



► DEALER EDITION

MAGAZINE

OCTOBER 2026

A black pickup truck is driving on a winding asphalt road that curves along a hillside. The road has white dashed lines. In the background, a city is visible across a body of water, with a bridge spanning the water. The foreground shows green foliage and a large rock on the left side of the road.

**NO SLUDGE.  
JUST PROTECTION.**

| PAGE 8



# LAB TESTED, FIELD PROVEN



We have punished Arctic Cat,\*  
Polaris,\* Ski-Doo\* and Yamaha\* sleds  
in the lab, on the trail and in the  
mountains to ensure AMSOIL products  
deliver the protection you demand  
and performance you deserve.



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**AMSOIL.com**



DEALER EDITION

OCTOBER 2026

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**THE COVER**

AMSOIL Signature Series kept the oil screen of this 2026 Ford\* F150 Raptor\* sludge-free in third-party testing, helping keep the engine running strong for the long haul.



# From the Chairman

Despite several starts and stops to the conflict in the Middle East over the past few months, there is no sign of a true conclusion to the war. Unfortunately, that means there is no sign of relieving the dramatic effects the conflict has had on the oil industry. Supply remains tight. Raw-material prices remain high. The ripple effects cascading through to consumers will continue for the foreseeable future. As I'm writing this, military tensions have re-escalated significantly. Shipping out of the region remains heavily constrained and attacks on shipping vessels have continued. What does the future look like? I can't say with precision, but I can predict what the next several months will bring with some confidence.

## Supply

**The Bad:** Base-oil supply constraints are as bad as and, in many cases, worse than they were during COVID. The Middle East region is responsible for approximately 40% of the world's supply of some base oils. Companies around the world are competing fiercely for the supply that remains available. The plants that typically make those products are heavily damaged or even destroyed, and experts predict that it will take up to 12-18 months for some of them to resume production.

In addition, mines in the Strait of Hormuz along with projectile and drone strikes against tankers and outbound commercial vessels have essentially stopped materials from leaving the region. Understandably

so. Things will not improve for a long time.

**The Good:** AMSOIL has supply. We have a diversified and resilient sourcing model. Our long-standing relationships with multiple sources of raw materials mean we aren't dependent on a single source, which reduces the likelihood of allocation-driven disruptions to our production capacity. We deploy disciplined planning and strategic inventory actions, and our operational agility allows us to pivot, prioritize and recover faster than competitors that are dependent on fragile global sourcing channels. The past seven months have proven that to be true. We are in a position of strength when it comes to supply, which is great news for you and your customers.

## Pricing

**The Bad:** The pace of raw-material price increases has slowed, but they continue rolling in. Everything used to manufacture and distribute lubricants has skyrocketed in cost – base oils, additives, plastic bottles, shipping – everything. From the end of February until now, base oil prices alone have risen between 97% and 287%. Diesel fuel recently hit a record high. Oil prices have become more volatile, and logistics costs are emerging as an issue on par with crude supply.

**The Good:** We have taken every possible step to mitigate rapidly increasing costs throughout this ordeal, and those measures have been successful. Prices of AMSOIL finished goods are higher than before the war, but they do not reflect the severity of the cost increases we have realized. Some competitors delayed increasing prices in an attempt to gain market share. That's a losing strategy – those prices are now up and customers feel fooled. There is no magic wand. All oil companies are facing significantly higher prices. If the prices of their finished goods aren't up, they are either operating at a loss or substituting lower-quality/ lower-performing materials. We will continue fighting for the lowest pricing for you and our customers; however, we can only sacrifice so much without jeopardizing the company. AMSOIL must remain profitable in order to continue producing high-quality products, and that means another price adjustment is inevitable.

## Quality

**The Bad:** Industry shortages are forcing lubricant manufacturers to make difficult sourcing and formulation decisions. Not every formulation change represents a quality reduction, but substitutions require technical validation, testing and disciplined quality controls. Companies with limited supply access or weak controls may face greater temptation to compromise.

The concern is significant enough that the Independent Lubricant Manufacturers Association (ILMA) requested emergency action from the American Petroleum Institute (API). The API activated its Emergency Provisional Licensing (EPL) program, allowing qualifying companies to substitute unavailable base oils or components on a temporary basis,

provided they demonstrate that performance is not adversely affected and complete follow-up testing.

Meanwhile, GM\* declined to broadly relax dexos\* licensing requirements. According to JobbersWorld, GM acknowledged the severity of the shortage but stated it did not intend to suspend license terminations or enforcement actions, opting instead to review alternative formulations on a case-by-case basis. Faced with that reality, some marketers have chosen to remove dexos claims from labels rather than pursue reformulations that may not qualify under existing licensing requirements.

These developments do not prove that lubricant quality is broadly declining, but they do illustrate the unprecedented pressure facing the industry. When raw-material availability becomes a constraint, some companies may choose to reformulate, some may discontinue products, some may remove performance claims and others may seek temporary regulatory accommodations.

**The Good:** Our approach has been to develop strong relationships and supply contracts, and leverage our long-standing practice of continuous raw-material sourcing and validation that dates back many years. This approach has allowed AMSOIL to continue manufacturing products that maintain performance standards rather than simply accept lower-quality materials. We will not compromise quality.

## Competitive Landscape

Pricing activity varies across the market based on factors such as company structure, product mix and geography. Across the industry, costs remain elevated and marketwide pricing pressure continues. Raw-materials pricing is significantly outpacing finished-goods pricing, which means additional price increases from our competitors are highly likely.

