

AMSOIL®

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MAGAZINE

NOVEMBER 2010

INTRODUCING

ORIGINAL
EQUIPMENT



Severe Gear® Line Receives
Upgraded Technology

PAGE 5

New European
Car Formula Provides
Superior Protection for
High-Performance
European Vehicles

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ALSO INSIDE: AMSOIL Clothing and Promotional Items Catalog



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If you're still not using AMSOIL synthetic motor oils in your daily ride, OE is the perfect stepping stone toward experiencing the performance that's made us famous.

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**Introducing
AMSOIL
OE Synthetic
Motor Oils**

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Printed by Service Printers
Duluth, MN USA.

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THE COVER

New AMSOIL OE Synthetic Motor Oils



FROM THE PRESIDENT'S DESK

With our introduction of the world's first synthetic motor oil to meet American Petroleum Institute service requirements in 1972, we created the synthetic motor oil market. We coined the phrase "extended drain interval" and set the stage. I was convinced, for a whole new generation of quality and a complete departure from the wasteful and unnecessary practice of the 3,000-mile oil change.

I had total confidence in our technology. We had tested our product extensively, and running millions of miles in real-world applications further supported our 25,000-mile oil change recommendation. We, alone, led the charge.

Today, of course, others are following our lead with introductions of extended drain oils of their own. The market, however, has lagged behind. Although consumers are moving to synthetics, most remain resistant to the longer drain intervals. Less than 10 percent of motorists who are using synthetic motor oil are using extended drain oils. That leaves over 90 percent who are changing their synthetic oils at intervals recommended by their installers or vehicle manufacturers. That is a huge segment of the synthetic motor oil market we are not reaching with our extended drain oils. It is, without doubt, an opportunity we have been missing. Until now.



Our new AMSOIL OE Synthetic Motor Oil opens doors we have never opened before. Unlike our other motor oils, AMSOIL OE carries a recommendation to be changed at intervals stated by vehicle manufacturers. Whether it's 3,000 miles, 5,000 miles, 7,000 miles or longer, OE Motor Oil addresses the reservations many continue to feel about extended drain intervals. And equally important, it eliminates the concern over cost. OE is priced competitively with virtually all other synthetic motor oils.

While it's true that our extended drain oils provide the greatest overall value, our OE Synthetic Oil is an AMSOIL alternative that obliterates all barriers. It squarely positions Dealers for huge impact on the quick lube/installer market.

For Preferred Customers, OE means options. Not all Preferred Customers are drawn to AMSOIL because of our automotive motor oils. Many, for example, use only our motorcycle or snowmobile oils. As a Preferred Customer, you may not be on board with our extended drain oils or the higher upfront cost. But you have experienced AMSOIL quality, and AMSOIL OE Synthetic Motor Oil delivers the quality you demand at a drain interval and cost you are comfortable with.

In any case, the reaction we have had to the OE Oil has been 100 percent positive. And it's not just OE. There is enthusiasm surrounding all of the products we have introduced in recent months. This includes our new European Car Formula Oil you will see in this *AMSOIL Magazine* issue.

Direct Jobber George Douglas attended a recent regional sales meeting and shared his enthusiasm with us:

"Just got back from the Orlando meeting, and I am fired up from what we learned of the new oils that have been developed for our future success. This is not an easy task to get me fired up after nearly 30 years of involvement with the AMSOIL company, but I am, and for more reasons than just the new products that will give us more reach into the synthetic motor oil market. I am fired up about the direction and leadership this company is demonstrating on a daily basis. I am fired up about the advertising campaign they have in the works in several markets, as this demonstrates confidence in us Dealers to capture the return on their advertising investment dollars. I am fired up about the training venues that the regional sales managers are working on for us. I am fired up

about the new communication methods they have put in place with the Dealer only magazine and one especially for Preferred Customers. I am also fired up and thankful that we have positioned ourselves to take advantage of all these new initiatives that AMSOIL is doing for us."

I thank George for his message and appreciate his high level of enthusiasm. I have to believe that many others reading this column share that same enthusiasm, and I am confident that our new OE Synthetic Motor Oil will appeal to consumers by the thousands. ■

A handwritten signature in black ink that reads "A.J. Amatuzio".

A.J. "Al" Amatuzio

President and CEO, AMSOIL INC.

Dean Alexander
Executive V.P. /
Chief Financial Officer

Alan Amatuzio
Executive V.P. /
Chief Operating Officer

A.J. "Al" Amatuzio
President &
Chief Executive Officer

SEVERE GEAR® LINE RECEIVES UPGRADED TECHNOLOGY

AMSOIL is continually researching methods to enhance its already-superior product line. New additive technology has recently been incorporated into the Severe Gear® Synthetic EP Gear Lube line, providing even greater protection and performance. While users may notice the fluid color has changed slightly, the previous and new formulations are compatible and may be mixed. Pricing remains unchanged, providing even greater value.

In 2007, AMSOIL subjected Severe Gear 75W-90 Synthetic Gear Lube and a number of competing gear lubes to a comprehensive series of industry-standard tests. While some lubes performed well in some areas and poorly in others, Severe Gear placed near the top in all performance categories. It revealed itself to be the most well-balanced formula for its time, capable of providing exceptional performance and protection in a range of applications.

