



► DEALER EDITION

MAGAZINE

AUGUST 2026

# UNDERSTANDING GEAR-OIL GRADING SYSTEMS

| PAGE 8



World-Class Digital Tools to Win Commercial Business | PAGE 10

# THE BAR WAS HIGH WE RAISED IT AGAIN



AMSOIL made history in 1972 when AMSOIL Synthetic Motor Oil became the world's first API-qualified synthetic oil. But that was just the beginning.

After years of research, experimentation and validation, the next-generation formulation of AMSOIL Signature Series 100% Synthetic Motor Oil is resetting the bar for performance – again.

Now available on a rolling basis.





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## STAFF

## Editor

Terry Johnsen

## Associate Editor

Joel Youngman

## Staff Writers

Jamie Boggs  
David Hilgendorf  
Brad Nelson  
Tiffany Tenley  
Joel Youngman

## Senior Graphic Design Manager

Jeff Spry

## Senior Graphic Designer

Luke Boynton

## Content Contribution

Aura Coppola  
Hunter Haldaman  
Jamie Prochnow  
Alex Thompson

## Editorial Contribution

Pam Brantley  
Alex Thompson

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## On the Web

AMSOIL.com  
AMSOIL.ca

## Chairman &amp; CEO

Alan Amatzio

## President

Bhadresh Sutaria

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## Letters to the Editor

AMSOIL INC.

Communications Department  
The AMSOIL Building  
925 Tower Ave.  
Superior, WI 54880  
letters@AMSOIL.com

## THE COVER

Selecting the correct gear oil is more important than ever for maintaining reliability, efficiency and long service life.





# From the Chairman

"Customer satisfaction is all that matters."

That's a message we work hard to reinforce throughout AMSOIL. It's one of our core values: ***Put the customer first. Customer satisfaction matters more than a sale.*** It is posted across our facilities and shared in meetings and internal communications. Recently, we even added a display outside an AMSOIL Center boardroom that reads, "Customer First. Performance Always." It's a visible reminder of what we stand for.

But values only matter if they show up in our actions. To ensure they do, we've taken steps to hold ourselves accountable. Our Customer Service team is empowered to resolve issues quickly and fairly when something goes wrong. We track every instance where a customer contacts us due to a problem — damaged shipments, incorrect products, packaging issues — and we measure those as "defects per order." That metric is tied directly to our employee incentive plan. In other words, we don't just talk about customer satisfaction; we measure it and we reward it.

There are countless ways to earn — or lose — customer trust. Maintaining strong product availability is one example. Customers depend on our

products to do their jobs, keep their vehicles running and make the most of their time off. Other examples include fast, accurate shipping, products that perform as promised and responsive, knowledgeable support. Some of these require significant effort and coordination; some are simple. But the simple ones matter just as much.

Recently, a customer contacted us after using the AMSOIL Locator on AMSOIL.com to find a local Dealer. He tried to call more than one listing, but wasn't able to reach anyone — full voicemail inboxes, lines that didn't connect. It left him frustrated, and understandably so. That kind of experience is easy to prevent. Answering the phone. Returning calls promptly. Keeping voicemail functional and up to date. These are small actions, but they carry a lot of weight with customers.

Moments like that are difficult to hear because they don't reflect the standards we work hard to uphold. And they highlight an important point: one missed opportunity can overshadow a great deal of good work.

That's one reason why we've established parameters for inclusion on the AMSOIL Locator. It's not about limiting opportunity; it's about

protecting the customer experience and the reputation we've all worked hard to build. Every interaction matters. The easy things — being reachable, being responsive, following through — create confidence and trust. The more challenging things — building deep product knowledge, managing inventory, solving problems quickly, going the extra mile — are what turn customers into long-term advocates. Both are essential.

As Dealers, you represent AMSOIL in your communities. Customers choose you because they expect a better experience. You can provide more knowledge and be more responsive and personal than what they'll find elsewhere. That's one of our greatest strengths, and it's something no large competitor can replicate.

My request is simple: focus on the fundamentals and execute them consistently. Take care of the easy things every time. Then look for opportunities to go beyond expectations. When we all do that, we don't just satisfy customers, we fulfill our mission and earn their loyalty.

  
**Alan Amatuzio**  
Chairman & CEO



# Your Retail and Installer Accounts Represent AMSOIL. Help Them Look the Part.

Stores sell more AMSOIL products when their space looks the part. Sharp, current displays attract customers and signal quality. Faded signs, worn floor mats and dingy window clings can send the wrong message. As an AMSOIL Dealer, you're in the best position to spot dated displays and start the conversation about replacing them.

AMSOIL offers a wide range of merchandising items to keep retail locations looking their best. A quick call or visit to your accounts could be all it takes to get fresh, professional AMSOIL displays in front of more customers.

## USE CO-OP CREDIT

Many retail and installer accounts have unused co-op credit available. Remind them that refreshing their AMSOIL signage, window clings, floor mats and point-of-sale displays doesn't have to come out of their pocket. Co-op credit is there for exactly this purpose.

Reach out to your accounts and encourage them to log in to [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca), review their co-op credit and order new merchandising items.

# LETTERS TO THE EDITOR

## DIESEL OILS

On the surface, this is a question that must have been asked by many Dealers over time. Our apologies in advance for a possible repeat.

There are many diesel owners who will admit that AMSOIL synthetic diesel oils are probably better than the Shell Rotella\* that they use. However, they will not switch and just stay with the product of familiarity.

Would AMSOIL entertain the idea of performing comparison tests of AMSOIL diesel oils and Shell Rotella, and of course publishing reports of those tests? When we say "reports," in some detail rather than a one-image snapshot. This information might just push those customers over the edge, into AMSOIL territory.

Regards,

**Alex & Anne Farkas**

**AMSOIL:** Thank you for the suggestion, Alex and Anne. We are always looking for creative and impactful ways to demonstrate the superior protection and performance qualities of AMSOIL lubricants compared to industry standards and competing products. In-depth technical demonstrations require significant time and resources to develop and publish, but we will certainly take your recommendation under consideration as we build our future testing plans.

## DEALER FEE/OIL-CHANGE KITS

I am not happy with the Dealer fee going so high. I've been a Dealer since 1993. If I didn't have so much invested, I would have dropped it.

Are you looking to add Honda\* oil-change kits in the near future?

**Michael Hanes**

**AMSOIL:** Thank you for your feedback and question, Michael. No one likes when prices rise, so we understand your sentiment. The Dealer fee hadn't changed since 2017, but adjustment was necessary to help recuperate the rising costs of maintaining and enhancing the Dealer opportunity and our ongoing investments to empower your success, including enhanced Dealer Zone tools and resources,

expanded marketing investments and opportunities (promotions, marketing tools, co-op support and market research that help you reach more customers) and additional support resources in Customer Service, Dealer Sales and Technical Services to help you grow your Dealership and drive success. These enhancements ensure that AMSOIL Dealers receive a strong set of benefits and tools to remain competitive. Much like everything else, the cost to deliver those benefits has risen. At \$100 annually, an AMSOIL Dealership remains an unmatched value. While Honda oil-change kits aren't in our immediate plans, your idea has been logged for consideration during future product-development planning.

