

AMSOIL®

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MAGAZINE

JANUARY 2014



NEW!

PREMIUM AMSOIL SYNTHETIC GREASES FOR EVERY APPLICATION

| PAGE 6

**The Trend Toward
Lower-Viscosity
Motor Oils** | PAGE 10

PREMIUM PROTECTION FOR EUROPEAN VEHICLES



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**sulfated ash, phosphorus and sulfur*

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Printed by Service Printers
Duluth, MN USA.

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THE COVER

New Arctic Synthetic Grease provides excellent extreme low-temperature protection.

From the President's Desk

We have another year behind us now and can look back at 2013 with a major sense of accomplishment. The highlight, of course, was the celebration of our 40 years as a multi-level-marketing company. It is hard to believe it has been that long since our very first AMSOIL Dealers came on board and began what would become a wonderful journey of opportunity and success. I cannot possibly express how gratifying it has been to witness the efforts of the countless Dealers who have realized their dreams through the AMSOIL business opportunity. It is equally gratifying to know that countless more will follow.

Our job now is to build on the many accomplishments we saw this past year. We can all look forward with optimism.

First, Dealers can be assured that our efforts in product development will continue to provide sales opportunities across the full spectrum of markets. This past year alone saw the introduction of several new products and the repackaging and repositioning of others. We expanded our Signature Series family to include Multi-Vehicle Synthetic Automatic Transmission Fluid and Fuel-Efficient Synthetic Automatic Transmission Fluid. These oils excel in demanding conditions, and we have heard from Dealers who are already finding great success in those markets where towing, severe-service and other high-heat applications are common.

The addition of OE Automatic Transmission Fluid opens doors of opportunity, as well. These products deliver the performance of advanced synthetic technology at a cost attractive to virtually all consumers. Like our OE Motor Oil, they are priced right for installers, and all Dealers should remain aggressive in expanding their penetration in this market.

Opportunities in the diesel market have also expanded with the reformulation of our Diesel Injector Clean and Diesel Injector Clean + Cold Flow. These products do an outstanding job of cleaning traditional injector deposits and now, with reformulations, the tough-

to-remove deposits we are seeing in modern high-pressure common-rail diesel engines. Plus, the bold new packaging catches eyes from the retail shelf.

Our aerosols were also repackaged with a clean, consistent look. AMSOIL Synthetic 2-Stroke Injector Oil was introduced, appealing to cost-conscious consumers, and our grease line was expanded to reach additional markets. I could go on. The point is, more opportunities in more markets mean more sales.

Dealers can also be assured we will remain firmly committed to reinvesting in the company. Significant investments were made this past year in a full range of projects. Most notable was our new mechanical lab. This facility features three 480-square foot dynamometer cells capable of housing a minimum of two dynos each. It is truly state-of-the-art and is rivaled only by facilities owned by major equipment manufacturers and additive companies. We now have the ability to conduct virtually all of our performance testing on-site, allowing quicker turn-around and more thorough test results. We can also modify test conditions to measure variables we were unable to measure at outside facilities. All of this will allow us to create marketing materials that Dealers can use to generate sales.

Substantial investment was also made in field testing. Our Las Vegas Taxi Cab Field Study reveals the results of a grueling 18-vehicle, 1.2-million-mile marathon test. It demonstrates conclusively that AMSOIL Signature Series Motor Oil and AMSOIL Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid provide superior protection against sludge and wear for extended drain intervals in the most

demanding operating conditions.

You can be sure, also, that AMSOIL will continue our investments in strengthening brand awareness. We will again have significant presence in both niche and mainstream publications, including *Motor Trend*, *Car and Driver* and *Popular Mechanics*. A full stable of racers will be wearing the AMSOIL colors, and we'll gain considerable television exposure through the racing series we sponsor. Those people who attend the major motorcycle rallies will again see AMSOIL as the official oil, and our presence in social media will continue to gain momentum.

Bottom line, the company is doing all it can to support our Dealers' efforts. It's now up to Dealers to do all they can to cash in on the opportunities.



