



► DEALER EDITION

MAGAZINE

FEBRUARY 2026



# NEW PARTNERSHIP, NEW PRODUCTS, NEW OPPORTUNITIES

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AMSOIL in Action: A Look at Our  
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# REVOLUTIONARY MOTOR OIL PERFORMANCE IS ON THE HORIZON



In 1972, AMSOIL introduced the world's first API-qualified synthetic motor oil, revolutionizing motor oil performance. **The next revolution is on the horizon.**

AMSOIL Signature Series 100% Synthetic Motor Oil is being redesigned with an advanced, proprietary formulation engineered to blow the doors off today's most demanding performance standards.

**Stay tuned – the future of motor oil is almost here.**





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### STAFF

#### Editor

Terry Johnsen

#### Associate Editor

Joel Youngman

#### Staff Writers

Jamie Boggs  
David Hilgendorf  
Brad Nelson  
Tiffany Tenley  
Joel Youngman

#### Senior Graphic Design Manager

Jeff Spry

#### Senior Graphic Designer

Luke Boynton

#### Content Contribution

Nikky Farmakes  
Hunter Haldaman  
Sara Oettinger  
Ryan Radzak

#### Editorial Contribution

Garret Gibeau  
Jamie Prochnow

#### Back Issues

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#### On the Web

AMSOIL.com  
AMSOIL.ca

#### Chairman & CEO

Alan Amatuzio

#### President

Bhadresh Sutaria

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#### Letters to the Editor

AMSOIL INC.  
Communications Department  
The AMSOIL Building  
925 Tower Ave.  
Superior, WI 54880  
letters@AMSOIL.com



### THE COVER

Exciting new partnership with Fleece Performance Engineering validates our leadership, elevates our visibility and provides AMSOIL Dealers with outstanding new sales opportunities.



# From the Chairman

We receive many suggestions for product and packaging additions. Believe it or not, each one is cataloged and reviewed by the product development team as we consider new products to bring to market. We apply a rigorous process to ensure ideas are properly considered and vetted, and each step in the process requires approval before proceeding. It begins with a screener designed to provide a high-level evaluation of the potential new product's marketability. Is there a market for this product? What size is the market? Does it align with our brand? Have we received a high volume of requests for this product? If an idea passes the initial screener, we define the project and develop a business case before we even begin development and validation. After a new product launches, we perform an audit to review what went well, what didn't and what we should change moving forward. This system has proven very effective for us. Right now, we have 83 products in the product development pipeline for Dealers. That includes products

that are only in the screener stage, and those in the audit stage, so you should not expect 83 new products in 2026. Many ideas fail to proceed for a variety of reasons, but each is given its due consideration.

That is a lot of exciting work! While most of those ideas will not make it to market, we do have excellent new products launching soon, as we're introducing the new Fleece Freedom Series line of products next month and the next generation of Signature Series 100% Synthetic Motor Oil soon after that. I anticipate a significant boost in visibility in diesel enthusiast and commercial markets thanks to our relationship with Fleece. In fact, that is where the greatest opportunity lies for Dealers – the majority of Fleece customers own or operate a small commercial business. The partnership with Fleece shines a light on AMSOIL, serving as an ice-breaker of sorts for Dealers pursuing commercial business.

If you are not participating in commercial markets, I encourage

you to change course. Our work to dial in our Commercial Program and associated collateral is paying off and Dealers are growing sales to commercial accounts. We have tremendous resources available for you, from training in the Dealer Zone to Inside Sales Representatives who can assist your efforts in the field. We have the right mix of products and packaging, and an exciting new partnership with another outstanding brand.

Later this month, people across North America will begin their spring maintenance routines. Now is the perfect time to engage customers of all types. Whatever they drive, however they drive, we have the specialized products they need to get the most out of their vehicles and equipment.

**Alan Amatuzio**  
Chairman & CEO





# PRODUCT SPOTLIGHT:

## AMSOIL ENGINE AND TRANSMISSION FLUSH

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### WHAT IS IT?

AMSOIL Engine and Transmission Flush (FLSH) features a formulation that dissolves and disperses sludge, varnish and deposits in both engines and automatic transmissions to prepare them for new oil. Thanks to its detergent-based formulation, it can be easily disposed of with waste oil, making it user-friendly. Its light base-oil technology, powerful detergents and dispersants provide cleaning action that's safe on components. AMSOIL Engine and Transmission Flush helps restore performance and fuel efficiency in gasoline and diesel engines and automatic transmissions.

### WHAT DOES IT DO?

#### GASOLINE AND DIESEL ENGINES

- Helps loosen sticky valves and rings, minimizing blow-by and reducing emissions.
- Helps quiet lifter noise.
- Promotes lower operating temperatures through sludge removal.
- Easy disposal.

#### AUTOMATIC TRANSMISSIONS

- Cleans deposits in oil cooler and ports.
- Helps unclog fluid passages.
- Cleans deposits and varnish from clutch plates, helping improve efficiency.
- Promotes smoother operation and transmission life through reduced shift delay.

### WHO IS IT FOR?

AMSOIL Engine and Transmission Flush is for anyone preparing poorly maintained equipment for installation of new oil. Flushing the engine or transmission is the first step toward restoring neglected equipment to top-notch performance.





# LETTERS TO THE EDITOR

## LOW-VISCOSITY OILS

In the October 2025 *AMSOIL Magazine* Letters to the Editor section, there were two comments: one on the concern of the new AMSOIL Signature Series formula and one about the 0W-20 viscosity concerns with the GM\* 6.2L recall, which then triggered a question of my own.

I know about five to seven years ago there was a field study done on the Signature Series Motor Oil and Transmission Fluid on Las Vegas taxi cabs. It seems the "go to" car or SUV for a taxi cab for the most part seems to be a Toyota\* Camry\* or Rav4\*, which in the past five to six years has a recommended 0W-16 oil.

I recently purchased a brand new 2025 Toyota Rav4. I just gave my Rav4 its first oil change using the Signature Series 0W-16, which I feel OK using in the winter, but have concerns in 80°F to 95°F weather. I feel this oil would be as thin as water, circulating throughout the engine trying to protect pistons, rings and other critical parts.

