

# AMSOIL®

► PREFERRED CUSTOMER EDITION

MAGAZINE

DECEMBER 2010

## NEW PRODUCTS

# 2010



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Allows Unlimited Options | PAGE 9

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Wins SEMA  
Award | PAGE 7



# WHATEVER THE MAKE, WE'VE GOT IT COVERED.



Ross Martin



Robbie Malinoski



P.J. Wanderscheid



OFFICIAL OIL



*The First in Synthetics*®

Jeff Fisher  
866-292-4700  
[www.SyntheticOils.us](http://www.SyntheticOils.us)



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## THE COVER

2010 New Product  
Wrap-Up

# FROM THE PRESIDENT'S DESK

Since the introduction of our very first synthetic motor oil it has been our products that have drawn people to AMSOIL. Whether it's savings realized through extended drain intervals, prolonged engine and equipment life or improved overall performance through superior lubrication, people recognize the great value our products provide. AMSOIL products *prove* their value and people who use them, more often than not, become AMSOIL customers for life.

Throughout the years many people became Dealers simply to use the products. They had no intention, initially, of actually working their AMSOIL businesses. They weren't salespeople, but because of the many benefits they experienced with the products they gained confidence and began aggressively pursuing their AMSOIL business opportunity.

We see the same with our Preferred Customers. Although I don't get the opportunity to speak to Preferred Customers as often as I would like, I do receive occasional letters. In virtually all cases, these letters contain glowing comments about our products. And in many cases, like our Dealers, Preferred Customers become committed and go on to build highly successful AMSOIL Dealerships.

Don't get me wrong. Although I would love to see every Dealer and Preferred Customer become successful in an AMSOIL Dealership, I do not expect that to happen. Not all of you, I understand, have the time, the interest or desire. I can only tell you that I am extremely grateful for your commitment to our products, and I sincerely appreciate your loyalty to the AMSOIL brand. I would like all Preferred Customers and Dealers to realize, however, that the AMSOIL business opportunity is there for you, at any time, should you choose to pursue it.

You can be sure, also, that the company will support you every step of the way. For 37 years AMSOIL has been a model for all that is good in multi-level marketing and that will continue. Following are four traditional benchmarks that good MLM companies must meet:

- 1. A company must have quality products.** AMSOIL products perform as intended, and clearly, the better the products perform the easier they are to sell. Not only does our quality attract consumers, it inspires confidence and enthusiasm in our Dealers. We manufacture our own product line to ensure quality control, and our product line is large, providing Dealers and Preferred Customers with diversity and choice. And bottom line, there is demand for AMSOIL products.
- 2. Company support is a necessity.** Knowledgeable Dealers are successful Dealers, and AMSOIL puts great effort into Dealer training. Beyond the intense instruction provided at AMSOIL University, we offer a wide selection of literature, website training and other educational tools. Also, unlike most MLM companies, we provide direct access to the company. Our open phone policy, conventions and regional meetings provide the personal contact that is extremely important for the training and inspiration that is necessary to succeed in the multi-level marketing industry.
- 3. Stability is a feature common to all successful MLM companies.** AMSOIL has a proven track record. We have established a solid reputation. We look to the future, manage our growth wisely and commit to long-term goals. We have never, ever missed a payment to our Dealers or suppliers, and we reinvest our money for constant improvement and growth. Driving it all, we have highly-qualified management, skilled technical people and a dedicated staff throughout.
- 4. Good MLM companies make only legitimate claims.** AMSOIL doesn't promise instant riches. It takes hard

work and dedication to succeed as an AMSOIL Dealer. And we don't rely on outrageous testimonials or incredible claims to sell product or attract Dealers and Preferred Customers. We let the facts speak for themselves.

From all of us at AMSOIL I thank our Dealers for their effort, our Preferred Customers for their business and wish all of you a wonderful holiday season.



**A.J. "Al" Amatuzio**

President and CEO, AMSOIL INC.



*The First in Synthetics*®

**Dean Alexander**  
Executive V.P. /  
Chief Financial Officer

**Alan Amatuzio**  
Executive V.P. /  
Chief Operating Officer

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



# PEOPLE WHO DRIVE A HIGH-END CAR NEED A HIGH-END OIL.

Oil specially formulated for the unique demands  
of European gas and diesel engines.



