

AMSOIL INC. Dealer Support



The First in Synthetics®

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



The First in Synthetics®

A HISTORY OF FIRSTS

When former jet fighter pilot and squadron commander A.J. "Al" Amatzio 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 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®.



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

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 company introduced a marketing plan around a network of independent AMSOIL Dealers who were able to explain the product's benefits. Dealers gained success and AMSOIL went on to introduce several other synthetic lubricants that stand as industry firsts, solidifying the company's position as the leader in synthetic technology. Today, as demand for AMSOIL products continues to expand, AMSOIL remains committed to its network of independent Dealers.



SINCE 1972



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 undoubtedly 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 lofty or modest their goals, Dealers can be assured they are part of a rock-solid, stable business opportunity.

SUPPORT

A Dealer's sponsoring Dealer or Direct Jobber are resources for information on running an AMSOIL business, answering technical questions, developing sales skills and more. AMSOIL Regional Sales Managers (RSMs), with offices at the AMSOIL corporate headquarters in Superior, Wis., and AMSOIL Field Sales Representatives (FSRs), based in AMSOIL distribution centers, are available to assist Dealers via phone, email and periodic face-to-face meetings held around North America.

AMSOIL INC. offers further support through its advanced technical expertise and helpful corporate staff. Corporate personnel are available to assist in any way. The AMSOIL Technical Services Department 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.





ADMINISTERING AN AMSOIL DEALERSHIP

In administering their businesses, AMSOIL Dealers purchase products at wholesale prices and resell them at suggested retail prices. Income starts building immediately with retail profits and commission bonuses.

Dealers' customers can also order directly from AMSOIL through the AMSOIL website, by phone or by fax. AMSOIL takes orders on Dealers' behalf and handles the paperwork. Most Dealers begin with personal retail sales and work their way into selling to businesses through the Retail and Commercial Programs after they've become more experienced. Dealers may also establish websites that link directly to the AMSOIL website. An AMSOIL Dealership provides options to help Dealers succeed regardless of their goals or experience.

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





NATIONAL PRESENCE

To increase brand recognition and help Dealers succeed, AMSOIL invests in national advertising campaigns. Ads appear online, on television and in print, 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 several of the country's biggest events, including Daytona Bike Week and The Sturgis Motorcycle Rally. AMSOIL also sponsors high-profile racing series, including Monster Energy Supercross, The Traxxas Off Road Championship Series (TORC), the AMSOIL Dirt Track Series, 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.

DEALER PROMOTIONS

AMSOIL produces high-quality application brochures, product catalogs, product data bulletins and studies to help Dealers sell. AMSOIL literature allows Dealers to present customers convincing information about the 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 Dealers in their sales and advertising efforts.

Other promotional items include AMSOIL hats, shirts, customizable signs through the AMSOIL Print Center and more. AMSOIL also offers a library of digital assets in the online Dealer Zone that provides free high-resolution product images, logos and web banners for creating online and print advertisements. Armed with these resources, Dealers are able to generate interest in their businesses with minimal investment.





TRAINING

AMSOIL knows its success depends on the training its Dealers receive. The online Dealer Zone contains several free and easy-to-use multimedia resources designed to help Dealers increase their knowledge of AMSOIL products and increase sales. This easy-to-access material is available anytime so Dealers can train on their own schedules.

The face-to-face training AMSOIL provides takes training to a whole new level. AMSOIL periodically conducts educational meetings around the country open to Dealers of all levels. It all culminates in the premier Dealer training event of the year – AMSOIL University, held each May in Duluth, Minn. Focused classroom sessions tailored to new and experienced Dealers offer valuable technical and sales training.

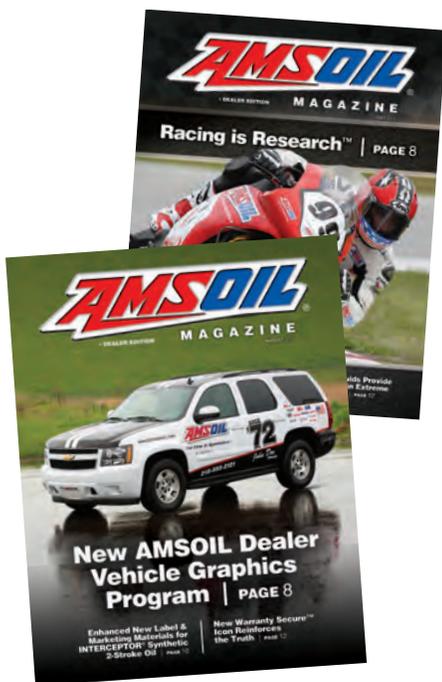
CONSTANT COMMUNICATION

AMSOIL maintains constant communication with Dealers and accounts. The online Dealer, Commercial and Retail Account Zones serve as the primary methods of delivering information from AMSOIL that affects Dealers and accounts. The Dealer Zone is the go-to source for the latest company developments.

AMSOIL Magazine, sent to Dealers each month, provides product news, industry developments, testimonials and other valuable information. Dealers' Preferred Customers receive a monthly special edition of *AMSOIL Magazine* as well.

The *Service Line* is a quarterly newsletter mailed directly to Dealers' Retail and Commercial accounts. It is aimed specifically at the issues affecting the retail marketplace, and helps accounts learn how AMSOIL synthetic lubricants can save them money.

The *Hotwire* is a monthly email newsletter sent to Dealers. It communicates the latest AMSOIL developments. 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 click Buy Wholesale on the amsoil.com homepage.



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