

# AMSOIL<sup>®</sup>

MAGAZINE

► PREFERRED CUSTOMER EDITION

FALL 2024



## INTRODUCING AMSOIL CAR CARE

| PAGE 4



# Check Out Our New Look

Welcome to the newly revamped *AMSOIL Magazine* P.C. Edition. Your new *AMSOIL Magazine* features a **renewed emphasis on content, including the latest AMSOIL product and corporate news, events and sponsorships.** While *AMSOIL Magazine* no longer features an AMSOIL product catalog, you can expect to receive an AMSOIL Factory-Direct Product Catalog in a separate mailing twice a year, giving you access to the full, up-to-date AMSOIL product line. Of course, you don't have to wait for the next catalog to order. Order anytime online at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca) or call 1-800-777-7094 (Monday – Friday, 7 a.m. – 7 p.m. Central).





**PREFERRED CUSTOMER EDITION**  
**FALL 2024**

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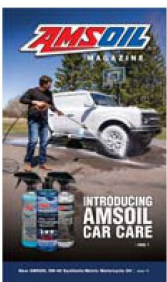
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**THE COVER**  
 New AMSOIL car-care products are engineered with advanced technology to deliver powerful cleaning action that helps vehicles shine brighter.



# INTRODUCING AMSOIL CAR CARE

AMSOIL car-care products are engineered with advanced technology to deliver powerful cleaning action that helps vehicles shine brighter.

AMSOIL is known for formulating superior synthetic lubricants that deliver optimum protection and performance. Now, we put the same attention to detail and commitment to quality into a new line of car-care products. The result: AMSOIL Car Care, a line of high-performing cleaners and protectants that deliver a superior car-care experience through advanced, specialized formulations. AMSOIL Car Care includes AMSOIL High-Foam Car Shampoo, AMSOIL Ceramic Spray and AMSOIL Interior Detailer.

## AMSOIL High-Foam Car Shampoo

Powerful pH-neutral formulation delivers exceptional cleaning action without harming coatings and finishes. Unique, hybrid technology of surfactants, cleaning agents and degreasers provides optimal foaming action to lubricate surfaces and lift contaminants away.

- High-foam formula is hard on dirt, but gentle on coatings and finishes.
- Anti-static to help repel dust and small debris.
- Prevents water spots.
- May be used with bucket, foam gun or foam cannon.

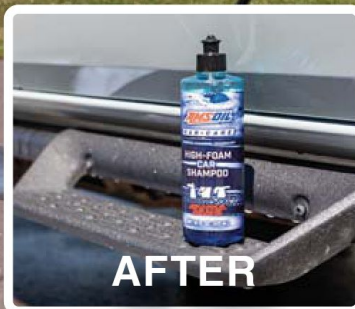
### AMSOIL High-Foam Car Shampoo

#### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. P.C.
HFBCN	EA	(1) 16-oz bottle	9.99
HFBCN	CA	(12) 16-oz bottles	112.85

#### CAN. PRICING

Stock #	Units	Pkg./Size	Can. P.C.
HFBCNC	EA	(1) 473-ml bottle	13.19
HFBCNC	CA	(12) 473-ml bottles	149.40





### **Can I wash my car in direct sunlight?**

It's best to wash your car in a shaded area to prevent the water and soap from drying too quickly and leaving water spots.

### **What should I do if soap dries on my vehicle?**

Start the wash process over to ensure all streaks are removed.

### **Are there any concerns with using too much AMSOIL High-Foam aCar Shampoo?**

No, our recommended mix ratio provides the best combination of value and foam. Overtreating will increase foam density, but will not cause harm.

### **Are there any concerns with using too little AMSOIL High-Foam Car Shampoo?**

Yes, our recommended mix ratio provides the best combination of value and foam. Undertreating will reduce its ability to effectively lift dirt and lubricate surfaces throughout the wash process, increasing the risk of scratching.

### **What does anti-static mean?**

Anti-static is a feature that reduces the attraction of dust, pollen and other contaminants on treated surfaces.

### **What is the best way to clean the interior of a car?**

Spray AMSOIL Interior Detailer and wipe away with a microfiber towel.

