

# AMSOIL<sup>®</sup>

► PREFERRED CUSTOMER EDITION

## MAGAZINE

MARCH 2014



# Premium Protection for Marine Applications

| PAGE 6

**AMSOIL Revs Up Presence in Motorcycle Market** | PAGE 8





# BUILDING LEGENDS

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### THE COVER

The popularity of boating and fishing continues to rise, and AMSOIL provides premium products that keep you on the water.



# From the President's Desk

With new Dealers and Preferred Customers coming on board every day, I feel it's necessary to occasionally provide a little AMSOIL history. In doing so, I am hopeful that those just beginning their AMSOIL businesses and those Preferred Customers who have become loyal to our products will gain additional appreciation for the leadership role we have earned in the industry.

What many people don't realize is that my research on synthetic motor oil began much sooner than the 1972 introduction of the original AMSOIL 10W-40. In the early-1960s, armed with the knowledge that synthetic oil was the only type of oil capable of withstanding the tremendous demands of the engines in the jets I was flying, I reasoned why not bring that same technology to the automotive world? I was convinced it could extend the lives of automobile engines.

I submerged myself in the study of lubrication and began formulating and marketing synthetic oils of my own. After several years, thousands of hours of intense research and a variety of oils under a variety of names we ultimately created the original AMSOIL 10W-40 Synthetic Motor Oil. That oil was tested at Southwest Research in San Antonio, Texas and became the first synthetic motor oil to "meet or exceed API Service Classification SE engine test targets." A clearly defined benchmark had been established. AMSOIL motor oil was tested, proven and documented by a single authoritative source, and for the first time a commercially available synthetic motor oil had been officially designated for use in automobile engines. The introduction of AMSOIL synthetic motor oil in 1972 launched the synthetic motor oil market.

Nothing good in life, however, comes easy. The major oil companies and automobile manufacturers refused to recognize the superiority of our product. They fought us every step of the way. Then gradually, things began to change.

Our Dealers were making progress and other circumstances came together to advance our cause.

In 1974 when Mobil 1 was introduced, many Dealers expressed concern. They feared that with a second synthetic motor oil now on the market, our sales would suffer. I knew, however, that Mobil's near-limitless advertising budget would ultimately work in our favor. They would spend millions to help educate the public on the benefits of synthetic oil. They did, and we grew.

It was about this time that gasoline was in short supply and prices soared. Fuel economy became a major concern, and gas-guzzlers of the sixties were being replaced by more fuel-efficient compacts. As the need among consumers to cut fuel costs increased, our Dealers capitalized with sales of lubricants that actually did make a difference.

Another event impacted the demand for synthetics. This one more subtle, perhaps, than the Mobil 1 introduction, but significant nonetheless, especially as an indicator of where the industry was headed. In early 1991, General Motors halted sales of the Corvette ZR-1. Eight engines had seized at its Bowling Green, Kentucky assembly plant. The temperature had dipped to slightly below freezing and, at start-up, hard-to-pump motor oil did not reach the front camshaft bearings. They were destroyed by lack of lubrication.

GM responded by requiring the use of synthetic oil in the Corvette. It was the first time an American auto manufacturer had required, not just recommended, the use of synthetic oil as a factory-fill. It was clear to me then that GM's decision was just the beginning. More

factory-fills would follow. The door had just opened a little wider for AMSOIL Dealers.

Not long after the Corvette was treated to synthetic oil, virtually all the other oil manufacturers began introducing synthetics of their own. They, like Mobil, spent millions advertising their "ground-breaking" new products. The floodgates had opened, and as awareness among consumers reached an all-time high, our sales climbed.

Today, of course, consumer awareness has never been greater, and our reputation as the industry pioneer is firmly established. The AMSOIL track record speaks for itself. We have set the standards for lubricant performance and will continue to push those boundaries.



**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





# PARK IT IN THE GARAGE

Wouldn't it be great if there were a way to keep track of all your vehicle information in one easy, convenient location? And wouldn't it be great if email reminders could be sent to let you know when it's oil change time? And wouldn't it be great if this resource supplied information for all your vehicle maintenance routines, including fluid fill capacities? And wouldn't it be really great if this service were free?

