



Best Prospects

- **Casual AMSOIL supporters** who have a favorable opinion of AMSOIL and may consider using AMSOIL products, but warranty fears stand in the way.
- **Enthusiasts who resent feeling strong-armed** into buying the original equipment manufacturer (OEM) brand of parts and lubricants to avoid losing their new-snowmobile warranty. They don't like paying a premium for OEM parts and lubricants and will consider using AMSOIL products, but warranty fears present an obstacle.
- **Enthusiasts who aren't loyal to the OEM**, who are undecided about which oil to use or who are new to the sport.

Converting Target Buyers to Customers

Resist the temptation to make recommendations and tout technical features before you understand the buyer and have gained his or her trust. For best results, use your experience helping current customers to guide your conversation.



CREATE CURIOSITY

Briefly introduce yourself and the AMSOIL brand. Ask about the prospect's sled and where he or she likes to ride. Ask questions that jump-start the conversation and help you uncover the prospect's buying motivations.

- *Where do you typically ride?*
- *How many miles per season do you ride?*
- *Do you perform your own maintenance?*
- *How often do you buy a new sled?*
- *Do you use the manufacturer's products or are you open to aftermarket products?*

DISCOVER NEEDS

In this phase, you and the prospect work together to discover whether he or she has a need for AMSOIL products. Ask open-ended questions that steer the conversation toward problems he or she might be experiencing.

- *Many riders believe they should be able to use the free market to choose the best lubricants for their sled, and they don't like being told they have to buy the OEM's oil or risk losing their warranty. What's your thinking on this?*
- *Riders often think they have to buy the OEM oil to maintain their new-sled warranty. They're sometimes surprised to hear that tying warranty coverage to use of the OEM oil is illegal in America. Have you had a similar experience?*
- *Do you ever have problems with excessive smoke or plugs fouling? (Two-stroke sleds.)*
- *How often do you clean the power valves in your sled? (Two-stroke sleds.)*

ASSESSMENT

The prospect is assessing whether AMSOIL products are right for him or her. Consider all the information the prospect has provided and link his or her problems to the proper solution AMSOIL lubricants provide.

- *For riders who want to use the free market to decide what's best for their sled, we offer the AMSOIL Runs On Freedom™ Limited Snowmobile Warranty. Use INTERCEPTOR® Synthetic 2-Stroke Oil (AIT) exclusively in your current-model-year or newer sled and we'll cover engine repairs in the unlikely event of any engine breakdown for up to two years/5,000 miles/8,000 km. That's better than some OEM warranties. Just check out AMSOIL.com/rofwarranty (AMSOIL.ca/rofwarranty in Canada) for details.*
- *We're so confident in AMSOIL protection and so serious about protecting your freedom to use the oil you think is best, you can sign up anytime within 18 months of taking delivery of your current-model-year or newer sled. Would you like to sign up for the warranty? Register at AMSOIL.com/rofwarranty (AMSOIL.ca/rofwarranty in Canada).*
- *INTERCEPTOR Synthetic 2-Stroke Oil keeps power valves and other parts clean and working properly, maximizing your sled's performance and reducing maintenance. In fact, it delivered outstanding wear protection and cleanliness in a rental sled ridden hard in the Canadian mountains for a full season.¹ See the results at amsoil.com/performance-tests.aspx.*

¹Based upon use of a new 2019 Polaris® RMK® 850 as a rental sled at Grizzly Lodge December 2018 – February 2019.

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ONGOING SERVICE

Upon receiving a customer order, determine what level of ongoing service you will provide. Will they require frequent visits? Or is checking in every few weeks acceptable? A concrete plan will help you meet their expectations and create happy and loyal customers.

INTERCEPTOR® Synthetic 2-Stroke Oil (AIT)

For hardcore enthusiasts who own high-performance sleds and live for snowmobiling.

- **Best** engine protection
- **Best** engine and exhaust power valve cleanliness
- **Best** cold-flow

AMSOIL Synthetic 2-Stroke Injector Oil (AIO)

For casual riders and those seeking the convenience of one oil for year-round use.

- **Convenient**, multi-use formula
- **Excellent** value
- **Excellent** wear protection

AMSOIL DOMINATOR® Synthetic 2-Stroke Racing Oil (TDR)

For racers, professional riders and owners of modified sleds.

- **Purpose-built** for racers
- **Extra** protection for modified sleds
- **Maximizes** power

AMSOIL Formula 4-Stroke® Powersports Synthetic Motor Oil (AFF)

For owners of four-stroke snowmobiles.

