



► DEALER EDITION

MAGAZINE

JANUARY 2026

OUTSTANDING COOLING-SYSTEM PROTECTION

| PAGE 8





LAB TESTED, FIELD PROVEN



We have punished Arctic Cat,*
Polaris,* Ski-Doo* and Yamaha*
sleds in the lab, on the trail and in the
mountains to ensure AMSOIL products
deliver the protection you demand
and performance you deserve.



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DEALER EDITION

JANUARY 2026



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THE COVER

Premium AMSOIL coolants provide outstanding cooling-system protection, delivering superior heat transfer and excellent protection against corrosion, freezing and boil-over.





From the Chairman

A recent article by Tom Glenn in *Lubes 'N' Greases* magazine highlighted industry concerns about substandard lubricants in the market. A survey of lubricant distributors and independent manufacturers revealed that participants suspect some competitors are cutting corners to produce lubricants that may not meet performance specifications in order to maintain or increase profits while meeting consumer demands for lower pricing. All I can say is, "wow." These shameful practices don't just create an unfair playing field for lubricant manufacturers, they undermine the value of lubricants themselves and put consumers' vehicles and equipment at risk.

You can rest assured that AMSOIL does not cut corners. We absolutely explore every avenue to control costs, but we do so while adhering to strict performance requirements. We formulate up to a performance standard, not down to a price. Quality is a cornerstone of the AMSOIL brand and a crucial factor in our mission to earn the loyalty of every customer. And, quality isn't just about the product in the bottle – it's about the entire experience we deliver to our customers. From shopping online or speaking to our team on the phone to the way our products look and feel

when they reach customers, every touchpoint matters.

While some of our competitors are actively engaged in a race to the bottom, we remain committed to producing the best products in each category in which we participate. We publish documents and videos that reveal test results to demonstrate the superiority of AMSOIL products, but you don't have to take our word for it. Our website is filled with customer ratings and reviews, our blog contains powerful testimonials and multiple industry leaders have chosen AMSOIL as an official partner, including Lingenfelter Performance Engineering, Banks Power, Pleasurecraft, Kohler, Briggs and Stratton and now, Fleece Performance Engineering.

Last month, we announced an exciting new co-branded line of diesel oil with Fleece. A copy of that announcement is included in the Centerlines section of this edition of *AMSOIL Magazine*. Those of you who participate in diesel markets know the Fleece name well. Fleece is a family-founded organization that started in a barn in Indiana. They are passionate about innovation, performance, quality and American manufacturing – a perfect match

for AMSOIL. I am excited about this partnership and the possibilities it can unlock for AMSOIL Dealers. Fleece serves the same core diesel segments we serve – people seeking maximum reliability, like contractors, hotshot truckers and others who use diesel pickups to earn a living, and people seeking maximum performance, like racers, competition pullers and diesel enthusiasts. Partnering with Fleece will increase our exposure with these consumers and open doors for you to earn sales not only with diesel oil, but with our full portfolio of products.

Partnerships like the one we've forged with Fleece exemplify our dedication to serving customers who demand the best. We will continue to raise the bar and strive to deliver products and services that build trust and earn customer loyalty. When you match our commitment, your Dealership will flourish.

Alan Amatuzio
Chairman & CEO



PRODUCT SPOTLIGHT:

AMSOIL Spray Grease (GSP)

WHAT IS IT?

- **White lithium spray grease** ideal for greasing hard-to-reach equipment.

WHAT DOES IT DO?

- **Protects** against wear and corrosion.
- **Lubricates** moving parts for smooth, squeak-free operation.
- **Adheres** to metal surfaces for long-lasting performance.
- **Applies** quickly and evenly.
- **Provides** excellent water resistance.

WHO IS IT FOR?

- **Do-it-yourselfers, commercial accounts, retail accounts.** Applications include hinges, industrial chains, latches, slides, winches, overhead door tracks, thrust bearings, gears, cables, nuts and bolts, locks, guide rails, springs, bushings, ball joints, garage doors, receiver hitches, pivot points and other external moving parts.

Not available in Canada.

LETTERS TO THE EDITOR

PRODUCT CATALOG

I would like to suggest that a product index be placed inside the front cover of the AMSOIL Product Catalog (G290).

Thank you,

Fred C. Mertz

AMSOIL: Great idea, Fred. If space allows, we will add a product index during the next revision.

16-GAL. KEGS

I have a potential retail location that is interested in purchasing 16-gallon kegs of HP Marine® Synthetic 2-Stroke Oil (HPM). The 16-gallon kegs of that product (and the other products listed in that 16-gallon keg size option) are more expensive than if they would purchase the product in quarts, cases or drums. There is no cost saving for purchasing in the 16-gallon keg. In fact, it is more expensive to purchase in that size. Is the reason due to the convenience and cost associated with the keg?

Thank you,

Jim Fillion

AMSOIL: Great question, Jim. Unfortunately, you are exactly right – 16-gallon kegs are a more costly packaging option. They are not the most popular packaging option industrywide, so there are a limited number of suppliers that can produce kegs that meet our quality requirements. Limited supply competition also means suppliers can charge higher prices, and freight costs are high when customers buy a single keg. All of those factors drive 16-gallon keg pricing upward.

