



► PREFERRED CUSTOMER EDITION

M A G A Z I N E

NOVEMBER 2014

# THE VALUE OF AN AMSOIL SPONSORSHIP

| PAGE 6



Throttle Up with Snowmobile Products | PAGE 8

Spray-On Versatility | PAGE 10



# WARRANTY SECURE<sup>®</sup>



## Freedom to Choose

Original equipment manufacturers (OEMs) want you to think you have to use the OEM-branded oil – which is typically more expensive – to provide your sled adequate protection. They also want you to think that you have to use their OEM oils to comply with new-equipment warranty requirements. It is illegal for a vehicle manufacturer to tie the warranty of its product to the use of the manufacturer's own lubricant. In short, you have the freedom to choose whichever oil you think is best for your sled. While snowmobile manufacturers may be experts at building sleds, none of them can match AMSOIL expertise when it comes to formulating synthetic two-stroke oils. AMSOIL synthetic snowmobile oils are Warranty Secure<sup>™</sup>, keeping your factory warranty intact. They're outstanding choices for Polaris<sup>®</sup>, Ski-Doo<sup>®</sup>, Arctic Cat<sup>®</sup>, Yamaha<sup>®</sup> or other brands of sleds.



## The Value of an AMSOIL Sponsorship | PAGE 6



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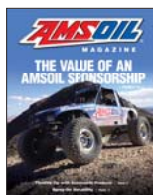
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### THE COVER

Corporate sponsorship of race teams and events provides a multitude of benefits.

# From the President's Desk

Each month I make a point to check our Monthly Leaders report. And while it's great to see the consistent performance of those who regularly appear, it's even more gratifying to see the names of newer Dealers who are climbing the performance levels. They are on their way to building large, successful AMSOIL businesses, and it proves once again that success as an AMSOIL Dealer is not reserved for automotive technicians or chemical engineers. Another look at our Hall of Fame Dealers provides testament to that. All Dealers can gain inspiration from them.

Dave Lingwall, for example, had absolutely no lubrication experience. He was raised in a farming environment, but his entrepreneurial drive led him down many paths. After his discharge from the Navy he started a sawmill, built a landscape business and even raised chinchillas. Eventually he landed on AMSOIL and learned everything he could about the products and requirements for good service. The AMSOIL business he built provided more security than he ever dreamed possible.

Harold and Marcile Hartman were farming in Nebraska when they lost their crops to a hailstorm. Harold then studied electronics and went to work for Boeing Aircraft. In 1973 they became AMSOIL Dealers and within just a few months were making more money with their part-time AMSOIL business than Harold was making with his full-time job. Harold soon left Boeing, and he and Marcile went all-in on building their AMSOIL business. Ultimately, their income was substantial enough to send their children and grandchildren to private schools, spend yearly three-month vacations in Florida and achieve even greater success by investing a portion of their AMSOIL income in real estate.

Gerry and Pat Reid had no intention of working an AMSOIL business. They became Dealers only to realize the cost-savings by purchasing the products at wholesale. Gerry had heard good reports on AMSOIL gear lube from a friend, and through his experience with

diesel engines on a submarine while in the service, had an appreciation for what a lubricant could and couldn't do. Gerry converted both his Dodge and Subaru to AMSOIL products and was totally satisfied with the results. When he took early retirement from his career as a social worker for the Massachusetts Welfare Department, he and Pat began building their business. They soon added a two-and-a-half-car garage to their home for inventory, and Pat retired from teaching. Gerry and Pat never looked back.

Francis and Mildred Ormiston owned a farm in Kansas. Francis had to be convinced to try AMSOIL motor oil in some of his diesel equipment, and from that point on became committed. He eventually stocked his warehouse with AMSOIL products and left it open 24 hours a day, with only a sign-up sheet for the neighboring farmers to record the products they removed.