## Value

AMSOIL products remain the best value for consumers. Be mindful of customers who may be looking for ways to save money and considering a switch to a cheaper alternative. Don't let them leave. We have an array of cost-effective options to help them achieve their goals. Will

they consider extended drain intervals? Changing oil once a year while maintaining exceptional protection is a great way to save money. If not, OE Synthetic Motor Oil or Commercial-Grade Diesel Oil are great options. An article on *The Inside Track* called "A Data-Driven Guide to Slashing Maintenance Costs" includes a great checklist for customers looking for ways to save. Review it for ideas and share it with your customers. In the 1970s and 1980s, Dealers successfully sold AMSOIL motor oil for \$5/quart while competing choices were \$1/quart. They sold value. Keep that mindset, meet customers where they are and use the full line of AMSOIL products at your disposal.

## Future

The next 12 months in the oil industry are likely to be characterized by elevated prices, staggered competitive increases, selective shortages and unusually price-conscious customers. Recovery from this situation will be gradual, with crude and freight prices improving before base oils and finished goods.

That environment favors companies that can combine supply continuity, credible performance and strong customer relationships. That is AMSOIL. We will execute on supply continuity and performance; the relationship aspect is up to you. Dealers are our competitive advantage. You provide a personal touch and a level of service our competitors cannot match. Deliver on that properly and the next 12 months may become the best 12 months of your AMSOIL business. You are backed by a company with good supply, products that provide the best value, a portfolio of options for a variety of customer types and a strong brand. There is plenty of uncertainty in the months ahead, but those facts provide an abundance of positivity for AMSOIL Dealers.



**Alan Amatuzio**  
Chairman & CEO

# LETTERS TO THE EDITOR

## BYPASS FILTERS

I assume someone in corporate has seen the video put out by the YouTube channel FreedomWorx, but regardless, it is concerning that a guy with such reach and a reputation can have this much negative to say about the AMSOIL Bypass Filter.

Now, I think that he nailed some things correctly, like myths and limits surrounding bypass filtration.

But I have some questions...

1. Did he correctly compare the AMSOIL Bypass Filter to filtration setup number 2 in the SAE paper 931941 he unpacked during the video? If so, why doesn't AMSOIL sell a centrifuge-type bypass filter?
2. Did AMSOIL really fix the issue with the oil-filter adapter seal because the two replacements you sent him didn't seem to work? Was it only a torque specification problem?

Thank you,

**Derek Hoyt**

**AMSOIL:** Thank you for your questions, Derek. The referenced SAE paper was written in 1993; synthetic filter media has advanced well beyond cellulose media since then. Pleated-media filters are usually the best choice for consistent, high-efficiency filtration. Instead of relying on density differences, flow rate, residence time and oil viscosity like centrifugal filters, pleated-media filters physically trap wear particles as the oil passes through. That makes their performance easier to measure, repeat and validate using standard efficiency ratings, such as 99% at 20 microns or beta-ratio testing. While centrifugal filters can work well in applications where high contaminant-holding capacity or soot removal is important, the tradeoff is that they do not provide the same direct, testable capture efficiency at a specific particle size. Pleated-media filters also handle a wider range of contaminants, including silica dust, wear metals, fibers, gasket material, oxidation byproducts and other debris that may not separate well through centrifugal force alone. During cold starts or changing operating conditions, when oil viscosity and flow behavior

can reduce centrifuge effectiveness, full-flow pleated filters still provide immediate filtration as oil moves through the system. A centrifuge is usually best viewed as a helpful add-on, not a replacement for a high-efficiency pleated-media filter.

Regarding your second question, the problem included a misinterpretation of the instructions. The resolution included updating a torque specification and revising the instructions to improve clarity.

## SHELF LIFE

I have been an AMSOIL Dealer for many years, most of them as a Lifetime Dealer. While speaking with one of your techs, I asked about whether there might be a shelf life for any of your products. I was told that there was, in fact: One year if the bottle was opened and five years if the cap hadn't been removed.

When we had to drive to the distribution centers to pick up products, I would always buy extra. Sometimes I would not use all of the oil because of one thing or another.

What do we do with the "aged oil" that has passed the five-year mark and maybe even ten years?

Thank you,

**Melvin Campbell**

**AMSOIL:** Thank you for your many years of loyalty, Melvin. Yes, most unopened liquid lubricants have a shelf life of five years when following proper storage guidelines. Lubricants that have exceeded their shelf life can be recycled anywhere that accepts used oil, including transfer stations and household hazardous waste facilities.

## FILTER CROSS REFERENCE

I find it very difficult to cross reference an AMSOIL Oil Filter to a WIX filter. When an AMSOIL Oil Filter is unavailable, could you have the WIX equivalent filter listed next to where the AMSOIL Oil Filter states unavailable? I am glad the AMSOIL Oil Filters should be here soon.

Thank you,

**Patrick A. Topper**

**AMSOIL:** Good question, Patrick. We have a Master Filter Cross-Reference Guide at [AMSOIL.com/guides](http://AMSOIL.com/guides) that cross references AMSOIL Oil Filters with WIX oil filters. We are currently working on expanding our cross-reference capabilities on the product pages. And, good news: most AMSOIL Oil Filters are back in stock and available for purchase.

## OIL FILTERS

I'm curious why AMSOIL does not recommend alternative oil filters when I look up a vehicle in MyGarage. For example, AMSOIL Oil Filter EA15K51, a 15,000-mile filter, is recommended for my vehicle, but the EA034, a 25,000-mile filter, is not offered as an alternative. Some fluids are offered as alternatives, but not filters.

