AMSOIL®

▸ PREFERRED CUSTOMER EDITION

MAGAZINE

MARCH 2015

AMSOIL INTRODUCES PREMIUM NEW PRODUCTS FOR V-TWINS

PAGE 6

Outstanding Protection and Performance for Victory® and Indian® Motorcycles | PAGE 8

Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

AMSOIL ENGINE MASTERS CHALLENGE presented by HOT ROD 2014 TITLE SPONSOR

ENGINE BUILDER JOHN LOHONE IS SOLD ON AMSOIL

At the 2014 AMSOIL Engine Masters Challenge AMSOIL asked John Lohone to share his experience with AMSOIL synthetic motor oil.

"My experience with AMSOIL? It works great. We've looked at the engines after they've been run at the engine contest and looked at the bearings, and they look perfect like you just put them in."

Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

AMSOIL MAGAZINE

PREFERRED CUSTOMER EDITION

MARCH 2015

AMSOIL Introduces Premium New Products for V-Twins | PAGE 6

FEATURES

6 AMSOIL Introduces Premium New Products for V-Twins

8 Outstanding Protection and Performance for Victory® and Indian® Motorcycles

10 Legends Car Racer Earns National Championship Using AMSOIL Products

DEPARTMENTS

4 From the President's Desk

9 Tech Talk

12 Racing & Promotional News

14 Centerlines and Updates

ADVERTISEMENTS

2 Engine Builder John Lohone is Sold on AMSOIL

5 The Right Oil for the Job

11 When the Going Gets Tough

16 The Most Potent Gasoline Additive Available Today

STAFF

Editor
Kevin McBride
Vice President, Marketing & Communications

Associate Editor
Joel Youngman

Publication Manager
Terry Johnsen

Staff Writers
Kathy Anderson
John Baker
Terry Johnsen
Melissa Sander
Joel Youngman

Graphic Design Manager
Jeff Spry

Senior Graphic Designer
Luke Boynton

Content Contribution
Len Groom
Jeremy Meyer

Editorial Contribution
Dan Peterson

Advertising
Ed Newman

Back Issues
Back issues of *AMSOIL Magazine* are available for $1 each. Order G17PC and specify the month and year.

On the Web
www.amsoil.com

President and CEO
A.J. Amatuzio

Executive Vice President and COO
Alan Amatuzio

Executive Vice President and CFO
Dean Alexander

© 2015, AMSOIL INC.
All rights reserved.

Printed by Service Printers
Duluth, MN USA.

Testimonials
AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880

testimonials@amsoil.com

THE COVER

New AMSOIL V-Twin products provide premium protection for Indian®, Victory® and Harley-Davidson® motorcycles.

Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

From the President's Desk

In 1972, as you know, AMSOIL INC. developed the world's first API-rated synthetic motor oil. A year later we adopted our direct sales model, and the AMSOIL business opportunity was born. A great product, a great program and the journey toward financial freedom began for AMSOIL Dealers.

But the world of direct sales was quite different back in 1973. At that time, as many Dealers can attest, direct sales companies were springing up everywhere. Unfortunately, many of those companies took the principles of direct sales and twisted them for their own profit at the expense of innocent distributors. They charged exorbitant registration fees and offered inferior-quality products. These get-rich-quick marketing plans provided large, short-term incomes for a very few and left all others holding the bag.

Before long, these scams forced intense government scrutiny, and regulatory agencies like the Federal Trade Commission stepped in to clean up the industry. After a great deal of struggle, laws were imposed, but legitimate companies continued to suffer from the industry's tarnished image.

Fortunately for AMSOIL, our company was set on a solid foundation. We had established all of the critical components that separate the honest and profitable business opportunities from the fly-by-nighters. Now, 42 years later, the opportunity available to AMSOIL Dealers has never been stronger.

While the unscrupulous direct sales companies have, for the most part, been eliminated, individuals interested in a direct sales business opportunity should be aware that not all companies offer a realistic chance at financial security. AMSOIL does. We stand as the model for all that is good in direct sales marketing.

First and foremost, our products set industry standards. They perform as intended, and clearly, the better the products perform the easier they are to sell. Not only does our quality attract consumers, it inspires confidence and enthusiasm in our Dealers. We manufacture our own product line to ensure stringent quality control, and our product line is large, providing Dealers and Preferred Customers with diversity and choice. And bottom line, there is demand for AMSOIL products.