Welcome to MyAMSOILGarage™. In today's busy world, it's nice to know that vehicle maintenance can be monitored and scheduled through one easy-to-use source located on the AMSOIL website.

We're hoping you'll park your vehicles here, too, along with the tens of thousands already here. Sometimes, the best things in life really are free.



**MyAMSOILGarage™**

## MYAMSOILGARAGE FACT:



46% of all vehicles in MyAMSOILGarage™ are pickup trucks.



# PREMIUM PROTECTION FOR MARINE APPLICATIONS

With the popularity of boating and fishing on the rise, premium AMSOIL synthetic lubricants keep you on the water.

Research into the marine market reveals boating is on the rise, with the National Marine Manufacturers Association (NMMA) reporting a 2 percent increase in sales of new and used boats between 2008 and 2012. In addition, 37.8 percent of the population participated in recreational boating in 2012, a 6 percent increase from 2011, while the 2012 *Special Report on Fishing and Boating* reports that fishing remains the most popular recreational activity in the country, surpassing running, camping, hiking and biking.

## Boat Engine Options

Boat applications can be broken down into three primary methods of propulsion. Available in both two- and four-stroke designs, **outboard motors** are self-contained units (engine, gearbox and propeller/jet drive) that mount outside the hull of the boat; **inboard motors** are enclosed within the hull; and **sterndrive (inboard/outboard)** designs situate the engine forward of the transom, with the drive unit outside the hull. According to the 2012 *U.S. Coast Guard Recreational Boating Report*, 67 percent of registered mechanically powered boats are powered by outboard motors, while 20 percent feature inboard motors and 13 percent have sterndrive motors.

### BOAT OWNERSHIP BY BOAT TYPE

Multispecies/Other Fish Boat	26.0%
Bass Boat	16.3%
Kayak/Canoe	12.1%
Cruiser	11.6%
Center Console	8.8%
Bowrider/Run About/Jet Boat	8.4%
Pontoon	7.0%
Wakeboard/Ski Boat	6.5%
Sail Boat	6.0%
Deck	3.3%
High-Performance	2.3%
Sport Fishing Yacht	1.4%
Personal Watercraft	1.4%
Other	3.7%



## AMSOIL Products for Marine Applications

A successful day fishing or boating hinges on the reliability of marine engines. Deposits and wear from high-rpm operation and all-day trolling can limit performance and even shorten engine life, especially in newer engines that run hotter and produce more power. AMSOIL synthetic marine lubricants, including Formula 4-Stroke® Marine Synthetic Motor Oil (WCT, WCF) and HP Marine™ Synthetic 2-Stroke Oil (HPM), are formulated to control harmful deposits and wear in outboard, inboard and sterndrive motors.

AMSOIL products are ideal for boaters because they effectively reduce time and money spent on maintenance and increase fuel economy. In fact, research reveals maintenance and fuel costs are

foremost on the minds of boaters. The top three reasons ex-boaters cited for giving up their boats are cost of maintenance/storage (37.8%), cost of fuel (27.8%) and time constraints (17.8%).

## AMSOIL Products for Tow Vehicles and Trailers

Don't forget about tow vehicles and trailers. AMSOIL offers not only premium synthetic marine oils for boat motors, but AMSOIL synthetic motor oils, diesel oils and drivetrain fluids for tow vehicles and Synthetic Water-Resistant Grease (GWR) for trailers. AMSOIL synthetic motor oils and diesel oils help reduce maintenance and downtime and extend drain intervals, allowing increased time on the water.

