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AMSOIL INC. Dealer Support



AMSOIL
The First in Synthetics ®

Dealer support, training and world-class products have formed the backbone of the AMSOIL business opportunity since 1973.

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AMSOIL®

The First in Synthetics®

A HISTORY OF FIRSTS

When former jet fighter pilot and squadron commander A.J. "Al" Amatuzio introduced AMSOIL synthetic motor oil in 1972 – the first synthetic motor oil in the world to meet American Petroleum Institute service requirements – it set all-new standards for motor oil quality. AMSOIL synthetic motor oil outperformed conventional petroleum motor oils on all counts. It was clear from the start that this innovative product would play a major role in engine performance and engine life.

Today, virtually every other motor oil manufacturer has recognized the superiority of synthetic lubricants and has followed our lead with introductions of synthetic motor oils of their own. Accept no substitutes — AMSOIL is The First in Synthetics®.

A.J. "Al" Amatuzio
Chief Executive Officer & Chairman of the Board

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OPPORTUNITY

When AMSOIL synthetic motor oil was introduced more than 40 years ago, many viewed oil as simply a commodity. But AMSOIL synthetic motor oil was much more than that. It provided value beyond conventional oils through improved wear protection, extended drain intervals and longer-lasting engines. It was difficult, however, to convey those benefits as the product sat on store shelves, and with its higher initial cost, consumers were reluctant to purchase.

Effectively selling AMSOIL synthetic motor oil required education — a one-on-one sales approach. In 1973, the we introduced a marketing plan based on a network of independent AMSOIL Dealers who could explain the product's benefits. Dealers gained success and AMSOIL went on to introduce several other synthetic lubricants that stand as industry firsts, solidifying our position as the leader in synthetic technology. Today, as demand for AMSOIL products continues to expand, we remain committed to our network of independent Dealers.



SINCE 1972

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POTENTIAL FOR GROWTH

The Dealer network includes many who rely solely on their AMSOIL income. Alternatively, some Dealers are satisfied earning a secondary income. Either way, your potential is limited only by your effort and professionalism. Successful Dealers of all levels provide outstanding customer service and go the extra mile to satisfy their customers. They invest time learning about different markets and the variety of business models within each market. They educate retail business owners about AMSOIL programs and processes, deliver products, assist with marketing and display setup and train store employees on the benefits of AMSOIL synthetic lubricants. They take advantage of the Vehicle Graphics Program and dress and act professionally. Finding success as an AMSOIL Dealer is not easy; it requires hard work and dedication. But as those who succeed will tell you, the rewards are worth the sacrifice.

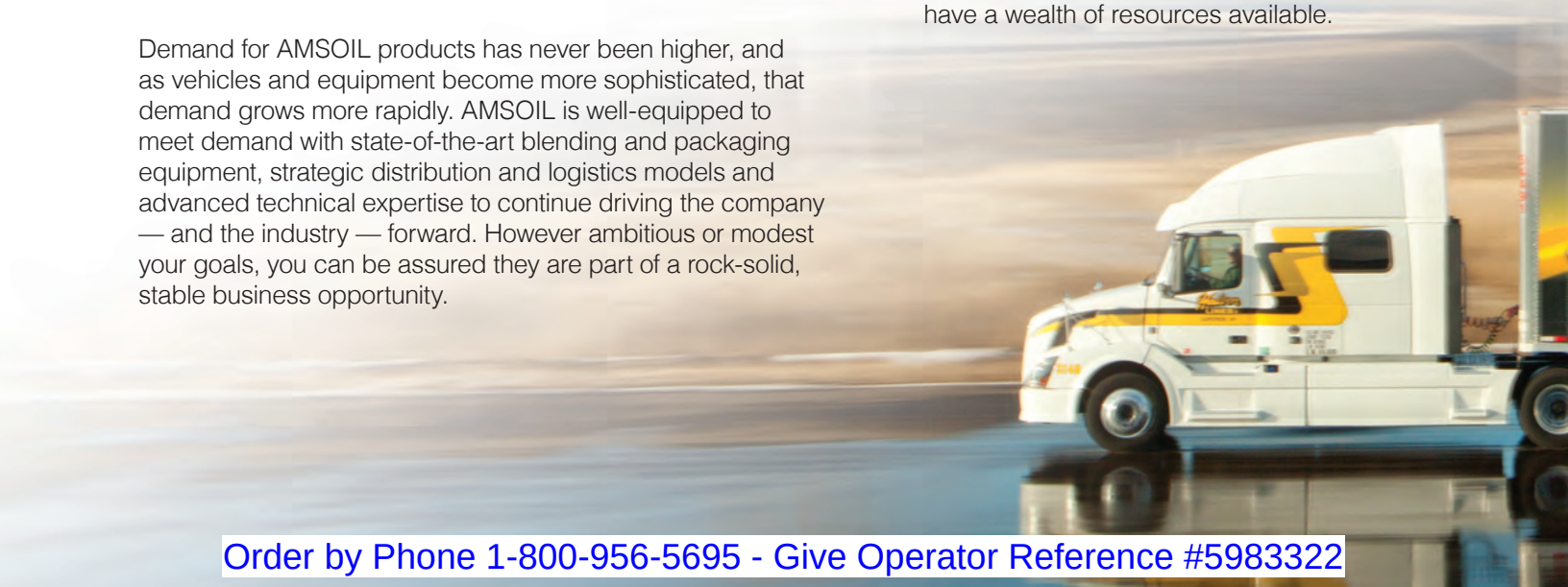
STABILITY

Demand for AMSOIL products has never been higher, and as vehicles and equipment become more sophisticated, that demand grows more rapidly. AMSOIL is well-equipped to meet demand with state-of-the-art blending and packaging equipment, strategic distribution and logistics models and advanced technical expertise to continue driving the company — and the industry — forward. However ambitious or modest your goals, you can be assured they are part of a rock-solid, stable business opportunity.

