

AMSOIL®

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MAGAZINE

OCTOBER 2010

REFORMULATED



AMSOIL XL SYNTHETIC MOTOR OILS

Featuring Longer Drain Intervals, Bolder Packaging PAGE 8

AMSOIL Products
Prepare Equipment
for Winter Weather

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Extended-Drain Boost
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THIS MAN CHANGED LUBRICATION HISTORY



During Lieutenant Colonel Al Amatuzio's 25 years as an award-winning jet fighter pilot, he gained a solid appreciation for the extraordinary lubricants that protected the engines of the jets he flew. He knew that only these lubricants, synthetic lubricants, could stand up to the demanding operating conditions of jet engines and the severe temperature extremes they encounter.

He knew also that the same outstanding performance benefits synthetic lubricants provide for jet engines would prove invaluable to car, truck and other internal combustion engines.

Amatuzio began an intense period of research in 1963. He assembled the industry's most knowledgeable chemists, and by 1966 his newly formulated synthetic motor oil was being sold commercially. Throughout the 1960s Amatuzio continued his research and developed commercially available synthetic oils under a variety of names. In 1972, AMSOIL became the first synthetic motor oil in the world to meet American Petroleum Institute service requirements.

The introduction of AMSOIL synthetic motor oil in 1972 set all-new standards for motor oil quality. AMSOIL synthetic motor oil outperformed conventional petroleum motor oils on all counts. It was clear from the start that this innovative product would play a major role in engine performance and engine life.

In 1994 Amatuzio gained the ultimate recognition as the pioneer in the synthetic lubricant industry with his induction into the Lubricants World Hall of Fame.

Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and has followed the AMSOIL lead with introductions of synthetic motor oils of their own. They spend millions of dollars advertising their "new" and "revolutionary" products. No one, however, can match AMSOIL experience and technological knowhow. And no one delivers products like AMSOIL.

Accept no substitutes – AMSOIL is "*The First in Synthetics.*"®



The First in Synthetics®



AMSOIL Reformulates Its Line of XL Synthetic Motor Oils

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THE COVER

AMSOIL XL Synthetic Motor Oils now feature longer drain intervals and bolder packaging.

FROM THE PRESIDENT'S DESK

I had lunch the other day with an old friend of mine. He had been a radar observer in my jet fighter unit and went on to become a high school teacher, basketball coach and, ultimately, a high school principal. Now retired for several years, he lives in Las Vegas and only occasionally gets back to this area. He is an extremely genuine man.

We spoke, of course, about the "good old days." He remembered with fondness the strictness with which I ran the unit and the dedication and camaraderie we all developed as a crew. He mentioned also that through the years he has heard only good things about AMSOIL. Everyone he speaks to, it seems, has nothing but good things to say about the company. My friend has followed our growth from the start and, as my friend, feels a personal sense of pride that AMSOIL has grown to the extent we have grown. Needless to say, it was wonderful to see him again.

Obviously, my friend was right. We have grown. We survived the difficult early years and fought through some major battles. We forged the market for synthetic motor oil, despite the long odds we faced. The major oil companies and vehicle manufacturers wanted nothing to do with synthetic oil, and they were slow to acknowledge that AMSOIL had developed a superior product. We fought through our court battles with Pennzoil and Amway and never lost sight of our goals. And we defended ourselves against the ridiculous falsehoods that people spread about synthetic oil.

The real secret to our success, however, is really no secret at all. It all comes down to our unwavering persistence, a strong belief in our products and the

commitment to develop high quality products that people want to buy – products that would effectively penetrate markets.

Our XL oil line is a perfect example. Those products were developed to penetrate the installer market. People were moving toward do-it-for-me oil changes, and we had to gain a foothold. We also knew that the XL oils would appeal to many of those consumers who were not yet ready to jump to our 25,000-mile oils. The XL oils, we were convinced, would open new doors for our Dealers. We were right. With their reduced drain interval recommendation and lower upfront cost, the XL oils took off. Consumers were attracted to the AMSOIL brand, and they found value in the 7,500-mile drains. Installers found value, too, in the profits the XL oils generated. The XL oils have now become the oils of choice for many Dealers, Preferred Customers and installers. In fact, the XL line currently accounts for 28 percent of our passenger car motor oil sales. It's no surprise. They are fantastic oils.

And now they are even better. We have beefed up the additive package and given the oils more extended drain punch. This falls in line with the vehicle manufacturers who are calling for longer drains. Some Toyota models, for example, call for 10,000-mile oil drain intervals, and Ford will equal that on some 2011 models. General Motors, of course, has lengthened its oil change recommendations with its oil life monitoring systems. As you will also read in this issue, the reformulated XL oils meet the new ILSAC GF-5 and API SN service requirements. They

are better-performing oils with absolutely no increase in price. There is definite value in that.

