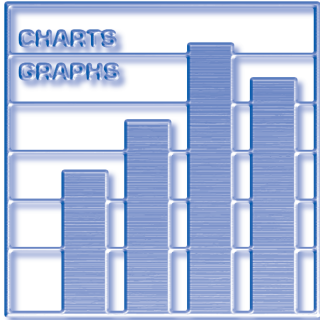




The First in Synthetics®

How to Sell AMSOIL Products

Preparing for a Sales Presentation



Know the product - AMSOIL INC. markets automotive and industrial products, including lubricants, filters, fuel additives, coolant, engine cleaners, interior cleaners and exterior cleaners. Over time, become familiar with all the AMSOIL products. Start with becoming well informed on a small selection of products. For example, those required for converting a car's engine to AMSOIL.

Of course, the best way to learn about AMSOIL products is to use them. People will be interested in hearing about your experiences with AMSOIL products. More important, your use of the products shows your endorsement of them, and your endorsement counts significantly in gaining others' confidence.

Know the prospects - Many of your first sales prospects may be family members, friends and coworkers. Many may know relatively little about lubricants, filters and the other types of products you sell as an AMSOIL Dealer. Part of your sales effort may involve educating them about the special needs of the engine or drivetrain of their vehicle, about the function of lubricants, filters, fuel additives or other products and about the special benefits they will gain by using AMSOIL products.

As you gain experience, you may make sales presentations to buyers or maintenance managers of businesses, such as auto parts stores or trucking fleets, that purchase lubricants and related products. They are more knowledgeable about lubricants and related products and have a more sophisticated and rigorous purchasing process than does the average motorist.

Making the Presentation

Set an appointment - Call to make an appointment at the prospect's convenience. Keep the presentation to the time limit you specify when you call for the appointment: 10 to 15 minutes is good. Arrive for the appointment on time or a bit early.

Service - The goal is to fulfill your prospect's needs, not to sell the products. Your job is finding the intersection of your prospect's needs and your products.

Ask prospects about their needs and tailor product recommendations to fill those needs. Be prepared to answer questions. If you can't answer certain questions, tell prospects you will find the

answers and phone them the next day (or sooner). Follow up as promised.

Start small - You may also start your sales relationship with an “introductory” product or two, such as AMSOIL Metal Protector or AMSOIL Miracle Wash. After a few small sales, you’ll be in a better position to win the larger ones, such as the conversion of vehicles to AMSOIL synthetic motor oils.

Make claims supported by AMSOIL literature - You may use any statement from AMSOIL brochures or AMSOIL periodicals, such as the *Action News*, to support the sales presentation. Do not use product claims you do not read in AMSOIL literature.

Leave literature - Select one or two pieces of literature to leave with the client. Literature helps reinforce your message. Also leave your AMSOIL business card with your AMSOIL business hours.

Make plans - Let people know what to expect from you. Your sales followup may include making an appointment for a visit, a phone call or a letter when you expect the customer may need more product. If a prospect didn’t buy, your followup may include making an appointment for another sales call. Mark your calendar!

After the Presentation

Be available - Make sure you, or others competent to run your AMSOIL business, are available during your AMSOIL business hours and follow up on the commitments you made during your sales call.

Count on making multiple calls - Remember, you and the prospect are building a relationship based on trust. Prospects must trust you before they can trust your product. Meeting prospects more than once gives them several opportunities to get to know - and trust - you.

What are Features and Benefits?

Features and benefits are the core of an AMSOIL sales presentation.

Feature: A product characteristic.

Benefit: A useful function that comes from a feature.

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Features

- Low pour point
- Low coefficient of friction
- Oxidation resistance

Benefits

- Easy cold temperature starting
- Excellent fuel mileage
- Clean engine

Obviously, the benefits are easier to understand than the features. That's why successful salespersons talk almost exclusively about product benefits – and develop a keen understanding of product features so they may explain the 'whys' behind the benefits when they are asked.

The following are AMSOIL BENEFITS

With AMSOIL, vehicles and equipment:

- last longer
- need fewer repairs
- perform better – more responsive, more power
- get better fuel economy (more miles to the gallon)
- emit cleaner exhaust

Finally, AMSOIL synthetic lubricants last longer than other lubricants, which reduces lubricant costs and the amount of used oil sent through the disposal system.

As you use AMSOIL products, you will soon notice that your vehicles and equipment perform more powerfully and use fuel more efficiently than before. Over time, you will appreciate that your vehicles and equipment spend less time in the repair shop, costing less for maintenance. The product features that keep the car out of the repair shop also help it last longer.

You will notice, too, that your vehicle or equipment runs cleaner, which reduces the air pollution associated with vehicles and equipment. When you use AMSOIL synthetic motor oils for the recommended 25,000-mile or one-year drain intervals, you will produce less used oil destined for disposal than you did with your previous shorter-drain oil. Used oil, even when recycled, affects the environment. (See the *Environmental Products Brochure*, G1059.)

Keep one point in mind about features and benefits. Prospects are only sold on the benefits that interest them. Focus on the benefits that meet the needs the prospect expressed (see "Making the Presentation").