Since then, AMSOIL gear lube technology has advanced, making an already-superior product stronger. As the results show, the new additive technology allows Severe Gear to outperform the previous formulation and all of its competitors as tested in 2007. AMSOIL has raised the bar for gear lube performance even higher.

Increased Extreme-Pressure Protection

High-horsepower/high-torque applications demand lubricants with increased extreme-pressure (EP) properties. The Falex Extreme-Pressure Test (ASTM

D-3233) is used to determine a lube's ability to provide EP protection. As Chart 1 shows, although the previous formulation ranked in the top tier, the new technology provides an 80 percent increase in EP protection and easily outperforms all competing formulations from *A Study of Automotive Gear Oils*.

Increased Wear Protection

Severe applications such as towing, hauling and racing subject gear lubes to severe conditions, causing fluid film rupture in lesser lubricants. Metal-to-metal contact can result, inviting rapid wear and, ultimately, gear failure.

The 4-Ball Load Wear Index Test (ASTM D-2783) determines a gear lube's anti-wear properties under heavy load. Higher values, reported as the Load Wear Index (LWI), indicate increased wear resistance.

As demonstrated in Chart 2, the new formulation provides a 14 percent higher value than the previous formulation and ranks higher than all scores achieved in 2007 testing.

The technology behind the entire line of Severe Gear Synthetic EP Gear Lubes also provides increased foam control, thermal and oxidative stability, limited-slip differential chatter suppression and torque retention. ■

Chart 1

Falex Extreme-Pressure Test (ASTM D-3233)

*Tested Sept. 2010. All others tested Sept. 2007.

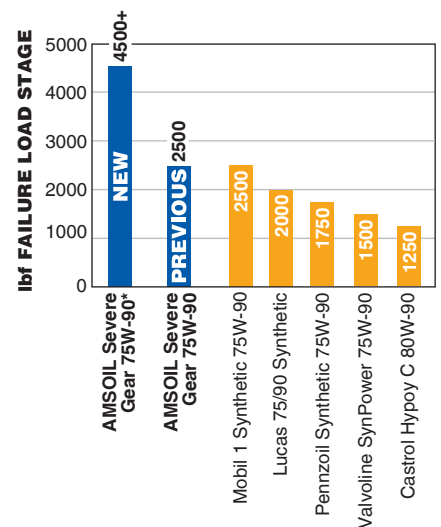
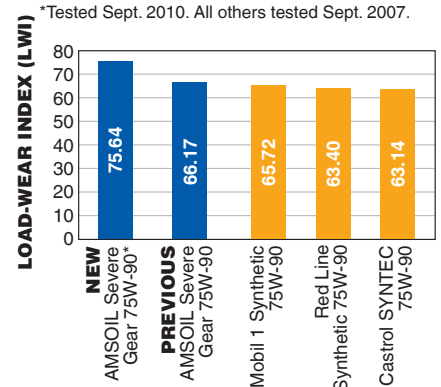


Chart 2

4-Ball EP Load Wear Index (ASTM D-2783)

*Tested Sept. 2010. All others tested Sept. 2007.



INTRODUCING AMSOIL OE SYNTHETIC MOTOR OILS



History of Synthetics

In 1972, AMSOIL pioneered the synthetic lubricant industry by introducing the world's first synthetic motor oil to pass API service requirements. Because synthetic lubricants were new and revolutionary, the market for them started small. Through the AMSOIL Dealer network, the public was slowly educated on the benefits of AMSOIL synthetic lubricants, attracting loyal high-performance and extended-drain customers along the way. As an increasing number of companies have introduced synthetic lubricants through the years, the market has continued to grow. Today, synthetics comprise 7-9 percent of the total lubricant market, a sharp increase from the 5 percent share they held in 2005.

Modern Drain Intervals

The oil drain interval recommendations for many of today's vehicles extend well beyond the traditional 3,000-mile interval. Most owners' manuals now recommend drain intervals of at least 5,000 miles. Ford will recommend 10,000-mile drain intervals with its 2011 vehicles, while vehicles equipped with electronic oil monitoring systems often extend drain intervals up to and even beyond the 10,000-mile mark.

Introducing OE Synthetic Motor Oils

In order to meet the demand for a lower-cost synthetic motor oil, and to provide customers a stepping stone to the top-tier line of AMSOIL synthetic motor oils, AMSOIL is introducing the AMSOIL OE Synthetic Motor Oil line. Priced competitively with other standard-drain synthetic motor oils, OE Synthetic Motor Oils offer the protection and performance benefits of a high-quality synthetic for OEM-recommended drain intervals.

AMSOIL OE Synthetic Motor Oils are designed as an entry-level product for customers who want to move up to synthetic quality, but won't pay a significantly higher price than a conventional product and/or aren't initially interested in extending their drain intervals.

Competitive Pricing

Priced at \$4.20 a quart wholesale, or \$3.99 a quart when purchased by the case, AMSOIL OE is more competitively priced with other synthetics on the market, appealing to customers who recognize the AMSOIL name, know its reputation for quality and have wanted to use the products, but have balked at the higher prices or extended drain intervals of the top-tier or XL Synthetic Motor Oil line.

Top-Tier Oils Provide Best Overall Value

Although the initial price of OE Synthetic Motor Oils is lower than the price of the AMSOIL top-tier and XL Synthetic Motor Oil lines, the top-tier oils provide the best overall value to consumers.