### **Can I use household cleaning products to clean the interior of my car?**

It's not recommended. Household cleaning products may not be safe for use on car interiors and may damage the surfaces.

### **What if I get AMSOIL Ceramic Spray on plastic trim?**

Unlike waxes that can dry white, AMSOIL Ceramic Spray is compatible with these surfaces and will not stain.

### **How do I remove stubborn dirt and debris from the interior of my car?**

Use AMSOIL Interior Detailer and

agitate with a soft bristle brush for stubborn stains. Depending on the severity of the dirt and debris, you may need to take the vehicle to a professional for assistance.

### **Is AMSOIL Ceramic Spray a quick detailer?**

No, there are no cleaners in AMSOIL Ceramic Spray. It is intended to be applied to a clean vehicle.

### **You advertise that AMSOIL Ceramic Spray provides "up to" 12 months of protection. What affects the lifespan of the coating?**

Life expectancy depends on environment conditions. Road salt and excessive dust and dirt can reduce coating life. Re-apply to your liking; there is no concern with overtreatment.

### **Will these products freeze in cold temperatures?**

Yes, store AMSOIL Car-Care products in temperatures above freezing. Freezing will not damage the products' effectiveness, however. Once thawed, they will function as originally intended.

### **Why is the straw that attaches to the sprayer so long?**

We intentionally made the straw long and gave it an angled cut to ensure customers can extract the most product possible from the bottle. The straw will curl and force its way into the corner at the bottom of the bottle. Shortening the straw will reduce the amount of product that can be drawn.

### **Why is the sprayer shipped separately from the bottle?**

The sprayer is currently shipped separately from the bottle to reduce breakage issues during the shipping and handling process. We are exploring other options for packaging and shipping these products that may allow them to ship with the sprayers attached without risking damage to the sprayers.



## AMSOIL Ceramic Spray

Advanced SiO<sub>2</sub> ceramic technology enhances gloss and protects painted and plastic surfaces for up to 12 months with a simple spray-on, wipe-off application. Designed with extreme hydrophobicity to repel water, enhance gloss, prevent water spotting and reduce drying time.

- Easy application.
- Repels water.
- Enhances gloss.
- Protects against UV rays.
- Requires no cure time.



### AMSOIL Ceramic Spray

#### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. P.C.
CSFCN	EA	(1) 16-oz bottle	14.99
CSFCN	CA	(12) 16-oz bottles	169.60

#### CAN. PRICING

Stock #	Units	Pkg./Size	Can. P.C.
CSFCNC	EA	(1) 473-ml bottle	19.79
CSFCNC	CA	(12) 473-ml bottles	224.10





## AMSOIL Interior Detailer

Cleans and restores like-new luster on plastic, trim, dashes and displays without streaks or greasy residue. Formulated with odor-trapping technology that's free from dyes, films and silicone. Safe on all surfaces, including plastic, trim, dashes and displays.

- Multi-surface use.
- UV protection for 90 days.
- Traps and eliminates odors.
- Available in light-lemon and unscented varieties.

### AMSOIL Interior Detailer - Unscented

#### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. P.C.
IDNCN	EA	(1) 16-oz bottle	9.99
IDNCN	CA	(12) 16-oz bottles	112.85

#### CAN. PRICING

Stock #	Units	Pkg./Size	Can. P.C.
IDNCNC	EA	(1) 473-ml bottle	13.19
IDNCNC	CA	(12) 473-ml bottles	149.40

### AMSOIL Interior Detailer - Lemon

#### U.S. PRICING

Stock #	Units	Pkg./Size	U.S. P.C.
IDLCN	EA	(1) 16-oz bottle	9.99
IDLCN	CA	(12) 16-oz bottles	112.85

#### CAN. PRICING

Stock #	Units	Pkg./Size	Can. P.C.
IDLCNC	EA	(1) 473-ml bottle	13.19
IDLCNC	CA	(12) 473-ml bottles	149.40



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Orders below \$100 (\$130 Can.) pay a flat shipping rate of \$9.99 (\$12.99 Can.).