To be certain, we have made substantial inroads into the installer market with our XL oils, but we still have work to do. Unfortunately, 90 percent of installers remain stuck on the 3,000-mile oil change recommendation, and reports indicate that by the year 2018, 80 percent of all drivers will be having their oil changed by them. Too many consumers, I am afraid, will continue to follow their 3,000-mile oil change advice. We have a major hurdle yet to cross and a huge market to capture.

To be continued...



A.J. "Al" Amatzuzo

President and CEO, AMSOIL INC.

Dean Alexander
Executive V.P. /
Chief Financial Officer

Alan Amatzuzo
Executive V.P. /
Chief Operating Officer

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



OPTIMIZE YOUR WINTER POWERSPORTS EQUIPMENT



Gasoline supplies the explosive power necessary to propel powersports equipment forward. It can also supply plenty of varnish, gum and insoluble debris that clog injectors, fuel lines and carburetors, stick floats and cause poor engine performance, starting problems, increased maintenance expenses and decreased equipment life. AMSOIL delivers products that optimize fuel performance in powersports equipment both in operation and in storage.

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Dan Peterson | TECHNICAL DIRECTOR

I was taught early in my engineering career, "In God we trust; all others, bring data." I have to chuckle a little every time I tell someone about my deep-seated belief that I will not accept any conclusions on a technical subject without being fully backed up by unbiased data.

I think it might even get a little irritating hearing me continually ask, "Where is your data?" I know many AMSOIL Dealers and customers feel the same way; they want the facts before accepting things as foregone conclusions. Dealers depend on solid technical data to provide customers the best possible solutions to technical problems. They know that when you become a solid technical resource to customers, you increase your value and credibility in the customers' eyes. The monthly Tech Talk column will provide solid technical facts for people who really want to know.

This inaugural issue of *AMSOIL Magazine* features the introduction of the re-formulated XL line of oils with boosted extended-drain capabilities. The first question many people ask is, "what imparts XL's extended-drain abilities?"

First, you need to understand what prevents an oil from providing adequate protection over an extended period of time. Two common failure modes for passenger car motor oils are oxidation and acid build-up. Oxidation causes oil viscosity increase, sludge, varnish and hard carbon deposits. These effects can restrict oil flow and stick piston rings, leading up to catastrophic engine damage.

Acid build-up in the oil sump occurs from oxidation, combustion by-products and other contaminants. Over time, an

AMSOIL XL Synthetic Motor Oils are engineered to overcome the main reasons for motor oil failure.

Their extended-drain additive boost is designed to impart long oil life.

oil's ability to neutralize acids is reduced and, eventually, the detergent system is unable to combat deposits. Corrosive wear can occur in bearing materials and other critical areas, and excessive deposits can form. If an oil is to be used for extended drain intervals it must successfully address the issues of abnormal viscosity increase and excessive acid build-up over the specified interval.

AMSOIL XL Synthetic Motor Oils are designed to overcome these common oil failure modes. Highly saturated synthetic molecules have been proven to do a superior job handling heat and resisting oxidation. Unlike conventional oil molecules, pure, uniform synthetic molecules are manufactured with more stable chemical groups that actually block oxygen and other contaminants from attaching to the base oil chain, resulting in more stable viscosity levels for longer periods of time.

Well-designed anti-oxidants enhance resistance to chemical attack and provide an added layer of protection against sludge development. Many of these materials work by proactively attaching to oxygen molecules and contaminants and consuming them in an oxidation reaction. This effectively prevents these viscosity-increasing materials from attaching to the backbone of the base oils. Basically, anti-oxidants slow down the oxidation process by tying up free-radical materials.

Acid build-up and detergent levels are measured by two different variables: total base number (TBN) and total acid number (TAN). TBN is a measure of the remaining detergent or acid-neutralizing capability of an engine oil. TAN is a measure of acid build-up in the system.



As TBN levels are naturally depleted over time, TAN levels increase. With extended drain interval oils, the detergent level is boosted to keep acids in check over the extended period between oil changes.

The XL series features a new extended-drain additive boost designed in part to increase the oil's starting TBN levels and enhance TBN retention to safely provide excellent lubrication for up to 10,000 miles and beyond. The XL line is also designed with premium synthetic base oils and an anti-oxidant system that safely resists chemical attack over this period. ■

AMSOIL PRODUCTS PREPARE EQUIPMENT FOR TOUGH WINTER WEATHER

The fall months are the time to place boats, motorcycles and lawn care equipment into storage and prepare snowmobiles, snowblowers and other vehicles for the coming winter.