Bill Durand was an officer in the Air Force, and Donna Durand's experience was in advertising. I first met Bill while I was serving as the jet fighter squadron commander at the Duluth, Minnesota Air Base. Bill was a major, about to finish off 20 years of service. Bill took an immediate interest in the opportunity to become an AMSOIL Dealer. He was so anxious, in fact, that he wanted to retire from the military and dive full-time into his AMSOIL Dealership. I suggested quite firmly that he finish his 20 years and earn his military pension. There would be plenty of time, I told him, to grow his business with AMSOIL. Bill finished out his 20 years, earned his pension and became a full-time Dealer. He and Donna took off from there.

Today, the AMSOIL business opportunity is as viable as ever, although the scenery has changed a bit. With the substantial shift to

the do-it-for-me market Dealers should place focus on registering oil-change accounts. Independent installers represent a significant opportunity, and every foothold a Dealer can gain there adds another layer of security.

Independent auto parts stores and service garages should be additional areas of focus. These accounts are owned by independent entrepreneurs who in most cases can relate to AMSOIL Dealers. Make an effort to learn their businesses and demonstrate, through great service, how you can bring value to them. Build trust and the relationship will grow.

There is still plenty of room in the Dealer Hall of Fame.



**A.J. "Al" Amatuzio**  
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Executive V.P. /  
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Executive V.P. /  
Chief Operating Officer

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





# MODERN DIFFERENTIALS NEED HELP

Many modern vehicles, such as SUVs and turbo-diesel trucks, are equipped with higher-horsepower, higher-torque engines. Although this allows them to tow and haul heavier loads, differentials have changed very little, placing greater demands on gear oil.

In addition, many vehicles have either been lowered or use air dams to achieve better fuel economy, decreasing airflow over the differential.

Differentials in today's vehicles are subject to higher loads and higher heat, and differential fluids must perform under more severe conditions.

Differential fluids must do a better job of resisting oxidation, controlling deposits, protecting the gears and delivering maximum efficiency. Synthetic gear oils are better-suited to address these factors. AMSOIL Severe Gear® handles temperature extremes and delivers greater efficiency. Gear sets operate cleaner and are better-protected under extreme pressure. AMSOIL Severe Gear is formulated in a full range of viscosities for the full spectrum of customer needs.







- 1,922 CORPORATE EVENTS • 10,000,000+ ON-SITE SPECTATORS
- 600 ORIGINAL HOURS OF PROGRAMMING • 70 MILLION VIEWERS



## THE VALUE OF AN AMSOIL SPONSORSHIP

AMSOIL has carefully selected people, series and events to sponsor that not only deliver on the basics of logo exposure and promotion, but go beyond the norm to forge partnerships from which all parties can benefit, including fans. While brand exposure is generally the main objective of any sponsorship, it only scratches the surface of the motivations for each AMSOIL sponsorship.

### HEIGHTENED EXPOSURE

As AMSOIL has grown, so has the number of racers, rallies, events and series it sponsors. The most apparent value of each sponsorship is logo impressions. For example, TORC race attendees see the AMSOIL logo on the track, on Scott Douglas's Pro 4X4 truck and around the facility grounds. Fans who watch a TORC race on TV also see logos on the track, on the trucks, on commercials and if all goes well, on Douglas's race suit on the podium. Later, they see it again in magazines and online. AMSOIL corporate sponsorships result in millions of logo impressions every year, letting race fans know that AMSOIL supports the motorsports and events they are passionate about.

### VALUABLE EDITORIAL CONTENT

Brand exposure is just the start, however. AMSOIL photography and video production personnel

will attend more than 30 events this year, including Sturgis, Top Truck Challenge, TORC races and more. Imagery gathered on-site appears in *AMSOIL Magazine*, on the AMSOIL Facebook page, the AMSOIL Twitter feed and [www.amsoilracing.com](http://www.amsoilracing.com). Video compiled on the AMSOIL YouTube page provides behind-the-scenes looks at some of the most popular events in the country, keeping fans up-to-date on their favorite racers and events.

Editorial content is published in non-AMSOIL media, too. *Fourwheeler* and *Diesel Power*, for example, publish feature articles on the Top Truck Challenge and the Diesel Power Challenge, respectively, that feature a great deal of AMSOIL exposure. DVDs of these events are also released.