## AMSOIL European Car Formula 5W-30 Synthetic Motor Oil

### APPLICATIONS

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



*The First in Synthetics*®

Stay-in-Grade Performance  
Low-SAPS\* Formulation  
Maximum Fuel Economy  
Enhanced Turbocharger Protection

*\*sulfated ash, phosphorus and sulfur*

Jeff Fisher  
866-292-4700  
[www.SyntheticOils.us](http://www.SyntheticOils.us)

# AMSOIL INTRODUCES WIDE ARRAY OF PREMIUM PRODUCTS IN 2010



## Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR1, GPTR2)

Delivers excellent wear protection, performance and extended service life in the severe-service, extreme-pressure environments faced in medium- and heavy-duty over-the-road trucks and equipment. Clings tenaciously to metal surfaces and delivers maximum impact/pound-out resistance, staying in place to seal out water and contaminants and provide a protective barrier between metal components.



## Quickshot™ SE (AQS)

Formulated to thoroughly clean varnish, gums and insoluble debris in two- and four-stroke gasoline-powered small engines and power-sports equipment fuel systems, restoring peak performance. Effectively addresses performance issues related to ethanol, water and dirty pump gas. Stabilizes fuel between uses and during short-term storage periods.



## Engine and Transmission Flush (FLSH)

Helps restore operating efficiency, increase fuel economy and reduce emissions in gasoline and diesel engines and automatic transmissions. Its potent, detergent-based formula dissolves and disperses sludge, varnish and deposits, promoting lower operating temperatures and reduced oil consumption.



## Dominator® Coolant Boost (RDCB)

Provides quick and effective heat transfer inside radiators and cylinder heads, resulting in reduced operating temperatures, more efficient operation, increased horsepower and quicker engine warm-up times. Robust mixture of corrosion inhibitors effectively protect the radiator, heater core, water pump, cylinder heads, engine block and intake manifold from the damaging effects of corrosion.



## Biodegradable Synthetic Hydraulic Oil (BHO)

Designed to provide premium hydraulic fluid performance for demanding applications, while also effectively addressing biodegradability and low toxicity requirements. Its blend of high-oleic oils, synthetic esters and customized additives not only protects hydraulic components



against wear, but also protects the environment in the case of leakage or spills.

## SAE 60 Synthetic Motorcycle Oil (MCS)

Recommended for Harley-Davidson and big-bore motorcycles that require a 60-weight oil. Superior synthetic formulation provides long service life and maximum protection against engine wear. Superior shear stability delivers outstanding protection for high-performance engines and transmissions. No friction modifiers. Wet-clutch compatible.



## Synthetic Vehicular Natural Gas Engine Oil (ANGV)

Formulated with higher levels of zinc and phosphorus to deliver superior protection and performance in vehicular and mobile natural gas engines calling for an API CF 15W-40 low-ash lubricant.



## Reformulated XL Synthetic Motor Oils (XLM, XLF, XLT, XLO)

Provide better wear control, improved high- and low-temperature protection and increased fuel economy compared to conventional oils. Formulated with extended-drain boost technology to 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.



## OE Synthetic Motor Oils (OEM, OEF, OET)

Offer the protection and performance benefits of a high-quality synthetic for OEM-recommended drain intervals. Formulated to provide better wear control, improved high- and low-temperature protection and increased fuel economy compared to conventional oils.



## European Car Formula 5W-30 Synthetic Motor Oil (AEL)

Specially formulated for the lubrication needs of European gasoline and diesel cars and light trucks. Blended with advanced AMSOIL synthetic base stocks, premium additives and a broad viscosity rating, allowing motorists to take advantage of the maximum extended drain intervals recommended by European automakers while providing second-to-none protection and performance.



# AMSOIL PRODUCTS WIN SEMA AND WORLD AG EXPO AWARDS

AMSOIL Quickshot™ SE  
Awarded Best New Powersports Product  
by SEMA Judges



Each fall, over 100,000 automotive specialty products industry leaders from more than 100 countries gather at the Specialty Equipment Market Association (SEMA) Show to showcase and demonstrate products, attend seminars and special events and take advantage of networking opportunities. Held November 2-5 at the Las Vegas Convention Center, the 2010 show boasted more attendees, booths, new product introductions and vehicles than ever. Representing AMSOIL was Director of Advertising Ed Newman.

The first day of the show opened with the New Products Awards Breakfast. Over 2,000 new products were submitted for consideration of this distinctive honor in 15 different categories, and judges were looking for superiority of innovation, technical achievement, quality, consumer appeal and marketability in their search for the winners. With Dave McClelland of Hot Rod TV and the Voice of SEMA leading the awards program, AMSOIL Quickshot SE was announced as the winner of the Best New Powersports Product Award.

## Quickshot SE

AMSOIL Quickshot SE (AQS) 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, and stabilizes fuel between uses and during short-term storage periods.