# AMSOIL Marine Engine Oil Now Available in 1-Gallon Containers

AMSOIL Marine Engine Oil (WCT, WCF, WCM) is engineered for superior performance and protection in marine applications, and it is now available in 1-gallon (3.78-liter) containers for boats with larger sumps.

## Protects Against Wear

Marine engines operate under high loads for extended periods. AMSOIL Marine Engine Oil is designed with excellent shear stability to deliver a consistent lubricating film that helps guard engine components from wear for maximum life.

## Fights Rust

Marine engines face constant exposure to wet environments that cause rust and corrosion, which can reduce engine power, damage engine components and eventually cause catastrophic failure. AMSOIL Marine Engine Oil is fortified with potent inhibitors that guard against damaging rust and corrosion.

## NMMA Certified

AMSOIL Marine Engine Oil is certified by the National Marine Manufacturers Association (NMMA) for use in gasoline-fueled four-stroke outboards,



inboards, sterndrives and personal watercraft, and meets the API SM and NMMA FC-W Catalyst Compatible specifications.

## Warranty

AMSOIL Marine Engine Oil is Warranty Secure,<sup>®</sup> keeping your factory warranty intact. It is a high-performance replacement for vehicle manufacturer-branded products, including those made by Honda,\* Mercury,\* Yamaha,\* Johnson/Evinrude,\* Bombardier/BRP,\* Suzuki,\* Nissan,\* Tohatsu,\* OMC,\* Volvo-Penta,\* Mercruiser,\* Chevrolet\* and Ford.\*

The new gallon containers are not available in Canada.







## Conquering Tough Terrain

Why superior oil matters for ATVs and UTVs

**Len Groom** | SR. PRODUCT MARKETING MANAGER, POWERSPORTS & POWER EQUIPMENT

Consumers depend on their ATVs and UTVs to be workhorses, simplifying demanding chores and navigating challenging terrain. Whether it's hauling firewood through dense forests, plowing snow or powering through rocky trails, these vehicles are subjected to extreme stress. Pushing an ATV or UTV to its limits can lead to a phenomenon called mechanical shearing. This is when the oil's molecular structure breaks down under pressure, leaving critical engine and transmission components vulnerable to increased friction and premature wear and tear.

### The Importance of Viscosity and Shear Stability

The primary function of engine oil is to reduce friction by preventing metal-to-metal contact between moving parts within the engine. Viscosity, a measure of an oil's resistance to flow, helps prevent gear pitting, oil burn-off and oil consumption. Oil that is too thin will not provide adequate lubrication, while overly thick oil can impede power delivery. To protect the engine, oil must maintain a stable viscosity across a wide range of operating temperatures, ensuring optimal lubrication during cold starts, hot idle and high-performance operation.

### Shear Happens: Understanding Shearing and its Impact

When oil is subjected to intense pressure within the engine, its molecules experience shearing forces.

**Shear:** When the oil's molecular structure permanently breaks down under extreme pressure, it loses its ability to maintain a stable viscosity, compromising its lubricating properties.

Automotive oils lack the additives necessary to adequately protect ATVs and UTVs. If used in an ATV or UTV, they're susceptible to shear, leading to a dangerous loss of film strength. This exposes engine components to increased friction, accelerated wear and potentially catastrophic failure. Proper viscosity for the intended application is critical to ensure oil circulates properly and provides adequate film strength under pressure.

### Superior ATV/UTV Motor Oil: Engineered to Resist Shearing

Several key technical properties differentiate superior ATV/UTV oils from inferior counterparts:

**Thermal Stability:** ATVs and UTVs often operate in stop-and-go situations or at high engine loads, leading to heat build-up. Superior oils boast high thermal stability, meaning they resist thinning at elevated temperatures and maintain a thick lubricating film.

AMSOIL Synthetic ATV/UTV Motor Oil has better stability than mineral oils and maintains viscosity across a range of temperatures, which helps suppress the additional friction and heat generated. This ensures consistent lubrication during cold starts and hot operation.