We also support our Dealers. Knowledgeable Dealers are successful Dealers, and AMSOIL puts great effort into Dealer training. Beyond the intense instruction provided at AMSOIL University, we offer a wide selection of literature, website content and other educational tools. Our technical and sales departments are constantly reviewing our training efforts, all to ensure that our Dealers are armed with content that is relevant to the ever-changing industry landscape.

Stability is another feature common to successful direct sales companies, and AMSOIL has a proven track record. We have established a solid reputation. We look to the future, manage our growth wisely and commit to long-term goals. We have never, ever missed a payment to our Dealers or suppliers, and we reinvest our money for constant improvement and growth. Driving it all, we have highly-qualified management, skilled technical people and a dedicated staff throughout.

Good companies make only legitimate claims, and AMSOIL doesn't rely on outrageous testimonials or incredible claims to sell product or attract Dealers and Preferred Customers. Our products perform as advertised. And we don't promise instant riches. It takes hard work and dedication to succeed as an AMSOIL Dealer.

Finally, good companies have dedicated distributors. Good people are attracted to good companies, and AMSOIL Dealers find security in knowing that their commitment pays off. We have had 42 years of Dealer dedication, and believe me, that dedication goes both ways.

Although I would love to see every Dealer and Preferred Customer become successful in an AMSOIL Dealership, I know that not all of you have the time, interest or desire. I can only tell you that I am extremely grateful for your commitment to our products, and I appreciate your loyalty to the AMSOIL brand. I would like all Preferred Customers and Dealers to realize, however, that the AMSOIL business opportunity is there for you, at any time, should you choose to pursue it.

A.J. "Al" Amatuzio
President and CEO, AMSOIL INC.

Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

THE RIGHT OIL FOR THE JOB

In February AMSOIL expanded its premium Signature Series Synthetic Motor Oil line yet again by adding a 0W-40 viscosity that is ideal for high-horsepower Chrysler and Nissan applications. It is formulated to withstand the stress and high heat associated with these engines, providing the outstanding wear protection and engine longevity Signature Series is known for.

The new viscosity provides a premium synthetic solution for the new high-performance Chrysler models introduced to compete with the muscular Ford Mustang and GM Camaro and Corvette.

Another car that demands a high-performance 0W-40 is the Nissan GT-R, which has made a name for itself by combining supercar and rally car features – devastatingly fast with four-wheel drive technology.

Applications include, but are not limited to, the following:

- Dodge Charger 6.1L/6.4L
- Dodge Challenger 6.1L/6.4L
- Dodge Viper 8.3L/8.4L
- Dodge Ram 2500/3500/4400/5500 6.4L
- Chrysler 300 6.1L/6.4L
- Jeep SRT Grand Cherokee 6.1L/6.4L
- Nissan GT-R 3.8L

AMSOIL®

Bruce Wappman - AMSOIL Jobber

www.thebestsyntheticoil.com

717.645.4358

AMSOIL Signature Series 0W-40 reduces oil consumption and emissions while resisting thermal breakdown and viscosity loss due to mechanical shear. It provides premium protection for premium performance vehicles.

AMSOIL Introduces Premium New Products for V-Twins

Synthetic V-Twin Transmission Fluid (MVT) and Synthetic V-Twin Primary Fluid (MVP) are purpose-built for bikers who shy away from using a motor oil in their motorcycles' transmissions or primary chaincases. Their introduction establishes secondary product recommendations in these applications, giving customers more options.

Main Recommendations Unchanged

The main recommendation for motorcycle transmissions and primary chaincases remains AMSOIL Synthetic Motorcycle Oil (consult the Motorcycle Product Guide at www.amsoil.com for specific product recommendations). For current motorcycle customers who use AMSOIL Synthetic Motorcycle Oil, there's no need to change anything.

Although many bikers can attest to its outstanding performance in these applications and use AMSOIL Synthetic Motorcycle Oil without reservation, some motorcyclists are locked in on the belief that a motor oil cannot adequately protect motorcycle transmissions and chaincases. Instead, they prefer lubricants that are clearly labeled for their intended applications. AMSOIL has now satisfied this demand with Synthetic V-Twin Transmission Fluid and Synthetic V-Twin Primary Fluid. They are specifically designed for bikers who shy away from multi-use lubricants, offering a full line of products to appeal to everyone.