## AMSOIL INDUSTRIAL

With the addition of the AMSOIL Industrial line, there are now more products in the AMSOIL line but not necessarily available to the Dealer network. I would like AMSOIL to seriously look at moving some products over to allow AMSOIL Dealers the opportunity to sell some of these products. This would include soluble oils (cutting and grinding) for saws, drill presses, etc., expand the greases line and quench oils. I know some of the lubricants are extremely specialized, like for turbines and medical lubricants, but I know there are several lubricants that can be used with machine shops, welding shops and manufacturing facilities that we as Dealers could tap into. Allowing Dealers to tap into these markets helps increase their product portfolio when working with existing companies, and may allow them to get their foot in the door of prospective accounts.

**Brett Camacho**

**AMSOIL:** Thank you, Brett. While there are no imminent metalworking-fluid new-product releases on the horizon, what you have described is part of our long-term plan. Making it happen will take time. Our next priority is revamping and expanding our grease line, after which we will review the possibility of adding a cutting/tapping fluid. Stay tuned.

## AMSOIL MP

I have a retail account that is a bait and tackle supply, so I got curious and found an article in *AMSOIL Magazine* a few years ago about using AMSOIL MP (AMP) on fishing reels. Has it been considered to put the MP in bottles with needles for cleaner and precision placement? This, of course, would have many other applications.

**Joe Johnson**

**AMSOIL:** AMSOIL MP works great for protecting fishing reels against corrosion, Joe. We've looked at a dripper-bottle option, but cannot offer it at a cost-competitive price. We will continue monitoring the market in case things change.

## FUEL ADDITIVES

Earlier this year I suggested a review of the fuel-additive cap seals and recommended switching the seal on Upper Cylinder Lubricant (UCL) to one similar to the one on P.i.<sup>®</sup> (API). Now it would seem the P.i. cap seal has been changed to match the "problematic" seal found on Upper Cylinder Lubricant.

Could you help me understand the switch and explain the reasoning behind the use of this difficult-to-open cap seal?

Thank you again,

**Sam Zicafoose**

**AMSOIL:** We're sorry the cap seals are more difficult to open, Sam. We had to make this change because the old seals were not performing to our quality standards. The new cap seals are harder to remove, but better at preventing leaks, which is a tradeoff we had to accept.

Email letters to:  
**letters@AMSOIL.com**

Or, mail them to:  
**AMSOIL INC.**  
**Communications Department**  
**Attn: Letters**  
**925 Tower Avenue**  
**Superior, WI 54880**

Letters are subject to editing for length and clarity; please include your name, address and phone number. Unsigned letters will not be published.



**Alex Thompson** | DIRECTOR, PRODUCT MARKETING – AUTOMOTIVE & COMMERCIAL

## Several factors contribute to oil consumption.

Worn piston rings and volatile oil are two of the most common.

We've all been there before. The light turns green and the car in front of you takes off, leaving a billowing cloud of blue smoke in its wake. The scent of burnt oil wafts through your vehicle and you let off the throttle until the source of the problem disappears down the road.

Oil consumption is an interesting phenomenon since so many factors can influence how much oil – if any – your vehicle burns and spits out its tailpipe. It's easy to assume all oil consumption is bad, but it can be a normal part of engine operation, depending on your vehicle. In fact, GM\* defines "acceptable" oil consumption as one quart every 2,000 miles (3,219 km) in properly maintained passenger cars and light-duty trucks operated under typical conditions.

So let's assume the vehicle ahead of you doesn't fit these parameters. What's going on, and what can be done to help solve the problem?

### Mechanical Defects

A host of mechanical variables can contribute to oil consumption, but worn or stuck piston rings are a prime culprit. The rings are responsible for forming a seal against the cylinder wall that prevents oil from entering the combustion chamber and burning. On the down stroke, the rings scrape excess oil off the cylinder wall into the crankcase. To form a good seal, the ring grooves must be true and flat, not flared or shouldered, and the rings must move freely in their grooves. Otherwise, oil can enter the combustion chamber and burn.

In some cases, using a higher viscosity motor oil can help fill the widening gap between the rings and cylinder wall, reducing oil consumption. Let's assume

the driver in front of us is piloting a 2017 Ford\* F-350 Super Duty.\* He uses 10W-30 conventional motor oil and has accumulated 250,000 miles (402,336 km). If we consult his vehicle owner's manual (or the Shop by Vehicle tool at [AMSOIL.com](http://AMSOIL.com)), we find that the vehicle manufacturer recommends several different motor oil viscosities, depending on climate. Some other vehicle manufacturers – typically diesel or foreign – also recommend multiple oil viscosities based on climate. Most, however, recommend a single viscosity. Our Super Duty driver can try switching to a higher viscosity within the acceptable range – 5W-40 or 15W-40, for example – to help seal the rings.

He and others unable or unwilling to switch viscosities can also try a couple other things. AMSOIL Engine and Transmission Flush (FLSH) helps clean piston and ring deposits, promoting formation of a good seal to reduce oil consumption. For ongoing maintenance, a high-quality fuel additive, such as AMSOIL P.i.® (API) or Diesel 4-IN-1 (ADP), helps keep the pistons clean and functioning properly for maximum engine performance.

All that said, even switching to the greatest lubricants and fuel additives in the world won't fix previously worn main bearings, valve stems or valve guides that contribute to oil consumption.

### Volatile Motor Oil

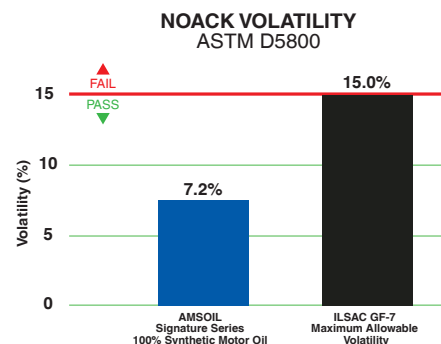
A motor oil's volatility also contributes to oil consumption. "Volatility" defines a lubricant's evaporative loss. The more volatile the lubricant, the higher the tendency to evaporate and exit the engine through the crankcase ventilation system. The more it evaporates, the less oil is left to protect equipment

and the faster a user must replace the lost oil. You may have experienced the phenomenon if you've owned a vehicle that "uses" oil. The small, light molecules in conventional lubricants evaporate at relatively low temperatures. These light molecules require less energy in the form of heat than heavier molecules to be lifted out of the solution and into the air.