SHIPPING

I just read the September 2025 letter to the editor on shipping issues. Since the closing of the Wichita Distribution Center, I have had no choice but to have my orders shipped to me. Of all my orders, only ONE has arrived unscathed. With my most recent order, it looked like everything was just tossed into a big box, then paper wadding just stuffed on top. An item was missing from my order. Even the UPS driver said, at least it's not leaking or he'd have to send it back. I think some packaging training is long overdue.

Mike Gast

I've been using AMSOIL for 30 years and been a Dealer for 25 or so. I have to concur with Ron Wright's comments on damaged items during shipment. I recently ordered one 2.5-gallon ATF, one 14-oz. tube of grease and one oil analysis kit. There was crumpled brown paper on the ATF jug to fill the gap up to the top of the box, but absolutely nothing surrounding the tube of grease or stuffed down the three-inch gap beside the ATF jug to prevent lateral shifting. During unpacking, there was grease on the outside of the tube, inside the box and on the manifest, ATF jug and AMSOIL decal. The metal pop-top end had been crushed open and deformed. I have also received grease tubes with the plastic cap popped off and rattling around in the box, so this isn't the first time. Frankly, the lack of common sense and proper packing on some shipments in the last five years or so has left me shaking my head.

This is a "packing 101" error, and should never be allowed to leave the warehouse that way. Are these folks not being given adequate training, are they rushing to complete an order, is turnover high or is there lack of oversight, quality-control checks or supervision on the line? Where is the famous AMSOIL pursuit of excellence and attention to detail we have all come to know and expect? I'm glad to read there are steps being taken to improve shipping and mitigate damage. I hope it's more than "a mile wide and an inch deep."

Regards,

Liam Lang

AMSOIL: Thank you for sharing these experiences with us, Mike and Liam. We have been working hard to investigate and identify ways to improve. We recently executed a study on the integrity and configuration of our shipping boxes. Effective at the start of the year, stronger boxes and tape will be used at all distribution centers. We are also introducing ongoing new training on proper packing techniques, and we upgraded our software to provide better packing instructions to help ensure orders are packed for maximum integrity. We expect these changes will deliver swift results and improve the overall customer

experience, and we have introduced metrics so we can measure our progress and continue to improve moving forward. Thank you for your patience as we work through these issues.

WHITE LITHIUM GREASE

I am working with a potential commercial account that is needing white lithium grease for his machine shop. We have the Spray White Lithium Grease (GSP), but my question is with the recent acquisition of Aerospace Lubricants as our grease manufacturer, would white lithium grease be available to AMSOIL Dealers and customers? This potential customer is having a harder time finding white lithium grease for his equipment.

Another product machinists have asked about is Metal Protector (AMP) in gallons that was once available. I know this is for a specialized market, but as America and Canada both are working to increase our manufacturing capabilities, these specialized lubricants will be needed as demand grows. AMSOIL does not need to send this business to Valvoline,* Royal Purple,* Lucas,* Mobil 1* and other competitors.

Richard and Sabrina Anaya

AMSOIL: Thank you for reaching out, Richard and Sabrina. Feedback from Dealers weighs heavily in our decision-making process, so we appreciate your input and we've shared your suggestions with the right people for future consideration. Product and package requests may be submitted through the "Contact Us" link at AMSOIL.com. All requests are properly reviewed and documented to assess opportunity, demand and volume.

Email letters to:
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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.



Garret Gibeau | PRODUCT DEVELOPMENT ENGINEER II

Prevent diesel-fuel gelling this winter

Cold-flow improvers keep the fuel flowing – and your truck rolling.

Up here in the northern U.S., we've entered the frigid winter season. We have to throw on an extra layer of clothing to combat temperatures well below zero and clear ice from our ice-fishing holes a little more frequently.

For those operating diesel vehicles, it's also important to be wary of the fuel you're using.

Diesel fuel can gel in winter

Diesel fuel contains naturally occurring paraffins (wax) that solidify in cold temperatures. Normally the wax is in liquid form, and because it provides high cetane value, it delivers a valuable benefit. When temperatures drop, wax crystals form and cling to one another. As temperatures continue to decrease, wax-crystal formation continues until it restricts the flow of fuel through fuel lines and filters, eventually stalling the engine. Wax formation in fuel is commonly known as "gelling." Depending on the fuel, gelling can occur at temperatures below 32°F (0°C). Higher biodiesel blends, such as B20, can begin gelling at even warmer temperatures.

Cold-weather terminology

In addition to "gelling," a few other common terms describe diesel cold-weather performance:

- **Cloud point** – The temperature at which wax crystals begin to form in diesel fuel. This is normally around 32°F (0°C), but can be as high as 40°F (4°C).
- **Cold-filter-plugging point (CFPP)** – The point at which wax crystals in untreated diesel fuel clog the fuel filter.
- **Pour point** – The lowest temperature at which diesel fuel maintains its ability to flow.

Winter-blend diesel fuel

The ultra-low-sulfur diesel (ULSD) at every pump must meet certain CFPP characteristics to help protect drivers. Refineries typically achieve this by producing winter-blend diesel fuel.

Winter-blend diesel is simply the standard #2 diesel fuel available at fuel stations everywhere mixed with some percentage of #1 diesel fuel. Number 1 diesel contains less wax and offers cloud and pour points of typically -20°F (-29°C) or colder, making it preferable in colder weather and essential in the coldest regions of the country.