Not only do Official Oil partners generate editorial content, they create goodwill among enthusiasts.

The constant presence of AMSOIL at these events reinforces the company's dedication to motorsports and strengthens the company's reputation as an expert in those markets. It also gives the company a chance to demonstrate the outstanding performance of AMSOIL synthetic lubricants in extreme racing environments. AMSOIL synthetic lubricants not only become the lubricants of choice for enthusiasts, the company also becomes a trusted source of technical guidance and information.

### TECHNICAL ADVISOR TO INDUSTRY EXPERTS

Several AMSOIL Official Oil partnerships allow the company to assume the role of technical advisor to industry experts.

The recent partnership with Universal Technical Institute (UTI) to become the Official Oil of its





- 5 MILLION ONLINE VIEWERS AND GROWING
- 72% OF ALL EVENTS CENTERED ON AUTOMOTIVE MARKET



motorcycle and marine divisions. The Motorcycle Mechanics Institute and Marine Mechanics Institute, offers a perfect example. AMSOIL assumes an active role in the lubrication and chemical curriculum training, providing information regarding the differences between synthetic and conventional lubricants, in addition to information about AMSOIL. The next generation of motorcycle and marine mechanics will enter the workforce with a solid foundation of synthetic lubrication knowledge thanks to this partnership. AMSOIL is also providing a total of 33 scholarships to help students offset their education expenses.

The AMSOIL Engine Masters Challenge offers another excellent example. Each October, expert engine builders from across America gather in Ohio to see whose engine can produce the most horsepower. By forging ties through on-site participation and the technical expertise AMSOIL provides, AMSOIL effectively teaches the experts about synthetic lubrication technology, and they in turn spread the information to others in the industry.

#### RACING IS RESEARCH

AMSOIL views its corporately sponsored teams and drivers as

technical partners. For example, AMSOIL mechanical engineers worked closely with Erik Buell Racing (EBR) to tailor a lubrication program that maximizes the incredible potential of EBR bikes.

AMSOIL believes that Racing is Research®, and the information gleaned from racing helps AMSOIL tailor its synthetic lubricants for even higher levels of performance. The data gathered on the racetrack isn't reserved strictly for racing lubricants; it influences synthetic technology throughout the entire AMSOIL product line, delivering customers the highest quality synthetic lubricants.

#### SUPPORTING ENTHUSIASTS

Sponsoring people and events is one way AMSOIL can support the enthusiasts who also support AMSOIL. The people who appreciate motorsports are the same people who appreciate quality lubrication, change their own oil and align well with AMSOIL. Sponsorship of people and events those consumers follow demonstrates the company's commitment to their lifestyle and helps them recognize

AMSOIL as an ally. The company's motorcycle-related sponsorships are a prime example. AMSOIL sponsors the AMA Amateur National Motocross Championship at Loretta Lynn's, and many of the event's young competitors. AMSOIL also supports AMSOIL Arenacross, Monster Energy Supercross, the Sturgis Motorcycle Rally, Daytona Bike Week and other major motorcycle-centric events across the country. All of these efforts demonstrate to motorcyclists of all types that AMSOIL appreciates the same things they do and supports people and events they like. ■







# THROTTLE UP WITH SNOWMOBILE PRODUCTS

Whether it's a race, a leisurely tour or a job that requires more muscle, AMSOIL synthetic lubricants and fuel additives provide top-tier protection for snowmobiles.

## INTERCEPTOR® Synthetic 2-Stroke Oil (AIT)

- Specifically designed for superior protection in all makes of two-stroke snowmobiles
- Outstanding cold-flow properties
- Fights exhaust power valve deposits
- Helps prevent piston scuffing
- Low smoke, low odor

## Formula 4-Stroke® Power Sports Synthetic Motor Oil (AFF)

- Outstanding protection for four-stroke powersports applications
- Easy cold-weather starts
- Quick startup protection
- Helps prevent carbon/varnish formation
- Low pour point