Volatility affects more than the rate of oil consumption. When light elements in oil evaporate from heat, the oil's viscosity increases. This thicker oil forces the engine to work harder, resulting in several problems, including the following:

- Performance loss
- Fuel economy loss
- Poor cold-temperature starting
- Increased engine deposits

AMSOIL synthetic motor oils, in contrast, are formulated with high-quality synthetic base oils that offer improved resistance to heat. As a result, they naturally resist oil consumption better than conventional oils. In fact, AMSOIL Signature Series 100% Synthetic Motor Oil delivers two times better protection against volatility.<sup>1</sup>



<sup>1</sup>Based on AMSOIL Signature Series 0W-20 compared to the API SQ limit using the ASTM D5800 NOACK volatility test.



# Understanding Gear-Oil Grading Systems

Gear oil plays a vital role in protecting the most heavily loaded components in modern drivetrains. From high-performance sports cars operating at extreme temperatures to heavy-duty trucks towing heavy loads, gear lubricants must withstand intense pressures, resist thermal breakdown and maintain a durable lubricating film under demanding conditions. In these environments, the wrong lubricant can quickly lead to increased friction, accelerated wear and costly component failure. As power densities rise and operating conditions become more severe, selecting the correct gear oil is more important than ever for maintaining reliability, efficiency and long service life.

Multiple industry organizations, including the American Petroleum Institute (API), the Society of Automotive Engineers (SAE) and the U.S. Military, have developed their own classification systems to define performance and viscosity characteristics. These systems are essential for standardizing lubricant selection, but they can also create confusion if their differences are not fully understood.

## API Performance Ratings – How the Oil Performs

The API classifies gear lubricants using GL (Gear Lubricant) performance ratings, ranging from GL-1 through GL-5. Each level reflects the lubricant's ability to handle increasing levels of load, sliding contact and extreme-pressure conditions. Lower-tier classifications, such as GL-1, are intended for very light-duty applications and typically contain little to no extreme-pressure (EP) additives.

As the GL number increases, so does the lubricant's load-carrying capability and additive complexity. GL-4 oils are commonly used in manual transmissions and transaxles where moderate EP protection is required, and where compatibility with synchronizers, often made from copper

alloys, is critical. In contrast, GL-5 oils are formulated for the most severe conditions, such as hypoid gear sets found in automotive differentials. These applications involve significant sliding contact and high-torque loads, requiring robust EP additives to prevent metal-to-metal contact under extreme stress.

In addition to GL classifications, the API also defines MT-1, a supplemental standard specifically for non-synchronized manual transmissions in heavy-duty trucks. Lubricants meeting MT-1 must demonstrate enhanced thermal stability, cleanliness and compatibility with seals and copper-containing alloys.

## SAE Viscosity Grades – How the Oil Flows

The SAE defines viscosity grades for gear lubricants under the SAE J306 standard, which establishes how gear oils are classified based on their flow characteristics at both low and high temperatures. These grades are expressed using numbers such as 75W-90, 80W-90 or 85W-140, where the "W" designation indicates winter performance and reflects how well the lubricant flows in cold conditions.

A common misconception is that gear oils are inherently thicker than motor oils because their grade numbers are higher. In reality, gear oils and motor oils are measured using different viscosity scales. For example, an SAE 75W-90 gear oil may have a similar viscosity at operating temperature to an SAE 10W-40 motor oil.

Multi-grade gear oils, such as 75W-90, are formulated to perform across a broad temperature range, remaining fluid for cold starts while resisting thinning at elevated operating temperatures.

## Military Specifications – How Thoroughly the Oil has been Validated in Severe Duty

In addition to commercial standards

developed by API and SAE, the U.S. Military has established its own gear-lubricant specifications to ensure consistent performance under some of the most demanding operating conditions imaginable. Military classification systems are designed to address extreme environments, including wide temperature fluctuations, heavy shock loading, prolonged storage requirements and exposure to contaminants such as water and dust. As a result, these specifications tend to be highly rigorous.

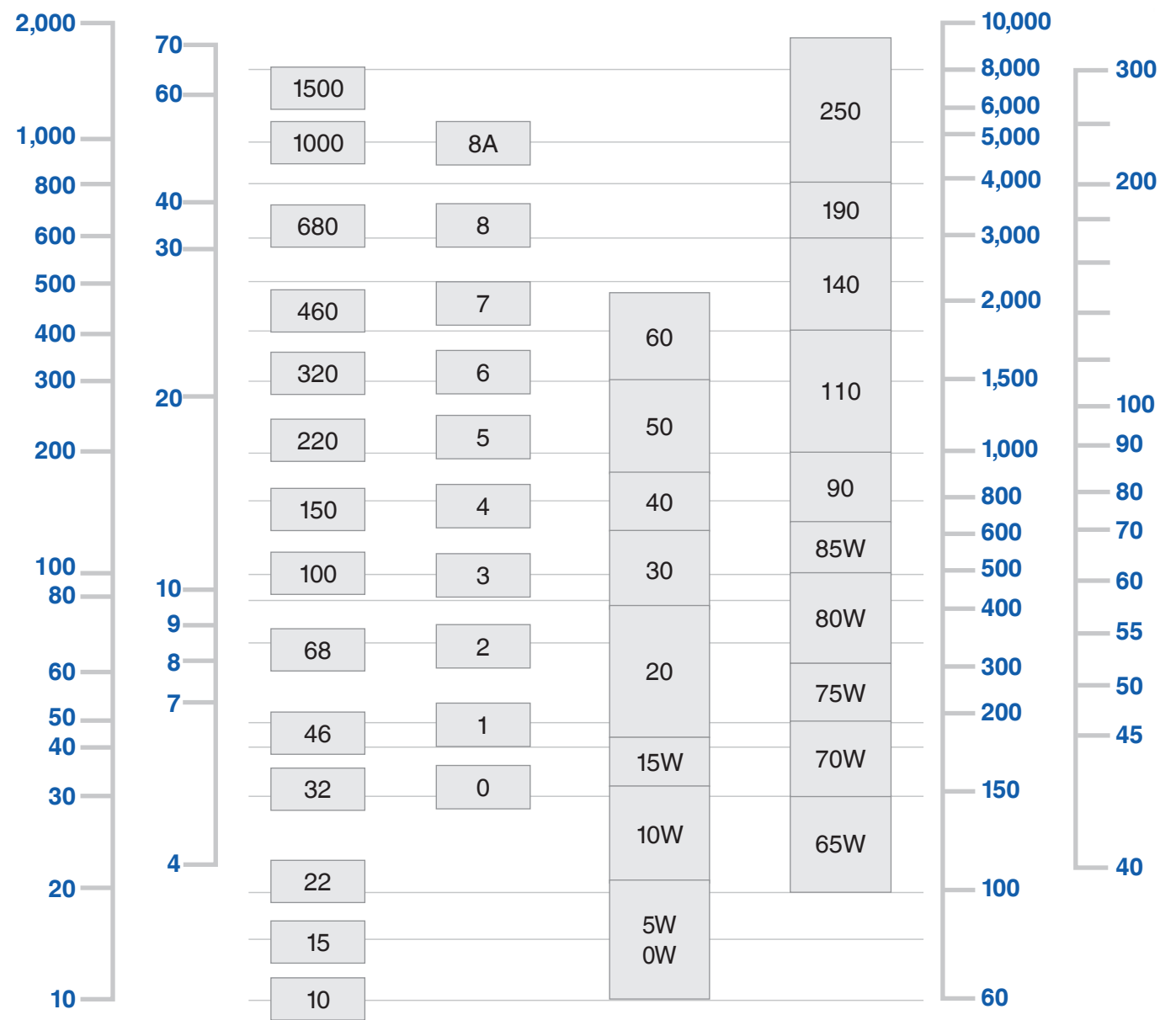
Military gear-lubricant specifications are typically identified using "MIL" designations, such as MIL-PRF-2105 (now largely replaced by SAE J2360, which harmonizes military and commercial requirements). These standards incorporate both viscosity grading and performance criteria, ensuring that lubricants not only meet specific flow characteristics, but also provide adequate load-carrying capacity, oxidation resistance, corrosion protection and compatibility with seals and metals, including copper-containing alloys.