**Jim Sutton**

**AMSOIL:** Thank you for your letter, Jim. AMSOIL Oil-Filter recommendations are based on which AMSOIL Oil Filter aligns most closely to the OEM filter dimensions, ensuring the best overall fitment and performance. In your example, the EA034 is 1.38" longer than the EA15K51. In some cases, this extra length can be the difference between an easy install or an impossible one. There are also several other factors to consider, including that using a different filter size changes the overall sump size, which can lead to overfill or underfill situations when referring to the owner's manual. Another factor is the metallurgy of the filter mount, especially if the filter is mounted horizontally. Any extra extension of the filter increases stress on the mount, which can lead to fatigue, stress cracks or potential failure.

Email letters to:  
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Or, mail them to:  
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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

## The Right Hydraulic Oil Can Make a Difference.

AMSOIL formulates a hydraulic oil for just about any operating condition.

Although easy to miss, hydraulic systems are everywhere; without them life would become very difficult. Hydraulic systems may be as simple as a floor jack in your garage or as complex as a crane. Some of these systems are mobile, traveling many miles to worksites every year, and others spend their entire service life in one spot on a factory floor. Regardless of the type of system, they all operate in a similar fashion using the same types of parts. The hydraulic oil plays an important role in the health of each of these components and the overall function and efficiency of the system.

**Reservoir** – The reservoir is simply the tank that holds the oil. On its way through the system the oil will spend a short period of time here. In that time, the oil has a quick opportunity to release air that's gotten into the system so it doesn't contribute to sluggish operation. All AMSOIL hydraulic oils have excellent air-release characteristics, maximizing this important benefit of the reservoir. Another important function is to allow water to separate from the oil, allowing it to be drained. This is obviously most important for systems with larger reservoirs where draining can be accomplished easily.

**Pump** – The oil can't be too thick when the machine starts in cold conditions. If it is, there's a chance the pump will be damaged. On the flip side, the oil can't get too thin when the machine hits its highest operating temperature or excessive wear and poor performance can be expected. To ensure the viscosity remains within the system's limits you can do one of two things. First, you could change to lighter or heavier oil depending on the conditions or, second, you could use a multi-viscosity oil to cover all the bases. The easiest way

to identify oils that resist thinning and thickening is the viscosity index (VI). Oils with high viscosity indices resist viscosity changes with temperature far better than those with low VI. This fact can often save customers the expense and hassle of changing from lighter to heavier oil to meet the conditions. Most oil companies provide the VI number on their product data sheets.

**Hoses and seals** – Hydraulic oil must not chemically damage seal or hose material and should condition these materials to extend their service life.

**Valves** – Hydraulic valves are very close-tolerance items and even the smallest amount of varnish or dirt can cause them to bring a key piece of equipment to a halt. Keeping dirt out is simply a matter of good maintenance practices, but preventing varnish is pretty much up to the oil. Varnish occurs when oil breaks down under high-heat conditions. Our synthetic hydraulic oils resist this breakdown, but we go beyond that with AMSOIL Synthetic Multi-Viscosity Hydraulic Oil. It is a high-VI, multi-viscosity oil built with the ability to combat varnish formation. The product data sheet includes a graphic example of some high-temperature testing we've done against conventional oil. You should have this data sheet handy whenever talking to a customer about hydraulic oils. It's available as a PDF in the Dealer Zone (Digital Library>Literature>Data Sheets), on the product page at AMSOIL.com and from the AMSOIL Print Center.

**Actuator** – The actuator is the component that does the work. Everything else in the system is there to power and control it. As stated before, the common actuators are cylinders

or hydraulic motors. How well they do their work often depends on the proper viscosity of the oil, so the same benefits multi-viscosity oil provides for pumps are true for actuators.

Now that I've covered the very basics of common components we'll spend a little time on two of the most popular hydraulic oils we offer.

**AMSOIL Synthetic Tractor Hydraulic/Transmission Oil (ATH)** serves two functions simultaneously. It's designed to provide correct frictional characteristics for transmissions and wet brakes while performing as a premium synthetic hydraulic oil. It is used in many types of popular mobile machinery and provides excellent all-weather capability. That means the equipment that operates smoothly moving gravel around the farm in the summer will perform just as well removing snow in the winter without changing the hydraulic oil. This, coupled with premium wear protection, adds up to savings for the customer.

**AMSOIL Synthetic Multi-Viscosity Hydraulic Oil** has a solid track record of success. It exhibits high performance near the Arctic Circle as well as the hottest parts of the Deep South. Our Dealers have found a home for it in oil rigs, on ships, in mobile equipment and in other hydraulic applications throughout the U.S. and Canada. Not only does it provide all the benefits of multi-viscosity oil, its unique ability to fight varnish formation has made customers happy by protecting high-value, critical systems.

As always, if you ever need technical recommendations, contact our Tech Services Department at 715-399-TECH or tech@AMSOIL.com.

# No Sludge. Just Protection.

## SIGNATURE SERIES RESISTS BREAKDOWN

Engines today work harder than ever. Higher temperatures, increased power density and demanding operating conditions put motor oil under constant stress. Add in frequent towing, stop-and-go driving, long highway miles or extreme temperatures, and oil must work overtime to protect critical engine components.

