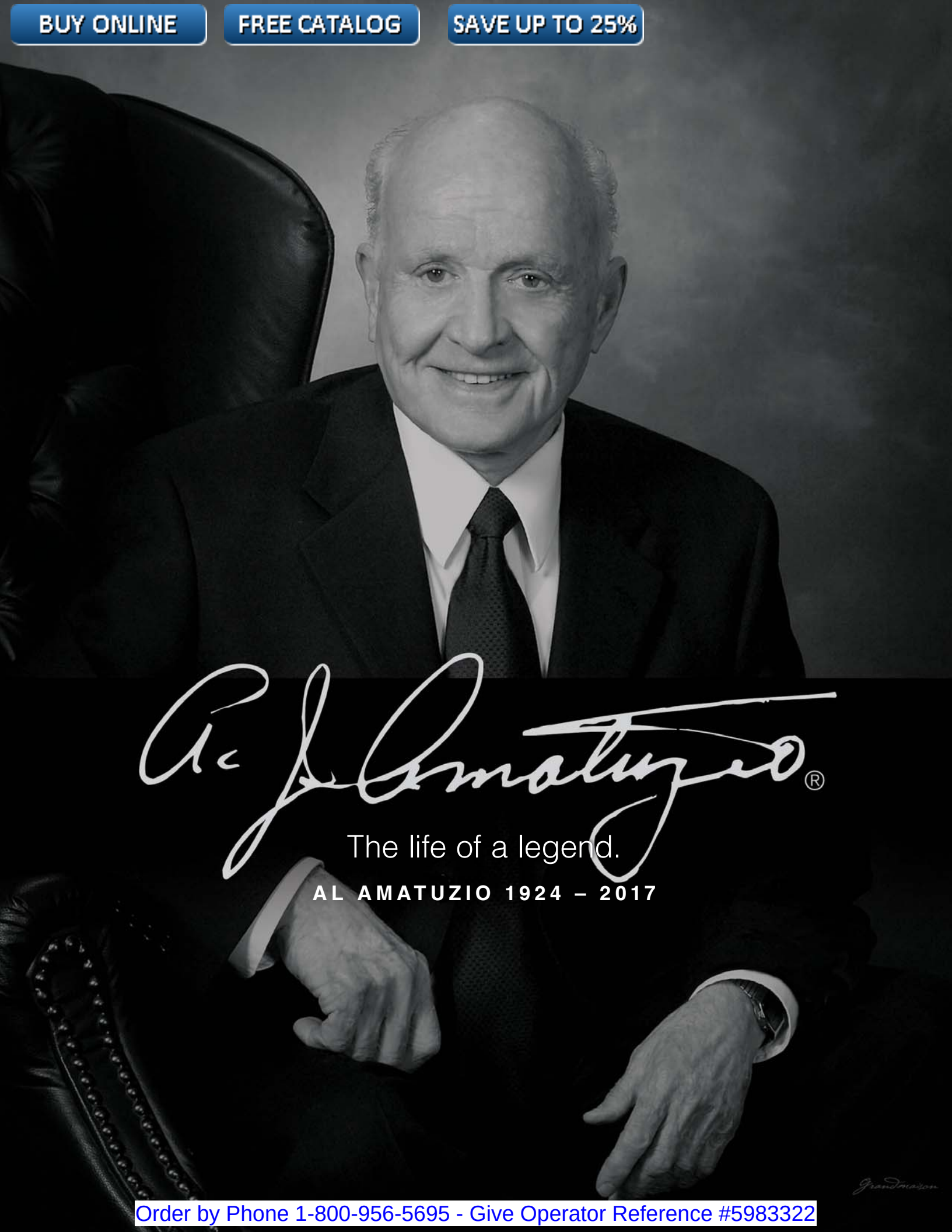
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Al's life was the stuff of legends. A depression-era child who scrapped and clawed for everything he had. An award-winning fighter pilot. A tireless innovator who left countless naysayers in his wake.

But as everyone who has met Al knows, there was nothing mysterious about him. He was as genuine as he was brash, as real as he was determined. He made it clear that his success was built on excellence, integrity and hard work. Nothing fancy, nothing complicated. Just honest American values.