Help AMSOIL Biodegradable Hydraulic Oil  
Win the 2011 World Ag Expo  
Attendees' Choice Award



AMSOIL Biodegradable Synthetic Hydraulic Oil has been selected as a 2011 World Ag Expo Top-10 New Product and is in the running for the 2011 World Ag Expo Attendees' Choice Award. Visit [www.worldagexpo.com/General-Info/Top-Ten/Top-10-Products-2011.htm](http://www.worldagexpo.com/General-Info/Top-Ten/Top-10-Products-2011.htm) to vote for AMSOIL Biodegradable Synthetic Hydraulic Oil to win the 2011 World Ag Expo Attendees' Choice New Product Award.

As a World Ag Expo Top-10 New Product, Biodegradable Hydraulic Oil will be featured in the event's New Product Center, as well as in a variety of publications, including the *World Ag Expo Preview* magazine, *Official World Ag Expo Show Guide*, the *World Ag Expo Top-10 New Product Digest* and the event's website at [www.worldagexpo.com](http://www.worldagexpo.com).

The World Ag Expo at the International Agri-Center in Tulare, Calif. represents the largest agriculture exposition in the world. Expected to draw approximately 100,000 attendees and feature 1,600 exhibitors displaying the latest agricultural products and technology, next year's 44th annual event will be held February 8-10 and will offer a variety of seminars and demonstrations for dairy producers, farmers, ranchers and agri-business professionals.

## Biodegradable Synthetic Hydraulic Oil

AMSOIL Biodegradable Synthetic Hydraulic Oil (BHO) is designed to provide premium hydraulic fluid performance for demanding applications, while effectively addressing biodegradability and low toxicity requirements. Its blend of high oleic oils, synthetic esters and customized additives not only protects hydraulic components against wear, but also protects the environment in the case of leakage or spills.

# SYNTHETIC POLYMERIC GREASE PRODUCES IMPRESSIVE RESULTS IN FIELD STUDY

In a recent real-world field study, AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease (GPTR2) reduced grease consumption and demonstrated superior pound-out and washout resistance compared to a competing synthetic EP grease. The field study subjected both greases to identical operating and weather conditions in a 2003 front-loading Autocar Ignitor refuse hauler. During the 56-day study, the refuse hauler was placed into daily service unloading over 100 commercial dumpsters during a 12-hour shift. The vehicle routinely encountered adverse weather and extreme-pressure environments that can pound-out and washout inferior greases, causing corrosion and wear, which provided the ideal environment for testing greases.

## Test Parameters

Synthetic Polymeric Truck, Chassis and Equipment Grease was installed in one side of the vehicle using a manual pistol-grip style 6,000 psi grease gun, while the competing grease was installed in the identical components on the opposite side. After operating the vehicle to ensure complete removal of the old grease, the refuse hauler underwent a series of three re-greasings throughout the field study. The number of pumps required to properly lubricate the 19 grease points on each side of the vehicle was recorded. A visual inspection of each grease point was also conducted to record abnormal conditions, including excessive grease consumption and the presence of water.

## Results – Grease Consumption

The chart displays the number of grease gun pumps required to properly lubricate each side of the refuse hauler. Results from all three re-greasings show reduced consumption using AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease, with its extended service capabilities becoming more evident as the field study progressed. Overall, three 14-oz. cartridges of the AMSOIL product were required, while 4.5 14-oz. cartridges of the competing grease were required. Despite operating

in identical conditions, the advanced chemistry of AMSOIL Synthetic Polymeric Grease allowed it to remain intact better, requiring less grease to provide increased protection.

## Results – Washout/Pound-Out

Throughout a 12-hour shift, the hoist, lift arms, king pins and other components responsible for raising heavily loaded dumpsters repeatedly encounter extreme pressures that can pound-out inferior greases. Without grease in place acting as a seal, water and other contaminants can penetrate the area, causing corrosion and wear. In addition, metal-to-metal contact results, ultimately causing component failure.

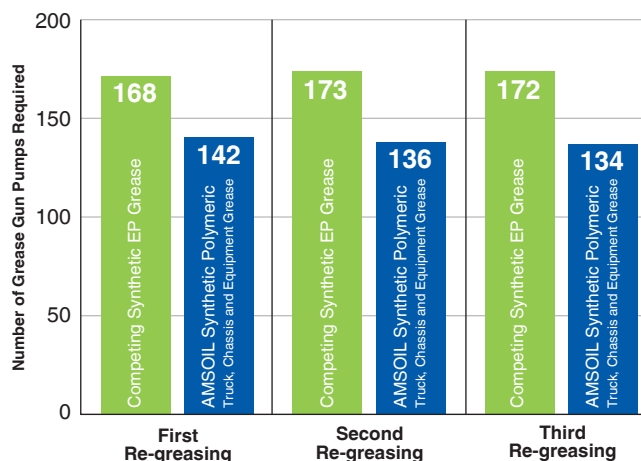
AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease resisted pound-out to stay in place longer than the competing grease, forming an effective seal to repel water and other contaminants. In multiple instances, visual inspections found water between surfaces greased with the competing product. The side of the vehicle lubricated with AMSOIL, however, resisted washout due to the product's superior adhesion and cohesion properties and did not allow water to enter greased areas.