As motor oil ages, its ability to combat heat, oxidation and contamination becomes increasingly important. When oil breaks down, harmful deposits can form and threaten engine performance. That's why AMSOIL Signature Series 100% Synthetic Motor Oil is engineered to resist breakdown, maintain cleanliness and deliver lasting protection over extended drain intervals.

### The Black Death

Sludge is the arch nemesis of an engine. Formed when oil degrades and contaminants accumulate, sludge creates thick, sticky deposits that can settle throughout the engine. These deposits can clog oil passages and screens, foul sensors and interfere with the precise operation of critical engine components. As sludge builds, oil circulation becomes less efficient, causing increased friction, elevated operating temperatures and reduced performance. In severe cases,

sludge can block the flow of oil to vital components, increasing the risk of costly repairs and shortening engine life. No wonder some mechanics refer to sludge as the "black death."

### Next-Level Protection

AMSOIL Signature Series 100% Synthetic Motor Oil is engineered to resist breakdown and maintain exceptional cleanliness, helping prevent sludge from forming even in extreme conditions. Signature Series helps prevent sludge formation by resisting the heat, oxidation and contamination that can cause motor oils to break down. Its advanced synthetic formulation maintains stability under extreme operating conditions, helping keep critical oil passages clean and ensuring consistent oil flow throughout the engine.



During a 125,000-mile (201,168-km) accumulation study on a 2025 Ford® F-150 Raptor\* equipped with a high-output V6 engine, the engine experienced 0% oil-screen plugging.<sup>1</sup>



To challenge its abilities to guard against sludge, Signature Series 5W-30 100% Synthetic Motor Oil (ASL) was installed in a 2025 Ford® F-150 Raptor® equipped with a high-output V6 engine 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.

After the test, we analyzed every component to see how they held up under harsh conditions, including the oil screen, one of the first places sludge will appear if it's present. AMSOIL Signature Series demonstrated outstanding performance over extended use. During the 125,000-mile accumulation study, the engine experienced 0% oil-screen plugging,<sup>1</sup> demonstrating its ability to keep engines clean and protected.

### Undaunted Performance

The 125,000-mile accumulation study was designed to push motor oil beyond the challenges most drivers encounter. Through sustained high temperatures, heavy loads and extended service intervals, AMSOIL Signature Series maintained its protective properties and kept sludge-causing deposits in check.



The results demonstrate the value of a motor oil engineered for long-term durability. By resisting breakdown and helping prevent sludge formation, Signature Series keeps oil flowing freely where it's needed, helping protect against wear and supporting long-lasting engine performance. For drivers who expect maximum performance and reliability from their vehicles, Signature Series delivers the cleanliness and protection needed to help keep engines running strong for the long haul.

# New Dealer Recruitment Website and Training Help You Chart Your Own Path to Success

Our Dealer-recruitment website, JoinAMSOIL.com, and the training programs in the Dealer Zone are being upgraded this fall. We interviewed Dealer Experience Manager Brian Lammi and VP, North American Consumer Business Pam Brantley to discuss the exciting changes and find out what Dealers can expect from these updates.

**AMSOIL Magazine:** What changes have been made to JoinAMSOIL.com and Dealer training in the Dealer Zone?

**Brantley:** Recruiting new Dealers remains an important and powerful way to grow your AMSOIL Dealership. The enhancements on JoinAMSOIL.com and the new training resources help better present the Dealer opportunity. We included new testimonies and different features on the website to make it easy and motivating for people to learn about the opportunity and encourage them to become AMSOIL Dealers.

**Lammi:** The updated JoinAMSOIL.com will be more concise and provide prospective new Dealers with a clearer choice between which path they want to take – the friends and family sales route, or the business-to-business route. The new training in the Dealer Zone has been updated to be more relevant to today, helps Dealers determine their goals and sets Dealers up for better success.

**AMSOIL Magazine:** Why was the decision made to update all of these items now?

**Lammi:** Through our research, we've determined that we have two types of Dealers. We have those who are the go-to guys in their neighborhoods. They know their communities and people look to them for information, solutions and AMSOIL products. These Dealers tend to serve a smaller area. And then there are Dealers who focus more on business-to-business (B2B)



**Pam Brantley**  
VP, North American Consumer Business



**Brian Lammi**  
Dealer Experience Manager

sales. These Dealers may be looking to have a more professional-style Dealership as a sales representative who wants to show up and service retail and commercial accounts. And some Dealers blur the lines between both. That's why we decided that our messaging should be aligned with that. After some analysis of the web traffic of the previous JoinAMSOIL.com page, we looked at where people were going, the information they were looking at and how we could optimize it.

That led us to update our Dealer-training programs as well. We want new Dealers to have a journey. If they sign up as a new Dealer through JoinAMSOIL.com and start the training, it needs to feel familiar all the way through. All these updates came together at the same time so that

everything aligns and looks familiar throughout the onboarding process.

**Brantley:** As our business continues to evolve and our Dealers choose the path of how their Dealership is designed and developed, we need to have not only a recruitment website that conveys what the opportunities are, but also the right training and resources. All of that together creates a positive first impression for new Dealers. We looked at how we can continue to attract Dealers who really want to engage and sell our product. It's important that these resources are up to date and attract individuals who are right for our Dealer opportunity.

**AMSOIL Magazine:** Will all Dealers follow the same path in the training programs?

**Lammi:** Dealers will be able to choose their own path. There'll be the foundational customer sales training, which really is the core for a lot of Dealer sales. That can be as far as you take it if you want. But then there's also going to be the opportunity to dig deeper into the B2B-style training that contains more robust product and sales knowledge. You can start with one style and switch to the other too. If you decide you want to start doing B2B sales and dig deeper into that training, you will have every opportunity to do so.