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





Diesel engines are the most widely used engines in the world. They can be found in ocean freighters, railroad locomotives, garbage trucks, tractors, pick-up trucks and dozens of other applications. Big or small, diesel engines are capable of producing the high horsepower and torque needed to get the job done.

Their operation and performance, however, are dependent upon the quality of the fuel that goes into the tank.

Fuel quality has a significant effect on overall diesel performance. As diesel fuels have become more complex, producing them presents new challenges for refiners. They typically require detergent and lubricity additives, conductivity and cold-flow improvers and an increasing proportion of biofuels. As a result, it's essential for

refiners to fully understand the benefits, interactions, ratios and potential harms of these different components.

Fuel injection systems and engines themselves are becoming increasingly complex. Both fuel economy and performance are highly dependent on getting the right amount of fuel into the combustion chamber in the correct physical form at the correct time. Fuel injection systems are traditionally high-maintenance and, as a result, performance-related issues are common. Specific diesel fuel parameters can have a big effect

on injector performance and resulting diesel vehicle operation.

AMSOIL offers a full line of premium diesel fuel additives formulated to keep fuel systems clean and operating at top efficiency.

AMSOIL
The First in Synthetics®



ADF

ACF

ACB

DFC

PREMIUM AMSOIL SYNTHETIC GREASES FOR EVERY APPLICATION

AMSOIL offers a full line of premium synthetic greases, including new Arctic Synthetic Grease, for a wide range of applications, including over-the-road, off-road, automotive, racing and industrial.



GEC

Arctic Synthetic Grease

AMSOIL Arctic Synthetic Grease (GEC) provides extreme low-temperature pumpability and superior protection for equipment operating in harsh climates where temperatures drop well below freezing, ensuring superior load and wear protection where conventional greases are ineffective. Many greases marketed for extreme-cold applications sacrifice wear protection to ensure low-temperature pumpability. AMSOIL Arctic Synthetic Grease makes no such sacrifice; it pumps and still protects down to -40°F.

Performance Features

- Outstanding cold-temperature pumpability
- Excellent mechanical stability
- Superior protection against wear and corrosion
- Long service life
- Withstands high loads and pressures

Application Recommendation

AMSOIL Arctic Synthetic Grease is recommended for industrial machinery, heavy-duty automotive and industrial equipment, chassis, bearings, off-road and heavy equipment operating in arctic climates.



GRG

DOMINATOR® Synthetic Racing Grease

NLGI #2, GC/LB

- High-performance and racing applications



Synthetic Polymeric Truck, Chassis and Equipment Grease

NLGI #1 AND NLGI #2

- Heavy-duty over-the-road applications, including tractors and trailers, delivery fleets, dump trucks, refuse haulers, utility fleets, emergency service vehicles and more



GPTR1

GPTR2



Arctic Synthetic Grease

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
GECCR	EA	(1) 15-oz. Cartridge	1.0	7.96	11.10	9.00	12.50
GECCR	CA	(10) 15-oz. Cartridges	10.0	77.00	103.95	87.00	117.50
GECCR	PK	(40) 15-oz. Cartridges	40.0	299.25	404.00	338.00	455.00



GLC

Synthetic Multi-Purpose Grease

NLGI #2, GC/LB

- Heavy- and light-duty applications, including automotive wheel bearings



GWR

Synthetic Water-Resistant Grease

NLGI #2, GC/LB

- Vehicles and trailers frequently exposed to water, mud, snow and ice



GXC

X-Treme Synthetic Food Grade Grease

NLGI #2, NSF-APPROVED
(FORMERLY USDA H-1)

- Food service and pharmaceutical industry equipment



FWG

Synthetic Fifth-Wheel Grease

NLGI #2

- Fifth-wheel hitches used in trucking and trailer applications

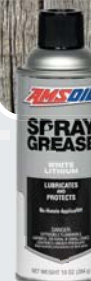


GVC

Synthetic High Viscosity Lithium Complex Grease

NLGI #2

- Heavy-duty industrial machinery



GSP

Spray Grease

- Hard-to-reach equipment, including hinges, springs and other common applications



GPOR1
GPOR2

Synthetic Polymeric Off-Road Grease

NLGI #1 AND NLGI #2

- Heavy-duty off-road applications, including agricultural, construction, landscaping, logging and mining equipment



GSF

Semi-Fluid 00 Synthetic EP Grease

NLGI #00

- Leaky gearboxes in industrial and fleet applications, centralized lubrication systems, truck wheel hubs and applications that are difficult to service

MAKING THE LEAP: CONVERTING YOUR PASSENGER VEHICLES TO AMSOIL PRODUCTS

If you use AMSOIL products only in your powersports equipment, you're missing out.