## The Complete Picture

Gear-oil grading systems are essential to ensure adequate drivetrain protection and performance. API performance ratings, SAE viscosity grades and military specifications each provide a different perspective on how a lubricant will behave under load, temperature and operating stress. When considered together, they provide a more complete picture of a product's capabilities. Choosing the right gear oil not only protects critical components from wear and failure, but also supports optimal efficiency, reliability and long-term performance across a wide range of applications. Fortunately for AMSOIL Dealers and customers, we make selecting the right gear oil simple with our Shop by Vehicle tool at [AMSOIL.com/](https://www.amsoil.com/) [AMSOIL.ca](https://www.amsoil.ca/).



| Kinematic  |             | ISO        | AGMA                      | SAE Crankcase | SAE Gear    | Saybolt     |             |
|------------|-------------|------------|---------------------------|---------------|-------------|-------------|-------------|
| cSt @ 40°C | cSt @ 100°C | cSt @ 40°C | SUS @ 100°F<br>cSt @ 40°C | cSt @ 100°C   | cSt @ 100°C | SUS @ 100°F | SUS @ 210°F |



VISCOSITIES ARE RELATED HORIZONTALLY

# World-Class Digital Tools to Win Commercial Business

Commercial accounts provide an exceptional opportunity to secure high-volume sales and increase commissions. We provide world-class tools to help you convert commercial prospects into AMSOIL accounts.

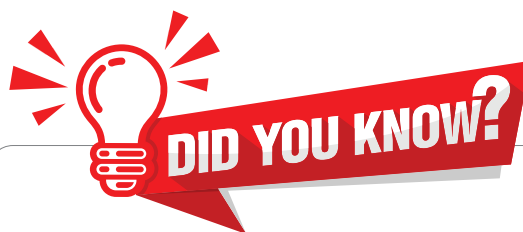
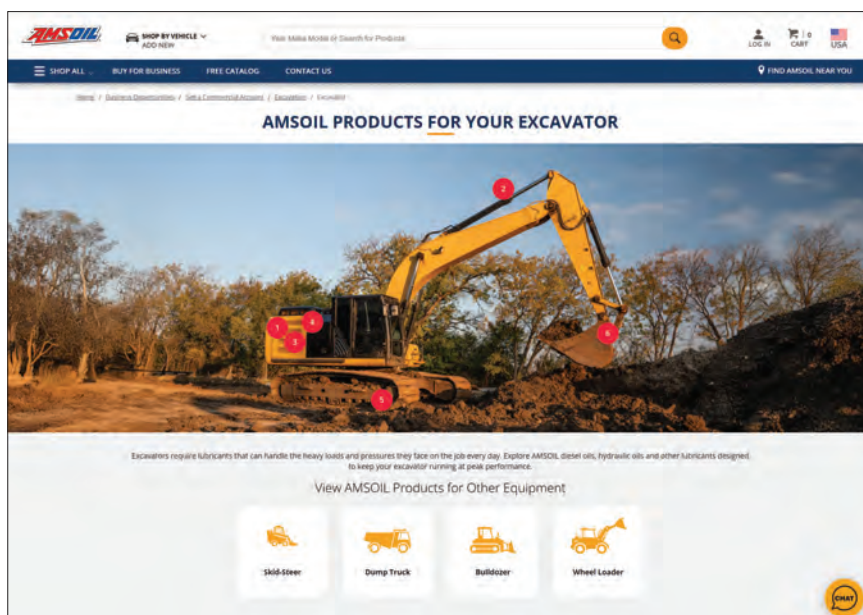
## COMMERCIAL LANDING PAGE AND INTERACTIVE COMMERCIAL EQUIPMENT PAGES

The commercial landing page at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca) (Buy for Business>For Your Commercial Equipment: Learn More) is the place to send potential commercial accounts, covering the benefits of using AMSOIL products in commercial equipment and the savings realized by registering as an AMSOIL commercial account.

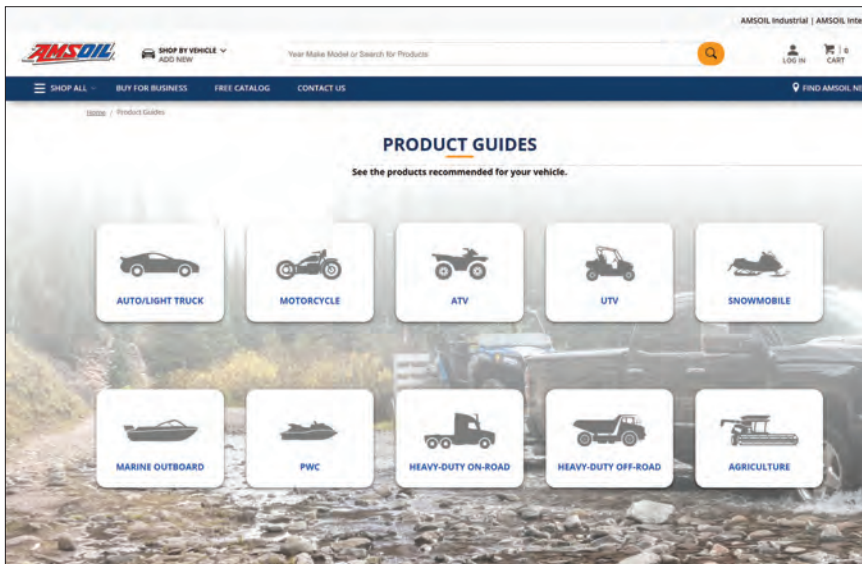
Located on the commercial landing page, the AMSOIL interactive commercial equipment pages (located under the “Is the AMSOIL Commercial Program Right for Your Business?” subheader) are designed to show prospective and current commercial accounts the full breadth of AMSOIL products available for their vehicles and equipment. They can also help you familiarize yourself with the common vehicles and equipment found in commercial markets and the AMSOIL products available to protect them.