For example, a vehicle specifying 5,000-mile oil changes requires five oil changes over 25,000 miles. The Preferred Customer price for a do-it-yourself oil change using five quarts of 5W-30 OE Synthetic Motor Oil (OEF) is \$21 per oil change and \$105 for the five oil changes required over 25,000 miles. The Preferred Customer price of upgrading to the top-tier AMSOIL 5W-30 Synthetic Motor Oil (ASL) with a 25,000-mile drain interval is \$35.25. That's almost \$70 in savings on oil alone over 25,000 miles.

Great Opportunity to Step Up to AMSOIL Quality

OE is a great choice for many AMSOIL Preferred Customers who already buy AMSOIL Motorcycle Oils, Formula 4-Stroke Oils, 2-Cycle Oils or filters, but aren't interested in extending the drain intervals in their cars and trucks. AMSOIL OE presents a great stepping stone to start experiencing the benefits of AMSOIL motor oil in all vehicles.

OE 5W-20 Synthetic Motor Oil API SN, SM...; ILSAC GF-5, GF-4...

| Stock # | Unit of Meas. | Pkg. Size | U.S. Wholesale | Cost Per Unit | U.S. Sugg. Retail | Can. Wholesale | Can. Sugg. Retail |
|---------|---------------|--------------|----------------|---------------|-------------------|----------------|-------------------|
| OEMQT | EA | (1) Quart | 4.20 | 4.20 | 5.50 | 5.10 | 6.60 |
| OEMQT | CA | (12) Quarts | 47.88 | 3.99 | 64.65 | 58.20 | 78.00 |
| OEM30 | EA | 30-Gal. Drum | 439.80 | 3.67 | 549.75 | 530.00 | 663.00 |
| OEM55 | EA | 55-Gal. Drum | 756.80 | 3.44 | 930.90 | 913.00 | 1122.00 |

OE 5W-30 Synthetic Motor Oil API SN, SM...; ILSAC GF-5, GF-4...; GM dexos1™

| Stock # | Unit of Meas. | Pkg. Size | U.S. Wholesale | Cost Per Unit | U.S. Sugg. Retail | Can. Wholesale | Can. Sugg. Retail |
|---------|---------------|--------------|----------------|---------------|-------------------|----------------|-------------------|
| OEFQT | EA | (1) Quart | 4.20 | 4.20 | 5.50 | 5.10 | 6.60 |
| OEFQT | CA | (12) Quarts | 47.88 | 3.99 | 64.65 | 58.20 | 78.00 |
| OEF30 | EA | 30-Gal. Drum | 439.80 | 3.67 | 549.75 | 530.00 | 663.00 |
| OEF55 | EA | 55-Gal. Drum | 756.80 | 3.44 | 930.90 | 913.00 | 1122.00 |

OE 10W-30 Synthetic Motor Oil API SN, SM...; ILSAC GF-5, GF-4...

| Stock # | Unit of Meas. | Pkg. Size | U.S. Wholesale | Cost Per Unit | U.S. Sugg. Retail | Can. Wholesale | Can. Sugg. Retail |
|---------|---------------|--------------|----------------|---------------|-------------------|----------------|-------------------|
| OETQT | EA | (1) Quart | 4.20 | 4.20 | 5.50 | 5.10 | 6.60 |
| OETQT | CA | (12) Quarts | 47.88 | 3.99 | 64.65 | 58.20 | 78.00 |
| OET30 | EA | 30-Gal. Drum | 439.80 | 3.67 | 549.75 | 530.00 | 663.00 |
| OET55 | EA | 55-Gal. Drum | 756.80 | 3.44 | 930.90 | 913.00 | 1122.00 |

OE 5W-20, 5W-30 and 10W-30 Synthetic Motor Oils

Excellent Engine Protection and Performance

AMSOIL OE Synthetic Motor Oils are formulated to provide better wear control, high- and low-temperature protection and increased fuel economy compared to conventional oils. The oil drain interval recommendations for many of today's vehicles extend well beyond the traditional 3,000-mile interval, some up to 12,000 miles with electronic oil monitoring systems. AMSOIL OE Oils provide excellent protection and performance for the entire length of the original equipment manufacturer's recommended drain interval.

Improve Fuel Economy

Formulated with friction modifiers, AMSOIL OE Synthetic Motor Oils are fuel-efficient oils that reduce friction-related energy loss. They are designed to provide better fuel economy compared to conventional, non-fuel-efficient motor oils.

Maintain Low Emissions

AMSOIL OE Synthetic Motor Oils are friendly toward modern emissions control systems, promoting proper operation of catalytic converters for optimum service life and low exhaust emissions.

Protect in All Temperatures

AMSOIL OE Synthetic Motor Oils are multi-viscosity formulations. They resist the effects of thermal breakdown, including evaporation and viscosity loss, while remaining fluid in cold temperatures for easier cold starts and fast start-up circulation.

Keep Engines Clean

Fortified with high levels of detergent and dispersant additives, AMSOIL OE Synthetic Motor Oils are engineered to resist sludge and carbon deposits better than conventional oils. They promote clean operation for longer-lasting, better-running engines.