So, why not just use #1 diesel in winter and call it a day? Because it produces approximately 95% the energy output of #2 diesel, reducing fuel economy and horsepower. It's also a lot more expensive to produce, and the refinery passes that additional cost to the consumer.

Winter weather is unpredictable

Winter-blend diesel fuel does a decent job preventing gelling, but it's not foolproof. Standards for winter-blend diesel fuel can vary significantly across the country, with northern states offering stronger blends and southern states offering milder blends. Refiners typically base their blends on temperature projections that don't leave room for sudden and violent temperature swings. Up here in Superior, Wis., we can easily go from 40°F (4°C) to below zero in hours. If a driver arrives in the area running fuel that isn't blended for those temperatures, the fuel could gel and leave the driver stranded.

In those situations, having an emergency diesel fuel additive on hand can be a life saver. AMSOIL Diesel Recovery (DRC) quickly dissolves gelled fuel to allow the operator to continue driving with minimal downtime. Its solvents and dispersants effectively break the molecular bonds between wax crystals, dissolving the

gel structure and returning the fuel to a liquid state. It thaws frozen fuel filters and reduces the need for an emergency filter change, saving inconvenient and expensive tows or trips to an auto-parts store.

Use cold-flow improvers

Rather than tempt fate, diesel operators are well-advised to use a diesel fuel additive, like AMSOIL Diesel Cold Flow (ADD) or AMSOIL Diesel 4-IN-1 (ADB), to prevent fuel gelling in the first place. Diesel Cold Flow's polymer-based additives are engineered to lower the fuel's CFPP, significantly enhancing cold-temperature operability. The additives control phase change by converting any large wax crystals into many smaller crystals. AMSOIL Diesel Cold Flow absorbs onto these waxy crystal surfaces, reshaping them into needle-like or rounded shapes that don't interlock like the large crystals. This prevents them from coming together to form blockages, keeping them suspended and allowing fuel to flow through fuel lines and filters. While it does not change the cloud point, it effectively controls wax-crystal size, shape and dispersion, reducing filter plugging and maintaining consistent fuel flow. In addition, Diesel Cold Flow functions as an advanced deicer, helping prevent fuel-filter icing by reducing ice formation in the presence of moisture (not to be confused with the function of Diesel Recovery).

For the best protection this winter, use AMSOIL Diesel Cold Flow or AMSOIL Diesel 4-IN-1 at every fill-up. It will keep your diesel starting and performing well throughout the winter, which will be one less thing to worry about on cold mornings.

Outstanding Cooling-System Protection

A vehicle's engine generates enough heat to destroy itself, and it is up to the cooling system to keep the engine within a safe operating temperature range. Preventive maintenance, including fluid maintenance, is essential to extending radiator and engine life and keeping them in top working order.

Coolant's important role

Besides aiding engine-temperature regulation, a quality coolant will also protect against:

- **Corrosion** that damages metal components.
- **Scaling** that interferes with heat transfer.
- **Cavitation and pitting** that damage cylinder liners (heavy-duty applications).

Coolant consists of a base (typically ethylene glycol or propylene glycol) mixed with additives and water. The base is primarily responsible for keeping the engine from turning into a block of ice in winter and a geyser in summer. Mixing water with coolant raises boil-over protection to around 265°F (129°C) and freeze protection to around -34°F (-37°C). The additives guard against corrosion, cavitation and scaling, while water effectively removes heat from the engine.

Coolant neglect

Coolant-system issues account for about 40% of engine problems, often due to motorists neglecting to maintain their coolant. It's easy to see why – coolant is a long-drain-interval product. With service intervals of around five years (and longer in heavy-duty applications), it's not top-of-mind. Compare that to engine oil, which is changed at least yearly and sometimes more often.

Coolant neglect leads to all kinds of problems, particularly if using

inexpensive conventional green coolants found at almost every retailer. For example, corrosion occurs when an imbalanced coolant chemically reacts with metallic surfaces, forming reddish deposits that can appear as sludge or slime. Fouling can occur from contamination of the cooling system by microorganisms that create sludge and fouled surfaces with byproducts of rust or corrosion. As coolants age, the chemical protection of the metal surfaces breaks down and sludge accumulates.

OAT and HOAT

The additives in green coolants use inorganic-acid technology (IAT), which relies exclusively on inorganic salts such as nitrites, phosphates and silicates for protection. Formulating exclusively with inorganic salts has drawbacks. They deplete rather quickly and can lead to scale buildup and sludge if maintenance is neglected.

One solution is to formulate the coolant using organic-acid technology (OAT). These coolants don't contain phosphates, silicates or other inorganic salts, virtually eliminating problems associated with conventional green coolants. They also last longer.

Another solution is hybrid organic-acid technology (HOAT). These coolants rely heavily on organic acids, but strategically use some inorganic salts to take advantage of their protective properties. A properly formulated HOAT coolant delivers long service life and excellent protection.