These interactive, graphically driven pages cover each of the five commercial markets on which we focus: excavators/off-road contractors, trades/construction contractors, lawn & landscape contractors, regional fleets and agriculture. Each market page includes links to common equipment used in that market. For example, the excavators/off-road contractors page features links to interactive excavator, skid-steer, dump truck, bulldozer and wheel loader pages. Each interactive application page reveals the AMSOIL products recommended for that piece of equipment.

Take some time to explore these assets and share them with your commercial accounts and prospects. Email or text pages directly to them using Dealer-number transferring links to ensure you receive credit for all registrations and sales.



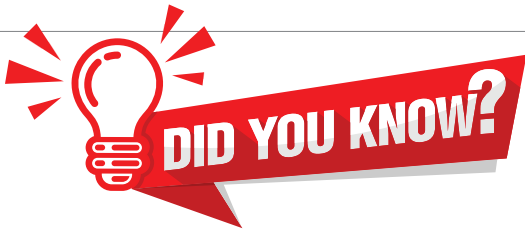
Commercial prospects who browsed the commercial landing page as part of their visit to [AMSOIL.com](http://AMSOIL.com) converted to AMSOIL customers **4.31 times more** often than those who didn't visit the commercial landing page.



## COMMERCIAL PRODUCT GUIDES

Commercial prospects and customers have quick and easy access to AMSOIL product recommendations for their equipment. Heavy-Duty On-Road, Heavy-Duty Off-Road and Agriculture categories are available on the Shop by Vehicle tool at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca). These categories are also fully integrated with MyGarage so users can save equipment and service records.

To use the AMSOIL product guides, click the “SHOP BY VEHICLE” button on the homepage, select the appropriate lookup type and enter the vehicle/equipment information. Email or text pages directly to commercial accounts and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.



Commercial prospects who browsed the Commercial Product Guides as part of their visit to [AMSOIL.com](http://AMSOIL.com) converted to AMSOIL customers **2.25 times more** often than those who didn't visit the product guides.

## MYGARAGE

Whether managing small or large fleets of vehicles and equipment, keeping track of maintenance can be a daunting task for commercial accounts. Enter MyGarage: a free, easy-to-use online service that allows customers to track maintenance for an unlimited number of vehicles and equipment, including passenger vehicles, heavy-duty vehicles and equipment, lawn and landscape equipment, farm equipment and more.

- Email reminders let customers know when it's oil-change time.
- Information for all your customers' vehicle- and equipment-maintenance routines, including fluid fill capacities.
- Free to use.

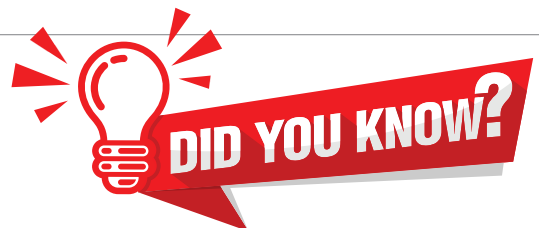
MyGarage is a great value-added service that can help you stand out from the competition, and you can position yourself as a valued resource and partner to your commercial accounts by sharing it. One of the most convenient and valuable

functions of MyGarage is storing vehicle and equipment information for simple and quick AMSOIL product recommendations and ordering.

Customers can establish their free MyGarage accounts by visiting [AMSOIL.com/whymygarage.aspx](http://AMSOIL.com/whymygarage.aspx) or clicking the MyGarage link at [AMSOIL.com](http://AMSOIL.com). Email or text the page directly to commercial accounts and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.



Commercial prospects who browsed MyGarage as part of their visit to [AMSOIL.com](http://AMSOIL.com) converted to AMSOIL customers **7.18 times more** often than those who didn't visit MyGarage.



# HOLD ON TO YOUR POWER

Signature Series 100% Synthetic Motor Oil Preserves Horsepower and Torque

Today's engines provide more horsepower and torque than ever, delivering impressive towing capability, quick acceleration and the confidence to handle demanding workloads. But that performance isn't guaranteed to last. Over time, internal wear, deposits and sludge can quietly chip away at engine efficiency, reducing the power you rely on every day. Protecting your engine's horsepower and torque is a key reason to choose your motor oil wisely. By maintaining internal cleanliness and reducing component wear, motor oil plays a direct role in preserving the power and responsiveness you expect. AMSOIL Signature Series 100% Synthetic Motor Oil is engineered to protect horsepower and torque, helping your engine deliver consistent performance mile after mile.

## Hidden Power Thieves

Horsepower and torque don't simply disappear overnight; they are gradually reduced by the natural byproducts of engine operation. Over time, engine wear, deposits and sludge can work together to rob performance.

As an engine accumulates miles, wear on critical components like piston rings, cylinder walls and valvetrain parts starts to take a toll. These parts are essential for maintaining proper compression and sealing inside the combustion chamber. Even slight losses in sealing efficiency can lead to measurable drops in power output, reducing the engine's ability to generate force.

At the same time, carbon deposits build up on pistons, intake valves and within combustion chambers. These deposits interfere with airflow and disrupt proper fuel atomization, both of which are essential for efficient combustion. When combustion efficiency declines, so does the engine's ability to produce maximum horsepower and torque.

When present, sludge formation further compounds the problem. Often the result of oxidation and contamination of the oil, sludge can restrict oil flow and limit lubrication to vital engine components, accelerating wear and increasing friction and heat.

The result is an engine that no longer performs at its peak, delivering reduced throttle response, diminished pulling power and decreased overall efficiency.

## Engineered to Defend Performance

Signature Series 100% Synthetic Motor Oil is engineered to protect engine performance. Premium synthetic base oils provide exceptional resistance to breakdown under high heat, helping maintain viscosity and film strength even in extreme conditions. Exceptional oxidation resistance helps prevent sludge formation, ensuring oil passages remain clean. Advanced additive systems actively combat deposit formation by keeping contaminants suspended and preventing buildup on engine surfaces. A durable protective barrier between moving parts effectively reduces metal-to-metal contact

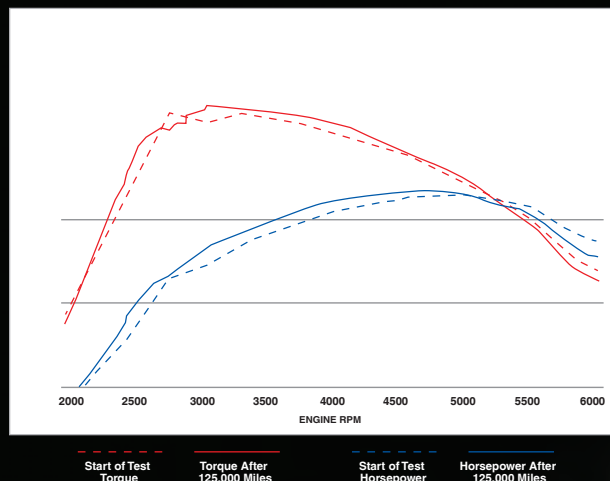
and preserves critical tolerances. Together, these features help engines maintain efficiency and internal cleanliness, two essential factors in preserving horsepower and torque over time.