## Synthetic 2-Stroke Injector Oil (AIO)

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

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

- Excellent film strength for high heat, high-rpm motors
- Anti-friction formula for maximum power
- Burns clean; helps prevent ring sticking and plug fouling
- Protects coated and non-coated racing pistons

## 2013-14 SNOWMOBILE FACTS:

- 1.4 million snowmobiles were registered in the U.S.
- 594,276 snowmobiles were registered in Canada
- 80 percent of registered snowmobiles were used for trail riding and touring on groomed trails
- 20 percent of registered snowmobiles were used for work and ice fishing
- The average North American snowmobiler rides 1,620 miles per year
- 53 percent of snowmobile riders typically trailer their snowmobiles

## MP Metal Protector (AMP)

- Disperses water
- Protects metal surfaces against rust and corrosion
- Penetrates rust and frees frozen components
- Sprays into hard-to-reach places
- Lubricates moving parts

## Quickshot® (AQS)

- Cleans fuel systems
- Helps restore peak performance
- Addresses ethanol-related performance issues
- Stabilizes fuel

## DOMINATOR® Octane Boost (AOB)

- Increases octane up to four numbers
- Improves startup performance
- Designed to increase power
- Reduces engine knock
- Helps fuel burn cleaner

## Synthetic Water-Resistant Grease (GWR)

- Protects against corrosion
- Resists washout and degradation
- Lubricates moving parts
- Exceptional cohesive and adhesive properties







**Matt Erickson** | TECHNICAL PRODUCT MANAGER – PASSENGER CAR

## Fuel-system maintenance is essential in modern engines.

Without regular cleaning, today's engines will not deliver the power and fuel economy they are designed to deliver.

It used to be common practice for vehicle owners to spend a Saturday afternoon in the garage, giving their vehicles a tune-up. There was a sense of pride and accomplishment in working under the hood, getting their hands dirty and knowing the efforts would help keep the car or truck running strong. Back then, vehicles were much easier to work on – the engine layouts were open, components were accessible and the average Joe didn't need advanced training or complicated tools to perform maintenance.

Today's vehicles are a different breed. The push for better fuel economy has led to smaller engines littered with computerized monitoring systems and complex technologies all tightly packaged together. As a result, most of us are taking our vehicles to repair shops for even the most routine maintenance. Yet all vehicle owners can still perform a quick engine "tune-up" with no tools or automotive background required. Instead of turning wrenches, it comes in the form of a fuel additive.

As you know, motor oils are tasked with several functions beyond just lubricating, including keeping engine components clean. This is made possible by the use of detergent and dispersant additives. Their role is to prevent contaminants from sticking to engine components, especially hot components such as pistons and rings. However, motor oil is not able to prevent deposit build-up on certain components, including fuel injectors, intake valves and combustion chambers. That's where boosting the cleaning power of gasoline comes into play.

Fuel injectors are traditionally located in the air intake ports, and they spray fuel in a fine mist that mixes with air as it passes by the backs of the intake valves. Fuel injectors of this style are appropriately called port fuel injectors. Port fuel injectors become clogged with deposits over time, which causes that fine mist of fuel to turn into an unpredictable stream of fuel. As a result, the fuel doesn't mix as well with the air, and the combustion of the mixture is less effective.

Now consider a gasoline direct-inject engine such as the Ford EcoBoost or GM Ecotec, which have fuel injectors positioned with the tip located inside the combustion chamber. Because of this location advantage, they can better control the spray of finely atomized fuel into the cylinders, leading to increased power, reduced emissions and most importantly these days, improved fuel economy. During normal engine operation these injectors are exposed to much higher temperatures and pressures, which leads to more rapid deposit build-up than the build-up on traditional port fuel injectors. The outcome of plugged injectors is the same – poor spray patterns causing lost power and efficiency.

In a port fuel-injected engine, the next components that can be reached through the fuel system are the intake valves. Their job is to allow air into the combustion chamber at the precise time that it is needed, then close tightly to seal the chamber during combustion. The valves tend to accumulate deposits over time that can prevent them from sealing properly, allowing pressure loss and poor engine performance. Since the port fuel injectors are positioned to spray at the valves, any deposits that

form on them can be easily addressed through fuel additives. However, in direct-inject engines the intake valves never get fuel sprayed on them, so fuel additives have a minimal effect on cleaning those deposits.