Applications

AMSOIL OE Synthetic Motor Oils are excellent for use in all types of gasoline-fueled vehicles. They are recommended for all domestic and foreign vehicles requiring any of the following performance specifications:



5W-20 (OEM)

API SN, SM...
ILSAC GF-5, 4...
GM 6094M
Ford WSS-M2C930-A
Chrysler MS-6395N

5W-30 (OEF)

API SN, SM...
ILSAC GF-5, 4...
Ford WSS-M2C929-A
Chrysler MS-6395N
GM dexos1™ (supersedes LL-A-025, 6094M and 4718M)

10W-30 (OET)

API SN, SM...
ILSAC GF-5, 4...
GM 6094M, GM 4718M
Chrysler MS-6395N

Mixing AMSOIL

AMSOIL OE Synthetic Motor Oils are compatible with conventional and other synthetic motor oils. Mixing AMSOIL OE Synthetic Motor Oils with other oils, however, will shorten the oil life expectancy and reduce the performance benefits.

Aftermarket oil additives are **not recommended** for use with AMSOIL OE Synthetic Motor Oils.

Service Life

In gasoline-fueled vehicles, AMSOIL OE Synthetic Motor Oils are recommended for the intervals stated by the vehicle

manufacturer or indicated by the oil life monitoring system. Change oil filter at every oil change.

OE Synthetic Motor Oil Data Bulletin

The AMSOIL OE Synthetic Motor Oil data bulletin (G3404) covers the features, benefits and technical properties of OE Synthetic Motor Oils.



| STOCK | #QTY | U.S. | CAN. |
|-------|------|------|------|
| G3404 | 25 | 3.10 | 3.75 |

MOVE UP TO AMSOIL QUALITY

AMSOIL offers a high quality synthetic motor oil for every customer.

Performance

AMSOIL OE 5W-20, 5W-30 and 10W-30 Synthetic Motor Oils



Formulated for Original Equipment Manufacturer (OEM)-recommended drain intervals

AMSOIL OE Synthetic Motor Oils help provide better wear control, high- and low-temperature protection and increased fuel economy compared to conventional oils. The oil drain recommendations for many of today's vehicles extend well beyond the traditional 3,000-mile interval, some up to 12,000 miles with electronic oil monitoring systems. AMSOIL OE Oils provide excellent protection and performance for the entire length of the original equipment manufacturer's recommended drain interval.

Performance Plus

AMSOIL XL Extended Life 5W-20, 5W-30, 10W-30 and 10W-40 Synthetic Motor Oils



Formulated for up to 10,000-mile/six-month drain intervals, or longer when recommended in owners' manuals or indicated by oil monitoring systems.

AMSOIL XL Extended Life Synthetic Motor Oils provide better wear control, high- and low-temperature protection and increased fuel economy compared to conventional oils. Formulated with extended-drain boost technology, AMSOIL XL Synthetic Motor Oils provide superior performance for up to 10,000-miles/six months, or longer when recommended in owners' manuals or indicated by electronic oil life monitoring systems.

Maximum Performance

AMSOIL 0W-20, 5W-30 and 10W-30 Top-Tier Synthetic Motor Oils



Formulated for up to 25,000-mile/one-year drain intervals

The top-tier AMSOIL synthetic motor oils deliver extraordinary lubrication in all types of automotive gasoline engines. Combining the industry-premier synthetic technology with AMSOIL premium additives, AMSOIL synthetic motor oils exceed the higher performance demands of modern engines, withstanding the stress of higher horsepower, higher heat and complicated emission control systems. AMSOIL synthetic motor oils are engineered to outperform competitive conventional and synthetic motor oils and deliver long-lasting performance and protection for up to 25,000-mile/one-year drain intervals.

NEW EUROPEAN CAR FORMULA PROVIDES SUPERIOR PROTECTION FOR HIGH-PERFORMANCE EUROPEAN VEHICLES

New AMSOIL European Car Formula 5W-30 Synthetic Motor Oil (AEL) provides exceptional performance and protection for high-performance European vehicles manufactured by Volkswagen, Audi, Mercedes-Benz, BMW, Porsche and more. Owners of vehicles requiring an oil meeting the VW 504.00/507.00 specification are actively seeking appropriate products, and AMSOIL European Car Formula 5W-30 is one of only a few oils available in North America that meets the VW 504.00/507.00 specification. The low-viscosity formulation maximizes fuel efficiency without compromising engine protection, while meeting strict European performance requirements for gasoline and direct-injection diesel engines designed for low-viscosity oils. Formulated with low sulfated ash, phosphorus and sulfur (SAPS), AMSOIL European Car Formula 5W-30 complies with modern emissions systems to provide optimum life and performance.

Stay-in-Grade Performance

Sophisticated European engines subject oil to severe operational conditions. Oils must demonstrate excellent high-temperature/high-shear (HT/HS) performance to maintain viscosity and provide adequate engine protection. AMSOIL European Car Formula 5W-30 Synthetic Motor Oil is engineered to stay in grade despite rigorous operation throughout the extended drain intervals European automakers recommend. Formulated with a select additive package and shear-stable synthetic base oils, it meets strict ACEA and VW HT/HS requirements to provide outstanding wear protection and is recommended for the longest drain interval recommended by the manufacturer.