It's great for initial engine start-up lubrication, but I feel 0W-16 has gone too far and is sacrificing engine protection. Has it?

I would now love to see an updated taxi-cab field study done, to measure viscosity and protection in 100°F heat in Las Vegas with a Toyota Camry using 0W-16 Signature Series Motor Oil.

Thank You

**Darrell Zimmer**

**AMSOIL:** Thank you for your letter, Darrell. We are always looking for new technical content to demonstrate AMSOIL proof of performance and have documented your request for an updated taxi-cab study. Congratulations on your new Rav4! There is no need to be concerned about using Signature Series 0W-16 for year-round service. Modern engines are engineered and manufactured with precise tolerances to run more efficiently. In many cases, these tighter tolerances require lighter-viscosity motor oils to effectively lubricate the intricate gaps and surfaces, so it's important to follow the manufacturer's viscosity recommendations. Toyota's engineering

team tests its engines at all expected operating temperatures, from sub-zero winter mornings to hot desert conditions. The vehicle's cooling system is designed to allow your engine to warm to operating temperature and hold it there through continuous operation in all conditions. Think of Signature Series 0W-16 as an engineered match for your engine, no matter the operating conditions.

In the case of GM's 6.2L recall, GM's engineering team was forced to examine solutions to a manufacturing problem after many vehicles were already produced and sold. The team decided that oil may be a way to prevent or delay the onset of engine wear caused by improper machining and contamination. In a case like this, GM's engineering team would have taken many steps to validate 0W-40 as a viable viscosity to use in these engines. It was important to ensure the higher-viscosity oil would effectively circulate and lubricate all parts of the engine, including its known problem areas. GM could only make the viscosity recommendation change after this analysis was completed.

## UPPER CYLINDER LUBRICANT

Would it be possible to put cap seals on the Upper Cylinder Lubricant (UCL) bottles like the ones on P.i.® (API) gas additive? They can be a pain to open, especially for short fingernails.

Thanks,

**Sam Zicafoose**

**AMSOIL:** Thank you for your suggestion, Sam. It has been forwarded to the appropriate personnel and will be taken under consideration.

## HYDRAULIC FLUIDS

I'm very disappointed that no hydraulic fluid was inserted in the October 2025 Retail Program Catalog (G3520/G3521). The reply to my letter that was published in the January 2025 *AMSOIL Magazine* stated that they would be included in this catalog.

I understand that it may have been too soon to expect it in the April 2025

catalog, but October should have been enough lead time to include it.

Are there still plans to insert them in the Retail Program Catalog? I have many auto part stores that have no chance of seeing it in a catalog to sell it.

Thank you,

**Tim Tuohey**

**AMSOIL:** We apologize for overlooking this, Tim. Yes, hydraulic fluids will be added to the Retail Program Catalog at the next printing.

## DEALER ACTIVATIONS

I called the Customer Service Department with this question and they referred me to you. In the November 2025 *AMSOIL Magazine*, on page 8 under "AMSOIL Snocross National," it says, "Fans can expect exclusive content, behind-the-scenes footage and tech tips throughout the season — plus giveaways and dealer activations at every event."

The question is, what are "dealer activations?"

All the Best,

**Steve Cashman**

**AMSOIL:** Thanks for the question, Steve. On-site activation is when a brand creates in-person experiences where consumers can interact directly with brand representatives. In this case, our partnerships with various events allow the opportunity for AMSOIL Dealers to activate at the events to engage with attendees and promote AMSOIL and their AMSOIL Dealership. These opportunities are less about making sales at the event and more about connecting with prospective P.C.s and accounts.

Email letters to:  
**letters@AMSOIL.com**

Or, mail them to:  
**AMSOIL INC.**  
**Communications Department**  
**Attn: Letters**  
**925 Tower Avenue**  
**Superior, WI 54880**

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

## The Art and Science of Engine Break-In

When building or rebuilding an engine, the break-in period is critical to performance and longevity.

The fundamental goal is to seat new piston rings against a fresh cylinder wall to create a tight, efficient seal. Every engine, builder and application brings its own nuances, so there's no universal, one-size-fits-all procedure, but the oil you choose can make all the difference.

### Why Break-In Matters

Freshly machined cylinders are full of microscopic peaks and valleys. The goal during break-in is to wear down those peaks just enough for the rings to seat tightly, without glazing the cylinder or causing excessive wear. If you don't apply enough load, the rings won't seat properly, leading to poor compression and increased oil consumption. Too much load and you risk damaging the rings, pistons or cylinder walls. The "art" of break-in is finding that sweet spot of enough load and rpm variation to promote proper seating, but not so much that you cause harm.

### The Role of Break-In Oil

A specifically designed break-in oil helps maintain "controlled wear" at the ring-cylinder interface. However, most modern engine oils are loaded with friction modifiers like molybdenum (moly), which are great for reducing wear in a mature engine, but can actually prevent the rings from seating during break-in. AMSOIL Break-In Oil (BRK) is formulated without friction modifiers, allowing the right amount of wear to occur for optimal ring seating.

Break-in oil has a secondary job to protect other components like the valvetrain, cam lobes and main bearings, especially in engines built for increased torque and horsepower. AMSOIL Break-In Oil is boosted with high levels of zinc and phosphorus (ZDDP), which form a protective film

on metal surfaces that helps prevent scuffing and premature wear. Its robust film strength ensures that critical parts are shielded from damage, even under high loads in high-performance and racing engines.

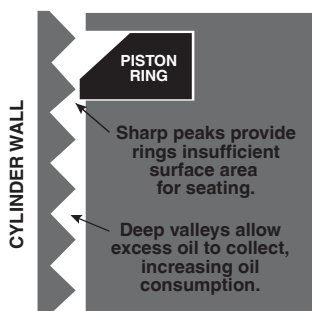
### How AMSOIL Break-In Oil Works

Insufficient break-in leaves peaks that prevent proper ring seating and allow excess oil to burn during combustion. Too much break-in wear can cause glazing that prevents oil from lubricating the cylinder wall. The friction-modifier-free formula of AMSOIL Break-In Oil allows the sharp peaks on honed cylinder walls to partially flatten. This increases the surface area for the rings to seat against, forming a dynamic seal that boosts compression, horsepower and torque.