His desire to extend the same opportunity to anyone willing to work hard helped inspire Al to start the AMSOIL Dealer network in 1973. He loved every AMSOIL Dealer, large and small, and few things stirred his passion like spending time with you and watching you succeed. You were integral to Al's life.
He encouraged you, inspired you, led you, believed in you.

Al always said he never would have made it without you.
And that's why his story is also your story.



*"Go ahead and be a dreamer!
But do something about your dreams.
Don't just let them flit away."*

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Raleigh Street

Albert J. Amatuzio Jr. grew up on Raleigh St. in a rough-and-tumble area of Duluth, Minn. Though poor, the neighborhood families took pride in their Italian, Serbian and Austrian ethnicity. The neighborhood's low-brow reputation galvanized its residents into a close-knit group that looked out for each other.

One such family was headed by Albert and Margret Amatuzio. On May 6, 1924, with a doctor, midwife and neighbor – Mrs. Puglisi – attending, Margret gave birth at home to the couple's fourth child. Young Albert Jr., however, wasn't breathing. After the midwife tried unsuccessfully to revive him, she gave him up for dead.

But Mrs. Puglisi refused to quit. She alternated the lifeless infant between cold and warm water. And she lifted him up and down in an effort to restore his breathing. To the doctor's surprise, it worked. Albert Jr. heralded the start of what would become a long and inspirational life by wetting all over Mrs. Puglisi.

Pushing boundaries

Al's dramatic birth signaled the first of many challenges he presented to his parents. His mischievous nature sometimes ran afoul of the neighbors, so his mother took to tying him to the sewing machine so she could keep an eye on him. And when he freed himself from his bonds and escaped, his mother sent their neighbor, Babs, after him to haul Al home, kicking and screaming.

Only a nearly lethal bout of rheumatic fever, it seemed, could slow him down. At the movies one afternoon with his brother, Donald, Al couldn't rise from his seat once the movie ended. Donald carried him home, and the doctor was summoned. He examined Al and announced that the boy wasn't going to make it. Margret, from whom Al inherited his stubbornness, refused to accept the negative prognosis. She called a cab and rushed Al to the hospital, where he spent several months fighting the life-threatening disorder. Luckily, it didn't reach his vital organs. Nor did it dampen his spirit.

A natural entrepreneur

As an adolescent, Al's entrepreneurial spirit emerged. He peddled newspapers, sold magazines, collected scrap iron and devised any number of ventures to help support the family through the difficult times common during the Great Depression.

A sign of his future, it was then that Al recognized America's love affair with the automobile. He watched cars cross the Arrowhead Bridge and thought to himself, "If I could only make a nickel on each car that went by, I could be rich some day."

Al's real love, however, was flying. Every day, he waited to watch the white Sikorsky mail plane fly overhead on its way to touch down on St. Louis Bay, just off of Lake Superior. He waved to the pilot and dreamed of the day when he, too, could take to the air. His dream was realized when, at age 12, his father bought him a one-dollar ticket for a short ride in a Piper Cub. That short ride turned Al's dream into ambition.





Albert and Margret Amatuzio's fourth child, Albert J. Amatuzio Jr., was born May 6, 1924 in Duluth, Minn.

Opposite page: Duluth, Minnesota's Raleigh St. neighborhood, on the muddy fringes of the city's industrial district, became the anvil that forged Al into a tenacious worker and commanding leader.

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Man of the house
In 1940, Albert Sr. developed inoperable esophageal cancer. Al's older brother, Donald, was attending medical school, so when their father passed away, 16-year-old Al suddenly found himself man of the house.

Al worked side-by-side with his mother, first at a tavern in West Duluth she had opened, and later at the Gitchinadji Supper Club, in Superior, Wis., Margret had purchased with some of her tavern earnings. With Margret's hand firmly on the tiller, she rallied the family, modeling the determination and tenacity that would characterize her son's life.



IRENE ALBERTS (I)—Secretary—**Pet Peeve,** Book reports,—**Activities,** Girls' Club 2-3-4, Hall Guard 2-4, Usher 2-3, Pyramid 2, Courtesy 4, Denfeld Banking Association 4. **ALICE ALVAR (Al)**—Secretary—**Pet Peeve,** Blonde hair—**Activities,** A Cappella 2-3-4, Jr. Class Play 3, Usher 2-3, Girls' Club 2-3-4, Hall Cadet 2, Criterion Reporter, 2-3, Criterion Page Editor 4, Prom Committee 3, Carnival 4, Squad Leader 2-3, Play Reading Committee 3, State Press Convention 4, Sr. Class Play Committee 4. **ALBERT AMATUZIO (Al)**—Oil Engineer—**Pet Peeve,** Noisy boys or girls—**Activities,** Boys' Union 2-3-4.