**Shear Stability:** AMSOIL Synthetic ATV/UTV Motor Oil excels at resisting shear with premium additives that bolster the oil's molecular structure.

Thanks to its premium base oils and unique, specialized formulation, AMSOIL Synthetic ATV/UTV Motor Oil is inherently better at maintaining viscosity over a wide temperature range for longer durations than conventional oils, protecting gears against wear and optimizing performance.

### Specialized Oils Protect During Storage

Motor oils don't naturally protect against rust or corrosion. Rust and corrosion inhibitors must be added to the formulation to provide the required protection, and some oils simply don't contain the correct additives in the correct concentration.

AMSOIL Synthetic ATV/UTV Motor Oil is formulated with anti-rust and anti-corrosion additives that form a resilient protective layer that clings to engine parts for maximum protection during storage.

### Identifying the Right ATV/UTV Motor Oil

Not all ATVs and UTVs are created equal. Consider factors like engine size, manufacturer recommendations, how a vehicle is typically used and how it's being stored.

AMSOIL Synthetic ATV/UTV Motor Oil is engineered to perform better under extreme temperatures and pressures, delivering outstanding protection, even under unpredictable operating conditions. This translates to improved performance, greater reliability and powerful protection, giving you the confidence and peace of mind to tackle any terrain, anytime.





# The World's Best Oil Change

Oil-change kits ordered through the AMSOIL Vehicle Lookups now come with extras.

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Oil-change kits purchased through the AMSOIL Vehicle Lookups are getting a boost. Oil-change kits will now be shipped in an AMSOIL-branded box with a pair of nitrile gloves, an AMSOIL Fast Funnel and an AMSOIL Oil-Change Decal to record the date of service, current mileage and mileage at next service.

“We’re focused on making the world’s best oil change, and part of that means making it easy to order what you need,” said AMSOIL Sr. Product Marketing Manager – Automotive Alex Thompson. “When you buy the world’s best oil change, you should also have the best experience, from finding what you need to placing the order and installing the products. With our online tools, fast, free delivery and enhanced oil-change kits, we have the full experience covered.”

## **AMSOIL Vehicle Lookups**

Cars, trucks, motorcycles, ATVs, UTVs, snowmobiles, marine outboards, small engines, heavy-duty commercial vehicles... The list of vehicle and equipment types is long and grows exponentially when you add in makes, models and years. With all those variables, it can be confusing to know which products to order.

AMSOIL offers an easy solution. The AMSOIL Vehicle Lookups at [AMSOIL.com/AMSOIL.ca](https://AMSOIL.com/AMSOIL.ca) allow you to enter your vehicle details and see exactly what you need to order, including kits with the correct type and amount of oil and filter needed for a complete oil change. And soon this function is becoming even more powerful.

## **Coming Soon: Use your license plate**

AMSOIL Vehicle Lookups are under development so customers may enter their VIN or license-plate number to automatically receive complete headlights-to-taillights product recommendations for their vehicle. This upgrade will be especially helpful for customers who may not know details about their vehicle, like the engine code or the drivetrain components with which it’s equipped. For example, the 2010 Ford\* Fusion\* has two engine codes with different sump sizes for the same displacement motor. Pickup trucks frequently have different differential options that can change the capacity and viscosity of the gear oil.

“The ability for customers to simply enter their license-plate number and





Correct Viscosity and Volume  
of AMSOIL Motor Oil

Correct AMSOIL  
Oil Filter

AMSOIL Fast Funnel

AMSOIL  
Oil-Change  
Decal

Nitrile Gloves

receive a complete list of product recommendations is huge,” said Thompson. “It’s going to make ordering AMSOIL products easier and faster.”

### More than motor oil

Although oil changes are the most common vehicle maintenance performed, other fluids and components also require attention for vehicles to perform at a high level. AMSOIL Vehicle Lookups provide recommendations for every vehicle component that requires lubrication, as well as recommendations for filters, fuel additives, cleaners, protectants and other preventive-maintenance products.