SCAs

Heavy-duty diesel operators often use supplemental coolant additives (SCAs). They're designed to be added to the coolant about halfway through the service interval, replenishing the additives that have depleted. However, the operator must test the coolant using test strips and match the color of the strip to a chart. The risk is adding too much SCA, which can cause additive "dropout." This occurs when the additives separate from the coolant base and form sludge and slime that plug coolant passages. Too much SCA can also lead to scale buildup, which inhibits heat transfer.

Fortunately, there's a better way. You can use a high-quality coolant that doesn't require the hassle of SCAs and does a better job of fighting common problems like scale, sludge and slime.

AMSOIL coolants

Premium AMSOIL coolants provide outstanding cooling-system protection, delivering superior heat transfer and excellent protection against corrosion, freezing and boil-over. They are compatible with all other coolant colors and all plastics and elastomers (hoses, gaskets, etc.) found in cooling systems, and they provide superior protection for aluminum, steel, cast iron, copper, brass and solder alloys.



AMSOIL PROPYLENE GLYCOL ANTIFREEZE & COOLANT (ANT)

- **Proprietary** HOAT formulation delivers maximum cooling-system protection in extreme temperatures and operating conditions.
- **Protection** up to 150,000 miles (241,000 km) or 5 years, whichever comes first, in passenger cars and light trucks.
- **Protection** up to 1,000,000 miles (1,609,344 km), 20,000 hours or 8 years, whichever comes first, in heavy-duty and off-road applications.
- **Fully formulated:** DOES NOT require the use of SCAs or extenders.
- **Phosphate-**, nitrate-, nitrite-, silicate-, borate- and amine-free.
- **Boil-over protection** up to 265°F (129°C) with a 15-psi radiator cap.
- **Freeze protection** down to -34°F (-37°C).
- **Concentrated.** Requires mixing with distilled or high-quality water.



AMSOIL HEAVY-DUTY ANTIFREEZE & COOLANT (ANTHD)

- **Proprietary** HOAT formulation is further enhanced with anti-scalant, anti-fouling and water-pump lubrication additives.
- **Protection** up to 1,000,000 miles (1,609,344 km), 20,000 hours or 8 years, whichever comes first, in heavy-duty and off-road applications.
- **Fully formulated:** DOES NOT require the use of SCAs or extenders.
- **Phosphate-**, nitrate-, nitrite-, silicate-, borate and amine-free.
- **Boil-over protection** up to 265°F (129°C) with a 15-psi radiator cap.
- **Freeze protection** down to -34°F (-37°C).
- **Pre-mixed** 50/50 with high-purity water.



AMSOIL PASSENGER CAR & LIGHT TRUCK ANTIFREEZE & COOLANT (ANTPC)

- **Unique** OAT formulation imparts multi-vehicle application.
- **Protection** up to 150,000 miles (241,000 km) or 5 years, whichever comes first, in passenger cars and light trucks.
- **Engineered** to exceed original equipment manufacturer (OEM) requirements.
- **Phosphate-**, nitrate-, nitrite-, silicate-, borate- and amine-free.
- **Boil-over** protection up to 265°F (129°C) with a 15-psi radiator cap.
- **Freeze protection** down to -34°F (-37°C).
- **Pre-mixed** 50/50 with high-purity water.



AMSOIL POWERSPORTS ANTIFREEZE & COOLANT (PSAF)

- **Optimized** for powersports cooling systems.
- **Ethylene-glycol** formulation meets OEM requirements.
- **Extended-life** formulation lasts up to five years.
- **Borate-**, nitrite- and phosphate-free.
- **Safe** for copper, brass/bronze alloys and aluminum.
- **Boil-over protection** up to 226°F (108°C).
- **Freeze protection** down to -34°F (-37°C).
- **Pre-mixed** 50/50 with high-purity water.





Premium Valve-Body Protection

The automatic transmission remains one of the most complex components in a modern vehicle. For years, its intricate inner workings have intimidated even seasoned do-it-yourself mechanics. Central to its operation is the valve body, often called the brain of the transmission.

Automatic transmission technology has been around for decades and continues to evolve with remarkable refinements to improve efficiency and performance. But as manufacturers increase performance, some transmission experts question if cost-cutting measures are decreasing durability. If true, using a premium automatic transmission fluid (ATF) is more important than ever.

Let's explore the critical role of the valve body, how it functions and the steps you can take to maximize its durability and efficiency.

The Brains of the Operation

Think of the valve body as the hydraulic control center of an automatic transmission. It's a complex maze of channels and passages that

direct ATF to various parts of the transmission. This controlled flow of pressurized fluid is what allows your vehicle to shift gears smoothly.

Inside the valve body, you'll find a network of solenoid valves, check balls and springs. The vehicle's computer, or transmission control module (TCM), sends electrical



signals to these solenoids. In response, the solenoids open and close specific passages, directing the hydraulic pressure of the ATF. This pressure engages and disengages different clutch packs and bands, which in turn activate the planetary gear sets to change gear ratios.

How the Valve Body Works

When you press the vehicle's accelerator, the engine's rotational force is transferred to the transmission through the torque converter. As engine rpm and load change, the TCM determines the ideal moment to shift gears. It then commands the solenoids in the valve body to act.

For example, to shift from first to second gear, the TCM energizes specific solenoids. These solenoids move valves that redirect the flow of ATF. This pressurized fluid then engages the clutch pack responsible for second gear while disengaging the first-gear clutch. The entire process happens in milliseconds, providing the seamless gear changes we expect from modern automatic transmissions.