## Proven Performance

Test results achieved in real-world, severe-service operation demonstrate the superiority of AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease. It remains intact for maximum protection and clings tenaciously to metal surfaces, helping keep water and other corrosive contaminants from penetrating greasable components. It can extend service intervals or require less grease when re-greasing, saving fleets money. ■

**Grease Consumption Comparison**  
*Field Study Performed June – July 2010*



**TOTAL GREASE USED**  
Competing Synthetic EP Grease:  
4.5 – 14-oz. Tubes  
AMSOIL Synthetic Polymeric Truck, Chassis and Equipment Grease:  
3 – 14-oz. Tubes  
**50% fewer tubes of grease needed with AMSOIL**



# REMODELED MyAMSOILGarage™ ALLOWS UNLIMITED OPTIONS

Just over a year ago, MyAMSOILGarage launched on the corporate website as a supplement to the AMSOIL Auto & Light Truck Lookup system. It provides a virtual “garage” in which users store all their passenger car/light truck information, eliminating the need to re-enter it each time a product lookup is performed. The ability to track oil and filter changes and establish email oil change reminders was also included.

MyAMSOILGarage has proven extremely popular since its launch, and the next logical step was to expand its capabilities beyond the Auto & Light Truck Application Guide. Users will now notice the following additional features:

- The ability to store information for virtually any vehicle, including motorcycles, lawn and garden equipment, heavy-duty trucks and more.
- The ability to store information for stationary equipment, including compressors, chop saws, generators and more.
- Expanded record-keeping capabilities, allowing users to track all maintenance services, such as belt changes, brake work, tire changes and more.
- Advanced email reminder capabilities.

While MyAMSOILGarage still provides easy and fast product lookups for passenger car/light truck applications, it now has also become a complete vehicle and equipment maintenance software program.

## User-Friendly Interface

The new interface includes a customizable folder tree down the left-hand side of the screen and a bigger workspace. The enhanced interface neatly stores and organizes information for an unlimited amount of vehicles and equipment.

## All Vehicles and Equipment Accommodated

Vehicle and equipment information is now customizable. Users can create records for vehicles not contained in the drop-down menus, including vintage cars, farm implements, semi trucks and more. If the user owns it, MyAMSOIL-

Garage can accommodate it. However, product recommendations may not currently be available for applications other than passenger cars/light trucks. AMSOIL is working to offer additional product recommendations and plans to release an application guide for powersports applications soon. Until then, consult the AMSOIL Powersports Application Guide (G2135) for recommendations.

## Unlimited Maintenance Records

The previous system was designed to track only oil and filter changes. Now, a drop-down list of additional maintenance services is offered to track air filter, transmission, coolant, fuel filter, spark plug, tire and wiper service. Additionally, users can manually enter any other type of maintenance service not included in the drop-down menu, allowing storage of all maintenance services performed.

## Email Reminders

Email reminders may be scheduled for any maintenance service performed on a vehicle or piece of equipment, including manually entered services. Each reminder can be individually scheduled to send on a specific date. A recurrence schedule can also be set for every three, six or 12 months, or “never again.” A new feature allows email reminders to be sent to a secondary email address only, allowing Dealers who manage customers’ vehicles to avoid flooding their own inboxes with email reminders.

## Free to Use for Everyone

MyAMSOILGarage is free to use and available to anyone with an AMSOIL online account. Click the “MyAMSOIL-Garage link” in the gray sidebar on the left-hand side of [www.amsoil.com](http://www.amsoil.com) to establish an account and to begin filling the virtual garage. ■



**MyAMSOILGarage accommodates information and maintenance records for all vehicles and equipment, allowing users to manually enter applications not pre-programmed into the system.**