**AMSOIL Magazine:** Will there be any changes to Dealer certification?

**Brantley:** No. Dealers will still need to have the respective training and customer qualifications to be Customer-, Retail-, Commercial- and Sponsor-Certified. We are simply replacing the previous online training with refreshed and new programs. There will be no real change other than new training available for Dealers to take in the Dealer Zone.

**AMSOIL Magazine:** Will Dealers who have already completed the previous versions of the training programs in the Dealer Zone have to retake the programs to maintain certification?

**Lammi:** No. Dealers who completed the previous training programs will be grandfathered in, but we highly encourage them to take the new training courses because they contain updated and more relevant information now.

**AMSOIL Magazine:** How should Dealers use the new JoinAMSOIL.com?

**Lammi:** JoinAMSOIL.com should be your main recruitment tool to bring in new Dealers. It's an excellent resource that provides great information about the Dealer opportunity. Share the website on your social-media pages, in text messages and emails to follow up with prospects. And make sure to use a Dealer-number transfer link so you get credit when you direct someone to the site. Once you do that, JoinAMSOIL.com will do the rest of the heavy lifting for you.

New Dealer training programs are now available in the Dealer Zone, and the updated JoinAMSOIL.com will roll out in the coming month. Be sure to check these resources out and use them to build your knowledge and help new Dealers start their own journey toward success.

Finished website may differ from image.


[How It Works](#)
[Selling to Customers](#)
[Selling to Businesses](#)
[LET'S CONNECT](#)
[BECOME A DEALER](#)

## BECOME AN AMSOIL DEALER

There are no inventory requirements or sales minimums to be a Dealer. You can put in a few hours on the side or build it into something more.

[APPLY TODAY](#)

**\$100 USD/YR**  
ALL-IN ANNUAL FEE

**ZERO**  
STARTUP & INVENTORY

**FULL**  
TRAINING & SUPPORT

**INDEPENDENT**  
YOUR CUSTOMERS, YOUR APPROACH

THE OPPORTUNITY

### YOUR INDEPENDENT BUSINESS. OUR EXPERTISE.



**Minimal Startup & Overhead**

**\$100 USD annual dealer fee.** Decide how much time, money and effort you want to put into building your business from there.



**You Sell, We support**

Build customer relationships with premium products and proven sales tools, while AMSOIL supports fulfillment, logistics and technical questions.



**Your Business, Your Way**

Pursue individual customers, develop long-term business accounts or combine both approaches. Training and resources help you build expertise while you choose your own pace and direction.

THE SUCCESSFUL

### WHO MAKES A GOOD DEALER

The most successful Dealers are driven, have a strong entrepreneurial spirit and focus on customer satisfaction. There are two common paths:



**SELLING TO BUSINESSES**

These Dealers enjoy building relationships, solving problems for businesses and earning repeat sales through trust and performance.

[SELL TO BUSINESSES](#)



**SELLING TO CONSUMERS**

These Dealers often become the neighborhood expert, commonly pursuing sales online, in person or at enthusiast-focused events and trade shows.

[SELL TO CONSUMERS](#)

DEALERS IN THEIR OWN WORDS

**“ I SELL PRODUCTS I BELIEVE IN AND AMSOIL BACKS EVERY ORDER I PLACE. ”**

 SAM CONNERY - AMSOIL DEALER



**Sam Connery**  
Dealer Story



**Scott McAdoo**  
Dealer Story



**Rodney Surratt**  
Dealer Story

HOW IT WORKS

### EARN MONEY SELLING AMSOIL PRODUCTS

As an AMSOIL Dealer, you earn money for selling products from an industry leader. The more product you sell, the more you can earn. It's really that simple. And your Dealer fee of \$100 USD (\$130 Can.) covers all the training and information you need.

[SEE HOW EARNING WORKS](#)



ABOUT AMSOIL

### OUR MISSION

We are driven to earn the loyalty of every customer by engineering innovative lubricant solutions and investing in

WE VALUE

**A SPIRIT OF DETERMINATION**

Resolve to do what you set out to do. Hard work will pay off.

# FINISH STRONG: Your Year-End Checklist

The final months of the year offer a valuable window to assess where your AMSOIL Dealership stands and set yourself up for a powerful start to the year ahead. A little focused effort now can mean the difference between coasting to the finish line and crossing it with real momentum. Use this checklist to make the most of the remaining months of 2026.

## Review Progress on Your Business Goals

Start by pulling out the goals you set at the beginning of the year. Whether you jotted them down in a notebook or built a detailed plan, now is the time to measure your actual results against your targets.

Ask yourself a few honest questions:

- Which goals have you already met?
- Which goals are within reach with a final push?
- Which goals fell short, and what got in the way?

For goals you can still hit, map out the specific actions needed to close the gap. Maybe that means placing a few more orders, registering a new customer or following up on leads you set aside. Break each remaining goal into small, doable steps and tackle them one at a time. Progress adds up faster than you might expect.

For goals that slipped away, don't dwell on the miss. Instead, note what you learned. That insight becomes the foundation for smarter planning next year.

## Aim for Your Next Sales-Achievement Threshold

Take a close look at your current sales volume in the Dealer Zone and see how close you are to the next achievement level. You might be nearer than you think. Check your sales figures against the requirements for the next threshold. If a modest amount of additional volume gets you there, it's worth the effort. Consider these moves:

- Reach out to customers who are due for a reorder.
- Suggest complementary products to accounts that only buy one or two items.
- Promote seasonal products that fit the time of year.