Low SAPS Formulation

Excessive sulfated ash, phosphorus and sulfur (SAPS) in motor oil can harm modern exhaust treatment devices. Diesel particulate filters (DPFs), for example, require low-SAPS motor oil to help prevent filter plugging. AMSOIL European Car Formula's low-SAPS formulation promotes optimum emissions system performance and life, reducing maintenance costs.

Maximum Fuel Economy

AMSOIL European Car Formula is engineered with a 5W-30 viscosity and friction modifiers to reduce friction for increased energy through-put. It minimizes internal engine drag, providing an alternative for motorists currently using heavier grade oils, but who desire maximum fuel efficiency.

Enhanced Turbocharger Protection

Turbocharged Direct Injection (TDI) engines commonly used in European vehicles require thermally stable oils that resist deposit formation and provide adequate turbocharger cooling. Thermally stable oils help keep oil passages clean and promote fluid circulation so turbo bearings stay cool and lubricated.

AMSOIL European Car Formula provides protection and performance for TDI systems in all temperature extremes. Its low pour point protects turbochargers against oil starvation and ensures rapid oil pressure in sub-zero conditions, while its thermal stability withstands high-temperature/high-RPM breakdown to resist deposit formations that starve TDI systems of lubrication.

Applications

AMSOIL European Car Formula 5W-30 Synthetic Motor Oil is available in quarts, five-liter jugs and drums. It is recommended for European gasoline or diesel vehicles requiring any of the following worldwide specifications:

VW 504.00/507.00, ACEA A3/B3, A3/B4, Mercedes-Benz 229.51, BMW LL-04, Porsche C30



AMSOIL European Car Formula 5W-30 Synthetic Motor Oil is one of only a few oils available in North America that meets the VW 504.00/507.00 specification.

AMSOIL European Car Formula 5W-30 Synthetic Motor Oil Data Bulletin



| Stock Number | Unit of Measure | U.S. Wholesale | U.S. Sugg. Retail | Can. Wholesale | Can. Sugg. Retail |
|--------------|-----------------|----------------|-------------------|----------------|-------------------|
| AELQT | EA | 7.60 | 9.85 | 9.10 | 11.80 |
| AELQT | CA | 86.55 | 116.85 | 103.80 | 140.40 |
| AEL5L | EA | 39.50 | 51.05 | 47.25 | 61.10 |
| AEL5L | CA | 75.15 | 101.50 | 90.00 | 121.60 |
| AEL30 | EA | 786.00 | 982.50 | 942.00 | 1178.00 |
| AEL55 | EA | 1391.50 | 1711.55 | 1668.00 | 2051.00 |

| STOCK# | QTY | U.S. | CAN. |
|--------|-----|------|------|
| G2808 | 25 | 3.10 | 3.75 |



Dan Peterson | TECHNICAL DIRECTOR

The European motor oil market has always been different from the North American market. European engine oil drain intervals have consistently been longer than those in the U.S., and oil formulations and additive packages have also differed from those of North American engine oils. These differences are due primarily to European emissions legislation, fuel economy concerns and stringent severe-service oil durability requirements.

In the United States, oil classifications and requirements are developed through a process involving a number of trade associations and organizations, and the classifications are finalized and managed by the American Petroleum Institute (API) and the International Lubricant Standardization and Approval Committee (ILSAC). In Europe, industry-wide specifications are developed by the Association des Constructeurs Européens d'Automobiles (ACEA).

The API-governed engine oil specification has traditionally been the most common in the U.S., and oils meeting current API specs are still widely used today. More recently, ILSAC, which has a more global focus, is having a greater influence on North American specifications due to the rising number of Japanese vehicles sold in the U.S. As a result, the new ILSAC specification, GF-5, differs more from its API counterpart, SN, than in the past.

ACEA does not have the recognition and influence in Europe that API does in North America because individual vehicle manufacturers in Europe strongly support their own engine oil specifications. As a result, there are a number of different widely used European engine oil specifications, and oil manufacturers

European engine oil specifications are numerous and specialized.

New AMSOIL European Car Formula 5W-30 Synthetic Motor Oil meets the latest Volkswagen specification, VW 504.00/507.00

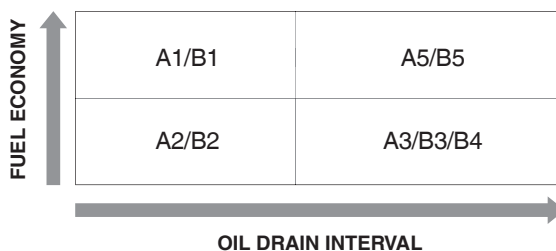
are tasked with building appropriate engine lubes for each.

As these new European vehicles make their way to the U.S., consumers are discovering they can't necessarily use just any oil. One recognized example of a very particular specification is Volkswagen VW 504.00/507.00 (504.00 covers gasoline engines, 507.00 covers diesel engines). This specialized engine oil specification was designed by VW to help protect emissions-reduction equipment and support proper operation and longevity of the vehicle. Until recently, AMSOIL did not offer a product meeting this specification, and there are only a handful of oils available in the U.S. that do. New AMSOIL European Car Formula 5W-30 Synthetic Motor Oil (product code AEL, see p.9) does meet the spec, as well as the ACEA A3/B4 specification, which was created with slightly different priorities than the VW 504.00/507.00 spec.