SUPPORT

Your sponsoring Dealer is a resource for information on running an AMSOIL business, answering technical questions, developing sales skills and more, while AMSOIL University Online provides ongoing sales training designed to help you build your business. In addition, AMSOIL regional sales managers are available to assist you by phone, email and face-to-face meetings. They also periodically host local Dealer training sessions and work directly with Dealers to make joint sales calls.

We offer further support through helpful corporate staff and advanced technical expertise. Corporate personnel are available to assist in any way. The AMSOIL Technical Services Deptartment remains on the forefront of the latest industry developments to analyze equipment needs, identify technical issues and provide accurate product recommendations for virtually any application. With AMSOIL, Dealers have a wealth of resources available.



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ADMINISTERING AN AMSOIL DEALERSHIP

Running your AMSOIL business has never been easier. As an AMSOIL Dealer, there are six rewarding ways to make money: retail sales, online/catalog sales, the Commercial, Retail and Preferred Customer Programs and by building a sales team.

No matter how you sell, AMSOIL provides support to help you reach your maximum potential.

When customers order directly from AMSOIL, we take care of everything, while you earn the sales commissions. You don't have to handle the product, worry about shipping or deal with the paperwork. When customers buy directly from you, we provide electronic tools and reports that help you stay on top of your business. If you ever need assistance, our experts are a phone call or email away.

- Minimal start-up cost
- No inventory requirements
- Lucrative commission structure
- Profitable programs
- Technical support
- Built-in distribution network

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NATIONAL PRESENCE

To increase brand recognition and help Dealers succeed, we invest heavily in national television, Internet and print advertising, from niche magazines like *Diesel Power*, to mainstream publications reaching millions, like *Motor Trend*, *Car & Driver* and *Popular Mechanics*.

Additional exposure comes through Official Oil partnerships with the nation's biggest events and racing series, including Daytona Bike Week and the Sturgis Motorcycle Rally. We also sponsor high-profile racing series, including Monster Energy Supercross, the TORC Series presented by AMSOIL, AMSOIL Championship Snocross and more. AMSOIL corporately sponsored professional motorcycle, off-road truck, boat and drag racers further heighten brand awareness, generating interest in AMSOIL products for Dealers across North America.



ADVERTISING SUPPORT

We produce high-quality brochures, catalogs, data bulletins and studies to help Dealers sell AMSOIL products. Our literature allows you to present customers information about the quality and value of AMSOIL synthetic lubricants while projecting a professional image.

The AMSOIL Racing, Trade Show and Vehicle Graphics Co-op Programs are available to help boost your sales and advertising efforts.

Other promotional items include AMSOIL hats, shirts, customizable signs through the AMSOIL Print Center and more. We also provide a library of free high-resolution product images, logos and web banners. Armed with these resources, Dealers can generate interest in their businesses with minimal investment.

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DEALER DEVELOPMENT

We know our success depends on the training our Dealers receive. The online Dealer Zone contains several free and easy-to-use multimedia resources that are available anytime, so Dealers can learn when it's convenient for them.

AMSOIL University Online, accessible through the Dealer Zone, provides Dealers with business-building basics designed to help them increase their knowledge of AMSOIL products and increase their sales. Market-specific presentations, webinars and videos are valuable to Dealers at any level.



CONSTANT COMMUNICATION

AMSOIL Dealers and accounts can always find the latest company developments in the Dealer, Commercial and Retail Account Zones.

Dealers also receive *AMSOIL Magazine* and the *Hotwire e*-newsletter each month, which provide product news, industry developments, testimonials and other valuable information. Preferred Customers receive a quarterly, special edition of *AMSOIL Magazine*.

Service Line is a quarterly newsletter for retail and commercial accounts. It focuses on issues affecting the retail marketplace and how AMSOIL synthetic lubricants can save them money.

In addition, AMSOIL corporate staff is available by phone, email and fax to assist Dealers with technical, administrative, sales or any other AMSOIL-related questions.





PRODUCTS

All the training and support in the world mean nothing without exceptional products. AMSOIL products define the history of the synthetic lubricants industry. They are relied upon by millions to increase engine performance, reduce maintenance costs and help extend vehicle and equipment life.

And the demand for synthetic lubricants is growing. As the ever-increasing demands of industry, manufacturing and transportation continue the push toward synthetic lubricants, AMSOIL remains committed to introducing innovative and dynamic products that will continue to define the industry.

World-class products, combined with professionalism, determination and the support of AMSOIL, allow anyone to create a rewarding AMSOIL Dealership. To take the first step, contact your local AMSOIL Dealer, call (800) 956-5695 or visit amsoil.com and click Business Opportunities.

AMSOIL The First in Synthetics®

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

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