The final components that see a significant benefit from fuel additives are the components that form the combustion chamber itself: the piston, cylinder walls and head. The extreme temperatures and pressures they are routinely exposed to make them prone to deposit formation. These deposits can lead to hot spots that cause the air-fuel mixture to ignite before it should, resulting in uncontrolled combustion known as engine knock. Today's engines have sensors to detect that condition, and they constantly make adjustments to compensate. The good news is that those adjustments prevent the knock from causing significant engine damage. The bad news is that the engine is no longer operating at its most efficient settings, leading to lost power and fuel economy.

This is where quality fuel additives make a difference. Their role is to clean the deposits that the motor oil cannot reach. AMSOIL P.i. Performance Improver (API) is a highly concentrated formulation specifically designed to clean all of the deposits previously mentioned. The result is restoring and maintaining engine performance. The proof-of-performance study titled "AMSOIL P.i.: A Study in Performance" (G2543) is a great tool for demonstrating P.i.'s effectiveness. It is located in the Performance Tests section at [amsoil.com](http://amsoil.com) and details the results of validation testing of P.i., including the 5.7 percent gain in fuel economy after running just one tank of P.i.-treated gas. No wrench-turning required. ■



*"I use it on window rollers, door lock cylinders, guns, fine mechanisms: anything that turns, slides, rusts, threads or squeaks."*

**Chad B.**

*"It solved my problem with seized locks on my truck topper."*

**Daniel B.**

*"Best gun protectant you can buy. Works for anything that is outside in the elements. I use it on all yard locks, doors and gates in my substations. I also use it on my locks, handles, slides and latches of my work/utility truck. WD-40 works nice initially, but will attract dirt/dust and won't last long. All my co-workers have noticed how 'free' everything operates on all my equipment. There is nothing better."*

**Brian O.**

*"I gave a can to our local locksmith, and he loves it."*

**Michael H.**

*"I've been using MP since it came out several decades ago. From electronics, weapons up-keep, cars, boats — No matter what, it'll do the job for you."*

**Dennis G.**

*"It also works good for cleaning rubber on race cars."*

**Gene T.**

*"I use MP to spray my boat motor to prevent rust during winter storage. Great results. The boat has been used in salt water for six years and the motor still looks new."*

**John M.**

# Spray-On Versatility

AMSOIL Metal Protector (AMP) is a high-performance, easy-to-use spray-on product that effectively lubricates, displaces moisture, protects against corrosion and penetrates to free corroded parts. With countless applications in the home, garage and business, it is one of the most versatile products in the AMSOIL line.

## FEATURES AND BENEFITS

- Lubricates — silences squeaks, doesn't gum up mechanisms
- Penetrates — frees corroded parts
- Displaces moisture — helps prevent corrosion
- Cleans
- Sprays into hard-to-reach places
- Compatible with metal, plastic and painted surfaces

## USES

- Lubricate and protect guns; it helps eliminate jamming, particularly in cold weather
- Dry and protect electrical systems from corrosion (both salt- and fresh-water corrosion)
- Silence squeaking doors
- Loosen bolts and mechanical parts frozen by rust and corrosion
- Keep snow from sticking to shovels
- Lubricate rollers of chairs to help them move quieter and smoother
- Lubricate adjustable camera tripods so they'll move smoothly and precisely
- Prevent locks from freezing and de-ice frozen locks
- Dry wet distributors in stalled cars
- Prevent lug nuts from rusting and seizing
- Keep lockout hubs on four-wheel-drive vehicles free to rotate
- Lubricate office equipment
- Keep grass from sticking to the underside of lawnmowers
- Protect cables exposed to the weather
- Remove glue or stickers from windows or bumpers
- Protect marine engine components during off-season storage







# Preferred Customer Finds AMSOIL Products Save Money, Time and Improve Mileage, Performance

Preferred Customer Travis McGhee of Newberry, S.C. credits AMSOIL products for good fuel economy in all of the vehicles he drives.