*Benefits are
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How You Make Money Selling AMSOIL Products

Personal Retail Sales

Dealers earn immediate profits through personal retail sales. AMSOIL Dealers purchase AMSOIL products at Dealer cost and sell them at suggested retail. Every time a sale is made, Dealers keep the difference.

Example A (U.S. Pricing)

ITEM	DLR. COST.	SUGG. RET.	YOUR PROFIT
(1) Case 5W-30 Motor Oil [12 quarts]	\$68.40	\$91.20	\$22.80
(2) EaA22 Air Filters	\$45.00	\$59.10	\$14.10
(2) EaO15 Oil Filters	\$27.50	\$36.20	\$8.70
(1) BMK13 Dual Remote Oil Filtration Kit	<u>\$152.50</u>	<u>\$201.00</u>	<u>\$48.50</u>
	293.40	387.50	94.10

Commissions

Dealers earn monthly commissions on AMSOIL purchases, too. Every AMSOIL product has a commission value, known as Commission Credits. At the end of each month, AMSOIL sends a check to all Dealers who've earned 100 Commission Credits or more based on their month's purchases.

Example B (U.S. Pricing)

ITEM	COMMISSION CREDITS
(5) Cases 5W-30 Motor Oil [60 quarts]	252.00
(4) EaA22 Air Filters	72.00
(4) EaO15 Oil Filters	35.20
(6) APICN Bottles of Pi. Performance Improver Gasoline Additive	30.00
(2) EaBP100 By-Pass Filter Replacement Elements	44.30
(2) BMK13 Dual Remote Oil Filtration Kits	<u>228.00</u>
	661.50

You've earned 661.50 commission credits for the month.

Example C

To compute how much your commission credit check will be, find the percentage your commission credits will earn and multiply the commission credits by the percentage:

COMMISSION SCHEDULE	
COM. CREDITS	YOUR COMMISSIONS
5000	25%
4000	24%
3000	23%
2500	20%
2000	17%
1500	14%
1000	11%
500	8%
300	5%
100	2%

25% and 24% commissions have sponsorship requirements

Because your commission credits (661.50) are between 500 and 1000, you earn commissions at the 8 percent level. Your commission check for this month will equal \$52.92 (8% of 661.50).

Your total earnings for the month equal your total retail profits plus your commissions.

Example D

If you made six sales in the month like the sale in Example A, you would earn \$564.60 in retail profits.

If you made one purchase in the month like the purchase in Example B, your commissions would equal \$52.92.

Your total earnings would equal \$617.52.



Lubricants: An Introduction

Engines, transmissions and other components contain hundreds of moving parts. Though the metal surfaces of these parts look very smooth, they are actually filled with microscopic peaks and valleys. When a peak on one surface touches its mating surface, it causes damage. The damage may be abrasive, like scratching, or

adhesive, in which a portion of one surface sticks to its mating surface, leaving a pit in the original and a lump on the second.

When the damage caused by contact is severe, it causes failure, which is usually a sudden event. When it is mild, it causes wear, a long-term event. Wear cannot be eliminated altogether, but it can be slowed through proper lubrication. Failure prevention and wear reduction are the primary functions of lubrication.

Wear reduction - Lubricants inhibit friction and wear by providing a film that physically separates surfaces so that when they move, their peaks knife through the lubricant rather than touch their mating surface. The lubricant's viscosity, technically its resistance to flow, and often thought of as its 'thickness', provides the lubricant's ability to separate surfaces. Viscosity is the single most important characteristic of a lubricant.

Cooling - Most lubricants also cool the components they serve. For example, the crankshaft, main and connecting rod bearings, camshaft, camshaft bearings, timing gears, pistons and lower engine components depend on motor oil for cooling. Lubricants pick up heat from components and carry it to an area, such as the engine's crankcase, where the heat transfers to the surrounding air.

Other - Lubricants also seal, clean and perform other functions.

Conventional vs. Synthetic Lubricants

Conventional lubricants are refined from crude oil. Refining is a process of physically separating light from heavy oil fractions. Crude oil is a natural substance. It contains millions of different kinds of molecules. Many are similar in weight but dissimilar in structure. Because refining separates products by weight, it groups molecules of similar weight and dissimilar structure, so refined lubricants contain a wide assortment of molecules.

However, not all of those molecules are beneficial to the lubrication process. Some of the molecules found in refined lubricants are detrimental to the lubricated system or to the lubricant itself. For example, paraffin, a common refined lubricant component, causes refined lubricants to thicken and flow poorly in cold temperatures. Some refined lubricant molecules also may contain sulfur, nitrogen and oxygen, which act as contaminants and invite the formation of sludge and other by-products of lubricant breakdown.

Synthetic lubricants are not refined. They are chemically engineered from pure chemicals.

Because they are derived from pure chemicals, synthetic lubricants contain no contaminants or molecules that “don’t pull their own weight.”

Pure - Because they are derived from pure chemicals, synthetic lubricants contain no contaminants or molecules that “don’t pull their own weight.”

Uniform - Because synthetics contain only smooth lubricating molecules, they slip easily across one another. On the other hand, the potpourri of jagged, irregular and odd-shaped molecules of refined lubricants don’t slip quite so easily. The ease with which lubricant molecules slip over one another affects the lube’s ability to reduce friction, which in turn, affects wear control, heat control and fuel efficiency. Synthetics are superior.