The transmission fluid does more than just lubricate. It functions as a hydraulic fluid, actuating clutches and cooling the transmission. Its frictional properties are also finely tuned to ensure clutches engage without slipping or grabbing harshly.

Cost Reduction vs. Quality

In recent years, automakers have focused on making transmissions more efficient and cost-effective. This has led to changes in valve-body design and materials. Many modern valve bodies and their internal components are designed to be produced at a lower cost, sometimes using different materials or manufacturing processes than their predecessors.

While these changes have helped control vehicle prices, they have also raised questions about long-term durability. Industry experts and transmission rebuilders have noted an increase in issues related to premature wear and failure in some newer valve bodies.

Concerns often center on the materials used for valves and bore linings. Wear in these critical areas can cause hydraulic fluid to leak past the valves. When this happens, the pressure needed to hold a clutch pack engaged can drop, leading to shift flares, slipping or delayed engagement.

The Crucial Role of ATF

With tighter tolerances and potentially less robust components in modern transmissions, the fluid that protects them has never been more important. Transmission fluid performs several vital functions:

Hydraulic Power: Provides the pressure needed to shift gears.

Lubrication: Protects gears, bearings and other moving parts from wear.

Friction Management: Provides the correct frictional characteristics for smooth clutch engagement.

Heat Dissipation: Carries heat away from critical components.

If the transmission fluid breaks down due to extreme heat and pressure, it loses its ability to perform these jobs effectively. Oxidized or degraded fluid can lead to the formation of sludge and varnish. These harmful deposits can clog the narrow passages within the valve body, causing solenoids and valves to stick. This can result in hard shifts, hesitation or complete transmission failure.

Furthermore, degraded fluid can cause clutch plates to glaze over, reducing their ability to grip and leading to slippage. Protecting the valve body and the entire transmission starts with using a fluid designed to withstand the rigors of modern operation.

Advanced Protection: AMSOIL Signature Series ATF

Using a high-quality synthetic transmission fluid is one of the most effective measures you can take to ensure maximum transmission performance and life. AMSOIL Signature Series 100% Synthetic Automatic Transmission Fluid is engineered to provide superior protection in the most demanding conditions.

Its robust synthetic base oils and advanced additive package help it resist breakdown from extreme heat. This thermal stability is critical for preventing the formation of sludge and varnish that can damage sensitive valve-body components. By keeping the valve body clean and its solenoids functioning freely, Signature Series ATF promotes crisp, smooth shifts and helps prevent the performance issues associated with fluid degradation.

Additionally, its superior frictional properties ensure clutches engage smoothly and consistently, helping extend the life of the transmission. For vehicle owners concerned about the longevity of modern transmissions, investing in a premium ATF provides an essential layer of defense against premature wear and costly repairs.

Keeping it in "Drive"

The evolution of transmission valve body kits reflects a broader industry trend of balancing performance, efficiency and cost. While advancements have made automatic transmissions more sophisticated, they have also introduced new vulnerabilities. Wear and tear in the valve body can lead to a host of shifting problems that can be expensive to fix.

The best way to protect your investment and ensure your transmission delivers reliable service is through proper maintenance with a premium fluid. A high-quality synthetic ATF like AMSOIL Signature Series resists heat, keeps components clean and provides the consistent hydraulic pressure needed for flawless operation. By giving your transmission the protection it needs, you can enjoy smooth, reliable performance for years to come.



MAXIMUM AIRFLOW FOR PEAK PERFORMANCE

New AMSOIL Air Filter Oil (AFO)

Quickly penetrates foam air filters to help prevent dirt and water contamination and provide maximum clean airflow to the engine. Its tacky formula provides superior adhesion that prevents fluid pooling in the airbox and traps dirt, sand and grit to provide long-lasting engine protection and peak performance.

- **Tacky** formula stays in place to trap contaminants.
- **Resists** dirt and water to maintain airflow.
- **Quick** penetration to prevent pooling.

Available in late January.

Not available in Canada.

PROMOTE YOUR DEALERSHIP AT AMSOIL-SPONSORED EVENTS

AMSOIL-sponsored events are a great opportunity to build customer relationships, sign up new customers, register new Dealers and create sales. Here are some of the opportunities available for Dealers in 2026.

AMSOIL is the Official Oil for many high-profile racing series and events. Through our partnerships with these organizations, we secure booth space to connect with potential customers, boost brand visibility and gather leads. We extend this opportunity to our Customer Certified Direct Jobbers and Dealers at no cost, providing a valuable platform to engage with event attendees. Dealers can use this space to generate leads, drive sales and share insights about AMSOIL products with prospective new customers.

UPCOMING 2026 EVENT OPPORTUNITIES

- AMSOIL Championship Snocross Series
- King of the Hammers
- AMSOIL Championship Off-Road
- Grand National Cross-Country Series (GNCC)
- Amateur National Motocross at Loretta Lynn's
- AMSOIL Swapmoto Race Series
- Mountain Mafia Off-Road Racing
- National Rock Racing
- Toronto Sportsmen's Show
- Laconia Motorcycle Rally
- Daytona Motorcycle Rally
- Sturgis Motorcycle Rally
- Jeep Jamboree
- Bantam Jeep Heritage Festival
- LS Fest – West, East, Texas

Sponsored events are posted in the Dealer Zone under Business Tools>Dealer Business Tools>Marketing Your Dealership>Sponsored Events. To apply to work the corporate AMSOIL booth at a sponsored event, select an event tab and click "Apply Now" to complete the online application.