# TOP AMSOIL PRODUCTS FOR MARINE APPLICATIONS



## HP Marine™ Synthetic 2-Stroke Oil (HPM)

- Excellent for Evinrude® E-TEC™ factory-lean setting (replaces Evinrude XD100™ 2-Cycle Oil)
- Helps prevent deposits
- Superior protection against friction, heat and wear
- Low smoke
- Protects against rust and corrosion
- Low aquatic toxicity



## Formula 4-Stroke® Marine Synthetic Motor Oil (WCT, WCF)

- Engineered for the harsh operating conditions of marine engines
- Excels in high-horsepower applications and all-day trolling conditions
- Certified to meet NMMA FC-W performance specifications
- Superior protection against engine wear
- Outstanding viscosity protection
- Excellent anti-rust performance



## Synthetic 2-Stroke Injector Oil (AIO)

- Offers the convenience of one oil for all two-stroke recreational equipment
- Designed to appeal to cost-conscious customers
- Ideal for outboard motors and snowmobiles
- Reduces wear and maximizes engine life
- Controls deposits
- Protects against rust and corrosion



## 15W-40 Synthetic Heavy Duty Diesel and Marine Oil (AME)

- Resists heat and breakdown for long-lasting performance and protection
- Controls soot thickening
- Minimizes harmful acids from combustion
- Extends drain intervals
- Retains protective viscosity
- Reduces oil consumption and emissions



## Saber® Outboard 100:1 Pre-Mix Synthetic 2-Cycle Oil (ATO)

- Reduces varnish and carbon-deposit formation in water-cooled motors
- Ideal for trolling motors
- Designed for pre-mix ratios as lean as 100:1
- Improves throttle response
- Lowers or eliminates smoke
- Minimizes deposit formation



## Universal Synthetic Marine Gear Lube (AGM)

- Superior protection from shock loading
- Excellent gear and bearing protection, even when contaminated with 10% water
- Reduces friction and wear
- Designed to prevent rust and corrosion
- Promotes long seal life
- Resists foam and retains extreme-pressure qualities

## DON'T FORGET THESE OUTSTANDING PRODUCTS

### Ea® Oil Filters (EaO) and Ea By-Pass Filters (EaBP)

- Offer improved filtration efficiency in harsh marine environments

### Marine Dual Remote Filtration System (BMK18)

- Pairs an Ea Oil Filter and Ea By-Pass Filter on one convenient unit

### Synthetic Water-Resistant Grease (GWR)

- Resists water washout and degradation better than conventional greases

### Engine Fogging Oil (FOG)

- Resists rust formation during storage or long periods of inactivity

### Quickshot® (AQS)

- Restores peak performance, addresses performance issues related to ethanol, water and dirty pump gas and stabilizes fuel between uses and during short-term storage periods

### Gasoline Stabilizer (AST)

- Helps prevent harmful gum and varnish buildup, keeping fuel fresh up to 12 months

### Metal Protector (AMP)

- Displaces water, protects metal surfaces and lubricates fishing reels

### Miracle Wash® Waterless Wash & Wax (AMW)

- Leaves a showroom shine and protects against the sun's UV rays







## AMSOIL OFFICIAL OIL PARTNERSHIPS

# AMSOIL Revs Up Presence in Motorcycle Market

Through high-profile Official Oil partnerships and aggressive ad campaigns, AMSOIL continues to strengthen its hold on the motorcycle market.

This year, AMSOIL will again maintain a corporate presence at five of the most well-attended and influential bike rallies in North America: Daytona Bike Week, Laconia Motorcycle Week, Sturgis, the Lone Star Rally and Biketoberfest. New this year is the Official Oil sponsorship of the Sturgis Buffalo Chip Campground, which includes exclusive oil selling rights during the Sturgis Motorcycle Rally. An on-site garage at the Buffalo Chip will offer AMSOIL oil changes, and AMSOIL will also be involved with the Buffalo Chip's signature events as the Official Oil, including the Sturgis Rider Sweepstakes, the Legends Charity Ride and the Motorcycles as Art exhibition and industry party. In addition, two rounds of TORC Series presented by AMSOIL racing action will take place on a purpose-built track at the Buffalo Chip during the rally.

Combined attendance at the rallies could reach nearly two million people, all exposed to AMSOIL banners, advertisements and other messaging.

"Many rally-goers return home and eventually end up establishing Preferred Customer accounts or Dealerships after visiting the AMSOIL booth," said Rob Stenberg, Director, Dealer Sales. "Each year it seems more and more bikers either already know about AMSOIL products or request more information, offering proof that our efforts and the work of Dealers are paying off."