## Proven Performance Retention

AMSOIL Signature Series 100% Synthetic Motor Oil is built to help engines run stronger, longer<sup>1</sup> — helping protect engines from performance loss throughout their lives. To evaluate horsepower and torque retention, Signature Series 5W-30 100% Synthetic Motor Oil (ASL) was installed in a 2025 Ford\* F-150 Raptor\* and run through a 125,000-mile (201,168-km) test. Oil changes were performed at 25,000-mile (40,234-km) intervals, and power sweeps were performed before and after the 125,000-mile test protocol.



TORQUE & HORSEPOWER MEASURED  
BEFORE & AFTER 125,000-MILE TEST



As the results show, Signature Series maintained horsepower and torque throughout the entire 125,000-mile test, even under the elevated stresses of a high-output 3.5L engine.

Engine protection goes far beyond avoiding catastrophic failure. Protecting your engine's horsepower and torque is a critical job for motor oil. AMSOIL Signature Series 100% Synthetic Motor Oil is engineered to address the specific factors that quietly erode power over time, helping engines maintain the strength, responsiveness and capability they were built to deliver so you can hold on to the power you count on every day.

# Put Co-op Credit to Work for Your Accounts

Co-op credit is one of the most valuable tools available to your retail and installer accounts, yet it's often the most overlooked. Too many accounts let this resource sit untouched until the calendar runs out. As their servicing Dealer, a few proactive conversations can help your accounts put earned credit to work in ways that drive real growth.

## How the Co-op Program Works

Retail and installer accounts earn co-op credit on every product purchase throughout the year. That credit can be applied to the cost of qualified advertising, literature, merchandising and promotional items. All credit is awarded at the beginning of January the following year and expires on Dec. 31. The more an account buys in a year, the greater the co-op percentage they earn.

Co-op credit is earned according to the following scales:

### Non-Installers

| Total Annual Purchases | Percentage Earned in Co-op Credit |
|------------------------|-----------------------------------|
| \$0 - \$7,499          | 3%                                |
| \$7,500 - \$24,999     | 4%                                |
| \$25,000 or more       | 5%                                |

### Installers

| Total Annual Purchases | Percentage Earned in Co-op Credit |
|------------------------|-----------------------------------|
| \$10,000+              | 2% (up to \$1,000)                |

It's a beneficial tool, but it only delivers value when the account uses it.

## Start the Conversation Now

The biggest enemy of co-op credit is the calendar. Accounts get busy, the credit slips their minds and suddenly it's December and there's a scramble to spend it before it disappears. You can help prevent that. Mention their co-op credit early and often. Proactive discussions ensure this resource gets used in ways that actually benefit your accounts, rather than rushed purchases made just to avoid losing the credit.

## Smart Ways to Spend Co-op Credit

Help accounts direct their co-op credit toward investments that draw customers through the door.

## Refresh shop signage

Visibility sells. Teardrop flags, banners and outdoor signs make a clear difference in how a shop attracts attention. There's good evidence that stores advertising AMSOIL see increased sales, so lean on those proven results when you make your recommendations. New, sharp signage tells customers the store is current, professional and stocked with premium AMSOIL products.

## Upgrade work wear

If an account already has up-to-date signage, point them toward branded AMSOIL apparel. When employees wear the brand, it builds credibility, sparks customer curiosity and makes sales conversations easier. A technician in an AMSOIL shirt becomes a walking conversation starter.

## Invest in promotional items

Branded hats and giveaways are a proven draw. Some retail stores keep a supply of AMSOIL-branded items on hand to hand out with larger purchases. Customers love a giveaway, and every item that leaves the shop keeps the AMSOIL brand in front of them long after they drive away.

## Handling the 'We Don't Need Anything' Response

If an account says they don't need anything, don't let that close the door. Signage and banners wear out and eventually need replacement. Helping your accounts plan ahead means they're never caught without fresh, professional advertising. And no shop has too many giveaways. Customers appreciate them, and they don't cost the account anything when paid for with credit they've already

earned. Show accounts how to make that credit work, and you reframe the conversation from "Do you need this?" to "How do we grow your business?"

## Keep It Transparent

Trust is the foundation of every account relationship, so handle co-op credit with care. A few rules keep everyone protected:

Co-op credit can only be used by the account that earned it. Think of it like credit-card points. You wouldn't want someone else spending yours.

If you're placing a co-op order on an account's behalf, make sure they know about and approve the items and the transaction before you proceed.

## All Co-op Orders Should Ship Directly to the Account

Clear, open communication is the best way to ensure a positive experience for everyone involved. When accounts know exactly what they're getting and why, they trust you with more of their business.

## The Bottom Line

Co-op credit is earned money waiting to be used. Your accounts may not think about it until it's almost gone, but you can. Start the conversation early and point them toward investments that attract customers. Do that, and you'll help your accounts grow while strengthening the partnership that keeps them coming back.

# WINNING AT CAR SHOWS: How AMSOIL Dealers Can Turn Enthusiast Events Into Business Growth

Many people connect AMSOIL with racetrack sponsorships, checkered flags and high-horsepower builds. That heritage runs deep. But there's another arena where Dealers build thriving businesses, and it sits much closer to home: the local car show. Here you'll learn why these events work so well for Dealers, what a winning booth looks like, which products resonate with enthusiasts and how to replicate proven tactics in your own community.

## WHY CAR SHOWS WORK FOR AMSOIL DEALERS

Major events like Goodguys and Carlisle draw tens of thousands of enthusiasts who live and breathe vehicles. You're meeting people who already care about protecting what they drive, so you're not convincing anyone to love cars; they already do.

The audience fit is hard to beat. Classic-car, hot-rod and street-rod owners rebuild engines and spend real money keeping their vehicles in top shape. They aren't looking for the cheapest option — they want the best protection for engines they've invested thousands of dollars and countless hours into. That mindset aligns perfectly with AMSOIL values.

A car show also lets you have real conversations instead of quick transactions. That trust converts into accounts. The shop owner admiring a '57 Chevy\* might also run a fleet of work trucks. Opportunity hides in every conversation.

## DEALER ADVICE

AMSOIL Dealer Marvin Cramer's top piece of advice is worth following at your own booth: "Don't expect a close with just one conversation." Many attendees won't sign up on the spot.