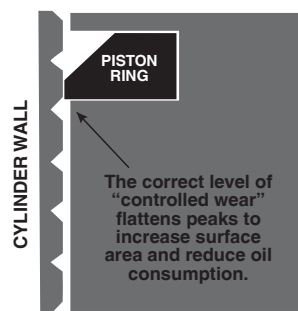
### Measuring Success

When the rings are fully seated and have formed a tight seal against the cylinder walls, no oil residue will be evident on the exhaust ports. A blowby meter can be used to measure the flow of gases escaping past the rings into the crankcase. As the rings seat, blowby decreases, signaling that the seal is forming. Relative power output should also increase as the rings seal. A leveling off in power output indicates that the top and second rings have seated.

**Fig. 1: New Cylinder**



**Fig. 2: Broken-In Cylinder**



### When to Switch to Regular Oil

Break-in duration varies by engine. AMSOIL Break-In Oil should only be used for the first few hundred miles or until the manufacturer-recommended break-in period is complete. Afterward, drain the break-in oil and switch to a high-performance AMSOIL synthetic oil that meets the engine builder's or manufacturer's specifications to maximize engine protection, performance and longevity.

### The Bottom Line

An effective break-in process ensures maximum engine performance and reliability. AMSOIL Break-In Oil provides the controlled wear needed for proper ring seating to deliver maximum compression, which helps achieve the most horsepower and torque in new and rebuilt high-performance and racing engines. It can be the difference between an engine that runs strong and one that falls short of its potential.



# Fleece Freedom Series Product Line Launches in March

AMSOIL has partnered 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.

AMSOIL pairs well with Fleece Performance Engineering. Both companies are family-founded with a proud emphasis on American manufacturing, and both are passionate about innovation with an unwavering commitment to quality and performance.

## New Sales Opportunities

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. The new AMSOIL and Fleece Performance Freedom Series line of diesel products includes 10W-30, 5W-40 and 15W-40 Synthetic Diesel Oil; 15W-50 Synthetic Racing Oil; and SAE 30 Break-In Oil.

AMSOIL Dealers have full access to these products for sales to customers and accounts. The new line is also available through Fleece Performance's website, its online and brick-and-mortar

retailers and installer shops. Our standard Minimum Advertised Price (MAP) policy applies to control AMSOIL Dealer and retail account advertised pricing, and the Fleece MAP policy applies 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 is not available in Canada. Fleece has a small but growing presence in Canada, so we are hopeful that will change in the future.

## Fleece Customers are Prime AMSOIL Prospects

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.

## Diesel Market Fully Covered

AMSOIL Dealers now have two excellent diesel oils to offer the diesel-enthusiast market and two excellent diesel oils to offer the commercial market.

## ENTHUSIAST MARKET

AMSOIL/Fleece Freedom Series Synthetic Diesel Oil and AMSOIL Signature Series Max-Duty Synthetic Diesel Oil are ideally suited for the enthusiast market. In fact, 75% of AMSOIL diesel enthusiasts use Signature Series Max-Duty Synthetic Diesel Oil.

## COMMERCIAL MARKET

AMSOIL Commercial-Grade Diesel Oil and AMSOIL Heavy-Duty Synthetic Diesel Oil are ideally suited for the commercial market. In fact, 70% of AMSOIL commercial accounts use Commercial-Grade Diesel Oil and Heavy-Duty Synthetic Diesel Oil.







#### AMSOIL/FLEECE FREEDOM SERIES SYNTHETIC DIESEL OIL

##### • 10W-30 • 5W-40 • 15W-40

- **Recommended** for turbodiesel engines specifying API CK-4 and equipped with Fleece Performance Engineering products.
- **Engineered** to maximize turbo cleanliness.
- **Designed** for superior soot control.
- **Formulated** for outstanding wear protection.

#### AMSOIL/Fleece Freedom Series 10W-30 Synthetic Diesel Oil

##### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
FD1030QT	EA	1 Quart	\$9.99	\$10.49	\$12.99	\$13.59	\$0.48	\$0.80	\$1.12	\$1.44	4.61
FD1030QT	CA	12 Quarts	\$113.88	\$119.88	\$150.00	\$160.80	\$5.81	\$9.64	\$13.48	\$17.32	55.31

#### AMSOIL/Fleece Freedom Series 5W-40 Synthetic Diesel Oil

##### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
FD540QT	EA	1 Quart	\$9.99	\$10.49	\$12.99	\$13.59	\$0.48	\$0.80	\$1.12	\$1.44	4.61
FD540QT	CA	12 Quarts	\$113.88	\$119.88	\$150.00	\$160.80	\$5.81	\$9.64	\$13.48	\$17.32	55.31

#### AMSOIL/Fleece Freedom Series 15W-40 Synthetic Diesel Oil

##### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
FD1540QT	EA	1 Quart	\$9.99	\$10.49	\$12.99	\$13.59	\$0.48	\$0.80	\$1.12	\$1.44	4.61
FD1540QT	CA	12 Quarts	\$113.88	\$119.88	\$150.00	\$160.80	\$5.81	\$9.64	\$13.48	\$17.32	55.31

#### AMSOIL/FLEECE FREEDOM SERIES SYNTHETIC RACING OIL

- **15W-50**
- **Formulated** specifically for racing and high-performance engines.
- **Robust** formulation resists viscosity loss.
- **Proprietary** friction modifier maximizes horsepower and torque.
- **Fortified** with anti-wear additives for extra protection.