Deliver Peace of Mind

Most bikers want to project confidence when they ride, and nothing ruins confidence faster than killing the engine when attempting to start from a dead stop. AMSOIL Synthetic V-Twin Transmission Fluid and Synthetic V-Twin Primary Fluid help riders shift smoothly and avoid killing the engine when starting. Riders can count on consistent clutch feel for confident takeoffs and more effective riding. On the highway, Synthetic V-Twin Transmission Fluid and Synthetic V-Twin Primary Fluid deliver a smooth, trouble-free ride, letting riders focus on the road instead of the performance of their bikes.

Excellent Transmission Protection

Synthetic V-Twin Transmission Fluid features a high-quality, durable formulation that resists shear. Its robust chemistry provides film strength to protect against damage from shock loading, while its extreme-pressure additives provide additional protection against gear wear. It is formulated to deliver quiet operation, helping eliminate loud thunks and gear noise.

Outstanding Primary Chaincase Protection

Synthetic V-Twin Primary Fluid is formulated with a balanced additive system that provides consistent clutch performance and feel. It helps riders easily find neutral while promoting smooth acceleration throughout all riding conditions. Its superior load-holding capacity helps prevent clutch slip for confident takeoffs. Synthetic V-Twin Primary Fluid contains a heavy dose of anti-wear additives to protect the gears, chain and compensator bearing from premature wear, while resisting thermal breakdown and remaining fluid in low temperatures to reduce drag.

Applications

Synthetic V-Twin Transmission Fluid and Synthetic V-Twin Primary Fluid are recommended for Harley-Davidson, Triumph and pre-2013 Indian bikes.

V-Twin Synthetic Transmission Fluid

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
MVTQT	-EA	1 Quart	2.1	9.75	13.10	11.85	15.85
MVTQT	-CA	12 Quarts	25.2	111.15	155.65	135.00	189.00

V-Twin Synthetic Primary Fluid

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
MVPQT	-EA	1 Quart	2.1	8.65	11.60	10.45	14.05
MVPQT	-CA	12 Quarts	25.2	98.40	137.80	119.40	167.40

Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

Change Intervals

V-Twin Synthetic Transmission Fluid is recommended for up to 20,000 miles or one year, whichever comes first. V-Twin Synthetic Primary Fluid is recommended for up to 10,000 miles or one year, whichever comes first. ■

Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

Outstanding Protection and Performance for Victory® and Indian® Motorcycles

Victory® and Indian® motorcycles have stormed the market in recent years, presenting riders with American V-Twin bike options beyond those offered by Harley-Davidson®. While both the Victory and Indian brands are owned by Polaris® and appeal to riders who want to stand out from the crowd, they present different styles that appeal to starkly different rider groups.

Victory is the second-largest seller of heavyweight motorcycles, targeting riders who typically ride Honda®, Kawasaki®, Yamaha® and Suzuki® sport bikes and cruisers. Riders value the modern look, innovative features and premium quality of Victory motorcycles, as well as the opportunity to showcase their rebellious attitudes and individuality.

Indian is a classic American motorcycle brand, relaunched by Polaris in 2013. Incorporating a classic look with modern features, the company targets riders who typically ride Harley-Davidson motorcycles. Riders value the classic look, premium quality and attention to detail offered by Indian, as well as the American spirit inherent in the brand.

New 20W-40 Synthetic V-Twin Motorcycle Oil

Much like Indian and Victory owners, AMSOIL values performance and individuality, setting itself apart from the competition by manufacturing the most advanced, highest performance lubricants on the market. New AMSOIL 20W-40 Synthetic V-Twin Motorcycle Oil (MVI) is formulated to provide premium protection for Victory and model-year 2013 and newer Indian motorcycles. It is the only full-synthetic 20W-40 motorcycle oil on the market, presenting riders a premium alternative to Indian- and Victory-branded semi-synthetic oils. Indian and Victory motorcycles incorporate a shared sump, and AMSOIL 20W-40 is formulated to provide outstanding protection for engines and transmissions. It is absolutely shear stable, keeping motorcycles well-protected even in extreme heat conditions.

AMSOIL 20W-40 Synthetic V-Twin Motorcycle Oil provides Indian and Victory riders with the peace of mind, confidence and security of knowing they are eliciting maximum performance out of their bikes while receiving second-to-none protection in even the most severe riding conditions. It offers the following premium protection and performance benefits:

- Delivers excellent wear protection
- Reduces friction and heat, keeping bikes running cool
- Helps prevent damaging sludge and carbon deposits
- Provides extreme-pressure protection for gears and chains
- Delivers excellent wet-clutch performance
- Catalytic-converter compatible

Applications

AMSOIL 20W-40 Synthetic V-Twin Motorcycle Oil is recommended for air- or liquid-cooled Victory, Indian and other four-stroke motorcycles calling for a 20W-40 motor oil. It meets API SM and JASO MA specifications, providing outstanding protection for engines and transmissions.