Through sponsorship of high-profile racers, events and series, AMSOIL has developed a tremendous and loyal base of powersports customers. Many began using AMSOIL products after hearing about them at the track and witnessing the benefits they provide racers. Others began using AMSOIL products after reviewing test data that convinced them to give the products a shot. However they discover AMSOIL products, most powersports customers experience their benefits and become lifelong fans.

A widely held misconception is that optimum performance is just for racers. However, most powersports customers are also looking to get the most from

their equipment. They appreciate AMSOIL products because of their superior quality and they perform as advertised.

When it comes to getting the best performance from your equipment, why stop at powersports? AMSOIL offers a range of products that help you get increased performance from your passenger vehicle. The same types of benefits you experience with your powersports equipment often carry over to your passenger car or truck when you convert it to AMSOIL synthetic motor oil. For example, both AMSOIL INTERCEPTOR® Synthetic 2-Stroke Oil and AMSOIL Signature Series 5W-30 Synthetic Motor Oil have excellent cold-flow properties and low pour points (-72°F and -60°F, respectively).

Both lubricants also excel in high temperatures and extreme operating conditions, reduce emissions during operation and help prevent engine wear. Additional benefits you will experience with Signature Series Synthetic Motor Oil in your gas-powered car or truck include increased fuel economy and extended drain intervals.

AMSOIL synthetic diesel oils also offer improved fuel economy, reduced oil consumption and emissions, wear control, viscosity retention and extended drain intervals.

If you're looking to get the best performance from all your vehicles, now is the time to discover the benefits offered by AMSOIL synthetic motor oil. ■





Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Synthetic lubricants deliver maximum fuel efficiency.

Accurately measuring fuel-economy gains, however, is extremely difficult.

I have a confession to make: I am on my way to becoming a grouchy old man. Not the type who is grouchy with people, just with situations that make me feel helpless. One of these situations happens every two weeks while shelling out a fortune for gas at the pump. I understand that the early symptoms of “grouchy-old-man syndrome” start at age 50 and appear as incoherent mumbling at the gas pump when the receipt comes out. “Forty-nine bucks to fill this little tank! Someone should go to jail.” I think we all struggle with putting so much money into gasoline or diesel fuel every month, but it is a reality we face.

Still, we want some level of control over our financial lives, so many of us look for ways to reduce fuel consumption and regain some control. In fact, one of the reasons people choose to buy AMSOIL products is for the fuel-economy benefits. So how do you verify that you are enjoying fuel-economy benefits from any product or technology? Everyone probably does it a little differently.

The important inputs for fuel economy are the number of miles traveled and the amount of fuel used. One common method is to record how many miles you drove between fill-ups. If you record the amount of fuel you put in the vehicle when you fill up and the amount of miles driven since the last fill-up, you get a rough idea of fuel economy by dividing the trip miles by the gallons pumped into the tank – assuming you filled the tank to the brim at the last fill-up. There are variables that affect this calculation – the ability to fill to the same level each time, the accuracy of the meter on the pump, the octane value of the fuel going into the vehicle,

the ethanol content of the fuel, etc. All affect the recorded amount of fuel you use. An alternative method is using the fuel mileage gauge on your vehicle. With this method, you can actually measure fuel-economy differences affected by driving routines on the same tank of fuel.

