



The First in Synthetics®

MOVE UP TO AMSOIL



WHY AMSOIL?

You have dozens of oil companies from which to choose.

Why partner with AMSOIL?

Made in the USA

AMSOIL products are made in the USA and efficiently shipped worldwide thanks to a network of strategically located global distribution centers. Packaged in durable, high-quality packaging, they arrive at your business ready to hit store shelves. Partnering with AMSOIL provides access to high-quality, top-selling products from an American company.

Industry Leader

AMSOIL Founder Al Amatuzio experienced the benefits of synthetic lubricants as a jet-fighter pilot. Only synthetics could withstand the intense heat and stress of supersonic flight. "If synthetics work that well in jet engines, why not cars?" he asked. Amatuzio was selling synthetic oil commercially by 1968, and in 1972 AMSOIL Synthetic Motor Oil became the world's first synthetic motor oil to meet API (American Petroleum Institute) service requirements. Today, virtually every other oil company has followed the AMSOIL lead and sells its own synthetic oil. AMSOIL, however, will always be *The First in Synthetics*.® Don't partner with just anyone – partner with an industry leader.

Exceeds Standards

Industry and original equipment manufacturer (OEM) standards set minimum performance requirements for lubricants. That's not good enough for us. We use the most demanding standards as benchmarks and strive to exceed them. And, as an independent company, we maintain the freedom and flexibility to source the best raw materials and continually improve our products, ensuring our customers get the best synthetic lubricants available.

Company of Enthusiasts

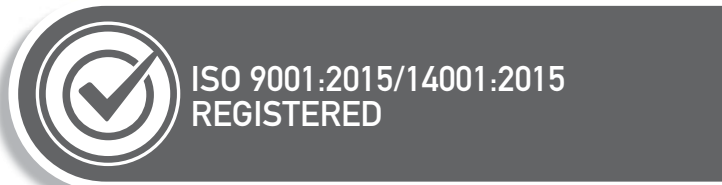
We are not just engineers, chemists and manufacturers, we're also racers, gearheads and thrill-seekers. Like our customers, we're at our best when working on our vehicles, fine-tuning their performance or cruising down the highway.

Our time behind the wheel and under the hood helps us experience firsthand the toll power, speed and performance take on engines. That's why we formulate AMSOIL synthetic lubricants to push the boundaries of performance.

Loyal, Satisfied Customers

AMSOIL customers are among the most loyal in the industry. Once people experience the benefits of AMSOIL synthetic lubricants, they often stick with us for years. Carrying AMSOIL products can help you attract new, high-value customers and build loyalty.

Quick Facts



OUR PRODUCTS

AMSOIL offers one of the most extensive line of synthetic lubricants in the world. Our innovative and award-winning product line includes motor oil, transmission fluid, additives and everything else you need to meet your customers' needs and increase sales.

Automotive

Today's cars and trucks use technologies such as turbochargers and direct fuel injection that place greater demands on lubricants. Our passenger-car/light-truck lubricants are engineered to maximize protection and performance in the toughest conditions. They deliver protection that satisfies the most demanding drivers.

Powersports

Dirt bikes, personal watercraft, ATVs and other powersports equipment require lubricants tailored to their specific needs. A single oil can't meet the demands of every application. We formulate our powersports lubricants to excel in the performance areas specific to each piece of equipment, whether it's confident clutch feel for dirt bikes or excellent cold-flow for snowmobiles. As a result, countless engine builders, racers and enthusiasts trust only AMSOIL products.

Commercial/Heavy-Duty/Off-Road

Commercial equipment is critical for completing important jobs on time and up to standards. Our synthetic lubricants are tough, long-lasting and cost-effective. Their superior wear protection helps equipment last as designed, their long service life saves time and money on lubricant changes and their synthetic design maximizes fuel efficiency. These benefits help construction companies, delivery fleets, road crews and other customers save money.

Motorcycles

Motorcycles and scooters often run hotter and under more stress than typical car engines. Conventional oils quickly break down in these conditions, leading to wear. We formulate our synthetic motorcycle oils to reduce heat, fight wear and maintain cleanliness in the toughest riding conditions.

Industrial

AMSOIL industrial products are designed to help customers reduce time performing maintenance and increase profitability. From hydraulic systems to compressors to natural gas engines, our products zero in on the biggest operational challenges without sacrificing overall performance. Industrial administrators quickly realize that the deficiencies they had accepted as normal with their previous lubricants had been needlessly wasting time and money.



CORPORATE SUPPORT

Some companies disappear once the contract is signed. Not us. We're committed to building the AMSOIL brand worldwide, and we develop long-term partnerships with our international distributors to help them uncover ways to gain customers and boost sales.

Our team includes several long-tenured experts with years of experience working with customers from around the world. They possess the knowledge to navigate complicated international trade laws and ease complexity for your business. They provide in-person and remote support to help you learn about synthetic lubricants and how best to market AMSOIL products in your area.

Your dedicated regional representative is available to offer advice, provide training and help maximize the benefits of being an AMSOIL International Distributor.

We also have marketing personnel on staff to provide tools and advice for marketing AMSOIL products digitally and through traditional channels, while our technical experts can provide answers to your questions about synthetic lubricants or AMSOIL products.

International Distributors enjoy exclusive access to the online AMSOIL Distributor Zone where you'll find training resources to help you learn more about AMSOIL products. You'll also find professional imagery and videos to aid in your marketing efforts.

With AMSOIL, you have a long-term partner who's always here to help.