Uniformity also helps synthetics resist thinning in heat and thickening in cold, which helps them protect better over a system’s operating temperature range and helps synthetic lubes provide better seals than conventional lubes.

Designable - Synthetic lubricants may be made to fulfill virtually every lubricating need.

Does Conventional Oil Offer Any Advantage?

Petroleum oils have met our lubrication needs for more than a hundred years. They provide adequate lubrication and protection in many applications and they usually cost less to purchase than synthetics.

However, because synthetic lubricants may be used for longer drain intervals than conventional lubes, and components lubricated with synthetics tend to require fewer repairs than those lubricated with conventional lubes, people who use synthetics often end up spending less on lubrication and vehicle maintenance than those who use conventional lubricants. The savings to industrial and commercial users are well-documented by AMSOIL and others.

A Note About AMSOIL

Research and Development - As the first company to develop and market a synthetic motor oil to pass an American Petroleum Institute performance rating in 1972, AMSOIL has a long and proud history of synthetic lubricant development. The company’s dedication to synthetic lubricant research and development is unparalleled.

Raw materials - AMSOIL selects materials on their ability to perform, not on price. The materials in AMSOIL synthetic lubricants are the highest quality available.

Manufacturing quality control – AMSOIL quarantines raw materials before accepting them for use in manufacturing to assure they are contaminant-free and their quality is as high as it should be. AMSOIL also tests finished products to assure they meet our strict performance standards. If they do, they are packaged and prepared for distribution.

AMSOIL has earned a reputation in the lubricants industry for manufacturing to more rigorous standards than other lubricants manufacturers, which means AMSOIL products are highly consistent and are extremely high quality.

Finished product quality – AMSOIL synthetic lubricants are top-quality products sold with a product warranty (G1363) that reads in part:

AMSOIL INC. of Superior, Wisconsin hereby warrants that its lubricants are fit for use according to the written recommendations of AMSOIL INC. and in applications specifying one or more of the standards set forth in the product data bulletins and product labels. AMSOIL INC. further warrants its products to be free of defective materials, design and workmanship.

The AMSOIL warranty stands as proof of AMSOIL product quality.

Filters: An Introduction

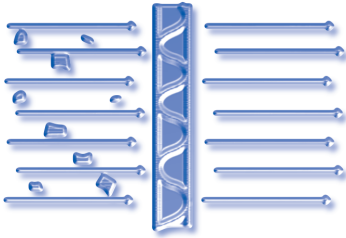
The fluids (including air) that enter the engine often contain wear-promoting contaminants, including abrasive particles and water. Filters inhibit the circulation of contaminants, which significantly enhances engine life.

AMSOIL manufactures engine air filters and oil filters that have been proven in millions of miles of on-road use and in standard laboratory test procedures to reduce the rate of engine wear.

Because their filtration efficiency is superior to conventional filters, AMSOIL filters enhance the long-drain capability and other performance characteristics of AMSOIL synthetic motor oils. Synthetic lubricants and high-tech filters are, respectively, the best-selling product lines. They are ideally suited for companion-selling, which will build your business fast.

Companion-selling is simply a matter of telling customers about all the products you represent that help them achieve their goals. For example, if prospects come to you because they have heard that synthetic motor oil helps engines last longer, you would companion-sell oil and air filters by pointing out the ways they work with the oil to enhance engine life. Companion-selling is

*AMSOIL synthetic
lubricants are
top-quality
products sold
with a product
warranty.*



really an element of good customer service. By offering customers a more complete understanding of their particular area of interest, and information about all applicable products, you are helping them make the best purchase decision they can make.

AMSOIL covers the entire filtration spectrum. The company is the first to provide to the automotive and work truck markets the same synthetic nanofiber technology that has been used exclusively in heavy-duty applications, including the US ARMY Abrams M1 tank. Nanofiber generally refers to a fiber with a diameter less than one micron.

AMSOIL has brought this technology to the auto/light truck market. AMSOIL Ea Air and Ea Oil Filters provide the absolute best filtration on the market for AMSOIL customers and increase the sales opportunity for AMSOIL Dealers.

AMSOIL Ea Air Filters incorporate a specially constructed cellulose media with exclusive synthetic nanofibers applied to the surface. Airborne contaminants and submicron particles are trapped on the nanofiber surface, preventing them from lodging further down inside the filter media.

EaA filters remove five times more contaminant than traditional cellulose filter media alone and 50 times more contaminant than wet gauze filter media. AMSOIL EaA filters hold up to five times more contaminants than cellulose air filters and allow twice the air-flow of filters that use cellulose. EaA filters have a service life of 100,000 miles or four years, whichever comes first.

AMSOIL Ea Oil Filters are made with premium-grade full synthetic media. EaO filters have an efficiency rating of 98.7 percent at 15 microns, in accordance with the most stringent industry standard. Conventional cellulose media filters range from 40 percent to 80 percent efficiency. EaO filter nanofibers trap smaller particles and hold more contaminants than conventional cellulose media filters, resulting in lower restriction. In cold temperature warm-up periods, an EaO lube filter allows the oil to more easily flow through the filter than a typical cellulose filter. Lower restriction decreases engine wear.