AMSOIL products are formulated to provide maximum protection for engines and fuel systems during storage, while AMSOIL synthetic motor oils' low pour points provide superior cold-temperature protection and performance in two- and four-stroke winter equipment.

Fall Storage Protection

Gasoline can break down in as little as 60 days, causing varnish and gums that clog injectors, fuel lines and carburetors, leading to poor engine performance and starting problems. In many applications, draining the fuel system can be impractical, and doing so can expose the system to corrosion on the bare metal in the tank and fuel system and cause gasket and seal cracking.

AMSOIL Gasoline Stabilizer reduces the oxidation that occurs when fuel is stored for extended periods, improving performance, extending equipment life and decreasing maintenance expenses.

During storage, fluctuations in ambient temperatures can form condensation within the engine that can cause surface corrosion on cylinder liners, piston rings, anti-friction bearings and steel/iron contact surfaces on rotational seals. Long periods of storage can also dry out cylinders, often resulting in permanent damage when the equipment is dry-started in the spring.

AMSOIL Engine Fogging Oil offers superior film retention, providing long-term protection against corrosion and dry starts, extending engine life and reducing operating expenses. Its aerosol spray formulation offers easy and clean application, while reaching more components and offering complete distribution of the oil, something especially beneficial in applications with horizontal cylinder orientation, such as outboard motors.

Winter Four-Stroke Performance

Conventional oils thicken in the cold, which can result in inadequate lubrication to critical engine parts at cold start-up, or even prevent the engine from starting.

AMSOIL Formula 4-Stroke Power Sports Synthetic Motor Oil provides serious protection and performance in four-stroke engines, including ATVs and snowmobiles. Its broad 0W-40 viscosity rating effectively protects in both hot and cold temperature extremes.



AMSOIL Formula 4-Stroke Synthetic Small Engine Oil provides exceptional protection in the severe-service conditions common in both gasoline- and diesel-fueled small engines, including welders, skidsteers, compressors, snowblowers and more. It remains fluid at sub-zero temperatures for superior cold-weather protection.



Winter Two-Stroke Performance

AMSOIL DOMINATOR and INTERCEPTOR Synthetic 2-Cycle Oils provide exceptional performance in snowmobiles and other two-stroke equipment. AMSOIL DOMINATOR is formulated with heavier base oils for "on the edge" operation, while also protecting pistons and bearings subjected to the rigors of extreme riding.

AMSOIL INTERCEPTOR is engineered specifically for power-sports applications and engines equipped with exhaust power valves. It contains the finest synthetic base oils and additives for exceptional cleanliness, while controlling exhaust valve sticking and providing outstanding overall lubrication.



Robbie Malnoski

Gasoline Additive

AMSOIL Quickshot SE is formulated to thoroughly clean varnish, gums and insoluble debris in two- and four-stroke gasoline-powered small engines and powersports equipment fuel systems, restoring peak performance. It effectively addresses performance issues related to ethanol, water and dirty pump gas, while stabilizing fuel between uses and during short-term storage periods.



AMSOIL REFORMULATES ITS LINE OF XL SYNTHETIC MOTOR OILS

Longer drain intervals, bolder packaging and compliance with new industry performance requirements among new features

AMSOIL has reformulated its line of Extended Life (XL) Synthetic Motor Oils to provide up to 10,000-mile/six-month drain intervals, or longer when recommended in owners' manuals or indicated by electronic oil life monitoring systems. Pricing remains unchanged, providing customers with enhanced value.

Featuring extended-drain boost technology, the new formulations boast an extra measure of select additives that neutralize contaminants longer. They continue to provide significant benefits compared to conventional oils, including superior wear control, improved high- and low-temperature protection and increased fuel economy, now throughout a longer drain interval. Reformulated AMSOIL XL Synthetic Motor Oils are API SN certified and bear the API donut on the label. They are also formulated to meet or exceed the ILSAC GF-5 performance requirements for gasoline engines that took effect October 1. Because GM only grants dexos1™ licenses to SAE 5W-30 products, only AMSOIL XL 5W-30 carries the dexos1 recommendation.