Even one or two well-timed orders can tip you over the line.

## Check In With Your Commercial and Retail Accounts

Your accounts are the backbone of your business, and the end of the year is the perfect time to reconnect. A simple check-in shows you value the relationship and keeps you top of mind when they're ready to buy again.

For commercial accounts: Review their recent order history. Are they buying consistently, or has activity slowed? Reach out to see how their operations are running and whether they need to restock before the end of the year. Ask about upcoming equipment needs or maintenance schedules so you can plan ahead together.

For retail accounts: Look at which stores are moving product and which could use support. Offer to help with merchandising, restocking or product education. A quick visit or phone call can reignite an account that's gone quiet.

These conversations do more than generate orders. They strengthen trust and set the stage for a productive new year.

## Remind Retail Accounts to Use Co-op Credit

Co-op credit is a real benefit that doesn't roll over. Any credit your retail accounts have earned expires at the end of the year. Reach out to each eligible account and remind them what they have available. Help them put it to good use before the deadline. Co-op credit can support...

- Advertising and promotional materials
- Signage and in-store displays
- Local marketing efforts that drive foot traffic

By guiding your accounts through this process, you help them maximize their investment and grow their AMSOIL business. That's a win for them and you.

## Close the Year Strong

You've put in the work all year long. These final months are your chance to convert that effort into results.

Set aside dedicated time each day to work through this checklist. Prioritize the actions with the biggest payoff, whether that's hitting a sales threshold, reconnecting with a key account or helping a retailer use co-op credit before it's gone.

Small, consistent steps now build momentum that carries into the new year. Finish 2026 strong, and you'll start 2027 even stronger.





# MORE THAN ADVANCED PRODUCTS. A BETTER WAY TO MAINTAIN.

Keeping up on maintenance for everything can be difficult, but our powerful online tools and how-to videos can help your customers find the right products, stay organized and keep moving with confidence.

## THE RIGHT PRODUCTS

Customers can use our Shop by Vehicle tool at [AMSOIL.com/AMSOIL.ca](https://www.amsoil.com/AMSOIL.ca) or simply scan their license plates with our app for instant product recommendations.

## EVERYTHING THEY NEED

Customers simply choose the right oil-change kits for their vehicles. We'll throw in gloves, a funnel and oil-change reminder decal.

## DELIVERED FAST AND FREE

Most orders are delivered within two to three business days. Customers' orders over \$100 in the contiguous U.S. (\$130 Canada) ship free.

## TRACK MAINTENANCE

Customers can store their vehicles and equipment in MyGarage, track

maintenance for any task on any piece of equipment and set reminders for next time.

## TAP TO REORDER

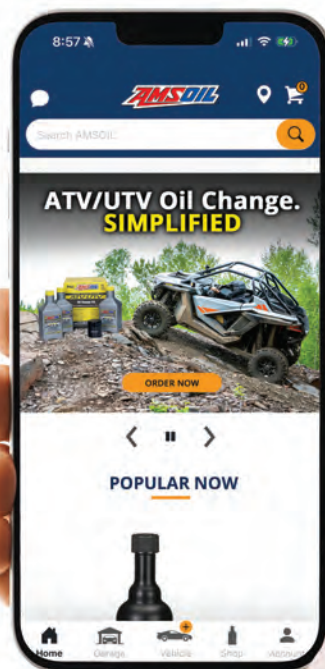
Customers can use the Repeat & Reorder function in MyGarage to get the products they need fast and easy.

## EXPERT ADVICE

Customers can learn from our experts by checking out The Inside Track and our YouTube channel for tips, tricks and how-to videos.

## DOWNLOAD THE APP

Customers can put our powerful online tools in their pockets to order anytime, anywhere.





## CHILLING OPERATING CONDITIONS: **What Happens During Cold Starts**

Few moments are tougher on an engine than startup. Whether it's a pickup parked outside on a subzero morning, a commuter vehicle sitting overnight in a garage or a powersports vehicle pulled out after a week of storage, every internal-combustion engine experiences some degree of wear during startup.

Many drivers associate cold starts with extreme winter weather, but a cold start simply means starting an engine that has been sitting long enough for the oil and engine components to cool significantly below their normal operating temperature. In fact, an engine started on a 60°F (16°C) morning is still undergoing a cold start. Extreme cold starts can be especially harsh on an engine. That's why cold starts represent one of the most significant operating conditions your engine faces and why motor oil plays a key role in protecting against wear.

### **WHAT'S A COLD START?**

A cold start occurs whenever an engine is started after sitting long enough to cool down. During this period motor oil drains from many engine surfaces back to the oil pan; oil thickens as temperature decreases; components such as pistons, rings, bearings and valvetrain parts contract as they cool; and fuel atomization

and combustion efficiency are reduced compared to normal operating conditions.

When the engine starts, the oil pump must quickly move oil throughout the engine and rebuild a protective lubricant film on moving parts. Until that happens, components operate under higher friction and wear conditions. The colder the temperature, the greater the challenge.

### **WHY COLD STARTS ARE HARD ON ENGINES**

When an engine reaches operating temperature, moving components are separated by a durable film of motor oil. During startup, however, that protective barrier is at its weakest – or even non-existent. The first few seconds after ignition creates a race between moving engine parts and the oil trying to reach them. Several factors contribute to increased wear during that time:

**Delayed lubrication** – Oil thickens as temperatures drop. Thicker oil takes longer to flow through oil passages and reach critical components such as camshafts, valve lifters, timing chains, rod and main bearings and turbochargers. Until a sufficient oil film is established, metal components can experience increased contact and friction.