EaO filters also have a far greater capacity than competing filter lines. Used in conjunction with AMSOIL synthetic motor oils in normal service, EaO filters are guaranteed to remain effective for 25,000 miles, or one year, whichever comes first.



AMSOIL also sells Donaldson and Wix filtration products to offer a wider variety of products for nearly every filtration application from heavy-duty off-road, to racing and transmissions and much more. AMSOIL also provides the EaO88, the first full synthetic cartridge-style filter designed for 2003-2006 Ford 6.0L diesel engines.

Specific information for the full line of AMSOIL filtration products is available in the following AMSOIL publications, G3000, G2175 and G2192 or available in the AMSOIL Dealer Zone online at www.amsoil.com.

Sales Opportunities

It's a good sign when prospects ask questions about the products - it means they've been listening to the message and they're interested in what they've heard. In fact, questions are often the first sign that a sale may be pending.

Of course, it's essential to answer questions correctly. Not only with the correct information, but also with the proper attitude. Accept questions with a smile and a friendly acknowledgement such as, "I'm glad you asked that." Think of questions as part of the bond in your relationship with the prospect, a relationship that encourages him to buy from you repeatedly.

With lubricants, you get what you pay for. Low-cost oils are formulated with low-cost, low-quality materials and marketed specifically on their low price. The problem with most low-cost, low-quality lubricants is that they can't maintain their original performance very long once they are exposed to the harsh environment of the engine or other lubricated systems. They break down, lose their ability to protect, and actually contribute to component degradation by producing sludge, acids and other performance-robbing substances.

AMSOIL synthetic lubricants are performance-formulated, not cost-formulated. In fact, AMSOIL synthetic lubricants often contain materials that other oilmakers don't include in their formulations simply because of cost considerations. But the AMSOIL emphasis on product quality pays off for the customer with longer-lasting, better-performing cars, equipment and lubricants.

In fact, AMSOIL users who extend their lubricant drain intervals actually save money over what they'd spend on conventional lubricants changed at conventional drain intervals.

Know the Facts – AMSOIL Saves You Money!

AMSOIL extended drain intervals mean fewer oil changes, long term savings and convenience.

Example:

Conventional motor oil companies recommend 3,000-mile drain intervals

Conventional 10W-30 Motor Oil* (40 quarts needed for 25,000 miles)

	@ 2.50/qt. x 40 = \$100.00
8 Standard Oil Filters	@ 6.00 per filter x 8 = \$48.00
TOTAL	\$148.00

AMSOIL recommends 25,000-mile/1-year drain intervals

AMSOIL 10W-30 Synthetic Motor Oil

*** (5 quarts needed for 25,000 miles)**

	@ 7.70/qt. x 5 = \$38.50
1 AMSOIL Ea Oil Filter	\$15.30
TOTAL	\$53.80

*Comparison based on 25,000 miles driven per year and 5-quart oil capacity.

You save **\$94.20 per year** using AMSOIL premium quality synthetic motor oil and oil filters.

Even if you drive only 12,000 miles per year, the cost for AMSOIL is less than you pay for petroleum oil now! And you still get better protection, lower engine temperatures, easier cold-weather starts and less engine wear. All of these benefits add up to an engine that will last longer and need fewer repairs. Change your oil and filter today and in 12 months change the oil and filter again. That's it! What could be more convenient and good for your vehicle, too? In addition, \$7.70 per quart of AMSOIL 10W-30 Synthetic Motor Oil is the suggested retail price. AMSOIL Dealers and Preferred Customers pay only \$6.00 per quart.

AMSOIL Filters Save You Money

Ea Air				
	Fram	K&N	AMSOIL Ea	GM (OEM)
Media Type	Cellulose	Wet Cotton Gauze	Nanofiber	Cellulose
Retail Cost	\$24.95	\$54.97	\$38.10	\$23.85
Number of Changes or Cleanings per Year (based on 25k/yr)	One Change	One Cleaning	One Cleaning	One Change
Cost for Four Years	\$99.80	\$74.92	\$38.10	\$95.40
Cost Per Year	\$24.95	\$18.73	\$9.53	\$23.85
*Cost of filter plus additional purchase of cleaning and oiling kits.				

AMSOIL products perform at a level far superior to the performance levels specified by industry standards.

<i>Ea</i> Oil		
	Conventional Filter	AMSOIL <i>Ea</i> Oil Filter
Retail Cost	\$5.00	\$15.30
Number of Filter Changes per Year (based on 25k/yr)	8	1
Cost per Year	\$40.00	\$15.30

Warranty - AMSOIL products perform at a level far superior to the performance levels specified by industry standards. Industry standards are set through the mutual agreement of automakers or other equipment manufacturers, part or fluid manufacturers and other interested parties. Equipment owner’s manuals recommend the use of replacement parts and fluids that meet minimum industry standards. Any part or fluid meeting specified standards may be used in equipment during its warranty period, and, of course, after the warranty period is over.

Sometimes looking at the owner’s manual with prospective customers and matching the specifications in the manual to those on the AMSOIL product packaging helps prospects understand that warranty is not an issue.