**Expanded email reminder capabilities allow users to easily schedule reminders for all services.**



**Dan Peterson** | VICE PRESIDENT OF TECHNICAL DEVELOPMENT

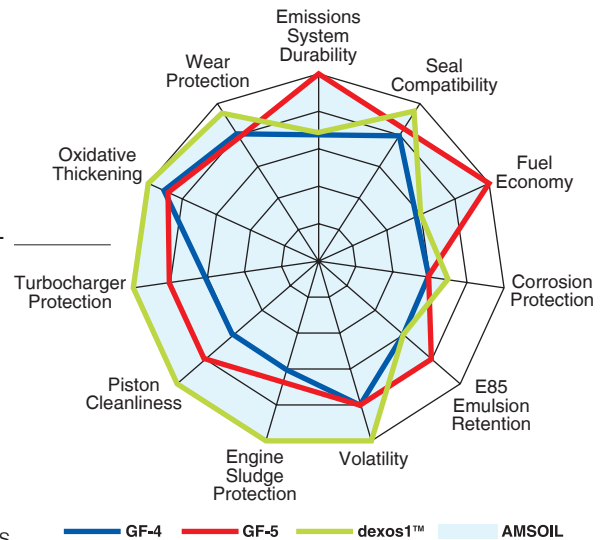
The automobile industry is continually changing; between advancing technologies and increasingly stringent performance mandates, change is constant and essential. In North America, engine oil specifications have traditionally been governed by the American Petroleum Institute (API) and the International Lubricant Specifications and Approval Committee (ILSAC).

The API first created engine oil groups in 1947 and has been continually improving engine oil specifications ever since. The API represents the interests of hundreds of oil marketers and defines oil service categories in addition to administering the Engine Oil Licensing and Certification System (EOLCS). There are currently two registered marks administered by the EOLCS: the API service symbol (donut) and the ILSAC certification mark (starburst). Certified oils carry one or both of the registered marks. Since the development of the "S" and "C" categories around 1969/1970, the API, the American Society for Testing and Materials (ASTM) and the Society of Automotive Engineers (SAE) have been working together to develop engine oils that meet changing performance demands.

In 1987, the Alliance of Automobile Manufacturers (AAM, formerly AAMA) informed the API that it was dissatisfied with the current approach for approval of motor oils and created a new system for approval governed by a new committee, ILSAC. ILSAC consists of nine original equipment manufacturers (OEMs) from North America, Europe and Japan. ILSAC recently developed the GF-5 oil standard, which improves performance over the previous standard, GF-4. The increased performance standards are achieved by mandating certain performance requirements;

## North American gasoline motor oil specifications continue to evolve.

With three major specifications now in play, consumers are facing an increasingly complex market.



**This diagram outlines the different areas of improved performance emphasized by GF-5 and dexos1. While each specification outperforms the other in certain areas, AMSOIL has formulated its oils to the highest standard of both specifications in all areas.**

some of the main improvements have been aimed at fuel economy, engine oil robustness and emissions system protection.

The API's most recent service categories are SN and SN "Resource Conserving." The API SN category applies to oils for gasoline-powered passenger cars, SUVs, vans and light-duty trucks. The API SN Resource Conserving category requires increased performance over SN and more closely matches the ILSAC GF-5 specification. The API SN and SN Resource Conserving licenses were both introduced October 1, 2010.

General Motors complicated matters a bit this year with the introduction of its dexos1™ oil licensing program. GM created the dexos1 oil specification to reduce the oil's impact on the environment and increase its performance in certain categories. dexos1 has tighter performance requirements than GF-5/API SN in some areas and looser requirements in other areas. Consumers driving model-year 2011 and newer GM vehicles will have to be sure they use an oil recommended for dexos1 applications.

Government mandates weigh heavily in the formulation of motor oils and the development of new service categories. Federal regulations for automotive performance, fuel economy and emissions limits are becoming increasingly stringent, requiring vehicle manufacturers and oil companies to develop technologies to meet these requirements. Vehicle manufacturers are developing new engines and emissions systems that meet the requirements, but they are also relying on oil manufacturers to help meet the new mandates. Government-

mandated corporate average fuel economy (CAFE) requirements are focused on improving the average fuel economy of vehicle manufacturers' passenger car and light-truck fleets. The National Highway Traffic Safety Administration (NHTSA), together with the Environmental Protection Agency (EPA), monitors the fuel economy and emissions performance of vehicles. The average fuel economy of an OEM's fleet of vehicles must meet the minimum CAFE standards or OEMs face costly penalties.

With all these changes happening at the same time, it can be difficult to sort out all the updates and differences between specifications. AMSOIL simplified the situation for Dealers and customers by formulating motor oils that meet or exceed performance standards in each of the main categories. AMSOIL OE and XL Synthetic Motor Oils meet the API SN Resource Conserving and ILSAC GF-5 performance requirements; OE 5W-30 and XL 5W-30 meet the GM dexos1 performance requirement. The top-tier line of AMSOIL synthetic motor oils will be reformulated to meet the latest industry specifications in the first quarter of 2011. ■

# 2011 AMSOIL CALENDARS NOW AVAILABLE

*First  
On the Dirt*

OFFICIAL OIL  
**TRAXXAS  
TORC**  
THE OFF-ROAD CHAMPIONSHIP  
SERIES  
PRESENTED BY **AMSOIL**

**AMSOIL**  
*The First in Synthetics*

**SEPTEMBER**

AUGUST 2011							OCTOBER 2011						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6							1
7	8	9	10	11	12	13	2	3	4	5	6	7	8
14	15	16	17	18	19	20	9	10	11	12	13	14	15
21	22	23	24	25	26	27	16	17	18	19	20	21	22
28	29	30	31				23	24	25	26	27	28	29
							30	31					