Above: Al's high school yearbook entry hints at his future career choice.



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Love at First Flight

Like many of his peers, Al eagerly answered America's call during WWII. After graduating high school in 1942 Al attended Naval Air Corps training. But just as he was making his mark as a trainee pilot, the Navy announced it had overestimated its need for pilots and closed the program. Disappointed and uninterested in another type of Navy career, Al joined the Merchant Marine. It was aboard the SS Fisk Victory that he survived the great Okinawa storm that sent 42 ships to the ocean floor.

After the war and eager to renew his pilot training, Al joined the Air Force, now recently separated from the Army and reorganized into its own distinct branch of the armed forces. He was a natural and made a profound impression on his instructors. "There are fighter pilots, and there are pilots who fly fighters. Al was a fighter pilot," said Wayne C. Gatlin Sr., himself a fighter pilot. "You had to have that instinct, that tenaciousness, that excellence."

It was during this time Al's attention to detail surfaced. "One of the things that impressed me the most about Al was that he was somewhat of a perfectionist," said Crew Chief Ron Suomela. He was notoriously demanding, down to the cleanliness of his own uniform.

By 1949, the Air Force was transitioning from prop fighters to jet aircraft. Al helped usher in the new technology by flying the new F80 Shooting Star, America's first operational jet fighter.

Family calls

Despite his success as an aviator and his love of flying, family came first. When Margret fell ill, Al returned home to run the family business.

Still burning with the desire to fly, Al joined the Duluth unit of the Air National Guard, where he honed his mastery of jet aircraft.







Al (far left) earns his pilot's wings with the U.S. Air Force.

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Few things made Al happier than the freedom and power of piloting jet aircraft.





As Duluth Air National Guard Squadron Commander, Al (front and center) developed his reputation for holding everyone – especially himself – to only the highest standards.

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Cool under pressure
On a mission over a remote part of Minnesota, Al came face-to-face with a jet pilot's worst nightmare: his engine flamed out. His wingman, Felix Tomlinson, was suddenly flying beside a plane with no power, no instruments and no radio. Tomlinson struggled to stay alongside Al's darkened plane as it glided through the air.



Tomlinson zeroed in on the closest landing field which, according to information he'd received via his radio, safely lied under a 5,000-foot ceiling of clouds. Unfortunately, the young airman who provided that information made a mistake – the runway was obscured beneath a precariously low 500-foot ceiling.

Tomlinson tried in vain to contact Al, hoping somehow his radio had been restored. "I said, 'If you can hear me, you'd better jump,'" Tomlinson said. Suddenly the clouds grew thick and Al disappeared. "I'm screaming at him to jump out. My heart was down in my belly."

Tomlinson headed back to the airbase in Duluth, fearing the worst. But just as he approached the field, Al's voice crackled through the radio. Somehow Al had relit his aircraft, restored a few of his instruments and broke out of the weather at only 500 feet. He had located a familiar highway and was following it back to Duluth. "I was never so happy to hear a voice in my life," said Tomlinson.

Al's cool demeanor under pressure and natural leadership earned him a promotion to Lieutenant Colonel and squadron commander. During his 25 years as a fighter pilot and squadron commander, Al was twice honored as our nation's top pilot by winning the prestigious William Tell Air-to-Air Shootout Competition and the Earl T. Rick Competitive Shootout.

If it works in jet engines...
Soon, a new challenge inspired Al. He took to spending time in Maintenance Officer John R. Hed's office reading technical publications on lubrication and synthetic oil. Every jet aircraft in the world relied on synthetic lubricants to withstand the intense heat and extreme conditions of supersonic flight. Only synthetic lubricants offered the tremendous level of protection the engines in his aircraft required.

Armed with this knowledge, Al wondered aloud why synthetic oil wasn't used in automobile engines. He reasoned that the same performance benefits could be applied to the vehicles and equipment people depended on every day for work and fun.

Al went to work developing his latest idea.