#### AMSOIL/Fleece Freedom Series 15W-50 Synthetic Racing Oil

##### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
FD1550QT	EA	1 Quart	\$9.99	\$10.49	\$12.99	\$13.59	\$0.48	\$0.80	\$1.12	\$1.44	4.61
FD1550QT	CA	12 Quarts	\$113.88	\$119.88	\$150.00	\$160.80	\$5.81	\$9.64	\$13.48	\$17.32	55.31



#### AMSOIL/FLEECE FREEDOM SERIES BREAK-IN OIL

- **SAE 30**
- **Quickly** seats piston rings.
- **Increased** zinc and phosphorus protect against wear.
- **Maximizes** compression and power.
- **Contains** no friction modifiers.

#### AMSOIL/Fleece Freedom Series SAE 30 Break-In Oil

##### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. Whsl.	U.S. P.C.	U.S. MSRP	U.S. Catalog	Tier 1 Profit	Tier 2 Profit	Tier 3 Profit	Tier 4 Profit	Legacy Plan CCs
FDBRKQT	EA	1 Quart	\$8.40	\$8.89	\$10.89	\$11.89	\$0.52	\$0.86	\$1.20	\$1.54	4.91
FDBRKQT	CA	12 Quarts	\$95.69	\$100.95	\$129.20	\$140.45	\$6.18	\$10.27	\$14.35	\$18.43	58.88



# AMSOIL Protects Overheating Formula Drift Engine

"Rad Dan" Burkett feels the most alive when he's sliding sideways. The Team AMSOIL Formula Drift Pro driver competes with unwavering enthusiasm in one of the toughest and most competitive motorsports, where overcoming adversity and continuous improvement are part of the game.

Drifting requires flawless control. Competitors enter corners at 100 mph (161 kph), engage the clutch, pull the handbrake, stop the rear tires, then let the clutch out and apply wide-open throttle exiting the corner. There is no room for error with only 45 seconds to perform at your absolute best. And there isn't a more demanding abuse of transmission, clutch, differential and engine than in a pro drift car.

The sport of drifting has evolved rapidly over the last several decades. The current standard is around 1,000 horsepower at the rear wheels, while trying to produce maximum forward grip. Extreme stress is placed on all

drivetrain components, and while parts have become stronger over the years, any component that isn't regularly inspected and serviced will fail. For example, it is common to go through five clutches in a season.

Burkett is the primary fabricator, engine builder and crew chief. His car's advanced engine management and electrical systems provide data that identifies target areas for performance improvements. His direct analysis of issues and opportunities keeps the racecar reliable and competitive. Burkett's goal of improving performance by 15% each season often includes changes to suspension



geometry for more traction, and adjusting turbos, cams and nitrous for more power.

It's important to be as prepared as possible because problems arise and teach new lessons in nearly every





race. Burkett's goal is to learn these lessons and make sure the same problem can't happen a second time. For example, the team had never experienced engine failure in 15 years of racing, until the last race of the 2025 season. The team constantly monitors engine, coolant and oil temps, but the water pump failed and the engine overheated while warming the tires in the burnout box.

Burkett noticed power was down during the race, but thought it was the nitrous solenoid. Not realizing the engine was at risk, he drove the car harder to compensate for the lack of power. He managed to finish the entire lap, then noticed the engine coolant was 300°F (149°C), the crank breather was smoking and he could smell burnt oil.

The oil pressure never dropped and the engine was still running, but loud and clunky. In the pit, they discovered there was no water in the coolant system. After reviewing the data using in-car video and ECU logs, they realized that the engine was already at 244°F (118°C) before they even reached the start line. The water pump was not responding to the override button, indicating it had failed. The engine had zero compression and

would not restart. They didn't have time to swap out the engine and had to drop out in the final round. The team has since implemented failsafes to ensure it never happens again.

The car and its engine had completed every race around the country in 2025, burning through more than 300 tires. They tore the engine apart expecting a complete loss, but found only one cylinder lost piston ring tension. The bearing looked the same as it did at the end of previous seasons and there was no damage to the rods, crank, valvetrain and cams. AMSOIL DOMINATOR® 15W-50 Racing Oil (RD50) protected all the major engine components and they were able to be reused in the rebuild.

For maximum reliability under extreme stress, Burkett makes AMSOIL products an integral part of the car's engine, transmission and differential maintenance. Fluids are changed after every race, and the team has seen almost no wear on engine components after each complete race season. This event further reinforced the team's belief that AMSOIL products provide the ultimate level of engine protection.



### AMSOIL DOMINATOR® 15W-50 RACING OIL (RD50)

### AMSOIL SEVERE GEAR® 75W-140 GEAR LUBE (SVO)

#### AMSOIL performed oil analysis after each race of the 2025 season:

- Viscosity/Additives/TBN remained within specification.
- Oxidation <50 (levels >100 lead to sludge and deposits).
- Nitration <5 (levels >100 are caused by NOx from blow-by gases or exhaust leaks).
- Fuel Dilution <0.7% (dilution >4% is common with E85; <1% is great for a high-HP E85 car).
- Wear Metals 40ppm/stable (high levels can be caused by break-in process or wear).

# A GUIDE FOR WORKING AMSOIL-SPONSORED EVENTS

Participating in AMSOIL-sponsored events can place you directly in front of enthusiasts who care about their vehicles and equipment. Whether you are a seasoned Dealer or preparing for your first show, refining your approach can lead to better conversations, increased leads and stronger customer relationships. Here are a few tips to managing a successful event presence, from pre-show research to booth execution.

## Research the Event and Area

Preparation begins before you arrive at the venue. Information is key when heading to shows, and showing up without a clear understanding of the event's specific dynamics can put you at a disadvantage. Be sure to research the specific event you are attending. Even if an event is part of a larger national series, attendance and demographics often fluctuate depending on the location. A series opener in a major metropolitan area might draw huge crowds, while a mid-season regional event might have lighter foot traffic but a more dedicated, technical audience.

## Know Who Is Coming

Understanding the projected attendance helps you gauge how much inventory and literature to bring. Contact the event organizers or review past years' data to determine the following:

- **The specific audience:** Is this a general automotive crowd, or a niche group like diesel-truck enthusiasts or vintage motorcycle collectors?
- **The volume:** How many people are expected?
- **The venue layout:** Is it indoors or outdoors? This affects whether you need tents, weights or specific weather gear.