Increased Drain Interval

The XL line was developed for do-it-for-me (DIFM) customers. It overcame many of the obstacles Dealers faced from installers who balked at 25,000-mile drain intervals and non-API-certified oils, and provided DIFM customers with peace of mind beyond 3,000 miles. At that time, some original equipment manufacturers (OEMs) were beginning to recommend drain intervals beyond the traditional 3,000 miles. The more recent introduction of electronic

oil life monitoring systems extended oil change intervals even further, although most conventional motor oils still carry 3,000-mile/three-month maximum drain intervals. Boasting a 7,500-mile/six-month drain interval, AMSOIL XL Synthetic Motor Oils provided an extra level of performance and protection for motorists extending drain intervals beyond 3,000 miles.

Today, OEMs are increasingly adopting the extended drain intervals AMSOIL pioneered decades ago. Some Toyota models carry 10,000-mile drain recommendations, while Ford will begin calling for 10,000-mile oil changes on certain model-year 2011 vehicles. Meanwhile, the new ILSAC GF-5 and API SN motor oil specifications require oils demonstrate increased fuel economy, reduced emissions and increased robustness. With the industry evolving, and to stay ahead of the curve, AMSOIL reformulated its XL Synthetic Motor Oils to meet or exceed current performance requirements and continue providing motorists with superior performance and added peace of mind.

Extended-Drain Boost Technology

AMSOIL XL Synthetic Motor Oils use extended-drain additive technology to provide longer service life. During normal engine operation, the combustion process creates acidic by-products that can lead to internal component corrosion and a reduction in the life expectancy of both the engine oil and engine. The motor oil's reserve alkalinity, expressed as its Total Base Number (TBN), aids in the control of acidic

by-products. The higher the motor oil's TBN, the more effective it is at reducing the corrosive effects of acids over an extended period of time. AMSOIL XL Synthetic Motor Oils feature a unique additive chemistry that effectively raises TBN and allows the oils to neutralize more acidic contaminants and provide superior protection over a longer period.

Meets or Exceeds New Motor Oil Specifications

AMSOIL XL Synthetic Motor Oils meet or exceed the ILSAC GF-5 and API SN service requirements for motor oils used in gasoline-powered vehicles. API SN is the designation of the American Petroleum Institute and shares a number of criteria with ILSAC GF-5. The International Lubricant Standardization and Approval Committee (ILSAC) created ILSAC GF-5 primarily to address three important areas within the automotive industry: fuel economy, emissions system life and oil robustness.

Improved Fuel Economy

To achieve government-mandated fuel economy standards, OEMs are examining every engine component for potential efficiency gains, including motor oil. To meet the GF-5 specification, motor oils must demonstrate an improvement in fuel economy compared to a reference oil and retain at least part of that improvement after 100 hours of testing.

AMSOIL XL Synthetic Motor Oils are fuel-efficient formulations that reduce friction-related energy loss and meet the GF-5 specification. They provide better fuel economy compared to conventional, non-fuel-efficient motor oils.

SYNTHETIC MOTOR OIL **XL** EXTENDED LIFE

AMSOIL XL Synthetic Motor Oils carry drain intervals of up to 10,000 miles/ six months, a significant upgrade over the previous 7,500-mile drain interval. The label features a bolder, more eye-catching design.



Emissions System Improvements

Phosphorus is often used as an anti-wear agent in motor oils. Over time, however, it can volatilize and enter after-treatment devices such as catalytic converters and oxygen sensors, shortening their lifespan, increasing tailpipe emissions and causing increased engine oil oxidation and thickening.

AMSOIL XL Synthetic Motor Oils have excellent phosphorus retention and help improve catalytic converter service life for low exhaust emissions, in accordance with GF-5 requirements.

Engine Oil Robustness

For GF-5, engine oil robustness is defined as an oil's performance in the areas of piston cleanliness, sludge resistance and turbo protection. Oils meeting GF-5 must exhibit improvements in each area relative to the previous GF-4 specification.

Fortified with extra detergent and dispersant additives, AMSOIL XL Synthetic Motor Oils are engineered to resist sludge better than conventional oils, promoting clean operation for longer-lasting, better-running engines.

As temperatures inside the combustion chambers of modern engines continue rising, piston cleanliness and turbo protection become more important. Deposits on the piston crown can cause pre-ignition, reducing performance, while sticking rings can cause blow-by, reduced compression and poor performance. Turbochargers can reach 100,000 rpm and temperatures of 1,200°F, creating an environment that

can destroy lesser oils, leading to thermal coking and bearing failure.

AMSOIL XL Synthetic Motor Oils resist the effects of thermal breakdown, including evaporation, viscosity loss and deposit formation for increased piston cleanliness and turbo protection.