A recent poll on [www.hdforums.com](http://www.hdforums.com), an online hub for Harley-Davidson enthusiasts, revealed 28 percent use AMSOIL Synthetic Motorcycle Oil, a dead heat with those who use Harley-Davidson's brand of oil.

### Aggressive Ad Campaigns

To grow market share even more, AMSOIL will continue its "Ride Hard. Run Cool.®" ad campaign in 10 of the top motorcycling magazines this season, in addition to online banner ads, social media marketing and search engine marketing. New this year is the "Building Legends" campaign, which highlights the involvement of AMSOIL at every level of dirt-bike racing, from the AMA Amateur Nationals, to AMSOIL Arenacross and culminating in the pinnacle of the sport, Monster Energy Supercross. AMSOIL supports the dreams of thousands of riders, from the time they hop aboard their first bike until they take their first checkered flag. ■



**AMA Amateur Nationals**  
Hurricane Mills, Tenn.  
July 28 - August 2

Often called the World Series of amateur motocross, Loretta's generated nearly 350,000 views on [racertv.com](http://racertv.com) last year. A springboard to the pros for many past champions, including Eli Tomac and Kevin Windham.



**AMSOIL Arenacross**  
12 Races | January - March

The official feeder system of Monster Energy Supercross features 12 races in venues across the U.S. Broadcast on Fox Sports 1 & 2 all season.



**Monster Energy Supercross**  
17 Races | January - May

The pinnacle of the sport, with attendance of 850,000 last year. This year, Fox Sports 1 & 2 are covering the entire season.





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

## Synthetic lubricants excel in temperature extremes.

Perhaps better known for their cold-temperature benefits, synthetics are equally beneficial in extreme heat.

Summer is on its way, and thank goodness; this winter has really been hard on everything! Wildlife, water mains, heating budgets, people – and our vehicles – have all suffered through this winter. As of Feb. 11, 2014, Duluth, Minn. marked 23 consecutive days with a low temperature below zero. The last day a low temperature was zero or above was Jan. 19, with a low of 13°F.

We often think about synthetics' low-temperature properties – maintaining flow in sub-zero conditions to lubricate vital components and ensure startups on the coldest mornings – but with a hint of spring on the horizon it's time to get ready for summer. One of the many benefits of synthetic motor oils is their excellent all-weather performance. What happens to lubricants during the dog days of summer in the desert Southwest where daytime temperatures routinely climb above 100°F? Driving a vehicle under these conditions stresses lubricants also, but in different ways than driving in subzero temperatures.

Hot operating conditions subject oils to stress that can result in sludge and varnish formation in your engine and transmission, resulting in major damage. There are a bunch of tests that can be run on used oil to help predict sludge and varnish formation, including oxidation, nitro-oxidation, viscosity increase and total base number (TBN) depletion. If you are not interested in becoming a used-oil analysis expert, make sure to pick lubricants proven to withstand the heat. One of the main differentiators of lubricants is how long they can effectively fight sludge and varnish formation. In the southern half of the United States, the chemical reactions that create sludge and varnish are

accelerated with high temperatures. As a general rule, chemical reaction rates, including sludge and varnish formation, double with every 10°C (18°F) rise in temperature. So if you live in Phoenix, your vehicle lubricants better be designed to hold up to these accelerated reaction rates. It takes detailed knowledge of lubricant chemistry and field experience to get it right.

Keeping surfaces effectively separated to reduce friction is another concern down in Phoenix during the summer. Reducing friction will reduce the amount of heat that is generated, which will lower the operating temperature of the component. Anti-wear components help maintain this separation of surfaces, but lubricant thickness is the main mechanism.

When oil gets too thin, friction and heat are generated. Since lubricants generally thin as temperatures go up, they need to be designed to provide effective separation at the highest expected operating temperature. An oil's base stock and formulation influence this property, called viscosity index (VI), which indicates the change in oil viscosity in relation to temperature. Oils with high viscosity indices have smaller changes in viscosity due to temperature changes than do oils with low viscosity indices; therefore, it is desirable for oils to have higher viscosity indices. As you might expect, synthetic motor oils have higher viscosity indices than conventional mineral-based oils do.