Capturing contact information and following up matters more than pushing for an immediate sale.

Here's something many Dealers might not predict: people ask about products that have nothing to do with the car in front of them. Several AMSOIL Dealers noted Goodguys crowds repeatedly asked about AMSOIL V-Twin Motorcycle Oil when they provided feedback after these events. One Dealer noted another surprise — interest in Firearm Cleaner and Firearm Lubricant. Your customers have more than one hobby, and AMSOIL has a product line broad enough to serve all of them.

One AMSOIL Dealer kept his approach direct in advice he provided after working an event: "Act like a customer — get back out there. Don't hide behind a table; be engaging with customers." He adds a reminder that applies to every event: "Whether the show is slow or busy, there is always an opportunity to grow your business." A slow show isn't wasted. It's a chance for longer, deeper conversations.

## BOOTH SETUP AND DISPLAY

Your booth is your storefront for the event, so follow AMSOIL brand guidelines to keep your branding

consistent and professional.

Start with the right tent. Consider a 10'x10' tent with zip-up side panels. They block sun, wind and rain, keeping you comfortable across changing weather and making your booth more inviting.

Lay out products clearly. Group related items together — motor oil with filters, fuel additives with car-care products — so attendees find what fits their vehicle without feeling overwhelmed.

Spark conversation with small items. Low-cost giveaways like chapstick and funnels give people a reason to stop by your booth. That pause is all you need to begin a conversation.

## PRODUCT MIX THAT RESONATES

The right inventory turns browsers into buyers. Display items that solve real problems your car-show audience experiences. Examples include...

**AMSOIL Z-ROD® Synthetic Motor Oil:** High zinc and phosphorus content protects flat-tappet camshafts.

**AMSOIL DOMINATOR® Octane Boost:** Helps older high-compression engines run well with modern gasoline.





### AMSOIL Engine Assembly Lube:

Clings to parts and provides protection against wear, rust and deposit formation in partially assembled engines that can sit idle for weeks or months at a time.

**AMSOIL Gasoline Stabilizer:** Keeps fuel from deteriorating during storage for up to 12 months.

**AMSOIL Engine Fogging Oil:** Giving cylinders a shot of oil before off-season storage protects them from rust, corrosion and harmful dry starts.

**AMSOIL Miracle Wash:**® A waterless wash and wax that's an affordable impulse buy.

You can't fit everything on a folding table, but you can bring the AMSOIL Product Catalog (G290). It's perfect for referencing products across every category. It also sets up an easy offer: free shipping on orders of \$100 U.S./\$130 Canada when an attendee signs up as a Preferred Customer.

### ENGAGEMENT TACTICS

The table can act as a barrier, so don't hide behind it. When you stand to the side or in front of your booth, you signal that you're a fellow enthusiast, not just a salesperson. Lead with genuine curiosity and ask open-ended questions:

- "What are you running under the hood?"
- "Any overheating trouble in the summer?"
- "Got a bike or anything else in the garage?"

These questions invite a story and reveal a need. Once you understand

the problem, you can position AMSOIL products as the solution. Remember this advice: most conversations won't close on the spot. Capture the contact, text a P.C. or account registration link and follow up.

### ENGAGE LOCALLY

You don't need a major event to apply these strategies. Cars & Coffee is one great example of a locally and regionally coordinated event to target. Check with car clubs, community calendars and regional listings in your area — smaller shows often have a dedicated, knowledgeable audience. Use the same booth and engagement principles scaled to fit the event.

Keep your booth well stocked with literature, handouts, catalogs and business cards. As a bonus, take advantage of the AMSOIL Print Center (Dealer Zone>Business Tools>Dealer Business Tools>Marketing Your Dealership>AMSOIL Print Center) and get your Dealer information printed or stamped on each item.

### TAKE YOUR BUSINESS TO THE SHOW

Car shows are one of the most accessible growth opportunities available to you. The audience already cares about their vehicles, and AMSOIL products solve their challenges. Find a local car show or street-rod event, set up a comfortable, well-branded booth and showcase the AMSOIL products enthusiasts need.

Local car shows can build your Dealership. Pick one event near you and take the first step.



# BUILD YOUR CUSTOMER BASE WITH THE PREFERRED CUSTOMER PROGRAM.



**Reduced  
Pricing**

Up to 25% off  
every order



**Free  
Shipping**

On orders  
over \$100  
(\$130 Can.)



**Birthday  
Gift**

Celebrate your day  
with \$5 off\*



**\$5  
Back**

Get a \$5 coupon with  
every \$100 you spend\*



**Exclusive  
Promotions**

Throughout  
the year



**Free  
Membership**

When you spend  
\$500 in a year

\*Instead of a \$5 coupon, Canadian Preferred Customers will receive a coupon for 5% off their next order (up to a \$5 value). See Preferred Customer Program terms & conditions at [AMSOIL.com/pc](https://amsoil.com/pc) ([AMSOIL.ca/pc](https://amsoil.ca/pc)).

Full-year membership just \$20 (\$30 Can.).



## TURN INSIGHTS INTO ACTION WITH DEALER ZONE REPORTS

Your reports in the Dealer Zone provide a wealth of information that can help you reach out to customers with personalized messages and ensure their needs are met.

- **Thank** customers for a recent purchase.
- **Remind** customers to renew their account that's about to expire.
- **Reach out** to accounts with invalid credit cards on file to get updated information.
- **Encourage** retail accounts to use their co-op credit.
- **Identify** purchasing trends to see if you should recommend a customer change their account status to save money.
- **And more.**

Log in to the Dealer Zone at [my.AMSOIL.com](https://my.AMSOIL.com) and click "Reports" on the left-hand side to start gaining insights into your valuable customer data.

## August Closeout

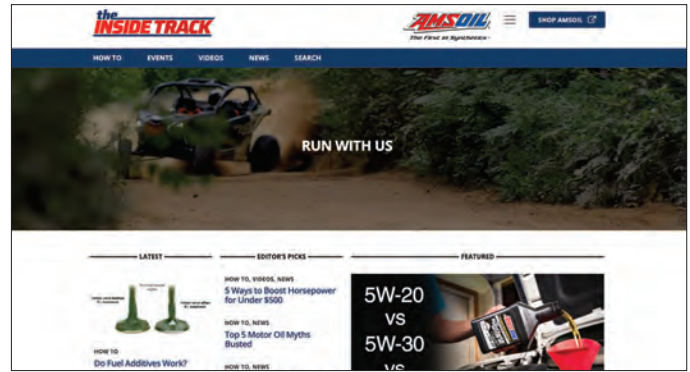
The last day to process August orders is Monday, Aug. 31. The ordering line (800-777-7094) is open until 7 p.m. Central Time. Online orders that don't require manual processing or validation can be submitted until 11:59 p.m. Central. All orders received after these times will be processed for the following month. Volume transfers for August business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Sunday, Sept. 6.

## Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, Sept. 7 for Labor Day.

## AMSOIL Heavy-Duty Bypass System Discontinued

The AMSOIL Heavy-Duty Bypass Filtration System (BMK30) is discontinued and no longer available due to low demand and persistent supply chain challenges. The AMSOIL Heavy-Duty Bypass Filter (EABP120) recommended for use with the BMK30 is currently out of stock, and the Donaldson P570027 is recommended in its place.



## Visit The AMSOIL Inside Track

The AMSOIL Inside Track (blog.AMSOIL.com) provides a single destination for how-to videos, customer testimonials, blog posts, product news, racing/events information and more. Be sure to add The Inside Track to your favorites and check frequently. We add new content every week and it's a great source of marketing material for your social media accounts and website. Email or text content directly to customers and prospects using Dealer-number transferring links to ensure you receive credit for all registrations and sales.



# CLEANER. FASTER. EASIER.

The AMSOIL easy-pack helps you access tough-to-reach fill holes. The flexible packaging makes changing fluid cleaner and faster, and eliminates the need for a pump.

Stay ahead of the curve with this revolutionary solution to challenging installations.



# COMBAT FUEL ISSUES WITH AMSOIL DIESEL FUEL ADDITIVES

Poor diesel fuel quality can foul injectors, accelerate injector pump wear, lead to rough running, impede starting and cause cold-temperature stalling. AMSOIL diesel fuel additives effectively combat these issues and help improve diesel engine performance.

## AMSOIL Diesel 4-IN-1 (ADB)

- Combines superior detergency, improved lubricity, excellent anti-gelling properties and increased power in one convenient package

## AMSOIL Diesel Injector Clean (ADF)

- Effectively removes all types of fuel-system deposits and improves lubricity

## AMSOIL Diesel Cold Flow (ADD)

- Depresses diesel-fuel pour point and improves cold-flow filtration properties

Not available in Canada

## AMSOIL Diesel Cetane Boost (ACB)

- Improves combustion efficiency and power and increases cetane up to eight points

## AMSOIL Diesel Injector Clean + Cetane Boost (ADS)

- Combines superior detergency, improved lubricity and increased power in one convenient package

## AMSOIL Diesel Recovery (DRC)

- Quickly liquefies gelled diesel fuel and thaws frozen fuel filters





## Resources to Help Grow Your B2B Business

AMSOIL Dealers have numerous tools available to support their business-to-business (B2B) relationships.

**Pam Brantley** | DIRECTOR, DEALER SALES

Over the years, the commercial, retail and installer business segments have continued to evolve, and AMSOIL Dealers have helped drive that growth. Your focus on winnable markets, ability to reinforce the AMSOIL value proposition and commitment to explaining program benefits and product performance have made a meaningful difference. I'm continually impressed by the dedication Dealers bring to building their B2B relationships. Many Dealerships have grown over time because of your knowledge, commitment and passion for these accounts.

The Dealer Sales Team is working hard to support your success. If you haven't recently explored the training programs, product resources and digital tools available to you, now is a great time to review what's offered in the Dealer Zone.

### Dealer Training Programs

We are committed to providing ongoing education for Dealers. These resources are designed to deliver practical information you can use to grow your business.

**Webinars** – Dealer webinars are held every two weeks on timely topics. Recent sessions have covered the carton-packaging transition, the new Signature Series formulation and ways to use AMSOIL marketing materials with your accounts. Webinars are informative and give you the opportunity to ask questions in real time.

**Training Programs** – The Dealer Zone includes three B2B training programs: Installer Training, Retail Training and Commercial Training. Installer Training

launched this spring, and refreshed Retail and Commercial Training Programs are in development. Watch for updates as the new training programs become available.

**Sales-Process Training** – The Dealer Zone also provides step-by-step sales training focused specifically on B2B customers. From prospecting and gathering information to presenting solutions, the training follows the AMSOIL sales process and walks you through effective B2B account development.

### Product and Market Training

Strong product knowledge builds customer trust. And when you don't know the answer, we offer resources to help. Data sheets, market briefs, product briefs and the AMSOIL Technical Service Team are all available to help you deliver a premium customer experience.

- **Data Sheets** – Data sheets provide the most detailed information about each product. PDF copies are available in the Dealer Zone and printed copies can be ordered from the AMSOIL Print Center.
- **Market Briefs** – If you haven't read a market brief, I highly recommend it. Each focuses on a specific market segment, such as landscaping businesses, and outlines common equipment they use, frequent equipment failures and AMSOIL products that help solve their specific problems.
- **Product Briefs** – AMSOIL product briefs highlight the typical customers for each product family, key performance advantages, common customer problems the products help solve and frequently asked questions.

- **Technical Service Team** – Real people are just a phone call or email away when you need help solving a customer's equipment-related issue.
- **Oil Analysis Team** – This newly formed team focuses on reading oil-analysis reports and providing insight into customers' equipment maintenance needs.

### Selling Solutions

In addition to offering some of the best products on the market, AMSOIL provides B2B account benefits that add meaningful value for customers. These programs support solution-based selling and give your customers practical advantages, including:

- Bulk-dispensing
- Oil analysis
- Co-op marketing programs
- Volume discounts
- Free shipping
- Shop-by-vehicle tools
- MyGarage
- Promotional offers
- Display fixtures

I encourage you to explore the resources available to help grow your Dealership. Reach out to the Dealer Sales B2B Team. We're here to support you. Whether you need help finding prospective new customers, solving a customer issue or growing your business with an existing account, we are ready to help.

Your local service, ability to explain program benefits and product information and commitment to helping customers solve problems are the foundation of a growing Dealership, which translates to ongoing commissions for you as a Dealer.



# NEW AMSOIL SYNTHETIC MOTORCYCLE OIL

- MAXIMUM POWER & PERFORMANCE
- SUPERIOR ENGINE PROTECTION
- SMOOTH AND PRECISE SHIFTING

AMSOIL Synthetic Motorcycle Oil is precision engineered to **deliver maximum power and performance**, no matter how hard you ride. It meets the latest international API SP and JASO MA2 standards for all four-stroke street, adventure, touring and racing motorcycles.





**PROTECTION** | **PERFORMANCE**  
*you demand.* | *you deserve.™*

ISO 9001/ISO 14001 REGISTERED

Donaldson.  
Filtration Solutions



WE HONOR



(Discover in U.S. only)

We make a product for just about everything your customers drive, tow or haul. Make sure they're using AMSOIL synthetic lubricants for maximum protection and performance in all their vehicles and equipment.  
AMSOIL.com



Minimum 10%  
Post-Consumer Fiber

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Main Street Oil

20177 Main Street

Lannon, Wisconsin, 53046

Phone: 262-853-7900

info@MainStreetOil.com

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