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5 Ways that AMSOIL helps you meet the challenges of running a successful business.



Qualifying retailers appear on the AMSOIL Locator at amsoil.com, helping drive traffic through your doors.

1) ATTRACT MORE HIGH-VALUE CUSTOMERS

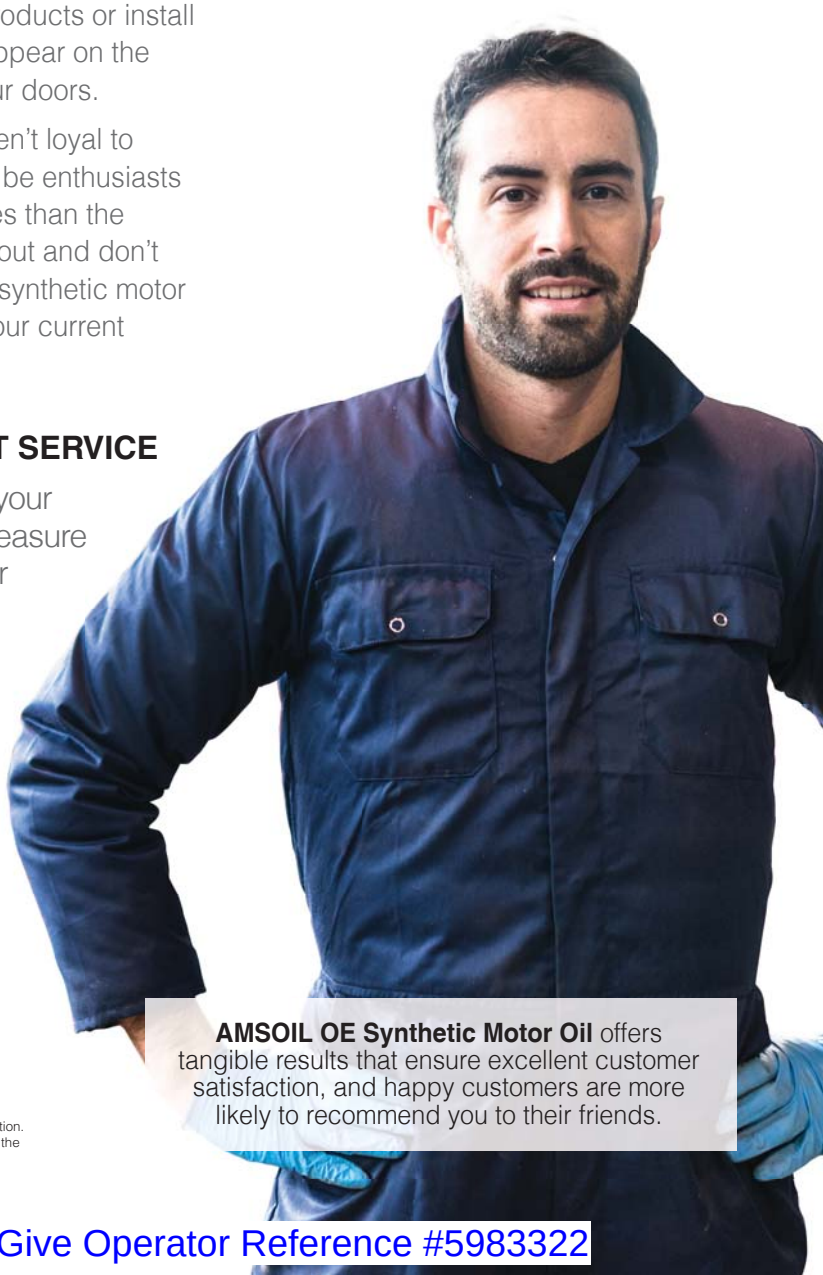
Every business wants more loyal, high-value customers. We help you do that in the following ways:

- **Exclusivity** – AMSOIL products aren't available everywhere. To avoid predatory pricing and help you compete, we don't sell AMSOIL products through big-box retailers. Instead, AMSOIL products are sold through businesses like yours. Places where people value quality over rock-bottom prices. Places where personnel know their stuff and can provide their customers the type of expertise and service after the sale unavailable elsewhere. Carrying AMSOIL products positions you as the go-to place for AMSOIL products in your area and distinguishes you from other businesses.
- **Visibility** – Tens of thousands of people visit amsoil.com every day, many looking for retail businesses that sell AMSOIL products or install them as part of a service. Qualifying retail accounts appear on the AMSOIL Locator, helping drive customers through your doors.
- **Loyalty** – Most of your current customers probably aren't loyal to one motor oil brand. Our customers, however, tend to be enthusiasts – people who care more about protecting their vehicles than the average motorist. They trust our products, seek them out and don't quibble about paying a premium price for a premium synthetic motor oil. AMSOIL customers offer a great complement to your current customer base and help you boost sales.

2) BUILD YOUR REPUTATION FOR EXCELLENT SERVICE

We realize that word-of-mouth referrals are critical to your business. AMSOIL products are built with an extra measure of wear protection you can rely on to take care of your customers' vehicles, including today's demanding turbocharged, direct-injection models. For example, AMSOIL OE Synthetic Motor Oil, our line designed specifically for businesses like yours, provides…

- **47 percent more wear protection**[1] than required by the GM* dexos1* Gen 2 specification
- **100 percent protection against LSPI**[2] in the engine test required by the GM dexos1 Gen 2 specification
- **Excellent protection** against damaging deposits and sludge
- **Maximum** fuel economy



AMSOIL OE Synthetic Motor Oil offers tangible results that ensure excellent customer satisfaction, and happy customers are more likely to recommend you to their friends.

[1]Based on independent testing of OE 0W-20 in the Peugeot TU3M Wear Test as required by the dexos1 Gen 2 specification.
[2]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.

*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.

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

3) MEET THE DEMANDS OF INCREASINGLY COMPLEX AUTO TECHNOLOGY

The auto industry is constantly advancing, and few people have time to keep up. We do it for you, formulating a full line of synthetic lubricants designed to exceed the latest industry specifications.

- API SN/ILSAC GF-5
- GM* dexos1* Gen 2
- API CK-4 (diesel)
- Formulations specifically made for sophisticated European engines
- MERCON* V, DEXRON* III and other popular transmission fluid specifications



4) FREE, FAST SHIPPING

Orders of $350 or more ($450 Canada) get free shipping. Orders below those thresholds pay a flat rate of $11.99 ($13.99 Canada). In addition, 99 percent of orders ship within 24 hours if ordered by 5 p.m. Central.

5) MERCHANDISING SUPPORT

Once you place a qualifying order of $350 or more ($450 Canada), we'll send you a free Merchandising Kit that helps boost visibility. Kits include a window decal for your shop, counter mat and custom oil change decals. You also earn co-op credit with each purchase you make, which you can redeem for signs, banners, hats and other promotional material.

FREE Merchandising Kit with qualifying order.



Retail Counter Mat (G3351)



Window Decal 9"x12" (G3356)



Custom Oil Change Decals (G3374)

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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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