We also rely on engine oil to absorb heat from the contact surface area and transport it to a location where it can be safely dissipated (an oil cooler or

sump). As oils age, they cannot carry away as much heat, so temperatures increase, accelerating the chemical reactions which result in sludge and varnish.

Hot summer temperatures were part of the challenge facing AMSOIL Signature Series Synthetic Motor Oil and Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid during the 2011-12 Las Vegas Taxi Cab Field Study. Over the course of 18 months, test vehicles operated in the fleet's service area of Las Vegas up to 24 consecutive hours daily, accumulating more than 7,000 hours of service. Like most taxi cabs, the vehicles operated in stop-and-go conditions where excessive idling is the norm, but they also faced the grueling summer temps of Vegas where daytime highs often exceed 100°F. Hour after hour, day after day, under such punishing conditions, AMSOIL lubricants proved up to the task. Engine and transmission components from the test vehicles were later examined and found to have minimal or no notable wear, even after practicing extended drain intervals.

Few of us operate our vehicles under such severe settings, but it is reassuring to know that AMSOIL synthetic motor oils provide outstanding wear protection and superior high-temperature performance in the harshest conditions. The next time you're driving during one of those summer scorches or battling stop-and-go traffic, be assured that AMSOIL synthetic motor oil is working hard under the hood to keep your engine running cool. ■



# GET TRAIL READY



OFFICIAL OIL



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# AMSOIL Flows During the Deep Freeze

From mid-December through the end of January, an array of arctic blasts descended on the U.S. and caused temperatures and wind chills to plummet to dangerous lows. When the weather gets that frigid, it affects the starting ability of most vehicles; lubricants thicken as temperatures drop.

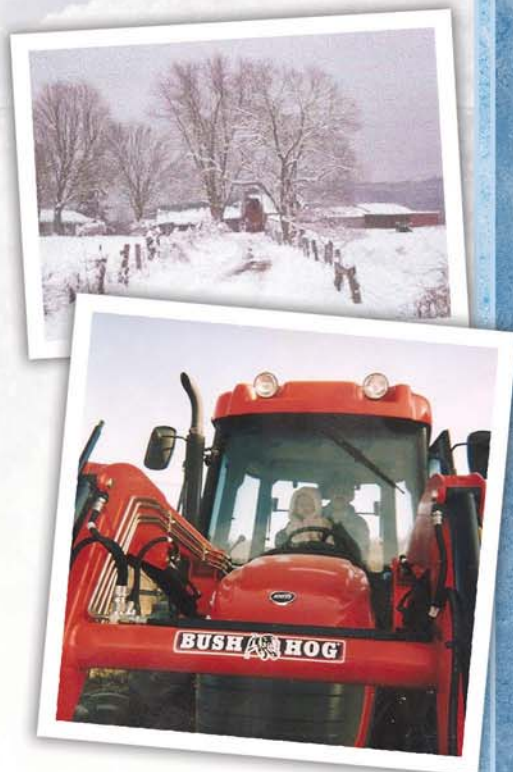
Robert Benson, a Direct Jobber from West Milford, W. Va., saw firsthand how the extreme cold affected his neighbors and friends. He said, "When the polar vortex hit here in West Virginia with temperatures and wind chill dropping to 20 degrees below zero, most people were left not being able to start cars, trucks or equipment."

But Benson didn't let the cold weather keep him from taking care of more than 60 head of cattle. "The cold was no match for AMSOIL 15W-40 Heavy Duty Diesel and Marine Oil (AME), Diesel Injector Clean (ADF), Diesel Cetane Boost (ACB) and Diesel Cold Flow (ACF)," said Benson, who tends to his

cattle and hay fields with a Kioti DK65S. He added, "Some of my neighbors had to wait two days for the weather to warm up to get their equipment started. With over 60 head of cattle that have to be fed every day no matter the weather, AMSOIL products saved the day."

Benson wasted no time telling his neighbors – especially the ones that say, "Oil is oil. Buy it at Wal-Mart." – about the many benefits of AMSOIL products. He reports that his neighbors are starting to warm up to AMSOIL products and says, "After 20 years of using AMSOIL, I know the difference."