Finally, the AMSOIL warranty (G1363) also protects AMSOIL users. Consumers may use AMSOIL products with complete confidence and full warranty protection.

Drain Intervals - AMSOIL coined the phrase “extended drain interval” with its first oil in 1972. AMSOIL Synthetic Motor Oils have been formulated for extended drain intervals from the beginning.

Although the technology for fully synthetic, extended drain oils has been available for many years, other oil manufacturers have been slow to formulate extended drain oils and vehicle manufacturers also have been slow to recommend extended drain intervals.

However, under pressure from customer demands for reduced maintenance and convenience, as well as environmental benefits that come with less oil handling, some vehicle manufacturers now advocate longer oil drain intervals. General Motors, for one, installs an Oil Life Monitoring System in most of its vehicles that typically prescribes oil changes at about 8,500 miles. Owner’s manuals in recent-model vehicles recommend oil change intervals of 5,000 to 7,500 miles.

Also in recent years, ExxonMobil has begun to market a line of extended drain oils that promise performance for 5,000, 7,500 and 15,000 miles. The European automotive and lubricant industries long have recommended extended oil drain intervals, with the minimum being about 10,000 miles, for vehicles in Europe.

Despite growing evidence that even conventional motor oils perform past 3,000 miles, and that synthetic motor oils have an even greater service life, many oil companies still recommend the 3,000-mile oil change as a way to protect their bottom line.

AMSOIL always has formulated its synthetic motor oils to the highest possible standard and recommends the longest drain intervals because more than 35 years of experience has shown AMSOIL synthetic motor oils are effective for 25,000 miles or one year in normal service.

AMSOIL XL Synthetic Motor Oils may be used for 7,500-mile/six-month (whichever comes first) drain intervals in normal service. AMSOIL EaO Oil Filters may be used for 25,000 miles or one year, whichever comes first. AMSOIL EaAir Filters should be cleaned every 25,000 miles or one year (whichever comes first) up to 100,000 miles or four years. Many AMSOIL users find the extended service capabilities of AMSOIL products very attractive and have used AMSOIL products accordingly for many years. Their vehicles and equipment run great and last a long time. In fact, the AMSOIL archives contain thousands of records of passenger car engines with extremely high mileage - up to 600,000 miles - in which AMSOIL products and extended service intervals were the rule.

Extended service intervals do not void warranties. A warranty remains in force for a period designated by time or mileage, period. If a warranty claim is made during that period, a member of the dealership service staff or a representative of the manufacturer will examine the affected part and make a determination as to the cause of malfunction or failure. If the malfunction or failure cannot be directly attributed to the practice of extended oil drain intervals, then the practice of extending drain intervals cannot be found responsible for the warranty claim and has no bearing on the claim. To date, the use of AMSOIL products in extended service use as recommended by AMSOIL has never been found to be the causative factor in a warranty claim.

The point is AMSOIL products are made to last and the quality engineering that goes into these products proves beneficial

AMSOIL synthetic lubricants may be used for extended drain intervals, but they don't have to be.

whether they are used for conventional or extended drain intervals. All you need to do is educate customers about the safety of extended drain intervals with AMSOIL products. Let them make up their own minds about using extended or conventional drain intervals and respect their choice.

Component Compatibility - AMSOIL products are completely compatible with all components with which they may have contact. Industry specs provide for component compatibility; products, such as AMSOIL products, that meet industry specs automatically meet component compatibility specs.

In fact, AMSOIL products have a more beneficial effect on some components than conventional lubricants. For example, AMSOIL synthetic motor oils ensure better engine seal swell than conventional oils. Engine seal swell keeps oil where it's supposed to be.

However, for customers installing AMSOIL synthetic motor oil in their high-mileage car for the first time, you should strongly recommend they treat the engine with AMSOIL Engine Flush before installing the oil. You see, AMSOIL synthetic lubricants clean deposits left by other oils. Sometimes varnish deposits provide the only "seal" in cracked sealing materials. Once the varnish is gone, the oil seeps through the crack.

Cleaning the engine with AMSOIL Engine Flush gets most of the varnish and sludge out of the engine, which keeps oil consumption rates about normal. However, Engine Flush cannot repair damaged seals, so seal replacements may be necessary.

It's still a good idea for high-mileage vehicle owners to check their dipstick level frequently after installing AMSOIL motor oil. If the level seems to drop faster than normal, they should change their oil filter and keep changing it until the level remains stable. The falling oil level simply indicates the oil is cleaning traces of sludge and varnish. Dirty oil bypasses piston rings more easily than clean oil does, and once past the piston rings it is consumed in the combustion process, which causes the oil level to fall. Once the engine is clean, the oil level will stabilize.

Compatibility with Other Lubricants -

AMSOIL synthetic lubricants are fully compatible with conventional lubricants and other synthetic lubricants used in all automotive systems. Motorists may discontinue use of their present lubricant and install AMSOIL motor oil immediately.

*AMSOIL products
are made to last,
and the quality
engineering that
goes into
these products
proves beneficial
whether they
are used for
conventional or
extended service
intervals.*



Motorists may also top off their AMSOIL motor oil with another brand or top off their present brand with AMSOIL motor oil with full confidence.