Another big variable affecting the amount of fuel consumed is driving conditions. We all know that non-hybrid vehicles get much better fuel economy in highway driving compared to city driving. It takes a lot of fuel to start a vehicle and get it going from a dead stop. So when you examine fuel economy on your last tank of fuel, do you count the number of times you stopped and started the vehicle in city driving to make sure it was equal to the last tank of fuel? What about the number of hills? Wind? It makes a big difference! Is there really a difference in fuel economy between driving 65 mph and 68 mph? It can't add up to much, right? Let's take a look at a recent example (see chart below).

So it looks like there is a difference in fuel economy in my 2010 Ford Fusion driving 68 mph vs. 65 mph.

On average it's about 0.7 mpg or 2.3 percent. It looks like increasing my speed to 72 mph decreases fuel economy by 2.0 mpg or 6.2 percent from the 65 mph level.

If I am looking to verify a 5 percent improvement in fuel economy by using AMSOIL synthetic lubricants, I need to be pretty careful and try to control every variable possible. Even a 3 mph difference affects fuel economy by 2.3 percent. In reality, it is very difficult to control all the variables affecting fuel economy. Most of the time, the variability in driving routines, equipment condition, fuel quality, tire pressure, wind conditions, outside temperature, etc. create so much change that it is almost impossible to clearly see a 5 percent fuel economy difference due to a lubricant change.

What we do know is that, under controlled conditions, there are significant differences between using lower-quality petroleum lubricants and correctly designed synthetic lubricants. The data is overwhelming and it makes logical sense, but all the other variables affecting fuel economy get in the way sometimes. ■

Grouchy-Old-Man 2010 Ford Fusion

Time	Time Speed	Fuel Economy per Dash Gauge
1:15 p.m. - 1:40 p.m.	65 mph	32.4
1:41 p.m. - 2:06 p.m.	68 mph	31.8
2:07 p.m. - 2:32 p.m.	72 mph	30.2
2:35 p.m. - 3:00 p.m.	65 mph	32.2
3:02 p.m. - 3:27 p.m.	68 mph	31.5
3:30 p.m. - 3:55 p.m.	72 mph	30.4

Equipped with resettable fuel-economy gauge and a very understanding spouse

- Highway driving conditions • Relatively flat terrain • Headwinds 10-15 mph
- Cruise control set • Measured in 25-minute increments

THE TREND TOWARD LOWER-VISCOSITY MOTOR OILS

When AMSOIL Synthetic Motor Oil was introduced in 1972, 10W-40 motor oil was widely recommended in passenger cars/light trucks. Today, according to the *Lubes'n'Greases* 2013 Industry Factbook, 10W-40 represents just 2 percent of U.S. sales. Not only that, but 10W-40 is no longer included in the *National Oil & Lube News* Operator's Survey, one of the most in-depth studies of the oil installer market.

Today, 5W-30 is king, accounting for 56 percent of the market. However, its position at the top doesn't figure to last much longer; according to *Lubes'n'Greases*, SAE 5W-20 and 0W-XX will represent more than 60 percent of the passenger-car/light-truck market before the decade ends. Most newer Toyota and Honda vehicles require 0W-20 motor oil, while Dodge and Ford require 5W-20 in many of their newer vehicles. Even lighter oils are on the horizon. Last spring, the Society of Automotive Engineers (SAE) added SAE 16 to the SAE J300 Engine Oil Viscosity Classification Standard, clearing the way for SAE 0W-16 oils.

What explains the downward trend in viscosity? A need for improved low-temperature performance and the need to meet tightening corporate average fuel economy (CAFE) requirements. Because they circulate easier during cold starts and improve fuel economy due to reduced internal friction, original equipment manufacturers (OEMs) have been recommending lower-viscosity oils to maximize performance. Since 5W-20 and 0W-XX oils cannot be formulated without synthetic base stocks, demand for synthetics has been increasing. Plus, some motorists feel lower-viscosity oils may not provide adequate wear protection, making high-quality brands, like AMSOIL, even more attractive.

The Era of Monograde Oils

The standard for assigning the viscosity grades most motorists are familiar with today began in 1911 with the publication of the SAE J300 Engine Oil Viscosity Classification Standard. It defined only five monograde viscosities (SAE 10, 20, 30, 40 and 50) based on flow rates at 100°C (212°F), or normal engine operating temperature.