ACEA oils engineered for the A3/B4 category meet the requirements of direct-injected gasoline and diesel engines in addition to the requirements of A3/B3. In order to provide optimal performance in direct-injection diesel

engines, an oil must be highly stable and durable; direct-injection systems are notoriously hard on engine oil. ACEA A3/B3 European oil specifications require stable, stay-in-grade engine oils to ensure these high-performance engines are protected from inadequate oil supply and excessive wear. For an oil to be considered stay-in-grade, it must resist thickening or thinning out of an established viscosity range. The table below outlines the general differences between four ACEA sequences for gasoline and light-duty diesel oils in regard to fuel economy benefits and drain interval recommendations.

Moving forward, Volkswagen plans to maintain three global engine oil specifications for its light-duty gasoline and diesel vehicles: VW 504.00/507.00, VW 502.00/505.01 and VW 501.01/505.00. New AMSOIL European Car Formula 5W-30 Synthetic Motor Oil is recommended for Volkswagen vehicles requiring VW 504.00/507.00, while AMSOIL European Car Formula 5W-40 Synthetic Motor Oil is designed for Volkswagens requiring VW 502.00/505.00/505.01. Both formulations are recommended for the ACEA A3/B4 specification, among others. ■



The ACEA European Oil Sequences define performance requirements for gasoline and light-duty diesel engine motor oil. Each sequence (class and category) reflects different engine oil performance levels. As shown in the chart above, different categories are required to meet key criteria including fuel economy and oil drain interval.

SUPERIOR PROTECTION FOR WINTER POWERSPORTS EQUIPMENT



Formula 4-Stroke® Power Sports Synthetic Motor Oil

Provides serious protection and performance in four-stroke snowmobile and ATV engines. Broad 0W-40 viscosity rating provides superior protection in both hot and cold temperature extremes. Provides superior shear stability and resistance to vaporization so engine wear, oil consumption, friction, heat and emissions are kept to an absolute minimum.

INTERCEPTOR™ Synthetic 2-Cycle Oil

Engineered specially for powersports applications and those engines equipped with exhaust power valves. Contains the finest synthetic base oils and additives available for exceptional cleanliness properties. Controls exhaust valve sticking and provides outstanding overall lubrication properties.



DOMINATOR® Synthetic 2-Cycle Racing Oil

Robust formulation specially engineered for unsurpassed protection in high-performance two-cycle motors, both on and off the track. Heavier synthetic base oils provide more lubricity for "on the edge" operation. Reduces friction and protects pistons and bearings subjected to the rigors of racing.



Shock Therapy Suspension Fluid

Provides maximum stability and performance in high-performance fork and shock applications. Effectively controls friction and heat and significantly reduces wear and scuffing. Viscosity remains constant and foam and aeration are kept to a minimum, limiting shock fade and inconsistent dampening. Offers superior performance in temperature extremes. Available in "light" and "medium" formulations.



Synthetic Extreme-Pressure Chaincase Oil

Superior protection and performance for enclosed chains. Extreme pressure additives provide extra wear protection. Extends chain life, repels water and inhibits rust, oxidation and foam. Superior low-temperature starting, performance and protection. Reduces high viscosity drag and increases power.



Synthetic Water Resistant Grease

Extreme-pressure multi-purpose grease offers excellent cohesiveness and adhesiveness for wet-duty performance. Provides superior protection and performance over a broad temperature range, resists water washout and degradation and seals metal surfaces against rust and corrosion.

Heavy Duty Metal Protector

Heavy-duty spray lubricant fortified with special rust and corrosion inhibitors. Penetrates and adheres to metal surfaces, leaving a dry, long-lasting wax-like protective coating. Apply to trailer frames and hitches, suspension components and any other metal surface that requires a heavy-duty lubricant or is exposed to the damaging effects of salt, moisture or chemical corrosion. Coats front suspensions and protects against road salt, and is ideal for protecting snowmobile skis while in summer storage.



AMSOIL BECOMES EXCLUSIVE OFFICIAL OIL OF MONSTER ENERGY SUPERCROSS

New three-year deal deepens motorcycle involvement



In 1972 the "Super Bowl of Motocross" was held inside the Los Angeles Coliseum. The event featured a majority of the top motocross riders of the day and was an instant success. It was such a big hit that a new indoor series had formed by 1974, and was appropriately coined "Supercross."

Today, Monster Energy AMA Supercross, an FIM World Championship, hosts 16 rounds of bar-to-bar racing with more than 750,000 fans tripping the turnstiles on an annual basis. Starting in 2011, AMSOIL will begin to define its own history within the sport by becoming the Exclusive Official Oil of the tour. The tour offers AMSOIL excellent television coverage, with more than 90 hours of air time on CBS and SPEED. AMSOIL will receive commercial inventory in each show, along with strong track signage, on-screen graphics and on-site activation opportunities.

"Supercross offers up the best riders in the world," said AMSOIL Race Program Manager Jeremy Meyer. "During an 18-week period, the sport's elite battle on 250 and 450cc bikes in front of an average crowd of more than 46,000. All of us at AMSOIL are excited to have the opportunity to reach out to those fans on a weekly basis."