### Filter guides, too

Filter guides for vintage and heavy-duty vehicles and a Master Filter Cross-Reference Guide, which offers a simple way to cross-reference another filter brand to an AMSOIL, WIX, MANN or Donaldson filter available through AMSOIL, are also conveniently available at [AMSOIL.com/AMSOIL.ca](http://AMSOIL.com/AMSOIL.ca).

AMSOIL is the industry leader for product performance. While we continue to advance product development, we are also pushing the customer experience. The new oil-change kit enhancements represent another step toward that goal.

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Orders below \$100 (\$130 Can.) pay a flat shipping rate of \$9.99 (\$12.99 Can.).







# PREMIUM AMSOIL AEROSOL PRODUCTS

AMSOIL offers a full range of premium aerosol cleaners, lubricants and protectants.

## AMSOIL Metal Protector (AMPSC)

- Cuts through rust and frees frozen components.
- Helps protect against rust and corrosion, even in salt water.
- Displaces water.
- Stops squeaks.
- Lubricates moving parts.

## AMSOIL Heavy-Duty Metal Protector (AMHSC)

- Contains special rust and corrosion inhibitor additives.
- Protects against the effects of salt, moisture and chemical corrosion.
- Leaves a long-lasting (up to several years), protective, wax-like, amber coating.
- Sprays into hard-to-reach places and works as an undercoat.
- Ideal for steel, iron, aluminum, brass, copper and other metal surfaces.

## AMSOIL Power Foam® (APFSC)

- Cleans deposits from ethanol and degraded fuel.
- Removes gum and varnish.
- Maximizes horsepower.
- Restores startability.
- Helps improve fuel economy.

## AMSOIL Brake and Parts Cleaner (BPCSC)

- Quickly removes grease and oil.
- Leaves no residue.
- Dries quickly.
- Chlorinated, non-flammable formula.
- VOC-free.

## AMSOIL Silicone Spray (ALSSC)

- Formulated for use on nonmetal surfaces (and metal surfaces that come in contact with nonmetal surfaces).
- Leaves a clear, odorless, nonstaining film.
- Helps prevent rubber cracking and drying.
- Locks out moisture.
- Does not attract dust or dirt.

## AMSOIL Mudslinger® (AMSSC)

- Provides a protective layer of armor against mud, dirt and snow.
- Eases clean-up after riding.
- Restores, cleans and shines plastic, fiberglass and painted surfaces.
- Provides a protective layer to counteract the damaging effects of UV rays.
- Leaves a pleasant cherry scent.



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### AMSOIL Glass Cleaner (AGCSC)

- Quickly cuts through grease and grime.
- Does not drip or run; stays where you spray it.
- Leaves no streaks or haze.
- Ammonia-free and safe on all glass, including tinted windows.
- Works great on countertops, glass, mirrors and appliances.



### AMSOIL Miracle Wash® (AMWSC)

- Requires just two easy steps: spray and wipe.
- Leaves vehicles with a fantastic shine and tough protective finish.
- Does not require soap or water.
- Repels dust and light dirt.
- Protects against the sun's ultraviolet rays.



### AMSOIL Firearm Cleaner and Protectant (FCPSC)

- Penetrates deep into hard-to-reach components.
- Effectively cleans fouling and powder residue from all firearm surfaces, reducing misfires and increasing reliability.
- Protects guns against corrosion, allowing for safe storage and preserving performance, reliability and value.
- Safe to use on all metals, woods, composites and rubbers commonly found in firearms.



### AMSOIL Synthetic Firearm Lubricant and Protectant (FLPSC)

- Effectively lubricates and protects firearms, helping extend life and prevent blockage, jams and wear.
- Outstanding protection and performance in both hot and cold climates.
- Specifically formulated for firearms, offering superior performance.
- Safe to use on all metals, woods, composites and rubbers commonly found in firearms.



### AMSOIL Engine Degreaser (AEDSC)

- Removes the toughest grease, dirt and grime from modern vehicle engines.
- Leaves no residue.
- Easy to use.
- Powerful stream.
- Safe on all engine components.



### AMSOIL Heavy-Duty Degreaser (ADGSC)

- Dissolves oil, tar and grime from metal, concrete and other surfaces.
- Removes sticky residue.
- Works fast.
- Low-VOC formula.
- Non-foaming.