Over time, the SAE J300 Standard was augmented and improved. By 1926, SAE 60 was added and a standard scientific measurement of viscosity, known as centistokes (cSt), was adopted to replace rate of flow. As more people began buying cars and changing oil throughout the decades that followed, it became evident that heavier grades of oil didn't offer the low-temperature performance engines needed during the winter months. As a result, many motorists adopted the habit of switching from a heavier oil – SAE 40, for example – to a lower viscosity as winter approached. The practice was both inconvenient and wasteful.

Clarifying Cold-Weather Performance

A major development occurred in 1952 when the SAE J300 Standard was updated to include a set of winter-grade designations denoted by the letter "W". They included 10W, 15W, 20W, 25W and 30W and were determined by the oil's viscosity at 0°F. Assigning a winter-grade viscosity helped address problems with oil performance in cold weather. Automotive engineers and motorists had come to realize that oils formulated from different crude-oil sources behaved differently in service. For example, when the temperature dropped below freezing, an SAE 20 oil refined from crude oil sourced from the Gulf Coast was

much thicker than an SAE 20 oil refined from Pennsylvania crude. Although they were both SAE 20 motor oils and their viscosities were similar once the engine reached operating temperature, the SAE 20 designation didn't communicate the difference in winter performance. The introduction of winter-grade designations changed that.

Multigrade Motor Oils

Soon after, the development of viscosity index (VI) improvers ushered in the multigrade motor oils consumers know today. Multigrade oils offer the best of both worlds – good performance and engine protection both at start-up and once the engine has reached operating temperature. A 5W-30 oil, for example, offers the fluidity of an SAE 5W oil at -30°C and the stability of an SAE 30 oil at 100°C.

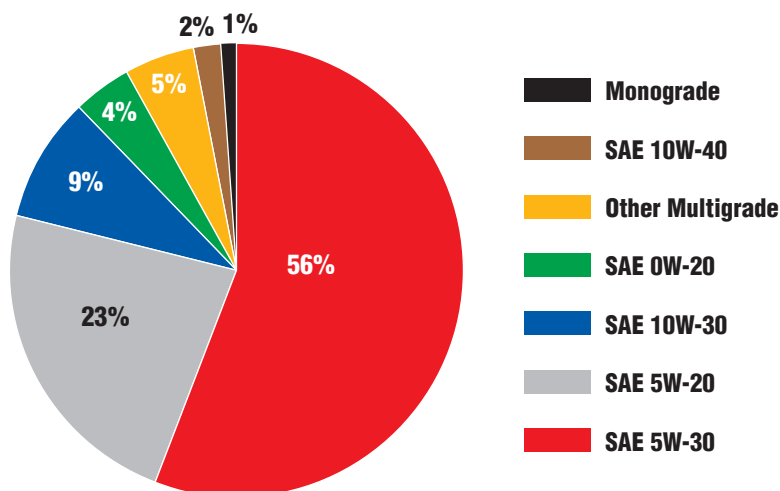
VI improvers minimize thinning of the oil as temperatures increase. This allows a thinner conventional base stock to also meet higher temperature requirements. Low-quality VI improvers, however, are prone to two significant problems: they can thicken the oil at low temperatures and can shear when subjected to shearing forces inside the engine, causing oil viscosity loss. High rates of shear occur in areas where the oil is forced through narrow passages, such as between the piston rings and cylinder walls. Viscosity loss due to shear can result in excess oil consumption, increased deposit formation and wear.

Did You Know?

Viscosity is the measurement of a lubricant's resistance to flow. It is considered a lubricant's most important property. How viscosity reacts to changes in temperature, pressure or speed determines how well the lubricant performs. Synthetic lubricants maintain viscosity during severe operating conditions better than conventional lubricants, providing increased protection and performance.

Motor Oil Viscosity Demand for All U.S. Cars and Light Trucks, 2012

Lubes'n'Greases 2013 Industry Factbook



Like other raw materials, VI improvers are available in a range of qualities, so while other oils may be formulated with low-quality VI improvers, superior oils, such as AMSOIL synthetic motor oils, are formulated with shear-stable VI improvers that enhance the oil's low- and high-temperature performance.