Change Intervals

AMSOIL 20W-40 Synthetic V-Twin Motorcycle Oil is recommended for up to 2X the motorcycle manufacturer-recommended change interval or one year, whichever comes first.

20W-40 Synthetic V-Twin Motorcycle Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
MVIQT	EA	1 Quart	2.1	8.90	11.55	10.85	14.00
MVIQT	CA	12 Quarts	24.9	101.70	137.30	123.60	166.80

Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

Coolant systems require regular maintenance.

Neglecting coolant-system maintenance can result in serious damage and failure in other components, including the engine.

Dan Peterson | VICE PRESIDENT, TECHNICAL DEVELOPMENT

Why is engine coolant so often neglected? We spend a great deal of time checking motor oil level and making sure it is changed at the correct interval, but many of us spend little to no time maintaining our vehicle's cooling system. I am guessing that the main reason is that coolant problems don't create issues with vehicle operation as quickly as motor oil problems do. Those of us not directly involved with the heavy-duty diesel industry may not have ever seen a coolant-related failure. Or, we may have blamed a failure on something else, not knowing the cause was coolant-related. For example, a piece of equipment that is running abnormally hot may be doing so due to fouling of the coolant system. Scale and deposits in radiators and water pumps are a sign of coolant problems that raise the motor oil temperature and overheat key engine parts. If it continues, this particular issue can lead to overheating and engine failure.

One common question is, "I am using a well-designed, long-life antifreeze, so why do I need to worry about scale, deposits, corrosion and overheating?" This is a good question and is the reason for this month's Tech Talk. So the answer is (drum roll please) ...

Vehicles degrade as they age just like we do – they accumulate more contaminants, more hot spots and develop wrinkles! As vehicles get older, they are at higher risk for combustion exhaust gas leaking into the coolant system, electrical ground problems causing stray voltage, air contamination, salt contamination and hot spots accumulating due to low coolant flow. All of these issues cause the coolant to degrade much faster than if the vehicle was in sound mechanical condition. Catching the issues and correcting the root cause is critical to maintaining the system and enjoying the benefits of long-life coolants in aging vehicles.

Exhaust gases, which are one of the primary causes of motor oil degradation, are also harmful to coolants. When exhaust gases enter the coolant system they accelerate acid development, which degrades the backbone of the coolant. This leads to corrosive wear and general corrosion, which will eventually cause leaks and damage to the cooling system. Additionally, chemical changes in the antifreeze due to acid formation can cause other issues, including wrinkles in hoses and seals, which leads to leaks and introduces air to the cooling system. Acid development can also cause the additive package to drop out of solution so it can't continue to protect the system from wear and corrosion.

Improperly grounded electrical equipment can destroy cooling systems very quickly. In light-duty vehicles this may show up as a heater core leak; in heavy-duty vehicles it can cause problems anywhere the coolant is grounding an electrical current improperly. This can show up as liner pitting, water-pump damage, radiator leaks, oil-cooler leaks or transmission damage. Anytime there is voltage being carried through the cooling system, there is potential for damage.

We don't usually think about air as a source of problems. Air is all around us and we need to continuously breathe it in to survive. Engines need air to burn fuel and generate power, but cooling systems are not designed to be continuously refreshed with air. Leaks causing air to be introduced to the cooling system accelerate acid development, scale and damaging foam. Hoses and seals need to be replaced as they age to ensure that the cooling system is correctly sealed and operating under the pressure it was designed for.

Contamination is another concern for cooling systems. Owners operating vehicles or marine equipment near areas where there is high salt content in the air need to be particularly watchful for leaks and evidence of salt entering the system. When dissolved, sodium chloride introduces chloride ions to cooling systems. Chloride has been proven to be very corrosive to cooling system components and as a result, the ASTM specification is 40 ppm or below. Above this level, the cooling system is at risk of developing this type of corrosion. If levels are significantly higher and stray voltage is present in the coolant system, damage will occur quickly.