Applications

AMSOIL XL 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 listed performance specifications:

5W-20 (XLM)

API SN, SM...
ILSAC GF-5, 4...
ACEA A1/B1
GM 6094M
Ford WSS-M2C930-A
Chrysler MS-6395N

5W-30 (XLF)

API SN, SM...
ILSAC GF-5, 4...
ACEA A1/B1
Ford WSS-M2C930-A
Chrysler MS-6395N
GM dexos1 (supercedes LL-A-025, 6094M and 4718M) Fortified with detergents that exceed dexos1 sulfated ash specifications.

10W-30 (XLT)

API SN, SM...
ILSAC GF-5, 4...
ACEA A1/B1
GM 6094M, 4718M
Chrysler MS-6395N

10W-40 (XLO)

API SN, SM...
ACEA A1/B1

Data Bulletin

The AMSOIL XL Synthetic Motor Oil data bulletin covers the features, benefits and technical properties of XL Synthetic Motor Oil. ■



STOCK #	QTY	U.S.	CAN.
G1404	25	3.10	3.75

TRUCK 'ROARS TO LIFE' WITH INJEN POWER-FLOW GASOLINE INTAKE SYSTEM



AMSOIL Dealer Ernie Berg of Nipawin, Saskatchewan, Canada recently installed an Injen/AMSOIL Power-Flow Gasoline Intake System in his 2005 Dodge Quad Cab 4x4 with a 5.7L Hemi gasoline engine.

"Wow, what a difference the system makes," Berg said. "When you kick it down at 30 mph or 65 mph, it roars to life. It was an easy install of about 45 minutes. I only had to modify the supplied mounting bracket a little to make it fit. It wouldn't line up with the fender vibra-mount quite right. What a sound. It's just like being a teenager again."

Berg installed an AMSOIL Dual Remote Oil By-Pass Unit (BMK-23) on the truck about a year ago.

He also installed a Flow-master Cat-Back exhaust

system. "It is one mean sounding machine," Berg said. "With the Injen/AMSOIL intake system working in tandem with the exhaust system, my truck takes off like a scared rabbit."

A drive to Prince Albert about an hour and a half from home brought a significant increase in gas mileage.

"I managed about 24 mpg American," Berg said. "I was amazed because of the wind coming out of the north at about 25 mph," he said. "I am very impressed with my truck. On the way there, I was driving into a very strong wind.

"Combine the exhaust and intake with the great AMSOIL oils and fluids and it just goes to show how the quality of the products can and do make a difference."

Berg is a dedicated user of AMSOIL products.

"We got a 2006 Dodge Grand Caravan SE last month. It only has 80,000 kilometers (50,000 miles) on it, so it's just broke in," he said. "I will be changing the engine oil and filter, air filter and transmission fluid and power steering fluid over to AMSOIL all at the same time." ■



ALL SET UNDER THE HOOD – AMSOIL Dealer Ernie Berg completed the installation of the Injen/AMSOIL Power-Flow Gasoline Intake System in about 45 minutes.



Crankcase breather tube



Modified side mounting bracket

NEW POWERTRAIN TECHNOLOGIES DEMAND PREMIUM LUBRICANTS

Fuel efficiency has become an increasingly important priority for motorists over the past several years, increasing demand for vehicles able to squeeze maximum mileage from a tank of fuel. Automobile manufacturers have responded by introducing a growing number of fuel efficient vehicles, including hybrids, diesels and alternative fuel vehicles.

New Fuel Efficient Powertrain Technologies

New powertrain technologies are expected to continue the trend toward fuel efficient vehicle designs. For example, turbocharged direct injection technology is used in the Ford EcoBoost engine for more precise fuel control, delivering a fine mist of fuel directly into each cylinder. Dual turbochargers allow faster throttle response and increased power, while providing the fuel efficiency expected from a smaller engine. In fact, twin-turbocharged direct injection EcoBoost engines boast the power of a V8 and the fuel efficiency of a V6.

Increased Importance of Quality Lubrication

According to Daniel Kapp, Ford director of powertrain research and advanced engineering, fuel efficient powertrain technologies such as direct injection will

require improved powertrain lubricants, revealing that high quality lubricants can effectively address higher temperatures and loads, friction losses and increased use of ethanol fuels.

"Lubricants can continue to play a very integral role, but maybe some of the challenges are a little bit different," said Kapp. "If we just look at EcoBoosting, we're certainly seeing higher operating temperatures and much higher specific loads. So imagine now very small engines operating at very high combustion temperatures."