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A First of its Kind

In the 1960s, when Al began researching synthetic lubricants, oil quality was poor and engines didn't last long. Then-modern oils were susceptible to breakdown in high heat and contributed greatly to hard-starting in cold weather. Inspired by aerospace technology, Al developed a vision to bring synthetic motor oil to market. The skeptics didn't just think it was impossible, they thought it was unnecessary. They considered conventional oil "good enough."

Ignoring the naysayers, Al undertook an intense period of research and development. He experimented with various formulations. He studied chemistry and learned about additives.

By 1966 he had formulated his first synthetic motor oil. To test his formulation, he turned to his fellow pilots, including Jack Arotta, who reluctantly tested several versions of Al's synthetic oil in his brand-new 1966 Ford station wagon. "I'd run it, and everything would work fine," Arotta said. "Then Al would call and say, 'Get that crap out of there, I've got some new stuff!'" Throughout the 1960s, Al continued to develop and sell synthetic oils under a variety of names.

Financial hardship

By 1970, Al had settled on a formulation and had formed a company. He tried a series of names, before finally settling on "AMZOIL," which he'd later change to "AMSOIL" following a lengthy lawsuit with Pennzoil.

Still serving in the Air National Guard, Al ran his company in his spare time, working from his basement and warehousing product in his garage. He drew from a seemingly boundless well of energy to write all his sales material, design each product label, create artwork and sell AMSOIL Synthetic Motor Oil out of the trunk of his car.

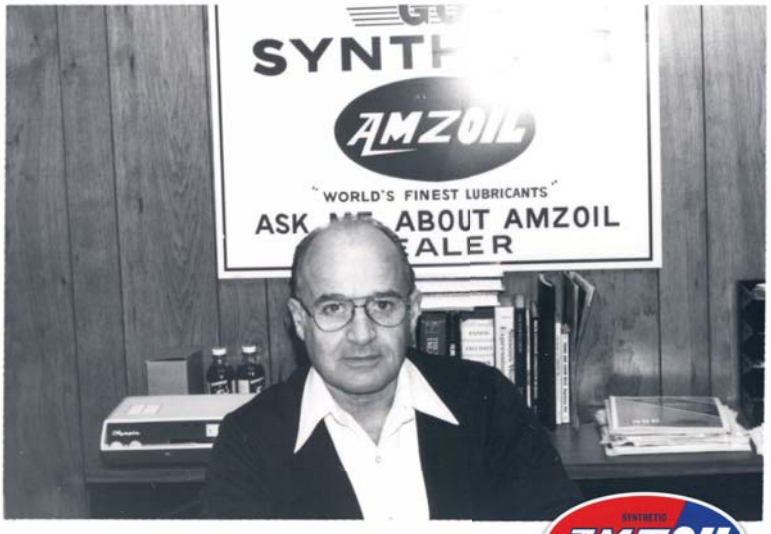
Unfortunately, his financial resources didn't match his energy, and he nearly bankrupted himself leading his fledgling company. Since no one believed in his idea, no one would lend him money. And few motorists, it seemed, were willing to pay for synthetic motor oil no matter how profound its performance benefits since it cost several times more than the conventional motor oil lining store shelves.

Those three little letters

Another reason for slow sales was the omission of two important sets of three letters on each can of oil: API and SAE. To earn the trust of motorists, AMSOIL Synthetic Motor Oil needed to meet the industry performance standards established by the American Petroleum Institute (API) and Society of Automotive Engineers (SAE). Until then, Al merely had a prototype, not a full-fledged product.

In 1972, Al spent a great deal of money to send AMSOIL Synthetic Motor Oil to an accredited third-party laboratory, where it was subjected to a battery of industry tests. The result? AMSOIL Synthetic Motor Oil became the world's first synthetic motor oil to meet API service requirements. It outperformed conventional petroleum motor oils on all counts, heralding a new age in lubricant performance and engine life.

And yet, Al still struggled to sell it.



After experimenting with different synthetic motor oil formulations and company names, AMSOIL was born in 1970.



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Slowly, AMSOIL gained enough traction to allow Al to relocate the business from his home into a small Superior, Wis. building.





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The AMSOIL Dealer Network is Born

Despite offering better wear protection, improved engine cleanliness, easier cold-weather starts and improved fuel economy, Al's synthetic oil languished on store shelves next to its much cheaper conventional-oil counterparts. Consumers hadn't heard of synthetic oil and didn't understand its benefits.