Lubricant compatibility only becomes an issue in certain uncommon industrial applications. When in doubt, check equipment manuals for lubricant compatibility advice.

When answering questions, remember what prospects say about their needs. State that answer in a way that shows how AMSOIL products will satisfy those needs better than other products. For example, if the prospect is concerned about the cost of maintaining a car and asks about the seemingly high price of AMSOIL products, show examples of how extending service intervals actually saves money over using products that cost less to purchase but require shorter drain intervals.

In the rare instance that AMSOIL products won't satisfy prospects' needs better than other products would, say so. For example, those who own low-value cars that consume oil may be better served by low-cost oils. You'll enhance your reputation by helping customers get the most value for their dollar rather than making a sale that isn't really right for them.

Questions and Answers About AMSOIL Synthetic Motor Oils

Why should I switch to AMSOIL motor oil?

You should only switch to AMSOIL motor oil if you want better equipment performance or longer equipment life than you're getting with your current products.

The performance advantages you'll get with AMSOIL motor oil include:

- Dependable cold weather starting
- Reduced likelihood of engine overheating
- Better gas mileage
- More power, better throttle response
- Cleaner exhaust
- Longer intervals between oil drains

The longevity advantages you'll get with AMSOIL include:

- A cleaner engine
- Less engine wear

Why does AMSOIL motor oil cost more than conventional motor oil?

Top quality products always cost more than lesser quality products. But you get what you pay for. With AMSOIL motor oil, you get state-of-the-art research and development and the best materials blended under the strictest quality control regime in the industry. Every attention is given to producing the finest motor oil in the world. With that finest motor oil money can buy, you, the consumer, get the best engine protection and motor vehicle performance, bar none. Sure, AMSOIL motor oil costs more up front, but in the long run, it pays for itself through better gas mileage, fewer repairs and longer engine life - and fewer oil changes if you choose to extend your oil drain intervals.

How long has AMSOIL been around?

AMSOIL was founded in 1972 with the introduction of the first 100 percent synthetic motor oil to gain an American Petroleum Institute performance rating and has led the industry ever since in the development of synthetic lubricants.

Many conventional oil companies just started offering synthetic and synthetic-blend oils within the past seven years and did so to cash in on a lucrative market. They simply don't have the years of experience and commitment to the development of synthetic lubricant technology as AMSOIL.

How do I change to AMSOIL motor oil?

Exactly the same way you'd change your oil if you continued to use the same brand: drain out the old and add the new.

If you're switching a high-mileage vehicle to AMSOIL motor oil, you may wish to clean the engine with AMSOIL Engine Flush before installing the new oil.

When can I put AMSOIL motor oil in my new car engine?

You can use AMSOIL motor oil right from the start. No need to wait for rings to seat or parts to wear in. They'll do that on their own. You should change the AMSOIL motor oil at the automaker's recommended drain intervals during the break-in period so the metal particles generated by engine break-in don't cause excessive engine wear.

Why are AMSOIL synthetic motor oils good for extended drain intervals?

It's all in the formulation. Because AMSOIL motor oils are made with synthetic basestocks, they resist thermal and oxidative breakdown, which suits them for extended drain use. AMSOIL pairs top-quality long-life synthetic basestocks with top-quality

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long-life additives. The fact is, other oil companies don't use the quality additives AMSOIL uses because it simply doesn't pay to pair long-life additives with short-lived conventional basestocks.

Carefully controlled demonstrations conducted jointly between AMSOIL and commercial fleets have proven the safety and effectiveness of the 25,000-mile drain interval recommended for AMSOIL synthetic motor oils (excluding the XL oils). In fact, many entities with which AMSOIL has conducted demonstrations have used the oil for significantly longer drain intervals and still been rewarded with lower rates of engine wear than they were with conventional lubricants and conventional oil drain intervals.

Remember - AMSOIL synthetic lubricants may be used for extended drain intervals, but they don't have to be. Some prospects simply are not comfortable with the extended drain interval concept. Don't try to change their minds. The additional performance benefits AMSOIL motor oils provide make them well worth their investment.

Does extending oil drain intervals void new car warranties?

No. Automakers warrant cars against failures or malfunctions due to manufacturing defects for a period defined by time or mileage. No maintenance practice, such as extending drain intervals, can render the warranty null and void.

When a failure or malfunction occurs, the car dealer or a representative of the car maker will examine the failed or malfunctioning part to determine the cause of failure or malfunction. If an indisputable cause-and-effect relationship between the failure and the length of the oil drain intervals cannot be established, then the length of the oil drain intervals is immaterial to the warranty claim and the claim may not be refused on the basis of extended oil drain intervals.

In fact, when AMSOIL Dealers notify AMSOIL INC. that car dealers or other businesses are misinforming their customers about warranty issues surrounding synthetic oils and extended drain intervals, AMSOIL INC. sends the following letter to the car dealer or business:

It has come to our attention that a member of your staff (name) has been informing customers that the use of synthetic motor oil, or the practice of extending oil drain intervals, voids manufacturers' warranties. Neither claim is true. Please review the following facts about synthetic motor oil and put an end to these false statements.