AMSOIL DOMINATOR® Coolant Boost Helps Vehicles Warm Up Faster

Winter cold starts are not only hard on your engine, they can feel brutal for shivering passengers. Some days, the heater can't start blowing warm air soon enough. AMSOIL DOMINATOR Coolant Boost offers a solution that helps warm your vehicle faster on cold days – while also lowering engine operating temperatures.



How It Works

DOMINATOR Coolant Boost is formulated with three surfactants to provide consistent performance from cold to hot temperature extremes. Our proprietary tiered-surfactant technology reduces the surface tension of water and antifreeze throughout a wide temperature range to allow better contact with the metal surfaces. That contact improves heat transfer, which in turn helps transfer heat away from hot engine parts. The result? **Your vehicle warms up an average of 54% faster**, ensuring a more comfortable cabin and faster defrost on frosty mornings.

Key Benefits

- 1. Faster warm-ups:** By reducing the time it takes your engine to reach operating temperature, DOMINATOR Coolant Boost helps you get on the road quicker and more comfortably.
- 2. Enhanced heat transfer:** DOMINATOR Coolant Boost reduces engine operating temperatures by up to 25°F (13.8°C), improving efficiency and preventing overheating.
- 3. Corrosion protection:** DOMINATOR Coolant Boost safeguards your cooling system against corrosion, extending the life of critical components like radiators and water pumps.

- 4. Versatility:** Compatible with all water sources, including distilled, bottled or tap, and is safe for use with antifreeze mixes. It's a flexible solution for various vehicles and conditions.

Everyday to Raceday

AMSOIL DOMINATOR Coolant Boost includes three tiers of surfactants to provide consistent performance in cold and hot temperature extremes. Each is optimized for different temperature ranges to help warm your vehicle quicker on cold days and lower engine operating temperatures during extreme use, enhancing vehicle longevity and performance. That's why DOMINATOR Coolant Boost is a reliable choice for everyone – from everyday to high-performance drivers.

BRAGGING RIGHTS AND BEER?

Every year, tens of thousands of hardcore spectators and nearly 1,000 competitors flood Johnson Valley, Calif. for King of the Hammers (KOH), creating a temporary city affectionately known as “Hammertown.” Its off-grid location emulates the postapocalyptic “Mad Max” films, setting the stage for pure chaos, with some racing sprinkled in.

King of the Hammers includes an entire week of racing, with the mack daddy Race of Kings taking place Saturday, Feb. 7. A race known for carnage and chaos, only about 15% of competitors finish the race.

The event was conceived by a pair of racers aiming to win bragging rights and a case of beer. It combines desert racing and rock crawling through 200 miles of grueling trails. It's no wonder almost 80,000 people flood this otherwise deserted valley to witness the havoc.

Win and earn the title of King. Lose and the walk of shame could be your vehicle lifted out of the desert by helicopter (it happens).

Let's take a look at where Team AMSOIL is competing this year.

PRECISION IN THE ROCKS

Kyle Chaney has been called a “surgeon” when it comes to navigating the rocks. The four-time King of the Hammers UTV champ showed us just that in 2025, when he became the first driver to win the Race of Kings in a UTV. Unfortunately, Chaney did not finish the King of the Hammers race in 2025 due to a breakdown, but he plans to race Desert, UTV and Race of Kings again in 2026.

A FULL STABLE

Brad Lovell kept his legendary streak alive in 2025 by winning both the Desert Championship and Every Man Challenge. Having won the Every Man crown four times, and the 4800 class four times, 2026 marks Lovell's 21st trip to the lakebed. He is currently planning to race both the Desert and Every Man again this year, aiming to add more trophies to his collection.



Here's where you'll find Team AMSOIL action at KOH 2026:

FRIDAY, JAN. 30
Pre-Running

SATURDAY, JAN. 31
Desert Challenge: Limited

SUNDAY, FEB. 1
Desert Challenge: Unlimited

THURSDAY, FEB. 5
UTV Hammers

FRIDAY, FEB. 6
Every Man Challenge

SATURDAY, FEB. 7
The Race of Kings





AMSOIL

First & Last Name
INDEPENDENT DEALER

Company Name
Address
City, State, Zip
Phone
Email
Website



**NEW
DESIGNS
AVAILABLE**

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.

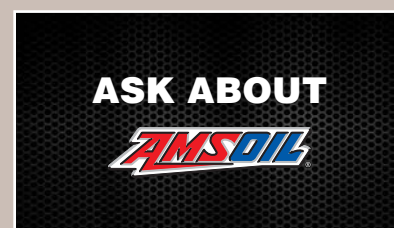
AMSOIL PRINT CENTER

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.