However, whenever Al spoke directly with people, his passion and knowledge shone through, and he often converted them into customers. What he needed was a marketing method that allowed him to duplicate his direct approach. He needed a legion of people who used and understood synthetic motor oil, and who could share their passion with motorists. As fate would have it, the process of arriving at the answer started thanks to a Midwestern winter storm and a family get-together.

No problems at -40ºF

Shirley Green, who lived in Wichita, Kan., was hosting a family Christmas party in December 1972. Green's sister arrived from Minneapolis ahead of a harsh winter storm that plummeted the temperature to nearly -40ºF. Green asked her sister how she could start her car in such cold weather. Conventional oils thicken when cold, preventing the engine from turning over. The answer? AMSOIL Synthetic Motor Oil, which remained fluid in sub-zero weather. Shirley Green's husband, a mechanic, immediately took an interest.

By spring, Green's husband had tested AMSOIL Synthetic Motor Oil in his own vehicles. The product's performance sparked his enthusiasm for synthetic oil, which in turn intrigued Green, herself an entrepreneurial-minded expert in the field of direct marketing. To her, AMSOIL and direct marketing were a perfect match. She called Al and explained the concept. Her ideas and ability to think outside the box pleased Al, so he arranged a face-to-face meeting.

Green explained the financial benefits of promoting a product through word of mouth – friend telling friend and neighbor telling neighbor – instead of relying on expensive advertising. Once people used the product and believed in it, they could share their "AMSOIL story" with others, a tactic that proved far more effective than relying simply on product labels to tell the message.

"They couldn't make the oil fast enough"

As a natural promoter, Al warmed to the idea of direct sales. He loved the idea of using grassroots enthusiasm to sell his synthetic motor oil. The notion also appealed to his affection for the "little guy" working hard and building a successful career. He was sold. Al adopted a direct-sales approach, signaling the birth of the AMSOIL Dealer network, in 1973. And he pegged Shirley Green to help him craft the company's first marketing plan.



Al & Shirley Green

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It was a huge gamble. Although Green drew inspiration from the credibility of AMSOIL Synthetic Motor Oil and the fortitude of the man behind it, others weren't sold on direct marketing. They either knew nothing about it or associated it with shady, fly-by-night companies that sought only to separate well-meaning people from their money. "I thought this Shirley Green was out of her mind," said Al's longtime friend, Tim Walsh. "I didn't think it was going to work at all. It just seemed like a scheme to me."

But Green drew from her wealth of experience to craft a plan that placed no restrictions on an AMSOIL Dealer's earning power. Free to rise as high as their ambition could take them and armed with a product that blew the doors off the competition, Al's network of independent AMSOIL Dealers sold oil at a superhuman rate. They used it themselves, experienced its amazing performance benefits and sold it to their friends and neighbors. In so doing, many built the foundation of successful businesses that would serve them for decades to come.

Despite his innate optimism, even Al didn't anticipate the Dealers' effect on company growth. Sales took off. Al responded by building more bottling lines, holding tanks, buildings and other infrastructure at the Superior, Wis. location to which he had moved the company. And all the while, more people recognized the opportunity to seize control of their success by selling this innovative product themselves, driving growth of the Dealer network. "It just plain exploded," said Walsh. "The fuse was lit and it was going. ... They couldn't make the oil fast enough."



Despite its superior performance, sales of AMSOIL Synthetic Motor Oil didn't take off until inception of the Dealer network in 1973.



A legion of passionate AMSOIL Dealers sparked explosive company growth, requiring construction of new bottling lines, holding tanks and other infrastructure.



