TOP 10 AMSOIL PRODUCTS FOR RETAILERS

Some AMSOIL products may be more successful in a particular retail setting than others. Finding the right products for your location and customer base may require some trial and error – but taking a cue from the purchases of other successful retailers can point you in the right direction. Check out these top-selling products and consider stocking them today.

OE 5W-30 Synthetic Motor Oil
Advanced engine protection for the longer drain intervals recommended by original equipment manufacturers (OEMs).
Other top-selling motor oils: XL 5W-30 Synthetic Motor Oil and Signature Series 5W-30 Synthetic Motor Oil.

Signature Series Max-Duty 15W-40 Synthetic Diesel Oil
The top tier of AMSOIL protection and performance for diesel engines. Provides **6X more** engine protection.[1]
Other top-selling diesel oils: 15W-40 Synthetic Heavy Duty Diesel and Marine Oil and Heavy-Duty 15W-40 Synthetic Diesel Oil.

INTERCEPTOR® Synthetic 2-Stroke Oil
Prevents piston skirt scuffing, ring sticking and exhaust power valve sticking in two-stroke snowmobiles.
Other top-selling 2-stroke oils: DOMINATOR® Synthetic 2-Stroke Racing Oil and HP Marine™ Synthetic 2-Stroke Oil.

Ea® Oil Filters

Provide greater efficiency, capacity and durability than cellulose filters, extending engine and filter life and reducing engine wear.

SEVERE GEAR® 75W-90 Synthetic Gear Lube

Specifically engineered for high-demand applications, including towing, heavy hauling, 4x4 off-road driving, commercial use and racing. Flexible packaging for cleaner, faster installation.

Signature Series Multi-Vehicle Synthetic Automatic Transmission Fluid

Provides reserve heat protection in fleet vehicles, heavy-duty pickups, work trucks and other severe-service applications.

Other top-selling transmission fluids: Signature Series Fuel-Efficient Synthetic Automatic Transmission Fluid **and** OE Multi-Vehicle Synthetic Automatic Transmission Fluid**.**

20W-50 Synthetic V-Twin Motorcycle Oil

Superior synthetic formulation provides long service life, smooth shifts and maximum protection against wear in motorcycle engines, primaries and transmissions.

P.i.® Performance Improver Gasoline Additive

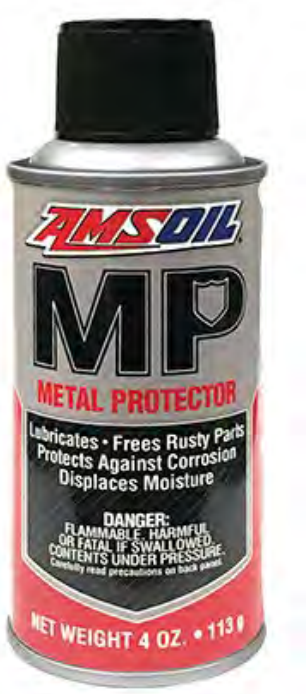
Maximizes fuel economy and reduces emissions in gasoline direct-injected and port-fuel-injected engines.

Synthetic Multi-Purpose Grease
Delivers premium wear protection for bearings, bushings and chassis lubrication.

Heavy-Duty Metal Protector
Easy-to-use spray-on product that protects metal surfaces exposed to the damaging effects of salt, moisture or chemical corrosion.
Other top-selling aerosols: Power Foam® and MP Metal Protector.

[1]than required by the Detroit Diesel DD13 Scuffing Test for Specification DFS 93K222 using 5W-30 as worst-case representation.

Metal Protector Now Available in 4-oz. Spray



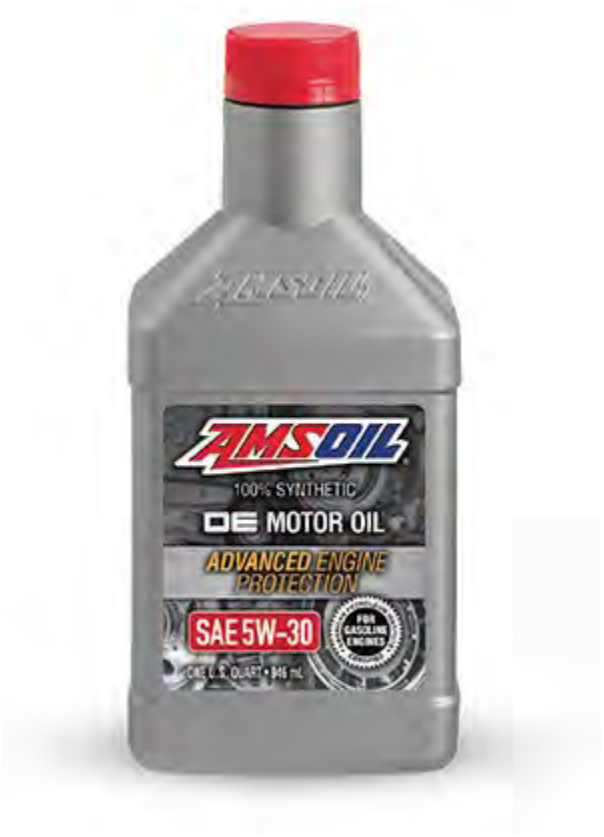
Cans Ideal for tool boxes, tackle boxes and glove compartments, **Metal Protector**is now available in convenient 4-oz. (118-ml.) spray cans. Metal Protector effectively lubricates moving parts, silencing squeaks without gumming up mechanisms. It displaces moisture from fresh water or salt water to help prevent corrosion, and it is the product of choice for drying and protecting electrical and ignition systems. Metal Protector penetrates deep through rust and corrosion to restore movement of rusty parts.

