Thank** customers for a recent purchase.
- **Remind** customers to renew their account that's about to expire.
- **Reach out** to accounts with invalid credit cards on file to get updated information.
- **Encourage** retail accounts to use their co-op credit.
- **Identify** purchasing trends to see if you should recommend a customer change their account status to save money.
- **And more.**

Log in to the Dealer Zone at my.AMSOIL.com and click "Reports" on the left-hand side to start gaining insights into your valuable customer data.



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you demand. | *you deserve.™*

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WE HONOR



(Discover in U.S. only)

Are your customers using AMSOIL Oil Filters? Their superior performance is a perfect match for AMSOIL synthetic motor oils. Find the right filter for their vehicles at AMSOIL.com/lookup.
AMSOIL.com



Minimum 10%
Post-Consumer Fiber

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