If you know friends or fellow Dealers who have attended similar events or the same specific event in the past, ask them for advice. Their prior involvement can provide invaluable insight into what to expect and what pitfalls to avoid.

## Strategic Product Selection

Some events provide strong on-site sales opportunities, while others provide great opportunities to engage and register new accounts but fewer opportunities for on-site sales. We indicate what to expect when we list event opportunities so you can plan accordingly. In both cases, it is important to have a strong product display. Curate a product display for your

booth that fits the situation. Think about what the vehicles at the event actually need. While motor oil is the core AMSOIL product, vehicles require much more to operate at peak efficiency.

## Tailoring to the Audience

- **Off-Road and Racing Events:** If you are attending a large off-road race, your inventory should reflect that. Focus on products like AMSOIL ATV/UTV Oil Change Kits, Synthetic Dirt Bike Oil and DOMINATOR® Synthetic Racing Grease. These attendees break parts and change fluids frequently.
- **Classic Car Shows:** Owners of vintage vehicles are often concerned about flat-tappet camshaft protection and paint preservation. You may want to narrow your lineup to products like AMSOIL Z-ROD® Synthetic Motor Oil, which is high in zinc and phosphorus, and products like AMSOIL Engine Degreaser and the AMSOIL Car Care lineup.

## Don't Forget the Additives

Always think beyond the engine. Having a product like AMSOIL DOMINATOR Octane Boost on hand can be beneficial for racing vehicles. AMSOIL Coolant Boost is another excellent conversation starter for anyone running a high-performance engine that tends to run hot. These "problem-solver" products are often easier to sell on the spot than a full case of motor oil and can open the door to larger future orders.

## Booth Presentation

Be creative with your booth presentation. Thinking outside the box can help you stand out in a sea of vendors. Consider running a raffle or giveaway to attract attention. Visual aids that demonstrate the technical superiority of AMSOIL products can also work well to stop people in their tracks. Professionalism also extends to your personal conduct. Ensure you are dressed appropriately for the venue while maintaining a neat, branded appearance. You want to look like an expert who can be trusted.



## The Art of Engagement

Successful Dealers often stand in front of their booth or to the side, acting more like a fellow enthusiast than a salesperson. When you step out from behind the booth, you can help make yourself more approachable. Adopt the mindset of a customer. Think about how you would want to be treated. You probably wouldn't want someone aggressively pushing a catalog at you; you would want someone to ask about your car, your project or your mechanical challenges. Engaging with customers means asking open-ended questions. "What are you driving today?" or "Have you had any overheating issues on the track?" are better openers than "Do you want to buy oil?"

By researching the specific event you're working, you ensure you have the right products for the right people. By maintaining professionalism and a creative booth, you attract attention. And by keeping a positive attitude and engaging directly with customers, you convert that attention into growth for your Dealership.

For a list of all the upcoming opportunities to work at AMSOIL-sponsored events, check out the Sponsored Events page in the Dealer Zone (Business Tools>Dealer Business Tools).





# Spring Into Action: Maximize Oil-Change Season Sales

Spring is more than just a season of renewal – it's a golden opportunity for you to rev up your sales. As customers prepare their vehicles and equipment for the warmer months, the demand for oil changes and maintenance products surges. Passenger-car lubricant sales peak in the spring; and while our minds are focused on changing oil in our vehicles, we are also reminded to begin storing equipment from the winter season and start preparing our powersports toys and equipment for the spring season. It is a smart strategy to ramp up activity these weeks to boost sales and position yourself as the go-to resource for maintenance products. Now's the time to connect with your customers, commercial accounts, installers, retail stores and powersports dealers as they begin gearing up for the spring push. Here are some tips to squeeze the most sales from the season.

## Seize the Moment

The most important aspect in capturing the spring oil-change market is getting out slightly before the season arrives. Sales of passenger-car products begin ramping up in mid-February and peak in April, so the time to act is now. Installers, retail stores and powersports dealers are likely already reviewing their current inventory and beginning to build up for the upcoming season. Start talking to your existing and prospective accounts.

## Prepare Your Customers

Make sure your retail, installer and powersports accounts have the right amount of inventory for the spring season.

- Start visiting your accounts and look at their shelves to see what they currently have in stock.
- Find out how many vehicles they anticipate servicing in the upcoming months.
- Determine which motor-oil viscosities will be in highest demand.
- Use your Dealer reports to review your accounts' purchase histories in March, April and May and identify patterns to build a forecast for the months ahead.

## Spring Cleanup

Retail businesses will have a lot of

customers coming through their doors in the next few months. Make sure your accounts' storefronts are presentable and check to see if their AMSOIL banners and signs need replacement. Remind retail stores that they can use the co-op credit they earned from purchases in 2025 to obtain new marketing pieces, including flags, banners, shelving fixtures and window decals that will help brighten the store and promote the AMSOIL brand.

## Add-On Products

Many motorists view their spring oil changes as the once-a-year opportunity to cover all their vehicle-maintenance needs, which means transmission fluid, CVT fluid and gear lube will also be in demand. AMSOIL P.i.® (API) is another excellent add-on product for installers to use for yearly maintenance.

For retail stores, add-on products aren't limited to extra sales for one vehicle. They can also be products for the additional vehicles and equipment their customers own. Offering products that cover a variety of vehicles and engines helps position your retail accounts as one-stop shops for customers to get everything they need for all their vehicles and equipment. As the weather gets warmer, motorcycles and other summer recreational equipment will start coming out of the garage. If customers are coming out to buy oil for their vehicle's oil change, they might consider changing oil in their bike too. Demand for small-engine oil will also pick up as yard work begins in the spring.

## Match Products

Look for opportunities to pair your product offering with what your current and prospective retail accounts are gearing up for this season. Check in with powersports dealerships and see what new vehicles are coming in this year, then determine which AMSOIL products you could offer that pair well with those vehicles. Find out what kind of lawn equipment hardware stores have coming in and explain the benefits and add-on sales opportunity presented by AMSOIL SABER® Professional (ATP). By asking your accounts how and what they're preparing for this season, you can

help match AMSOIL products to fit those needs and provide additional sales.