He started driving a 2008 Chevrolet Kodiak C4500 with the 6.6 Duramax diesel engine in 2009. The truck had about 500 miles on the odometer, and a conventional CJ-4 diesel oil was installed in the truck.

"Since day one, the truck had horrible fuel economy of eight miles per gallon," McGhee said. "It caused the diesel particulate filter to regenerate frequently, about every 100 miles. The frequent regeneration diluted the oil with fuel and decreased fuel economy."

The oil life monitor recommended an oil change every 1,800 to 3,000 miles. "This was more frequent than I thought an engine with an oil capacity of 15 quarts needed," McGhee said. "I knew something was not right, but I didn't know what. I hated this truck. It seemed like every time I turned around it needed a fuel fill, an oil change or some sort of maintenance."

## AMSOIL Products Lead to Increased Fuel Mileage

In 2013, McGhee started modifying his 2006 Pontiac GTO. "I was in the market for a high-performance oil at a reasonable price," McGhee said. His research led him to AMSOIL products, and he became a Preferred Customer.

In April 2014, McGhee's work truck was due for its 100,000-mile service. "Since I was a PC, I

decided I would change all of the truck's fluids to AMSOIL products, including the engine, transmission, power steering and the front and rear differentials," McGhee said. "I immediately started getting 9.5 miles per gallon. I was very impressed."

AMSOIL technical information showed McGhee that a cleaner tune-up of the truck could mean even greater fuel economy and extend his oil change intervals. "I had my truck custom tuned in July 2014," he said. "Fuel economy went to 12 mpg and regeneration frequencies went to 300 miles." He also started using AMSOIL Diesel Injector Clean (ADF) and Diesel Cetane Boost (ACB). "Now I am at 13 mpg and regeneration frequencies are at more than 400 miles and getting better," McGhee said.

He has logged 5,000 miles without the oil life monitor light coming on. "I now enjoy my work truck and love to drive it," McGhee said. "Not only has the fuel economy gone up, but it also has much more power."

## Denali Improves MPG With AMSOIL Motor Oil

McGhee recently purchased a 2012 GMC Denali that had the GM oil from the dealer installed. "I was getting an average highway fuel economy of 18.55 mpg. I switched to AMSOIL Signature Series 5W-30 and went to an average highway fuel economy of 19.65 mpg." ■







## Tomac Shines at Monster Energy Cup

AMSOIL rider scores second overall in Las Vegas.

For GEICO/AMSOIL/Honda rider Eli Tomac, the Monster Energy Cup was as easy as four, three, two. Those were his finishes in each of the three main events at Sam Boyd Stadium in mid-October, giving him a second-place finish overall in the special race for the top Monster Energy Supercross riders.

Tomac kicked off the night with a hard-fought fourth in the first 10-lap race, then improved in each successive race.

"In the first moto I had to do a lot of fighting and scrapping to get into that fourth-place spot," Tomac said. "The gate picks were really important. You had to be in that first or second gate for each start if you wanted to be close to the front. I was able to do that for the last two motos."

Racing into the first turn was tricky for the riders, especially the top contenders, as the hybrid track featured a rare jump directly in front of the starting gate.

"I just got beat into those first couple of corners," Tomac said. "That was the difference. There were probably four guys

who were all close to the same pace, so it was tough to make up time."

The second-place finish against the top riders in the world gives Tomac confidence for the upcoming 450cc Monster Energy Supercross season.

"I'm happy with the way my bike feels, the way everything went today," Tomac said. "I didn't touch a clicker on my suspension, so that was nice. Being comfortable is really cool, and I look forward to supercross."

AMSOIL continued its presence at the wildly popular race. The AMSOIL Arch was a popular feature with both the racers and the fans. As the event's Exclusive Official Oil, AMSOIL hosted an interactive program in the Pit Party, complete with the AMSOIL Trike Challenge and a chance to win an EBR 1190RX motorcycle. The Monster Energy Cup aired live on Fox Sports 2 and replayed on Fox Sports 1 and Fox Sports. The Monster Energy Supercross season begins January 3 in Anaheim, Calif.