SUNDAY    MONDAY    TUESDAY    WEDNESDAY    THURSDAY    FRIDAY    SATURDAY

1    2    3

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

**AMSOIL**  
*The First in Synthetics*

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

# AMSOIL BECOMES EXCLUSIVE OFFICIAL OIL OF AMA ARENACROSS SERIES



Fresh off signing an agreement to become the Exclusive Official Oil of Monster Energy Supercross, AMSOIL INC. has reached an agreement to be the Exclusive Official Oil of the AMA Arenacross Series, which begins January 8 at the BOK Center in Tulsa, Okla. The multi-year agreement marks the company's first partnership with the AMA Arenacross Series.

"The AMA Arenacross Series is a perfect complement to our longtime association in motorcycle racing," said AMSOIL Race Program Manager Jeremy Meyer. "From amateur to the top professional series, AMSOIL is involved with the best teams and series and Arenacross will continue to strengthen our dedication to this industry."

AMSOIL will showcase its industry-leading products throughout each stop of the 14-round AMA Arenacross Series schedule. While on-track entertainment is the key, AMSOIL will also look to educate enthusiasts on its various products

and expand its already substantial presence throughout the industry.

"AMSOIL's rich heritage has provided the perfect springboard to their involvement in arenacross racing," said Todd Jendro, senior director of operations, Feld Motor Sports. "Throughout the years they have established themselves as a leader in the motorcycle and off-road industry. Feld Motor Sports is proud to welcome AMSOIL to our family of sponsors of the AMA Arenacross Series."

## 2011 ARENACROSS SCHEDULE

January 8 . . . . . Tulsa, OK . . . . . BOK Center  
 January 15 . . . . . Kansas City, MO . . . . . Kemper Arena  
 January 22 . . . . . Dayton, OH . . . . . Nutter Center  
 January 28 . . . . . Denver, CO . . . . . Denver Coliseum  
 February 4 . . . . . Toledo, OH . . . . . Huntington Center  
 February 12 . . . . . Louisville, KY . . . . . Freedom Hall  
 February 18 . . . . . Reno, NV . . . . . Livestock & Events Center

February 26 . . . . . Sacramento, CA . . . . . ARCO Arena  
 March 5 . . . . . Wichita, SC . . . . . Bank Arena  
 March 12 . . . . . Greenville, SC . . . . . BI-LO Center  
 March 18 . . . . . Council Bluffs, IA . . . . . Mid-America Center  
 March 26 . . . . . Little Rock, AR . . . . . Verizon Wireless Arena  
 April 1 . . . . . Rockford, IL . . . . . Metro Center  
 April 9 . . . . . Des Moines, IA . . . . . Wells Fargo Arena

All Arenacross events are aired on CBS Sports and Speed.

## TORC ANNOUNCES 2011 RACE SCHEDULE



The United States Auto Club (USAC) has announced the race schedule for the 2011 Traxxas TORC Series presented by AMSOIL, and it includes three new venues, as well as the traditional stops at the sport's most historic venues. The season opens on the red dirt of Cycle Ranch, near San Antonio, Texas, and the series will also debut at one of the country's most iconic motocross tracks, Red Bud MX in Buchanan, Mich.

The series visits the legendary "Big House" in Crandon, Wis. twice in 2011, with the traditional June Brush Run and Labor Day's World Championship Weekend featuring the AMSOIL Cup, an intense battle between the Pro 2wd and Pro 4x4 classes. The Series heads east in July with a visit to Charlotte Motor Speedway's dirt track for two summer nights of off-road racing under the lights in North Carolina.

## 2011 TORC SCHEDULE

April 30-May 1 . . . . . Cycle Ranch . . . . . San Antonio, TX  
 May 28-29 . . . . . Red Bud MX . . . . . Buchanan, MI  
 June 18-19 . . . . . Crandon Raceway . . . . . Crandon, WI  
 June 26 . . . . . Pikes Peak . . . . . Colorado Springs, CO (Exhibition)  
 July 22-23 . . . . . Charlotte Motor Speedway . . . . . Charlotte, NC  
 August 13-14 . . . . . Bark River Raceway . . . . . Bark River, MI  
 September 3-4 . . . . . Crandon Raceway . . . . . Crandon, WI (AMSOIL Cup)  
 September 15 . . . . . Chicagoland Speedway . . . . . Joliet, IL  
 Rounds 14-15 . . . . . To Be Determined . . . . . To Be Determined



In November, we used these pages to tell the world about the company's new involvement with Monster Energy Supercross. This month, we used them to proudly showcase our new partnership with the AMA Arenacross Series.