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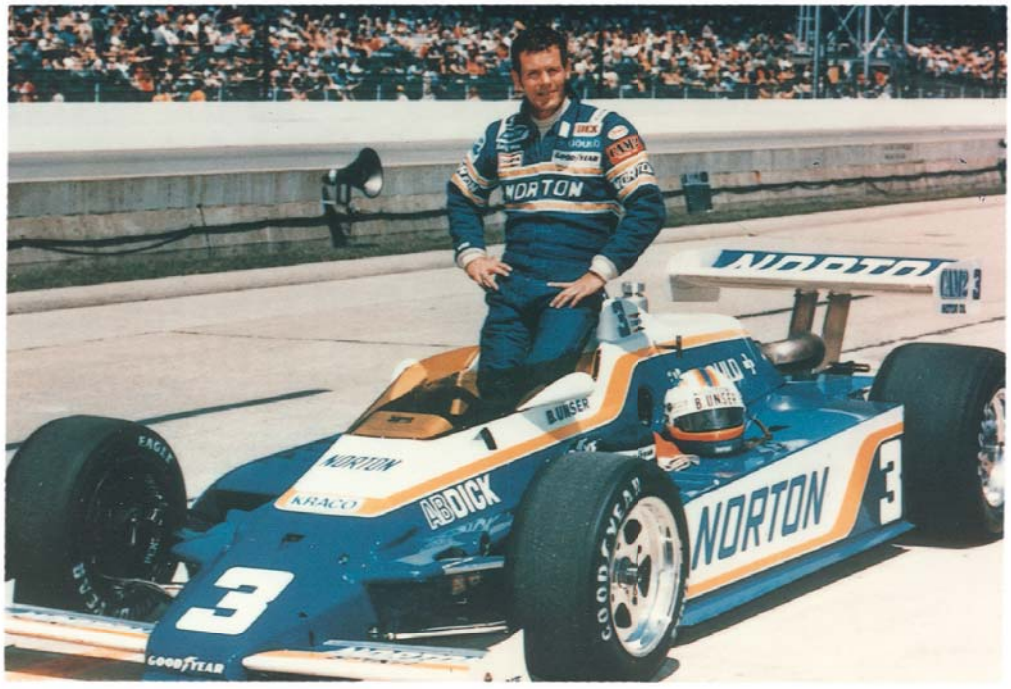
“That’s the biggest gain I’ve ever made on a lubricant in my life.”

The company was growing, but Al wanted to get AMSOIL synthetic lubricants into the vehicles of everyone he met. Looking to drive sales even further, Al turned to one of his guiding principles – common sense. To validate AMSOIL Synthetic Motor Oil and win converts from conventional lubricants, he needed to prove his oil in the toughest arena he could find. So he enlisted the help of his former wingman, Felix Tomlinson, who was living in the racing hotbed of southern California. Tomlinson leveraged his connections to get a sample of Al’s synthetic oil into the hands of two members of legendary driver Bobby Unser’s crew.

Pike’s Peak and the Indy 500

For more than a decade, Unser had dominated the grueling annual race to the summit of Colorado’s Pike’s Peak. But now, Unser was having problems with the gears in his differential. The rear end kept failing after just a single day. That is, until he started using Al’s synthetic lubricants. “Lo and behold, the rear end would not only last one day,” said Unser, “it would last through all the practice sessions, which was three days, qualifying day and race day. *And* be good for next year! That’s the biggest gain I’ve ever made on a lubricant in my life.”

The biggest prize in racing at the time, however, was the Indianapolis 500. Unser was one of Indy car racing’s rising stars, but the Big Oil companies had a lock on his sponsorship. That didn’t keep Unser from doing what he needed to win. “I carried the oil into the garage and set it on the floor so everyone could see it,” said Unser. “It’d all say Valvoline* on it, or whoever was [sponsoring us] in those days, but inside would be AMSOIL,” he said. Unser won the Indy 500 three times and went on to forge a deep and lasting friendship with the man whose synthetic lubricants helped carry him to multiple checkered flags.





Bobby Unser

America’s racetracks served as proving grounds for AMSOIL Synthetic Motor Oil in the company’s early days, and still do today.

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“He never starts a fight. But if somebody else starts a fight, bring it on.”



With the company growing exponentially, AMSOIL was attracting a lot of attention. And not all of it was good.

“Fake oil”
From day one, synthetic motor oil was foreign to the Big Oil companies and automotive manufacturers of the time. AMSOIL Synthetic Motor Oil was guaranteed for 25,000 miles/one year, and other oil companies viewed such performance as detrimental to continuous sales. They didn’t want synthetic oil, nor did they believe cars needed it. They were satisfied with the status quo, and Al was ridiculed for peddling his “fake oil.”

Sue happy
Soon, the lawsuits started. Pennzoil took issue with the “Z” in the company’s initial spelling of “AMZOIL.” Then the well-known direct-marketing company AMWAY filed suit over the similar red, white and blue colors of the AMSOIL logo and the fact that AMSOIL used direct marketing to sell its products.