Synthetic motor oil was introduced to the automotive public in 1972 by AMSOIL INC., with its introduction of the world's first API (American Petroleum Institute) rated synthetic motor oil. Since then, every major oil manufacturer has followed AMSOIL's lead and has introduced synthetic motor oils of their own. The performance benefits are indisputable, as evidenced by the fact that every jet engine in the world today uses only synthetic oil.

Vehicle manufacturers recommend lubricants according to their viscosity grade and service classification. Any oil, whether it's conventional petroleum motor oil or synthetic, meeting the correct viscosity grade (5W-30 for example) and the current North American service classifications, may be used without affecting warranty coverage. In fact, synthetic oils labeled with the most current service specifications are not only recommended, but in many applications, actually required.

Furthermore, the practice of extending oil drain intervals does not void warranties. Original equipment manufacturers pay or deny warranty claims based on the findings of failure analysis. To affect the vehicle warranty, the lubricant must be directly responsible for the failure. If the oil didn't cause the problem the warranty cannot be voided, regardless of brand or length of time in use.

Note also that a warranty cannot be voided by verbal instruction only. If voided, it must be done in writing, stating the specific reason.

The fact is, AMSOIL Synthetic Motor Oils exceed the most demanding worldwide performance standards, including the API SM and ILSAC GF-4 North American standards, and meet all original equipment manufacturer warranty requirements. AMSOIL Synthetic Motor Oils are specifically formulated for long drain service and provide superior performance and protection to that provided by conventional motor oils. AMSOIL Synthetic Motor Oils may be recommended and installed with complete confidence and at no risk to warranty coverage.

We appreciate your attention to this matter and anticipate no further misunderstanding regarding synthetic motor oil.

AMSOIL INC.
Customer Service Division
c.c. legal department

Will my oil pressure or idle rpm change when I switch to AMSOIL?

They might. AMSOIL is a better friction reducer than conventional oils and friction directly affects oil pressure and idle speed. Less friction in the engine will lead to lower oil pressure and more rpms at idle. Since synthetic oil doesn't have to "push" as hard to overcome friction as conventional oil does, the oil pressure drops. The engine still has adequate oil circulation, but

like the heart of a person whose blood pressure is lowered through medication, the engine doesn't have to work as hard for the end result.

The change in idle speed is similar to the difference in the feeling of running through water versus running on dry land. You run more slowly in the water because the water resists your movement more than the air does. In the engine, conventional oils slow moving parts because of the higher amount of friction (resistance to movement) in the system. Synthetic oils allow parts to move more quickly because they keep the level of friction lower. Again, the engine doesn't have to work as hard for the end result.

By making work easier for the engine, AMSOIL gives more miles to the gallon, too. Simply set your idle speed down and enjoy the fuel-savings benefit of better friction reduction!

Does AMSOIL offer technical support for its products?

The AMSOIL Technical Services Department offers technical support for AMSOIL products. As my customer, you may ask me, your AMSOIL Dealer, whatever questions you wish about AMSOIL products. If I don't know the answer personally, I may request information from my AMSOIL sponsor or Direct Jobber.

If my sponsor or Direct Jobber cannot personally answer our question, he or she may direct me to contact AMSOIL Technical Services.

Initial contact with AMSOIL Technical Services should be made by sending a G40 AMSOIL Technical Service Request Form to:
AMSOIL Technical Services
2206 Winter St.
Superior, WI 54880.

G40 forms are available from AMSOIL telephone ordering (1-800-777-7094) or on the AMSOIL corporate website at www.amsoil.com.

If your question involves an AMSOIL lubricant you've been using, Technical Services may require me to send a sample of the lubricant in question.

Samples must be about four ounces in volume and must be collected in a clean, non-breakable container.

The container must be clearly identified with the following information:

- My name and ZO number
- Your (the customer's) name
- The make, model and year of the equipment or vehicle
- The component from which the sample is taken
- The AMSOIL product code for the lubricant sample

- The date the sample was taken
- The time or miles on the sample
- The time or miles on the vehicle or equipment

A brief explanation of our request.

The appropriate fee must also be submitted with the G40. The G40 contains a fee schedule.

While AMSOIL Technical Services probably will not require us to send the component from which the sample was taken, we should keep it until we've received our answer from Technical Services.

If the question involves a two-cycle oil, we may be required to send the component.

Should I use oil additives with AMSOIL?

No. AMSOIL is a solo act. Everything your engine needs for lubrication and protection is in the oil. Additives can upset the oil's precise chemistry, or worse, interact with the oil in unpredictable and harmful ways. Save your money ... and your engine. Skip the additives.

Five Reasons People Pay a Premium for a Quart of Oil

Remember, you sell the benefits, not the features. You must match the benefits to your prospect's needs and wants, which you've discovered by talking with the prospect and learning a little about him or her. Is his daughter leaving to attend college in a different town? He might buy AMSOIL for **peace of mind**. Are they a couple just starting out? They might buy AMSOIL to **save money**. A racer buys it for **performance** or maybe to **solve a problem**. The busy executive might want it for **convenience**.

The features support the benefits and you'll notice the same features support more than one benefit. That's okay. By clustering the features to support the benefits that are important to your prospect, you're really just helping the prospect see the product from the most meaningful perspective. In fact, helping people understand your product is a service and one that's the mark of an outstanding salesperson, the kind people seek out for future purchases.