These new partnerships can be considered true game changers, and they also effectively emphasize the partnerships that have preceded them. AMSOIL built its reputation on quality products, and we have always been able to align ourselves with quality racing environments.

We augment our existing partnerships, such as the AMSOIL Championship Snocross Series; Loretta Lynn's Amateur Nationals and the AMSOIL Dirt Track Nationals with the new. Through it all, every partnership has opened a new door of opportunity, because at the end of the day, everyone wants to be tied to quality.

# TEAM AMSOIL CONTINUES COLLECTING CHAMPIONSHIPS

## TEAM AMSOIL TAKES OPA CAT LITE WORLD CHAMPIONSHIP

Team AMSOIL offshore racers Bob Teague and Paul Whittier competed at the AMSOIL/Geico Thunder on the Gulf OPA World Championships in Orange Beach, Ala. Originally scheduled for earlier in the season, the event was postponed due to the oil spill in the Gulf of Mexico.

Thursday's testing conditions were uncharacteristically smooth for Orange Beach, but the conditions deteriorated by the start of Friday's race. Although

the Team AMSOIL skater was over-propped, Teague and Whittier found decent speed and led the race from start to finish to take the win.

Saturday's testing session was conducted in extremely rough conditions, prompting Team AMSOIL to change to a lower outdrive gear ratio in anticipation of continued rough conditions during Sunday's race. When the rough conditions did not materialize, Team AMSOIL made as many adjustments as pos-

sible with the boat already in the water, including going up in prop pitch and adjusting the ballast weight bags. The adjustments worked well, and Team AMSOIL took a quick lead and continued to increase it en route to the victory.

After winning both 60-mile heats of racing, Team AMSOIL was named the 2010 OPA Cat Lite World Champion.



Photo courtesy of Jamie Russell

Team AMSOIL earned two checkered flags at the AMSOIL/Geico Thunder on the Gulf OPA World Championships.

## TEAM AMSOIL BATTLES FOR KEY WEST WORLD CHAMPIONSHIP

Two weeks after winning the OPA Cat Lite World Championship, Team AMSOIL traveled to Key West for the 30th Annual SBI Key West World Championships. On the first day of racing, Team Stihl got a great start over the rest of the field and took the lead with Team AMSOIL right behind. Pulling within one second of the lead several times and running nearly-identical lap speeds to Team Stihl, Team AMSOIL could not find the opportunity to make the pass, and Team Stihl took the win by four seconds.

The second day of racing started the same as the first, with Team Stihl grabbing the early lead ahead of Team AMSOIL. Waiting until they exited turn three on the start of the third lap, Team AMSOIL drove to the inside through Team Stihl's rooster tail to set up a run up the inside lane. Team AMSOIL reached turn one in first place and pulled away enough to win the race by six seconds.

Entering the third and final race tied in points with Team Stihl, Team AMSOIL made boat adjustments all the way up to race time. When the green flag dropped, Team

AMSOIL established itself on the inside lane and battled deck-to-deck with Team Stihl until they were able to pull away with the lead. Maintaining their speed on the straight-a-ways and turns, Team AMSOIL stayed in front for the entire 83-mile race and clinched their third straight Key West World Championship by five seconds.

Photo courtesy of Jamie Russell



Team AMSOIL engaged in close battles with Team Stihl in all three heats of the Key West World Championships.

## Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Friday, December 24 for Christmas Day and Friday, December 31 for New Year's Day. The Toronto Distribution Center will be closed Monday, December 27 for Boxing Day.

## AGGRAND Natural Fertilizer Now Available in Wisconsin

AGGRAND Natural Fertilizer (NOF) has been registered with the Wisconsin Department of Agriculture for distribution in Wisconsin; both AGGRAND Natural Fertilizer and Natural Liquid Lime can now be sold and distributed in Wisconsin. For questions, contact the AGGRAND Department at (715) 399-6567 or info@aggrand.com.



## Cold-Temperature Storage Recommendations

Because cold-temperature storage can be detrimental to the performance of some AMSOIL products, AMSOIL offers the following storage recommendations:

**Lubricants:** Store at temperatures at least 10°F above the lubricant's pour point.

**Greases:** Store in a dry environment at temperatures at least 10°F above the grease's lowest operating temperature.

**Gasoline Additives, Engine and Transmission Flush:** No adverse issues with cold-temperature storage.

**Diesel Concentrate, Cetane Boost, Diesel Recovery:** No adverse issues with cold-temperature storage.

**Diesel Cold Flow Improver, Diesel Concentrate Plus Cold Flow Improver:** Store at temperatures above 0°F.

**Brake Fluids:** Do not store at temperatures below -40°F for longer than two weeks.

**Heavy Duty Metal Protector, Metal Protector, Power Foam, Multi-Purpose Spray Grease, Fogging Oil, Silicone Spray:** No adverse issues with cold-temperature storage as long as products are allowed to warm to room temperature before use.