"Using AMSOIL is a bonus," he said. Benson has also been using AGGRAND products on his pastures and hayfields for the last 20 years. "This past summer I got two and a half times the initial amount of hay using AGGRAND fertilizer and lime," he said. "The first year I used it, the amount of hay I bailed doubled." ■



**Top: The Benson farm in the winter.**

**Bottom: Shelby, Benson's granddaughter, helps with the chores.**







Justin Broberg, Team Owner Nate Hentges and Kody Kamm celebrate after taking silver and bronze at the Winter X Games.



## Future is Now for Hentges Racing

Team Hentges pros prove that youth is no drawback on the racecourse.

Alongside AMSOIL Championship Snocross (ACS), the Winter X Games represent the most high-profile venue for snocross. The best riders in the world invade Aspen, Colo. every winter, hoping to climb the podium and claim a medal. And while Tucker Hibbert took gold again this year, AMSOIL-sponsored Hentges Racing riders Kody Kamm and Justin Broberg grabbed silver and bronze, respectively, solidifying Hentges Racing as one of the best – and youngest – teams in the sport.

"We have won medals in the past with TJ Gulla in snocross and others in various snowmobile events, but to have two riders on the box at X Games is incredible," said team owner Nate Hentges. Kamm and Broberg echoed his excitement.

"As the race progressed, I knew Justin was in third, and I just maintained my same speed throughout the race," said Kamm. "I am very happy with the silver medal because it had been a life-long goal to earn a medal at Winter X."

After finishing second in qualifying, Broberg battled hard in the final, crossing the line just more than two seconds behind Kamm. "I really wanted to catch him," said Broberg, "but I knew I was

safely in third and really didn't want to risk losing my position on the last couple laps, so I hung on for the [bronze]."

Hentges Racing is no stranger to the podium. Kamm, who just turned 20, already boasts the ACS 2012 Pro Lite title along with multiple podiums. Having secured the championship prior to the final race of the 2012 season, the Wisconsin native stepped up to the premier Pro Open class for the last race on the schedule and calmly took the checkered flag against the best riders in the sport. "Bumping up from Pro Lite was a big step, and when I qualified 10th for the front row, I thought I was going to have a terrible start and be mid-pack. But I got the start I needed to get moving and not let anyone catch me. It helped out my confidence a lot," said Kamm. He's currently in the thick of things in the Pro Open class, sitting in second place as of press time.

Broberg, who'll turn 25 this summer, grew up in a snowmobile-racing family in Wisconsin. Before graduating high school, he had already turned pro. His consistency on the track led to a spot on the Hentges team, and now he's as dedicated as ever to carrying his Winter

X Games success into the second half of the season. "I was feeling really good going into this year's [ACS] race season – probably the best I had ever felt, and the most excited," said Broberg. Something "clicked" at the Canterbury, Minn. event in January, he said, helping him fight his way from a back-row start to a sixth-place finish. Solid finishes every weekend have put Broberg in fourth place in the Pro Open standings.

Hentges Racing was formed in 2000 in Minneapolis, Minn. by Steve and Jeanette Hentges. Fourteen years and dozens of podiums later, their son, Nate, is now team owner, and Hentges Racing is one of the premier factory Polaris snocross teams.

"This is our second season with AMSOIL, and AMSOIL has been a solid pillar for snocross for years," said Hentges. "It is just a relationship that evolved through years with one common goal – to win races.

"We are continually striving to raise the bar every weekend with our two pro drivers, Kody and Justin," said Hentges. "They both are young and showing a lot of poise for success in the future. We look to be the team that everyone is striving to catch for many years to come."





WITH JEREMY MEYER

March has become an extremely busy month in the AMSOIL Racing Department. At this time of year, several racing series are holding finals, while several others are just kicking off their new seasons. AMSOIL Arenacross will give way to AMSOIL GNCC; AMSOIL Championship Snocross will shift to ATV MX; the IHRA, including Nitro Jam and the new Sonic Rush Tour, will start; and the Loretta Lynn's Amateur Nationals has a glut of area and regional qualifiers starting.