WITH JEREMY MEYER

Five years ago, AMSOIL partnered with Erik Buell in the motorcycle builder's most grand adventure: the development of Erik Buell Racing (EBR) and the release of the EBR 1190RX motorcycle.

Buell wanted an American superbike that would make a mark on the world stage. He introduced the 1190RS, began production and got the bike ready to race in the AMA Superbike class. Since then, EBR has become what Buell wanted: a company driven by passion and innovation, and one that has a global reach. The company has since introduced the EBR 1190RX and the EBR 1190SX, partnered with more than 70 motorcycle dealerships and started racing worldwide in 2014.

The trek has always been uphill for EBR, and the wins on the track have been fewer than those off the track. But for Buell, the path has been defined, and the road is starting to smooth out. Larry Pegram recently finished third at an AMA Pro Road Racing event, and Cory West brought a stock EBR 1190RX to the Barber Vintage Fest, winning both "Battle of Twins" races and nabbing two podiums in the "Sound of Thunder" races.

As road racing changes its course in the United States, even better days are coming for EBR and its factory-fill partner from Superior, Wis.





## Bischoff Dominates AMSOIL Engine Masters Challenge

Renowned engine-builder pushes 689 horsepower through 401 cubic inches.



The best and brightest engine builders embarked upon the University of Northwestern Ohio (UNOH) in Lima, Ohio for the 15th annual AMSOIL Engine Masters Challenge in October.

The event featured top engine builders in a competition of mechanics, physics and imagination. This year, 36 entrants competed head-to-head, with the rules emphasizing traditional two-valve pushrod engines. The knowledge and innovation demonstrated by this talented group covered a gamut of engine platforms, including Ford, MOPAR, Chevy, Pontiac and even AMC.

"The level of talent at this event is pretty remarkable," said AMSOIL Technical Product Manager Len Groom, who worked alongside the competitors at Engine Masters. "The benefits for AMSOIL, to get to such an intimate level with this group, would be nearly impossible in our day-to-day worlds."

Along with the naming rights to the contest, AMSOIL is involved as a product and technical partner. Competitors have the opportunity to use a variety of premium AMSOIL products, including

DOMINATOR® Synthetic Racing Oil and Break-In Oil (BRK). The bulk of competitors, like Joe Carroll of Stonewall, La., were familiar with AMSOIL products long before they showed up in Columbus.

"We love the AMSOIL Break-In Oil," said Carroll. "We tried another brand, and the motor would kind of huff for a while when we did a Ford years ago. When we got on the AMSOIL, you'll see a little almost steam come out of the breather before we pull. Then everything seals up, and you can tell the numbers pick up on the dyno. That was our dead giveaway on it."

Trimming the 36 contestants down to one single winner took the full four days. Each team received a single, 35-minute session to start the competition. In that time they could make as many pulls on the dyno as they wished, but needed three complete pulls to register a score. The formula for success is fairly basic, as the computer gauged both horsepower and torque.

Competitors who did not use the full 35-minute slot could add the extra time to their final round. Tony Bischoff of BES Racing Engines accumulated enough extra time to give himself more than

an hour to complete his final session. During his final turn on the dyno, Bischoff methodically used the time to fine-tune and find small improvements. When all was said and done, Bischoff mowed down the field, besting the second-place competitor by 90 points by pushing out 689 horsepower and 612 lb-ft of torque with his MOPAR Gen III Hemi.

"690 horse – that's pretty good in a 401 cubic-inch engine; that's hauling the mail if you put it in a car," said a smiling Bischoff after wrapping up the victory.

Although Bischoff took the title of AMSOIL Engine Master, Chris Thomas of the Almost Kaase team was turning heads with some impressive power numbers of his own. Thomas brought a 599ci 429 Ford motor to UNOH, generating an astonishing 863 lb-ft of torque and 982 horsepower. While the big numbers didn't equate to an overall win when compared to the competition's formula, Thomas won the AMSOIL Horsepower King and AMSOIL Torque Monster awards.