The series owner, Feld Motorsports, also oversees Arenacross, a similar form of racing held in smaller venues such as convention centers and hockey arenas. AMSOIL will also become the Exclusive Official Oil of Arenacross for the next three years, reaching an additional 200,000 fans and securing more than 26 hours of television coverage, commercials and on-track signage.

AMSOIL has been heavily involved with both the supercross and motocross disciplines for more than a decade. In 1999, AMSOIL forged a partnership with Factory Connection Racing and one of the sport's legendary riders, Mike LaRocco. "The Rock" is still working as team manager with the AMSOIL-sponsored program, now known as the GEICO Powersports/Honda team, which currently features top riders such as Kevin Windham and Eli Tomac. AMSOIL is also the Official Oil and presenting sponsor of the AMA Amateur Nationals at Loretta Lynn's, the top amateur motocross race in the world.

"On top of our current involvement, these sponsorships really help solidify our presence in the motorcycle market," said Meyer. "Supercross and Arenacross bring exceptional television coverage, competition and dedicated fan bases week-in and week-out. Their fans demand a higher-quality product, and AMSOIL now has two excellent opportunities to showcase almost 40 years of quality."


The 2011 Monster Energy AMA Supercross Tour kicks off in Anaheim, Calif. on January 8 and will air three hours of live coverage on SPEED. The Arenacross season also starts January 8 in Tulsa, Okla. ■

2011 Monster Energy AMA Supercross Tour Schedule

| | |
|-------------|-----------------|
| January 8 | Anaheim, CA |
| January 15 | Phoenix, AZ |
| January 22 | Los Angeles, CA |
| January 29 | Oakland, CA |
| February 5 | Anaheim, CA |
| February 12 | Houston, TX |

| | |
|-------------|--------------------|
| February 19 | San Diego, CA |
| February 26 | Atlanta, GA |
| March 5 | Daytona, FL |
| March 12 | Indianapolis, IN |
| March 19 | Jacksonville, FL |
| March 26 | Toronto, ON |
| April 2 | Dallas, TX |
| April 9 | St. Louis, MO |
| April 16 | Seattle, WA |
| April 30 | Salt Lake City, UT |
| May 7 | Las Vegas, NV |

ON THE BOX



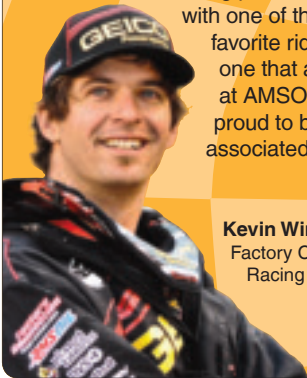
WITH JEREMY MEYER

When you walk into the AMSOIL corporate building in Superior, Wis., one of the first things you see is an autographed print of supercross star Kevin Windham.

A recent trade magazine survey found that Windham is considered the most popular rider in the pits today. As he enters his 17th season of professional racing, he shows no signs of slowing down, even finishing second in the Monster Energy AMA Supercross Championship 450 class in 2010.

Windham recently signed a two-year contract extension with the Factory Connection team. The move keeps K-Dub on the #14 Geico Powersports/AMSOIL/Honda for the remainder of his stellar career.

For AMSOIL, that means the continuation of a long partnership with one of the sport's favorite riders and one that all of us at AMSOIL are proud to be associated with.



Kevin Windham
Factory Connection Racing

AMSOIL ENGINE MASTERS CHALLENGE GIVES BUILDERS A CHANCE TO SHINE

The AMSOIL Engine Masters Challenge, presented by *Popular Hot Rodding* magazine, assembles the country's premier engine performance builders in a week-long dyno competition to produce the most horsepower and torque. The winner is bestowed with the title of Engine Master. The event takes place the first week of October at the University of Northwestern Ohio (UNOH) in Lima, and involves students and staff from its performance school. AMSOIL was represented by Technical Product Manager Len Groom and Director of Advertising Ed Newman.

In the same way race fans love racing, builders love strapping their engines to dynos to see what they can do. Teams put their engines through the paces on the first four days of eliminations, beginning with the lowest qualifier and concluding with last year's top finisher, four-time champion Jon Kaase. Throughout the week, dyno scores were projected on a screen in the dining area, where many competitors remained riveted throughout the day, recording the scores of other teams. On Friday, the six finalists were blind to everyone else's scores until the end of the competition.

Fords, Mopars, Chevys, big blocks and small blocks, fuel-injected and carbureted motors all competed on identical dynos under identical atmospheric conditions. While many competitors were simply there for the adventure, others had their eyes firmly on the prize.

The scale of the event is enormous as technical staff were flown in from various parts of the country to work alongside the university's technical experts. Students also assisted in the process, helping uncrate, assemble and hook engines to dynos, providing them an incredible opportunity to gain new insights into how to enhance internal combustion engine performance.

Dyno operator Sidney Bonnacarrere ensured every engine was loaded and pushed through identical paces from 2,500 to 6,500 rpm. Each builder team and EMC staff watched from the control room, where the measurement equipment released the data. The competition director was the respected Wesley Roberson of West Monroe, La., who has served with the NHRA since 1968. His composure and objectivity play an integral part in the event's success.



"This is an excellent event for AMSOIL," said Groom. "People who have engines built for them listen to whatever the engine builder recommends to put in it. It's good to get AMSOIL products in the hands of the people who are going to use it. Our oil is holding up well here, and it's a real positive thing for us.