Hot spots develop for a number of different mechanical conditions. If the cooling system has excessive air, scale or is running low, hot spots develop. Whenever you get areas of metal that are much hotter than the surrounding area, there is the potential to damage gaskets and warp metal surfaces, leading to other issues. Over time, this can also create more permanent damage to engine parts.

All of this information on cooling systems may seem a little scary, just like going to the doctor in your 50s! Since we can't do anything about the aging process, we have to do the best we can to prevent issues and perform regular maintenance. The same is true of our aging vehicles. Cooling system damage due to maintenance issues is one of the leading causes of vehicle failures. The good news is that it can be prevented for the most part with inspections, new parts and taking care of the coolant with regular checks. ■

Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358 AMSOIL MAGAZINE

Photo by Pamela Grillo Photography

Legends Car Racer Earns National Championship Using AMSOIL Products

At 18, high school senior Alex Ludeman of Waterville, Wash. earned a semi-pro national championship racing Legends cars in a traveling series. Ludeman raced against competitors from all over the world in the national race in Virginia in November 2014.

"We use AMSOIL products in everything we run – motorcycles, snowmobiles, personal cars and the race cars," said Joe Ludeman, Alex's father and a mechanic on the racing team. "In the race cars, we have noticed increased power and longevity."

A Legends car has a fiberglass body that is designed to look like a vehicle from the 1930s. Ludeman's blue and black car (No. 38) resembles a 1934 Ford. The vehicle is powered by a 1200cc Yamaha motorcycle engine.

"Most of our competitors in the Legends car racing circuit need to have their motors reconditioned after about 20 races," Joe Ludeman said. "We have been going about 30 to 35 races and have never lost an engine."

It's a big deal, Ludeman said, because the engines are sealed. "We are not allowed to tear them down, which means in order to have them reconditioned they need to be sent to Las Vegas or North Carolina and it costs around $2,500 plus freight," he said.

"There was zero damage to the motor... Alex ended up fourth in the world in road course points. We owe a lot of our success to AMSOIL."

Joe Ludeman

The Ludeman car runs AMSOIL 10W-30 Advanced Synthetic Motorcycle Oil (MCT) in the engine and AMSOIL Severe Gear® 75W-140 Gear Lube (SVO) in the differentials.

Each track is different, so the mechanics change gear sets to accommodate the track. The Ludeman mechanics drain the gear lube and reuse it for about 15 races before using new lube. According to Joe Ludeman, the AMSOIL gear lube is always clear of any signs of debris.

A lot can happen in the course of a race. Joe Ludeman talked about a road course race in Portland, Ore.

"Alex was going down the back stretch at about 130 mph when the oil filter vibrated loose, spewing oil everywhere," Ludeman said. "Alex quickly hit the kill switch then spun out into the infield. After he was towed back in, we replaced the filter and had to add 3 1/2 quarts of oil, and it only holds four quarts. There was zero damage to the motor, and we finished the road-course season with that same engine. Alex ended up fourth in the world in road-course points. We owe a lot of our success to AMSOIL." ■

AMSOIL MAGAZINE Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

WHEN THE GOING GETS TOUGH

Brad Lovell
2013 *Dirt Sports*
Driver of the Year

OFFICIAL OIL

NITTO 2015 King of the Hammers
the ultimate desert race

Engineered for the Most Extreme Conditions

AMSOIL®
The First in Synthetics ®

Competitors need products they can depend on. So do motorists who are passionate about playing rough. In the most extreme heat and dirty conditions, AMSOIL delivers.

Bruce Wappman - AMSOIL Jobber
www.thebestsyntheticoil.com
717.645.4358

Success at Winter X

Team AMSOIL riders take silver and bronze at ESPN Winter X Games.

Last season, AMSOIL/Judnick Motorsports snocross rider Ross Martin was at one of the lowest points of his professional career, watching the ESPN Winter X Games from the sidelines after suffering a shoulder injury during testing.

This season, Martin added to his medal collection by earning the bronze and continuing a podium streak that has made him one of the hottest riders in AMSOIL Championship Snocross (ACS). Martin was accompanied on the podium by Tucker Hibbert (gold) and AMSOIL/Hentges rider Kody Kamm (silver).

This year's course on Buttermilk Mountain in Aspen, Colo. was unlike any in the past, featuring a much smaller layout and far more technical and physically demanding features that didn't allow riders to settle into any kind of groove.

"It was hard to find any rhythm; you just had to smash into things, and that's never been my strong point," said Martin. "But I made the best of it and hopefully we'll keep this podium streak rolling."