Both companies may have thought they could push around their relatively small competition, but if they did, they underestimated Al’s tenacity. Drawing on the instincts he developed growing up in the hardscrabble Raleigh St. neighborhood and through his military training, Al fought back. No one was going to tell a man named “Amatuzio” that he’d copied the letters “AM” from someone else. No one was going to tell a career military man that the colors red, white and blue represented one particular company. And no one had exclusive rights to a particular way of doing business. Not in America.

When the AMWAY case went to trial, all eyes fell on Al when the prosecution took its best shot. In one memorable moment, the attorney asked Al why he’d chosen red, white and blue as his company’s colors. Al simply replied, “Because those are the colors of the American flag.” The attorney couldn’t say anything, and Al went on to win the case, hands-down.

He battled Pennzoil for years in court before finally deciding to change the spelling of his company to “AMSOIL.” In the end, Al found out he probably could have kept the “Z,” but decided to maintain the new spelling. He got the last laugh when he instructed the designer to make the “S” in AMSOIL look like a backward “Z.”

A new era dawns
As Al soldiered on through industry-wide resistance to synthetic oil and years of litigation, AMSOIL advanced from simply manufacturing synthetic motor oil to formulating a full line of advanced synthetic lubricants for anything with an engine.

By the late 1970s, the AMSOIL product line had expanded to include several more “firsts” to complement the world’s first synthetic motor oil to meet API service requirements.

AMSOIL Synthetic 2-Cycle Oil was introduced. Then AMSOIL Synthetic Gear Lube. Soon a synthetic diesel oil was added, along with hydraulic fluid, racing oil and more. The product line offered nearly everyone the opportunity to save money and cut maintenance through use of synthetic lubricants.

Imitation as flattery
Meanwhile, other lubricant companies jumped on the bandwagon and introduced synthetic motor oils of their own. Up to that time, Al had been a renegade thinker, rowing against the currents of conventional thinking and industry inertia. Mobil, the king of the oil industry, introduced its synthetic oil in 1974. Although its Mobil 1 synthetic motor oil was initially recommended for 25,000 miles/one year – just like AMSOIL Synthetic Motor Oil – Mobil quickly backed off to original equipment manufacturer drain intervals.



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Where others saw competition, Al saw validation. The same companies that just a few years earlier had scoffed at the idea of this man from northern Minnesota had not only embraced his thinking, they'd practically copied it and tried to pass it off as "new" and "revolutionary."

Big Oil had credentialed what Al had been saying all along, touting the benefits of synthetic oil compared to lower-quality conventional oils. And Al, savvy as ever, positioned AMSOIL to reap the benefits of the Big Oil companies multi-million-dollar ad campaigns.

Meanwhile, the automotive industry – initially resistant to change – slowly warmed up to synthetic motor oil's benefits. Over the years, largely in response to the energy crisis of the late 1970s, automakers began to introduce smaller, hotter-running, highly efficient engines that delivered more power and greater fuel economy than their predecessors. Engines evolved from the dirty, unreliable gas hogs of the '70s and '80s to the streamlined powerplants of today capable of delivering 200,000 miles or more of reliable operation. Those efficiency gains would not have been possible without synthetic lubricants' ability to withstand the intense heat, pressure and stress of modern high-tech engines. It wouldn't take long for cars to roll off the assembly line with synthetic oil already in the engine and recommended as the service fill. And today, with fuel economy as important as ever, many automakers now recommend synthetic lubricants to boost fuel economy as much as possible.

The same auto companies that deemed conventional oil "good enough" a few decades ago have come to embrace synthetic lubricants as an enabler of higher levels of performance not thought of years before.

And the seismic shift in thinking all started with the pointed question and dogged determination of one man: "If it works so well in jet engines, why don't we use it in automobiles?"



Al and "Big Red," his beloved semi truck he used to deliver lubricants.

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Dream Big and Don't Look Back



In 1994, Al was inducted into the Lubricants World Hall of Fame, an honor that confirmed his status as a pioneer and thought-leader in the industry. His company had grown from a one-man operation headquartered in his basement to a worldwide leader in synthetic lubricant technology.

During this time, AMSOIL strengthened its reputation as the premier manufacturer of the best synthetic lubricants in the world. Al demanded excellence from the products that bore his name. Likewise, he expected the same from everyone who represented AMSOIL, just like he had demanded the best of his fighter pilots as squadron commander of the Duluth Air National Guard. His suppliers had come to understand that they'd better ship only their highest-quality raw materials to Superior, otherwise Al would send them back. And the finished products had better represent a leap forward in performance, otherwise it was back to the drawing board.