1. Peace of Mind – All-season AMSOIL synthetic motor oils help cars start and run dependably in the temperature extremes of northern winters and deep-south summers.

Long-term, AMSOIL synthetic motor oil's superior cold-temperature fluidity, high temperature stability and oxidation stability keep cars running dependably longer, too, by reducing the wear incurred during cold starts and under-protected high temperature operations and by keeping engines virtually free of oxidation products such as sludge and acids, all of which are harmful to the engine.

Not only do AMSOIL synthetic motor oils enhance engine life, the oil itself also provides dependable long term service – perfect for those who may not service their car regularly.

2. Saves Money – Because AMSOIL synthetic lubricants are molecularly smoother than conventional oils, they create less friction in the engine. With less friction in the engine, less engine power (which comes from fuel) is wasted overcoming friction. That means better fuel economy – more miles to the gallon.

Because their synthetic basestocks resist oxidation and thermal damage longer than conventional oils, and because they are formulated with long-life motor oil additives, AMSOIL synthetic motor oils may be used for longer drain intervals than conventional lubes. (See examples, pp. 12, 13) In fact, extended drain intervals actually offset the higher purchase price of the oil and motorists end up paying less annually to lubricate their engine with AMSOIL motor oils than with conventional oils.

AMSOIL synthetic motor oils extend the period of “like-new” performance. For those who keep their cars as long as they run dependably, the performance gain sometimes equals years of extra service. For those who trade their cars on a schedule, the superior engine cleanliness and low wear may translate into higher trade-in value.

3. Performance – By creating less friction in the engine than conventional oils, AMSOIL synthetic motor oils help engines deliver more horsepower, which increases top-end speed and responsiveness throughout the speed range.

Additionally, as petroleum oil ages, new means of increasing friction develop. For example, oil volatility and oil oxidation both thicken oil which increases its internal friction and hampers performance. Oxidation also changes oil chemically, forming sludge, varnish and acids. Sludge and varnish impede free component movement while acids degrade component tolerances and encourage sloppy component performance.

AMSOIL synthetic motor oil's thermal and oxidative stability make the oils highly resistant to volatility and oxidation, so they maintain their high-performance viscosities – and “like-new” performance – long term.

*AMSOIL means
different things to
different people:*

- *peace of mind*
 - *savings*
 - *performance*
- *problem solving*
 - *convenience*

4. Solves Problems – Synthetic lubricants often actually help hot-running engines and other equipment run closer to their optimal temperature range than conventional lubes and that can spell the difference between safe operations and failure in high stress conditions such as racing. In fact, AMSOIL synthetic motor oils have been shown to reduce engine temperatures as much as 50° F.

Friction-producing oils are heat-producing oils, which means conventional oils are bigger heat-producers than AMSOIL synthetic oils. Additionally, conventional oils are less efficient in removing heat from component surfaces than their AMSOIL counterparts because of differences in the way the oils flow. Conventional oils flow in layers (laminar flow) along component surfaces. Heat isn't exchanged readily between layers. Synthetic oils flow in a turbulent pattern which moves heat readily into the oil stream and away from component surfaces.

5. Convenience – AMSOIL synthetic lubricants are formulated specifically for long life. For example, AMSOIL synthetic motor oils may be used for 25,000-mile/one-year (whichever comes first) drain intervals. AMSOIL XL Synthetic Motor Oils may be used for 7,500-mile/six-month (whichever comes first) drain intervals.

The synthetic basestocks used in AMSOIL lubes are highly resistant to thermal and oxidative damage. Thermal and oxidative damage are two of the major processes that spell the end for conventional lubes.

Other major processes that require a lube to be replaced are changes in or depletion of the additive package. For example, some additives used to increase viscosity during high temperature operations actually lose their ability to do so through the shearing action normal to an operating engine. Likewise, additives used for keeping acids in check are used up over time.

Conventional lubricants are formulated for drain intervals of 3,000 to 7,500 miles. Base stock degradation and additive changes or depletion both occur shortly after that point. While long-life additives are available, conventional oil manufacturers would be wasting their money to put those higher quality, more expensive additives into conventional basestocks.

AMSOIL, on the other hand, uses the high-quality long-life additives that allow the synthetic basestock to realize its long life potential.

Your Next Step



Please read the *AMSOIL Product Features and Benefits* brochure (G1309) for specific information on each individual AMSOIL product.

For ongoing information on selling AMSOIL products, please read your monthly issue of the *AMSOIL Action News*. Sent free to all AMSOIL Dealers, the *Action News* contains features on various AMSOIL products, technical articles and more.

The *Service Line*, a quarterly newsletter, is dedicated to educating Dealers and accounts about AMSOIL products as problem-solvers and money-makers.

Enroll in AMSOIL University, AMSOIL regional meetings and other educational programs.

Attend your sponsor's and Direct Jobber's meetings. After all, they're on the front line of the business. They've succeeded in building a profitable AMSOIL Dealership and they can help you do the same.

AMSOIL INC. retains the right to make modifications and/or revisions to the programs, procedures and information contained herein.

AMSOIL products and Dealership information are available from your local AMSOIL Dealer.