- **Easy** cold-weather starts
- **Quick** startup protection
- **Helps** prevent carbon/varnish formation

Understanding OEM Warranty Coverage

The following chart summarizes original equipment manufacturer (OEM) warranty-coverage levels. OEMs often offer additional coverage during spring promotions on new-model-year sleds. The AMSOIL Runs On Freedom™ Limited Snowmobile Warranty offers riders a strong competitive choice to OEM warranties, and AMSOIL offers a more generous sign-up period of 18 months. Data in the chart as of May 2020 and subject to change without notice. See OEM websites for current information.

BRAND	AMSOIL	SKI-DOO*	POLARIS*	ARCTIC CAT*	YAMAHA*
Base Coverage	2 years 5,000 miles 8,000 km	1 year	1 year	1 year	1 year
Promotional or Extended Coverage May Require A Fee	–	18 months	2 years	19 months	36/48 months
Sign-Up Period	Anytime within 18 months of the date the owner takes physical delivery of the current-model-year or newer sled.	The Ski-Doo snowmobile must be purchased as new and unused by its first owner from a Ski-Doo distributor/dealer authorized to distribute Ski-Doo products.	At the time of sale, the warranty registration form must be completed by the dealer and submitted to Polaris within 10 days of purchase. No warranty coverage will be allowed unless the vehicle is registered with Polaris.	At the time of the sale , an owner registration form is to be completed by the selling dealer and consumer. The receipt of the registration form by Arctic Cat is a condition precedent to warranty coverage.	Any time upon purchase of a new or used Yamaha vehicle from an authorized Yamaha dealer.

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Runs on Freedom™ Limited Snowmobile Warranty Frequently Asked Questions

Who's eligible for the warranty? The AMSOIL Runs on Freedom Limited Snowmobile Warranty is available to enthusiasts who purchase a current-model-year or newer two-stroke snowmobile directly from an authorized dealership. Pre-owned snowmobiles and dealership hold-overs do not qualify.

What does the Runs on Freedom Limited Snowmobile Warranty cover? See the Runs on Freedom Limited Snowmobile Warranty terms and conditions at AMSOIL.com/lander/snow-warranty/terms.aspx (AMSOIL.ca/lander/snow-warranty/terms.aspx in Canada).

What is the duration of the warranty? Two years from the date you take physical delivery of the snowmobile or 5,000 miles (8,000 km), whichever comes first.

Do I have to sign up for the warranty immediately after buying my snowmobile? No. For example, the warranty period lasts two years/24 months from the date you took physical delivery of the snowmobile. AMSOIL is allowing up to 18 months from the date you took physical delivery of the snowmobile to enroll in this warranty, which would leave you with 6 months of warranty coverage.

Do I need to use AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil throughout the warranty term? Yes. AMSOIL INTERCEPTOR must be used for the duration of warranty coverage.

Do other AMSOIL synthetic snowmobile oils qualify for the warranty? No. AMSOIL INTERCEPTOR Synthetic 2-Stroke Oil is the only qualifying oil.

How do I file a warranty claim? Obtain a copy of the repair estimate from the authorized original equipment manufacturer (OEM) dealership that performed the engine diagnostics and send it to AMSOIL INC. at rof_warranty@AMSOIL.com.

Do I need to supply an oil sample to AMSOIL for inspection prior to receiving warranty payment? No. Simply send us the estimate from the authorized OEM dealership and we'll confirm you're a registered participant who has been purchasing INTERCEPTOR Synthetic 2-Stroke Oil.

How do I register for the Runs on Freedom Limited Snowmobile Warranty? Visit AMSOIL.com/rof_warranty (AMSOIL.ca/rof_warranty in Canada), complete the registration form by following the "Register Now" button and we'll contact you to confirm eligibility. For full details, see the Runs on Freedom Limited Snowmobile Warranty terms and conditions at AMSOIL.com/lander/snow-warranty/terms.aspx (AMSOIL.ca/lander/snow-warranty/terms.aspx in Canada).

Whom do I contact with questions? Email AMSOIL Technical Services at techservicemail@amsoil.com or call 715-399-TECH (8324) M-F, 8 a.m. – 5 p.m. CT.

Tools to Aid Sales Efforts

- INTERCEPTOR Synthetic 2-Stroke Oil Data Bulletin (G1955)
- DOMINATOR® Synthetic 2-Stroke Racing Oil Data Bulletin (G1985)
- Formula 4-Stroke® Powersports 0W-40 Synthetic Motor Oil Data Bulletin (G1713)
- Synthetic 2-Stroke Injector Oil Data Bulletin (G3202)
- Synthetic 2-Stroke Injector Oil Dealer Sales Brief
- Powersports & Racing Catalog (G3511 U.S., G3512 Can.)
- Why Buy INTERCEPTOR? Handout (G3681)
- Snowmobile Fair Handout (G3390)
- Runs on Freedom Limited Snowmobile Warranty page (AMSOIL.com/rof_warranty [AMSOIL.ca/rof_warranty in Canada])

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