By the 1970s, multigrade oils gained favor with OEMs, with 10W-40 emerging as the most recommended viscosity due to its performance in a wide range of operating temperatures and its fuel-economy benefits.

Thin Is In

In the fall of 1973, the Organization of Arab Petroleum Exporting Countries (OAPEC) announced an oil embargo against the United States, leading to inflated gas prices and widespread shortages. Two years later, the federal government introduced the first CAFE requirements in an effort to reduce the country's dependence on foreign oil. It required OEMs to increase the average fuel economy of their passenger car fleets to at least 18 mpg by model year 1978. CAFE standards have

since grown more strict, with an increase to 35.5 mpg beginning in 2016 and 54.5 mpg by 2025. OEMs that fail to comply face heavy fines.

To meet the requirements, OEMs built smaller cars with smaller engines that used lighter-viscosity oils. As a result, 10W-30 soon gained favor over 10W-40. And by the 1990s, 5W-30 was the most recommended viscosity, and remains so today.

Quality is Key

Although lower-viscosity oils are proven to increase fuel economy, some motorists question their ability to protect against wear. The key is to use a premium oil that balances fuel economy and wear protection. AMSOIL synthetic motor oils are formulated using high-quality synthetic base stocks that maintain a strong lubricating film between metal components. Their premium additives resist viscosity loss due to shear to ensure engines receive excellent wear protection no matter which viscosity is used. ■

How Low Can Viscosity Go?

The trend toward lower-viscosity oils began decades ago as a way to improve cold-weather performance and fuel economy. Given today's strict fuel economy requirements, OEMs will continue to recommend lower-viscosity oils.

1911

SAE J300 Engine Oil Viscosity Classification Standard is published, defining five monograde oil viscosities.

1952

Winter-grade ("W") viscosities are added to the SAE J300 Standard.

1970s

Many OEMs recommend 10W-40 due to its performance throughout a broad temperature range.

1980s

10W-30 becomes popular due to its fuel economy benefits.

1990s

5W-30 overtakes 10W-30 due to its increased fuel economy.

2000s

Low-viscosity oils such as 5W-20 and 0W-XX are introduced to further increase fuel economy.

2013

SAE 16W is added to the SAE J300 standard, clearing the way for 0W-16 oils.

ON THE BOX

WITH JEREMY MEYER

If you're looking for a New Year's resolution that moves at a slightly faster pace than shucking 10 pounds this year, why don't you resolve yourself to taking in an International Hot Rod Association (IHRA) drag racing event?

The IHRA was formed as a direct competitor of the National Hot Rod Association (NHRA). New ownership has implemented several philosophical changes that are generating great buzz and bringing the organization back to its roots. New formats, including some that will have a lasting impact on the future of the popular Nitro Jam series, will help bring more competitive racing to fans this year. New ownership and management have taken the sport back to its founding days and, with the addition of nearly 20 tracks over the past few years, the IHRA is an exciting market for drag racing fans.

Nitro Jam events averaged nearly 20,000 fans last year, and the organization has rebuilt the grassroots-based Summit Sportsman series, offering purses and class structures that outshine the competition.

As the Official Oil of the IHRA, we hope you put the organization on your list in 2014.



Tremblay Tames Teammate in AMSOIL DOMINATOR®

AMSOIL riders square off for \$10,000 at season opener

Team AMSOIL/Scheuring Speed Sports rider Tim Tremblay opened the 2013-14 AMSOIL Championship Snocross (ACS) season with a convincing \$10,000 AMSOIL DOMINATOR® win over teammate Robbie Malinoski.

The fan-friendly race included the top 16 snocross riders in the world squaring off head-to-head in a tournament format. To win, Tremblay had to survive four tough rounds of two-lap sprints, including a final battle against veteran teammate Malinoski.

"I'm really happy with this win," Tremblay said. "Winning the AMSOIL DOMINATOR against my teammate in the hometown of AMSOIL; it just doesn't get any better."