### AMSOIL Engine Fogging Oil (FOGSC)

- Designed to protect internal engine components during storage or long periods of inactivity.
- Provides long-term protection against corrosion and dry starts.
- Helps extend engine life and reduce operating expenses.
- Offers easy and clean application.
- Reaches more components and offers complete distribution of the oil.



### AMSOIL Chain Lube (ACLSC)

- Provides outstanding wear and corrosion protection for all types of chains and sprockets.
- Helps extend chain life.
- Leaves a protective coating that will not fling off or attract dirt.
- Easy application.
- Fast-drying.



### AMSOIL Spray Grease (GSPSC)

- White lithium grease protects against wear and corrosion.
- Lubricates moving parts for smooth, squeak-free operation.
- Adheres to metal surfaces for long-lasting performance.
- Quick, convenient spray gets into hard-to-reach places.
- Excellent water resistance.



With the exception of AMSOIL Metal Protector, AMSOIL aerosol products are not available in Canada. Use product code CMPSC to order Metal Protector in Canada.



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**PARK IT IN T**



**MyAMSOILGarage™**



# THE GARAGE

Wouldn't it be great if there were a way to keep track of all your vehicle information in one easy, convenient location?

Welcome to MyAMSOILGarage.™ In today's busy world, it's nice to know that vehicle maintenance can be monitored and scheduled through one easy-to-use source located on the AMSOIL website.

- **Email** reminders let you know when it's oil-change time.
- **Information** for all your vehicle-maintenance routines, including fluid fill capacities.
- **Free** to use.





# New AMSOIL 5W-40 Synthetic Metric Motorcycle Oil

The AMSOIL motorcycle product line is growing again. New AMSOIL 5W-40 100% Synthetic Metric Motorcycle Oil is specifically engineered for popular modern motorcycles, including \*BMW R 1250 GS, R 1300 GS, and S 1000 RR; Aprilia Tuono and RSV4; Benelli, Can-Am, Husqvarna, Moto Guzzi and other models specifying a 5W-40 viscosity.

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Metric motorcycles are designed to deliver maximum performance and responsiveness, with engines that often surpass 10,000 rpm. A crankshaft spinning that fast can cause low-quality oil to foam, reducing its ability to protect internal engine parts against wear. Metric motorcycle oil also serves dual purpose as clutch lubrication, which can cause oil shearing that leads to clunky shifting. And metric touring and ADV bikes are built for long, cross-country trips that benefit from extended drain intervals.

The advanced technology in AMSOIL 100% Synthetic Metric Motorcycle Oil resists foaming and shearing to protect metric motorcycle engines from wear, help them run cleaner and cooler and shift smoother. By maximizing performance and responsiveness, riders experience thrilling delivery of power, torque, acceleration and cornering ability. And with drain intervals up to twice the bike manufacturer's recommendations, they can also confidently wander far from home.



- Superior wear protection.
- Smooth, confident shifts.
- Maximum performance.

**AMSOIL 5W-40 Synthetic Metric Motorcycle Oil**

**U.S. PRICING**

Stock #	Units	Pkg./Size	U.S. P.C.
MMFQT	EA	1 quart	14.49
MMFQT	CA	12 quarts	164.80

**CAN. PRICING**

Stock #	Units	Pkg./Size	Can. P.C.
MMFQT	EA	(1) 946-ml bottle	19.39
MMFQT	CA	(12) 946-ml bottles	220.30

**WARRANTY  
SECURE**<sup>TM</sup>

AMSOIL Synthetic Metric Motorcycle Oil keeps your factory warranty intact. Learn more at [AMSOIL.com/warrantysecure](http://AMSOIL.com/warrantysecure).



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**AMSOIL is Now the Official Oil of the CFL**



**OFFICIAL OIL OF THE CFL**







*The First in Synthetics*®

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We make a product for just about everything you drive, tow or haul. Use AMSOIL synthetic lubricants for maximum protection and performance in all your vehicles and equipment.

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Post-Consumer Fiber

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