**Incomplete combustion** – Cold combustion chambers make it harder for fuel to vaporize completely. Modern engine-management systems compensate by enriching the fuel mixture during startup, but combustion remains less efficient until temperatures increase. That can lead to a small amount of unburned fuel and combustion byproducts bypassing the piston rings and entering the crankcase.

**Moisture and contaminants** – Short trips that never fully warm the oil can allow moisture and combustion



byproducts to accumulate in the lubricant, potentially contributing to sludge and deposit formation over time. This can also be an issue in hybrid internal-combustion engines.

To provide adequate protection, oil must be able to flow quickly. An oil designed for excellent low-temperature performance reaches those components faster, helping establish a protective film sooner. That's why winter performance is one of the most important differentiators between premium synthetic lubricants and conventional oils.

### **GOING WITH THE COLD FLOW**

One of the greatest advantages of synthetic lubricant technology is its ability to maintain performance across a wide temperature range. Conventional oils can become significantly thicker because of the natural waxes and impurities present in petroleum base stocks. Synthetic motor oils are designed at the molecular level to resist thickening and maintain better flow characteristics in cold temperatures. An oil that flows more readily can reach critical components faster, reduce startup friction, improve cranking performance and help minimize wear during the first moments after ignition. In practical terms, better fluidity means better protection when the engine needs it most.

High-quality synthetic oils are designed to remain fluid in extreme cold while also providing strong film strength at

high operating temperatures. They offer improved low-temperature pumpability, better cold-cranking performance, faster oil circulation at startup, enhanced resistance to oxidation and deposits and more consistent protection across changing conditions.

For drivers who experience harsh winter weather, these characteristics can make a meaningful difference in startup protection and overall engine durability. This reality is especially important for modern engines equipped with turbochargers, direct injection, variable valve timing (VVT) systems and tight internal clearances. These advanced designs depend on fast, reliable oil delivery to operate as intended. An oil that flows quickly in cold conditions helps support that protection from the very start.

### **SUPERIOR COLD-START PROTECTION**

AMSOIL synthetic motor oils are engineered to remain fluid in cold temperatures, helping them circulate rapidly during startup and provide protection when engine wear risk is highest.

AMSOIL Signature Series 100% Synthetic Motor Oil has long delivered industry-leading low-temperature performance – and the new formulation is even better. In cold-cranking simulator testing, the latest Signature Series formulation demonstrated a 12.5% improvement compared to the previous

formulation, further improving startup protection.

By maintaining excellent low-temperature fluidity, Signature Series helps oil move through the engine more quickly during cold starts, helping establish a protective film on critical components sooner. For drivers who regularly encounter winter conditions, frequent short trips or overnight cold soaking, that added startup protection can be especially valuable.

### **COLD CONFIDENCE**

Cold starts are an unavoidable part of engine operation, but the wear associated with them doesn't have to be. Every startup begins with a brief period when oil must circulate, rebuild protective films and shield critical components from friction. The colder the temperature, the greater the challenge. An oil that remains fluid in low temperatures can reach critical engine parts faster, helping reduce wear during one of the most demanding operating conditions an engine experiences.

AMSOIL synthetic motor oils are engineered specifically for that challenge. With excellent low-temperature fluidity and proven cold-cranking performance, AMSOIL Signature Series helps protect engines from the moment the key is turned, delivering the confidence that comes from superior startup protection when conditions are at their coldest.

# 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://www.amsoil.com/pc) ([AMSOIL.ca/pc](https://www.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.

## October Closeout

The last day to process October telephone orders is Friday, Oct. 30. 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 on Saturday, Oct. 31. All orders received after these times will be processed for the following month. Volume transfers for October business must be submitted in the Dealer Zone or DBS by 11:59 p.m. Central on Friday, Nov. 6.

## Holiday Closings

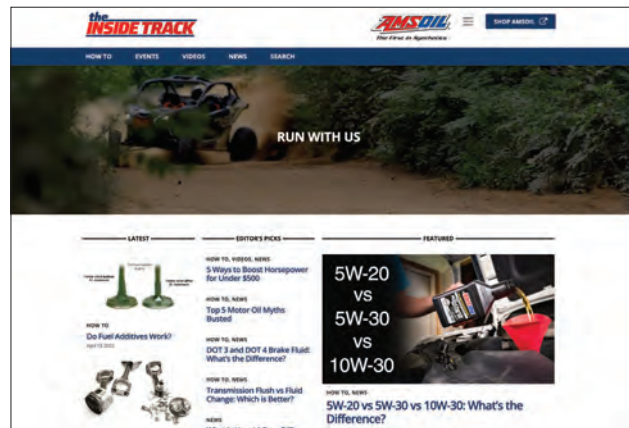
The Edmonton and Toronto distribution centers will be closed Monday, Oct. 12 for Thanksgiving Day.

## AMSOIL Wheel Chocks

Secure your ride with confidence using the AMSOIL Wheel Chocks. Crafted from thermoplastic rubber, these chocks offer exceptional longevity and grip, ensuring your vehicle stays firmly in place — whether you're parked in the garage or on rugged terrain. Each unit contains one pair of chocks.