## Leverage Tools for the Season

**AMSOIL Locator:** An influx of customers will visit [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca) looking for service centers to perform their spring oil changes. Make sure your qualified accounts are on the AMSOIL Locator so customers looking for oil changes can easily find them.

**Retail Promos:** Make sure you're aware of all current retail promotions and get your accounts involved.

**AMSOIL App:** Encourage your customers to download the AMSOIL app. The app puts our specialized products and powerful online tools like MyGarage in their pocket. The app provides a faster, smarter and more personalized way to order AMSOIL products and manage maintenance – leading to more sales volume for you. The AMSOIL app is available from the App Store and Google Play Store.

## P.C.s and Online/Catalog Customers

Most Preferred Customers and online/catalog customers order directly from [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca). It's a good time to crank up your social-media efforts by sharing blog posts and how-to videos from *The Inside Track* and [youtube.com/amsoilinc](https://youtube.com/amsoilinc). We will also be launching promotions for these customers to help motivate ordering. Watch the Dealer Zone for promotions and share the marketing assets we provide to your own channels as they launch to help drive business. Always make sure to use a Dealer-number transferring link so you get credit for sales you generate.

## Bottom Line

Your success capturing oil-change season sales comes down to the service you provide as a Dealer. It's important to get out and work with your existing and prospective customers and accounts. Being present in these shops before everyone else will help you get a head start and realize more sales from the season.

# AMSOIL IN ACTION: A LOOK AT OUR 2026 PARTNERSHIPS

Our commitment to exceptional performance extends beyond the lab, which is why we're strengthening our marketing partnerships across North America in 2026 to connect directly with the communities that rely on our products.

We invest considerable time and resources into evaluating potential sponsored events, racers and influencers to ensure they align with AMSOIL values and meet our rigorous standards. Reputation, audience demographics and level of community involvement play significant roles in our decision-making process. Being discerning about our partnerships allows us to build relationships that genuinely reflect the quality and reputation of AMSOIL products, while maximizing our potential to reach new audiences. While we have many other valuable partnerships, the following represent those that provide AMSOIL Dealers with opportunities to work events. Here's a look at what you can expect from AMSOIL partnerships in 2026.

## Diesel Motorsports

Diesel Motorsports events are specifically tailored for the hardworking people who depend on their diesel equipment every day. We are focusing on reaching farmers, construction companies and other professionals who rely on the power and durability of diesel engines. For these professionals, a vehicle isn't just a passion; it's a critical business asset.

The events feature truck pulls, dyno competitions and showcases of heavy-duty equipment. It's an ideal environment to demonstrate how AMSOIL diesel oils, transmission fluids and other lubricants are formulated to extend equipment life, improve fuel efficiency and reduce downtime.

## Power and Performance at LS Fest

LS Fest is a celebration of everything

powered by the General Motors\* LS engine platform. It draws large crowds of enthusiasts who live and breathe performance. AMSOIL will be right in the middle of the action to support the drivers who push their vehicles to the limit in drag racing, autocross and drifting events. Our presence at LS Fest helps us connect with a dedicated community that demands the best for high-performance engines.

## Sturgis and Beyond

The motorcycle community is a cornerstone of the AMSOIL family. Our long-standing presence at the Sturgis Motorcycle Rally, Laconia Motorcycle Week and Daytona Bike Week continues in 2026, where we will once again be the Official Oil at all three events. These are legendary gatherings that attract hundreds of thousands of riders from across North America.

At Sturgis, our on-site oil-change services for V-twin motorcycles have become a staple. Riders can get a professional AMSOIL oil change performed by our experts, ensuring their bikes are protected for the ride home. This hands-on service demonstrates our commitment to the riding community and provides a perfect opportunity to discuss the benefits of AMSOIL Synthetic V-Twin Oil.

## Grassroots Automotive Events

While professional racing pushes our products to the absolute limit, grassroots events are where we connect with the heart of the enthusiast community. In 2026, we're excited to continue our involvement with iconic

events like Hot August Nights and Good Guys car shows.

- **Hot August Nights:** As one of the premier vintage car festivals in the U.S., Hot August Nights draws car enthusiasts for a week-long celebration of nostalgia and horsepower. AMSOIL will be on-site to showcase our products, answer questions and connect with attendees who appreciate the performance and longevity our lubricants provide.
- **Good Guys Car Shows:** Spanning locations across the country, Good Guys events are all about classic and custom cars. These gatherings are an excellent opportunity to engage with vehicle owners who take pride in their builds and need high-quality protection for their engines and drivetrains.

Our presence at these events helps us celebrate the passion and craftsmanship of car enthusiasts while demonstrating how AMSOIL products deliver top-tier performance for their prized vehicles.

## Jeep Jamboree

For off-road enthusiasts, Jeep Jamboree offers a unique experience: organized trail rides through scenic terrain across the country. These events are exclusive to Jeep\* owners, bringing together a tight-knit community of adventurers. Our partnership with Jeep Jamboree allows us to connect with this group of enthusiasts who are passionate about their vehicles and need lubricants that won't fail when they're miles from the nearest road.



## From Dirt to Snow

Our commitment to grassroots motorsports remains as strong as ever. In 2026, we continue our support for several high-energy racing series that reach a diverse range of fans.

- **National Rock Racing Association (NRRRA):**

This is one of the most extreme forms of off-road racing, where powerful vehicles scale near-vertical rock faces. The stress placed on engines, transmissions and axles is immense. AMSOIL is the Official Oil, providing the severe-duty protection these competitors require.

- **United States Auto Club (USAC):**

We continue as the title sponsor of the USAC AMSOIL Sprint Car National Championship. These open-wheel race cars represent the heart of American grassroots racing, and our partnership helps support the drivers and teams while reaching thousands of spectators at tracks across the nation.