The road bike racing season also begins this month. Erik Buell Racing (EBR) will be competing in both the U.S. (AMA Road Racing) and abroad (World Superbike). Larry Pegram returns alongside newcomer Cory West in AMA racing, with the first event scheduled in mid-March at Daytona International Speedway. That will be part of Daytona Bike Week, of which AMSOIL has continued its long-term Official Oil sponsorship.

Don't forget about USAC and WISSOTA, as hundreds of teams begin their assaults on dirt tracks across the United States. Add in Monster Energy Supercross rolling along through May 3, and the start of the TORC Series presented by AMSOIL the first weekend in April, and racing will be in full bloom well before summer arrives.

## Breaking Through

The Decker girls move away from the family tradition.

The Decker family is synonymous with snowmobile racing. The family patriarch, Richard "Dick" Decker, was one of the first to sell snowmobiles in the United States. His sons, Chuck and Allen, became household names racing ice ovals. Together, the family built a storied franchise in their hometown of Eagle River, Wis., home of the AMSOIL World Championship Snowmobile Derby.

Today, the family continues building on its legendary name, but instead of snowmobile racing, the youngest generation is focused on stock cars. Behind the wheels of Decker Racing sit three young women determined to make their own names in the world of racing: sisters Paige and Claire and cousin Natalie.

Sixteen-year-old Natalie is busy making her mark in the ARCA Super Truck series. With four podium finishes and third overall in the standings, she became the first female to be named ARCA Midwest Truck Tour Rookie of the Year. She also picked up a feature win in a Limited Late Model car and finished third overall in the Madison International Speedway's Triple Crown truck series.

"We grew up with snowmobiles, and this is a pretty big departure from that," said Natalie's father, Chuck. "But Natalie, and all the girls, have done a great job in the cars. It's great to see them work so hard at something and be successful."

Paige and Claire each competed in the high-level Super Late Model classes in 34 races last year, rubbing fenders with top drivers such as Kyle Busch and Ross Kenseth. Both made history in the reputable Tundra Series as the highest-qualifying females in series history. Paige made even more history as the first female and rookie to win

a Tundra event, and she was later honored as the circuit's first female Rookie of the Year.

"My goal was to give the girls a lot of seat time, in good cars, at different tracks," said Allen Decker, father of Paige and Claire. "This year went from starting in the back of B-mains, to running fast in qualifying and winning races."

The success of the Decker trio has been noticed at the highest echelon of racing as all three were selected to participate in the NASCAR-sponsored Drive for Diversity (D4D) combine last fall. Chosen out of 95 applicants from across North America, the Deckers participated in the program that provides talented, up-and-coming minority and female drivers the equipment, mentoring and development necessary to progress through the NASCAR ranks.

Only six drivers were selected for the 2014 D4D program, including Paige Decker. The 20-year-old will spend the 2014 season with Rev Racing, driving a Late Model asphalt car in the NASCAR Whelen All-American Series.

"This is a great opportunity to drive for Rev Racing in 2014," said Paige. "All three of us have worked hard to get this opportunity, and I'm going to make the most out of it and get to the ultimate goal of racing in NASCAR."

Decker Racing spent February testing and racing in Florida, including several races during Speed Weeks. The 2014 Whelen series begins March 2 at Hickory Motor Speedway in Newton, N.C.



Paige Decker

Claire Decker

Natalie Decker



### High Performance Brake Fluid Discontinued in Canada

Due to excessive regulations and low sales, Canadian-labeled Series 500 High Performance DOT 3 Brake Fluid (BF3SNC) is discontinued and available while supplies last.

## DEALERSHIP OPPORTUNITIES AVAILABLE

Be your own boss. Full-time or part-time, an AMSOIL Dealership is the ideal business opportunity. No quotas to fill. No inventory requirements. Contact your sponsoring Dealer or see the Preferred Customer Zone for more information. To upgrade to Dealer, click the "Buy Wholesale" link at the top of [www.amsoil.com](http://www.amsoil.com) or order or download a Change of Status Form (G18US in the U.S., G18UC in Canada) from the Preferred Customer Zone.