**Miracle Wash®:** Will freeze below 32°F. Can be thawed for use.

**Mothers® products:** Store at temperatures above freezing.

**Antifreeze and Engine Coolant:** Will not freeze. No adverse issues with cold-temperature storage.

**Coolant Boost:** Store above 32°F.

**Slip Lock®:** No adverse issues with cold-temperature storage. If product separates, heat to room temperature and shake well before use.



# PETERSON PROMOTED TO VICE PRESIDENT, TECHNICAL DEVELOPMENT

Dan Peterson has been promoted to Vice President, Technical Development. Peterson came to AMSOIL in 2007 as Technical Director. His primary responsibilities include developing new technologies, new product development, market research and stewardship of existing products. Peterson works to develop technical information that is used in a number of different ways to help AMSOIL Dealers and customers succeed. The Technical Department also closely monitors industry specification changes and incorporates these into new or existing products.

Since joining AMSOIL, Peterson worked on hiring and developing technical department members and is continuing to build competencies in key areas, including passenger car, heavy-duty, powersports and filtration. He also helped AMSOIL teams develop and launch many successful products, including Dominator® Synthetic Racing Oils, Synthetic Premium API CJ-4 Diesel Oils and OE Synthetic Motor Oils.

In his new role, Peterson will take on more responsibility for AMSOIL technology development and technical market research, targeting key issues/customer needs and developing the highest-performing technology to solve these issues. He will work closely with other key leaders and the executive management team to help develop the technical solutions needed to help Dealers grow at an accelerated rate. He will be reporting directly to Executive VP and COO Alan Amatuzio, and will also work with Executive VP and CFO Dean Alexander on AMSOIL strategy development.

Peterson holds a Bachelor of Science degree in Paper Science and Engineering from the University of Wisconsin – Stevens Point and a Masters in Business from the University of Wisconsin – Oshkosh. Prior to his career at AMSOIL, Peterson worked in the paper industry for 20 years in positions including process engineering, project management, operations and technical management and research and development. Peterson is an avid hockey fan and has coached youth hockey for several years. He currently resides in Hermantown, Minn. with his wife and three children. ■



**Dan Peterson, Vice President, Technical Development**



# HOLIDAY GIFT IDEAS

## 3-in-1 Bomber Jacket

Bomber-style, weather-resistant 3-in-1 jacket incorporates durable Stormtech 100% nylon outer shell with a 100% anti-pill polyester polar fleece zip-in/zip-out lining. Full-length external draft flap, stand-up storm collar on lining and shell, relaxed-fit waistband, adjustable velcro cuffs, inside pocket and front zippered security pockets. Embroidered logos on outside shell and inner lining. Sizes S-3X.

STOCK #	SIZE	U.S.	CAN.
G2823	S	89.95	107.75
G2824	M	89.95	107.75
G2825	L	89.95	107.75
G2826	XL	89.95	107.75
G2827	2X	92.75	111.00
G2828	3X	94.15	112.75



Bomber Liner



Bomber Jacket

## 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



Sweatshirt Front



Sweatshirt Back



## Navy and Black Flame Beanie

Navy and black flame design with embroidered AMSOIL logo on front.

STOCK #	U.S.	CAN.
G2740	13.95	16.75

## Black Softshell Jacket

High quality wind and water resistant jacket is constructed of a 95% polyester/5% spandex shell for easy movement. Soft brushed polyester lining. Adjustable velcro cuffs, three zip outside pockets and two velcro inside pockets. Sizes S-3X.

STOCK #	SIZE	U.S.	CAN.
G2810	S	63.75	76.25
G2811	M	63.75	76.25
G2812	L	63.75	76.25
G2813	XL	63.75	76.25
G2814	2X	66.75	80.00
G2815	3X	69.50	83.25



## Windbreaker

Features windproof/water-resistant polyurethane-coated 100% Taffeta nylon shell. Contrasting collar trim half-lined with mesh, elastic cuffs/waistband and Raglan sleeves. Back yoke opens for added ventilation. Hood is easily concealed in collar. Sizes S-4X.

STOCK #	SIZE	U.S.	CAN.
G2816	S	35.00	42.00
G2817	M	35.00	42.00
G2818	L	35.00	42.00
G2819	XL	35.00	42.00
G2820	2X	37.75	45.25
G2821	3X	40.75	48.75
G2822	4X	43.50	52.25





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