"It was tough to face Robbie in the final because you know the race is going to get crazy and you might hit each other at some

point. We're in the same trailer, so obviously we wanted to be safe, but we both still went for it and it just happened to work out a little better for me this time."

For the riders, the event offers a unique start to the season.

"The DOMINATOR is such a crazy format," said Malinoski. "You don't have time to get tired, but your heart rate is right up there. You just go all-out every time because there's no reason to save energy for later in the race or anything like that. It's different and a lot of fun."

Every AMSOIL Championship Snocross event will be aired live on www.amsoilracing.com. ACS action also airs on CBS Sports Network.

Check amsoilracing.com for schedules.

TORC Set to Expand Reach in 2014

New ownership brings passion, new venues to new year

When BJ Birtwell and his company, the Armory, took over the reigns of the TORC Series presented by AMSOIL last fall, he wanted to ramp up the steady growth the series had worked on for the past five years. New venues and a sophisticated marketing plan are major parts of his program. After just a few months, the industry is taking notice.

"Short-course gets in your blood, and all you want to do is be a part of it," Birtwell told *Dirt Sports Nation* last month. "But you can't be guided by passion alone; it needs to be balanced with rationality. And when I looked at the Armory's capabilities and what TORC needed more of, it became clear that there was an opportunity for us to build on the solid foundation of what TORC had already been creating."

TORC announced its 2014 schedule in early December, with several notable additions. For the first time in history an off-road series will head to the Black Hills of South Dakota, with two nights of racing at the popular Sturgis Buffalo Chip during the middle of the largest motorcycle rally in the world.

Alongside a return to Charlotte, N.C., TORC will break new ground in middle America. Two nights of racing will take place at Gateway Motorsports Park in St. Louis May 17-18.

"You can see the Gateway Arch and St. Louis skyline from the track," said Birtwell. "It's a great location and the proximity to downtown will make the race weekend a lot of fun for race teams and fans. Both of these tracks (Sturgis and St. Louis) will be 'Crandon-esque' and purposed to showcase the full capabilities of these trucks."



After opening the season in Las Vegas, the series will make its annual stops at Bark River and Crandon, including a season-ending showdown for the fifth-annual AMSOIL Cup.

"What better place to finish the TORC season than in Crandon," said Birtwell. "It's the largest event in all of short-course off-road racing and certainly deserving of the 'World Championships' moniker. If you haven't made it to Crandon yet for a race, make 2014 your year to check it off your bucket list. You won't be disappointed." ■

2014 TORC Series Schedule

Las Vegas, Nev.....	Primm Off-Road Raceway.....	April 5-6
Charlotte, N.C.	Charlotte Motor Speedway.....	April 25-26
St. Louis, Mo.	Gateway Motorsports Park.....	May 17-18
Crandon, Wis.....	Crandon International Off-Road Raceway	June 28-29
Bark River, Mich.....	Bark River International Raceway	July 19-20
Sturgis, S.D.	Sturgis Buffalo Chip	August 5-6
Crandon, Wis.	Crandon International Off-Road Raceway	August 30-31



MONSTER ENERGY SUPERCROSS

SEASON OPENER

Anaheim, Calif.
Angel Stadium
January 4, 2014



WHO TO WATCH:

450 CLASS	250 CLASS (WEST)
Eli Tomac	Zach Osborne
Wil Hahn	Zach Bell

WATCH LIVE ON FOX SPORTS 1



AMSOIL ARENACROSS

SEASON OPENER

Worcester, Mass.
DCU Center
January 3-5, 2014



WHO TO WATCH:
THREE-TIME
DEFENDING CHAMPION
Tyler Bowers

WATCH ON FOX SPORTS 1



Oil Filter Recommendation Changes

Due to overlapping recommendations, the Ea15K10, EaO18 and EaO37 oil filters are discontinued. The Ea15K09 is recommended in place of the Ea15K10; the EaO17 is recommended in place of the EaO18; and the EaO34 is recommended in place of the EaO37. The online product guides have been updated to reflect these changes.