- **Cuts** through rust and frees frozen components
- **Helps** protect against rust and corrosion, even in salt water
- **Displaces** water
- **Stops** squeaks
- **Cleans**
- **Sprays** into hard-to-reach places
- **Protects** electrical equipment
- **Lubricates** moving parts

OE Synthetic Motor Oil: Peace-of-Mind Protection

OE Synthetic Motor Oil provides excellent wear protection for today's advanced automotive technology, including turbochargers and direct injection. It's specifically formulated for the longer drain intervals recommended by original equipment manufacturers (OEMs).

OE SYNTHETIC MOTOR OIL
(OES, OEZ, OEM, OEF, OET)



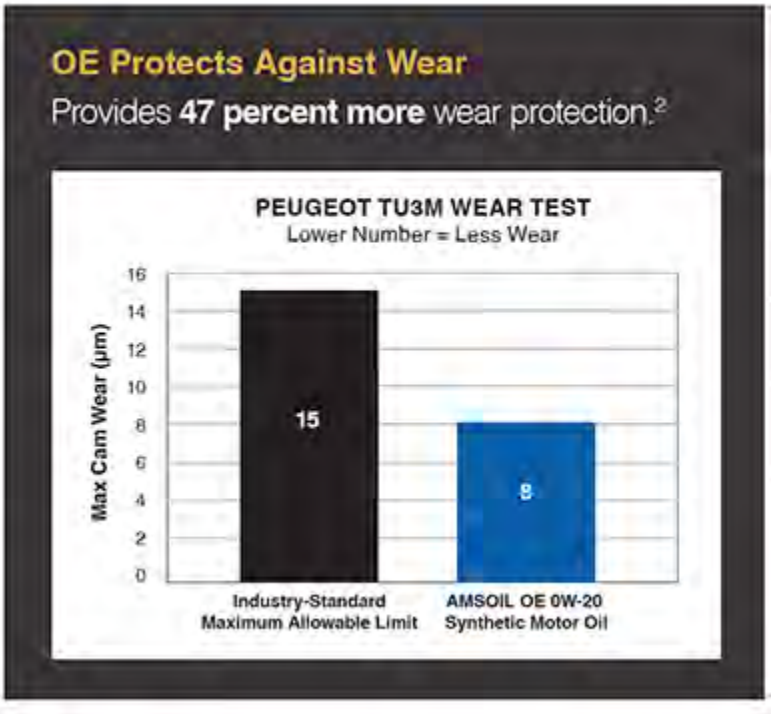
- **Protects** against wear
- **Achieved** 100 percent protection against LSPI[1]
- **Fights** sludge and deposits
- **API-licensed** to meet the requirements commonly found in owner's manuals

ADVANCED WEAR PROTECTION

OE Synthetic Motor Oil provides excellent wear control and protects vital engine parts like pistons and cams. This added protection is particularly important given the extreme environments produced by many of today's smaller displacement engines that typically run lower-viscosity motor oil. Camshaft wear can alter valve timing, greatly reducing engine efficiency. The Peugeot* TU3M Wear Test, which must be passed to meet the GM* dexos1® Gen 2 specification, determines a motor oil's ability to limit wear. For 100 hours the four-cylinder test engine is subjected to extreme, wear-inducing conditions. AMSOIL OE Motor Oil provided 47 percent more wear protection than required by the GM dexos1 Gen 2 specification.[2]

PROTECTS PISTONS FROM LOW-SPEED PRE-IGNITION

Like AMSOIL Signature Series and XL, AMSOIL OE features an advanced detergent system for advanced protection. Most new engines feature gasoline direct injection (GDI), often combined with a turbocharger to boost power and improve fuel economy. These new technologies pose significant challenges to motor oil, one of which is low-speed pre-ignition (LSPI). LSPI is the spontaneous ignition of the fuel/air mixture prior to spark-triggered ignition. It occurs in today's advanced engines and is much more destructive than typical pre-ignition. OEMs like GM have addressed the issue by designing tests to determine a motor oil's ability to prevent LSPI. OE Synthetic Motor Oil provided 100 percent protection against LSPI[1]– zero occurrences were recorded in five consecutive tests.