Good starts were the key to getting out front early, and the team had Martin's Polaris IQ on point all weekend as he was able to get out front and finish second in his 10-man qualifier before positioning himself at the front of the pack early in the main event.

ACS wraps up its season March 13-15 with the Nielsen Enterprises Grand Finale in Lake Geneva, Wis. ■

ON THE BOX

WITH **JEREMY MEYER**

Before I traveled to King of the Hammers (KOH) in California this year, a few people tried to explain what it would be like.

The organizers told me there would be a large group of off-road enthusiasts hanging out on a dried-up lake bed for a week, watching one of the most grueling races in the world.

I had friends in the off-road community tell me it's the Burning Man festival of motorsports, a motorized Woodstock that has endured for the past eight years.

AMSOIL Super Team driver Brad Lovell told me there simply isn't anything else like it.

You got that right, Brad.

KOH surpasses expectations and conventions. It was a lifestyle mix of Jeeps, UTVs and sand rails. It was family oriented and had the feel of something more than a race. The fans weren't confined to one area; they were allowed to freely follow the 200-mile course, stopping at one of several colorfully named sections, such as Jackhammer and Wrecking Ball.

An event like KOH cannot be replicated or understood in the world of metrics and agencies. It is free to attend. There isn't a place to make reservations or a hotel within 20 miles. It doubled in size this year, and could easily do the same next year. The organizers won't do anything different to make that happen, nor should they. That might ruin it.

If I had more time, I would try to further explain the event and our relationship as the Official Oil. Better yet, go check it out for yourself next year.

AMSOIL MAGAZINE Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

A Numbers Game

Live-stream racing is growing and bringing new fans to AMSOIL.

While only about 3 percent of the world's population was using the Internet in 1993, it has reached more than 40 percent in the years since. In the United States alone, approximately 280 million people use the Internet on a regular basis.

The Internet's largest growth has come over the past five years, coinciding with a dramatic shift in the way people consume media content. As television programming shifts to the World Wide Web, motorsports programming continues to increase, and it is helping race series find economic solutions to growing their fan bases.

"We have a great network television partner with CBS Sports," says Carl Schubitzke, president of AMSOIL Championship Snocross' parent company ISOC, "but putting racing on TV can be extremely cost-prohibitive. Live-streaming our full day of racing allows us to promote all our classes, and it gives our sponsors added value. It helps us sell our series and entertain our fans."

While snocross is often viewed as a niche market, its online programming has brought snowmobiling to the masses as more than two million viewers have tuned in the past two years. Its reach isn't limited by geography either. While northern states occupy the top of the list, Florida and Texas crack the top 10, and Mexico sits seventh in the country category.

Along with AMSOIL Championship Snocross, the TORC Series presented by AMSOIL, IHRA Nitro Jam, AMSOIL GNCC, the AMSOIL Eagle River Snowmobile Derby, ATV MX, Loretta Lynn's Amateur Nationals, King of the Hammers and Monster Energy Supercross are other AMSOIL race partnerships that employ free and instantaneous content through the web to augment their television packages.

- **Started in 2012**
- **724,283 views through four rounds**
- **30% increase over 2014**

According to TORC President BJ Birtwell, the idea of instant gratification helps his series reach beyond the single viewer. "Media consumption continues to change, and fans want to consume content on their terms. TORC's live webcast allows our core base to tune in on the go from a mobile device or tablet, immediately share content with friends and for us to get immediate results."

Feld Motor Sports airs every round of Monster Energy Supercross live on Fox Sports 1. But the company began airing full-day online coverage in 2012, offering limited coverage of practice and qualifying. This season, Race Day Live presented by AMSOIL offers blanket coverage of the afternoon portions of Monster Energy Supercross, complete with a studio show, driver profiles and sponsor integration.

Through the first month of the 2015 season, viewership for Race Day Live has increased 30 percent, with nearly 750,000 people from around the world watching. This appetite for content allows fans to know which riders and teams are ready for the main event without having to hear about it secondhand.

AMSOIL has also taken advantage of this platform, including an on-set dialogue about the company's partnership with Motorcycle Mechanics Institute and the January launch of AMSOIL Synthetic Dirt Bike Oil.