Donaldson® Price Adjustment

Donaldson has implemented a minimal price adjustment for its full product line. Effective January 1, a 2 to 3 percent price adjustment will apply to all Donaldson filters.

AMSOIL DISCONTINUES NGK®, TRICO® AND MOTHERS® PRODUCT OFFERINGS

Due to limited sales and elevated costs, AMSOIL will no longer offer NGK, TRICO or Mothers products. The products are available while supplies last.

MANN-FILTER Price Adjustment

MANN-FILTER has implemented a minimal price adjustment for its full product line. Effective February 1, a 1.9 percent price adjustment will apply to all MANN-FILTER products.

New Freight Rates Provide Savings for Larger Orders

The following new freight rates are effective February 1. While AMSOIL has continued to see freight increases from its small-parcel carriers on the low-weight side of the scale, forcing rates up, the company has secured lower rates for larger orders. The new rate table includes a number of new weight breakdowns (under three pounds and over 1,000 pounds).

Under 1 lb.	\$7.10
1-3 lbs.	\$8.10
3-6.9 lbs.	\$8.65
7-13.9 lbs.	\$9.10
14-21.9 lbs.	\$9.85
22-39.9 lbs.	\$0.47/lb.
40-59.9 lbs.	\$0.38/lb.
60-99.9 lbs.	\$0.37/lb.
100-249.9 lbs.	\$0.34/lb.
251-500 lbs.	\$0.30/lb.
501-1000 lbs.	\$0.22/lb.
1001-2000 lbs.	\$0.18/lb.
2001-5000 lbs.	\$0.17/lb.
Over 5000 lbs.	\$0.14/lb.

Leather Motorcycle Jacket

Leather motorcycle jacket features debossed logo and "Ride Hard. Run Cool™" sleeve design. Zippered air vents with leather tabs on front and back, reflective piping on front and back, zippered wrist closures, two inside pockets (one zippered) and mesh inner lining. Runs small; order one size larger than you normally wear. Sizes S-3X.

Stock #	Size	U.S.	Can.
G3171	S	275.00	311.00
G3172	M	275.00	311.00
G3173	L	275.00	311.00
G3174	XL	275.00	311.00
G3175	2X	300.00	339.00
G3176	3X	300.00	339.00



Ladies' Leather Motorcycle Jacket

Ladies' leather motorcycle jacket features debossed logo and "Ride Hard. Run Cool™" sleeve design. Zippered air vents with leather tabs on front and back, reflective piping on front and back, zippered wrist closures, two inside pockets (one zippered) and mesh inner lining. Runs small; order one size larger than you normally wear. Sizes M-2X.

Stock #	Size	U.S.	Can.
G3182	M	275.00	311.00
G3183	L	275.00	311.00
G3184	XL	275.00	311.00
G3185	2X	300.00	339.00



Power Decal

Innovative LED backlit AMSOIL logo is a great attention-getter on vehicle windows. Lights up automatically while driving at night, and shuts off after two minutes when parked. Works great on tinted windows. Easy installation; no tools required. Not recommended on windows that roll down completely. 5.5" x 3.75" logo.

Stock #	U.S.	Can.
G3122	22.95	25.90



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Tony Bischoff
ENGINE MASTER

4X Engine Master



4X ENGINE MASTER TONY BISCHOFF ON AMSOIL

You do everything from pro-stock to super-power. What's your favorite kind of engine build?

I don't really have a favorite engine. What I really enjoy about my business is that we mainly build drag motors and what I enjoy building is engines that win races. When my customer is happy, I'm happy and it brings in more business. That's what keeps me in business – making sure our customers are in the winner's circle.

What's your take on AMSOIL as an engine oil?

AMSOIL is a great oil. When we take the engines apart they look fantastic. We had thousands of hours in that [engine] and we didn't have much testing on it. We still have 120 dyno pulls on it, so that's a lot, but it's endless what you can try. When you can put that many dyno pulls on an engine and you take it apart and it looks like it's barely got three dyno pulls on it, you know that the oil is just fantastic.

Accept No Substitutes.



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www.amsoil.com | January 2014

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