To hear from the competitors and see complete results, visit [www.amsoilracing.com/events.aspx](http://www.amsoilracing.com/events.aspx). ■



## Donaldson Blue Filters Replace Donaldson ELF Filters

Donaldson ELF filters have been replaced by Donaldson Blue filters. Although the stock numbers remain the same, the prefixes will change from ELF to DBF as the ELF inventory is replaced with Donaldson Blue filters.

## Holiday Closings

The AMSOIL corporate headquarters and U.S. distribution centers will be closed Thursday, November 27 for Thanksgiving Day.

## New Ontario Recycling Fees Effective November 1

Stewardship Ontario has increased costs for its recycling programs, and new oil container recycling fees are effective in Ontario November 1. Rates on all two- and four-stroke oil containers will increase by .04 per liter.

**All lubricating oils (except two-stroke oils) and fuel additives are charged the following:**

Pkg./Size	AB	BC	MB	ON	QC	SK
3.5 oz.	.01	.02	.02	.02	.01	.02
8 oz.	.02	.04	.04	.05	.03	.04
16 oz.	.05	.07	.07	.09	.07	.07
1 qt.	.09	.14	.14	.18	.13	.14
1 gal.	.38	.57	.57	.72	.53	.57
1 lit.	.10	.15	.15	.19	.14	.15
5 lit.	.50	.75	.75	.95	.70	.75
2.5 gal.	.95	1.42	1.42	1.80	1.33	1.42
5 gal.	1.90	2.84	2.84	3.60	2.65	2.84
30 gal.	5.69	5.69	5.69	.00	4.55	5.69
55 gal.	10.42	10.42	10.42	.00	8.34	10.42

**All two-stroke oils are charged the following:**

Pkg./Size	AB	BC	MB	ON	QC	SK
3.5 oz.	.01	.01	.01	.02	.01	.01
8 oz.	.01	.02	.02	.04	.02	.02
1 qt.	.05	.09	.09	.14	.09	.09
1 gal.	.19	.38	.38	.53	.38	.38

## 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.

## XL 10W-40 Gallons Available November 1

Effective November 1, AMSOIL XL 10W-40 Synthetic Motor Oil (XLO) is available in gallon containers.

### XL 10W-40 Gallons

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
XLO1G	EA	1 Gallon	7.8	22.75	29.65	27.65	35.95
XLO1G	CA	4 Gallons	31.2	86.60	116.95	105.20	142.20

## 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 above freezing (32°F).

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

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

**Diesel Cold Flow, Diesel Injector Clean + Cold Flow:** 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, Fogging Oil, Silicone Spray, Spray Grease, Heavy-Duty Degreaser:** No adverse issues with cold-temperature storage as long as products are allowed to warm to room temperature before use.

**Miracle Wash®:** Store at temperatures above freezing (32°F).

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

**Coolant Boost:** Store at temperatures above freezing (32°F).

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







**NEW!**

# New 2015 Calendars Available Mid-November

The new 2015 AMSOIL calendar features AMSOIL products and their benefits. The full-color calendar also includes information on AMSOIL INC. and the list of AMSOIL firsts.

Stock #	Qty.	U.S.	Can.
G1105-EA	1	1.75	2.00
G1105-CA	10	15.00	16.95

\*Calendars also subject to shipping charges.



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November 2014

# AMSOIL PRODUCTS MAKE OUTSTANDING HOLIDAY GIFTS



As the holidays approach, remember that **AMSOIL products make outstanding gifts**. Keep your friends' and relatives' vehicles and equipment well-protected throughout the year by giving AMSOIL products or an AMSOIL oil change. Maybe you have a friend or family member with a four-wheeler, snowmobile

or motorcycle that would enjoy a bottle or two of Quickshot®. AMSOIL also offers a wide selection of high-quality clothing and promotional items, perfect for that hard-to-shop-for person. AMSOIL normally ships orders within one business day, so be sure you place orders in time for Christmas.



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