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Dealerships & Preferred Customer Memberships

Providing Business Opportunities Since 1973



AMSOIL The First in Synthetics®

Contact your local full-service AMSOIL Dealer for more information on AMSOIL products or to place an order. You may also order direct by calling AMSOIL INC. at 1-800-956-5695 and providing the referral number listed here. ▼

Referral #_____

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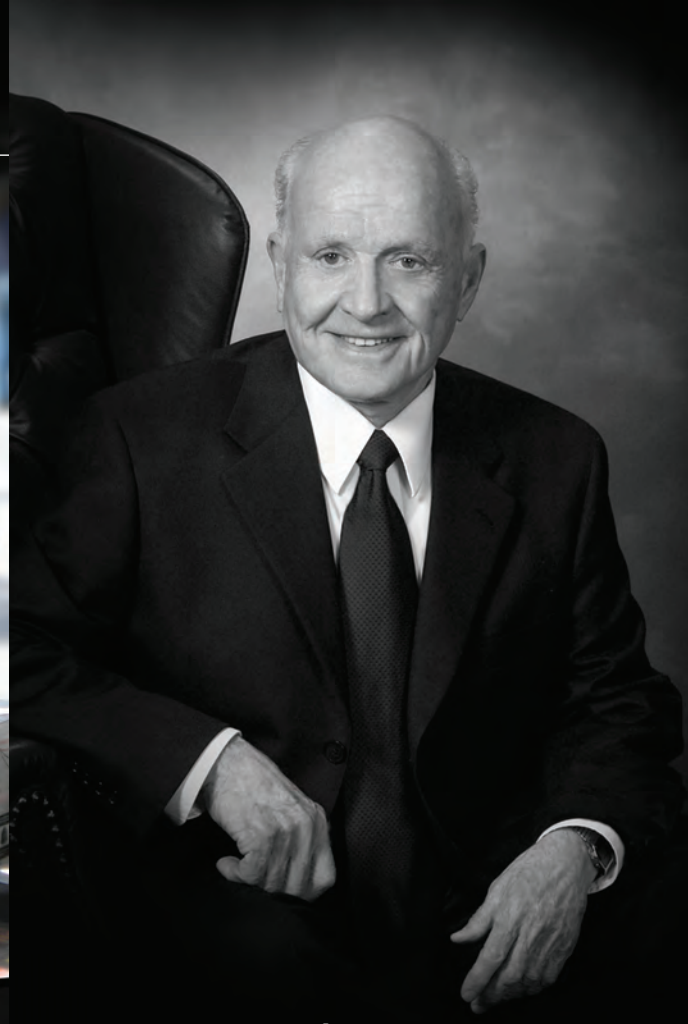

A.J. "Al" Amatuzio
President &
Chief Executive Officer

AMSOIL The First in Synthetics®

A History of Firsts

When 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 the AMSOIL lead with introductions of synthetic motor oils of their own.

Accept no substitutes – AMSOIL is *The First in Synthetics®*.

Order by Phone 1-800-956-5695 - Give Operator Reference #5983322

AMSOIL Independent Dealership

An AMSOIL Dealership is the ideal start-up opportunity for those who want to own their own business. AMSOIL provides training materials, administrative assistance, technical support and everything needed to build successful Dealerships.

- Minimal start-up fee
- No inventory requirements
- No administrative headaches
- No capital investment
- No employee requirement

Independent AMSOIL Dealerships are recommended for people who want to own their own business, be their own boss and set their own goals. The AMSOIL business opportunity is versatile and dynamic so that each person can create his or her own personally tailored business.

Personal Sales

As an AMSOIL Dealer, you purchase AMSOIL products at Dealer cost and sell them at the suggested retail price. Your income starts building immediately with retail profits and commission bonuses.

Catalog Sales

Dealers distribute AMSOIL catalogs, and AMSOIL INC. takes it from there. AMSOIL takes the order, ships the product, bills the customer and collects the money. Dealers collect the retail profits and the commissions.

Internet Sales

Dealers link their websites to the AMSOIL corporate website, or purchase ready-made AMSOIL websites. This allows customers to purchase products through the AMSOIL Online Store, and Dealers get the retail profits and commissions.

Building Your Sales Group

You can expand your AMSOIL Dealership and increase your income potential by recruiting your own personal group of AMSOIL Dealers. AMSOIL pays you commissions on their sales.

Retail and Commercial Sales

Retail accounts are retail outlets such as quick lubes, powersports dealers, auto parts stores and hardware stores. These stores stock AMSOIL products on their shelves to sell to their customers. Commercial accounts are businesses that have vehicles, equipment and machinery that use the quality lubricants and filters available in the AMSOIL product line, but do not sell them. Once you've registered one of these accounts, AMSOIL extends credit, takes orders, ships product, invoices product and collects payment. AMSOIL then sends you your monthly commission earnings from the account.





Products

Since the introduction of AMSOIL synthetic motor oil in 1972, AMSOIL has gone on to develop the most complete line of synthetic lubricants and automotive products in the world. The history of AMSOIL product introductions is a checklist of industry firsts. AMSOIL motor oils, two-stroke oils, gear lubes, greases and high-tech oil filters are concrete testimony to AMSOIL innovation and quality.

Company

The AMSOIL corporate headquarters, manufacturing plant and main distribution center are located in Superior, Wisconsin, with several regional warehouses strategically located throughout North America. The main warehouse serves as the hub of a global distribution network; bottles, cases, drums, totes and tankers bearing the AMSOIL label are shipped worldwide.

The AMSOIL administration functions are centrally located and outfitted with the latest in communications and information processing equipment. The entire complex is staffed by a cooperative and knowledgeable team ready to provide a full range of Dealer, customer and technical services.

AMSOIL Preferred Customer Membership

Preferred Customer memberships are recommended for those who want the lowest possible prices on superior lubricants, fuel additives and filtration products for their vehicles and equipment, but who are not necessarily interested in the AMSOIL business opportunity. Preferred Customers pay the same low wholesale prices for AMSOIL products that Dealers pay, but without the responsibilities of owning a Dealership. In addition to saving up to 25 percent on AMSOIL products, Preferred Customers receive the following benefits:

- Exclusive promotions to reduce shipping costs
- Exclusive product-specific promotions
- Randomly selected P.C.s receive free gear when they place an order
- Earn points on all purchases. Every 50 points is redeemable for $1 off a future order
- Earn 500 bonus points for referring new P.C.s or Dealers to AMSOIL
- Quarterly issues of *AMSOIL Magazine*, featuring a full product catalog, product news, technical information and more.



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