AMSOIL

**SPECIALIZED LUBRICANTS
ENGINEERED FOR WHAT YOU
DRIVE & HOW YOU DRIVE**

SYNTHETIC-BLEND
\$XX.XX

OE
100% SYNTHETIC
\$XX.XX

HIGH-MILEAGE
100% SYNTHETIC
\$XX.XX

OIL CHANGES INCLUDE:
4 quarts

(YOUR LOGO HERE)

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
<ul style="list-style-type: none"> • Minimum \$500 personal sales required to qualify for Tier 2, 3 or 4 profits. • Must be Customer Certified to earn Tier 4 profits. 	

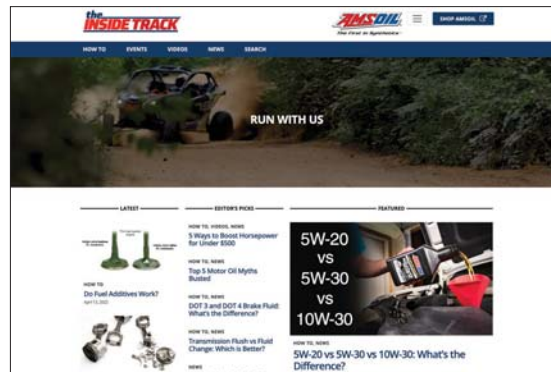
	Customer Certified	Sponsor Certified	Retail Certified	Commercial Certified
Benefits	<ul style="list-style-type: none"> • Eligible to be assigned buying P.C.s and online/catalog customers • Earn sales-achievement cash rewards • Appear on the AMSOIL Dealer Locator 	<ul style="list-style-type: none"> • Eligible to be assigned new Dealers 	<ul style="list-style-type: none"> • Eligible to be assigned retail accounts 	<ul style="list-style-type: none"> • Eligible to be assigned commercial accounts
How to Get Certified	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Complete Sponsor Basic Training • Be Customer Certified • Sponsor 1 Dealer 	<ul style="list-style-type: none"> • Complete Retail Basic Training • Be Customer Certified • Register 1 retail account 	<ul style="list-style-type: none"> • Complete Commercial Basic Training • Be Customer Certified • Register 1 commercial account
How to Maintain Certification	<ul style="list-style-type: none"> • Have at least four new qualified customers registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified Dealer registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified retail account registered within the past 12 months 	<ul style="list-style-type: none"> • Have at least one new qualified commercial account registered within the past 12 months

January Closeout

The last day to process January telephone orders is Friday, Jan. 30. 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 Saturday, Jan. 31. All orders received after these times will be processed for the following month. Volume transfers for January business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, Feb. 6.

New Product Guide Categories Added to AMSOIL.com/AMSOIL.ca

Dealers, customers and accounts now have more information at their fingertips to get product recommendations for their equipment. Heavy-duty on-road, heavy-duty off-road and agriculture categories have been added to the Shop by Vehicle tool on AMSOIL.com/AMSOIL.ca. The three new categories are also fully integrated with MyGarage so users can save equipment and service records. To use the AMSOIL product guides, click the "SHOP BY VEHICLE" button on the homepage, select the appropriate lookup type and enter your vehicle/equipment information. These are outstanding additions for Dealers working commercial markets.



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.

AMSOIL and Fleece Performance Engineering Forge New Partnership, Introduce New Co-Branded Product Line

AMSOIL is partnering with Fleece Performance Engineering, a leading manufacturer of aftermarket diesel performance products based in Pittsboro, Ind. Fleece Performance manufactures everything from turbochargers to cylinder heads and long blocks, while Freedom Racing Engines operates as a separate division of the company. Fleece Performance is one of the most recognized names in the high-performance diesel market and boasts a solid reputation for innovation, quality and service.

This high-profile partnership, once again, not only validates our leadership and elevates our visibility with diesel enthusiasts, it also provides AMSOIL Dealers with outstanding new sales opportunities. Fleece Performance selected AMSOIL to engineer a new line of co-branded lubricants to be launched in the spring of 2026. The new AMSOIL and Fleece

Performance Freedom Series line of diesel products will include 10W-30, 5W-40 and 15W-40 Synthetic Diesel Oil; 15W-50 Synthetic Racing Oil; and SAE 30 Break-In Oil.

AMSOIL Dealers will have full access to these products for sales to customers and accounts. The new line will also be available through Fleece Performance's website, its online and brick-and-mortar retailers and installer shops. Our standard Minimum Advertised Price (MAP) policy will apply to control AMSOIL Dealer and retail account advertised pricing, and the Fleece MAP policy will apply to Fleece and its distributors. These MAP policies will prevent Fleece and its retailers from undercutting AMSOIL Dealers and vice versa. The new product line will not be available in Canada. Fleece has a small but growing presence in Canada, so we are hopeful that will change in the future.

This presents an excellent opportunity to not only increase sales and gain new customers with these

premium co-branded diesel oils, but also increase sales across the entire AMSOIL product line. Customers, retailers and installers who use or carry AMSOIL and Fleece Performance Freedom Series products will likely also be interested in using or carrying other premium AMSOIL products, including fuel additives, gear oils, transmission fluids and coolant. In addition, **the majority of current Fleece customers own or operate a small commercial business**, and most of them are currently using Shell Rotella T6* or Hot Shot's Secret Diesel Oil.* Partnering with Fleece on these new co-branded products will increase AMSOIL brand awareness with Fleece customers, help you displace the competition and open doors for AMSOIL Dealers with potential commercial accounts.