Higher engine operating temperatures and loads will increase the importance of viscosity retention. "Because of the higher specific loads, and all the strain on the oil system if you will, we may be looking forward to a 0W-30 as more effective than a 5W-20," said Kapp. "Those are some of the things we're working through."

Lubricants will also play a role in improving vehicle efficiency through friction reduction, while the extended drain intervals pioneered by AMSOIL will continue toward mainstream acceptance. Most major automobile manufacturers have been moving away from the traditional 3,000-mile oil change. Ford currently recommends drain intervals of up to 7,500 miles, and, according to

Kapp, the company will begin recommending 10,000-mile intervals with the 2011 model year.

Automotive Future

Although automotive technology has progressed rapidly in recent years, it is not entirely clear where the industry will ultimately end up. "In that contest you're seeing different energy-based solutions," said Kapp. "It's obviously not as clear there, but the percentage of internal combustion engines will be dependent on contributions from the fuel side. We'll continue to see obviously much more volume and expansion of hybrid technology. The technology path we're on for conventional engines is also very compatible over the long term with renewable fuels and with hybridization."

AMSOIL Synthetic Motor Oils

AMSOIL synthetic motor oils are ahead of the curve, providing superior protection and performance for both older and newer engine technologies. Their premium synthetic formulations effectively address increased temperatures and loads by maintaining protective viscosity and reducing friction, heat and wear, keeping vehicles running in top condition for longer periods of time. ■

Ford is expected to recommend 10,000-mile oil drain intervals with the 2011 model year.



Photo courtesy of Ford Motor Company.

BIG WIN AT THE BIG HOUSE

Scott Douglas Wins Inaugural AMSOIL Cup in Crandon, Wis.

For the past 25 years, Labor Day Weekend at Crandon International Raceway in Crandon, Wis. has meant Cup racing. The top professional drivers in both the Pro 4x4 and Pro 2wd classes traditionally battle it out together (with the Pro 2wd trucks afforded a 12-second head start) for the largest purse of the year and, more importantly, off-season bragging rights.

However, the Cup racing tradition at Crandon was in jeopardy this spring. Long-time sponsor BorgWarner decided to step away after 17 years, and a new sponsor was sorely needed to keep the tradition alive. AMSOIL stepped in, and the company couldn't have written a better script for the inaugural AMSOIL Cup race, the final event of the 2010 TORC Series season.

"Winning Cup races hooked us to off-road racing," said AMSOIL Race Program Manager Jeremy Meyer. "Scott Douglas won his second in 2006, and Mike Oberg took home the Baldwin Memorial Cup later that year. Big races like the AMSOIL Cup bring out the sport's best, and this was a great opportunity to step up and show our support to off-road racing at its highest level of competition."

The company's commitment to the sport and its Cup sponsorship were rewarded in the inaugural race when AMSOIL Pro 4x4 driver Scott Douglas won the AMSOIL Cup, beating a huge field that included the best talent in the sport, including NASCAR's Robby Gordon, three-time BorgWarner Cup winner Rob MacCachren

and 2010 TORC Pro 4x4 champion Johnny Greaves.

In front of a record crowd of well over 50,000 fans, Douglas pushed through turn one with the lead over the rest of the Pro 4x4 crowd. Within just a few laps, Douglas caught the back of the Pro 2wd class trucks and closed in on race leader Jeff Kincaid. (It was Kincaid who beat Douglas by a mere .259 seconds for the Crandon Cup in June.)

By lap six, both Douglas and fellow Pro 4x4 driver Rick Huseman passed Kincaid, but Huseman's truck quickly broke down, giving Douglas sole possession of the lead with five laps remaining. The battle with Huseman and Kincaid gave precious seconds back to the field as both Greaves and Steve Barlow quickly found themselves behind Douglas. For the next five laps, Douglas kept both trucks behind him and took the historic win.

"It's always great to end the season with a win, and they don't come any bigger or better than this," said Douglas. "I'm proud that we could kick-off the AMSOIL Cup tradition with a victory for the AMSOIL family of employees and Dealers – this one is for them."

The TORC Series airs every Thursday night on HD Theater. Check with satellite and cable providers for times and channel information.



2010 TORC SERIES CHAMPIONS CROWNED



The 2010 Traxxas TORC Series presented by AMSOIL season wrapped up with four rounds of hard-fought racing action at Chicagoland Speedway in Joliet, Ill. and Crandon Raceway in Crandon, Wis.