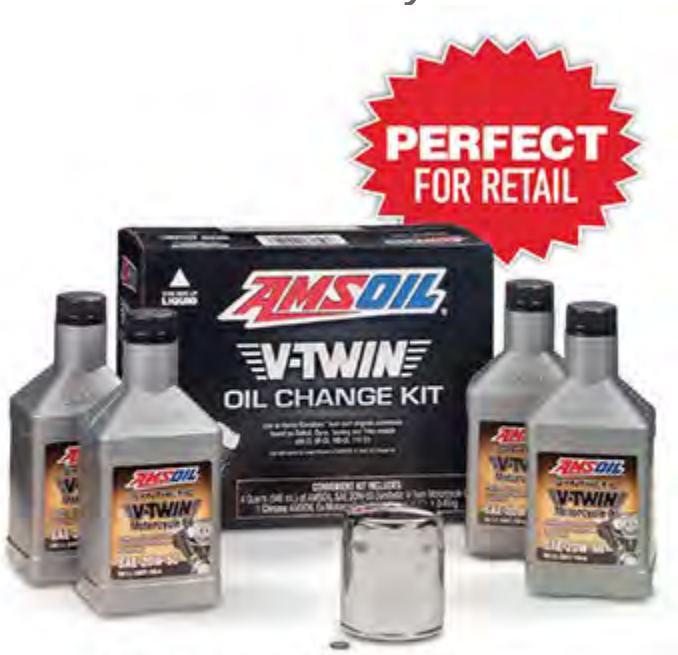
[1]Based on zero LSPI events in five consecutive tests of AMSOIL OE 5W-30 Motor Oil in the LSPI engine test required by the GM dexos1 Gen 2 specification.
[2]Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the GM dexos1 Gen 2 specification.
[*]All trademarked names are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

Five Reasons Your Customers Should Use Motorcycle Oil

Infineum, a global chemical company, recently found that **fewer than 60 percent of U.S. bikers use a motorcycle-specific oil in their bikes**. However, more than three-quarters of survey respondents think they are using motorcycle oil. Clearly there's confusion in the market.

To cut through the confusion and recommend the right products, it helps to understand how motorcycle applications differ from autos and how it affects motor oil.

Here are five reasons bikers should use a motorcycle-specific oil.



The AMSOIL V-Twin Oil Change Kit combines everything needed to perform an AMSOIL oil change on most 1999-2016 Harley-Davidson* motorcycles in one convenient package.

1) Motorcycles run hotter

In general, automotive engines are water-cooled. While some bikes are also water-cooled, many – including Harley-Davidson* V-twins – rely on air flowing across the engine for cooling. This configuration poses a problem in stop-and-go traffic when there's little airflow, particularly on hot summer days. Intense heat causes some oils to thin, which reduces wear protection. In extreme cases, the bike can shut down if the engine temperature gets too hot.

2) High rpm destroys lesser oils

Motorcycles tend to operate at engine speeds significantly higher than automobiles. This places additional stress on engine components, increasing the need for wear protection, and subjects lubricating oils to higher loading and shear forces. Elevated rpm also promotes foaming, which can reduce an oil's load-carrying ability.

3) Increased power density = increased stress

Motorcycle engines typically produce more horsepower per cubic inch than automobiles. What's more, they tend to operate with higher compression ratios. Increased power density and compression increase temperatures and stress. This places greater demands on motorcycle oil to fight wear, deposits and chemical breakdown.

4) Must also protect transmission

Many motorcycles have a common sump supplying oil to both the engine and transmission. In such cases, the oil is required to meet the needs of both the engine and the transmission gears. Many motorcycles also incorporate a wet clutch within the transmission that uses the same oil.

5) Storage invites corrosion

Whereas automobiles are used almost every day, motorcycle use is usually periodic and, in many cases, seasonal. These extended periods of inactivity place additional stress on motorcycle oils. In these circumstances, rust and acid corrosion protection are of critical concern.

AMSOIL has you covered

Automotive motor oils aren't formulated for the unique demands of motorcycles. **AMSOIL Synthetic Motorcycle Oil**, on the other hand, is formulated to resist the extreme heat and high rpm common to motorcycles. It helps cool hot-running, powerful V-twins while delivering excellent wear protection during aggressive riding. It is wet-clutch compatible to protect transmission gears and ensure smooth, confident shifts. **AMSOIL Synthetic Motorcycle Oil** contains corrosion inhibitors to protect engines from rust during storage.

It's the perfect choice to ensure you take care of your motorcycle customers.