"Race Day Live allowed AMSOIL to have a lengthier discussion about the new Dirt Bike Oils," said AMSOIL Technical Product Manager Len Groom. "Instead of trying to convey our message in a 30-second time-frame, we spent a good 15 minutes on-set going over why we built the new oils, how we used our race teams and mechanical lab in testing and the importance of a quality product in this market. It really put the product, and our company, top-of-mind with the viewers."

AMSOIL has secured the rights to embed the majority of these broadcasts on its racing website. For a complete schedule of events, visit www.amsoilracing.com. ■

Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

Holiday Closings

The Edmonton and Toronto distribution centers will be closed Friday, April 3 for Good Friday.

Prince Edward Island Stewardship Program

Prince Edward Island has started its own stewardship program. Beginning April 1, all applicable products will be charged the appropriate EHC fees.

Prince Edward Island EHC Rates

Recyclable Oil: $0.05 per liter

Oil Containers: $0.10 per liter of capacity

Antifreeze: $0.16 per liter

Antifreeze Containers: $0.10 per liter of capacity

Filters less than 8" in height: $0.50 per filter

Filters 8" and greater in height: $1.00 per filter

Non-recyclable (two-stroke) oils will only be charged the container fees.

EHC container fees are only applicable to containers of 50 liters or less.

Black Mesh Back Cap Temporarily Unavailable

Due to supply issues with the manufacturer, the Black Mesh Back Cap (G2738) is temporarily unavailable. It is expected to be available again by early April.

AMSOIL DEALERSHIP OPPORTUNITIES AVAILABLE

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

Front

Back

Eagle Flame V-Twin T-Shirt

Constructed of 50/50 cotton/polyester blend for comfort and less fading.

Stock #	Size	U.S.	Can.
G2687	S	14.75	17.90
G2688	M	14.75	17.90
G2689	L	14.75	17.90
G2690	XL	14.75	17.90
G2691	2X	18.00	21.85
G2692	3X	18.50	22.45

Mega Folding Chair

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

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

AMSOIL MAGAZINE Bruce-AMSOIL Jobber - www.thebestsyntheticoil.com 717.645.4358

AMSOIL CAPS

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

Stock #	U.S.	Can.
G3193	14.75	17.85

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

Stock #	U.S.	Can.
G3194	14.75	17.85

Black Ribbed Beanie
Black knit ribbed beanie with embroidered AMSOIL logo.

Stock #	U.S.	Can.
G2908	13.50	16.35

A STORY WORTH TELLING

This 86-minute DVD documentary details the life of the man whose focus and determination created the synthetic motor oil industry, the depth of his commitment to quality and the benefits and science behind the technology of synthetic lubrication.

G2218
$6.95 (U.S.)
$8.40 (Can.)

Bruce Wappman - AMSOIL Jobber

www.thebestsyntheticoil.com

717.645.4358

The First in Synthetics®

CHANGE SERVICE REQUESTED
Published 12 times annually

PRSRT STD
US POSTAGE
PAID
AMSOIL

ISO 9001 CERTIFIED
ISO 14001 CERTIFIED

Donaldson. Filtration Solutions

MANN FILTER

WIX FILTERS

WE HONOR

MasterCard

VISA

DISCOVER

(Discover in U.S. only)

Order Online

www.thebestsyntheticoil.com

Or call Bruce AMSOIL Jobber

717.645.4358

PRINTED WITH SOY INK

Minimum 10% Post-Consumer Fiber

AMSOIL INC., 925 Tower Ave., Superior, WI 54880 • 715-392-7101 • Printed in the USA
© 2015, AMSOIL INC. All rights reserved. The AMSOIL logo is a registered trademark of AMSOIL INC.
www.amsoil.com | March 2015

THE MOST POTENT GASOLINE ADDITIVE AVAILABLE TODAY

As a concentrated detergent, AMSOIL P.i. is outstanding in cleaning combustion chamber deposits, intake valve deposits and fuel injector deposits. **AMSOIL P.i. helps maintain peak engine efficiency, fuel economy, power and drivability in newer low-mileage engines.**

In engines with accumulated deposits, testing showed AMSOIL P.i. provided the following clean-up benefits after only one tank of gasoline:

- **Improves** fuel mileage an average of 2.3% and up to 5.7%
- **Reduces** emissions • **Restores** power and performance
- **Reduces** need for costly higher octane fuel
- **Reduces** noise from carbon rap and pre-ignition
- **Improves** drivability • **Results** in smoother operation

AMSOIL P.i. is ideal for use prior to emissions inspections. Use every 4,000 miles.