- **ISOC:** When the weather turns cold, our focus shifts to the snow. As the Official Oil of the ISOC AMSOIL Championship Snocross Series, AMSOIL products are proven in the high-revving, two-stroke engines of modern snowmobiles. Our sponsorship underscores our long history in powersports and our dedication to winter enthusiasts.

## Influencer Partnerships

In addition to live events, we'll be collaborating with influencers who have earned the trust of their followers. These are builders, racers and content creators who share our commitment to quality and performance. You'll find our partners reaching wide audiences on platforms like YouTube,\* Instagram\* and Spotify.\* In 2026, AMSOIL will be supporting The Truck Show Podcast, which takes a fun and informative look at today's trucks and is the #1 truck-enthusiast podcast on multiple streaming platforms.

Our focus on these partnerships is intentional. While some are for broad brand exposure, other grassroots gatherings allow us to engage directly with people who benefit most from the protection and performance AMSOIL products offer. They attract a diverse crowd of enthusiasts who live and breathe the automotive lifestyle. These are people who tow trailers to the racetrack on weekends, ride ATVs on trails and take immense pride in their vehicles. We aim to integrate AMSOIL products into the lives of professional, amateur and family-level enthusiasts, where our products can make a tangible impact on the equipment they rely on every day. By supporting both national and grassroots events, we're investing in the communities that have supported us for more than 50 years.

Be sure to check the Sponsored Events page in the Dealer Zone under Business Tools>Dealer Business Tools for exciting new opportunities to represent AMSOIL and grow your Dealership at AMSOIL-sponsored events. New race series and events will be posted as soon as their schedules are released.







## 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](https://my.AMSOIL.com) and click "Reports" on the left-hand side to start gaining insights into your valuable customer data.



## February Closeout

The last day to process February telephone orders is Friday, Feb. 27. 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, Feb. 28. All orders received after these times will be processed for the following month. Volume transfers for February business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, March 6.

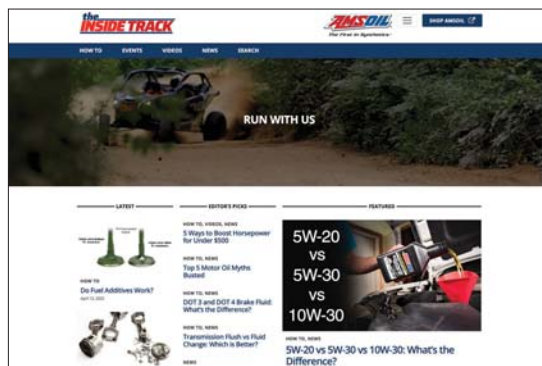
## Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, Feb. 16 for Family Day.

## AMSOIL Charcoal Camo Hex Soft Mesh Cap

Comfortable soft mesh cap. Dark charcoal shade of camo hex print with high-quality embroidery. Stretch sweatband and snapback closure. One size fits most.

**STOCK # G3947**  
U.S. Price: \$30.00  
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## 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.

# SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU DRIVE AND HOW YOU DRIVE®

V-twins, hybrids, lawn mowers, race cars – whatever you drive, no two engines function exactly the same way. Getting the best performance and longest life out of your vehicles and equipment requires specialized lubricants.

AMSOIL products are engineered to deliver targeted, application-specific benefits so you can extract maximum performance and life from your equipment.



ORDER AT  
**AMSOIL.com/AMSOIL.ca**

# FAST DIESEL-FUEL RECOVERY

Diesel applications operating in extremely cold environments face some unique challenges. As the temperature drops, wax naturally found in diesel fuel begins to form crystals. The point at which wax crystals form is known as the cloud point. These wax crystals can eventually clog the fuel filter and starve the engine of fuel, preventing it from starting or even stalling out a running engine.

AMSOIL Diesel Recovery (DRC) quickly dissolves gelled fuel to allow the operator to continue driving with minimal downtime. Diesel Recovery separates the molecular bonds of wax crystals that have agglomerated in diesel fuel. It thaws frozen fuel filters and reduces the need for a new filter, saving money and preventing an inconvenient trip to an auto parts store.

- **Quickly** dissolves gelled fuel.
- **Thaws** frozen fuel filters.
- **Performs** well in ULSD, off-road and biodiesel.
- **Alcohol-free.**
- **Non-corrosive.**

## Safety in a Bottle

Diesel-fuel quality varies from one filling station to the next, and low-quality fuel can have a cloud point as high as 40°F (4.4°C). Keeping a bottle of AMSOIL Diesel Recovery on-board is cheap insurance against being towed to a service station or getting stranded somewhere in subzero temperatures.







## Head into spring with the full AMSOIL product portfolio

Carrying extensive product lines allows us to be a one-stop shop for all our customers' needs.

**Jamie Prochnow** | RETAIL PROGRAM MANAGER

Spring is right around the corner and maintenance season will soon begin. Spring has historically been the busiest time for AMSOIL. There is the rotation of seasonal equipment, and spring cleaning includes oil changes for vehicles. It's important to ensure your accounts are stocked up and ready to go. We've made this easier by launching a plethora of products over the last several years. You now have the best and most extensive product portfolio in the industry.

The reason for having an extensive product portfolio is two-fold. The first is that not every customer is interested in the performance, protection and associated cost of a top-tier product like Signature Series. The second is that we want to be as close to a one-stop shop for customers as possible.

Many factors will dictate which oil line you sell to an account. Is it a commercial or retail account? What are its maintenance intervals? Who are its customers? What are its goals? This is all great information to collect before presenting solutions. Make sure you fill out the retail and commercial questionnaires when meeting with potential accounts. They can be found in the Business Tools section of the Dealer Zone.

You can work with your accounts to find the right product solution based on the information you receive when filling out the questionnaire. For example, let's say you have a fleet account that uses Signature Series Synthetic Motor Oil for its van

fleet. But when it comes to its diesel buses, the need for a full synthetic diesel oil is still not widely accepted by its maintenance group. While we are slowly changing this opinion through oil analysis, it's important we offer AMSOIL Commercial-Grade Synthetic-Blend Diesel Oil to meet this demand. One customer, two different maintenance goals. We have the best oil for each category.