AMSOIL not only makes great products, they offer personalized support that makes you proud to represent the company in your country. They offer so much support – an extensive website, brochures, marketing support, technical expertise, training – that I was able to build a successful distribution company selling just AMSOIL products. AMSOIL is definitely at the top of its game.

- David Luna | Owner of Caribbean Lube Tech
Exclusive Puerto Rico Distributor since 2010



AMSOIL account manager meeting with distributors at Automechanika Buenos Aires.

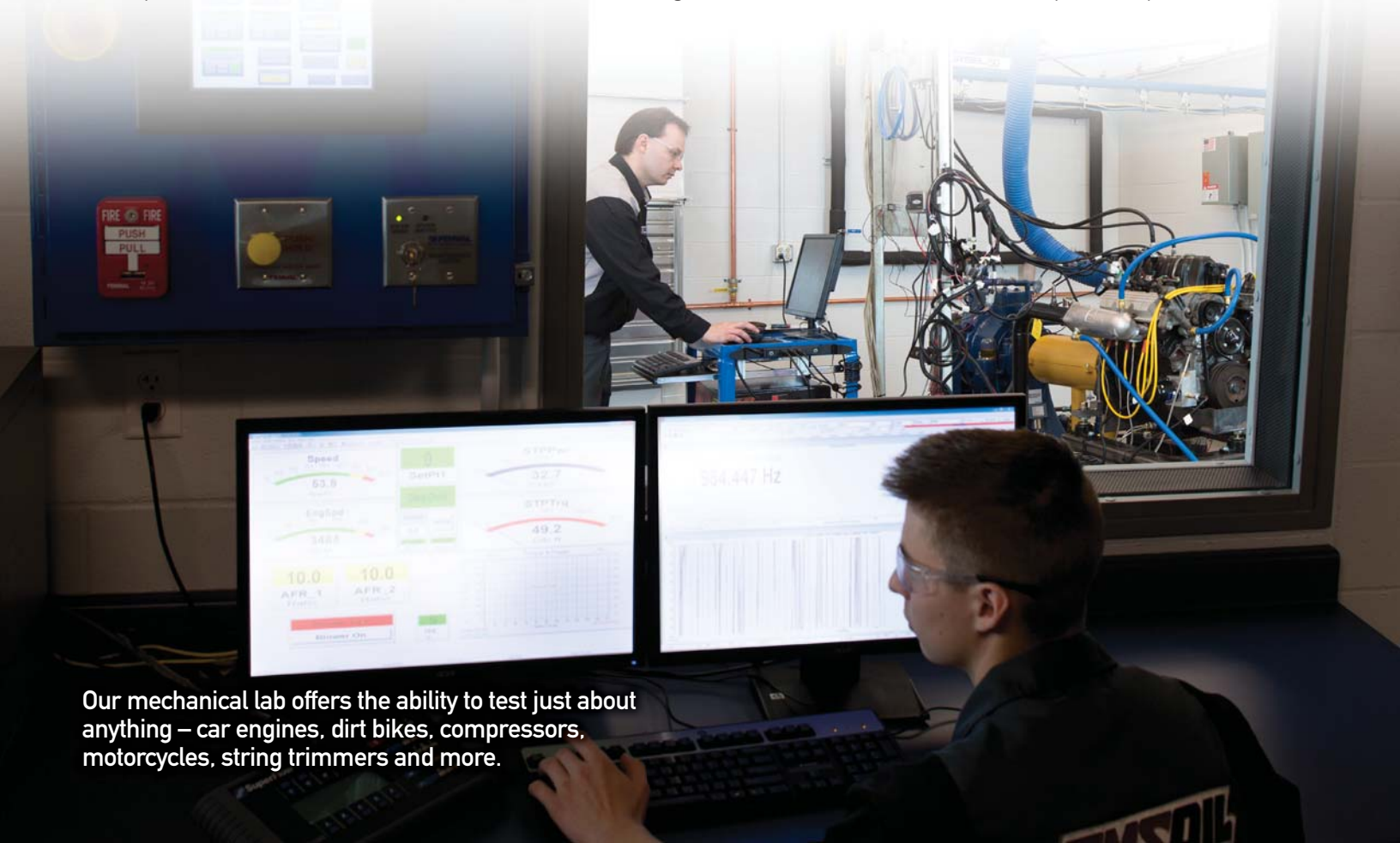


"AMSOIL products are the best on the market and definitely give us an added performance factor."

Bryce Menzies
Professional Off-Road Racer

ADVANCED RESEARCH & DEVELOPMENT

AMSOIL is a research-driven product-development company. We identify the biggest challenges facing vehicles and equipment performance and formulate synthetic lubricants to solve those problems. Our in-house chemical and mechanical labs offer the flexibility to formulate and test our products until they deliver the performance we demand. Field trials and testing on the racetrack offer additional proof of performance.



Our mechanical lab offers the ability to test just about anything – car engines, dirt bikes, compressors, motorcycles, string trimmers and more.

MOVE UP TO AMSOIL AND TAKE YOUR BUSINESS TO THE NEXT LEVEL

We're seeking qualified worldwide distribution partners interested in growing their businesses by selling AMSOIL products. Join a growing team of international AMSOIL Distributors and partner with a company dedicated to helping you succeed.

- One of the largest lines of synthetic lubricants in the world
- Custom formulations available for YOUR market
- Team of experts to provide personalized marketing and technical support
- Programs to encourage growth and reward success
- Excellent profit margins for you and your resellers
- Made in the USA

If you have an established business and are interested in an international relationship, contact the AMSOIL representative who provided this brochure. Or, email your contact information and interest to **international@amsoil.com** or complete the form at **www.amsoil.com/international**.