More information on the Fleece Performance partnership and co-branded product line will be announced in the February *AMSOIL Magazine*.



NEW



TOUGH ON GRIME, LEAVES NO RESIDUE

New AMSOIL Non-Chlorinated Brake & Parts Cleaner (NCBC)

Removes oil, grease, brake fluid and other contaminants from brake parts and other automotive components. It cleans brake parts with no major disassembly and leaves no residue, helping reduce brake squeal and chatter.

- **Safe** to use on brake pads, calipers, drums and other brake parts.
- **Dries** quickly and leaves no residue.
- **Available** in all 50 states.

Available Jan. 13.

Not available in Canada.


Brian Lammi | DEALER EXPERIENCE MANAGER

The Role of Dealer Websites in Today's Market

AMSOIL has collaborated with AIMCLEAR to build a completely new Dealer website platform designed specifically around the needs of our Dealer network.

There has been a surge of conversations recently about AMSOIL Dealer websites. With the transition to the new AIMCLEAR web-hosting platform, many Dealers are re-examining the value of having a website and asking the important question: who really needs one? The renewed interest highlights both the opportunities and responsibilities that come with maintaining an online presence.

At its core, a website serves as a digital presence. For Dealers, websites vary widely in scope—some are highly robust with multiple pages, detailed product information and integrated marketing tools, while others are simple landing pages with just a few essential details. Which approach is better? The truth is, either can be effective. The right choice depends on the time you're willing to invest, how you plan to use the site and what outcomes you want to achieve. A Dealer who enjoys digital marketing may benefit from a more comprehensive site, while someone focused on direct, face-to-face sales may find a streamlined page sufficient.

The key question to ask is: What do you want your website to do? For some Dealers, the site functions primarily as a redirect,

guiding customers to AMSOIL.com with a Dealer-number transfer link so they receive credit for any transactions. For others, it's a platform to showcase personal expertise, highlight services or share educational content about AMSOIL products. There is no one-size-fits-all solution. Instead, Dealers should think strategically about how they want their websites to support their business model and customer relationships.

Of course, owning a website comes with responsibility. AMSOIL Dealer policies state that information posted online must be accurate, relevant and consistently updated. Product claims, for example, can change frequently, and outdated information not only undermines credibility, but could expose a Dealer to liability. AMSOIL products evolve — new items are introduced, labels are redesigned and formulations are updated. A Dealer website must reflect these changes to remain trustworthy and professional. In this way, a website is not a "set it and forget it" tool; it requires ongoing attention.

It's also worth acknowledging that not every Dealer needs a website. For those engaged in broad, blanket marketing, a site can help

establish legitimacy and provide a central hub for prospects. However, Dealers who rely primarily on personal connections and face-to-face sales may find that a website is not necessary for their efforts. The decision ultimately depends on your sales style and customer base.

With AIMCLEAR lead pages replacing Empowerkit, you now have flexible options to explore with having a website for your independent AMSOIL Dealership. Whether you choose a simple redirect page or a more elaborate site, the important thing is to align your online presence with your business goals. A website should be a tool that works for you — not a burden — and when used thoughtfully, it can be a powerful asset in building your Dealership.

VOICE OF THE CUSTOMER

Don't just take our word for it — here's what customers are saying.

We all play a role in customer satisfaction, but we don't always get to see some of the good feedback our work inspires. Here are some recent reactions submitted by our customers, and it shows that our commitment to the customer pays off when we go the extra mile.

"I've been ordering online AMSOIL products for about the past 10 years or so and have been using AMSOIL lubricants & support products exclusively in my Harleys. Ford* Super Duty trucks as well as in all my 2-stroke and 4-stroke power tools. All of my vehicles & power equipment just seem to run better, smoother, cooler, burn way less oil and shift better using AMSOIL lubricants. Not only are all the products amazing, but the customer service provided, i.e.: communication and order follow-up is every bit as good. Easy online ordering, super-fast delivery (2-3 days after placing order), products arrive well packaged and the items ordered are always correct. The occasional bonus/special offers aren't bad, either. Thanks again for everything and keep up the great work! From a sincerely satisfied lifelong customer, Thank You!"*

– Eric A.

"Recently, I was told by my Mechanic that I was short a 1/2 litre of oil for my 3.0l Duramax engine. AMSOIL sent me a litre the next day free of charge and no shipping charge either. Great customer service. Other companies should look at AMSOIL's commitment to customer service and copy. Thank you AMSOIL."

– Kevin B.

"I have been using your products in my vehicles for over 30 years... AMSOIL has been [good] for my vehicles and my wallet. My current car... has just under 100,000 (mostly city) miles on it, but this car has been on the road for 20 years! And here in Edmonton we have pretty extreme seasonal temperature shifts, from -38 to plus 38 degrees Celsius. I use Signature 5-30 in the engine, Signature ATF in the transmission and SEVERE GEAR® in the front and rear differentials. This car always starts (with the block heater plugged in on cold winter nights below -25) and runs perfectly. Other than scheduled maintenance, I have never had a service issue. Being able to keep this car on the road for this long has saved me thousands of dollars. Thank you AMSOIL."

– Tom P.



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(Discover in U.S. only)

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AMSOIL.com



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