"The school gives everything they can. Their dynos are top notch; the equipment's top notch. The students all have the same thing to say about it - that it's great. So I think it's a great fit; it's high-performance and high-end, just like AMSOIL."



The 2010 AMSOIL Engine Masters Challenge pitted 38 builders against one another for the title of Engine Master.

On the final day of competition, the top six teams had to put up one more set of numbers in three dyno pulls. Scores were not projected this time, and everyone had to give their best shot. When all was said and done, top honors went to Tony Bischoff and his BES Racing Engines team, taking their third title with a 417 c.i. Chrysler engine fitted with double spark plugs in each cylinder. ■

Tony Bischoff and his BES Racing Engines team were this year's winners of the AMSOIL Engine Masters Challenge.



Photo courtesy of Popular Hot Rodding

Holiday Closings

The Edmonton Distribution Center will be closed Thursday, November 11 for Remembrance Day. The AMSOIL corporate headquarters and U.S. distribution centers will be closed Thursday, November 25 for Thanksgiving Day.

Clothing Close-Out Sale

Very limited quantities of the following AMSOIL clothing items are available at close-out prices.

Men's White Sport Shirt

Jacquard sport shirt has perfect combination of good looks and "Dry Zone" performance. Lightweight and breathable, it expertly wicks moisture for cooling confidence. Embroidered logo. Sizes S, 3X.



| STOCK # | SIZE | U.S. | CAN. |
|---------|------|-------|-------|
| G2677 | S | 19.88 | 24.25 |
| G2682 | 3X | 21.26 | 25.75 |

Ladies' Blue and White T-Shirt

Stretch t-shirt features shiny "nail-head" logo. Runs slightly small in size. Sizes S-XL.



| STOCK # | SIZE | U.S. | CAN. |
|---------|------|-------|-------|
| G2107 | S | 10.09 | 12.50 |
| G2108 | M | 10.09 | 12.50 |
| G2109 | L | 10.09 | 12.50 |
| G2110 | XL | 10.09 | 12.50 |

Ladies' Cabana Shirt

Comfortable and breezy pink cabana shirt with subtle two-tone ladies embroidered logo. 60% rayon, 40% polyester microfiber. Size XL.



| STOCK # | SIZE | U.S. | CAN. |
|---------|------|-------|-------|
| G2344 | XL | 16.54 | 20.25 |

Ladies' Black Scoop Neck Shirt

Clean styling that's great for layering. This shirt is versatile and comfortable with easy stretch. Regular fit. Sizes M, 2X.



| STOCK # | SIZE | U.S. | CAN. |
|---------|------|-------|-------|
| G2299 | M | 18.90 | 23.00 |
| G2302 | 2X | 18.90 | 23.00 |

Water Filter Replacement Cartridge to See Price Adjustment

Because of price increases from suppliers, the AquaBrite AB90 water filter replacement cartridge will undergo a price increase effective Nov. 1, 2010.

| | | |
|----------------------------------|-------|---------|
| Preferred Customer Price: | | \$42.95 |
| Suggested Retail Price: | | \$62.00 |

Trico Wiper Blades

TRICO Exact Fit | Pre-assembled to precisely match the vehicle's arm type. Easily install in only seconds. All-metal blade construction provides superior strength and durability. Provide better-than-OEM performance and longevity and cover nearly 99 percent of all auto/light truck applications.

Exact Fit



TRICO NeoForm | TRICO's highest-performing blades. Deliver constant, even pressure across the entire length of the wiper for a smoother, more consistent wipe. Attractive European aerofoil design keeps the blade on the windshield, even in high wind or vehicle speeds. Fit most popular vehicles and come with a blade cleaner cloth packet.

NEOFORM BEAM BLADE



TRICO Winter | Feature a protective rubber boot to prevent snow and ice from clogging the blade, providing a clean wipe and enhanced driving visibility. Riveted design for extra durability. Extra-thick, rugged OEM metal superstructure provides superior strength, and the pre-attached universal adapter fits 95 percent of vehicles.

Winter



TRICO Heavy Duty Wiper Blades | Available for virtually all heavy-duty applications, including heavy-duty trucks, buses and recreational vehicles. Feature durable metal construction and heavy-duty natural rubber wiping elements for quality performance and durability under demanding conditions. Quick and simple installation. Include adapters that allow blades to easily fit on competitors' wiper arms.

61 SERIES



63 SERIES



64 SERIES



65 SERIES



66 SERIES



67 SERIES



68 SERIES



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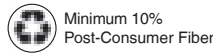
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NOVEMBER 2010

2011 AMSOIL CALENDARS NOW AVAILABLE

The 2011 AMSOIL calendar is now available for purchase. This year's full-color calendar layout features AMSOIL "First," AMSOIL products and AMSOIL "Official Oil" events. The calendar also includes information on AMSOIL INC. and the differences between synthetic and petroleum motor oils.



| STOCK# | QTY | U.S. | CAN. |
|----------|-----|-------|-------|
| G1105-EA | 1 | 1.50 | 1.80 |
| G1105-CA | 10 | 12.50 | 14.95 |

Go to www.amsoil.com for a complete list of AMSOIL Official Oil Sponsorships, licensing and event schedules.