At Chicagoland, AMSOIL Super Team driver Scott Douglas picked up a pair of second-place finishes in the Pro 4x4 class, finishing just behind Rick Huse-

man in round 9 and Monster Energy/AMSOIL racer Johnny Greaves in round 10. Red Bull/AMSOIL racer Steve Barlow earned a pair of third-place finishes. At Crandon, Greaves picked up a win in round 11 and finished second in round 12, taking the overall Pro 4x4 class championship. Huseman finished second and first respectively to finish second in the points race. Adrian Cenni



ON THE
BOX
WITH JEREMY MEYER

Did you know Scott Douglas' truck caught on fire during Saturday's points race in Crandon? Yep, up in flames. That took him out of the championship, and into his back-up truck for the rest of the weekend.

Fellow AMSOIL driver Mike Oberg broke an axle in Crandon. Mike could have called it quits after a long season. Instead, he pulled into the pits, tied it up with a ratchet strap and finished the race.

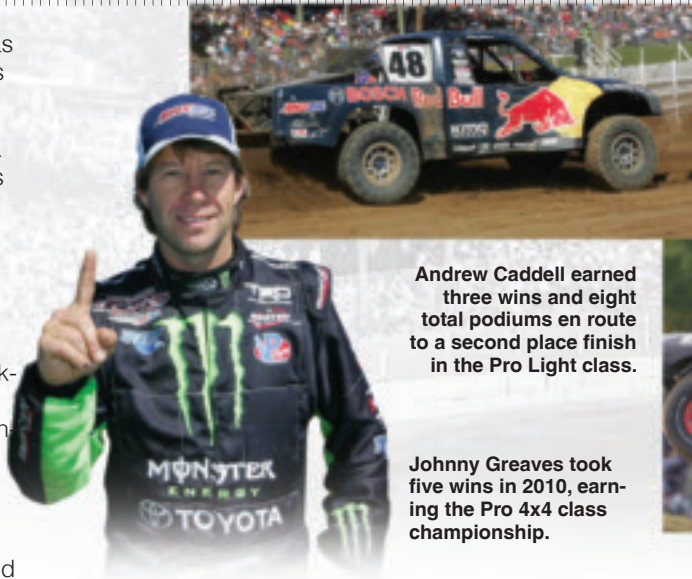
Chad Hord had to fix a flat mid-race. He then went out and laid down the fastest time of the day.

Sometimes the press release doesn't tell the whole story, and knowing that AMSOIL has put together a team of drivers who can overcome such adversity and still want to compete makes Scott's win in the inaugural AMSOIL Cup that much more rewarding.

finished third in round 11, while Douglas took third in the final round and finishes the season third overall.

In the Pro 2wd class, Red Bull/AMSOIL racer Ricky Johnson took a pair of wins at Chicagoland, with Traxxas/AMSOIL racer Jeff Kincaid and AMSOIL Super Team driver Chad Hord picking up the second-place podiums and Todd LeDuc and Rob MacCachren earning the third-place podiums. Johnson continued his winning ways in Crandon, taking a win and a second-place podium to wrap up the Pro 2wd class championship. MacCachren finished second in round 11 and finishes second overall. Monster Energy/AMSOIL racer Jeremy McGrath finished third to wrap up third overall. In round 12, AMSOIL-sponsored racer Dan Vanden Heuvel took the win and AMSOIL-sponsored racer Scott Taylor finished just behind Johnson for third.

In the Pro Light class, Traxxas/AMSOIL racer Andrew Caddell took the win in



Andrew Caddell earned three wins and eight total podiums en route to a second place finish in the Pro Light class.

Johnny Greaves took five wins in 2010, earning the Pro 4x4 class championship.

After falling just four points short of a championship last season, Ricky Johnson took the Pro 2wd class championship in 2010.



round 9, followed by Casey Currie and Chad Rayford. Currie took the win in round 10, followed by Caddell and Ross Hoek. Currie earned two more wins in Crandon to wrap up the championship, while Caddell finished second in round

11 for second overall. Hoek took third in round 11 and second in round 12, and Todd Cunningham finished third in the final round. Marty Hart took third overall in the Pro Light class.

CANARD CROWNED MOTOCROSS CHAMPION

Only two riders in motocross history have made up more ground to win a championship than Team GEICO Powersports/AMSOIL/Honda 250 rider Trey Canard. Canard had a slow start to the 2010 season, and found himself 56 points behind leader Christophe Pourcel with seven rounds remaining. That's when he caught fire, taking five wins in the next six rounds and entering

the final event in Pala, Calif. just seven points behind Pourcel.