It's also worth noting that what's best for your customer is also what's best for you. You may want to exclusively sell Signature Series, but customer needs and goals should dictate the solution.

We want to limit competition by being a one-stop shop. The broader our range of products, the harder it is for our competition to gain a foothold. While being a sole provider is rare, we can come closer than ever before. Using that same fleet account as an example, we can provide it with a wide range of additional premium products, including transmission fluid and fuel additives. It can even use AMSOIL Glass Cleaner (AGC) before sending its vehicles back on the road. More importantly, through regular visits and oil analysis we're showing the value of AMSOIL solutions, not just products.

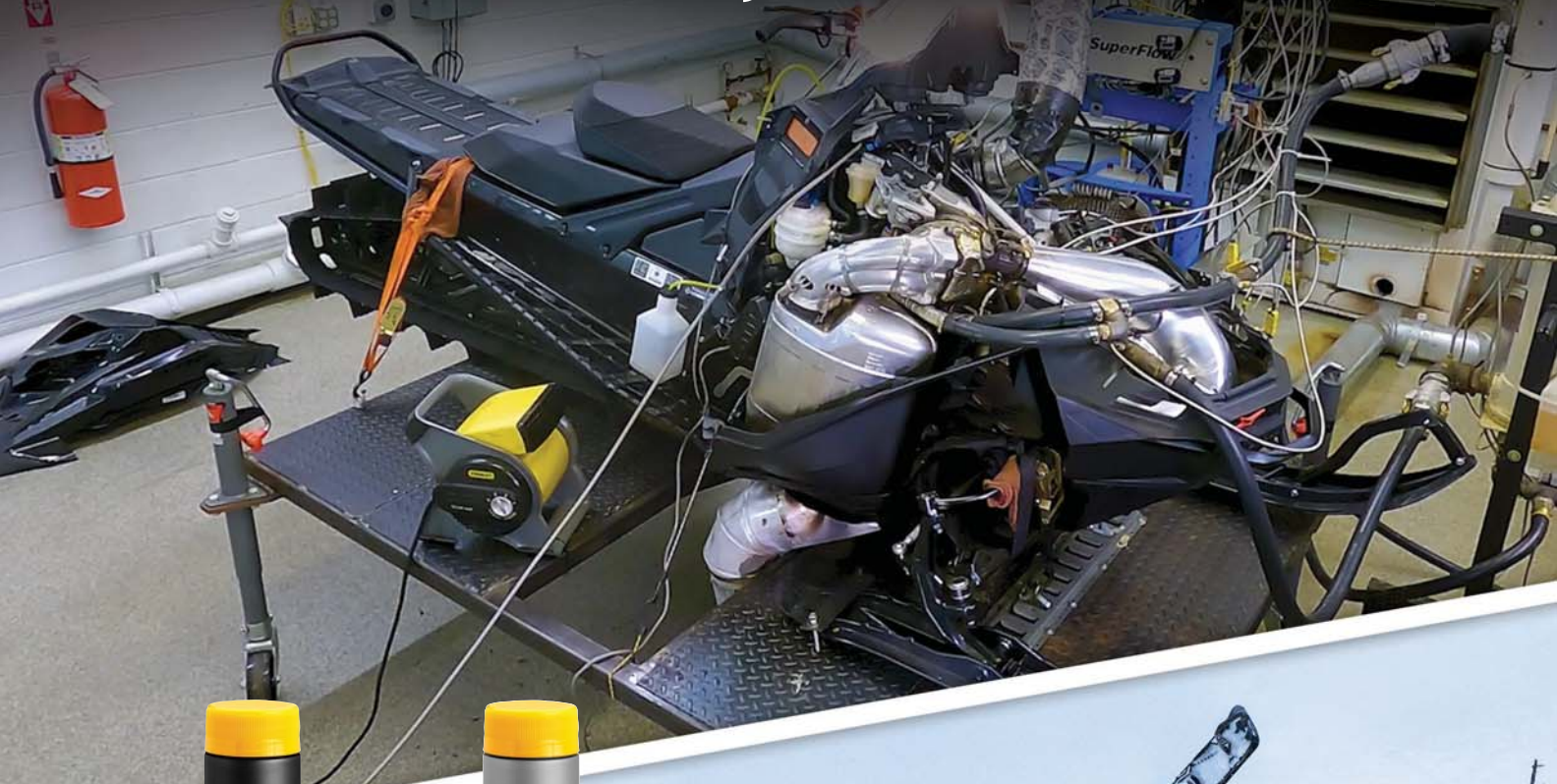
It isn't just commercial accounts we're targeting. Currently, one of the largest AMSOIL installer accounts is using over 30 different AMSOIL products. This includes multiple viscosities across multiple product lines, from OE to European Motor Oil,

transmission fluids, gear lubes, fuel additives and aerosols. We have the portfolio to help the account meet its increasingly demanding customer needs.

Make sure you're working with your customers on an ongoing basis. Their needs and goals may change, and it's important to be on top of what's happening. This is especially true with new or changing staff. Get to know multiple people within the organization to insulate yourself from this turbulence. You should also be looking for opportunities to add bulk dispensing or oil analysis. As always, happy selling.



# 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.



SEE THE PROOF  
[AMSOIL.com](http://AMSOIL.com)





**PROTECTION** | **PERFORMANCE**  
*you demand.* | *you deserve.™*

ISO 9001/ISO 14001 REGISTERED

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*Filtration Solutions*



WE HONOR



(Discover in U.S. only)

Spring is right around the corner, and now is a great time to visit landscape accounts and prospects to discuss their lubrication needs for the coming season.  
[my.AMSOIL.com](http://my.AMSOIL.com)



Minimum 10%  
Post-Consumer Fiber

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20177 Main Street

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Phone: 262-853-7900

[info@MainStreetOil.com](mailto:info@MainStreetOil.com)

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# New AMSOIL App for P.C.s and Catalog Customers

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