Al's high standards, combined with a growing network of passionate Dealers armed with the best synthetic lubricants in the industry, drove company growth throughout the 1990s and 2000s. He celebrated the Dealers with frequent meetings and conventions around North America, where he recognized and rewarded their success. The Dealers, in turn, rewarded Al's loyalty with continued annual sales growth. His legacy firmly established, Al went to work adding another title to his already impressive resume – civic leader.

Love of the underdog

Since his days growing up the child of immigrants in West Duluth, Al always had an affinity for the little guy. David-versus-Goliath American success stories of regular people beating the strongest adversaries inspired him, which is one reason he warmed to the idea of establishing the Dealer network in an industry dominated by multi-million-dollar companies.

So it was only natural that Al would come to champion the cause of, quite literally, the underdog – shelter dogs that others had forgotten. Al became a fixture at Duluth- and Superior-area animal shelters as he took in several shelter dogs and offered financial support. He loved walking the halls of the AMSOIL corporate headquarters with his dogs in tow, showing them off to anyone and everyone. A dog's way of looking past one's status and success to their true character charmed Al. He loved telling people, "If you think you're so important, try telling someone else's dog what to do."

Al's love of dogs and support of law enforcement moved him to found the AMSOIL Northland Law Enforcement



Al's support of law enforcement and love of dogs moved him to form the AMSOIL Northland Law Enforcement K-9 Foundation, one of his many philanthropic pursuits.

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K-9 Foundation, an organization dedicated to ensuring local law enforcement agencies receive adequate funding to field K-9 units. Al assisted in the purchase of several K-9 units over the years, taking the financial burden off of law enforcement. Today, the foundation continues to uphold Al's legacy in its support of our K-9 officers.

He also lent his support and name to the Duluth-based Albert J. Amatuzio Research Center, which chronicles local service history dating back to the Civil War. The research center includes photographs, journals, stories and biographies of veterans from northeastern Minnesota who served our nation from the Civil War through Iraq and Afghanistan.

That was just the tip of the iceberg. Al personally – and AMSOIL INC. – supported dozens of good causes, and still do.

Dream big

Al never rested in his pursuit of developing products that truly made the world a better place. Motorists today have improved choices compared to the days when Big Oil companies dominated store shelves. His concept of extended drain intervals, at a time when the 3,000-mile/three-month oil change was viewed as unshakable, has prevented the generation of millions of gallons of waste oil, helping the environment and reducing America's dependence on foreign oil. His vision of better performance enabled auto companies to design engines with advanced technologies that would have destroyed lesser oils. His affinity for the little guy resulted in thousands of regular men and women seizing control of their destinies by building their own successful businesses.

Al's principles of hard work, excellence and integrity remain at the heart of the company he founded half a century ago. In addition to securing his company's financial strength, he ensured a seamless transition of leadership to son Alan Amatuzio and Dean Alexander, both of whom share his commitment to developing the world's best synthetic lubricants and distributing them through our network of independent AMSOIL Dealers.

Today – just a stone's throw from Al's childhood home on Raleigh St.; adjacent to St Louis Bay, where Al watched the Sikorsky mail plane land each afternoon; and within sight of the 148th Fighter Wing's F-16 Fighting Falcon aircraft flying in and out of the Duluth airfield – lies the AMSOIL Center. Its concrete walls house a state-of-the-art manufacturing facility that serves as the hub of a global distribution network. Every day, bottles, cases, drums and totes bearing the AMSOIL label are shipped worldwide to loyal customers who rely on AMSOIL products to protect the vehicles they love.

And it all started with the inquisitive mind and fiery spirit of Al Amatuzio.

Al accomplished much that improved the world. But his greatest achievement may not have been pushing the boundaries of lubrication science or creating a business opportunity for anyone willing to work hard. It may have been showing a generation how to dream big. And, more importantly, how to fight through adversity to realize those dreams.



Alan Amatuzio
Co-President & COO

Dean Alexander
Co-President & CFO



The AMSOIL Center

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"You have to have integrity. You have to be honest, sincere and above board. And you've got to treat people properly. Treat them the way you want to be treated."

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