With the championship up for grabs, both riders felt the pressure to finish strong in Pala. Although Canard fell while trying to pass Pourcel in the first moto, Pourcel took a spill of his own a few laps later, separating his shoulder and leaving him

unable to finish the first moto or compete in the second moto. Canard recovered from his fall to finish fourth in the first moto and jump to an 11-point lead in the standings. A third-place finish in the second moto sealed third place overall for the weekend and Canard's second career professional motocross championship.

The GEICO Powersports/AMSOIL/Honda team celebrate Canard's championship.



Holiday Closings

The Edmonton and Toronto distribution centers will be closed Monday, October 11 for Thanksgiving Day.

Address Changes

Because the USPS only forwards items sent first class, and *AMSOIL Magazine* is sent through standard bulk mail, AMSOIL recommends moving Preferred Customers submit an address change to AMSOIL prior to each move to ensure all mail from AMSOIL is sent direct to the appropriate address.

Addresses, telephone numbers, email addresses and other account information can be changed online by using the My Account function in the Preferred Customer Zone. Requests can also be submitted in writing to the Dealer and Account Services Department.

Universal Synthetic Marine Gear Lube Tube Size to Change October 1

Because the tube supplier has discontinued its 13-oz. tube size, AMSOIL Universal Synthetic Marine Gear Lube 13-oz. tubes (AGMTB) will be replaced with 10-oz. tubes effective October 1. Pricing will be adjusted to reflect the smaller tube size:

Stock #	Unit of Meas.	Comm. Credits	U.S. MLM	U.S. Sugg. Retail	Can. MLM	Can. Sugg. Retail
AGMTB	EA	3.36	4.95	6.55	5.90	7.90
AGMTB	CA	20.17	28.03	38.70	33.60	46.80

Severe Gear 75W-110 Canadian Product Code

The Canadian product code for Severe Gear 75W-110 Synthetic Gear Lube quarts (SVTQTC) will change to the U.S. product code (SVTQT) when current inventory is depleted.



Severe Gear Lubes Enhanced

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. Dealers and customers may notice the fluid color has changed slightly. Pricing remains unchanged. Details will be announced in the November issue of *AMSOIL Magazine*.

Mossy Oak Hooded Sweatshirt



Mossy oak sport-wick lightweight hooded sweatshirt. Anti-static fleece is an excellent warm-up and cool down option. The top layer releases moisture from inner layers, keeping skin dry. Drawcord and pouch pocket. Sizes S-4X.

STOCK #	SIZE	U.S.	CAN.
G2627	S	63.25	75.75
G2628	M	63.25	75.75
G2629	L	63.25	75.75
G2630	XL	63.25	75.75
G2631	2X	67.75	81.00
G2632	3X	72.00	86.25
G2633	4X	76.50	91.50

Sweatshirt with Hood



Navy/Oxford grey contrasting sweatshirt with two-ply hood and front pouch pocket with headset opening. Reinforced knit cuffs and waistband. Sizes S-4X.

STOCK #	SIZE	U.S.	CAN.
G2649	S	39.75	47.75
G2650	M	39.75	47.75
G2651	L	39.75	47.75
G2652	XL	39.75	47.75
G2653	2X	42.75	51.25
G2654	3X	45.75	54.75
G2655	4X	48.75	58.50



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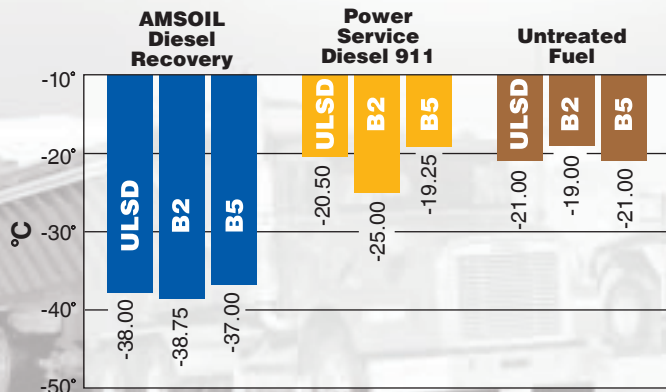
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OCTOBER 2010

THINK AHEAD

Freezing winter temperatures are quickly approaching, and **AMSOIL Diesel Recovery** (DRC) delivers performance diesel operators can count on in any type of diesel fuel. As temperatures drop, operators risk facing gelled fuel lines and rigs that won't run. AMSOIL Diesel Recovery thaws gelled fuel systems and helps diesels remain operable in subzero temperatures.

Cold Filter-Plugging Point (CFPP)



As tested in an independent lab July 2009.

ULSD = Ultra Low Sulfur Diesel, B2 = 2% Biodiesel, B5 = 5% Biodiesel