### Metal Protector

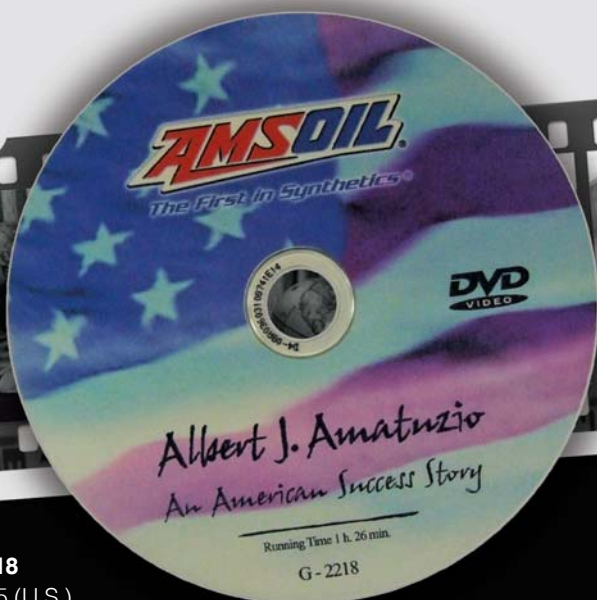
Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AMPSC	EA	(1) 8.75-oz. Spray Can	0.75	4.65	6.05	5.60	7.30
AMPSC	CA	(12) 8.75-oz. Spray Cans	9.00	52.80	71.30	63.95	86.30
CMPSC	EA	(1) 208-g. Spray Can	0.75	4.65	6.05	5.60	7.30
CMPSC	CA	(12) 208-g. Spray Cans	9.00	52.80	71.30	63.95	86.30

### Metal Protector Price Increase

Due to the increased cost of raw materials, AMSOIL Metal Protector (AMP/CMP) is subject to a minimal price increase effective March 1.

# A STORY WORTH TELLING

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# AMSOIL CAPS



## Camouflage Cap

Camouflage cap with distressed visor and soft mesh back for breathability. Velcro closure.

Stock #	U.S.	Can.
G3193	14.75	17.85



## Ladies' Cap

Military style ladies' cap with jewel decoration. Velcro closure.

Stock #	U.S.	Can.
G3194	14.75	17.85



## Black Mesh Cap

Black twill sandwich visor cap with side and back mesh panels. Embroidered logos and velcro closure.

Stock #	U.S.	Can.
G2738	13.25	16.00



## Star Stripe Cap

Available while supplies last. Navy stretch brushed cotton spandex Perfect Fit sandwich visor cap with embroidered logos and design. Available in regular, large and extra large sizes.

Stock #	Size	U.S.	Can.
G2909	Reg.	14.75	17.90
G2910	L	14.75	17.90
G3019	XL	14.75	17.90



## Signature Series Cap

Available while supplies last. Stretch fit brushed cotton cap with embroidered logos. Available in regular size.

Stock #	Size	U.S.	Can.
G2941	Reg.	14.75	17.90



## Black Ribbed Beanie

Black knit ribbed beanie with embroidered AMSOIL logo.

Stock #	U.S.	Can.
G2908	13.50	16.35

## Mega Folding Chair

Canvas folding chair with carrying case includes arm rests and two cup holders. Constructed with 600 denier fabric and 19 mm powder-coated frame. Provides maximum 330-lb. capacity.

Stock #	Wt. Lbs.	U.S.	Can.
G3046	8.0	29.00	35.30







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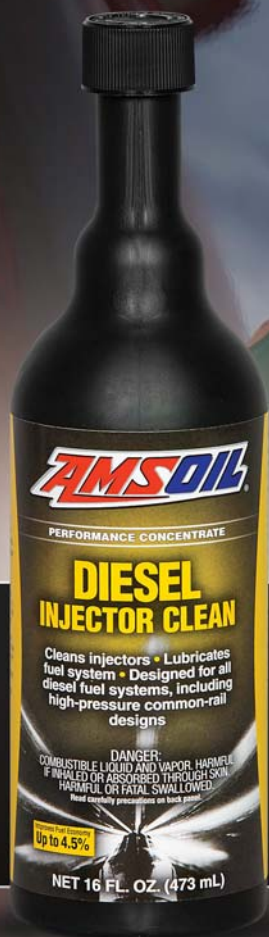
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