**STOCK #** G3916  
**U.S. Price:** \$21.00  
**CAN Price:** \$28.00



## 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.

# SPECIALIZED LUBRICANTS ENGINEERED FOR WHAT YOU DRIVE AND HOW YOU DRIVE®

V-twins, hybrids, lawn mowers, race cars – whatever you drive, no two engines function exactly the same way. Getting the best performance and longest life out of your vehicles and equipment requires specialized lubricants.

AMSOIL products are engineered to deliver targeted, application-specific benefits so you can extract maximum performance and life from your equipment.



ORDER AT  
**AMSOIL.com/AMSOIL.ca**



# STORE EQUIPMENT WITH CONFIDENCE

Fall is here, and it's time to put summer equipment into offseason storage. AMSOIL products keep your equipment protected during the winter and primed and ready for action next spring.

## CHANGE THAT OLD OIL

Although it may be tempting to put off that oil change until spring, leaving old oil in equipment over the winter can lead to several long-term problems, including corrosion, sludge and reduced equipment performance and life.

## USE FOGGING OIL FOR EXTRA PROTECTION AGAINST CORROSION AND DRY STARTS

AMSOIL Engine Fogging Oil (FOG) is an excellent solution for long-term protection against corrosion and damage from dry starts. Engine Fogging Oil's aerosol spray formulation

thoroughly and evenly coats internal components to protect against corrosion and help prolong engine life.

## WHAT ABOUT THE FUEL SYSTEM?

Adding AMSOIL Gasoline Stabilizer (AST) to fuel before long-term storage can help prevent harmful deposits from forming in the tank and fuel system, eliminating the need to clean or replace carburetors after long-term storage. For short-term storage, AMSOIL Quickshot® (AQS) should be used.





## Diversification: The Key to Building a Stronger AMSOIL Business

Why the most successful AMSOIL Dealers don't rely on just one customer channel.

**Brian Lammi** | DEALER EXPERIENCE MANAGER

In any business, putting all your eggs in one basket creates risk. Markets change, customer needs evolve and economic conditions can impact buying habits. The same principle applies to building an AMSOIL Dealership. Dealers who focus exclusively on one segment often experience inconsistent growth and unpredictable income. Those who diversify across multiple channels create a stronger, more resilient business positioned for long-term success. A diversified AMSOIL business is much like a well-balanced investment portfolio. Each customer category contributes unique strengths, helping offset fluctuations in other areas while creating multiple opportunities for growth.

### Online/Catalog Customers

These customers purchase AMSOIL products without being committed to a program. The primary benefit of online/catalog customers is volume. They allow Dealers to serve a wide audience and create additional sales opportunities without the extensive support often required by commercial or retail accounts. Online/catalog customers can also serve as a pipeline for future growth, as many may eventually upgrade to Preferred Customers (P.C.s) or become interested in Dealership opportunities.

### Preferred Customers

Preferred Customers are often considered the backbone of a healthy AMSOIL business. These customers have already demonstrated a commitment to AMSOIL products. Unlike one-time buyers, P.C.s frequently return for oil changes, maintenance products, filtration needs, fuel additives and specialty lubricants. This creates predictable revenue streams and

strengthens overall business stability. P.C.s also tend to be loyal brand advocates. When they experience the performance benefits of AMSOIL products firsthand, they often share their experiences with friends, family members, coworkers and fellow enthusiasts. These referrals can become some of the most valuable sources of new business.

### Retail Accounts

Retail accounts provide AMSOIL products with a physical presence in the marketplace. Every product displayed on a shelf becomes a silent salesperson for the AMSOIL brand. Consumers who may never encounter a Dealer directly can discover AMSOIL products through a trusted local business. Retail accounts also create consistent ordering opportunities. While individual customer purchases may fluctuate, established retail partners often reorder inventory on a regular basis to meet customer demand.

### Commercial Accounts

Commercial accounts consume substantial quantities of lubricants and filtration products. These businesses typically purchase products on a recurring basis because equipment maintenance is essential to their operations. When AMSOIL products help improve equipment protection, extend drain intervals, reduce downtime or support operational efficiency, commercial accounts often become long-term customers. Commercial accounts also create greater revenue stability. While individual consumer purchases may vary from month to month, commercial accounts generally maintain regular maintenance schedules

regardless of broader economic conditions.

### Downline Dealers

Downline Dealers allow business growth to extend beyond the efforts of a single individual. As new Dealers develop their own customer bases, retail and commercial accounts and customer networks, the organization as a whole becomes stronger.

### Why Balance Matters

Many AMSOIL Dealers naturally gravitate toward the segment they know best. While specialization can produce results, relying too heavily on any single channel can leave a business vulnerable. Imagine a Dealer whose entire business is concentrated on one large commercial account. If that account changes vendors, the impact could be significant. Likewise, a Dealer focused exclusively on retail accounts may be affected by changes in local market conditions. Diversification reduces that risk. When one area experiences slower growth, other channels can continue to generate revenue and momentum.

The strongest AMSOIL Dealerships are built through a deliberate mix of online/catalog customers, P.C.s, retail accounts, commercial accounts and downline Dealers. Together, these form a diversified business model capable of weathering challenges, capturing opportunities and building sustainable growth over the long term. For AMSOIL Dealers looking to strengthen their future, the message is clear: don't build your business on one leg of the stool. Build all five. The result is a stronger Dealership, greater stability and a foundation designed for lasting success.



# 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.



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

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*Filtration Solutions*



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and now is a great time to ask them about next season's  
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# 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.**

